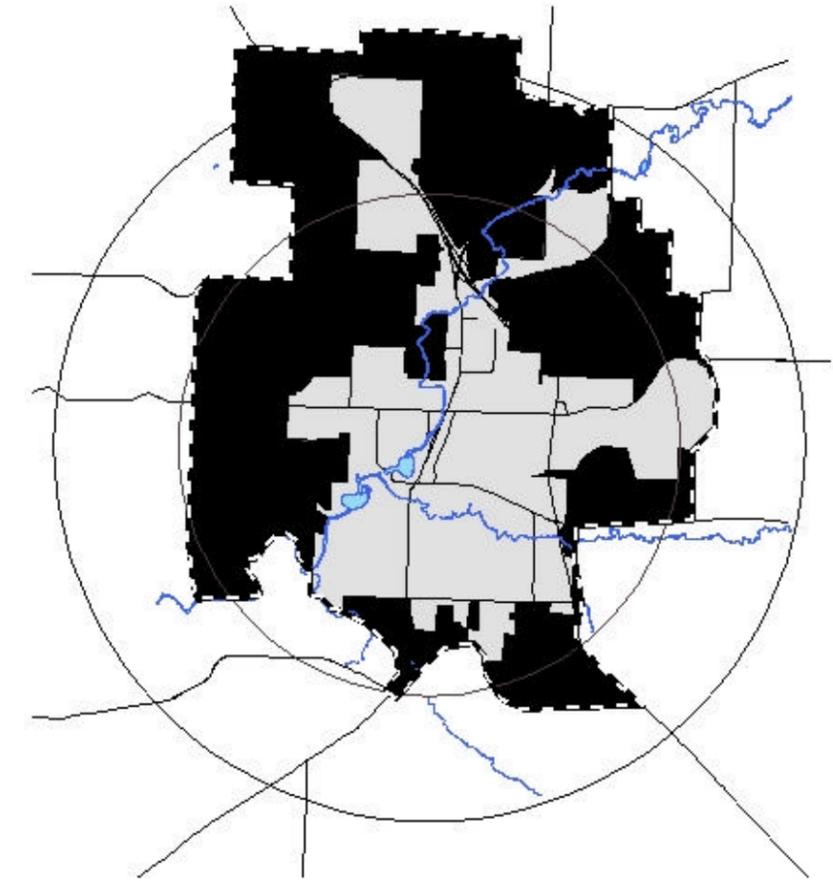
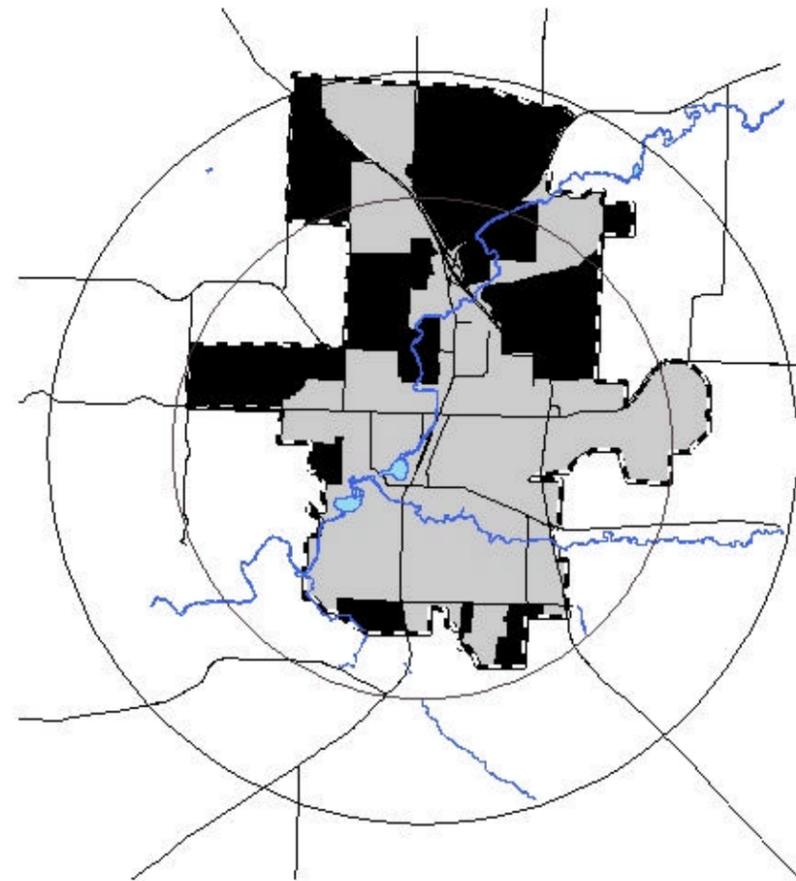
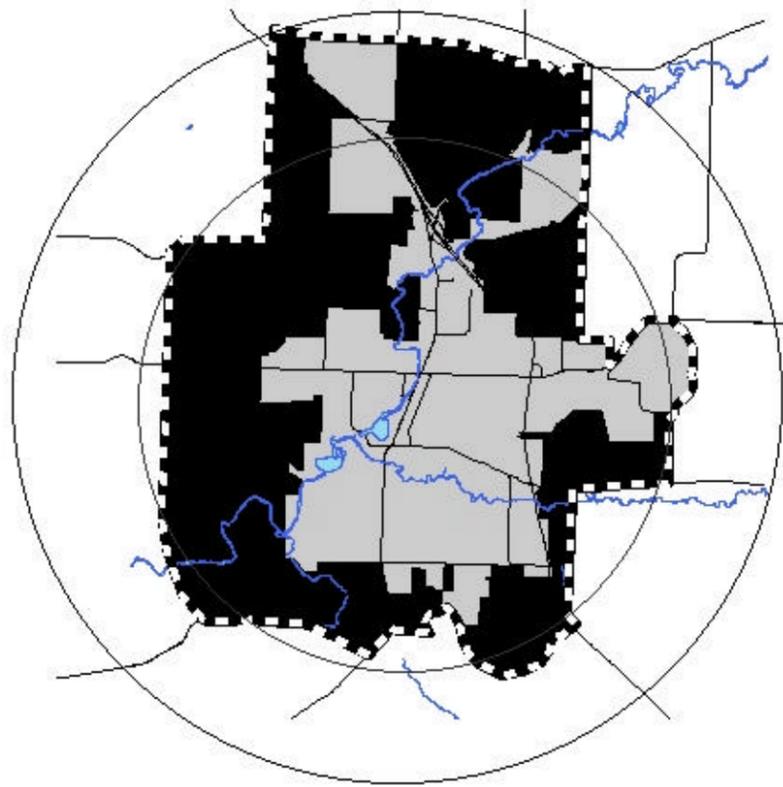




Sketch Plans

COMPREHENSIVE PLAN UPDATE



Prepared by: The City of River Falls Planning Department

October 2003



Sketch Plans

COMPREHENSIVE PLAN UPDATE

ACKNOWLEDGMENTS

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1. INTRODUCTION & OVERVIEW



Elm Street-Looking West in Future.

A comprehensive analysis of existing conditions and major planning options for the urban area and the ETZ was performed. Major documents produced as a result of the process to date include:

- *Public Outreach and Issue Identification; Summary of Public Meetings and Survey Responses for the Urban Area and the Extraterritorial Area*, April 2003;
- *Working Paper; Existing Conditions and Planning Issues-Urban Area and Extraterritorial Zone*, August 2003;
- In addition, newsletters have been sent out to all households and participants of the public workshops.

BACKGROUND

The current process of preparing the updated Comprehensive Plan for the City began in early 2002. In the fall and winter of 2002, four public meetings (some televised) and a radio call-in show were held to ascertain residents' priorities for the Comprehensive Plan. Newsletters and postage-paid survey questionnaires were sent to each of the households in the City (urban area) and extraterritorial zone (ETZ).

ROLE OF THE SKETCH PLAN

This working paper presents Sketch Plans that illustrate development alternatives. The Sketch Plans have been guided by concerns raised by residents at the public meetings and in surveys, comments by the Planning Commissioners, and technical analysis conducted during the evaluation phase of the process. Following public commentary on the Sketch Plans, a single preferred plan will be prepared, and other decisions relating to growth and conservation will be made by the Commission and the City Council. The public will also have the opportunity to comment on policy issues and subsequent stages of the plan preparation process.

The three Sketch Plans show how alternative scenarios or sets of development policies would be reflected in the future land use patterns. Plan design respond to different sets of options, and no commitment to any one plan or direction of growth have been made at this stage. The intent is to "bracket" the probable range of choices that have broad support. None of the plans are offered as a "superior" alternative.

The Planning Commission in past meetings and documents has recommended that new growth should be sustainable in terms of natural resources. Significantly, the Commission has recommended that future development should be permitted only upon known and certain availabilities of infrastructure, regardless of which growth option is selected.

PLANNING BOUNDARIES

The planning area for the Sketch Plan conforms to the study area boundary for the Sewer Service Area Plan. This area includes:

- City of River Falls
- Extraterritorial Zone (ETZ) boundary
- Land within St. Croix County
- Land within Pierce County
- School District boundary
- The study area, which is land up to 1.5 miles from the City limits, including:
 - Town of Troy, to the north
 - Town of Kinnickinnic, to the east
 - Town of River Falls, to the south
 - Town of Clifton, to the west

Sketch Plans A and B limit new growth to within the Sewer Service Area Boundary, while with Sketch Plan C some of the urban area boundary is located outside the Sewer Service Boundary. In some instances, the Sketch Plans recommend additions and deletions to the Sewer Service Boundary, depending on the growth options.

ADJACENT TOWNS

As part of the intergovernmental cooperation, the City of River Falls is working closely with the Towns of Troy, Kinnickinnic, River Falls, and Clifton. The City of River Falls received a Comprehensive Planning Grant with the Towns of River Falls and Clifton. Both the Towns of River Falls and Clifton are in the process of updating or developing their Comprehensive Plan and have been working closely with the City on this process. The Towns of Troy and Kinnickinnic are in the process of working on a Comprehensive Plan or completed a plan sufficient for their Township. They will also be involved in this planning process in updating the Comprehensive Plan. The attached Sketch Plans represent not just the City, but also the adjacent four Townships as they relate to the City boundaries and the study area.

RESIDENT’S PRIORITIES FOR THE COMPREHENSIVE PLAN

Over 500 responses by households (representing 1350 people on an average of 2.7 persons per household) were received in response to a survey that was sent to all addresses in the City and the extraterritorial zone. Concerns of the City and the ETZ residents are fairly similar; the following Table 1 summarizes priorities for the Comprehensive Plan expressed by residents in the survey.

TABLE 1

Residents’ Top Priorities for the Comprehensive Plan

Priority	Percent of Responses
1. Charm and Character	83%
2. Managed Growth and Development	70%
3. Cost of Living	62%
4. Economic Development	37%
5. Transportation and Traffic	18%
6. Environment	18%
7. Park and Recreation	14%

DECISION MAKING

The Sketch Plan shows the impact of development policies on sites that are expected to undergo a use or an intensity change. The land use plan that will be recommended by the Planning Commission and ultimately adopted by the City Council will probably include some options from each of the Sketch Plans and some that do not appear on any. The Sketch Plans are a device to assist informed decision-making. The land use plan will be just one component of the Comprehensive Plan; the plan will include policies relating to the full spectrum of physical development and conservation. Cooperation of the Towns and Counties, and other agencies, will be required to be assured successful realization of some aspect of all plans.

COMPREHENSIVE PLAN THEMES

The policies of this plan reflect 13 overall themes that track with the results of the public participation and adopted plans. Four new proposed themes have been added to the themes outlined in the Sewer Service Area Plan. These new themes are noted with an asterisk (*). These themes are followed by discussion in *italics*. For the purpose of this section, the themes are equally weighted. The themes may be prioritized and amended, either with specific cases, or as a matter of general policy.

1 Housing

Actively participate in the creation of affordable housing.

Opportunities are provided for housing for all income segments of the population in all areas of the City, while restricting the supply of large lot housing. Housing affordability will also be aided by not artificially limiting the supply of land or the rate of growth. Active effort should be increased to supply affordable housing throughout the community. Affordable housing should be provided close to jobs to promote transit use, be it pedestrian, bicycle, or vehicular.

2 Quality of Life

Enhance the quality of life of the community and ensure the availability of community services for residents.

The Comprehensive Plan seeks to promote interest of the community-at-large over private ones. Tools are provided for the public to be meaningfully involved in on going planning and decision-making.



Public Outreach and Issues Identification meeting.

3 Transportation Alternatives*

Reduce automobile dependence and dominance.

The Comprehensive Plan outlines a comprehensive strategy, including structuring of land use to reduce automobile dependency and policies for neighborhood design, which promotes transit and alternative modes. The plan delineates transit intensive corridors that someday will have high frequency bus service, and recommends locating sites for future bus-stop stations. The plan also calls for the preparation of a transportation demand management program and parking policy that makes Main Street and the University more accessible.

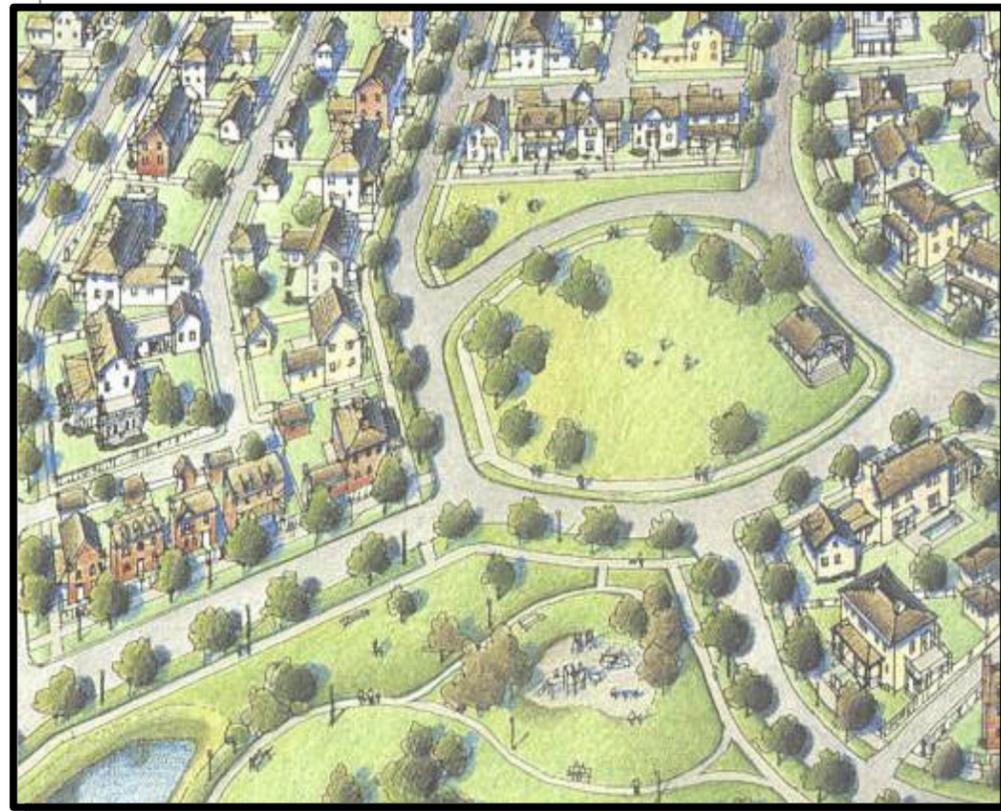
4 Economic Diversity*

Develop and implement a comprehensive strategy to increase job opportunities, maintain a diverse economy, and promote arts and small businesses.

A more detailed plan for community economic development should be developed that provides strategies for containing existing businesses as well as developing new businesses for the community. Themes for these strategies could include regionalism, sustainability, quality of life, and equity of education, economic opportunity, and diversification.

5 Sustainable Growth

Ensure that development is sustainable, and that growth, conservation, redevelopment, and natural resource protection are balanced.



Public greens taking the place of front yards.

There is a clear census that growth should not diminish the quality and diversity of natural resources. Resource Protection Areas (RPAs) and Sensitive Resources Areas (SRAs) that require protection are mapped in this plan, and resource-based development standards and projects review procedures are established. This plan seeks to permit development only upon known and certain availability of infrastructure, services, protection of environmentally sensitive resources, and conservation, and requires new growth to pay for its impacts.

6 Intergovernmental Cooperation (Regional Perspective)

Maintain an intergovernmental cooperation perspective with the Towns, Counties, and State, and work with private and governmental entities towards that goal.

The destinies of the City and surrounding Towns are intertwining. This plan encourages the City, Towns, Counties, State and Federal agencies to continue working together on policies that are mutually supportive and maintain a consistent standard in the area surrounding the City. This multi-jurisdictional planning effort with the Town of River Falls is a step in that direction. This plan outlines regional perspective for long-term planning to be anticipatory and for the phasing of growth to minimize infrastructure cost. The plan calls for the preparation and implementation of a growth-monitoring program with both short-term and long-term elements.

7 Character

Maintain and respect River Falls’ unique personality, sense of place, and character.

The over 150 years of regional history of the City and Towns today face the prospect of being overwhelmed by twentieth century development. Residents have unequivocally stated that new growth should not erode the qualities that contributed to the community’s unique character and ambiance. This plan delineates an urban area boundary (urban growth boundary) and stronger urban/rural edges. Land use and urban design standards, and guidelines for new and infill development are included.

8 Urban Form

Promote a compact urban form that encourages sensitive/compatible infill development.

Promotion of a compact urban form has been a major criterion in selecting and adding new growth areas. Growth and retensification areas have been selected to minimize distance between different parts of the City, and between job centers and residential areas. These retensification areas may be considered as traditional neighborhood development areas (TNDs).

9 Community-Oriented Downtown*

Enhance and maintain community activities in the downtown area.

Redevelopment in design of the Veteran’s Park as a center of community activity is a major concern of many residents. The plan encourages the implementation of the downtown design plan to assist in the redevelopment and management of the downtown. The plan outlines the economic development component and creation of a public market in the downtown area.

10 Community-Oriented Development

Orient new development to the community; foster public life, vitality and community spirit.

Plan policy calls for new development directed to establish neighborhoods, to form urban contexts for pedestrians, and to promote active street and outdoor life. Not just within traditional neighborhood development areas, but within existing neighborhood centers. The plan shall call for detailed urban design standards that shall prevent neighborhoods from being isolated from each other and that shall maintain continuum of urban fabric, particularly regarding public access and vehicular/pedestrian circulation. Parks, conservation areas, open space, and neighborhood service shall be located within the neighborhoods.

11 Mixed Use*

Provide a mix of land use housing densities and types in all areas of the City.

This plan provides a mix of compatible uses that fulfill everyday retail and service needs along with a mix of housing densities and types in existing and new neighborhoods. This urban structure affirms River Falls' traditional development patterns.

12 Review Process

Streamline the planning and review process.

Greater certainty in the planning process will benefit residents and project proponents, and facilitate long-range capital improvement planning. This plan proposes establishing a threshold and procedure for detailed environmental and neighborhood impact analysis. The approval process for small and routine projects that do not exceed the minimum threshold will be "streamlined" by requiring only administrative review tracking rather than public hearings. The Planning Commission, Board of Appeals, Extraterritorial Zoning Commission, and the governing body assure neighborhood participation in the planning process through public review hearings.

13 Implementation

Ensure consistency between this plan, implementing ordinance (including zoning and impact fees), and Capital Improvements Program (CIP).

With this plan, the City is committing itself to consistency with the implementation programs and regulations, including zoning and subdivision regulations and the CIP. Criteria and procedures to ensure consistency between this plan and zoning ordinances shall also be established within this plan, including an orderly process for amendments.

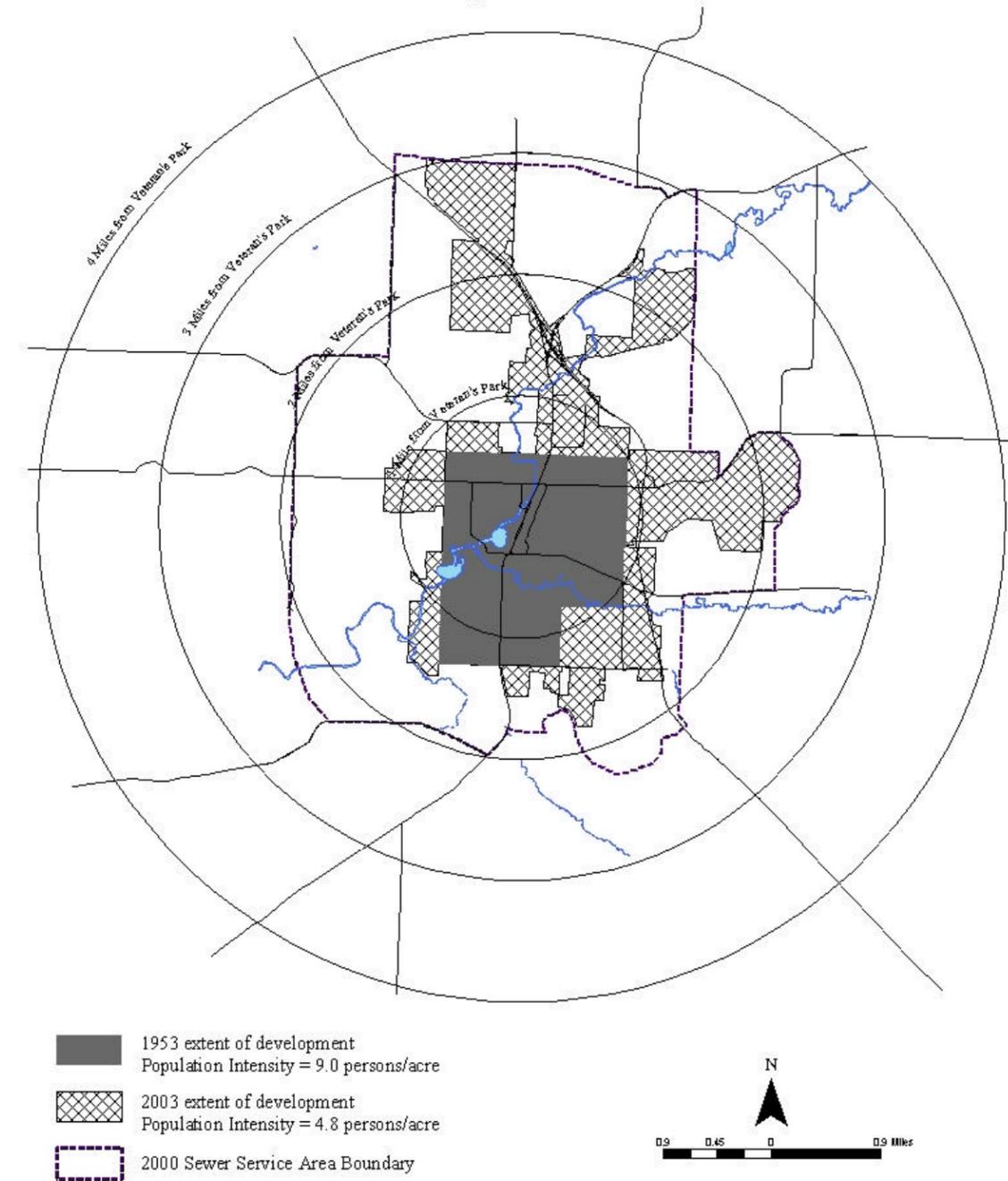
2. ENVIRONMENTAL SYNTHESIS

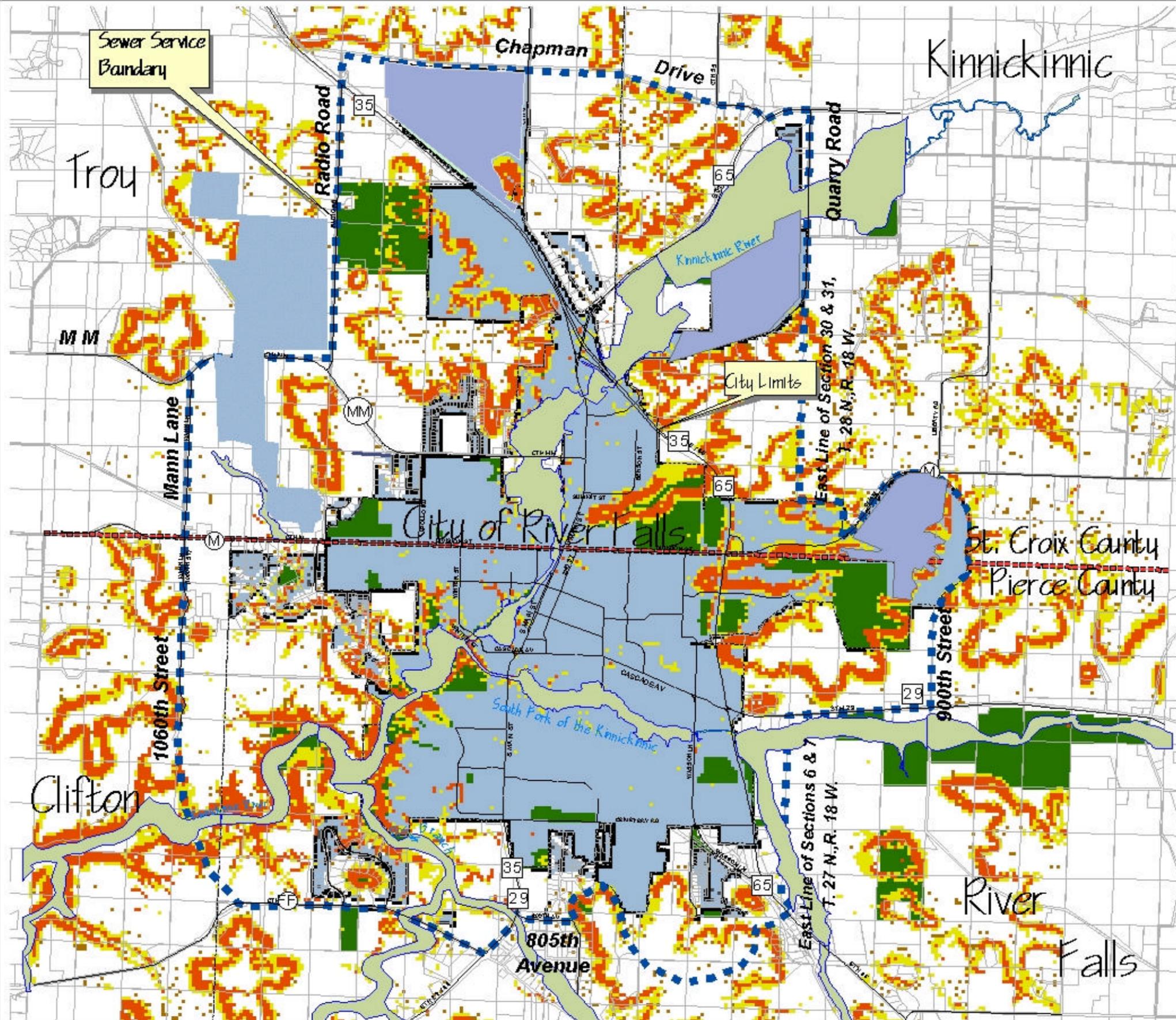
Detailed analysis of existing conditions was performed for the *Working Paper: Existing Conditions and Planning Issues, Urban Area and Extraterritorial Zone*, August 2003. The drawings on the following pages summarize the key environmental resource and constraints on development. Shown are riparian habitat and sensitive biotic resources, 100-year flood zones, and slope and soils that have a high degree of constraints. Staff is working with the River Falls Municipal Utilities on a diagram that shows limits of sewer gravity flow (based on the current location of the sewage treatment plant and topography). Also shown are the major institutional boundaries. A majority of the future growth area of River Falls lies on soils that require special consideration when building. Almost all sensitive biotic areas are part of riparian corridors.

As the figure shows, steep slopes are a major constraint to future growth to the east, south, southwest, north, and a moderate constraint to the northwest. Because of River Falls' original location at the foot of the bluffs and north of the Kinnickinnic River and tributaries, virtually all new growth over the last decade has been to the north and northwest. New development is currently

taking place at two to three miles from Veteran's Park on Main Street. Much of the existing growth to date has been at a fairly low intensity; River Falls' overall population density for land devoted to urban use has declined from approximately 9.0 to 4.8 persons per acre* over the last 50 years as shown in the figure below. (* This is an approximate estimate, the numbers are still being reviewed.)

River Falls Population Intensity 1953 & 2003





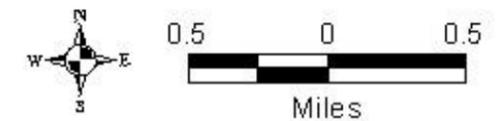
Constraints on Development



WISCONSIN

COMPREHENSIVE PLAN
September 2003

- Riparian Corridor
- 100/500 - Year Floodplains /Wetlands
- Slopes > 20 Percent
- Slopes 12 -20%
- Erodable Soils
- Conservancy / Park
- Existing Development
- Approved Development
- Sewer Service Boundary
- Major Roads
- City or Town Boundary
- County Boundary



Sketch Plans

3. SKETCH PLAN LAND USE CLASSIFICATION

The Sketch Plans show generalized depictions of future land use. The depicted uses are broad strokes and will be refined once a preliminary direction has been established. Uses shown in the classification are not intended to be the same as on the zoning map and in the zoning ordinance, although the Comprehensive Plan will establish the base for the City’s zoning. A single land use classification may be consistent with several zoning districts, and existing uses that may not conform would still be allowed to remain as non-conforming uses.

Because the Comprehensive Plan’s time horizon is 20 plus years, sites shown with urban uses that currently are vacant may remain in their present state for a while. The zoning map may show some of these sites in non-urban uses, even though the area is designated for another use by the Comprehensive Plan, until a change of use and zoning, consistent with the Plan’s policies, is appropriate.

In order to be readable, the Sketch Plan must simplify existing and proposed land use patterns. As a general rule, uses smaller than 2-5 acres are not shown on a Sketch Plan, and generally will not show on the Comprehensive Plan diagram. This does not mean that zoning in these small areas must be changed to match the land use classification of the Comprehensive Plan, or that such a change for these areas is proposed.

USE CLASSIFICATIONS

The land use classification system proposed for discussion of the Sketch Plan alternatives includes some new concepts that are not reflected in the current (1995) Comprehensive Plan but are outlined in the Sewer Service Area Plan (2000). These respond to options identified by the public and the Planning Commission. The descriptions that follow apply to the land use indicated on the Sketch Plan diagram. The classifications are intensely broad enough to avoid duplicating City, Town or County regulations. Revision to the zoning regulations will be necessary to implement these classification concepts.

The density/intensity standards in the classification did not imply that development projects will be approved at the maximum density or intensity specified for the use. Zoning regulations consistent with the general plan policy and/or site conditions may reduce development potential within the stated ranges. Gross density standards and assumed averages for residential categories are listed below.



A home utilizes short set back from the street.

RESIDENTIAL

The residential land use classifications are based on densities, not on housing types. Thus, single-family homes can be built in an area designated for a medium density, provided the overall density of the development falls within the stipulated density of the classification. The development code may place limitations on the locations of certain housing types, such as mobile-home parks. *In order to conserve land and ensure the viability and efficiency of public services, proposed development with densities lower than three units per acre is not permitted in newly annexed areas and in future growth areas.*

Maximum densities are per gross acre of developable land, excluding areas subject to physical, environmental, or geological constraints and areas dedicated for riparian corridors, provided that at least one housing unit may be built on each existing legal parcel designated for residential use. Accessory units, such as granny flats or guesthouses, will be permitted by the zoning regulation and density bonus for provisions of affordable housing, if approved as part of the zoning ordinance, will be in addition to the density otherwise permitted. Because residential densities are stipulated in gross acres, no loss of development potential will result for projects that have smaller blocks with more pedestrian, bicycle, and street connections.

The residential classifications are as follows:

Bluff/Corridor. Up to one unit per ten acres depending on slope. For existing parcels with 20% slopes or greater, only one residential unit per existing legal parcel is permitted. If parcels exceed more than ten acres, clustered development will be required, taking into consideration the natural character of the land.

Very Low Density Residential. One to three units per gross acre, depending on slope. On sites with slopes greater than 12% but less than 20%, development shall be clustered; taking the natural character of the land into consideration will be required. The classification mainly applies to detached single-family dwellings. This classification also takes into consideration existing residential development.

Low Density Residential. Three to six units per gross acre. The classification mainly applies to detached single-family dwellings, but attached single-family units or multifamily units may be permitted, provided each unit has ground-floor living area and private outdoor open space.

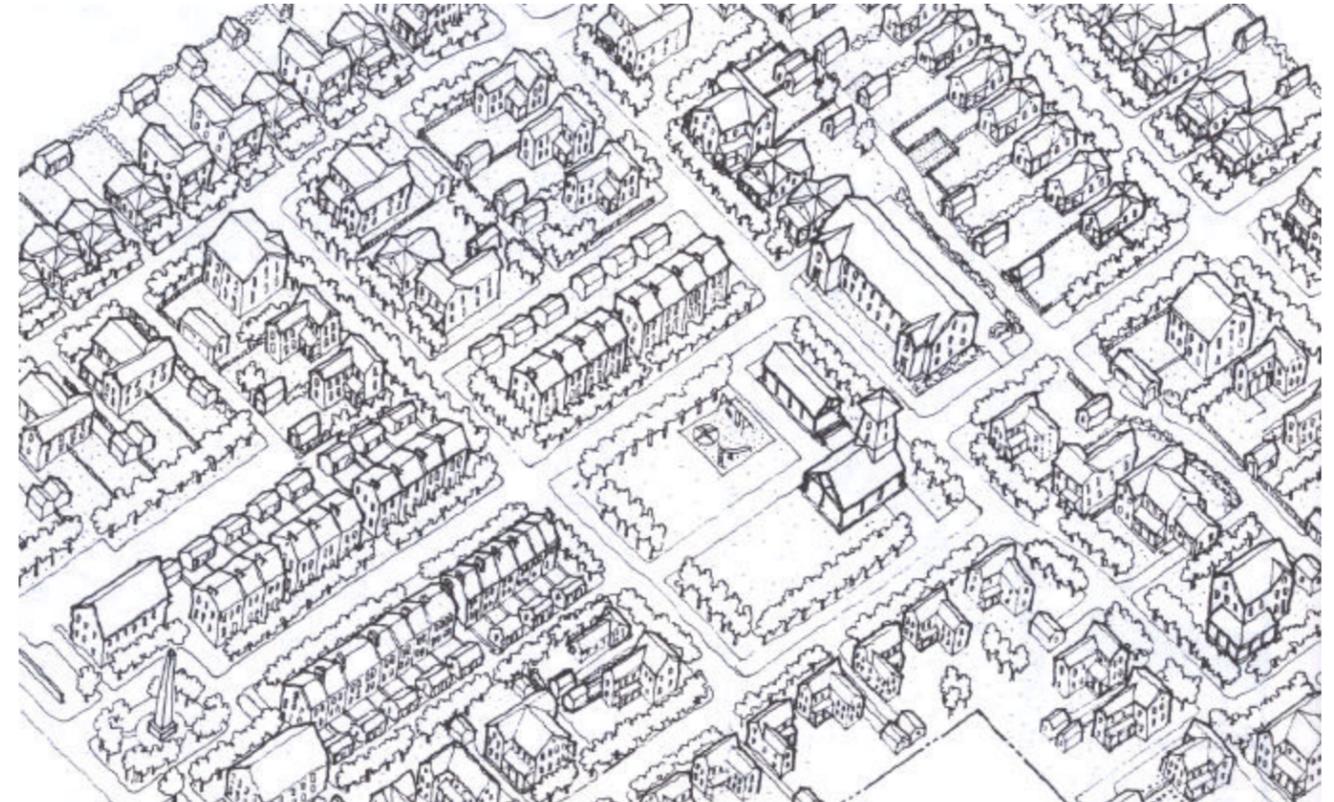
Medium Density Residential. Six to nine units per gross acre. The classification mainly applies to attached single-family housing and multifamily units such as duplexes, triplexes, apartments, and condominiums.

High Density Residential. Nine to 12 units per gross acre. Dwelling types may include apartments, condominiums, and other forms of multifamily housing. This classification includes much of the multifamily development built in River Falls in recent years.

COMMERCIAL AND NEIGHBORHOOD SERVICES

In addition to the classification shown on the Sketch Plans, the Comprehensive Plan Land Use Diagram will have classifications for Business District and Commercial Services. Also, some of the classifications (such as industrial) may be split into two or more categories once broad decisions are made.

Regional Commercial. This designation is for existing retail shopping areas within and surrounding the City of River Falls that primarily serve residents and tourists. The existing regional commercial centers are those areas located to the north and within the City of River Falls.



A neighborhood center no more than a 15-minute walk/1/2-mile from any part of the neighborhood.

Community Commercial. This classification provides sites for retail shopping areas, focuses on Main Street, contains a wide variety of businesses including retail stores, eating and drinking establishments, commercial recreation, service stations, automobile sales and repair services, financial businesses, personal services, grocery stores, and educational and social services.

Traditional Neighborhood Development (TND). These TND centers should include a public town square as the focus for a mix of commercial, civic, and religious uses; offices; residential units; and services to meet the needs of neighborhood residents in a pedestrian-oriented, traditional River Falls environment.

Maximum store size shall be limited in gross square feet. Parking requirements will be established through the land use regulations of the City code. A market analysis may indicate an appropriate mix of commercial uses. Existing code provisions should be modified to include this revised list of uses, maximum as well as minimum parking requirements, and shared parking standards developed to reduce an automobile-oriented landscape. Development of the center should be in accordance with an architectural review ordinance, streetscape and urban design guidelines, and new guidelines developed expressly for neighborhood centers.

Permitted uses will be those contained in the zoning ordinance, with residential densities at a suggested maximum per gross acre, subject to height and other development standards as stipulated through amended and developed ordinances.

INDUSTRIAL

Business Park. Business parks shall provide areas appropriate for moderate to low intensity industrial and business park uses capable of being located next to commercial and residential areas with minimal buffering. Allowable uses include light manufacturing, wholesaling, distribution and storage, limited retail, and small-scale restaurants (as related uses only) and offered in a master plan landscaped setting. No raw or hazardous material processing will be allowed. Whitetail Ridge Corporate Park would be a good example of this type of future business park within the City of River Falls and the region.

Office Park. This classification provides sites for administrative, financial, business, professional, medical, and public offices and small-scale restaurants (as a related use only), in areas where retail and other community commercial uses are not appropriate. The area along Second Street would be considered an office district.

Industrial. This classification provides and protects industrial lands for the full range of manufacturing, agricultural, and industrial processing; general services, and distribution uses. Unrelated retail and commercial uses that could be more appropriately located elsewhere in the City would not be permitted. Proposed performance standards in the zoning ordinance will minimize potential environmental impacts. This zoning classification may apply to existing industrial parks and future industrial parks.



City of River Falls Central Business District in the 1800's.

PUBLIC FACILITIES AND SERVICES

Public facilities and services consist of schools, governmental offices and other facilities that have a unique public character. Private offices or industrial facilities are not shown public.

Public/Institutional. This classification provides for universities, schools, churches, childcare facilities, human service facilities, museums, libraries, fire and police stations, government offices, and other facilities that have a unique public character. Where uses already exist on lands designated “public/institutional” Future Land Use, they are encouraged to remain on the site unless shown as part of a proposed redevelopment district. All other “public/institutional” uses that propose a change in land use that will increase in intensity will require a general plan amendment to the Future Land Use prior to any rezoning or development plan consideration.

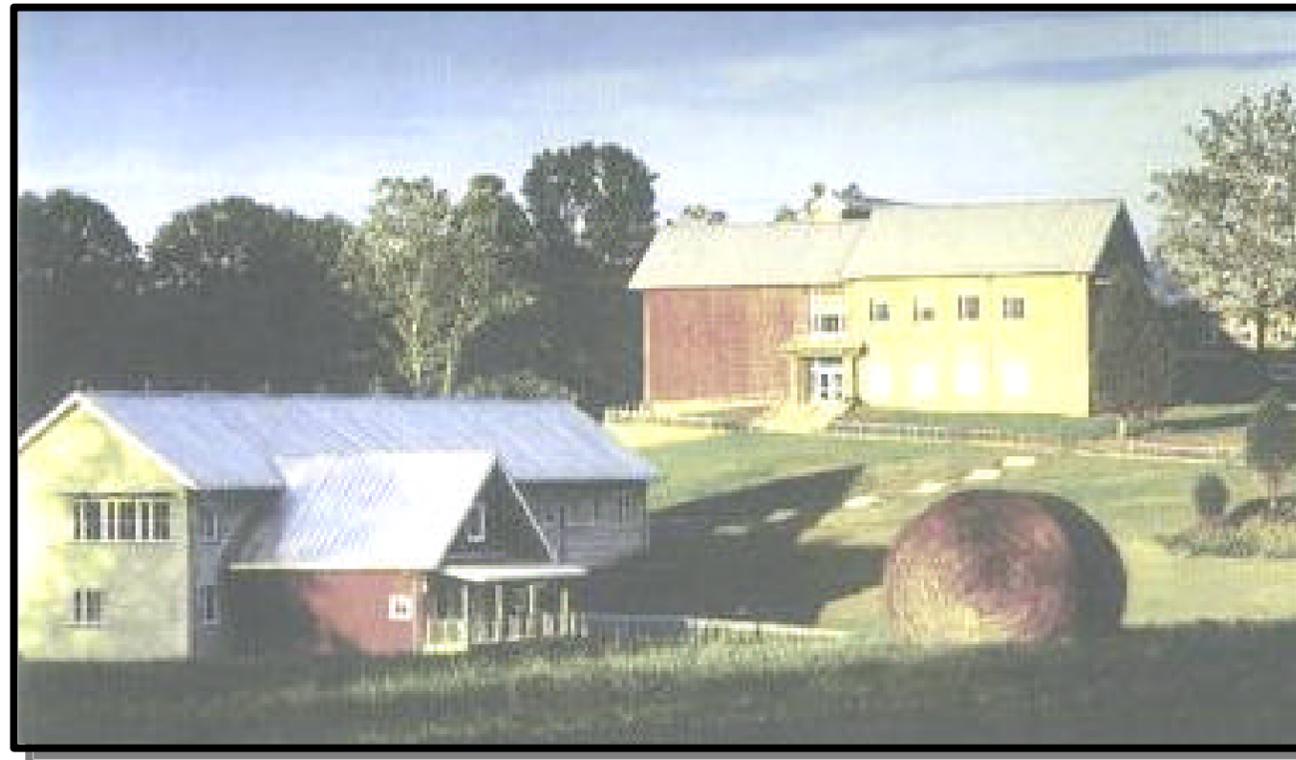
Park/Conservancy. This classification provides for parks, recreational complexes, public and private golf courses, and other conservancy areas based upon riparian corridors, bluffs, and other areas. Private parks such as golf courses are considered limited special use parks.

Historic Preservation Neighborhood and Conservation. The historic preservation survey shall be updated, and those areas classified as potential historic neighborhood or historic residential and nonresidential structures shall be mapped and documented. This designation is designed to preserve stable residential areas close to Main Street and to prevent the intrusion of business district uses while conserving the developed character of these neighborhoods so that permitted densities are consistent with developed densities. A wide range of residential uses, such as apartments, townhouses, and single-family detached houses, is permitted.

Corridor Protection Area and Scenic Corridor. This classification is designed and shall be planned to provide a distinct physical boundary separation to minimize the effects of noise, artificial light, air pollution, etc. It will also provide a visual separation between urban and surrounding rural and highway uses. Residential use shall be limited to existing legal parcels. One residence per ten acres shall be considered within this area.

Agricultural operations compatible with the surrounding urban uses, nurseries, parks, recreational open spaces, storm water ponds, campgrounds, and cemeteries would also be appropriate. Policies and design guidelines shall be developed to mitigate development within and adjacent to the corridor protection area, such as screening with topography and transfer of development rights. State Highway 35/65 as it enters into the City of River Falls shall be considered a corridor protection area.

A recommended starting point for scenic and protection corridors could be 300 feet from the edge of the right-of-way on both sides of the highway. The 300 feet was used to be consistent with the county shoreline buffer. This distance may change after a study has been completed. County Road M and State Highway 29/35 as it enters into the City of River Falls shall be considered scenic corridors. Scenic corridors are recognized for their importance as unspoiled entryways into the City. Development standards, including land use, density, and density control, will be developed through a public participation process.



Buffer between the urban and rural areas.

URBAN BOUNDARY AREA

The future growth area (Future Urban Area) within the proposed Urban Area Boundary comprises all of the City and those areas outside that the City intends to serve with a full range of capital improvements and public services. This Urban Area is intended to be compact to prevent residential sprawl and to preclude the uneconomic dispersion of future capital investment by the City.

The City of River Falls, through the approval of a Comprehensive Plan, will commit to the future development within the Urban Area Boundary. Even though the urban area outside the City boundaries is literally part of the existing extraterritorial jurisdiction, the City expects that, over time, much of this area will be annexed or will be provided with City facilities and services. Therefore, the City’s concern that developments within the Urban Area Boundary location include responsible siting, appropriate type, patterns type, and intensity of land use, and the sufficient provision of public facilities.

While locations outside the City limits and within the Urban Area Boundary may develop as relatively low density prior to annexation or prior to the extension of City services, City facilities, and City water and sewer, it should be the recommendation of the future Comprehensive Plan that more intensive urban development be permitted at the time the City sewer, facilities, and water are provided.

4. COMPARATIVE EVALUATION OF SKETCH PLANS

THE SKETCH PLANS

As noted above, this working paper presents Sketch Plans that illustrate development alternatives. The Sketch Plans have been guided by concerns raised by residents at the public meetings and in surveys, comments by the Planning Commissioners, and technical analysis conducted during the evaluation phase of the process. Following public commentary on the Sketch Plans, a single preferred plan will be prepared, and other decisions relating to growth and conservation will be made by the Commission and the City Council. The public will also have the opportunity to comment on policy issues and subsequent stages of the plan preparation process.

The following Sketch Plans show how alternative scenarios or sets of development policies would be reflected in future land use patterns. Plan design responds to different sets of options, and no commitment to any one plan or direction of growth has been made at this stage. The intent is to “bracket” the probable range of choices that have broad support. None of the plans are offered as a “superior” alternative.

The Planning Commission in past meetings and documents has recommended that new growth should be sustainable in terms of natural resources. Significantly, the Commission has recommended that future development should be permitted only upon known and certain availabilities of infrastructure, regardless of which growth option is selected.

SKETCH PLAN A

Sketch Plan A depicts the existing Sewer Service Area Boundary as approved and adopted by the City of River Falls, the adjacent four Towns, two Counties, and State on October 26, 2000. Some of the new growth is compact and surrounds the City of River Falls. No new urban uses are shown outside the Sewer Service Area Boundary. Two out of the three major developments zoned as Traditional Neighborhood Developments (TND’s) have been annexed into the City. The new TND neighborhoods allow for greater management of planning issues related to the development, and ensure that a mix of uses and housing types are obtained. The average residential density is 2.8 units per acre as shown on the future land use map of the Sewer Service Area Plan.

Key features in the plan include:

- Compact forms; growth contained mostly within a radius of two to three miles from Veteran’s Park.
- Mix of uses in all new TND neighborhoods and some existing neighborhoods. Most new residents located within walking distance of neighborhood centers and park.
- Most high density residential uses located away from arterials.
- Infill used to create a mix use in different neighborhoods at moderate intensities.
- Overall, residential density for new development is a little more than three units per acre.

There are topographic constraints in the south, west and northeast that would require negotiating. The plan allows some new residents to live within TND centers. The plan will also add traffic to the west and north arterials and allow residents to use the bypass of Highway 65 and 35 for out-commuting, as opposed to using streets for access to the state highways. This plan accommodates the largest land area of the sketch plans with approximately ten square miles.

SKETCH PLAN B

Sketch Plan B shows moderate growth to the northwest, north and northeast. A majority of land located to the south may be retained as open space due to the difficult terrain and floodplains. New residential growth will be at a density somewhat lower than Sketch Plan A, and average three units per acre. This lower density is due to the difficult terrain on the northeast side of the City. These are the areas between County Road U and State Highway 65 and between Quarry Road and the mapped Yellowstone Drive. The plan includes a buffer between the urban and rural uses, largely within the current Sewer Service Boundary Area, to provide greater urban densities, and prevent premature lot splits in the area surrounding the City. Key features of the plan include:

- Moderately compact forms. Most growth areas within three miles of the Veteran’s Plaza.
- Mix of uses in one new TND neighborhood. Most new residents located within walking distance of a Neighborhood Center.
- All new growth is within the current Sewer Service Area Boundary.
- Buffer between urban and rural uses in the northwest, north and northeast.
- Overall, residential density for new development equals approximately 3.1 units per acre.

SKETCH PLAN C

Sketch Plan C shows a growth pattern that is keeping with the current thrust of growth to the northwest, north, and northeast. A majority of the new growth will be west of State Highway 35. Sketch Plan C will also add additional traffic to the north and west arterials, such as County Road M, MM, Mann Lane and Radio Road. North Main Street will also see an increase in traffic for out-commuting as well as incoming.

Modifications to the current Sewer Service Area Boundary will be necessary. The plan accommodates a higher population per acre as in Plan A and B, due to the additional Traditional Neighborhood Development areas (TND’s). Some growth will be in areas that have topographic constraints that may require clustering of development to protect *environmentally sensitive areas*. This plan also shows a 300 foot buffer between the future urban land use and rural areas, although much of this buffer is outside the current Sewer Service Area Boundary; cooperation between the City, Towns and County will be essential to the implementation of the buffer and new growth boundary. It should be noted that the proposed land use shown outside the Sewer Service Area Boundary is proposed and may change during the review process.

The overall development and intensity of the plan is greater than Sketch Plan A or B. This plan will accommodate an increase of about 40,902 people and about 67 percent more land than Sketch Plan B. Features of this plan include:

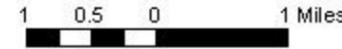
- Form, compact – most new growth areas located between 1.5 and 3.5 miles from Veteran’s Park with growth in St. Croix County and west and east of State Road 35.
- Increase in mix of uses and TND neighborhoods. Some expansion of commercial use along arterials.
- Infill and keeping with the adjoining uses.
- Overall residential density is higher than Sketch Plan A or B at 3.3 units per acre.

Sketch Plan C provides for some new growth areas that are near existing and future infrastructure with fewer topographic constraints. This plan will also help to integrate existing development with the rest of the City. Sketch Plan C with the additional TND neighborhoods will perpetuate River Falls' compact urban form. There will be an increase in traffic along arterials such as County Road M and MM. Also, development west and east of Highway 35 will not be well integrated with the rest of the City. Existing infrastructure will be able to be used in the north and west of Highway 35 and 65.

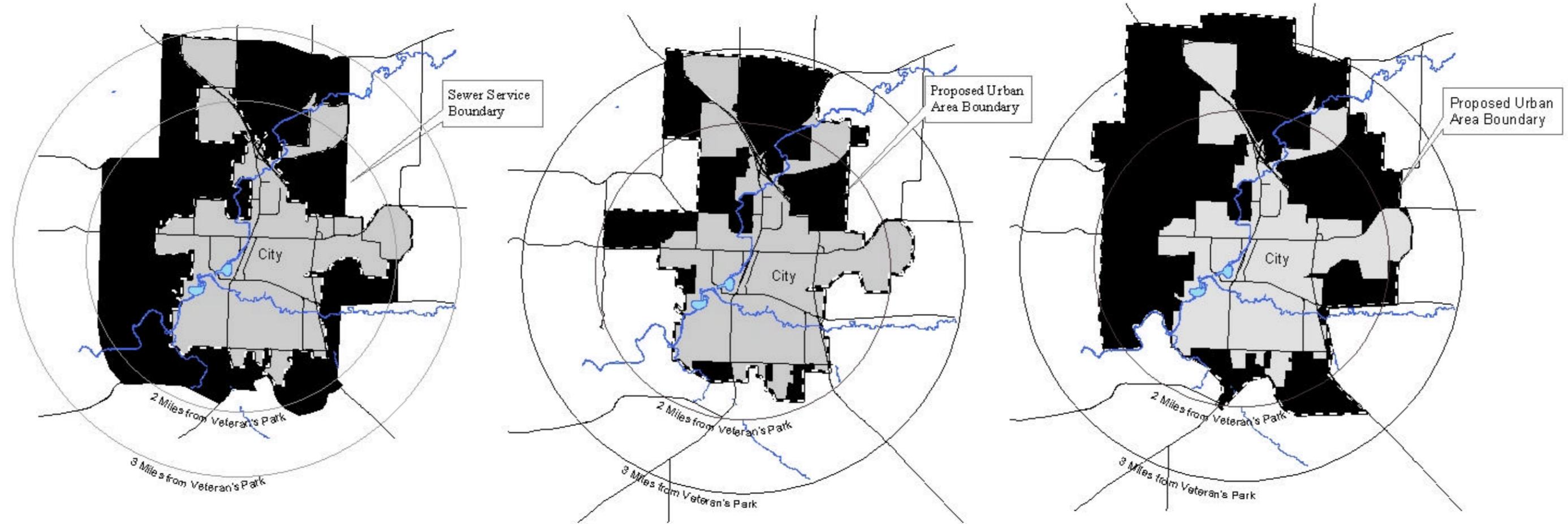
COMPARISON OF KEY FEATURES

The drawings on the following page compare salient features of the Sketch Plans, followed by the complete Sketch Plans. The figures are followed by a table comparing the themes of the plans.

DIRECTION OF GROWTH



 New Growth Areas



Sketch Plan A

Existing Sewer Service Area Boundary with all new development surrounding the city. All new growth within 3 miles of Veteran's Park.

Sketch Plan B

Moderate growth in all directions. Most growth farther away from Veteran's Park than in Sketch Plan A.

Sketch Plan C

Expansion thrust to the northwest, north, and northeast, with infill at moderate intensities. Most new growth between 2 and 3 miles of Veteran's Park.

Sketch Plan A



WISCONSIN

COMPREHENSIVE PLAN
October 2003

Sewer Service Plan Future Land Use

Residential Density

- Corridor 0-1 DU/AC
- Very Low 1-3 DU/AC
- Low 3-6 DU/AC
- Medium 6-9 DU/AC
- High 9-12 DU/AC

Commercial, Institutional & Industrial

- Regional Commercial
- Community Commercial
- Office
- Public / Institutional
- Business Park
- Industrial

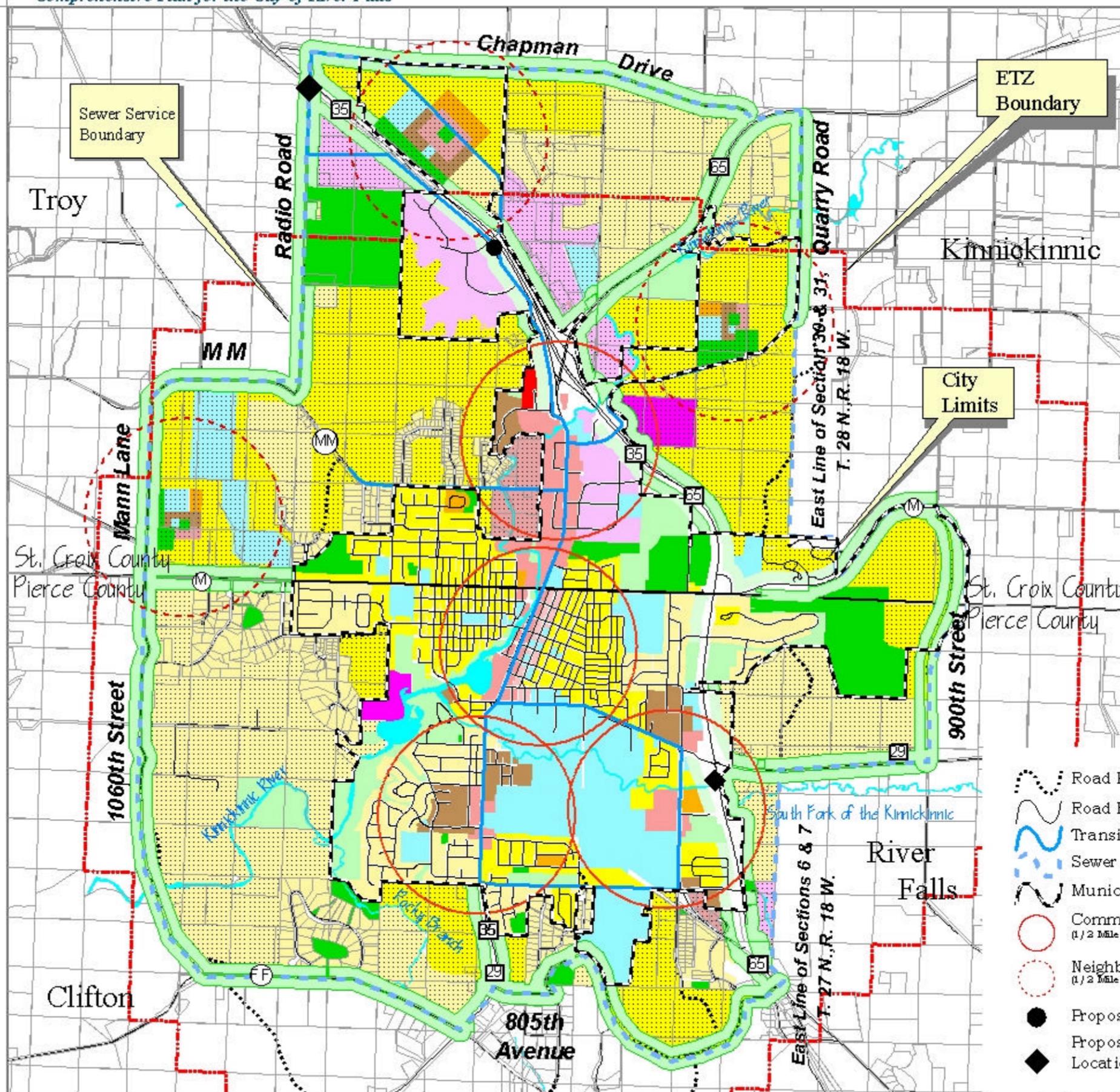
Park & Conservancy

- Park
- Conservancy

Land Status

- Land Use Proposed

- Road Proposed
- Road Existing
- Transit Corridor Proposed
- Sewer Service Boundary
- Municipal Boundary
- Commercial Service Area (1/2 Mile Radius)
- Neighborhood Center Proposed (1/2 Mile Radius)
- Proposed Intersection Location
- Proposed Over/Underpass
- Locations



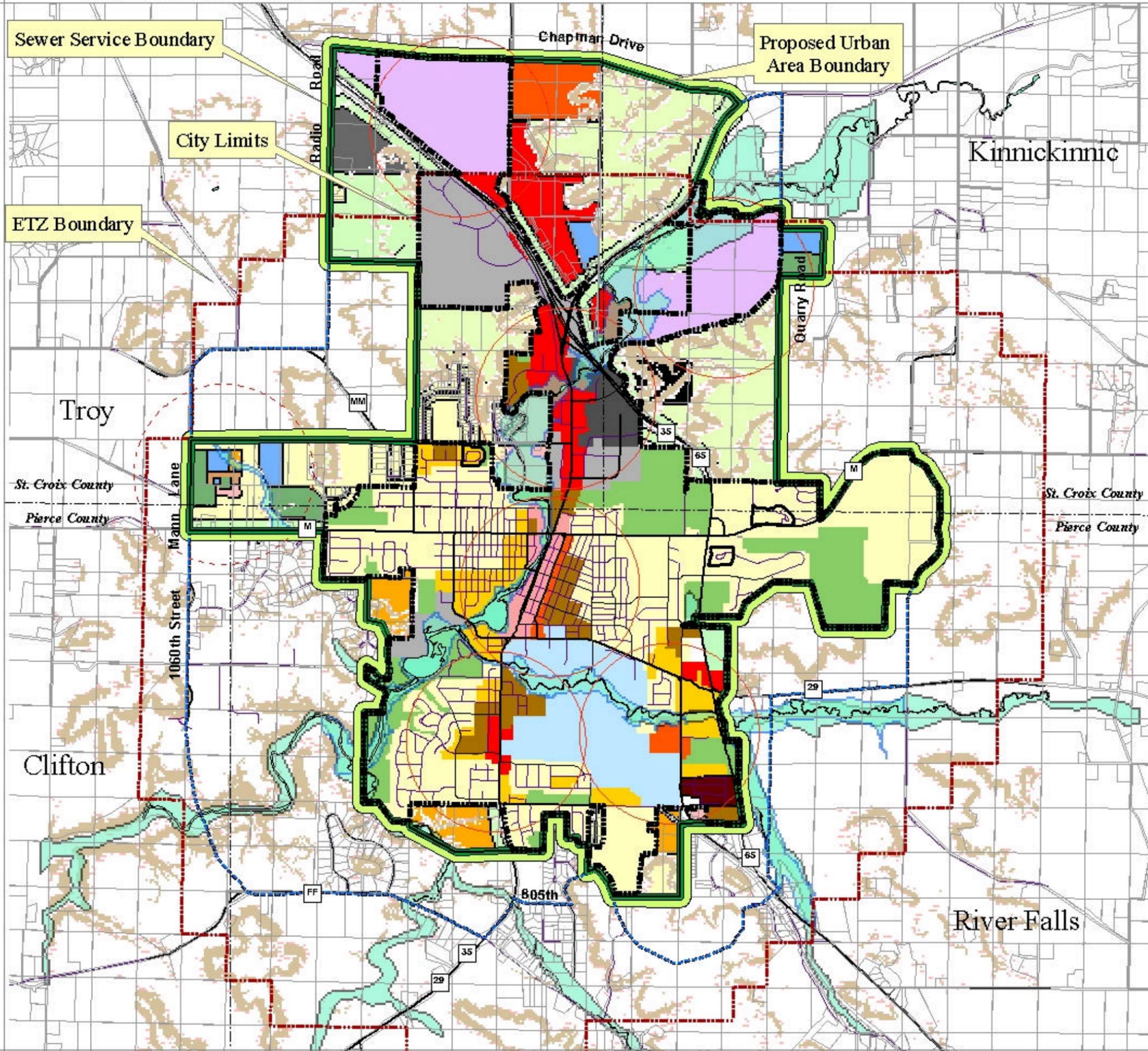
Sketch Plans

Sketch Plan B



WISCONSIN

COMPREHENSIVE PLAN
September 2003



Existing	Proposed	
		Very Low Density Residential
		Low Density Residential
		Medium Density Residential
		High Density Residential
		Traditional Neighborhood Development
		Regional Commercial
		Community Commercial
		Office
		Business Park
		Industrial
		Public / Institutional
		Riparian Corridor
		Park/Conservancy
		Flood Zone
		Slopes Greater than 20 Percent
		Slopes 12 - 20 Percent
		Current City of River Falls Boundary
		Extraterritorial Zoning Boundary
		Sewer Service Boundary
		Proposed Urban Area Boundary
		300 Foot Urban Area Buffer

Existing

1/2 Mile
Radius
around
Commercial &
Neighborhood
Center
(10 min walk)

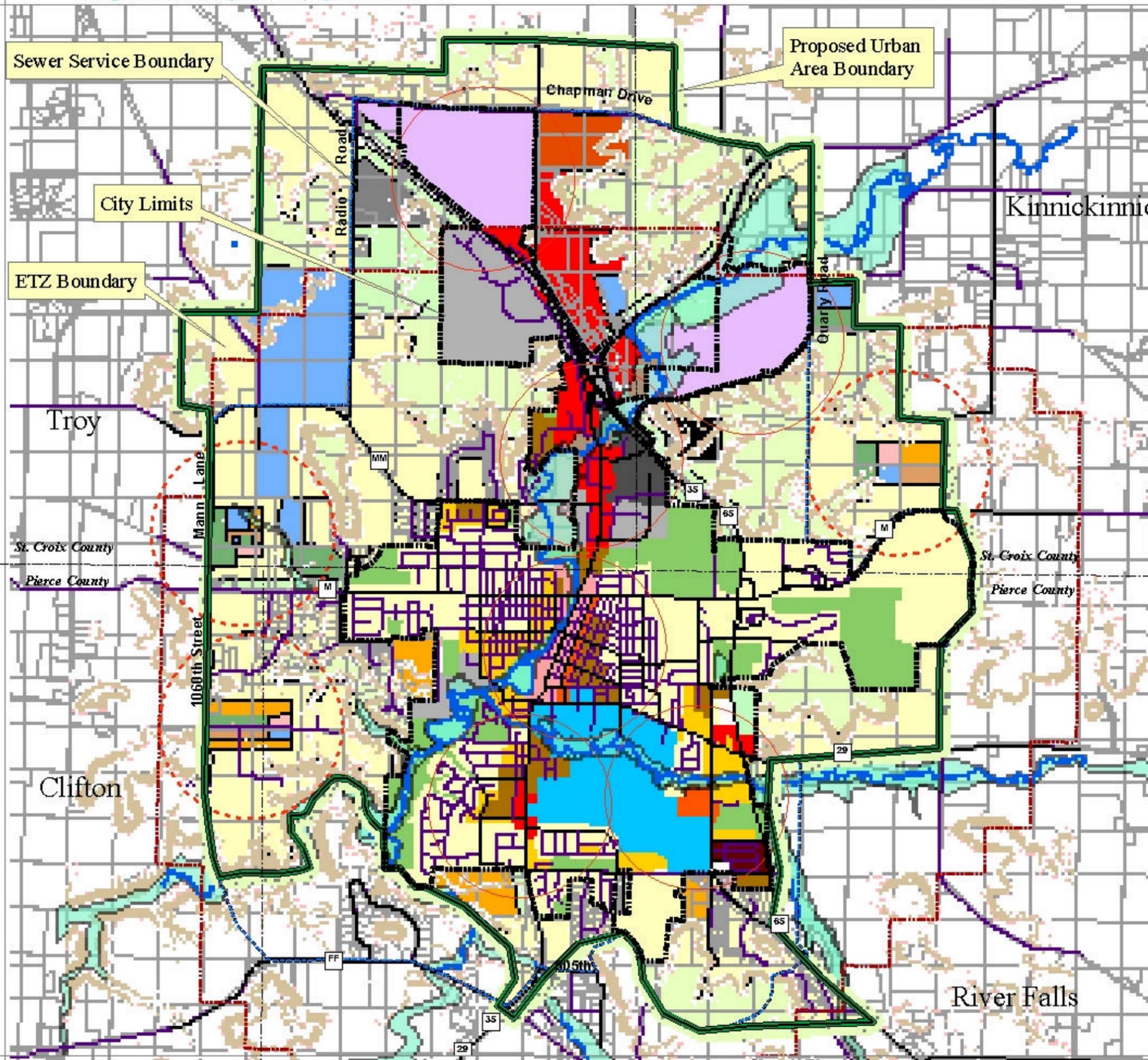
Proposed

0 0.25 0.5 0.75 1
Miles

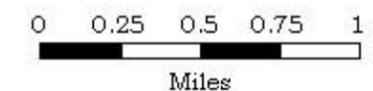
Sketch Plan C



WISCONSIN
COMPREHENSIVE PLAN
September 2003



Existing	Proposed	Description
[Light Green Box]	[Dotted Green Box]	Very Low Density Residential
[Yellow Box]	[Dotted Yellow Box]	Low Density Residential
[Orange Box]	[Dotted Orange Box]	Medium Density Residential
[Brown Box]	[Dotted Brown Box]	High Density Residential
[Purple Box]	[Dotted Purple Box]	Traditional Neighborhood Development
[Red Box]	[Dotted Red Box]	Regional Commercial
[Pink Box]	[Dotted Pink Box]	Community Commercial
[Light Blue Box]	[Dotted Light Blue Box]	Office
[Grey Box]	[Dotted Grey Box]	Business Park
[Dark Grey Box]	[Dotted Dark Grey Box]	Industrial
[Blue Box]	[Dotted Blue Box]	Public / Institutional
[Green wavy line]	[Green wavy line]	Riparian Corridor
[Light Green wavy line]	[Light Green wavy line]	Park/Conservancy
[Blue wavy line]	[Blue wavy line]	Flood Zone
[Brown wavy line]	[Brown wavy line]	Slopes Greater than 20 Percent
[Light Brown wavy line]	[Light Brown wavy line]	Slopes 12 - 20 Percent
[Black dashed line]	[Black dashed line]	Current City of River Falls Boundary
[Red dashed line]	[Red dashed line]	Extraterritorial Zoning Boundary
[Blue dashed line]	[Blue dashed line]	Sewer Service Boundary
[Green solid line]	[Green solid line]	Proposed Urban Area Boundary
[Green shaded area]	[Green shaded area]	300 Foot Urban Area Buffer



PLAN BUILD-OUT

The plans will accommodate an increase in population ranging from 15,000 to 40,000. At “build-out,” the plans with the existing population of 13,000 can accommodate a total population ranging from about 28,000 to 53,000. An increase of gross total acreage would range from 2,690 acres/4.2 square miles for plan Sketch B and 5,936 acres/9.2 square miles for Sketch Plan C. The Sewer Service Area Boundary is Sketch Plan A. At the time of adoption, the boundary was approximately 6,379 acres/10 square miles. As of October 2003, the boundary is now approximately 5,515 acres/8.7 square miles.

It is hard to determine when this build-out will be realized; however, it is likely that planning for the site designated in the plans will be initiated over the next 20 years. The Comprehensive Plan for the City will likely be updated every five years. Limiting population growth within the City to below the projected increase will likely push growth outward into the surrounding areas. The Sketch Plan options for growth can be phased (geographically, to ensure that certain areas are built first) by population (so development in some areas is approved only after some threshold such as infrastructure and/or population is reached). Detailed phasing options will be explored after preparation of a single preferred land use plan.

The following chart shows’ development resulting from the Sketch Plans. The difference in the population numbers for the row titled “Approved Development” result from the restricting land uses on some sites that have current approvals. Existing development is land use outside the City at this time.

SKETCH PLAN BUILD-OUT

	SKETCH PLAN A	SKETCH PLAN B	SKETCH PLAN C
LAND AREA (acres)			
Residential (- Ancillary Slopes over 20%, Flood Zones, Parks)			
Very Low Density	1,885	603	1,404
Low Density	1,641	308	2,164
Medium Density	5	113	172
High Density	7	7	37
<i>Total Acres</i>	<i>3,538</i>	<i>1,031</i>	<i>3,777</i>
Office	0	94	94
Commercial/TND	10	33/25	
Industrial/Business Park	74	74	74
Existing Development			
Industrial / Commercial	63/201	63/201	63/201
Residential	640	280	570
Approved Development (City)			
Total Commercial	25	25	25
Total Residential	621	621	621
RESIDENTIAL DEVELOPMENT			
Sketch Plans			
Residential Units			
Very Low Density (@ 2 units/ac)	3,770	1,206	2,808
Low Density (@3.7 units/ac)	6,071	1,140	8,007
Medium Density (@7.5 units/ac)	37	848	1,290
High Density (@ 10.5 units/ac)	52	73	389
<i>Total Proposed Units</i>	<i>9,930</i>	<i>3,267</i>	<i>12,494</i>
Average Density, (units/ac)	2.8	3.1	3.3
<i>Population from Sketch Plan (2.7 per unit)</i>	<i>26,811</i>	<i>8,821</i>	<i>33,734</i>
Existing Development			
Residential Units	434	190	380
Population	1,171	513	1,026
Approved Development			
Residential Units	2,082	2,082	2,082
Population from Approved Development	5,621	5,621	5,621
Sketch Plan, Existing and Approved Development			
Total Residential Units	12,446	5,539	14,956
Total Population (2.7 per unit)	33,604	14,955	40,381

