



**AGENDA
PLAN COMMISSION
CITY COUNCIL CHAMBERS
FEBRUARY 3, 2025**

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**CALL TO ORDER – 6:30 p.m.
PLEDGE OF ALLEGIANCE
ROLL CALL**

APPROVAL OF MINUTES

1. Minutes of the January 6, 2026 Plan Commission meeting

PUBLIC COMMENTS

ORDINANCES AND RESOLUTIONS

2. Specific Implementation Plan and Final Plat for Wildflower Meadows on Powell Avenue at N. Winter Street (JPB Land, LLC)
3. Rezoning of 659 St. Croix Street from I-1 Industrial District to B-3 Highway Commercial District (Wilkens Properties, LLC)
4. Proposed ordinance amendments to Title 10 – Vehicles and Traffic
 - a. Creating Chapter 10.20 relating to bicycles; regulating bicycle use on sidewalks
 - b. Creating Chapter 10.21 relating to electric bicycles and electric scooters
 - c. Creating Chapter 10.22 relating to operation of all-terrain and utility terrain vehicles and off-highway motorcycles

REPORTS

5. Planning Update

ADJOURNMENT

***Council members may be in attendance for informational purposes only.
No official Council action will be taken.***

NOTE: Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials to be in an accessible location or format, may contact City Clerk Amy White at (715) 426-3408 or in person at 222 Lewis Street, for accommodations. Requests for accommodation should be made at least three (3) business days in advance of the meeting. Every effort will be made to arrange accommodation.

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Community Development Department

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MINUTES PLAN COMMISSION JANUARY 6, 2026 CITY COUNCIL CHAMBERS

Members Present: Rob Gormanson, Michael Woolsey, Diane Odeen, Rebecca Prendergast, Dan Toland
Members Absent: Chris Holtkamp, Lisa Moody
Staff Present: Emily Shively, Becky Corson, Joe Reardon

CALL TO ORDER

Meeting convened at 6:30 p.m.

APPROVAL OF MINUTES

M/Woolsey, S/Odeen to approve minutes. Motion carried 5/0.

PUBLIC COMMENTS

Patricia La Rue – (485 Marcella Ct) – spoke on the planning and housing developments that have been up for discussion at previous meetings. La Rue referenced housing plans staff have shared and she indicated the plots and square, that people aren't realizing that each of those squares has a family. A family that chose to move to this area, understanding the setbacks and size of the parcel are getting the property they can afford. She appreciates people not wanting to adjust what is in our ordinances, but understands that smaller developments make more affordable housing for others.

ORDINANCES AND RESOLUTIONS

Proposed ordinance amendments to Title 17 – Zoning, Chapters 17.04, 17.08, 17.20, 17.24, 17.28, 17.44, 17.48, 17.64, 17.73, and 17.80; the purpose of which is to implement the Comprehensive Plan Housing and Land Use Chapters including changes to residential development performance standards; parking requirements; allowing for accessory dwelling units; clarifying definitions; and adding an expiration of site plan approval.

Assistant Director of Community Development Emily Shively gave a presentation regarding the proposed ordinance amendments as part of the Comprehensive Plan implementation. Shively gave a presentation highlighting what was discussed during the December Plan Commission workshop to provide some context for those watching this evening. Covered in the presentation is Comprehensive Plan guidance, data analysis, and potential ordinance amendments. Shively indicated the Comprehensive Plan has an implementation chapter and a section for each major element in the Comp Plan. For the amendments highlighted above, Shively is focusing on items from Housing and Land Use elements. The first item selected to update is to update the zoning code to support the Land Use Chapter mainly with regard to residential development standards. Two items selected that align with the land use item is to update the zoning ordinance to support

density and development that accommodates the missing middle housing, and another is to consider the adoption of alternative housing options, such as accessory dwelling units (ADUs). Shively covered the diagram to understand how policies and regulations stack, with the most flexibility on the green area on the diagram (Comprehensive Plan and Zoning), and as you increase on the diagram policies and processes become more defined with less discretion and more certainty (toward Site Plan and Building Permit). Another piece in implementing the goals of the community is partnership within the private sector. In order for a development project to be successful it needs to be feasible in five areas (financial feasibility, market feasibility, physical characteristics, legally feasible, and political feasibility). Shively indicated that each of the five characteristics have different components of risk. Where more certainty, there is a lower risk, and a project can become more feasible and potentially more affordable.

Shively covered the data collection process on existing neighborhoods and the conformance size to the standards of code; reviewed the locations of missing middle housing typology; and reviewed development standards of recent projects, the majority of which were approved via the Planned Unit Development process which provided flexibility from the underlying zoning standards. Another piece for the data collection is the Housing Needs Analysis study that was conducted in 2018, updated in 2022, and set to be updated again in 2026.

Starting with the R-1 single-family low-density residence districts, an interesting thing discovered is the average lot size in this district is 11,542 square feet and the average R1 duplex lot size is only slightly larger at 12,950 square feet. Shively indicated there are not many existing single-family lots in R-1 that were not conforming as to size. The analysis indicates that most single-family homes are on lots at least 7,500 square feet in size, and there are very few areas where there are under three dwelling units per acre. Most are between 3-12 dwelling units per acre. Shively indicated the higher densities are partially due to the mix of housing types in our existing neighborhoods. Current code in the City allows for duplexes in R1 provided they have a 1,400 foot separation from each other or in larger developments not to exceed 2 acres. Existing stock of duplexes, triplexes and quadplexes in R1 illustrates that these provisions have not been adhered to in the oldest and most established parts of the City. Shively also indicated that the existing stock of missing middle blends well into the streetscape and does not generate a higher level of complaints regarding traffic as compared to purely single-family areas.

Shively compared more recent developments where the flexibility for lot size, lot width, and setbacks were all requested and granted via PUD for the neighborhoods, and flexibility that was requested regarding parking, setbacks, and open space being requested and granted for multi family projects in the past 6 years. All these requests were in alignment with the Comprehensive Plan and flexibility was needed for project feasibility. Based on tracking of housing needs in the community and additional 313 multi-family, 258 single-family, 81 twin-homes, and 693 senior housing units are needed by 2030.

Shively covered how the Planned Unit Development tool is helpful for providing flexibility, but it also creates uncertainty for developers and the community and lengthens the approval process. In review of the flexibility the City has granted via PUD over time, the proposed ordinance amendments intend to move the approvals up the pyramid where there is more certainty and less discretion which means less risk.

Shively indicated the key takeaways from the data collection are that lot size, setbacks, and housing type are areas where the ordinance is out of alignment with the Comprehensive Plan and development feasibility. Scaling lot size differently across housing types in R-1, R-2, and R-3 districts would be consistent with the existing missing middle development patterns and can

provide for additional opportunities for more of this type of housing development in new neighborhoods.

Shively then moved to cover proposed residential ordinance amendments. The three areas covered in this section were accessory dwelling units, residential lot performance standards, and multifamily performance standards. The first area covered was accessory dwelling units. Shively covered the proposed elements of this ordinance. Other cities' codes were reviewed as well as best practices to remove barriers to build this type of housing while balancing the integration of these homes into neighborhoods. Another item covered is how setbacks are measured. The proposed change is to measure setbacks from the property line to the building foundation rather than the overhang or eave. Also, for some housing types in certain zoning districts we move away from a minimum lot size area per unit and instead use a density standard for the number of homes per acre. Shively indicated this would allow for more flexibility in lot and unit configuration while achieving the same goal as a minimum lot size or lot area.

Shively talked about the three main changes in the R-1 district is minimum lot size reduction from 7,500 to 5,000 square feet, two-family homes are allowed without a separation requirement, and density standards reflect the minimum lot size with triplexes allowed on lots at least 10,000 square feet in size. The main changes for the R-2 district will be scaling single-family lot sizes to allow for more homes in a zoning district, and setbacks being modified to reflect flexibility. The changes for the R-3 district keeps the single-family lot scale in R-2 and does not have an upper limit on the number of two-family or multi-family units, but would be determined based on setbacks, parking, stormwater, and other site conditions. Shively did include in this package a new item with modest changes to Mobile Home Park Zoning to bring them in alignment with R-2 district standards.

Shively highlighted the significant change proposed for multifamily homes, the amenity and open space standards. Current requirements are that one square foot of usable open space be provided for each square foot of dwelling area has required a PUD process for all our recent multifamily projects. A menu of options that a project could provide was created for future projects. The number of those required for each project is based on the number of units in a development. More units would mean more amenities. Shively indicated we are proposing we retain the 1:1 open space standard, but as an option for all projects. Also we are proposing projects that provide affordable housing also receive a credit or reduction in required amenities.

Shively mentioned the final residential ordinance amendment proposed is for multifamily parking. Based on existing projects in the City, standards other communities use, and thinking about locations that may have available on-street parking for visitors versus those that will need to provide some off-street parking for guests.

Lastly, Shively covered a few other items that have come up over time (accessory uses and shade structures, driveway performance standards, and other miscellaneous amendments). For Accessory Uses and Shade Structures a proposal for separate definitions for the two to provide more clarity. Similarly, for attached dwelling and principal building. Issues have come forward around shade structures such as pergolas and gazebos as current code doesn't differentiate between open-sided and enclosed accessory structures. Shively covered for driveway performance standards in R-1 the driveway width may be the greater of 30% of the lot width up to 35', and R-2 and R-3 may be up to 35' wide. Shively covered the last few items proposed, the first was single family and two-family homes have at least one door facing the street, adding an expiration date for site plan review, and regulation for window signs as we do not have a definition

for them. And lastly using the same parking standards in the Corporate Park Zoning to I-1 and I-2 zoning districts.

Shively wrapped up her presentation and asked the Commission if they were ready to make a recommendation to Council regarding the proposed amendments.

Diane Odeen made a motion to forward the six proposed ordinance amendments with a favorable recommendation to City Council. **M/Odeen, S/Prendergast – carried 5/0**

Michael Woolsey talked about his meeting he had with Emily Shively before the Plan Commission meeting and asked Emily to discuss with the Plan Commission how to look at the lot sizes in R-1, (low density) R-2 (medium density) and R-3 (high density) regardless of housing type. And that you can have a mix of home types in different zoning districts. Shively also clarified there wouldn't be a project like the Uplands in a R-1 zoning district.

Diane Odeen spoke on this would allow for more creativity to developers with these changes.

Woolsey also mentioned this helps the Plan Commission have more conversations with other people when questions arise and be an improvement on thing, we are looking for with regards to housing numbers.

Dan Toland spoke on how he thinks this will help clarify things and make things easier with not needing to go through extra PUDs on future developments.

Planning Update

Emily Shively gave a planning update with an overview of the adopted Council Strategic Initiatives that were adopted last fall and will be ongoing through June of 2027. Shively indicated the initiatives fall under the same four categories established by the Council's strategic planning (Connected Community, Economic Vitality, Financial Sustainability, and Quality Municipal Services). For Connected Community the key areas for focus are Kinnickinnic River Corridor Plan Phase 1, Safe Streets Actions Plan, and Glen Park Phase II. For Economic Vitality the key areas for focus are Downtown Project, Continued Infill in Corporate Parks, and Innovation Center Expansion. For Financial Sustainability the key effort here is examining impact fees. And for Quality Municipal Services the key areas are the Fire Station Remodel, Library Remodel and Capital Campaign, Public Safety Communications Upgrade, and Public Utility Infrastructure Assessment. Lastly, Shively covered we are shifting two meetings this year due to elections, the April Plan Commission meeting shifting from Tuesday to Wednesday April 8th, and November 3rd shifting to November 4th. Shively also mentioned we are expecting to have a meeting in February and possibly having some more ordinance amendments.

ADJOURNMENT

Commissioner Woolsey made a motion to adjourn at 7:04 p.m. S/Odeen; motion carried 5/0.

Respectfully submitted,

Becky Corson, Community Development Coordinator

MEMORANDUM

TO: Mayor Toland and Plan Commission

FROM: Harley Mehlhorn, Senior Planner

DATE: February 3, 2026

TITLE: **WILDFLOWER MEADOWS – PLANNED UNIT DEVELOPMENT SPECIFIC IMPLEMENTATION PLAN (SIP) AND FINAL PLAT FOR PHASE 1 OF WILDFLOWER MEADOWS CONSISTING OF A 45-LOT SUBDIVISION WITH A MIX OF SINGLE-FAMILY AND TWIN-HOME UNITS ON THE NORTH SIDE OF POWELL AVENUE AT N. WINTER STREET (PID 040114130000).**

RECOMMENDED ACTION

Forward the enclosed resolutions to City Council with a favorable recommendation.

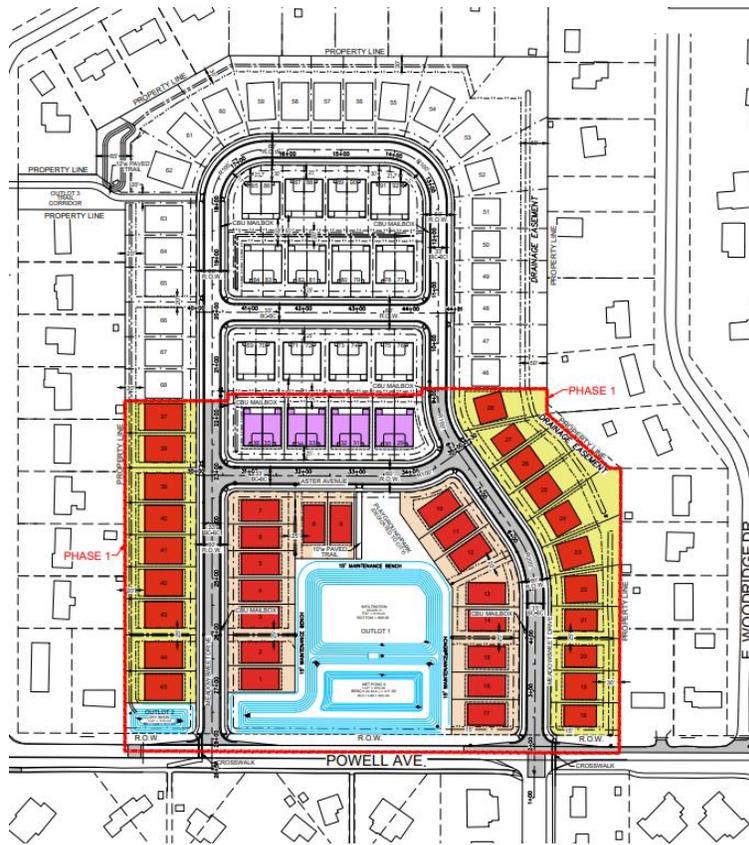
BACKGROUND

J.P. Brooks Builders/JPB Land, LLC. is requesting approval of a Planned Unit Development (PUD) Specific Implementation Plan (SIP) and Final Plat for a 45-lot subdivision, “Wildflower Meadows”. On November 11, 2025, the City Council approved the General Development Plan (GDP) which set forth the policy direction and general buildout for the entire site. This proposal represents the first phase of the development, consisting of the south side of the site and containing 45 lots. The specific implementation must be in substantial conformance with the Council approved GDP.

Location Map (approximate development area for the full site outlined in blue):



Phasing Map:



ANALYSIS

The proposed SIP and Final Plat establish 45 of the 92 total lots in the GDP, with 37 single-family lots and 8 twin-home lots. The proposed SIP must be in substantial conformance with the approved General Development Plan (GDP). Staff finds the proposal to be consistent and each criterion is examined in further detail below:

Zoning Conformance

The subject site is zoned R-2 Multiple Family (Medium-Density). This zoning district is designed to accommodate a variety of housing typologies with a higher “ceiling” to density but no “floor”. The allowable uses of such district are residential in nature, such as apartments, townhomes, duplexes, and single-family homes. The principal use of a single-family/twin-home subdivision is permitted under the existing zoning. The proposal is consistent with such zoning with the flexibility granted via the GDP.

Comprehensive Plan Conformance

The Comprehensive Plan designates the Future Land Use (FLU) of the site as MDR – Medium Density Residential and the current zoning is in-line with this designation. The proposed development is consistent with this designation. While the MDR designation encourages development at 6-12 du/ac, the proposed development is 3.7 gross du/ac (including stormwater, park, and roadway areas) but provides for the most desired housing type in River Falls according

to community survey; small lot single-family. Staff finds this proposal to be consistent with the Comprehensive Plan.

Access to Open Space

The proposed subdivision includes a small pocket-park internal to the development which will feature a playset and which will be installed by the developer in this first phase. Sidewalks line both sides of the street which lead to a connection to Collins Park on the south side of Powell via enhanced crosswalks. Through a combination of access to existing parks and trails and the dedication of a small tot-lot park inside of the development, staff finds the proposal to satisfy this criteria.

Access, Building Type, and Stormwater

Primary access to the development is provided off of a loop drive with two access points onto Powell Avenue. Stormwater is managed in the outlots dedicated to the City as part of this platting process.

Parking

Each unit will provide a minimum of two covered parking spaces and space on the driveways. Further, parking will be permitted on both sides of the road. Staff finds the project satisfies parking requirements.

Setbacks

The R-2 zoning district has certain setbacks designated for residential development. The GDP provided flexibility with regard to two code setback provisions, those being the point of measurement for setbacks changing from the overhang to the foundation, and the corner side yard setback being reduced from 15' to 10' for the twin home units. Staff finds the SIP to be conformant to the GDP with respect to setbacks.

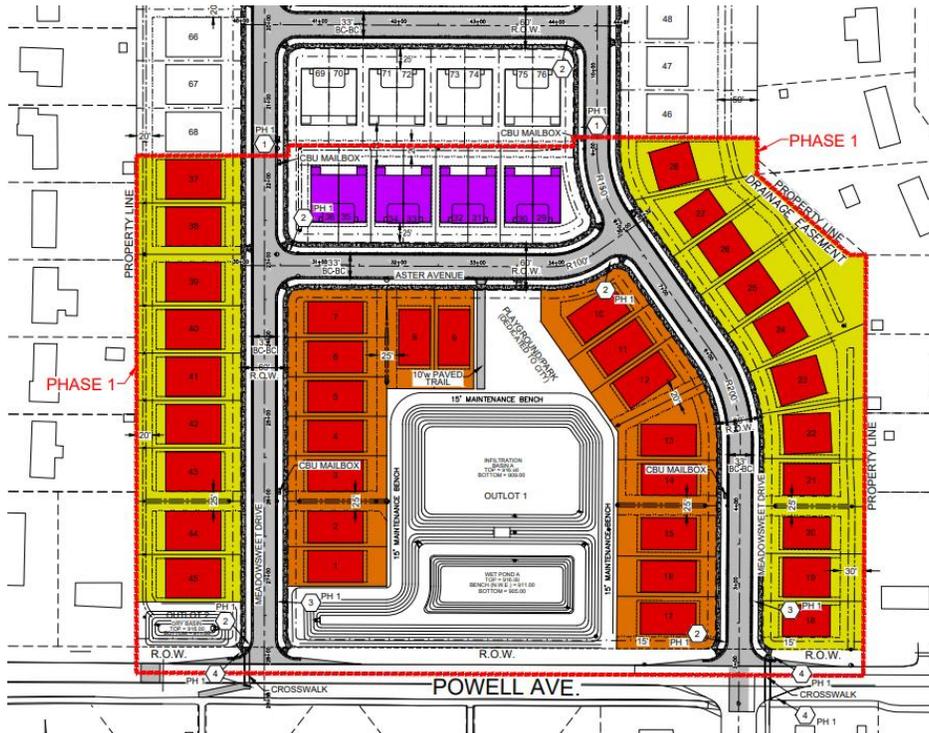
Architecture and Site Design

The proposed architecture is of a high level of quality, providing material variety, ornamentation, and a strong farmhouse/ranch style that fits with the surrounding architectural vernacular.

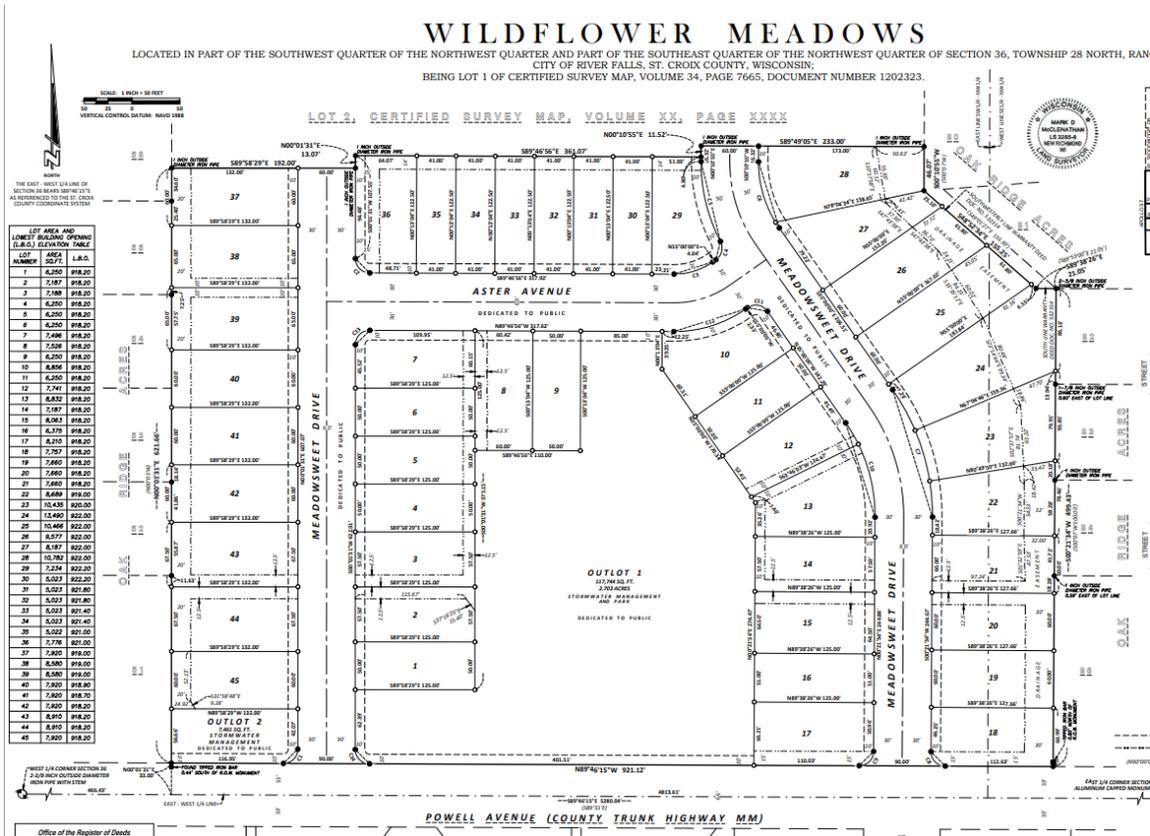
Proposed Architecture (examples not exhaustive) – Wildflower Meadows



Proposed SIP Site Plan – Wildflower Meadows Phase 1



Final Plat – Wildflower Meadows



CRITERIA FOR FINAL PLAT APPROVAL

In addition to the SIP, the applicant is also requesting a final plat for the subdivision including proposed lots and dedication of applicable outlots and public improvements. Code requires certain criteria to be considered and satisfied in order for a final plat to be approved. Staff has reviewed the plans and found them to satisfy such criteria, including:

Consistency with Preliminary Plat

The development is consistent with the Preliminary Plat approved on November 11, 2025 which established the conceptual lot layout and outlots for the entire neighborhood.

Consistency with Official Map

The development is consistent with the Official Map; public sewer and water services will be provided, and the proposed connections to existing roads are consistent with future roads shown on the Official Map.

Comprehensive Plan Conformance

The Comprehensive Plan designates the Future Land Use (FLU) of the site as MDR – Medium Density Residential and the current zoning is in-line with this designation. The proposed development is consistent with this designation. While the MDR designation encourages development at 6-12 du/ac, the proposed development is 3.7 gross du/ac but provides for the most desired housing type in River Falls according to community survey; small lot single-family. Staff finds this proposal to be consistent with the Comprehensive Plan.

Consistency with Subdivision Ordinance

The Preliminary Plat is consistent with the subdivision ordinance. The design of streets, blocks, and lots will be in conformance with code and the PUD GDP.

Consistency with Zoning Ordinance

The area is zoned R-2 multi-family medium-density residential. The proposed use is allowed by right under the existing zoning and the GDP portion of this request granted the flexibility in development standards proposed as part of the submittal.

Site Characteristics

The Final Plat dedicates outlots for the purpose of stormwater management and a park dedicated to the public.

CONCLUSION

The proposed development consists of a 45-unit subdivision with 37 single-family and 8 twin homes on ~13 acres. Flexibility has been granted for lot size, width, and setbacks in the GDP and reflected in the SIP submittal. In exchange for flexibility, a high-quality development is being proposed with enhanced architecture, pedestrian connectivity, and appropriate density as contemplated by the Comprehensive Plan.

RECOMMENDATION

Staff recommend forwarding the enclosed resolutions approving the proposed Specific Implementation Plan and Final Plat for Wildflower Meadows to City Council with a favorable recommendation.



RESOLUTION NO.

**RESOLUTION APPROVING THE PLANNED UNIT DEVELOPMENT (PUD)
SPECIFIC IMPLEMENTATION PLAN (SIP)
FOR A 45-UNIT SINGLE- AND TWO-FAMILY DEVELOPMENT
(WILDFLOWER MEADOWS)**

WHEREAS, J.P. Brooks Builders/JPB Land, LLC. has submitted an application for a 45-unit single- and two-family Planned Unit Development (PUD) Specific Implementation Plan (SIP) for a site on the north side of Powell Avenue near N. Winter Street (PID 040114130000), pursuant to the approved General Development Plan; and approval of a Specific Implementation Plan (SIP) is the final step in the PUD process; and

WHEREAS, the applicant was granted flexibility with regard to four development standards including: the minimum lot size minimum of 6,250 sq. ft.; the minimum single-family lot width of 50'; the side yard setback being measured to the foundation rather than the overhang; and the corner side yard setback on the twinhome units of 10'; and

WHEREAS, the City granted the requested flexibility in exchange for the provided density and mix of housing types, the development of a small neighborhood park, and pedestrian crossing improvements on Powell Avenue, which supports the goals of the Comprehensive Plan of enhanced neighborhood design, pedestrian connectivity, and efficient use of public infrastructure; and

WHEREAS, the Council approved the General Development Plan on November 11, 2025, and found it to be acceptable and consistent with City plans for the area; and

WHEREAS, the Plan Commission reviewed the Specific Implementation Plan on February 3rd, 2026, and found it to be acceptable and consistent with City plans for the area and the General Development Plan;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of River Falls hereby approves the Specific Implementation Plan for a 45-unit single-family development subject to the following conditions:

1. Development shall be in substantial conformance with the Specific Implementation Plan (SIP) approved herein.

Dated this 24th day of February 2026.

CITY OF RIVER FALLS

Dan Toland, Mayor

ATTEST:

Amy White, City Clerk



**RESOLUTION NO.
APPROVING THE FINAL PLAT FOR WILDFLOWER MEADOWS SUBDIVISION**

WHEREAS, J.P. Brooks Builders/JPB Land, LLC. has submitted a final plat for Wildflower Meadows consisting of 45 lots and two outlots located north of Powell Avenue near N. Winter Street; and

WHEREAS, the Final plat is consistent with the Planned Unit Development General Development Plan and Specific Implementation Plan, Official Map, Comprehensive Plan, Preliminary Plat, and Subdivision Ordinance; and

WHEREAS, the Plan Commission reviewed the final plat at their February 3, 2026 meeting and forwarded it to the Common Council with a favorable recommendation; and

WHEREAS, the Common Council reviewed this item at its regular meeting of February 24, 2026 and found it to be acceptable.

NOW, THEREFORE, BE IT RESOLVED that the Common Council for the City of River Falls hereby approves the Final Plat of Wildflower Meadows subdivision subject to the following conditions:

1. All of the developer obligations have been satisfactorily met or addressed as determined by the City Engineer as outlined in the Developer's Agreement for Wildflower Meadows.
2. The final plat shall not be recorded until the City has received an irrevocable letter of credit in an amount approved by the City Engineer for all public improvements that are required to be installed in accordance with the plans and specifications.
3. The Final Plat shall not be recorded until the City has received notice of certification from the State of Wisconsin.

Dated this 24th day of February 2026.

CITY OF RIVER FALLS

Dan Toland, Mayor

ATTEST:

Amy White, City Clerk

MEMORANDUM

TO: Mayor Toland and Plan Commissioners

FROM: Harley Mehlhorn, Senior Planner

DATE: February 3, 2026

ITEMS: **REZONING FROM INDUSTRIAL DISTRICT (I-1) TO HIGHWAY COMMERCIAL DISTRICT (B-3) FOR PROPERTY LOCATED AT THE SOUTHWEST CORNER OF SUMMIT AND ST. CROIX STREETS (JERRY'S AUTOMOTIVE EXPANSION)**

RECOMMENDED ACTION

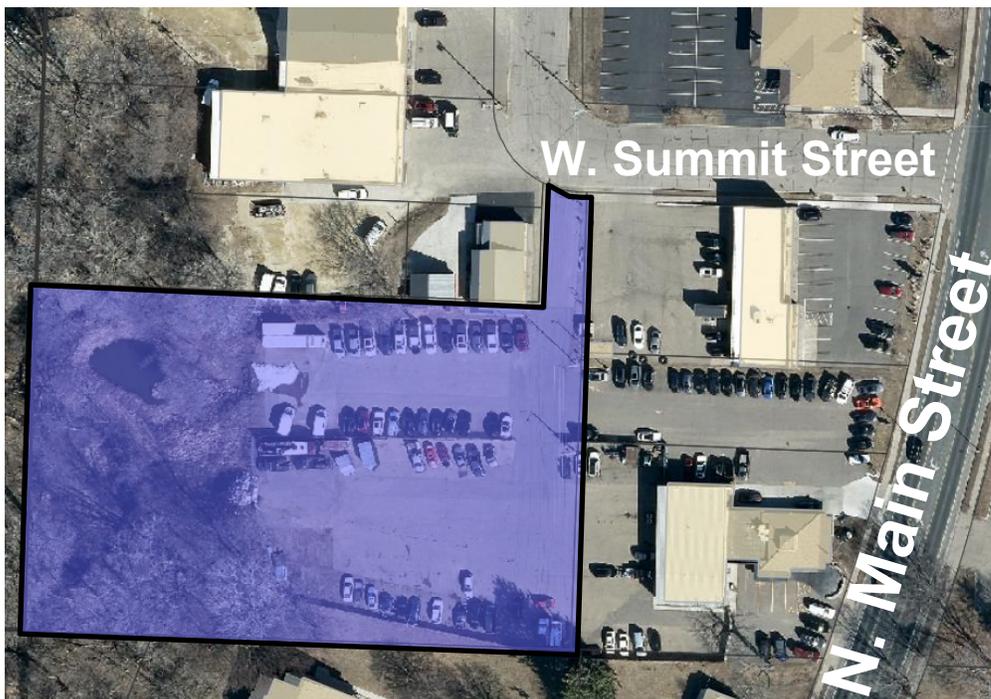
Staff recommends forwarding the enclosed ordinance for the rezoning to City Council with a favorable recommendation.

BACKGROUND

Auth Consulting, on behalf of Jerry's Automotive, has submitted a request for a rezoning (zoning map amendment) for property directly west of Jerry's Automotive. The area is currently being used for parking and storage related to the business. This request would facilitate an expansion of the existing auto repair facility.

Rezoning is required by code to be evaluated and recommended upon by the Plan Commission for consistency with the Comprehensive Plan and the planning goals of the City.

Location Map (rezoning area shaded in purple)



REZONING ANALYSIS

Existing Zoning

The parcel in question is currently zoned I-1 Industrial. Storage for an auto-repair business may be permitted on-site even given the current zoning, however it is best practice to, where possible, make zoning consistent and uniform, especially given the parcels will be combined via Certified Survey Map and the proposed expansion would cross the zoning/parcel boundary.



Comprehensive Plan Conformance

When considering a rezoning, the Comprehensive Plan Future Land Use Map, Master Plans or Area Plans that may apply to the subject property, access to transportation and utilities to serve the proposed uses, and compatibility with surrounding land uses are evaluated.



The Comprehensive Plan Future Land Use map designates the site as “Mixed Use”, this designation contemplates a mix of commercial and residential uses. The proposed zoning of B-3

is a mixed-use district by effect of the district permitting both residential and commercial type uses. This proposed rezoning would meet the goals of the Comprehensive Plan.

Utility and Transportation Access

Utilities and access are available off of W. Summit Street and N. Main Street and an existing utility service would likely be sufficient to serve the expansion.

Surrounding Land Uses

The contiguous boundaries of the subject site are surrounded by a combination of I-1, R-3, and B-3 zoning districts comprised of Commercial uses to the north/northeast and Residential uses to the south. Staff find the proposed zoning is compatible with surrounding land uses.

NOTIFICATION

Per the requirements laid out by section 17.104.50 of municipal code, staff has posted notification of the proposed rezoning on the site and sent mailers to property owners within 300 ft. of the subject property. As of the time of this writing, staff has not received any comments on the proposal.

SUMMARY

An application has been submitted for a rezoning for property located at the southwest corner of W. Summit and St. Croix Streets directly west of Jerry's Automotive to facilitate a planned expansion of the building. The existing zoning is I-1 and the proposed zoning is B-3 which staff finds compatible with the surrounding land uses. The proposed rezoning is consistent with the guidance of the Comprehensive Plan.

RECOMMENDED MOTION

Staff recommend forwarding the enclosed ordinance rezoning the subject property from I-1 Industrial District to B-3 Highway Commercial District to the City Council with a favorable recommendation.



**ORDINANCE 2026-XX
AMENDMENT TO THE OFFICIAL ZONING MAP OF THE CITY OF RIVER FALLS
REZONING PROPERTY AT THE SOUTHEAST CORNER
OF W. SUMMIT STREET AND ST. CROIX STREET
FROM I-1 INDUSTRIAL DISTRICT TO B-3 HIGHWAY COMMERCIAL DISTRICT**

WHEREAS, Auth Consulting, on behalf of Jerry's Automotive, filed an application with a signed petition on January 9th, 2026 to rezone an approximately 2.03 acre site located at the southwest corner of W. Summit Street and St. Croix Street, currently addressed as 659 St. Croix Street, from I-1 Industrial District to B-3 Highway Commercial District; and

WHEREAS, notification letters were mailed on January 32rd, 2026, to property owners within 300 feet of the parcels proposed for rezoning and proposed rezoning signs were placed on the site on January 32rd, 2026, per Section 17.104.050 of the Municipal Code; and

WHEREAS, the Plan Commission considered the rezoning at its February 3rd, 2025 meeting and found the amendment to be reasonable, appropriate, and consistent with the Comprehensive Plan and current City plans for the site.

NOW, THEREFORE, the Common Council of the City of River Falls does ordain as follows:

1. Zoning Map Amendment is approved to rezone the subject parcel from I-1 Industrial District to B-3 Highway Commercial District (legally described in Exhibit A of this ordinance).

Dated this 10th Day of March, 2026.

Dan Toland, Mayor

ATTEST:

Amy White, City Clerk

EXHIBIT A - LEGAL DESCRIPTION

REZONE DESCRIPTION:

Located in part of the Southeast Quarter of the Southeast Quarter and part of the Northeast Quarter of the Southeast Quarter, Section 36, Township 28 North, Range 19 West, City of River Falls, St. Croix County, Wisconsin, more particularly described as follows:
Commencing at the Southeast corner said Section 36;
Thence N00°13'22"E 1311.89 feet along the east line of the Southeast Quarter said Section 36;
Thence S89°44'39"W 952.64 feet to the point of beginning;
Thence continuing, S89°44'39"W 367.06 feet to the west line of the Southeast Quarter of the Southeast Quarter said Section 36;
Thence N00°10'33"E 229.28 feet along the west line of the Southeast Quarter of the Southeast Quarter and the west line of the Northeast Quarter of the Southeast Quarter to the north line of a parcel described in Document Number 1082009;
Thence N89°33'39"E 335.10 feet to the parcel described in Document Number 1082009;
Thence N00°26'22"W 86.20 feet to the south right of way line of Summit Street and to the north line of the parcel described in Document Number 1082009;
Thence 23.99 feet along the arc of a 55.00 foot radius curve, concave to the northeast, the chord of which bears S77°58'22"E 23.80 feet;
Thence continuing along the south right of way line of Summit Street, N89°33'39"E 6.80 feet to the east line of the parcel described in Document Number 1082009;
Thence S00°20'22"E 311.50 feet to the point of beginning.



REQUESTING ZONING FROM I-1 (INDUSTRIAL) TO B-3 (HIGHWAY COMMERCIAL)



MEMORANDUM

TO: Mayor Toland and Plan Commission
FROM: Gordon Young, Chief of Police
DATE: February 3, 2026
TITLE: **ORDINANCE CREATING CHAPTER 10.20 REGULATING BICYCLE USE ON SIDEWALKS IN THE DOWNTOWN AREA**

RECOMMENDED ACTION

Forward Ordinance 2026-## creating Chapter 10.20 of the Municipal Code regulating bicycle use on sidewalks within a defined portion of the downtown area to City Council with a favorable recommendation.

BACKGROUND

The City of River Falls currently allows bicycles to be operated on sidewalks throughout the city. While this approach has generally worked in residential and low-density areas, increased pedestrian activity within the downtown core has raised safety and congestion concerns.

In 2018, the City repealed a former Chapter 10.20 of the Municipal Code that broadly regulated bicycle operation, including registration and licensing requirements. That chapter was repealed due to redundancy with state statutes and limited administrative benefit.

The proposed ordinance differs in scope and intent from the repealed chapter. Rather than broadly regulating bicycle operation, this ordinance establishes a narrowly tailored restriction focused on pedestrian safety within a clearly defined portion of the downtown area, while allowing bicycle use on sidewalks elsewhere in the city.

DISCUSSION

Current Situation

The Police Department has observed and received complaints regarding bicycle use on sidewalks within the downtown area where pedestrian foot traffic is more concentrated. Sidewalks in this area are frequently used by pedestrians accessing businesses, services, and community destinations.

The shared use of limited sidewalk space by pedestrians and bicyclists in the downtown core increases the potential for conflicts and near-miss incidents, particularly during busier periods of daily activity. These conditions raise safety concerns for pedestrians and bicyclists alike.

Proposed Ordinance

The ordinance creates a new Chapter 10.20 titled "Bicycle Use on Sidewalks." Under the proposed language, bicycles may continue to be ridden on sidewalks throughout the City except within a defined downtown area bounded by:

Division Street / County Road M (north),
Cascade Avenue (south),
Main Street (west), and
Second Street (east).

An exception is provided allowing children 12 years of age and under to ride bicycles on sidewalks within the restricted area.

Violations would be subject to the general penalty provisions of Chapter 1.20 of the Municipal Code.

Rationale

The downtown area experiences higher concentrations of pedestrian foot traffic compared to other areas of the city, resulting in more frequent interactions between pedestrians and bicyclists on sidewalks. Sidewalk use in this area includes regular pedestrian movement related to businesses, services, and community activity. The proposed restriction is intended to reduce conflicts between pedestrians and bicyclists in this limited area while maintaining bicycle access citywide.

SUMMARY

The ordinance is designed to be clear, geographically limited, and easy to understand. The age-based exception recognizes that younger riders may not be able to safely operate bicycles in traffic and allows continued sidewalk use for that group.



ORDINANCE NO. 2026 - ____

AN ORDINANCE CREATING CHAPTER 10.20 OF THE MUNICIPAL CODE RELATING TO BICYCLES

THE COMMON COUNCIL OF THE CITY OF RIVER FALLS DOES ORDAIN:

Section 1. That Chapter 10.20 titled “Regulating Bicycle Use on Sidewalks,” of the City of River Falls Municipal Code is hereby created to read as follows:

“10.20 Bicycle Use on Sidewalks.

Sections

10.20.010 Bicycles Allowed Except Where and When Prohibited

- A. Bicycles may be ridden on any sidewalk or similar infrastructure in the City of River Falls, except the following locations:

Any sidewalk in the area bounded on the north by the southern right-of-way line of Division Street/County Road M, on the south by the northern right-of-way line of Cascade Avenue, on the west by the western right-of-way line of Main Street, and on the east by the eastern right-of-way line of 2nd Street, except where the rider of the bicycle is 12 years of age or under.

- B. Penalty. Any person violating the provisions of this Section shall be subject to the provisions of Chapter 1.20 of this municipal code.”

Section 2. Severability. The provisions of this ordinance shall be deemed severable and it is expressly declared that the City of River Falls would have passed the other provisions of this ordinance irrespective of whether or not one or more provisions may be declared invalid. If any provision of this ordinance or the application to any person or circumstances is held invalid, the remainder of the ordinance and the application of such provisions to other person's circumstances shall not be deemed affected.

Section 3. Effective date. This ordinance amendment shall take effect from and after its date of publication as provided by law.

FOR THE CITY OF RIVER FALLS

Dan Toland, Mayor

ATTEST:

Amy White, City Clerk

Adopted: _____

Published: _____



4b

MEMORANDUM

TO: Mayor Toland and Plan Commission
FROM: Gordon Young, Chief of Police
DATE: February 3, 2026
TITLE: **ORDINANCE CREATING CHAPTER 10.21 REGULATING ELECTRIC BICYCLES AND ELECTRIC SCOOTERS**

RECOMMENDED ACTION

Forward Ordinance 2026-## creating Chapter 10.21 of the Municipal Code to regulate the use of electric bicycles and electric scooters within the City of River Falls to City Council with a favorable recommendation.

BACKGROUND

The City of River Falls has received calls and complaints regarding the operation of electric bicycles (e-bikes) and electric scooters in areas shared with pedestrians and motor vehicles, including city streets, sidewalks, and paths.

Electric bicycles and electric scooters differ from traditional bicycles in speed, weight, and method of propulsion. These devices are capable of operating at higher speeds and are often used in locations not designed for their operation.

At present, the Municipal Code does not contain comprehensive, locally adopted regulations specific to electric bicycles and electric scooters. The proposed ordinance is intended to establish a clear local framework governing their use in order to protect public safety for operators, pedestrians, and the motoring public.

DISCUSSION

Current Situation

The Police Department has received complaints regarding young children operating powered electric bicycles and scooters in public spaces. In many cases, these devices are not equipped or designed to safely operate in lanes of traffic, nor are the operators adequately prepared to navigate roadway conditions.

Operation of these devices under such circumstances presents a life-safety concern for the operators as well as for pedestrians, bicyclists, and the motoring public.

Proposed Ordinance

The proposed ordinance creates Chapter 10.21 of the Municipal Code to regulate electric bicycles and electric scooters. Key provisions include:

- Defining electric bicycles by class and distinguishing them from electric scooters;
- Establishing minimum age and licensing requirements for operators;
- Limiting where electric bicycles and electric scooters may be operated, including restrictions on sidewalk, bike path, and roadway use;
- Requiring compliance with applicable state traffic laws and local ordinances;
- Establishing equipment and lighting requirements; and
- Assigning responsibility to parents or guardians who knowingly permit violations by minors.

These provisions are intended to provide clarity for residents, operators, and enforcement while addressing safety concerns associated with the increased use of powered electric devices.

SUMMARY

This ordinance establishes reasonable and clearly defined rules to address safety concerns, protect young users, and reduce risks to pedestrians and the motoring public with regard to electric bicycles and electric scooters.



ORDINANCE NO. 2026 - ____

AN ORDINANCE CREATING CHAPTER 10.21 OF THE MUNICIPAL CODE RELATING TO ELECTRIC BICYCLES AND ELECTRIC SCOOTERS

THE COMMON COUNCIL OF THE CITY OF RIVER FALLS DOES ORDAIN:

Section 1. That Chapter 10.21 titled "Regulating Electric Bicycles and Electric Scooters," of the City of River Falls Municipal Code is hereby created to read as follows:

"10.21 Regulating Electric Bicycles and Electric Scooters.

Sections

10.21.010 Definitions.

As used in this chapter, the following terms shall have the meaning indicated:

Electric Bicycle means a bicycle that is equipped with fully operative pedals for propulsion by human power and an electric motor of 750 watts or less and that meets the requirements of any of the following classifications:

- A. Class 1 Electric Bicycle means an electric bicycle equipped with a motor that provides assistance only when the rider is pedaling and that ceases to provide assistance when the bicycle reaches the speed of 20 miles per hour.
- B. Class 2 Electric Bicycle means an electric bicycle that may be powered solely by the motor and is not capable of providing assistance when the bicycle reaches the speed of 20 miles per hour.
- C. Class 3 Electric Bicycle means an electric bicycle equipped with a motor that provides assistance only when the rider is pedaling and that ceases to provide assistance when the bicycle reaches the speed of 28 miles per hour.

Electric scooter means a device weighing less than 100 pounds that has handlebars and an electric motor, is powered solely by the electric motor and human power, and has a maximum speed of not more than 20 miles per hour on a paved level surface when powered solely by the electric motor. "Electric scooter" does not include an electric personal assistive mobility device, motorcycle, motor bicycle, electric bicycle, or moped.

10.21.020 Permitted users of electric bicycles and electric scooters.

Operators of an electric bicycle on City roadways, sidewalks, or bike paths must possess a valid driver's license, a special restricted operator's license or an instruction permit.

No person less than 12 years of age shall operate an electric scooter on City roadways, sidewalks, or bike paths except that persons 8 through 11 years of age may do so during daylight hours if accompanied by an adult capable of remaining close enough to ensure the safe operation of the scooter by such child, such as by walking or running alongside, using their own electric scooter or bicycle, or engaging in a similar activity. This provision is intended to permit the usage of electric scooters by families.

10.21.030 Rules of the Road.

Subject to Section 10.21.060, the provisions of Chs. 346 and 347, Wis. Stats., and applicable City ordinances shall govern the operation of electric bicycles and electric scooters, where appropriate.

10.21.040 Use of electric bicycles and electric scooters; Where prohibited.

Class 1 Electric Bicycles may be used on sidewalks or bike paths that allow bicycle use on the same terms and conditions (e.g., age restrictions), provided that it is being operated without the motor and using only human power. Class 2 Electric Bicycles and Class 3 Electric Bicycles are prohibited from use on all sidewalks, bike paths, or similar infrastructure in the City.

Electric scooters may be used on sidewalks or bike paths that allow bicycle use on the same terms and conditions (e.g., age restrictions).

Electric scooters are prohibited from use on any roadway having a speed limit of more than 25 miles per hour.

10.21.050 Equipment Regulations.

Every person using electric scooters between one-half hour after sunset and one-half hour before sunrise shall have the scooter equipped with a lamp firmly attached to the front of such electric scooter exhibiting a white light to the front, and with a reflector or a lamp mounted on the rear of the vehicle visible at a distance of 500 feet. The reflector shall not be less than three inches in diameter.

10.21.060 Riding electric bicycles and electric scooters on roadway.

Every person operating an electric bicycle or electric scooter upon a roadway shall ride as near to the right side of the roadway as practicable, exercising due care when passing a standing vehicle or one proceeding in the same direction. Persons riding electric bicycles or electric scooters upon a roadway shall ride single file.

10.21.070 Responsibility of parent or guardian for violation.

No parent or guardian of any child shall authorize or knowingly permit such child to violate any of the provisions of this chapter 10.21.

10.21.080 Penalty.

Any person violating the provisions of this chapter 10.21 shall be subject to the provisions of chapter 1.20 of this municipal code.”

Section 2. Severability. The provisions of this ordinance shall be deemed severable and it is expressly declared that the City of River Falls would have passed the other provisions of this ordinance irrespective of whether or not one or more provisions may be declared invalid. If any provision of this ordinance or the application to any person or circumstances is held invalid, the remainder of the ordinance and the application of such provisions to other person's circumstances shall not be deemed affected.

Section 3. Effective date. This ordinance amendment shall take effect from and after its date of publication as provided by law.

FOR THE CITY OF RIVER FALLS

Dan Toland, Mayor

ATTEST:

Amy White, City Clerk

Adopted: _____
Published: _____



4c

MEMORANDUM

TO: Mayor Toland and Plan Commission

FROM: Gordon Young, Chief of Police

DATE: February 3, 2026

TITLE: **ORDINANCE CREATING CHAPTER 10.22 REGULATING THE OPERATION OF ALL-TERRAIN VEHICLES, UTILITY TERRAIN VEHICLES, AND OFF-HIGHWAY MOTORCYCLES**

RECOMMENDED ACTION

Forward Ordinance 2026-## creating Chapter 10.22 to regulate the operation of all-terrain vehicles (ATVs), utility terrain vehicles (UTVs), and off-highway motorcycles (OHMs) on public property within the City of River Falls to City Council with a favorable recommendation.

BACKGROUND

The City of River Falls has received calls and complaints regarding the operation of recreational off-road vehicles, including all-terrain vehicles (ATVs), utility terrain vehicles (UTVs), and off-highway motorcycles (OHMs), on city streets, sidewalks, paths, and other public property.

These vehicle types vary in size, configuration, and intended use. ATVs are smaller, straddle-seat, multi-wheeled vehicles designed for off-road operation. UTVs are larger off-road vehicles with side-by-side seating, steering wheels, and safety restraints. Off-highway motorcycles are two-wheeled motorized vehicles designed for off-road use. Detailed definitions and operational requirements for each vehicle type are set forth in Wisconsin State Statutes §§ 23.33 and 23.335.

While state law governs registration and use on designated routes and trails, the Municipal Code does not currently provide a comprehensive local framework clearly addressing the operation of these vehicles on city-owned streets, sidewalks, trails, parks, and other public property.

The proposed ordinance is intended to address this gap by establishing clear local authority, consistent with state law, to regulate the operation of ATVs, UTVs, and off-highway motorcycles within the City in order to protect public safety.

DISCUSSION

Current Situation

The Police Department has observed and received complaints regarding the operation of off-highway motorcycles, all-terrain vehicles, and utility terrain vehicles by both juveniles and adults on city roadways, sidewalks, and shared-use paths. These vehicles are not designed or

equipped to safely operate in lanes of traffic or on sidewalks, paths, and other pedestrian areas in an urban environment.

Operation of these vehicles on public property presents a life-safety concern for operators, pedestrians, bicyclists, and the motoring public. Such use also increases the potential for property damage, noise impacts, and conflicts with other lawful uses of public spaces.

Proposed Ordinance

The proposed ordinance creates Chapter 10.22 of the Municipal Code to regulate the operation of ATVs, UTVs, and off-highway motorcycles within the City. Key elements include:

- Adoption by reference of applicable state laws governing ATVs, UTVs, and OHMs, including Wis. Stat. §§ 23.33 and 23.335, to ensure consistency with statewide standards;
- Prohibition of operation on city streets, sidewalks, bicycle facilities, trails, parks, and other public property, except where expressly authorized by state law or by the ordinance;
- Clear identification of limited exceptions, including designated routes or trails, emergency and governmental operations, and approved special events; and
- Establishment of enforcement authority and penalties consistent with state law.

This ordinance provides a clear regulatory framework and enforcement mechanism that does not currently exist in the Municipal Code, allowing the City to address documented safety concerns related to the operation of these vehicles.

SUMMARY

This ordinance establishes clear authority to address unsafe operation on public property and enhances the City's ability to protect public safety.



ORDINANCE NO. 2026 -__

AN ORDINANCE CREATING CHAPTER 10.22 OF THE MUNICIPAL CODE RELATING TO OPERATION OF ALL-TERRAIN AND UTILITY TERRAIN VEHICLES AND OFF-HIGHWAY MOTORCYCLES

THE COMMON COUNCIL OF THE CITY OF RIVER FALLS DOES ORDAIN:

Section 1. That Chapter 10.22 titled “Regulating the Operation of All-Terrain and Utility Terrain Vehicles and Off-Highway Motorcycles,” of the City of River Falls Municipal Code is hereby created to read as follows:

“10.22 Regulating the Operation of All-Terrain and Utility Terrain Vehicles and Off-Highway Motorcycles.

Sections

10.22.010 Authority; state all-terrain vehicles and utility terrain vehicles laws adopted; state off-highway motorcycles laws adopted.

This chapter is adopted pursuant to the authority granted to the City under Wis. Stat. §§ 62.11(5), 23.33(11), and 23.335(21), and in conformity with § 349.03(1)(b), for the purpose of regulating the operation of all-terrain vehicles, utility terrain vehicles, and off-highway motorcycles on public property within the City for the protection of public health, safety and welfare.

The provisions of Wis. Stat. §§ 23.33 and 23.335, and any administrative rules promulgated thereunder, are hereby adopted and incorporated by reference and made part of this chapter as if fully set forth herein. Any future amendments, revisions, or modifications of the foregoing statutes or administrative rules are intended to be made part of this chapter to ensure uniform statewide regulation of such vehicles and consistent enforcement within the City.

<u>Section</u>	<u>Subject</u>
<u>23.33(1)</u>	<u>Definitions.</u>
<u>23.33(1m)</u>	<u>Utility Terrain Vehicle Program.</u>
<u>23.33(2)</u>	<u>Registration.</u>
<u>23.33(2g)</u>	<u>Lac Du Flambeau Band Registration Program.</u>
<u>23.33(2h)</u>	<u>Alterations and Falsifications Prohibited.</u>
<u>23.33(2j)</u>	<u>Nonresident Trail Passes.</u>

<u>23.33(2k)</u>	<u>Weekend Exemption.</u>
<u>23.33(2m)</u>	<u>Rental of All-Terrain Vehicles and Utility Terrain Vehicles.</u>
<u>23.33(3)</u>	<u>Rules of Operation.</u>
<u>23.33(3c)</u>	<u>Operation with Firearms or Crossbows.</u>
<u>23.33(3e)</u>	<u>Original Seating.</u>
<u>23.33(3g)</u>	<u>Use of Headgear.</u>
<u>23.33(4)</u>	<u>Operation on or Near Highways.</u>
<u>23.33(4c)</u>	<u>Intoxicated Operation of an All-Terrain Vehicle or Utility Terrain Vehicle.</u>
<u>23.33(4g)</u>	<u>Preliminary Breath Screening Test.</u>
<u>23.33(4j)</u>	<u>Applicability of the Intoxicated Operation of an All-Terrain Vehicle or Utility Terrain Vehicle Law.</u>
<u>23.33(4L)</u>	<u>Implied Consent.</u>
<u>23.33(4p)</u>	<u>Chemical Tests.</u>
<u>23.33(4t)</u>	<u>Report Arrest to Department.</u>
<u>23.33(4x)</u>	<u>Officer's Action After Arrest for Operating an All-Terrain or Utility Terrain Vehicle While Under Influence of Intoxicant.</u>
<u>23.33(4z)</u>	<u>Public Education Program.</u>
<u>23.33(5)</u>	<u>Age Restrictions; Safety Certification Program.</u>
<u>23.33(5m)</u>	<u>Safety Enhancement Program.</u>
<u>23.33(6)</u>	<u>Equipment Requirements.</u>
<u>23.33(6m)</u>	<u>Noise Limits.</u>
<u>23.33(6r)</u>	<u>Passenger Restrictions.</u>
<u>23.33(7)</u>	<u>Accidents.</u>
<u>23.33(8)</u>	<u>Routes and Trails.</u>
<u>23.33(9)</u>	<u>Administration; Enforcement; Aids.</u>
<u>23.33(10)</u>	<u>Liability of Landowners.</u>
<u>23.33(11)</u>	<u>Local Ordinances.</u>
<u>23.33(11m)</u>	<u>Exceptions.</u>
<u>23.33(12)</u>	<u>Enforcement.</u>
<u>23.33(13)</u>	<u>Penalties</u>
<u>23.335(1)</u>	<u>Definitions.</u>
<u>23.335(2)</u>	<u>Registration.</u>
<u>23.335(3)</u>	<u>Registration; Application Process.</u>
<u>23.335(4)</u>	<u>Registration; Certificates and Decals.</u>

<u>23.335(5)</u>	<u>Registration of Off-Highway Motorcycle Dealers.</u>
<u>23.335(5m)</u>	<u>Alterations and Falsifications Prohibited.</u>
<u>23.335(6)</u>	<u>Nonresident Trail Passes.</u>
<u>23.335(7)</u>	<u>Rental of Limited Use Off-Highway Motorcycles.</u>
<u>23.335(8)</u>	<u>Use of Protective Headgear.</u>
<u>23.335(9)</u>	<u>Rules of Operation.</u>
<u>23.335(10)</u>	<u>Operation on Highways; Limited Use Motorcycles.</u>
<u>23.335(11)</u>	<u>Operation Adjacent to Roadway.</u>
<u>23.335(12)</u>	<u>Intoxicated Operation.</u>
<u>23.335(13)</u>	<u>Age Restrictions; Safety Certificate Requirements.</u>
<u>23.335(14)</u>	<u>Safety Certification Program.</u>
<u>23.335(15)</u>	<u>Safety Grant Program.</u>
<u>23.335(17)</u>	<u>Equipment Requirements.</u>
<u>23.335(18)</u>	<u>Accidents.</u>
<u>23.335(19)</u>	<u>Trail and Routes.</u>
<u>23.335(20)</u>	<u>Enforcement Activities and Projects; Funding.</u>
<u>23.335(21)</u>	<u>Local Ordinances.</u>
<u>23.335(22)</u>	<u>Enforcement.</u>
<u>23.335(23)</u>	<u>Penalties.</u>

10.22.020 Purpose.

The Common Council finds that the operation of all-terrain vehicles, utility terrain vehicles, and off-highway motorcycles on public streets, alleys, sidewalks, bicycle facilities, parks, trails, and other public property not expressly designated for such use presents safety hazards to pedestrians, bicyclists, and motorists, causes noise and nuisance impacts, and risks damage to public property and the environment. It is the intent of this chapter to prohibit such operation on public property within the City except where expressly authorized by state law or under this chapter.

10.22.030 Definitions.

For the purposes of this chapter, the following terms shall have the meanings given herein:

ALLEY — Has the meaning given in Wis. Stat. § 340.01(2).

ALL-TERRAIN VEHICLE (ATV) — Has the meaning given in Wis. Stat. § 23.33(1)(b).

AUTHORIZED EMERGENCY VEHICLE — Has the meaning given in Wis. Stat. § 340.01(3).

BICYCLE LANE — Has the meaning given in Wis. Stat. § 340.01(5e).

BICYCLE WAY — Has the meaning given in Wis. Stat. § 340.01(5f).

HIGHWAY — Has the meaning given in Wis. Stat. § 340.01(22).

OFF-HIGHWAY MOTORCYCLE (OHM) — Has the meaning given in Wis. Stat. § 23.335(1)(q).

OPERATE — With respect to ATVs/UTVs, has the meaning given in Wis. Stat. § 23.33(1)(ir). With respect to OHMs, has the meaning given in Wis. Stat. § 23.335(1)(z).

OPERATION — With respect to ATVs/UTVs, has the meaning given in Wis. Stat. § 23.33(1)(it). With respect to OHMs, has the meaning given in Wis. Stat. § 23.335(1)(zb).

PARKS — Has the meaning given in § 12.20.010 of this code.

PUBLIC PARKING LOT — Any off-street parking facility owned, leased, or controlled by the City and open to the public, whether free or fee-based, such as the off-street parking lots listed under § 235-35.

PUBLIC PROPERTY — Any real property owned, leased, or controlled by the City including, without limitation, streets, highways, alleys, sidewalks, bicycle lanes, bicycle ways/paths, trails, parks, recreation and open space lands, and public parking lots, whether open to the public or temporarily closed.

RECREATION AND OPEN SPACE LANDS — City-owned or City-controlled lands designated or used for recreation, conservation, stormwater, or open space purposes, whether developed or undeveloped, and excluding streets, alleys, and roadways.

ROADWAY — Has the meaning given in Wis. Stat. § 340.01(54).

SIDEWALK — Has the meaning given in Wis. Stat. § 340.01(58).

STREET — Has the meaning given in Wis. Stat. § 340.01(64).

TRAIL — A marked corridor on public property intended for recreational travel or access, whether for motorized or nonmotorized use, and designated or maintained by the City.

UTILITY TERRAIN VEHICLE (UTV) — Has the meaning given in Wis. Stat. § 23.33(1)(ng).

10.22.040 Prohibited operation

No person may operate, or permit the operation of, any ATV, UTV, or OHM on any public property within the City, including but not limited to streets, alleys, sidewalks, bicycle lanes or bicycle ways, trails, parks, recreation and open space lands, and public parking lots, except as expressly authorized by state law or by this chapter.

10.22.050 Exceptions.

This chapter does not apply to the operation of any ATV, UTV, or OHM in the following circumstances:

- A. Designated routes and trails. When operated on an officially designated all-terrain vehicle route or trail or off-highway motorcycle route or trail established and signed in accordance with Wis. Stat. §§ 23.33(8) and 23.335(19), and any applicable administrative rules.
- B. Authorized emergency vehicles and governmental operations. When operated by an authorized emergency vehicle or by officers, employees, or agents of a City, county, state, or federal agency, or the University of Wisconsin – River Falls, or the School District of River Falls, or a public utility or electric cooperative, while engaged in official duties, including maintenance, inspection, or utility operations, as provided under Wis. Stat. §§ 23.33(11m) and 23.335(22). Add university and school district
- C. When operation is expressly authorized as part of a special event approved by the City, including but not limited to events authorized under Wis. Stat. §§ 23.33(4)(c)2. and 23.335(10)(a)7 and (b).
- D. Operations otherwise permitted by state law. When and to the extent operation is expressly permitted or exempted under Wis. Stat. §§ 23.33 or 23.335, or administrative rules promulgated thereunder.

10.22.060 Penalties.

Any person who violates any provision of this chapter shall, upon conviction, forfeit not more than \$250, as provided under Wis. Stat. §§ 23.33(13) and 23.335(23), together with the costs of prosecution. Each violation constitutes a separate offense.

10.22.070 Enforcement.

This chapter shall be enforced by the Police Department and other duly authorized officers in accordance with Wis. Stat. §§ 23.33(12) and 23.335(22).

10.22.080 Transmittal.

The City Clerk shall promptly transmit a copy of this chapter and any amendments to the

Wisconsin Department of Natural Resources, the Wisconsin State Patrol, and to the office of any law enforcement agency of each jurisdiction having authority over highways to which this chapter applies, consistent with Wis. Stat. §§ 23.33(11)(b) and 23.335(21)(b).”

Section 2. Severability. The provisions of this ordinance shall be deemed severable and it is expressly declared that the City of River Falls would have passed the other provisions of this ordinance irrespective of whether or not one or more provisions may be declared invalid. If any provision of this ordinance or the application to any person or circumstances is held invalid, the remainder of the ordinance and the application of such provisions to other person's circumstances shall not be deemed affected.

Section 3. Effective date. This ordinance amendment shall take effect from and after its date of publication as provided by law.

FOR THE CITY OF RIVER FALLS

Dan Toland, Mayor

ATTEST:

Amy White, City Clerk

Adopted: _____

Published: _____

Introduction

This report is provided monthly to update the Plan Commission, Parks and Recreation Advisory Board, and other interested parties on Community Development efforts of the past month as it relates to the City's Strategic Initiatives and the Department work plan.

2026 Community Development Major Projects

*Denotes a Council Strategic Initiative

CONNECTED COMMUNITY

Kinnickinnic River Corridor Plan Phase I: Complete USACE Feasibility Study and continue design and access planning work with the National Park Service*

- USACE is working internally to complete the Feasibility Study review.

Safe Streets Action Plan*

- Staff is planning a coordination meeting with representatives from St. Croix and Pierce Counties.

Housing code amendments as part of the Comprehensive Plan implementation

- Staff have drafted potential ordinance amendments to implement the Housing Chapter of the Comprehensive Plan. Plan Commission recommended approval of the draft ordinance amendments.

Locust Street design

- Preliminary roadway design is complete. Staff is preparing a recommendation to proceed with the project, including proposed sources and uses based on the engineering estimate.

Mapping

- Map of [available sites](#) for development

ECONOMIC VITALITY

Downtown Project*

- Staff are conducting an inventory of opportunities and issues to understand existing conditions. As part of this effort, Toole Design is analyzing the Riverwalk and the alley between Main Street and Second Street for opportunities and challenges related to alley usage, business access, utility relocation, and placemaking. The outcome of the study will include recommendations for future usage, improved business access, utility locations, stormwater management, wayfinding, and placemaking both during and after the reconstruction of downtown public infrastructure.
- Staff are continuing to work with Merchant Macintyre on potential downtown reconstruction grant funding sources, primarily a Federal Better Utilizing Investments to Leverage Development (BUILD) grant. As part of this effort staff prepared a memo and resolution requesting the Utility Advisory Board to approve a resolution supporting replacement of select water, wastewater, and electric utilities as part of a comprehensive downtown reconstruction project.

Continued Infill in Corporate Parks/Innovation Center Expansion*

- Staff closed on the sale of Lot J in the Sterling Ponds Corporate Park
- Work with the Economic Development Administration (EDA) continues on the grant to expand the Innovation Center.

Ensure sustained (re)development of the City from the prospect stage through construction

- Brookgreen – Occupancy granted for Buildings 1, 2, 3 and Clubhouse. Buildings 4-10 are under construction.
- Oak Hill – 3 permits issued, no CO issued.
- Construction for the Sycamore Two senior housing and 4 duplexes project has begun.
- Council approved the Specific Implementation Plan for a 50-unit income-based housing in the Mann Valley Residential neighborhood (Cinnaire Solutions).

BUILDING PERMITS ISSUED				
Permit Type	January	YTD	Permit Value January	Permit Value YTD
Building Permits	10	10	\$1,031,500	\$1,031,500
New Home Permits	4	4	\$940,000	\$940,000

FINANCIAL SUSTAINABILITY

Examine Impact Fees*

- Finance Dept is working with a consultant to examine impact fees for development

Economic Development

- The Economic Development Manager is a member of RFEDC, WEDA, River Falls Chamber, and St. Croix Valley Innovation Center Management Committee.

QUALITY MUNICIPAL SERVICES

Library Remodel*

- Phase I is substantially complete and included new office spaces and much of the main floor.
- Phase II includes conference room expansion and the Teen Center and Children’s room and is approximately 2/3 complete.

Fire Station Remodel*

- Fire Station demolition is anticipated to begin the week of February 2nd with demolition of the former Police Station.

Hoffman Basin Study

- The consultant provided a final copy of the Hoffman Basin Study.

Division Street crosswalks

- Staff is working with UW-Madison to develop conceptual plans for improved pedestrian crossings on East and West Division Street to provide safer access to DeSanctis and Hoffman Parks, respectively.

WiDNR Urban Non-Point Source Pollution grant

- MSA Professional Services is completing a City-wide phosphorus model to document compliance with our stormwater MS4 Permit.

Stewardship of Public Infrastructure

- Staff is preparing the 2026 Mill and Overlay bidding and construction documents. The project is expected to mill and overlay portions of Paulson Road that are significantly deteriorated.

The Community Development Department oversees the [Plan Commission](#), [Parks and Recreation Advisory Board](#), [Business Improvement District Board](#), [Historic Preservation Commission](#), [City Board of Appeals](#), [Downtown Design Review Committee](#), [Extraterritorial Zoning Committee \(ETZ\)](#), [Extra Territorial Board of Appeals](#), and [River Falls Economic Development Corporation](#).