



Village of Rothschild Comprehensive Plan 2016



Village of Rothschild

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Prepared with the assistance of:
North Central Wisconsin Regional Planning Commission

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Chapter One

Background and Demographics

Background

The Village of Rothschild is located just south of the center of the Wausau metropolitan area, which generally extends between Brokaw on the north and Mosinee on the south, in Marathon County, Wisconsin. The Village is bisected by Cedar Creek, which is flanked by wetlands and floodplain. While this poses some constraints on development, the Creek contributes to the natural character of the Village.

The Village has a diverse economic base with a range of industrial and commercial businesses. Major employers include Domtar and Wausau Homes. In addition, the Cedar Creek area is a major commercial activity center in the region.

Planning Process

In the fall of 2015, the Village initiated a process to update its 2006 plan. The state planning law - 66.1001 - requires that a comprehensive plan be updated every 10 years.

A variety of Village Plan Commission meetings were held over the course of 2015 and 2016 to prepare the plan. A final Plan Commission meeting was held in early 2016 to

review the final draft and recommend adoption of the plan to the Village Board. A public hearing was held and the plan adopted on May 23, 2016.

Public Participation

An important part of any planning process is public involvement. Public involvement provides the citizens of the village an opportunity to express their views, ideas and opinions on issues that they would like addressed regarding the future development of their community. Local officials use this input to guide policies and decisions with greater awareness of the public's desires and consensus. See the adopted Public Participation Plan in Attachment A.

The Village of Rothschild posted all Plan Commission meetings inviting the public and held a public hearing to collect public input.

Demographics

Population

The Village of Rothschild has increased by 59 percent since 1990. Table 1 shows demographic change in Rothschild compared to Marathon County and Wisconsin. Rothschild

Table 1: Demographic Changes

		1990	2000	2010	% Change 1990-2010	% Change 2000-2010
Total Population	Rothschild	3,310	4,970	5,269	59.2%	6.0%
	Marathon County	115,400	125,834	134,063	16.2%	6.5%
	Wisconsin	4,891,769	5,363,675	5,686,986	16.3%	6.0%
Total Households	Rothschild	1,220	1,922	2,243	83.9%	16.7%
	Marathon County	41,534	47,402	52,708	26.9%	11.2%
	Wisconsin	1,822,118	2,084,544	2,274,611	24.8%	9.1%
Average Household Size	Rothschild	2.71	2.56	2.32	-14.4%	-9.4%
	Marathon County	2.75	2.60	2.49	-9.5%	-4.2%
	Wisconsin	2.68	2.50	2.41	-10.1%	-3.6%

Source: U.S. Census

has grown much more quickly than Marathon County and Wisconsin since 1990, primarily due to annexation, but has grown at a similar rate since 2000.

The increase in total households since 1990 is higher than the increase in population. This is likely due to a decrease in household size, which reflects the national trend toward more households comprised of singles, couples without children, and widows or widowers. The average household size in Rothschild is smaller than in Marathon County or Wisconsin and has decreased more quickly.

The population pyramids below compare the age distribution of Rothschild with Marathon County and Wisconsin in 2010 according to the U.S. Census. A noticeable difference is that Rothschild has a much smaller percentage of its population in the 20 to 24 years age group. The median age in Rothschild in 2010 was 41.8, which is older than the median age in Marathon County (39.4) and Wisconsin (38.5).

Population Forecasts

Between 2000 and 2010, Village population grew by 6 percent. Assuming this trend will continue into the future, the NCWRPC projects that the Village would grow to 6,275 persons by 2040 for an overall increase of 19 percent from 2010.

State population projections were completed in 5-year increments between 2015 and 2040, as shown in Table 2. According to the Wisconsin Department of Administration (WDOA), the population in the Village of Rothschild is estimated to increase by 521, or 9.8 percent between 2010 and 2040. Marathon County is projected to grow more quickly, increasing by 13.4 percent. The WDOA population projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statutes 16.96. The WDOA uses the Cohort Component Method for projections, which takes into consideration base population, net migration figures, age, sex, birth/death rates.

Household Forecasts

Like population, household projections were completed in 5-year increments between 2015 and 2040. Like the population projection, the WDOA household projections are recognized as Wisconsin’s official population projections and are based on the historical population trends of individual communities. Table 3 includes household projections completed by the WDOA. The number of households in Rothschild is estimated to increase by 13.5 percent by 2040. This is slightly lower than the County increase of 16.6 percent.

Education and Income Levels

Table 4 compares levels of education attainment of Village residents to those of Marathon County and Wisconsin. According to the 2010 Census, 93 percent of Village residents

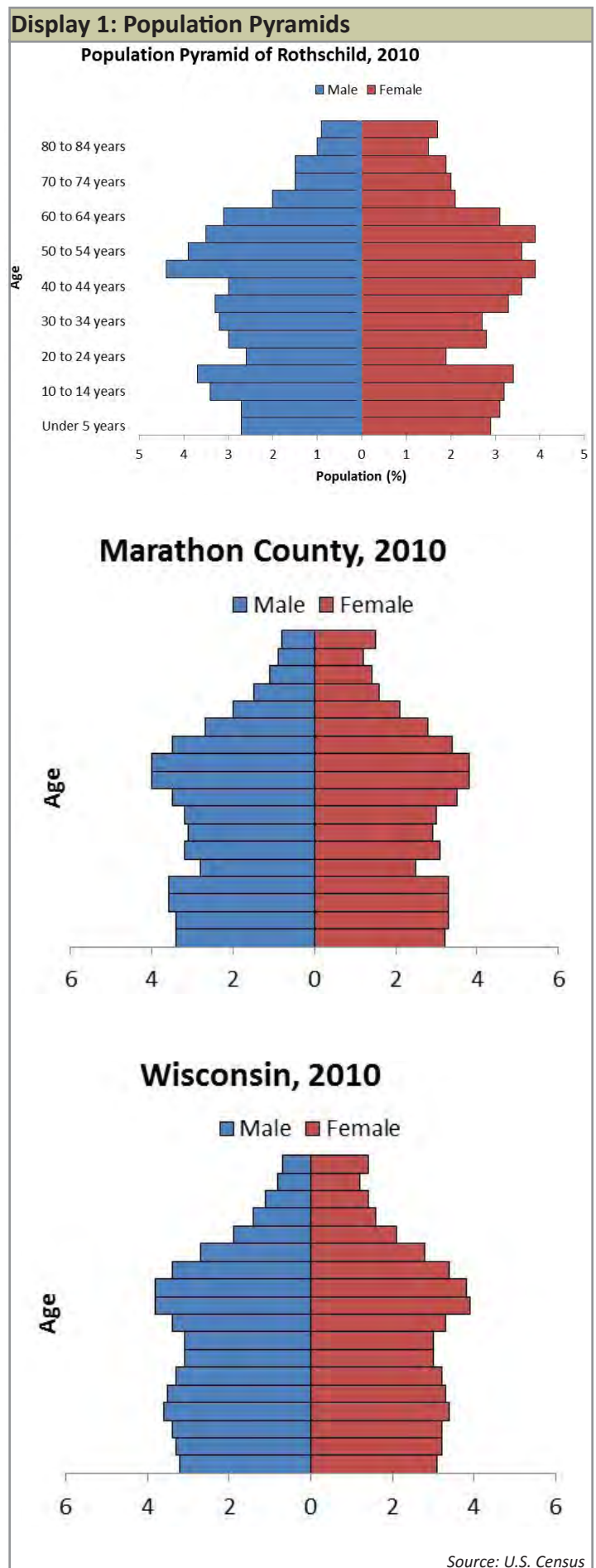


Table 2: Population Projections

	2015	2020	2025	2030	2035	2040	% Change 2010-2040
Rothschild (NCWRPC)	-	5,585	-	5,920	-	6,275	19.1%
Rothschild (State DOA)	5,340	5,525	5,655	5,755	5,798	5,790	9.8%
Marathon County	136,510	142,200	146,595	152,120	152,120	152,790	13.4%

Source: Wisconsin DOA and NCWRPC

Table 3: Household Projections

	2015	2020	2025	2030	2035	2040	% Change 2010-2040
Rothschild	2,251	2,349	2,425	2,489	2,535	2,555	13.5%
Marathon County	54,657	57,394	59,611	61,524	62,958	63,730	16.6%

Source: Wisconsin DOA

have a high school education or higher. This compares to 88 percent for the County, and 89 percent for the State. In the Village, 28.9 percent of residents have a bachelor's degree or higher, which is also higher than the County and State with 20.8 percent and 25.8 percent respectively.

Table 4: Education Attainment, Percentage, 2010

Educational Attainment	Rothschild	Marathon County	Wisconsin
Less than 9th Grade	3.9%	5.3%	3.7%
9th to 12th Grade, No Diploma	3.1%	6.3%	6.9%
High School Graduate	35.4%	37.8%	34.0%
Some College, No Degree	18.4%	19.0%	20.6%
Associates Degree	10.3%	10.8%	9.0%
Bachelor's Degree	18.4%	13.9%	17.1%
Graduate or Professional Degree	10.6%	6.9%	8.6%
High School Graduate or Higher	93.0%	88.4%	89.4%
Bachelor's Degree or Higher	28.9%	20.8%	25.8%

Source: U.S. Census

Table 5: Household Income, 2010

	Rothschild	Marathon County	Wisconsin
Median Household Income	\$57,948	\$53,471	\$51,598
Median Per Capita Income	\$30,509	\$25,893	\$26,624

Source: U.S. Census

As shown on Table 5, median household income for Village residents was \$57,948 in 2010. This figure is higher than both Marathon County the State overall. Likewise, the Village had a higher median per capita income than the County and the State.

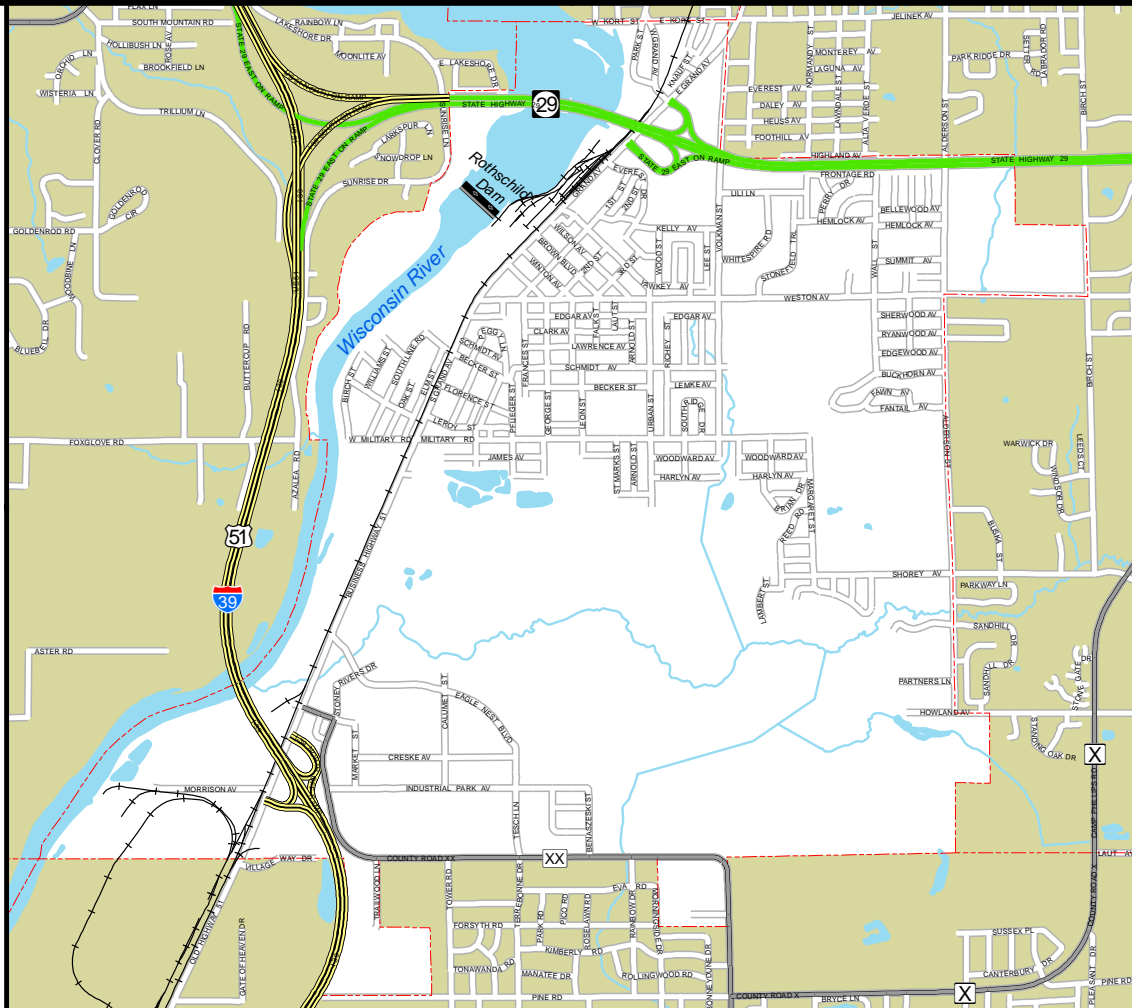
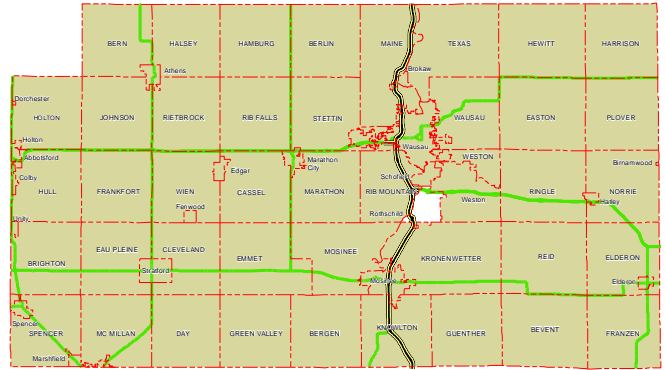
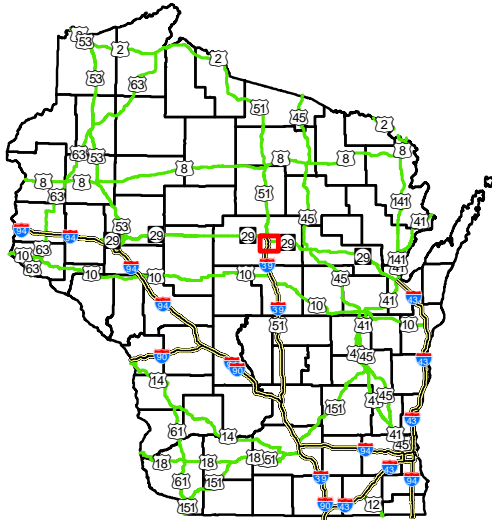
Employment Characteristics

Table 6 illustrates the breakdown, by occupation, of the employed population in 2010, age 16 years and older. In 2010 the largest occupation sectors were the same across Rothschild, Marathon County, and Wisconsin with Management, Business, Science, and Arts having the largest percentage, followed by Sales and Office; Production, Transportation, and Material Moving; and Service.

Table 6: Occupation by Sector, %, 2010

Sector	Rothschild	Marathon County	Wisconsin
Management, Business, Science, and Arts	32.1%	30.3%	33.0%
Service	14.5%	14.2%	16.1%
Sales and Office	28.8%	24.4%	24.5%
Natural Resources, Construction, and Maintenance	4.8%	10.0%	9.2%
Production, Transportation, and Material Moving	19.8%	21.2%	17.2%

Source: U.S. Census



Legend

- Minor Civil Divisions
- US Highway
- State Highways
- County Highways
- Local Roads
- Railroad
- █ Rothschild Dam
- █ Water

Source: WI DNR, NCWRPC

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Chapter Two

Natural, Agricultural, and Cultural Resources

Natural resources, including water resources, soils, and other natural features, influence a community's development. These physical features directly or indirectly constrain or encourage growth. Cultural resources include historic buildings, archeological sites, and other elements which give a community a sense of identity. There are little if any agricultural resources within the Village of Rothschild.

Natural, agricultural and cultural resources play an important role in the livability of a community.

Previous Natural, Agricultural & Cultural Resource Plans and Studies

In the last decade, several plans were adopted or prepared by Marathon County to address protection and management of natural resources. These plans may be used as resources to guide local policy and decision making regarding resource management and protection.

Marathon County Land and Water Resource Management Plan

The Marathon County Land and Water Resource Management Plan outlines a comprehensive strategy for the implementation of soil and water conservation in Marathon County from 2010 to 2020. The Land Conservation and Zoning Committee identified the following long-term program outcomes for the natural resource protection efforts in Marathon County:

1. Land Use activities are well planned to enhance community development, minimize conflicts, maximize infrastructure investments, and protect rural character.
2. Improve and protect the surface and ground water assets to enhance public health and safety, recreational opportunities, and economic

development.

3. Maintain the soil and water resources as productive assets through topsoil and organic matter conservation.
4. Marathon County agriculture and woodlot producers are economically strong.

Marathon County Farmland Preservation Plan

The Marathon County Farmland Preservation Plan is required under Chapter 91 of the Wisconsin Statutes. The purpose of this plan is to guide and manage the preservation of farmland and agricultural production capacity. Although there are limited agricultural areas in the Village, this program is of overall importance to the county in general and may have an impact on village residents, for example, related to emerging trends such as the local foods movement.

Marathon County Forest Ten-Year Comprehensive Use Plan

The Marathon County Forest Ten-Year Comprehensive Use Plan is a management guide for the Marathon County Forest and is updated every ten years. The mission of the plan is to manage and protect natural resources on a sustainable basis for the ecological, economic, educational, recreational, and research needs of present and future residents throughout the county. The report includes a number of recommendations for timber management, wildlife habitat and game management, land acquisition and forest boundary management, biodiversity management, watershed management, and tourism.

Marathon County Groundwater Protection Guide

The Groundwater Protection Guide was an extension of a 1988 groundwater plan. In April 2001, the guide was created to assist county and local officials in setting policy related to groundwater. It also serves as a resource for information about groundwater and strategies to address issues related to groundwater protection. The County is considering a new groundwater planning effort. The Village

has a wellhead protection ordinance to control land uses around its drinking water supply wells.

USGS Protecting Wisconsin's Groundwater Through Comprehensive Planning

In a joint effort by the Wisconsin Department of Natural Resources, the University of Wisconsin System, and the U.S. Geological Survey, a website has been made available with data and information on geology, general hydrology, and groundwater quantity and quality. The website was developed to aid government officials and planners in addressing groundwater in their comprehensive plans. The most recent data available for Marathon County was published in 2007. The full Marathon County report can be found at their website: wi.water.usgs.gov/gwcomp/find/marathon/.

Natural Resources

The environmental features and assets that are examined in this plan include water, wetlands, floodplains, soils, and woodlands. Protection of certain natural features is necessary for the environment and for future generations. Certain environmental features and assets have more than merely aesthetic and leisure-time activity values; they are essential to long-term preservation of life, health, and general welfare.

The Village of Rothschild has a continental climate which experiences four distinct seasons with long, cold winters and short, warm summers. Winter temperatures average between 0 and 23 and summer temperatures average between 54 and 80. Average annual rainfall is 32 inches and average annual snowfall is 60 inches.

A large area of wetland and floodplain surrounds Cedar Creek, which bisects the Village between the older developed portion north of the creek and the new Cedar Creek Mall development. While this poses some constraints

on development, the Creek contributes to the natural character of the Village. Topography most notably affects the Village paralleling Business Highway 51 near Brown Boulevard where steep slopes impede development. See Natural Resources Map.

Surface Water

Marathon County contains abundant water resources. Many have remained in a fairly pristine state and others are in need of focused efforts to improve water quality. Surface water resources help replenish the groundwater as part of the hydrologic cycle. Under natural conditions, the aquifers generally receive clean water from rainfall percolating through the overlying soils. However, contamination of groundwater reserves can result from runoff and pollution. Protection of these groundwater reserves is necessary to ensure adequate water to domestic, agricultural, and commercial uses. If groundwater is not protected, contamination could result, endangering the quality and supply of water in the Village.

The Wisconsin River runs along the western border of the Village, although a narrow sliver of land on the west bank of the river across from the Rothschild Dam is also in the Village. Cedar Creek runs through the center of the Village and enters the Wisconsin River near the I-39/Business 51 interchange.

Watersheds

The Village of Rothschild is geographically located in what the Wisconsin Department of Natural Resources has named the Central Wisconsin Basin, which is the subset of the entire Wisconsin River corridor located in Central Wisconsin. The Central Wisconsin Basin extends south from the Merrill dam located on the Wisconsin River in Lincoln County to the Castle Rock Flowage Dam in Juneau and Adams Counties. The Central Wisconsin River Basin is comprised of 29 watersheds, two of which are partly in Rothschild, the Bull Junior Creek and the Mosinee Flowage watersheds. A watershed is an area of land that is drained by a waterway that flows to a lake, reservoir, or river. The watershed boundary line is defined as a topographic dividing line from which surface streams flow in two different directions.

Floodplains

Floodplains are formally designated areas that experience flooding during a 100-year storm event. The floodplain consists of the "floodway" and "flood fringe". The "floodway" is defined as the channel of a river or stream and those portions of the floodplain adjoining the channel required to carry the regional flood discharge. "Flood fringe" is defined as that portion of the floodplain outside of the floodway covered by floodwaters during the regional flood and generally associated with standing water rather than rapidly flowing water.



The Wisconsin River as seen from the Pavilion fishing launch.

Building can occur within the flood fringe with appropriate flood proofing or elevation measures. Such measures may provide some relief from flood insurance premiums. Within the floodway, only open uses that do not obstruct flood flow are allowed. Wetlands are much more restrictive than floodplain.

In Rothschild, floodplains make up a significant land area along Cedar Creek and along the Wisconsin River, as shown on the Natural Resources Map. The Village is concerned that recent floodplain insurance rate increases will lead to blight and vacant lots among the 285 parcels in the floodplain should rates continue to climb. The Village could be faced with a significant loss of tax revenue that would have a severe impact on Village operations. As a result, the Village has requested FEMA to reevaluate and remodel the floodplain from the Rothschild Dam, south to the Mosinee Dam using the new LIDAR data as was done with Lake Wausau. The current mapping is based on 10-foot contours for the area south of the Rothschild Dam. The more accurate LIDAR data can ascertain the actual floodplain boundary at (+/-) 2-feet and is expected to eliminate a large portion of the parcels from the floodplain.

There is also some thought that an engineered solution involving the construction of a new dyke that would connect several existing elements to create a flood barrier between the river and a large part of the Village, effectively removing it from the floodplain. The existing elements include the mill dyke, rail grade, and the new Business 51 bridge built above the 100-year flood stage, then over to the closed village landfill. A preliminary feasibility study followed by a full engineering study would be needed. Buy-in and cooperation from the WDNR and FEMA would also be required.

Wetlands

Large areas of wetlands are concentrated around Cedar Creek which bisects the Village. These consist of a mix of wetland types, including forested, scrub/shrub, and emergent/wet meadow. Additional wetlands can be found scattered around the Village and may be impeding development of some parcels of land.

Wetlands are defined as those areas between terrestrial and aquatic systems where the water table is at, near, or above the land surface for a significant part of most years. Soils in wetland areas are usually saturated during the growing season within a few inches of the surface. The present of wetlands in an area can limit the type of development that can occur.

Wetlands perform many indispensable roles in the proper function of the hydrologic cycle and local ecological systems. In a natural condition, wetlands control floodwater by moderating peak flows and acting as groundwater recharge sites. All wetlands have valuable water purification capabilities and make significant contributions to surface and groundwater quality. They act as settling areas for inflowing streams as well as functioning in the reduction of water nutrients through uptake of these compounds into plant tissues. They also have a buffering effect on water acidity or alkalinity and are helpful in the elimination of harmful bacteria which may be found in surface or groundwater. They serve as breeding and nesting grounds for waterfowl and many other animals that depend on aquatic habitats. They are an important recreation, education, and aesthetic resource for communities. In many instances, wetlands serve the combined roles of flood moderation, water purification, and aquatic habitat.

Soils

- Mahtomedi loamy soils are 38.4 percent of total soils in Rothschild. Mahtomedi soils are deep, drained, permeable soils found on glacial moraines and outwash plains. These soils are mostly forested, a mix of hardwood and coniferous forest, while some **is pastured**.
- Seelyeville soils cover 14.5 percent of Rothschild. Seelyeville soils are deep, poorly drained soils found on glacial outwash plains, flood plains, and glacial moraines. They have moderately rapid or slow permeability. Native vegetation includes sedges and grasses as well as scattered alders, willow, tamarack, and **bog birch**.
- Mosinee sandy loamy soils are 14.2 percent of all soils. Mosinee soils are well drained soils that are formed in loamy deposits and have moderate permeability. A large percent of this soil type is used for cropland for corn, small grain, and **hay**.
- Dunnville fine sandy loamy soils represent 10.5 percent of Rothschild. Dunnville soils are deep and well drained and are formed in loamy alluvium overlying sandy alluvium on slow stream terraces. These soils are subject to rare flooding of brief duration. Most areas are used for cropland for corn, small grain, and hay. Native vegetation is prairie grasses with a few scattered **oak trees**.

Groundwater

Groundwater is the major source of all water consumption in the Village of Rothschild. The Village of Rothschild Water Utility draws water up through high capacity wells. Depth to groundwater in the Village is mostly shallow and of ample quantity. Groundwater quality is affected by surface runoff contamination.

Soils

The United States Department of Agriculture's Natural Resource Conservation Service has an online soil survey which provides soil data and maps. Four soil groups make up 77 percent of all soils in Rothschild, with other soil types represented in very small amounts, see the Soils box below.

Soils can also be categorized according to other factors, such as how well drained they are on a scale of Excessively Drained to Very Poorly Drained. See the Soils Map.

Non-Metallic Mining

Marathon County has 136 operating non-metallic mines as of 2015. These mines are important sources of locally used construction aggregate and also produce value added stone products (such as shingle aggregate, decorative stone, architectural stone, and railroad ballast) that are marketed regionally and nationally. Local non-metallic mines help to keep construction and infrastructure development costs low by minimizing the high transportation costs of these necessary materials.

The County has several hundred additional abandoned or closed non-metallic mining sites. A non-metallic mining ordinance requires reclamation of mining sites to a purposeful and acceptable landscape appearance and use. The program is administered by the County DCPZ and includes incentives to reclaim abandoned excavations. There are no non-metallic mines, active or closed, in the Village of Rothschild.

Woodlands

Wooded, natural areas exist in Rothschild in the area around Cedar Creek and in the area between Volkman and Alderson Streets. Tree cover provides many benefits, which include scenic beauty, recreational opportunities, erosion control, and reduction of effluent and nutrient flows into surface water bodies.

Endangered Species

The WDNR Natural Heritage Inventory (NHI) has not identified any endangered, threatened, or special concern species within the Village at this time. A list of endangered species located throughout Marathon County is provided in the County's comprehensive plan.

Agricultural Resources

The Village currently has little if any land in agriculture. Soils in Rothschild have been identified as prime farm soils according to the USDA. These are mostly located in the floodplain north of Cedar Creek and along the Wisconsin River. It should be noted that not all prime farm soils are used for farming. The "prime farm soils" designation simply indicates that these soils are good productive farmland.

Cultural Resources

Cultural resources are features that signify a community's heritage and help to evoke the sense of place that makes an area distinctive. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to American Indians or other cultural groups. Rothschild does not have a local historic preservation commission.

Village History

Rothschild's history is directly linked to development of Marathon Paper Mills. In 1909, a small group of Wausau lumbermen undertook the development of a new paper mill on the Wisconsin River in the Town of Weston. This location was chosen because it offered a good site for a dam and hydroelectric plant, adjacent to the paper mill. On February 3, 1909, Marathon Paper Mills was incorporated and C.C. Yawkey was named president and D.C. Everest was general manager. After a lengthy construction period, complicated by poor soils along the river, the Marathon Paper Mills began operation on November 18, 1910. In the fall of 1911, several dams on the Wisconsin River failed and floodwaters threatened the new mill. To save the mill and relieve flooding, the west wing of the dam was dynamited.

Rothschild was part of the Town of Weston until 1917 when



Old Village Hall

it was incorporated as a village. Sixty-two ballots were cast, forty-one voted for incorporation and twenty-one against. On July 31, 1917 Rothschild officially became a village with a population of 450. Weston Avenue became its first “main street”. It was later decided that Brown Boulevard would become “main street” so a number of buildings were moved from Weston Avenue to Brown Boulevard. The paper mill built a company store and a boarding house was operated from what is now the apartment building located at the intersection of Brown Blvd and First Street.

Most of the houses in the Village were known as “company houses” as they were originally built and owned by the mill. It wasn’t until the late 1930s that the houses were sold to the tenants who lived in them. The first schoolhouse was a one-room school with grades one through eight. It was located south of what is now the Rothschild Pavilion. The Village formed its first police department in 1936 and Rothschild had an organized fire department in the early 1900s.

The first Rothschild library was started in 1949 and was located in a small room in the Village Hall. Rothschild’s first Village Hall was constructed in 1918 and later destroyed by fire. On June 28, 1970, Rothschild dedicated a new Village Hall located at the intersection of Business 51 and Brown Boulevard. In 1998 a new Village Hall was constructed further south on Business 51. The new Village Hall houses the administrative offices, police, and a regional library.

National and State Registers of Historic Places

There is one property in Rothschild listed on the National and State Registers of Historic Places: Rothschild Pavilion, 1104 Park Street.

Built in 1911, the Rothschild Pavilion is significant for its role in local entertainment and recreational history. The Pavilion was a popular destination for residents who utilized the Wausau Street Railway to attend family events, proms and sock hops, wedding receptions and other social activities for Wausau-area residents.

Wisconsin Architecture & History Inventory

The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the Inventory does not convey special status and may not be current. The inventory may be reviewed at www.wisconsinhistory.org/ahi/index.html. There are 3 (in addition to the Pavilion) historic properties in the Village of Rothschild that have been previously surveyed and included in the AHI:

1. Marathon Paper Company Dam, Wisconsin River, 1909
2. Weyerhaeuser Paper Division, 100 Grand

Natural, Agricultural, and Cultural Resource Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

- Development is severely limited by wet soils and potential for flooding in a large area surrounding Cedar Creek.
- Cedar Creek and the surrounding wetlands are a beautiful natural amenity and present opportunities for passive recreation (such as cross country skiing) and open space in the midst of the Village.
- A significant number of homes built in floodplains.
- Recent increases in flood insurance premiums.
- A significant number of lots assessed as unbuildable due to floodplain and wetlands.

Avenue, 1909

3. Weyerhaeuser Corporation Office / Depot, 200 Grand Avenue, no date

In addition, there are a number of archaeological sites in the Village, according to the Wisconsin Historical Society. Over the years many of these sites have been examined. The Village should continue to work with the State Historical Society on identification and protection of archaeological sites, mounds, unmarked cemeteries, and other cultural sites.

Goals, Objectives and Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1 - Natural Resources: Protect and enhance the sensitive natural resource areas while encouraging healthy communities.

Objective 1: To minimize intensive development in areas that could affect sensitive natural resources and habitat, particularly wetlands and floodplains around Cedar Creek.

Objective 2: To capitalize on the Cedar Creek wetlands area as a natural amenity of the Village by facilitating opportunities for low impact recreation and open space utilization.

Objective 3: To continue working with the WDNR and Marathon County to ensure appropriate preservation of wetlands, floodplain and shorelines and other natural resources.

Objective 4: To provide leadership in disseminating information about natural resource preservation and management to Rothschild residents.

Objective 5: To encourage preservation of environmental corridors (i.e., woodlands, wetlands, and open spaces).

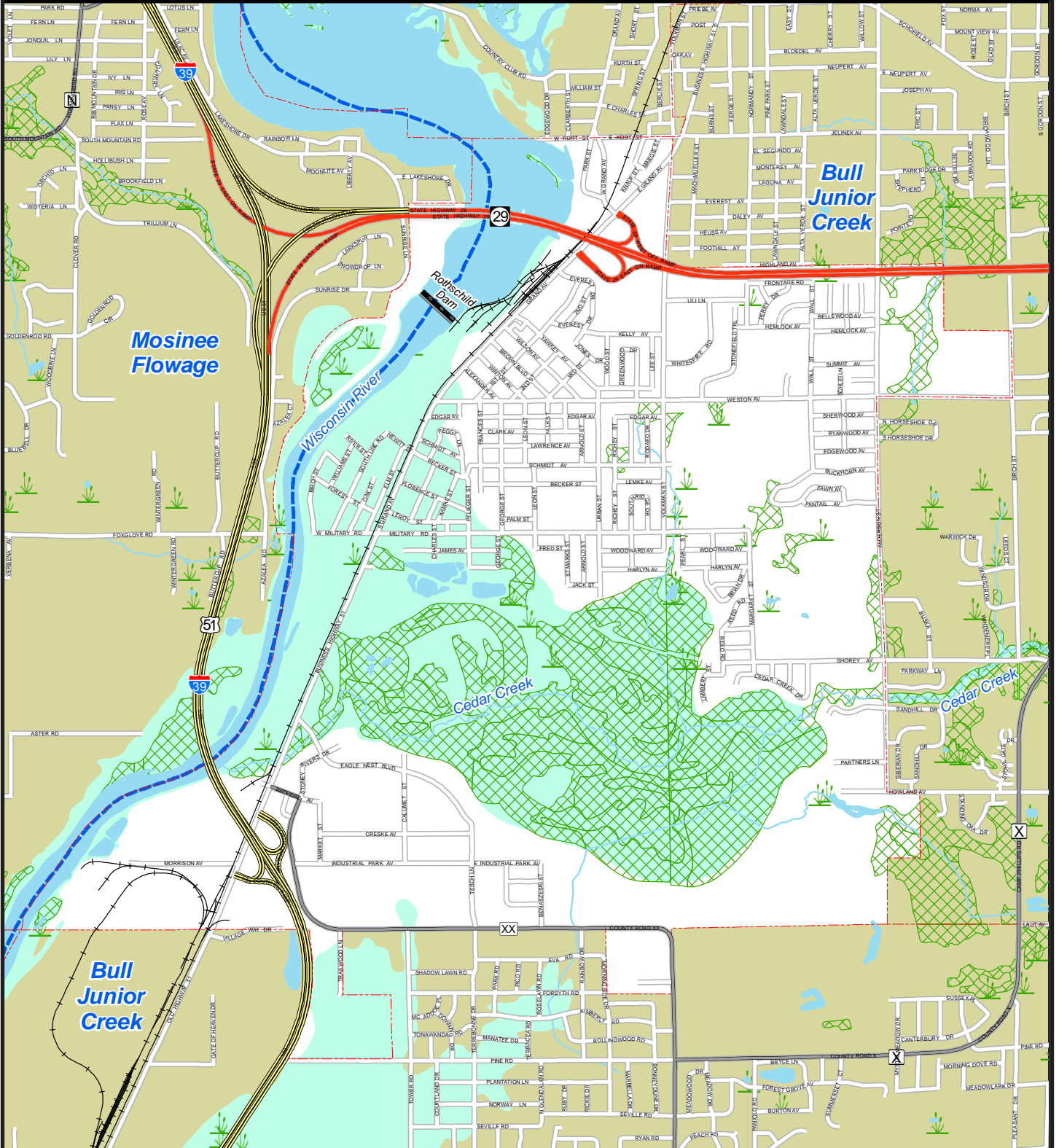
Objective 6: To the extent possible, limit uncontrolled runoff and other contaminants from negatively impacting surface waters.

Policy 1: The Village of Rothschild will strive to ensure development is done in a manner that does not negatively impact its environmental resources.

Goal 2 - Cultural Resources: Preserve historically significant buildings and sites.

Objective 1: To work with the County Historical Society to identify historic resources so they may be considered in future planning.

Policy 1: The Village of Rothschild supports the preservation of historically significant buildings and sites.



Legend

- Minor Civil Divisions
- US Highway
- State Highways
- County Highways
- Local Roads
- Railroad
- Rothschild Dam
- Watershed Boundaries
- Water
- Wetlands
- Wetlands < 2 acres
- 10 Foot Contours
- Flood Plain

Source: WI DNR, NCWRPC, FEMA

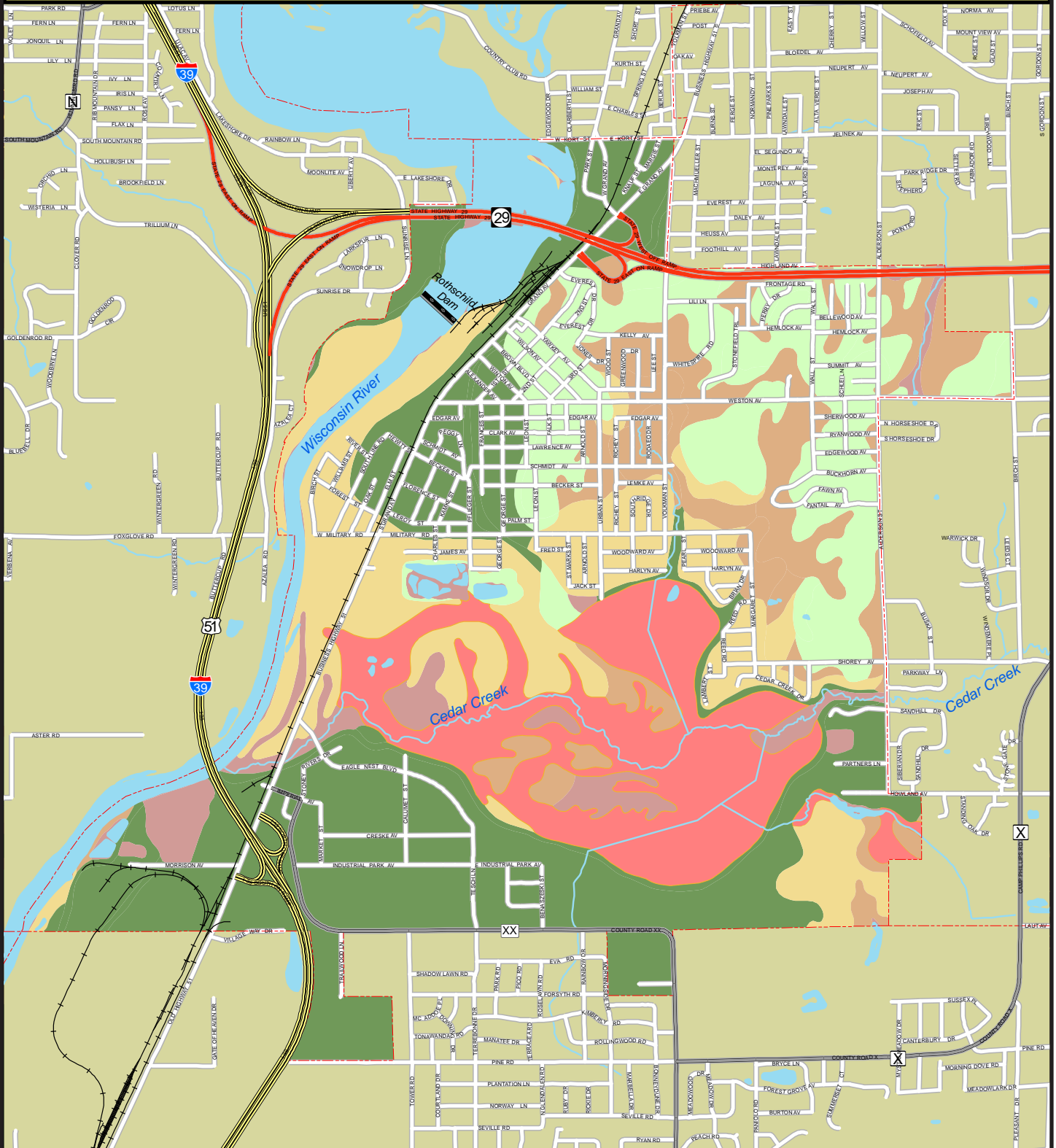


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





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




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Legend

-  Rothschild Dam
-  US Highway
-  State Highways
-  County Highways
-  Railroad
-  Minor Civil Divisions
-  Local Roads
-  Water

Soil Drainage

-  Excessively drained
-  Well drained
-  Moderately well drained
-  Somewhat poorly drained
-  Poorly drained
-  Very poorly drained

Source: WI DNR, NCWRPC, NRCS

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Miles



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Chapter Three

Housing

Housing characteristics and trends are an important component of a comprehensive plan. The physical location of housing determines the need of many public services and facilities.

Housing is a crucial component of livability and understanding dynamics in the market likely to affect housing development in the future provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of residential development. The connection between home and work is a fundamental function of any transportation system, and understanding the factors affecting people's decisions on meeting their own housing needs provides a basis for how these home-work connections can be efficient, reinforce and strengthen community ties, foster economic development, and environmental sustainability.

Previous Plans and Studies

Wisconsin State Consolidated Housing Plan

The Consolidated Housing Plan is required by the Department of Housing and Urban Development (HUD) in the application process required of the State in accessing formula program fund of Small Cities Community Development Block Grants (CDBG), HOME Investment Partnerships, Emergency Shelter Grants, and Housing Opportunities for Persons with AIDS. "The Consolidated Plan provides the framework for a planning process used by States and localities to identify housing, homeless, community, and economic development needs and resources, and to tailor a strategic plan for meeting those needs."

Pavilion Marketplace Redevelopment Plan

A 2013 plan for the revitalization of the Village's northernmost corner, north of STH 29. The area is bisected by Business 51 (Grand Avenue), connecting the Village with the City of Wausau. As part of the planning process, the area was branded, "Pavilion Market Place" and includes the Pavilion Park Master Plan.

One of the "major strategies" of the redevelopment plan is the revitalizing the area by encouraging new higher density residential developments in the area such as senior housing, townhomes, and apartments above commercial spaces.

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies a number of issues affecting community livability related to housing:

- an aging population,
- smaller household sizes,
- a lack of housing options, and
- an increase in housing costs related to incomes.

Housing Inventory & Trends

Most of the housing in the Village of Rothschild is characterized by older single family homes located in the area east of Business 51 and west of Volkman Street. Newer single family homes are located further east and to the southeast. Average lot sizes range from 7,200 s.f. in the older section of the Village near Brown Boulevard to 15,000 s.f. in newer developments.

Housing Type and Tenure

In 2010, the Village of Rothschild had approximately 2,243 occupied housing units, 79.5 percent of which were owner occupied, see Table 7. The average household size was 2.51 persons per household, slightly lower than in Marathon County and in the State. In 27.8 percent of households the householder lived alone and 25.8 percent of households had an individual age 65 or older; both of these percentages are up approximately five percent from 2000.

Table 7: Housing Units by Type and Tenure

Area	Rothschild	Marathon County	Wisconsin
Total Occupied Housing Units	2,243	52,708	2,274,611
Owner Occupied Units	1,783	39,797	1,580,608
Renter Occupied Units	460	12,911	694,003
Average Household Size	2.51	2.61	2.55
% Owner Occupied	79.5	75.5	69.5
% Householder Living Alone	27.8	25.8	28.2
% With Individuals 65 years or older	25.7	24.4	24.0

Source: U.S. Census, 2010

Changes in Housing Stock

The Village increased the number of housing units by 20 percent from 2000 to 2010 to 2,365 housing units, see Table 8. The percentage of renter occupied units rose more than the percentage of owner occupied units during this period. The number of duplexes and multi-family units (3-9 units) rose more dramatically than the number of single family homes.

The Village provided new single family building permit data for the years following 2010 for the Village and some of the adjacent municipalities through 2014, see Table 9. There were no new multifamily building permits issued in the Village over this time frame. Village officials make note of Rothschild having the most single family building permits issued in 2014.

Table 8: Changes in Housing Stock

	1990	2000*	2010	Change 2000-2010	
				#	%
Total Housing Units	1254	1968	2365	397	20%
Occupied Housing Units (Households)	1220	1903	2243	340	18%
Vacancy %	3.0%	3.0%	5.2%	--	--
Owner Occupied Housing Units	947	1540	1783	243	16%
Renter Occupied Housing Units	273	363	460	97	27%
Owner Occupied Housing Units as percent of Total	78%	81%	75%	--	--
Number of Homes for Seasonal	2	6	6	0	0%
Number of Single Family Homes	1049	1615	1905	290	18%
Detached**	1049	1580	1875	295	19%
Attached***	0	35	30	-5	-14%
Number of Duplexes	59	98	133	35	36%
Multi Family Units 3-9 units	60	100	137	37	37%
Multi Family Units 10+	81	142	157	15	11%

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

*The increase in housing units is primarily due to annexations.

** This is a 1-unit structure detached from any other house

***In row houses (sometimes called townhouses), double houses, or houses attached to nonresidential structures, each house is a separate, attached structure if the dividing or common wall goes from ground to roof.

Table 9: Single Family Building Permits Issued

	2010	2011	2012	2013	2014	Total
Rothschild	2	6	11	9	24	52
Kronenwetter	24	16	20	20	9	89
Wausau	36	17	24	17	21	115
Weston	27	12	15	8	16	78
Total	89	51	70	54	70	334

Source: Village of Rothschild

Housing Age

The age of the housing stock in the Village of Rothschild is displayed in Table 10. Half of the housing stock in Rothschild was built before 1970. Older homes typically are smaller and on smaller lots than newer homes. Older homes may also be in need of more maintenance or renovation to meet modern standards. Approximately 13 percent of all housing in Rothschild was built since 2000.

Table 10: Age of Community Housing Stock

Year Built	Number	Percent of Total Units
1939 or earlier	222	9.4%
1940 to 1949	130	5.5%
1950 to 1959	435	18.4%
1960 to 1969	381	16.1%
1970 to 1979	517	21.9%
1980 to 1989	128	5.4%
1990 to 1999	224	10.3%
2000 to 2004	136	5.8%
2005 or later	172	7.3%
Total Units	2,365	100%

Source: U.S. Census, 2010

Physical Housing Stock

Some physical characteristic of housing in Rothschild are displayed in Table 11. The median number of rooms in a house in Rothschild is 6.1, slightly more than Marathon County and the State, and has increased from 5.9 rooms in 2000. Single family homes make up a greater percentage of the housing stock in Rothschild and Marathon County than they do in Wisconsin. All of the homes in Rothschild have complete plumbing and kitchen facilities.

Table 11: Physical Housing Stock

	Rothschild	Marathon County	Wisconsin
Median Rooms	6.1	5.9	5.5
1 Unit Detached or Attached	80.60%	78.10%	70.60%
In buildings with 10 or more units	6.60%	5.70%	9.90%
Lacking complete plumbing facilities	0.00%	0.30%	0.50%
Lacking complete kitchen facilities	0.00%	0.40%	0.70%

Source: U.S. Census, 2010

Housing Values

Median home value estimates how much the property (house and lot) would sell for if it were for sale, and only includes owner-occupied, single-family houses on less than 10 acres and without a business or medical office on the

Table 12 Median Home Value

Rothschild	\$136,500
Marathon County	\$139,500
Wisconsin	\$169,000

Source: U.S. Census, 2010

property. Rothschild's median home value in 2010 was slightly lower than that of Marathon County and significantly lower than that of Wisconsin, see Table 12.

The range of housing values in Rothschild and Marathon County are further broken down in Table 13. Rothschild does not have any housing units which are valued below \$50,000.

Table 13: Range of Housing Values

Number of Houses per Housing Value Category	Rothschild	Marathon County
< \$49,999	0	1,858
%	0.0%	4.7%
\$50,000 to \$99,999	393	8,090
%	22.0%	20.3%
\$100,000 to \$149,999	684	12,402
%	38.4%	31.2%
\$150,000 to \$199,999	449	8,300
%	25.2%	20.9%
\$200,000 or more	257	9,147
%	14.4%	23.0%

Source: U.S. Census, 2010

Housing Affordability

Rent and mortgage payments, maintenance expenses, lot sizes, and required or desired amenities are a few of the factors which influence housing affordability. Available housing options are further refined by household size and income. Affordability is particularly an issue for the elderly, disabled, and low-income residents of a community.

Median monthly costs for homeowners, with and without a mortgage, and for renters are shown on Table 14. Costs for homeowners are slightly lower in Rothschild than in the County or the State. Costs for renters in Rothschild are slightly higher than in Marathon County but lower than in the State.

The percent of a community paying more than 35 percent of their household income on housing is a common measure of housing affordability. The more money spent on housing, the less disposable income is available to spend on education, food, retail, and recreation. In Rothschild, 14 percent of home owners and 36 percent of renters spend more than 35 percent of their income on housing costs, see Table 14.

Table 14: Housing Affordability

		Rothschild	Marathon County	Wisconsin
Median Selected Monthly Owner Costs	With Mortgage	\$1,223	\$1,281	\$1,433
	No Mortgage	\$465	\$458	\$500
	35%+	14%	20%	25%
Median Selected Monthly Renter Costs	Median Gross Rent	\$657	\$639	\$713
	35%+	36%	30%	38%

Source: U.S. Census, 2010

*Percent paying over 35% of household income on housing

Senior and Special Needs Housing

In Marathon County, housing for seniors and populations with special needs is primarily provided in the urbanized areas in and around Wausau. The Marathon County Aging and Disability Resource Center, the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options throughout the County. As the number of elderly persons increases in the coming years, there will most likely be an increased need for these types of housing options. This trend will be seen throughout Marathon County, the State of Wisconsin, and the Nation.

The USH 51 area is the center of Marathon County for population, jobs, and housing opportunities. As such, most of Marathon County’s senior housing opportunities are centered in and around this area as well. There is approximately 110 different senior and special needs housing programs and facilities in and around the Wausau metropolitan area.

There are a number of senior housing developments within the Village including Cedar Creek Senior Apartments on Eagle Nest Blvd, Copper Leaf Memory Care on Lili Lane, and Bellwood Avenue Community Residence.

A listing of housing assistance programs can be found in Attachment B.

Housing Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

Opportunities for new housing development are limited by constraints on the amount of developable land available within the Village.

Goals, Objectives and Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1: Improve the condition of the housing stock in the Village.

Objective 1: To determine whether the Village should establish a loan program or other incentives to support housing rehabilitation and/or home ownership.

Objective 2: To work with Marathon County and area housing agencies to pursue and administer funds for housing programs.

Objective 3: To ensure timely and consistent enforcement of property maintenance codes.

Objective 4: To encourage housing rehabilitation in older areas of the Village with various single family residential zoning (R-1, R-2, R-3, and R-4) by implementing / promoting changes in yard requirements and bulk limitations that allow greater flexibility to owners in rebuilding / remodeling and avoid non-conforming status.

Objective 5: To implement the Pavilion Market Place Redevelopment and TIF 2 Project Plans related to redevelopment/revitalization of housing in the Village.

Policy 1: The Village of Rothschild will strive to maintain and improve its housing stock.

Goal 2: Provide a variety of housing types as well as land for new residential development.

Objective 1: To ensure development regulations (land use plan, zoning) allow for a variety of housing types in locations throughout the Village.

Objective 2: To continue to provide housing opportunities for residents in all stages of life, including young families, singles, and seniors.

Objective 3: To work with Marathon County to provide information to residents regarding area housing agencies that serve special housing needs (i.e., seniors, low-income).

Policy 1: The Village of Rothschild will strive to maintain a variety of housing types while doing what it can to open new areas for development and revitalizing areas in decline.

Goal 3: Promote a variety of safe and affordable housing options that meet the needs of all community members.

Objective 1: To increase the number of multifamily housing units in the Village.

Objective 2: To encourage builders to design universal homes that include friendly design features in renovations and new construction.

Objective 3: To provide support for an aging population to successfully age in their homes.

Policy 1: The Village of Rothschild will strive to provide opportunities to meet the varied housing needs of Village residents.

Chapter Four

Transportation

Transportation is necessary for the effective movement of people and goods within and with connections outside of the Village. Transportation is also critical to development and land use. This chapter provides an inventory of the existing transportation facilities and services within the Village.

Transportation is a crucial component of livability and provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of development. The existing network, from roads to rails, needs to be coordinated to maximize efficiency for the overall system. The connection between home and work is an important part of any transportation system. A range of transportation alternatives should be supported, including walkability wherever possible.

Rothschild developed along Old Highway 51 (now Business Highway 51), which historically served as the primary route between Wausau and points south. With the opening of I-39/51, the old highway became Business 51, which remains a key regional commercial road corridor. With interchanges on Business 51 at both I-39/51 and STH 29, the Village maintains excellent access to the regional and inter-regional transportation network. A complete network of local and county roads provides good access to and through the Village.

The Village of Rothschild is served by several State and County trunk highways, which serve as the main thoroughfares of the transportation system in the Wausau metropolitan area. The Village is located adjacent to two of Central Wisconsin's major highways systems. Interstate 39/US 51 located along the west edge of the Village, serves as the major north/south transportation corridor through the region. STH 29 located along the northern boundary of the Village, serves as a major east/west corridor through the region. Both include interchanges that provide direct access into the Village and serve as entry gateways.

While the Village has good access from regional roadways, travel is somewhat constrained by river crossing limitations, which restricts direct access to the adjacent Town of Rib Mountain and floodplain and environmental constraints, which restrict north-south movement through the Village.

Previous Plans and Studies

Transportation planning in Marathon County is coordinated between the Marathon County Department of Conservation, Planning and Zoning (CPZ) staff and the Wausau Area Metropolitan Planning Organization (MPO); the body designated by the U.S. Department of Transportation to be responsible for transportation planning in the metropolitan area. Marathon County provides staff for the Wausau Area MPO.

Transportation Improvement Program (TIP)

The TIP is updated by the Wausau MPO, annually. The TIP is developed by the MPO in cooperation with the State, affected transit operators, and local communities within the MPO boundary. The plan identifies transit and highway projects to be funded over the next four year period.

Long Range Transportation Plan for the Wausau Metropolitan Area (LRTP)

The LRTP is prepared every five years by the MPO, the County, and WisDOT. The current LRTP was adopted in 2011 and identifies the current conditions in the area to recommend solutions to the issues regarding the deficiencies of the roadways in the area.

Local Arterial Circulation Plan

This 2000 vintage plan was produced by the Wausau MPO in conjunction with the Marathon County Department of Conservation, Planning, and Development and the Highway Department. The purpose of this plan is to guide public and private sector decisions concerning the infrastructure, right-of-way, land use compatibility, and safety needs of the local arterial transportation system over the next 20 to 30 years.

Coordinated Public Transit-Human Services Transportation Plan

This 2014 plan analyzes service gaps and needs in public transit and human services transportation then propose strategies to address the gaps and needs. A five-year work plan was written to cover 2014 through 2018.

Village of Rothschild Trails Plan

This 2014 plan laid the foundation for future bike route and trail development within the Village. Emphasis was placed on establishing trail connections to existing points of interest within the Village and to adjacent communities and trail systems.

Wausau MPO Bicycle and Pedestrian Plan

This 2015 20-year comprehensive bicycle and pedestrian plan proposes recommendations and infrastructure improvements for non-motorized transportation. The plan also identifies various funding opportunities for pedestrians, bicyclists, and motorists.

Pavilion Marketplace Redevelopment Plan

A 2013 plan for the revitalization of the Village's northernmost corner, north of STH 29. The area is bisected by Business 51 (Grand Avenue), connecting the Village with the City of Wausau. As part of the planning process, the area was branded, "Pavilion Market Place" and includes the Pavilion Park Master Plan.

In order to facilitate new development, the Plan calls for a number of transportation related projects, including: gateway features, road alterations, multi-use paths, improvements to Martha Street (extension) & Business 51, and closure of West Grand Avenue.

Project Plan: Tax Incremental Finance District No. 2

This 2013 plan, generally known as "TID 2" was created to provide a source of funding for recommended improvements from the Pavilion Marketplace Redevelopment Plan but also included an extended area along Business 51 to the commercial/industrial areas near the I39/Business 51 Interchange.

Potential projects eligible for funding include road improvements, streetscaping and other infrastructure, bike and pedestrian accommodations, public transit improvements, rail crossing improvements. Specific projects identified include extension of Military Road.

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies three major transportation issues.

- **Modes of Transportation to Work** – The region's workforce is extremely dependent on the automobile.

In 2012, over 80 percent of the region's workforce drove alone to work on a daily basis. Another 10 percent carpooled, leaving less than 10 percent for the non-automobile methods such as walking, biking, and using transit. The average commute time in the central sub-region, which includes Marathon County, was 18.7 minutes.

- **Age of Drivers in the Region** – The region is seeing a change in the number of licensed drivers by age groups. Between 2004 and 2013, the region saw a 20 percent decrease in the number of drivers age 17 and age 19. During the same years, the region also had a 20 percent increase in drivers over age 65. These changes mean communities will have a need for multimodal options for the younger ages and options to increase safety as **drivers age**.
- **Transportation Maintenance Cost** – It is expensive to maintain the transportation infrastructure in the region. The current reliance on fuel tax and registration fees is inadequate, unstable, and may soon be outmoded. The inability to fund improvements and maintenance on transportation infrastructure will impact the ability to transport goods and provide safe, reliable, and **efficient roads**.

Connections 2030

This is Wisconsin's latest long-range, statewide, multimodal transportation plan. It identifies a series of system-level priority corridors that are critical to Wisconsin's travel patterns and the state economy.

Road Network

Functional Classification

A functionally classified road system is one in which streets and highways are grouped into classes according to the character of service they provide, ranging from a high



Rothschild is located at the crossing of HWYs 39 and 29.

degree of travel mobility to land access functions. At the upper limit of the system (principal arterials, for example), are those facilities that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limits are those local roads and streets that emphasize access.

The functional classifications are generally defined as:

- **Principal Arterials** serve corridor movements having trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with populations greater than 5,000 or connect major centers of activity. They carry the highest traffic volumes and are designed to accommodate longer trips.
- **Minor Arterials**, like principal arterials, minor arterials also serve cities, large communities, and other major traffic generators providing intra-community continuity and service for trips of moderate length, with more emphasis on land access than principal arterials.
- **Collectors** provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it onto the arterial system.
- **Local Streets** comprise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to higher order systems. Local streets offer the lowest level of mobility, and high volume through-traffic movement on these streets is usually discouraged.

Jurisdiction

Roads are commonly classified in one of two ways: by ownership or by purpose. Jurisdictional responsibility refers to ownership of a particular road, while functional classification, as described above, identifies the road by the level of service it provides.

Jurisdiction refers to governmental ownership, not necessarily responsibility. For example, some State owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a “Federal-aid highway” does not alter its ownership or jurisdiction as a State or local road, only that its service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.

Ownership is divided among the Federal, State, and local governments. States own over 20 percent of the national road network. The Federal Government has responsibility for about five percent, primarily in national parks, forests, and Indian reservations. Over 75 percent of the road system

is locally controlled. In addition, there is a small amount of private roadway within the village.

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on State and Federal highways within their jurisdictional boundaries. In return, the State generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of the State Department of Transportation.

Major Road Facilities

Roadway facilities, including jurisdictions (i.e., U.S., State, and County highways) are shown on the Transportation Map. The following is a brief description of the major road facilities located in the Village. Functional classification, jurisdiction, and Annual Average Daily Traffic (AADT), when available, are summarized for all major roads.

- **I-39/US 51** is designated as a principal arterial. It is designed to freeway standards and provides a high level of service (LOS) connecting to Wausau and points north. Access to the I-39/US 51 freeway in Rothschild is at the interchange with Business 51 in the southwest corner of the Village.
- **STH 29** is an east-west principal arterial and freeway. STH 29 runs along the Village’s northern border providing access to Eau Claire and Minneapolis to the west and Green Bay to the east. Access is available at grade-separated interchanges located at Business 51 in Rothschild and further east at CTH X in the Village of Weston. STH 29 is a heavily traveled roadway that had traffic volumes ranging from 12,800 east of CTH X to 25,700 west of U.S. Business 51 in 2010. Specific interchange ramp volumes are indicated below
- **Business 51 (Grand Avenue)** is a principal north-south arterial, and connects the interchanges on STH 29 and I39/US 51. This corridor also serves as a gateway to the Village. In 2010, AADT volumes ranged between 10,300 south of Military Road to 20,900 north of the STH 29 and Business 51 interchange.
- **CTH XX**, is an east-west minor arterial located along the Village’s southern border. CTH XX links the southern portion of the Village, including the Cedar Creek area and portions of Kronenwetter, to the I-39/US 51 and Business 51 interchange. It also connects to CTH X to the east. East of the interchange with Business 51 (Grand Avenue), CTH XX had an AADT of 4,700 in 2010.
- **Weston Avenue**, is a minor arterial between Business 51 and Alderson Street and a major collector from Alderson Street to CTH X. East of the intersection with Business 51, Weston Avenue had an AADT volume of 1,300 in 2010. West of Alderson Street, the AADT

volume was 2,700 in 2010.

- **Alderson Street and Volkman Street** are classified as minor arterials north of Weston Avenue. STH 29 freeway overpasses are provided at Alderson Street and Volkman Street. North of Weston Avenue, Alderson Street and Volkman Street had 2010 AADT volumes of 3,200 and 3,600, respectively.

Road Maintenance

The Village’s road system is a manageable size making it easy to identify road maintenance needs. However, road system improvements are constrained by funding.

The Pavement Surface Evaluation and Rating (PASER) system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities for the state required Wisconsin Information System for Local Roads (WISLR). PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

In addition to its use in WISLR, the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment can be incorporated into the community’s pavement management plans.

Table 15 below illustrates the WISLR road assessment done in 2015 by surface type and condition rating. As shown, the vast majority of roads in the Village are paved with asphalt. Roads exhibiting a surface condition rating at or

below “Poor” should be examined to determine what type of reconstruction or strengthening is necessary. Roads that display a surface rating of “Good” or better will only require minimal preventative maintenance to maintain safe travel conditions. 59.8 percent of the roads in the Village are rated in “Good” or better condition and need only preventative maintenance. However, roughly 1.7-miles of roadways may require some sort of reconstruction.

The major road project in the Village over the last couple of years has been the reconstruction of the I-39/Business 51 interchange. This project addresses a number of traffic issues related access to and from I-39 and traffic operations in the Cedar Creek area. Improvements include reconstruction of Business 51 between Village Way and County L (Eagle’s Nest Blvd) to a four-lane divided with turn lanes; right turn lanes on southbound Business 51 at both rail crossings; bike lanes on north- and south-bound Business 51; pedestrian accommodations along Business 51; retaining walls to minimize right-of-way and environmental impacts; realignment of Morrison Avenue with south I-39 ramps; traffic signals at both ramp intersections and County XX; reconstruction of all I-39/Business 51 interchange ramps; and reconstruction of the Cedar Creek bridge, raising it out of the floodplain.

The next major road improvement projects anticipated within the Village are identified in the 2011 Wausau Area MPO *Long Range Transportation Plan (LRTP)* as follows:

- **Business USH 51** – Construct the corridor to 4-lanes with bike and pedestrian accommodations from Imperial Avenue to Military Avenue. (*status pending*)
- **STH 29 and Business USH 51** – On the westbound interchange on ramp, lengthen the acceleration lane or add an additional lane. On the eastbound off ramp, lengthen and add an additional lane on the exit ramp to accommodate longer queuing so vehicles do not back

Table 15: Summary of Pavement Conditions (miles)

Surface Type Code - WISLR Data						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
0	0	0.34	0	0	0	0
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
0.39	0.40	0	0.81	39.79	0	0
Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
0.16	1.56	3.13	11.95	11.80	7.62	5.60

Source: WDOT (WISLR), 2015

up into mainline traffic. *(beginning 2016)*

In addition, a variety of important transportation improvements have recently occurred or are planned (see, for example, the Pavilion Marketplace Redevelopment Plan) on the Village's local road system to improve safety or facilitate Village development plans. Perhaps the most notable of these are the Weston-Volkman intersection rebuild and the extension of Military Road with an intersection at Business 51 (Grand Avenue). To resolve traffic flow and safety issues on Business 51, the state is attempting to implement access controls, which may result in the closure or restriction of several local cross-streets. The Village is attempting to balance development needs with safety concerns.

A primary safety concern that must be considered with all Business 51 corridor improvements, including the Military Road intersection project, is vehicles traveling too fast. All designs for projects in the corridor should include recommendations for slowing down traffic.

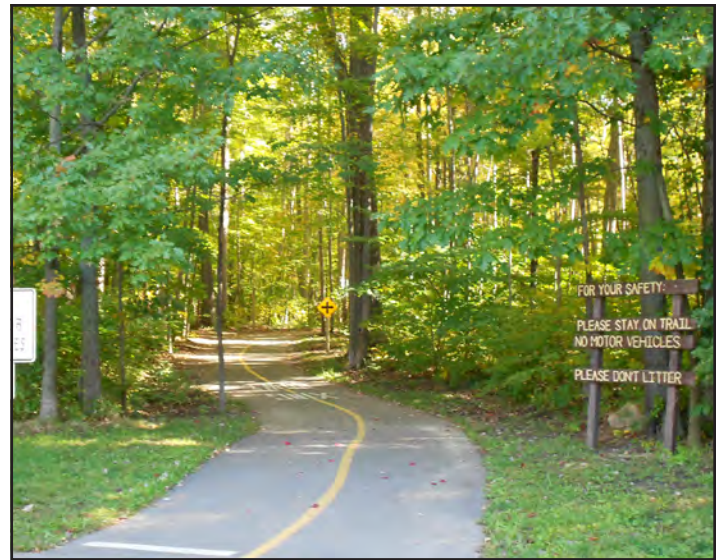
With the extension of Military Road, several parcels will become viable for development. In addition, the direct alignment of Military Road with Foxglove Road, across the river in the Town of Rib Mountain, has renewed discussion regarding an additional river crossing. Between the Grand Avenue (Business 51) crossing in Schofield and the Highway 153 crossing in Mosinee, there is an extended stretch along the Wisconsin River with no street crossing. Communities along the river have periodically identified the need for another crossing. The river creates a significant barrier between communities and heavily influences traffic patterns. Compounding the problem is the I-39/US 51 corridor paralleling the river, essentially creating a second barrier. Foxglove Road has an overpass of I-39/US 51 already in place. The railroad crossing between Business 51 and the River will also have to be addressed.

Other Transportation Modes

Pedestrian

The Village has sidewalk requirements in its municipal code. Although not all areas of the community have sidewalks. The Cedar Creek commercial area and the Business 51 corridor are auto-oriented environments where better pedestrian facilities could improve pedestrian comfort and safety.

Overtime, the Village has been building up its pedestrian (and bike) accommodations, in some cases in conjunction with DOT. The most recent example is the I-39/Business 51 interchange reconstruction project noted above. This project resulted in vast pedestrian improvements along this main artery to the Cedar Creek area, including: pedestrian accommodations along Business 51 and bike lanes on north- and south-bound Business 51.



Trails are a way to bicycle through Rothschild

Bicycle

The Village has been working with the other communities in the metropolitan area to establish bike route system. See Transportation Map for currently existing and proposed paved bike facility locations. The 2009 Wausau MPO Bicycle and Pedestrian Plan laid the foundation for a system of signed routes with consistent wayfinding signage for all the communities. The Village participates with a joint urban area committee that promotes development of this system and maintains a comprehensive route map for the area. In 2015, the committee completed an update to the plan which contains a number of recommendations for the Village. The primary recommendation for Rothschild includes the following:

Business 51 (Grand Avenue) Corridor (from WIS-29 to Military Road): This portion of Business 51 (Grand Avenue) separates several major employers, a small neighborhood, and the River Street bicycle/pedestrian bridge over the Wisconsin River from the rest of Rothschild. This area has moderate demand for walking due to the major employers and population densities. Sidewalks are generally continuous along the east side of Grand Avenue, but do not extend quite all the way south to Military Road. A future path connection is planned between the Military Road/Grand Avenue intersection, through an easement, to the continuation of Military Road beginning approximately 500 feet east of Grand Avenue.

- *The existing sidewalk along Grand Avenue should be extended south to the Military Road intersection and should connect to the planned path connection. The Military Road/Grand Avenue intersection should be improved with marked crosswalks and a sidewalk should be extended west, across the railroad, to at least Elm Street. Explore the feasibility of adding a pedestrian-activated signal (such as a HAWK signal or rectangular rapid flash beacon).*

- *Ensure the continued visibility of the crosswalks at the Hewitt Street intersection by reapplying crosswalk markings as needed (every one to three years, depending on material). Explore the feasibility of adding a pedestrian-activated signal (such as a HAWK signal or rectangular rapid flash beacon).*
- *Provide marked crosswalks and potentially a pedestrian-activated signal at the Brown Boulevard intersection near the LignoTech plant entrance to accommodate employees that may walk to work or wish to walk to Brown Boulevard for lunch.*

Key elements of the system already developed within the Village include the Cedar Creek Trail along the Wisconsin River and the bike & pedestrian bridge crossing the Wisconsin River connecting River Street with a trail system on the west side of the river in Rib Mountain. This crossing also accommodates emergency service and maintenance vehicles. There is a desire to coordinate bike trail development in the Village with neighboring communities to create an interconnected regional system.

With the completion of the Military Road extension project noted above, the controlled intersection at Business 51 and Military will become an important point for safe crossing of Business 51/Grand Avenue. One concept the Village has is to assemble a route that would allow bike/ped travel from the north-side to the south-side of the village without traveling directly along the high-traffic Business 51. The Military Road crossing is key to that plan.

Transit

Maintaining public transit in the Village and surrounding area has been difficult in the current budget climate, and there is currently no regular fix route transit service within the Village. However, there are a number of private taxi cab companies in the area.

Transit service for the elderly and disabled is provided by Marathon County through North Central Health Care (NCHC). The services include flexible demand and volunteer driver services available with a 48-hour notice (requests less than 48 hours are fulfilled as resources allow).

The nearest intercity bus access is available at the MetroRide transit center in downtown Wausau. Service is provided by Jefferson Lines and Lamers Bus Lines to Minneapolis, Greenbay Madison and Milwaukee.

Rail

The Wisconsin Central (Canadian National Railroad [CN]) Railroad runs parallel to Business 51 through the Village. The rail line connects with the cities of Wausau and Tomahawk to the north and Mosinee, Stevens Point and Wisconsin Rapids to the south. It also serves two major industrial businesses

in the Village - Domtar and Wisconsin Public Service.

At-grade railroad crossings are a safety concern, particularly for vehicles crossing the tracks when turning from Business 51.

Airports

The Village is served by two airports; the Central Wisconsin Airport (CWA) and the Wausau Municipal:

Central Wisconsin Airport

The Central Wisconsin Airport (CWA) is a regional non-hub airport is located east of Mosinee and accessible via I-39. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The airport is owned by Marathon and Portage Counties and is governed by the Central Wisconsin Joint Airport Board. It is currently served by three airlines, Delta, American and United Airlines and operates nine daily departures.

CWA first opened in 1969 with 39,000 departing passengers annually. In 2015, the airport expects to see an estimated 130,000 departing passengers. CWA completed a concourse renovation in 1998, which equipped the airport with five departure gates and four boarding bridges. In 2015, a four-year terminal renovation and expansion project was completed which increased operational space, expanded the security check-point, expanded parking facilities and relocated car rentals to their own facility.

Wausau Municipal Airport

The Wausau Municipal Airport, located in the City of Wausau, provides general aviation services and is fully equipped to receive large corporate jets, charters, and privately owned aircraft. Air charter, flight instruction, aircraft rental, scenic rides, as well as aviation line services such as refueling, are some of the services available.

Transportation Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

- General Funding – Given limited budgets, identifying, prioritizing and funding road maintenance needs and road improvements and ensuring the provision of a transportation network that is fiscally sustainable in the long-term is a continual challenge.
- North/South Connections – Floodplains and wetlands restrict the ability to create new north/south road connections through the Cedar Creek area.
- Trail Coordination – The Village is interested in implementing its trail plan and coordinating development of the trail/bikeway system with neighboring communities to create a connected regional trail system.
- Transit Service and Funding – Demand for transit throughout the Village, including the Cedar Creek area, is expected to increase as the area continues to develop. Providing cost-effective transit service to this area is something the Village is interested in exploring. However, funding is scarce and transit service requires a fair number of regular riders to be cost-effective.
- Railroad Crossing – Although a number of safety enhancements have been implemented, the close location of the rail line running parallel to Business 51 is a major safety concern in the community.
- Business 51 Traffic – Heavy traffic volumes on Business 51 is another safety concern noted by the Village. With few traffic signals along Business 51, there tends to be insufficient vehicle gaps to allow cross street traffic to turn onto or cross Business 51. As a result, impatient drivers have been observed taking greater risks pulling out in front of Business 51 traffic. Current and planned projects, such as the Military Road extension/intersection, will address some of the safety concerns, but the DOT's desire to implement access control may affect Village development efforts.
- Kowalski Road Interchange – The Village supports the idea of creating an interchange on I-39/US 51 at Kowalski Road in the Village of Kronenwetter. It could help reduce the amount of residential through traffic going to and from Kronenwetter that currently uses the Business 51 exit.
- Limited River Crossings - Between the Grand Avenue (Business 51) crossing in Schofield and the Highway 153 crossing in Mosinee, there is an extended stretch along the Wisconsin River with no street crossing. The river creates a significant barrier between communities and heavily influences traffic patterns.

Goals, Objectives and Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1: Provide safe and efficient traffic movement throughout the Village.

Objective 1: To continue to work with WDOT and Marathon County to address safety issues along Business 51.

Objective 2: To explore opportunities to improve safety at railroad crossings.

Objective 3: To work with Marathon County to investigate safety issues such as road geometry, speed limits, driveway access and other factors along heavily used county roads such as CTH XX.

Objective 4: To develop a “toolbox” of traffic-calming methods or devices that could be implemented to better manage traffic flow and speed limits in the Village.

Policy 1: The Village of Rothschild places a high priority on maintaining a safe and efficient transportation system.

Goal 2: Provide for adequate maintenance and improvements to the Village road system.

Objective 1: To continue to use the Capital Improvement Program (CIP) budgeting process to prioritize and allocate funding for road maintenance and improvements.

Objective 2: To conduct a bi-annual road analysis, using Pavement Surface Evaluation Ratings (PASER) and the Pavement Management Plan (PMP), to rate local road conditions and prioritize maintenance scheduling.

Objective 3: To continue to seek adequate and consistent sources of revenue to fund needed road improvements.

Objective 4: To explore the feasibility of a new Wisconsin River crossing at Military Road.

Objective 5: To implement the road and other transportation improvements recommended in the Pavilion Market Place Redevelopment and TIF 2 Project Plans.

Objective 6: To incorporate green infrastructure, including curb extensions and storm water planters, into street improvements where practical.

Policy 1: The Village of Rothschild will strive to ensure that roads are well maintained and designed to accommodate current and anticipated traffic volumes.

Goal 3: Ensure that new development will not negatively impact the local road system or create traffic issues within the Village.

Objective 1: To facilitate infill development on vacant parcels already platted throughout the Village.

Objective 2: To require roads in new subdivisions to be designed to accommodate future expansion where appropriate.

Objective 3: To establish required developer contributions for road improvements that serve new developments.

Policy 1: The Village of Rothschild will strive to minimize the impacts of new development on existing roads and traffic patterns.

Goal 4: Provide continuous walkways along main thoroughfares in the Village.

Objective 1: To clarify and strengthen sidewalk requirements for new development.

Objective 2: To develop a schedule for funding and constructing walkways in the Village in conjunction with implementation of the Pavilion Market Place Redevelopment and TIF 2 Project Plans.

Objective 3: To encourage new development to incorporate bicycle and pedestrians facilities.

Policy 1: The Village of Rothschild will strive to ensure a safe and attractive environment for pedestrians and bicyclists.

Goal 5: Support development of a regional multi-use trail system.

Objective 1: To continue work with WDNR, WDOT, and Marathon County to fund and construct the planned trail system in Rothschild, including connections to a planned regional trail system.

Objective 2: To coordinate with other communities (particularly Schofield, Village of Weston, Rib Mountain, and Kronenwetter) to identify routes for trail connections.

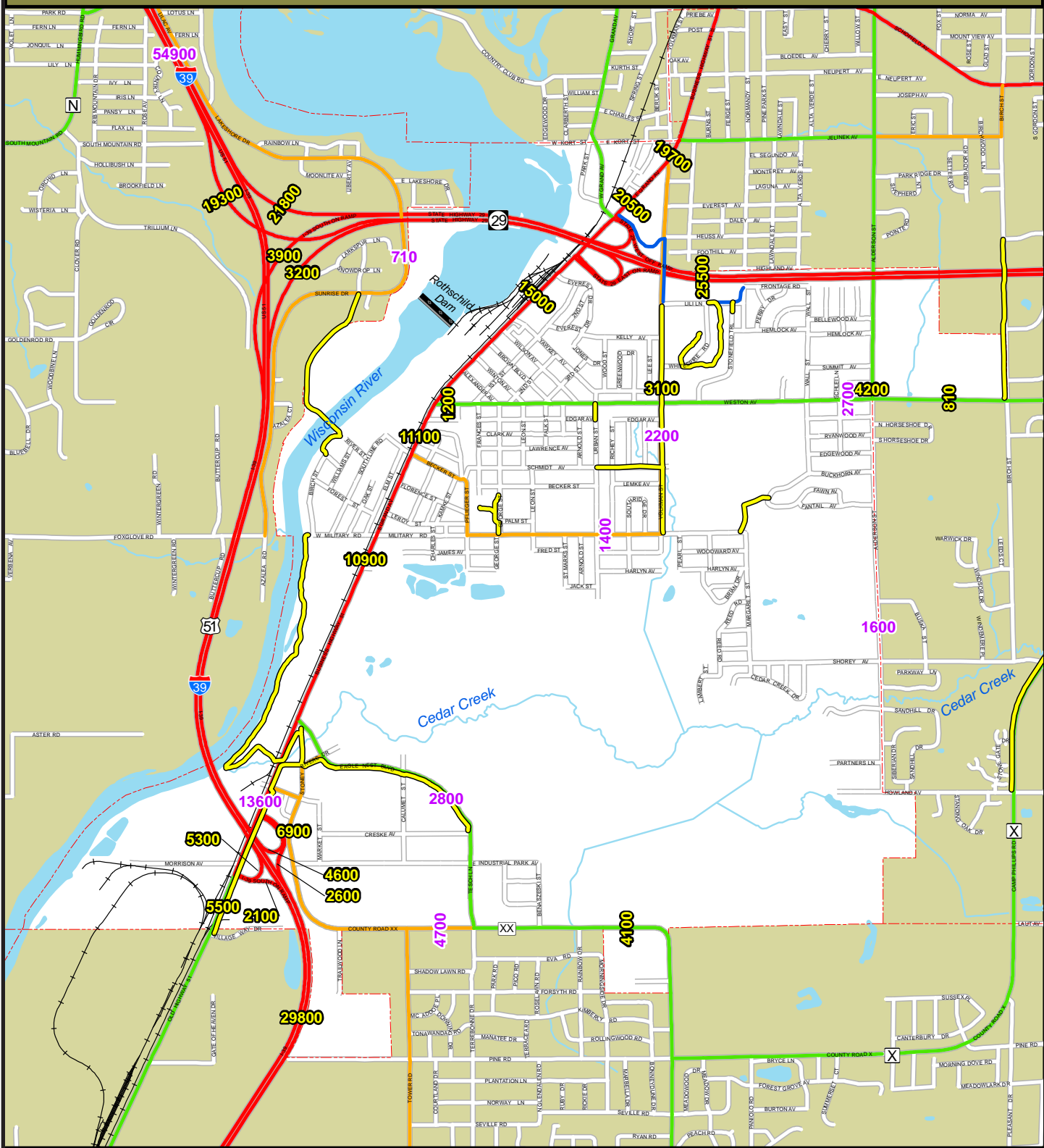
Policy 1: The Village of Rothschild will cooperate in efforts to develop a regional, multi-use trail system.

Goal 6: Provide more transportation choices.

Objective 1: To enhance the unique characteristics of the community by investing in healthy, safe, and walkable neighborhoods.

Objective 2: To provide and improve transportation access for people of all ages and abilities to ensure lifelong mobility and accessibility.

Policy 1: The Village of Rothschild will develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.



--- Minor Civil Divisions	▬ Rothschild Dam
Functional Class	▬ Water
▬ Principal Arterial	▬ Existing Bike Facilities
▬ Minor Arterial	▬ Proposed Bike Facilities
▬ Collector	500 2010 Average Daily Traffic Count
▬ Local Roads	500 2013 Average Daily Traffic Count
▬ Railroad	

Source: WI DNR, NCWRPC, WisDOT

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

North Central Wisconsin Regional Planning Commission
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Chapter Five

Utilities and Community Facilities

Utilities and community facilities, provided by either public or private entities, are critical for community development. Utilities include things such as electrical service, natural gas, telephone and cable communications. Community facilities include local government buildings, libraries, educational facilities, and maintenance and storage facilities, as well as services like police, fire protection, and emergency medical services.

Utilities and community facilities play an important role in the livability of a community.

Previous Plans and Studies

Wausau Urban Area Sewer Service Plan

Scheduled for update in 2016, the sewer service area plan helps the urban area communities look at wastewater collections systems to adequately accommodate growth in a cost effective manner while protecting water quality through sound planning.

Marathon County All Hazard Mitigation Plan

This document examines general conditions, including an inventory of utilities, community facilities and emergency services, throughout the county. Risk assessment is at the heart of the All-Hazards Mitigation program. In order to mitigate the risks, it's necessary to assess their relative importance. The report looks at a series of mostly weather-related disasters; how they have affected the county in the past and how future instances are likely to affect the county and how local government should respond to such occurrences. The report concludes with suggested mitigation measures that might be taken by local governments to reduce the risk from the identified hazards. Counties and incorporated municipalities are required to adopt such plans with updates every five years, and the Marathon County program includes the Village. This plan is being updated in 2016.

Village of Rothschild Outdoor Recreation Plan

The Village has developed an outdoor recreation plan (ORP), which identifies existing recreational opportunities and future recreational needs of the village. Projects listed in the ORP are eligible for state grant funding. To maintain that eligibility, the plan must be updated every five years. The current plans runs through 2019.

Pavilion Park Master Plan

This park master plan identifies conceptual locations and recommendations for different park improvements with Rothschild's Pavilion Park. Detailed planning, design, engineering, research and budget evaluation will be required in order to implement the recommended improvements.

Water Supply and Management

Public Water Service

There are two water distribution systems that provide public water service to the Village: the Village of Rothschild Water Department and the Weston Water District. This is largely the result of annexation of portions of the then Town of Weston, which continue to be served by the Weston Water District. The Village of Rothschild's Public Works Department oversees the Village's portion of the water distribution and storage system. Likewise, the Weston Water District oversees their portion of the water distribution and storage system in Rothschild.

The Village water system serves areas in the Village generally west of Volkman Street and the Weston system generally serves the areas east of Volkman Street while an independent water tower serves the Foremost plant. While the Village does not purchase water from surrounding communities, numerous water mains have been interconnected to ensure adequate flows in the event of an emergency.

The Village owns and operates three wells located on the north side in an area bounded by Park Avenue and Grand Avenue. This area is within a Wellhead Protection District,



Water storage facilities include the watertower

which is subject to land use controls spelled out in the Village's wellhead protection ordinance. These three wells provide a total capacity of about 2,000 gallons per minute. A fourth well is to be located in the City of Schofield on Kent Street. The Weston Water District states that they have adequate capacity to accommodate existing and anticipated growth on the Village's east side.

The Village's system includes three water storage facilities, including two 300,000-gallon water towers and 88,000-gallon below-ground storage facility. To improve water quality, the Village constructed a new 2.2 MGD water treatment facility that went on line in 2002.

Storage facilities in the Weston system that serve property in the Village include a well and water tower at the intersection of I-39/US 51 and Business 51, which serves Foremost Farms USA and another tower located near Schlei Lane.

The Village and Weston water distribution systems are generally in good working condition. A new 12" main was recently installed along Business 51 from Yawkey Avenue to Stoney Rivers Drive, providing additional capacity to Cedar Creek and areas to the south. The Village actively replaces old pipes in conjunction with road reconstruction or in response to a known problem. The Village has a capital improvement program (CIP) that indicates which pipes will be replaced, typically within a 5-year programming schedule.

Sanitary Sewer Service

Sanitary sewer treatment in the Village of Rothschild is provided by the Rib Mountain Metropolitan Sewerage District (RMMSD), which handles wastewater treatment for the southern portion of the Wausau metropolitan area. The Village of Rothschild is responsible for wastewater collection within its borders, except for the area east of Volkman which, like the water service, is also handled by Weston.

The Village does not have its own wastewater treatment

plant. Wastewater is sent to the RMMSD treatment plant, which is currently undergoing a new facilities planning process to ensure capacity to serve anticipated future development within the service area. The Village's collection system is owned and maintained by the Village and is generally in good condition. Sewer pipes and mains are replaced and upgraded in conjunction with road reconstruction or in response to known problems.

In addition, Domtar, one of the largest water consumers in the Village, has a private sewerage treatment facility to accommodate a large percentage of their wastewater. Similarly, Foremost Farms USA also has a private wastewater treatment system to handle their industrial wastes.

Within the Village there are a few areas that are not currently served by sanitary sewer. These areas are generally located along CTH XX, east of the industrial park and at the south end of Alderson Street.

The Village of Rothschild is within the sanitary sewer service area defined in the 2025 *Wausau Urban Area Sewer Service Plan*, which was approved in 2007. Preparation of this plan was mandated by the Wisconsin Department of Natural Resources (WDNR) as one component of the *Upper Wisconsin River Water Quality Plan* and as a requirement for receiving wastewater treatment facilities grants and administrative approval of sewer extensions. The WDNR's involvement in this planning effort is promulgated in State Administrative Rules and in the Federal Clean Water Act.

The primary purpose of the plan was to establish a sewer service boundary for the Wausau Urban Area. This boundary sets the 20-year maximum limit for extension of sanitary sewer services in a cost effective, environmentally sound manner. Generally, property located within the sewer service boundary line is eligible to receive sanitary sewer service during the 20-year planning period and property lying outside this sewer service area boundary would not, unless the boundary was amended. The communities involved are undertaking an update to the Plan in 2016.

Storm Water Management

Limited storm sewer exists in the newer developing areas east of Volkman Street. A large percentage of the undeveloped area drains southwest and must pass through existing culverts located under Margaret Street. In addition, runoff from the undeveloped Wolff property also drains to the south and must pass through the culverts under Military Road. The Village did not have an existing storm water detention ordinance prior to the year 2000. In 2000 the Village recodified its Zoning Ordinance and added a storm water detention ordinance for commercial and residential developments. This ordinance includes provisions to control the rate of storm water runoff and possible flooding. The ordinance is periodically updated to keep pace with changes

to Wisconsin Administrative Codes NR 151 and NR 152.

The Village participates in the North Central Wisconsin Stormwater Coalition with Marathon County and 11 other municipalities in the Wisconsin River Basin to cooperatively address federal and state stormwater regulations. The major issue currently facing group is the total maximum daily load (TMDL) limit on phosphorus being discharged into the river.

Solid Waste and Recycling

Solid Waste

The Village of Rothschild contracts with a private company for waste management. Municipal, commercial and industrial waste is accepted at the Marathon County Landfill in Ringle.

The Marathon County Solid Waste Management Department is in charge of waste management for non-hazardous solid waste. Marathon County Solid Waste Management consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy. The Department operates a Household Hazardous Waste Collection Facility where residents can drop off hazardous waste free of charge.

Recycling

Recycling pick-up is provided by a private contractor on a weekly basis.

Village Operations

Village Offices

The Village completed a 19,000 s.f. Village Hall office complex in 1998. The Village Hall houses the Village administrative offices, the Rothschild Area Branch Library and the Village Police Department. It also has a community room and was designed to allow expansion. The Village Hall is located at the intersection of Business 51 and Alexander Avenue.

Public Works Facilities and Equipment

The Village has invested in quality equipment to maintain the existing infrastructure, public safety, snow plowing and parks. Public Works heavy equipment and materials are housed at the Public Works maintenance and storage facility located south of Leon Street. This area also functions as a material storage area for salt, sand and other construction materials. The Village has a capital equipment fund that covers replacement and maintenance of Village owned vehicles and large pieces of equipment, including those used by the police and fire departments.

Public Safety

Police

The Rothschild Police Department is located in the new Village Hall office complex. The department serves the Village of Rothschild Comprehensive Plan 2016



Rothschild Police



Rothschild Fire Service

incorporated area of the Village. The department has a number of sworn officers, including the Chief, a Captain, a Sergeant and a Crime Prevention Officer (D.A.R.E.). There are also full time administrative staff members. Additional capacity was built into the new facility to accommodate future growth of the Department. The Department has mutual aid agreements with the Everest Metro Police Department, the City of Wausau, and Marathon County.

Fire / EMS

The Village currently has a fire department with both paid and volunteer staff including Firefighter/Emergency Medical Technicians (Advanced), Firefighter/Emergency Medical Technicians – (Basic) and Firefighters for a total number of personnel of 39 according to a 2015 Department Roster. Equipment for the fire department is housed in a separate Village fire station located north of the new Village Hall on Business 51. The department currently has a number of fire trucks including a new aerial ladder truck, ambulances, rescue trucks and personal watercraft for water rescues.

In 2015, The Department had an operational review completed at the request of the Village Police and Fire Commission. The resulting report is an in-depth analysis of all aspects of the Department and contains a number of organizational and operational recommendations as well as an evaluation of consolidation options. Also in 2015, there was a feasibility study completed regarding options for the aging fire department building. In early 2016, as part of the ongoing process of evaluation and improvement, the Rothschild Fire Department announced a merger with the City of Schofield Fire Department. The merger will take some time to fully implement.

E-911 Dispatch Service

The Marathon County Sheriff's Department Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County. The users are served by a microwave linked repeater radio system, consisting of a control center at the Sheriff's Department, and multiple remote radio tower sites spread throughout the County.

Health Care

Hospitals

Two major hospitals serve the Village. Ministry Health Care St. Clare's Hospital opened in 2005. The 104-bed hospital and medical office complex is located in Weston near the intersection of STH 29 and CTH X. The St. Clare's site is adjacent to the Village of Rothschild and there are parcels within the Village anticipated for future hospital/medical complex expansion. Ministry Health has over 700 physicians with 41 Regional Centers in Wisconsin and Upper Michigan.

Wausau Hospital is located in the City of Wausau at 425 Pine Ridge Boulevard. Wausau Hospital was created in the 1970s from a merger of St. Mary's Hospital and Memorial Hospital. A new building was completed in 1979 and has undergone a number of expansions since then. The 321-bed facility is a multi-specialty regional health center serving a 12-county region in north central Wisconsin.

North Central Health Care (NCHC)

Marathon County contracts with NCHC to provide outpatient, day hospital, community support and inpatient services for mental/emotional problems; vocational, life skill training, early intervention, housing and care management services for the developmentally disabled; and assessment, individual and outpatient group counseling, intensive programming, day hospital, referral for residential and inpatient treatment, and education for alcohol and other drug problems. Services for detoxification and for persons suffering from problems with gambling addiction are also offered. The NCHC main campus is located at 2400 Marshall Street in Wausau, and Langlade and Lincoln County are also partners with satellite campuses. In early 2016, Marathon County was reevaluating

how it provides mental health services.

NCHC also operates the County nursing home, Mount View Care Center, which offers skilled nursing services at the main campus in Wausau. This facility has a licensed capacity of 320 and serves persons requiring either short term or long term skilled nursing care because of complex physical needs, psychiatric and neurological diseases, dementia or behavior problems. See the Housing Chapter of this report for more information on special needs housing within the Village.

Energy and Telecommunications

Electric and Natural Gas

Wisconsin Public Service Corporation (WPS) provides electrical power and natural gas to the Village of Rothschild. The Village is home to two power plants: the WPS Weston Power Plant, which lies partly in Rothschild and partly in the Village of Kronenwetter, and the Rothschild Biomass Cogeneration Plant next to the Domtar Mill, which burns wood wastes to generate electricity for the mill and the power grid. The biomass plant is a WE Energies facility, and WPS recently became a subsidiary of WE Energies.

Telecommunications

Telephone and high speed internet service to the Village of Rothschild are provided primarily by Charter Communications and Frontier Communications. Wireless telephone coverage in the area is delivered by most of the national providers. There is a cell tower located in the Village on Brown Boulevard.

Education, Recreation & Culture

Libraries

The Village of Rothschild is served by the Marathon County Public Library system. A Rothschild Area Branch Library is located in the Rothschild Village Hall. The library has 3,245 square feet of space holding over 31,000 volumes.

Day Care

Currently, there are four licensed day-care centers/providers located in the Village of Rothschild.

Schools

The Village of Rothschild is located in the D. C. Everest School District, which has a full range of elementary school, middle, and senior high school facilities. Residents of Rothschild attend either Rothschild Elementary School at 810 First Street or Evergreen Elementary at 1610 Pine Road.

The junior and senior high schools are both in the Village of Weston and the senior high campus off Alderson Street also includes the Greenheck Field House. There is one private school in Rothschild: St. Mark's Catholic Elementary School, which is part of the Newman Catholic Schools system.



Rothschild Library



Rothschild Pavilion can be rented for events

Northcentral Technical College (NTC), located in the City of Wausau, offers 40 one- and two-year programs and certificates in business, technical, health and industrial fields. Approximately 2,300 full- and part-time students attend classes, although more than 16,000 people take at least one class annually.

University of Wisconsin – Marathon County (UW-MC), located in the City of Wausau, offers lower level (freshman/sophomore) college classes, leading to a baccalaureate degree. Associate Degrees are offered in Arts & Sciences, and Bachelor’s Degrees (through collaborative degree programs with UW Oshkosh and UW Stevens Point) are offered in Business Administration, General Studies, and Nursing. Enrollment averages around 1,100 students. Globe University, a private college that provides hands-on career training with 40 degree programs, has a location in the Cedar Creek area.



Rothschild Aquatic Center

Parks and Trails

Village of Rothschild Facilities

The Village of Rothschild owns and maintains several developed parks and open space areas, including:

Gaska Park is a 48 acrea area of mostly wooded parkland. Crisscrossed by numerous pedestrian / hiking trails winding within its boundaries, as well as 1,350 feet of bike and pedestrian trail along Volkman Avenue as well as a 1,320 foot paved trail that interconnects the park. This park also has a rentable pavilion structure with enclosed prep area, children’s play structures, bathrooms, ball diamond, soccer field, volleyball court, and paved pedestrian path connecting the parking area to the ball diamond for easy and ADA accessibility. Parking areas are conveniently located.

River Park is a fully-improved, 5.6 acre park with 525 feet of river frontage and access to the Wisconsin River Trail system and connectivity to the Cedar Creek Trail. It also

has a rentable pavilion structure with enclosed prep area, children’s play structures, bathrooms, ball diamond, and soccer field. This park features a Bike Fixation Stations and direct access to the Pedestrian Bridge crossing of the Wisconsin River.

Rothschild Pavilion / Kort Street Park and Boat Launch Complex spans 27 acres and includes shaded park space, picnic areas, trails, island exploration area, access to two boat launch sites, fishing pier and 4,600 feet of river frontage (including island). The complex is home to the historic Rothschild Pavilion as well as the Rothschild / Schofield Aquatic Center.

George Street Park is a fully improved park located near the heart of the Village. Spanning 6.5 acres, this park includes a rentable pavilion structure with enclosed prep area, children’s play structures, bathrooms, ball diamond, soccer field, tennis court, sledding hill for winter fun, and dual parking areas.

Tower Park is located just off of the Downtown. This quiet, shaded park includes children's play structure and direct access to shops in the historic downtown - Brown Boulevard.

Zimpro Park spans 4.9 acres and is well-shaded with a children's play structure. In addition, this park is located just blocks off of the Cedar Creek / River Park Trail systems.

Garske Park is a quaint sitting park situated along the connector street for the pedestrian/bike route between the Cedar Creek Trail Head and River Park.

Cedar Creek Trail is a paved pedestrian and bike trail that follows the natural shoreline of the Wisconsin River. The trail currently extends approximately 7,700 feet of trail and features three bridges (two covered). Trail heads are located in the Cedar Creek business area by Stoney Creek Inn, as well as along West Military Road. This trail connects with a broader trail system that rims Eagle Nest Boulevard, with additional connectivity to an off-road trail system scheduled to open in 2016. This new section will extend to the Village of Kronenwetter boundary via the BUS HWY 51 right-of-way.

Volkman Trail is a newly developing, paved pedestrian and bike trail that links key areas within the Village. It will link Gaska Park to the adjacent residential neighborhood while bisecting a detention basin, utility corridor and wetlands. The trail also connects with the Cedar Creek Trail.

The Village has a number of other segments of trails and routes and is in the process of developing an interconnected system with links to its surrounding neighbors. A cross-country ski trail study is currently underway by the Village.

County and State Park Facilities

There are several county and state park facilities within or in close proximity to the Village of Rothschild, including Rib Mountain State Park, Bluegill Bay County Park, Nine-Mile Forest Unit, Kronenwetter Forest Unit, and the Mountain Bay State Trail.

See the Utilities and Community Facilities Map.

Utilities and Community Facilities Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

- **Aging population** - The needs of an aging population places special burdens a range of services that are needed by seniors, including nutrition programs, health care, nursing home, and emergency medical services. Transportation alternatives that allow those who can no longer drive, or choose not to, can open up opportunities for independent living and social support networks that are important to seniors and other special need populations.
- **Broadband Access** - Internet access is the key to today's information economy.
- **Bike/Ped Facilities** - Bike and pedestrian routes and trails are an important element in the livability of a community. The Village is interested in implementing its trail plan and coordinating development of the trail/bikeway system with neighboring communities to create a connected regional trail system.
- **Mountain Bike Park** - There is interest from some segments of the community for the development of a mountain bike park within the Village.
- **Rib Mountain Metro Sanitary District** - RMMSD is updating its facilities plan which will identify future upgrade/expansion needs and allocate costs to members including the Village.
- **Phosphorus Reduction** - Compliance with pending phosphorus limits for wastewater and storm water discharge will have significant financial impacts.



The playground at George Street Park

Goals, Objectives & Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1: Maintain high quality sewer and water services within the Village.

Objective 1: To continue to utilize the Capital Improvement Program (CIP) to plan and budget for maintenance and improvements to the Village's wastewater collection and water distribution systems.

Objective 2: To continue to coordinate maintenance and improvements to the water distribution system.

Objective 3: To continue to maintain sufficient water supply and storage facilities to keep pace with anticipated growth.

Objective 4: To work with Rib Mountain Metro Sewer District to keep costs down while coordinating efforts to meet phosphorus reduction requirements.

Policy 1: The Village of Rothschild will strive to provide high-quality sewer and water services in a cost-efficient manner.

Goal 2: Protect the Village's water resources, including groundwater sources of potable water.

Objective 1: To continue to enforce regulations and development restrictions established in the Wellhead Protection Ordinance.

Objective 2: To continue to manage storm water runoff and minimize flooding through enforcement of the storm water regulatory controls.

Objective 3: To continue to participate in the North Central Wisconsin Stormwater Coalition to cooperatively address storm water requirements and mandated phosphorus reduction.

Policy 1: The Village of Rothschild supports efforts to protect and enhance the quality of its water resources and will continue to actively protect its well recharge area.

Goal 3: Support and maintain existing community facilities and equipment.

Objective 1: To identify and prioritize capital improvement needs for community facilities (i.e., building improvements) and utilize the capital equipment fund to budget for equipment and vehicle maintenance and replacement.

Policy 1: The Village of Rothschild recognizes the importance of Village Hall as a community gathering place and as the center of Village government and will strive to provide well-maintained and up to date community facilities.

Goal 4: Maintain current provision of community services.

Objective 1: To continue to use the Capital Improvements Program (CIP) to analyze, prioritize, and fund service provision requests.

Objective 2: To analyze future developments for their impact on the community's tax base in relation to the cost of additional services that they would require.

Policy 1: The Village of Rothschild will strive to maintain current levels of community services.

Goal 5: Maintain and improve existing parks in the Village.

Objective 1: To use the Capital Improvement Program budget process to ensure adequate funding for maintenance and improvements to existing park facilities.

Objective 2: To continue to provide recreational facilities at a level sufficient to meet the recreational needs of Village residents.

Objective 3: To periodically evaluate park facilities.

Policy 1: The Village of Rothschild will strive to provide timely and sufficient maintenance and upkeep of park facilities.

Goal 6: Provide adequate parkland to serve new and existing residents.

Objective 1: To identify and map potential locations for new parks and trails in the Village.

Objective 2: To encourage new residential developments to include parks, green space and trails.

Objective 3: To plan for the development of a new park in the northeast corner of the Village to meet need identified in Village Outdoor Recreation Plan.

Policy 1: The Village of Rothschild will strive to provide adequate park and recreation facilities to meet the needs of current and future residents.

Goal 7: Support development of a regional multi-use trail system.

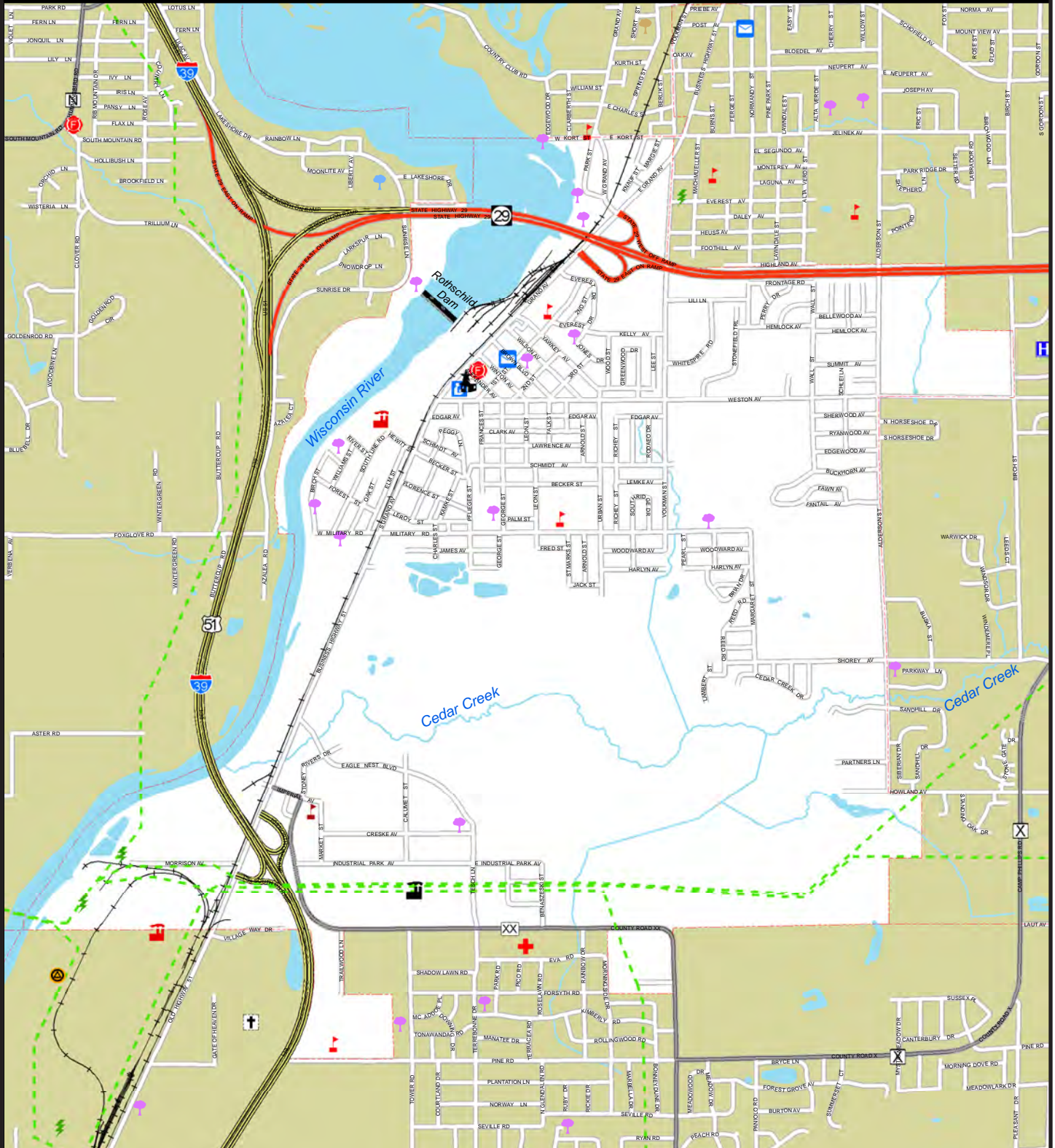
Objective 1: To continue to work with WDNR, WDOT, and Marathon County to fund and construct the planned trail system in Rothschild, including connections to a planned regional trail system.

Objective 2: To coordinate with other communities (particularly Schofield, Village of Weston, Rib Mountain, and Kronenwetter) to identify routes for trail connections.

Policy 1: The Village of Rothschild will cooperate in efforts to develop a regional, multi-use trail system.

VILLAGE OF ROTHSCHILD

UTILITIES AND COMMUNITY FACILITIES MAP 5



- | | | |
|-----------------------|-----------------|------------------------|
| Minor Civil Divisions | City Park | Library |
| US Highway | Town Park | Police Station |
| State Highways | Village Park | Post Office |
| County Highways | Cemeteries | Power Plant |
| Local Roads | Fire Station | Schools |
| Railroad | Landfill | Village Hall |
| Rothschild Dam | Health Services | Substations |
| Water | Hospital | High Voltage Powerline |
| Industrial Park | | |

Source: WI DNR, NCWRPC

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Chapter Six

Economic Development

The economic development chapter provides an overview of the local economy and identifies goals, objectives and policies to improve the local economy. Enhancing economic competitiveness is one of the principles of livability. A community can improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.

Rothschild is home to several large national and regional companies, which provide employment opportunities for residents as well as people living throughout the region. The Village contains a variety of commercial/retail businesses that serve local and regional customers, most notably; the Cedar Creek Mall area serves as a regional commercial center.

Previous Plans and Studies

Comprehensive Economic Development Strategy (CEDS)

Marathon County is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). The North Central Wisconsin Regional Planning Commission is the agency that is responsible for maintaining that federal designation. As part of maintaining that designation, the NCWRPC annually prepares a Comprehensive Economic Development Strategy (CEDS) report. The report serves to summarize and assess economic development activities of the past year and present new and modified program strategies for the upcoming year.

Key components from this regional level plan include an inventory of the physical geography of the Region and its resident population. Labor, income, and employment data are reviewed as well as an in-depth analysis of the economic status of the Region.

Pavilion Marketplace Redevelopment Plan / Project Plan: Tax Increment Finance District No. 2

A plan for the revitalization of the Village's northernmost corner, north of STH 29. The area is bisected by Business 51 (Grand Avenue), connecting the Village with the City of Wausau. As part of the planning process, the area was branded, "Pavilion Market Place and includes the Pavilion Park Master Plan.

In order to facilitate new development, the Plan calls for a number of projects and improvements to revitalize the community and stimulate economic growth. TID 2 was created to provide a source of funding for recommended improvements from the Pavilion Marketplace Redevelopment Plan but also included an extended area along Business 51 to the commercial/industrial areas near the I39/Business 51 Interchange.

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies three economic development issues:

- Available Labor Force and Employment - Businesses need a workforce with the proper education to meet the demands of the changing job market. High labor needs combined with an older workforce preparing for retirement will result in a labor force shortage and inability to meet the workforce needs of area businesses. The future availability of a quality labor force is a major concern for the business community.
- Living Wage - Over the past 10 years, the region's cost of living (i.e. home prices and rent) have increased faster than per capita and household incomes. Consequently, many working adults must seek public assistance and/or hold multiple jobs in order to meet the basic needs of their families. Occupations paying a living wage provide

families resources for savings, investments, education, and the purchasing of goods which improves the local economy and increases the quality of life of the region's population.

- Broadband - High-speed broadband connections are crucial for government services, healthcare, education, library systems, private businesses, and residents. Improving the region's telecommunication network can assist existing businesses, attract new businesses, and allow residents to access education opportunities.

Economic Sectors

In 2010, there were 3,005 persons employed in the eleven basic economic sectors in the Village. That is an increase of over 11 percent since 2000 (see Table 16).

Between 2000 and 2010, the three fastest growing sectors were Leisure and Hospitality, Public Administration, and Education and Health Services. In terms of total employment, the Trade, Transportation and Utilities industry is the largest segment of the economy, followed by Education and Health Services. It should be noted that the number of employees in certain sectors, particularly those workers engaged in Natural Resources and Mining which includes agriculture, forestry, and fishing, may be understated in this data set.

Table 16: Employment by Sector

Sector	2000	2010	% Change
Natural Resources and Mining	3	0	-100.0%
Construction	107	69	-35.5%
Manufacturing	729	636	-12.8%
Trade, Transportation, Utilities	655	687	4.9%
Information	69	48	-30.4%
Financial Activities	219	300	37.0%
Professional & Business Services	196	197	0.5%
Education & Health Services	466	673	44.4%
Leisure & Hospitality	108	221	104.6%
Other Services	101	101	0.0%
Public Administration	43	73	69.8%
Total	2,696	3,005	11.5%

Source: U.S. Census 2000, 2010

Labor Force Analysis

Labor Force

Labor force is defined as the number of persons, sixteen and over, employed or looking to be employment. Overall, the Village labor force has grown from 2,760 in 2000 to 3,173 in 2010. That represents a growth of 15 percent, better

than the State as a whole. In 2000, 2,696 of those were employed and that rose to 3,005 in 2010, an increase of over 11 percent. The Village employment grew faster than the County (5.2%) and State (4.9%), but was on par with the Nation (11.6%) (see Table 17).

Unemployment

Unemployment is defined as the difference between the total civilian labor force and total persons employed. Stay-at-home parents, retirees, or persons not searching for employment are not considered unemployed because they are not considered to be part of the "labor force". In 2000, the Village had 2.3 percent unemployment, and in 2010 unemployment was 5.3 percent which is lower than the County (6.5%), State (6.6%) and Nation (7.9%).

Workforce Participation

Workforce participation is a measure expressed in terms of a percentage of persons actively seeking employment divided by the total working age population. People not participating in the labor force may not seek employment due to a variety of reasons including retirement, disability, choice to be a homemaker, or simply are not looking for work. In 2000, 73 percent of the population over 16 in Rothschild was in the labor force. By 2010, that rate increased to 75 percent. The national participation rate in 2010 was 65 percent, and the state rate was 69 percent.

In 2010 the unemployment rate in Rothschild was 5.3 percent. However, over the last five years unemployment rates have decreased. In September of 2015 the state unemployment rate was 4.3 percent, while the Marathon County rate was 3.2 percent.

Table 17: Labor Force

	2000	2010	% Change
Population 16 Years and Over	3,777	4,224	11.8%
Labor Force	2,760	3,173	15.0%
Employed	2,696	3,005	11.5%
Unemployed	64	168	162.5%
Unemployment Rate	2.3%	5.3%	128.3%
Participation Rate	73.1%	75.1%	2.8%

Source: U.S. Census 2000, 2010

Education & Training

In addition to participation, worker productivity has often been cited as an important reason for the strength of Wisconsin's economy. Both education and training is critical to maintaining that productivity.

The level of educational attainment is an important indicator of the skills of the labor force. Formal education and job training reflect a community's ability to provide a labor

force for certain types of industry. Educational attainment in the county is notably higher than the national average in terms of those with a high school diploma or better, and slightly higher for bachelor’s degrees or higher. The Village also leads the county and state in both areas as well.

Partnerships between local businesses, governments, and educational institutions are very useful in developing the Regional economy. Institutions such as UW-Stevens Point and Northcentral Technical College, often direct their programs to the training needs of local workers and businesses.

Occupations

Table 18 identifies the five main occupational categories and provides comparison with the Village, county and state.

Management and Business workers are the largest component of the labor force in the Village of Rothschild, on par, percentage wise, with the county and or the state. Sales and Office workers are the next largest group and slightly higher as a percentage than the county and state. Production and Transportation workers are the next largest group in the Village, followed by Service and finally Natural Resources and Construction.

A listing of economic development programs can be found in Attachment C.

Table 18: Resident Occupation

Occupation	Rothschild	Marathon County	Wisconsin
Management/ Business/Science	965	21,212	947,672
Service	437	9,919	462,097
Sales/Office	866	17,063	703,658
Natural Resources/ Construction	143	6,970	262,749
Production/ Transportation	594	14,816	494,134
Total	3,005	69,980	2,869,310

Source: U.S. Census 2000, 2010

Economic Development Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

- Opportunities for new development are limited by constraints on the amount of developable land available within the Village.
- Several of the commercial buildings within the Village are vacant, dilapidated, or in need of revitalization to draw in new tenants and new customers.
- General Funding – Given limited budgets, identifying, prioritizing and funding economic development needs and improvements that ensure development that is fiscally sustainable in the long-term is a continual challenge.

Goals, Objectives and Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1: Encourage economic development that is sustainable and promotes a high quality of life.

Objective 1: To diversify the local economy to create a more regional employment and market base.

Objective 2: To integrate growth in Rothschild with the economic development strategy for Central Wisconsin.

Objective 3: To consider establishing a Village Economic Development Committee to recruit businesses and services to locate in Rothschild.

Policy 1: The Village of Rothschild will strive to maintain and encourage new, high-quality commercial and industrial development that enhances the Village tax base.

Goal 2: Revitalize older commercial and industrial areas in Rothschild.

Objective 1: To encourage redevelopment of older commercial areas.

Objective 2: To identify under-utilized commercial and/or industrial properties that could benefit from revitalization.

Objective 3: To ensure that public infrastructure (water, sewer, roads/access) is adequate to support redevelopment of existing commercial and industrial properties.

Objective 4: To identify and prioritize public infrastructure improvements needed to foster new commercial and industrial development.

Objective 5: To continue to implement - Pavilion Marketplace Redevelopment Plan and corresponding plan for Tax Incremental Finance District No. 2 to finance public infrastructure improvements, property acquisition, etc. to foster redevelopment of older businesses.

Policy 1: The Village of Rothschild encourages and supports redevelopment to foster high quality and well planned commercial and industrial development.

Chapter Seven

Land Use

The Village of Rothschild is located just south of the center of the Wausau metropolitan area, which generally extends between Brokaw on the north and Mosinee on the south. Situated on the west side of the Wisconsin River, the Village developed along the “old” Highway 51 (now Business 51) adjacent to what is now the Domtar paper mill. The Village has very limited potential to expand since it is surrounded by incorporated municipalities to the north (City of Schofield), east (Village of Weston), and south (Village of Kronenwetter). The Wisconsin River generally restricts expansion to the west.

Land Use is a crucial component of livability and provides a basis for the formulation of policy to coordinate a sustainable pattern of development. The existing natural landscape and land use patterns influence future land use and development. Much of the Region has population and housing densities well below the state average, which in turn places more reliance on automobiles to get to and from work, shopping and other activities. Balancing the needs of the community with land use issues requires that each situation be considered individually and that the community seeks the solution which fits the unique challenges that it faces.

Previous Plans and Studies

Comprehensive Plan 2006

In February 2006, the Village adopted a comprehensive plan that was based, in part, on a plan known as the *Village of Rothschild Master Plan* which was adopted in 2000. The 2006 plan was completed as part of a massive planning effort coordinated by Marathon County that resulted in individual comprehensive plans for Marathon County and most of its 62 local units of government including the Village of Rothschild. That comprehensive plan serves as a base for preparation of this comprehensive plan which is essentially an update.

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. Land use strategies are developed for promoting efficient development patterns and keeping governmental costs (and taxes) down, such as multi-modal transportation connections, traditional neighborhood designs as an alternative to subdivisions, new urbanism concepts with mixed-uses, services within walking distance, transit-oriented development, and clustered housing concepts which allow opportunities for trails or open space.

Existing Land Use 2010

The Village is bisected by Cedar Creek and surrounding wetlands, which create a large undeveloped area in the center of the Village. Generally, older developed areas are located north of the creek and newer development is located south of the creek. Most residential development is located north of Cedar Creek, built up around the traditional “downtown” area at the intersection of Brown Boulevard and Business 51. Much of the residential area east of Volkman Street was annexed into the Village from the Town of Weston in 1992. These areas consist of relatively low-density residential development.

Traditionally, commercial development was concentrated in the Business 51 corridor. An older commercial hub exists along Business 51 at the interchange with STH 29 in the northern corner of the Village. This area abuts commercial development along Business 51 in neighboring Schofield and the Village of Weston. A regionally oriented commercial center – Cedar Creek Mall - is located at the south end of the Village near the intersection of Business 51 and USH 51/39.

Most industrial land uses are located adjacent to Business 51 and Old Highway 51, which extends southwest of USH

51/39. However, a newer commercial/industrial park was created just east of Cedar Creek Mall.

Table 19 presents the breakdown of land-use types within the Village in 2010.

Table 19: Existing Land Use 2010

Land Cover Category	Acres	% of Total Land Area
Residential	816.6	18.5%
Government/ Institutional	78.3	1.8%
Commercial	258.9	5.9%
Industrial	309.8	7.0%
Openland	647.3	14.6%
Agriculture	54.0	1.2%
Recreation Outdoor	20.1	0.5%
Woodlands	1,385.0	31.3%
Water	313.3	7.1%
Transportation	535.9	12.1%
Total Land Area	4,419.4	100%

Source: Marathon County CPZ

Land Supply

The Village has very limited potential to expand into new areas since it is surrounded by the City of Schofield on the north, the Village of Weston to the east, and the Village of Kronenwetter on the south. To the west, the Wisconsin River generally acts as a barrier between the Village and the Town of Rib Mountain.

Within the Village, itself, opportunities for new development are limited by constraints on the amount of developable land available. Development is severely limited by wet soils and potential for flooding in a large area surrounding Cedar Creek, and a significant number of lots assessed as unbuildable due to floodplain and wetlands. In addition, several of the commercial buildings within the Village are vacant, dilapidated, or in need of revitalization to draw in new tenants and new customers. As a result of these factors, the Village’s emphasis is more on infill and redevelopment, than development of new areas.

Most of the vacant land in the Village is located between Volkman Street and Alderson Street and is designated for low-density residential development (15,000 s.f. lots). Other new residential could develop as infill on vacant lots. The Wolff Farm PUD consists of approximately 60 acres, of which 35 acres is suitable for residential development. Some land south of Shorey Avenue in the southeast part of the Village is also available for residential development. In addition, the Cedar Creek Industrial Park contains some vacant lots for industrial and commercial land uses.

Opportunities for Redevelopment

As indicated in the previous section, the Village has a number of areas it is focusing on for redevelopment. One prime example is the former Amoco site at Business 51 and Florence. In conjunction with Marathon County, which paid for phase 1 and 2 environmental studies on the site, the Village was able to get a grant to raze the building and remove the tanks. The site is now seeded, and the Village is awaiting final sign-off from regulatory agencies to proceed with finding a new use for the site.

In addition to special spot parcels here and there, the Village is targeting four areas for redevelopment and infill. These include the Pavilion Market Place, the Business 51 corridor, the Traditional “downtown” at Brown Boulevard and Business 51, and the Cedar Creek area, including the industrial area on the north side of Morrison Avenue and the old fly-ash landfill

Land Demand

An estimate of land needed for future residential development was based on projected new dwelling units to 2030 derived from the 2006 comprehensive plan using WDOA household projections and the average density of dwelling units per acre in the community. Future acres needed for residential development were estimated by multiplying the projected number of households in 2030 by the average density. Similarly, the estimated land needed for new non-residential development was based on projected changes in local employment and an estimated average density of employees per acre in the area. See Table 20 for estimated land demands.

Table 20: Estimated Land Demand in Acres

Category	Projected Total Acreage		
	2020	2025	2030
Agricultural	544	444	344
Residential	1,042	1,099	1,156
Commercial	306	321	336
Industrial	457	485	513

Source: Rothschild Comprehensive Plan, 2006

Land Values

Table 21 indicates the change in land values between 2010 and 2014 in the Village of Rothschild for the three main categories of land use. Residential land values have been flat following the “market correction”, increasing only 1 percent over the last five years. Commercial land values have continued to decline, dropping 16 percent. Industrial land values, however, have seen fairly strong appreciation growing 19 percent.

However, the market is not always the only factor impacting land value and development. The Village has identified that

Land Use Descriptions

Single Family Residential

High density suburban residential (minimum density: 6.05 units per acre)

Single Family Medium

Medium density suburban residential. (minimum density: 4.84 units per acre)

Single Family Low

Low density suburban residential. (minimum density: 3.63 units per acre)

Single Family Large Lot

Larger lot suburban density residential. (minimum density: 2.9 units per acre)

Two Family Residential

Two-family duplexes, townhouses, and single family. (minimum density: 4.84 lots per acre)

Multi Family Residential

Two and three family dwellings, townhouses, multi family apartments and condominiums and single family. (minimum density: 3.63 lots per acre)

Rural Single Family

Rural density larger lot residential. (minimum density: 1 unit per acre)

Commercial

Retail and services oriented.

Business and Office

Moderate scaled commercial offices and low-traffic volume services in suburban landscaped setting.

Light Industrial

Attractive, light industries that do not create appreciable nuisances or hazards.

Heavy Industrial

Bulk storage, heavy manufacturing, mineral extraction, waste disposal, freight terminals, salvage operations and junk yards

Government & Institutional

Schools, churches, libraries, government buildings.

Planned Unit Development

A coordinate development that might include a mix of land uses.

Mixed Use

Development that incorporates residential, commercial and other uses.

Park and Conservancy

Park, floodplains, and open space areas.

Transportation

Highways, road right-of-ways, railroads.



Typical land uses around Rothschild.

Table 21: Equalized Real Estate Values, Village of Rothschild

Category	2010	2014	# Change	% Change
Residential	\$46,493,900	\$46,848,500	\$354,600	1%
Commercial	\$35,387,600	\$29,753,200	\$-5,634,400	-16%
Industrial	\$4,193,400	\$4,993,700	\$800,300	19%

Source: WI Dept. of Revenue and NCWRPC, 2016

some property owners with land available for sale within the Village are holding out for inflated prices which has been resulting in potential developers going to Wausau and other communities with lower land prices more in line with market rates.

Future Land Use

The Village of Rothschild Future Land Use map represents the anticipated future pattern of land uses. The map includes distinct land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. See the *Land Use Descriptions* for a general overview of each land use category on the plan map.

Approximately a quarter of the land area of the Village is designated Park and Conservancy due to the Cedar Creek wetland area. Over 40 percent of the total land area in the Village is designated for Residential land uses. Of the six residential categories, the Single Family Large Lot and Single Family Rural categories occupy the most land area. Most small lot and higher density residential development is located in the older part of the Village. There are two commercial land use designations, with the largest concentration being the Cedar Creek commercial area. Over 15 percent of total land area is designated for Industrial land uses. Most of these are located along Business 51 and east of the Cedar Creek Mall development. A mixed use development category is also provided to allow for coordinated developments that might include a mix of residential, commercial and other uses.

Land Use Conflicts

Any plan should seek to avoid or minimize potential future land use conflicts through controlled development, planned use-buffers, and public information and education components. In order to attain that outcome, it is important to identify the existing or potential conflicts between land uses in the Village. There may be some degree of undesirability between many land use combinations, such as a residential development in close proximity to a particular industrial or commercial development that might conflict with sight, sound, odor, or other undesirable characteristics.

Land Use Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

- Development is severely limited by wetlands and floodplains in a large area surrounding Cedar Creek.
- A significant number of homes are built in the floodplains.
- A significant number of lots assessed as unbuildable due to floodplain and wetlands.
- The Village of Rothschild is essentially land locked by incorporated municipalities and the Wisconsin River.
- Opportunities for new development are limited by constraints on the amount of developable land available within the Village.
- Several of the commercial buildings within the Village are vacant, dilapidated, or in need of revitalization to draw in new tenants and new customers.
- Business 51 Appearance: Business 51 is the primary route through the Village and functions as a gateway from both the north and south. The corridor is characterized by older, strip type development with lots of signs and minimal landscaping

Goals, Objectives and Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1: Manage growth in a manner that is sustainable, predictable and assures a high quality of life.

Objective 1: To diversify the local economy to create a more regional employment and market base.

Objective 2: To integrate growth in Rothschild with the economic development strategy for Central Wisconsin.

Objective 3: To manage the location and intensity of development in order to minimize development-related costs for the Village (e.g., public safety services, paved roads, etc.).

Objective 4: To continue to monitor potential major road improvements and identify areas where those improvements could create demand for new development.

Policy 1: The Village of Rothschild will strive to ensure orderly and cost-efficient growth.

Policy 2: The Village of Rothschild will strive to maintain and encourage new, high-quality development that fosters a diverse economic base.

Goal 2: Guide the character, location and compatibility of growth.

Objective 1: To update the zoning and subdivision regulations as needed to ensure they support the community vision expressed by the future land use map.

Objective 2: To identify areas where limited intensification provides opportunities for new development.

Objective 3: To enhance the aesthetic character along Business 51.

Objective 4: To encourage redevelopment of older commercial areas and the revitalization of older housing stock as well as infill development in various areas of the Village.

Objective 5: To coordinate planning efforts with Marathon County and surrounding communities.

Policy 1: The Village of Rothschild will strive to maintain and consistently enforce its various development related codes and ordinances.

Policy 2: The Village of Rothschild supports coordination of development along common boundaries and throughout the region.

Goal 3: Establish a cost effective and efficient growth pattern.

Objective 1: To ensure new development participates in the provision of adequate public improvements (roads, sewers, etc.) as appropriate for the individual development project.

Policy 1: The Village of Rothschild will strive to coordinate the provision of public infrastructure in conjunction with new development.

Goal 4: Enhance resource conservation and ensure compatibility between development and the environment while encouraging a healthy community.

Objective 1: To ensure new development does not negatively impact sensitive lands such as wetlands and floodplains, particularly around Cedar Creek and along the Wisconsin River.

Objective 2: To support development of a trail system through the Cedar Creek areas that will connect to trails in adjacent communities.

Policy 1: The Village of Rothschild will strive to ensure that development occurs in an environmentally sensitive manner.

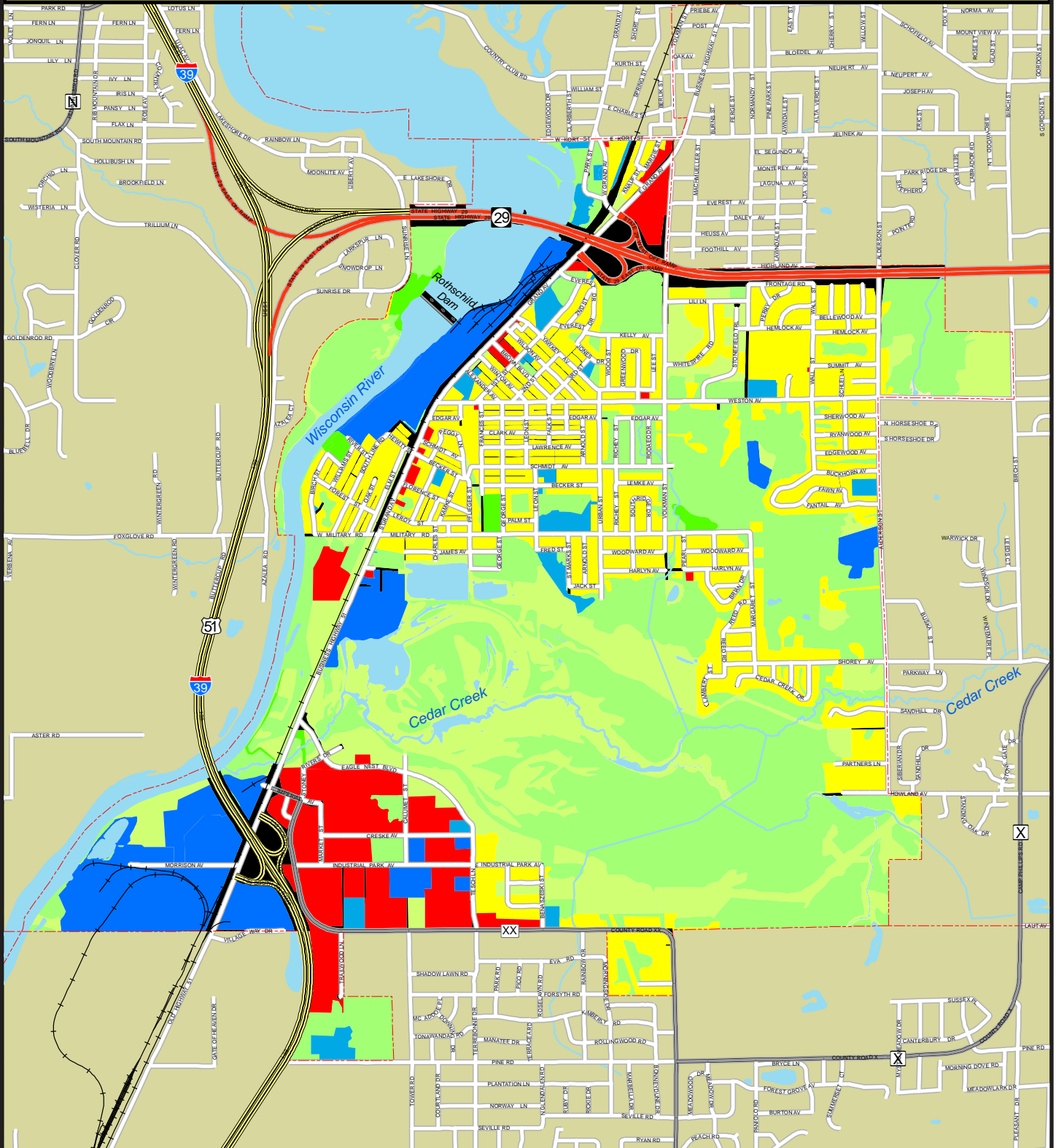
Policy 2: The Village of Rothschild supports preservation of its natural features, particularly Cedar Creek, to enhance community character and quality of life.

Goal 5: Encourage high quality development in Rothschild.

Objective 1: To develop tools such as small-lot, cluster, and conservation subdivision regulations that will permit flexibility in housing development.

Objective 2: To consider zoning regulations that provide for mixed-use (residential/commercial) development. [i.e., separate zoning district vs. PUD]

Policy 1: The Village of Rothschild encourages high-quality, attractive development and redevelopment.



Legend

- Minor Civil Divisions
- US Highway
- State Highways
- County Highways
- Railroad
- Local Roads
- Rothschild Dam
- Agriculture
- Commercial
- Cranberry Bog
- Governmental / Institutional
- Residential
- Multi-Family
- Open Lands
- Outdoor Recreation
- Transportation
- Water
- Woodlands

Source: WI DNR, NCWRPC, Marathon Co Geo Service

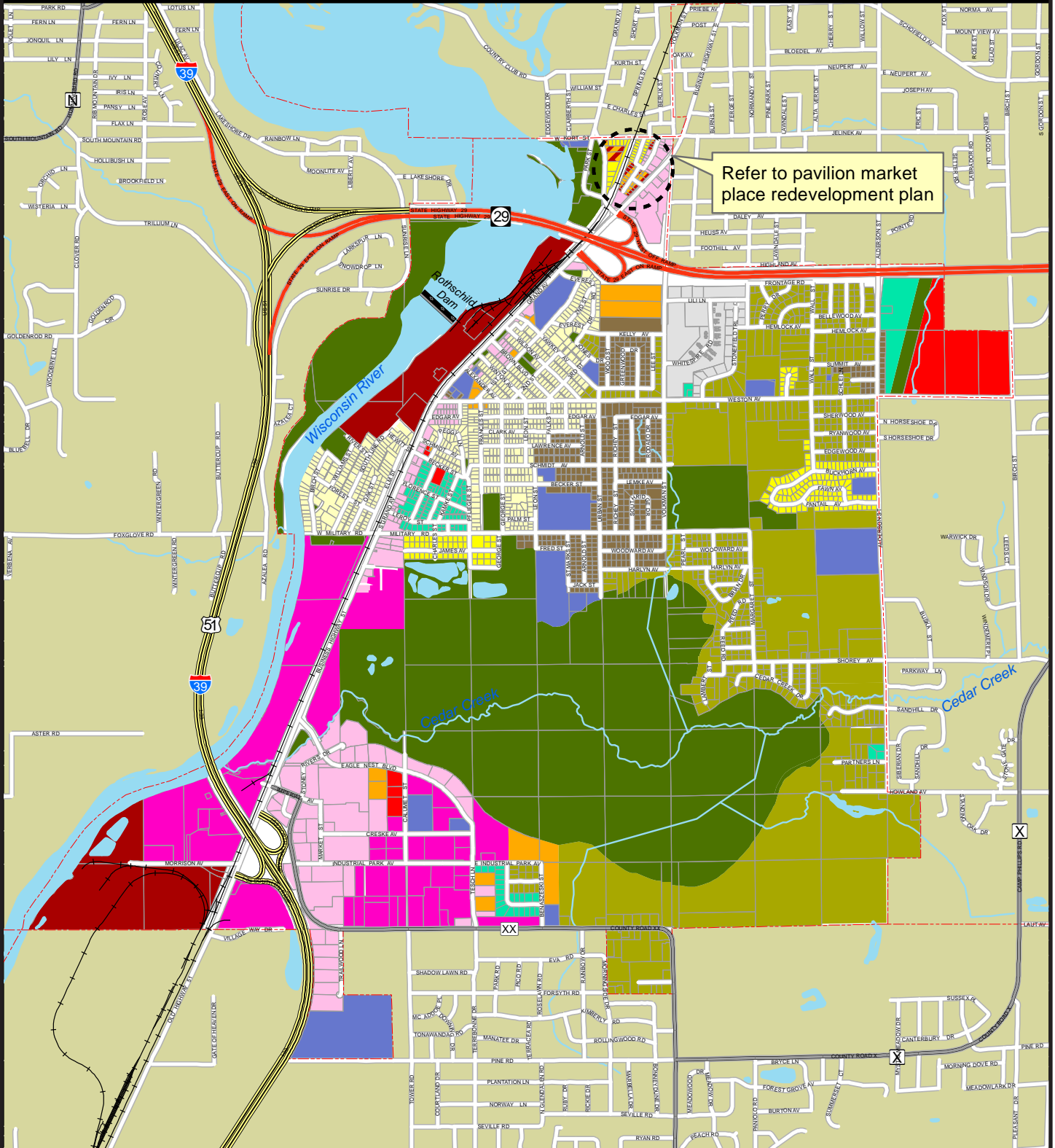
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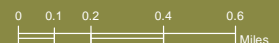


Refer to pavilion market place redevelopment plan

Legend

- Minor Civil Divisions
- Parcels
- US Highway
- State Highways
- County Highways
- Railroad
- Local Roads
- Rothschild Dam
- Commercial
- Business & Office
- Governmental / Institutional
- Light Industrial
- Heavy Industrial
- Mixed Use
- Parkland & Conservancy
- Planned Unit Development
- Single Family High
- Single Family Medium
- Single Family Low
- Single Family Large Lot
- Two Family Residential
- Multi-Family Residential
- Water

Source: WI DNR, Marathon Co Geo Service, NCWRPC



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Chapter Eight

Intergovernmental Cooperation

The issue of intergovernmental cooperation is increasingly important; since many issues cross over political boundaries, such as watersheds, labor force, commuter patterns, and housing. Communities are not independent of each other, but rather dependent on each other. The effects from growth and change on one spill over to all surrounding communities and impact the region as a whole.

Wisconsin Statute s.66.30, entitled “Intergovernmental Cooperation”, does enable local governments to jointly do together whatever one can do alone. Unfortunately, there is little public policy in Wisconsin law that encourages, let alone requires, horizontal governmental relationships. The result is that towns, villages, cities and counties often act more as adversaries than as partners.

State-wide, Wisconsin has over 2,500 units of government and special purpose districts. Having so many governmental units allows for local representation, but also adds more players to the decision making process. In general terms, intergovernmental cooperation is any arrangement by which officials of two or more jurisdictions coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can be as simple as communication and information sharing, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue.

As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another’s needs and priorities. They can better anticipate problems and work to avoid them. Intergovernmental cooperation makes sense for many reasons including trust, cost savings, consistency, and ability to address regional issues. Cooperation can lead to positive experiences and results that build trust between jurisdictions. It can save money by increasing efficiency and avoiding unnecessary duplication. It can lead to consistency of goals, objectives, plans, policies, and actions of neighboring communities.

Finally, by communicating and coordinating their actions and working with regional and state jurisdictions, local communities are able to address and resolve issues that are regional in nature.

The major beneficiary of intergovernmental cooperation is the local resident. They may not understand, or even care about, the details of a particular intergovernmental issue, but residents can appreciate their benefits, such as cost savings, provision of needed services, a healthy environment, and a strong economy.

A variety of factors, some long-standing and others more recent, have brought the issue of intergovernmental cooperation to the forefront. Some of these factors include:

- Local government financial condition;
- Opportunity to reduce costs by working together;
- Elimination of duplication of services;
- Population settlement patterns and population mobility; and
- Economic and environmental interdependence.

In addition, as more jurisdictions create and implement comprehensive plans and share them with surrounding communities, new opportunities for intergovernmental cooperation will be identified.

Rothschild cooperates with neighboring municipalities, the County, and the State on a variety of matters ranging from delivery of services to coordination of planning along common boundaries. The Village recognizes that cooperation with its neighbors can improve the quality and cost-effectiveness of services, foster coordinated development, and enhance its overall quality of life.

Intergovernmental Relationships

Currently the Village of Rothschild has numerous relationships and several general agreements in place. The following is a summary of existing and potential cooperative efforts.

Surrounding Communities

Currently, the Village of Rothschild has mutual aid agreements with the other communities in the metro area for emergency services including police (also Marathon County Sheriff), fire and EMS.

The Village cooperates with Kronenwetter, Mosinee, Rib Mountain and Weston through the Rib Mountain Metropolitan Sewerage District (RMMSD) to treat waste water at a regional wastewater treatment facility located in Rib Mountain. The Village is also a member of the North Central Wisconsin Stormwater Coalition (NCWSC) with 12 other municipalities (and Marathon County) to coordinate compliance with state and federal storm water quality requirements.

The Rothschild - Schofield Aquatic Center is joint venture between the two municipalities with the water park style facility located in the Village.

The Village participates in the South Area Municipalities Association which works cooperatively on issues that affect the southern metro area communities.

The Wausau Area Metropolitan Planning Organization (MPO) manages state and federal funding for transportation systems in the urban area.

County

Marathon County directly and indirectly provides a number of services to the Village and the Village enjoys a good working relationship with many of the responsible departments.

The County Highway Department maintains and plows County and State highways within the Village.

The County Sheriff manages the 911-dispatch center for police, fire and ambulance/EMS response.

The Marathon County Public Library maintains a branch location within the Village Hall building.

The Parks, Recreation and Forestry Department maintains a county-wide park system and county forest system for the use and enjoyment of all residents.

The Marathon County Planning Department coordinates sewer service area planning and administration for the village and the other urban area communities.

School Districts

The Village of Rothschild is included in the DC Everest School District. Two school facilities, Rothschild Elementary and Evergreen Elementary are located in the Village. Newman Catholic Elementary - St. Mark is also located within the Village. The Village is within the Northcentral Technical College service area.

North Central Wisconsin Regional Planning Commission

The North Central Wisconsin Regional Planning Commission (NCWRPC) was formed under §60.0309 Wis. Statutes as a voluntary association of governments serving a ten county area. Marathon County is a member of the NCWRPC, which includes all of its local units of government.

NCWRPC provides both regional and local planning assistance. Typical functions of the NCWRPC include (but are not limited to) land use, transportation, economic development, intergovernmental and geographic information systems (GIS) planning and services.

State and Federal

The Wisconsin Departments of Natural Resources and Transportation are the primary agencies the Village might deal with regarding development activities. Many of the goals and objectives of this plan will require continued cooperation and coordination with these agencies.

The WDNR takes a lead role in environmental protection and sustainable management of woodlands, wetlands, and other natural areas. The WDOT is responsible for the planning and development of state highways, railways, airports, and other transportation systems. State agencies make a number of grant and aid programs available to local units of government. Examples include local road aids and recycling grants. There are also a number of mandates passed down from the state that the Village must comply with, such as the biannual pavement rating submission for the Wisconsin Information System for Local Roads.

In Wisconsin, most federal programs are administered by the state, so the Village would be dealing with the responsible state agency with regard to federal programs and regulations.

Goals, Objectives and Policies

The following goals, objectives and policies are intended to provide a guide for the future development of the Village.

Goal 1: Coordinate development and planning activities with surrounding communities.

Objective 1: To communicate with surrounding communities when proposed development is on a boundary or could have impacts on the adjacent community.

Objective 2: To work with surrounding communities in preservation of natural resources.

Objective 3: To continue to participate with the Metropolitan Planning Organization (MPO) to coordinate timing of road maintenance and improvements with surrounding communities.

Policy 1: The Village of Rothschild will strive to cooperate and coordinate with its neighbors and the region to manage growth and development.

Chapter Nine

Implementation

Implementation of this plan depends on the willingness of local officials to use it as a guide when making decisions that affect growth and development in the Village. It is also important that local citizens and developers become aware of the plan.

This Plan, having been prepared as a single unit, is consistent in its parts and there is no inconsistency between them.

The tools and techniques recommended to implement the comprehensive plan are as follows:

Village Decision Making

The adopted plan should be used as a guide by the Village of Rothschild when making land use and development decisions. The plan contains a variety of goals, objective and policies which together comprise the framework for decision making by village officials. For purposes of this plan, goals, objectives and policies are defined as follows:

Goal: A goal is a statement that describes a desired future condition. The statement is broad in scope and describes general concepts or things the community hopes to accomplish.

Objective: An objective is a statement that describes a specific course of action to achieve a goal or address an issue.

Policy: A policy is a general course of action or rule of conduct to be followed to achieve community goals and objectives.

Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the goals, objectives and policies outlined in this plan.

Although this plan is intended to guide the future of the Village, it is impossible to predict exact future condition. As

such, the goals, objectives and policies in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events.

Citizen Participation/Education

The Village should encourage citizen awareness of the Village's comprehensive plan by making it available on the Village's website and displaying the plan, or parts of the plan, at the Village Hall, Library, or other community gathering places.

Tools for Implementation

Zoning

The Village of Rothschild currently has its own Zoning Ordinance. Zoning is the major implementation tool to achieve the proposed land uses. A zoning ordinance should be derived from, and be consistent with, the policy recommendations adopted in the comprehensive plan. The desired land uses should "drive" the development of specific zoning ordinance provisions including district descriptions, permitted uses, conditional uses and the zoning map. Although a careful review of the Zoning Ordinance should take place after the Comprehensive Plan is adopted, the following initial recommendations are offered:

"Rental apartments...on a non-ground floor" are permitted in the C-1 Neighborhood Commercial District, however, this may not be sufficient to support mixed use as envisioned in the Pavilion Market Place Redevelopment Plan. For example, in one recommended mixed use building, a multi-family structure with ground-floor commercial is proposed which would provide 110 outdoor surface parking spots along with 60 underground spots. Based on existing parking standards, this development would require 265 parking spots (30 residential units and five 6,000 sf. businesses with two employees each).

A new Mixed Use District would allow the Village to include

more flexible standards, such as combined parking standards or reduced setbacks that may create a more pedestrian friendly environment especially in the area around Martha Street and Business 51, a critical link between the Multi-Family/Mixed Use Districts envisioned for the area between the railroad tracks and Pavilion Park and along Alice Street, and the new commercial development planned for the Pavilion Market Place. Strengthening the pedestrian connection with the proposed multi-family development could increase demand for neighborhood service businesses along Business 51.

See the Village Zoning Ordinance for more information.

Land Division

The Village of Rothschild also has its own subdivision ordinance. The purpose of this ordinance is to regulate and control the division of land within the limits of the Village in order to promote the public health, safety, prosperity, aesthetics and general welfare of the community; to lessen congestion in the streets and highways; and to further the orderly layout and appropriate use of land. A careful review of the Subdivision Ordinance should take place after the Comprehensive Plan is adopted.

See the Village Subdivision Ordinance for more information.

Other Tools

Additional tools and approaches can be utilized by the Village to achieve the goals of the plan. These include but are certainly not limited to the following: capital improvements programming, fee simple land acquisition, easements (purchased or volunteered), deed restrictions, land dedication, and ordinances or programs regulating activities such as impact fees, building permits, erosion control, etc.

Plan Amendments

Periodic amendments can be made to this Plan. Amendments are generally defined as minor changes, such as slight changes to the text or maps. Frequent changes to accommodate specific development proposals should be avoided. The Comprehensive Planning Law requires that the same process used to adopt the Plan will also be used to amend the Plan

Criteria to consider when reviewing plan changes are as follows:

- The change is consistent with the overall goals and objectives of the Village of Rothschild Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services that cannot be mitigated.

- Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
- The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
- There is a change in Village actions or neighborhood characteristics that would justify a change.
- The change corrects an error made in the original plan.
- There is a community or regional need identified in the comprehensive plan for the proposed land use or service.
- The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration or dedication.

Plan Review and Update

Periodic updating of the plan is necessary for continued refinement to insure that the plan reflects the desires of the Village's citizens. An essential characteristic of any planning process is that it be ongoing and flexible. The Village should re-examine the plan, at least every five years, and determine if more complete review is required to bring it into line with changed conditions or altered priorities within the Village.

State law requires that a Comprehensive Plan be updated every ten years.

Appendix A

Public Participation Plan

Village of Rothschild Public Participation Plan (PPP)

The Village of Rothschild recognizes the importance of public participation in the planning process. As such, a goal during the comprehensive planning process will be to inform and involve the public in the planning process.

I. Plan Development:

Throughout the plan process, the Plan Commission will provide oversight to the development of the Comprehensive Plan. The Plan Commission will also recommend adoption of the Public Participation Plan to the Village Board.

The public participation plan will incorporate the following:

1. All meetings for the planning process will be posted and open to the public. A public hearing will be held during the process.
2. Plan related materials will be available at the Village Hall for review by the public.
3. The draft plan and maps will be available on the website for review by the public.
4. The draft plan will be provided to area libraries for review by the public.
5. Upon adoption, the Comprehensive Plan will be distributed per state statutes.

The Plan Commission will review and recommend adoption of the Comprehensive Plan to the Village Board.

II. Implementation, Evaluation & Update:

The Comprehensive Plan will be used as a general guideline for development in the Village. The plan will support the existing zoning and other regulations that the Village has in place.

As with all plans, it is critical for the Comprehensive Plan to be maintained and updated on a regular basis to keep it current as things change.

Any planning process is subject to change, and this public participation plan is no different. Over the planning period the process may vary from that presented.

**Resolution # 2015-4 for the Adoption of a
PUBLIC PARTICIPATION PLAN (PPP)**

THE VILLAGE OF ROTHSCHILD DOES HEREBY RESOLVE AS FOLLOWS:

WHEREAS, the Village is updating its Comprehensive Plan as outlined in Wisconsin Statutes; and

WHEREAS, public participation is critical for the development of a plan; and

WHEREAS, it is necessary for the Village Board to approve a process to involve the public in the planning effort; and

NOW, THEREFORE, BE IT RESOLVED, that the Rothschild Village Board does approve and authorize the Public Participation Plan as attached to this resolution.

CERTIFICATE

STATE OF WISCONSIN)

COUNTY OF Marathon) ss.
)

I, Debbie Espeland, Village Clerk, do hereby certify that the foregoing resolution was duly adopted at a Village Board meeting, held at the Village Hall on the 13TH day of July, 2015, at 7:00 p.m.


Clerk

Appendix B

Housing Programs

Below is a listing of some of the major programs utilized. Each year new programs are available.

Local

There are housing assistance programs available for the Village of Rothschild.

State Programs

Wisconsin Department of Administration

The Wisconsin Community Development Block Grant (CDBG) program, administered by the Wisconsin Department of Administration, Division of Housing (DOH), provides grants to general purpose units of local government for housing programs which principally benefit low and moderate income (LMI) households. These funds are primarily used for rehabilitation of housing units, homebuyer assistance, and small neighborhood public facility projects. CDBG dollars are flexible and responsive to local needs.

In addition to addressing LMI housing needs, CDBG can be used to leverage other programs or serve as a local match. The grant also can be used as an incentive to involve the private sector in local community development efforts or to respond to area needs. The CDBG program often serves as a catalyst for other community development projects.

The Low-Income Housing Tax Credit (LIHTC), like HOME, aims to encourage the production and rehabilitation of affordable housing. It provides an incentive for private entities to develop affordable housing. The credit reduces the federal taxes owed by an individual or corporation for an investment made in low-income rental housing. LIHTC provides funding for the construction of new buildings or the rehabilitation or conversion of existing structures. To qualify, a property must set aside a certain share of its units for low-income households.

Federal Programs

USDA-RD:

Section 502 Homeownership Direct Loan Program of the Rural Health Service (RHS) provides loans to help low-income households purchase and prepare sites or purchase, build, repair, renovate, or relocate homes.

Section 502 Mutual Self-Help Housing Loans are designed to help very-low-income households construct their own homes. Targeted families include those who cannot buy affordable housing through conventional means. Participating families perform approximately 65 percent of the construction under qualified supervision.

Section 504, the Very-Low-Income Housing Repair Program, provides loans and grants to low-income homeowners to repair, improve, or modernize their homes. Improvements must make the homes more safe and sanitary or remove health or safety hazards.

Section 521 Rural Rental Assistance Program provides an additional subsidy for households with incomes too low to pay RHS-subsidized rents.

Section 533 Rural Housing Preservation Grants are designed to assist sponsoring organizations in the repair or rehabilitation of low-income or very-low-income housing. Assistance is available for landlords or members of a cooperative.

Department of Housing and Urban Development (HUD):

Self-Help Homeownership Opportunity Program finances land acquisition and site development associated with self-help housing for low-income families. Loans are made to the nonprofit sponsors of development projects and are interest-free. Portions of the loans are forgiven if promised units of housing are completed within a given period. These forgiven "grant conversion" funds may be used to subsidize

future development projects.

HOME Investment Partnership Program aims to encourage the production and rehabilitation of affordable housing. HOME funds may be used for rental assistance, assistance to homebuyers, new construction, rehabilitation, or acquisition of rental housing.

Appendix C

Economic Development Programs

Local Programs

Marathon County Development Corporation (MCDEVCO)

MCDEVCO is an economic development organization focused on growing business, building communities, and improving the quality of life in Marathon County communities. It is funded by administrative fees from municipal, county, and private revolving loan funds, and memberships. It also receives financial support from the Wausau Chamber of Commerce and Marathon County. MCDEVCO serves all businesses and communities in Marathon County and has identified the following priorities:

- Sustain economic prosperity by helping existing businesses prosper and by attracting target industries.
- Build powerful regional partnerships.
- Foster a strong entrepreneurial climate that creates a competitive advantage.
- Provide infrastructure systems that stimulate quality economic growth.

Wausau/Central Wisconsin Convention and Visitor's Bureau (CVB)

The CVB promotes the area to business and leisure travelers and provides information on the area to visitors and residents. Six communities, including the Cities of Mosinee, Schofield, and Wausau, and the Villages of Rib Mountain, Rothschild, and Weston, work together to promote the area by contributing room tax revenues to the CVB.

Regional Programs

North Central Wisconsin Development Corporation

The North Central Wisconsin Development Corporation (NCWDC) manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed, rate,

low down payment, low interest financing. It is targeted at the timber and wood products industry, tourism, and other manufacturing and service industries.

State Programs

Wisconsin Economic Development Corporation (WEDC)

WEDC is the state's primary department for the delivery of integrated services to businesses. Their purpose is to 1) foster retention of and creation of new jobs and investment opportunities in Wisconsin; 2) foster and promote economic business, export, and community development.

Wisconsin Small Cities Program - CDBG

The Wisconsin Department of Administration provides federal Community Development Block Grant (CDBG) funds to eligible municipalities for approved housing and-or public facility improvements and for economic development projects. Economic Development grants provide loans to businesses for such things as: acquisition of real estate, buildings, or equipment; construction, expansion, or remodeling; and working capital for inventory and direct labor.

The Wisconsin Innovation Service Center (WISC)

This non-profit organization is located at the University of Wisconsin at Whitewater and specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors.

Wisconsin Small Business Development Center (SBDC)

The University of Wisconsin SBDC is partially funded by the Small Business Administration and provides a variety of programs and training seminars to assist in the creation of

small business in Wisconsin.

Transportation Economic Assistance (TEA)

This program, administered by the Wisconsin Department of Transportation, provides immediate assistance and funding for the cost of transportation improvement necessary for major economic development projects.

Federal Programs

Economic Development Administration (EDA)

EDA offers a public works grant program. These grants are administered through local units of government for the benefit of the local economy and, indirectly, private enterprise.

U.S. Department of Agriculture – Rural Development (USDA – RD)

The USDA Rural Development program is committed to helping improve the economy and quality of life in all of rural America. Financial programs include support for such essential public facilities and services as water and sewer systems, housing, health clinics, emergency service facilities, and electric and telephone service. USDA-RD promotes economic development by supporting loans to businesses through banks and community-managed lending pools. The program also offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

Small Business Administration (SBA)

SBA provides business and industrial loan programs that will make or guarantee up to 90% of the principal and interest on loans to companies, individuals, or government entities for financing in rural area. Wisconsin Business Development Finance Corporation acts as an agent for the U.S. Small Business Administration (SBA) programs that provide financing for fixed asset loans and for working capital.

Appendix D

Resolution and Ordinance

Resolution 2016-12

STATE OF WISCONSIN
Village of Rothschild
Marathon County

The Plan Commission of the Village of Rothschild, Marathon County, Wisconsin, by this resolution, adopted on proper notice with a quorum and by a roll call vote of a majority of the Village plan commission present and voting resolves and recommends to the Village board of the Village of Rothschild as follows:

Adoption of the Village of Rothschild Comprehensive Plan.

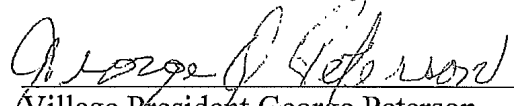
The Village of Rothschild Plan Commission, by this resolution, further resolves and orders as follows:

All maps and other materials noted and attached as exhibits to the Village of Rothschild Comprehensive Plan are incorporated into and made a part of the Village of Rothschild Comprehensive Plan.

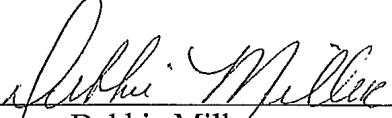
The vote of the Village plan commission in regard to this resolution shall be recorded by the clerk of the Village plan commission in the official minutes of the Village of Rothschild Plan Commission.

The Village clerk shall properly post or publish this resolution as required under s. 60.80, Wis. stats.

Adopted this 11th day of April 2016.



Village President George Peterson

Attest: 

Clerk-Treasurer Debbie Miller

**VILLAGE OF ROTHSCHILD
MARATHON COUNTY, WISCONSIN
AN ORDINANCE AMENDING THE CODE OF THE VILLAGE OF ROTHSCHILD
PART III ZONING LEGISLATION,
AND CREATING
CHAPTER 560 COMPREHENSIVE PLAN,
ARTICLE I ADOPTION,
SECTION 560-1 ENTITLED “ADOPTION OF COMPREHENSIVE PLAN”**

The Village Board of the Village of Rothschild, Marathon County, Wisconsin, do ordain as follows:

Section 1: The section of PART III ZONING LEGISLATION of the Code of the Village of Rothschild is hereby amended with new language underlined and deleted language ~~stricken~~ to provide as follows:

Part III ~~Zoning Legislation~~ Land Use Regulation

Section 2: The section of PART III LAND USE REGULATION, CHAPTER 560 COMPREHENSIVE PLAN, ARTICLE I ADOPTION, SECTION 560-1 entitled “Adoption of comprehensive plan” of the Code of the Village of Rothschild is hereby created to provide as follows:

§ 560-1 Adoption of comprehensive plan.

- A. The title of the comprehensive plan shall be “Village of Rothschild Comprehensive Plan 2016.” The purpose of this ordinance is for the Village of Rothschild to lawfully adopt a comprehensive plan as required under § 66.1001(4)(c), Wis. Stats.
- B. The village board of the Village of Rothschild has authority to appoint a village plan commission under §§ 61.35 and 62.23(1), Wis. Stats., and under § 66.1001(4), Wis. Stats., to adopt this ordinance. The comprehensive plan of the Village of Rothschild must be in compliance with § 66.1001(4)(c), Wis. Stats., in order for the village board to adopt this ordinance.
- C. The village board of the Village of Rothschild, by this ordinance, adopted on proper notice with a quorum and vote by a majority of the village board present and voting, provides the authority for the Village of Rothschild to adopt its comprehensive plan under § 66.1001(4), Wis. Stats., and provides the authority for the village board to order its publication.
- D. The village board of the Village of Rothschild has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by § 66.1001(4)(a), Wis. Stats.

- E. The Plan Commission of the Village of Rothschild, by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the village board the adoption of the Village of Rothschild Comprehensive Plan, which contains all of the elements specified in § 66.1001(2), Wis. Stats.
- F. The Village of Rothschild, has held at least one public hearing on this ordinance, with notice in compliance with the requirements of § 66.1001(4)(d), Wis. Stats.
- G. The village board of the Village of Rothschild, by the enactment of this ordinance, formally adopts the document entitled “Village of Rothschild Comprehensive Plan 2016” and incorporates it into this Code as if fully set forth herein pursuant to § 66.1001(4)(c), Wis. Stats.

Section 3: If any provision of this Ordinance is invalid or unconstitutional or if the application of this Ordinance to any person or circumstances is found invalid or unconstitutional by a Court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the provision or application of this Ordinance which can be given effect without the invalid or unconstitutional provisions or applications.

Section 4: All Ordinances and parts of ordinances in conflict herewith are hereby repealed.

Section 5: This Ordinance shall be in full force and effect from and after its date of passage and notice to the public as required by law.

Adopted this 13th day of June, 2016.

VILLAGE OF ROTHSCHILD

By: George Peterson
George Peterson, Village President

ATTEST:

By: Debbie Miller
Debbie Miller, Village Clerk-Treasurer

Adopted: 6-13-2016
Noticed: _____

**Village of Rothschild
Comprehensive Plan
2016**