



City of Menomonie

Comprehensive Plan 2016 - 2036



Prepared by:
The City of Menomonie Plan Commission

Amendments Adopted June 3, 2024 by:
Menomonie Common Council

Planning Assistance Provided by:



Table of Contents

Chapter 0	Introduction	0-1
◆	History	0-1
◆	Location and General Regional Context	0-1
◆	Comprehensive Planning Law	0-1
◆	Plan Purpose	0-3
◆	Plan Development Process	0-3
◆	Regional Planning Jurisdictions & Government Agencies	0-4
◆	Overall Goals.....	0-4
Chapter 1	Issues and Opportunities.....	1-1
◆	Introduction.....	1-1
◆	Population	1-1
◆	Age Distribution	1-3
◆	Race.....	1-4
◆	Education	1-5
◆	Employment	1-6
◆	Travel Time to Work and Place of Work.....	1-7
◆	Income	1-8
◆	Population Forecast.....	1-9
◆	Household Forecast.....	1-10
◆	Demographic Trends	1-10
◆	Issues and Opportunities	1-11
Chapter 2	Agricultural, Cultural and Natural Resources	2-1
◆	Introduction.....	2-1
◆	Productive Agricultural Areas.....	2-1
◆	Cultural Resources	2-2
◆	Topography	2-8
◆	Soils	2-9
◆	Slope	2-15
◆	Surface Water.....	2-17
◆	Shorelands	2-19
◆	Watersheds	2-19
◆	Groundwater.....	2-22
◆	Wetlands	2-24
◆	Floodplains	2-26
◆	Forested/Wooded Lands	2-27
◆	Environmentally Sensitive Area / Wildlife Habitat.....	2-27
◆	Threatened, Endangered, and Rare Species	2-27
◆	Mineral Resources.....	2-31
◆	Agricultural, Cultural, and Natural Resources Goals, Objectives, Programs, Policies, and Actions	2-31
Chapter 3	Housing.....	3-1
◆	Introduction.....	3-1
◆	Housing Needs	3-1
◆	Age Characteristics	3-1

City of Menomonie 2016-2036 Comprehensive Plan

◆ Structural Characteristics.....	3-3
◆ Home Values.....	3-4
◆ Occupancy Characteristics	3-5
◆ On Campus Housing	3-7
◆ Off-Campus Housing	3-9
◆ Housing Unit Projections	3-9
◆ Housing Affordability Analysis.....	3-9
◆ Mixed-Use Development Trends	3-12
◆ Housing Assistance Programs and Agencies	3-13
◆ Housing Goals, Objectives, Policies & Actions.....	3-17
Chapter 4	
Transportation.....	4-1
◆ Introduction.....	4-1
◆ Modes of Transportation	4-1
◆ Functional Road Classification System	4-1
◆ Commuting Patterns	4-4
◆ Traffic Volumes.....	4-5
◆ Accidents.....	4-5
◆ Major Traffic Generators	4-9
◆ Criteria for Future Road Corridors.....	4-9
◆ State, Regional, and Other Transportation Plans	4-12
◆ Road Expenditure Planning	4-12
◆ Existing Sidewalks and Trails	4-13
◆ Traffic Calming Techniques	4-16
◆ Neighborhood Electric Vehicles	4-18
◆ Air Service	4-18
◆ Rail (Freight and Passenger).....	4-19
◆ Transit	4-19
◆ Trucking.....	4-20
◆ Water Transportation	4-20
◆ Bridges	4-20
◆ Parking Requirements	4-22
◆ Street Design.....	4-22
◆ Transportation Goals, Objectives, Programs, Policies, & Actions	4-24
Chapter 5	
Land Use	5-1
◆ Introduction.....	5-1
◆ Land Use vs. Zoning.....	5-1
◆ Current Land Use Regulations.....	5-1
◆ Planning Area	5-2
◆ Land Use Classifications	5-2
◆ Existing Land Use.....	5-3
◆ Future Land Use Needs Calculations	5-6
◆ Housing and Land Use	5-7
◆ Development Factors.....	5-8
◆ Future Land Use.....	5-11
◆ Generalized Future Land Use Plans	5-11
◆ Existing Land Use Conflicts	5-12
◆ Future Development Principles	5-14
◆ Land Use Goals, Objectives, Programs, Policies, & Actions	5-14

Chapter 6	Economic Development.....	6-1
	◆ Introduction.....	6-1
	◆ Labor Force	6-1
	◆ Occupation	6-1
	◆ Industry.....	6-2
	◆ Educational Attainment.....	6-3
	◆ Wages	6-4
	◆ Existing Industrial and Commercial Areas.....	6-5
	◆ Desired Businesses	6-5
	◆ Strengths and Weaknesses for Attracting Businesses	6-5
	◆ Menomonie Municipal Airport (Score Field)	6-7
	◆ UW-Stout's Economic Contribution.....	6-7
	◆ Tourism	6-8
	◆ Rehabilitation Areas.....	6-9
	◆ Local Economic Development Initiatives.....	6-9
	◆ Federal and State Economic Development Programs.....	6-12
	◆ Economic Development Goals, Objectives, Programs, Policies, & Actions	6-12
Chapter 7	Community Facilities	7-1
	◆ Introduction.....	7-1
	◆ City Hall.....	7-1
	◆ Public Works	7-1
	◆ Solid Waste Disposal Site.....	7-3
	◆ Parks and Recreation	7-3
	◆ Police Department	7-4
	◆ Fire Department and EMS	7-4
	◆ Menomonie Municipal Airport	7-5
	◆ Menomonie Public Library	7-5
	◆ Health Care Facilities.....	7-6
	◆ Child Care Facilities.....	7-6
	◆ Schools.....	7-6
	◆ Technical Colleges and Universities	7-6
	◆ Museums and the Arts.....	7-7
	◆ Social Service Organizations	7-9
	◆ Cemeteries	7-9
	◆ Community Facilities Goals, Objectives, Programs, Policies, & Actions	7-9
Chapter 8	Utilities	8-1
	◆ Introduction.....	8-1
	◆ Water Supply and Distribution System.....	8-1
	◆ Sanitary Sewer System	8-4
	◆ Private On-Site Wastewater Treatment Systems	8-5
	◆ Sanitary Sewer Service Area.....	8-6
	◆ Storm Sewer System	8-6
	◆ Energy Systems	8-8
	◆ Telecommunications Infrastructure	8-9
	◆ Utilities Goals, Objectives, Programs, Policies, & Actions	8-10

Chapter 9	Intergovernmental Cooperation	9-1
	◆ Introduction.....	9-1
	◆ Administration.....	9-1
	◆ Public Works	9-1
	◆ Police Department.....	9-2
	◆ Fire Department and Emergency Medical Services (EMS)	9-4
	◆ Library	9-5
	◆ UW-Stout.....	9-5
	◆ School District of the Menomonie Area.....	9-5
	◆ Extraterritorial Zoning	9-6
	◆ Dunn County Emergency Management	9-6
	◆ Existing Conflicts	9-6
	◆ Conflict Resolution.....	9-6
	◆ Future Collaborative Efforts	9-7
	◆ Intergovernmental Cooperation Goals, Objectives, Programs, Policies, & Actions	9-7
Chapter 10	Implementation.....	10-1
	◆ Introduction.....	10-1
	◆ Potential Implementation Tools.....	10-1
	◆ Implementation Priorities & Schedule	10-4
	◆ Roles & Responsibilities	10-6
	◆ Plan Consistency.....	10-6
	◆ Plan Updates	10-6
	◆ Implementation Goals, Objectives, Programs, Policies, & Actions	10-7
Maps	Chapter.....	Map No.
	Introduction	
	Location	0-2
	Agricultural, Cultural, and Natural Resources	
	Prime Farmland.....	2-1
	Downtown Historic District.....	2-2
	Historical & Archaeological Sites	2-3
	Limitations to Dwellings with Basements	2-4
	Limitations to Dwellings with Septics	2-5
	Depth to Bedrock.....	2-6
	Slopes	2-7
	Surface Water & Floodplain.....	2-8
	Shoreland Areas.....	2-9
	Watersheds	2-10
	Groundwater Flow Direction	2-11
	Wetlands	2-12
	Forested Areas.....	2-13
	Environmental Corridors	2-14
	Endangered Species	2-15

Transportation	
Functional Road Classification	4-1
Traffic Volumes Historical Changes	4-2
Traffic Accident Locations & Frequencies	4-3
Traffic Generators	4-4
Future Roads	4-5
Existing Sidewalks & Trails 2010	4-6
Bridge Locations	4-7
Land Use	
Current Land Use	5-1
Development Limitations	5-2
Low Water Pressure Zones & Sanitary Service Areas	5-3
Future Land Use	5-4
Economic Development	
Existing Industrial and Commercial Areas	6-1
Active TIF Districts	6-2
Community Facilities	
Community Facilities	7-1
Additional Community Facilities	7-2
Utilities	
Water Pressure Zones	8-1
Sanitary Sewer Service Areas	8-2
Appendices	
Public Participation Plan	A
Plan Commission Resolution	B
Council Ordinance	C
Amendments	
• Housing Chapter – June 3, 2024	

Chapter 0: Introduction

History

The Menomonie area was originally established as a trading post in 1788. By the late 1800's Menomonie was one of the largest cities in western Wisconsin with a population of more than 5,000 residents. The primary industry and largest employer at that time was the lumber industry.

Some of the people that helped to shape Menomonie's early history have an impact to this day as many buildings and streets throughout the community are associated with the names - Wilson, Tainter, Knapp, and Stout. William Wilson, the City's first elected mayor, Andrew Tainter and John Holly Knapp were the major interest holders in the Knapp, Stout & Co. Company. This lumber mill was the largest employer in the late 1800's and employed over 2,000 people in its prime. James Huff Stout, whose father help to found the Knapp, Stout & Co. Company, founded the Stout Manual Training School that would eventually become what we know today as the University of Wisconsin-Stout.

The early 1900's brought more industry and agriculture to the area and from these early years, the City of Menomonie has continued to grow and is still one of the largest cities in Western Wisconsin.

Location and General Regional Context

The City of Menomonie is located in the central part of Dunn County, Wisconsin (see Map 0-1) and is located east of St. Croix County that is one of the fastest growing counties in the State.

It is a transition area between urban and rural. The City is split by Interstate 94, which takes a large percentage of area residents that work outside the City to work each day. To the east approximately 25 miles is the City of Eau Claire, with a metropolitan area of nearly 100,000 people. Directly to the east is the Town of Red Cedar and to the west is the Town of Menomonie, also growing but more rural in nature.

The City is geologically divided by the Red Cedar River and Lake Menomin. These water resources are highly valued and protected and make the City an attractive place to live.

Comprehensive Planning Law

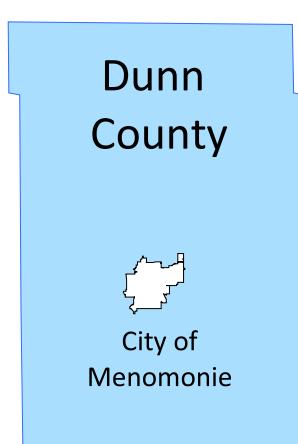
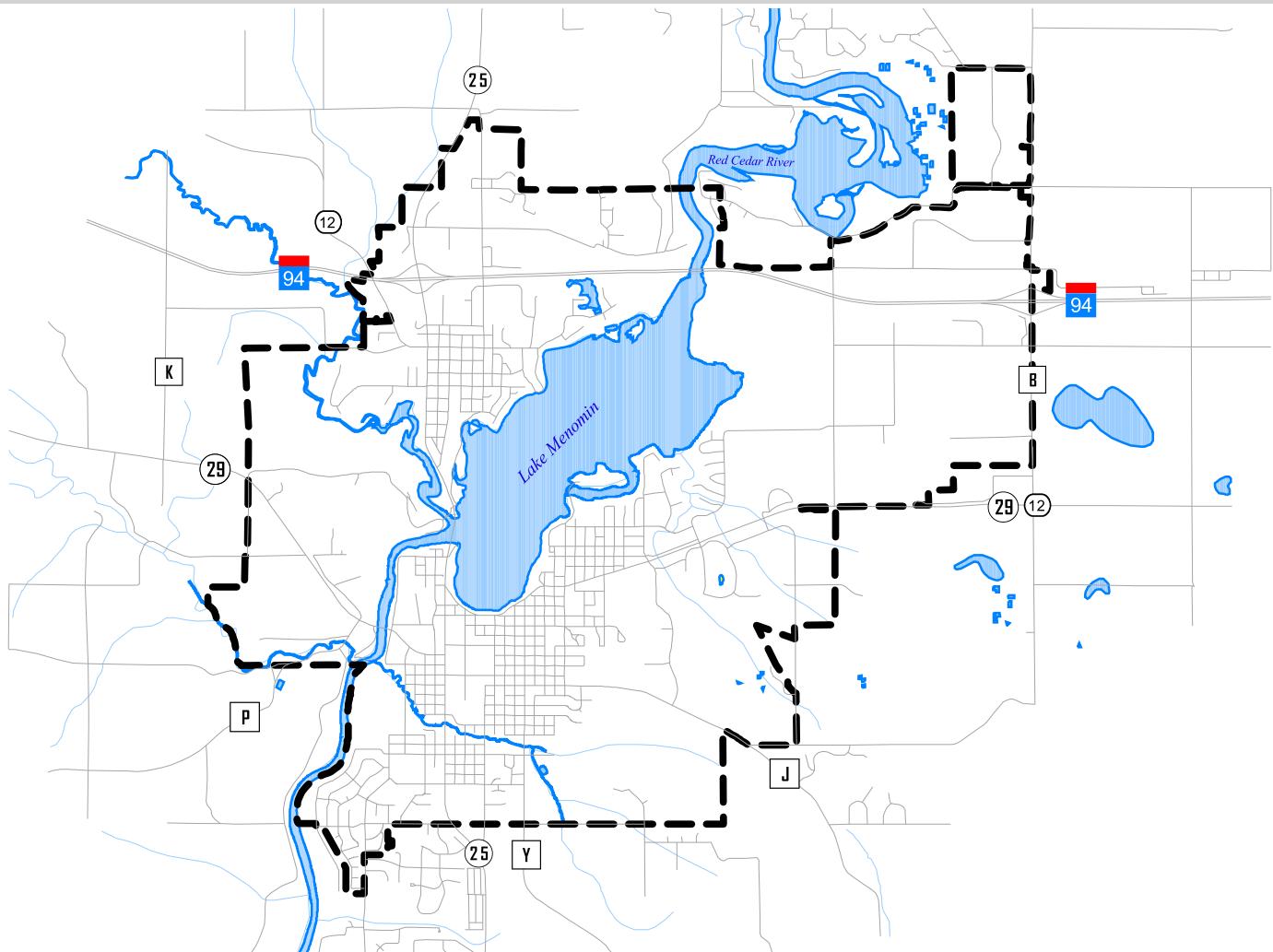
Wisconsin's Comprehensive Planning Law, or "Smart Growth Law" was passed in October, 1999 as part of the State's biennial budget. This law requires that every town, village, and city be guided by a comprehensive plan by January 1, 2010. Smart Growth was enacted to encourage long-range planning for communities and provide consistency in land use decision making.

Project Location

City of Menomonie



Map 0-1



City of Menomonie 2016-2036 Comprehensive Plan

Smart Growth planning also calls for public participation throughout the entire planning process. Before 1999, public participation and a public hearing were not required for adoption of a local plan.

State statutes require the plans to consist of nine elements, each focusing on an important sector of your community. These elements are:

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

The goal of Smart Growth is to ensure that communities look at how all of these elements intertwine and affect each other, creating an awareness and overall cohesive vision for the City of Menomonie.

Plan Purpose

The purpose of the City of Menomonie's Comprehensive Plan is to ensure the qualities of the community that residents enjoy remain and areas that can be improved upon are addressed. The plan will act as a guide for not only City government, but also local organizations and community residents and will look at, not only the City, but how the City fits into the regional context.

Plan Development Process

The City of Menomonie submitted a multi-jurisdictional application with Dunn County, the Village of Knapp, and Towns of Lucas, Peru, Rock Creek and Sand Creek and was awarded a comprehensive planning grant by the State of Wisconsin Department of Administration in 2004.

The City has incorporated the nine required elements into their plan and created the following chapters:

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

Each chapter was addressed individually before moving on to the next chapter. When all were complete, the comprehensive plan was reviewed as a whole, checking for any inconsistencies and/or contradictions.

Regional Planning Jurisdictions and Government Agencies

While the City of Menomonie plans for its own future, it also is within multiple planning and government agency districts that do their own planning. The City will review all available plans to address any inconsistencies between them. Some of the planning and government agencies that will be contacted include:

- West Central Wisconsin Regional Planning Commission
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation
- Dunn County

Overall Goals

A Citizen Advisory Board developed the overall goals for the plan to guide the future development and redevelopment of Menomonie over the next 20 years.

1. Promote and continue to enhance the historical downtown.
2. Develop Lake Menomin as a focal point of the community and promote the scenic beauty of the entire area.
3. Ensure a connected, well planned, and safe multi-modal transportation system for the use of all.
4. Continue to support the diverse educational opportunities for citizens and strive to create a balanced community to provide opportunities for them to work, live, and play.
5. Support decisions that enhance the City's unique character.
6. Support residential, commercial, industrial, and recreational growth and development that will make Menomonie a distinct destination area.

Individual plan elements contain specific goals, policies, objectives, and programs which address that element topic.

Chapter 1: Issues and Opportunities

Introduction

Many factors influence the growth and development of a community. The age distribution, income range, and population growth can all influence the types of housing, transportation options, and businesses that are found in Menomonie. By examining demographic data, the City can identify important **Issues** facing them and identify **Opportunities** to make positive changes.

The Issues and Opportunities chapter examines a variety of demographic data including age distribution, educational levels, income levels, and employment characteristics that exist in the City of Menomonie. Population and household forecasts are also used to help understand the effects of the growth may have on the City.

Most demographic information used in this chapter was obtained from US Census data. The US Census Bureau collects demographic information from residents every ten years. The 2010 US Census did not collect the extent of information as previous censuses but is supplementing this information with *American Community Survey* data. This is an ongoing survey that provides data every year and is obtained by sampling a small percentage of the population every year.

Population

The City of Menomonie has experienced steady population growth since 1960 averaging about one percent population growth per year. The population growth can be attributed to the rate of natural increase, in-migration, and the expansion of the University of Wisconsin-Stout.

Table 1-1 shows that the historic population of the City of Menomonie has increased about 70% between 1960 and 2010. Compared to many communities in western Wisconsin, Menomonie did not experience the large population growth between 1990 and 2010. Much of this population growth was attributed to Minnesota residents moving into Wisconsin and then commuting back into the Twin Cities Metropolitan (TCMA) area to work. The City of Menomonie, although located on Interstate 94 (I-94), is considered too far from the TWMA to commute.

Because of this, the City's growth rate has been fairly stable. That may change if public transportation is ever developed along the I-94 corridor between Eau Claire and the Twin Cities.

Table 1-1 - Historical Population - City of Menomonie

Year	1960	1970	1980	1990	2000	2010
Population	9,624	11,275	12,769	13,547	14,937	16,264
% Change		17.2%	13.3%	6.1%	10.3%	8.9%

Source: U.S. Census

City of Menomonie 2016-2036 Comprehensive Plan

The City of Menomonie is the largest community in Dunn County. Table 1-2 shows the context of population for all the communities in Dunn County. Many of the Towns are seeing higher population growth than the City of Menomonie but a majority of these are within a short distance of the City of Menomonie or City of Eau Claire. These areas provide residents an opportunity to live in rural Dunn County but have reasonable access to goods and services in the surrounding villages and cities.

Table 1-2 - Population Growth-Dunn County Municipalities

Municipality	1990	2000	2010	Numerical Change 1990-2010	Percent Change 1990-2010
Towns					
Colfax	685	909	1,186	501	73.1%
Dunn	1,297	1,492	1,524	227	17.5%
Eau Galle	856	797	757	-99	-11.6%
Elk Mound	772	1,121	1,792	1,020	132.1%
Grant	400	426	385	-15	-3.8%
Hay River	505	546	558	53	10.5%
Lucas	635	658	764	129	20.3%
Menomonie	2,725	3,174	3,366	641	23.5%
New Haven	665	656	677	12	1.8%
Otter Creek	344	474	501	157	45.6%
Peru	221	247	242	21	9.5%
Red Cedar	1,422	1,673	2,086	664	46.7%
Rock Creek	673	793	1,000	327	48.6%
Sand Creek	541	586	570	29	5.4%
Sheridan	484	483	454	-30	-6.2%
Sherman	729	748	849	120	16.5%
Spring Brook	1,261	1,320	1,558	297	23.6%
Stanton	637	715	791	154	24.2%
Tainter	1,768	2,116	2,319	551	31.2%
Tiffany	584	633	618	34	5.8%
Weston	569	630	594	25	4.4%
Wilson	517	500	531	14	2.7%
Villages					
Boyceville	913	1,043	1,086	173	18.9%
Colfax	1,110	1,136	1,158	48	4.3%
Downing	269	257	265	-4	-1.5%
Elk Mound	797	785	878	81	10.2%
Knapp	421	421	463	42	10.0%
Ridgeland	235	265	273	38	16.2%
Wheeler	327	317	348	21	6.4%
Cities					
Menomonie	13,547	14,937	16,264	2,717	20.1%
County					
Dunn County	35,909	39,858	43,857	7,948	22.1%

Source: 1990, 2000, and 2010 U.S. Census

The fastest growing Towns in Dunn County over the last twenty years include Otter Creek (45.6%), Red Cedar (46.7%), Rock Creek (48.6%), Colfax (73.1%), and Elk Mound (132.1%).

Only the Town of Eau Galle, Town of Grant, Town of Sheridan, and Village of Downing have lost population.

Age Distribution

Age distribution can give us insights into the implications of a changing population. Table 1-3 shows the age characteristics for the City of Menomonie between 2000 and 2010. The table shows the influence UW-Stout has on the City demographics. Ages 15 through 29 account for approximately 50% of the City's population. A majority of these residents are University students.

Table 1-3 - Age for the Total Population - City of Menomonie

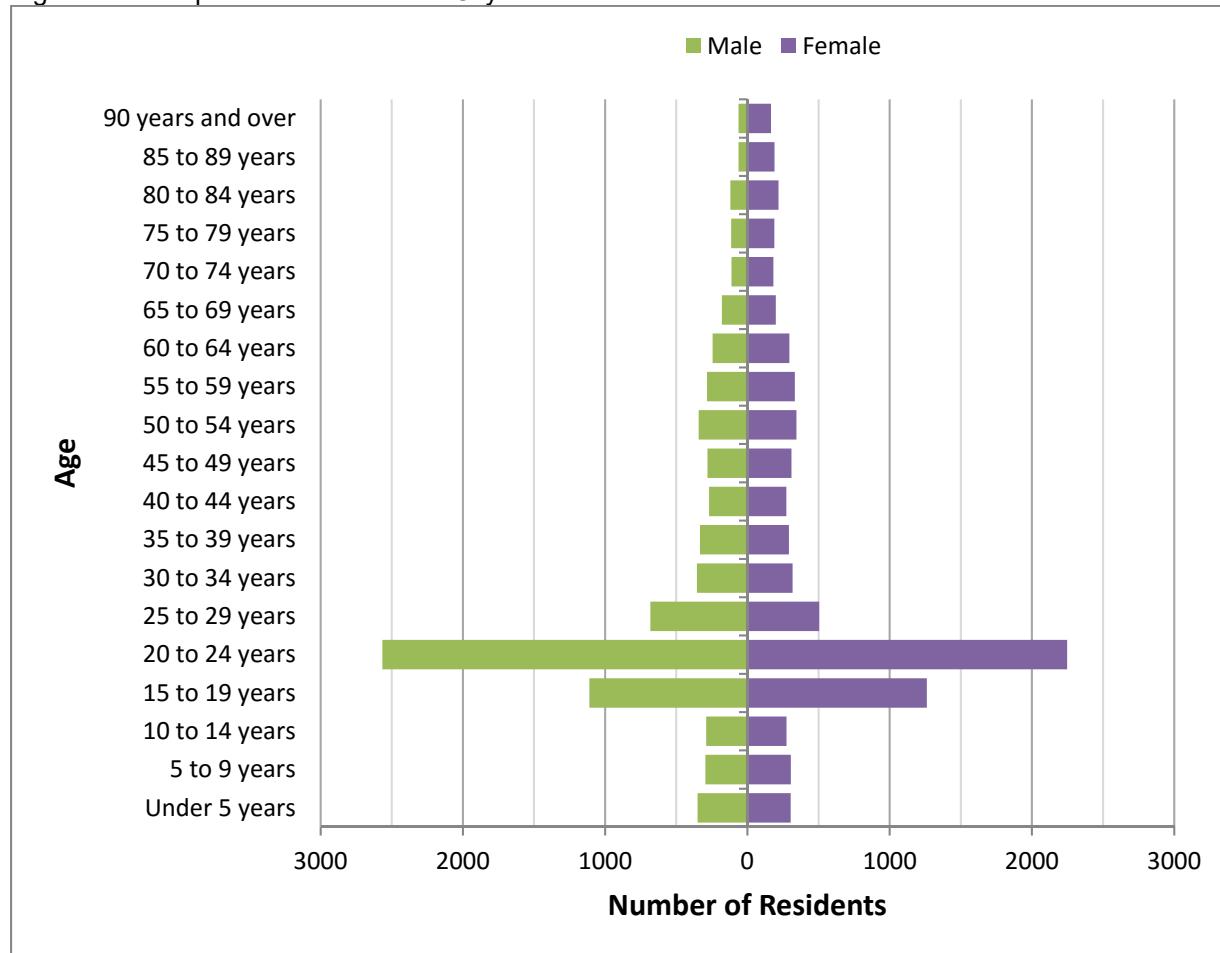
Age	2000	2010	Numerical Change between 1990 - 2010	% Change between 1990 - 2010
Under 5 years	674	654	-20	-3.0%
5 to 9 years	555	600	45	8.1%
10 to 14 years	688	565	-123	-17.9%
15 to 19 years	2,151	2,372	221	10.3%
20 to 24 years	4,285	4,813	528	12.3%
25 to 29 years	1,032	1,186	154	14.9%
30 to 34 years	673	673	0	0.0%
35 to 39 years	662	625	-37	-5.6%
40 to 44 years	688	543	-145	-21.1%
45 to 49 years	648	591	-57	-8.8%
50 to 54 years	515	688	173	33.6%
55 to 59 years	377	617	240	63.7%
60 to 64 years	304	540	236	77.6%
65 to 69 years	311	379	68	21.9%
70 to 74 years	357	295	-62	-17.4%
75 to 79 years	345	303	-42	-12.2%
80 to 84 years	291	339	48	16.5%
85 to 89 years	242	252	10	4.1%
90 years and over	139	229	90	64.7%
Total	14,937	16,264	1,327	8.9%

Source: 2000 and 2010 U.S. Census

Figure 1-1 reveals an interesting population pyramid for Menomonie. A population pyramid is a graphical illustration that shows the distribution of various age groups in a population. The population pyramid confirms the influence of University students on the City's population. The narrow base of the pyramid indicates a low birth rate and a slow growth pattern for the City though the City's population will also be affected by in-migration of new residents.

City of Menomonie 2016-2036 Comprehensive Plan

Figure 1-1 – Population Distribution - City of Menomonie



Source: 2010 U.S. Census

Race

Table 1-4 shows population by race for the City of Menomonie. Menomonie's population has been historically homogeneous. According to the 2010 American Community Survey, Whites made up 91.9% of the City's estimated population. Asians, mainly of Hmong decent, make up 4.2% of the population.

Table 1-4 - Race: City of Menomonie

Race alone or in combination with one or more other races	Number	Percentage of Population
Total population	16,264	100.0%
White	14,943	91.9%
Black or African American	137	0.8%
American Indian and Alaska Native	82	0.5%
Asian	684	4.2%
Native Hawaiian and Other Pacific Islander	8	0.0%
Some Other Race	102	0.6%
Two or More Races	308	1.9%

Source: 2010 US Census

Table 1-4 does not show residents who identify themselves as Hispanic or Latino. Federal standards dictate that race and Hispanic origin or ethnicity are separate and distinct concepts. Hispanics or Latinos are members of an ethnic group that traces its roots to 20 Spanish-speaking nations from Latin America and Spain (but not Portugal or Portuguese-speaking Brazil) but for the purpose of the US Census, you are considered Hispanic or Latino if you say you are. Table 1-5 shows that 276 Menomonie residents identified themselves as being of Hispanic or Latino ethnicity. This is 1.7% of the City's population.

Table 1-5 - Hispanic or Latino and Race

Race alone or in combination with one or more other races	Number	Percentage of Population
Hispanic or Latino of any Race	276	100.0%
White alone	131	47.4%
Black or African American alone	3	1.1%
American Indian and Alaska Native alone	10	3.6%
Asian alone	1	0.4%
Native Hawaiian and Other Pacific Islander alone	0	0.0%
Some Other Race alone	94	34.1%
Two or More Races	37	13.4%

Source: 2010 US Census

Education

Table 1-6 and Table 1-7 provide information on the educational attainment levels of persons 25 years old and older. Table 1-5 shows that more residents are obtaining higher levels of education. This may be attributed to the increasing requirement for technical or post-secondary degrees for job placement and that UW-Stout and a branch of the Chippewa Valley Technical College are located in Menomonie.

According to the 2007-2011 American Community Survey, only 9.8% of the population 25 years of age and older, had not received a high school diploma. This was down from 12.4% in 2000.

Table 1-6 - Education Attainment Population 25 and Older - City of Menomonie

	2000	% Of Total	2007-2011	% Of Total
Population 25 Years and Over	6,611	100.0%	7,138	100.0%
Less than 9th Grade	348	5.3%	335	4.7%
9th to 12th Grade (No Diploma)	468	7.1%	363	5.1%
High School Graduation (Includes Equivalency)	1,829	27.7%	2,276	31.9%
Some College, No Degree	1,581	23.9%	1,309	18.3%
Associate Degree	461	7.0%	627	8.8%
Bachelor's Degree	1,200	18.2%	1,410	19.8%
Graduate or Professional Degree	724	11.0%	818	11.5%

Source: 2000 US Census and 2007-2011 American Community Survey

Table 1-6 shows that 90.2% of the population 25 years of age and older, attained a high school degree or higher and over 31% attained a bachelor's degree or higher. Both have increased since 2000.

Table 1-7 - High School Graduate or Higher Attainment - City of Menomonie

	2000	% Of Total	2007-2011	% Of Total
High School Graduate or Higher	5,795	87.7%	6,440	90.2%
Bachelor's Degree of Higher	1,924	29.1%	2,228	31.2%

Source: 2000 US Census and 2007-2011 American Community Survey

Employment

The principal economic factors that influence an individual's quality of life and provide a choice of residential options are employment opportunities and income. A comparison of labor force and employment statistics provides some insight into the economic well-being of the residents of the City.

The number of residents who are 16 years of age or older has increased by about 10% between 2000 and 2011 (See Table 1-8). At the same time, the percentage of these residents who are in the labor force has decreased. This may be due to a high number of University students who are choosing not to work in order to focus on their studies because during this same time, the percentage of population indicating that they were unemployed decreased from 7.3% to 5.1%.

Table 1-8 - Employment Status: City of Menomonie

	2000	Percentage	2007-2011	Percentage	Numeric Change
Population 16 years and over	12,984	100.0%	14,300	100.0%	1,316
In labor force	8,611	66.3%	8,607	60.2%	-4
Civilian labor force	8,594	66.2%	8,580	60.0%	-14
Employed	7,651	58.9%	7,846	54.9%	195
Unemployed	943	7.3%	734	5.1%	-209
Armed Forces	17	1.0%	27	0.2%	10
Not in labor force	4,373	33.7%	5,693	39.8%	1,320

Source: 2000 US Census and 2007-2011 American Community Survey

Personal income is derived primarily from employment wages. An individual's occupation determines the range of that wage scale and influences their personal standard of living. A comparison of the occupations of those employed in the labor force helps to determine the economic effect of the employment opportunities available to area residents and the ability to increase their standard of living.

Table 1-9 shows that almost a third of the population, 16 years and over, works in management/business/science/arts type occupations.

The City has a greater percentage of the population working in service occupations. This may reflect the number of businesses that cater to university students and typical employment opportunities for younger people.

It should be noted that US Census information related to occupation does not reveal where these jobs are located.

Table 1-9 - Occupation: Employed Civilian Population 16 Years or Over - City of Menomonie

Occupation	2007-2011	Percentage
Civilian employed population 16 years and over	7,846	100.0%
Management, business, science, and arts occupations	2,333	29.7%
Service occupations	1,810	23.1%
Sales and office occupations	2,077	26.5%
Natural resources, construction and maintenance occupations	459	5.9%
Production, transportation, and material moving occupations	1,167	14.9%

Source: 2007-2011 American Community Survey

Industry refers to the industry where the occupations are located. Like the occupation table, this information does not let us know where these industries are located.

Table 1-10 shows that Menomonie has a noticeably higher percentage of its working residents, compared to the State and Dunn County, employed in three main industries.

- Educational services and health care and social assistance (29.7%)
- Retail trade (19.2%)
- Arts, entertainment, and recreation, and accommodation and food services (12.9%)

These industries reflect the presence of UW-Stout, Menomonie School District, Mayo Clinic Health System-Red Cedar, Marshfield Clinic, numerous chain and local stores, a strong arts community, and the number of hotels located near the Interstate interchanges.

Strong business and industry in Menomonie provides a variety of job opportunities for residents in Menomonie, Dunn County, and the surrounding counties.

Travel Time to Work and Place of Work

Table 1-11 and Table 1-12 show that over 70% of workers are traveling less than 20 minutes to work and that a majority of occupations and industries that employ residents are located in Dunn County and likely Menomonie. This indicates the economic importance of the City as an employment center.

Other nearby employment centers are the City of Eau Claire and St. Croix County.

City of Menomonie 2016-2036 Comprehensive Plan

Table 1-10 - Industry: Employed Civilian Population 16 Years or Over - City of Menomonie

Industry:	2007-2011	Percentage
Civilian employed population 16 years and over	7,846	100.00%
Agriculture, forestry, fishing and hunting, and mining	68	0.9%
Construction	223	2.8%
Manufacturing	1,006	12.8%
Wholesale trade	84	1.1%
Retail trade	1,503	19.2%
Transportation and warehousing, and utilities	236	3.0%
Information	123	1.6%
Finance and insurance, and real estate and rental and leasing	272	3.5%
Professional, scientific, and management, and administrative and waste management services	502	6.4%
Educational services, and health care and social assistance	2,333	29.7%
Arts, entertainment, and recreation, and accommodation and food services	1,011	12.9%
Other services, except public administration	277	3.5%
Public administration	208	2.7%

Source: 2007-2011 American Community Survey

Table 1-11 - Travel Time to Work Workers Who did not Work at Home - City of Menomonie

Travel Time	2000	Percentage	2007-2011	Percentage
Total	7,098	100.0%	7,716	100.0%
Less than 10 minutes	2,751	38.8%	2,739	35.5%
10 to 19 minutes	2,510	35.4%	2,708	35.1%
20 to 29 minutes	587	8.3%	787	10.2%
30 to 44 minutes	707	10.0%	887	11.5%
45 to 59 minutes	215	3.0%	255	3.3%
60 minutes or more	328	4.6%	340	4.4%

Source: 2000 US Census and 2007-2011 American Community Survey

Table 1-12 - Place of Work 16 Years and Over - State and County Level - City of Menomonie

	2007-2011	Percentage
Worked in state of residence:	7,292	94.5%
Worked in county of residence	5,579	72.3%
Worked outside county of residence	1,721	22.3%
Worked outside state of residence	424	5.5%
Total	7,716	100.0%

Source: 2007-2011 American Community Survey

Income

The combined effect of advanced education, increased employment opportunities, and evidence of well-paying occupations is also reflected in the earning capability and increasing incomes of City residents.

Table 1-13 shows the median household income of Menomonie residents. Although the median household income has increased by 20% since 2000, it still lags behind Dunn County (\$48,342)

and the State of Wisconsin (\$52,374). This can be attributed to University students and retirees who have smaller incomes and are not in the workforce full time.

Table 1-13 - Median Household Income - City of Menomonie

Year	1999	2011	% Change
Median Household Income	\$31,013	\$37,297	20.3%

Source: 2000 US Census and the 2007-2011 American Community Survey

Population Forecasts

Population projections or forecasts have long been used in planning to assess development prospects created by population growth. Small area population forecasts can be used to evaluate potential residential development and economic conditions, and the level of demand for public services. Businesses, schools and government frequently use these forecasts to determine the future needs or design of public facilities.

Population projections are based on historical trends of population growth that are extended into the future. They are based on the assumption that the historical trends, and the factors behind them, will continue to some point in time. It is certain that not all of those factors will have the same influence on population change throughout the entire forecast period. It is also true that the closer the projection year is to the base year, the more likely the population for that projection will be close to the true population. Hence, the margin of error in population forecasts increases the farther out in time they are from the present.

Small area population projections also have limitations. Forecasts of large area populations are more reliable. For example, projections developed at the county level can be used to distribute the county population forecasts proportionally into the individual community projections. This "backing into" community projections from countywide forecasts is often done because the smaller the area for which a projection is produced, the greater the possibility for error.

Population forecasts are, at best, guides and must be used with consideration of their limitations. However, intimate knowledge of local conditions can help build the assumptions into population projections to make them more valid.

Generally, population growth trends do not remain constant from decade to decade. The factors that influence population change are dynamic and are often subject to the effect of larger trends from outside an area's control. The forecasting of population change requires that certain assumptions be made regarding the conditions prevailing during the forecast period. Therefore, it is important to identify the assumptions inherent in the projection. The following factors and assumptions were incorporated into the population projections developed for the City of Menomonie Comprehensive Plan.

In-migration will continue to be significant for population growth in Menomonie. Many factors are involved in the personal and business decisions that result in migration into Menomonie. This migration is due to numerous employment opportunities and other urban amenities in Menomonie that are in proximity to the serene, aesthetically appealing natural, rural and recreational areas surrounding the City. It is also likely that there is significant in-migration of elderly from the surrounding rural areas looking for appropriate retirement living accommodations in the City.

City of Menomonie 2016-2036 Comprehensive Plan

The population forecast for the City of Menomonie was developed by the Wisconsin Department of Administration, Demographic Services Center. Table 1-14 shows that Menomonie's population is projected to grow by almost 2,800 residents between 2010 and 2030. The projected growth will affect how land is used in the City and help determine if there will be a need for additional land in the future.

Table 1-14 - Population Forecasts - City of Menomonie

Year	2010	2015 Projection	2020 Projection	2025 Projection	2030 Projection	Numeric Change	Percent Change
WDOA	16,264	16,875	17,643	18,364	19,009	2,745	16.9%

Source: Wisconsin Department Of Administration, *2010 U.S. Census actual population: 16,264

Household Forecasts

Table 1-15 shows that there will be a projected 1,332 new households in the City by 2030. Each household will require a dwelling unit in which to live. About 80% of the City's population lives in a household. Most of the remaining 20% are students who live in dormitories which are not counted as households.

A portion of the projected 1,332 new households will live in the 491 vacant housing units that were identified in the 2010 US Census. Therefore the number of new dwelling units can be reduced to 841. If we assume a 5% vacancy rate, then the City will need approximately 890 new housing units over the next 20 years.

The type of dwelling unit will have an effect on land use in the City. Single family homes will occupy a larger space than a multi-family dwelling unit. At the same time, trends in housing preferences may also influence the amount of land needed to meet these projected increases.

Table 1-15 - Housing Forecasts - City of Menomonie

Year	2010	2015	2020	2025	2030	Numeric Change	Percent Change
Population	16,264	16,875	17,643	18,364	19,009	2,745	16.9%
Population in Households	12,968	13,449	14,061	14,636	15,150		
Households	5,814	6,200	6,548	6,868	7,146	1,332	22.9%
Persons Per Household	2.23	2.17	2.15	2.13	2.12		
Additional Households		386	348	320	278		

Source: Wisconsin Department of Administration 2008 Demographic Services Center

Demographic Trends

The demographic trends identified in the chapter would indicate that the City of Menomonie will continue to grow steadily but slowly, have a low median age due to students enrolled at UW-Stout, and remain the employment hub for residents living in the City and surrounding communities. At the same time, projected population growth will have an effect on the landscape of the City and surrounding Towns.

Issues and Opportunities

The demographic data, along with the results of the Citizen Advisory Board session, can be used to identify important **Issues** facing the City and identify **Opportunities** to make positive changes.

The **Issues and Opportunities** presented below represent main themes to be addressed in Menomonie's Comprehensive Plan.

Potential Issues

1. Low natural birthrate-majority of growth is UW-Stout students and people moving into the City
2. Older year round population
3. Lower income compared to the State of Wisconsin
4. Housing conditions near campus
5. Condition of Lake Menomin
6. Decreased growth rate of UW-Stout
7. Reasonably priced non-student rental properties
8. Municipal funding cuts
9. Traffic congestion due to the Interstate, highways, topography, railroad, and water acting as barriers.

Potential Opportunities

1. Maintain the City as an employment center for residents
2. Retain College graduates
3. Attract new businesses and industries
4. Rehabilitation of existing structures (homes and businesses)
5. Lake Menomin cleanup
6. Downtown redevelopment
7. Intergovernmental cooperation when planning future traffic routes
8. Planning for a multi-modal transportation network.
9. Thoughtful management of historic preservation issues

Chapter 2: Agricultural, Cultural, and Natural Resources

Introduction

The Agricultural, Cultural, and Natural Resources chapter provides a brief discussion of various natural resource base elements, including the general soil characteristics, topography, water resources, and wetlands.

The protection and wise management of the natural resource base are vital to the social and economic development of the Menomonie planning area. The natural resource base should be carefully considered in terms of its ability to sustain urban growth and protect wildlife habitat. Environmentally significant areas which deserve protection from intensive urban development, and which impose severe limitations on development, are also identified.

Through the identification and analysis of rivers, lakes, wetlands, steep slopes, and soil characteristics, development can be guided to the most appropriate locations, thus protecting the City's natural areas while providing opportunities for responsible growth. Development should be concentrated in the areas most suitable for the intended use, thus avoiding the environmental limiting factors. The data compiled in this element is for generalized classification, and should not be a substitute for site-specific analysis.

A thorough inventory and analysis of the natural resources of the City of Menomonie will serve to:

- Protect environmentally sensitive areas from development.
- Preserve and enhance waterways and other natural areas.
- Coordinate with the land use plan.

Productive Agricultural Areas

The Wisconsin Farmland Preservation Act was enacted in 1977 to slow the conversion of land from agricultural to urban usage. This legislation provides for the preparation of county farmland preservation plans and state income tax credits for the maintenance of farmland in delineated preservation areas. Ultimately, only those farmers owning lands within delineated prime agricultural areas which are zoned for exclusive agricultural use will be eligible for the full state income tax credits provided under the law.

The State of Wisconsin is in the process of having each county update its Farmland Preservation Plan. Dunn County is currently revising its plan and it must be updated by Dec. 31, 2012. The County received a planning grant from the Department of Agriculture, Trade, and Consumer Protection to complete the update. Once the Dunn County Farmland Preservation Plan is updated, the City may want to revisit the Land Use chapter to see if it affects the City's future land use plans.

Map 2-1 shows prime agricultural soils in and around the City of Menomonie. Although there are active farms in some of these areas, the land is the most desirable for future growth and development because it has been already cleared.

Cultural Resources

The loss of our State's cultural resources over the past century has been significant. According to the Wisconsin Historical Society, only 30% of historic buildings documented during the Great Depression by the Federal Historic American Building survey program still exist and only 25% of Wisconsin's Native American mounds remain intact. Today, we better realize the multiple benefits of these resources to our community.

The preservation and promotion of the City of Menomonie's cultural resources helps cultivate its own unique identity. Cultural resources include ancient and historical archeological sites, as well as historic buildings and structures.

The City has a long history of respect and appreciation of these resources which was reiterated in November of 2004 when a Citizen Advisory Board (CAB) was formed to kick-off the City of Menomonie's Comprehensive Plan. The Board was asked "What should the City look like in 10-20 years?" Their top reply was a "vibrant historic downtown".

The goal of historic preservation is to protect, restore, rehabilitate, and reconstruct your cultural resources. Many benefits may be realized through this process. The preservation of historic buildings can influence future development. New buildings may be designed to fit in with their historical surroundings. Historic preservation can lead to higher real estate values and municipal tax revenues. It can increase tourism and make your community a destination for people to visit. But most importantly, it can reveal our unique past and foster a sense of community pride.

While preserving historic places is an important tool for maintaining the character of the downtown area, growth and development are still factors. There should be a flexibility to take both aspects into consideration when looking at projects that affect the downtown.

The purpose of this section is not to be a comprehensive inventory of all historic and archeological sites in the Menomonie area. Rather, it is to create awareness of what we have and provide goals to maintain and enhance their quality.

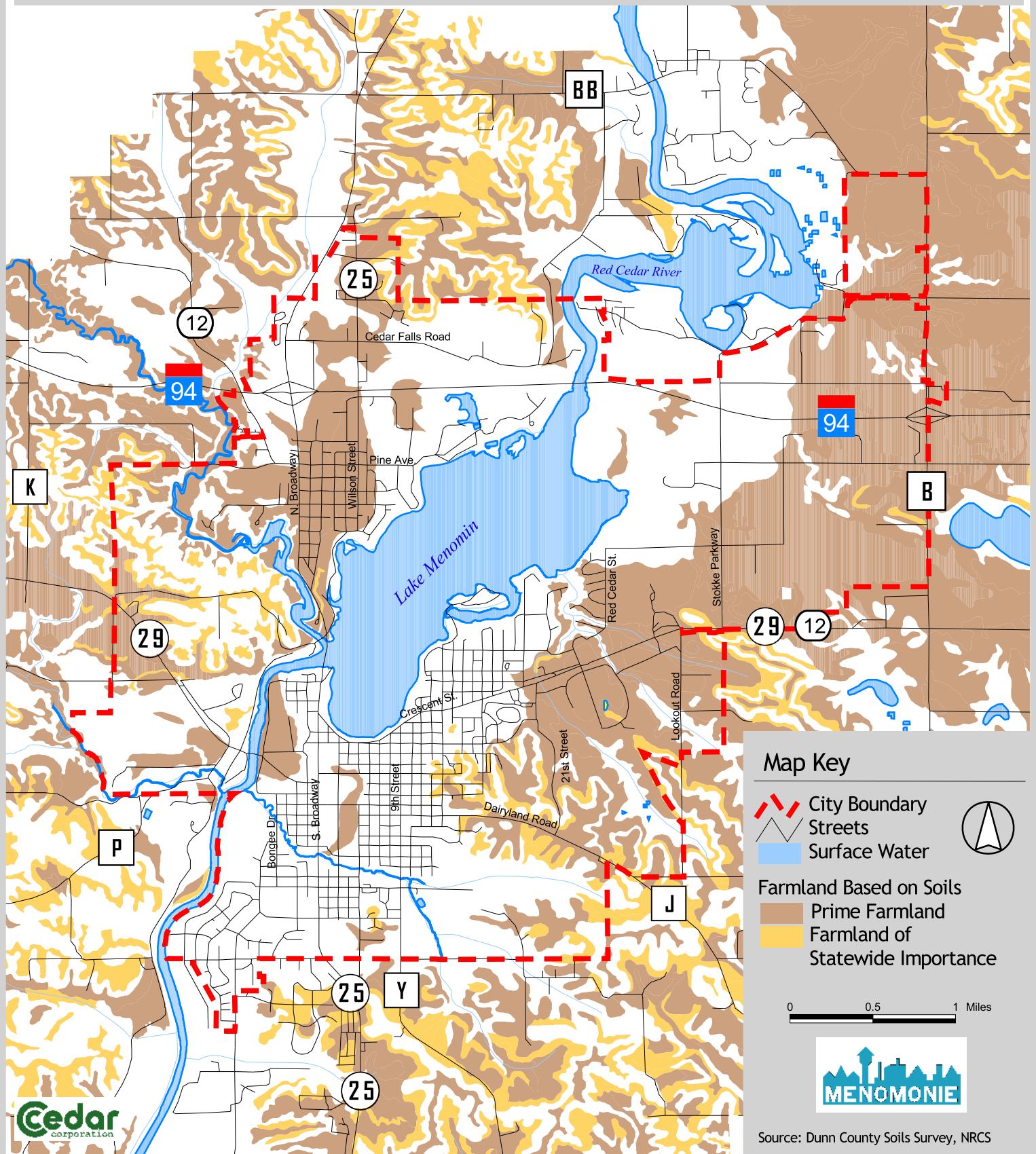
Current Sites

The State Historical Society's website hosts the Wisconsin Architecture & History Inventory (AHI). The Architecture and History Inventory (AHI) is a collection of information on historic buildings, structures, sites, objects, and historic districts throughout Wisconsin. This Inventory is housed at the Wisconsin Historical Society in Madison and is maintained by the Society's Division of Historic Preservation. The AHI is comprised of written text and photographs of each property, which document the property's architecture and history.

The City of Menomonie has 468 buildings, districts, and archeological sites listed. It should be noted that inclusion in this inventory conveys no special status, rights or benefits to owners of

Prime Farmland City of Menomonie

Map 2-1



City of Menomonie 2016-2036 Comprehensive Plan

these properties. These buildings and details along with historical buildings throughout the State may be viewed at www.wisconsinhistory.org. Follow the historical sites link.

The City of Menomonie has five buildings, districts, and sites listed in the State and/or National Historic Register. They include the Downtown Historic District, Louis Smith Tainter House, Mabel Tainter Memorial Theatre, Evergreen Cemetery, and the Upper Wakanda Park Mound Group (see *Map 2-2*).

Table 2-1 is a list of sites, structures, and districts that have been designated as historic by the Menomonie Historic District Preservation Commission and the year of their designation (see *Map 2-3*).

Table 2-1 - Designated Historic Sites, Structures, and Districts

Map Number	Designee	Year
1	Mabel Tainter Memorial Theatre*	1974
2	Downtown Historic District*	1995
3	Evergreen Cemetery (Island only)*	1996
4	Upper Wakanda Mound Group*	2001
5	Louis Smith Tainter Building*	2001
6	Wilson Place	2001
7	Revolutionary War Soldier	2006
8	Historic Fountains (Bundy Hall, Wilson Place, Healthcare Center, and Wilson Park)	2003

Source: Menomonie Historic Preservation Commission, *State/National Register of Historic Places

The most famous of these buildings is the Mabel Tainter Memorial Building. Built in 1889 by Andrew and Bertha Tainter in remembrance of their daughter Mabel who died at the age of 19, the Memorial is an anchor of the Historic District. Not only does it have local prominence, but regional and national importance as well. The entire Mabel Tainter Memorial Theatre was recently renovated at a cost of \$4.55 million. It included upgrades of everything from the draperies to the electrical system, along with a complete structural renovation.

Besides the upgrades, an addition was added to the north side of the building to make the theater compliant with the ADA standards. Now functioning with an elevator to accommodate disabled people and provide public safety, the addition also provides a master staircase with access to all three floors of the theater.

Table 2-2 lists the cultural sites in the City of Menomonie Planning Area. The Wisconsin Historical Society also maintains a database of archeological sites and cemeteries. The inventory is not all inclusive but only includes sites that have been reported. A current search of their database reveals 24 sites of importance (see *Map 2-3*). This information is considered confidential and their locations are general in nature to protect them from intentional or unintentional disturbance as well as protecting the privacy of landowners.

Downtown Historic District

City of Menomonie

Map 2-2

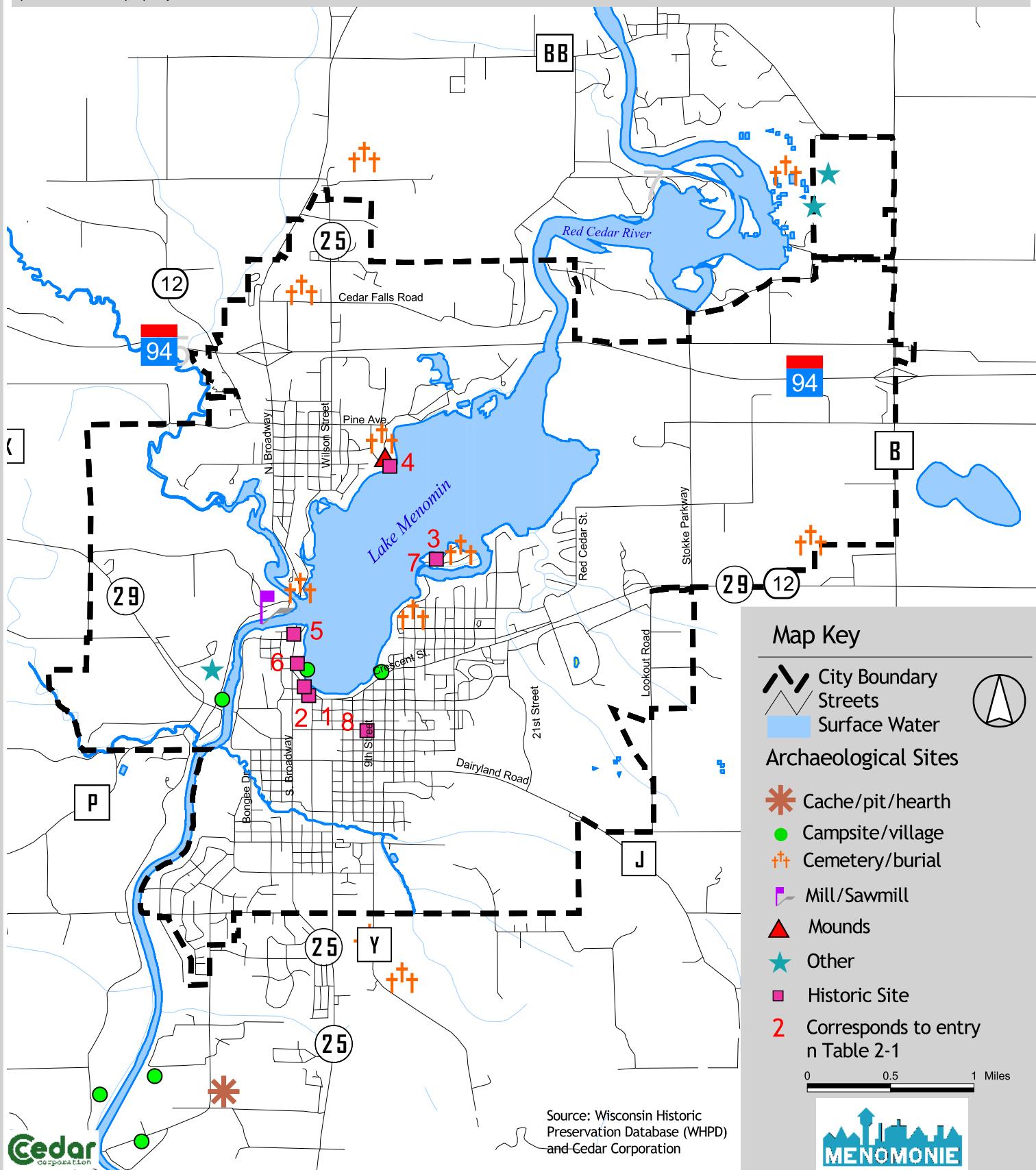


Historical & Archaeological Sites

City of Menomonie

Map 2-3

Symbols on map do not show exact locations of sites with archaeological significance in order to preserve sites and property owners.



City of Menomonie 2016-2036 Comprehensive Plan

Table 2-2 - Designated Cultural Sites

Site Name	Type	Cultural Study Unit	TSR
1. Cedar Falls Cemetery	Cemetery/burial		28, 12, W, 8
2. Peace Cemetery	Cemetery/burial		27, 13, W, 2
3. St. Pauls Cemetery	Cemetery/burial		27, 13, W, 2
4. Lost Treasure	Cache/pit/hearth	Historic Euro-American	27, 13, W, 10
5. Irvington	Campsite/village	Historic Euro-American	27, 13, W, 10
6. Brunn #1	Campsite/village	Unknown Prehistoric	27, 13, W, 10
7. Brunn #2	Campsite/village	Unknown Prehistoric	27, 13, W, 10
8. Unnamed Site	Campsite/village		27, 13, W, 10
9. Highland Cemetery	Cemetery/burial	Historic Euro-American	28, 13, W, 11
10. Halverson Cemetery	Cemetery/burial		28, 13, W, 14
11. Wakanda Park Mound Group	Mound(s) - Other/Unknown Cemetery/burial	Late Woodland	28, 13, W, 23
12. Upper Wakanda Park Mounds	Mound(s) - Conical	Late Woodland	28, 13, W, 23
	Mound(s) - Linear	Terminal Woodland	
13. Evergreen Cemetery	Cemetery/burial		28, 13, W, 24
14. St. Josephs Cemetery	Cemetery/burial	Historic Euro-American	28, 13, W, 26
15. Dotseth #1	Campsite/village	Unknown Prehistoric	28, 13, W, 26
16. Dotseth #2	Campsite/village	Unknown Prehistoric	28, 13, W, 26
17. Knapp-Stout Lumber Yard	Mill/sawmill and Cemetery/burial	Historic Euro-American	28, 13, W, 26
			28, 13, W, 26
18. Unnamed Site	Other	Historic Euro-American	28, 13, W, 27
19. Dog Town	Campsite/village	Historic Euro-American	28, 13, W, 27
20. Ford Cemetery	Cemetery/burial		28, 13, W, 32
21. Ridge Road Cemetery	Cemetery/burial		28, 13, W, 32
22. Potters Field Cemetery	Cemetery/burial	Historic Euro-American	28, 12, W, 20
23. Industrial Park	Isolated finds	Unknown Prehistoric	28, 12, W, 8
24. Ronneberger	HCM concentration	Historic Euro-American	28, 12, W, 8

Source: Wisconsin Historical Preservation Database (WHPD)

Awareness

Over the years, the City, several groups, and organizations have done and continue to do work, to protect, enhance, rehabilitate, and promote the uniqueness of the City's cultural resources. Their efforts include:

- The City of Menomonie adopting an ordinance establishing a Historic Preservation Commission to protect, enhance, and perpetuate sites of special character or historic interest.
- The publication of the *Intensive Survey Report: Architectural and Historical Survey Project* by Roxanne Owens and Dr. Claudia Smith. It is a comprehensive report to serve

as an educational resource for the citizens of Menomonie, as well as local and State historical societies.

- Design Guidelines for the Downtown Historic District created by the Menomonie Preservation Commission. This document provides recommendations for signs, awnings, and façade review for businesses.
- Landscape Research created An *Interpretive Plan for Downtown Menomonie Main Street*, which assessed the character and function of the downtown area and list possible futures for this area.
- Main Street Menomonie Inc. has published an informative brochure titled *Join us for a Stroll through Historic Downtown Menomonie*, which includes impressive photographs and descriptions of the historical downtown. Main Street Menomonie Inc. is continually involved with the promotion and enhancement of the downtown area.
- Area museums and historical sites that provide insight into our area's history are the Russell J. Raasbach Heritage Museum (home of the Dunn County Historical Society), the Wilson Place Mansion, the Empire in Pine Museum, Caddie Woodlawn Historical Park, and the Hillcrest School and Tainter Playhouse.
- The City of Menomonie has also established a Tax Incremental Finance (TIF) District Number Fifteen to assist the Mabel Tainter Memorial Theater with funding for their renovation project as well as put up cash grants for businesses that reinvest capital to improve the front of their buildings.

The City of Menomonie and its numerous organizations and volunteers have shown a thorough understanding of the importance of cultural resources to the identity of the area as well as their contributions to the quality of life of its residents and visitors. The City of Menomonie is committed to continuing this tradition and the promotion of its strong cultural resources.

Topography

The general terrain of the Menomonie planning area consists of rolling hills, with deep ravines and steeper hills located in the western, southwestern, and southeastern parts of the area. The elevation in those areas range from 800 feet above sea level along portions of the Red Cedar River to just over 1,100 feet on some of the outlying hilltops.

The City of Menomonie, like much of West Central Wisconsin, contains a significant number of hills throughout the area. Menomonie is aesthetically captivating due to the hilly topography and various landscapes. Much of the level land within Menomonie is located on top of glacial outwash in an area $\frac{1}{4}$ of a mile to four miles wide on either side of the Red Cedar Basin.

Lands surrounding the City of Menomonie drain into the Red Cedar River. Drainage patterns must be taken into account when siting potential development. Development in areas with steep slopes may cause excessive erosion as runoff carries sediment from the construction site. The impermeable surfaces created by development also pose potential erosion hazards, as rain and melt water flows unobstructed across these surfaces. If these areas are developed for urban uses, recommendations in the City's Stormwater Management Master Plan, Erosion and

Sediment Control Ordinance, and Stormwater Management Ordinance should be implemented for these sites. The use of natural vegetative cover to minimize the effects of runoff is common practice in these situations.

Construction of grassed waterways and/or the use of mechanical measures such as sediment basins and sediment traps can slow water velocities and allow sediments to settle out. Interruption of natural drainage patterns can cause flooding problems. As the natural hydrodynamics of a site are disrupted, water can pool, filling basements and inundating property. Sites should be examined closely to determine flood potential and areas that periodically flood should be avoided.

Soils

Soil properties exert a strong influence on the manner in which people use land. Soils are an irreplaceable resource. The activities of people continue to disrupt soil formation processes, thus making this resource increasingly valuable. Therefore, a need exists in any land use planning effort to examine not only how land and soils are presently used, but also how they can best be used and managed.

Soil characteristics vary widely across a given land area, but generalizations can be made based on the grouping of common soil properties. These generalizations form the basis for rating likely soil performance given certain development scenarios. Soil properties that affect potential land use decisions include permeability rating, depth to bedrock, slope class, surface water and wetlands, or the presence of a limiting factor within the soil profile.

In order to guide land use in the City of Menomonie, it is necessary to examine the soil properties and understand the restrictive characteristics of certain soil types. Soil data has been collected by the NRCS (Natural Resource Conservation Service). These data were collected through field survey and interpretation by NRCS soil scientists. Restrictive capacity of a particular soil type is conveyed through the soil ratings *Not Limited*, *Somewhat Limited*, and *Very Limited*. Restrictive features identify the soil property that creates the limitation for the specified use.

A rating of *Not Limited* indicates that the soil has features that are very favorable for the specified use. Good performance and very low maintenance can be expected.

A rating of *Somewhat Limited* indicates that the soil has features that are moderately favorable for the specified use. The limitations can be overcome or minimized by special planning, design, or installation techniques. Fair performance and moderate maintenance can be expected.

A rating of *Very Limited* indicates that the soil has one or more features that are unfavorable for the specified use. The limitations generally cannot be overcome without major soil reclamation, special design, or expensive installation procedures. Poor performance and high maintenance can be expected.

Soils with *Somewhat Limited* and *Very Limited* ratings for building foundations are found around Lake Menomin, the Red Cedar River, and several small creeks and intermittent streams. The largest areas with severe limitations are located adjacent to Gilbert Creek, Wilson Creek and the

intermittent streams north of it, and the section of the Red Cedar River northeast of Lake Menomin (Map 2-4).

Soils having *Somewhat Limited* and *Very Limited* ratings for septic systems are scattered throughout the Menomonie planning area, with notably large areas along the entire western boundary. Concentrations of soils that are very limited for septic systems are located along Gilbert Creek and in an area north of Interstate 94 and west of Highway 25, near the Union Pacific Railroad tracks (Map 2-5).

Shallow Soil Depth to Bedrock

One factor affecting urban development in Menomonie that is different from most communities in western Wisconsin is the shallow soil depth to bedrock. In glaciated areas of the state, communities are generally built on a layer of glacial till which is composed primarily of sand and gravel. In Menomonie, the sandstone bedrock outcrops in a number of locations and forms hilly ridges in the northern, western and southern parts of the community.

Urban development can take place on bedrock, but usually at a greater cost and effort. Consequently, shallow bedrock is generally considered an impediment to urban growth. The provision of municipal services such as sewer and water is often more costly where excavation has to occur in bedrock. Foundation construction can also be more difficult, although bedrock does provide a solid and firm base for buildings and roads. Another problem associated with shallow bedrock is that it tends to form steep slopes at the edges of the formation.

The location of soils having a shallow depth to bedrock within the Menomonie planning area is shown on Map 2-6. Shallow bedrock on this map is defined as bedrock located from zero to ten feet below the ground surface. In Menomonie, the bedrock is comprised of almost all sandstone. The sandstone bedrock varies in consistency from place to place. Some sandstone beds are firmly cemented together, while in other formations the individual sand particles are weakly bonded.

Some concentrated areas of shallow bedrock show up to the north and west of the city. There are several, separate hilly areas which are underlain by sandstone. Most of the hilly areas in the south central and southeast portions of the Menomonie planning area are also underlain by sandstone.

The City of Menomonie may want to exclude or limit future development which would require the City to install municipal services such as sewer and water through lengthy bedrock formations. Lower density development may be more appropriate for concentrated areas of shallow bedrock if septic tanks, well water, soil conditions, etc. are feasible for a site.

Building Foundations

Some soils within the Menomonie planning area have characteristics which are *Somewhat Limited* or *Very Limited* for the construction of building foundations. The limitations are generally caused by one or more of the following characteristics: hazard of flooding, high water table, shallow depth to bedrock, and slopes over 20%. It is difficult, if not impossible, to construct, safe, stable building foundations on soils which are flood prone or that have high water tables. Slopes over 20% are considered limiting because of erosion concerns. Soils with a shallow depth to bedrock are classified as limiting because of the high cost and work involved in excavating for building foundations.

A few of the area soil types have limitations due to a high shrink-swell potential and low bearing strength. On those particular soils, building slabs and basements are very susceptible to cracking and shifting as soil moisture conditions change.

Soils with *Somewhat Limited* and *Very Limited* ratings for building foundations are shown on Map 2-4. Most of the soils are found around Lake Menomin, the Red Cedar River, and several small creeks and intermittent streams. The largest areas with *Very Limited* soils are located adjacent to Gilbert Creek, Wilson Creek and the intermittent streams north of it, and the section of the Red Cedar River northeast of Lake Menomin.

The map with *Somewhat Limited* and *Very Limited* ratings for building foundations provides general information about areas where that type of development may be undesirable. Extensive soil testing and evaluation should be done on every site prior to planning potential developments.

Portions of eastern Menomonie have soils very suitable for building construction. The sandy soils, especially in the industrial park area, are very suitable for construction of footings for industrial buildings.

Septic Systems Suitability

One of the more important factors affecting development and land use patterns in the outlying areas of Menomonie is the suitability of soils for on-site septic tank filter fields. Soils which have *Somewhat Limited* and *Very Limited* ratings are depicted on Map 2-5. These soils have one or more of the following characteristics: slow permeability rates, fluctuating or high water tables, hazards of contamination of groundwater, and shallow depth to bedrock. In addition, they may be located on steep slopes, or may be subject to periodic flooding or surface ponding in low areas.

A soil rating of *Somewhat Limited* or *Very Limited* does not prohibit a property owner from installing a private on-site wastewater treatment system but may indicate that a conventional system is prone to failure and that an alternative system, such as mound system, may be required.

Soil permeability is an important feature in determining the limitations of soils for septic tank filter fields. Effluent is held above soil layers if permeability is moderately slow to very slow and will eventually emerge on the surface of the soil.

The depth to the water table is important because of the hazard of contamination where the soil layer is thin over groundwater. Contamination of groundwater can also occur where soils are underlain by fractured or creviced bedrock near the surface. There is a danger of effluent flowing for long distances and eventually getting into the groundwater.

A shallow depth to bedrock causes problems because the impervious bedrock restricts adequate leaching of the effluent. Impervious layers near the surface of the soil will cause unleached effluent to flow laterally and emerge on the surface as seepage.

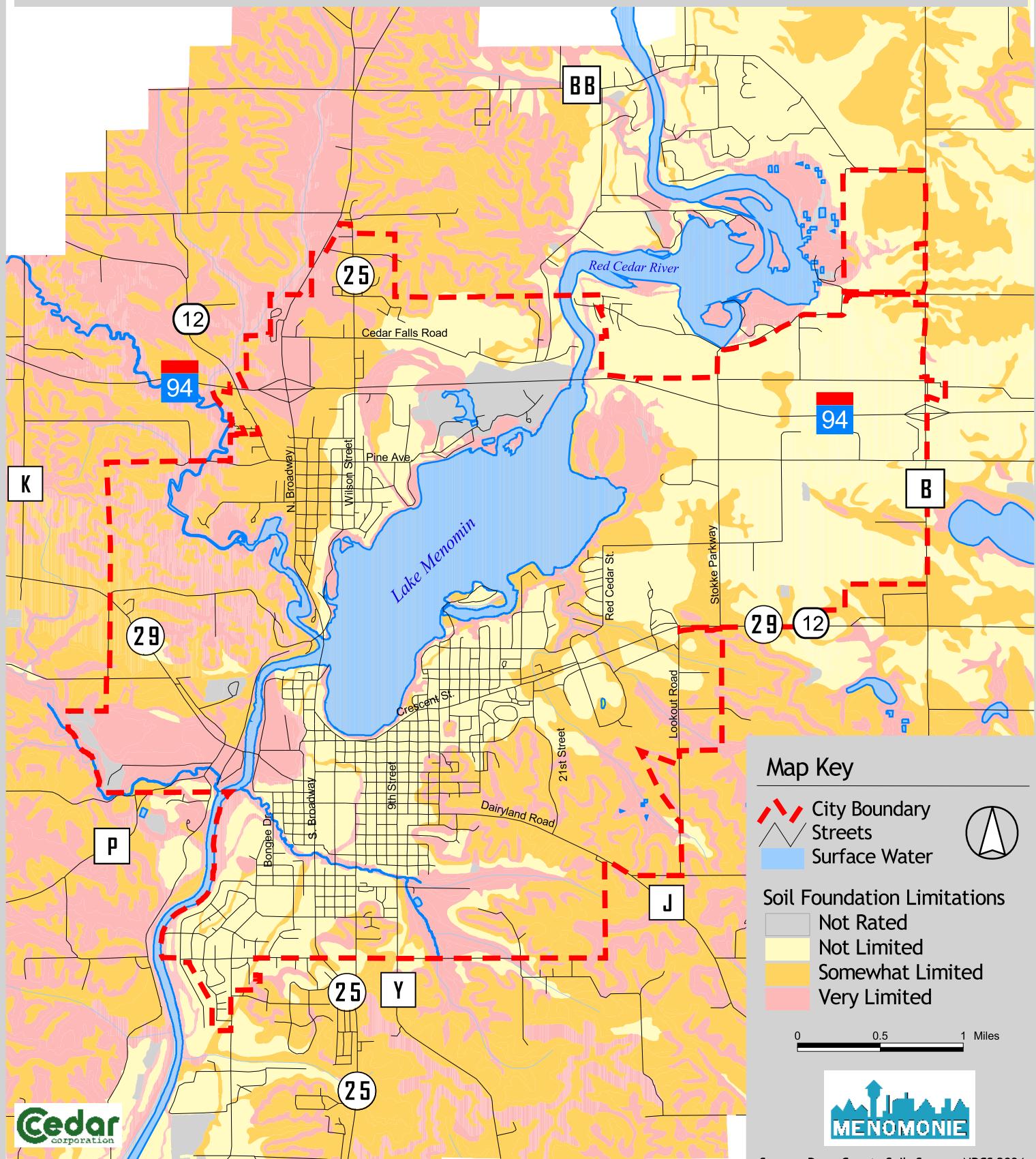
Where land is very steep, the effluent is likely to flow laterally and seep out at the surface. In areas of possible flooding, there are *Very Limited* filter fields because the systems will not function when flooded, and there is the danger of spreading effluent to downstream areas.

Limitations to Dwellings with Basements

City of Menomonie

Map 2-4

Note: These categories are only guidelines. An onsite investigation is needed to make an accurate determination.

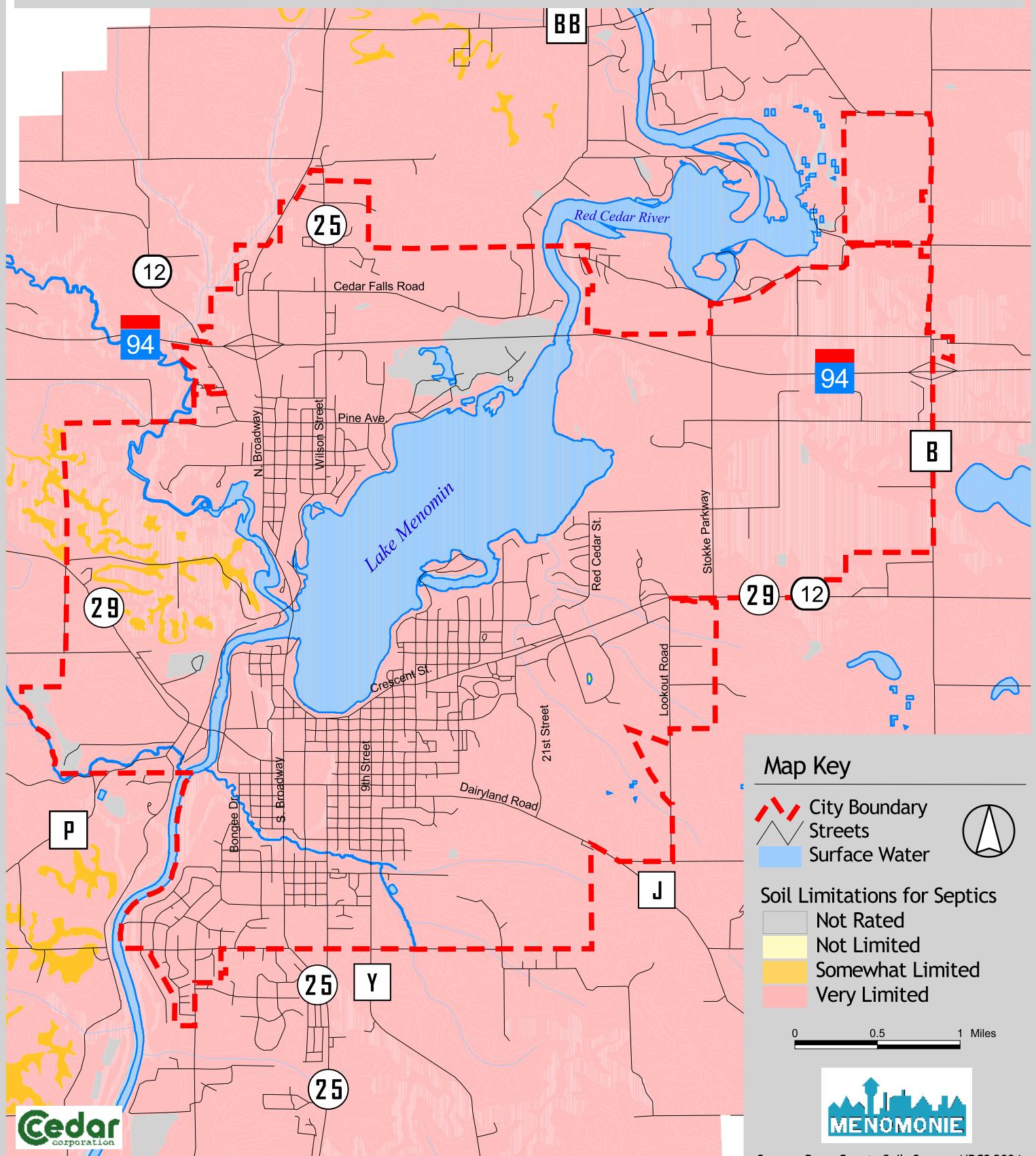


Limitations to Dwellings with Septics

City of Menomonie

Map 2-5

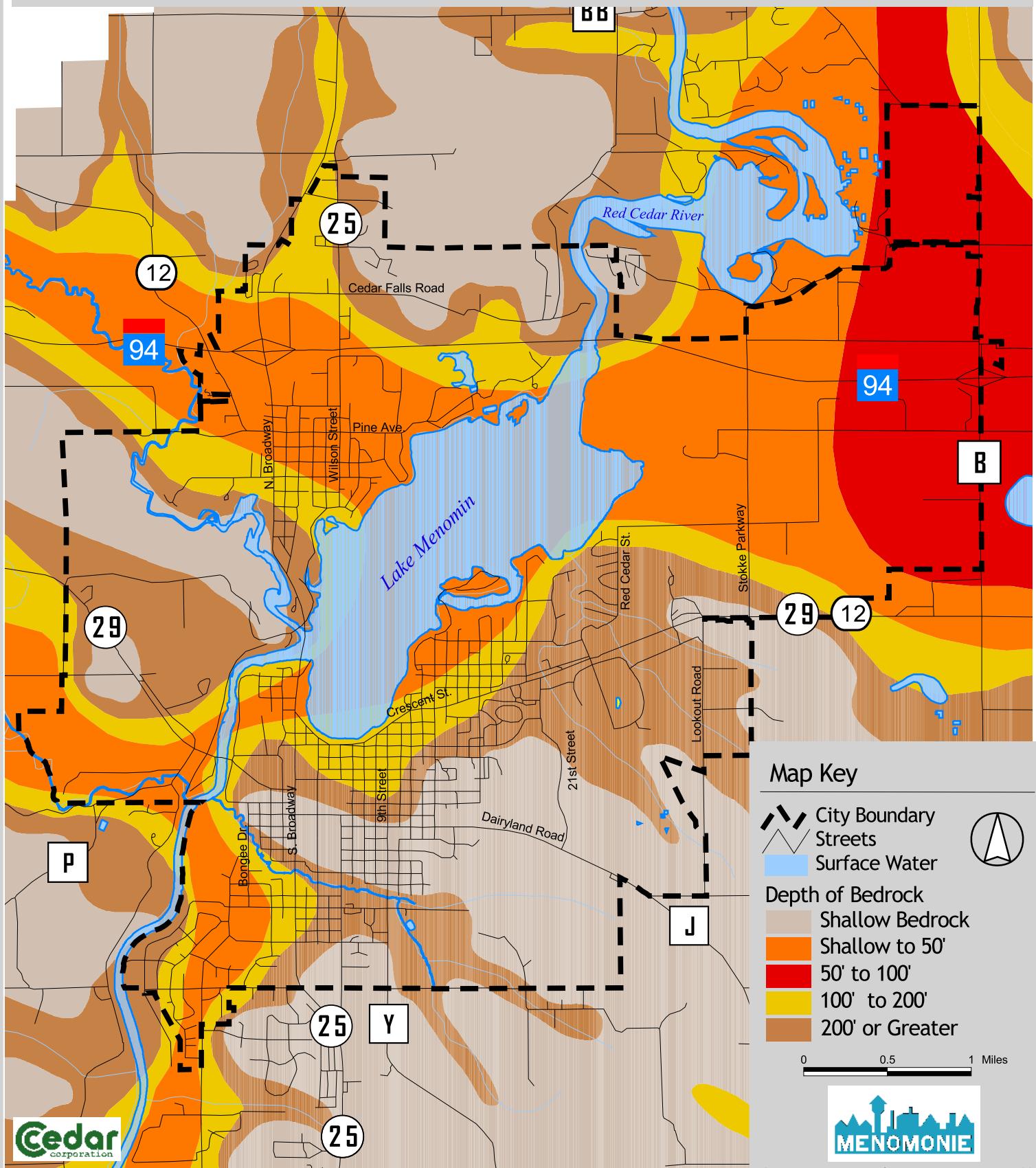
Note: These categories are only guidelines. An onsite investigation is needed to make an accurate determination.



Depth of Bedrock

City of Menomonie

Map 2-6



Soils having *Somewhat Limited* and *Very Limited* ratings for septic systems are found throughout the Menomonie planning area.

In outlying areas of Menomonie, where it will not be practical to provide City sanitary services, potential land use will be very limited on soils unsuitable for septic system. Appropriate land uses for those areas include agriculture, recreation, and undeveloped open space. Extensive soil testing for septic system suitability should be done prior to approval of developments in areas not serviced by the City sanitary system.

Slope

The slope of a given parcel of land to a great extent determines the use capability of that parcel. Lands with very steep slopes or rugged terrain are poorly suited for urban development, as well as for most agricultural purposes. Conversely, lands which are nearly level or gently sloping tend to be best suited for urban development and agricultural production.

Locating developments on slopes will often increase site preparation costs and may make it difficult to provide adequate transportation access, especially on sites with excessive slopes. In cool climates which characteristically have harsh winter weather (such as western Wisconsin), snow removal can be hampered on roads with steep inclines.

Soils with slopes greater than 15% are shown on Map 2-7 for the Menomonie planning area. The hilly topography surrounding and within parts of Menomonie is evidenced by the numerous areas on the map containing soils with slopes exceeding 15%. Particularly notable are the areas to the west of Wilson Creek and the Red Cedar River. This land is extremely hilly and heavily wooded which has discouraged development. Hilly areas to the north and southeast of Menomonie have also shaped the direction of the city's urban growth, which appears to be headed toward the more level topography northeast and east of Lake Menomin.

The presence of steep slopes (generally greater than 20%), marks a potential barrier to future land development. Excessive sloping can pose an erosion hazard when these lands are developed, which in turn, can lead to increased sediment and pollutant deposits in waterways. Removal of hillside vegetative cover and mechanical cut/fill operations can disturb the natural drainage regime, resulting in excessive runoff and increased erosion. Steep slope lands also are considered to be valuable habitats for a wide range of plant and animal species who occupy the many microhabitats found on these slopes. Also, development of steep sloping/bluff lands may be undesirable due to the high visibility of these locations.

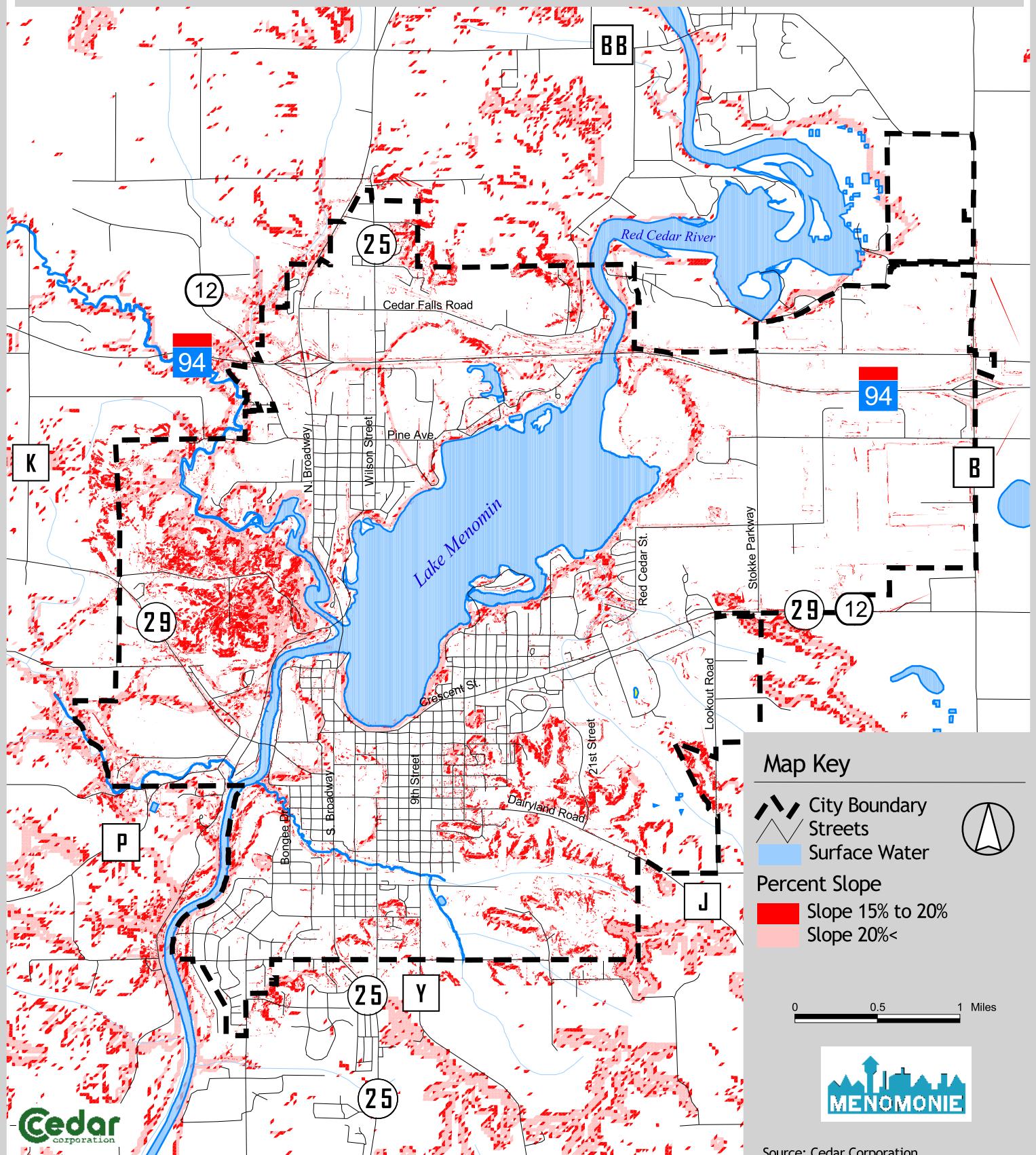
In addition to steep slopes being more difficult to develop because of the grade, there are often associated problems with the soils on sloping land. The soils can hinder development by having a shallow depth to bedrock and/or being unsuitable for septic tank use.

Land uses in the extremely hilly portions of Menomonie should be limited mostly to low density uses which have been carefully planned to mitigate or avoid potential problems caused by steep slopes. An example of an appropriate use is low density residential sites. Because much of the land surrounding Menomonie is hilly, those portions of land which are more level and suitable for future urban growth (primarily northeast and east of the city) could be evaluated in terms of the development needs of potential land uses and the interests of the community. For example,

Slopes

City of Menomonie

Map 2-7



industrial plants are particularly sensitive with regard to topography, requiring level or nearly level sites. In addition, the City's Urban Sewer Service Plan limits construction on steep slopes.

Slopes in the City of Menomonie were derived using digital elevation models and available two-foot contours. The map depicts the areas of excessive sloping as a percent slope (rise/run). For planning purposes, slopes in excess of 20% are considered to be steep slopes. Many areas within the planning district have slopes, which are in excess of the 20% benchmark. Land that has a 15%-20% slope is also shown on the map.

Slope is an important factor affecting patterns of development in Menomonie because of the hilly topography. Consequently, its implications should be carefully considered when making land use decisions.

Surface Water

Lakes and streams constitute focal points for water-related recreational activities, provide an attractive setting for properly planned residential and commercial development, and, when viewed in the context of open space areas, greatly enhance the aesthetic quality of the environment.

The City of Menomonie is located in a region with abundant surface water resources (*Map 2-8*). Lakes, rivers, streams, ponds, and intermittent watercourses are the primary hydrologic features found in the area. Water features within the Menomonie planning area include Lake Menomin, the Red Cedar River, and Wilson, Gilbert, Irving, and Galloway Creeks.

Lake Menomin is a drainage impoundment on the Red Cedar River. It has a navigable inlet from that stream and a 30 foot head public utility dam (Northern States Power Company/Xcel Energy) on its outlet. The lake covers 1,405 surface acres and has public frontage totaling approximately four miles, or 40% of the total shoreline.

The Red Cedar River flows south from Barron County and into the Chippewa River. The river is 51 miles long and covers 432 surface acres. Recreation access to the river is provided via the City of Menomonie's Riverside Park.

Menomonie is fortunate to have several water features within its boundaries. The Red Cedar River, and to a lesser degree Wilson Creek, are important water resources for recreational activities such as boating and fishing. Lake Menomin is an important aesthetic and recreational asset to the community. Travelers passing by on Interstate 94 are treated to a very picturesque view of the lake with parts of the city visible in the background.

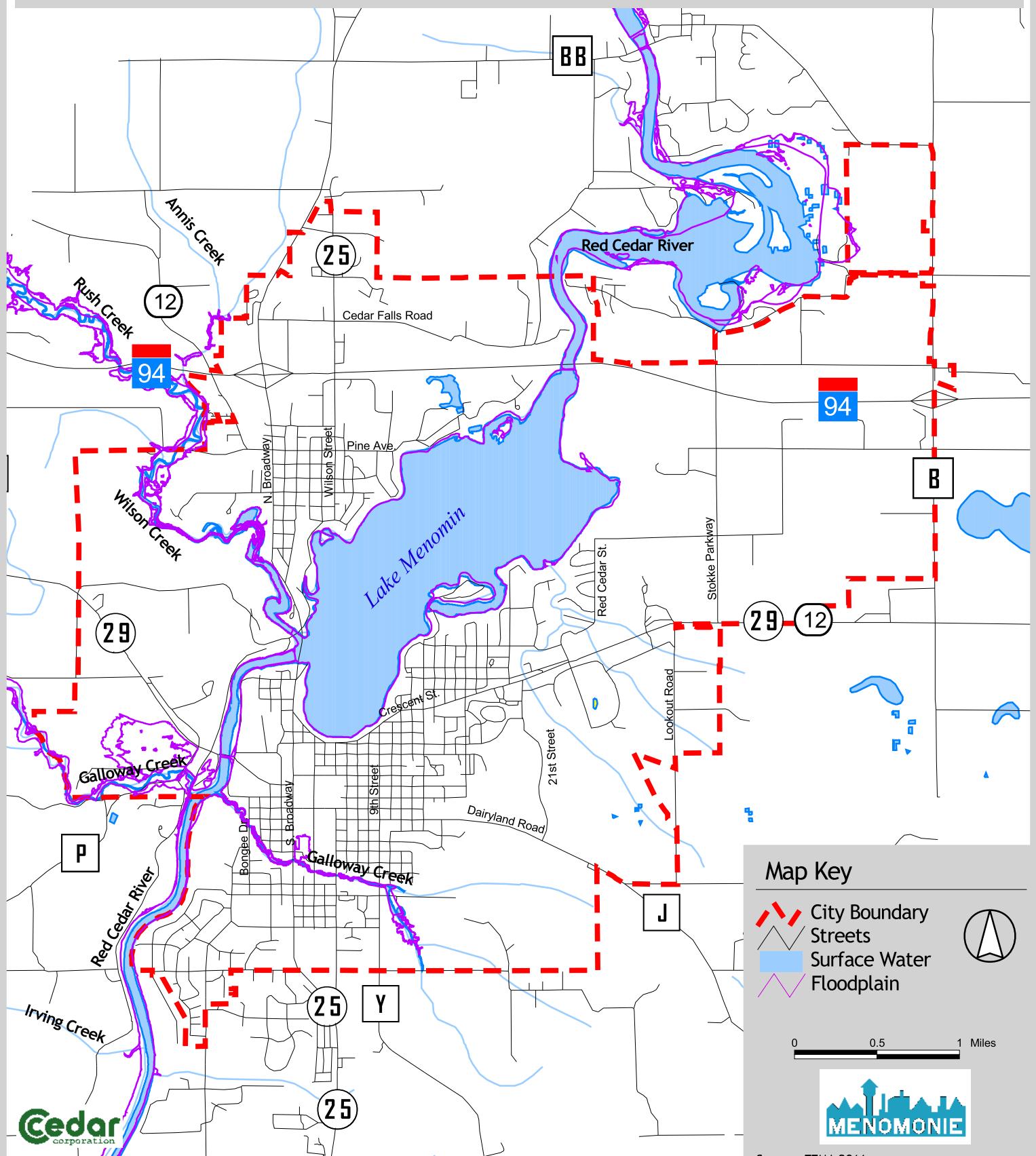
Menomonie's downtown area fronts the lake. The shoreline adjacent to the downtown is undeveloped and has been left in a natural state largely due to a steep drop down to the lake. While the topography of the shoreline somewhat limits the possibilities for a better interface between the downtown area and the lake, some options could be explored.

The surface waters of the Menomonie planning area are all within one of Wisconsin's major drainage systems, namely the Chippewa River. The streams in the area generally contain water of good quality, although man's use of the water has altered stream flow characteristics and water quality in some places. About 1,750 billion gallons of surface water leave the Chippewa River

Surface Water & Floodplain

City of Menomonie

Map 2-8



drainage system as stream flow each year. Along its way, this water passes through hydroelectric power generating turbines, it receives wastes, and a small amount is removed for irrigation and other uses. The water also passes through many stages of storage ranging from wetlands and small farm ponds to large reservoirs. At present, surface water is not used for municipal supply because the cost of treatment is high and groundwater is plentiful.

It is important to note that lakes and streams, such as those in Menomonie, are extremely susceptible to deterioration through improper rural and urban land use development and management. Water quality can degenerate rapidly as a result of excessive nutrient loads from malfunctioning or improperly placed septic systems, inadequately sized and improperly operated sewage facilities, and careless agricultural practices. A common concern voiced by area residents is the "greening" of the lake and associated odors during the summer months.

Menomonie has had problems in the past with water quality due to poor methods of waste disposal, sedimentation and bank erosion. Since the lakes and streams provide a very pleasant physical setting for the City, continued growth and development should be accomplished in a manner that preserves and enhances the natural beauty and environmental quality of these water features.

Surface waters also provide habitat for a wide variety of animals and plants, which also serve to attract tourism and recreation. Protection of surface water resources is critical to maintaining the water quality, and diversity of life, which attracts people to these resources. Surface water resources also play an important economic role within the planning district. Recreational opportunities provided by these natural resources provide revenue and lure visitors from outside of the planning district.

The City continues to take action to protect its surface water. Since this Plan was adopted in 2007, the City has implemented a rain barrel program, increased surface water education, implemented a stormwater utility, and repaired the Shorewood Heights ravine.

Shorelands

Shorelands are vital components to the relationship between the land and the water. Shoreland areas serve as environmental buffer zones, serving to catch potential pollutants and filter runoff before it enters the waterway. These buffer zones also provide habitat for a wide range of plant and animal species and would be considered environmentally sensitive areas.

Shoreland areas are also very attractive as housing sites, and the demand for waterfront property is placing evermore pressure on these fragile areas though steep slopes have limited the amount of development close to Lake Menomin. In the City of Menomonie, shoreland zoning applies to all lands within 300' of a river or stream or to the landward edge of the floodplain or within 1000' of a lake, pond, or flowage (*Map 2-9*). Shoreland zoning affects the type and amount of permitted development within the jurisdictional boundary, and regulates general land uses within this boundary. The protection of shoreland cover will help preserve water quality and the natural beauty of the area.

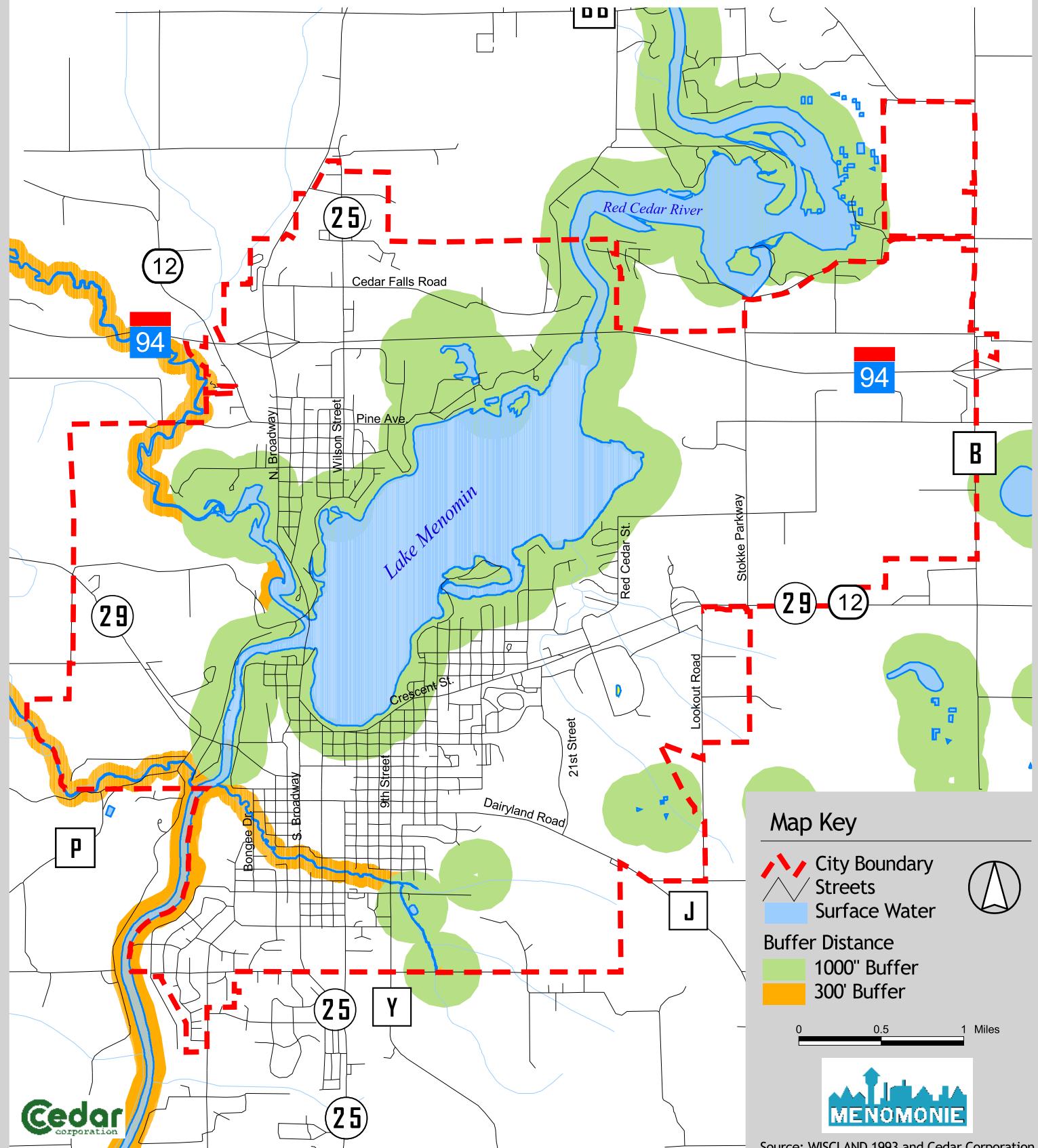
Watersheds

Most of Menomonie and the planning area are located within the Wilson Creek Watershed with smaller portions to the east in the Muddy and Elk Creek Watershed (*Map 2-10*). Watersheds can

Shoreland Areas

City of Menomonie

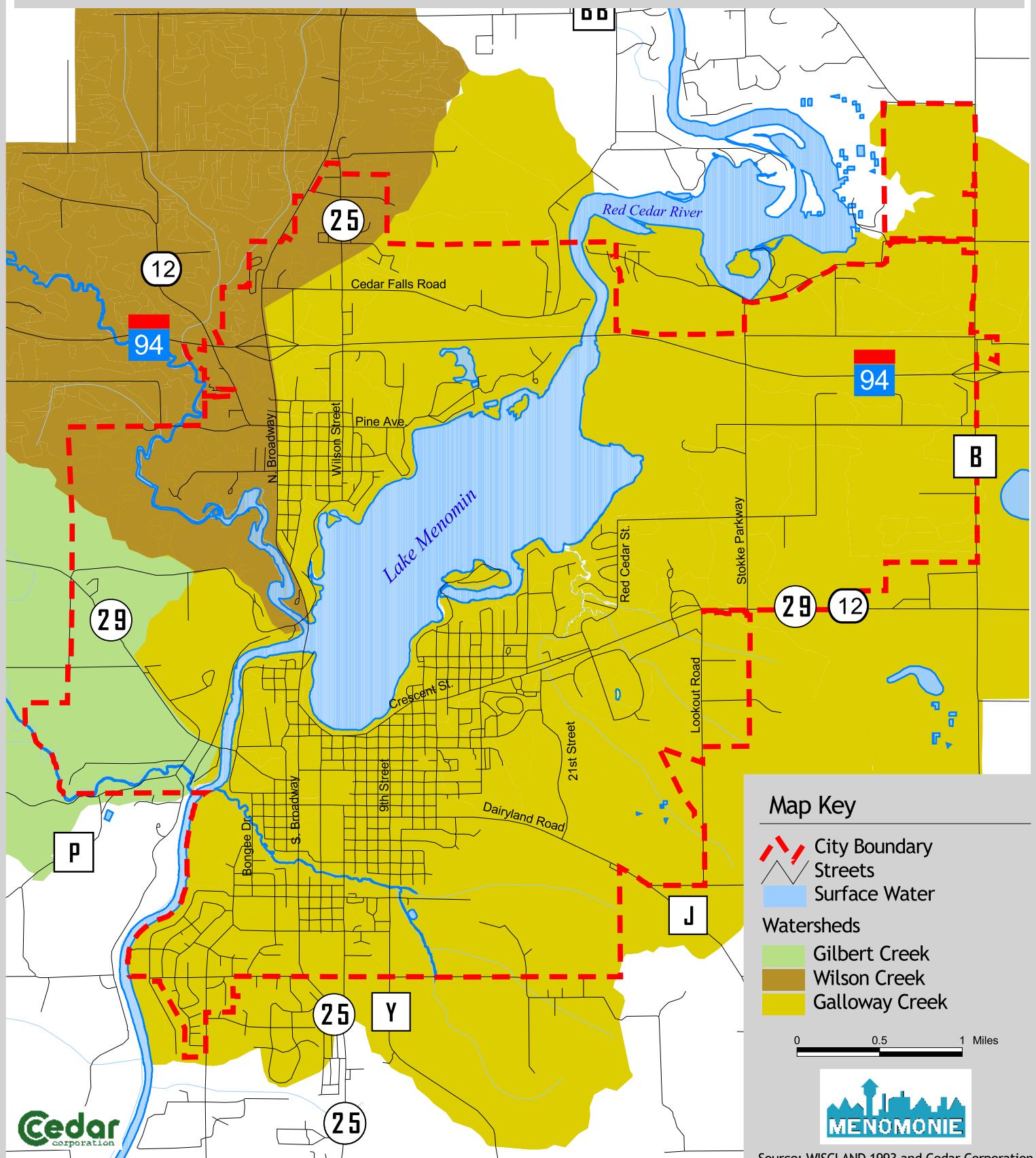
Map 2-9



Watersheds

City of Menomonie

Map 2-10



be defined as the land area which drains to a nearby lake or stream. Land uses within a watershed can dramatically affect water quality in that watershed. As rain or melt water flows across roads, parking lots or agricultural fields, chemicals and sediments are transported to lakes and rivers where they are deposited, disrupting the natural system. The City's Stormwater Management Plan further defines these watersheds.

Development in the watershed should take into account the impact on the function of natural systems, and address potential pollution problems through the use of best management practices such as sediment chambers, sand filtration units, infiltration basins, shoreland buffers, and the preservation of natural environmental which serve to reduce the pollutant load in lakes and streams.

The WisDNR is taking efforts to improve water quality in the City's watersheds and the Red Cedar Basin, including Tainter Lake and Lake Menomin. The goal is to reduce phosphorous loads by 45% to 65%. Currently, recommended, but voluntary, best management practices include:

- Conservation Tillage
- Eliminate Winter Manure Spreading by use of Storage
- Phosphorus based Nutrient Management
- Remove Winter Manure Application from Critical Acres
- Milk house Waste Treatment
- Traditional Conservation Practices
- Barnyard Runoff Controls
- Install Stream Buffers
- Control of Urban Stormwater Phosphorus Delivery
- Wetland Restoration
- Replace Failing, Critically Located Septic Systems
- Control of Stormwater on Rural, Riparian, Residential Properties

Groundwater

Groundwater is a significant and abundant natural resource in the planning area. The primary source for all water used for domestic, industrial, and agricultural purpose within the planning area is groundwater. The need for clean, reliable water supplies grows as a community expands. Groundwater is recovered from underground aquifers through a water supply well. These water supplies are recharged by rainfall and melt water, which seeps through the porous soil under the force of gravity, to a point where it collects on at an impervious layer such as granite bedrock. Recharge areas are typically located in the upland areas, with the low-lying areas such as rivers and streams being described as discharge zones.

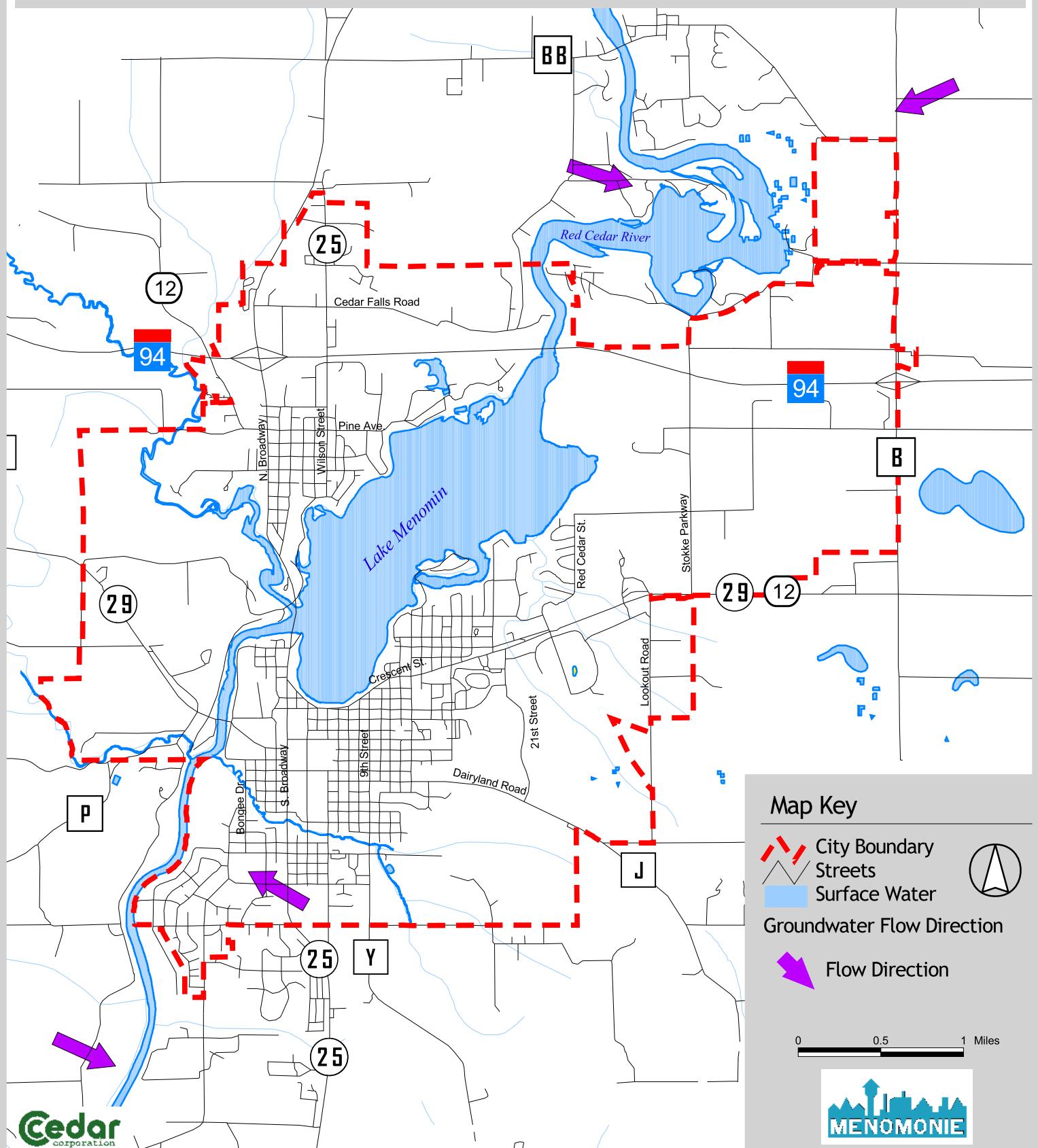
Groundwater underlies the entire planning area and constantly moves to areas of discharge -- streams, springs, and pumping wells (*Map 2-11*). The distance that groundwater in the area travels from a recharge to a discharge area is generally less than four miles.

Groundwater flow patterns typically follow the surface topography as the water slowly seeps to the discharge areas. Groundwater contamination potential is influenced by soil characteristics in the recharge area. These characteristics include soil chemistry, permeability, slope, and the ability of the unconsolidated materials overlying bedrock to filter contaminants (attenuation capacity).

Groundwater Flow Direction

City of Menomonie

Map 2-11



Groundwater in the Menomonie water supply is obtained from either the sandstone aquifer or the sand and gravel aquifer. City water supply wells are located in the sandstone aquifer while private wells are generally completely in the sand and gravel aquifer. The high capacity wells in the sandstone aquifer are generally 100 to 475 feet deep with an average well yield exceeding 500 gallons per minute. Most of the high capacity wells in the sand and gravel aquifer are between 70 and 130 feet deep and have an average yield of 300 to 500 gallons per minute.

The sandy soils of the region and the sandstone combine to provide an excellent filtration system to protect the aquifer from contaminants in the infiltrating surface waters. However, there are some contaminants, such as, fertilizers, pesticides/herbicides, petroleum products, lead, and others that contain compounds that dissolve in the infiltrating water that can result in contamination of the water supply aquifer.

Typically these contaminants remain relatively shallow in the aquifer. If contamination does happen, deeper wells provide some protection. Protection of the water supply from these contaminants requires an understanding of the local geology, hydrology, and planning for proper design (location, total depth, and open well bore length) for placement of water supply wells. In addition, wellhead protection plans that identify water supply recharge areas and protective ordinances can be used to provide wellhead protection.

It is important to be aware of potential contamination risks when future land uses are considered as groundwater contamination can be very expensive and/or difficult and even impossible to overcome. Development in areas where the soil has a limited capacity to attenuate contaminants or within the groundwater recharge areas should be monitored to ensure protection of the resource.

Wetlands

Wetlands are areas where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions." The majority of wetlands border the creeks within the planning district (*Map 2-12*). Wetlands act as natural filters, removing sediments and contaminants from water. Wetlands also regulate water levels by containing water during periods of excessive rain or snow melt. These unique environments are host to wide variety of plant and animal communities, including some threatened and endangered species. Wetlands also serve as rest areas for migratory waterfowl during the fall and spring months.

Historically, wetlands have been viewed as wastelands with no real economic potential. This has resulted in wetlands being drained or filled and converted to other land uses. In the past decade, however, strict regulation of wetland conversion has slowed the loss of habitat and made conversion to other uses too expensive and impractical.

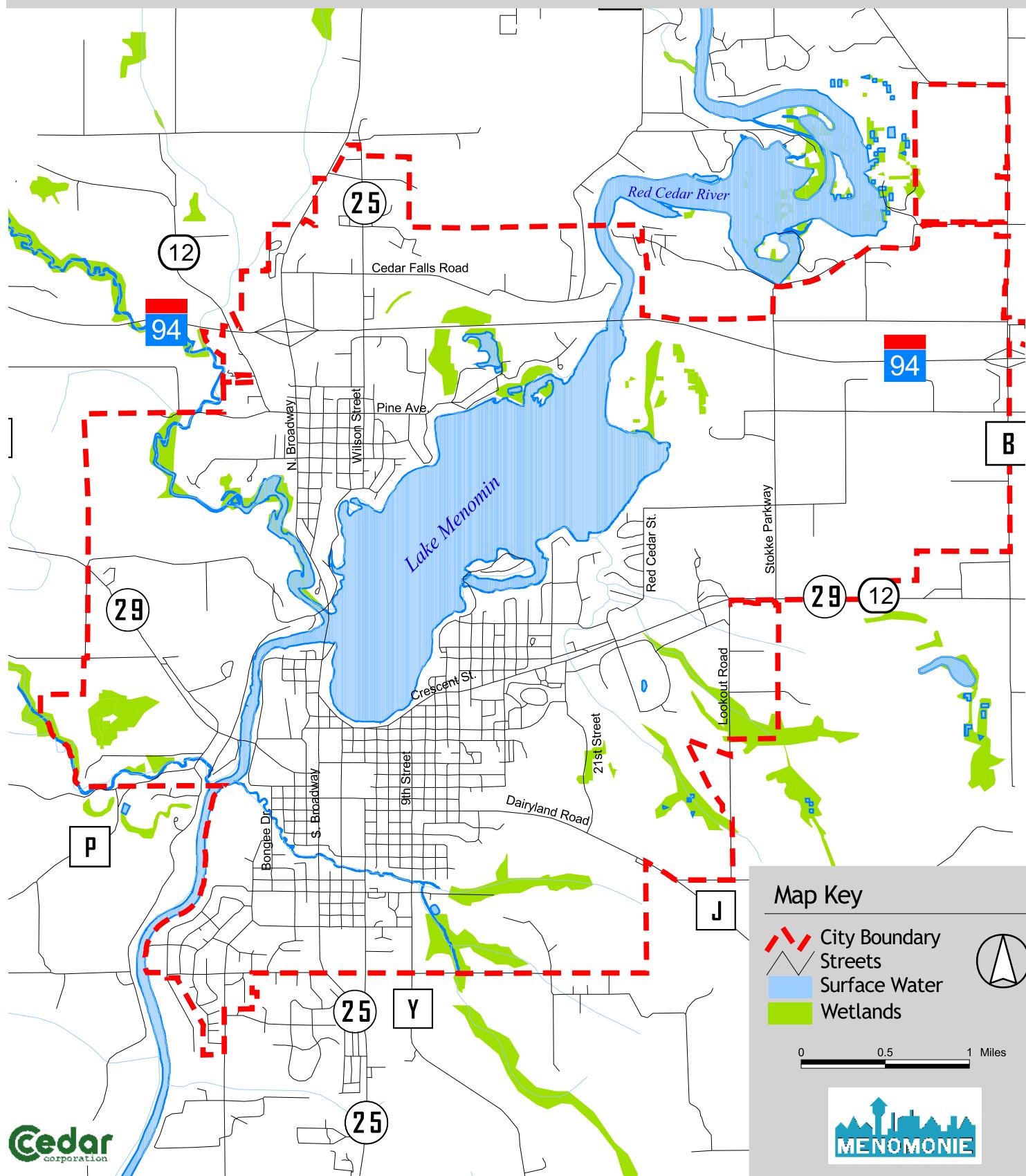
Wetlands within the planning district should be managed in accordance with the benefits they provide. Consideration of future land uses in the planning district should include emphasis on wetland habitats, and development should be guided to more appropriate areas.

Wetlands

City of Menomonie

Map 2-12

Note: These categories are only guidelines. An onsite investigation is needed to make an accurate determination.



Floodplains

Flood plains are areas, which have been, or may become inundated with water during a regional flood. Flood plains are comprised of two components, the floodway and floodfringe. Floodways are areas, which directly adjoin the channel of a stream and are characterized by deep, fast moving water. The floodway is typically the most dangerous part of a flood plain, and uses in this area should be limited to conservation areas or open space. The floodfringe is generally associated with standing, or slow flowing water adjacent to the floodway.

Development within the floodfringe is generally accepted, provided adequate flood proofing measures are in place. Section 87.30, Wisconsin statutes direct all Wisconsin counties, cities, and villages to adopt flood plain zoning ordinances. The Federal Emergency Management Agency (FEMA) has mapped and recently updated flood plains in the planning district (*see Map 2-8*). These maps delineate the entire flood plain boundary, and do not distinguish between floodway and floodfringe. The City of Menomonie and surrounding planning area have a minimal amount of floodland within its boundaries.

The floodlands of a river or stream are the wide, gently sloping areas contiguous with, and usually lying on both sides of a river or stream channel. Rivers and streams occupy their channels most of the time. However, during even minor flood events, stream discharges increase markedly such that the channel is not able to carry all the flow. As a result, stages increase and the river or stream spreads laterally over the floodlands. The periodic flow of a river onto its floodlands is a normal phenomenon, and in the absence of major, costly, structural flood control works, will occur regardless of whether or not urban development occurs on the floodlands.

Floodland areas are generally not well suited to urban development, not only because of the flood hazard, but also because of seasonally or perennially high water tables and the presence of soils poorly suited to urban use. The floodland areas, however, often contain important elements of the natural resource base such as woodlands, wetlands, and wildlife habitat and constitute prime locations for needed park and open space areas. Therefore, every effort should be made to discourage indiscriminate and incompatible urban development on floodlands, while encouraging compatible park and open space use.

For planning and regulatory purposes, floodlands are normally defined as the areas, excluding the channel, subject to inundation by the 100-year recurrence interval flood event. This is the event that would be reached or exceeded in severity once on the average of every 100 years. Stated another way, there is a one percent chance that this event will be reached or exceeded in severity in any given year.

Menomonie has a minimal amount of floodland within its boundaries. The Red Cedar River, although flowing through the heart of the city, is deeply entrenched and bordered by high, steep riverbanks which, in most areas, are adequate for containing any increases in the river flow. The levels of the Red Cedar River and Lake Menomin are also controlled to a degree by the NSP hydroelectric dam located at the conjunction of the Red Cedar River, Lake Menomin and STH 25/Broadway Street. Local tributaries of the Red Cedar River, including Wilson, Galloway and Gilbert Creeks, are similarly deeply incised into the local relief, minimizing the hazard of flooding.

The few 100-year floodplains in Menomonie are located along the edge of Lake Menomin, on Wilson Creek south of Heller Road, and at the mouth of Gilbert Creek-Riverside Park. In each of these areas, there is little to no urban development in the floodplain.

While the hazard of flooding is low for most areas within Menomonie, future developments adjacent to or nearby any rivers or the lake should be evaluated carefully on a case-by-case basis for the possibility of flooding. Undeveloped areas of Menomonie which are prone to flooding should be limited to park and open space use.

Forests/Wooded Lands

The Wisconsin Initiative for Statewide Cooperation on Landscape Analysis and Data (WISCLAND) completed a statewide land classification system in 1993 (*Map 2-13*). WISCLAND defines a forest as “an upland area of land covered with woody perennial plants, the tree reaching a mature height of at least 6 feet tall with a definite crown.” Large areas of forested lands can be found on the western side of Lake Menomin and Red Cedar River and are located near creeks and areas of steep slopes.

Forests create a setting for hunting, camping, hiking, and many other forms of recreation. Forests also provide valuable wildlife habitat and are the homes for less visible threatened and endangered plant and wildlife. Forests and trees can help protect other resources too. They can reduce heating and cooling costs of homes and business. Forests and trees offer erosion control for river banks and steep slopes.

In urban areas, forests and trees are used for traffic calming, the creation of parks, and add overall aesthetics that enhance the quality of life for residents.

A contiguous forest is extremely important. The fragmentation of land can result in the disruption of habitat and can lead to problems between wildlife and humans.

In the past few years, the decimation of ash trees by the Emerald Ash Borer has been spreading in the Midwest. In 2008, the City began conducting a tree inventory and later received a grant to remove or treat ash trees susceptible to Emerald Ash Borer disease.

Environmentally Sensitive Areas / Wildlife Habitat

Environmentally sensitive areas and wildlife habitat area provide critical habitat for the protection of aquatic and terrestrial wildlife and plants. The preservation and possible expansion of these areas is vital to maintain a diverse ecosystem. Areas that may be considered environmentally sensitive area or wildlife habitat are forests, lakes, streams, rivers, wetlands, steep slopes, and shoreland buffers.

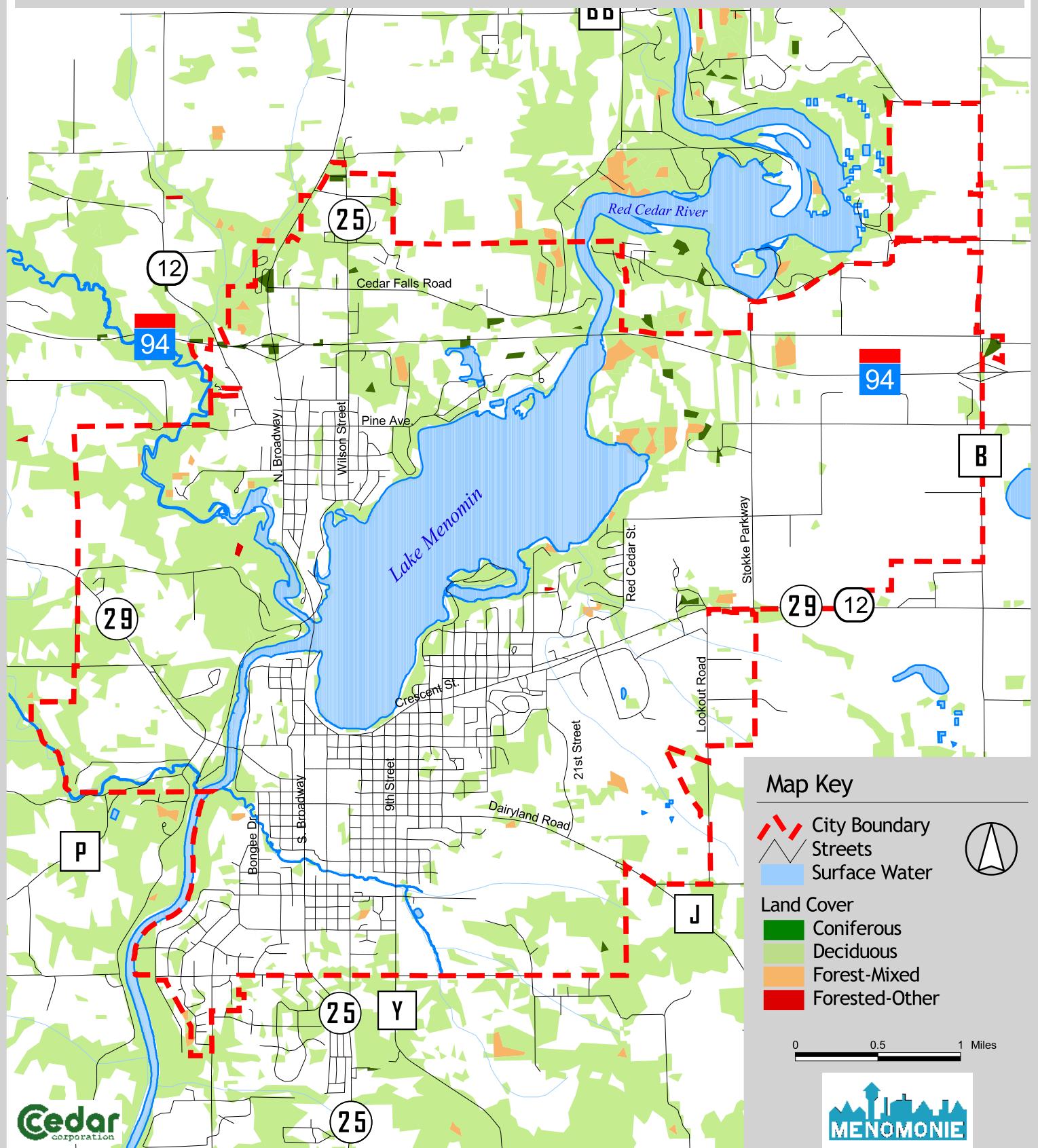
Map 2-14 combines these characteristics to identify environmental corridors. The City should consider preserving and protecting these areas if development occurs.

Threatened, Endangered, and Rare Species

According to the U.S. Fish and Wildlife Service, an “endangered” species is one that is in danger of extinction throughout all or significant portion of its range. A “threatened” species is one that is likely to become endangered in the foreseeable future. These species are protected because of their scientific, educational, aesthetic, and ecological importance.

Forested Areas City of Menomonie

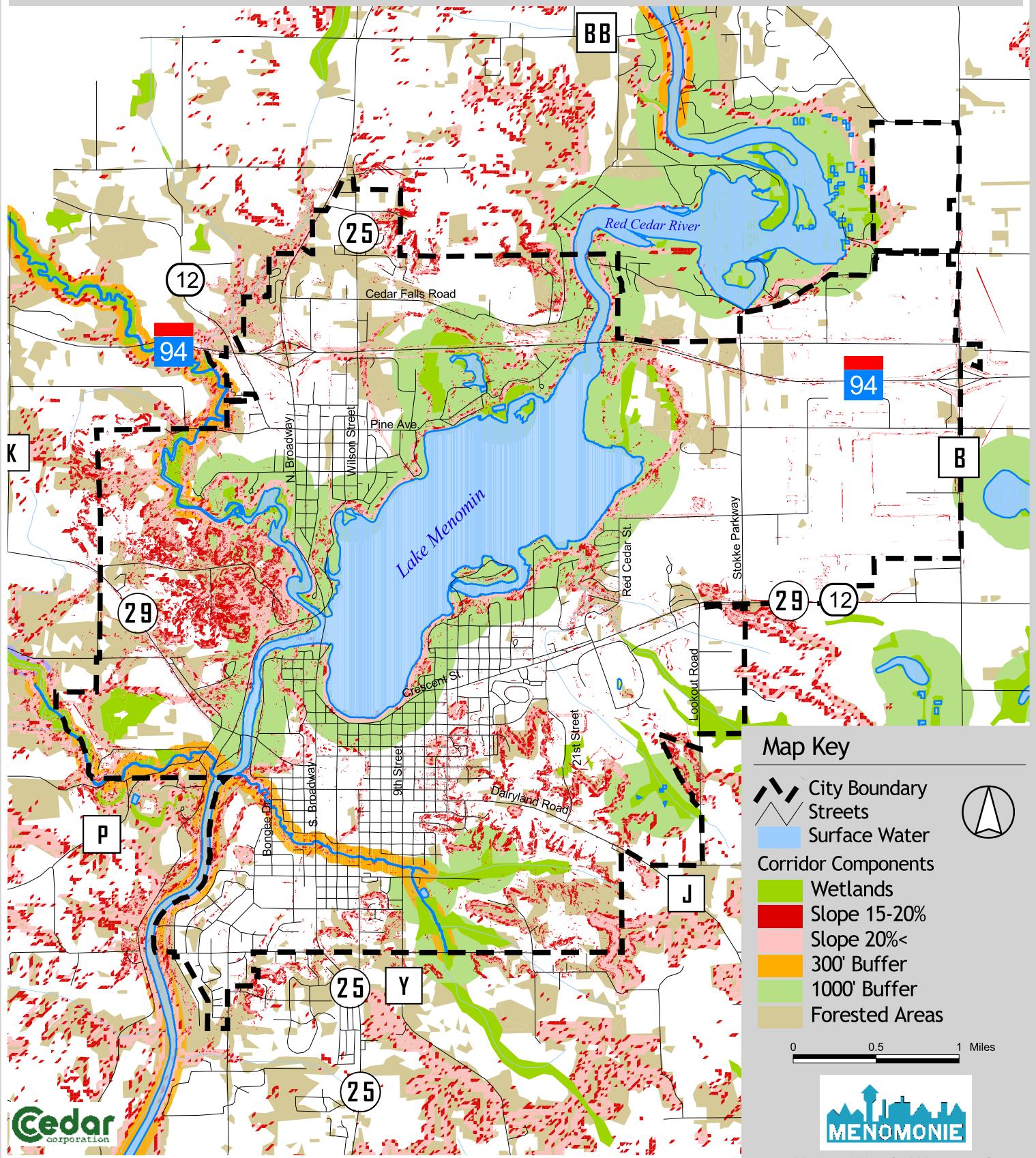
Map 2-13



Environmental Corridors

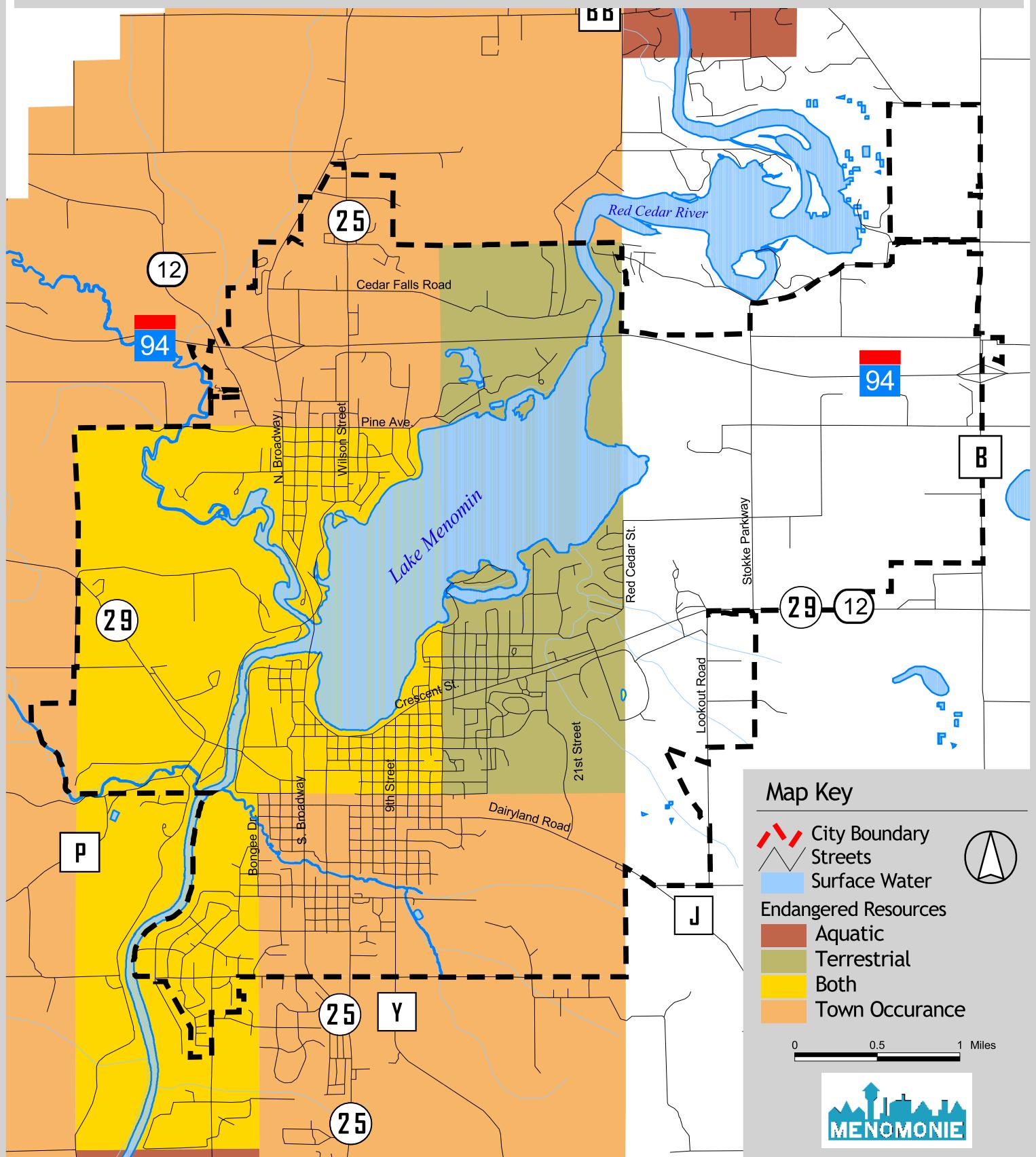
City of Menomonie

Map 2-14



Endangered Species City of Menomonie

Map 2-15



The Wisconsin Natural Heritage Inventory Program maintains data on the location and status of natural features, rare species, and natural communities in Wisconsin. These sites are broad in nature and provide a general location for rare, threatened, or endangered species as well as high-quality natural communities.

Map 2-15 reveals the sections and townships within the planning area with occurrences of rare species and natural communities. Most of these are likely located near the surface waters and wetlands.

In order to preserve these areas, it is recommended that the Wisconsin DNR be contacted for the exact location of these areas so they are not disturbed or destroyed by human use of the landscape and natural resources. Such areas may be incorporated into an environmental corridor or preserved for educational purposes.

Mineral Resources

Metallic and non-metallic mineral resources are naturally occurring sources of metal-bearing ore and non-metallic (rock or sand and gravel) materials. When economically viable, these materials may be removed through mining.

The recent increase in interest in the mining of silica sand is related to the increase in the use of a well stimulation technique called hydraulic fracturing. Hydraulic fracturing is used to maximize the extraction of oil or natural gas.

Lands in Dunn County contain large volumes of sand that meet the narrow range of specifications needed for hydraulic fracturing. This has drawn the attention of sand mining operations. Potential impacts from mining and processing operations include the excavation of sandstone ridges and hills, loss of agricultural land, noise from related equipment, dust, exposure to respirable silica dust, increased groundwater use, and increased traffic (truck and rail). Currently, there is one silica sand mining operation on the eastern edge of the City in the Town of Red Cedar.

Reclamation of non-metallic mining sites is covered under Chapter NR 135 of the Wisconsin Administrative Code and 295.12 of the Wisconsin State Statutes. Other governmental units and agencies are involved with permitting such as Dunn County and the Wisconsin Economic Development Corporation. The WDNR also permits air quality and stormwater management. The City of Menomonie does not have a non-metallic mining licensing ordinance.

Agricultural, Cultural, and Natural Resources Goals, Objectives, Programs, Policies & Actions

Goal 1: Protect and enhance buildings, districts, and archeological sites and artifacts of cultural and historical importance.

Objectives

1. Provide educational opportunities for area residents.
2. Preserve and promote links to the past.
3. Promote cultural resources as a significant part of the City's identity.
4. Promote the City of Menomonie as a destination to experience and enjoy its historic sites.

Programs, Policies, and Actions

1. Encourage local government actions that promote and preserve the City's cultural assets.
2. Continue to update and utilize guidelines that encourage responsible design and the preservation of historic properties in the downtown historic district.
3. Provide assistance, when possible, to individuals or groups pursuing grant monies that will offset costs of preservation of historic buildings or sites.
4. Continue to support and encourage local groups and organizations that promote our cultural resources and provide educational services to the public.
5. Encourage responsible design of public buildings in the City.

Goal 2: Protect sensitive environmental resources through conscious decision-making.

Objectives

1. Preserve and protect surface waters, wetlands, shorelands, floodplains, wildlife habitat, and groundwater resources.
2. Preserve open space.
3. Maintain landscape topography.
4. Encourage development which maximizes environmental protection
5. Conserve natural areas.
6. Limit the fragmentation of productive agricultural lands.

Programs, Policies, and Actions

1. Protect the quality and quantity of wetlands through national, state, county, and/or local wetland protection regulations.
2. Minimize the impact of development on environmentally sensitive areas such as excessive slopes, waterways, environmental corridors, and wetlands.
3. Periodically review and amend the wellhead protection, erosion control, floodplain ordinance and stormwater management ordinances.
4. Require future residential development to implement conservation practices to preserve larger areas of productive agricultural land where practical.
5. Support the inspection of new private septic systems and the inspection of existing systems every three years by Dunn County Environmental Services Department.

Goal 3: Promote awareness of environmental issues in the City.

Objectives

1. Conserve natural areas, soils, buffer zones, and sensitive habitat areas.
2. Identify areas of possible metallic/nonmetallic mining sources.

Programs, Policies, and Actions

1. Provide education to the public and developers regarding environmental and land use issues such as stormwater management and invasive species.
2. Require all mining practices to be completed in an environmentally friendly manner with required reclamation plans.
3. Create a licensing ordinance for the mining of metallic/non-metallic mineral resources to manage the possible negative impacts it may have on the City's natural resources.

Goal 4: Enhance access to natural resources.

Objectives

1. Preserve open space.
2. Provide recreational opportunities.
3. Conserve natural areas and habitats.
4. Protect sensitive resources such as remnant prairie habitats.

Programs, Policies, and Actions

1. Seek to acquire lands of environmental significance for public use where feasible. Investigate land funds that may be available to assist with purchase.
2. Identify and pursue land purchase, easements, and cooperative agreements with landowners and surrounding communities to protect and preserve natural areas.
3. Continue the development of a trail network on public lands or right-of-ways.
4. Explore available grants to assist in securing property for resource conservation and public benefit.
5. Continue to improve and enhance parks and recreation opportunities.
6. Maintain access points to Lake Menomin.
7. Coordinate with local land trusts to protect environmentally sensitive areas.
8. Begin working with local groups and organizations to develop and implement a long-term biking/walking trail plan.
9. Acquire additional park lands as needed.

Goal 5: Protect Lake Menomin and area surface waters.

Objectives

1. Preserve and protect surface waters, wetlands, shorelands, floodplains, and groundwater resources.
2. Protect sensitive resources and habitats along the lake.
3. Ensure that new development or other alterations in land use will not negatively impact the quality or quantity of surface and/or sub-surface water resources.
4. Preserve undeveloped areas along the lake.

Programs, Policies, and Actions

1. Support best management practices that continue to reduce the total maximum daily load (TMDL) of suspended solids in stormwater.
2. Protect drainage ways and areas that drain to Lake Menomin and other area surface waters.
3. Review and update zoning regulations pertaining to shorelands and waterways and strengthen where necessary.
4. Find creative/unique ways to reduce the impervious surfaces such as reviewing parking and landscaping requirements, and related ordinances.
5. Review and update the stormwater management plan on a regular basis.
6. Ensure that wetlands, man-made ponds, open drainage ditches, swales, and natural watercourses are used to convey and detain drainage to the maximum extent feasible for the benefits of filtration, aesthetics, wildlife habitat, and cost.
7. Regulate runoff from development in accordance with local, state, and federal laws.
8. Continue to regulate the location, type, size, vegetative cutting, and grading of developments along the perimeter of waterways.

Goal 6: Promote open/green spaces.

Objectives

1. Enhance aesthetics consistent with the character of Menomonie.
2. Preserve and enhance open/green space in new developments.

Programs, Policies, and Actions

1. Encourage forms of development which maximize the retention of open space, forested lands, and other undeveloped areas.
2. Review and update zoning regulations to determine ways to further encourage open/green space.
3. Support higher density residential areas (traditional neighborhoods/cluster developments) to maintain open/green spaces.

Goal 7: Protect the City's trees.

Objectives

1. Enhance and promote preservation of trees within community.

Programs, Policies, and Actions

1. Continue the Urban Forestry Program.
2. Seek grant funds to assist with tree maintenance, inventory, and planting.
3. Plant boulevard trees where possible.
4. Increase the tree canopy in the City.
5. Create and implement a policy for management diseases and pests that negatively affect the health of City trees.

Chapter 3: Housing

Introduction

Housing is an important element when looking at planning. For most Wisconsin residents, housing costs are the single largest expenditure. Planning for housing is important because housing is probably the largest land use in a given community. One of the biggest concerns behind the Wisconsin Comprehensive Planning Law is the issue of sprawl or low-density development, which many see as an inefficient use of our land. Sprawl not only develops land in large pieces, but also is more expensive to provide services and infrastructure.

Housing also provides a major source of revenue through property taxes. These taxes go towards the school district, vocational technical college, county and City.

The Housing Element will provide the City with insight into the following:

- Deficiencies in housing
- Housing developments trends
- A better understanding of the local housing situation

Housing Needs

Trends in housing can transform quickly. The state of housing has markedly changed since the original City of Menomonie Comprehensive Plan was adopted in 2007. At that time, the value of a single family home was rising because of prolonged population growth in western Wisconsin and corresponding residential development.

Since then, there has been a prolonged global economic downturn, which has adversely affected the housing market. This makes it challenging to identify long range trends in housing needs. In addition, the 2010 US Census did not provide the same extent of statistical information as the 1990 Census and 2000 Census making it further difficult to analyze these trends. Therefore, additional sources will be used to identify housing trends and needs in Menomonie.

Important issues to consider when planning for the existing and future housing needs of the City include the types of housing, housing options, demands of housing within the community, and redevelopment opportunities.

Age Characteristics

There is a close correlation between the age of an area's housing stock and the relative condition of those housing units. If a large percentage of housing is over 30 years old, there will be a greater need and demand for housing rehabilitation.

Table 3-1 shows indicators of the age of the housing stock in the City of Menomonie. Just over 63% of all housing units were built before 1980. The City's older housing stock may be in need of significant maintenance such as plumbing, heating, electrical, windows, etc. Also, if a home was built before 1980, it is presumed that it has lead-based paint that may have to be mitigated

at some point. Having older homes may be one reason that the cost of housing in Menomonie is relatively low.

Since the City of Menomonie has a number of older homes, efforts should continue to rehabilitate the existing housing stock. Various housing programs exist to address these issues. These programs are addressed later in this chapter.

Table 3-1 also shows a decline in the number of structures built beginning in 1990 with the biggest drop occurring between 2005 and 2010.

Table 3-1 – Year Structure Constructed

Year Built	Homes	Percent of Total
2005 to 2010	107	1.8%
1999 to 2004	362	6.3%
1995 to 1999	480	8.4%
1990 to 1994	436	7.5%
1980 to 1989	731	12.6%
1970 to 1979	1,094	18.9%
1960 to 1969	503	8.7%
1940 to 1959	949	16.4%
1939 or earlier	1,122	19.4%
Total	5,784	100.0%

Source: U.S. Census Bureau 2000

One way to analyze the quantity and types of new housing being built is to look at the number of building permits issued. The percentage of building permits issued for the development of single family units averaged 26.2% between 2000 and 2010 (see Table 3-2). The remainder was from multi-family units. The table shows a significant drop in new housing units beginning in 2007 due to the decline in the economy and housing market.

Table 3-2 – Building Permits City of Menomonie

Year Issued	Total Housing Units	Single Family Housing Units	Multi-Family Housing Units	Percent Single Family
2000	66	16	50	24.2%
2001	85	18	67	21.2%
2002	138	12	126	8.7%
2003	83	27	56	32.5%
2004	143	35	108	24.5%
2005	80	34	46	42.5%
2006	72	14	58	19.4%
2007	29	21	8	72.0%
2008	8	6	2	75.0%
2009	20	4	16	20.0%
2010	4	4	0	100.0%
Total	728	191	545	26.2%

Source: City of Menomonie Building Inspectors Department 2010

Structural Characteristics

According to the 2000 US Census, most of the homes in the City of Menomonie use utility gas (51.8%). The other dominant fuel type used in the City is electricity, which accounts for just over 33% of the heating fuel (see *Table 3-3*).

Most new structures built since 2000 will likely use utility gas or electric for its main heating source though with rising energy costs, Menomonie may see an increase in the use of solar and geothermal systems to heat homes.

Table 3-3 - Types of House Heating Fuel

Fuel Type	Number	Percent
Utility Gas	2,671	51.8%
Bottled, Tank, or LP Gas	187	3.6%
Electricity	1,739	33.7%
Fuel Oil, Kerosene, Etc.	458	8.9%
Coal or Coke	0	0.0%
Wood	43	0.8%
Solar Energy	0	0.0%
Other Fuel	31	0.6%
No Fuel	29	0.6%

Source: U.S. Census Bureau 2000

Table 3-4 shows the number of housing units by the number of units in the structure between 1980 and 2010. Since 1980, the City of Menomonie has been experiencing increasing percentages of multi-family housing and declining percentages of single family homes in relation to total housing units.

The decreasing percentage of single-family homes is related to these homes being converted into apartments and more multi-family units being built compared to single family units.

Table 3-4 - Units in Structure (housing units) 1980, 1990, 2000, and 2010

1980		%	1990		%
1-unit, detached	2,249	57.90%	1-unit, detached	2,267	52.70%
1-unit, attached	72	1.90%	1-unit, attached	68	1.60%
2 units	455	11.70%	2 to 4 units	738	17.20%
3 and 4 units	278	7.20%	5 to 9 units	528	12.30%
5 or more units	831	21.40%	10 or more units	697	16.20%
Total	3,885	100.00%	Total	4,298	100.00%
2000		%	2010		%
1-unit, detached	2,678	51.70%	1-unit, detached	2869	46.0%
1-unit, attached	116	2.20%	1-unit, attached	124	2.0%
2 to 4 units	835	16.10%	2 to 4 units	1156	18.5%
5 to 9 units	714	13.80%	5 to 9 units	736	11.8%
10 or more units	835	16.10%	10 or more units	1030	16.5%
			mobile home	319	5.1%
Total	5,178	100.00%	Total	6234	100.0%

Source: 1980-2010 US Census

Home Values

Median home values in the City of Menomonie rose 75% between 1990 and 2000 (see Table 3-5). This is due to two main factors. First, the demand for housing, not only in the City, but also in Western Wisconsin pushed up housing prices. Second, the housing values have naturally appreciated over the past decade. Home values have increased dramatically throughout the nation since the early 1990's. Since 2000, home values have continued to increase but at a slower pace.

Between 2006 and 2007, home values began to decrease due to a glut in vacant housing, foreclosures, and a poor economy. The 2010 US Census does not provide updated median housing values though many residents have experienced a decline in the assessed value of their homes.

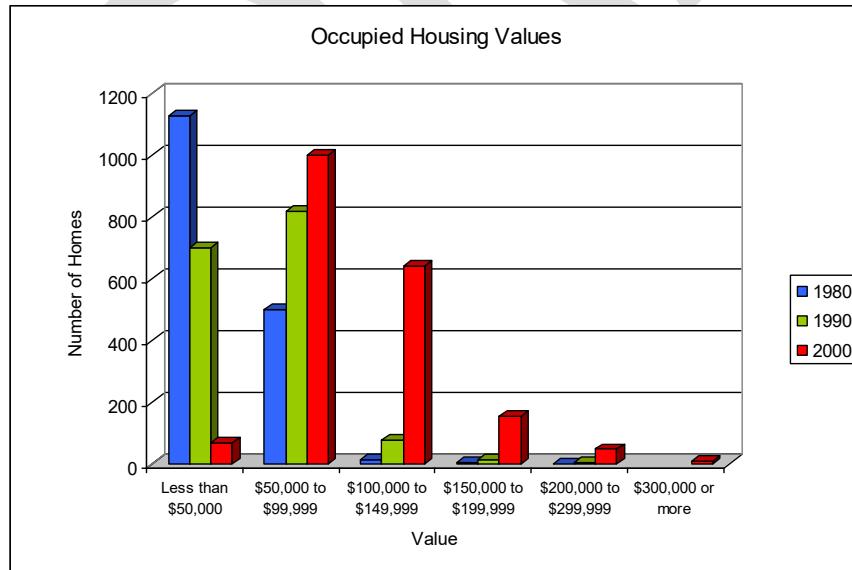
Table 3-5 shows that while the City of Menomonie's owner-occupied housing value outpaces Dunn County as a whole, it lags behind all of the surrounding towns. A previous search of the Multiple Listings Service of properties sold in the City of Menomonie in 2004 showed the median sale price for a home is approximately \$125,000. This is unchanged in 2010.

Table 3-5 – Median Housing Value for Owner Occupied Units: City of Menomonie and Area Communities

Community	1980	1990	2000
Dunn County	\$38,800	\$49,000	\$92,900
City of Menomonie	\$41,100	\$53,400	\$94,200
Town of Menomonie	\$54,900	\$67,800	\$116,700
Town of Red Cedar	\$46,000	\$57,100	\$108,000
Town of Sherman	\$45,000	\$56,700	\$106,500
Town of Tainter	\$49,500	\$63,400	\$118,300

Source: U.S. Census Bureau 1980 - 2000

Figure 3-1 – Occupied Home Values



Source: US Census Bureau 1990, 2000

The changing value of housing is indicated in Table 3-6. In 1980, there were only four owner-occupied housing units reported to be worth at least \$150,000 and only one over \$200,000. By 1990, there were 20 owner-occupied houses worth at least \$150,000, 6 of those over \$200,000. In 2000, 57 owner-occupied houses were reported to be worth over \$150,000 in the city or about 2.5 percent of all owner-occupied housing. The percentage of owner occupied units with a value of under \$100,000 was 83% in 1980, 79% in 1990 and 76% in 2000.

Table 3-6 – Housing Value Owner Occupied Units 1980-2000

Value	1980	1990	2000	Number and % Increase/Decrease (1990-2000)
Less than \$50,000	1126	702	70	-632 (-90.0%)
\$50,000 to \$99,999	498	816	1000	184 (22.6%)
\$100,000 to \$149,999	13	76	639	563 (740.8%)
\$150,000 to \$199,999	3	14	156	142 (1,014.3%)
\$200,000 to \$299,999	1	6	48	47 (4,700.0%)
\$300,000 or more	0	0	9	7 (350.0%)

Source: U.S. Census Bureau 2000

The most dramatic change came in owner-occupied housing units with a value between \$100,000 and \$149,000 which increased by over seven times between 1990 and 2000. Table 3-7 shows that the median value of owner-occupied housing was \$94,200 in 2000 which was an increase of 76%. There were 702 homes valued under \$50,000 in 1990. By 2000, that number had been reduced to 70 homes.

Table 3-7 – Median Owner Occupied Housing Value

Median Owner-Occupied Housing Value	1990	2000	% Change
Menomonie*	\$53,400	\$94,200	75.09%
Platteville*	\$51,100	\$88,100	72.41%
River Falls*	\$71,000	\$127,000	78.87%
Whitewater*	\$59,300	\$115,500	94.77%
Chippewa Falls**	\$43,400	\$81,300	87.33%
Hudson**	\$80,200	\$139,900	74.44%
Onalaska**	\$66,700	\$114,400	71.51%
Rice Lake**	\$47,600	\$71,500	50.21%

Source: US Census Bureau 1990, 2000, *Cities with Universities, **Similar sized cities

Looking at Table 3-7, you can compare the median owner-occupied housing in the City of Menomonie to both cities of comparable size with universities and cities with comparable size without universities. Of the nine cities, Menomonie had the 6th highest owner-occupied home value. When just comparing the cities that have universities, Menomonie ranked four out of five, having a higher housing value than only Platteville.

Occupancy Characteristics

All housing units are classified as either owner-occupied or renter-occupied. A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid

for. All occupied housing units, which are not owner-occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied.

Table 3-8 shows that as the number of total housing units has increased between 1980 and 2010, the percentage of owner-occupied housing has decreased. The number of vacant or seasonal homes jumped from 169 units between 2000 and 2010. This may be due to a large number of homes for sale or in foreclosure.

Table 3-8 - Housing Characteristics 1980, 1990 2000 and 2010

	1980	1990	2000	2010
Total Housing Units	3,976	4,539	5,441	6,234
-Total Occupied Units	3,803	4,323	5,119	5,743
-Owner Occupied Units	1,949	1,930	2,241	2,317
Percent of Total Occupied	51.2	44.6	43.8	40.3
-Renter Occupied Units	1,854	2,393	2,878	3,426
Percent of Total Occupied	48.8	55.4	56.2	59.6
-Vacant/Seasonal Units	173	216	322	491
-Single Family Units	2,321	2,335	2,794	NA
-Multi-Family Units	1,564	1,963	2,384	NA
-Mobile Homes	92	246	302	NA
Median Home Value	\$41,100	\$53,400	\$94,200	NA
Median Cash Rent	\$196	\$297	\$465	NA
Household Size (persons)	2.5	2.46	2.35	2.26

Source: 1980, 1990, 2000, 2010 US Census

Table 3-9 shows that the percentage of owner-occupied homes has dropped from 43.78% of housing units in 2000 to 40.34% in 2010. Due to the identified tenure and occupancy conditions, the City of Menomonie may want to explore policies that will encourage more single-family housing development targeted for owner-occupancy to bring the mix of its housing stock into more balance.

Table 3-9 - Owner-Occupied vs. Renter-Occupied Housing Percentages

Year	1990	% of Total	2000	% of Total	2010	% of Total	Number and % Change
Owner-Occupied Housing Units	1,930	44.64%	2,241	43.78%	2,317	40.34%	387 16.7%
Renter-Occupied Housing Units	2,393	55.36%	2,878	56.22%	3,426	59.66%	1,033 30.2%
Total	4,323	100.00%	5,119	100.00%	5,743	100.00%	-

Source: 1990, 2000, 2010 US Census

On Campus Housing

The Census does not consider dorm rooms to be separate dwelling units and does not include them under the Housing categories. Although they are not included in the Census, dorms are an important housing source for students at UW-Stout.

Currently, UW-Stout has 9 residence halls with a housing capacity of 3,488 students located on the North and South Campus (see *Table 3-10*).

Table 3-10 - UW Stout Housing Capacity

Residence Hall	Capacity
Antrim-Foggatt-McCalmont Hall	300
Curran-Kranzusch Hall	240
Fleming-Hovlid Hall	380
Hansen-Keith Hall	238
Jeter-Tainter-Callahan Hall	319
Milnes-Chinnock Hall	244
North Hall	366
Red Cedar Hall	205
South Hall	368
Tustison-Oetting Hall	238
Wigen Hall	242
Total	3,140

Source: UW-Stout-Department of Housing and Residence Life

Enrollment at UW-Stout was approximately 7,226 in Fall 2022, which includes a mix of on-campus, online, and commuting students. Through the planning of a new University Long-Range Plan, UW-Stout has established a strategic state enrollment goal of 10,000 students (8,000 on campus; 2,000 online) by 2034. Some of these students are taking online courses or commuting to campus and do not live in Menomonie. High School graduation trends also show smaller class through 2015. As the University continues its renovation plans, remodeling and infrastructure requirements will result in the loss of a minimal number of student spaces. Plans exist for continued renovations of University residence halls over the course of the next 20 years.

Because the student enrollment is large compared to the City of Menomonie's, this is an important demographic to consider when understanding the types of housing available and the percentage of renter-occupied homes.

Not all enrolled students live in the City where they attend college so it is difficult to assess accurately the affect the students have on the total population. Table 3-11 shows the ratio of a City's population to UW enrollment in order to evaluate what type of impact a University has on a community as a whole.

Table 3-11 - Enrollment and Population-University Communities

Community	2010 Population	2010-2011 Enrollment	Enrollment to Population	Percentage of Enrollment to Pop.
Menomonie	16,264	9,339	1:1.74	57.4%
Eau Claire	65,883	11,413	1:5.77	17.3%
Green Bay	104,057	6,636	1:15.68	6.4%
La Crosse	51,320	10,135	1:5.06	19.7%
Madison	233,209	42,180	1:5.53	18.1%
Oshkosh	66,083	13,629	1:4.85	20.6%
Platteville	11,224	7,928	1:1.42	70.6%
River Falls	14,477	6,902	1:2.10	47.7%
Stevens Point	26,717	9,500	1:2.81	35.6%
Superior	27,244	2,856	1:9.54	10.5%
Whitewater	14,390	11,557	1:1.25	80.3%

Source: Wisconsin Department of Administration and UW Systems

UW-Whitewater has the biggest single impact on a community with an enrollment ratio of one student per 1.25 residents (80.3% of the community population). Menomonie and Platteville have somewhat similar ratios.

From these enrollment statistics regarding Wisconsin Colleges, UW-Stout has a greater impact on the City of Menomonie than many of the others.

Table 3-12 compares the City of Menomonie's housing occupancy with similar sized cities in Wisconsin. The table shows that universities located in smaller communities have a noticeable impact on the renter-occupied housing. Whitewater, Menomonie, and Platteville have more renter-occupied units than owner-occupied.

The table also compares these occupancy rates with similar sized communities in the area and show that these communities, without universities, have higher owner-occupied housing rates.

Table 3-12 Menomonie Housing Comparison for Selected Wisconsin Cities-2010

Cities with Universities	Owner Occupied	Renter Occupied
Menomonie	40.3%	59.7%
Eau Claire	55.1%	44.9%
Platteville	45.7%	54.3%
River Falls*	51.0%	49.0%
Whitewater	34.0%	66.0%
Cities without Universities	Owner Occupied	Renter Occupied
Chippewa Falls	55.7%	44.3%
Hudson	65.0%	35.0%
Onalaska	65.6%	34.4%
Rice Lake	54.9%	45.1%

Source: 2010 US Census *2010 data unavailable

Off-Campus Housing

Off-campus housing makes up a large percentage of rental properties in Menomonie. Adjacent to the UW-Stout Campus, rental properties are typically single family homes that have been converted to rental units (rooming and lodging houses). This trend has led to denser population clusters in the neighborhoods surrounding campus and has affected parking, green space, and land use conflicts with existing residential neighbors.

The City is addressing these issues by strengthening ordinances requiring more green space and parking in order to acquire new rooming and lodging licenses. While these ordinances have addressed new development, the existing, rooming and lodging homes are grandfathered in and remain a concern in the neighborhoods that surround campus.

Housing Unit Projections

The housing projections used for this plan are intended to provide an estimate of housing units that will be developed through the year 2030. Development of the housing projections is helpful in order to estimate the amount of land that may be consumed by future housing development. The projections are based on several assumptions. These assumptions create limitations that should be considered when reviewing and evaluating the projections. The assumptions include the following:

- The population projections developed as part of this plan are reasonable and will continue to be reasonable during the planning period
- The household projections developed as part of this plan are reasonable and will continue to be reasonable during the planning period
- The vacancy rate will remain constant during the planning period.

Table 3-13 Housing Unit Forecast 2000 to 2030

City of Menomonie	2000	2005	2010	2015	2020	2025	2030
Population	14,937	15,491	16,120	16,875	17,643	18,364	19,009
Persons per HH	2.92	2.81	2.77	2.72	2.69	2.67	2.66
Households	5,119	5,509	5,814*	6,200	6,548	6,868	7,146

Source: Wisconsin DOA, Cedar Corporation *6,234 actual

Based on the developed housing projections as shown in Table 3-13, it is estimated that the City of Menomonie will have 7,146 housing units by the year 2030. This is an increase of 912 housing units between 2010 and 2030. It is projected that housing units will average an annual increase of approximately 46 housing units per year during the twenty-year period.

Housing Affordability Analysis

The United States Department of Housing and Urban Development (HUD) defines excessive housing costs as an amount exceeding 30 percent of household income. According to the U.S. Census Bureau, selected monthly owner costs are calculated from the sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees. This can be used to measure housing affordability and shelter costs. Housing affordability is a concern in our society. People with low to moderate levels of income are not the only economic group seeking affordable housing. Young, working families just

starting out, elderly or other people on fixed incomes also require housing within their means in a rapidly changing housing market. If housing becomes too expensive in a community, residents may have a hard time finding affordable housing. This concern is multiplied by the current economic downturn.

In 1999, a majority of homeowners (80.6%) in the City of Menomonie were paying less than 30% of their household income towards homeowner costs. This could mean that owners have a smaller mortgage due to a larger down payment or that housing costs are not rising as fast as wages and salaries in the area. It could also mean that housing is considered affordable (see *Table 3-15*).

Table 3-15 Monthly Housing Costs-Percentage of Household Income 1999

	Number	Percent
Less than 15%	728	37.9%
15 to 19%	376	19.6%
20 to 24%	256	13.3%
25 to 29%	189	9.8%
30 to 34%	171	8.9%
35% or more	193	10.0%
Not computed	9	0.5%

Source: US Census Bureau 2000

One thing to keep in mind regarding these statistics is that college students do not often make large amounts of disposable income and therefore spend a significant percentage of their income on housing even though housing costs may not be high.

Table 3-16 reveals gross rent in relation to household income. Gross rent is the amount of the contract rent plus the estimated average monthly cost of utilities (electricity, gas, and water and sewer) and fuels if these are paid for by the renter (or paid for the renter by someone else). Although a majority of renters (58.2%) are paying less than 30% of their household income towards renting costs in 1999, more renters are paying a larger percent of their income to rent compared to homeowners.

Table 3-16 Gross Rent-Percentage of Household Income, 1999

	Number	Percent
Less than 15%	596	20.6%
15 to 19%	420	14.5%
20 to 24%	381	13.2%
25 to 29%	284	9.8%
30 to 34%	211	7.3%
35% or more	896	31.0%
Not Computed	101	3.5%

Source: US Census Bureau 2000

Regarding rental housing in Menomonie, Table 3-17 shows that the rents charged in the City have increased between 1980 and 2000. However, the student housing rental market is evident in the number of renter-occupied housing units with a rent under \$500. At the same time, there are over 300 rental units priced over \$750, which had not existed in the past.

Table 3-17 Contract Rent Renter-Occupied Units - 1980, 1990 and 2000

1980		1990		2000	
Less than \$250	1,346	Less than \$250	717	Less than \$200	233
\$250 to \$499	407	\$250 to \$499	1,359	\$200 to \$499	1,469
\$500 or more	12	\$500 or more	242	\$500 to \$749	807
				\$750 to \$999	236
				\$1,000 to \$1,499	92
				\$1,500 or more	29

Source: U.S. Census Bureau 2000

Another way of calculating home-owner affordability is to do a housing-to-income analysis. We have based this analysis on the 2010 median sale price (\$125,250) of homes in Dunn County, and have taken in several factors related to homeownership that are listed *below* (see Table 3-18).

Table 3-18 – Housing Affordability Analysis

Costs	20% Down payment	5% Down payment
*Median Sale Price of Home (2004)	\$125,250	\$125,250
Down Payment	\$25,050	\$6,262.50
Mortgage Principal	\$100,200	\$118,987.50
30 Year Fixed Rate	5.0%	5.0%
Principal and Interest Payment	\$537/month	\$639/month
Homeowners Insurance	\$500	\$500
Property Taxes	\$3,006.00 (2010 Mill Rate of 24.00)	\$3,006.00 (2010 Mill Rate of 24.00)
Maintenance and Repairs	\$1,000 (Estimated Per Year)	\$1,000 (Estimated Per Year)
Total Annual Housing Costs (HC)	\$10,950.00	\$12,822.00
Income Needed (HC=30% of Income)	\$36,500.00	\$42,740.00

The 2010 US Census did not provide updated median household income data but the median selling price of a home in 2010 was similar to what it was in 2004. Therefore, Table 3-18 should still provide a reasonable analysis of housing affordability.

The City's 2000 median income was \$31,103. Based on this, a person earning the median income would make \$4,603 less than the income needed (\$36,500 with a 20% down payment) to purchase affordable housing. If the down payment is only 5%, the annual cost of housing jumps to \$12,822 per year.

Initially, it appears that housing may not be affordable for many Menomonie residents but it should be stressed that the median income of residents is influenced by the number of college students who are not working full-time and have lower incomes.

Table 3-15 indicates a majority of homeowners (80.6%) in the City of Menomonie were paying less than 30% of their household income towards homeowner costs which does not match the analysis provided in Table 3-18. It can be reasoned that Table 3-15 is more accurate because it refers to homeowners who would typically not be made up of college students.

The State of Wisconsin now requires municipalities with a population of 10,000 or more to prepare a Housing Affordability Report on development activity and analyze the impact of their

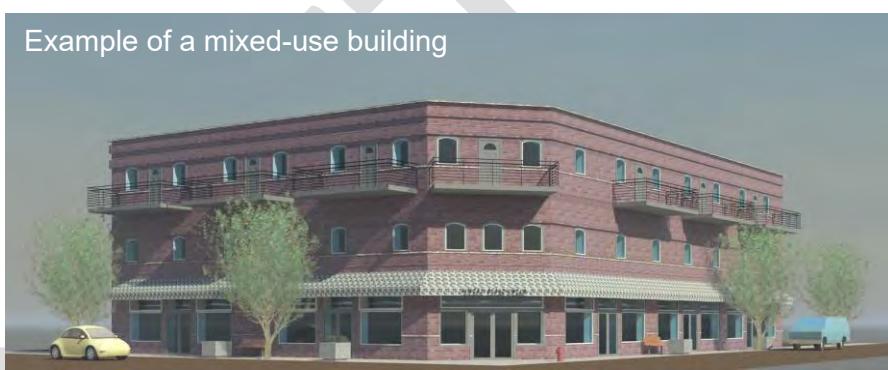
residential development regulations on the cost of developing new housing. On an annual basis, by January 31st, the City of Menomonie updates the reports for the previous year's development activity. The annual reports can be found on the City's website.

Mixed-Use Development Trends

Mixed-use development refers to different types of land uses, including residential, in one location. It can also refer to more than one type of use within a building.

Mixed-used developments used to be the norm a century ago and were often located near intersections and transit stops. As people became more mobile along with the introduction of zoning regulations, land uses in communities became segregated into areas for housing, commercial, and industrial activities.

The concept of mixed-used development is being reintroduced as a way to revitalize communities by creating places that are active throughout the day, reduce automobile dependence, increase housing options for a variety of ages and needs, promote transportation alternatives, and creates a sense of space. At the same time, a mixed-use development can be complex to carry out and involve many diverse groups.



Example of a mixed-use building

A mixed-use redevelopment study of the Menomonie downtown area was conducted in 2011. A Redevelopment Steering Group was created in 2010 with a goal of defining a mixed-use redevelopment strategy for downtown Menomonie. The group consists of the City of Menomonie, Dunn County, Dunn County Economic Development Corporation, Greater Menomonie Area Chamber of Commerce, Main Street of Menomonie, University of Wisconsin-Stout, and WESTconsin Credit Union. The study is looking at opportunities and strategies for redevelopment at the former Leever's site, Wilson Avenue, Sixth Street, South Broadway, along the Lake Menomin.

There are several challenges to the successful implementation of a mixed-use redevelopment. Residents may oppose a higher density in an area, parking competes with buildings for space, the cost of development may not match what residents and businesses can afford, and it may be difficult to obtain necessary financing.

A study of mixed-use redevelopments in the Twin Cities Area was done in 2003. The report finds that successful mixed-use projects share the following characteristics:

1. Specific goals for both the housing and commercial components of the project, informed by careful market analysis
2. Development teams with solid experience in mixed-use development

3. Sites are located within existing commercial districts with good visibility and access to transit and roads
4. Architectural design standards
5. Sufficient parking that will adequately serve the needs of commercial and housing tenants
6. Partnerships with the community for the financing of infrastructure improvements
7. Incorporation of civic spaces, public or green

The concept of mixed-use development is gaining greater acceptance among the public with some exceptions. A *2011 Community Preference Survey* of 2,071 American adults showed that:

1. 60% of the participants indicated they preferred being within walking distance to shops and restaurants
2. 58% preferred to live in a neighborhood with a mix of houses, stores, and other businesses within an easy walk
3. 66% of participants indicated that being within an easy walk to places such as a grocery store, pharmacy, hospital, and restaurants was an important factor in deciding where to live.
4. Participants on each end of the socio-economic scale tend to prefer a smart growth type community with people in the middle are more inclined towards a sprawl-type community
5. 61% of participants would still choose a large lot and single family home if it meant having to drive more compared to having a smaller lot and being within walking distance to businesses.

Housing Assistance Programs and Agencies

There are several State and Federal programs and agencies that assist first time homebuyers, disabled and elderly residents, and Low-Medium Income citizens meet rental/home ownership needs. Many of the most often used are listed below.

The State of Wisconsin uses low to moderate income classification charts to determine if individuals or households meet requirements for financial assistance in purchasing a new home or improving an existing home.

The Wisconsin Comprehensive Planning legislation requires that all areas completing comprehensive plans compile a list of programs available to assist in providing an adequate supply of housing that meets existing and forecasted housing demand in the local unit of government. Following is listing of programs that are available and agencies involved in housing programs in Menomonie.

Home Sweet Menomonie Loan Program

Home Sweet Menomonie is a City of Menomonie Program in partnership with the Community Foundation of Dunn County. Home Sweet Menomonie combines public, employer, and private contributions to create a no-interest, partially forgivable loan for down payment assistance to employees of participating businesses who wish to own homes within the City of Menomonie.

City of Menomonie CDBG Housing Revolving Loan Program

The CDBG program provides grants to local governments for housing rehabilitation programs that primarily benefit low and moderate-income households. Funding can be used to assist

homeowners and proprietors in making essential improvements to properties and can assist rental households in purchasing homes. The Dunn County Housing Authority administers a CDBG program on behalf of Dunn County. Additionally, the City of Menomonie also administers its own CDBG programs.

Dunn County Housing Authority

The Dunn County Housing Authority provides rental assistance for low income housing for families, the elderly and disabled adults. While it does not own any rental properties, it is the agency that receives the Housing Choice Vouchers for the County.

Chippewa Valley Habitat for Humanity

Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers and identifying project sites and constructing owner-occupied housing for the benefit of participating low-income families. They are currently working on three twin home projects (6 new units) on the west side of the City, with the hopes of completed all three by the spring of 2025.

Stepping Stones of Dunn County

Stepping Stones has three fully-furnished shelters - two homes with a combined 5 apartments for families, and the Cairn House, a 20-bed shelter for individuals. As funds are available, Stepping Stones provides housing assistance for rent and security deposits as well as referrals to low-income housing options.

Historic Home Owner's Tax Credits

A 25% Wisconsin investment tax credit is available for people who rehabilitate historic non-income-producing, personal residences, and who apply for and receive project approval before beginning physical work on their projects. This program is administered by the Wisconsin Historical Society.

HOME-Homebuyer and Rehabilitation Program (WDOA)

The HOME-Homebuyer and Rehabilitation Program (HHR) provides funding for homebuyer assistance; owner-occupied rehabilitation; and rental rehabilitation. Funds are awarded through a biennial funding cycle with partnership agencies throughout Wisconsin.

Home Investment Partnership Program (HOME)

The HOME Investment Partnerships Program (HOME), operated by U.S. Department of Housing and Urban Development (HUD) provides formula grants to states and localities that communities use - often in partnership with local nonprofit groups - to fund a wide range of activities including building, buying, and/or rehabilitating affordable housing for rent or homeownership or providing direct rental assistance to low-income people. HOME is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households. HOME funds are awarded annually as formula grants to participating jurisdictions (PJs). The program's flexibility allows states and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancements, or rental assistance or security deposits.

Multi-Family Housing Programs (HUD)

HUD offers several multi-family programs to fund facility purchases, construction, rehabilitation, lead based paint abatement, energy conservation and accessibility improvements.

Public Housing Programs (HUD)

HUD offers several public housing programs for the development/redevelopment or management of public housing authorities, rental assistance through the Section 8 program and some limited homeownership opportunities.

Single Family Housing Programs (HUD)

HUD offers several single-family home programs, including homebuyer education and counseling, down payment assistance, rehabilitation, weatherization, mortgage insurance and reverse mortgages. Some of these products, such as FHA loans, are available through approved lending institutions.

Menomonie Housing Authority

The Menomonie Housing Authority is responsible for the construction and operation of federally-financed public housing. They provide housing for low income families and elderly based on 30% of gross income. This board is a separate entity from the City of Menomonie. The Menomonie Housing Authority provides low income housing to residents of Menomonie and has 149 housing units all of which are multi-family homes and apartments. The apartment complexes (80 units) are mainly set aside for the disabled and the elderly (Classified as 55 years of age and older).

Property Tax Deferred Loan Program (PTDL)

This state program provides loans to low and moderate income elderly homeowners to help pay local property taxes, so that the elderly can afford to stay in their homes. To be eligible, individuals must be at least 65 years old with a spouse that is at least 60 years old, unless one is disabled.

Wisconsin Rural Development, Rural Housing Service (USDA)

Through a variety of program options, USDA Rural Development offers qualifying individuals and families the opportunity to purchase or build a new single family home with no money down, to repair their existing home, or to refinance their current mortgage under certain qualifying circumstances. There are also programs to assist non-profit entities in their efforts to provide new homes or home repair to qualifying individuals and families. For further information visit the web-site at <https://www.rd.usda.gov/programs-services/single-family-housing-programs>.

Housing Preservation Grants (USDA)

The program provides grants to sponsoring organizations for the repair or rehabilitation of housing owned or occupied by low- and very-low-income rural citizens. Eligible applicants include: most State and local governmental entities, nonprofit organizations and federally Recognized Tribes. Eligible expenses include: Repairing or replacing electrical wiring, foundations, roofs, insulation, heating systems and water/waste disposal systems, handicap accessibility features, labor and materials and administrative expenses.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with private developers to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness. Several of its most popular programs include:

- Housing Tax Credit Program

The HTC program helps finance a project by granting a proposed development future tax credits. These tax credits are typically sold at a discount to investors who provide the capital to finance the construction.

- Single Family Products

WHEDA offers several single-family home products, including home improvement or rehabilitation loans, homebuyer assistance and homebuyer education.

- Multi-family Products

- WHEDA offers several multi-family home products, including tax credits, tax exempt bond funding, construction, rehabilitation and accessibility loans, asset management and tax credit monitoring services.

- WI Housing & Economic Development Authority Foundation – Housing Grants

The WHEDA Foundation awards grants to local municipalities and nonprofit organizations through the Persons-in-Crisis Program Fund to support the development or improvement of housing facilities for low-income persons with special needs. Max. Funding: \$40,000 per project / Local Match: 0%

Besides WHEDA's typical tax credit program for affordable housing, four new programs were recently developed and released in 2023 to further support affordable housing projects. Also, for developers to be eligible, the relevant local governmental unit must have made changes to applicable zoning ordinances, subdivision regulations, or other land development regulations to increase development density, expedite approvals, reduce impact fees, or reduce parking, building, or other development costs with respect to the eligible project on or after January 1, 2023.

to the eligible project on or after January 1, 2023.

to the eligible project on or after January 1, 2023.

- Residential Housing Infrastructure Loan Program

Created by Assembly Bill 264, now 2023 Wisconsin Act 14 and administered by WHEDA, this competitive loan program allows a residential housing developer to apply for a loan to cover the costs of installing, replacing, upgrading, or improving public infrastructure related to workforce housing or senior housing. These costs are typically covered by the developer. WI Act 14 allocates \$275 million to this program and the developer must be the applicant.

- Main Street Housing Rehabilitation Loan

Created by Assembly Bill 265, now 2023 Wisconsin Act 15 and implemented by WHEDA, this competitive loan program allows an owner of rental housing to apply for a loan to cover the costs to improve housing located on the second or third floors of an existing building with commercial space on the ground level. WI Act 15 allocates \$100 million to this program and the developer must be the applicant.

- Commercial-to-Housing Conversion Loan Program

Created by Assembly Bill 268, now 2023 Wisconsin Act 18 and implemented by WHEDA, this loan program allows a developer to apply for a loan to help cover the cost of converting a vacant commercial building to workforce housing or senior housing. WI Act 18 allocates \$100 million to this program and the developer must be the applicant.

- **Workforce Housing Rehabilitation Loan**

Created by Assembly Bill 267, now 2023 Wisconsin Act 17 and implemented by WHEDA this loan program makes modifications to the Workforce Housing Rehabilitation Loan Program administered by WHEDA. WI Act 17 allocates \$50 million to this program and qualified homeowners will apply for this loan through WHEDA's network of participating lenders.

Wisconsin Community Action Program (WISCAP)

WISCAP and its member agencies are dedicated to advancing safe and affordable housing, through development of resources, training and opportunities. The organization serves as an advocate for policy and program development, and provides technical assistance expertise on housing issues. Dunn County is served by West CAP out of Glenwood City.

West CAP is non-profit corporation that works in partnership with local communities to plan and develop good quality, affordable housing for low and moderate-income families and individuals. Their HomeWorks program constructs and manages new housing, and provides a variety of renovation, weatherization, and energy efficiency services for existing homes and apartments.

Wisconsin Home Energy Assistance Program (WHEAP)

The Energy Services Bureau oversees Wisconsin's Low Income Home Energy Assistance Program. This includes the federally funded Low Income Home Energy Assistance Program (LIHEAP) and other related programs. Households with incomes at or below the federal poverty level may be eligible for assistance. Many households with income from farms, offices, factories and other work places receive LIHEAP assistance.

Wisconsin Rural Development, Rural Housing Service

The mission of the Rural Housing Service is to enhance the quality of life of rural people through the creation of safe, affordable, housing where people can live, work and prosper as part of a community. The Wisconsin Rural Housing Service offers housing repair loans and grants, loans and grants for rural energy and renewable energy systems, loans and grants for rural business development, loans for business and industry, and community facility loans and grants.

Housing Goals, Objective, Policies & Actions

Goal 1: Ensure land is available for future housing needs.

Objective

1. Maintain steady and planned growth in the City of Menomonie.

Programs, Policies, and Actions

1. Use proposed land use map to guide residential growth.
2. Explore extra-territorial zoning with surrounding towns to avoid land use conflicts.
3. Consider implementation of the recommendations in the City of Menomonie Housing Needs Assessment, 2023.
4. Consider amendments to the Zoning and Subdivision Code that incorporate measures to reduce development costs.
5. Develop an Affordable Housing Program to utilize funds from the Tax Incremental Finance Affordable Housing Extensions.

6. Utilize programs listed in this chapter and others that may become available to reduce housing costs, when feasible.

Goal 2: Provide a balance between single family and multi family housing.

Objectives

1. Increase owner-occupied home ownership.
2. Protect property values.

Programs, Policies, and Actions

1. Help residents locate housing programs and agencies that will help them achieve home ownership.
2. Encourage developers to provide a variety of housing sizes and styles to meet the needs of all residents.
3. Encourage R-1, R-2, and R-4 zoning over the full multiple-family zoning of R-3 because they are more compatible and are more easily intermixed.
4. Encourage the use of Traditional Neighborhood Development (TND) that is served by a network of paths, streets and lanes suitable for pedestrians as well as vehicles and includes a variety of housing types and land uses in a designated area.
5. Consider amendments to the Zoning Code to allow Accessory Dwelling Units (ADUs).

Goal 3: Address the aesthetics of new developments and housing.

Objective

1. Avoid residential development that uses repetitive styles and colors.

Programs, Policies, and Actions

1. Specify housing aesthetics in the developer's agreement.
2. Encourage the use of Traditional Neighborhood Development (TND) that is served by a network of paths, streets and lanes suitable for pedestrians as well as vehicles and includes a variety of housing types and land uses in a designated area.
3. Require developments to use a variety of building footprints, colors, windows, etc...
4. Discuss possible ordinances on property maintenance code.

Goal 4: Encourage infill development on vacant lots within the City Limits.

Objectives

1. Reduce urban sprawl.
2. Lower the cost of infrastructure expansion.

Programs, Policies, and Actions

1. Promote the housing program to assist lower income families to build.
2. Continue to update the City's Housing Affordability Analysis report as required by Wis. Stat. 66.10013 on an annual basis.

Goal 5: Support and encourage sustainable design of residential development including “Green Building.”

Objectives

1. Reduce energy consumption.
2. Promote environmental sustainability and responsibility.

Programs, Policies, and Actions

1. Work with local contractors to construct a home that meets the Leadership in Energy and Environmental Design (LEED) Standards.
2. Encourage architects and developers to incorporate LEED Standards and promote “green buildings.”
3. Review ordinances to identify opportunities to provide incentives for green building.
4. Develop standards and incentives for promoting greenspace and walkability in residential developments.

DRAFT

Chapter 4: Transportation

Introduction

Automobiles and trucks are the most prevalent mode of transportation accommodated by local and regional transportation systems. However, a transportation system encompasses much more than just automobiles and trucks. It must also take into account jurisdictional control, alternative modes of transportation, maintenance, and future transportation trends.

A well-planned transportation system provides for the efficient and safe movement of people and goods through various means and lays the foundation for growth and economic success while improving the livability of the City of Menomonie.

Though the best possible multi-modal transportation system is desired, it does not come without costs. Construction of new roads, bridges, and trails, is expensive and can have negative environmental impacts. In addition, after these are built, they have to be maintained.

The Transportation chapter will inventory and examine the existing transportation system in the City of Menomonie with respect to land use, safety, environmental impacts, design standards, modes and long-term costs. By examining the transportation system, the City can identify future needs and ways to meet those needs while minimizing costs and protecting environmental resources.

Modes of Transportation

The movement of people and goods is accomplished through a variety of transportation modes. These modes include cars, trucks, railroads, public transportation, ships, airplanes, bicycles, and walking. Generally, each mode fits a particular need.

- Automobiles: Function as the dominant mode for the movement of people.
- Trucks: Provide for the rapid movement of goods and products over interstates and highways.
- Airplanes: Move people and lightweight products quickly over long distances.
- Railroad: Functions primarily for the movement of bulk commodities over long distances.
- Ships: Functions primarily for the movement of bulk commodities nationally and globally.
- Bicycles: Typically move people over shorter distances within a community.
- Walking: Provide for the movement of people within a community.

Functional Road Classification System (Urban >5,000 Population)

Roads are functionally classified according to the level of service they are intended to provide, ranging from arterials that provide a high degree of travel mobility to local roads that serve land access functions. The functional classification is determined by traffic patterns, adjacent land use, land access needs, and the average daily traffic volumes. There are both urban (>5,000 population) and rural (<5,000 population) classification systems, both of which are detailed below.

- Principal Arterials serve interstate and interregional trips. These routes generally serve all urban areas greater than 5,000 people. The rural principle arterials are further subdivided into 1) interstate highways and 2) other principle arterials.
- Minor Arterials-Rural, serve traffic generators providing intra-regional and inter-area traffic movements. These routes provide for trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.
- Minor Arterials-Urban, serve important economic activity centers, have moderate traffic volumes, and serve intercommunity trip length desires interconnecting and augmenting the principal arterial system. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.
- Major Collectors-Rural, provide service to moderate sized communities and other intra-area traffic generators, and link those generators to nearby larger population centers or higher function routes.
- Minor Collectors-Rural, provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These facilities collect traffic from the local streets in residential neighborhoods and channel it onto the arterial system.
- Collectors-Urban, provides direct access to residential neighborhoods, commercial, and industrial areas, and serve moderate to low traffic volumes and inter-regional trips. These routes collect and distribute traffic between local streets and arterials.
- Local Streets comprise all facilities not on one of the higher systems. They primarily provide direct access to adjacent land and access to higher order systems. Local streets offer the lowest level of mobility, and through-traffic movement on this system is usually discouraged.

There are approximately 104 miles of roads in Menomonie and several major transportation routes passing through the City including Interstate 94, State Highways (S.T.H.) 29, and 25, and U.S. Highway (U.S.H.) 12. Access is also provided through a network of County Highways (C.T.H.), and local roads and streets.

Map 4-1 shows the functional classification of roads in and around the City of Menomonie. Interstate 94 is classified as a principal arterial and is the largest traffic carrier in the area. S.T.H. 29, S.T.H. 25, U.S.H. 12, and a portion of C.T.H. B are also principal arterials within the City limits.

A primary purpose of the functional classification system is to qualify higher functioning roads (collectors and arterials) for state and federal funding assistance for their maintenance and improvement. Because of this, each municipality has a limit as to the number of roads that are placed into each classification. The City has approximately 37 miles of functionally classified roads, or 35 percent of the total mileage, that are eligible for federal and state transportation improvement funds.

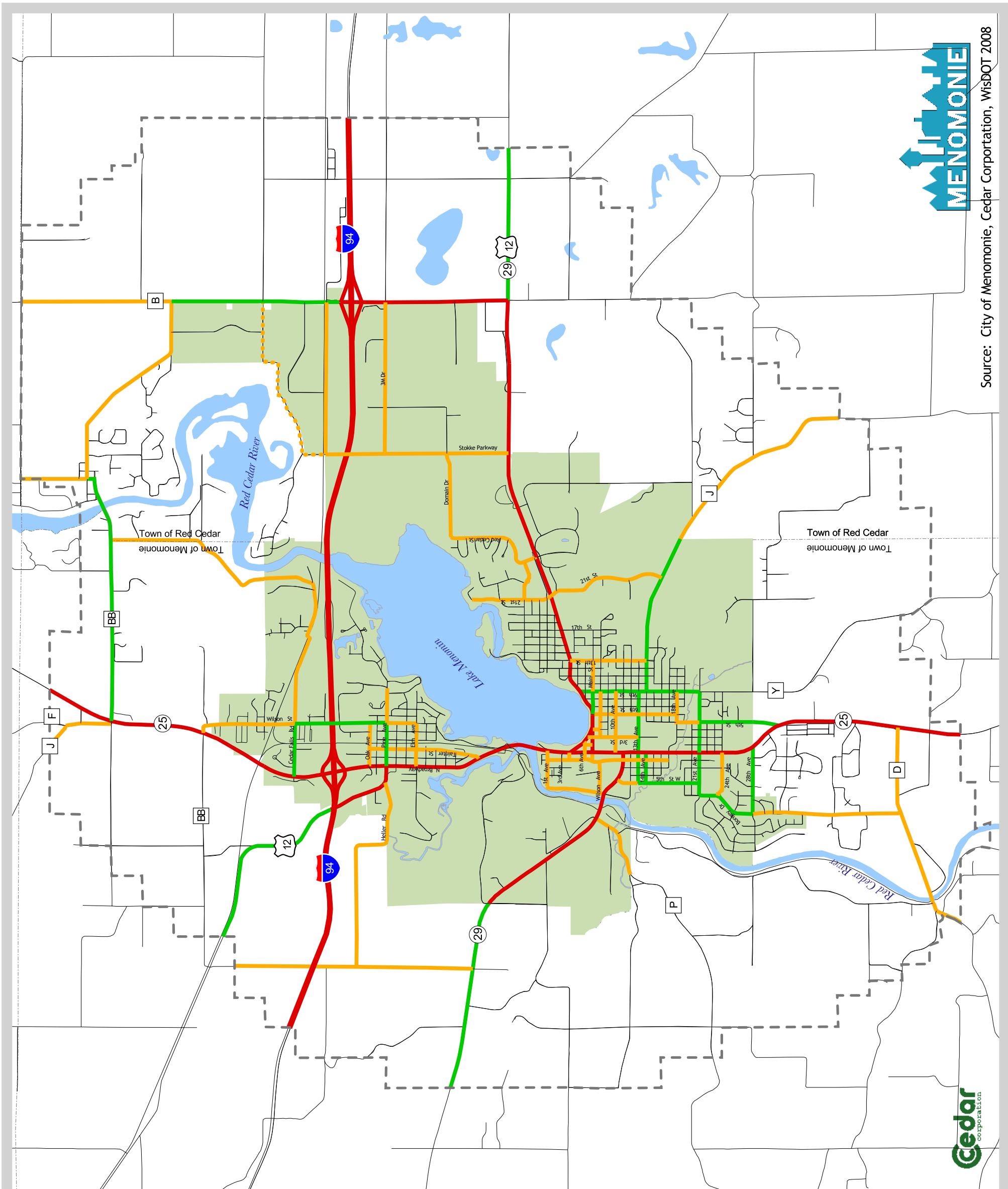
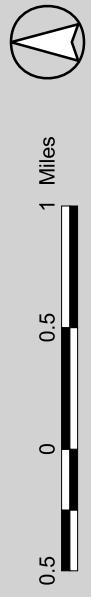
Functional Road Classification

City of Menomonie

Map 4-1

Map Key

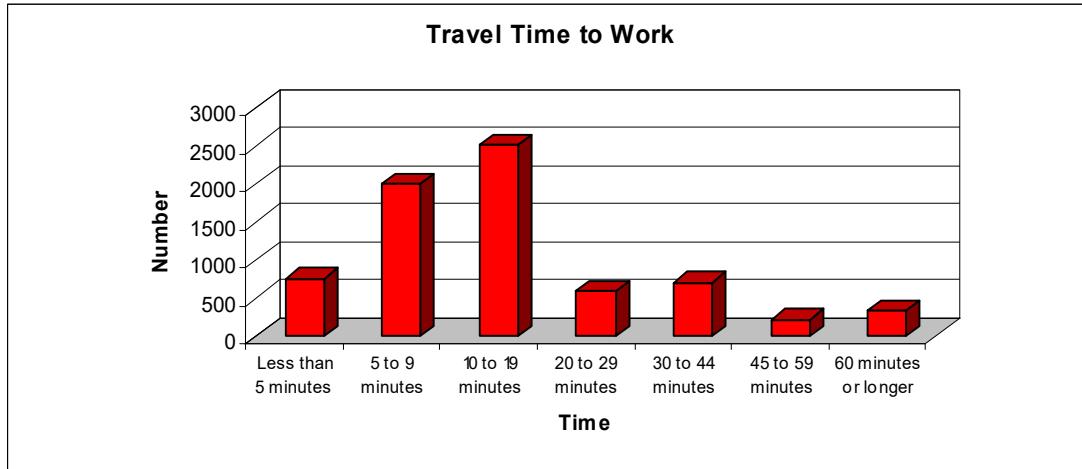
- City of Menomonie Boundary
- Planning Boundary
- Functional Road Classification
 - Principal Arterial
 - Minor Arterial
 - Collector
 - Planned Collector
 - Local



Commuting Patterns

Commuting patterns in the City of Menomonie model commuting patterns for much of Dunn County. A quarter of Menomonie's working residents commute 20 minutes or more to work (See *Figure 4-1*). The average travel time to work has increased since 1980. In 1980 it took an average of 10.4 minutes to get to work. By 2000 that time rose to 16.7 minutes, for an increase of nearly 61%. Although more people are traveling longer distances than in the past, *Figure 4-1* indicates that there are many employment opportunities within close proximity to the City.

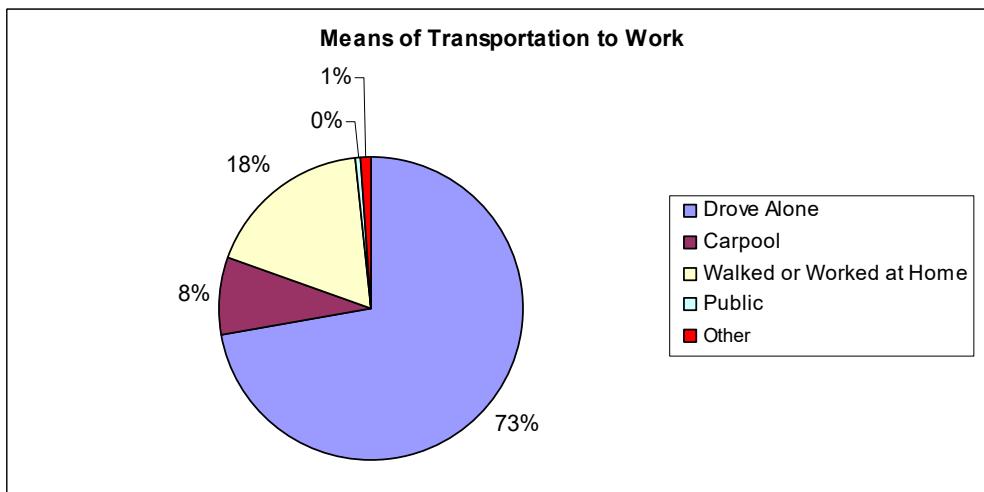
Figure 4-1: Travel Time to Work



Source: U.S. Census Bureau 2000

Transportation choices reflect access to services, distances traveled, and personal preference. Single-occupant vehicles are the dominant mode of transit, with few residents using multi-occupant modes such as carpooling (*Figure 4-2* and *Figure 4-3*).

Figure 4-2: Means of Transportation to Work by Percentage

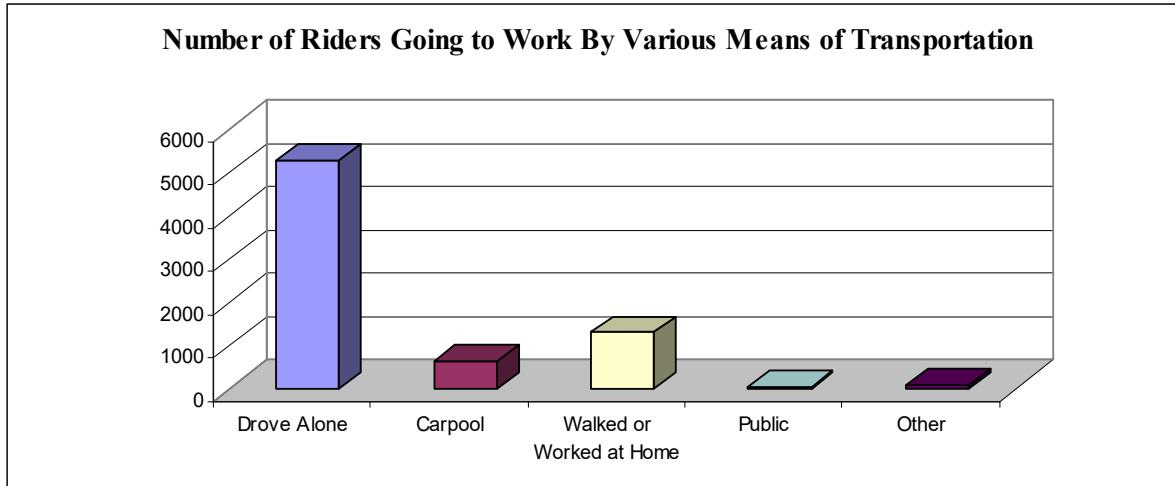


Source: U.S. Census Bureau 2000

City of Menomonie 2016-2036 Comprehensive Plan

With a majority of commuters traveling less than 20 minutes to work, there are opportunities to promote biking and walking to work to reduce traffic and promote healthy lifestyles.

Figure 4-3: Means of Transportation to Work by Number of Riders



Source: U.S. Census Bureau 2000

Traffic Volumes

Growing population and related residential, commercial, and industrial growth brings increased traffic. Traffic volumes within the planning area are determined by the Wisconsin Department of Transportation. This data is generally collected every two years at a specific location. Map 4-2 shows traffic volumes at various locations throughout the City. When comparing traffic volumes in 2002 and 2007, Interstate 94 saw a notable increase. Most local streets and highways saw a slight decrease in traffic volume.

Interstate 94, S.T.H. 25, and S.T.H. 29/U.S.H. 12 had the highest traffic volumes in Menomonie. When traffic patterns and volumes change because of development, the functional classification of these roads may change. The traffic volumes shown in Map 4-2 do not show any major shifts in traffic patterns at this time.

Accidents

The location and frequency of vehicular accidents on the City's street system provides an indication of how well that system is serving the mobility needs of the motoring public. Identifying the location and number of accidents is the first step in the evaluation of a potential safety problem and the development of alternative strategies to correct the safety deficiency.

Table 4-1 shows the number of reported accidents at the nearest intersection at various locations throughout the City of Menomonie between 2002 and 2009. Almost all locations showed a decrease in accidents when comparing the number of accidents between 2002-2005 and 2006-2009. Mapping accident locations and frequencies allows notable changes in frequency or obvious problem areas to stand out (see Map-3). A majority of reported accidents involved only vehicles. Although there were reported accidents involving pedestrians or bicycles, they were generally isolated incidents.

Traffic Volumes Historical Changes 2002 and 2007

City of Menomonie

Map 4-2

Map Key

City of Menomonie Boundary

Planning Boundary

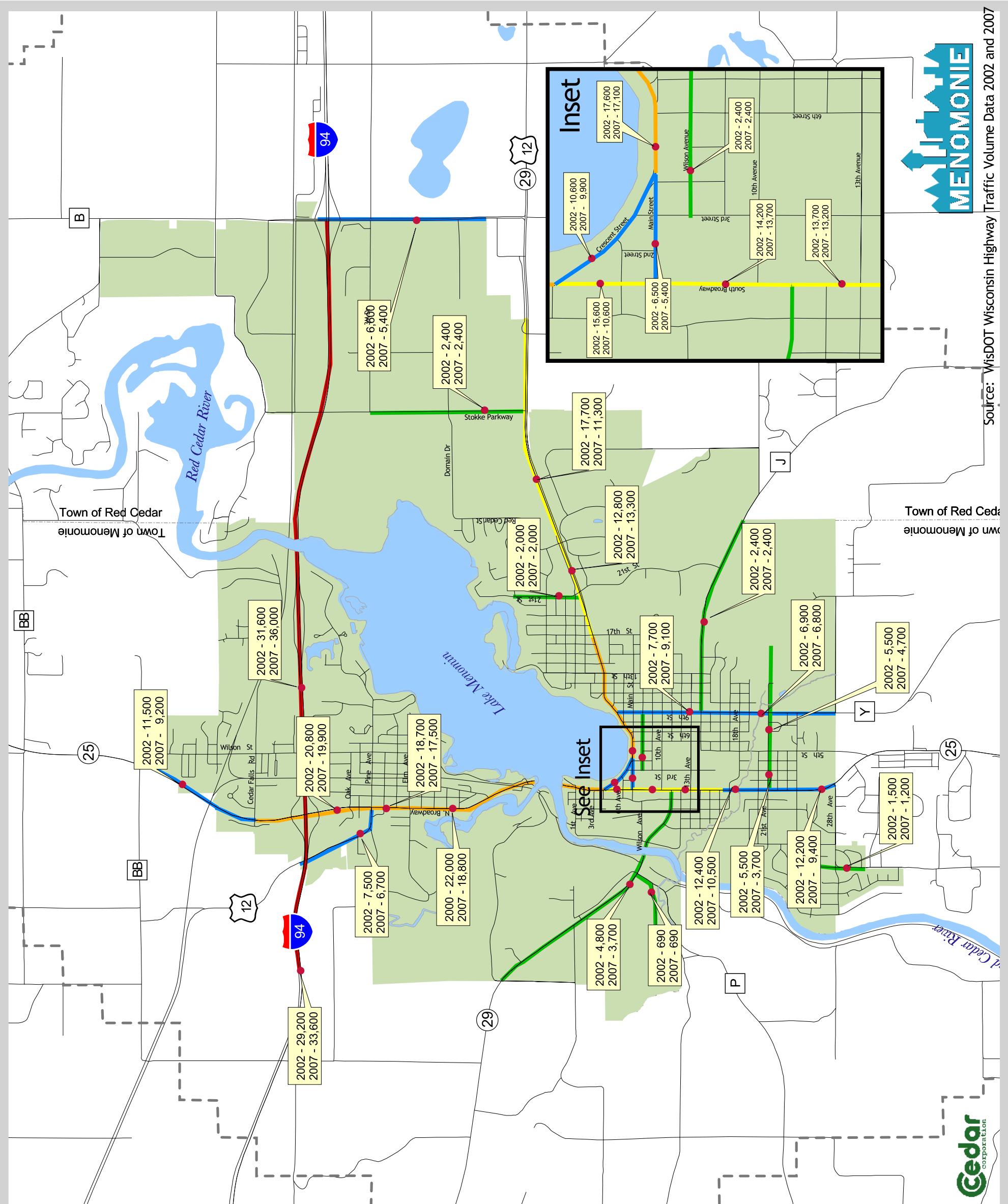
Road Centerlines

- Traffic Count Locations

Average Annual Daily Traffic Per Day 2007

Traffic Count Range	2002	2007
20,000 <	Red	Red
15,000-20,000	Orange	Orange
10,000-15,000	Yellow	Yellow
5,000-10,000	Blue	Blue
0-5,000	Green	Green

A scale bar for a map, showing a circle with a triangle inside, and a horizontal line with tick marks at 0, 0.5, and 1 Miles.



Traffic Accident Locations & Frequency

City of Menomonie

Map 4-3

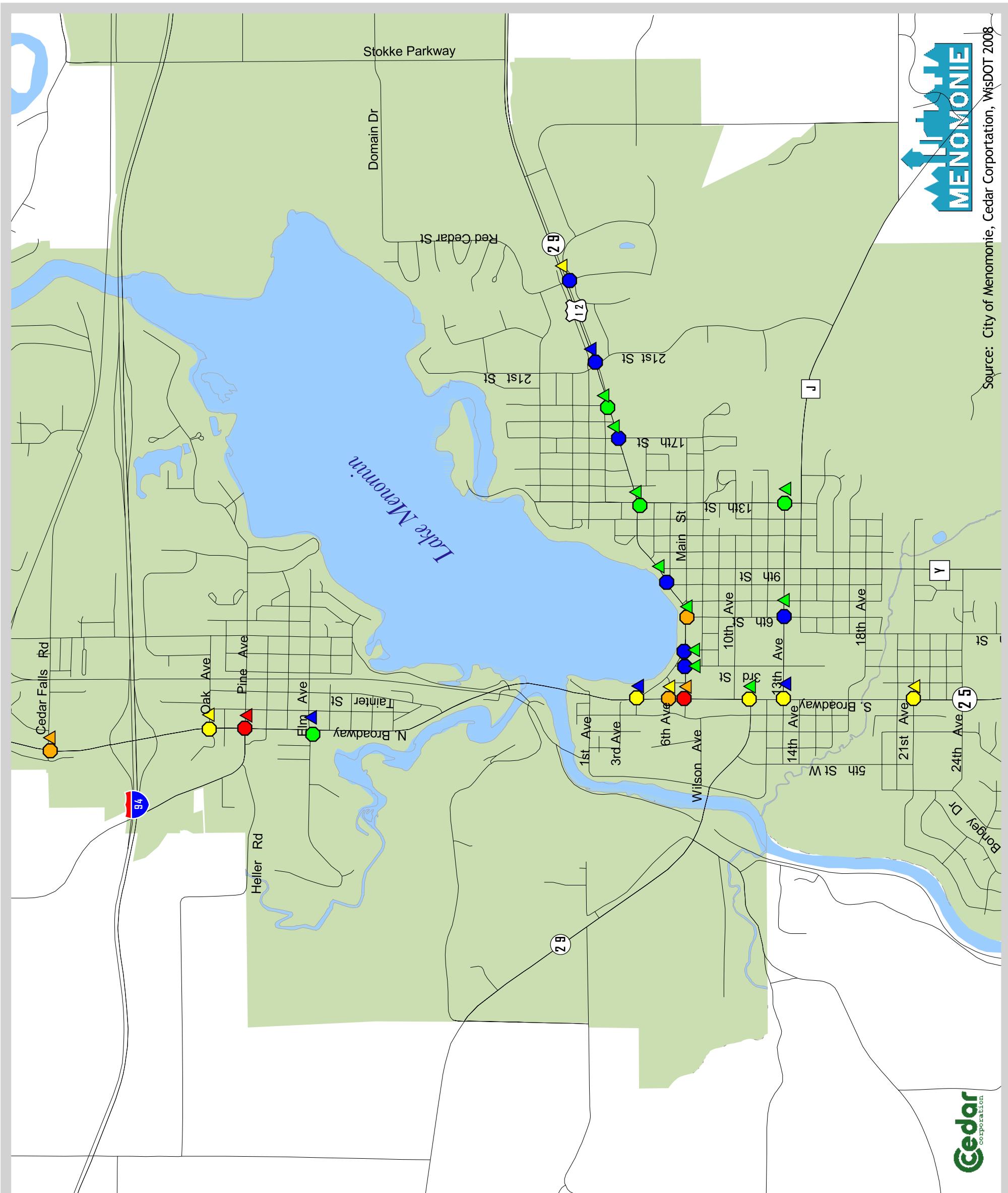
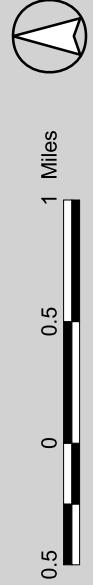


Accident Frequency (2002-2005)

- < 10
- 11 - 15
- 16 - 25
- 26 - 40
- 41 - 65

Accident Frequency (2006-2009)

- < 10
- 11 - 15
- 16 - 25
- 26 - 40
- 41 - 65



City of Menomonie 2016-2036 Comprehensive Plan

Three distinct areas of higher accident volumes can be identified on Map 4-3. The first area is the North Broadway intersections with Pine Avenue, Oak Avenue, and Cedar Falls Road. This stretch of North Broadway is bordered by fairly extensive commercial development that generates a considerable amount of traffic, as well as serving as the primary entrance to or exit from the City via Interstate 94.

The second area is in the Central Business District and the bordering University area. Physical constraints and limited traffic routing options through the downtown and University areas, combined with heavy traffic volumes in these areas, contribute to growing traffic congestion problems and an increasing frequency of accidents.

A third problem area is emerging on Stout Road at Red Cedar Street. Heavy traffic volumes on Stout Road increase the difficulty in getting into and out of residential neighborhoods and commercial areas. In addition, 21st Street serves as one of two direct access points to Stout Road for an increasing mix of single and multi-family residential development, as well as commercial, government and institutional land uses.

Table 4-1: Traffic Accidents: Location and Frequency 2002-2009 City of Menomonie

Intersection Location	Number of Accidents										Difference
	2002	2003	2004	2005	Total	2006	2007	2008	2009	Total	
N. Broadway/Pine Avenue	13	13	28	15	69	13	14	12	9	48	-21
S. Broadway/Main Street	17	14	22	19	72	12	8	7	8	35	-37
N. Broadway/Cedar Falls Rd.	11	12	12	3	38	5	8	8	6	27	-11
N. Broadway/Oak Avenue	6	5	7	11	29	5	6	2	10	23	-6
S. Broadway/6th Avenue	11	4	10	8	33	10	3	5	0	18	-15
6th Street/Main Street	10	7	6	7	30	3	3	3	1	10	-20
S. Broadway/21st Avenue	3	8	6	4	21	4	3	7	3	17	-4
S. Broadway/4th Avenue	4	3	5	7	19	3	5	3	3	14	-5
S. Broadway/13th Avenue	6	10	1	2	19	5	1	2	6	14	-5
S. Broadway/11th Avenue	9	3	7	2	21	2	5	1	1	9	-12
Stout Road/17th Street	3	3	8	2	16	2	2	3	0	7	-9
Stout Road/21 Street	2	3	3	4	12	4	4	2	1	11	-1
Main Street/4th Street	5	5	4	1	15	3	0	1	2	6	-9
13th Avenue/3rd Street	1	2	5	2	10	0	2	3	4	9	-1
Main Street/3rd Street	3	5	4	0	12	1	1	2	2	6	-6
Stout Road/19th Street	3	3	2	1	9	3	2	3	1	9	0
13th Avenue/6th Street	3	4	5	2	14	1	1	0	0	2	-12
Elm & Broadway	2	3	3	0	8	6	1	0	4	11	3
9th St & Stout Rd/Cresent/12/29	4	1	3	3	11	3	1	3	2	9	-2
13th St & Stout Rd/Cresent/12/29	4	1	2	2	9	0	2	6	1	9	0
Red Cedar St & Stout Rd/Cresent/12/29	2	7	1	4	14	1	8	3	4	16	2
Elm & Broadway	2	3	3	0	8	6	1	0	4	11	3
9th St & Stout Rd/Cresent/12/29	4	1	3	3	11	3	1	3	2	9	-2
13th St & Stout Rd/Cresent/12/29	4	1	2	2	9	0	2	6	1	9	0
Red Cedar St & Stout Rd/Cresent/12/29	2	7	1	4	14	1	8	3	4	16	2

Source: Wisconsin Traffic Operations & Safety Laboratory

In high accident areas, these locations can be evaluated for using stop signs, traffic lights, traffic calming methods, or speed reduction in order to reduce the amount of accidents.

Major Traffic Generators

Certain activities, facilities and functions tend to generate more traffic than others. For example, commercial and industrial land uses create more traffic than low density residential land uses (See Map 4-4). Traffic volumes also vary weekly and daily with the type of land use. Industries generate more traffic before and after designated working hours, Monday through Friday, while generating little traffic on the weekends. Conversely, parks are heavily used on the weekends and weekday evenings. Parks generally receive greater usage in the summer as opposed to the winter. Churches generate considerable traffic on Sunday morning and little the rest of the week. The following list identifies the major generators of traffic activity in the City of Menomonie:

- Downtown
- UW-Stout
- Red Cedar Clinic and Hospital
- Industrial Parks
- Commercial Areas
- Parks
- Schools

Identifying traffic generators will help show areas where there are opportunities to increase pedestrian and bicycle access which would help reduce traffic congestion.

Criteria for Future Road Corridors

Menomonie has the unique distinction of having Lake Menomin in the middle of the City as well as varying topography that provides challenges to having a connected transportation network. The City does not have parallel road corridors because of this. Parallel corridors would provide for alternatives to bypass the City for people passing through the area rather than have that traffic flow through the City and add to the congestion.

An example of the above scenario is the issue of Interstate 94 being the only east/west thoroughfare north of Lake Menomin. When construction occurs, or if an accident happens on Interstate 94, the shortest way around the problem areas is to travel through the City of Menomonie. This adds considerable amounts of traffic volume to the principal arterials of Menomonie.

To ensure smooth traffic flow through the City of Menomonie, these factors will be considered when planning future road corridors:

- Connect existing dead ends and stub roads where possible.
- Require multiple access points for certain developments.
- Increase/improve east-west, north-south corridors.
- Follow natural features and topography of the land.
- Explore possibilities within the City before expanding outward.

Map 4-5 shows proposed future roads in and around Menomonie. Within the City, the proposed roads provide connections between existing roads to improve connectivity. Menomonie has also been working with the Town of Menomonie and the Town of Red Cedar to establish an Official Map. An Official Map allows for joint planning of major transportation corridors through the area. The proposed route in the northwest corner of the planning boundary in the Town of Menomonie is the result of the joint planning. This route has been officially mapped.

Traffic Generators

City of Menomonie

Map 4-4



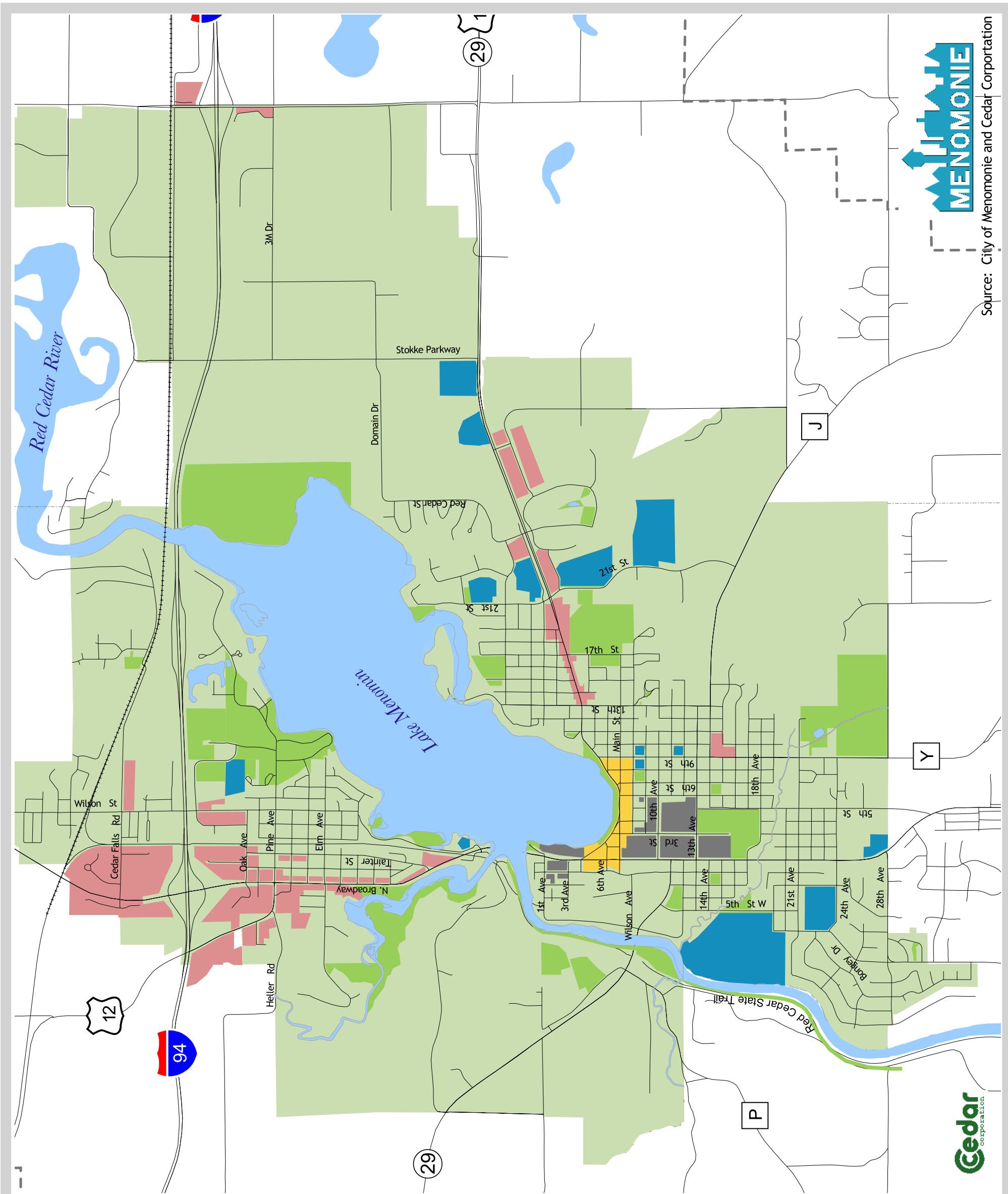
Note: Traffic generators are places in a community that residents frequent and generally travel there by car or truck.

These areas include retail centers, parks, schools, government buildings and downtowns.

A well-planned transportation system should look at connecting these areas by sidewalks and trails in order to encourage walking and biking to these places to reduce traffic, promote wellness, and reduce air pollution.



0.5 Miles
0 0.5 1 Miles



Future Roads

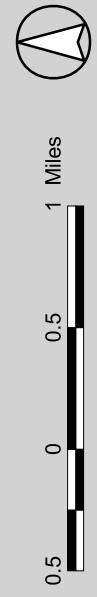
City of Menomonie

Map 4-5

Map Key

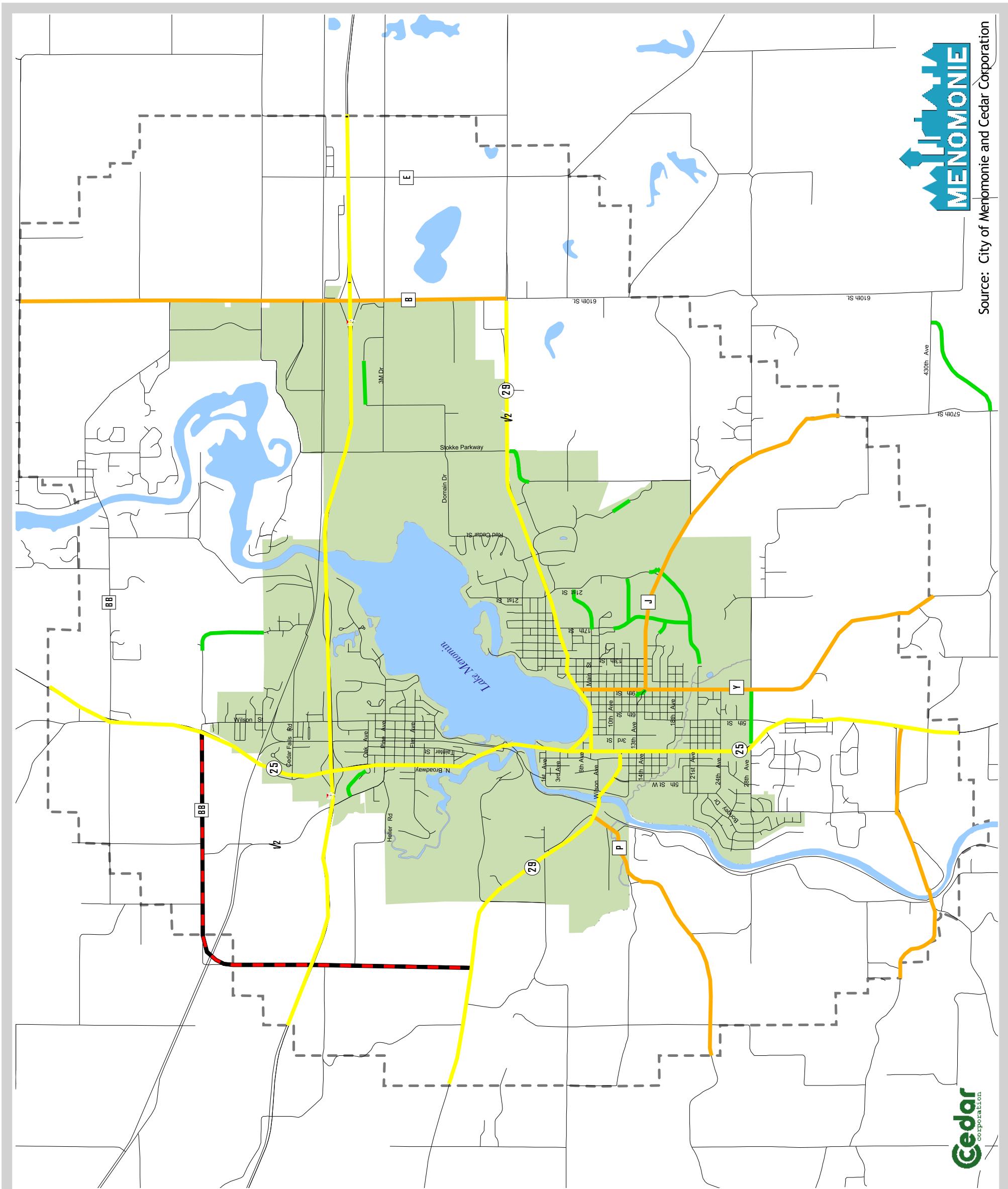


The future roads connect existing roads and highways to reduce dead ends, improve traffic flow, and provide alternative routes around the City of Menomonie.



Source: City of Menomonie and Cedar Corporation

Cedar
corporation



State, Regional, and other Transportation Plans

The Wisconsin Department of Transportation has several state and regional transportation plans that were reviewed to ensure consistency. Overall goals in these plans are consistent with the City's overall transportation goals. The plans reviewed relate to the freeway system, rail, state highways, airport, bicycle, and pedestrian transportation.

The Wisconsin Department of Transportation has updated its long-range plan titled *Connections 2030 Long Range Multi-modal Transportation Plan* in 2009.

The plan identifies trends and challenges that will pose difficulties as the department plans for Wisconsin's future transportation needs. Wisconsin's growing and aging population, rising costs, and increasing traffic congestion support the need for transportation alternatives such as transit. Land use and commuting patterns, as well as substantial projected increases in freight truck traffic, also need to be considered. Statewide, the trends and challenges listed below will affect the City of Menomonie.

Trends

- Wisconsin's population is growing and aging
- Wisconsin's travel patterns are influenced by fuel cost, land use, mode choice and other factors
- Wisconsin's economy will continue growing through 2030
- Energy, environmental, and transportation policies are increasingly in the spotlight

Challenges

- Transportation infrastructure is aging
- Transportation system will experience increased use
- Transportation system needs continue to exceed available resources
- Lack of coordination and cooperation leads to system inefficiencies
- Driver behavior continues to be a safety concern

Specific to Menomonie, the Wisconsin Department of Transportation is in the initial stages of collecting information for a potential bypass of Menomonie north of Interstate 94. As mentioned previously, when the interstate is closed down due to an accident or road construction, traffic is rerouted through downtown Menomonie which leads to heavy congestion. A bypass to the north would alleviate much of that congestion. The City of Menomonie will be working with the WDOT in later planning stages.

Road Expenditure Planning

With infrastructure comes maintenance. A sound transportation plan should be able to foresee and responsibly plan for upcoming expenses. Two ways of doing this is by participating in the PASER program and creating Capital Improvement Programs (CIP). The City of Menomonie does both.

Pavement ratings can be used for planning maintenance and budgets for local roadways. In 2001, a state statute was passed that requires municipalities and counties to assess the physical pavement condition of their local roads. A common method of doing this is referred to as Pavement Surface Evaluation and Rating or PASER. PASER rates roadways from Failed

(needs total reconstruction) to Excellent (no visible stress). PASER allows for better allocation of resources, a better understanding of pavement conditions, and allows for long term planning. The City of Menomonie had their first PASER rating completed in 2001.

The City of Menomonie maintains a CIP that prioritizes and creates cost estimates for municipal improvement projects including streets. Each year the plan is reviewed and revised as needed after the year's projects are completed. Maintaining a CIP allows the City to effectively plan for future transportation expenditures and needs.

Existing Sidewalks and Trails

Today, more people are interested in the health benefits of walking and biking than ever before. These are also becoming more acceptable forms of basic transportation as people are more aware of the environmental impacts of motorized vehicle use. Biking and walking are increasingly popular ways to exercise regardless of age. Sidewalks provide a safe way for pedestrians to move throughout the City while bike trails can offer an aesthetic and relaxing way to enjoy Menomonie while bringing in financial benefits to local businesses as well. The City of Menomonie has an extensive sidewalk and trail system throughout the City (See Map 4-6).

Map 4-6 shows the existing sidewalks and trails in the City and surrounding area. Like most communities, it is the older neighborhoods and downtowns that have the most sidewalks because the homes and jobs were within walking distance and people owned fewer vehicles if any.

Modern development practices, sprawl, and multi-vehicle families have increased the need for roads and parking. As vehicle congestion grows and childhood obesity rates rise, an infrastructure that promotes biking and walking is essential to any community.

In 2000, the City Council adopted a sidewalk location policy. The policy was designed to guide the City in locating, constructing, and repairing sidewalks and pedestrian corridors within the City. The City reviewed traffic volume, traffic generators, and circulation when creating the policy. The following classifications were created:

- **Primary Pedestrian Corridor**

Streets with traffic counts over 5,000 vehicles per day would require sidewalks on both sides, unless the abutting property is undeveloped.

- **Secondary Pedestrian Corridor**

Streets with traffic counts between 1,000 vehicles per day to 5,000 vehicles per day would require sidewalk on one side, unless the abutting property is undeveloped.

- **Local Pedestrian Corridor**

Streets with traffic counts under 1,000 vehicles per day but serve a location that generates pedestrian traffic or that would loop a Primary and/or Secondary Pedestrian Corridor would require sidewalk on one side.

Bicycle facility improvements within the City of Menomonie have been identified in the City's *Bicycle Facilities Plan*, originally completed in 1993. The focus of the plan was on bicycle facility improvements that provide for a designated internal circulation network for bicyclists, along with a connection to the Red Cedar Trail. The *Bicycle Facilities Plan* is being updated.

City of Menomonie 2016-2036 Comprehensive Plan

The City also maintains a Pedestrian Corridor and Safe Routes to School Plan that was revised in 2008. The Plan recommends future sidewalk and trail locations in relation to Menomonie schools as well as design standards, crosswalk markings, and signage.

Future sidewalk and trail improvements should consider these factors:

- Providing safe passage to generators of traffic including parks, schools, public buildings, restaurants, and retail stores.
- Locate sidewalks along roads with heavy traffic such as arterials and collectors.
- Build sidewalks that provide connectivity to other sidewalks.
- Provide adequate road width and shoulder space for safe sharing of road space with bicycles and vehicles.
- Establish trails that link park and conservancy areas and provide parking for non-resident use.
- Provide safe crosswalks and appropriate signage.
- Utilize traffic calming techniques to reduce vehicle speeds and improve pedestrian and bicyclist safety.

By providing safe pedestrian and bicycle infrastructure, Menomonie and its residents will experience a variety of benefits.

Economic

- Biking and walking can reduce traffic, parking needs, and energy consumption
- Biking and walking reduces health care costs

Social

- Walking helps students and adults decompress after a long day
- Walking creates community interaction and connectedness.
- The elderly are more likely to walk to nearby services and socialize in their community. It also offers them more independence.

Safety

- Pedestrians separated from motorized traffic
- Appropriate signage and markings make motorists aware of possible pedestrian or bicyclist traffic

Health

- Biking and walking are easy ways to get short sessions of exercise.
- Active children tend to remain active.
- Biking and walking helps fight obesity.

Existing Sidewalks & Trails 2010

City of Menomonie

Map 4-6

Map Key



Traffic Generators: Commercial Areas, Parks, Schools, Etc.

Existing Sidewalks

Existing Trails

Loggers Loop
Loggers Loop Alternative Route
including the Red Cedar Trail

Red Cedar State Trail
Visitors Center
Entrance Points from the Townships

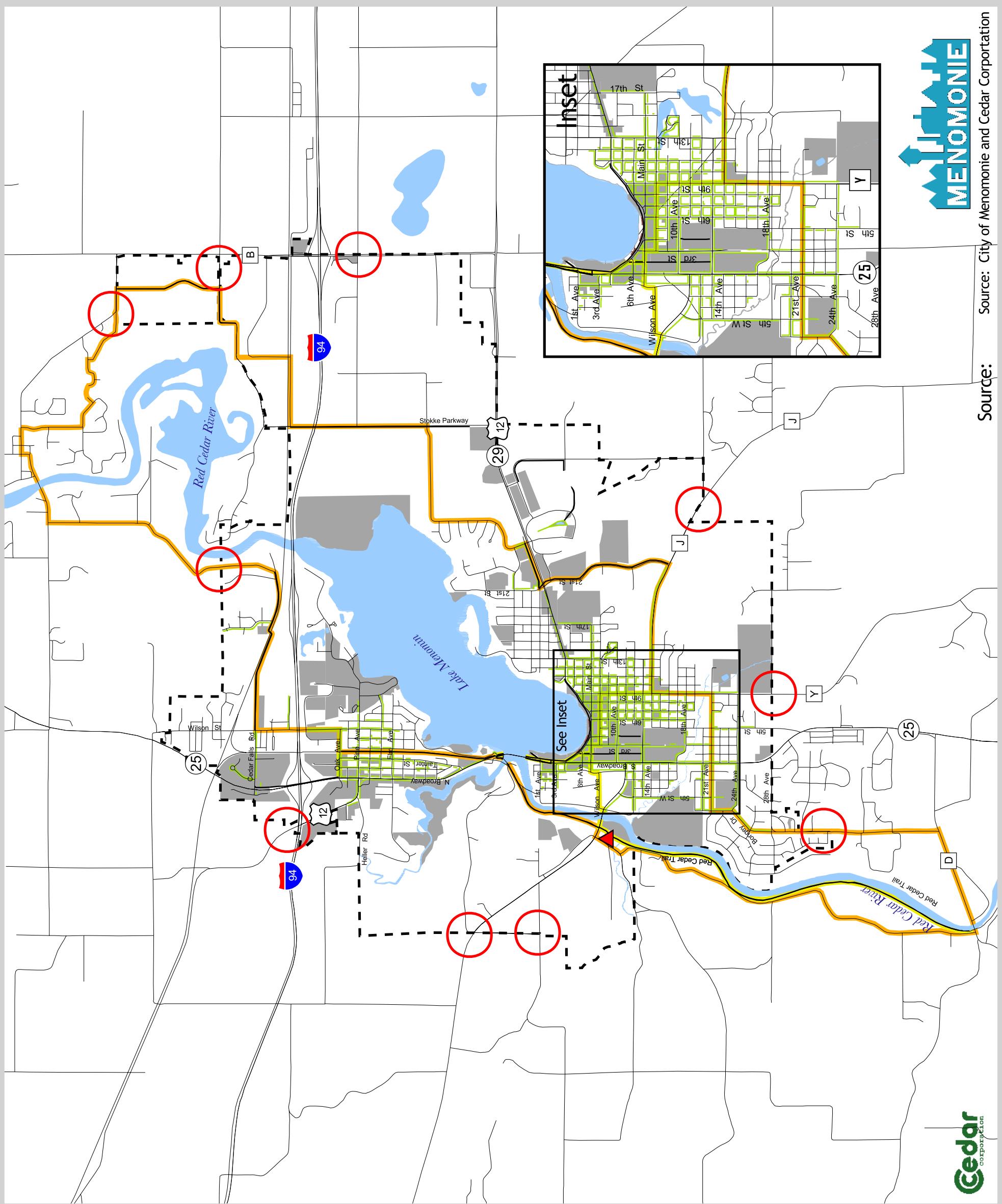
0.5 Miles
0 0.5 1 Miles



Source: City of Menomonie and Cedar Corporation

Source:

Cedar
Corporation



Traffic Calming Techniques

Traffic calming techniques are designed to reduce the negative effects between motor vehicles and pedestrians/bicyclists. The techniques listed below are from the Federal Highway Administration and the Pedestrian and Bicycle Information Center.

Curb Extensions: Also known as bulb-outs or bump-outs, curb extensions extend the sidewalk or curb line out into the parking lane, which reduces the effective street width. Curb extensions significantly improve pedestrian crossings by reducing the pedestrian crossing distance, visually and physically narrowing the roadway, improving the ability of pedestrians and motorists to see each other, and reducing the time that pedestrians are in the street. The City has incorporated bump-outs in the downtown area.



Crossing Islands: Also known as center islands, refuge islands, or pedestrian islands. These are raised islands placed in the center of the street at intersections to help protect crossing pedestrians from motor vehicles. Center crossing islands allow pedestrians to deal with only one direction of traffic at a time, and they enable them to stop partway across the street and wait for an adequate gap in traffic before crossing the second half of the street.



Chicanes: Chicanes create horizontal diversion of traffic and can be gentler or more restrictive depending on the design. Shifts in travel lanes can be created by shifting parking from one side to the other or by building landscaped islands.



Mini-Circles: These are raised circular islands constructed in the center of residential street intersections (generally not intended for use where one or both streets are arterial streets). They reduce vehicle speeds by forcing motorists to maneuver around them. Mini-circles have been found to reduce motor vehicle crashes by an average of 90 percent in some cities.

Speed Humps/Speed Tables/Raised Pedestrian Crossings:

Speed humps are paved and usually 3 to 4 inches high at their center and extend the full width of the street with height tapering near the drain gutter to allow unimpeded bicycle travel. They are designed to reduce vehicle speed. Speed tables are flat-topped speed humps. Raised pedestrian crossings are similar to speed tables but are used for the entire intersection and enhance the pedestrian environment. The City installed a raised crossing on Second St. West in Stout's North Campus.



Gateways: A gateway is a physical or geometric landmark that indicates a change in environment from a higher speed arterial or collector road to a lower speed residential or commercial district. They often place a higher emphasis on aesthetics and are frequently used to identify neighborhood and commercial areas within a larger urban setting.



Landscaping: The careful use of landscaping along a street can provide separation between motorists and pedestrians, reduce the visual width of the roadway (which can help to reduce vehicle speeds), and provide a more pleasant street environment for all. This can include a variety of trees, bushes, and/or flowerpots, which can be planted in the buffer area between the sidewalk or walkway and the street.



Bike Lanes: Bike lanes are portions of roadway that have been designated by striping, signing, and pavement markings for the preferential or exclusive use of bicyclists. Bike lanes make bicyclists more visible to motorists.

Neighborhood Electric Vehicles

Neighborhood Electric Vehicles or NEVs are vehicles that are capable of traveling at speeds of around 25 mph and have an approximately 40-mile driving range between charges. They come with safety features like headlights, turn signals and seat belts. An NEV can be operated on roads where the posted speed limit is 35mph or less. As energy costs rise, more area governments are creating ordinances to allow and regulate the use of NEVs on roads. NEVs can be used for personal transportation and as a utility vehicle.



The City enacted an ordinance allowing neighborhood electric vehicles on public streets and alleys. Users must have a valid driver's license and the vehicle must be licensed by the state. Currently, UW-Stout has a fleet of electric vehicles that is used on campus.

Air Service

The recently completed improvements to Menomonie's Municipal Airport (Score Field) have increased the accessibility to the City by air travel. The airport improvement project included the construction of a new primary east/west runway 5040 feet in length by 75 feet in width. The project also included the upgrading of navigational aids with the installation of new medium intensity runway lights (MIRLS), runway end identifier lights (REILS), and a visual approach decent indicator (VADI/PAPI).

The improvements enable the community to better accommodate business travel on corporate owned aircraft, as well as personal travel on privately owned aircraft. However, Menomonie's location in proximity to the general air passenger transportation provided at the Minneapolis-St. Paul International and Chippewa Valley Regional Airports will continue to be an obstacle to attracting a regional common carrier air passenger service.

In 2010, the City completed a new 2,500 sq. ft. terminal. The improvements include a conference room, pilot's lounge, pilot's flight planning room, lobby, manager's office, and kitchenette. The new terminal features geothermal heating which heats the floor. The new terminal complements the runway improvements that were completed earlier.

In addition, 11 acres of land was purchased for future airport needs and a new parking lot was constructed. The City of Menomonie should continue to promote and support the use of its Municipal Airport for corporate and private aviation travel.

The Chippewa Valley Regional Airport in Eau Claire is approximately 27 miles away. Its main connection is to the Chicago O'Hare Airport with United Express.

Access to commercial air service is provided through the Minneapolis-St. Paul International Airport (MSP). MSP provides direct access to 175 domestic destinations, as well as many international access points and furnishes the primary air transportation needs for the City of Menomonie. Minneapolis/St. Paul International Airport is approximately 70 miles away.

Rail (Freight and Passenger)

The City of Menomonie's location along an east/west mainline of the Union Pacific Railroad ensures the community of rail access for industrial shipping needs. Rail freight service is currently provided via spur line connections to the Cardinal Glass manufacturing plant, Banks Hardwoods, Ambassador Steel, Quality Liquid Feed, and Lehmann & Larson. Additionally, the City has industrial land for sale that sides on the rail line. Rail service provides opportunities for various industries that may be interested in locating to the area.

The existing rail infrastructure could also be potentially used for passenger rail lines. A passenger service route along U.S.H. 12 could connect the City of Menomonie to the Twin Cities and the City of Eau Claire. The West Central Wisconsin Rail Coalition is an active group that has been spearheading the revival of passenger rail in western Wisconsin since 1999. The Coalition provides leadership and coordination to develop passenger rail service as part of a regional strategy to ensure a transportation system that is necessary for long-term sustainable economic growth. Their efforts have resulted in the State of Wisconsin and State of Minnesota to include passenger rail though the City of Menomonie in their respective long-range plans. This would provide opportunities for additional economic development employment in Menomonie.

Transit

Transit options are limited but growing for Menomonie residents. Currently, there are two taxi services in the City, 231-Taxi and Klassic Cab.

Menomonie residents now have access to bus service again. Jefferson Lines drops off and picks up passengers in front of the Memorial Student Center on the UW-Stout campus. Tickets must be purchased online.

Until recently, specialized transportation services in Menomonie were provided by Disabled and Elderly Transportation, Inc. (DET), a private non-profit transportation provider serving elderly and disabled residents. On December 31, 2009, DET ceased to exist and on January 1, 2010, the Dunn County Transit Commission (DCTC) began operation. There are two representatives from the City of Menomonie on the Commission.

With the creation of the DCTC, a more diversified transit system was established that provides lower fares and more service. The new system is based on federal transit funds and serves all types of passengers. The DCTC operates on existing DET schedules and service levels are not expected to change in 2010. Doorstop service to all passengers is available Monday through Friday from 7:30 a.m. to 5:30 p.m. and the first Saturday of the Month from 7:30 a.m. to 2:30 p.m. Services will also be offered the last four Saturdays of the year.

The I-94 Corridor Coalition is a non-profit multi-jurisdictional group. The group includes members from St. Croix, Dunn, Barron, Chippewa, and Eau Claire Counties. The group has been organized through West Wisconsin Regional Planning Commission. The Coalition's focus is all modes of transportation along the I-94 corridor.

Trucking

Menomonie has a number of industries and businesses that rely on trucking for transportation of inventory, raw materials, and products. In order for these businesses to remain viable, the transportation network must provide adequate truck access for those industries and businesses.

Water Transportation

Currently, the surface waters in and around the City of Menomonie do not provide conventional means of transportation. However, they can be used for recreation for boating and fishing. The City of Menomonie does not have a need to utilize the existing surface waters for conventional transportation.

Bridges

Bridges carry motor vehicle traffic and reduce travel time for commuters and the transport of goods and commodities. The Wisconsin DOT generally defines bridges as having a span 20' or more and carrying vehicle traffic. Six bridges in Menomonie are owned by the City. The bridges are inspected every two years and rated (see *Map 4-7*).

Table 4-2 shows the location of bridges under City Jurisdiction. Bridges can require significant expenditures for maintenance or replacements. There are federal programs that provide monies for both and these are typically managed through the Wisconsin DOT.

Table 4-2: Bridges under City of Menomonie Jurisdiction

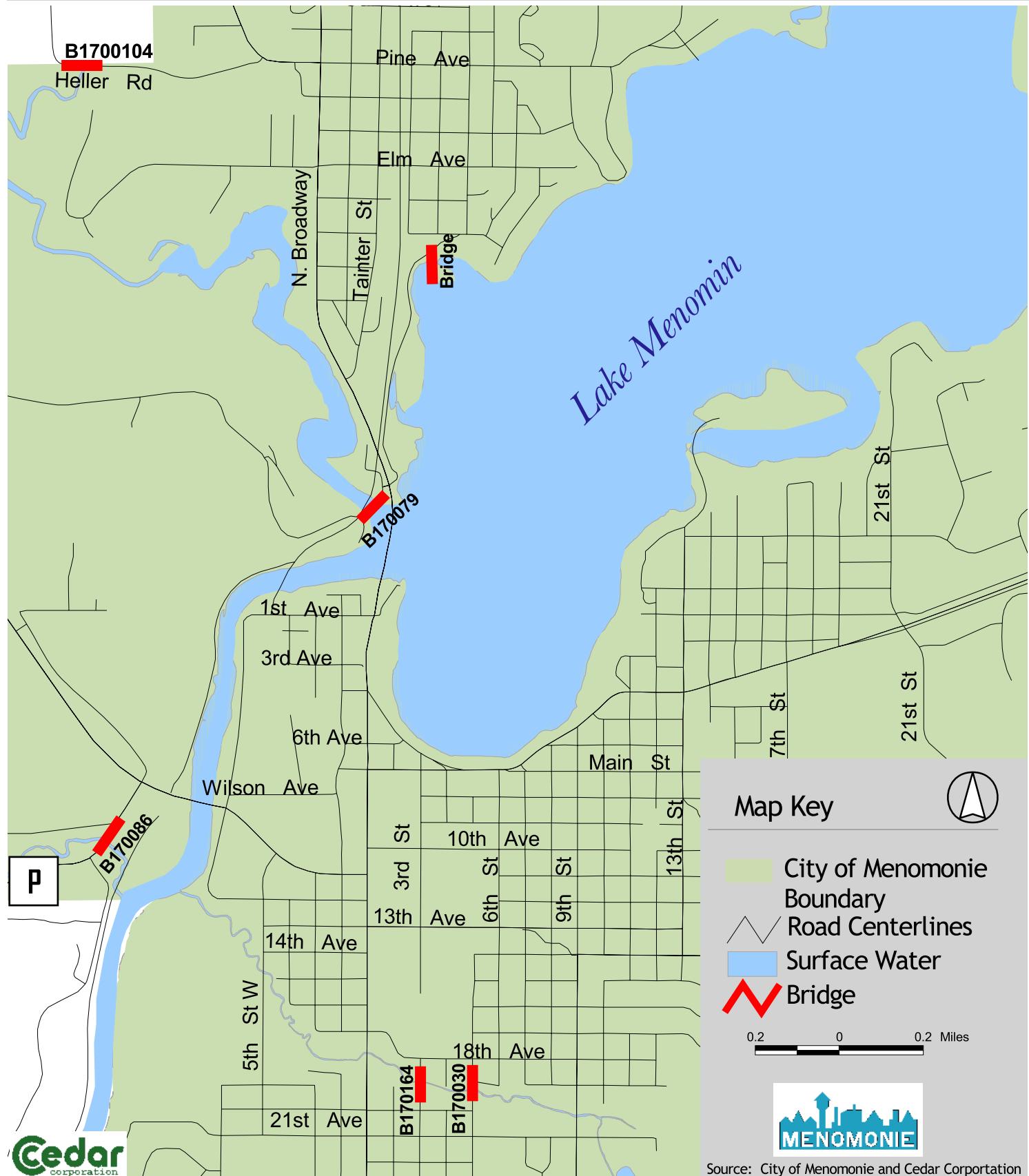
Structure #	Feature On	Feature Under
B1700079	Meadow Hill Drive	Wilson Creek
B1700086	890 th Street	Gilbert Creek
B1700104	Heller Road	Wilson Creek
B1700164	East 3 rd Street	Red Cedar River
B1700030	East 5 th Street	Galloway Creek
-	Wolske Bay Road	Wolske Bay

Source: Wisconsin Department of Transportation

Bridge Locations

City of Menomonie

Map 4-7



Parking Requirements

Parking is needed or required for most landuses. Often, the minimum parking requirements specified in a community's code are more than enough to meet the daily needs of the land use.

Parking lots create large amounts of impervious surfaces that create runoff and require stormwater management through the construction of storm sewers, ditches, and ponds. By looking at ways of reducing parking lot areas, less infrastructure is needed and water quality is improved. Listed below are several examples of ways the City can look at ways of reducing the amount of parking spaces required in development.

1. Allow shared parking based on peak hours of existing and proposed businesses.
2. Higher building densities and sidewalks promote walking and reduce the need for parking.
3. Create trade-offs for reduced parking such as reduce the number of parking stalls in exchange for bicycle racks.
4. Consider centralized parking versus individual parking lots.
5. Construct a portion of the required parking as long as the concept shows where parking can be expanded if needed.
6. Use the City code as a maximum requirement

Street Design

Depending on the situation, narrow streets may be preferable over wide street widths and vice-versa. Narrow width streets may be appropriate in a new residential subdivision where new homes have large driveways that can accommodate a large number of cars. It may also be appropriate where traffic is limited and the ability to expand a development is impeded by a river, railroad, or other development.

Wider streets may be appropriate for local collector roads where more traffic is normal. It may also be appropriate where parking is needed on both sides of the roads. Each case should be evaluated individually to look at capacity, age of neighborhood, land use, and future growth potential.

Benefits of taking a closer look at street widths is that the City may be able to reduce the amount of impervious surfaces, which would have a positive impact on stormwater quantity and quality. This would require less stormwater infrastructure and maintenance over time. Street widths will also influence the cost of constructing or reconstructing streets. Table 4-3 shows street widths in relation to storm water impacts and construction quantities. As street widths get wider, the storm water impacts and construction quantities increase. The information in this table can be considered when determining street widths in any future development.



Other aspects of design that can be considered are the use of roundabouts or boulevards. Roundabouts are designed to reduce the need for stopping at intersections, which consumes less fossil fuel and reduces accidents. Boulevards can be used to separate traffic on high traffic roads while being aesthetically pleasing.

Table 4-3: Street Width Analysis

Street Geometry		Storm Water Impacts		Construction Quantities				Notes:	
Right of Way (FT)	Street Width (FT)	Total Sidewalk Width (FT)	% Impervious of RCW	Excavation (CY/FT)	Road Base Materials (CY/FT)	% Reduction	Asphalt Surface (SY/FT)	% Reduction	
66	44	5	75.8%	4.8	1.9	4.6		4.9%	Major Village Collectors with on-street parking on both sides
66	42	5	72.7%	4.6	1.9	4.3		5.1%	Major Village Collectors with on-street parking on both sides
66	40	5	69.7%	4.4	1.8	4.1		10.8%	Minor Village Collectors with on-street parking on both sides
66	36	5	63.6%	4.1	1.6	3.7		6.1%	Minor Village Collectors with on-street parking on both sides
66	34	5	60.6%	3.9	1.6	3.4		6.5%	Minor Village Collectors with limited on-street parking
66	32	5	57.6%	3.7	1.5	3.2		6.9%	Major Access Streets with limited on-street parking
66	30	5	54.5%	3.5	1.4	3.0		7.4%	Major Access Streets with limited on-street parking
66	28	5	51.5%	3.3	1.3	2.8			Minor Access Streets with limited on-street parking

Transportation Goals, Objectives, Programs, Policies & Actions

Goal 1: Provide for the ease of movement within and through the City of Menomonie.

Objectives

1. Increase connectivity of roads to encourage dispersing of traffic.
2. Limit access points on major traffic carriers.
3. Limit dead ends and cul-de-sacs.

Programs, Policies, and Actions

1. Review development plans to ensure there are adequate access points.
2. Encourage developers to design subdivisions that fit into the City's future transportation plan.
3. Update bicycle and pedestrian plans as needed.
4. Map current truck routes and identify areas where those routes could be altered or new routes added to improve traffic flow and access.
5. Continue to provide four traffic lanes to service the industrial park as it expands.

Goal 2: Provide for safe pedestrian and bicycle movement.

Objectives

1. Develop designated bike routes.
2. Clearly mark bike and pedestrian crossings.
3. Identify major traffic generators and make them accessible to bikes and pedestrians.

Programs, Policies, and Actions

1. Require new developments to design sidewalks that connect to existing/future sidewalks and trails.
2. Provide safe street crossings for pedestrians and bicyclists by utilizing signs, lights, striping and eliminating view obstructions.
3. Continue to analyze and update future sidewalk and bike trail plans.
4. Increase safe pedestrian/bicycle corridors.
5. Improve visibility of crosswalk and bike lanes.
6. Establish a citizen pedestrian/bike committee to recommend improvements in existing routes and future policies.
7. Use traffic calming techniques to create safe pedestrian and biking corridors.
8. Widen sidewalks along arterials and collectors in areas where bike lanes are not feasible.
9. Review required street widths.
10. Form a campaign to fund signs and maps for the local bike system.

Goal 3: Promote transportation alternatives.

Objectives

1. Encourage pedestrian and bicycle use as viable means of commuting and recreation.
2. Develop an official park-and-ride lot for commuters.
3. Encourage the development of a passenger rail service.

Programs, Policies, and Actions

1. Provide the infrastructure that allows for alternative means of transportation outside of the automobile.

City of Menomonie 2016-2036 Comprehensive Plan

2. Explore funding sources and volunteer opportunities to meet the transportation needs for the elderly and disabled citizens of Menomonie.
3. Continue to encourage and support efforts to maintain and improve rail freight service to Menomonie shippers in cooperation with the Union Pacific Railroad.
4. Work with the local schools, medical facilities, and bike shops to promote and establish a walk, bike, carpool to work week each month.
5. Support the WDOT and West Central Wisconsin Rail Coalition to promote rail passenger service and development.
6. Create a committee to explore potential passenger rail depot sites, potential passenger bus routes, and surrounding long-term development plans.
7. Establish park and ride lots near both I-94 interchanges.
8. Explore mass transit/public transportation options.

Goal 4: Promote environmentally and fiscally responsible road and trail design.

Objectives

1. Coordinate street and highway improvement work with municipal utility needs.
2. Take into consideration topography and natural features.

Programs, Policies, and Actions

1. Seek out transportation options that minimize the need for tree removal and earth movement.
2. Pursue available grant monies to help offset the cost of infrastructure upgrades.
3. Identify all future transportation projects that coincide with utility needs so they can be prioritized and completed at the same time to minimize costs.
4. Continue working with the surrounding Towns to update and develop an official road map, bike plan, trail map, etc.
5. Review sidewalk code and update if/when necessary.
6. Require new development to include sidewalks/trails and connect to existing corridors.

Chapter 5: Land Use

Introduction

The purpose of the Land Use chapter is to identify and analyze how land in and around the City of Menomonie is being used at a specific point in time and to recommend appropriate uses of land in the future to accommodate needs for residential, commercial, and industrial growth.

By analyzing land use, the City can identify areas where potential land use conflicts may arise. Land use conflicts occur when a parcel of land can support different uses and those with interest in the land disagree as to which use is the best. The disagreements may be based on different visions for a parcel of land, potential nuisance issues, or increased traffic.

Other benefits of land use planning are that the City can identify areas where future development should be avoided because of increased costs due to topography, the preservation of valuable natural resources, or the protection of historical sites.

Land use planning often leads to land use regulations and once the Comprehensive Plan is adopted, the City should review its land use ordinances to ensure they are consistent with the land use concepts outlined in this chapter.

A well thought-out Land Use chapter will allow the City to make zoning decisions, evaluate development proposals, and provide the necessary background information for local government, residents, business owners, and developers to make consistent and informed decisions.

Land Use vs. Zoning

The difference between land use and zoning can be unclear. An existing land use map depicts what activity is taking place on a parcel of land at a certain point in time. For example, if a parcel has a home or apartment building on it, the use of that land is for residential purposes regardless of the zoning.

Zoning is a system of classifications and regulations that designate the permitted uses of land. A zoning map shows which zoning classifications are assigned to a parcel of land. The zoning code is the written regulations that describe minimum lot sizes, permitted uses, conditional uses setbacks, etc. that are associated with a zoning classification.

It is possible for land use and zoning to be different. A parcel of land may be zoned single family but have a commercial business on it.

Current Land Use Regulations

The City's zoning code and subdivision ordinance are the main regulatory tools that influence land use in Menomonie. Zoning classifications determine the permitted or conditional uses of land as well as minimum lot sizes, building setbacks, and building heights while the subdivision ordinance specifies street widths, sidewalks, trees, and lighting.

Other ordinances such as floodplain zoning, wellhead protection, and shoreland/wetland zoning will also influence development in the City.

Planning Area

The City of Menomonie has established a planning boundary extending 1½ miles from the City corporate limits and includes portions of the Town of Menomonie and the Town of Red Cedar. During the early phases of the planning process, the City of Menomonie worked with the adjacent municipalities (Town of Red Cedar and the Town of Menomonie) in order to determine a plat review area. This boundary surrounding the plat review area has become the extent of the City's planning area.

Planning for the future means taking a look at the areas outside the current City boundary and considering what areas are able to meet the projected growth needs. The Intergovernmental Cooperation Element will look at what mechanisms can be implemented to effectively coordinate efforts amongst the adjacent municipalities. While it is important to consider this outside planning, the focus of the Land Use Element will be on the land within the existing City Limits.

Land Use Classifications

Lands that have the same or similar uses are grouped into the same land use classification. The following are the nine established land uses for the City of Menomonie. These are generalized in order to help identify historic development patterns and understand what has shaped the City's growth. Each parcel or unique area within the City boundary is assigned one of these classifications.

Single Family: All lands for single-family residential structures, including rural non-farm.

Multi-Family: All lands used for multiple family dwellings. These typically include apartment complexes and elderly apartments.

Mixed-Use: All lands that are part of an integrated mix of land uses (residential, commercial, institutional, parks) provided within a pedestrian oriented environment. Uses are integrated horizontally (side-by-side) and vertically (one use located above another).

Commercial: All lands and structures used for commercial purposes but are not part of a mixed-use area. Commercial development includes retail establishments, personal service businesses, restaurants, banks, taverns, and other service businesses.

Industrial: All lands and structures used for industrial purposes. These include factories, warehouses, and distribution facilities.

Agricultural/Platted Undeveloped: All lands used for agricultural purposes including crop production, farmhouses and farm-related structures. Also included in this category are lands that are part of a platted subdivision (residential, commercial, industrial) but do not yet have a built structure.

City of Menomonie 2016-2036 Comprehensive Plan

Open Space/Natural Areas/Parks: All lands, which are primarily undeveloped and in a natural state. These include grasslands, forestlands, and wetlands. It also includes parks and areas zoned conservancy.

Institutional: All lands and structures used for public, quasi-public and instituted use such as municipal buildings, churches, schools, hospitals, libraries, and cemeteries.

Transportation: All road right-of-way areas.

Existing Land Use

An existing land use inventory allows the City to see development patterns and understand the influences that have created these patterns. Table 5-1 shows that the physical size of the City is approximately 9,800 acres and that lakes, rivers, and creeks account for almost 12% of this area. Therefore, the City has approximately 7,700 acres of land that can be used or redeveloped for various activities.

Table 5-1: Land in the City of Menomonie

Category	Acres	Percent of Total
Total Area within the City	9,832	100.0%
Lakes/Rivers/Creeks	1,152	11.7%
Land	8,680	88.3%

Source: Cedar Corporation

Map 5-1 shows the existing land use patterns in Menomonie in 2013. A breakdown of the categories, acreages and percent of total acreage is shown for each land use is shown in Table 5-2.

Table 5-2: Existing Land Use of Useable Land

Category	Acres	Percent of Total
Single Family Residential	1,156	13.3%
Multi-Family Residential	404	4.7%
Mixed-Use	40	0.5%
Commercial	365	4.2%
Industrial	818	9.4%
Agricultural/Platted Undeveloped	1,949	22.5%
Open Space/Natural Areas/Parks	1,955	22.5%
Institutional	834	9.6%
Transportation/Right-of-Way	1,159	13.4%
Total	8,680	100.0%

Source: Cedar Corporation. Percentages may not equal 100% due to rounding.

Single Family: Single Family land use accounts for 13% of the developed land in the City. There are four areas of concentrated single family residential development.

City of Menomonie 2016-2036 Comprehensive Plan

1. The northwest portion of the City in an area east of North Broadway, south of Interstate 94, and extending to Lake Menomin. This area is commonly referred to as North Menomonie.
2. The southern end of Lake Menomin and south of the historic downtown which is the original business district of the City. This area is the oldest part of the City and is roughly bordered by 4th Street West, 13th Street East, Main Street, and 24th Avenue West.
3. The area extending south and west of the area identified in No. 2. This would include the Grove Hill, River Heights, Wood Haven, American Edge, and similar subdivisions in this area.
4. The area on the south eastern part of the City that includes the area north of Stout Road, east of Lake Menomin, and west of Red Cedar Street.

Multi-Family: Multi-Family is generally a densely developed residential classification consisting of apartments and condos. Multi-family dwellings meet the needs of students, new residents, and residents who cannot afford or who do not want the associated costs and maintenance of owning a home.

Multi-Family land use accounts for about 5% of the developed land in the City. Although the number of multi-family and single family dwelling units in Menomonie is evenly split, single family units take up three times more land than multi-family units.

Currently, Menomonie has a number of areas of concentrated multi-family housing units. The two largest concentrations of multi-family housing is the area surrounding the Stout Campus which consists of formerly single family homes converted into rentals and the area near Fryklund Drive in south western Menomonie. There are smaller areas of multi-family housing scattered throughout the City.

Mixed-Use: Mixed-use land use accounts for about 0.5% of the developed land in the City. Menomonie's mixed-use area is in the downtown Central Business District (CBD) and adjacent area. It offers a variety of shops, personal services, taverns, restaurants and housing options. It is also where the post office and the Mabel Tainter Center for the Arts are located. A person living in the mixed-use area has access to many of their daily needs such as groceries, a pharmacy, dining, entertainment, and parks. They also have sidewalks, multipurpose trails, and bus service to provide access to other areas of the City and the region.

Commercial: Commercial land use accounts for about 4% of the developed land in the City. Menomonie has a unique layout with a variety of commercial areas. The City has five distinct commercial areas throughout the City. The largest commercial area consists of mostly highway commercial establishments and is located along North Broadway near the I-94 Interchange. Various commercial types of business including department stores, a grocery store, big box stores, motels, restaurants, gas stations, and auto dealers are in this area. This commercial development serves area residents as well as people traveling along Interstate 94.

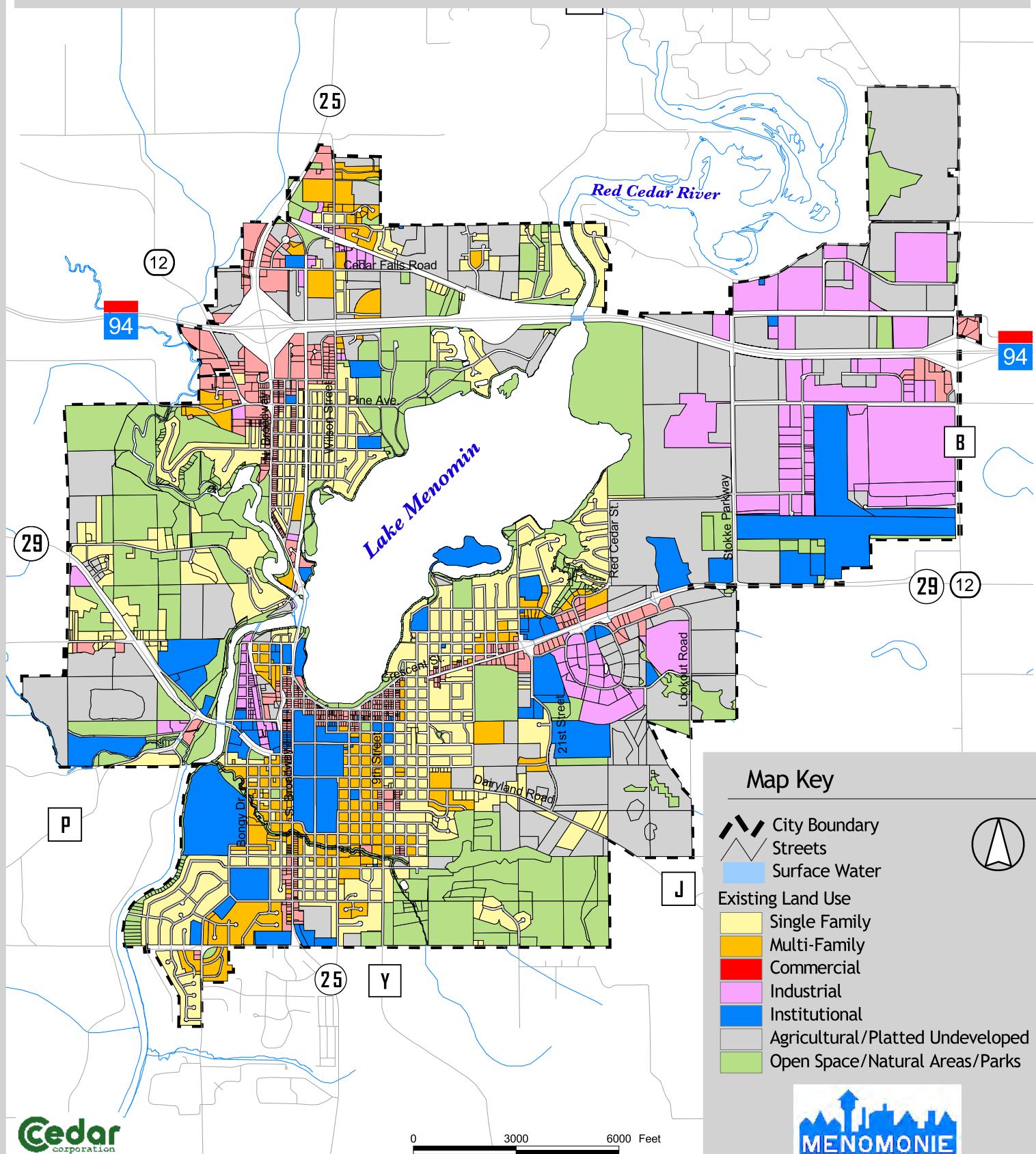
The downtown Central Business District (CBD) is not exclusively a commercial area because there are a number of dwelling units and housing options in the area.. This district is addressed in the Mixed-Use section above.

The third commercial area, located on the east side along Stout Road, is where many of the professional services are located in Menomonie. Businesses located in this area are generally professional offices, banks, realtors, dentists, and other related businesses.

Existing Land Use 2013

City of Menomonie

Map 5-1



City of Menomonie 2016-2036 Comprehensive Plan

The two remaining commercial areas are intermixed with residential neighborhoods. The first is located on both sides of South Broadway and the other is along Ninth Street between 14th and 16th Avenues. These commercial areas provide the adjacent residences with basic goods and services such as gas, groceries, and other small retail spaces. Commercial areas aren't always appropriate next to residential housing, however in these instances the types of businesses mix nicely with the surrounding housing.

Industrial: Industrial land use accounts for about 9% of the developed land in the City. The Map 5-1 Existing Land Use shows that the majority of the industrial activities are found in the Industrial Park and Technology Park on the east side of Menomonie. These areas are attractive to business and industry because of access to Interstate 94 and the Union Pacific Railroad.

There are also two other small areas of industrial land within the City Limits. One area (ConAgra) is on the west side of downtown and the other is along the railroad tracks north side of Cedar Falls Road.

Agricultural/Platted Undeveloped: The Agricultural/Platted Undeveloped land use accounts for about 23% of the developed land in the City. The majority of this land use is primarily on the eastern side of the City in and around the Industrial Park and Stout Technology Park. Much of land was purchased for the purpose of industrial and business growth.

The southeastern portion of the City along Dairyland Road also has a number of large tracts of land that are a mix of agricultural and vacant land. This property was the most recent large scale annexation into the City and is planned as a mixed residential subdivision. Other parcels are scattered throughout the City but some concentrations are located near the Interstate 94 interchange and STH 29 on the west side of Menomonie.

Open Space/Natural Areas/Parks Open: Space/Natural Areas/Parks land uses accounts for about 23% of the developed land in the City. These areas include City and Dunn County parks, forested lands, and areas that have not been developed because of steep slopes or wetlands.

Institutional: Institutional land use accounts for about 10% of the developed land in the City. Schools, UW-Stout, churches, government buildings, cemeteries, and the airport make up the majority of what falls within this category. Institutional uses are scattered throughout Menomonie but many are near the CBD and along STH 29 and USH 12 on the east side of Menomonie.

Transportation: Transportation land use accounts for about 13% of the developed land in the City. These areas include all road right-of-ways controlled under Federal, State, County, and Local jurisdiction.

Future Land Use Needs Calculations

As the City and area population grows, there will be an increase in the need for land to accommodate new dwellings, commercial businesses, industry, and expanded institutions. To calculate the projected land use needs, the existing ratio of population to land use acreage as shown in Table 5-3 is used.

Table 5-3 shows the projected land use needs for residential, commercial, and industrial growth by 2030. It is projected that the City will need an additional 263 acres of land for residential

City of Menomonie 2016-2036 Comprehensive Plan

development, 67 acres of land for commercial development, and 138 acres of land for industrial development. Typically, these land needs are met by land in the City that has not been developed or land that may be requested to be annexed into the City in the future.

Table 5-3: Existing Land Use Acreages and Projected Needs Based on Current and Projected Population

	2010	2015	2020	2025	2030	Additional Acreage
Population	16,264	16,875	17,643	18,364	19,009	N/A
Residential	1,562	1,621	1,694	1,764	1,825	263
Commercial	399	414	433	451	466	67
Industrial	818	849	887	924	956	138
Total Additional Acreage Needed		105	130	125	108	468
Agricultural/Platted Undeveloped	1,982	1,877	1,747	1,622	1,514	-468

Source: Cedar Corporation

Based on current ratios of land use to population, the City will need an additional 468 acres of land for future residential, commercial, and industrial development over the next 20 years.

Housing and Land Use

About 20% of the developed land in the City is used for housing. The amount of land used for residential land uses can fluctuate greatly in a community based on the type of housing and minimum lots sizes, incomes, and the attitudes of residents towards different types of housing.

Table 5-4 shows that more land is used for single family dwellings than multi-family dwellings even though there are more multi-family dwelling units in Menomonie (see Table 5-5). This is because more multi-family dwellings can be built on a parcel of land than single family dwellings resulting in higher density development patterns.

Table 5-4: Comparison of Residential Land Use within the City Limits

	Acres	Percentage
Single Family Residential Acreage	1,156	74%
Multi-Family Residential Acreage	406	26%
Total	1,562	100%

Source: Cedar Corporation

Table 5-5 - Owner-Occupied vs. Renter-Occupied Housing Percentages

Year	2010	% of Total
Owner-Occupied Housing Units	2,317	40.3%
Renter-Occupied Housing Units	3,426	59.7%
Total	5,743	100.0%

Source: 2010 US Census

Using the current ratio of owner-occupied homes to renter occupied homes and the land acreages calculated from the existing land use map, the average renter-occupied housing unit is on 0.12 acres of land or eight dwelling units per acre. The average owner-occupied housing unit is on 0.50 acres of land.

City of Menomonie 2016-2036 Comprehensive Plan

Larger lots along Meadow Hill Drive and in other areas of the City have inflated the average size. Generally, an average single family lot in Menomonie is approximately 0.30 acres or three dwelling units per acre.

Using this analysis, Table 5-6 shows that the City will need approximately 170 acres of land for residential purposes. This takes into account the existing average amount of land used for owner-occupied and renter-occupied units, current housing ratios, and projected housing units for the City of Menomonie. This would be approximately 90 acres less than projected in Table 5-3.

Table 5-6 - Residential Acreage Needed 40/60 Owner-Occupied vs. Renter-Occupied Housing Percentages

	Projected Housing Units Needed 2030	Acres Needed
Total Projected Housing Units	890	172
Owner-Occupied Housing Units	359	108
Renter-Occupied Housing Units	531	64

Source: Cedar Corporation

Past discussions about housing touched on ways to increase the amount of owner-occupied housing or single family housing in the City and increasing the percentage of these housing units shown in Table 5-5. This was based on the desire to have a more permanent population that considers Menomonie home. Further investigation revealed that a large portion of multi-family housing in the City is used to house UW-Stout students and that this situation is likely to remain. As the University population grows, the percentage of renter-occupied housing will remain high.

Development Factors

Although Map 5-1: Existing Land Use 2013 shows land available for development in the City of Menomonie. Not all of the land may be developed for a number of reasons.

Map 5-2 shows development limitations in Menomonie. Some of these are related to the physical features of the area and others are regulatory. Development in wetlands and on steep slopes is generally prohibited. Many forested areas remain since the land could not be cleared easily and farmed because of the topography. Regulations regarding shoreland buffers control the type of development that can occur adjacent to lakes, rivers, and streams.

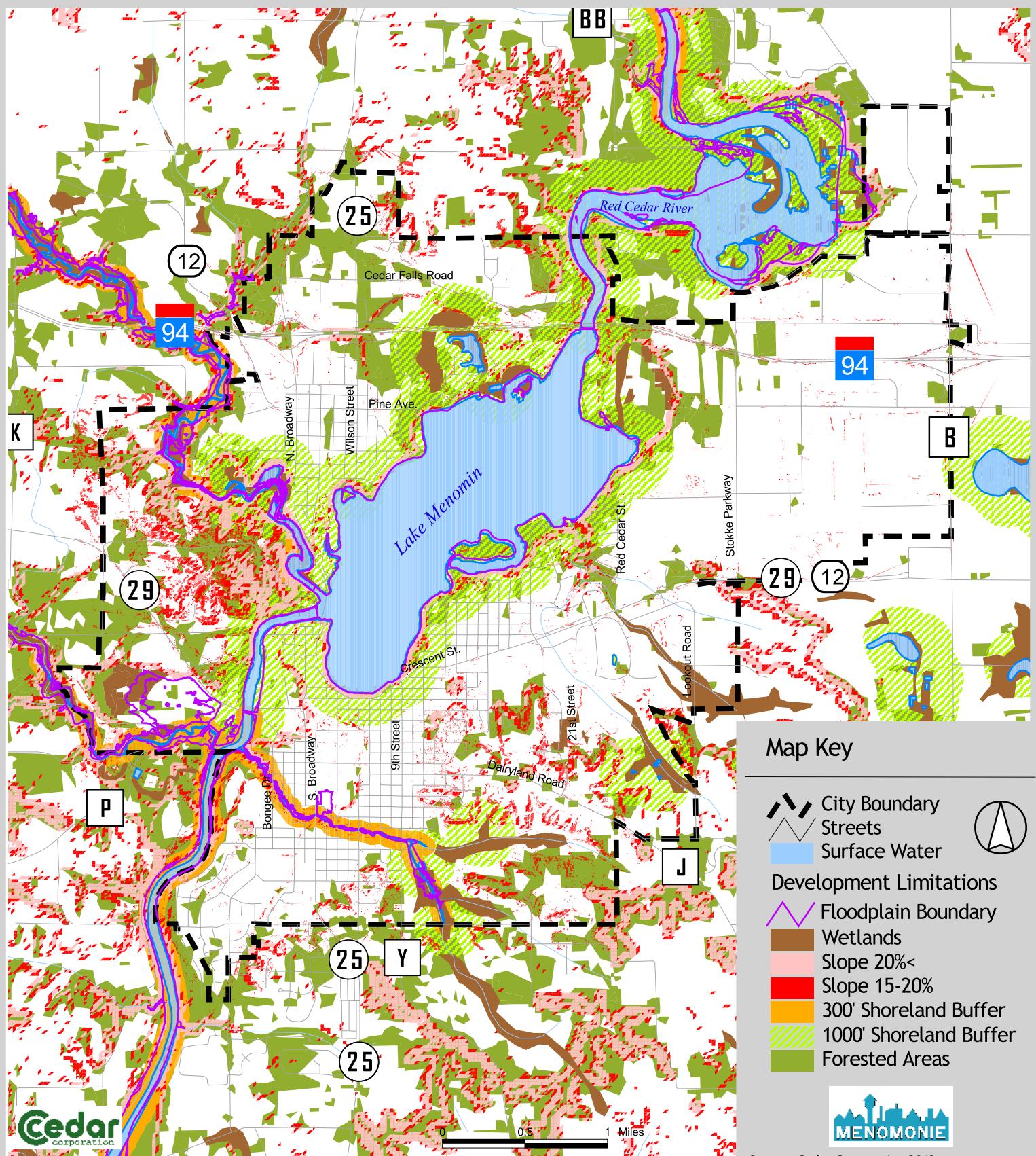
The topography limits future development on the west and south east side of the City. The land on the east side of the City is flatter and more conducive to future development. Much of the land outside of the City in the area (Town of Red Cedar) is currently farmed and already cleared making this land desirable to developers, especially for commercial or industrial development.

Map 5-3 shows areas in and around the City where low water pressure could discourage growth or make it more expensive. These areas would require a booster station which may be cost prohibitive for some developers. The map also shows areas that can best be served by the existing sanitary sewer without requiring major improvements to the sanitary sewer interceptor lines.

Development Limitations

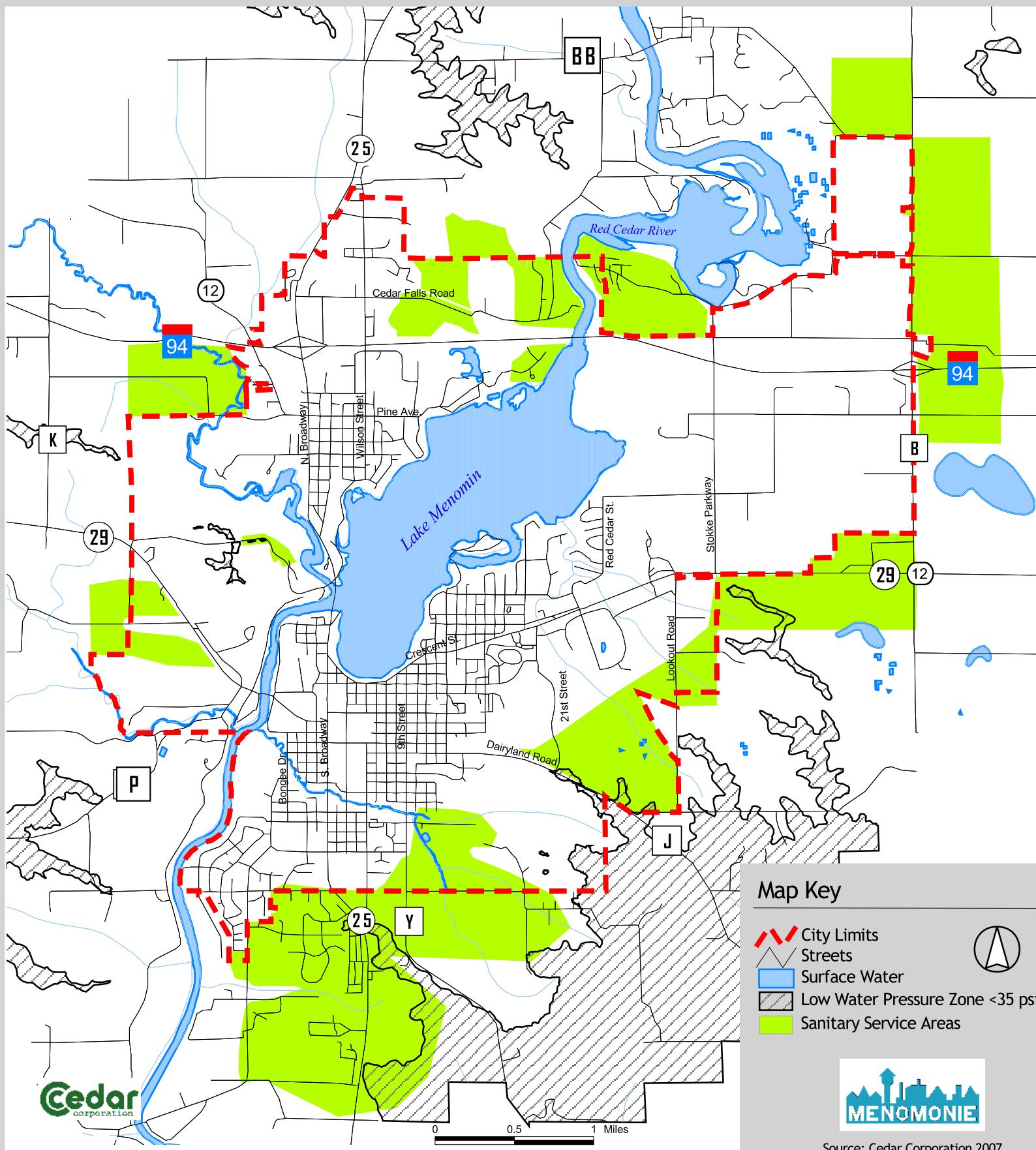
City of Menomonie

Map 5-2



Low Water Pressure Zones & Sanitary Service Areas City of Menomonie

Map 5-3



Future Land Use

Determining what type of future land use goes where in a community is often difficult. It is important to recognize adjacent land uses and the surrounding land characteristics to help determine the desired future land use patterns. For example, a vacant parcel of land near a residential neighborhood with significant topographic relief would not be an appropriate location for an industrial park. In this case, it may be better suited for residential development or preserved as open space.

The future land use portion of this chapter is generalized in order to allow for land use decisions to be made on a case by case basis. These decisions should take into account the existing development patterns, transportation options, potential land use conflicts, and topography.

Generalized Future Land Use Patterns

As discussed earlier in this chapter, it is projected that the City of Menomonie will need an additional 468 acres of land for future residential, commercial, and industrial growth. By using the most recent average lot size of a single family dwelling (0.3 acres), the total amount of land needed for future development can be decreased by 90 acres.

This would reduce the amount of land needed for future growth to approximately 380 acres. Currently, there are almost 2,000 acres of land that could potentially be developed. Also, a developer could request annexation of land outside of the City if it is determined that their development would benefit by connecting to City municipal utilities such as water and sanitary sewer.

Map 5-4 shows the generalized areas for future residential, mixed-use, commercial, and industrial development. An explanation of these areas follows.

Residential

- A. Areas 1 and 2 are adjacent to existing residential areas. There are some development limitations in these areas (shoreland buffers, slopes, forested areas) but these can be used to provide buffers from other types of development. These limitations can also be incorporated into the design of future residential development to enhance the aesthetics. Residential development is consistent with the future land use plan of the adjacent Town.
- B. Areas 3 and 5 currently have some residential development but potential commercial development along S.T.H. 25 may attract residential development in this area.
- C. Area 7 currently is being developed as residential and contains many of the same development limitations in areas 1 and 2. Residential development is consistent with the future land use plan of the adjacent Town.
- D. Area 9 is adjacent to existing residential areas. There are some development limitations in these areas (shoreland buffers, slopes, forested areas, wetlands) but these can be used to provide buffers from other types of development. These limitations can also be incorporated into the design of future residential development to enhance the aesthetics. Residential development is consistent with the future land use plan of the adjacent Town.
- E. Area 10 contains land already platted for residential development. Only a small portion of this land has been developed so far. It is adjacent to existing City and Town

City of Menomonie 2016-2036 Comprehensive Plan

residential development. Residential development in this area is consistent with the future land use plan of the adjacent Town.

Mixed-Use

- A. Mixed-use development will occur in the current mixed-use area in and around the Central Business District (Area 8). A mixed-use redevelopment plan was created for this area and a major redevelopment project consisting of the razing of the former Leever's grocery store and construction of a multi-story retail and residential building will begin soon and may prompt other redevelopment or improvement projects.

Commercial

- A. Area 4 is adjacent to sporadic commercial development along S.T.H. 25 and is the main entrance into the City from the north.
- B. Area 6 is adjacent to existing commercial development that is frequented by residents and travelers. This area has a variety of eating establishments, convenience stores, and hotels. There are some development limitations in this area such as slopes and wooded areas but these act as buffers from nearby residential development. Commercial development in this area is consistent with the future land use plans of the adjacent Town.
- C. Areas 12 and 13 are located on S.T.H. 29 and U.S.H. 12. This is a high traffic transportation corridor that provides a main entrance into the City and passes through the Industrial Park and Stout Technology Park. Commercial development in this area is consistent with the future land use plans of the adjacent Town.
- D. Area 16 is adjacent to existing commercial development. A majority of the development in this location serves travelers on Interstate 94 as well as traffic generated by the Industrial Park. Commercial development in this area is consistent with the future land use plans of the adjacent Town.

Industrial

- A. Areas 11 and 14 are adjacent to existing industries. These areas have been developed strictly for industrial growth and provide access to State, U.S., County and Interstate highways as well as the Union Pacific Railroad. There are few development limitations in these areas. The adjacent Town does not have industrial development as a future land use.
- B. Area 15 is in the existing Industrial Park. Streets and utilities were constructed for future industrial development and is zoned industrial. The adjacent Town does not have industrial development as a future land use.

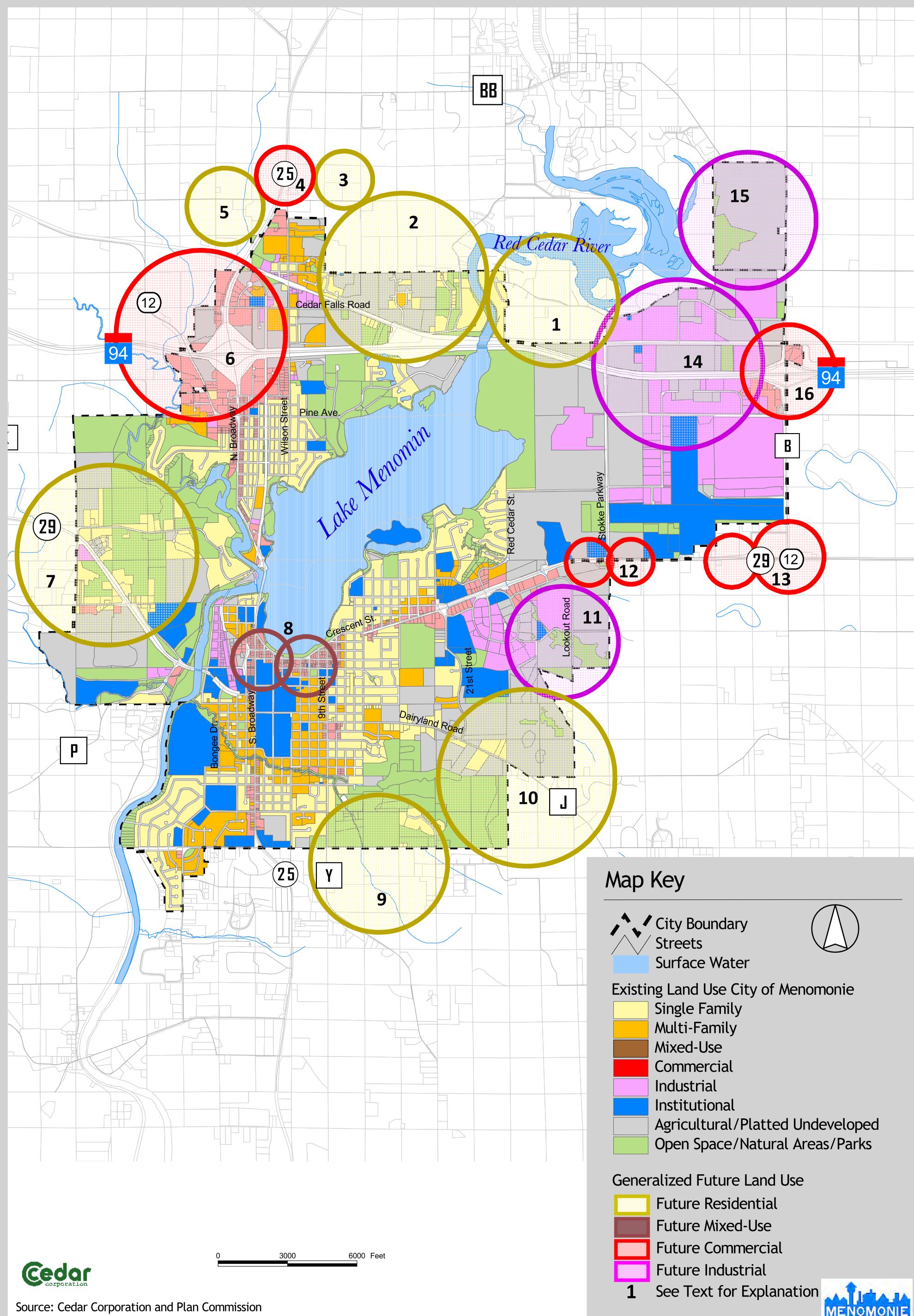
Existing Land Use Conflicts

The City of Menomonie meets regularly with the surrounding townships. Currently, no land use conflicts exist but annexation of Town of Red Cedar lands and the growth of the industrial park to the north and east could conflict with residential development and farmland in the Town.

Generalized Future Land Use

City of Menomonie

Map 5-4



Future Development Principles

When evaluating future development plans, the specific site conditions and adjacent development are equally important. Future residential, mixed-use, commercial, and industrial development should take into account the following principles.

Residential Development

1. Should include access to multi-modal transportation options.
2. Should have safe access to parks or open space.
3. Should provide a variety of housing options.
4. Should preserve the natural topography and natural resources and incorporate them into its design.
5. Should be designed and incorporate engineering principles to reduce vehicle speeds and create a safe environment.
6. Should be protected from conflicting land uses by adding buffers or development restrictions that limit hours of operation, traffic, noise, light intrusion, and/or odors.

Mixed-Use Development

1. Should include access to multi-modal transportation options.
2. Should be pedestrian friendly.
3. Should encourage density.
4. Should include a variety of housing options for all age groups.
5. Should be compatible or complementary to the historic downtown.

Commercial Development

1. Should consider the hours of operations, traffic generated, and existing development patterns when evaluating potential development sites.
2. Should provide safe access for a variety of transportation modes.

Industrial Development

1. Should consider the hours of operations, traffic generated, and existing development patterns when looking for a site in the City.
2. Should anticipate potential land use conflicts and mitigate them by the use of buffers, designated transportation routes, reduced speed limits, and lighting reductions.
3. Should provide safe access for a variety of transportation modes.

Land Use Goals, Objectives, Programs, Policies & Actions

Goal 1: Work to promote fiscally responsible housing developments.

Objectives

1. Promote development within the City consistent with the City's plans for street, utilities and land use.

Programs, Policies, and Actions

1. Develop land according to community standards for curb, gutters, parks, street widths, storm sewers, etc.
2. Encourage land use and roadway patterns compatible with existing neighborhoods.

City of Menomonie 2016-2036 Comprehensive Plan

3. Strictly enforce codes that protect the safety, property values, and physical appearance of the neighborhood.
4. Promote the redevelopment of residential areas that become blighted.
5. Promote preservation of green space within existing and proposed developments.

Goal 2: Encourage a variety in housing types and densities that will help meet the needs of all age groups in the community.

Objectives

1. Encourage housing options for the elderly, low income, disabled, single people, and families.

Programs, Policies, and Actions

1. Review existing housing ordinances to ensure current building codes will meet the housing needs of the entire community.
2. Allow single family-attached development providing it is consistent with the character of the neighboring residences.
3. Encourage a range of choices in housing types, designs, and costs.
4. Provide ongoing housing renewal, rehabilitation and revitalization programs.

Goal 3: Provide local residents and residents of the surrounding area with viable shopping areas that are clean, attractive, safe and convenient.

Objective

1. Work to create well-designed, attractive and efficient business districts.

Programs, Policies, and Actions

1. Review and update City ordinances to ensure environmentally friendly and aesthetically pleasing commercial development.
2. Take into consideration the neighborhoods, land use, and circulation patterns when locating new shopping areas.
3. Define boundaries of commercial districts to prevent intrusion into residential areas; commercial areas must be properly screened to prevent detrimental effects on adjacent and nearby residential areas.
4. Review and update City ordinances for lighting, signage and parking, to ensure a more aesthetically pleasing commercial development.
5. Ensure adequate services are available to serve expanding commercial districts at minimal expense to the City.
6. Make sure commercial areas are not developed at the expense of the other, and that there is an effort made to try to link the districts together.
7. Incorporate safe transportation options into the site plan of the businesses.

Goal 5: To attract and maintain industry which will provide local employment opportunities and contribute to the City tax base.

Objectives

1. Maintain and expand the industrial park without adversely affecting the character of the community or the quality of the environment.

Programs, Policies, and Actions

1. Require industry to locate in areas designated industrial in the City of Menomonie's land use plan.
2. Develop industrial park areas in an aesthetically pleasing manner utilizing specific landscape plans consistent with City standards.
3. Deny residential developments in areas designated industrial.
4. Encourage the efficient use of remaining industrial land by developing the existing industrial park before zoning for additional industrial uses that could be located in the existing park.
5. Establish aesthetically pleasing buffers in areas of potential land use conflicts.

Goal 6: Public and institutional uses should be compatible with surrounding land uses.

Objective

1. To plan and place future buildings so that they are accessible by the majority of people over the shortest distance.

Programs, Policies, and Actions

1. Ensure that all community facilities be developed at the same aesthetic standards required for the development of private property and shall be subjected to review by the City Council and Planning Commission.
2. Work with the Menomonie School District in planning for future building sites.
3. Ensure governmental uses should be compatible with surrounding land uses.
4. Ensure transportation corridors should be sufficient for the proposed use.

Goal 7: To provide quality park facilities and a variety of recreational opportunities and experiences to meet the needs of the community's residents.

Objectives

1. Work to maintain the high amounts of park space available to the community and continue to update and utilize the City of Menomonie Park Plan.

Programs, Policies, and Actions

1. Ensure that parks are located and designed to serve the needs of all residents.
2. Continue to develop the concept of a biking/walking trail system throughout the City.
3. Require developers of residential developments to dedicate land for parks, as needed.
4. Provide adequate parking for public recreational areas.
5. Obtain when possible, sites for open space and playgrounds.
6. Develop and maintain neighborhood recreational facilities in order to serve the community's changing needs.
7. Ensure areas not suitable for development such as wetlands and steep slopes should remain in a natural condition.
8. Provide for passive parks to meet the needs of the elderly residents as well as persons with disabilities.

Chapter 6: Economic Development

Introduction

An effective strategy for economic development planning for the City of Menomonie must start with an analysis of the City's existing economic structure, resources, strengths/weaknesses, and the goals the City wants to achieve. This element examines demographic data, existing businesses and industries, and the tools and programs the City has at its disposal to encourage economic development.

Labor Force

As with many of the demographics related to the City, Menomonie's labor force, incomes, and occupations, are affected by the number of UW-Stout students that are counted as Menomonie residents. The affect is noticeable when comparing Menomonie to Dunn County and the State of Wisconsin.

Table 6-1 shows the percentage of the population, 16 years and older, in the labor force. The State and Dunn County have comparable percentages of 69% and 67% respectively, while Menomonie had less than 60%. Menomonie's lower percentage can be attributed to the number of UW-Students who are not working.

Table 6-1 Employment Status

	Wisconsin	Dunn County	City of Menomonie
Population 16 Years and Older	4,458,387	35,363	14,248
In the Labor Force	69.0%	67.0%	59.4%
Not in Labor Force	31.0%	33.0%	40.6%

Source: 2006-2010 American Community Survey

Occupation

Occupation refers to what a person does for a living. Table 6-2 shows that almost a third of the population, 16 years and over, works in management/business/science/arts type occupations. This is comparable to the State and Dunn County.

The City has a greater percentage of the population working in service occupations. This may reflect the number of businesses that cater to university students and typical employment opportunities for younger people.

It should be noted that US Census information related to occupation does not let us know where these jobs are located.

Table 6-2 Occupation

	Wisconsin	Dunn County	City of Menomonie
Civilian employed population 16 years and over	2,869,310	21,794	7,578
Management, business, science, and arts occupations	33.0%	30.4%	32.5%
Service occupations	16.1%	15.9%	20.4%
Sales and office occupations	24.5%	24.2%	26.3%
Natural resources, construction and maintenance occupations	9.2%	12.0%	6.7%
Production, transportation, and material moving occupations	17.2%	17.5%	14.1%

Source: 2006-2010 American Community Survey

Industry

Industry refers to the industry where the occupations are located. Like the occupation table, this information does not let us know where these industries are located.

Table 6-3 shows that Menomonie has a noticeably higher percentage of its working residents, compared to the State and Dunn County, employed in three main industries.

- Educational services and health care and social assistance (29.5%)
- Retail trade (21.0%)
- Arts, entertainment, and recreation, and accommodation and food services (11.2%)

These industries reflect the presence of UW-Stout, Menomonie School District, Mayo Clinic Health System-Red Cedar, Marshfield Clinic, numerous chain and local stores, a strong arts community, and the number of hotels located near the Interstate interchanges.

Strong business and industry in Menomonie provides a variety of job opportunities for residents in Menomonie, Dunn County, and the surrounding counties.

Table 6-3 Industry

	Wisconsin	Dunn County	City of Menomonie
Civilian employed population 16 years and over	2,869,310	21,794	7,578
Agriculture, forestry, fishing and hunting, and mining	2.5%	4.9%	1.0%
Construction	6.0%	6.2%	3.1%
Manufacturing	18.7%	16.1%	13.2%
Wholesale trade	3.0%	2.0%	1.2%
Retail trade	11.5%	16.6%	21.0%
Transportation and warehousing, and utilities	4.5%	5.1%	3.4%
Information	2.0%	1.6%	1.9%
Finance and insurance, and real estate and rental and leasing	6.4%	4.0%	3.8%
Professional, scientific, and management, and administrative and waste management services	7.6%	5.5%	5.4%
Educational services and health care and social assistance	22.0%	24.3%	29.5%
Arts, entertainment, and recreation, and accommodation and food services	8.3%	7.5%	11.2%
Other Services, except public administration	4.0%	3.7%	3.7%
Public Administration	3.5%	2.6%	1.6%

Source: 2006-2010 American Community Survey

Educational Attainment

The types of employment available in Menomonie and the presence of the university influence the educational attainment levels of residents (see Table 6-4). Compared to the State and Dunn County, Menomonie has the highest percentages of population 25 years or over, who have attained a bachelor's degree (19%) or graduate/professional degree (12.8%). Overall, 31.8% of the population 25 years or over, have attained a bachelor's degree or higher.

City of Menomonie 2016-2036 Comprehensive Plan

Table 6-4 Educational Attainment

	Wisconsin	Dunn County	City of Menomonie
Population 25 years and over	3,739,243	25,597	7,271
Less than 9th grade	3.7%	3.8%	5.0%
9th to 12th grade, no diploma	6.9%	5.5%	5.7%
High school graduate (includes equivalency)	34.0%	37.0%	32.6%
Some college, no degree	20.6%	19.4%	17.1%
Associate's degree	9.0%	9.4%	7.9%
Bachelor's degree	17.1%	16.1%	19.0%
Graduate or professional degree	8.6%	8.8%	12.8%
Percent high school graduate or higher	89.4%	90.7%	89.3%
Percent bachelor's degree or higher	25.8%	24.9%	31.8%

Source: 2006-2010 American Community Survey

Wages

Table 6-5 compares average annual wages by industry for Dunn County. The Construction, manufacturing, and trade/transportation/utilities industries are near or exceed the State's annual average wages but the remaining industries lag behind the State average.

Table 6-5 Average Annual Wage by Industrial Division in 2010 Dunn County

	Wisconsin Average Annual	Dunn County Average Annual Wage	Percent of Wisconsin	1-year % change
All industries	\$ 39,985	\$ 34,357	85.9%	2.4%
Natural Resources	\$ 30,613	\$ 29,022	94.8%	3.0%
Construction	\$ 49,135	\$ 49,736	101.2%	10.9%
Manufacturing	\$ 50,183	\$ 49,177	98.0%	5.7%
Trade, Transportation & Utilities	\$ 34,132	\$ 32,736	95.9%	1.6%
Information	\$ 51,764	suppressed	Not avail.	Not avail.
Financial Activities	\$ 53,332	\$ 37,014	69.4%	-2.8%
Professional & Business Services	\$ 46,516	\$ 31,377	67.5%	-3.5%
Education & Health	\$ 42,464	\$ 34,382	81.0%	0.1%
Leisure & Hospitality	\$ 14,597	\$ 10,350	70.9%	5.6%
Other Services	\$ 22,682	\$ 20,161	88.9%	-1.6%
Public Administration	\$ 41,653	\$ 35,504	85.2%	-4.8%

Source: WI DWD, Workforce Training, QCEW, June 2011

Existing Industrial and Commercial Areas

The City of Menomonie has several areas of economic activity that serve a variety of purposes. Map 6-1 highlights these areas. The Industrial Park area serves mainly large industries that are attracted by the Interstate and railroad infrastructure. This area is designated for future industrial growth.

The Stout Technology Park is designated for industrial and business enterprises involved in research and development, high technology, professional services and manufacturing related to the mission and programs of UW-Stout.

The Highway Commercial area provides a variety of businesses for Dunn County residents and motorists traveling along Interstate 94. Representative businesses include restaurants/fast food, convenience stores, hotels, and retail.

The Local Commercial areas mainly serve the everyday needs of local residents.

The Downtown Historic District is the original downtown business district. This area includes a mix of business, entertainment, rental units, and the University of Wisconsin-Stout.

Desired Businesses

Businesses desired in the City of Menomonie are businesses that complement existing businesses, add to the diversity of businesses, promote the enjoyment of the area's natural resources, are sustainable, pay good wages and benefits, and do not have high water usage, pollute, or generate large quantities of waste.

Strengths and Weaknesses for Attracting Businesses

Numerous factors are considered when starting or relocating a business in a community. Below are the strengths and weaknesses of the City of Menomonie to attract new businesses.

Strengths

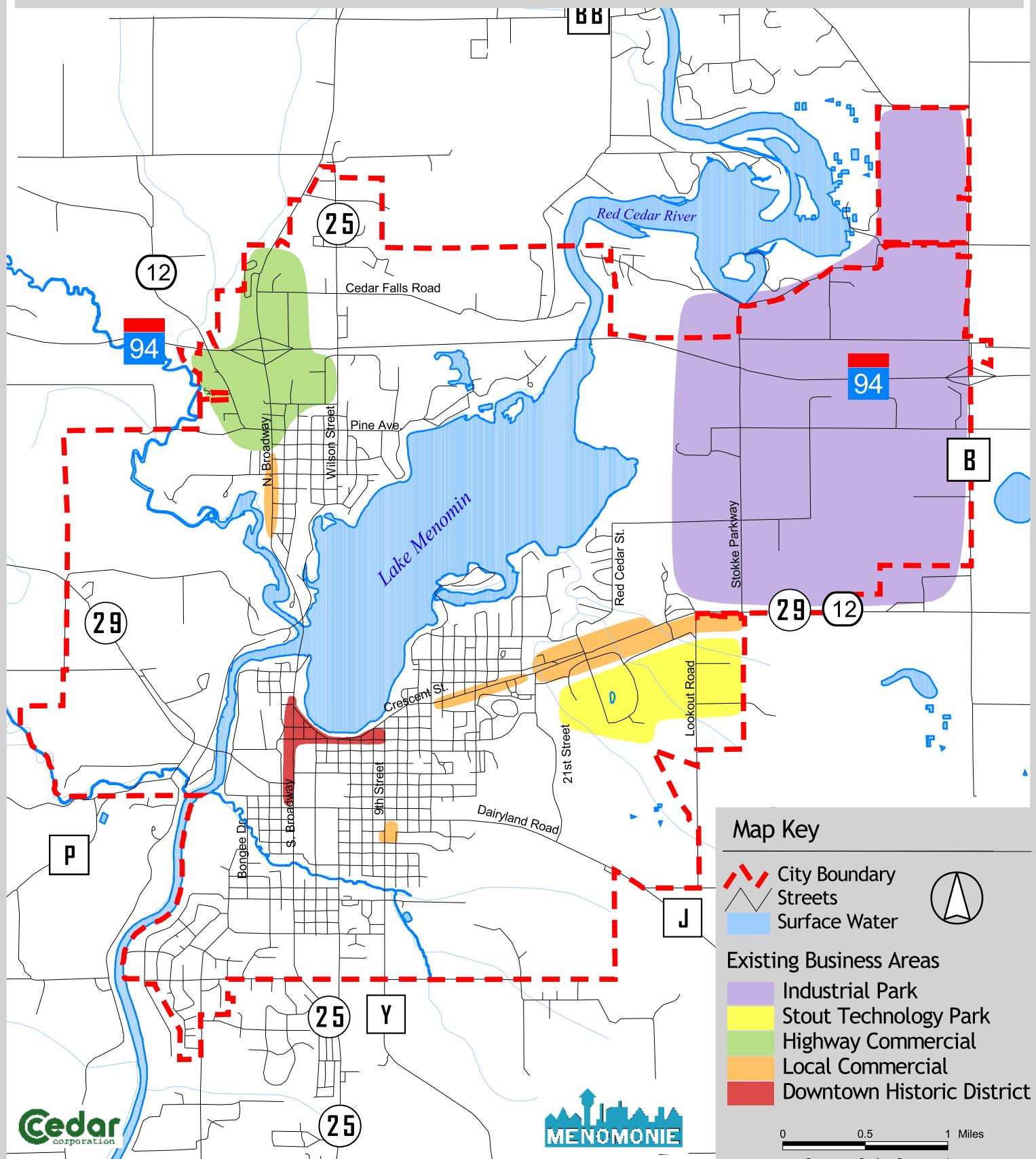
1. Excellent schools, technical college, and university
2. Residents engaged in their community
3. Good transportation network
4. Large educated workforce
5. Railroad access for larger industries
6. Developed Industrial Park and Tech Park with room to expand
7. Strong Chamber of Commerce and other organizations
8. Great area for recreation
9. The Downtown Historic District
10. Healthcare Facilities

Weaknesses

1. Proximity of larger urban areas
2. Lower household incomes compared to adjacent counties along the interstate
3. Downtown Historic District's potential not fully realized

Existing Industrial and Commercial Areas City of Menomonie

Map 6-1



Menomonie Municipal Airport (Score Field)

Improvements to Menomonie's Municipal Airport (Score Field) have increased the accessibility to the City by air travel. The improvements enable the community to better accommodate business travel on corporate owned aircraft, as well as personal travel on privately owned aircraft. Additional information about the Menomonie Municipal Airport can be found in the Transportation chapter.



UW-Stout's Economic Contribution

The University of Wisconsin-Stout has a wide-ranging economic impact on the City of Menomonie. A June 2011 study of the university's economic impact found that UW-Stout contributes \$347 million each year to Wisconsin's economy and returns \$9.59 for each \$1 state taxpayers invest in the institution.

The economic impact of UW-Stout comes from the direct spending of students, faculty, staff, visitors and university operations, as well as indirect and induced spending. The leading share, \$151.9 million, comes from students, followed by \$92.9 million from employees, \$63.9 million from the institution and \$38.5 million from visitors.

UW-Stout has several programs to help new businesses. The Incubator Program provides start-up business opportunities with support from the UW-Stout College of Science, Technology, Engineering and Management, and the Wisconsin Economic Development Corporation. Assistance is offered through an On-Campus Incubator, Manufacturing Technology Incubator, and Food Technology Incubator.



The Stout Business Acceleration Program includes incubation space designed for emerging manufacturing technology and food technology businesses that are advanced in growth and may have transitioned from the Stout Technology Incubator Program. The intent of the program is to further accelerate the expansion of emerging technology businesses with developed products and an established market.

Tourism

Tourism brings people into the area. While they are here, they stay in local hotels and frequent businesses.

Tourism Commission

The Tourism Commission meets to analyze needs and to further promote tourism in the community. They also offer small grants for non-profits designed to boost tourism in the City.

Red Cedar Trail

Menomonie is the starting point for a beautiful 14-mile bike ride along the Red Cedar State Trail. This limestone-surfaced trail runs along the Red Cedar River from Menomonie to the Chippewa River, where it connects with the Chippewa River Trail.

There are about 53,000 users annually. Tourists using the trail contribute economically to the area and help support many local businesses.

Mabel Tainter

Built in 1889 by Andrew and Bertha Tainter in remembrance of their daughter Mabel who died at the age of 19, the Memorial is an anchor of the Historic District. Not only does it have local prominence, but regional and national importance as well. The entire Mabel Tainter Memorial Theatre was recently renovated at a cost of \$4.55 million. It included upgrades of everything from the draperies to the electrical system, along with a complete structural renovation.

Russell J. Rassbach Heritage Museum

Headquarters of the Dunn County Historical Society, the Heritage Museum interprets the history of Dunn County through its extensive collection of artifacts and new exhibit areas. Located in Menomonie's Wakanda Park, the museum draws many visitors and positively helps with the economy of the community.

Caddie Woodlawn Historical Park

In 1857 John Woodhouse, with his wife Harriet and their five children, moved from the relative comforts of Boston to 160 acres of rugged Dunn County wilderness. One of the children was Caroline Augusta, who inspired "Caddie Woodlawn" in a book written by her granddaughter, Carol Ryrie Brink. The book won the 1935 Newbery Award for children's literature. It is considered a classic and is still a popular story read by thousands of children throughout the world.

In 1970, the Dunn County Historical Society dedicated the Caddie Woodlawn Historical Park, located south of Menomonie. The actual house in which Caroline Woodhouse lived has been moved to the park from a nearby farm. The wayside includes a covered picnic area, fresh water, and restrooms, and is a major tourist attraction for the area.

Wakanda Park

Wakanda Park is a regional park that draws users from the surrounding area. The Park has baseball and softball diamonds, playgrounds, walking trails, waterfront access to Lake Menomin, the Wakanda Waterpark, disc golf, picnic shelters and restrooms. The Wakanda Waterpark features a multi-depth pool, 230-foot superslide, diving boards, drop slide, giant tree slide, water lily challenge, in addition to beach volleyball.

Rehabilitation Areas

There are a number of opportunities in the City to rehabilitate areas to foster economic development. The Wisconsin Department of Natural Resources maintains a database of contaminated areas that are eligible for brownfield grants. These areas are typically used for commercial and industrial development.

There are also existing sites in the City that would be attractive for redevelopment. A mixed-use redevelopment study of the Menomonie downtown area was conducted in 2011. A Redevelopment Steering Group was created in 2010 with a goal of defining a mixed-use redevelopment strategy for downtown Menomonie. The group consists of the City of Menomonie, Dunn County, Dunn County Economic Development Corporation, Greater Menomonie Area Chamber of Commerce, Main Street of Menomonie, University of Wisconsin-Stout, and WESTconsin Credit Union. The study looks at opportunities and strategies for redevelopment at the former Leever's site, Wilson Avenue, Sixth Street, South Broadway, and along Lake Menomin.

Additional information about the downtown redevelopment plan can be found in the Housing and Land Use chapters.

Local Economic Development Initiatives

Land Sale Policy

The City of Menomonie purchases land for the purpose of promoting the City's welfare and expanding its economic base, but is not in the real estate business. Land purchased for industrial expansion is used to attract business/industry to locate in Menomonie. Since desirable business/industry is often sought after by many communities and since negotiations involve many variables, including land price, some accommodation for these negotiations must be factored into a set of guidelines. These guidelines are specified in the City of Menomonie's Land Sale Policy.

Tax Incremental Finance Districts

The City, in an effort to attract new industry, has created several Tax Incremental Finance Districts (TIF Districts). These districts have allowed the City to purchase land and construct streets and infrastructure without general tax dollars (see Map 6-2).

Industrial Park

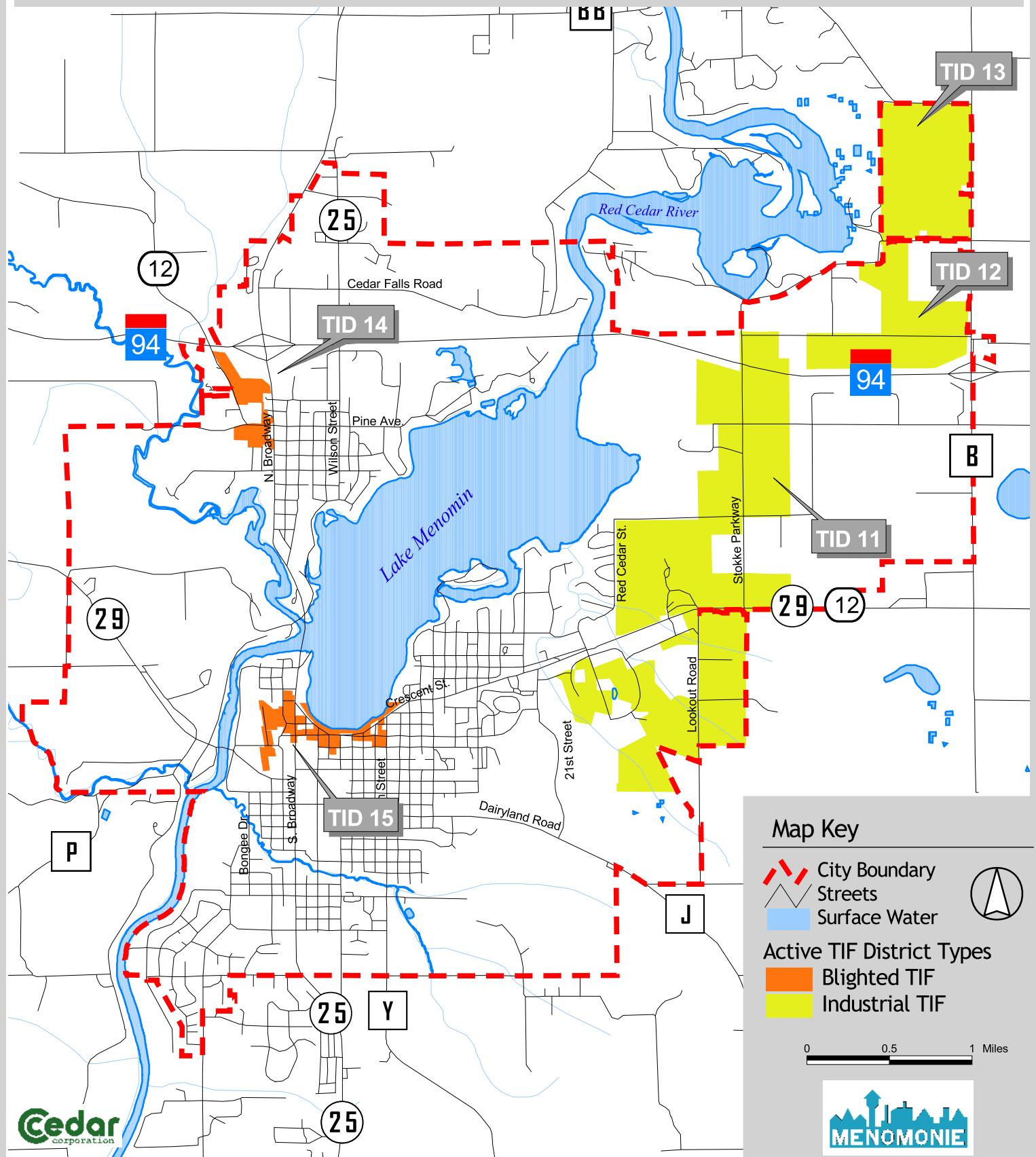
The Menomonie Industrial Park is 1,920 acres along I-94 and the Union Pacific Railroad. The Park is fully served by water, sewer, electric and gas. Approximately 200 acres of land was added to the park in 2004. Map 6-1 shows the location of the Industrial and Stout Technology Park.

Stout Technology Park

The Stout Technology Park was created in 1990. The Park is 403-acres along east S.T.H. 29 and is available for higher tech businesses.

Active TIF Districts City of Menomonie

Map 6-2



City of Menomonie 2016-2036 Comprehensive Plan

The Park offers amenities such as fiber optics and multiple broadband options, as well as access to the resources of UW-Stout. The Stout Technology Park is located within the I-94 Corridor Technology Zone. There are currently approximately 214 acres available in the Technology Park. The Technology Park property has certain covenants for building and landscaping. In January 2012, the Stout Technology Park had 28 buildings with approximately 1,150 employees.

Dunn County Economic Development Corporation

The Dunn County Economic Development Corporation was formed for the sole and exclusive purpose of promoting economic growth and stability in Dunn County. Its mission is to work in cooperation with business, industry, government and education to facilitate economic growth and economic stability. Its objectives include:

- To pursue opportunities for job creation with priorities on industry attraction, expansion, and retention.
- To maintain information on available industrial and commercial properties.
- To maintain information on funding sources and economic incentive programs, both public and private, that can be used to encourage economic growth and industrial development.

The Dunn County Economic Development Corporation works closely with the City and a number of economic development organizations to promote economic growth in the area.

Greater Menomonie Development Corporation (GMDC)

The GMDC is a non-profit corporation designed to assist in the economic growth of the area by offering a variety of incentive programs that encourage and assist businesses in relocating to, or expanding in this area, including providing buildings to such businesses on lease back/purchase arrangements.

West Central Wisconsin Regional Planning Commission (WCWRPC)

The Commission is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. The Commission provides a variety of economic development functions to local government and the public including: local economic strategies, industrial site analysis, economic development financing, county economic and population profiles and community and industrial park profiles.

Chamber of Commerce

The Greater Menomonie Area Chamber of Commerce was founded in 1937 with a mission to foster partnerships and collaboration of all members in order to promote business growth and the quality of life in our Dunn County area.

The Chamber relies on the work of many volunteers who work on committees in the following areas: agri-business, community events, business development, education/public affairs, retail and tourism. There is also a group of Chamber Ambassadors to spread the word about the Chamber.

Main Street of Menomonie

The purpose of Main Street of Menomonie, Inc. is to improve and preserve Menomonie's quality of life by strengthening the historic Downtown as the "heartbeat" of the community through concentrated efforts in organization, design and beautification, promotion and economic revitalization.

Main Street Menomonie is supported by a tax that is assessed to commercial properties in a designated Business Improvement District (BID). The Board of Directors of the BID allocate the assessed dollars to the Main Street Program for its various projects, including: marketing, business assistance, and operational and staff support.

Source: Main Street of Menomonie Website

Dunn County Job Center

The Dunn County Job Center provides a number of services for those seeking jobs. The Center offers job loss workshops, community resource information; education and training information. They will also assist with job searching, interviewing and resume writing. Employers are encouraged to post information regarding job openings, training incentives, labor market information, and outplacement services for laid-off employees.

Federal and State Economic Development Programs

Community Development Block Grant - Public Facilities for Economic Development (CDBG-PFED) Program

The Public Facilities for Economic Development (PFED) program is a federally funded program designed to assist communities with expanding or upgrading their infrastructure to accommodate businesses that have made a firm commitment to create jobs and invest in the community. Eligible activities include improvements to public facilities such as water systems, sewerage systems, and roads, and that as a result will induce the business(es) to create additional jobs and to invest in the community.

Regional Business Fund Program (RBF)

The RBF program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. Low interest loan repayments are utilized to finance additional economic development projects within the community. Eligible activities include construction and expansion, working capital, and acquisition of existing businesses, land, buildings, and equipment, but not refinancing.

Transportation Facilities Economic Assistance and Development (TEA-Grant) Program

The Transportation Economic Assistance (TEA) program provides 50% state grants to communities for road, rail, and airport projects. The goal of the TEA program is to attract and retain business in Wisconsin and thus create or retain jobs.

Economic Development Goals, Objectives, Programs, Policies & Actions

Goal 1: Utilize local economic strengths to contribute to success of new business.

Objectives

1. Designate available land that is near the highways, Interstate, and has access to utilities for commercial and industrial development.
2. Promote Chippewa Valley Technical College and UW-Stout students as a unique workforce.
3. Highlight the successes of various local businesses to encourage confidence in development in the area.
4. Attract buyers from Eau Claire and surrounding towns.

5. Encourage “spin off” businesses to utilize existing businesses and infrastructure to reduce costs and promote growth.

Programs, Policies, and Actions

1. Maintain and update the City’s Land Sale Policy when necessary.
2. Promote grant funding and Revolving Loan Funds (RLF) to those eligible.
3. Encourage the use of the “business incubator” to utilize UW-Stout’s resources and share resources for new start-up businesses.
4. Use tools and organizations such as TIF Districts, Dunn County EDC, and the Greater Menomonie Development Corporation to assist new businesses.

Goal 2: Attract additional retailers/industry and retain existing ones.

Objectives

1. Support increased local retail options.

Programs, Policies, and Actions

1. Create development incentives that attract new businesses.
2. Continue to work with area groups to implement the downtown redevelopment plan.
3. Promote redevelopment of buildings.
4. Develop retention and recruitment plan for commercial and industrial property.
5. Work with the Dunn County EDC to market vacant properties and buildings.

Goal 3: Encourage business and industry that meet community goals.

Objectives

1. Discuss water and sewer usage with incoming business and industry.
2. Support clean industry and businesses.
3. Redevelop blighted areas.

Programs, Policies, and Actions

1. Periodically review the industrial needs of the City to determine if more land will be needed to attract new businesses.
2. Identify redevelopment areas and develop standards and incentives to promote specific redevelopment needs.
3. Recruit and assist businesses that pay employee benefits.

Goal 4: Beautify and enhance existing commercial areas and new development.

Objectives

1. Reduce the amount of paved surface in parking lots over a certain size
2. Create a harmonious appearance amongst commercial development sites.
3. Create more street and pedestrian friendly entrances into the community.

Programs, Policies, and Actions

1. Review and revise the City’s landscaping ordinance as needed.
2. Develop a design handbook and standards for new businesses in order to increase local businesses “curb appeal.”
3. Assist infill of vacant areas and redevelopment of brownfield areas.
4. Review and revise parking lot standards to reduce parking requirements specified in the municipal code as needed.

5. Look for opportunities to incorporate local transit and bicycle parking in commercial areas.

Goal 5: Continue to enhance the appearance of the Downtown Historic District.

Objectives

1. Attract a variety of businesses and improve the facades of buildings.

Programs, Policies, and Actions

1. Continue to promote the Façade Program as a way to implement downtown improvements.
2. Work with building owners and developers on downtown projects to ensure that redevelopment preserves and enhances the historic nature of the district.

Goal 6: Expand and promote tourism that enhances the City's connections to natural resources and integrates local history with industrial sites.

Objectives

1. Encourage the use of the Red Cedar Trail and Junction Trail.
2. Improve signage to tourism locations.
3. Increase connections to the river and lake.

Programs, Policies, and Actions

1. Continue extending the Junction Trail corridor and look for potential ways to expand the system.
2. Create a wayfinding system throughout the City.
3. Continue to promote the natural resources of the area to increase tourism.
4. Work with other agencies in improving the water quality of Lake Menomin.
5. Support the Menomonie Chamber of Commerce's efforts to promote bicycling in the area.

Goal 7: Soften the boundaries between commercial and residential areas.

Objectives

1. Promote new human scale development that follows the stylistic appearance of surrounding residential properties.
2. Reduce and eliminate light pollution of commercial areas in neighborhoods.
3. Reduce street frontage of parking lots near neighborhoods and housing.
4. Review and revise the City's Neighborhood Office District zoning classification when necessary.
5. Review and revise City regulations for landscape and buffer requirements when necessary.

Programs, Policies, and Actions

1. Develop design standards for new businesses to incorporate into their building, landscape, and parking lot designs.

Chapter 7: Community Facilities

Introduction

The types of services and facilities a community offers to its residents and surrounding population can indicate the quality of life in that community. They can also attract new residents who are looking for a quality community to live. Services and facilities found in the City of Menomonie include parks, schools, medical facilities, libraries, arts centers and emergency services.

Although the City is not the provider of all of these services and facilities, it can work with other entities to ensure their long-term future in Menomonie.

City Hall

Municipal offices for the City of Menomonie are located on the third floor of the Dunn County Government Center located at 800 Wilson Avenue (see *Map 7-1*). The municipal offices housed at City Hall include the offices of the Mayor, City Administrator, City Clerk, City Treasurer/Comptroller, Building Inspector, Public Works Director and the City Council. The existing space is adequate for the number of staff working at City Hall which has remained fairly constant.

The City leases its office space from Dunn County. Currently, the City has lease through 2024 with an option to extend the lease to 2034.

Public Works

The Public Works Director works closely with the Mayor and City Administrator and serves as an advisor to the City Council. The Public Works Director is responsible for all utilities provided to the citizens of Menomonie by overseeing the Street, Water, and Wastewater Departments. The Public Works Director's office is located in City Hall but related offices are in other locations throughout the City. The City, maintains a 5-year Capital Improvements Plan that identifies specific needs for each department that is reviewed and updated each year.

Street Department

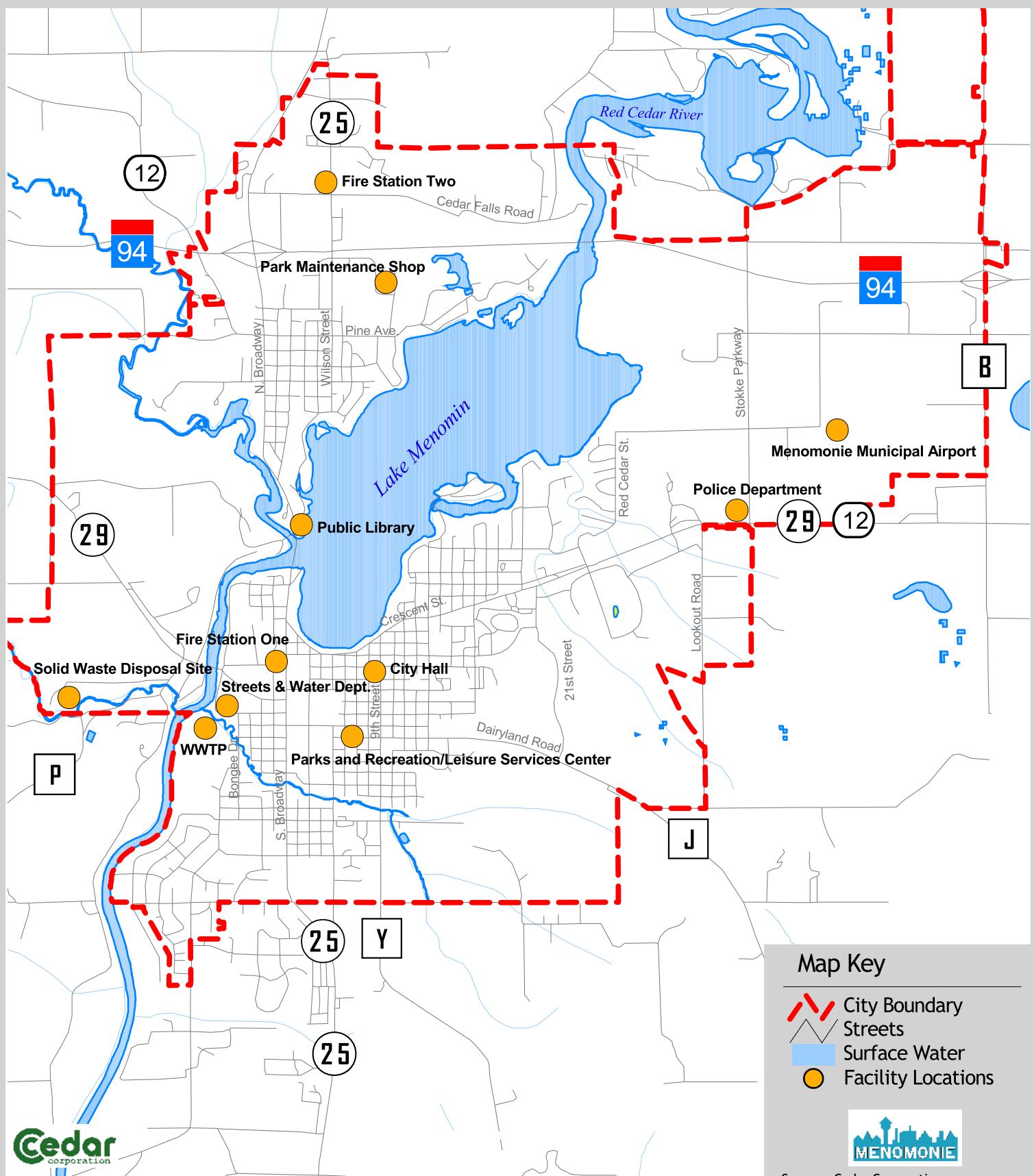
The Street Department and Water Department share the City Shop located at 621 11th Avenue West. The City Shop and associated buildings are located on approximately 16 acres of land. The Street Department is responsible for street sweeping, snow and ice removal, crack filling, patching and other street related maintenance as well as tree maintenance, storm sewer maintenance and sidewalk maintenance.

Current facilities include offices, outdoor storage, cold storage, heated garage, and salt storage. Long term needs would be additional cold storage for equipment and supplies.

Community Facilities

City of Menomonie

Map 7-1



Water Department

The Water Department is responsible for the maintenance of the water distribution service which includes water mains, towers, wells, hydrants and meters. The Water Department shares the offices, outdoor storage, cold storage, and heated garage with the Street Department. It also utilizes one half of a garage located at the WWTP. Long term needs would be additional heated garage space for vehicles that are currently kept outside during the winter.

Sewer Utility

The Wastewater Utility provides wastewater treatment and analysis for the City of Menomonie. The wastewater treatment plant is located at 620 11th Avenue W. on approximately seven acres of land.

Recent improvements to the WWTP were completed between 2010 and 2011. These included improving the accessibility and safety of the headworks building, a new building and gas handling system with a boiler to process methane which is used to heat the sludge in the north digester, one new digester cover, and the installation of new mixers on both digesters.

Electrical upgrades were completed to the plant and new Supervisory Control and Data Acquisition system (SCADA) on all the lift stations and at the WWTP.

The Sewer Utility maintains a 5-Year Facilities Plan. Future improvements may be needed to address mandated phosphorous levels. The existing site has room to further expand the WWTP in the future.

Solid Waste Disposal Site

The City's Solid Waste Disposal site is located at 1601 Gilbert Creek Road and covers approximately 95 acres. Much of this land is occupied by three closed storage cells. Two were used for municipal waste while the third was for construction waste.

The site has dumpsters for solid/household waste and bins for recyclables. The dumpsters are taken to the Dunn County Transfer Station when full. A compactor on site would allow the City to put more waste in the dumpsters.

Menomonie residents may bring leaves, grass clippings, clean wood, branches, brick, concrete, metal and other recyclables to the site. Residents can also take compost and wood chips free of charge when available. The City brings sand that is swept off the streets to the site as well.

The WDNR recently required that the City move its compost piles further away from Gilbert Creek reducing the amount of space available for composting. An additional two to three acres of land would be needed in order to compost all of the materials it could collect.

Parks and Recreation

The Menomonie Parks and Recreation Department is the provider or facilitator of recreation services, programs, and facilities for the citizens of Menomonie. The Department organizes year round recreational activities and maintains approximately 380 acres of City-owned property.

City of Menomonie 2016-2036 Comprehensive Plan

The Parks and Recreation Director and staff have their offices in the Leisure Services Center which is located at 1412 6th Street while the office of the Parks Supervisor, located in the Park Maintenance Shop, is located in Wakanda Park at 1901 Wakanda Street.

The Leisure Services Center is also used by the Shirley Doane Senior Center and after school programs. The public may rent out rooms in the Center. The Center currently serves the senior's needs. The Center is located on 1.8 acres of land which has the capacity for future expansion of the facility if needed.

The Menomonie Parks and Recreation Department maintains a 5-year Parks and Recreation Plan which was updated in 2013. This document serves as the main planning document for parks and recreation needs.

The Park Maintenance Shop houses the offices of the Park Supervisor and staff. There is also heated and cold storage space for equipment and supplies. There is also some outdoor storage of materials. There are two additional buildings in Wakanda Park that the Parks and Recreation Department and other City departments use as shared storage space.

Storage bins or possibly fencing/screening is desired at the Park Maintenance Shop to preserve the view from the new baseball field located near the Shop.

Police Department

The Menomonie Police Department is located at 615 Stokke Parkway in the Dunn County Judicial Center. The City rents its space in the Judicial Center and has a 20-year lease with Dunn County.

The Dunn County Judicial Center facility also houses the Dunn County Sheriff's Department, Dunn County Jail, Dunn County Courthouse and Dunn County Emergency Communications Center.



The current space is meeting the needs of the Police Department but any additional staff may require an analysis of the existing space to accommodate the future needs. An additional interview room for juveniles is desired and expanded indoor parking for vehicles is a long-term goal.

The Menomonie Police Department also has a recently renovated shooting range located at the Solid Waste Disposal Site. The Police Department also utilizes storage space in Wakanda Park.

Fire Department and EMS

The Menomonie Fire Department serves the City of Menomonie as well as rural areas that surround the City including the Village of Knapp and Towns of Dunn, Lucas, Menomonie, Red Cedar, Spring Brook, Tainter, Weston, and Sherman. All fulltime fire fighters are cross trained to provide fire, EMS, and rescue services.

City of Menomonie 2016-2036 Comprehensive Plan

The Menomonie Fire Department operates out of two fire stations located at 116 West Main Street and at 2417 Wilson Street. Station Two was completed in 2008 and incorporated a wide range of sustainable features in its design. Station One has limited options for expansion because it is located in the downtown and there is little to no room for expansion. Station Two is located on 3.2 acres of land and occupies approximately half of the parcel. The building was designed to be extended to the north. Long range needs may require the expansion of Station Two or the construction of a third station.

Menomonie Municipal Airport

The recently completed improvements to Menomonie's Municipal Airport (Score Field) have increased the accessibility to the City by air travel. The airport improvement project included the construction of a new primary east/west runway 5040 feet in length by 75 feet in width. The project also included the upgrading of navigational aids with the installation of new medium intensity runway lights (MIRLS), runway end identifier lights (REILS), and a visual approach decent indicator (VADI/PAPI).

In 2010, the Airport completed a new 2,500 sq. ft. terminal which includes a conference room, pilot's lounge, pilot's flight planning room, lobby, manager's office, and kitchenette. The new terminal features geothermal heating. Parking facilities were upgraded and 11 acres of land were purchased for future airport needs.

The Menomonie Municipal Airport replaced all of their runway lighting with new LED lights and repaired/upgraded the electrical vault in 2013. Future project plans include pavement repairs, fuel storage/dispenser improvements and infrastructure improvements (taxiways and utilities) to support additional private hangars on the airport. The airport overlay zoning ordinance continues to support airport friendly growth around and near the airport.

The City of Menomonie should continue to promote and support the use of its Municipal Airport for corporate and private aviation travel.

More information regarding the Menomonie Municipal Airport can be found in Chapter Four.

Menomonie Public Library

The Menomonie Public Library is located at 600 Wolske Bay Road and is part of the Indianhead Federated Library System (IFLS). The Library was designed by architect John Howe between 1983-1986. Howe is notable for his association with the Taliesin Fellowship of Frank Lloyd Wright, working as an apprentice from 1932 to 1964, and the library's design shows the influence of the Prairie style that Wright is famous for.

The City of Menomonie owns the building but the library is managed by the Menomonie Municipal Library Board. Recent improvements include upgrades to the HVAC/mechanical systems, elevator, ADA accessibility to the outdoor stage, and bicycle parking infrastructure.

The Library maintains a Long Range Plan for Library development, currently for 2013 – 2017. The plan outlines



City of Menomonie 2016-2036 Comprehensive Plan

goals for the next five years for community awareness, facilities and space, funding, new populations, programming and services, technology, and outreach.

The Library site has limited room for expansion due to the proximity to Lake Menomin, development to the north, and Wolske Bay Road. Conceptual drawings were completed in the past showing a future addition to the Library.

Health Care Facilities

There are two main healthcare providers in the City of Menomonie (see Map 7-2). The Mayo Clinic Health System – Red Cedar in Menomonie, in partnership with Mayo Clinic, provides health care services and direct access to highly specialized care if the need arises. The Mayo Clinic Health System is located at 2321 Stout Road.

The Marshfield Clinic Menomonie Center is a primary care clinic staffed by family medicine physicians and is located at 3603 Schneider Avenue in the Stout Technology Park.

The Neighbors of Dunn County is a non-institutional nursing home designed neighborhood facility constructed in 2013. The Neighbors of Dunn County was designed to be more home-like and less institutional with living rooms, kitchens, dens, porches, patios, private bathrooms in each private room. Some of the many services include physical, occupational and speech therapy, rehabilitation services, Alzheimer's/dementia care, and long-term care.

Child Care Facilities

Child care facilities are licensed by the Wisconsin Department of Children and Families. Currently, there are 16 licensed facilities in the City of Menomonie. The most common reason for the need for child care facilities is to provide parents with a place that provides care and supervision of a child or children while the parent or parents works.

Schools

Education is often a major consideration for why families relocate to an area. Menomonie offers a wide variety of educational opportunities including an excellent public school district, a technical college and a university in the University of Wisconsin System.

Within the City of Menomonie there are three public elementary schools (Wakanda, River Heights, and Oaklawn), one public middle school (Menomonie Middle School), and one public high school (Menomonie High School).

There are also three private schools in Menomonie. These include the Immanuel Baptist Church School, St. Joseph Catholic Elementary School, and St. Paul's Lutheran School.

Technical Colleges and Universities

The Chippewa Valley Technical College (CVTC) has five campuses located throughout West Central Wisconsin. The Menomonie Campus offers Associate Degrees, Technical Diplomas, certificates, as well as opportunities to complete many general education credits needed for graduation.

City of Menomonie 2016-2036 Comprehensive Plan

The University of Wisconsin-Stout is an integral part of Menomonie's community as well as the landscape. Stout's clock tower is a very recognizable feature and can be seen from miles away. UW-Stout was founded as an experiment in industrial education back in 1891 when James Huff Stout opened the Stout Manual Training School. UW-Stout has kept its professional focus to this day and is now designated as "Wisconsin's Polytechnic University." Academic strengths include fields in business, management, technology, and applied arts. There are over nine thousand students enrolled at the University.



Museums and the Arts

The City of Menomonie is home to several prominent museums and arts facilities.

The Mabel Tainter Center for the Arts was constructed in 1889 and is located on Main Street in downtown Menomonie. This Center for the Arts is a fully functional Victorian era theater with a year round performing arts season featuring nationally recognized artists. The Mabel Tainter Memorial Theater, a designated Wisconsin Historical Site, is listed on the National Register of Historic Places.

The building underwent a major restoration of the entire structure which included the installation of new plumbing and electrical wiring, a sprinkler system, and ADA improvements including an elevator. Interior rehabilitation was done as well.



The Wilson Place Museum/Mansion was built in 1859. It was originally a large colonial-style house with a pillared porch. It provides a glimpse into the life of Captain William Wilson, a principal in the Knapp, Stout & Company, founder and first mayor of the City of Menomonie. When Wilson died in 1892, it became the home of his daughter Angelina and son-in-law James Huff Stout, another principal in the lumber company, and civic leader who established several learning institutions that would eventually become what is known today as the University of Wisconsin-Stout. James Huff Stout was also the area's first state senator. The Wilson Place Museum/Mansion is currently only open for special events.

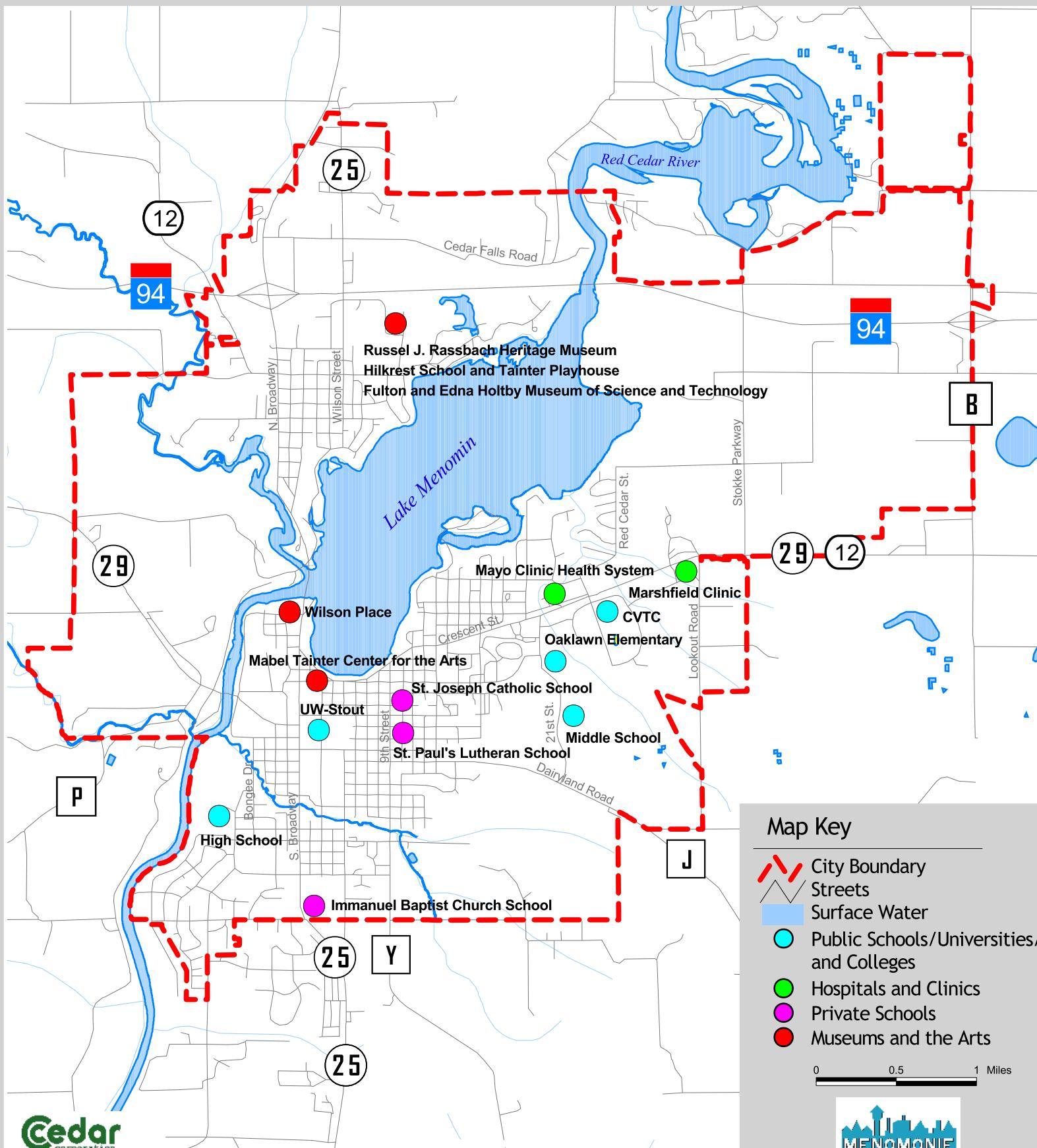
The Russell J. Rassbach Heritage Museum interprets the history of Dunn County through its extensive collection of artifacts and new exhibit areas. Along with new exhibits, their facilities include an auditorium, headquarters for the Dunn County Genealogical Society and a family research library. The museum is located in Wakanda Park and is home to the Dunn County Historical Society.

The Hilkrest School and Tainter Playhouse are now both located on the grounds of the Russell J. Rassbach Heritage Museum. Originally situated in Sherman Township, the 19th century Hilkrest School is a classic example of the one-room country schools that were common in Dunn County until the 1960's. It was moved to the Dunn County Fairgrounds in 1962-63 where it was open through the 2006 fair. The Tainter Playhouse was used by the children of Andrew Tainter, who was one of the founders of the Knapp, Stout & Co., Company lumber empire. It was moved to the Dunn County Fairgrounds in 1965 where it was open through the 2006 fair.

Additional Community Facilities

City of Menomonie

Map 7-2



City of Menomonie 2016-2036 Comprehensive Plan

The Fulton and Edna Holtby Museum of Science and Technology is adjacent to the Russell J. Rassbach Heritage Museum. The Museum features 15,000 square feet of exhibit space and working shops focused on applied technology. The museum will feature Mr. Holtby's extensive shop and a collection of models designed and manufactured.

Social Service Organizations

Social service organizations are public or quasi-public establishments that provide social or rehabilitation services to disadvantaged, distressed, or vulnerable persons or groups. There are over twenty social service organizations in Menomonie that serve the City and Dunn County residents. These offer a wide range of services. Representative organizations include:

The Bridge to Hope provides shelter, support, information, and referrals to people affected by domestic violence, sexual assault, and human trafficking.

Reach, Inc. is a private non-profit organization whose mission is to provide opportunities for adults and children with disabilities to promote self-determination and full participation in the community regardless of their ability

Stepping Stones of Dunn County provides three separate programs designed to prevent hunger, homelessness and isolation throughout Dunn County.

Cemeteries

There are ten cemeteries in or near the City of Menomonie. Of the ten cemeteries, six are nondenominational and four are affiliated with a church. Most of the cemeteries in Menomonie are 100 years old or older and the Evergreen Cemetery is listed on the National Registry of Historic Places. It was designed by landscape architect William French of Chicago and is significant for following the English pastoral layout instead of following the more typical grid pattern.

The cemetery organizations in Menomonie do not foresee a need for expansion of their cemetery land. This is partly because there are still burial plots available for purchase, but largely because cremation is becoming the preferred means for burial.

Community Facilities Goals, Objectives, Programs, Policies & Actions

Goal 1: Support planning efforts that examine the short term and long term needs of City provided services and facilities.

Objectives

1. Maintain the high quality services and facilities currently provided to City and area residents.
2. Examine ways to reduce long-term costs associated with providing services and facilities to City and area residents.
3. Anticipate the future needs of services and facilities to serve City and area residents.

City of Menomonie 2016-2036 Comprehensive Plan

Programs, Policies, and Actions

1. Continue to update the City's Capital Improvements Plan to prioritize and budget facility and infrastructure needs.
2. Conduct needs assessments or feasibility studies for City Departments that have identified substantial future staff and/or space needs.
3. Continue to update the City's Parks and Recreation Plan that inventories the parks inside the City's boundary, evaluates park and recreational needs, and prioritizes future projects.
4. Design new City facilities that will allow for future and cost effective expansion when additional space is needed.
5. Identify parcels of land in or adjacent to the City that would be suitable for new or expanded services and facilities.
6. Evaluate opportunities to work with other entities to provide services or facilities for City and area residents (ex: Working with UW-Stout and the Menomonie Area School District to provide recreational facilities).
7. Offset the cost of new or expanded facilities by identifying grants and other funding mechanisms.

Goal 2: Locate new or expanded services and facilities for the City or other entities in areas that are accessible to the public.

Objectives

1. Ensure that City and other services and facilities are easily accessible.

Programs, Policies, and Actions

1. Evaluate access to safe vehicle, transit, bicycle, and pedestrian infrastructure when evaluating the location for a new or expanded facility.
2. Locate new facilities in areas that support compact and orderly growth or downtown redevelopment.
3. Work with groups to help them find the best locations for new facilities.
4. Review the future land use chapter when evaluating locations for new facilities.

Goal 3: Provide quality and efficient facilities to the greatest extent possible.

Objectives

1. Construct facilities that present a positive image of the community and set standards for new facilities by other entities.

Programs, Policies, and Actions

1. Explore options to reduce energy consumption in existing or new services and facilities.
2. Evaluate access to vehicle, transit, bicycle, and pedestrian infrastructure when designing new or expanded facilities.
3. Incorporate quality design, to the greatest extent possible that complements surrounding design when appropriate.
4. Create a unique identity for the City of Menomonie.

Chapter 8: Utilities

Introduction

Public utilities are essential for the growth of any community. It is important that public utilities are maintained and have capacity to meet existing and future residential, commercial, industrial, and City needs.

This section provides an overview of existing systems and capacities of the City's water supply and distribution system, sanitary sewer system, and stormwater sewer system. It will also review energy and telecommunications infrastructure that is vital to the growth of the community.

Because it is difficult to predict when and where development will occur or when a piece of the City's utility infrastructure may fail, this chapter will not identify specific utility projects to be completed in the next five to ten years. The City maintains a Capital Improvements Plan (CIP) that evaluates utility infrastructure need on a yearly basis. The CIP is a fluid document that allows the City to identify, prioritize, and budget for utility infrastructure needs in an efficient manner.

Water Supply and Distribution System

The purpose of the water supply and distribution system is to provide water, for drinking, industry, business, and fire protection to all properties within the City of Menomonie's service area.

Raw, untreated water is drawn from three wells in the Mount Simon Aquifer. The water enters a clear well. The clear water storage provides several benefits; it provides contact times for disinfectants, like chlorine, and it also provides some additional storage which can be used during peak demands.

The water is then pumped into the system by booster pumps through sand filters which help remove iron and manganese. These are removed to improve the color and taste of municipal water as well as reducing mineral build-up in pipes and fixtures. Fluoride is also added to the City's drinking water.

The boosters pump water into the system of mains and to the elevated storage towers. Water towers provide storage of the City's water and provide the head pressure needed to move the water through the distribution system. The water stored in the towers is used for everyday demand and also in times of larger demand (dry weather) or in times of emergency such as fighting fires in the City.

The water supply and distribution system is comprised of three wells—all treated, three water towers, three water treatment plants, three clear water reservoirs with booster pumps, and approximately 100 miles of water main distribution system consisting of mains ranging from 4" to 20" in diameter.

Table 8-1 shows the pumping capacity and clear water storage for the



City of Menomonie 2016-2036 Comprehensive Plan

three municipal wells. The statistics below represent water produced in 2014.

- Total pumping capacity of the three wells is 5,328,000 million gallons per day if the pumps are run 24 hours per day, 7 days per week.
- City of Menomonie wells produced 747,780,000 gallons of water.
- The maximum produced in one day was 3,090,000 gallons.
- The minimum produced in one day was 1,130,000 gallons.
- The average consumption of water in the City was 2,048,700 gallons per day.

The City is exploring the possible replacement of Well #3 due to damage to the well casing. Well #3 was inoperable for several months in 2014. This required running Well #4 and Well #6 for longer times than recommended. The City is also considering locations for a fourth well. This would allow one well to be shut down without compromising the integrity of the other well pumps or service to the consumers.

The highest demands for water typically are seen in the summer months when people water their lawns and gardens. New business and industry, especially if they are high water users will affect future water use.

Table 8-1: City of Menomonie Wells

Wells	Pump Capacity (Gallons Per Minute)	Treatment	Clear Water Storage
#3	1300 gpm	Yes	55,000 Gallons
#4	1200 gpm	Yes	69,000 Gallons
#5	Abandoned		
#6	1200 gpm	Yes	65,000 Gallons

Source: City of Menomonie

Table 8-2 shows the maximum storage capacity of City water towers. Tower #3 has 400,000 gallons allocated to Cardinal Glass that can be used during emergencies.

Table 8-2: City of Menomonie Water Towers

Towers	General Location	Maximum Capacity
#1	South tower - Fairgrounds	750,000 Gallons
#2	North tower – 28 th Avenue	400,000 Gallons
#3	Industrial Park	750,000 Gallons

Source: City of Menomonie

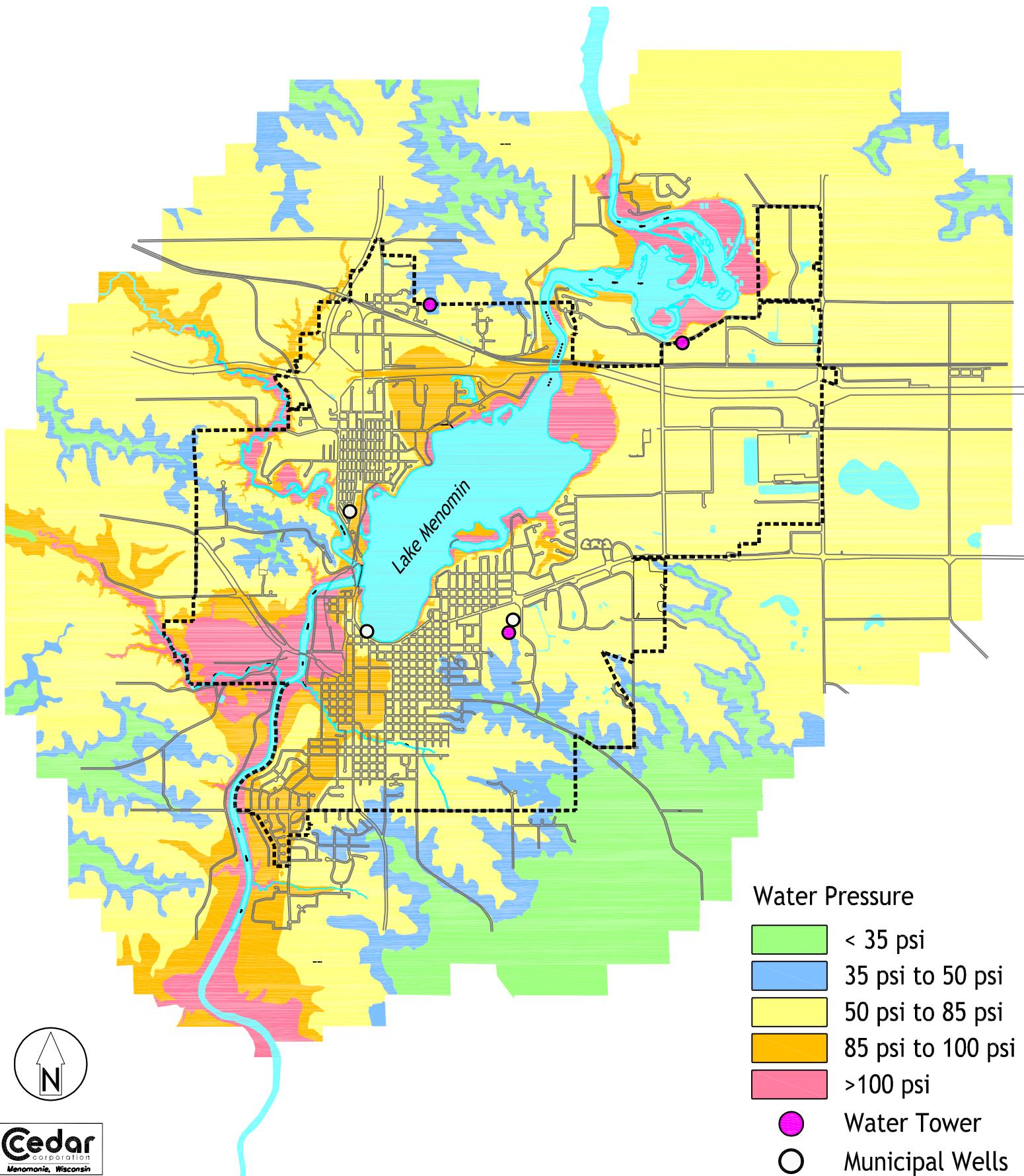
Map 8-1 shows water pressure zones within the planning area. Areas with less than 35 psi are considered low water pressure zones and do not meet the state's minimum normal static pressure requirements for water distribution systems. Low pressure zones may discourage growth in these areas by making it more expensive. These areas would require a booster station which may be cost prohibitive for some developers.

Common issues that communities face are preventing water loss and providing additional fire protection. The City of Menomonie addresses these issues by replacement of old water mains and small diameter water mains with larger ones. Also water system looping, which minimizes "dead ends", is done when feasible to improve water quality and pressure.

Water Pressure Zones

City of Menomonie

Map 8-1



City of Menomonie 2016-2036 Comprehensive Plan

Galvanized water main pipes and services are also replaced whenever possible as they are prone to leaking.

The City of Menomonie Water Department routinely monitors the drinking water for contaminants according to Federal and State laws. An Annual Water Quality Report is prepared and made available to the public.

The City will be updating its 2009 Water System Demand and Capacity Study shortly. This study will determine the need for future upgrades to the system based on estimated residential, commercial, and industrial growth. It will also determine whether the City may need new infrastructure such as wells, booster stations, or elevated storage.

Menomonie's water supply and distribution system has adequate capacity to meet needs in the foreseeable future.

The Public Service Commission (PSC) works with Wisconsin water utilities to add water conservation and efficiency measures into water supply planning and to promote customers' efficient and sustainable use of water. These efforts can reduce wasteful consumption and reduce the need to invest in increasing ground water and wastewater capacity. A small number of communities in Wisconsin have instituted Water Conservation Credits which provide financial incentive for reduced water use.

As a community, residents can conserve groundwater by incorporating new technology in their homes. Dual flush toilets, low flow water fixtures, high efficiency dishwasher and high efficiency clothes washers all reduce the amount of water needed for each task. Native plants used in landscaping also reduce the need for watering because the plants have adapted to our climate.

Sanitary Sewer System

The City owns and operates an extensive sanitary sewer system to serve sewage disposal needs and treat waste prior its discharge into the Red Cedar River. The system is comprised of 71 miles of gravity sanitary sewer mains, and 17 lift stations which convey sewage to the wastewater treatment plant at 620 11th Avenue W (see *Map 8-1*). An average 1.43 million gallons per day of wastewater is treated (2014), with a design capacity of 2.9 million gallons per day. Solid waste (sludge) remaining after the treatment process is applied to local farmland during summer months and stored in a 1,800,000-gallon facility during winter conditions.

Menomonie's sanitary sewer system underwent upgrades in 2009-2010 to keep pace with population growth and new commercial and industrial development along with Wisconsin Department of Natural Resources discharge permit requirements. The most recent improvements included the following:

- New headworks building for pumping and screening
- New primary sludge pumps
- New sludge heater, recirculation pumps, and cover for the North Digester
- New mechanical mixers for the North and South Digesters
- New SCADA system
- New roof on the main control building.

Most of these improvements were completed to replace aging equipment and increase capacity.

City of Menomonie 2016-2036 Comprehensive Plan

New phosphorous rules will require the City to look at ways to meet low level phosphorous limits of 0.1 mg/L which has to be met by 2019. Options to meet these new levels may include mechanical or chemical treatment, water quality trading, or adaptive management. According to the Wisconsin DNR,

Water quality trading may be used by Wisconsin Pollutant Discharge Elimination System (WPDES) permit holders to determine compliance with water quality-based effluent limitations (WQBELs). Generally, water quality trading involves a point source facing relatively high pollutant reduction costs compensating another party to achieve less costly pollutant reduction with the same or greater water quality benefit.

In 1997, Wisconsin created three pilot areas for water quality trading to occur including the Red Cedar River Watershed. A phosphorus trading program was implemented in the Red Cedar River Watershed though, to date, many facilities chose to comply with technology-based phosphorus limits.

Although similar, water quality trading is not the same thing as adaptive management. Water quality trading can be used to comply with a range of pollutants, whereas adaptive management focuses on compliance with phosphorus WQBELs solely. Phosphorus trading and adaptive management may appear similar because both options allow point sources to take credit for phosphorus reductions within the watershed.

At this time, the best options for Menomonie have not been determined.

As Menomonie continues to grow, the sanitary sewer system must be monitored and analyzed to identify components requiring upgrades and prioritize construction of the improvements. Increasing wastewater flows may require collection system modifications such as larger sewer mains or increased lift station pumping capacities.

The wastewater treatment plant presently has sufficient excess capacity to accommodate additional flow. Improvement projects are detailed in the City's Capital Improvement Plan which is updated on a yearly basis and the Facilities Plan. The Facilities Plan, which will be updated in 2015 and will identify needs and prioritize necessary upgrades to address phosphorus regulations.

Private On-Site Wastewater Treatment Systems (POWTS)

Not all residents are connected to the City's sanitary sewer system. In these cases, wastewater treatment needs are provided by Private On-Site Wastewater Treatment Systems (POWTS). POWTS are commonly referred to as septic systems or holding tanks.

Dunn County issues permits for septic systems in the City of Menomonie. Septic systems need to be visually inspected at least once every three years and holding tanks require a service contract between the holding tank owner and pumper. The County notifies residents when inspections are required and residents must arrange for the inspection of their septic systems. The results of the inspection are filed at the County. Failing septic systems and holding tanks can result in groundwater contamination which is expensive to mitigate.

Menomonie municipal code allows POWTS when sanitary sewer is not available. Once available, you must connect at the time when the property ownership transfers or the county or

City of Menomonie 2016-2036 Comprehensive Plan

state determines that the system is failing. Although it is desired that all residents and businesses are connected to the City's sanitary sewer system, low density development and development on the fringes of the City can be cost prohibitive at the time of development. Currently, there are approximately 150 permits for POWTS issued in the City of Menomonie.

Sanitary Sewer Service Area

The Menomonie Sewer Service Area is defined as the area where sanitary sewer can be extended. The purpose for this area is to project future needs for sewer service in the City of Menomonie. It is a tool to protect water quality by directing growth away from environmentally sensitive areas (steep slopes, wetlands, floodplains) likely to impact water quality and provide the basis for community officials to direct growth while protecting environmental, social and economic concerns.

Any sewer extension to serve a residential development (one and two family housing) and sewer extension and/or hookups for commercial buildings and multi-family housing larger than a duplex, must be checked against the sewer service area plan and map (see Map 8-2) to ensure that neither encroaches into environmental corridors. Environmental corridors include steep slopes (20% or greater), wooded areas, wetlands, and floodplains.

The City of Menomonie created its first Sewer Service Area Plan in 1993. The current plan expires in 2015 and will be updated with the assistance of West Central Wisconsin Regional Planning.

Storm Sewer System

Most of the developed area of the City is adequately served by storm sewer. The majority of the outlying areas will drain to the existing natural waterways, thus eliminating the need for larger sized interceptors.

Stormwater runoff from the City is conveyed through a network of storm sewers and open channels to Lake Menomin, the Red Cedar River or is infiltrated on-site. Following 2004 all new development and redevelopment are required to follow Menomonie's Stormwater ordinance and control storm water quality and quantity leaving the development site.

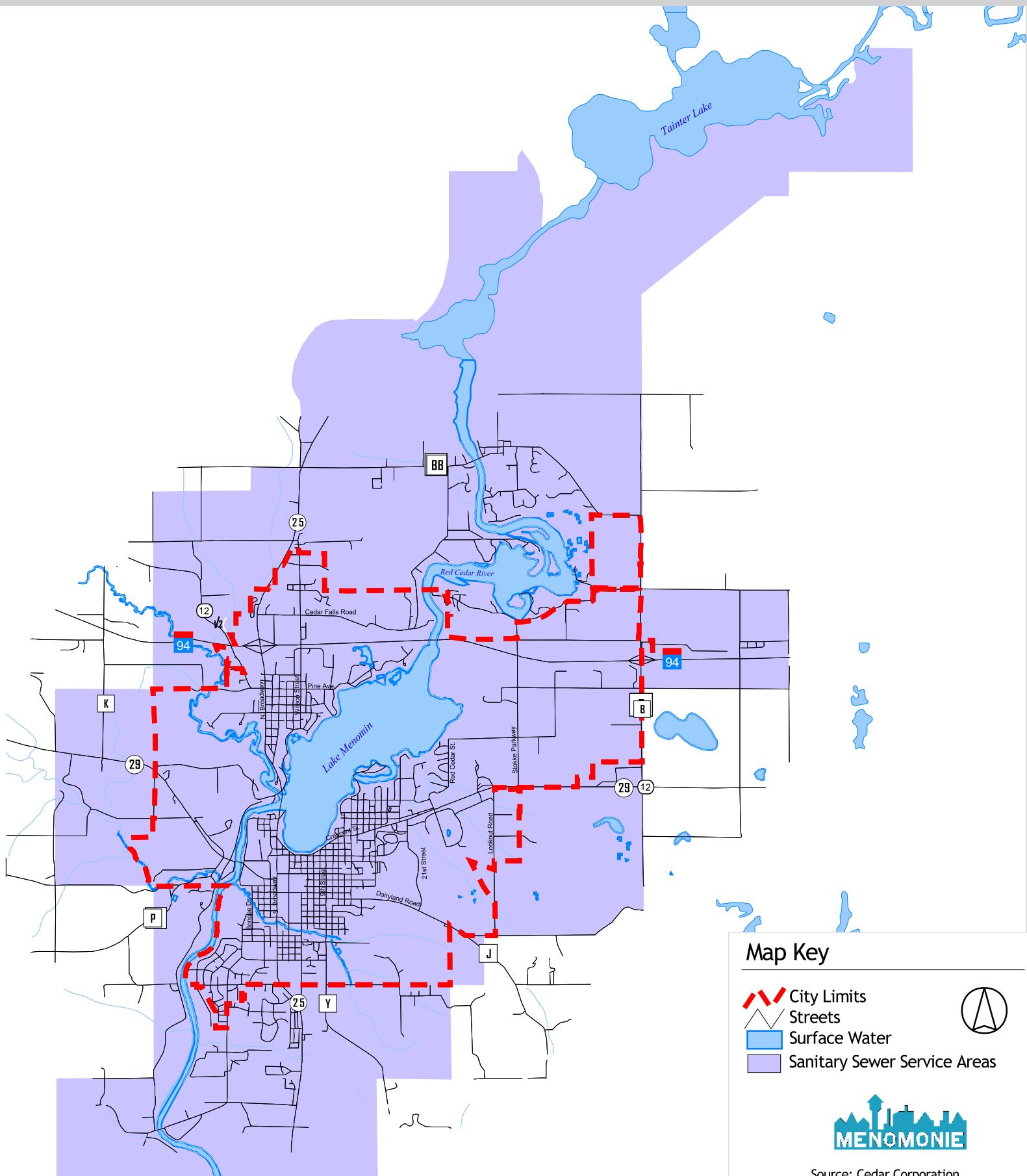
The soils within the City's Industrial Park are suited for infiltration of stormwater although precaution must be taken to avoid groundwater contamination from some stormwater runoff from some types of industries.

The City of Menomonie is a permitted MS4 (Municipal Storm Sewer Service System) community. As a permitted MS4 community the City has a stormwater utility to help the City meet their permit requirements of treatment, erosion control, illicit discharge inspections and mitigation, pollution control, education, and public outreach.

The City of Menomonie established a Storm Water Utility effective starting January 1, 2008. Revenues from the Storm Water Utility are used to comply with state and federal mandates regarding outreach and education, detection and elimination of illicit discharges, construction of water quality treatment systems.

Sanitary Sewer Service Areas City of Menomonie

Map 8-2



City of Menomonie 2016-2036 Comprehensive Plan

The City has been active in educating residents on stormwater issues specifically on incorporating rain gardens on residential properties, composting, and the use of rain barrels.

The City of Menomonie belongs to the Chippewa Valley Storm Water Forum. The Forum sponsors an education campaign called *Rain to Rivers...Wise Choices for Cleaner Waters*. The Chippewa Valley Storm Water Forum is a partnership between eleven Lower Chippewa Valley Area municipalities and Eau Claire and Chippewa Counties, with support from UW-Extension, and the Wisconsin Department of Natural Resources. The forum facilitates the coordination of information and education programs among the different members.

In 2014 the City completed an amendment to its Urban Stormwater Plan. The purpose of the Plan is to show how the City of Menomonie can continue to prevent, treat and mitigate the impacts to surface waters from agricultural lands, construction sites and urbanization. By following this Plan the City will ensure that stormwater runoff is managed in the following manner:

- Implementation of non-structural best management practices (BMPs) such as street-sweeping, curbside pickup of lawn debris and public outreach.
- Structural BMPs that can be retro-fit into existing development areas.

Recommendations have been listed within the City of Menomonie's Urban Stormwater Plan for areas that need improved stormwater management practices. The City has also been active and successful in applying for DNR Grants to meet the recommendations set forth in the Urban Stormwater Plan. The City will likely continue to apply for these grants as new stormwater projects are planned.

In the next 5-10 years the City will focus on creating two to three regional stormwater treatment ponds as identified in the amended Urban Stormwater Plan. The City is exploring whether Low Impact Design and Minimum Impact Design Standards (LID/MIDS) are applicable to the City of Menomonie. Ordinance changes based on this study may be forthcoming.

As a part of the recently EPA approved Red Cedar River Total Maximum Daily Loads (TMDL), the City of Menomonie is required to reduce the amount of phosphorus leaving the City via stormwater. The City is an active participant in the writing of the TMDL implementation plan which will help meet the TMDL prescribed goals.

Energy Systems

Electric power is supplied to Menomonie by Xcel Energy from power plants in Minnesota and by the hydro power from both the Menomonie and Cedar Falls dams. There are also two substations in Menomonie, one at the dam near Stout's North Campus (Menomonie Substation), and one in the Industrial Park (Red Cedar Substation).

Xcel Energy's Red Cedar Substation has available electric capacity to serve the future electric requirements for the Menomonie Industrial Park and the Stout Technology Park. The current supply meets demand and Xcel has the ability to expand its infrastructure to meet future demand as well.



City of Menomonie 2016-2036 Comprehensive Plan

Currently, most of the electric power distribution system is above ground but is typically placed underground around schools and in new development when requested. Having all utilities underground improves community aesthetics and can greatly reduce weather related outages. At the same time, it can make it more difficult for utility providers to locate infrastructure problems and service them.

Xcel Energy also provides utility gas to customers in Menomonie. Menomonie is served by a loop feed from two Town border stations. Natural gas capacity is available to serve large manufacturing loads from either a 60 pound system served with a 4 inch plastic main along CTH B or 6 inch steel main on the north side of the Industrial Park.

The City of Menomonie does not have regulations for wind turbines or photovoltaic systems. The City will explore wind and solar regulations as these forms of power generation are becoming more common and less expensive.



Telecommunications Infrastructure

The availability and affordability of telecommunications services and devices has improved rapidly. People are becoming more dependent on the need to communicate for both business and personal matters. In the past, access to high speed internet may have depended on what side of the City you lived. Today, a combination of satellites, telecommunications towers, cell phones, tablets, and laptops allow you to communicate wirelessly almost anywhere in the world.

Most companies sell phone, cable television, and internet services combined or “bundled”. Companies such as 24-7 Telecom, Charter Communications and AT&T provide these packages locally. Companies such as DirecTV, Dish Network, and CenturyLink will partner with other companies to provide these services as well.

Wireless communications companies like Verizon, Sprint, T-Mobile, and others are also beginning to offer these services. Fiber optics is the newest service with limited availability in the City but is expanding.

Another option to provide telecommunications infrastructure to City residents and visitors would be to develop a community WiFi network. This type of network offers wireless public access.

The City of Menomonie regulates towers and antennas in the City but recent state regulations have reduced a community's authority to restrict the placement of towers. The City should review its current regulations and amend its ordinances as needed.

Utilities Goals, Objectives, Programs, Policies & Actions

Goal 1: Monitor the use and capacity of the water, sanitary sewer, stormwater, and other infrastructure to anticipate the needs of the community and provide them at a reasonable cost.

Objectives

1. Plan so that the demand for City utilities doesn't exceed the capacity to provide them to residents, businesses, and industries.
2. Minimize costs to repair and replace aging utility infrastructure.
3. Reduce the negative impacts of stormwater runoff on the quality of surface waters.

Programs, Policies, and Actions

1. Continue to update City planning documents (Stormwater Management Plan, Water Study, Urban Sewer Service Area Plan, etc) for utilities as needed
2. Reduce the amount of sand and salt applied to streets in the winter and explore alternative methods to keep the roads safe and to protect surface waters from the negative impacts of run-off.
3. Apply for grants such as Community Development Block Grants, WDOT Transportation Economic Assistance Grants, WDNR Stewardship or explore the use of a TIF District to help offset utility improvements.
4. Analyze and assess existing utility infrastructure capacities, environmental corridors, and land use needs to determine best areas for future development that can be served by utilities in a cost effective manner.
5. Consider utility rights-of-way needs when expanding roads and other infrastructure.
6. Incorporate low impact development strategies such as the use of swales, ditches, and rain gardens, to reduce the need and cost of providing stormwater infrastructure.
7. Explore the feasibility of implementing a City Wi-Fi system.

Goal 2: Promote energy and natural resource conservation methods and the increased use of renewable energy sources.

Objectives

1. Provide continued education to residents related to water and energy conservation.
2. Increase the use of renewable energy sources to meet residential, business, and industry needs.

Programs, Policies, and Actions

1. Review existing regulations related to solar and wind power and amend or create new regulations to allow the use of wind turbines and solar arrays in the City.
2. Utilize the City's website to continue to educate residents on ways to reduce the use of natural resources and energy.
3. Explore the creation of conservation credits to reward residents, businesses, and industry for reduced water usage.
4. Consider evaluating how much of the City's energy needs are provided by renewable energy sources and set goals to increase the use of these sources.

Chapter 9: Intergovernmental Cooperation

Introduction

Intergovernmental communication, coordination and cooperation can make a significant difference in the implementation and administration of a comprehensive plan.

Intergovernmental cooperation can be developed over time. This section explores the relationships between the City of Menomonie and other municipalities and agencies, identifies existing and potential conflicts, and offers processes to resolve conflicts and build cooperative relationships.

Administration

The City of Menomonie is in regular communication with adjacent and regional municipalities to promote consistency among their respective planning. Regular communication has resulted in various formal and informal agreements between the City and other communities and governmental units. These include:

- Contracting with the Dunn County Treasurer's Office to act as their agent in collecting real estate and personal property taxes for the city.
- Meeting quarterly with Dunn County and the Towns of Menomonie, Red Cedar, Dunn and Tainter to discuss various topics such as land use, transportation, development, and utilities.
- Meeting two to four times a year with other Cities and Villages in the Chippewa Valley to maintain relationships and discuss timely issues communities are facing.
- Joining with other agencies such as Momentum West, Dunn County Economic Development Corporation, and West Central Wisconsin Regional Planning Commission to discuss and plan regional economic development.

The City also holds weekly interdepartmental meetings with Administration, Parks and Recreation, Police, Fire, Public Works, Streets, Wastewater, City Engineer, and the Public Library to communicate plans and discuss needs.

Public Works

The City of Menomonie has two sanitary districts where it provides utilities to surrounding communities. The first district is in the Town of Menomonie where sanitary sewer service is provided to the Birch Terrace Mobile Home Park. The second sanitary district is in the Town of Red Cedar where water is supplied to the unincorporated community of Rusk. Other examples of intergovernmental cooperation include:

- Participates in bulk salt purchases through a state contract.
- Purchases paint for curbs, crosswalks, and centerline striping with the City of Eau Claire.
- Is a member of the Chippewa Valley Stormwater Forum that meets monthly to discuss stormwater education and outreach. The Forum consists of communities in the Chippewa Valley that have Municipal Separate Storm Sewer Systems (MS4) permits.

- The City provides sewer vactor truck and camera services to the Cities of Durand and Eau Claire when needed. The City of Eau Claire will also provide the same services to the City.

The Public Works Department is considering participating in a Public Works Mutual Assistance Agreement between Wisconsin Public Works Departments to coordinate mutual aid during times of emergencies, natural disasters and man-made catastrophes.

Police Department

The City of Menomonie is home to four distinct police agencies: State (for interstate purposes), County, UW-Stout, and the City of Menomonie. The Menomonie Police Department works with these agencies to share resources, equipment, and facilities to make their departments more effective. A list of equipment, facilities, and personnel is provided below by jurisdiction.

Equipment

Menomonie Police Department

- Owned and staffed forensic computer work station.
- Maintained and staffed Child Locater computer that was acquired by the Dunn County Sheriff's Department with a grant.
- Owned and staffed multimedia computer for security video capture.
- Varda Alarm unit owned by the Menomonie Police Department and made available to all county law enforcement

Dunn County Sheriff's Department

- Owned and staffed Automated Fingerprint Identification System (AFIS) work station.
- Simulations firearms training equipment that is used by trainers from the Dunn County Sheriff's Department and Menomonie Police Department.
- Child Locater computer- acquired by the Dunn County Sheriff's Department via a grant, maintained and staffed by the Menomonie Police Department
- Owned and operated Voice Stress Analysis Computer and software.
- Varda Alarm unit owned by the Dunn County Sheriff's Department and made available to all county law enforcement agencies.
- ID Maker software and capability available to all law enforcement agencies in Dunn County
- Red Man Suit
- Fiber Optic Camera for searching vehicles and enclosed areas
- Accident Reconstruction Equipment available with reconstruction deputy to other Dunn County law enforcement. Menomonie Police Department also has officers trained to do reconstruction.

Wisconsin State Patrol

- Provides assistance in accident reconstruction.

UW-Stout Police

- ID Reader used by MPD for underage party enforcement.
- Photo and image technology equipment and expertise.

Other

- Incident Command Vehicle for all Dunn County Emergency Providers.
- Records Software -jointly owned and utilized
- Water Patrol/Rescue -2 DNR boats (boat for river use, one boat for lake use) and one Menomonie Fire Department boat

Facilities

The Menomonie Police Department has an agreement to share facilities with Dunn County Sheriff's Department in order to coordinate and be more efficient. The following is a list of facilities shared among departments:

Menomonie Police Department

- Firearms Range. The Dunn County Sheriff's Department also supplies some maintenance supplies for the range.

Dunn County Sheriff's Department

- Training Room
- Fitness Room
- Locker Rooms
- Emergency Communications Center that serves all emergency services in Dunn County.

Human Resources

Menomonie Police Department

- Police Artist -Trained and supplied by the Menomonie Police Department
- The Menomonie Police Department provides personnel as members of the Eau Claire Regional SWAT team. The Eau Claire Regional SWAT team pays for training
- Provides one officer as a narcotics investigator who is a member of the West Central Drug Task Force
- Monthly investigators meetings (both within Dunn County and surrounding jurisdictions)
- Menomonie Police Department firearms instructors provide machine gun training for all Village officers (except Elk Mound P.D.)
- Provides a Youth Services Officer who responds to calls for service at the schools located within the City of Menomonie. They are responsible for investigating juvenile felony crime within the City and providing security for special school events and counsels the school administration on safety issues relating to law enforcement.

Dunn County Sheriff's Department

- Sheriff's Department Reserve Deputies -Hired by the Sheriff and available to assist the Sheriff and other law enforcement agencies in Dunn County for crowd control, special enforcement, etc. They can be used to supplement full time staff or to reduce the burden to full time staff.
- Provides one officer as a narcotics investigator who is a member of the West Central Drug Task Force
- Dunn County Sheriff's Department instructors provide firearm training for all municipal officers (except Elk Mound P.D.)

- The Sheriff's Department provides personnel as members of the Eau Claire Regional SWAT team

Other

- Chaplain Programs at both the Menomonie Police Department and the Dunn County Sheriff's Department. Available to other agencies.

Future Shared Resources

It is the intention of all branches of government to continue looking for ways to collaborate as much as possible, in an effort to use tax dollars wisely. Resource sharing is a good idea and future planning is in the works to find ways to collaborate in order to continue to add resources and equipment to all Emergency Service Providers in Dunn County.

- Covert Surveillance Equipment (video cameras, GPS tracking unit, thermo imagers, night vision equipment, high tech surveillance equipment)
- Joint shared squad car and equipment purchasing
- Information Sharing System -Protocol
- Juvenile interview room and procedure
- Grant writing to help finance new equipment and staffing when available

Menomonie is involved in a state-wide program: West Central Task Force Covert Operations comprised of 7 counties and 14 law enforcement agencies.

- The City Police will respond just beyond the city limits if the Sheriff is unavailable.
- One resource for the Police Department is the Mutual Aide Incident Command Center

Fire Department and Emergency Medical Services (EMS)

The Menomonie Fire and Rescue Department collaborates with a number of fire departments and agencies to provide the best service possible to residents in its service area as well as providing mutual aide to other departments when called upon. The main cooperative efforts include:

- The Menomonie Fire and Rescue Department serves the City of Menomonie and rural areas that surround the City including the Village of Knapp and Towns of Dunn, Lucas, Menomonie, Red Cedar, Spring Brook, Tainter, Weston, and Sherman. Services are funded through an annual contract with the Rural Fire Board and fees collected per incident.
- Participates in the voluntary Mutual Aid Box Alarm System (MABAS) which is a mutual aid measure that may be used for deploying fire, rescue and emergency medical services personnel in a multi-jurisdictional and/or multi-agency response.
- Receives 911 dispatches from Dunn County Emergency Communications.
- The Menomonie Fire and Rescue Department Advanced Life Support (ALS) ambulances assist surrounding EMS Departments with ALS intercepts.
- Takes part in the Mass Casualty Incident (MCI) Response Plan that encompasses a response area centered on I-94. The Menomonie Fire and Rescue Department is prepared to respond to mass casualty incidents within the county or outside if called upon.

City of Menomonie 2016-2036 Comprehensive Plan

- Participates in the Dunn County Medical Emergency First Responder Program.
- The Menomonie Fire and Rescue Department is designated as the county wide level "B" hazardous materials team provider for Dunn County and is in the preliminary process of becoming a Wisconsin Regional Type III hazardous material response team.
- Maintains the National Incident Management System (NIMS) NIMS that is designed to aid in managing any type of incident with a coordinated effort from fire, rescue, police, school, and government officials.
- Participates in the County Emergency Operations Plan (EOP) that is designed to get one person from each department into a central command area or Emergency Operations Center (EOC). This plan breaks down the responsibilities and tasks of each entity.
- Participates in a number of joint training sessions in the Dunn County 2 to 3 times a year that involve various Fire, EMS, Hazmat, and Law Enforcement Departments.

Library

Through its membership in the Indianhead Federated Library System (IFLS), a state-funded agency, the Menomonie Public Library is involved in cooperation with libraries in ten west central Wisconsin counties. Resource sharing services provided by IFLS include support for shared automated systems, internet access, and a telecommunications Wide Area Network. Other examples of how the library provides additional services to its patrons by working with other entities include:

- Being part of the MORE Libraries which is a consortium of libraries in Western Wisconsin that shares resources totaling more than a million items. Materials can be searched using the online catalog to find materials or find additional information at any of the MORE member libraries.
- Participating in the Interlibrary Loan service that is a free service that provides access to library materials (both academic and public) that the MORE consortium does not own.
- Providing digital downloads of audiobooks, e-books, music and videos to patrons through the Wisconsin Public Library Consortium, MORE, and OverDrive.
- Managing the Elk Mound Public Library

UW-Stout

City of Menomonie and UW-Stout Staff meet approximately every eight to ten weeks to discuss projects, collaboration, and potential issues. City Staff typically includes the Administrator, Public Works Director, Fire Chief, Police Chief, Building Inspector, and City Engineer/Planner. UW-Stout Staff typically includes the Vice Chancellor for Administrative and Student Life Services, Police Chief, Faculties Planning and Engineering staff, Parking Coordinator, and others based on topics for discussion.

School District of the Menomonie Area

The City of Menomonie and School District of the Menomonie Area (SDMA) have worked together on various projects including the creation of the Pedestrian Corridor and Safe Routes

to School Plan, securing land for the Wakanda Elementary School and playground facilities, utility and transportation planning during the site plan review process for new schools.

The City and the SDMA do not have regularly scheduled meetings.

Extraterritorial Zoning

State statutes authorize Cities and Villages to participate with Towns in the zoning of lands outside their incorporated boundaries. Although the City's legal extraterritorial zoning jurisdiction is three miles beyond corporate limits, it has adopted a 1½ mile planning boundary. The purpose of creating extraterritorial zoning is to minimize land use conflicts, provide for a smooth transition between urban and rural areas, and to promote joint planning of an area.

Zoning ordinances in the extraterritorial zoning district are adopted by a joint extraterritorial zoning committee that is made up of three City representatives and three members from each of the Towns included within the area proposed to be zoned. The City currently has an extraterritorial zoning agreement with the Town of Red Cedar which affects a small number of parcels outside the City's boundary to the northeast.

The City of Menomonie or the Town(s) must refer proposed changes to the joint zoning committee of the City and Town in which the zoning is in effect. Changes must be made by majority vote of the joint committee and the common council following a public hearing.

Dunn County Emergency Management

The City of Menomonie has adopted the Dunn County Natural Hazards Mitigation Plan. The purpose of the Plan is to evaluate the County's potential exposure to natural disasters and identify mitigation strategies. Participation in natural hazards mitigation planning is required to be eligible for Federal hazard mitigation grant dollars.

Existing Conflicts

The City of Menomonie meets regularly with adjacent Towns and Dunn County to discuss ongoing projects and future cooperative planning efforts.

Because of the regular meetings between the City of Menomonie and other local communities, as described above, the City Administration feels there are no existing conflicts between the City and its neighboring communities. Input is taken as new projects are initiated to avoid problems down the road.

Conflict Resolution

Any potential future conflicts should be presented at the joint meeting mentioned above. From there, the identified conflicts will be presented to the City Plan Commission and Council to determine the appropriate action to be taken.

Future Collaborative Efforts

There are ongoing issues that require collaboration between the City and neighboring communities and other agencies. These efforts will cross municipal boundaries because they are regional issues:

- Watershed Protection
- Stormwater Management
- Farmland Preservation
- Multi-modal Transportation Planning
- Natural Resource Protection
- Hazard Mitigation Planning

Intergovernmental Cooperation Goals, Objectives, Programs, Policies & Actions

Goal 1: Continue existing and explore new intergovernmental relationships that are mutually beneficial for the City of Menomonie and neighboring communities, agencies, and groups.

Objectives

1. Create mutual understanding between the City of Menomonie and neighboring communities, agencies, and groups in order to reduce potential conflicts.
2. Explore ways to maintain or increase services while sharing and reducing costs.
3. Improve the connectivity of transportation infrastructure.

Programs, Policies, and Actions

1. Work with the surrounding communities and governmental agencies to establish long-range multi-modal transportation, natural resource protection, and other forms of long range planning.
2. Continue joint meetings with surrounding communities and keep them informed of issues that may affect them as well as seek their input on these issues.
3. Meet regularly with the School District of the Menomonie Area to share information related to population growth, land use planning, and facility needs to encourage collaborative planning.
4. Periodically review existing intergovernmental relationships with each neighboring community, agency, and group to discuss how communication may be improved.
5. Organize joint informational meetings between the Menomonie City Council and Plan Commission to promote a better understanding of roles and duties.

Chapter 10: Implementation

Introduction

Once the City of Menomonie's Comprehensive Plan is adopted, it can be implemented. Often the word "tools" is applied to the different methods that can be used to implement the plan. Implementation tools can be recommendations, educational pamphlets, committees, area groups, local government, and ordinances.

The Plan Implementation chapter will present a wide arrange of tools the City of Menomonie may consider using to implement the prioritized goals, objectives, policies, programs, and actions listed at the end of each chapter.

Potential Implementation Tools

Implementation tools can be grouped into regulatory and non-regulatory. Regulatory tools can be state, county, and municipal codes the City of Menomonie uses to regulate it. Non-regulatory tools can be actions the City government, groups, or residents voluntarily take to achieve a goal. Regulatory and non-regulatory tools can be used to do budgetary planning, public education, and park maintenance.

Regulatory Tools	Brief Description	Applicability
Zoning	Zoning regulates how a property owner's land may be used in respect to lot size, setbacks, and the size and height of structures. It provides standards for residential, commercial, and industrial development.	Cities and villages may adopt general zoning within their borders. They also have the authority to establish extraterritorial zoning in adjacent towns under the jurisdiction of a joint city, village, and town committee. New zoning regulations or amendments must be consistent with a community's comprehensive plan.

Subdivision Ordinances	Subdivision ordinances pertain to the design of subdivided land. It specifies the subdivider's responsibility for installing curb, sidewalks, plant trees, and provide utilities.	Counties, cities, villages, and towns can all adopt subdivision or land regulations. Towns do not need the approval of counties to adopt subdivision regulations and counties do not need the approval of towns for the county subdivision ordinance to apply within that town. New subdivision regulations or amendments must be consistent with a community's comprehensive plan.
Official Mapping	Official maps are an effective means to reserve land for future public use. The maps may include extraterritorial areas and show existing and planned public facilities.	Cities, villages, and towns can all adopt official maps. Cities and villages may make their official maps applicable in the extraterritorial area. County approval is not needed for towns to adopt official maps. New Official Maps or amendments must be consistent with a community's comprehensive plan.
Historic Preservation Ordinance	Meant to protect historic buildings and districts in communities and enhance the character of the community.	Counties, cities, villages, and towns can adopt historic preservation ordinances. Cities and villages that contain property listed on the state or federal register of historic places must enact an historic preservation ordinance.

Design Review	Allows communities to establish their desired future appearance by controlling landscaping, architectural, signage and site design conditions.	Communities can adopt design review as part of a zoning ordinance under a community's statutory police power regulatory authority. Communities typically assign design review to the plan commission or a separate design review committee.
Moratoria	A moratorium is used to temporarily limit issuance of permits while new regulations are being developed so that plan objectives are not undermined.	While there is no specific statutory moratorium authority, communities have relied upon general and implicit authority to impose moratoria while they update or develop a plan and implementation tools. Moratoria should be used only in good faith planning efforts and should be limited to scope and time.
Stormwater Management Regulations	Stormwater management ordinances or plans are designed to address the quality and quantity of stormwater runoff and its impact on water resources.	Counties, cities, villages, and towns can adopt stormwater management plans or ordinances. The plans or ordinances are used to address erosion and stormwater runoff during construction and post-construction phases of development. Communities also use these to address the quantity and quality of stormwater runoff and its impact on water resources. They can also be used to address flooding issues.
Conservation Subdivision	Provides incentive for developers to cluster lots onto a percentage of their property and place the remaining land into a conservation easement.	Counties, cities, villages, and towns can adopt a conservation subdivision ordinance or make it part of their subdivision ordinance. A conservation subdivision allows for the protections of farmland and unique natural features while allowing for higher density development in specific areas.

Financial Tools	Brief Description	Applicability
Impact Fees	Financial contributions imposed on new development to pay for capital improvements needed to serve the development.	Counties, cities, villages, and towns can all impose impact fees for certain public facilities.
Capital Improvement Plan	Help a community plan for the timing and location of capital improvements. Ensures proper local budgeting for capital improvements.	Counties, cities, villages, and towns can all adopt capital improvement programs.
Tax Increment Financing	This tool is used by communities to capture future increases in property tax revenue and make these dollars available as a development incentive, subsidy or investment.	Cities, villages, and towns can create TIF districts to encourage economic development in distressed or underdeveloped areas where development would not otherwise occur.
Stormwater Utility	Allows communities to add an additional charge to a utility bill that is used to maintain stormwater management facilities.	Counties, cities, villages, and towns can assess a stormwater utility to maintain, operate, and construct new stormwater management facilities. The facilities are used to protect water resources and control water quantity and quality. Projects can include the construction and maintenance of storm sewer, stormwater ponds, and swales.

Shared Service Agreements and Revenue Sharing	Many of the services provided by local governments to their citizens are also provided by neighboring communities. To address related coordination and funding issues, communities may enter into agreements with each other for shared service delivery in order to improve the economic health of all the communities involved.	Counties, cities, villages, and towns can enter into contracts to share the costs of services with neighboring communities. Services can include providing utilities, road maintenance, or the use of public facilities. Sharing services reduces the cost of providing these services to each community.
Grants	Free monies typically awarded by state agencies or private organizations. Often, there is cost sharing involved with the community. Grants can be awarded for many things such as education, protection of natural resources, and creating plans.	Counties, cities, villages, towns, and organizations can all apply for grants. Grant monies do not have to be paid back.
Forest Tax Laws	Encourages sustainable forestry on private lands by offering tax incentives.	Managed Forest Law is available to private land owners with 10 or more acres of woodlands. It provides tax incentives for sustainable forestry. Land owners can receive higher tax breaks if the land is open to the public for hunting or other recreational uses.

Non-Regulatory Tools	Brief Description	Applicability
Cooperative Boundary Agreements	Serve to abate or eliminate often long-standing conflicts with respect to planning, zoning, property tax base, and ultimately, future urban development patterns.	Any incorporated municipality and a town or towns can enter into cooperative boundary agreements. Cooperative boundary agreements are used for long range planning for certain areas where communities share borders.
Performance Standards	Limits land use changes that are incompatible with the plan by establishing criteria for development.	Cities, villages, and towns can establish performance standards that development is encouraged to meet. These standards can be street design, types of homes, densities, and garage locations. Often, some incentive is given to meet these standards.
Educational Workshops or Materials	Used to provide useful information and educate the public.	Communities can use educational workshops and materials to inform residents about local practices such as recycling, community character standards, how to reduce water use, volunteer opportunities, etc.
Volunteer Groups and Organizations	Provide labor or services for local projects.	Volunteer groups or organizations can be used to help plant flower beds, monitor invasive species, provide rides for the elderly, etc.

Implementation Priorities and Schedule

There are numerous policies, programs, and actions recommended throughout the City of Menomonie Comprehensive Plan. Personnel and budget limitations make it difficult to address all of them in a short period of time. This section should be used as a practical guide to prioritize and schedule implementation policies.

The timeframes used for the recommended actions are:

Short Term: 2016-2021
Mid Term: 2021-2026
Long Term: 2026 and beyond
Continuous: Ongoing Support/Action

Existing Plans to Maintain

Plan
Menomonie Urban Sewer Service Area Plan
Design Guidelines for the Downtown Historic District
Capital Improvements Plan
Park Plan
Bicycle and Pedestrian Plan

Short Term (1-5 years)		
Element	Recommended Action	Potential Group(s)
Agricultural, Cultural, and Natural Resources Goal 5	Explore creative/unique ways to reduce the impervious surfaces such as reviewing parking and landscaping requirements, and related ordinances.	
Agricultural, Cultural, and Natural Resources Goal 7	Increase the tree canopy in the City.	
Housing Goal 1	Explore extraterritorial zoning with surrounding towns to avoid land use conflicts.	
Housing Goal 3	Require developments to use a variety of building footprints, colors, windows, etc.	
Housing Goal 3	Explore potential ordinances to address property maintenance.	
Housing Goal 5	Review ordinances to identify opportunities to provide incentives for green building.	
Transportation Goal 2	Review required street widths.	
Transportation Goal 3	Support the WDOT and West Central Wisconsin Rail Coalition to promote rail passenger service and development.	
Transportation Goal 3	Explore potential passenger rail depot sites, potential passenger bus routes, and surrounding long-term development plans.	
Transportation Goal 3	Establish park and ride lots near both I-94 interchanges.	

Land Use Goal 6	Provide for passive parks to meet the needs of the elderly residents as well as persons with disabilities.	
Economic Development Goal 6	Create a wayfinding system throughout the City.	
Community Facilities Goal 3	Explore options to reduce energy consumption in existing or new services and facilities.	
Utilities Goal 1	Reduce the amount of sand and salt applied to streets in the winter and explore alternative methods to keep the roads safe and to protect surface waters from the negative impacts of run-off.	
Utilities Goal 1	Explore the feasibility of implementing a City Wi-Fi system.	
Utilities Goal 3	Review existing regulations related to solar and wind power and amend or create new regulations to allow the use of wind turbines and solar arrays in the City.	
Utilities Goal 3	Evaluate how much of the City of Menomonie's energy needs are provided by renewable energy sources and set goals to increase the use of these sources.	
Intergovernmental Cooperation Goal 1	Organize joint informational meetings between the Menomonie City Council and Plan Commission to promote a better understanding of roles and duties.	

On-Going (Future)		
Element	Recommended Action	Potential Group(s)
Agricultural, Cultural, and Natural Resources Goal 3	Provide education to the public and developers regarding environmental and land use issues such as stormwater management and land use conflicts.	
Agricultural, Cultural, and Natural Resources Goal 4	Continue the planning and development of the City's trail system on public lands or right-of-ways.	
Agricultural, Cultural, and Natural Resources Goal 7	Plant boulevard trees where possible.	
Transportation Goal 2	Provide safe street crossings for pedestrians and bicyclists by utilizing signs, lights, striping and eliminating view obstructions.	
Community Facilities Goal 1	Identify parcels of land in or adjacent to the City that would be suitable for new or expanded services and facilities.	

Roles and Responsibilities

Residents and Property Owners: The City of Menomonie encourages continuous input from its residents and property owners. Throughout the planning process, public participation has been encouraged through the Citizen Advisory Board and monthly Plan Commission meetings. This process does not end with the adoption of the Comprehensive Plan. Views change and new ideas evolve and with this, the Comprehensive Plan will need to be updated. Therefore, public participation will always be needed and encouraged.

Planning Commission: The City of Menomonie Plan Commission's role in the planning process is to review all pertinent information, give input, and act as advisory to the City Council. The Plan Commission will use the Comprehensive Plan as a guide for making decisions and will recommend revisions and updates as needed.

City Council: In order for the Comprehensive Plan to be implemented, the City Council must formally adopt the Plan. Upon this happening, the Comprehensive Plan becomes the official guide for decision-making by City officials. As chief policy makers, the Council is also responsible for establishing and actively supporting a continuing planning program.

Plan Consistency

Inconsistencies between the fifteen chapters were looked for during the planning process and the joint review session. Any inconsistencies were addressed in the Plan through changes in the draft or though implementation recommendations.

Plan Updates

Ongoing evaluation of the City of Menomonie Comprehensive Plan is important. The needs of the community today may be different in the future. Revisions and amendments to the City's Comprehensive Plan can be done at any time by following the procedures for adopting a Comprehensive Plan required by state statutes. These include publishing a Class I notice, having the plan available for the public to review for 30 days, and holding a public hearing.

The City of Menomonie Comprehensive Plan Implementation chapter should be reviewed yearly to measure the progress of the Plan. At a minimum, the Plan is required to be updated every 10 years.

Implementation Goals, Objectives, Programs, Policies, & Action

Once an inventory has been taken of the existing and potential implementation tools, the next logical step is to look at what the community hopes to achieve in the near future regarding each element in this Comprehensive Plan.

Goal 1: Continue the ongoing implementation of the City's Plans including the Comprehensive Plan and make sure it is updated accordingly.

Objectives

1. Establish a set schedule of when to review and update each community Plan.
2. Create a list of existing Plans, dates of latest revision and year of when plan should be revised.
3. Upon review of each Plan, amend when necessary.

4. Look at other possible types of plans that could be beneficial to Menomonie.

Programs, Policies, and Actions

1. Update Comprehensive Plan every five years. Compare data such as housing and demographics information to make sure they follow the Plan; if not, adjust the Comprehensive Plan to coincide with the new data.
2. Update City Plans according to their schedule or as needed.

Appendix A
Public Participation Plan (2024)

RESOLUTION NO. 2024-12

**RESOLUTION APPROVING PUBLIC
PARTICIPATION PROCEDURES FOR COMPREHENSIVE PLAN**

WHEREAS, the City of Menomonie is preparing a comprehensive plan amendment under the authority of and procedures established by Sec. 66.1001 Wis. Stats; and

WHEREAS, Sec. 66.1001, Wis. Stats, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures shall provide for wide distribution of draft plan materials, an opportunity for the public to submit written and oral comments on the plan materials, and a process for the governing body to respond to such comments.

WHEREAS, the City of Menomonie believes that regular, meaningful public involvement in the comprehensive plan process is important to assure that the resulting plan meets the wishes and expectations of the public; and

WHEREAS, Cedar Corporation, the City's consulting firm assisting with the Comprehensive Plan preparation, will include written procedures to foster public participation, ensure wide distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

NOW, THEREFORE, BE IT RESOLVED that the City of Menomonie hereby adopts the written procedures included in the "Public Participation Plan" with its public participation procedures meeting the requirements of Sec. 66.1001, Wis. Stats. A copy of said procedure is attached as Exhibit A.

Adopted this 6th day of May, 2024.


Randy Knaack
Mayor

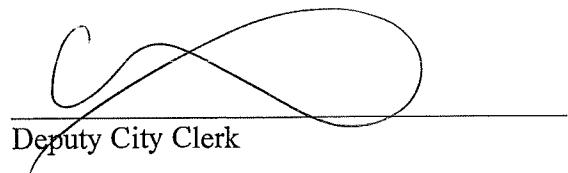

Deputy City Clerk

EXHIBIT A

Public Participation Plan

The following methods may be used, when practical, to foster public participation and input for the City of Menomonie Comprehensive Plan Amendments and Updates. At a minimum, at least one public hearing must be held.

1. **Planning Process:** The City of Menomonie staff and Plan Commission will work with and advise the consultant during the planning process by discussing the Comprehensive Plan amendment at regular monthly meetings as needed; review and provide input on recommendations; review and respond to written comments from the public; and may recommend adoption of the updated Plan to City Council. The Plan Commission meetings would be open to the public.
2. **Website:** The City may utilize its website to provide information related to the process of amending the Comprehensive Plan, host draft copies of the chapters so that residents will be able to view and download them, and provide an option that allows members of the public to leave comments and questions that will be sent to City Clerk and consultant. Written comments will be shared with the City Council and given an opportunity to respond.
3. **City Hall:** A copy of the completed draft amended chapters of the proposed Comprehensive Plan will be stored at City Hall and made available to the public for review and comment during normal business hours.
4. **Notice to Interested Parties:** The City Clerk will provide a copy of the public hearing notice and the proposed amendment at least 30 days prior to the public hearing to any person who submits a written request to receive notice of a proposed amendment under Section 66.1001(4)(f). The City may charge a fee to cover the cost of providing such notice. In accordance with Section 66.1001(4)(e), the City Clerk will also provide notice to nonmetallic mining operators within the City; to persons who have registered a marketable nonmetallic mineral deposit within the City; or to persons who own or lease property on which nonmetallic minerals may be extracted, in which the allowable use or intensity of use of the property is proposed to be change by the comprehensive plan, if such person has requested notification in writing. The City Clerk will maintain a list of persons who have submitted a written request to receive notices of public hearings under Sections 66.1001(4)(e) and 66.1001(4)(f).
5. **Public Hearing:** The City will hold at least one public hearing to adopt the comprehensive plan in accordance with state statutes. The public hearing will offer an opportunity for residents to comment on the plan.
6. **Planning Commission and City Council:** The results of the public hearing will be presented to the Plan Commission and City Council. The Plan Commission will decide whether further updates to the Plan are needed or may make a recommendation to adopt the Comprehensive Plan. The City Council has the authority to adopt the Comprehensive Plan.
7. **Distribution of Plan Amendment:** If the Plan is approved by the City Council, printed or electronic copies of the amendment will be sent by the City Clerk to the parties listed in Section 66.1001(4)(b).

The City of Menomonie is not required to implement all of the above listed items based on its discretion, nor is it limited to the public participation methods listed above. The City may engage in other methods not identified here as the planning process moves forward.

Appendix B
Plan Commission Resolution (2024 Amendment)

RESOLUTION NO. 2024-PC04

**RESOLUTION RECOMMENDING ADOPTION OF THE
AMENDMENT TO CHAPTER 3, HOUSING ELEMENT
OF THE CITY OF MENOMONIE COMPREHENSIVE PLAN 2016-2036**

WHEREAS, pursuant to Section 62.23 Wisconsin Statutes, the City of Menomonie is authorized to prepare and adopt a comprehensive plan, or amendment thereof, as defined in Sections 66.1001(1)(a) and 66.1001(2) Wisconsin Statutes; and

WHEREAS, a Comprehensive Plan for the City of Menomonie that contains all of the elements specified in Section 66.1001(2) Wisconsin Statutes had previously been adopted by the Common Council as the City of Menomonie Comprehensive Plan 2016-2036 by Ordinance No. 2016-15 enacted on October 3, 2016; and

WHEREAS, an amendment to Chapter 3, Housing Element of said Comprehensive Plan has been prepared as shown in the attached Exhibit A; and

WHEREAS, the amendment to Chapter 3, Housing Element of the City of Menomonie Comprehensive Plan 2016-2036 has been reviewed and recommended for approval by the City of Menomonie Plan Commission.

NOW, THEREFORE BE IT RESOLVED, that the Plan Commission of the City of Menomonie does hereby recommend the adoption of the amendment to Chapter 3, Housing Element of the City of Menomonie Comprehensive Plan 2016-2036 by the Common Council of the City of Menomonie, Dunn County, Wisconsin.

Resolution adopted on the 28th day of May, 2024.

PLAN COMMISSION
CITY OF MENOMONIE

BY: *Jeff Luther*


Chairman

ATTEST:


David Schofield, Secretary

Appendix C
Council Ordinance (2024 Amendment)

ORDINANCE 2024-10 OF THE ORDINANCES FOR THE CITY OF MENOMONIE FOR 2024.

An Ordinance Adopting An Amendment to the City's Comprehensive Plan including Chapter 3: Housing.

The City Council of the City of Menomonie, Dunn County, Wisconsin, do ordain as follows:

Section 1. Pursuant to Sec. 62.23(2) and (3), Wis. Stats., the City of Menomonie is authorized to prepare, amend, and adopt a comprehensive plan as defined in Sec. 66.1001(1)(a) and Sec. 66.1001(2), Wis. Stats.

Section 2. The City Council of the City of Menomonie, Wisconsin has adopted written procedures designed to foster public participation in every stage of the preparation of comprehensive plan as required by Sec. 66.1001(4)(a), Wis. Stats.

Section 3. The Plan Commission of the City of Menomonie, in compliance with Sec. 66.1001(4)(b), Wis. Stats., by a majority vote and adopted by resolution 2024-PC04 dated Tuesday, May 28, 2024, recommended to the City Council the adoption of the an amendment to the City's Comprehensive Plan including Chapter 3: Housing of the City of Menomonie Comprehensive Plan 2016-2036 containing all of the provisions specified in Sec. 66.1001(2), Wis. Stats.

Section 4. The Plan Commission held a public hearing on May 28, 2024, regarding this ordinance, in compliance with the requirements of Sec. 66.1001(4)(d), Wis. Stats.

Section 5. The City Council of the City of Menomonie, Wisconsin, does, by enactment of this ordinance, formally adopt the amendment to the City's Comprehensive Plan including Chapter 3: Housing of the City of Menomonie Comprehensive Plan 2016-2036 pursuant to Sec. 66.1001(4)(c), Wis. Stats.

Section 6. This ordinance shall take effect upon passage by a majority vote of the City Council and publication as required by law.

Section 7. The City Council hereby authorizes and directs the City Clerk to provide copies of the amended Comprehensive Plan as adopted herein to governmental bodies and other persons as required in Sec. 66.1001(4)(b), Wis. Stats.

INTRODUCED Cody G

FIRST READING waived 06/03/2024

SECOND READING waived 06/03/2024

PASSED June 3, 2024

PUBLISHED June 12, 2024

ATTEST Catherine Martin

CITY CLERK, CATHERINE MARTIN

APPROVED THIS 3 DAY

OF June, 2024

Randy Knaack

MAYOR, RANDY KNAACK

SUBMITTED BY:

Cody G

ALDERPERSON