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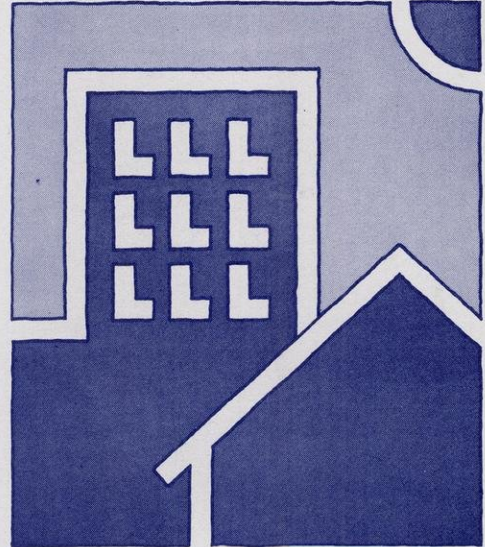
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Community Planning



City of Menomonie Comprehensive Plan Update 1999-2020



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City of Menomonie Comprehensive Plan Update

1999-2020

Prepared by:

Menomonie Plan Commission

With technical assistance from:

West Central Wisconsin Regional Planning Commission

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INTRODUCTION

The City of Menomonie recognizes the importance of maintaining a current blueprint for managing the growth of the community. This update of the City's Comprehensive Land Use Plan is the third update prepared since the development of the original Comprehensive Plan in 1970. This document will serve as an addendum to the previous update prepared in 1993 in that it will review current trends and revise previous recommendations, where appropriate, but without repeating historical background information where recent changes have not yet been identified by Census data.

This *1999 Comprehensive Plan Update for the City of Menomonie* will review current population growth in comparison to previous forecasts, update and compare changing land uses, identify recent changes to the City's transportation system, review and update the City's land use goals and policies, update the future land use map, and present recommendations for public facility improvements to support the identified future growth of the city.



I. POPULATION

Population Growth Trend

The City of Menomonie has continued to experience a steady rate of growth through the 1990s, reaching an estimated population of 14,476 in 1998. The average annual population increase of 0.9 percent between 1990 and 1998 is one-half again greater than the 0.6 percent average annual increase experienced by the City between 1980 and 1990. Table 1 presents a comparative population update for the City of Menomonie and the surrounding townships.

Municipality	1970	1980	1990	1998	1990-98 Change	
					Number	Percent
City of Menomonie	11,257	12,769	13,547	14,476	929	6.86
Town of Menomonie	1,820	2,453	2,732	3,149	417	15.26
Town of Red Cedar	935	1,278	1,417	1,574	157	11.08
Town of Sherman	580	666	725	759	34	4.69
Town of Tainter	1,000	1,507	1,756	1,918	162	9.23
Dunn County	29,154	34,314	35,909	38,309	2,400	6.68

Source: U.S. Census, 1970, 1980, 1990 and Wisconsin Dept. of Administration Population Estimates, 1998

As presented in Table 1, the estimated population growth of 929 individuals in the City of Menomonie between 1990 and 1998 represents 39 percent of the total population growth in Dunn County over the same period. The population growth of several of the surrounding townships is also increasing at a faster pace (refer to Map 1). The combined population growth for the City of Menomonie and the surrounding townships between 1990 and 1998 represents 71 percent of the population growth experienced by Dunn County over the same period.

Population Forecast

A comparison of current population estimates to previously developed population projections provides an indication of the reliability of the longer range population forecasts. Table 2 presents the population projections for the City of Menomonie and surrounding townships and compares the projections to current population estimates.

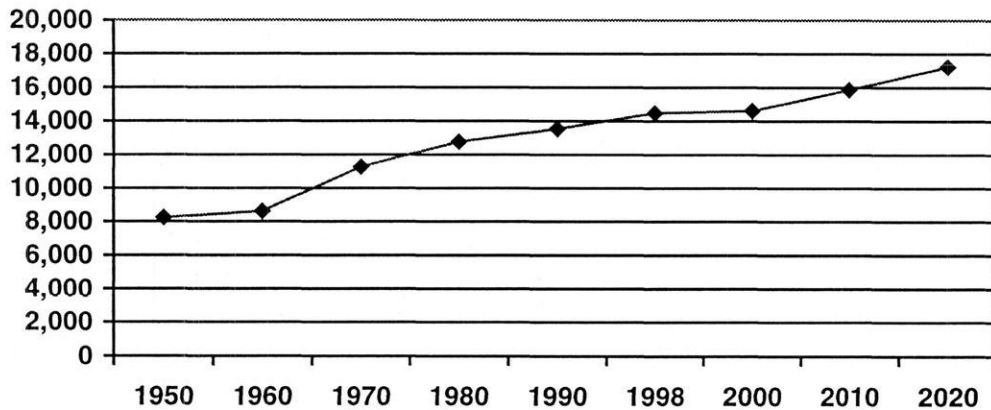
TABLE 2
CITY OF MENOMONIE
COMPARATIVE POPULATION PROJECTIONS
2000 – 2020

Municipality	1990	1998	2000	2010	2020
City of Menomonie	13,547	14,476	14,621	15,867	17,218
Town of Menomonie	2,732	3,149	3,110	3,450	3,809
Town of Red Cedar	1,417	1,574	1,619	1,800	1,992
Town of Sherman	725	759	799	865	935
Town of Tainter	1,756	1,918	2,007	2,241	2,484
Dunn County	35,909	38,309	38,757	42,055	45,634

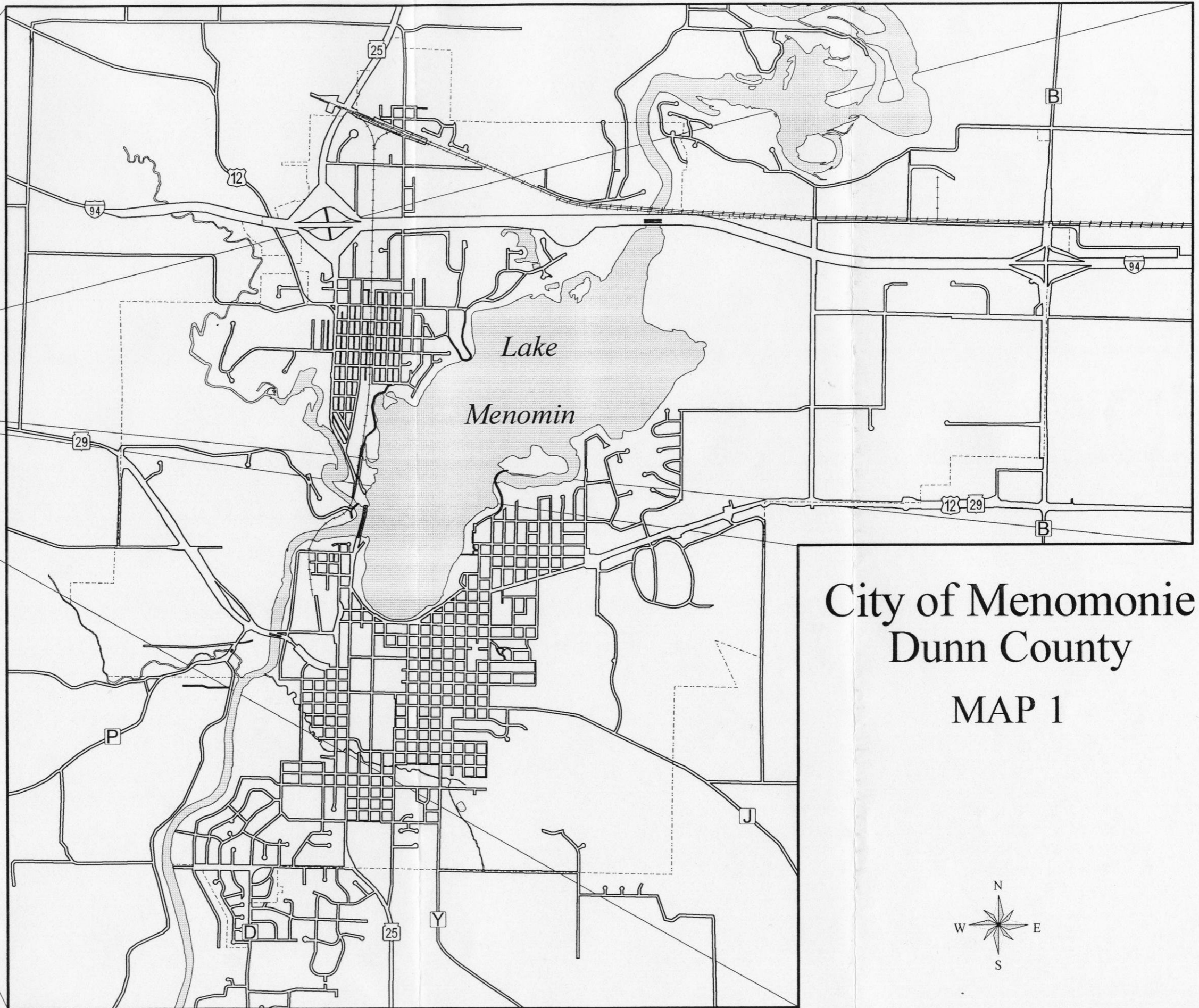
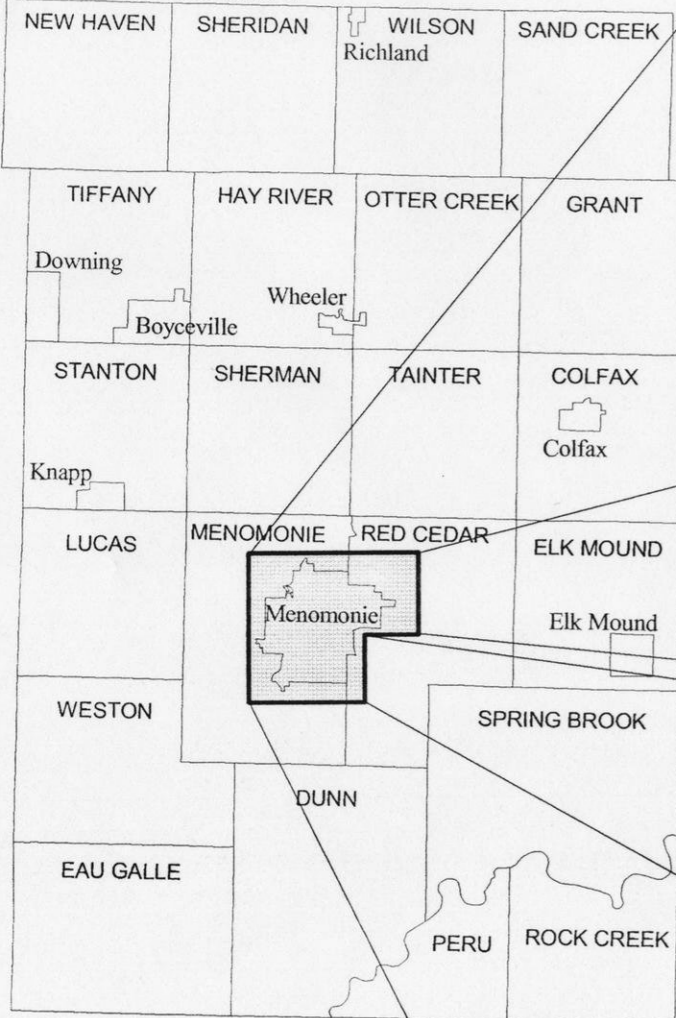
Source: U.S. Census, 1990; Wisconsin Dept. of Administration Population Estimates, 1998; City of Menomonie Comprehensive Plan, 1992; City of Menomonie Sewer Service Plan, 1993; and West Central Wisconsin Regional Planning Commission Population Projections, 1992

Based on the 1998 population estimates, the City of Menomonie is slightly ahead of the projected growth rate, having attained 86 percent of the population increase projected for the year 2000. Figure 1 depicts the estimated population growth for 1998 compared to the population projection for the City of Menomonie. The Town of Menomonie is also growing at a faster rate than projected, having exceeded their projected population increase for the year 2000 by 39 individuals. In comparison, the remaining towns are growing at a slower pace with the Town of Red Cedar reaching 78 percent of its projected growth for the year 2000, the Town of Sherman at 46 percent, and the Town of Tainter at 65 percent. The 1998 population estimate for all of Dunn County identifies an increase of 2,400 people, or 84 percent of the projected increase for the year 2000.

FIGURE 1
CITY OF MENOMONIE
POPULATION PROJECTIONS
2000 – 2020

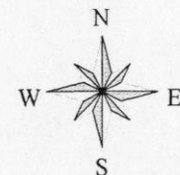


DUNN COUNTY



**City of Menomonie
Dunn County**

MAP 1





Overall, the accelerated population growth in and around the City of Menomonie can be largely attributable to a vibrant local economy that is spurring local development efforts and generating increased employment opportunities. At this point in the analysis of recent population growth trends, it would appear that the City of Menomonie is on track with the population projections developed for the year 2020. A follow-up review of the 2000 Census data, when available, will help to verify the accuracy of the near term population projections and determine the need to revise the long range forecasts accordingly.



II. LAND USE

Current Land Uses Compared

Mapping of existing land use in the City of Menomonie is important to the Planning Commission, local government officials, and the City's residents because the data provides a context on which to base future land use decisions. How the land is being used is one of the most important and basic elements of a plan.

The existing development patterns represent major public and private investments. In addition, the existing land use patterns reflect the variety of needs and desires exhibited by the local population. As community needs change over time, the types of development that are generated to meet those needs will also change. An examination of recent development trends in Menomonie, in terms of location, type and characteristics of that development, will provide some insight into the future. Through this type of analysis, future needs, desires, and land use patterns may be identified and planned for.

This section will identify present land use patterns in Menomonie and review development trends. A land use survey of Menomonie was conducted by the West Central Wisconsin Regional Planning Commission staff in July, 1998. The inventory contains information on the location and total acreage of nine different land use categories. Where it was feasible, the information was categorized so that a comparison could be made with previous land use information that was compiled in the 1984 and 1992 updates of the Menomonie Comprehensive Plan. Land use acreage data is displayed in Table 3 and Figure 2. A land use map was also prepared from the 1998 field inventory to graphically display the interrelationships of these land uses (refer to Map 2).

Residential

The total amount of land occupied by residential development increased from 932 acres in 1992 to 1,211 acres in 1998, or 29.9 percent. That increase reflects the infill of existing lots with the construction of single and multi-family dwellings. The biggest change is in the 67.4 percent increase in multiple family dwellings. Several factors may be responsible for the increase in multiple family dwellings. Many units were likely built with the student rental market in mind. Another reason for the increase in multiple family dwellings and mobile home park expansions is a higher demand for lower cost housing because of the rising cost of homes available for purchase.

**TABLE 3
CITY OF MENOMONIE
LAND USE TRENDS
1984, 1992 AND 1998**

Land Use	1984		1992		1998		Change 92-98	
	Acres	% of Total	Acres	% of Total	Acres	% of Total	Acres	%
Residential Total	779	9.6	932	10.6	1,211	13.0	279	29.9
One/Two Family	697	8.6	797	9.1	985	10.6	188	23.6
Multi-Family	82	1.0	135	1.5	226	2.4	91	67.4
Commercial	138	1.7	198	2.2	237	2.6	39	19.7
Industrial	153	1.9	346	3.9	810	8.7	464	134.1
Government/Institutional	284	3.5	289	3.3	608	6.5	319	110.4
Recreational	437	5.4	593	6.7	746	8.0	153	25.8
Transportation	871	10.7	900	10.2	1,062	11.4	162	18.0
Undeveloped	4,358	53.8	4,402	50.0	3,486	37.5	-916	-20.8
Water	1,082	13.4	1,145	13.0	1,145	12.3	0	0
TOTAL	8,102	100.0	8,805	100.0	9,305	100.0	500	5.7

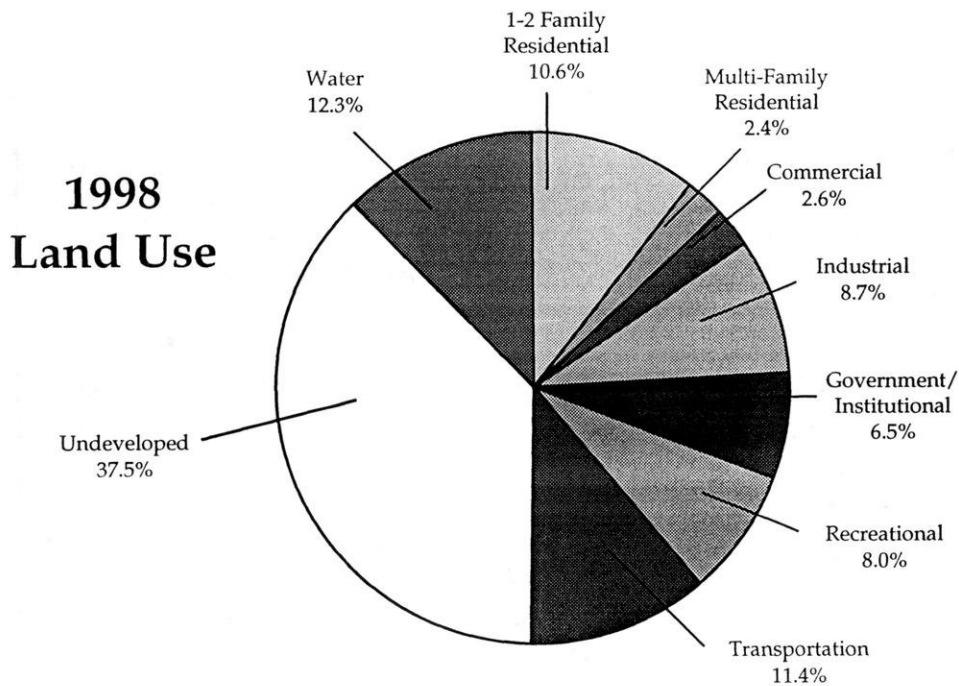
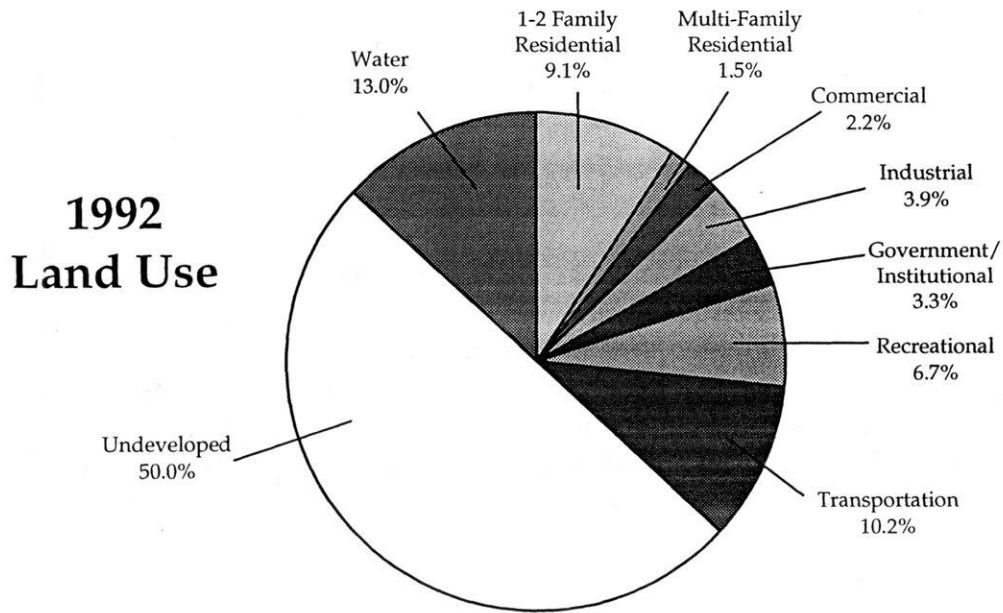
Source: Menomonie Comprehensive Plan, 1984 and West Central Wisconsin Regional Planning Commission Land Use Inventory, 1992 and 1998

Although areas of residential land use are found throughout all of the City, the heaviest concentrations are near the northwest shore of Lake Menomin between the lake and Stout Street; west, south and east of the University of Wisconsin-Stout campus; and near Lake Menomin's southeast shore, extending south towards Highway 12. Much of the more recent residential construction continues to occur along the southern boundary of the City and along the east side of Lake Menomin. There is also increasing residential development activity outside the south City limits between STH 25 and the Red Cedar River in the Town of Menomonie. While this residential development is not included in the City's land use calculations, it never the less has an impact on the City.

Commercial

The amount of commercial land has increased by 39 acres since 1992, or 19.7 percent. Commercial land uses account for 237 acres or 2.6 percent of the total land and water area within the City. Commercial uses encompass a wide variety of retail and service businesses, including grocery stores, eating and drinking establishments, apparel shops, repair services, banks, motels and hotels, and personal services, among others. Large areas of commercial land use are located along North Broadway, along Stout Road to the east of 13th Street, and in the downtown district adjacent to the south end of Lake Menomin. Recent commercial developments are expanding the commercial land use in the vicinity of the I-94/STH 25 interchange and the Stout Technology Park.

FIGURE 2
CITY OF MENOMONIE
LAND USE CHANGES, 1992 AND 1998



Industrial

Land uses in this category have more than doubled, having increased by 464 acres, or 134.1 percent from 1992 to 1998. This dramatic increase is attributed to the rapidly developing industrial park in the northeast portion of the City. Concentrations of industrial uses are located west of the downtown business district near the Red Cedar River and in the northeastern area of the City, north and south of I-94. Industrial land uses account for 810 acres, or 8.7 percent of the total area in the City.

Government/Institutional

The amount of land occupied by government and institutional land uses also doubled since 1992, increasing by 319 acres, or 110.4 percent. The majority of this increase resulted from the airport expansion and the addition of three new school sites and a county judicial center that is currently under construction. The expansion of existing institutional uses, such as the university and local churches, also contributed to this increase. Government and institutional land uses occupy 608 acres, or 6.5 percent of the City's area.

Recreation

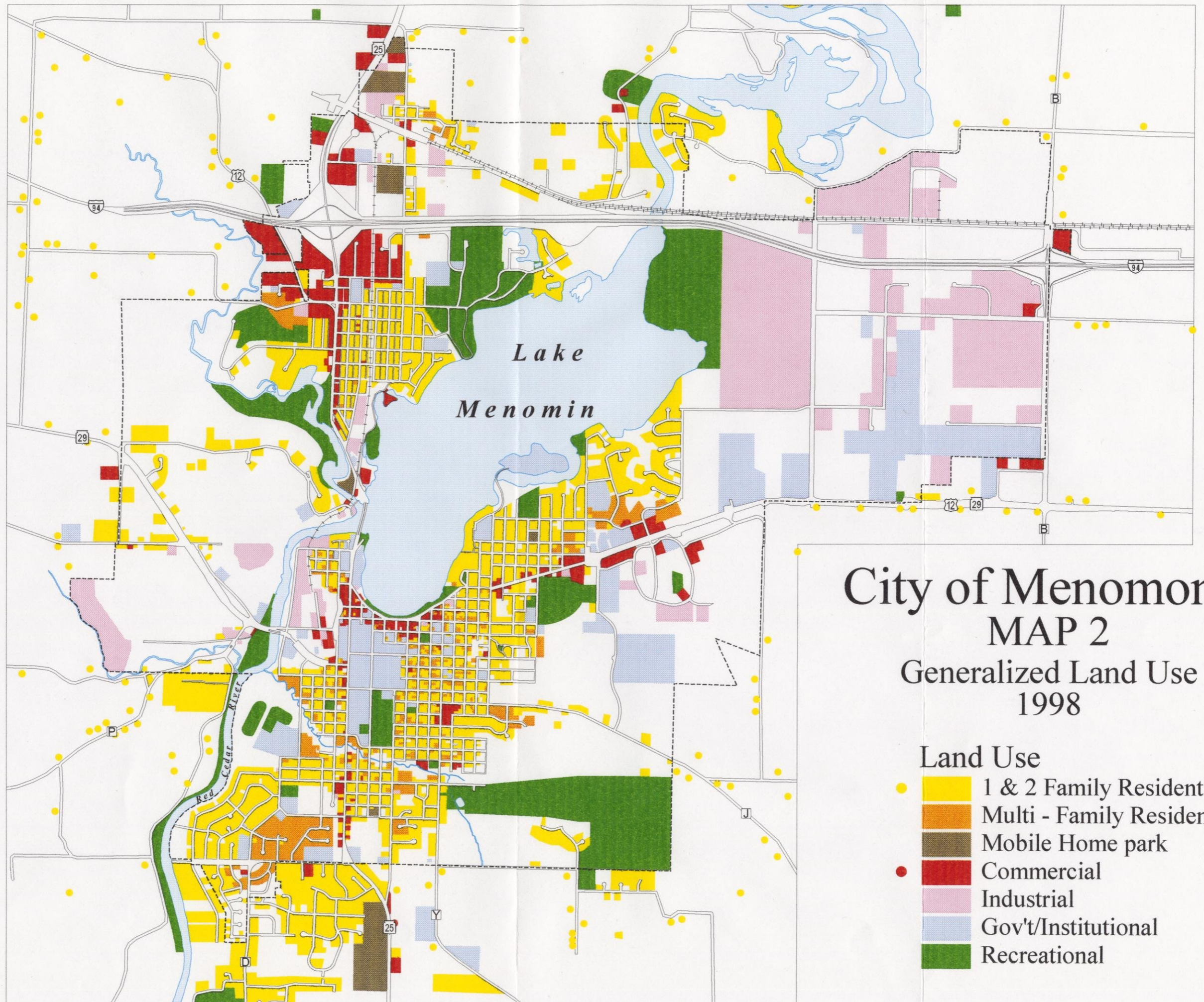
Areas of the City devoted to recreational activities occupy 746 acres, or 8.0 percent of the total area. Recreational land uses increased by 153 acres, or 25.8 percent, between 1992 and 1998. A large portion of this increase is attributed to the expansion of the golf course in the southeastern portion of the City.

Transportation

The amount of land used for transportation purposes (roads and rail lines) in the City has increased by 162 acres, or 18.0 percent, between 1992 and 1998. The 1,062 acres of transportation-related land use represents 11.4 percent of the total area and is second only to the total amount of land occupied by residential development. The increase experienced is attributable to the addition of road and rail rights-of-way included in the expansion of the corporate limits in the northeast portion of the City, as well as the platting and construction of new roads to serve expanding development.

Undeveloped Land

Undeveloped and vacant land accounts for approximately 3,486 acres, or 37.7 percent of the total area in the City. The amount of undeveloped land decreased by 916 acres, or 20.8 percent between 1992 and 1998, while the City added



City of Menomonie

MAP 2

Generalized Land Use 1998

Land Use

- 1 & 2 Family Residential
- Multi - Family Residential
- Mobile Home park
- Commercial
- Industrial
- Gov't/Institutional
- Recreational





another 500 acres to accommodate the combined development of a total of 1,416 acres of land during this period.

While there appears to be a substantial amount of undeveloped land remaining, not all of it is suitable for development. Developmental limitations due to the presence of steep slopes, wetlands and drainageways and other factors affect a considerable amount of the undeveloped acreage in the western and southeastern portion of the City. The majority of the remaining undeveloped acreage lies in the eastern and northeastern portions of the City. However, much of this developable acreage is currently designated for industrial, commercial and government/institutional development purposes.

Extraterritorial Land Use

Land use was also surveyed for land surrounding the fringe of the City limits. This information is important to the city, since this activity also affects the community's growth and development. These land uses are displayed on the same map as the existing land uses within the City (Map 1).

The predominant type of land use on the fringe of the City remains agricultural. There are areas, however, that are experiencing some residential and commercial growth. Residential and limited commercial development is increasing directly south of the City between STH 25 and the Red Cedar River in the Town of Menomonie. A primary reason for the growth of development in this area is because it is one of few sites surrounding Menomonie that has a relatively flat topography and good soils. Residential development continues to grow along the Red Cedar River north of I-94 in the Town of Red Cedar, with the river being the main attraction.

Goals and Policies

The remainder of this chapter is devoted to presenting the goals and policies of the City of Menomonie and to describe how the city intends to accommodate future growth and development. For the purposes of this plan, the following definitions are provided.

Goal: An ultimate result toward which an effort is directed, but might never actually be attained. It represents a general statement which outlines the most preferable situation which could possibly be achieved if all the objectives of this plan were developed to their fullest degree.

Policy: A working statement which attempts to accomplish the goals. It is a course of action selected to guide and determine present and future decisions on development.

Residential Land Use

GOAL: To maintain and preserve the character and quality of existing and new residential neighborhoods and to promote a variety of housing types to accommodate people of all age groups and income levels. Residential development should occur in economically and environmentally sound locations.

- POLICIES:
1. Through the use of the City zoning ordinance, encourage those areas designated single family residential on the Land Use Plan Map to be developed primarily with single family residences. Limited amounts of low density multiple family housing such as duplexes could be allowed in single family residential neighborhoods if the units are compatible with existing homes and the integrity of the neighborhood is maintained. The maximum density allowed is noted in the zoning ordinance and subdivision regulations.
 2. Encourage the development of higher density multiple family housing to occur exclusively in those areas designated as multiple family residential. The City zoning map with its further classification of multiple family housing types should be used to promote high quality multiple family residential neighborhoods with a variety of densities. Large areas of high density housing should be avoided if possible. Good sized open spaces or parks should be located near large multiple family housing developments to help maintain high quality neighborhoods.
 3. Residential neighborhoods should have some form of buffering between the residences and conflicting or incompatible land uses such as commercial or industrial businesses. Some example of buffering that could be used alone or in combination include trees, large shrubs, well designed fences and open space areas.
 4. Promote "urban infill" to the extent possible. That is, encourage future development in areas where urban services are already in place (with adequate capacity) or are planned for installation in the near future.
 5. Evaluate proposed developments in terms of the availability of urban services, especially sanitary sewer, water lines, storm sewers, fire protection and schools, and require that such

urban services be available or that they could be made available economically.

6. Proposed residential developments in the community should also be evaluated in terms of fiscal and environmental impacts. Developments which display immediate or projected costs in excess of benefits, either economically or environmentally, should be discouraged.
7. The City should seek to cooperate with other public agencies in housing rehabilitation and energy conservation programs.

Commercial Land Use

GOAL: To develop the commercial sector of the local economy so as to insure that it will be economically feasible to provide goods and services to the local residents and to the surrounding rural area residents in a clean, attractive, safe and convenient manner.

- POLICIES:**
1. Avoid the proliferation of strip commercial areas along streets and highways, especially South Broadway (STH 25) and Stout Road (USH 12).
 2. Future commercial development should occur in those areas presently designated commercial by the Land Use Plan so that commercial growth will occur in a compact, energy efficient manner.
 3. Organize the City's zoning map and ordinance so that the commercial districts reflect a compact, energy efficient development pattern to provide shopping areas that are attractive and accessible for local and area consumers.
 4. Encourage the clustering of commercial uses in existing and new shopping areas in order to maximize consumer convenience and enhance traffic safety and flow. The number of access points to commercial uses from major roads should be minimized.
 5. The need for certain types of commercial development along major highways should be recognized and accommodated. Certain categories of business activity require highway orientation or larger land parcels in close proximity to a major road. These types of development may include, but are not

limited to, auto/truck/implement sales, motels, service stations, restaurants, and farm-related businesses.

6. Retail and customer service businesses which serve primarily as neighborhood convenience stores should be allowed in residential districts where they do not adversely affect the quality and character of the neighborhood.
7. Efforts should be made to assure that adequate off-street parking is provided in commercial developments in order to lessen the total dependence upon on-street parking.
8. Encourage redevelopment and revitalization in areas or buildings that are unattractive and uneconomical in order to make the central commercial district more physically attractive to local and area shoppers.

Industrial Land Use

GOAL: To attract and maintain industry which will provide local employment opportunities and contribute to the city tax base without adversely affecting residential areas of the community and the quality of the environment.

- POLICIES:**
1. Promote the City as a good place for industry to locate, through the efforts of the local industrial development corporation, government, and city residents.
 2. New industrial development should be limited to those areas designated for such use on the Land Use Plan Map in order to minimize adverse impacts upon surrounding land uses, particularly residential uses.
 3. To concentrate industrial activity where possible (i.e., in industrial parks), to allow for adequate land area needs and a variety of site sizes, and to minimize or eliminate any conflicts with other land uses. Concentrated industrial activity provides the most efficient and least costly means of furnishing utilities and services.
 4. Land suitable for industrial development is indicated on the Land Use Plan Map. Appropriate zoning action should be taken to preserve it for the identified use to avoid conflicting intrusion from other urban land uses such as residential.

5. Proper access to industries from major traffic routes should be provided.
6. Industry should be required to provide adequate parking, loading and unloading facilities based on an approved site plan.
7. Where deemed necessary, require industrial development to provide a buffer of landscaping or screening to shield them from adjacent incompatible land uses and to insure aesthetically pleasing surroundings.

Government/Institutional Land Uses

GOAL: To provide the public with safe and convenient access to the various types of governmental and institutional land uses and to insure that this type of land use is compatible with surrounding land uses.

- POLICIES:
1. Each governmental and institutional land development proposal should be studied individually, recognizing the specific function associated with each type, to insure that it will be compatible with surrounding land uses.
 2. The full impacts of placing a government or institutional structure should be studied before it is implemented. These studies should include, but are not limited to, the increased traffic generation on surrounding streets and the increased demand on parking.

Recreational Land Use

GOAL: Provide quality park facilities, open space areas and recreational opportunities which will effectively and economically serve the needs of the community's residents.

- POLICIES:
1. The City should plan to acquire adequate park and recreational facilities to meet the present and future needs. The Menomonie Recreation Plan provides recreational land use standards that identify what the present and future park needs are for Menomonie. To ensure that these standards are provided for, the City should reserve adequate land area, on presently undeveloped land, for future parks by delineating such areas on the official map.

2. Promote an on-going facility development program in the existing City parks and recreational areas.
3. Developers of high density multiple family residential developments should be encouraged to dedicate land for a neighborhood park or open space area or payment-in-lieu of land at the discretion of the City.
4. To provide adequate access and parking for community parks and recreation facilities.
5. Coordination between the Menomonie Plan Commission and the City park and recreation authorities should be maintained to ensure that the goals, policies and land use decisions of each body are compatible and working to achieve the same objectives.

Conservancy Land Use

GOAL: Urban development should be discouraged in areas where environmental factors pose severe limitations. Examples of such factors include poor soils, hilly or steep topography with low depth to bedrock, wetlands, and natural drainageways.

- POLICIES:**
1. Vacant land parcels that have access to a full range of public facilities, or could be economically provided with such facilities, should be given first priority when urban development is considered.
 2. Second priority areas to be considered for development would involve land parcels that have been targeted for development or where public monies have been invested.
 3. "Leap frog" development should be discouraged. Such development is costly and uneconomical in terms of public service and facility extensions. "Leap frog" development allows land parcels to be bypassed and left vacant while land parcels are developed in dispersed locations. It is an inefficient use of land and necessitates costly urban utility and service extensions.
 4. Land development should occur in an orderly procedure, according to a systematic plan, to meet the needs of the City and its residents in the most economical and efficient manner.

Future Land Use Plan

The Menomonie Land Use Plan is a set of proposed guidelines for the future development of the City. These guidelines have been formulated by the Menomonie Planning Commission. The Menomonie plan is intended to cover a period extending from the present to the year 2020. It is felt that this period is long enough to provide the necessary perspective for the future, while remaining short enough to be relevant to the residents of the City and to the City officials who will be called upon to implement the plan.

The Land Use Plan itself is comprised of two distinct, but interrelated components. The primary means of expressing the Menomonie Land Use Plan is the Land Use Plan map. However, the map cannot and should not stand alone as a planning tool. The Land Use Plan map is supplemented and explained by the goals and policies which are identified in this plan.

The Land Use Plan map (Map 3) is intended to be a graphic and pictorial description of the desired pattern of land use, showing the general location, character and intensity of land uses for the foreseeable future. The map itself is not intended to be a rigid end-product document, but a necessary and useful planning tool which will help the community clarify and better evaluate issues and alternatives and thereby formulate policies which will best achieve local objectives in an effective, but flexible manner. By using the technique of producing a future land use map which displays the general location of land uses rather than site specific, detailed locations, the City is provided with a means of indicating its desires on a community-wide basis. The generalized nature of the land use plan also provides the City with the necessary flexibility required to analyze future development proposals in more detail at later dates.

The projected land uses depicted on Map 3 can be calculated to determine the additional acreage the City is identifying to satisfy future growth and development needs. The projected land use acreage is presented in Table 4. The future land use map identifies over 3,800 acres of land for potential future development to serve the City's growing population and economy. The amount of additional acreage identified represents almost 90 percent of the existing developed area within the City. According to the future land use map, approximately two-thirds of the future growth of the City is projected to occur within the current corporate limits.

TABLE 4
CITY OF MENOMONIE
PROJECTED LAND USE ACREAGES FOR 2020

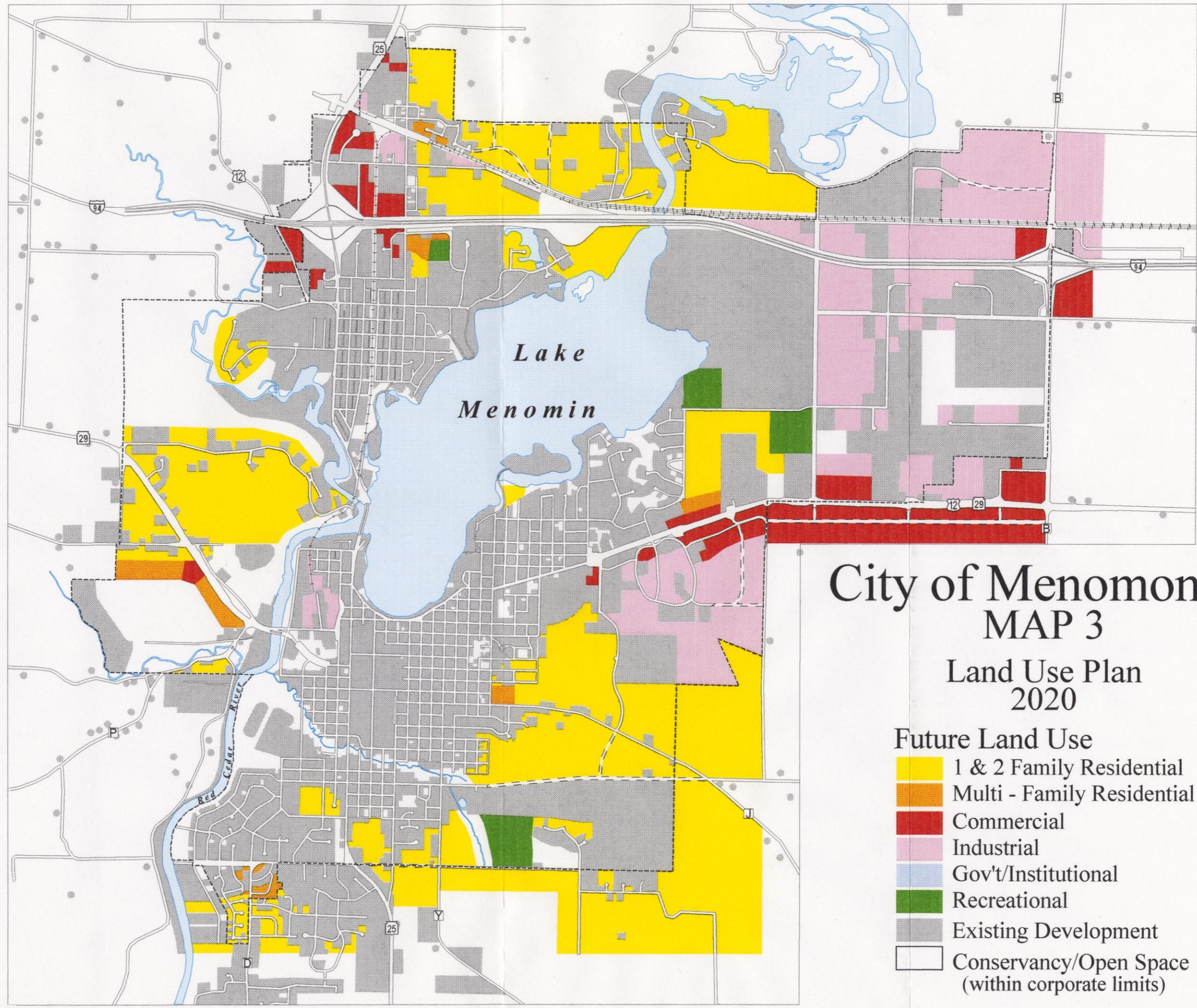
<i>Land Use</i>	<i>Inside City Limits</i>	<i>Outside City Limits</i>	<i>Total</i>
1 & 2 Family Residential	1,365	888	2,253
Multi-Family Residential	86	--	86
Commercial	165	274	439
Industrial	834	125	959
Recreational	109	--	109
TOTAL	2,559	1,287	3,846

Source: West Central Wisconsin Regional Planning Commission, 1999

It is important to emphasize that the Land Use Plan map is only a guide to indicate the locations of various land uses and it does not change zoning. Specific locations for land uses will be determined by applying the goals and policies presented in this document to development proposals. The map does not identify all specified land uses that may be acceptable as compatible companion land uses. For example, future demand for residential development may suggest a need for more multi-family residences. This potential need may prompt a shift in some of the projected single-family land use to multi-family. Other land uses that are normally compatible with residential development, such as schools, churches and parks, may also be incorporated with residential development as future needs determine.









The generalized Land Use Plan map displays desired future land use patterns for areas both inside and outside the City limits. A pattern of land uses has been suggested for a limited area outside the City because planning issues often go beyond jurisdictional boundaries. It is important for the City to indicate its position and to notify the surrounding townships, property owners and potential developers of the City's interests regarding future land use. This is especially important if an assumption is made that, in the future, these areas may be part of the City of Menomonie and require municipal services. One final objective of the map is to provide some guidelines for the City to use when it exercises its extraterritorial subdivision plat review powers. The recommendations should be viewed as suggestions only and not be interpreted as part of the official Land Use Plan map which focuses primarily on those areas inside the corporate limits.

Complementary to the map is a set of goals and policies. Technically, the goals and policies are written descriptions of what is depicted on the map. These written statements are necessary to provide more detail about the map's



City of Menomonie MAP 3

Land Use Plan
2020

- Future Land Use**
-  1 & 2 Family Residential
 -  Multi - Family Residential
 -  Commercial
 -  Industrial
 -  Gov't/Institutional
 -  Recreational
 -  Existing Development
 -  Conservancy/Open Space
(within corporate limits)



intentions and to provide some constant guidelines which the City can follow to achieve the desired land use results. The Menomonie goals and policies, like the map, are intended to be flexible and reasonable. It would be wrong to expect more out of the Menomonie Land Use Plan (both the map and the written statements) because of the intended flexibility. The plan is really only as effective and meaningful as the City's officials and local residents view it, interpret it, and use it.

Two factors must be recognized when examining the proposed land use map: (1) not all of the land will be developed in the manner shown on the map, and (2) proposed land use is not the same as zoning. Proposed land use for the City and adjoining areas has been divided into six major categories. The six land use categories are residential, commercial, industrial, government/institutional, recreation, and conservancy. The residential category was divided into two separate subcategories to show the general desired locations for single family and multiple family residential land use. The conservancy classification was included to indicate areas where development should be discouraged because the land has physical constraints which are limiting to development, such as steep topography, potential flooding hazard or wetland conditions, and should remain in a natural state. The conservancy classification is applied only within the corporate limits. With the exception of existing development outside the corporate limits, the projection of future land uses outside of the City are restricted to identified municipal growth areas.

Plan Implementation

The land use plan provides a design for the attainment of the development objectives set forth throughout this document. In a practical sense, however, the plan is not complete until the steps to implement that plan are identified. After formal adoption of the land use plan, realization of the plan will require long-term dedication to the underlying objectives by the City officials concerned with its implementation. Therefore, the adoption of the plan is only the beginning of a series of required actions necessary to achieve the objectives expressed in this report. The plan should be used as a guide for making decisions concerning land development in and around the City.

Local Action Roles

The City Council

Menomonie's growth and development has been and will continue to be substantially influenced by governmental decisions. An important step in plan implementation is the formal adoption of the plan by the City Council. The City Council is assigned the legislative power to adopt the plan and implement

development regulations and programs. Upon such adoption, the plan becomes the official guide for decision-making by City officials. As chief policy makers, the Council is also responsible for establishing and actively sponsoring a continuing planning program.

Planning Commission's Role

The Planning Commission's role in carrying out the plan is advisory. It is their responsibility to review all pertinent information that is available on a particular planning issue and to develop an objective recommendation which is then usually given to the decision-makers (the City Council). The Menomonie City Council should use the Planning Commission to the fullest extent feasible in order to aid them in making land use and other planning decisions. A principle purpose for the existence of the Planning Commission is to help assure that benefits to local taxpayers are maximized and that government expenditures are minimized. By using the recommendations of the Planning Commission that are contained in this document, the City of Menomonie can guide its future growth and development to provide a safe, healthy and comfortable living environment for local citizens, businesses, and industries.

Public Participation

The Menomonie Planning Commission seeks to prepare plans that are acceptable to the local citizens and that they will support. Public participation is encouraged throughout the planning process and is extremely important to the acceptance and successful implementation of local plans. Each citizen has an opportunity to take an active part in the development of plans for the future of the community. By attending meetings of the Planning Commission, citizens may review plans in-progress and provide input to affect their outcome.

Regulatory Mechanisms

Zoning Ordinance

Zoning is probably the single most commonly used legal device available for implementing the land use plan of a community. Zoning is essentially a means of insuring that land uses in a community are compatible with one another with regard to the type, location, and spacing of development. Zoning regulates the development density in each area so that property can be adequately serviced by such governmental facilities as streets, schools, recreation, and utility systems. Zoning can direct new growth into appropriate areas and protect existing property by requiring development to meet acceptable development standards.

The City's existing zoning ordinance and map have been periodically updated since their adoption, however, there has not been a comprehensive revision of the zoning ordinance since 1982. Because of changes that have occurred since that time, which not only include changing land uses in the City, but also changing conditions related to the economy, public facilities and housing needs, a revision of the zoning ordinance and map may be needed. Changes to the zoning ordinance may also be required to coincide with the updated land use plan presented in this document. The review and update of the zoning ordinance is the next logical step to follow the land use planning process, and the Planning Commission has the primary responsibility for the ordinance's improvement.

The Official Map

The official map is a legal document, in map form, which identifies the location of existing and proposed streets. It is also used to indicate the location of other public facilities such as existing and proposed parks, playgrounds, railroad rights-of-way and school sites. The official map, as a legal document, is deemed to be final and conclusive with respect to the location and width of streets and highways, the location and extent of railroad rights-of-way, and parks and playgrounds shown on the map. It is a plan implementation tool by which the governing body places on record its official intentions regarding the location and dimensions of such public facilities. Emphasis is usually placed on widenings, expansions, extensions, and new facilities. In effect, the official map serves notice on property owners and developers that the governing entity plans to acquire certain properties specified on the map.

The primary purpose of the official map is to prohibit the construction of buildings or structures and their associated improvements on land that has been designated for current or future public use. If drawn in a realistic manner, consistent with the overall provisions of the municipality's comprehensive plan, the official map will serve as a positive influence for sound development by reserving areas for public facilities in anticipation of need.

Financial Support

Capital Improvements Program

The Capital Improvements Program (CIP) is the primary financial means the City has available to implement the land use plan and accomplish many of its objectives. Menomonie is currently using a CIP to prioritize needed projects within the City. The CIP examines available tax dollars and revenues at the present and as anticipated in the near future. Things such as improvements to the library, expansion of parks and playgrounds, street and sidewalk

construction and repair, and addition or upgrading of sewer and water lines in the City are scheduled when they are needed and when revenues are available.

Other Financial Tools

There are a number of other financial tools which the City can use to support the implementation of this plan. Tax Increment Financing (TIF) is one such program which the City is actively using. The TIF program allows the City to use the taxes collected on the increase in the value of taxable property resulting from improvements made to the property as a financing mechanism for additional improvements.

Another implementation tool is Industrial Revenue Bonding. Industrial Revenue Bonds can facilitate growth because they are a means of financing the construction, expansion, or equipping of industrial plants and certain other facilities. They are issued by a local government as municipal bonds. However, they are not general obligations of the local government, tax money is not required to pay interest on these bonds or to retire them when they mature. The funds necessary for debt retirement are provided by the company or organization that will use the facilities that were financed by the bonds.

The quantity and quality of a City's housing stock is always of importance to local officials and residents. Several programs are available at the state and federal level for various housing needs. Programs such as the federal Community Development Block Grant (CDBG) program are aimed at improving the local housing stock, as well as community public facilities. Rural Development (formerly Farmers Home Administration) and the Wisconsin Housing and Economic Development Authority are two agencies with programs also designed for meeting housing needs in a community.

III. Transportation System

Streets and Highways

Street and Highway System

The City of Menomonie is served by an extensive network of streets and highways under state and local jurisdiction. There are approximately 104 miles of road system within the City. Major state routes passing east/west through the City include Interstate 94, USH 12 and STH 29, while STH 25 provides the primary north/south access to the community.

The 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. Map 4 depicts the functional classification of the streets and highways in the City. 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. 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.

Vehicle Registrations

The number of vehicles registered by the WisDOT Division of Motor Vehicles in the City of Menomonie has steadily increased over the years. Table 5 presents vehicle registration data for the City to indicate the growth in vehicle registrations in the City in recent years.

As indicated in Table 5, vehicle registrations increased by 40 percent between 1985 and 1997, reaching over 10,000 vehicles in 1995, 1996, and 1997. A substantial increase in the number of semi-trailers and other trailers requiring registration appear to be a major contributor to the overall increase in registered vehicles. Automobile and truck registrations have also continued to increase steadily. However, while automobile registrations have increased by 20 percent between 1985 and 1997, truck registrations have more than doubled over the same period. This can be attributed to a combination of the popularity of light duty trucks for personal transportation and the growth of the local economy, and the expansion of employment opportunities requiring the use of light and medium duty trucks.

**TABLE 5
CITY OF MENOMONIE
REGISTERED VEHICLES BY TYPE
1985-1997**

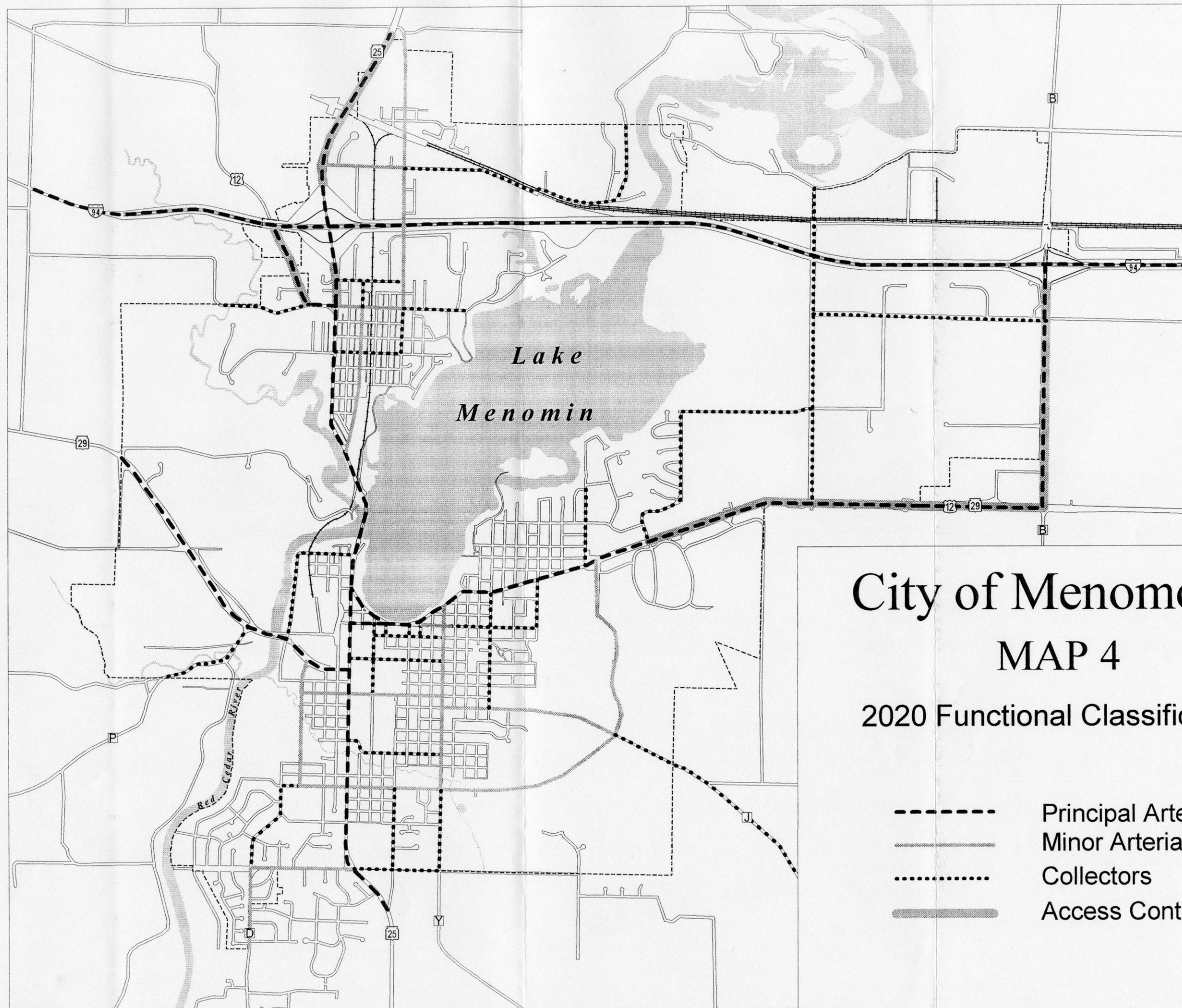
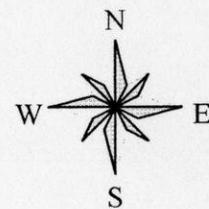
	1985	1990	1995	1996	1997
Automobiles	4,734	5,318	5,893	5,819	5,668
Trucks	1,797	2,331	3,335	3,490	3,632
Trailers	60	85	128	137	144
Semi-Tractors	9	11	9	8	9
Semi-Trailers	60	87	171	148	164
Buses	12	13	16	14	12
School Buses	30	34	41	42	31
Motorcycles	353	302	299	251	301
Mopeds	24	42	44	27	28
Mobile Home	82	77	76	80	75
Recreational Vehicles	57	66	78	74	76
TOTALS	7,218	8,366	10,090	10,090	10,140

Source: WisDOT Motor Vehicle Registrations

Traffic Volumes

The growing number of vehicles in the City, combined with a growing population and increased number of personal trips, result in increased traffic volumes on the local road system. Annual average daily traffic (AADT) volumes are identified for selected road segments within the City and displayed for the period 1986 to 1996 in Table 6. This information helps to evaluate the impact of growing traffic volumes on the traffic-carrying capability of the local road system and the need for transportation improvements. The traffic count locations are depicted on Map 5. The most recent traffic counts for the City of Menomonie were recorded in 1996 and are displayed on Map 6 for the entire City.

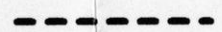



Interstate Highway 94 continues to be the predominant access to the City, with interchanges at STH 25 (North Broadway) and CTH B. The combined traffic volumes on these two routes have increased 64 percent between 1986 and 1996 and account for 22,500 vehicles per day moving into and out of the City. CTH B, alone, has experienced a 247 percent increase in traffic. Access to the City via USH 12/STH 29 from the east has also witnessed significant traffic volume growth. Traffic volumes on USH 12/STH 29, east of CTH B, have increased by 79 percent between 1986 and 1996, reaching 6,600 vehicles per day, while traffic volumes on USH 12/STH 29, between CTH B and Parkway Drive have increased by 211 percent, reaching 13,200 vehicles per day. The traffic volume increases experienced in the northeastern portion of the City reflect the increased activity in the area of the industrial park.



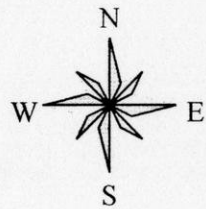
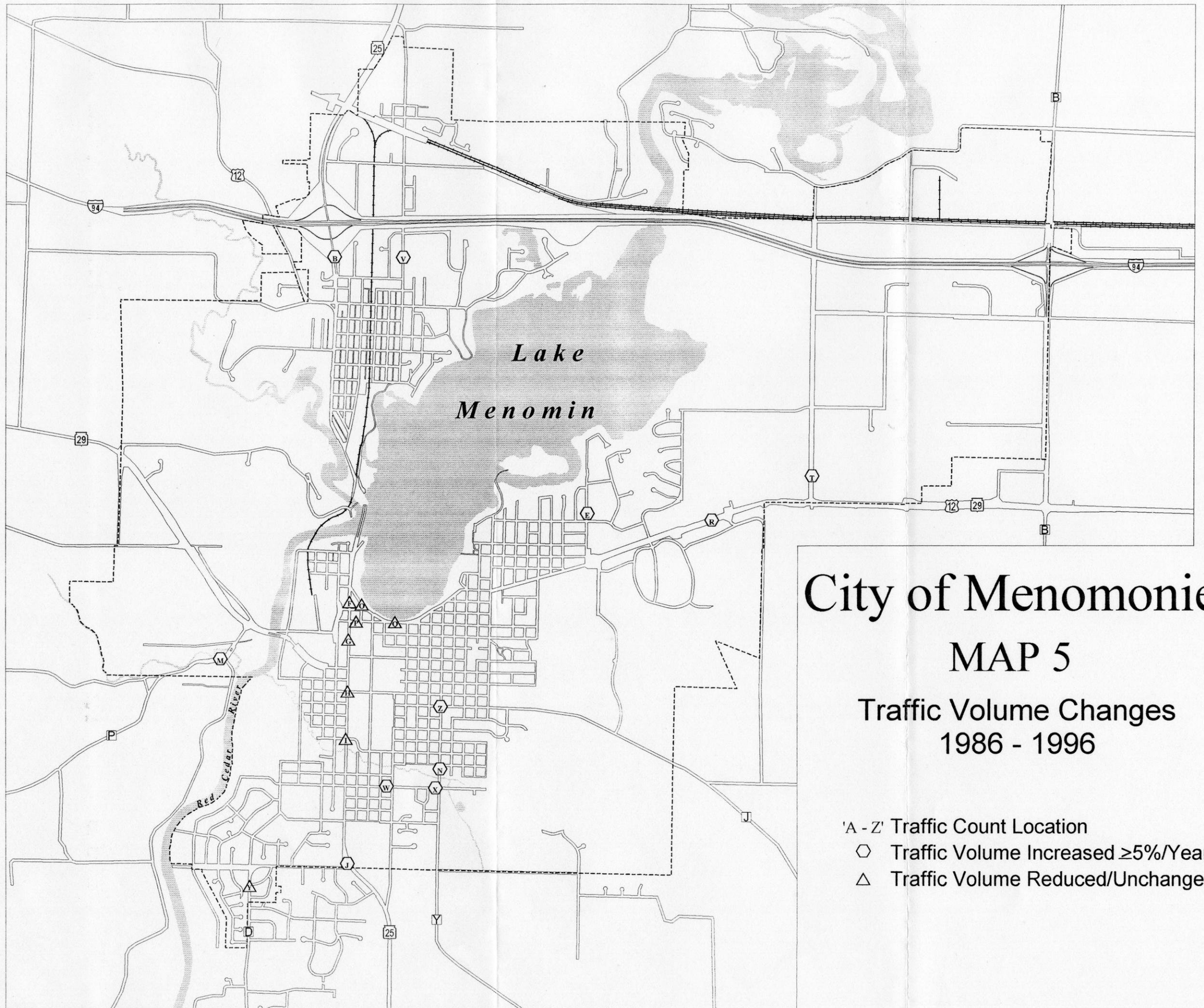
City of Menomonie

MAP 4

2020 Functional Classification

-  Principal Arterial
-  Minor Arterial
-  Collectors
-  Access Controls





City of Menomonie

MAP 5

Traffic Volume Changes
1986 - 1996

- 'A - Z' Traffic Count Location
- ⬡ Traffic Volume Increased $\geq 5\%$ /Year
- △ Traffic Volume Reduced/Unchanged



TABLE 6
CITY OF MENOMONIE
TRAFFIC VOLUMES ON SELECTED STREETS
1986 – 1996

<i>Map Location</i>	1986	1989	1992	1996	AAGR* % 1986-1996
A – STH 25 North	5,180	4,340	5,410	7,200	3.9
B – N. Broadway	11,270	11,270 ^a	12,990	16,700	4.8
C – N. Broadway	15,500	18,230	16,860	22,000	4.2
D – N. Broadway	13,000	17,860	17,060	18,000	3.8
E – 21 st Street East	560	950	NA	980	7.5
F – S. Broadway	15,440	15,440 ^a	10,630	10,600	-3.1
G – S. Broadway	14,520	16,020	12,850	13,300	-0.8
H – S. Broadway	19,550	19,550 ^a	13,960	16,200	-1.7
I – S. Broadway	11,740	13,980	11,420	11,800	0.1
J – STH 25 South	5,600	5,600 ^a	7,490	8,400	5.0
K – USH 12 West	5,580	7,240	6,030	6,400	1.5
L – STH 29 West	3,210	3,420	3,160	4,100	2.8
M – CTH P West	1,000	1,090	1,390	1,500	5.0
N – 9 th Street East	4,350	4,350 ^a	5,340	7,900	8.2
O – Crescent Street	8,890	11,070	9,400	9,300	0.5
P – Main Street	13,180	10,380	10,380 ^b	NA	-2.1 ^c
Q – Main Street	15,270	15,910	15,940	15,300	0.0
R – Stout Road	7,020	7,810	11,280	10,700	5.2
S – CTH J	780	700	870	1,100	4.1
T – Parkway Road	1,370	1,970	2,290	2,100	5.3
U – Stout Road	10,760	12,870	14,150	13,200	2.3
V – Wilson Avenue	2,130	2,600	1,200	3,400	6.0
W – 21 st Avenue	2,120	2,460	3,360	4,000	8.9
X – 21 st Avenue	2,730	3,200	4,170	4,200	5.4
Y – CTH D	1,690	1,360	1,390	1,400	-1.7
Z – 9 th Street	4,510	7,320	8,450	8,000	7.7

*Average Annual Growth Rate

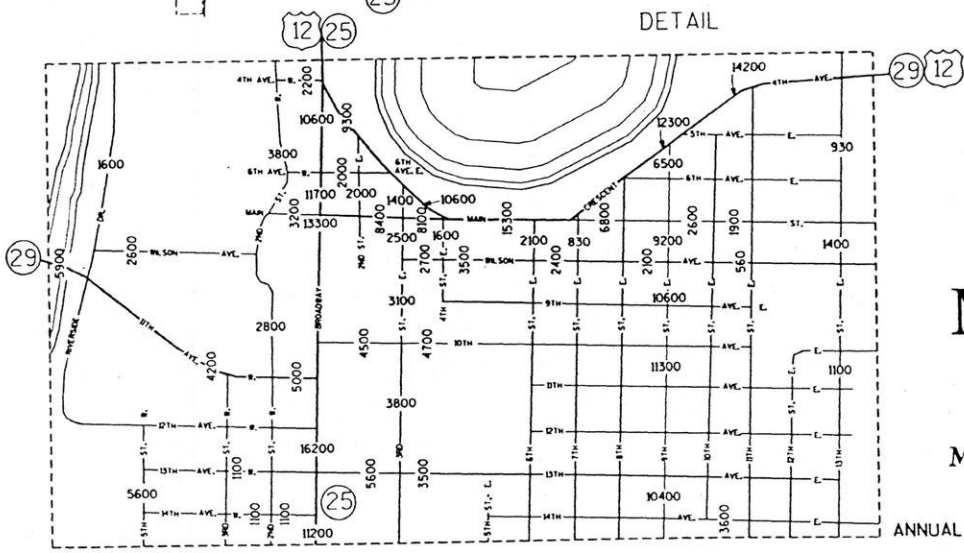
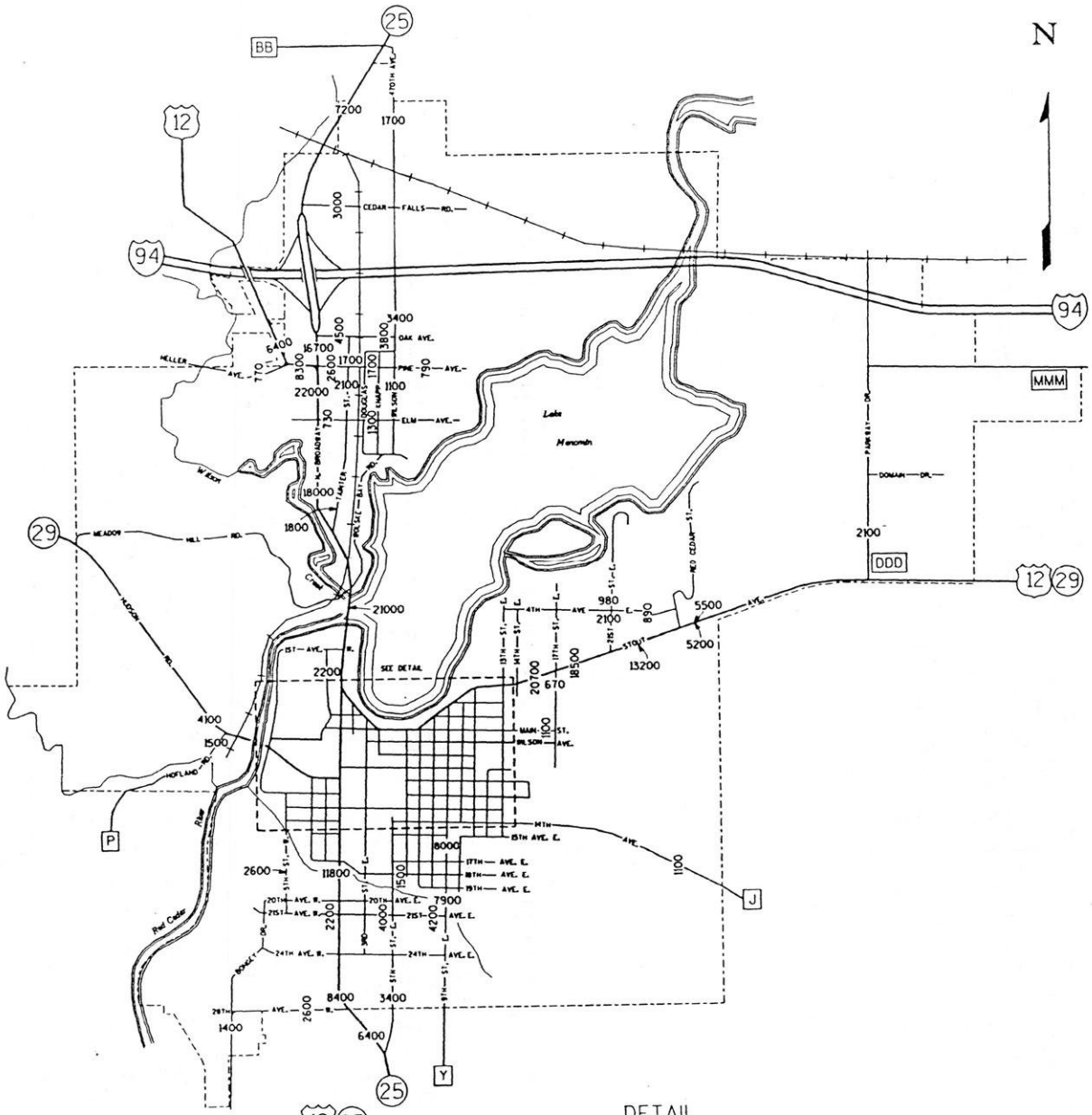
^a = 1986 ADT

^b = 1989 ADT

^c = AAGR calculated for 1986-1989 ADT

Source: Highway Traffic Volumes, 1986-1996, WisDOT

Traffic entering and leaving the City on STH 25 from the south has nearly doubled in the 10-year review period, and has been recorded at 6,400 vehicles per day in 1996. Increased residential development to the south of the City is certainly contributing to this traffic growth. Traffic entering the City from the west on STH 29 and USH 12 has experienced only a moderate growth at 28 percent and 15 percent, respectively.



MAP 6

1996
CITY OF
MENOMONIE
DUNN CO.

ANNUAL AVERAGE DAILY TRAFFIC

Traffic volumes recorded on City streets are still the highest on North Broadway, with 22,000 vehicles per day recorded on North Broadway between Pine and Elm Avenues. Stout Road, between 14th and 15th Streets East, has also recorded traffic volumes exceeding 20,000 vehicles per day. Fifth Street East, near the south city limits, has experienced the highest growth rate for recorded traffic volumes in the City. The 3,400 vehicles per day recorded on Fifth Street East in 1996 is five times the recorded traffic in 1986. This may indicate a preference for Fifth Street as an alternative route that parallels South Broadway to the University and central business district. While increasing traffic volumes can be identified for numerous locations along the City's developing perimeter, traffic volumes along South Broadway, Main Street and Crescent Street, in the central business district, have either remained relatively constant or actually decreased. Map 5 also depicts these selected traffic count locations and identifies those with significant increases or decreases in traffic volumes over the 10-year period.

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 7 presents the results of an analysis of WisDOT's recorded accident data for the City's street system for the years 1995 through 1997. The intersection locations identified in Table 7 represent those highest accident locations with 10 or more reported accidents during the

<i>Rank</i>	<i>Intersection Location</i>	<i>No. of Accidents (3-year total)</i>
1	S. Broadway/Main Street	59
2	N. Broadway/Pine Avenue	40
3	N. Broadway/Oak Avenue	25
4	6 th Street/Main Street	24
5	N. Broadway/Cedar Falls Rd.	19
6	S. Broadway/11 th Avenue	18
7	S. Broadway/13 th Avenue	18
8	S. Broadway/21 st Avenue	18
9	S. Broadway/6 th Avenue	18
10	6 th Street/Wilson Avenue	14
11	13 th Avenue/6 th Street	13
12	13 th Avenue/3 rd Street	13
13	Stout Road/21 st Street	13
14	Main Street/4 th Street	13
15	Stout Road/19 th Street	11
16	Stout Road/17 th Street	11
17	Main Street/3 rd Street	10
18	11 th Avenue/2 nd Street West	10
19	S. Broadway/4 th Avenue	10

Source: WisDOT Accident Data, 1995, 1996, 1997

three-year period. The number of accidents at specific locations is also graphically depicted on Map 7.

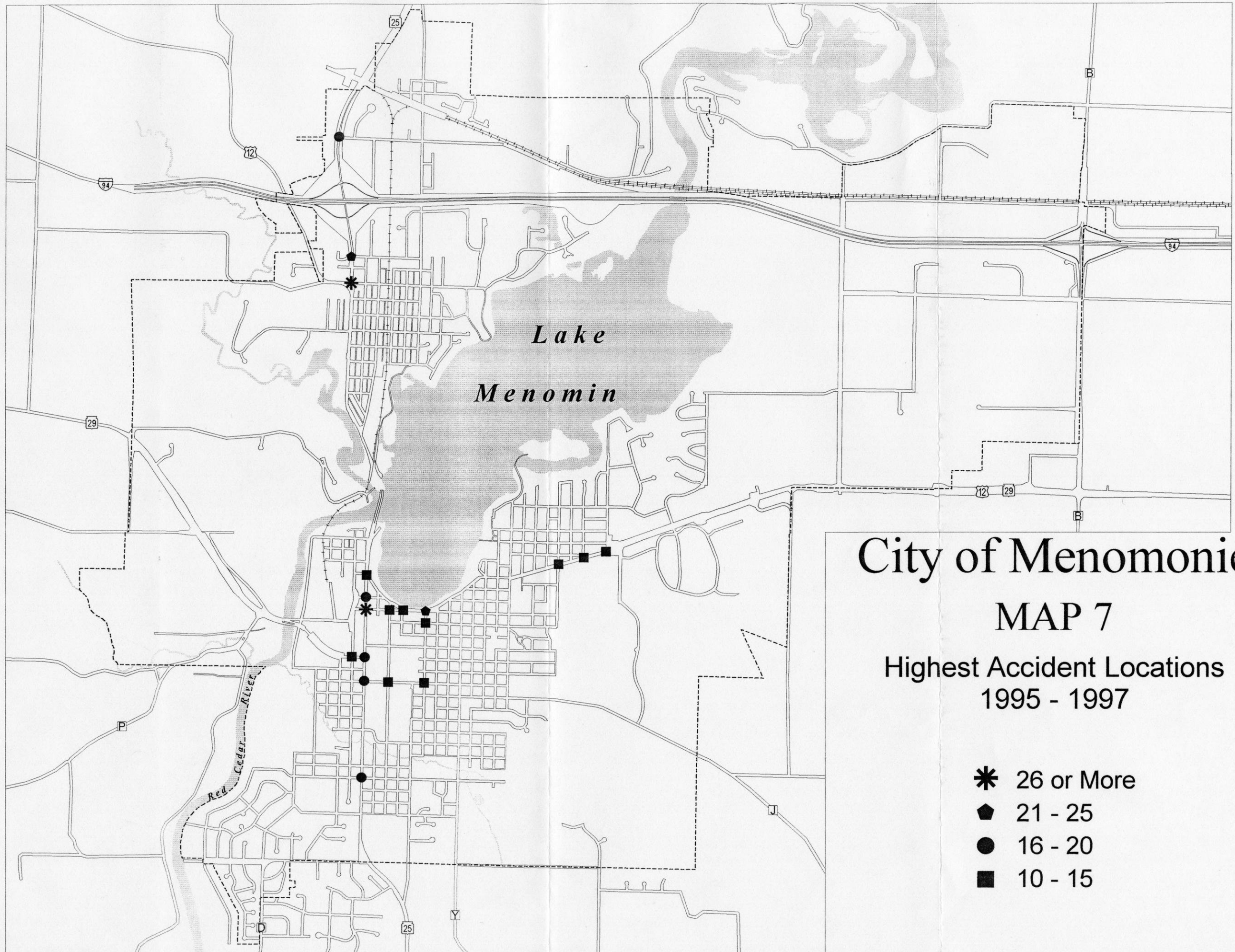
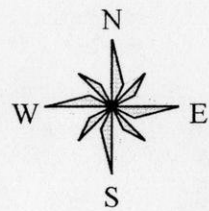
Three distinct problem areas can be identified on Map 7 from an analysis of the accident data. The first problem area is the North Broadway intersections with Pine Avenue, Oak Avenue, and Cedar Falls Road. This stretch of North Broadway is bordered by fairly extensive commercial development that generates a considerable amount of traffic, as well as serving as the primary entrance to the City from Interstate Highway 94. There were a total of 84 accidents recorded at these three intersections during the reporting period.

The second problem 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. The segments of South Broadway, Main Street, 13th Avenue and 6th Street that border this area recorded a total of 210 accidents during the reporting period.

A third problem area is emerging on Stout Road between 17th and 21st Streets. Heavy traffic volumes on Stout Road (between 18,000 and 20,000 vehicles per day in 1996) are increasing the difficulty in getting into and out of residential neighborhoods to the north. 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 and government and institutional land uses. The Stout Road intersections with 17th, 19th and 21st Streets recorded a total of 35 accidents between 1995 and 1997.

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 use. Traffic volumes also vary weekly and daily with the type of land use. Industries generate a lot of 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:



City of Menomonie

MAP 7

Highest Accident Locations
1995 - 1997

- ✱ 26 or More
- ⬠ 21 - 25
- 16 - 20
- 10 - 15



- Downtown
- UW-Stout
- Thunderbird Mall
- County Hospital
- Frykland Drive Apartments
- Stout Road Commercial Area
- Industrial Park
- Wakanda Park
- Senior/Junior High Schools
- Swiss Miss Plant
- Menomonie Junction Area

The planned street system must take into account these traffic generators, as well as any future generators.

Policy Direction

- Provide for the orderly extension of new streets into developing areas by preserving adequate rights-of-way through undeveloped land.
- Work to achieve a traffic circulation network that conforms to the planned functional classification system of roadways.
- Plan and encourage the location of new major traffic generators and dense land use patterns to locate along or near arterial and collector streets.
- In conjunction with downtown redevelopment planning and activity, a detailed transportation plan/study of the downtown should be undertaken.
- Establish access controls to preserve the integrity of highways in newly developing areas.

Planned Major Street Improvements

A series of planned improvements to the Menomonie street system is shown on Map 8. These improvements include both planned and potential projects that may be anticipated during the 20-year planning period.

The identified improvements are proposed in response to the community's growth and development plans. Many of the proposed projects are for the improvement of traffic circulation in the currently developed area in the City of Menomonie. Exceptions to this include the proposed 21st Avenue extension to CTH "J" on the east side of the community, extension of a commercial frontage road south of USH 12/STH 29, and some additional streets in the Menomonie Junction area which will accommodate future development.

The projects are grouped in three general categories of priority. Immediate priority means that the project has the highest priority based on existing

conditions. Development of plans, purchasing right-of-way, and construction should commence in the first five years. Intermediate priority is a project that is anticipated to be needed in six to ten years. A long range project is one that may or may not be needed depending on how fast and in what direction the community grows. A brief description of the projects are as follows:

Immediate (1 to 5 years)

1. CTH J Reconstruction (Dairyland Road)

Total reconstruction from 9th Street to City limits. The portion from 9th Street to 13th Street has badly broken pavement with excessive crowns. The area from 13th Street to the City limit has deteriorated pavement and is very narrow with no shoulders or sidewalks. Traffic has increased and will continue to increase because of the Middle School construction and residential development, making these improvements a high priority to ensure safety.

2. 13th Avenue West

In order to improve the intersection of South Broadway and 13th Avenue, and circulation between South Broadway and the high school area (which includes several apartment units), it will be necessary to widen 13th Avenue west of South Broadway in order to provide for two-way traffic. The current one-way traffic on 13th Avenue and 14th Avenue conflicts with north-south traffic on South Broadway, and makes it very difficult to improve intersection capacity or intersection safety. With 13th Avenue widened west of South Broadway, it will be possible to install traffic signals at 13th Avenue and South Broadway as needed in the future.

3. 14th Avenue West

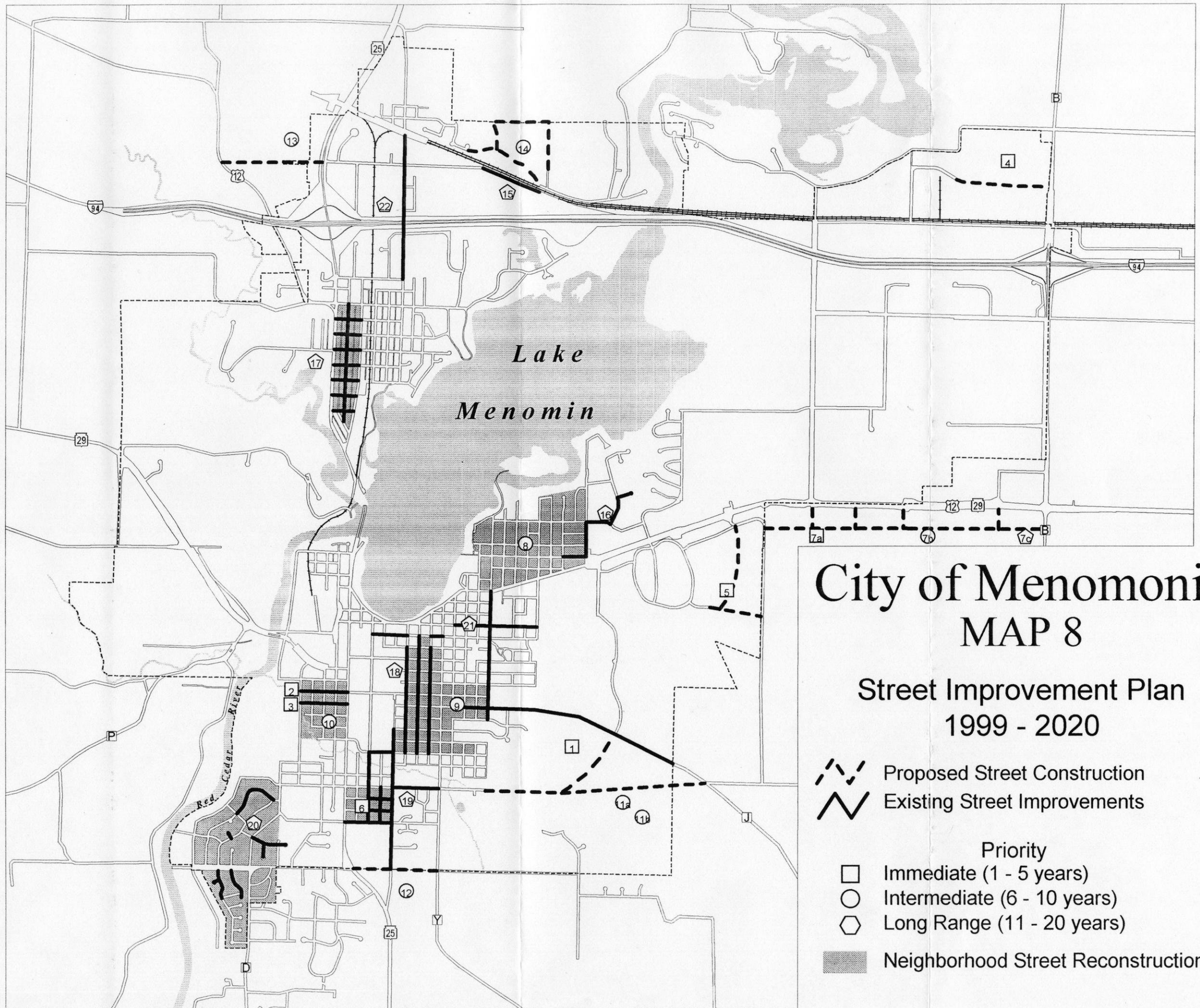
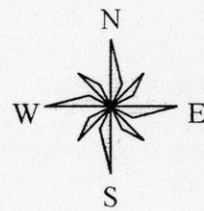
14th Avenue West presently serves as a one-way pair with 13th Avenue West. The street is narrow and the pavement is deteriorated. Widening this street will allow it to handle two-way traffic and improve traffic flow throughout the entire area.

4. Packer Drive Extension

Construct a new street to extend Packer Drive through the Industrial Park to CTH "B". This will provide service for additional industrial lots.



5. Technology Park Street Construction




Build a new street south from Schneider Avenue into the Kothlow property. This will provide new lots for the Technology Park to extend.




City of Menomonie MAP 8

Street Improvement Plan 1999 - 2020

-  Proposed Street Construction
-  Existing Street Improvements

- Priority**
-  Immediate (1 - 5 years)
-  Intermediate (6 - 10 years)
-  Long Range (11 - 20 years)

-  Neighborhood Street Reconstruction



6. Gates Addition Street Reconstruction

Reconstruct 5th Street, 4th Street, and 3rd Street from 24th Avenue to 21st Avenue; 22nd Avenue and 23rd Avenue from 5th Street to 3rd Street; and 24th Avenue from 5th Street to South Broadway (STH 25). All streets are in poor condition with no curb and gutter or storm sewer. Most of the streets are extremely narrow with no shoulder or sidewalks. Reconstruction would install wider streets with curb and gutter. Additional right-of-way will be required on 24th Avenue from 4th Street to South Broadway.

7. Commercial Frontage Road South of Hwy. 12/29 (Lookout Road to the East)

This frontage road will provide commercial access to businesses south of Highway 12/29. It will be constructed as development occurs.

Intermediate (6 to 10 years)

8. Elmwood Addition Street Reconstruction

Reconstruction of all streets north of Stout Road (STH 29 and USH 12), between 12th Street and 21st Street. All streets in this neighborhood are in poor condition. Most have only a seal coat surface with no curb and gutter. Many are very narrow with no sidewalks. The City has patched and seal coated the streets, but the streets are in such poor shape that this approach will no longer help. Total reconstruction, including street widening and curb and gutter, is recommended.

9. Lammer's Neighborhood Reconstruction

This area includes all streets between 12th Avenue and 19th Avenue, and 9th Street and 13th Street, except 16th Avenue east of 10th Street. The streets north of 15th Avenue have excessive crowns, poor pavement, and broken curb and gutter. South of 15th Avenue the streets are narrow with no curb and gutter or sidewalk. The pavement is in very bad shape. Total reconstruction is required.

10. Fowler Court Park Neighborhood

An area bound by 12th Avenue and 17th Avenue from north to south and 5th Street and South Broadway. These streets are narrow with broken, deteriorated pavement. Some streets have no curb and gutter. All streets are in need of total reconstruction. This neighborhood incorporates 13th and 14th Avenue – streets that have already been addressed as needing improvements.

11. East Connector (from 21st Avenue to CTH "J")

This new street will provide access for south Menomonie residents to the eastern side of the City and Industrial Park. It will provide a safe alternate route and will relieve traffic from the populated Stout Road (Highway 12/29).

12. Extension of 28th Avenue between South Broadway and 9th Street

The extension of 28th Avenue between South Broadway and 9th Street will accommodate traffic circulation at the south City limits. Topographic conditions and lack of full right-of-way width between South Broadway and 5th Street East on 24th Avenue limit the potential use of 24th Avenue for circulation in the area south of 21st Avenue. The proposed extension will provide access to Tanglewood Golf Course and a large area east of 9th Street that has good potential for residential development in the future.

13. Cedar Falls Road Extension (between USH 12 and STH 25)

This street extension will provide improved traffic circulation for the City's retail areas. General terrain of the area will cause construction challenges. The exact route will need to be well analyzed to ensure environmental protection.

14. North Menomonie Residential Expansion

The street extension will promote residential development to the north and east of the Halama Addition. The exact location of these routes will be determined as residential plats are developed.

Long Range (11 to 20 years)

15. Cedar Falls Road Relocation

This segment of Cedar Falls Road south of the railroad tracks should be realigned to provide a safer railroad crossing. This alignment is proposed further south of the existing route to provide a safer sight distance.

Street Rehabilitation and Reconstruction

In addition to the major projects previously discussed, general street rehabilitation and reconstruction needs to be accomplished on the following streets:

- | | | |
|-----|---------------------------|--|
| 16. | • 4 th Avenue | 21 st Street to 24 th Street |
| | • 24 th Avenue | 4 th Street to Aurora Circle |
| | • Aurora Circle | 24 th Avenue East |

- | | | |
|-----|---|--|
| 17. | <ul style="list-style-type: none"> • Stout Street • Birch Avenue • Lake Avenue • Locust Avenue • Cherry Avenue • Elm Avenue • Maple Avenue • Walnut Avenue | <p>Hopwood Avenue to Pine Avenue
 North Broadway to Tainter
 North Broadway to Tainter
 North Broadway to Tainter
 North Broadway to Tainter
 North Broadway to Tainter
 North Broadway to Tainter
 North Broadway to Tainter</p> |
| 18. | <ul style="list-style-type: none"> • 9th Street • 7th Street • 6th Street • 5th Street | <p>9th Avenue to 18th Avenue
 Wilson Avenue to 18th Avenue
 9th Avenue to 18th Avenue
 16th Avenue to 21st Avenue</p> |
| 19. | <ul style="list-style-type: none"> • 5th Street • 18th Avenue • 3rd Street • 24th Avenue | <p>24th Avenue to City Limits
 3rd Street to 5th Street
 18th Avenue to 21st Avenue
 5th Street to 9th Street</p> |
| 20. | <ul style="list-style-type: none"> • Ballentine Road • Terrill Road • Nelson Drive • Harrison Circle • Schabacker Court • Ingalls Road • Jodi Circle • Bongey Drive | <p>Schneider Lake to Ingalls Road
 Bongey Drive to the East
 Terrill Road to the South
 Ingalls Road to the North
 Schritsmier Avenue to Jennifer Lane
 Schritsmier Avenue to Jennifer Lane
 Ingalls Road to the West
 Sunset Drive to City Limits</p> |
| 21. | <ul style="list-style-type: none"> • Wilson Avenue • Wilson Avenue • Main Street • 13th Avenue | <p>3rd Street to 5th Street
 8th Street to 9th Street
 10th Street to 17th Street
 Stout Road to 12th Avenue</p> |
| 22. | <ul style="list-style-type: none"> • Wilson Street | <p>Oak Avenue to the Railroad Tracks</p> |

Pedestrian/Bicycle

Pedestrian and bicycle travel within the City of Menomonie continues to provide important alternative modes of transportation to the automobile. The safe and efficient movement of pedestrians and bicyclists is dependent upon the availability and access to walkways and designated bicycle facilities.

Pedestrian and Bicyclist Activity Areas

Areas of the community that present the highest potential for pedestrian and bicycling activity are those areas that generate high levels of resident interaction and are within a relatively short distance from where those residents live. Major activity areas include schools, parks and recreation areas, concentrated commercial areas, and concentrations of higher density residential development. These activity areas are identified on Maps 9 and 10 to depict their location in relation to the planned pedestrian and bicycle facility improvements.

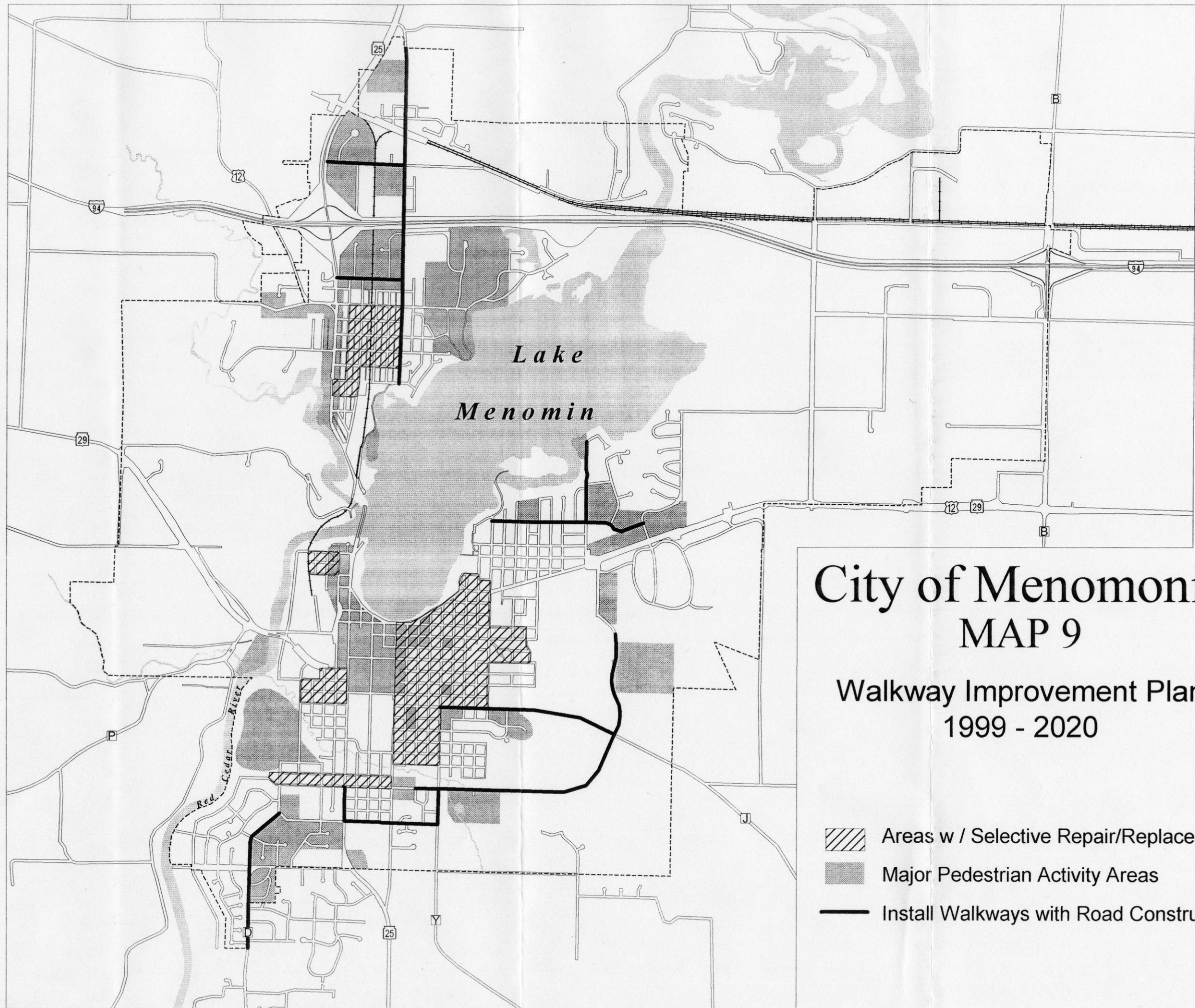
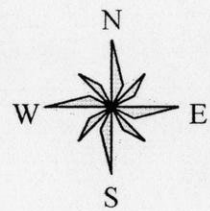
Planned Walkways/Bikeways

A significant number of locations within the City remain without sidewalks and a number of existing sidewalks are showing signs of deterioration. A survey of the sidewalk needs was conducted to determine where planned improvements should occur. Map 9 depicts areas where existing sidewalks are in need of repair or replacement and streets that should be served by sidewalks/walkways within the City. In selected locations, only limited sections of sidewalks are identified for needed repairs and may be addressed through the City's on-going maintenance program. However, where more extensive sidewalk repair and/or installation is identified, the cost of these improvements may be more efficiently addressed when combined with the construction or reconstruction of the adjoining street.

Bicycle facility improvements within the City of Menomonie have been identified in the City's *Bicycle Facilities Plan*, completed in 1993. The focus of that 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. Since that time, modifications to that plan have been identified to address changing conditions. The proposed bikeway system recommended in this plan incorporates the bicycle facility improvements contained in the *Bicycle Facilities Plan*, along with the identified modifications, and the addition of route extensions to provide connectivity to areas outside of the City. Map 10 depicts the planned bikeway system for the City of Menomonie.


Policy Direction

The City of Menomonie has adopted specific goals and objectives to improve bicycling facilities within the city (refer to *Bicycle Facilities Plan*). While this plan provides detailed policy direction for the improvement of bicycle facilities, the City should also consider the development of policies to address their sidewalk improvement needs. Recognizing the importance of both pedestrian and bicycle

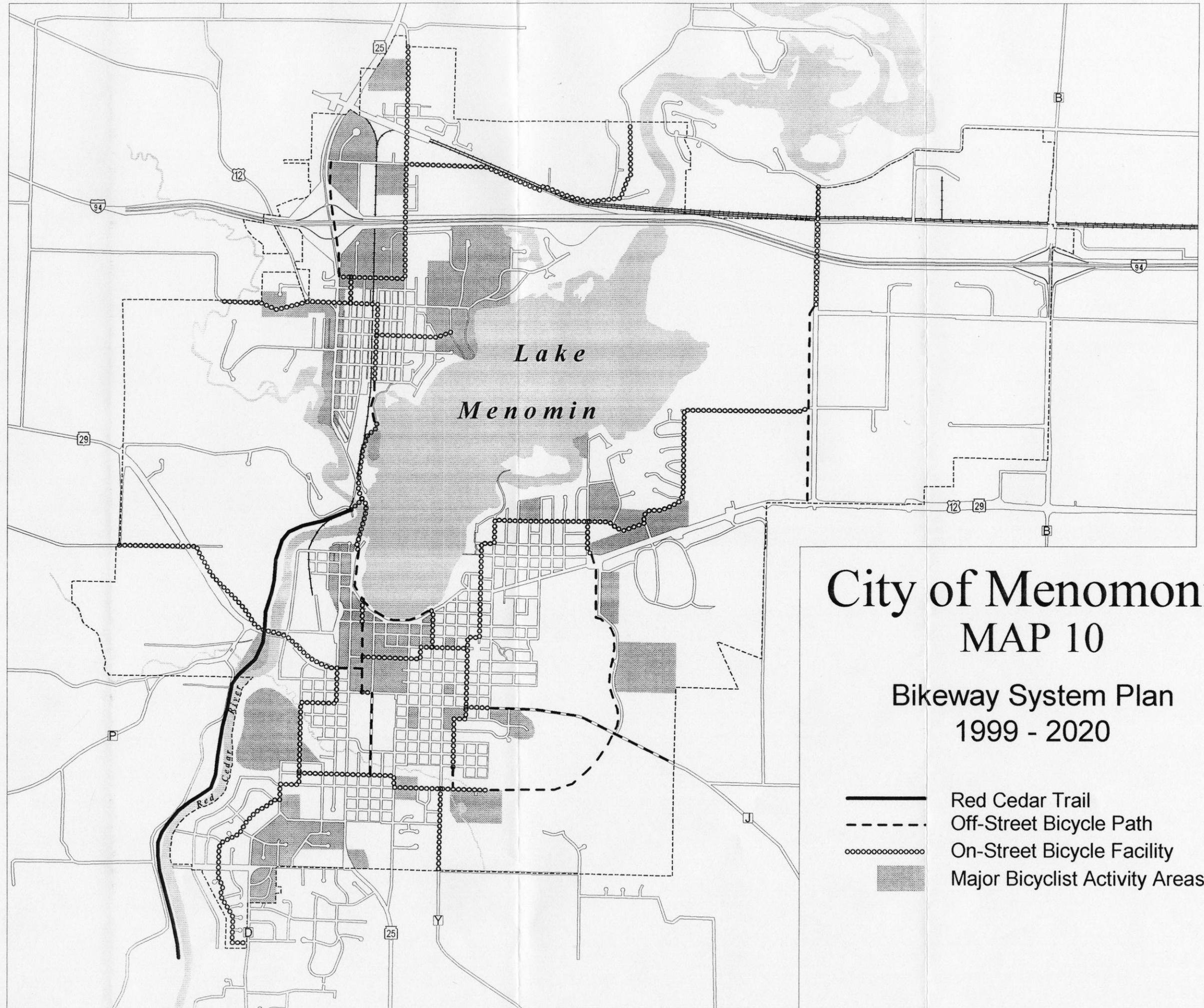
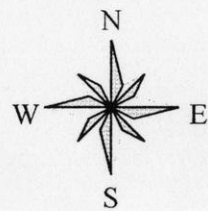


City of Menomonie MAP 9

Walkway Improvement Plan
1999 - 2020

-  Areas w / Selective Repair/Replacement
-  Major Pedestrian Activity Areas
-  Install Walkways with Road Construction





City of Menomonie MAP 10

Bikeway System Plan
1999 - 2020

-  Red Cedar Trail
-  Off-Street Bicycle Path
-  On-Street Bicycle Facility
-  Major Bicyclist Activity Areas



travel to its residents, the City should seek to improve facilities to accommodate travel by these means.

The development of policies to address pedestrian facility needs should incorporate the following considerations:

- Ensure the uniform installation and maintenance of sidewalks/walkways throughout the City.
- Sidewalk improvements should be planned for and financed as part of an adjoining street improvement project.
- Pedestrian safety mechanisms should be incorporated to safely facilitate pedestrian crossings. These may include signed and marked walkways, timing of walk lights at signalized intersections, and special pedestrian facilities, such as bridges, overpasses and underpasses.

Air Service

The recently completed improvements to Menomonie's Municipal Airport have increased the accessibility to the City by air travel. The airport improvement project included the construction of a new primary east/west runway 4,800 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 (VASI/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 Airport will continue to be an obstacle to attracting a regional common carrier air passenger service. The City of Menomonie should continue to promote and support the use of its Municipal Airport for corporate and private aviation travel.

Rail

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 AFG glass manufacturing plant, Banks Hardwoods, Ambassador Steel, the Swiss Miss plant, and the Farmer Union Coop. The rail service in Menomonie is graphically depicted on Map 11.

To ensure access to multi-modal freight shipping, the City should continue to encourage and support efforts to maintain and improve rail freight service to Menomonie shippers in cooperation with the Union Pacific Railroad.

Transit

Current Transit Service

Transit service in Menomonie is provided by several different providers. Transit service is provided to the general public in the City by one privately operated taxi company. ABC Cab provides on-demand passenger service.

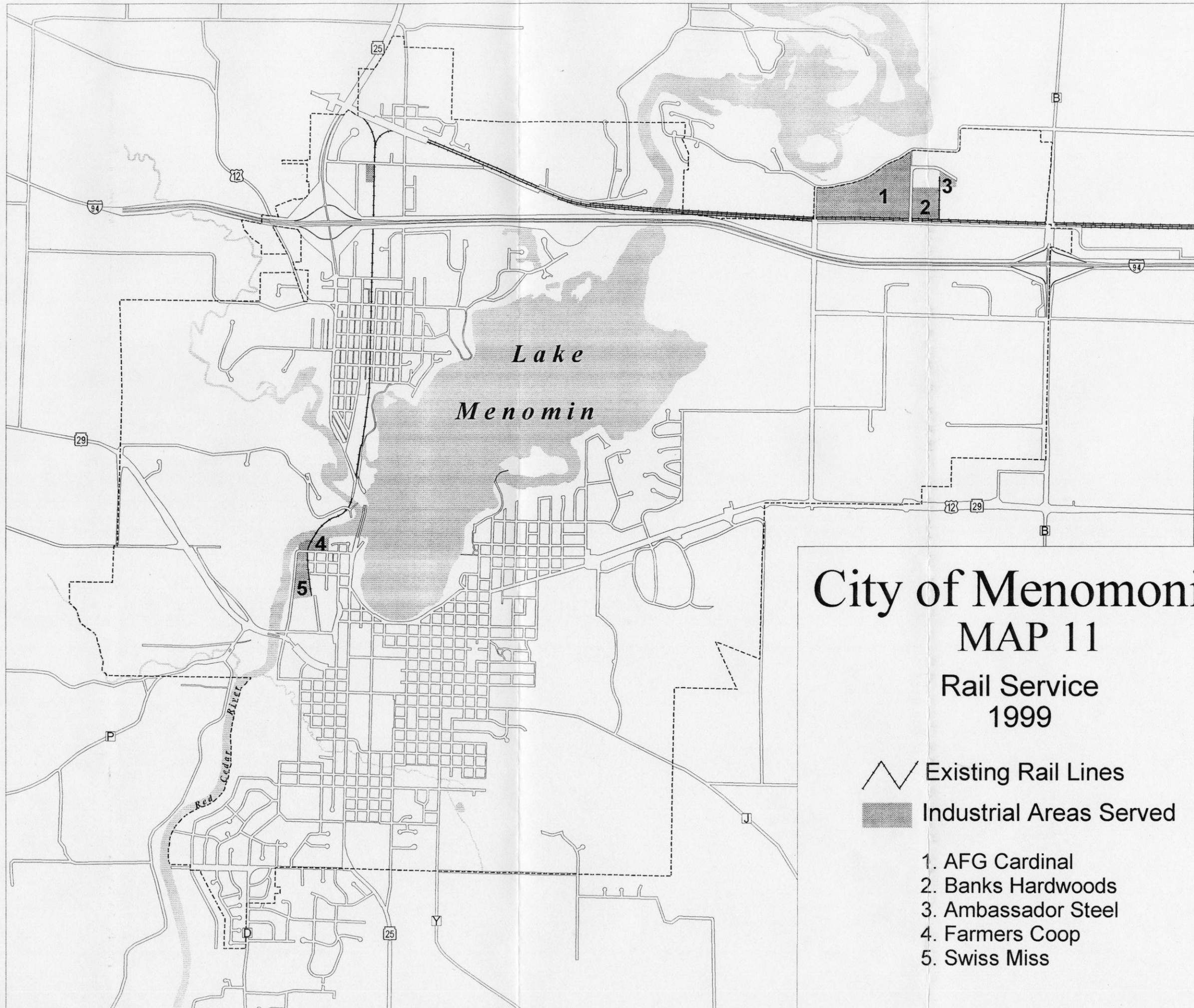
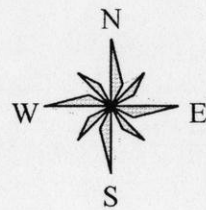
Specialized transportation services are provided by Disabled and Elderly Transportation, Inc. (DET), a private non-profit transportation provider serving the elderly and handicapped residents of the City. DET operates a fleet of eight vehicles, which include six lift-equipped buses/vans and two passenger vans. In addition to contracted transportation services for Dunn County Human Service program participants, DET serves various other local groups and service organizations with its vehicles and coordinates approximately 60 volunteer drivers for special individual transportation needs.

DET services also include the Doorstop Bus, a lift-equipped vehicle which operates Monday through Friday from 8:30 a.m. to 3:30 p.m. on a demand-response basis. The Doorstop Bus also provides service on the first and third Saturday of the month from 8:00 a.m. to 2:00 p.m., as well as each Saturday between Thanksgiving and Christmas. DET provides approximately 40,000 rides per year to local residents for various trip purposes. Annual ridership by trip purpose is identified in Table 8.

In addition to DET, the Dunn County Office on Aging provides paratransit service to ambulatory elderly passengers through a volunteer driver program. While this service is provided to elderly residents



<i>Trip Purpose</i>	1994	1995	1996	1997
Medical	1,076	1,039	919	960
Employment	27,029	24,367	21,110	26,848
Nutrition	1,682	1,426	916	496
Education	1,742	1,291	552	475
Social/Recreational	7,016	9,418	5,551	6,509
Shopping/Personal	2,947	3,463	2,435	4,108
TOTALS	41,582	41,004	31,483	39,396

Source: Disabled and Elderly Transportation, Inc., 1998



City of Menomonie MAP 11

Rail Service
1999

-  Existing Rail Lines
-  Industrial Areas Served

- 1. AFG Cardinal
- 2. Banks Hardwoods
- 3. Ambassador Steel
- 4. Farmers Coop
- 5. Swiss Miss



throughout Dunn County, a significant portion of these rides are provided to Menomonie area residents.

While the City has contributed to the operation of the Doorstop Bus service to try to address the needs of those requiring specialized transportation services, there has been no detailed evaluation of the overall transit needs of City residents or the benefit of reducing traffic in heavily congested areas. As the University continues to expand its parking facilities to accommodate increased student parking needs, and increasing employment opportunities follow development to the perimeter of the City, the capacity of the local road system will be taxed even further to provide an adequate level of service. In light of these issues, the City and the University may wish to further evaluate the potential for increased transit service.

Transit Funding Assistance Programs

URBAN TRANSIT OPERATING ASSISTANCE. The City of Menomonie is currently eligible for, but not using, the Federal Transit Administration's Operating Assistance Program. Under this federal Section 5311 program, a community can receive up to 50 percent of the operating deficit from the federal government for an urban transit system. In addition, the state will provide up to 37 percent of a system's operating expenses. The local government sponsor must assure that the local share of project costs will be paid.

The type of system that is eligible under this program is defined as "a public agency or private firm which provides the general public with passenger transportation services on a regular and continuing basis. The transportation services for the general public may be provided by buses, rail, shared-ride taxicabs or other conveyance."

In addition, the Wisconsin Department of Transportation administers an urban transit assistance program under State Statute 85.20. The purpose of this state program is to enable urban areas with at least 2,500 population to offer transportation services to the general public. This program is based on a statewide formula which determines the amount of assistance available to qualified urban areas on an annual basis.

ELDERLY AND HANDICAPPED ASSISTANCE. The federal Section 5310 program is available on a competitive basis to governmental units and private non-profit corporations to aid in purchasing capital equipment to provide transportation services to elderly and/or handicapped individuals. This program provides 80 percent of the cost of eligible capital equipment, such as buses and vans. The applicant is responsible for providing the 20 percent match.

The Wisconsin Department of Transportation also administers a specialized transportation assistance program under State Statute 85.21. This program provides an annual allocation to each county in the state to enable the county to offer transportation services to the elderly and handicapped residents of the county. This county-wide service also benefits the elderly and handicapped residents of the City of Menomonie as they constitute the largest concentration of the county population eligible for this transportation service.

Issues

- Specialized transportation services are available to the City's elderly and handicapped residents.
- General public transit service is currently provided for by one private taxi company operating in the City.
- The City has a large number of residents who are college students, along with a growing urban work force.
- The City is eligible for Urban Transit Operating Assistance money for either a City bus or shared-ride taxi system.

Policy Direction

- Continue to monitor general public transit needs of the City's population.
- Keep informed on the federal and state transit subsidy programs as they affect the City.

IV. Public Utilities

Introduction

The provision of adequate public utilities is essential for the development of any community. It is important that public utilities be available to meet the needs of citizens, businesses, industry, and government.

This chapter discusses existing systems and planned projects in the areas of water, sanitary sewer, storm sewer, and solid waste. Each utility will be discussed separately. Planned projects have been identified based on their priority from Immediate (1-5 years), to Intermediate (6-10 years), to Long Range (11-20 years).

Obviously, changes in the timing or location of development will influence a project's scope and time frame. This chapter is intended as a guide for major extensions or reinforcements of the existing system. Utility extensions should occur in an orderly manner in areas where need exists or development is desired and encouraged.

These projects should not minimize the importance of an annual maintenance and replacement program. All public facilities, no matter how well planned and constructed, require periodic attention. If such a program does not systematically study and maintain facilities, the city runs the risk of experiencing major sections failing at the same time, and may be financially unable to catch up with repair work.

Water Supply and Distribution System

Current Conditions

The water supply system for the City of Menomonie consists of four wells, three towers, three iron/manganese removal filter plants, and a distribution system of mains ranging in size from 4" to 20" in diameter. The City well Numbers 3, 5, and 6 are located in south and east Menomonie, together with the 750,000 gallon water tower Number 1. The City well Number 4 and the 400,000 gallon water tower Number 2 are located in north Menomonie. All three filter plants have underground reservoirs with the following capacities: Number 3 – 65,000 gallons; Number 4 – 65,000 gallons, and Number 6 – 46,000 gallons. The north and south areas of the city, previously connected by a single 12" water main suspended from the Lake Menomin bridge, are now connected by two 16" water

mains. Water tower Number 3, with a 750,000 gallon capacity, is located in the northern quadrant of the industrial park near the CFG plant and is connected by independent 16" mains to both the south and north towers.

All wells are equipped with fluoridation equipment. The City has standby power available at wells Number 4 and 5. Capacities of the City wells are as follows: Number 3 – 1,500 GPM; Number 4 – 1,200 GPM; Number 5 – 500 GPM; and Number 6 – 1,200 GPM. The maximum usage rate is 2,400 GPM and the four wells can product 4,400 GPM which is adequate for the entire system.

Planned Water System Improvements

A series of improvements to the Menomonie water system are shown on Map 12. These improvements include both planned and potential projects for a 20-year planning period.

The projects are grouped in three general categories of priority. Immediate priority means that the project has the highest priority based on existing conditions. Intermediate priority is a project that is anticipated to be needed in six to ten years. A long range project is one that may or may not be needed depending on how fast and in what direction the community grows. A brief description of the projects are noted below.

Immediate (1 to 5 years)

1. CTH J

There are existing houses along CTH J which currently are not served by City water. This main will serve these houses and in the future would be extended east to connect with the main along the east beltline.

2. Packer Drive Water Main Loop

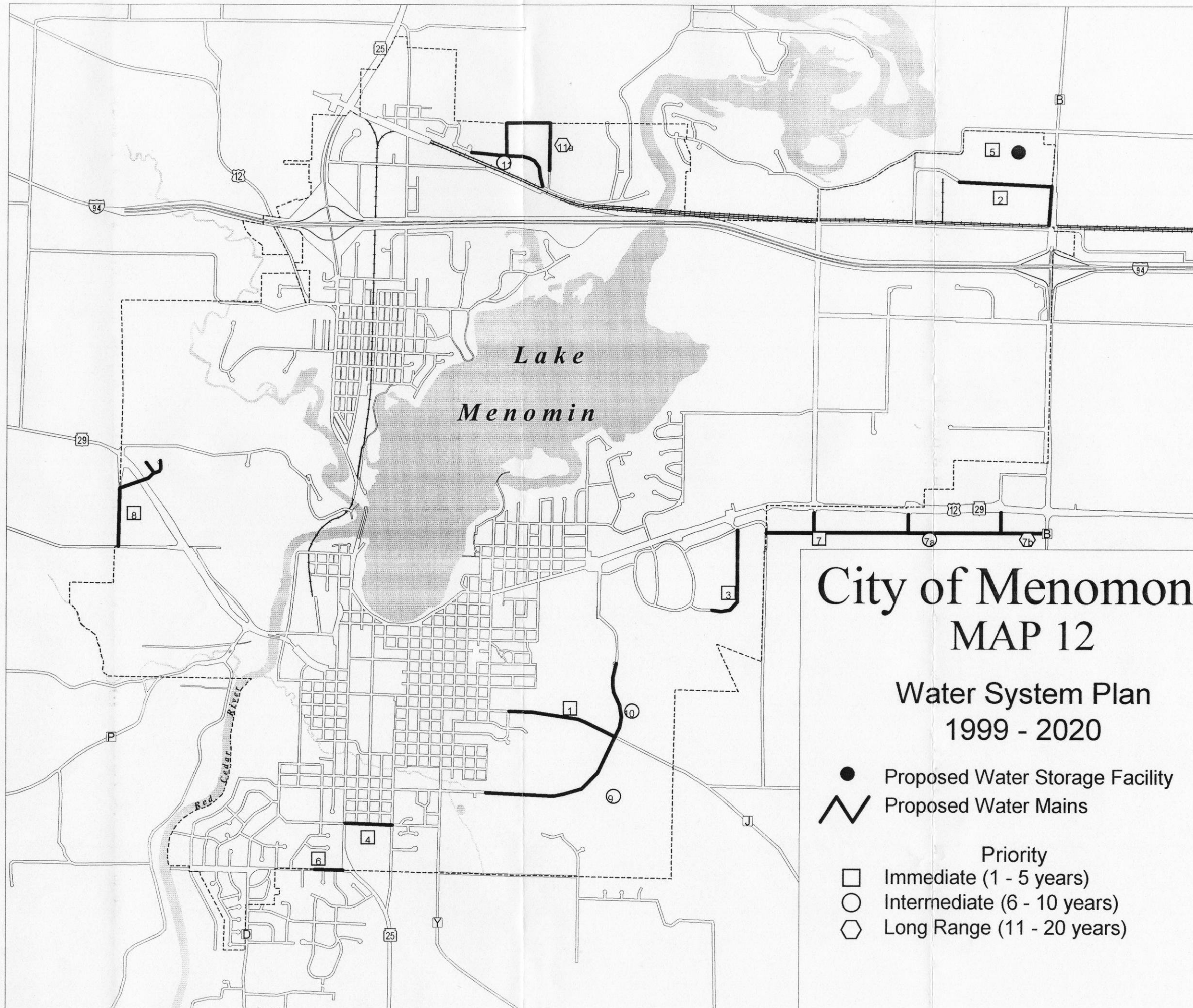
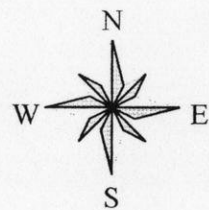
Installation of a 12" water main will serve the new industrial lots from the end of Packer Drive to County B, then south along County B to Badger Road.

3. Technology Park Loop

Extend water main along with street reconstruction into Kothlow property through the expanded Technology Park. This loop will extend from Schneider Avenue south and west to Technology Drive East.

4. Gates Addition

The proposed water main on 24th Avenue between South Broadway and 5th Street East will reinforce the water distribution system serving south Menomonie. The minor extensions on intersecting streets will serve to eliminate dead-end water mains and improve water quality in the project



City of Menomonie MAP 12

Water System Plan
1999 - 2020

- Proposed Water Storage Facility
- Proposed Water Mains

- Priority
- Immediate (1 - 5 years)
 - Intermediate (6 - 10 years)
 - ◇ Long Range (11 - 20 years)



area. Southwest Menomonie is currently served through one 6" main on South Broadway and one 8" main on 4th Street West. Completion of the water main on 24th Avenue will provide a third source of service and improve fire protection in the southwest Menomonie area that includes numerous apartment buildings. It would also provide service to land south of 24th Avenue.

5. Well and Water Treatment Plant No. 7

Locate and construct a new well in northeast Menomonie. Install treatment plant for iron and radium removal. This well is required for adequate water supply for future development.

6. 28th Avenue Water Main

Minimum fire flows cannot be obtained at the dead-end on the south end of Broadway. The loop will be completed by installation of water main on 28th Avenue from the Armory to Highway 25.

7. Commercial Frontage Road South of Hwy. 12/29 (Lookout Road to the East)

Extend water main as commercial property develops along this road.

8. August Lane

Water main installed along Midway Road north to Highway 29 and along August Lane will provide service to existing homes on private wells. Further development will also be promoted.

Intermediate (6 to 10 years)

9. East Connector (21st Avenue to CTH J)

Water main will be installed along this corridor as property develops

10. East Connector (21st Avenue Extension) from CTH J to Middle School Site

Street runs through Stout Foundation property. Water main is needed as residential development occurs.

11. North Menomonie Residential Expansion

Water main extended from Halama Addition north will promote residential development.

Waste Water Collection and Treatment

Current Conditions

The current average daily flow through the Menomonie waste water treatment plant is 1.66 million gallons per day (1998 averages). The plant is capable of treating an average of 2.88 million gallons per day. The treatment plant is adequate at present and seven million dollars have been spent to assure compliance with the State of Wisconsin Department of Natural Resources Pollutant Discharge Elimination System. The treatment plant currently uses local farm land for sludge disposal. New phosphorus regulations have caused the City to expand their winter sludge storage facilities located in the Northeast Industrial park to a volume of 1,800,000 gallons to accommodate the increased sludge volumes.

The City has maintained an active improvement program for their sewage treatment plant, ensuring necessary equipment replacements and facility modifications are addressed in a timely manner. A four-year construction program from design to construction will be completed in May 1999 with the assistance of the Clean Water Funding program. New environmental regulations concerning phosphorus discharges were addressed in the construction. Future domestic allocations were part of the construction program with the next update scheduled for the year 2005, should some of the outlying residential housing concentrations elect to join the City for treatment because of failing septic systems.

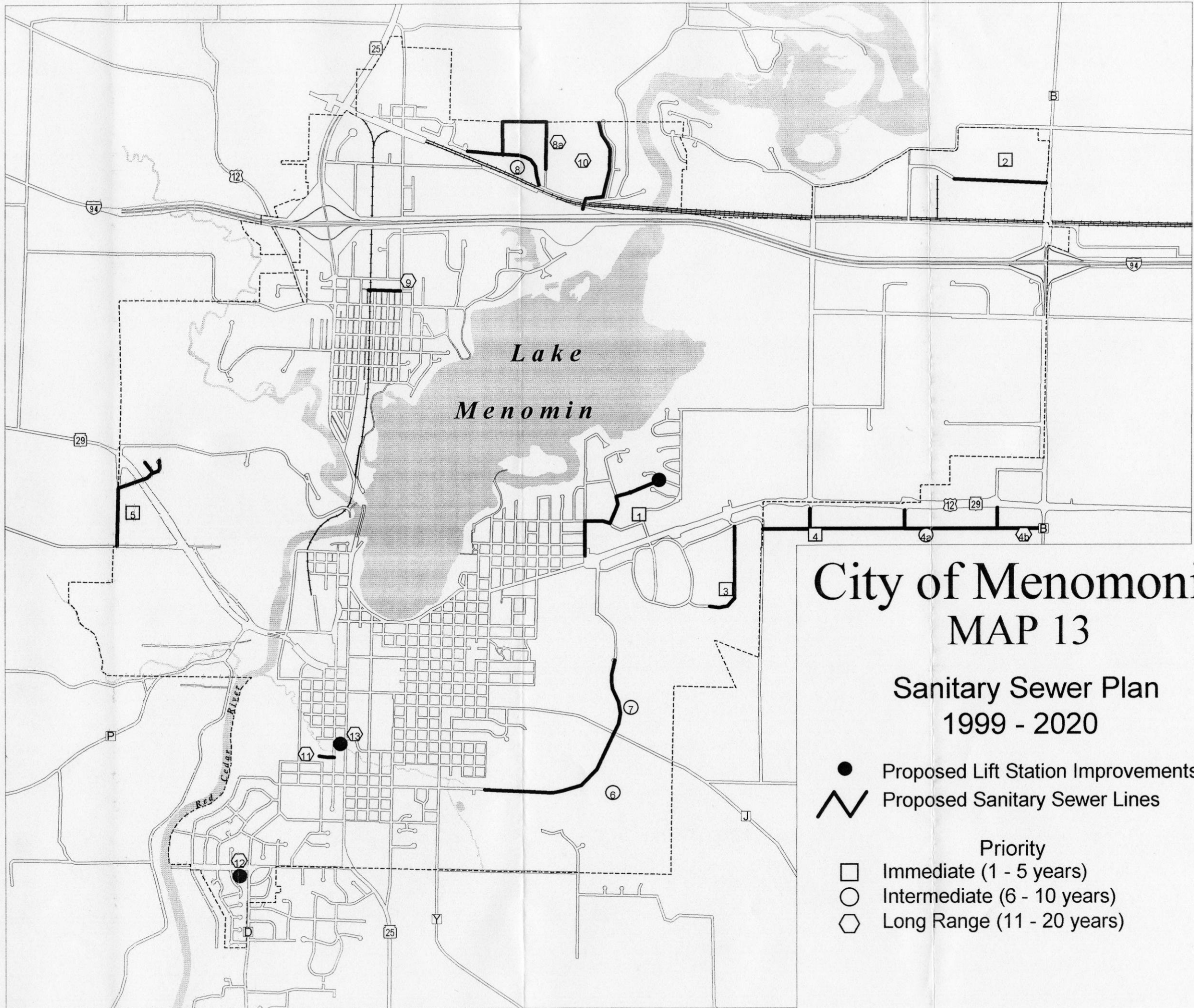
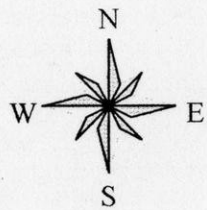
Planned Sanitary Sewer Improvements

Planned improvements for the Menomonie sanitary sewer system are displayed on Map 13. As with the water supply system, planned sanitary sewer improvements are divided into immediate, intermediate, and long range needs. Map numbers correspond with the project numbers. The projects are listed below.

Immediate (1 to 5 years)

1. Cherry Blossom Lane Lift Station Rehab and Force Main Rerouting

Lift station will be rehabilitated and converted to a single wet well with submersible pumps. This will allow for increased capacity and eliminate odor problems. Force main will be rerouted to bypass the 21st Street lift station. This will eliminate double pumping of waste water and relieve the capacity problem at the 21st Street lift station.



City of Menomonie MAP 13

Sanitary Sewer Plan 1999 - 2020

- Proposed Lift Station Improvements
 - ~ Proposed Sanitary Sewer Lines
- Priority**
- Immediate (1 - 5 years)
 - Intermediate (6 - 10 years)
 - ◇ Long Range (11 - 20 years)



2. Packer Drive Extension

Install sanitary sewer from lift station in the Industrial Park to CTH B as property is developed.

3. Technology Park Extension

Extend sanitary sewer along with street and water main construction into Kothlow property through the expanded Technology Park. The sewer will be extended from Schneider Avenue west to Technology Drive East.

4. Commercial Frontage Road South of Hwy. 12/29 (Lookout Road to the East)

Extend sanitary sewer as commercial property develops along this road.

5. August Lane

Sanitary sewer will be installed along Midway Road north to Highway 29 and along August Lane to provide service to existing homes currently on private systems. Further residential development will also be promoted.

Intermediate (6 to 10 years)

6. East Connector (21st Avenue to CTH J)

Sanitary sewer will be installed along this corridor as property develops.

7. East Connector (21st Avenue Extension) from CTH J to Middle School Site

Street runs through Stout Foundation property. Sanitary sewer is needed as residential development occurs.

8. North Menomonie Residential Expansion

Sanitary sewer extended from Halama Addition north will promote residential development.

Long Range (11 to 20 years)

9. Cedar Avenue Interceptor

As flow in the 18" main in Wilson Street increases and major contributions from the proposed Wakanda Park lift station enter the system in a residential area, the existing 12" main may become overloaded. At this time, sewage from the 18" main on Wilson Street should be routed west down Cedar Avenue and across the railroad to flow into the north Menomonie interceptor.

10. Cedar Falls Road Residential Area

Extension of the I-94 wayside sewer across the railroad will serve this area.

11. Galloway Court Interceptor Replacement

As sewage flow in the River Heights and south Menomonie area increases, the existing 10" main may become overloaded and require replacement with a larger main.

12. VFW Lift Station Force Main

This force main discharges just upstream of the River Heights lift station. As capacity increases, it may be desirable to relocate the force main so as to discharge into the end of Fryklund Drive which would relieve pressure on the River Heights lift station.

13. 17th Avenue Lift Station

This lift station serves a small residential area along Galloway Creek. Pumps need to be upgraded and rehabilitated in the near future.

Storm Sewer System

Current Conditions

The rolling topography of the Menomonie area results in a number of relatively small storm drainage basins. These basins must be handled independently or linked together by piping or ditching to adequately handle the conveyance of storm water to the nearest natural drainageway.

The City is very fortunate in that the Red Cedar River and its tributaries provide for easy disposal of surface water. All areas of the community, except for the Northeast Industrial Park, are adjacent to a natural waterway or drainageway so the area within the City can be storm sewered at a minimum cost.

Most of the developed area of the City is adequately storm sewered. The majority of the outlying areas will drain to the existing natural waterways, thus eliminating the need for larger sized interceptors.

New regulations are being implemented by the Wisconsin Department of Natural Resources through NR216, Storm Water Management Guidelines, to comply with new rules from the U.S. Environmental Protection Agency regarding the quality and quantity of storm water releases from developed parcels of land. All communities and urbanized areas of Wisconsin with a population density of 1,000 per square mile will need to apply for a storm water permit by May 1, 2002. Because of these pending changes, the City will need to prepare a storm water management plan which will address existing flooding problems, specify regional or on-site detention for existing and new development, and modify existing retention-detention structures to conform to the rules.

Planned Storm Sewer Improvements

The improvements planned for Menomonie's storm sewer system are shown on Map 14 and are divided into immediate, intermediate and long range needs. Planned projects are listed below. The numbers on the map correspond with the project numbers. In addition to the specific projects listed, storm sewer improvements should be addressed, as needed, with all proposed street reconstruction.

Immediate (1 to 5 years)

1. Gates Addition

This area is bounded by 21st Avenue and 24th Avenue, and 5th Street and 3rd Street. Storm sewer will be installed along with street reconstruction to eliminate flooding of streets and yards.

2. Cedar Avenue Storm Water Outfall

Storm water outfall is badly eroding existing ravine due to private filling of ravine. Outfall needs to be stabilized with vegetation and erosion mats. Storm sewer may need to be extended.

3. 4th Avenue between 14th Street and 17th Street

Install storm sewer to provide drainage along 4th Avenue. Water drains over land and ponds and floods streets during heavy rainfall.

4. Industrial Park Storm Water Pond Outfall Construction

The storm water pond directly south of the runway has no outfall and acts as a seepage pond only. As the area continues to develop, an outfall constructed to the Domain Drive drainage ditch is needed.

Intermediate (6 to 10 years)

5. 15th Avenue

Install storm sewer from 15th Avenue south to wetland area north of Phelan Park. Storm sewer presently ends at 1st Avenue and flow over land to wetland. The storm sewer will be needed as development of the area occurs.

6. Point Comfort Road

Install storm sewer in low point in road to Lake Menomin. Presently a shallow culvert pipe drains this area. The undersized pipe causes neighborhood flooding.

Long Range (11 to 20 years)

7. Oak Avenue

Install storm sewer at Oak Avenue extension between North Broadway and USH 12. As commercial development grows, drainage will become overloaded and a new system will be needed.

8. Woodridge Court

Install storm sewer from east cul-de-sac east to Galloway Creek. Presently, water discharge drains over land. This storm sewer will be required as property develops along 9th Street.

9. Cedar Falls Storm Sewer

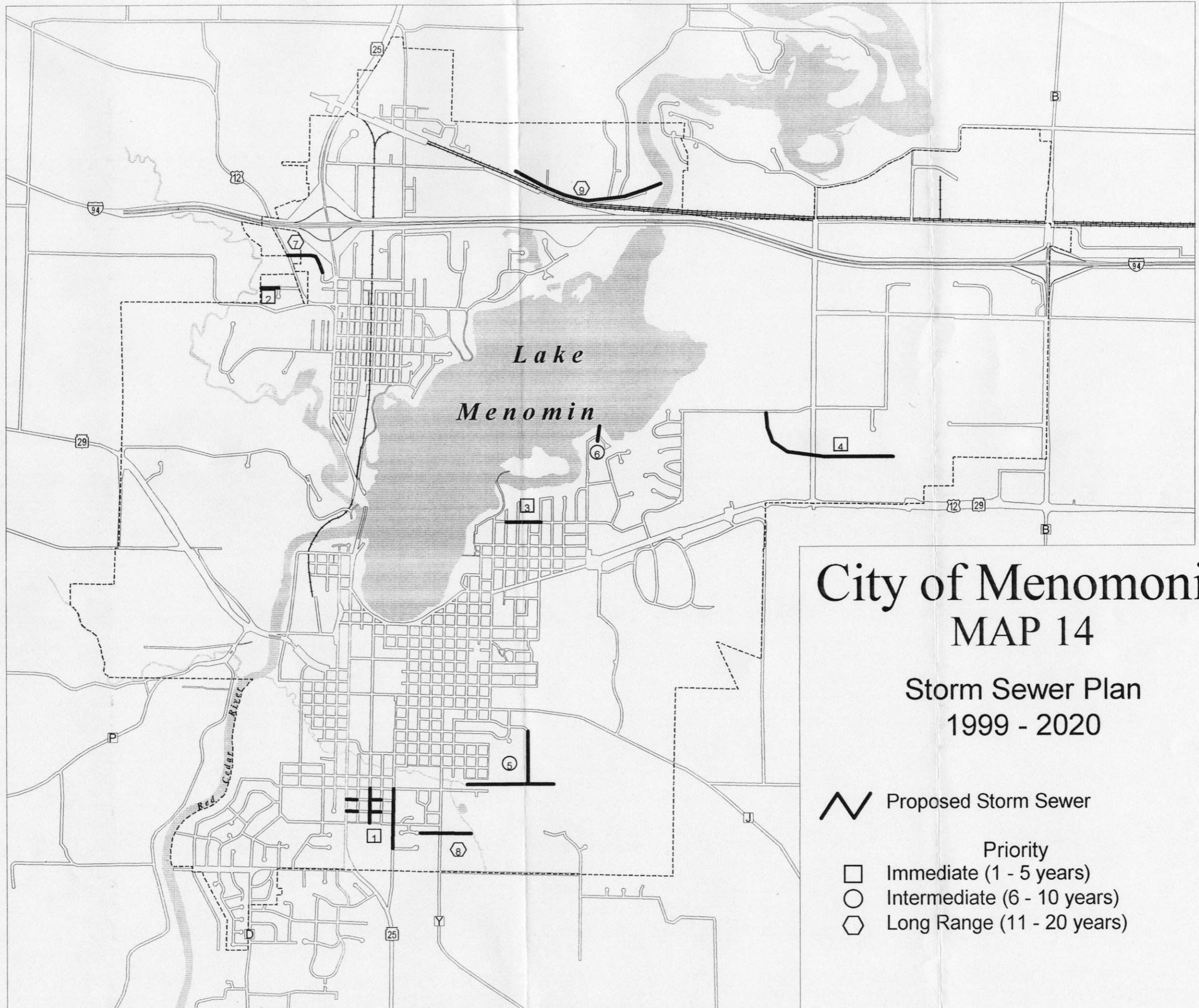
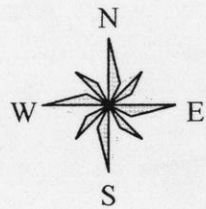
Install storm sewer from Halama Addition east to Red Cedar River. Currently water ponds in depression north of railroad tracks. Overflow storm sewer is needed for future development.

Solid Waste Disposal

The City of Menomonie generates approximately 200 tons of municipal and light industrial refuse per week. The City's municipal landfill on the Brick Yard Road property, west of the Red Cedar River, reached capacity and has been closed. The City's solid waste is currently disposed of by a private solid waste disposal contractor at either the Dunn County Solid Waste facility or a private transfer station.


At this time, the City of Menomonie does not anticipate constructing a new landfill or re-entering the solid waste disposal field. Possible negotiations with Dunn County may investigate joint City and County participation in the use and operation of the County's transfer facility through an inter-governmental arrangement.

Because of the rigid locational requirements and changing environment, it is necessary to continually investigate future options for solid waste disposal. Due to the complexity and expense of solid waste operations, the City should continue to pursue joint ventures in seeking area wide solutions.






City of Menomonie MAP 14

Storm Sewer Plan
1999 - 2020

 Proposed Storm Sewer

Priority

-  Immediate (1 - 5 years)
-  Intermediate (6 - 10 years)
-  Long Range (11 - 20 years)





Community Planning

