

CHAPTER FOUR



Viewing the Natural Landscape

GROWTH MANAGEMENT

Growth management is one of the concerns of River Falls' residents. In fact, growth and development create many of the problems cited by residents in past studies, surveys, and plans, including traffic congestion, lack of parking, uncertainty about future wastewater capacity, and loss of open space. Growth management will be addressed throughout the Comprehensive Plan by policies that direct the timing, location, character, and quality of new development.

- Growth management involves providing an appropriate balance between growth in residential and employment opportunities and the natural resources. This is particularly a concern in River Falls where the cost of housing has outpaced

the income of residents who work within the City. The broad relationship between employment-based land and residential land supply as it currently exists will be analyzed to assist in determining the mix of land use that may be needed when planning and developing large tracks of vacant land.

- Providing for a mix of housing densities and products will contribute to a mix in housing costs for neighborhoods.
- Promoting urban density, infill development, and development contiguous to the City over development at the periphery of the Urban Area Boundary line are key components of growth management.

- Development within the City and contiguous to the City can be designed to be fully compatible and to integrate with surrounding neighborhoods, at densities that support the construction of affordability.

Experience across the country has demonstrated that meaningful growth management cannot be successful if attempted by one jurisdiction in isolation from neighboring jurisdictions. During public hearings and surveys for this Plan, citizens have repeatedly called for intergovernmental cooperation in addressing growth management issues and have increasingly demanded a coordinated approach to multijurisdictional/regional planning.

Through a multijurisdictional Comprehensive Planning grant, the City of River Falls is working closely with the Town of River Falls in developing Comprehensive Plans. In concert, we are working with the adjacent Towns of Troy, Kinnickinnic, and Clifton, and the Counties of St. Croix and Pierce in developing the City’s Comprehensive Plan. This Comprehensive Plan update proposes changes to the existing development patterns that will decrease sprawl and promote affordability, which is serviced in a more cost-effective way by existing infrastructure and land use patterns. The City’s policy of using infill and development within an Urban Area Boundary will produce a more compact urban form that cannot be achieved unless there is cooperation between jurisdictions. Without cooperation, these policies will simply mean more growth rather than directed growth. The growth management issues are addressed in the following Plan elements:

- Growth Management Methods,
- Population Growth and Projections,
- Growth Management – the Region,
- Growth Management – the Urban Area, and
- Urban Area Staging Plan.

Additional growth management issues are referenced and addressed in other chapters in this Plan. The following themes and guiding policies apply to this chapter:

THEMES

- **Sustainable Growth.** Ensure that development is sustainable and that growth, conservation, redevelopment, and natural resource protection are balanced.
- **Urban Form.** Promote a compact urban form that encourages sensitive/compatible infill development.
- **Transportation Alternatives.** Maintain and promote alternative modes of transportation.
- **Quality of Life.** Enhance the quality of life of the community and ensure the availability of community services for residents.
- **Intergovernmental Cooperation.** Maintain a cooperative intergovernmental perspective with the towns, counties, and state, and work with private and governmental entities towards that goal.

4.1 GROWTH MANAGEMENT METHODS

The term *Growth Management* or *Smart Growth* often means different things to different people. Some use it as a code to stop growth; others believe that it means that local governments should simply provide all services needed for land development whenever and wherever a demand occurs.

This Plan defines *Growth Management* as:

- Identifying the proper geographic location of various land uses for future growth;
- Determining the appropriate scale and intensity, or density of future growth; and
- Establishing an appropriate rate, pace, or phasing of future growth based on the natural and financial resources required to sustain that growth.

The Wisconsin State Statutes, define *Smart Growth* areas as areas that will enable the development and redevelopment of land with existing infrastructure and municipal, state, and utility services where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities that have relatively low

municipal, state, governmental, and utility costs. Working together the City, towns, counties, and the State have an excellent opportunity to achieve meaningful Growth Management/ Smart Growth in the near future.

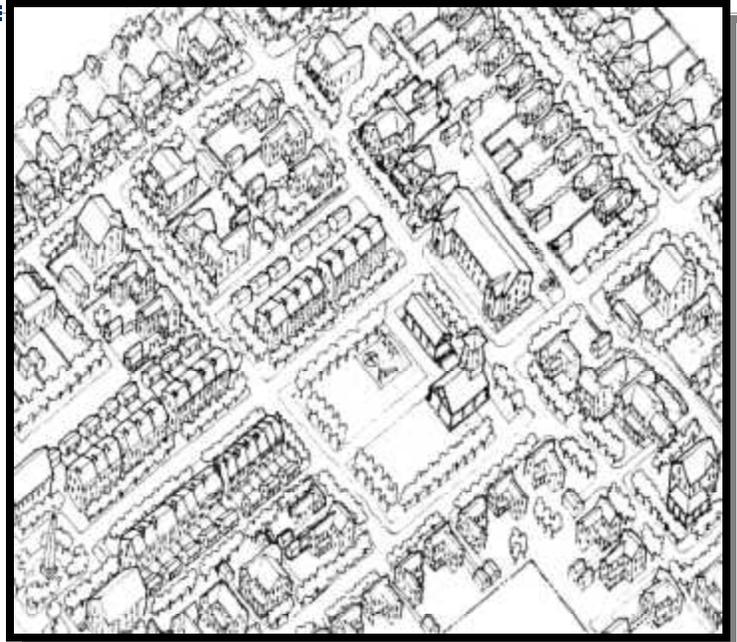
The following methods may help in future planning to create a compact urban form and efficient development patterns.

4.1.1 Urban Area Boundary

The City and towns have been working with the same extraterritorial zone that is 1.5 mile from the City limits since 1974. In October of 2000, the City of River Falls, adjacent four Towns of Troy, Kinnickinnic, River Falls, and Clifton, Counties of St. Croix and Pierce, and the State approved and adopted a Sewer Service Area Plan and Boundary. The Boundary follows identifiable, physical boundaries, such as Chapman Drive, Quarry Road, 900th Street, FF, 1060th Street, Mann Lane, MM, and Radio Road (see Figure 3-5).

This document recommends an Urban Area Boundary that provides readily identifiable physical barriers such as existing property lines, roads, and topography. As the future growth area annexes or is attached (area between the Urban Area Boundary line and city limits) the City will determine the range of capital improvements and public services will be provided. The future growth area is intended to be compact to prevent residential sprawl and to preclude the uneconomic dispersion of future capital investment by the City.

Beyond the Urban Area Boundary, the Plan does not advocate large expenditures for utility extension, road building or large amounts of new development. The creation of a separate town and county water and sewer system, and the extension of water lines outside the Urban Area Boundary, may undermine the goal of a well-defined, compact urban form. Regional planning and cooperation between the City, towns, and counties is essential as increased pressure mounts for development of land outside the Urban Area Boundary.



TNDs allow planned increased densities .

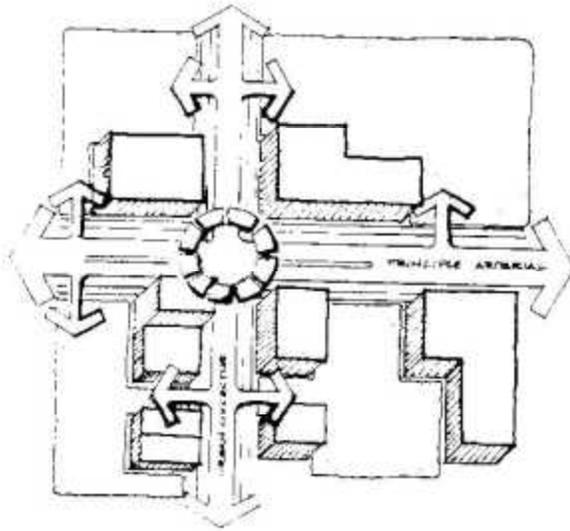
4.1.2 Annexation

In order to achieve a compact urban form, the City should be prepared for growth within the Urban Area Boundary. The counties and towns must work together to manage land development outside the Urban Area Boundary and to make more efficient use of resources within the urban area. The City's recent 2004 proclamation for declaration of attainment of Third Class City Status allowed for a three-mile extraterritorial subdivision of plats jurisdiction.

4.1.3 Increased Densities

Higher densities should be encouraged within the future growth areas between the Urban Area Boundary line and City limits. This approach does not necessarily require greater building heights, but rather greater massing on specifically identified infill sites within the Urban Area Boundary.

Higher densities help create efficient use of existing and future roads, utilities, help ensure cost efficiency, public transit, services and may provide a more affordable home.



Street Connectivity Pattern in Which Buildings Rather Than Parking Lots, Dominate the Appearance of the Streetscape.

4.1.4 Decreased Densities

The bluffs and major roads and highways are key features in defining the edge of River Falls' physical development. These boundaries are important aspects of the community's sense of health and well-being and give visual proof that land is more than a mere commodity in River Falls. However, this sense of land preservation and overall community interest clashes with the highly prized American value of individual property rights. A transfer of development rights (TDR) program is one solution to the land use planning conflict.

4.1.5 Transfer of Development Rights

TDR allows landowners and developers to develop land in areas more appropriate for development while leaving other lands undeveloped. This is often achieved by providing increased densities to the developer in what is referred to as a **receiving area**, in exchange for keeping land undeveloped in what is referred to as a **sending area**. Local governments have saved open space, farmland, and environmentally sensitive land using this method.

4.1.6 Growth-Rate Ordinance

Some cities have regulated by ordinance, the number of annual residential building permits granted. This Plan does not suggest that a growth-rate ordinance be applied within the Urban Area Boundary. A growth-rate ordinance is a way of monitoring and managing growth and infrastructure.

4.1.7 Commercial Centers Versus Strip Development

The City of River Falls was created around a neighborhood center referred to as Main Street that is considered the heart of the City. This Plan attempts to provide neighborhood commercial services that would be limited in size and other nonresidential uses off major arterial roads, particularly in future growth areas, through the use of TNDs. This helps encourage pedestrian use within the Urban Area Boundary and creates centers or "nodes," that may be easily serviced by future bus systems. The centers must be clearly shown on all development plans and described to potential residents. In addition, key components of these traditional neighborhood centers, such as community service centers, post offices, and at least some of the retail buildings, may be constructed in the initial phase of development.

4.1.8 Urban Area Staging Plan

To direct public and private expenditures, this Plan recommends a staging plan which sets priorities for development in various locations within the Urban Area Boundary. Based on the availability of nearby utilities, especially sewer and water lines, and adequate road capacity, there are certain vacant or underdeveloped lands within the Urban Area Boundary that may receive higher priority for future development than other areas. This chapter identifies those areas along with new areas for future growth.

4.1.9 Housing Needs and Growth Analysis Program

In 1999 a City housing committee completed a housing needs assessment and growth analysis for the City. The assessment included an inventory of housing types, needs, and parcels within the City to develop and redevelop and included actions needed to support housing needs and programs. The assessment has helped to provide a means of identifying issues and needed housing. This information needs to be updated. The study may be used to evaluate the possible future need for other growth management techniques.

4.1.10 Cooperative Boundary Agreement

Under the authority of §66.0307 of the Wisconsin State Statutes, communities are entitled to set boundary lines between themselves when they are parties to cooperative boundary agreements approved by the communities and the Department of Administration. The City of River Falls and the Towns of Troy, Kinnickinnic and River Falls are working on Cooperative Boundary Agreements.

4.1.11 Summary

For future planning the above growth-management methods will help in creating a compact urban form and efficient development patterns. These methods may be used in various ways to integrate and guide the development of the River Falls area in the future. This list of growth management methods reflects an integrated approach and should not be used as a menu from which to select some methods and exclude others. These methods will help in providing a balance for future urban development.

4.2 POPULATION GROWTH AND PROJECTIONS

In the development of this Comprehensive Plan, it was important to know that a relationship existed between planning

elements and that these elements must be considered in the formulation of the Plan. There is a bond between population, environment, and land use. Population affects land use through the environmental and geographic features of the community, and the geography dictates to some extent the desirability of the community and the location of certain land uses. These planning elements of population, environment, and land use serve as indicators for the future growth and vision of the community.

4.2.1 Historic Population Trends

River Falls has experienced tremendous growth since 1940. After the arrival of Joel Foster in 1848, River Falls experienced relatively slow growth until 1940. With a population of 12,560 in 2000, River Falls has experienced an approximate 350% increase since 1940. Table 4.1 illustrates the growth trends in the area since the 1900s. Four towns and two counties that have become multi-growth areas surround the City of River Falls. The following sections contain information on the population characteristics of the City of River Falls. Data was obtained from the U.S. Census, Bureau of Information, City of River Falls, and governmental units.

4.2.2 Existing Population

River Falls and the surrounding communities have all experienced rapid growth between 1970 and 2000. The 1990-2000 growth rates are 12.2% for Pierce County, 25.7% for St. Croix County, 4% for the state, and 9.8% for the nation. As shown in Table 4.2, the City of River Falls has the second to lowest growth rate (18.7%), and Pierce County the lowest (12.2%). The surrounding four towns and St. Croix County had higher growth-rate percentages.

Table 4.2 shows that River Falls has been a growing City located within a growing region. In the 30 years from 1970 to 2000, Clifton Town increased by 165%, Kinnickinnic Town by 85%, Troy Town by

140%, and River Falls Town by 40%. In 2000, with a population of 9,022, the surrounding towns have increased by 99% since 1970. Since 2000, the trend has continued. There has been a noted rise in the equalized value of rural residential housing due to this growth trend.

There has also been a rise in the nonfarm population within the towns and counties, as shown in Table 4.3. The population trends of River Falls and its surrounding towns and counties have taken a consistent upward turn. According to the projections by the West Central Wisconsin Regional Planning Commission, Troy Town will continue to grow faster than the rest of the county. These trends have many causes and will impact the environment and will increase the need for provision of services, infrastructure, and transportation.



According to the 2000 census, over 50% of the River Falls workforce report working outside the City. Traffic Congestion between River Falls and the Twin Cities is a growing issue.

4.2.3 Population Projections

Estimating population projections is much like predicting the weather. Although an effort is made to estimate an actual temperature, it is more important to forecast the trend that will occur. In the instance of population, it is important to identify a population growth or decline. All indications

are that the population will continue to increase. The increase may be as rapid as experienced between 1960 and 1980. The following elements will impact, guide, and manage growth:

- Proximity to the Twin Cities area,
- General land use policies,
- Improved infrastructure, such as upgrading the State Highway from two lanes to four lanes and availability of water, sewer, and services,
- Future Land Use plans and zoning, and
- Boundaries, such as an Urban Area Boundary, extraterritorial boundary, and sewer service area boundary.

There are various ways to project population for the future. Many factors, such as location, annexation, commercial and industrial development, and historic trends, will contribute to a continuing growth in population during the next years. As noted above, outside forces, such as the growth of the Twin Cities, the towns, and counties, will have an influence. Also the future extension of the two to four lanes on State Trunk Highway 35 and 65 to the south connecting River Falls with the Metropolitan Area. Tables 4.4 and 4.5 provide population projections for the future for the City of River Falls from a variety of sources and models. The West Central Wisconsin Regional Planning Commission population projections for St. Croix County and Pierce County are:

- St Croix County an additional 12,427 (75,582) for 2010 and 14,246 (89,828) for 2020;
- Pierce County, 2,486 (39,290) for 2010 and 2,847 (42,137) for 2020; and
- Combined projected population for St. Croix and Pierce Counties is 112,386 for 2010 and 131,965 for 2020.

Table 4.1 River Falls Area Population History.

Year	City of River Falls		Surrounding Towns*		Pierce and St. Croix Counties	
	Population	% Change	Population	% Change	Population	% Change
1900	2,008		3,299		50,773	
1910	1,991	-0.8%	3,033	-8.1%	47,989	-5.5%
1920	2,273	14.2%	2,990	-1.4%	47,769	-0.5%
1930	2,363	4.0%	2,819	5.7%	46,498	-2.7%
1940	2,806	18.7%	2,558	-9.3%	46,313	-0.4%
1950	3,877	38.2%	2,633	2.9%	47,353	2.3%
1960	4,875	25.7%	3,010	14.3%	51,667	9.1%
1970	7,238	48.5%	4,526	50.4%	61,006	18.1%
1980	9,036	24.8%	6,503	43.7%	74,411	22.0%
1990	10,610	17.4%	7,052	8.4%	83,016	11.6%
2000	12,560	18.40%	9,022	28%	99,959	20.40%

* Troy, Kinnickinnic, River Falls, and Clifton.
 Source: U.S. Census, Bureau of Information.⁷⁷

Table 4.2 Population Growth in the River Falls Area.

	City of River Falls	Clifton Town	Kinnickinnic Town	Troy Town	River Falls Town	Pierce County	St. Croix County
1970	7,238	612	755	1,517	1,642	26,652	34,354
(%)	(24.8)	(59.3)	(39.2)	(52.2)	(32.0)	(16.9)	(25.9)
1980	9,036	975	1,051	2,309	2,168	31,149	43,262
(%)	(17.4)	(14.8)	(8.4)	(23.4)	(-10.3)	(5.2)	(16.2)
1990	10,610	1,119	1,139	2,850	1,944	32,765	50,251
(%)	(18.7)	(48.0)	(22.9)	(28.5)	(20.5)	(12.2)	(25.7)
2000	12,560	1,657	1,400	3,661	2,304	36,804	63,155

Source: U.S. Census (2000).

Table 4.3 River Falls Rural Population in 2000.

Population	Kinnickinnic	Troy	Clifton	River Falls
Farm	212	283	194	148
Nonfarm	907	1,661	945	846
Total	1,119	1,944	1,139	994

Source: Bureau of Intergovernmental Relations (2000).

Table 4.4 Population Projections City of River Falls.

Source	2010
West Central WI Regional Planning Commission (low)	13,412
West Central WI Regional Planning Commission (high)	20,388
River Falls Planning Department (numeric)	11,685
River Falls Planning Department (geometric)	16,366
River Falls Planning Department (linear)	13,476
River Falls Planning Department (exponential)	17,993
Farmland Preservation Plans (MCD Models)	12,630
Wisconsin Department of Administration	13,877
Average	15,000

Trend: 10-25% growth per decade

Table 4.5 Forecast of Housing Units, Households, and Population.

	2000	2005	2010	2015	2020	2025
Housing Units	4,345	4,945	5,745	6,645	7,545	8,395
Households (occupied)	4,269	4,797	5,573	6,446	7,319	8,143
Average Persons per New Household	—	2.7	2.7	2.7	2.7	2.7
Population	12,560	13,985	16,080	18,437	20,794	23,020

Source: U.S. Census for 2000 and projection by SRF Consulting Group.
 Working Paper: Existing Conditions Forecast of Land Development, 2000 to 2050.
 Assumed housing vacancy rate: 2+%

Table 4.6 UWRF Enrollment History.

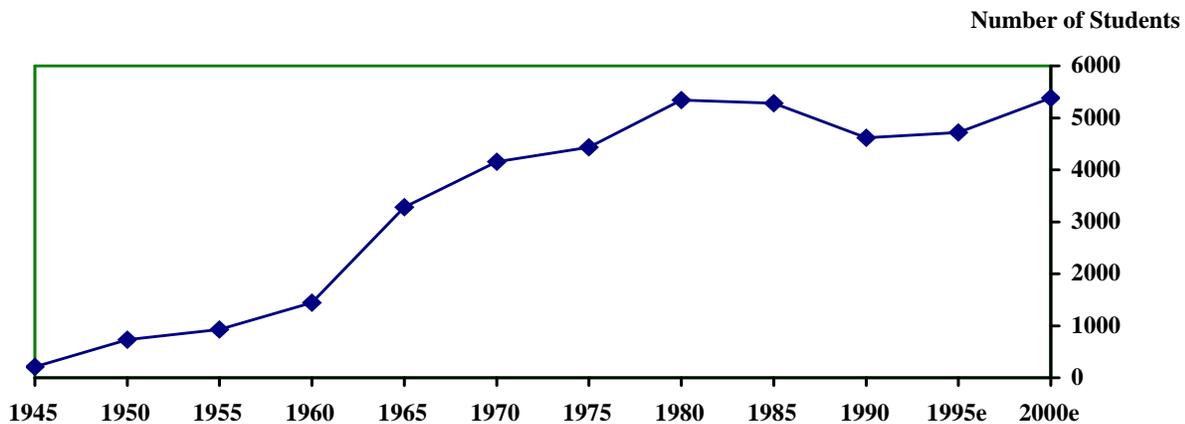


Table 4.7 UWRF Enrollment.

Full-time Equivalent (FTE) and Official Head Count (HC)

Year	FTE	HC	Year	FTE	HC
1980	5,220	5,339	1995	4,719	5,186
1985	4,954	5,284	2000	5,382	5,914
1990	4,614	5,196	2004	5,248	5,837

**River Falls–UWRF
Population History Comparisons**

Year	University	City
1950	731	3,877
1960	1,445	4,875
1970	4,156	7,238
1980	5,339	9,036
1990	4,614	10,610
2000	5,382	12,560

4.2.4 University of Wisconsin-River Falls

The UWRF, formerly known as River Falls State College, was incorporated in 1875. The University, as an entity, impacts the community in many ways. As a population group, the University population is the largest, single, identifiable segment. UWRF indicates future growth and enrollment as follows: A full-time equivalent (FTE) is considered 12 credits. Total FTE is usually 90 to 92% of the head count (HC). Head count figures include the number of part-time students.

The University’s population has an important impact on the City of River Falls in terms of housing, jobs, transportation, recreation, water consumption, and waste water processing. For 1990, 50% (2,307) were student residents (4,614 full-time). In this population analysis, 50% of the FTE students would be considered residents of River Falls (3,043-58% in 1999). Tables 4.6 and 4.7 provide the UWRF enrollment history and the City of River Falls and UWRF population history comparison.

4.2.5 Median Age

Comparison of the median age of residents in River Falls with the median age of

residents in the counties, region, state, and nation shows that youth is a dominant characteristic of the City’s population (Table 4.8). Although the median age is generally becoming older as the baby-boomer generation ages, it is important to note that UWRF has an impact on the dominant character of the City’s population, which is reflected in the number of people in the 15 to 24 age group.

As of the 2000 census, the City of River Falls, has a younger median age than surrounding towns and similar size communities in the State of Wisconsin. The City of River Falls also has a smaller population of persons in the under 18 age group, and a smaller population of persons in the 65 and over age group. A higher percentage of children are under 18, indicating that young childbearing couples are selecting rural home sites. (Table 4.9)

Table 4.8 River Falls 2000 Comparative Median Age.

	Median Age (in years)
River Falls	23.6
St. Croix County	35.0
Pierce County	32.1
Region	35.6
Wisconsin	36.0
United States	35.3

Table 4.9 2000 Population—Age and Sex Distribution City of River Falls and Surrounding Area.

Location	Population	% Male	% Female	% Under 18	% 65+	Median Age
River Falls	12,560	45.5	54.5	17.9	8.6	23.6
Pierce County	36,804	49.3	50.7	24.4	9.6	32.1
Clifton Town	1,657	52.7	47.3	30.9	5.7	36.2
River Falls Town	2,304	50.7	49.3	28.6	6.2	36.8
St. Croix County	63,155	50.0	50.0	27.9	9.9	35.0
Kinnickinnic Town	1,400	49.6	50.4	29.2	7.4	37.0
Troy Town	3,661	51.5	48.5	30.1	5.2	36.5
State of Wisconsin	5,363,675	49.4	50.6	25.5	13.1	36.0

Source: U.S. Census (2000).

4.2.6 Diversity

River Falls has a relatively low minority population. The largest minority group is of Asian or Pacific Islander origin. This group totals 139 or 1.01% of the total population in 2000. The other minority groups combined makes up less than 1% of the City’s population. The City will foster respect and encourage an increasingly diverse community.

Table 4.10 Diversity.

Ethnic Background	Number	Percent
White	12,129	96.6
Black	66	0.5
American Indian, Eskimo or Aleut	45	0.4
Asian or Pacific Islander	139	1.01
Other Race	181	1.4
Total	12,560	100.00

4.2.7 Changing Demographics

In the upcoming years, the most dramatic change within the River Falls’ region may be the overall aging of the population, instead of the high rate of population growth that marked the 1970s and 1980s. By the year 2020, there may be fewer residents between the ages of 35 and 54 in the region. Meanwhile, the number of residents age 55 and older will have increased. By 2020, approximately 30% of the region’s population may be over 65. Between 1990-2020, the region’s number of residents’ age 65 and older will have tripled.

One of the fastest growing counties in the State of Wisconsin, St. Croix County, is projected to increase in population by 68% from the 2000 count and will need approximately 15,800 new housing units. An estimated 30% of these owner occupied units may be occupied by resident’s age 55 and older. Among this age group, the average “person-per-dwelling” is only expected to be 1.5. Meanwhile, an estimated demand may also exist for approximately 4,500 additional rental units (30% of all new units) in the River Falls region between 2000-2020. As a result of these and other factors, including River Falls’ current lack of affordable housing, there may be a greater need to provide smaller homes on smaller lots that require less maintenance and are located near urban services and facilities.

American Farmland Trust Logo.

4.3 GROWTH MANAGEMENT The Region

Growth management in the River Falls region, which consists of the Towns of Troy, Kinnickinnic, River Falls and Clifton, including parts of St. Croix and Pierce Counties, can be more effective if the entire region is planned and regulated as one area. Effective growth management for the City of River Falls means addressing land outside the Urban Area Boundary as well as land within the Urban Area Boundary. While the City has designated an Urban Area Boundary, the City will work with the towns and counties to create effective growth management for the larger region. The Region contains various physical and visual features that require it to be planned and regulated as one area. The key features to be included within the Region and Urban Area Boundary include:

- The St. Croix River, Kinnickinnic River, Rocky Branch, and their tributaries;
- The natural landscapes of the bluffs;
- State Highways 35, 65, and 29 from the north, east, and south, and County Trunk Highways MM and M from the east and west, where motorists first glimpse River Falls.

4.3.1 Location of Regional Growth

Pierce and St. Croix Counties have a population of approximately 100,000. The Department of Administration showed a population of 105,000 for 2002, with over 65% of that population in St. Croix County. Recent projections from Wisconsin Demographics show the population of St. Croix County, which includes the City of

River Falls, increasing 68% from 2000 to 2030. In real numbers, that means the population will increase from 63,155 in 2000 to 106,000 in 2030.

This raises a critical question—Where should development occur to house these new residents? Within the **future growth area** (the area between the urban area boundary line and city limit) a new population of approximately 27,475 people can be accommodated. This future growth area contains large, vacant tracts of land that could absorb a large part of the future development. Total urban plan build-out in this area could accommodate approximately 10,176 new dwelling units based on a variety of density requirements and the existence of vacant land. While some growth can be expected to continue outside the Urban Area Boundary, the City might alleviate some of the growth pressure by providing needed infrastructure to encourage development within the future growth area.

A 1999 Housing Needs Assessment reports and the 2000 census show that 30 to 40% of all housing built will be needed for low-income to workforce households with income under \$50,000. This points to a need for urban scale development of smaller lots and homes. The most appropriate location for this type of development is within the future growth area within the Urban Area Boundary. *As stated in the St. Croix County Development Management Plan of 2000*, new development in and around urban areas should be at a scale and density consistent with the historic development pattern of those urban communities. These areas are referred to as urban planning and transitional planning areas.

Development with a mix of commercial, civic and residential densities such as those found in a TND, should be preferable to traditional large-lot development. Some of the major advantages of mix development include lower per dwelling unit costs for provision of central water and sewer service, increased common open space, a greater sense of community, and decreased reliance on ground water and septic systems.

However, increased development pressures for clustered high-density development outside the Urban Area Boundary may draw demand away from the Urban Area Boundary and make it difficult to achieve the compact urban form this Plan promotes. Developing a land use plan for the region outside the Urban Area Boundary should involve creating the same detailed land use definitions as the ones provided within the Urban Area Boundary in this Plan. Clustered high-density development outside the urban area should be “development receiving” areas in transferring development rights from nearby open vacant land to create a vast acreage of surrounding open space. These new clustered high-density areas should be strictly limited in number in the region.

4.3.2 Planning for Regional Growth

The following issues and problems exist within and outside the Urban Area Boundary:

Subdivision of Land. There is the potential of hundreds of vacant lots within and outside the Urban Area Boundary, which could be residentially developed. Many, if not all, of these lots could be approved for development with individual domestic wells and septic tanks. There is a need to limit future subdivision of lands and building permits requiring domestic wells and septic tanks, within the Urban Area Boundary.

It is important to the public health, safety, and welfare to protect the supply of groundwater, already relied upon by thousands of residents. To ensure that future development take place in a timely manner, phased and

consistent with this comprehensive plan there may be a need for a sunset ordinance. This may ensure that future developments are not a financial burden in regard to infrastructure and land use development. Under such an ordinance plans would be considered valid for a period of time. After that period of time, the master plan or development plan will be invalid. City building permit has such requirements.

Road Capacities. There is a need for a detailed volume-to-capacity study to be conducted for accurately identifying areas of traffic congestion. This study will help guide land development being reviewed or considered within and outside the Urban Area Boundary, also within the three-mile subdivision and platting jurisdiction of the City.

Transportation alternatives to the automobile should be of primary importance. This would require urban density and land uses that promote and support transportation alternatives such as multi-modal transportation. For transit to be successful there will be a need to plan with the state, counties, towns, developers and public to ensure and supports transit.



Corridor Protection and Open Space.

Throughout the public participation processes protection of the natural resources and highway corridors were cited. To ensure this protection, standards such as setbacks and landscaping for development along the top of the bluffs, rivers and highways may be needed. Protection is especially needed for those areas that lack natural screening and vegetation. This will require detailed master planning and landscaping. A Corridor Protection Study with the state, counties, towns and city should be conducted, and a plan developed for the region, where limited development zones are mapped and transfer of development rights could be allowed that would provide equivalent development capabilities for buffer.

Open space must be specifically mapped in a plan that identifies publicly accessible land, as well as private “reserves” required to enhance the openness of River Falls’ landscape. The Wisconsin Department of Natural Resources (WDNR) holdings, other state, county, town, and City-owned lands, should be considered.



Water Supply. The majority of the regional growth should occur within the Urban Area Boundary in consideration of a number of factors:

1. Although groundwater is presently plentiful and sufficient, it is finite, and the consequences of the continued mining could be disastrous;
2. A soundly designed regional water system achieved in cooperation with the

immediate neighbors is not a necessity but is a viable option, and most residents of the region should be served by a central water system for the purpose of consistent, long-term quality, and protection of the ground water resources that supply their needs;

3. Because the regional approach contributes to securing supply sources for a large number of people, it also helps in reducing the per-capita costs of the necessary infrastructure; and
4. The more wells that are in the ground the greater the possibility of contamination of the underground water system.

Sanitary Sewer. High-density development within or outside the Urban Area Boundary should not be allowed based on reliance upon an area or individual septic tank. The negative effects of septic tank proliferation does not stop at the City limits, and the need for centralized sewer systems in urban areas becomes more evident as the level of nitrate contamination of the ground water rises. Urban density development should only occur in specific designated areas and should be conditional on a high feasibility of installing or connecting to a centralized sewer system to serve those areas.

**4.4 GROWTH MANAGEMENT
The Urban Area**

This Comprehensive Plan’s Urban Area Boundary & Future Land Use map (Figure 3-6, Page 3-19/29) represent a **possible build-out scenario** for the Urban Area Boundary. The Urban Area Boundary is divided into five subareas (Figure 4-1) as follows:

1. Infill Development within the City,
2. Approved Development as of 1999,
3. Future Growth Area,
4. UWRF, and
5. Resource Protection Areas.

The highest priority is infill development and approved development. Some major infill and approved development include Sterling Ponds, Boulder Ridge, Highview Meadows and Spring Creek Estates. Future Growth Areas (the area between the urban area

boundary line and city limit) include those large vacant tracts of land with development potential at urban densities as diagramed on the Future Land Use Map.

Table 4.11 indicates the total potential dwelling units and population. Infill, approved developments and the future growth area can accommodate approximately 12,880 residential units on net developable land with a population of approximately 34,776 residents at 2.7 persons per housing unit. Net developable is land without constraints. Twenty percent and greater slopes, stormwater, shoreland, future parks and existing arterial roads were excluded. It should be noted that this is a projection for the total build-out for the future and does not reflect a set period of time. This Plan does provide 10- and 20-years projections for development within the Urban Area Boundary.

Table 4.11 Development by Subarea*.

	Housing Units at Build-Out	Population at Build-Out
City Infill Development		
Sites, lots and Subdivisions	400	1,080
Approved Development as of 2001		
Sterling Ponds	632	1,706
Boulder Ridge	176	475
Highview Meadows & Royal Oaks	392	1,059
Spring Creek Estates	113	305
	510	1,377
Future Growth Area		
Developable Land	10,176	27,475
Existing Homes	481	1,299
Total	12,880	34,776

* Approximately

The City of River Falls has continued to grow to the north and northeast over the last decade. When the Comprehensive Plan was last updated in 1995, 70% of the City was located in Pierce County, with 30% in St. Croix County. Since then, a majority of the new growth and annexations to the City have occurred in St. Croix County. Continued development in this part of the City of River Falls could cause acute volume-to-capacity

road problems. An urban interchange has been studied, and is planned at the intersection of State Highway 35 and Chapman Drive. Left undirected and unchecked, growth will continue to push north along State Highway 35. The major impact of this direction of growth would be on the road systems in the northern part of the urban area.

A geographic balance of growth is an important consideration for the future of the urban area. Growth management within the Urban Area Boundary is addressed by the policies in this document. Growth management outside the Urban Area Boundary will require more study by the City, towns, counties, and state. Other options related to growth management, such as adoption of a growth-rate ordinance, will be investigated, with particular attention paid to potential fiscal impacts and infrastructure.

Approved Housing Units. Approximately 10% (221) of the approved 2,223 housing units have been built as of 2004. This figure includes developments approved as of 2001:

Developments	Units*
Sterling Ponds	632
Boulder Ridge	176
Highview Meadows	392
Royal Oaks	113
Spring Creek Estates	510
City Infill Units	400
Total	2,223

The 2,223 figure falls within minimum expected demand for additional housing units by 2020 (1,972-3,480). An estimate of the housing units at build-out was provided at the time of annexation. These developments are phasing in there housing units. Therefore it is uncertain when and what percentage of these housing units will be constructed. As a result it will be necessary to monitor approved phasing and number of housing units in regards to future demand and the impact on existing infrastructure (water systems, wastewater systems, roads, services, etc.).



Newspaper Advertisement for Sterling Ponds a TND Development.

4.4.1 Infill Development within the City

Infill development represents the highest priority for public investment in infrastructure for the City. In December of 1999, the City of River Falls drafted a Housing Needs Assessment. The assessment provided an inventory and analysis of properties with potential for residential development. This report determined that the City has the potential to absorb approximately 400 new housing units within the designated “infill area,” which includes vacant lots and existing subdivisions (pre-2001) and vacant infill sites. The Housing Needs Assessment indicated additional potential sites, some of these sites would require rezoning, building on difficult terrain, or development of public property for housing purposes. Approximately 100 of these housing units have been built as of 2004.

4.4.2 Approved Development

As noted above, there are four approved major developments that can absorb a large amount of land in the City. These include Sterling Ponds to the north, Boulder Ridge and Highview Meadows to the west and Spring Creek Estates to the south. They are noted on the Urban Subareas map (Figure 4-1) as #2 approved development.

Sterling Ponds. Is approximately 250-acre parcel annexed in 2002 and located on the north side of the City, just northeast of State Highway 35 and south of Chapman Drive. This is the first development to comply with the TND Ordinance. This development will consist of approximately 300 single-family residences on 130 acres, 332 multifamily housing units on 36 acres, a neighborhood commercial service area on 5 to 7 acres, and a 25-acre park and a future fire station for this area.

Sterling Ponds is a TND with a mixed-use neighborhood, including residential, limited commercial, and civic buildings. The mix of housing types and sizes will help accommodate households of all ages, sizes, and incomes. More than 30% of the residential units are designated as attached housing (multifamily) and small lots (50 feet in width). The neighborhood service area and parks are within a 15-minute walking distance through a variety of trails and sidewalks. Sterling Ponds provides approximately 2.7 Dwelling units per acre gross and for 4.0 dwelling units per acre net and approximately 1,706 future residents.

Boulder Ridge. This development consists of approximately 54 acres and is located east of the River Falls Hospital. Boulder Ridge plans for 75 single-family homes on 40 acres, and 101 multifamily units on 13 acres, for 3.4 dwelling units per gross acre and approximately 475 future residents. Slopes greater than 20% have been preserved. Sidewalks and a trail system flow through the property with a tot lot and a park near by.

Highview Meadows/Royal Oaks. Annexed in 2003 with approximately 206 and located on the eastside of the City adjacent to the River Falls Golf Club. Highview Meadows /Royal Oaks plans for 280 single-family homes on 123 acres, and 225 multifamily homes on 33 acres, for a net density of 3.3 dwelling units per acre 2.5 dwelling units per gross acre and approximately 1,363 future residents. There are 17-acres in parkland with a variety of sidewalks and trail systems with no development on slopes greater than 20%.

Table 4.12 Approved Development.

Development	Total Acres	Parks/Open space Acres/%	Residential Acres/%	Non-Residential Acres/%	No. of Dwellings	Population
Sterling Ponds	250	25 park, 46 open space, 28%	172 acres 69%	7 acres 3%	632	1,706
Boulder Ridge	54	0 park, 17 open space, 30%	37 acres 70%	0%	176	475
Highview Meadow /Royal Oaks	206	17 park, 24 open space, 20%	165 acres 80%	0%	505	1,363
Spring Creek Estates	227	84 open space 37%	143 acres 63%	0%	510	1,377
TOTAL	737	42 park, 171 open space, 29%	517 acres 70%	7 acres	1,823	4,920



Spring Creek Estates located South of the City of River Falls, west of State Highway 29/35.

Spring Creek Estates. Approximately 227 acres annexed in the City in 2004 and located to the northwest of the intersection of State Highway 29 and County Trunk Highway FF. The property was vacant, undeveloped land zoned agricultural within the extraterritorial area. Approximately 30% consists of Resource Protection Areas (RPAs) (slopes over 20% and the Rocky Branch River-floodplain area). The Spring Creek Estates would contain a mix of single family and multifamily housing with some extended care housing to the south. The development consists of approximately 202 acres and 510 dwelling units for 2.5 dwelling units per gross acre with a population of approximately 1,377.

Summary. Sterling Ponds, Boulder Ridge, Highview Meadows and Spring Creek Estate are the major subdivisions annexed and are in the process of being developed. There are other subdivisions of much less acreage and density that are also in the process of being developed. These four developments represent approximately 737 acres for a total of 1,823 dwelling units, (2.7 du/ac) and a potential population of 4,920 future residents (See Table 4.12).

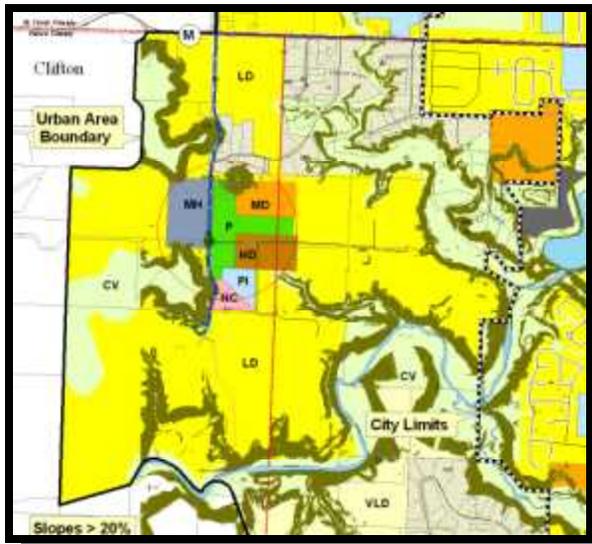
4.4.3 Within the Future Growth Area

There are four other major areas that have been identified that could contain considerable future growth beyond what may be absorbed through infill and approved development. These locations include large parcels of vacant land located to the west, south, and east of the City limits. Some of these sites have been identified as TNDs requiring them to comply with all standards outlined in the TND ordinance.

Future Growth Area within the Urban Area Boundary

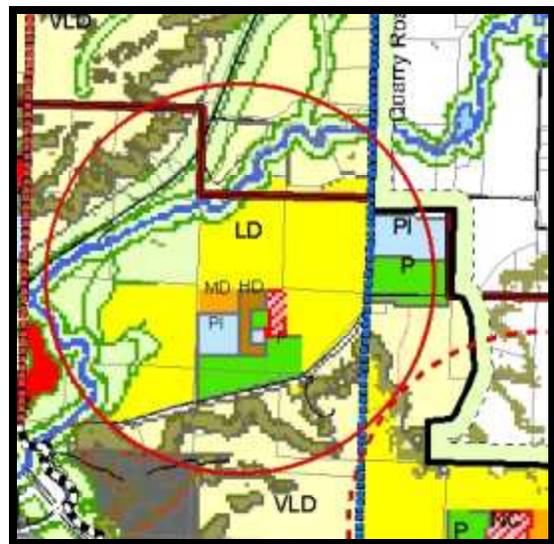
is approximately 7,626 square acres (12 square miles) with approximately 481 property owners times 2.7 persons per dwelling for a population of 1,300. Towns are as follows:

- Troy 2,577 acres and 221 property owners;
- Kinnickinnic 2,074 acres and 61 property owners;
- River Falls 2,159 acres and 179 property owners; and
- Clifton 816 acres and 20 property owners.



A TND Site within the Urban Area Boundary on the West Side of the City and south of County Road M.

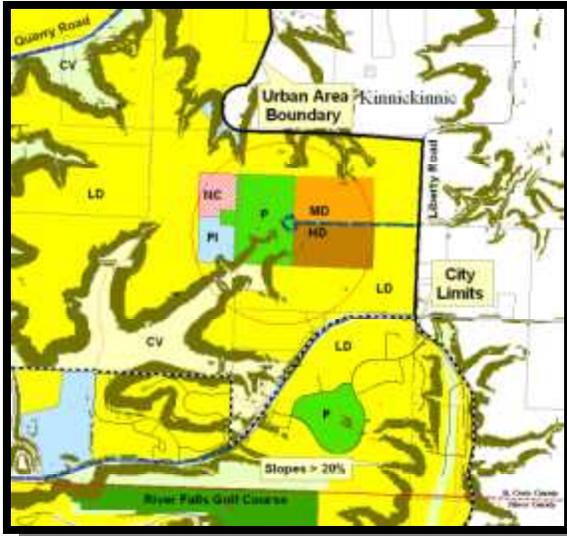
Land West of the City of River Falls. The map above show large parcels of Agricultural land, with few residential dwellings and consisting of approximately 816 acres, located west of the City limits, south of County Trunk Highway M, and north of the Kinnickinnic River (see Figure 3-6). This site is less than two miles from downtown River Falls. Within this area, there are approximately 200 additional acres of varying lot sizes with existing residents. About 605 acres of the 816 are developable property. The other 211 acres consist of RPAs, such as slopes greater than 20%, or areas within the floodplain. This TND site would include a 60 to 70 acre park and 15 to 20 acres for a neighborhood center and public and institutional uses. The remaining land would be designated for mixed residential uses. This would provide a mix of lot and housing types and sizes to accommodate households of all ages, sizes, and incomes. This TND could accommodate an increase of 1,815 dwelling units at 3 dwelling units per acre for a total population of approximately 4,900.



A TND site north of Quarry Road as mapped on the 2000 Sewer Service Area plan .

Land Northeast of the City Limits. Located along the south side of the Kinnickinnic River and north of Quarry Road this site is approximately 327 acres (4 property owners). This site is surround by environmental and geological constraints. These are Resource Protection Areas (RPAs slopes greater than 20% and floodplains) to the north across state highway 65, to the south across Quarry Road, and the Kinnickinnic River. Approximately 223 acres is developable land without constraints (floodplain, shoreland and steep slopes).

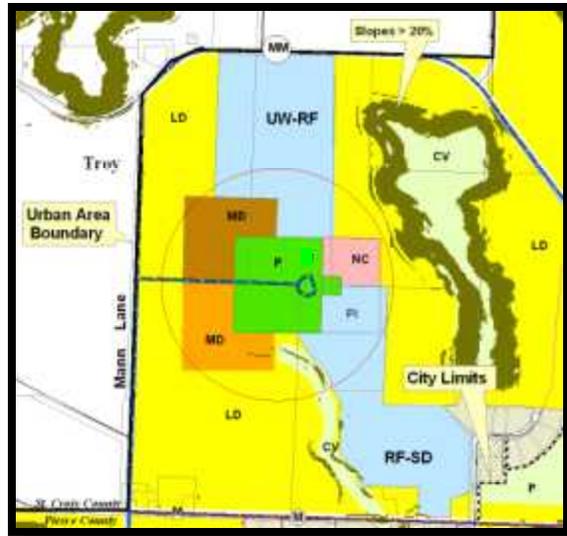
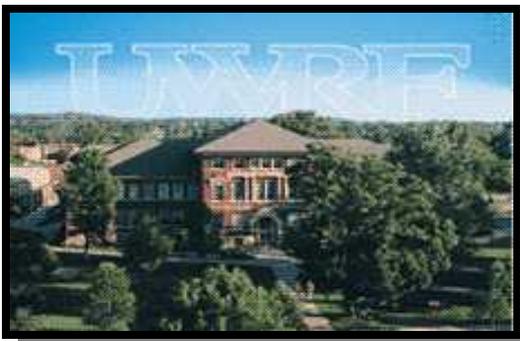
This site is mapped as a Traditional Neighborhood Development (TND) in the 2000 Sewer Service Area (SSA) and approved as an ordinance in 2003. The Town of Kinnickinnic has requested that the TND not be mapped as part of the future land use map for the comprehensive plan and the SSA plan and ordinance be amended to not include a TND at this location. The concern is for the protection of the Kinnickinnic River and that the land use aloud in a TND may impact the River.



A Future TND on the East Side of the City and north of County Road M.

Land East of the City Limits. This site consists of approximately 487 acres with a few existing homes. It is located east of the City limits, north of County Trunk Highway M, west of Liberty Road, and less than two miles from Main Street. Approximately 30% of this site consists of RPAs, such as slopes greater than 20%. About 340 acres are developable land and could accommodate an increase of 1,020 dwelling units at 3 dwelling units per acre for a total population ranging from 2,754.

This TND site would include a 20 to 30 acre park and 10 to 15 acres for a neighborhood center and public and institutional uses. The remaining land would be designated for mixed residential uses. This would provide a mix of lot and housing types and sizes to accommodate households of all ages, sizes, and incomes. The Future Land Use map shows a proposed road connection from Liberty Road to Yellowstone Drive.



UWRF property on the west -side of the City.

University of Wisconsin-River Falls. There are approximately 768 acres under UWRF authority that are adjacent or within the Urban Area Boundary. Although a majority of this land is for public, institutional, agricultural, and residential uses (dormitories), there is a possibility of this land being traded and/or developed, such as the approximate 100 acre of UWRF and 50 acres of River Falls School District land located within the future growth area.

The land is located on the west-side of the City, north of County Highway M, east of Mann Lane. The land is presently being farmed. This area is designated on the Future Land Use Map of the City Sewer Service Area Plan and this Comprehensive Plan as a TND area. This overall TND site is approximate 664-acre area. About 464 acres are developable land. The remaining 200 acres consist of existing residences on large lots and RPAs (slopes greater than 20%, or floodplain). This area could provide a 30 to 40 acre park, 10 to 15 acre neighborhood center site, and a mix of lot and housing types and sizes. This area could accommodate 1,392 residential units at 3 dwelling units per acre with 3,758 residents.

Summary. These are examples of four major developments within the future growth area. The future growth area is the area between the Urban Area Boundary and the City limits. It is important to emphasize that these four developments are examples and their projected time of development and build-out are unknown. The Plan does provide projections of housing and population growth. It is important to have an understanding of the potential build out within the future growth area within the Urban Area Boundary so that future planning for natural resource protection, infrastructure and land use can take place.

4.4.4 Resource Protection Areas

As noted throughout this document, it is resource conservation and management policies that help determine development within the Urban Area Boundary while protecting and preserving valuable areas from development. The mapping of existing environmental resources to identify conditions and constraints provide the base for resource conservation and management policies. To do this, Resource Protection Areas (RPAs) are delineated and growth is prohibited or limited from occurring in these areas.

RPAs are environmentally sensitive areas and valuable habitat areas that require protection. They are located along riparian corridors and other areas (to be designated) that provide important habitat for plants and animals and movement corridors for wildlife. RPAs include such areas as 100-year flood zones, wetlands, shoreland, coulees, riparian corridors, landmark areas, slopes of 20% or greater, bluff areas and their natural environment (trees, plants, soil, etc.). The only exception for development is existing parcels/lots with no developable land with less than 20% slopes or “pass through work” needed for public health and safety or utilities, which allows roads, electricity, water, and sewer to pass through.

Land Use	Acreage
Business/Industrial	768.7
Business Park	117.06
Community Commercial	187.38
Industrial	96.37
Neighborhood Commercial	18.75
Office Park	71.55
Regional Commercial	111.87
Public/Institutional	165.72
Residential Total	3,847.39
High Density	48.9
Medium Density	108.37
Low Density	1712.42
Very Low Density	837.36
Infill	545.13
Mobile Home Park	42.90
Special Use	387.69
Transfer Development Rights	164.62
Parks & Open Space Total	3,437.71
Conservancy	461.48
Slopes > 20%	1002
Shoreland	739.3
Stormwater	274.82
Golf Course	122.85
Existing Roads	215.6
Parks	621.66
Total	8,053.8 (12.6 sq. miles)

Land Use Acreage within the Future Growth Areas

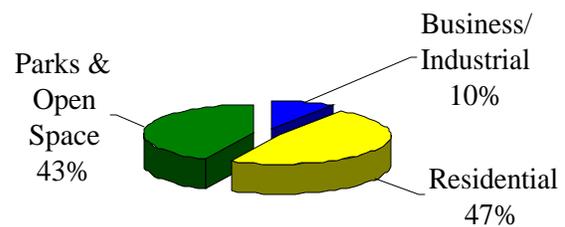


Figure 4-1 Urban Subareas.

4.5 URBAN AREA STAGING PLAN

The purpose of the Urban Area Staging Plan is to guide the orderly expansion of urban development within the Urban Area Boundary, based upon the City's priority growth areas. Locations for future growth are scheduled in sequence. Major planning efforts required to precede infrastructure construction are also identified in sequence. The Urban Area Staging Plan accommodates the projected demand for urban land as described above in Section 4.4. The Urban Area Staging Plan is based on the following:

- Demand for urban land for development,
- Suitability of vacant land for the types of development projected,
- Maximizing the efficient use of existing public infrastructure,
- Ability of the City to extend infrastructure to new growth areas,
- Balancing residential and nonresidential growth, and
- Providing a geographic balance in new growth surrounding the core of the City.
- Priority areas for development are:
 - Infill development within the City limits,
 - Approved developments, and
 - Other urban areas as identified.

More detailed implementation plans should be provided to outline public infrastructure components and associated cost estimates. The cost estimates may be highly generalized; more accurate cost estimates shall be developed in the City's capital improvement plans. The staging sequence may be amended or a more detailed Staging Area Plan may be necessary. Staging areas are shown on Figures 4-2 and in Appendix G.

4.5.1 Five Staging Areas

As noted above, the intent is to explore the urban area and determine what areas are ideal for development with respect to water and sanitary sewer system infrastructure. The

Future Land Use Map provides information regarding land use, road networks, and RPAs to accommodate future growth and development.

A priority should be to encourage full development within the current City limits. New development should be concentrated to encourage full build out to compensate for utility extension to the development area. The City is divided into development areas rated from stage 1 to 5, depending on the City's ability to provide water and sewer service.

Topography in the outlying areas consists of steep slopes leading up to relatively flat areas. Some of the flat areas are on the tops of hills. Some of these plateaus may require a boosted water supply in order to provide adequate water pressures to businesses and residents. Elevations above 940 feet would require a boosted water pressure zone to provide a minimum of 50 pounds per square inch (psi) of pressure. Some of the areas contain topography that is difficult to cross with utilities, such as steep riverbanks and rivers. The development areas are rated with respect to these factors. Appendix G provides a summary and maps for each of the five Staging Areas. The Staging Areas are as follows:

4.5.2 Staging Area 1

Staging Area 1 consists of areas with existing services throughout the City. The first priority is to encourage full development within the City.

Water Figure 4-3 and Sewer Figure 4-4

1A Southeast of River Falls, Adjacent to State Highway 65. There is a small portion of Staging Area 1 that is currently outside the City limits to the southeast. This area would be the easiest to hook up to the water system due to the proximity of a water main in this area. The main pressure zone can serve it through a water main extension along South Wasson Lane. It would likely be developed as a residential area.

4.5.3 Staging Area 2

Staging Area 2 has water service or is in the process of receiving service. These areas are typically in elevated areas and have or require boosted water pressure from the main pressure zone and have development plans, or are in the main pressure zone but do not currently have development plans.

Water

2A Sterling Ponds. Sterling Ponds is located east of State Highway 35, south of Chapman Road, and west of County Trunk Highway U. The majority of this development can be served with the main pressure zone. The first phase of the development was constructed in the summer of 2003. The water main is currently connected through an easement on the south side of the development. Future development should include looping the water main to provide multiple connections to the distribution system. This area has sufficient sanitary sewer service.

2B West of Quarry Road. The area west of Quarry Road between State Highway 35 and State Highway 65 is not currently developed and could be served with the main pressure zone. There is development along the State Highway 35 frontage road. A water main would be constructed along State Highway 65 and Quarry Road. This area is currently outside the City limits. Sanitary sewer extension into this area would be relatively easy.

2C Quarry Road. Quarry Road is located southeast of State Highway 65. There is also a small area east of Quarry Road that may be developed. Almost the entire area can be served by the main zone overflow. This development is in the planning stages and under review. A water main would be constructed along Quarry Road. Providing the development with sanitary sewer would be relatively easy.

2D Highview Meadows. Highview Meadows is located south of County Trunk Highway M on the east side of River Falls. Site grading for this development began in the fall of 2003. Utility installation began in the spring of 2004. The Eastern High Pressure Zone, which includes a well, booster station, and water tower, will serve this area. Highview Meadows will be served with a water main along County Trunk Highway M. Development of the adjacent properties should follow. If this property develops first, the developer will be required to construct the water main through the adjacent property and help secure the water tower site. East to west development is required due to the pressure zone requirements. As development of Highview Meadows reaches State Highway 29 to the south, the development may be served from the south as well as the north. Sanitary sewer service is available to this area.

2E South of Golf View. The Golf View Pressure Zone or the Eastern High Pressure Zone can serve the area to the south. A water main will be connected from Sunwood Valley if the area is part of the Golf View Pressure Zone, or through future development south of Highview Meadows as part of the Eastern High Pressure Zone.

Sewer

2A North Basin – Sterling Ponds Area. This subdivision is served by the north interceptor and has sufficient sanitary sewer and water service for the planned development. Since no additional infrastructure installation is needed for development, and revenue to pay off the current investment is needed, this area is rated 2.

2B and 2C North Basin – Quarry Road Area. The current infrastructure is available to support development without significant additional expense. Sanitary sewer will need to be extended to fully serve the area, but that is not as significant as other possible interceptor extensions. This development has been submitted and is awaiting approvals, which will make immediate use of the sanitary system possible.

2D and 2E Southeast Basin – Highview Meadows and Royal Oaks. The existing sanitary sewer and water service is available and development is currently underway.

4.5.4 Staging Area 3

Staging Area 3 consists of areas that may someday receive water service but are not currently planned for development. Many of these areas will require boosted water pressure.

Water

3A West of Sterling Ponds. West of Sterling Ponds and State Highway 35 requires a boosted water source. Existing development is along the State Highway 35 frontage road. No other development is currently planned for this area. Projected development is industrial and/or commercial. A water main would be routed along the highway frontage road. Sewer extensions from the north interceptor would be required.

3B North of Quarry Road. A large area is undeveloped to the north between Quarry Road area and Sterling Ponds. The area immediately north of Quarry Road can be served with the main pressure zone. The rest of this area would be in the proposed North High Pressure Zone. A water main would be installed along State Highway 65 and possibly through the Quarry Road area in the North High Pressure Zone could be served with a water main installed along Chapman Drive.

3C North of Boulder Ridge and Highview Meadows. The properties north of Boulder Ridge and Highview Meadows may be developed as part of the Golf View Pressure Zone or the Eastern High Pressure Zone. The tower for the Eastern High Pressure Zone may be located in this area. After completion of the Highview Meadows development, connection to water and sewer systems can be made. A water main would be installed through Highview Meadows, with a second connection from Boulder Ridge.

3D North of State Highway 29, East of River Falls. The area north of State Highway 29 east of the current City limits may eventually connect with Highview Meadows. It will be part of the Golf View Pressure Zone or the Eastern High Pressure Zone. It can be served from the development to the north with a pressure reducing valve connection. It may also be served by a water main extension along State Highway 29. Sanitary sewer extensions and capacity upgrades are required to serve this area.

3E South of River Falls, Adjacent to State Highway 29/35. An area south of the existing City limits can be served with the main pressure zone. It is classified as stage 3 due to the difficulty in providing sanitary sewer to the area. The water main extension can be constructed along State Highway 29/35. Because of a landfill in the area, rural development is not expected.

3F North of County Trunk Highway M, West of River Falls. The majority of this area can be served with the main pressure zone. It is west of the current City limits. There are currently no plans for development. A portion of the area must be served through future development of the North High Pressure Zone. Most of the area can be served through a water main extension along County Trunk Highway M. The lift station for the area will require upsizing.

3G North of County Trunk Highway MM, West of River Falls. The last area in stage 3 is located north of County Trunk Highway MM, west of the State Highway 35 and State Highway 65 interchange. The majority of this area requires boosted water pressure and would be incorporated into the proposed North High Pressure Zone. This area can be served through a water main extension along County Trunk Highway MM with a booster station or through future development of the North High Pressure Zone. This site could be upgraded to stage 2 depending on how the sanitary system develops to the east.

Sewer

3A North Basin – Northeast and West of the Sterling Ponds Area. The water system will require additional improvements to provide adequate supply and pressure, and trunk sewers will need to be extended from the existing north interceptor to reach the distant basin. Sanitary sewer extensions will be needed through undeveloped areas; rating 3 applies due to the delay in this development occurring.

3B North Basin – Directly North of Quarry Road. To provide service to this area will require the installation of utilities within the Quarry Road area. Logically, this area would develop after development due to the necessary utility extensions. The current system has an adequate water supply to serve this area.

3C Northeast Basin. The northeast basin is much smaller than the north basin, and it is characterized by very difficult terrain. County Trunk Highway M bisects the northeast basin; City services are available along County Trunk Highway M. Existing and planned development can be served by the current sanitary sewer system; however, the water system will require upgrades to provide adequate services. The portion of the northeast basin along County Trunk Highway M is rated 1 because service is available, but the portion north and east of County Trunk Highway M is rated 3 due to the lack of available sanitary sewer and water services. This small portion of the basin will require utility extensions and future upgrades to support its development.

North Basin – South of Quarry Road. This area is mainly rated 3 with small areas of 4 and 5. The area 3 rating is due to the need to extend long reaches of sanitary sewer interceptors in very difficult terrain. Adequate development areas exist throughout the study area that are easier to serve than this area, which lowers its rating. Both water and sanitary sewer

systems would need significant extensions to serve this area. The areas that are rated 4 and 5 are currently a quarry, which would require significant investment to provide buildable lots.

3D Southeast Basin. The area south of Highview Meadows and Royal Oaks but north of State Highway 29 is rated 3 because interceptor extensions and sewer system capacity improvements are needed before this area can develop. These improvements are significant enough to rate this area 3 and delay its possible development.

3E Southwest Area. This area would be served by the extension of the Rocky Branch sanitary sewer, which would be very difficult to construct due to the steep slopes that characterize this area. This area would develop following the construction of the Rocky Branch interceptor. This area is immediately adjacent to the current City limits and can be served by the current water system without any significant improvements. The cost and difficulty in constructing the interceptor will delay the timing of this area until stage 3.

3F Mann Valley Area – North of County Trunk Highway M. Shown in blue on Figure 4-4, this area is described as generally encompassing County Trunk Highway M, west of the current City limits. A lift station currently serves the area, but a larger lift station would be needed for ultimate development, and construction of a sanitary sewer interceptor would be required as well. A significant portion of the area is served by the current water system, and based on these two factors; it is rated as a stage 3 area.

4.5.5 Staging Area 4

Staging Area 4 is not expected to develop in the near future and will likely require a boosted water source.

Water

4A Northeast and Southwest of State Highway 65, East of Troy Street. This small area along State Highway 65 is partially in the main zone and partially in the Golf View Booster Zone. Commercial development is expected in this area. If the area requires boosted pressure, a water main would have to be installed along State Highway 65 from the Golf View Pressure Zone. If the main zone pressure is adequate, a water main could be extended from dead ends on Troy Street or Benson Street, west of State Highway 65. This development is expected following development of the adjacent property. Adjacent to this area is a hill located within the City limits. Much of the land is currently owned by the Boy Scouts, and development would require boosted water pressure.

4B South of River Falls, West of State Highway 65. The area south of the City of River Falls and west of State Highway 65 requires boosted water pressure. This area contains steep slopes up to a large plateau. Development would likely occur on top of the hill and in a few areas at the bottom of the slopes. Development would require water main extension along State Highway 65 with a booster station and an elevated water supply. A large sanitary sewer interceptor is required in the southern portion of the City in order to facilitate development. Funding for this project has not yet been secured.

4C South of River Falls, East of State Highway 29/35. The area east of State Highway 29/35, south of the existing City limits, requires a boosted pressure zone. It would likely be developed in conjunction with area 4-B. It will be difficult to provide sanitary sewer to this area.

4D North of County Trunk Highway MM, West of State Highway 35. This area is west of the City of River Falls, north of County Trunk Highway MM. The development area requires a boosted pressure zone, and it could be incorporated into the North High Pressure Zone. The water main extension would be through future development west of State Highway 35. A sewer interceptor to this area would be costly.

4E East of State Highway 65. The area is east and along State Highway 65, unless it is reached from the east, it would require a small booster station. Access to this site will require street development. This area is an existing quarry, and major construction must occur to provide marketable lots.

Sewer

4A Northeast and Southwest of State Highway 65, East of Troy Street. This is a future northern sanitary sewer service area.

4B Southeast Basin. The remaining southeast basin is rated 4 because it is close to potential sanitary sewer service but still difficult to serve. The water system would require upgrades to meet standards, and sufficient development area exists in other portions of the study area to make this a lower priority area.

4C Southwest Area. This area is east of S. Main Street and also immediately adjacent to the current City limits. Shown in pink on Figure 4-4, this area would be served by the extension of the Rocky Branch sanitary sewer, which would be very difficult to construct due to the steep slopes that characterize this area. This area will follow the development of the stage 3 area due to the need to extend the Rocky Branch interceptor into this area. Also, the current water system would need to be improved to provide adequate supply and pressure to this area. For these two reasons, this area is designated as a stage 4 area.

4D Mann Valley Area. This area is shown in blue on Figure 4-4 and generally encompasses County Trunk Highway M, west of the current City limits. The stage 4 area is north of the stage 3 area, and it will require the continued extension of the Mann Valley interceptor to provide sanitary sewer service, a portion of which would be located outside the study area. This area is not served by the current water system but will require the water system to be improved to provide adequate supply and pressure. Based on the expense of these two system extensions, this area is rated stage 4.

4E East of State Highway 65. This is a future northern sanitary sewer service area.

4.5.6 Staging Area 5

Staging Area 5 is not expected to develop in the near future and will likely require a boosted water source.

Water

5A Southeast of River Falls, East of State Highway 65. Approximately half of the area southeast of River Falls, east of State Highway 65 can be served with the main zone, and the remaining area must be served with a boosted water supply. However, this area is environmentally sensitive, containing large areas of wetlands. This area would be supplied through a water main extension along State Highway 65. The boosted portion would be served through a connection with the boosted area west of State Highway 65. Sanitary sewer service to this area will be very difficult. The Town of River Falls may consider rural development of the area.

5B West of River Falls, South of County Trunk Highway M (Main Zone). The main zone according to elevations can serve the area west of the City, south of County Trunk Highway M. However, the riverbed crosses this area, and providing utility services across this area will be difficult.

5C West of River Falls, South of County Trunk Highway M (High Pressure Zone). West of area 5B is an area that would require a boosted water supply. Reaching this area with utilities will be difficult due to the terrain.

Sewer

5A Southeast Basin – South of State Highway 29, South to State Highway 65. This area is rated stage 5 due to the difficulty in extending sanitary sewer to this area. In addition, water system improvements are needed to provide adequate flow and pressure. Due to difficulties in providing services, this area is rated 5.

5B and 5C Mann Valley Area – South of County Trunk Highway M. This area is described as generally encompassing County Trunk Highway M, west of the current City limits. Steep slopes, intermittent streams, and existing rural subdivisions characterize this area. This area is very difficult to serve by sanitary sewer due to the topography and proximity of the Kinnickinnic River. In addition, rural subdivisions exist at a very low density that would make extending services very expensive on an individual basis. This area can generally be served by the current water system, however an area exists on the western border that is outside the current water service boundaries. Due to the topography and expense of providing services, this area is rated as stage 5.

Figure 4-2 WATER

Figure 4-4 SANITARY

**Figure 4-4 Staging Areas –
Water/Sanitary.**

GUIDING AND IMPLEMENTING POLICIES

4-G-1 Protect/Maintain/Preserve/Ensure the quality of life of the residents of the region by working with the state, counties and towns to plan, monitor, and manage both residential and commercial growth that is environmentally and economically sustainable.

4-I-1 Conduct planning studies and develop plans for resource protection and both residential and commercial growth in the region.

4-I-2 Work with the towns and counties to consolidate existing boundaries to delineate two planning areas: an Urban Area Boundary within which development would be at urban use standards and beyond which development would be at rural land use standards.

4-I-3 Work with the state, counties, and towns to regulate land use along major roadways corridors to protect the visual and aesthetic qualities of the landscape, minimize traffic, and delineate the boundary between rural and urban land uses.

4-I-4 Develop guidelines, plans and timetables for development of land within the urban area boundary that assure/promote/maintain the affordability of both residential and commercial properties within the Urban Area boundary by encouraging development at housing densities and in locations that make efficient use of existing and future infrastructure and public improvements.

4-I-5 Review both commercial and residential development annually and assess the impact of the new development demands on natural resources and infrastructure serving the region and recommend any changes needed to manage growth and development.