

# Welcome to Phillips

*the  
Friendliest  
Little City in  
the  
Northwoods!*



**2024 Comprehensive Plan for the  
City of Phillips, Wisconsin**

# **All visitors are welcome in the City of Phillips**

Pictured on the cover:

Left: Shelby Kosmer City of Phillips Clerk

Right: Laura Palzkill, City of Phillips Chamber Executive Director and  
Kayla Bushman City of Phillips Chamber Office Assistant

Information about the City of Phillips is available at:

Phillips City Hall  
174 S Eyder Ave.

City of Phillips Chamber Information Center  
Bostrom Park  
Overlooking Duroy Lake





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## 1. ISSUES & OPPORTUNITIES

Phillips is the county seat of Price County. The City of Phillips was incorporated in 1876. By that time, it had developed into a growing community with businesses catering to the needs of the growing timber and farming enterprises. Logging in Wisconsin cleared vast tracts of virgin white pine. Timber harvesting and milling employed thousands in the area. The importance of timber was critical to the overall prosperity of the community. Loggers and increasingly farmers fueled the commercial growth of the city. Timbering continued to provide jobs and support business growth until the mid 20th century. Even today Phillips and the surrounding central Price County towns provide a significant concentration of population within the County.

As the timber was harvested, immigrant families came to the area to clear the deforested areas. Agricultural opportunities opened up as new families came to the area. Industry, mostly related to forestry, producing lumber and flooring products also began providing livelihood for area residents.

Loggers and immigrants came to the area, oftentimes by train, to work the vast tracts of virgin white pine forests and to clear and toil on the cleared landscape. The community developed on the backs of logger's and farmer's grueling labor. A vital downtown was surrounded with the hand-built homes of those who worked in the woods and the mills cutting timber into lumber used in construction throughout the state and area. A vibrant business district provided income to owners and shopkeepers. Farm families also hand-build their homes and their future in the rocky soil of Price County. As with logging, Agriculture was key to the development of Phillips and Price County. As logging cleared the land immigrant populations arrived in the area to develop farming enterprises. Entire families worked the land. Logging and farming were the engines that fed the development of a thriving commerce base in Phillips. Both logging and farming are still viable influences within the county. They both have been affected by enormously increased efficiencies and require far fewer workers to keep large agricultural and timber enterprises productive and profitable. Timber activity was the basis for natural and recreational areas like the Chequamegon National Forest and the Flambeau River State Forest as well as robust development of county forest land.

Although logging and agriculture continues to provide work in the area, the logging boom is past, and a number of timber related manufacturing enterprises started over the years have failed or closed. However, employment opportunities in the community began to change to diverse

manufacturing in the 1950's and continues to current times. Local, national and international manufacturing companies that were started in Phillips continue to provide goods and services to this day.

In the late 1950's Wisconsin Wood Products (Lionite), a company that manufactured panel board products from wood fibers started operation and soon became a primary employer in Phillips. The company enjoyed successful sales of its products. However, from the mid to late 1960's through 2015 the business changed hands a number of times and experienced declining sales. In 2015, the owner of the facility, Georgia Pacific, announced that the approximately 60 remaining employees would be permanently laid off and the plant would close in October of 2015. Georgia Pacific agreed to remove the structures on the property, rehabilitate the land and put the real estate up for sale.

An effort to reopen the mill was mounted in 2016 and failed soon after.

Lynda Ludwig, president of Price County United Limited appeared at the March 28, 2024, Phillips Planning Commission meeting to notify the city that the transfer of ownership of the 26 acre former Phillips Lionite Wood Products property to Price County United Limited occurred November 10, 2023. Ludwig said at the meeting that deed recording would occur in the next few days. She continued, "This transfer of ownership provides an opportunity for a revision and transformational change to our community's lakefront. Community engagement is planned."

Phillips has seen new manufacturing growth since the mid 1960's beginning with: Phillips Plastics Corp. (now Phillips Medisize); Marquip, Inc. (now BW Paper Systems); and Phillips Plating Corp. These dynamic manufacturing employers have been joined by: Industrial Air Products; Takco, Inc.; Dynamic Fan Corp.; Superior Automation; Compumold Tool & Design; OEM Corp., SRC America and a host of smaller manufacturers and subsidiary businesses.

Currently, Phillips provides one of the strongest manufacturing employment bases in the northern part of Wisconsin. A community goal is to keep employment growing. In fact, the employment base in this area has never been stronger. Local agricultural businesses, timber and contracting firms, local retail, restaurants, service and professional businesses add to the local employment base.



A significant challenge for growth among these businesses is a lack of housing inventory for people seeking employment. Many potential new residents have difficulty finding temporary housing at any cost so they can effect their long-term housing plans. A number of new residents seek to buy or build their homes in the area. The draw of “up-north” living lures many new home builders to home sites out of the city where homes can be built on nearby lakes and water ways and in expansive area woodlands. This has led to population growth in the Towns surrounding Phillips

A good number of housing units within the oldest parts of the city, dating back to the community’s beginnings. Vacancy and deferred maintenance on many of these properties make them undesirable.

In spite of a need for additional housing there have been recent rental housing projects. Additionally, there are platted areas in the city for new housing development and construction.

Additionally, there are sites available for commercial and mixed use development.

Effort to initiate a new “Mainstreet Program” is underway, now called Connect Communities. An application for the Connect Communities program is being supported by Price County United Limited with applications due in April. The City of Phillips was a member of the Connect Communities program from 2021- July of 2023 where the program had lapsed. Phillips had a Mainstreet program in the mid-1990’s

Other than employment, a host of reasons cause individuals and families to choose to make the Phillips area their home.

Phillips is surrounded by water and woods. The Phillips Chain-O-Lakes, comprised of four lakes Duroy, Elk, Long and Wilson is nearly 2,000 acres in area. To the north is Solberg Lake, east is Dardis and Musser Lakes, and to the west is Soo Lake. The Elk River water shed flows through Phillips and feeds the South Fork of the famous Flambeau River. These waterways are

surrounded with forest and cleared land. Living on the water or in the woods is a dream of many new arrivals to the area.

Recreational activities on the surrounding waters include quality fishing, and all water sports. On any summer day there is an assortment of boats and activity on the various bodies of water. From a quiet float down one of the rivers, a kayak or canoe ride through some great rapids, a swim in one of the many lakes, to leisurely pontoon rides and more lively boating activities. Fishing on the waters is lasts throughout the year.

But it's not all about water, this community, surrounded by lakes and rivers, is the gateway to the Flambeau River State Forest, The Nicollet-Chequamegon National Forests and Price County Forest lands: all providing woodland activity and habitat covering huge areas of Price County. Outdoor recreational activities abound in the area. Hunting, fishing, boating, snowmobiling, walking, hiking, running, snowshoeing, cross country skiing, fishing, biking tennis, pickle ball, a host of youth sports activities including hockey, trap shooting, baseball and school sports programs all providing youth and adult recreational opportunities.

Housing on the lakes and rivers includes quality homes, vacation lodging, retirement retreats, second homes and water-side cabins. A number of area residents choose to live with more solitude in the surrounding forests. There is abundant private forested land, extensive county forests, as well as the state and national forests. All the beauty and allure of northern Wisconsin is literally at your doorstep,

Phillips has a "Main Street". The downtown and area business areas include banking, real estate sales, professional services, retail stores, restaurants, bars, liquor sales, food and delicatessen sales, drug stores, a movie theatre, barber and beauty shops, laundromat services, shops catering to fishing, hunting and the outdoors. Businesses also include fashion, general merchandise, quality resale stores, auto supplies, printing and sign sales, insurance sales, hardware stores and more. Outside of downtown there are other stores and businesses: lodging, auto sales and service, large chain grocery store, convenience outlets, lumber and building supplies. The necessities of life can all be had.



Many needs are well served within the community. A number of service organizations enhance the quality of life in the region. Religious needs are met with at least eight denominations represented within the city. There is a library, a police force, a fire department, and ambulance service supported by the city. County offices include courthouse offices and services ranging from the county nurse to county zoning. County garages and the sheriff's office are located in the community. There is also an achievement center. Service and fraternal organizations provide leadership with community projects and recreational opportunities are plentiful.

Community development facilitated and accompanied with development of a network of rural schools to provide education to children whose parents came from all walks of life. Eventually, the small "one room" schools were embroidered into a consolidated school district. Today the School District of Phillips is a proud example of the good that can happen when people work together. The School District of Phillips, a high quality K-12 system offering solid college preparatory curricula and well as technical focused programs suited to local industry.

Since the late 1980's, Northcentral Technical College branch campus was developed and its continued growth has provided additional support for local industry and business with technical, career and continuing education programs. Northcentral Technical College is based in Wausau with branch campuses, besides Phillips, in Antigo, Medford, Wittenberg and Spencer

The community has a vibrant business atmosphere. The Industrial Development Corporation is active and has established two industrial parks. The area chamber of commerce, with nearly 200 members represents commercial enterprises in the area including manufacturing, retail sales, restaurants, night clubs, recreational providers, resort accommodations, motels, professional services, utilities, construction, maintenance businesses and more all serving area needs.

Service clubs and organizations include a newly established Main Street association, Lions, V.F.W., American Legion, Masons, a community theatre group, organizations for entertainment attractions, a county fair board, a host of snowmobile clubs, lake associations, and more.

On the whole, the reasons to make this area home overwhelm various criticisms. Still, as evidenced by comments in our community survey, many residents are concerned with ways to make life here better. Here summers are delightful and in the winter there are no mosquitoes.

Springtime brings the promise of nature's annual blooming regrowth. And fall brings each year a quieter time to consider the good fortune to call this area home. The City of Phillips is located in the center of Price County, Wisconsin (Map 1).

#### HISTORICAL POPULATION

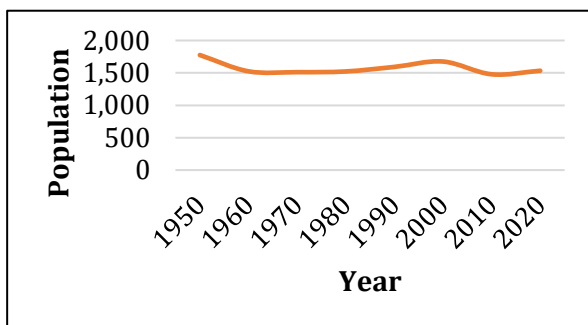
The City of Phillips had a population of 1,775 in 1950, but in the last 70 years, the City has experienced a total population loss of 242 people, a decrease of nearly 14 percent. Since 1950, the population had declined until the twenty years from 1980 to 2000 when it gained 153 persons. This gain was short-lived as the population decreased between the years 2000-2010 by 197 persons. From 2010-2020, the population has increased again from 1,478 to 1,533. Figure 1 charts Phillips population from 1950 to 2020.

#### POPULATION COUNTS

Table 1 displays the population trends from 1950 through 2020 for all municipalities within Price County. During this 70-year period, the population of 15 out of 22 communities in Price County declined. The Towns with the largest gains were those that border the City of Phillips. The Town of Elk gained 344 people while the Town of Worcester gained 238.

Price County's population in the past 60 years has fallen from 16,344 persons in 1950 to 14,054 persons in 2020, a loss of 2,290 persons. There are no major trends or indicators that would indicate any population will experience a dramatic increase or decrease over the planning period. It is anticipated the decrease in population of younger age groups within the county will continue during the planning period.

**Figure 1: Phillips Population Change 1950-2020**



**Table 1: Population Trends, Price County 1950-2020**

<b>Municipality</b>	<b>1950</b>	<b>1960</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2020</b>	<b>Change</b>
<b>Catawba (T)</b>	344	365	338	319	276	283	269	247	-97
<b>Catawba (V)</b>	233	230	215	205	178	149	110	141	-92
<b>Eisenstein (T)</b>	655	594	653	728	679	669	630	625	-30
<b>Elk (T)</b>	616	526	636	996	1,059	1,183	988	960	344
<b>Emery (T)</b>	472	349	288	308	322	325	297	308	-164
<b>Fifield (T)</b>	792	657	763	805	863	989	901	905	113
<b>Flambeau (T)</b>	475	342	299	389	459	535	489	488	13
<b>Georgetown (T)</b>	258	211	183	166	195	164	171	172	-86
<b>Hackett (T)</b>	266	191	190	179	214	202	169	189	-77
<b>Harmony (T)</b>	338	277	235	268	203	211	222	220	-118
<b>Hill (T)</b>	363	325	293	349	360	364	333	366	3
<b>Kennan (T)</b>	553	504	426	387	330	378	356	143	-410
<b>Kennan (V)</b>	194	162	167	194	169	171	135	365	171
<b>Knox (T)</b>	739	530	539	542	420	399	341	311	-428
<b>Lake (T)</b>	1,327	1,246	1,473	1,369	1,333	1,319	1,128	1,106	-221
<b>Ogema (T)</b>	1,011	864	821	850	860	882	713	727	-284
<b>Park Falls (C)</b>	2,924	2,919	2,953	3,192	3,104	2,793	2,462	2,410	-514
<b>Phillips (C)</b>	<b>1,775</b>	<b>1,524</b>	<b>1,511</b>	<b>1,522</b>	<b>1,592</b>	<b>1,675</b>	<b>1,478</b>	<b>1,533</b>	<b>-242</b>
<b>Prentice (T)</b>	672	462	463	547	486	479	475	440	-232
<b>Prentice (V)</b>	477	427	519	605	571	626	660	563	86
<b>Spirit (T)</b>	555	420	342	379	345	315	277	292	-263
<b>Worcester (T)</b>	1,305	1,245	1,213	1,489	1,582	1,711	1,555	1,543	238
<b>Price County</b>	<b>16,344</b>	<b>14,370</b>	<b>14,520</b>	<b>15,788</b>	<b>15,600</b>	<b>15,822</b>	<b>14,159</b>	<b>14,054</b>	<b>-2,290</b>

Source: U.S. Census Bureau, 1950-2020



## POPULATION ESTIMATES

Every year the Wisconsin Department of Administration (WDOA), Demographic Services Center develops population estimates for every municipality and county in the state. The January 1, 2021 final population estimate for the City of Phillips was 1,430 persons, a 7.2 percent decrease from the 2020 census count. Price County's 2021 final population estimate was 14,269, a 1.5 percent increase from 2020.

## POPULATION PROJECTIONS

Population projections are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of past growth trends. Projections should be considered as one of many tools used to anticipate and predict future needs. Population levels are subject to many phenomena including but not limited to: physical conditions, environmental concerns, land use, zoning restriction, taxation, annexation, and other political issues that influence business and personal location decisions.

Recognizing the inherent difficulties in predicting future population growth is important to the planning process. The Wisconsin Department of Administration (WDOA) Demographic Services Center prepares baseline population projections in accordance with Wisconsin Statute 16.96 to the year 2040 for all municipalities in Wisconsin. The projections are based on past and current population trends and are intended as a baseline guide for users. Users are urged to examine any other available forecasts that incorporate additional information such as land use, zoning regulations, and planned or proposed developments. Users may also compare the projections with the population estimates that are produced annually. Table 2 displays population projections for all municipalities in Price County, while Table 3 and Figure 2 show three additional population forecasts.

**Table 2: Population Projections**

Municipality	2010	2015	2020	2025	2030	2035	2040	2010-2040
<b>Catawba (T)</b>	269	255	255	255	250	240	225	- 44
<b>Catawba (V)</b>	110	100	95	90	85	75	65	- 45
<b>Eisenstein (T)</b>	630	605	595	590	580	560	520	- 110
<b>Elk (T)</b>	988	965	950	935	915	880	815	- 173
<b>Emery (T)</b>	297	285	280	280	275	265	245	- 52
<b>Fifield (T)</b>	901	875	870	875	865	845	790	- 111
<b>Flambeau (T)</b>	489	470	465	465	460	445	415	- 74
<b>Georgetown (T)</b>	171	165	170	170	170	165	160	- 11
<b>Hackett (T)</b>	169	160	155	150	140	130	115	- 54
<b>Harmony (T)</b>	222	220	225	235	240	240	230	8
<b>Hill (T)</b>	333	325	320	320	315	305	285	- 48
<b>Kennan (T)</b>	356	350	350	355	355	350	335	- 21
<b>Kennan (V)</b>	135	125	120	110	105	95	80	- 55
<b>Knox (T)</b>	341	340	335	330	325	315	290	- 51
<b>Lake (T)</b>	1,128	1,075	1,035	1,005	965	905	815	- 313
<b>Ogema (T)</b>	713	685	660	635	605	565	510	- 203
<b>Park Falls (C)</b>	2,462	2,410	2,365	2,330	2,270	2,175	2,000	- 462
<b>Phillips (C)</b>	1,478	1,400	1,360	1,320	1,270	1,200	1,085	- 393
<b>Prentice (T)</b>	475	455	450	455	450	440	415	- 60
<b>Prentice (V)</b>	660	640	645	660	660	655	625	- 35
<b>Spirit (T)</b>	277	265	260	255	245	235	210	- 67
<b>Worcester (T)</b>	1,555	1,530	1,530	1,540	1,530	1,505	1,415	- 140
<b>Price County</b>	14,159	13,700	13,490	13,360	13,075	12,590	11,645	- 2,514

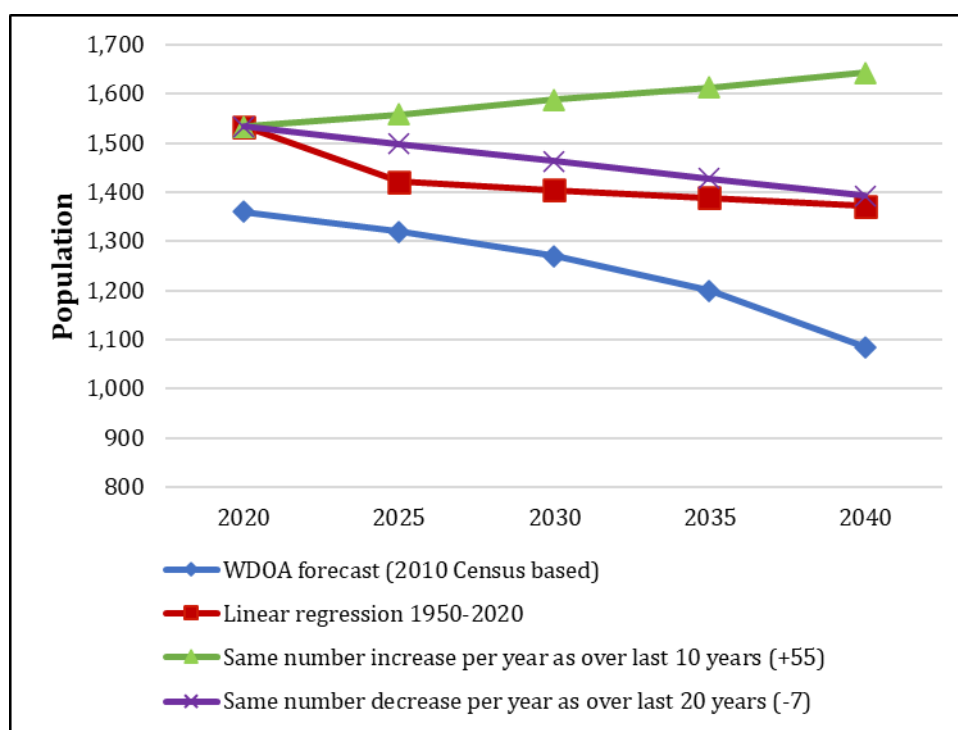
Source: 2010 U.S. Census Bureau; WDOA Population Estimate, 2010-2040 WDOA Projections

**Table 3: City of Phillips Population Projections**

Projection	2010	2015	2020	2025	2030	2035	2040
WDOA forecast (2010 Census based)	1,478	1,400	1,360	1,320	1,270	1,200	1,085
Linear regression 1950-2020	1,478	1,453	1,533	1,421	1,404	1,388	1,372
Same number increase per year as over last 10 years (+55)	1,478	1,378	1,533	1,558	1,588	1,613	1,643
Same number decrease per year as over last 20 years (-7)	1,478	1,448	1,533	1,498	1,463	1,428	1,393

Source: WDOA & NWRPC

**Figure 2: City of Phillips Population Projection Comparison**



## POPULATION BY AGE COHORT & POPULATION PYRAMID

A shifting age structure is a national trend that is evident in Wisconsin and Price County. This is largely due to the baby-boomer generation, which is a large segment of the overall population, nearing retirement age. As this age group gets older, the demand for services such as health care will increase. It will become increasingly important for municipalities to recognize these trends and to plan for the new demands that will need to be met. Within the City of Phillips, the

majority of the population is in the 25 to 44 age group, Table 4. The 2020 median age for the City of Phillips is 39.7 years of age.

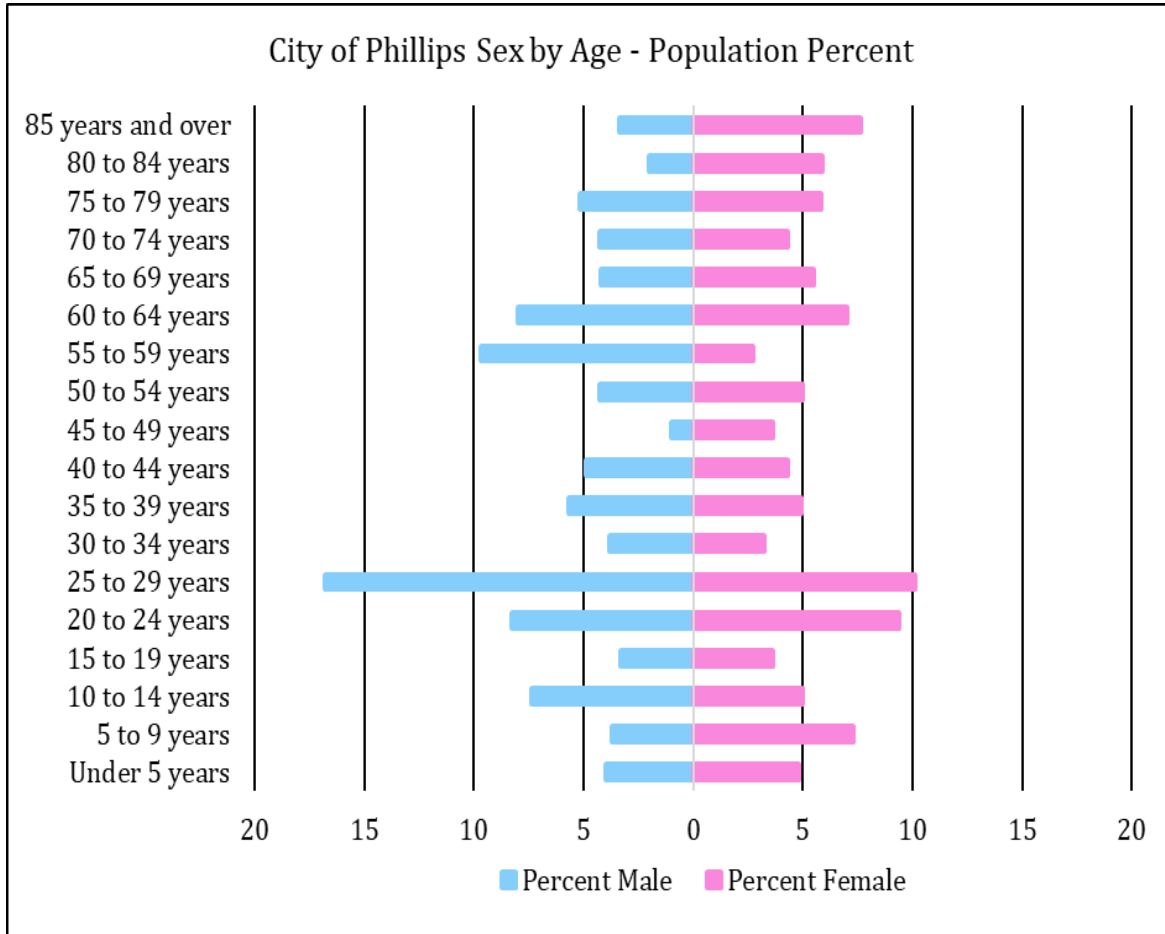
The population pyramid is a graphical illustration that shows the distribution of sex and various age groups in a population (Figure 3). As is typical for communities in northern Wisconsin, there is a lack of people aged 20-24, although this age range has increased from 2010-2020 and a sizeable population is within the 65 and older age groups.

**Table 4: Population by Age Cohort, City of Phillips**

Age Cohort	2010	2020	Change	%Change
85 years and over	118	95	-23	-19.5%
75 to 84 years	139	164	25	18.0%
65 to 74 years	85	155	70	82.4%
55 to 64 years	148	227	79	53.4%
45 to 54 years	205	119	-86	-42.0%
35 to 44 years	171	167	-4	-2.3%
25 to 34 years	153	283	130	85.0%
20 to 24 years	85	150	65	76.5%
15 to 19 years	103	58	-45	-43.7%
5 to 14 years	194	199	5	2.6%
Under 5 years	74	75	1	1.4%
<b>Selected age categories</b>				
All over 75 years	232	257	25	10.8%
All over 65 years	349	412	63	18.1%
All under 20 years	339	332	-7	-2.1%
All under 15 years	236	274	38	16.1%

Source: 2010 and 2020 U.S. Census Bureau

**Figure 3: Sex by Age**



## HOUSEHOLD CHARACTERISTICS

Table 5 represents selected household characteristics for the City of Phillips in 2000, 2010, and 2020 as reported by the U.S. Census Bureau. Overall, total households have decreased by 30 units in the last ten years.

**Table 5: City of Phillips Household Characteristics**

	2000	2010	2020
<b>Total households</b>	<b>721</b>	<b>695</b>	<b>665</b>
Family households (families)	396	350	452
With own children under 18 years	204	175	238
Husband-wife (married-couple) family	287	276	293
With own children under 18 years	126	112	97
Male householder, no wife present		23	5
With own children under 18 years		19	2
Female householder, no husband present	82	51	154
With own children under 18 years	59	44	139
Non-family households	325	381	428
Householder living alone	287	328	386
Households with individuals under 18 years	214	179	264
Households with individuals 65 years and over	243	179	363
Average household size	2.14	1.92	1.82
Average family size	2.89	2.75	2.33

Source: 2000, 2010, and 2020 U.S. Census Bureau

## HOUSEHOLD PROJECTIONS

According to the Comprehensive Planning Law, the Issues and Opportunities Element must contain household forecasts. Table 6 illustrates household projections for the City of Phillips taken from the Wisconsin Department of Administration's Demographic Services Center. Households are predicted to decrease through 2040.

**Table 6: City of Phillips Household Projections**

	1980	1990	2000	2010	2020	2025	2030	2035	2040
<b>City of Phillips</b>	620	663	721	695	<b>665</b>	<b>650</b>	<b>626</b>	<b>586</b>	<b>523</b>

Source: U.S. Census Bureau 1980-2020 and WDOA

## EDUCATIONAL ATTAINMENT

According to the 2020 U.S. Census Bureau data, approximately 90.8 percent of the City of Phillips' population age 25 and older had attained at least a high school level education or higher with approximately 14.3 percent having attained a college level degree (bachelor's degree or higher). See Table 7 below for more information.

**Table 7: Comparison of Educational Attainment, Population 25 to 64 years**

Attainment Level	City of Phillips	%	City of Park Falls	%	Price County	%	State of WI	%
Less than high school graduate	64	5.3	26	1.6	172	1.7	194,860	4.9
High school graduate	445	36.8	609	36.3	4,068	39.4	1,205,321	30.3
Some college or associates degree	479	39.6	685	40.8	3,678	35.6	1,255,043	31.5
Bachelor's degree or higher	173	14.3	213	12.7	1,739	16.9	1,226,547	30.8

Source: U.S. Census Bureau

## EMPLOYMENT CHARACTERISTICS & INCOME

A community's labor force is the portion of the population that is employed or available to work. The labor force includes people who are in the armed forces, employed, unemployed and actively seeking employment. According to the 2016-2020 American Community Survey 5-Year Estimates, 707 City residents aged 16 and older are in the labor force. Table 8 illustrates labor force statistics for the City of Phillips in more detail.

**Table 8: City of Phillips Employment Status**

Employment Status	Estimate	Percent
Population 16 years and over	1,400	100.0%
In labor force	707	50.5%
Employed	686	49.0%
Unemployed	21	1.5%
Armed Forces	0	0.0%
Not in labor force	693	49.5%

Table 9 shows a large portion of Phillips households (36.7% with an income range less than \$35,000) made less than the median household income of \$42,585. Phillips median household income is positioned squarely between the \$35,000-\$49,999 household income range to determine an exact percentage of households less than the City median household income. In comparison, 45.7 percent of households with a total household income less than \$35,000 in the City of Park Falls earned less than its median income of \$37,400. Phillips had a slightly higher overall median household income than that of the City of Park Falls.

Source: 2016-2020 ACS, U.S. Census

**Table 9: City of Phillips Income & Benefits (in 2019 inflation- adjusted dollars)**

Income Range	Phillips	Park Falls
<b>Total households</b>	<b>880</b>	<b>1,158</b>
Less than \$10,000	73	135
\$10,000 to \$14,999	88	82
\$15,000 to \$24,999	91	207
\$25,000 to \$34,999	72	106
\$35,000 to \$49,999	195	259
\$50,000 to \$74,999	222	164
\$75,000 to \$99,999	99	101
\$100,000 to \$149,999	35	77
\$150,000 to \$199,999	3	0
\$200,000 or more	2	23
Median household income	\$42,585	\$37,400



## 2. HOUSING

Adequate housing is a cornerstone of every community. The ability of a municipality to address the demand for housing is vital to its economic viability and the well-being of its inhabitants. By studying housing characteristics, we can gain an understanding of changes taking place in the community. This element contains a compilation of data specific to the City of Phillips including housing stock assessment information for occupancy, age, structural and value characteristics and programs that promote development of housing for persons of all income levels and age groups.

**Table 10: City of Phillips Occupancy Characteristics**

Occupancy Characteristic	1990	2000	2010	2020
<b>Total Housing Units</b>	<b>757</b>	<b>839</b>	<b>868</b>	<b>879</b>
Total Occupied Housing Units	663	721	695	695
Owner Occupied Housing Units	418	436	364	347
Renter Occupied Housing Units	245	285	331	348
Seasonal Units	21	43	49	48
Average Household Size	2.25	2.14	1.92	1.82

Source: U.S. Census Bureau, Decennial Census

### OCCUPANCY CHARACTERISTICS

Table 10 illustrates housing characteristics for the City of Phillips for 1990, 2000, 2010, and 2020. In the last 30 years, Phillips has gained 32 housing units, about one per year. Of the 695 occupied housing units, owner- versus renter-occupied housing units are about the same.

Average household size continues to see a steady decline.

### AGE OF HOUSING STOCK & STRUCTURAL CHARACTERISTICS

The 2016-2020 American Community Survey 5-Year Estimates reports that 30 percent of housing units in the City of Phillips were constructed before 1939. See Figure 4 below.

**Figure 4: Year Home Built**

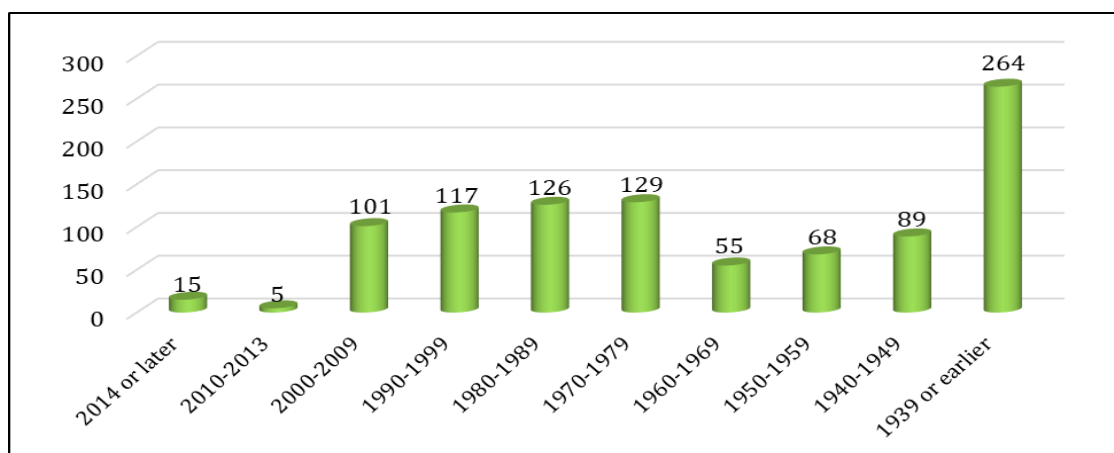


Table 11 displays housing stock characteristics for Phillips. Park Falls is included for comparison. These include units in structure, rooms, mobile homes and the lack of some facilities and utilities.

**Table 11: Physical Housing Stock Characteristics Comparisons**

Community	Median Rooms	Units in Structure		Mobile Homes	Lacking complete plumbing facilities	Lacking complete kitchen facilities	No telephone service
		1 unit, detached	1 unit, attached				
City of Park Falls	4	854	1	35	0	43	16
<b>City of Phillips</b>	<b>4</b>	<b>538</b>	<b>32</b>	<b>99</b>	<b>0</b>	<b>7</b>	<b>15</b>

Source: 2016-2020 American Community Survey 5-Year Estimates

**1-UNIT DETACHED:** This is a 1-unit structure detached from any other house; that is, with open space on all four sides. Such structures are considered detached even if they have an adjoining shed or garage. A one-family house that contains a business is considered detached if the building has open space on all four sides. Mobile homes or trailers to which one or more permanent rooms have been added or built also are included.

**1-UNIT ATTACHED:** This is a 1-unit structure that has one or more walls extending from ground to roof separating it from adjoining structures. 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 12 depicts home heating fuel used in the City of Phillips. Of occupied housing units, most are heated with utility or natural gas (90.5%). Electricity and all other methods also make up a large portion of ways to heat home in Phillips. No homes were heated using solar energy.

**Table 12: Home Heating Fuel**

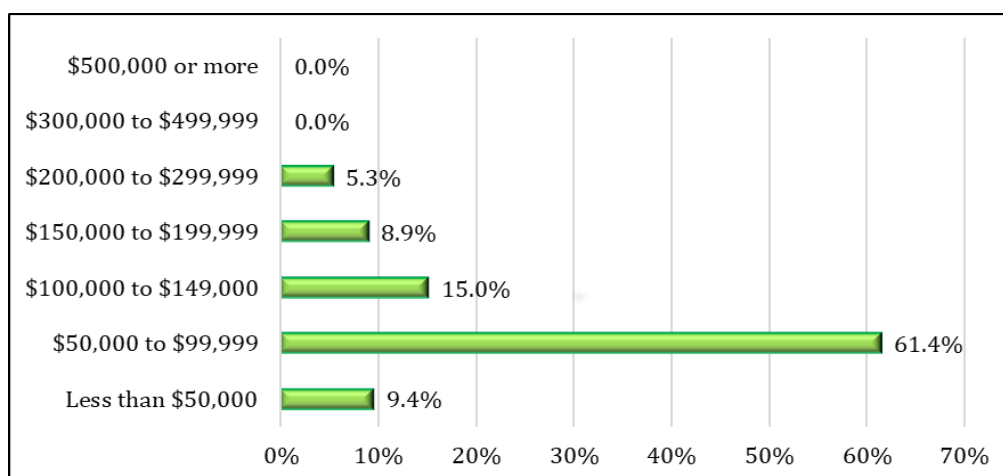
Type of Fuel	Number
Utility Gas	797
Electricity	192
All other fuels	99
Bottles, tank, or LP gas	31
Fuel oil, kerosene, etc.	31
Coal	4
No fuel used	0

Source: 2016-2020 American Community Survey 5-Year Estimates

## HOUSING VALUE CHARACTERISTICS

Of the 414 owner-occupied housing units (2020 census), 61 percent of the homes were valued between \$50,000 and \$99,999. The median home value of a house in the City of Phillips was reported as \$86,300. Figure 5 shows housing values for specified owner-occupied housing units.

**Figure 5: Housing Value**



## AFFORDABLE AND ACCESSIBLE HOUSING

Phillips encourages and promotes the private sector to address the needs of all income levels, age groups, and persons with special needs in the development of housing within the city. The city itself cannot independently supply the range of housing needs residents may in fact desire. As a result, the private sector is encouraged to make available the development or redevelopment of land to accommodate housing choices for all income levels and housing types, including low and moderate-income.

## HOUSING PROGRAMS

The Wisconsin comprehensive planning legislation requires the plan to contain a list of programs to provide an adequate housing supply that meets existing and forecasted housing demand.

Below is a list of housing programs available to the City of Phillips.

### *WHEDA (Wisconsin Housing and Economic Development Authority)*

The Wisconsin Housing and Economic Development Authority serve Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness.

*USDA-Rural Development*

Rural Development administers federal funds to help secure loan options to assist low- to moderate-income families with home purchase and rehabilitation. Rural Development generally funds individuals who cannot obtain conventional financing.

*Community Development Block Grant (CDBG) Housing Rehabilitation*

Housing rehabilitation funds are made available through the U.S. Department of Housing and Urban Development, as a pass through to the State of Wisconsin. CDBG housing rehabilitation funds are available to municipalities and regions to help offset rehabilitation costs of eligible homeowners and landlords.

The City of Phillips has been a past recipient of the CDBG Housing Program. Funds are available to qualifying applicants (low to moderate income) for making major repairs to housing units such as replacing shingles, windows, siding, and doors; improving plumbing and electrical systems; adding insulation to walls and attics; and providing down payment assistance to persons to purchase a home.

*COMMUNITY DEVELOPMENT BLOCK GRANT EMERGENCY ASSISTANCE PROGRAM (CDBG-EAP)*

Emergency assistance funds are available to assist local governments in responding to emergency housing needs. The funds are provided to eligible families (low to moderate income) whose homes sustained damage due to the natural forces.

*Northwest Affordable Housing Inc.*

Northwest Affordable Housing Inc., located in Spooner, WI is a 501(C)(3) non-profit organization having access to housing funds to assist qualifying homeowners (low to moderate income) make major repairs to housing units including replacing shingles, windows, siding, and doors; improving plumbing and electrical systems; adding insulation to walls and attics; and other home repairs.

*North Central CAP, Inc.*

This program improves the efficiency of homes. Limited weatherization program is for households that cannot receive regular weatherization due to the homes condition or the project

### *City of Phillips Comprehensive Plan*

not being cost effective. The agency also provides emergency furnace repairs and replacement. Eligibility is required based on income.

### *Tomorrow's Home Foundation*

The Tomorrow's Home Foundation assists disabled persons in the purchase of a manufactured or modular home via a down payment assistance grant, providing emergency assistance grants designed to make critical repairs so that individuals and families can stay in their manufactured or mobile home, create a method and mode for disposing of old, uninhabitable mobile homes that were blighting the countryside, and educating the manufactured and modular housing industry. At the present time, the Tomorrow's Home Foundation only operates in the State of Wisconsin.

### 3. TRANSPORTATION

Transportation is necessary for the effective movement of people and goods within and outside an area. It plays a vital role in the facilitation of an area's economy, land use, and development. This element of the City of Phillips Comprehensive Plan presents an inventory of the existing transportation facilities and services and discusses future transportation needs and concerns. Included in this section is a detailed analysis of the various modes of transportation including the road/street system, airport, railroad facilities, bicycle and pedestrian transportation, public transportation and other motorized and non-motorized transportation facilities within the City and surrounding area.

#### ROAD SYSTEM

The movement of people and goods from one destination to another in a safe, economical and efficient manner is of great importance. The Federal Highway Administration (FHWA) has established the 'Functional Road Classification' system to categorize road systems according to their function along a continuum that indicates the greatest mobility/greatest access to property. Roads that provide the greatest mobility are classified as principal arterials and collectors in this continuum. Roads classified as 'local' provide the greatest access to property and are the most common in most communities.

Within in the City of Phillips, functional road classification types are represented by Principal Arterials (STH 13), Major Collectors (CTH D, F, H & W), Minor Collectors (South Airport Road & Avon Avenue) and many local streets – Table 13. Map 2 depicts the City of Phillips Functional Road Classification.

**Table 13: Functional Classification**

<b>Class</b>	<b>Miles</b>
Local Streets	13.00
Major Collectors	2.05
Minor Collectors	2.52
Principal Arterials	2.40
Minor Arterials	0.00
<b>Total</b>	<b>19.97</b>

#### TRAFFIC VOLUMES OF ROAD SYSTEM

Table 14 depicts change in Annual Average Daily Traffic (AADT) at recording sites on roads and streets passing through the City of Phillips from 2002 to 2019. As is indicated in the table, all traffic recording sites have shown a decrease in AADT since 2002. The decrease in AADT in and around the City of Phillips could be attributed to residents of the city and surrounding towns

making less frequent vehicular trips related to shopping, commuting to work, and recreational purposes; and less travel by tourists and visitors to the area.

**Table 14: City of Phillips AADT 2002-2020**

Location	2002	2005	2007	2010	2013	2016	2019	2002-2019 Change
Site 1: STH 13 between Cherry St. & Chestnut St.	9,000	9,900	8,000	7,800	7,300	7,300	7,100	-1,900
Site 2: STH 13 south of Oak St.	7,700	7,600	6,900	6,400	8,100	6,200	6,000	-1,700
Site 3: STH 13 north of Emery St. (CTH D)	8,600	7,400	6,500	6,000	8,600	6,500	6,200	-2,400
Site 4: STH 13 north of CTH F	6,800	6,000	5,400	4,600	6,000	4,900	4,600	-2,200
Site 5: CTH H south of S Airport Rd.	1,600	1,600	1,600	1,400	n/a	n/a	1,200	-400
Site 6: CTH W (Beebe St.) @ STH 13	4,300	4,300	4,300	2,300	n/a	n/a	1,400	-2,900
Site 7: Avon Ave between Chestnut St. & Maple St.	1,500	1,500	1,500	1,400	n/a	n/a	1,200	-300
Site 8: Avon Ave between Oak St. & Maple St.	1,100	1,100	1,100	880	n/a	n/a	680	-420
Site 9: S Airport Rd	390	390	n/a	200	n/a	n/a	180	-210

Source: WisDOT

**Table 15: General Transportation Aid Payments 2016-2021, City of Phillips**

#### GENERAL TRANSPORTATION AIDS (GTA)

General Transportation Aids (GTA) provide local governments with a partial reimbursement of funds to offset the cost of municipal street construction, maintenance, traffic, and police costs. The City's payment is based on either a share of eligible transportation related expenditures, or a per mile payment. The City has gained a significant amount of GTA between 2016 and 2021. (Table 15)

Year	Payment
2016	\$114,423.00
2017	\$129,302.00
2018	\$148,682.00
2019	\$171,002.48
2020	\$196,652.85
2021	\$225,876.02

#### PRICE COUNTY AIRPORT

The Price County Airport is a public airport located on approximately 518 acres of land in the north portion of the corporate limits of the City of Phillips. The airport opened in 1945 and is classified as a Transport/Corporate airport, which is intended to serve corporate jets, small passenger and cargo aircraft used in regional service. These aircraft generally have a gross takeoff weight of less than 60,000 pounds, with approach

speeds below 141 knots and wingspans of less than 118 feet. The airport offers two runways; \*Runway 1/19 (5,000 feet long) and \*Runway 6/24 (3,950 feet long). Other amenities at the airport include Airport management aviation fuel, aircraft parking (ramp or tiedown), passenger terminal and lounge, flight training, pilot supplies, courtesy cars (free for pilots to use in the local area), public telephone and computerized weather. Future expansion and improvements to the airport have been discussed and are still in the discussion and planning stage.



The Wisconsin Department of Transportation Bureau of Aeronautics compiles a list of projects for all airports in the State of Wisconsin. The project listing is a snapshot of BOA's 5-year program, based on assumptions about available revenue, legislative decisions and local funding. Inclusion in this program is not a guarantee of funding, nor an indicator of final approval.

## OTHER MODES OF TRANSPORTATION

While the road/street system is the main transportation mode through the city, there are other modes of transportation throughout the city that encourage neighborhood designs that support a range of transportation choices. Some of those include the following.

### *Pedestrian Travel*

Pedestrian travel is an often overlooked, yet important mode of transportation. A five-minute walk through a neighborhood enables pedestrians to connect with friends, neighbors, and social institutions in a way he or she cannot from inside a vehicle. Within the City of Phillips pedestrian travel is made possible by a series of sidewalks connecting residential neighborhoods, commercial developments, schools and parks. Some segments of the City do not have sidewalks, forcing pedestrians to use local streets. A 1 ½ mile lighted and paved walking trail is located around Elk Lake in Lionite Park.



*Bicycling*

The City of Phillips does not have designated on or off-road bicycle trails. Biking within the City of Phillips is currently supported by the local street system. The WisDOT, along with the Bicycle Federation of Wisconsin have compiled a Wisconsin State Bike Map that highlights bicycling conditions on select roadways in northern Wisconsin. There are no officially designated bicycle routes in the city according to the map, but county highways coming into the City are rated based on their condition for biking.

*Transportation Facilities for the Disabled*

Residents of the area with disabilities can take advantage of specialized transportation service through a number of organizations. Price County Aging and Disability Resource Center of the North provides options for transportation services for eligible residents.

*Mass Transit*

Bay Area Rural Transit operates with Phillips and has a 5-mile radius of service. Riders can travel Monday thru Friday with connections to other communities outside of Price County. The closest access to commercial bus transportation is available through Indian Trails with stops in Ashland and Hurley. Jefferson Lines also provides commercial bus transportation, with the closest scheduled stop in Abbotsford at the Super 29 Shell Store.

*Trucking*

Trucking through the City is accommodated by the existing highway system. Although no national transportation trucking company is located in the City, Transport Services Unlimited (TSU) provides specialized services to clients throughout western Wisconsin and eastern Minnesota.

Weight restriction on local highways can impact product delivery during the spring of each year. These restrictions generally last for approximately one month and are a direct result of the freeze/thaw process during “spring breakup.” While weight restrictions rarely affect personal vehicular use, they can create problems in the delivery of certain building materials and other products.

### *Water*

No direct waterborne commerce routes are available to the City. The nearest commercial ports are located in Duluth/Superior, Ashland and along the Mississippi River in western Wisconsin and eastern Minnesota.

### *Rail*

One railroad currently bisects the City of Phillips. WATCO purchased the former Canadian National (CN) Railroad in the City and now owns and operates the rail line. As the rail line travels north of the City of Phillips, the line was damaged by significant flooding in 2016 and large portions of the track North of Mellen have not been repaired. As a result of the damage to the rail line, no rail service exists north of Park Falls.

## STATE, REGIONAL, AND OTHER TRANSPORTATION PLANS

The Wisconsin Comprehensive Planning Legislation requires that Phillips identify other applicable state, regional, and other transportation plans. Table 16 lists these plans.

**Table 16: Transportation Plans**

<b>Plan Type</b>	<b>State Plans</b>	<b>Other Plans</b>
Transportation corridor plans	Connect 2050, WISDOT State Freight Plan	NA
County highway functional and jurisdictional studies	NA	NA
Urban area transportation plans	NA	NA
Rural area transportation plans	Active Transportation Plan 2050	Price Cty. Highway Dept. Budget
Airport master plans	WI Airport System Plan 2020	NA
Rail plans	Draft-Wisconsin Rail Plan 2030	NA

## 4. UTILITIES & COMMUNITY FACILITIES

Public and community facilities and services provided by public or private entities to a community are vital elements in a community's progress and well-being. Public and community facilities include local governmental buildings, libraries, education institutes and maintenance and storage facilities. Services include police and fire protection, medical, municipal water and sewer services, electrical, natural gas, telephone and cable. Information is also depicted on maps three and four.

As part of the comprehensive planning process, the public and community facilities and services provided either by the City of Phillips or by other public or private entities were reviewed and evaluated as to their present condition and adequacy to meet the current and future needs of the City.

### UTILITIES

#### *Water Supply*

The City of Phillips's water system consists of supply, storage, and delivery facilities. Municipal water is pumped from two (2) different groundwater wells to fill two elevated tanks and is then distributed under pressure to connections in the service area. The average amount of water pumped per day is 200,000 gallons. Chemical additions include Chloride, Fluoride, Polyphosphate and Caustic Soda. On a quarterly basis, the City of Phillips Utility Department sends out approximately 800 sewer and water bills.



The City of Phillips storage facilities consist of two above ground, elevated tanks or water towers. One water tower is located on Peterson Drive. The above ground tank is able to hold 100,000 gallons of water. The second water tower is located at Balsam Street. The tank can hold 250,000 gallons of water.

Annually, the City of Phillips is required to submit by July 1<sup>st</sup> to all property owners receiving municipal water a Consumer Confidence Report (CCR) that describes the quality of water the city is providing.

Over the 20-year planning horizon, maintenance and improvements to the existing water supply system are anticipated. As public highways are improved, replacing old water lines is critical. Additionally, providing adequate water pressure/flow for fire prevention in all areas of the city must be maintained and enhanced. New water distribution/lines may be necessary in portions of the city where development is present or projected to occur.

#### *Sanitary Sewer Service*

The City of Phillips wastewater treatment facility, located adjacent to STH 13 provides primary settling, secondary treatment by rotating biological contactors and final clarification. The current system has been in place since 1987 with the last major upgrade done in 2022. A UV system is used from May to September annually for disinfection. Effluent is combined with Phillips Plating and discharged into Elk Lake. Sludge is treated in aerobic digestors and spread as a soil conditioner on approved cropland. The treatment system uses one lift station, approximately 14 miles of sanitary sewer lines, and has a design capacity of 1.2 million gallons per day (mgd) with an average daily flow of 0.375 mgd.

Over the 20-year planning horizon, maintenance and improvements to the existing sewer service system is likely.

#### *Solid Waste Disposal & Recycling*

The City of Phillips currently has a two (2) year contract with Waste Management for both garbage and recycling (curbside-pickup) services. Citizens can set up an account with Waste Management to receive at 96gal cart for garbage that they will be billed directly by Waste Management for and they will also receive a 96 gal cart for recycling provided at no cost. Garbage and recyclables are currently picked up every Monday.

Waste Management provides residents with curbside recycling in the City of Phillips. Accepted recyclables include, but are not limited to; paper, plastics, aluminum, glass, tin and cardboard. Although there are no active municipal dumpsites in the city, one closed landfills exists and is located near Marquip LLC on Airport Road. Over the 20-year planning horizon, it is anticipated the city will continue to contract for solid waste and recycling services.



Northwest Cleansweep was developed by Northwest Regional Planning Commission in 1995 to provide for the collection of hazardous wastes throughout a ten-county service area. The program provides these services to households, farms, farm-related businesses, schools, municipalities, and businesses. A mixture of multiple single day collection events during the summer months and a mobile collection of hazardous wastes at businesses, schools and municipalities in the spring and fall of each year are held.

Single day events are scheduled each year in Phillips, Park Falls and Prentice.

Some of the typical chemicals brought into a collection event include antifreeze, ballasts, acids, caustics, fertilizers, insecticides, mercury, oil filters, oxidizers, paint, pesticides, poisons, solvents, and water reactives. Paints and solvents generally account for nearly 60 percent of the material brought into an event. Certain items cannot be safely accepted at collection events, such as radioactive materials, explosives, freon, ammunition, or biological, infectious or medical wastes (other than pharmaceutical medications).

### *Storm Water Management*

The City provides storm water management and runoff through the use of storm drains along city streets. Storm water flows to Duroy and Elk lakes.

## COMMUNICATION FACILITIES AND SERVICES

Access to fast and reliable telecom services and a skilled workforce to use the services are becoming a particularly important factor in economic development. Several communication companies provide service to Phillips. The quality of telecommunication services depends on the capacity of the network that serves the City. Future services will also depend on identifying and planning for future development/construction areas.

### *Newspapers*

The Price County Review newspaper covers the City and other countywide news.

### *Broadband and Telephone Services*

Internet services are available through Norvado, in addition to other satellite companies. Landline phone services are available through Norvado.

*Postal Service*

The City of Phillips has its own postal zip code, 54555. The City post office is located at 194 North Avon Avenue.

*Cellular/PCS Towers (Personal Communication Service)*

Over time, as wireless communication company's look to expand their services, more cellular towers may be erected in other towns surrounding the City. Price County currently has cell tower guidelines in place for the construction of new towers. Although it is the City's policy to not develop cellular towers in the City limits due to the flight paths in and out of the Phillips Municipal Airport, a tower was built at a lower height to accommodate the needs of the airport. Verizon is working with the City to place a cellular antenna on the new water tower in the spring of 2024. As part of the planning process, the City should work with the county and surrounding towns in determining acceptable locations for possible future tower locations and ordinances.

*Power Plants & Transmission Lines*

There are currently no power plants in the City of Phillips. The closest power plant is at the Flambeau Station (16 MWe) near Park Falls. One 155 KV transmission line runs northeast of the City of Phillips and one substation is located within the City (south line loop feed).

*Electricity & Natural Gas*

Xcel Energy currently provides electricity and natural gas to the City of Phillips. Natural gas service is available to most properties via a high-pressure natural gas main with a carrying capacity of 450 pounds of pressure. Over the 20-year planning horizon, it is not anticipated that the City of Phillips itself will engage in providing electrical power or natural gas services to the City.



## *City of Phillips Comprehensive Plan*

### *City Hall*

The Phillips City Municipal Hall is located at 174 South Eyder Avenue in the southern portion of the City. It consists of administrative offices of the mayor, clerk/treasurer, zoning administrator, and police department, with the public works director located off site at the public works facility. Elections are also held in City Hall.

The City of Phillips rents its large municipal hall at a cost of \$300.00 per day of the activity and a \$300.00 security deposit. Tables (64 at 2' 6" x 6' each), 409-435 chairs, bathroom facilities, kitchen, and other amenities are included with the rental. The rental hall size is 70 feet wide by 99 feet long and holds a maximum capacity of 800 people. A training room and council room are also available at the municipal hall, and a pavilion is available for rent at the Elk Lake (Lionite) Park as well as a band stage.



### *Police Department*

The City of Phillips Police Department is currently housed in the City Municipal Hall located at 174 South Eyder Avenue. The City of Phillips Police Department is staffed by five full-time staff members, four part-time staff members, a part time school liaison officer and six trained volunteer law enforcement chaplains. The department includes a Chief of Police, Lieutenant and Patrol officers who all have duties including, crime prevention patrols, public relations, conflict mediation and resolution, emergency response, enforcement of State and local laws and ordinances, traffic enforcement, accident investigations, basic and major crime investigations, evidence technicians, death investigators and a narcotics officer. The department provides mutual aid as per state statutes allow.

### *Fire Department*

The Phillips Fire Department is located at 164 S Avon Avenue. The Phillips Fire Department provides fire service to nearly 5,000 people and covers an area of approximately 330 square miles, which includes the City of Phillips, Town of Elk, Town of Emery, Town of Worcester, and two-thirds of the Town of Flambeau. The department currently has 28 volunteer fire fighters and has an Insurance Service Office (ISO) rating of 5. The ISO rating is an indication of how quickly and efficiently fire departments respond to fire emergencies in their district. The lower the ISO rating on a scale of 1 to 10, the better the insurance rates are (generally).

### *EMT/Ambulance*

Emergency rescue services are provided to the City of Phillips through the Central Price County Ambulance. The Ambulance office is located on Chestnut Street. The Central Price County Ambulance covers the same area as the fire department plus the Town of Harmony.

### *Library*

The Phillips Public Library located at 286 Cherry Street in the City of Phillips is the only library in Phillips and is open to the public. The Phillips Public Library provides quality materials in a variety of formats, as well as informational, educational, cultural and recreational services and programs for all.

### *Cemeteries*

The City of Phillips operates two municipal cemeteries within its boundaries. Both the Lakeside Cemetery and II Lakes Cemetery are located just off of CTH H on the north side of the City. The cemeteries are run by the Lakeside Cemetery Association. Over the 20-year planning horizon, the city does not anticipate developing or adding more cemeteries.

### *Educational Facilities*

#### *Phillips School District*

The Phillips School District covers approximately 600 square miles and has three physical schools and a virtual school with a district enrollment of 718 students in September 2022. The school is currently listed as Wisconsin Interscholastic Athletic Association Division 4 in the Marawood Athletic Conference. Additionally, the schools generally score above the state average in state test scores.



School classes from Pre-Kindergarten to Grade 12 are consolidated at one school facility located at 365 Highway 100, Phillips. September 2022 enrollment for all class grades was 718 pupils.

Virtual learning opportunities for students within the district is available and was developed to better serve the unmet needs of some students and move toward preparing all students for the 21st century skills they will be required to demonstrate in the future. The School District of Phillips is partnering with the Department of Public Instruction (DPI), Wisconsin Virtual School, and WiscNet to provide viable course options for students.



#### Northcentral Technical College

The Northcentral Technical College, headquartered in Wausau has a regional (north) campus located at 1408 Pine Ridge Road in Phillips. The Northcentral Technical College (NTC) has been a vital educational component for the citizens of North Central Wisconsin. In 1987, NTC dedicated the Phillips Campus, and has been effectively connecting students with the business community.

Other post-secondary educational opportunities exist including: UW-Stevens Point (112 miles), UW-Eau Claire (110 miles), UW-Superior (154 miles), UW-Green Bay (183 miles), Northland College in Ashland, WI (74 miles), Gogebic Community College in Ironwood, MI (78 miles) and multiple WITC campuses scattered throughout the region.



Although over the 20-year planning horizon the City of Phillips does not anticipate developing any educational facilities, it does encourage all educational campuses in proximity of Phillips to coordinate and develop multiple use facilities whereby enhanced services or facilities are available.

*Medical/Health Care Facilities and Services*

The closest hospital facility to Phillips residents is the Marshfield Medical Center located at 98 Sherry Avenue in Park Falls. The hospital is jointly sponsored by Ministry Health Care and Marshfield Clinic and is the northern most facility in the network that serves a patient base of 17,650 people in four counties.

Marshfield Medical Center is a Critical Access Hospital and provides 24-hour care for inpatient and outpatient services, and emergency ambulance services. It is licensed for 25 beds, including the Intensive Care Unit and Medical/Surgery. Marshfield Medical Center is jointly sponsored by Ministry Health Care and Marshfield Clinic.

Two clinics are available to residents and visitors of the City of Phillips. Marshfield Clinic-Phillips Center is located at 104 Trinity Avenue and Aspirus Clinic located at 625 Peterson Avenue. Both clinics offer numerous services to community members.



Aspirus Clinic – Phillips, WI

Marshfield Clinic, Aspirus, and Prevea have reduced or eliminated some services to Price County. Price County lost Marshfield Clinic's urgent care, home health and hospice, and Marshfield Clinic has eliminated or reduced staffing at the Phillips and Park Falls Clinics. Aspirus has closed the Phillips nursing home. Prevea has discontinued their in-house services with BW Papersystems.

Other area hospitals where residents can receive full medical services include Aspirus (Medford), Marshfield Medical Center (Ladysmith), and Ashland Memorial Health Center. All of these hospitals operate facilities that are staffed 24 hours a day.

### *Senior and Disabled Care Facilities and Independent Living*

Senior and assisted living opportunities are an important need for every community in northern Wisconsin. The following is a list of senior care facilities located in the City of Phillips.

- Aspirus Duroy Terrace Apartments is a RCAC (Residential Care Apartment Complex) that is both an independent and assisted senior living facility.
- Aspirus Regency House houses the Aspirus Regency Adult Day Center, which is an adult daycare center.
- Lakeside Villa is a 20 unit facility offering memory care and assisted living.

### *Child Care Facilities & Services*

The City of Phillips residents have access to several childcare providers in the city and many more throughout the county. As of June 2022, according to [www.childcarefinder.wisconsin.gov](http://www.childcarefinder.wisconsin.gov), there is one Certified Family provider, two Licensed Group providers, and five Licensed Family providers located within the City of Phillips. Residents have access to a number of childcare providers in the city and many more throughout the county.

### *Parks & Recreational Facilities*

The City of Phillips maintains a *Parks and Recreation Plan* to identify future parks and recreation needs, prioritize those needs and to suggest appropriate action to be taken by the City to meet the needs. Below is a listing of parks and recreation areas available to residents and visitors within the City of Phillips. Refer to the *City of Phillips Park and Recreation Plan* for more information.



- |                           |                                 |
|---------------------------|---------------------------------|
| ➤ Elk Lake (Lionite) Park | ➤ Four Seasons (Chapman's) Park |
| ➤ Bostrom Park            | ➤ Shamrock Field                |
| ➤ Veterans Memorial Park  | ➤ Forward Park                  |
| ➤ Sokol Park              | ➤ Ice Skating Rink              |
| ➤ Skate Park              | ➤ Phillips Community Pool       |
| ➤ Cemetery Park           |                                 |

### *Trails*

There are two designated trail systems within the City of Phillips. There is a 1.5 mile paved and lighted walking trail located along Elk Lake at Elk Lake Park and a .6 mile walking trail to be developed at Forward Park. The City of Phillips has also developed and adopted an official ATV route map that is available on the City of Phillips website.

### *Boat Launches*

A public boat launch is available at Elk Lake Park, with adjacent parking, along with a picnic area and restrooms. An additional City owned and maintained boat ramp is located adjacent to Bostrom Park, just off State Highway 13.

### *Other Government Facilities*

Because the City of Phillips is the county seat of Price County, there are a number of county-owned buildings located in Phillips. They included the following:

#### *Price County Courthouse*

The Price County Courthouse is located at 126 Cherry Street in the City of Phillips and is the headquarters for the following offices; clerk/treasurer, circuit court, budget and accounting, child support agency, district attorney, personnel department, real property lister, register of deeds, state probation & parole office, surveyor's office, and veteran's service office.



#### *Courthouse Annex/Normal Building*

Located at 104 South Eyder Avenue, the Courthouse Annex/Normal Building houses the following offices; emergency management, forestry and parks department, department of health and human services, information technology, land conservation and zoning and UW-Extension.



Price County Sheriff's Department/Jail

The Sheriff's Department is located at 164 Cherry Street in the City of Phillips. Inside the Safety Building the jail, dispatch center and Sheriff's administrative offices are located. The facility is operated 24 hours a day 7 days a week.

Price County Airport

The Price County Airport, located at 1205 N Airport Road is a corporate/transport rated airport with two runways. The airport is open to the public and is located within the city limits of Phillips. The airport adjoins the Phillips Industrial Park and is within one mile of Phillips' newest Industrial Park. The airport is open and staffed year-round, seven days a week, including holidays. For more information on the Price County Airport, see the Transportation section of this plan.

Price County Fairgrounds (Price County Productions)

Partly located in the northeast portion of the City of Phillips and Town of Worcester, the fairgrounds provide space and structures for the annual Price County Fair in August as well as other events.





## 5. ECONOMIC DEVELOPMENT

The ability of a community to retain its existing businesses and to attract new and innovative businesses, industries, and workers is a key element for the community's economic survival and prosperity. Providing a good climate for business development enhances the community's overall wellbeing both in financial terms as well as in civic pride. By providing for its businesses and the residents who comprise its workforce, the community ensures its future success. Numerous factors contribute to the economic development of a community, many of which extend far beyond the community's boundaries. Since 2021 the housing market has changed significantly, with an increase in rent and cost of homes along with a short supply of home builders developing speculative housing. The lack of housing choices is limiting the ability of residents to move up to newer homes and for others to find homes in the community to relocate for employment in Phillips. Therefore, in addition to the specific data on the City of Phillips, this element includes information on Price County.

This element of the comprehensive plan contains a compilation of background information, goals, objectives, and programs to promote the retention and stabilization of the economic base in the City of Phillips. Furthermore, this chapter includes an assessment of new businesses and industries that are desired in the city; an assessment of the city's strengths and weaknesses with respect to attracting and retaining businesses and industries; and an inventory of environmentally contaminated sites. It also identifies applicable county, state and regional economic development programs that apply to the City of Phillips.

### ANALYSIS OF LABOR FORCE

Labor force is that portion of the population 16 years or older that is employed or unemployed but actively looking for a job. There are 1,400 persons over 16 years of age in Phillips and of those 707 are in the civilian labor force. Table 17 details the labor force statistics for the City of Phillips.

**Table 17: City of Phillips Labor Force Statistics**

Labor Classification	Estimate	Percent
<b>EMPLOYMENT STATUS</b>		
Population 16 years and over	1,400	100.0%
In labor force	707	50.5%
Civilian labor force	707	50.5%
Employed	686	49.0%
Unemployed	21	1.5%
Armed forces	0	0.0%
Not in labor force	693	49.5%
Females 16 years and over	740	52.9%
In labor force	294	39.7%
Civilian labor force	294	39.7%
Employed	281	38.0%
<b>OCCUPATION</b>		
Management, business, science, and arts	206	30.0%
Service occupations	112	16.3%
Sales and office occupations	77	11.2%
Natural resources, construction & maintenance	103	15.0%
Production, transportation & material moving	188	27.4%
<b>CLASS OF WORKER</b>		
Private wage and salary workers	594	86.6%
Government workers	37	5.4%
Self-employed in own not incorporated business workers	55	8.0%
Unpaid family workers	0	0.0%

Source: 2016-2020 American Community Survey 5-Year Estimates

## EMPLOYMENT BY INDUSTRY

Table 18 details the number of employed residents of the City of Phillips by industry sector from the U.S. Census Bureau’s 2016-2020 American Community Survey 5-Year Estimates. As shown, manufacturing is the largest industry sector providing 265, or 40.9 percent, of the jobs to residents of the City of Phillips. Educational services and health care (17.9%), and retail trade (16.5%) are the next largest industry sector employers. Under the industry classification system (NAICS) school districts are included in the Education and Health industry sector, not with Government as they once were.

**Table 18: City of Phillips Employment by Industry**

Industry	Total	Percent
<b>All Industries</b>	<b>686</b>	<b>100.0%</b>
Agriculture, forestry, fishing and hunting, and mining	8	1.2%
Construction	36	5.2%
Manufacturing	265	38.6%
Wholesale trade	6	0.9%
Retail trade	113	16.5%
Transportation and warehousing, and utilities	13	1.9%
Information	4	0.6%
Finance, insurance, real estate, and rental and leasing	19	2.8%
Professional, scientific, mgmt., admin, and waste mgmt.	14	2.0%
Educational, health and social services	123	17.9%
Arts, entertainment, recreation, accommodation, and food serv.	48	7.0%
Other services (except public administration)	34	5.0%
Public administration	3	0.4%

Source: 2016-2020 American Community Survey 5-Year Estimates



## ANALYSIS OF ECONOMIC BASE

The City of Phillips is located in the center of Price County, of which it is also the county seat. Located almost entirely within the city limits are Duroy and Elk Lake, which offers its residents and visitors a wide choice of recreational opportunities and provides excellent fishing, swimming, or just relaxing. The City's location on State Highway 13 and a municipal airport make it easily accessible. Maintaining the balance of growing the local economic base and preserving the quality of life can be a challenge for the city and local economic development organizations.

The Central Business District (CBD) of Phillips is located along State Highway 13 and contains typical early twentieth century structures. Most of the commercial development is concentrated in this downtown area. The CBD is an important community asset that not only provides goods and services to the local community, but one that showcases the city to travelers and visitor.

## ATTRACTING AND RETAINING BUSINESS AND INDUSTRY

Historically, business attraction has centered on manufacturing and will likely continue to do so, but increasingly, attracting retail, tourism, technology, and service-oriented businesses has become important in order to diversify and expand business clusters in the area. To be successful, an attractive and competitive environment must be provided. Entrepreneurship and small business development is necessary to create new jobs and provide stability to the local economic base.

Because of structural changes in the economy and the transition from a primarily physical-labor industrial age economy to an intellectual-labor, information age or knowledge-based economy, the development of technology-based businesses has become even more important to attract high-skilled, high-paying jobs. The City of Phillips and Price County, as indicated in the following sections, has the necessary amenities, such as high-speed telecommunication access, adequate power sources, and access to financing to attract knowledge-based businesses.

It is estimated that 85 percent of the employment in an area is generated by the existing businesses; therefore, retaining these companies is a high priority for local officials and economic development organizations. To accomplish this, the obstacles that restrict the growth

of existing businesses must be removed and assistance must be given to them to help them remain competitive in a global economy. This section provides information on existing programs, initiatives, infrastructure, and organizations available to attract/retain businesses and industries in Phillips and Price County.

#### NORTHCENTRAL TECHNICAL COLLEGE

Northcentral Technical College (NTC) provides a hands-on, skills-based education that creates quality employment opportunities for residents in a 10-county district that includes Price County and the City of Phillips. NTC has its main campus at Wausau, which is about 70 miles from Phillips; however, the college has several regional campuses, one of which is located in Phillips. NTC graduates stimulate local economic development by putting their education to work in northern Wisconsin. NTC also offers hands-on training programs in cooperation with local manufacturers in the area.

#### NORTHWEST WISCONSIN CONCENTRATED EMPLOYMENT PROGRAM

The Northwest Wisconsin Concentrated Employment Program, Inc. (NWCEP) is a non-profit corporation whose mission is to strengthen the economy by providing effective and efficient workforce development services to businesses and workers. In existence since 1968, it administers programs to help local youth and adults gain marketable skills and find better jobs. In addition, NWCEP provides a variety of services, including workshops, conferences, and newsletters for businesses and business development. Its main office is located in the City of Ashland.

#### DEPARTMENT OF WORKFORCE DEVELOPMENT JOB SERVICE

The Department of Workforce Development (DWD) hosts the Job Services program for planning, administering and making available high quality public labor exchange and targeted program services for job seekers, employers, UI Claimants/Dislocated Workers and Wisconsin Veterans. A DWD Job Center is housed in the community of Park Falls and is intended as a one-stop employment and training provider network combining resources and services for job seekers including resume writing, job applications, interview tips, access to the Job Center database, and questions regarding unemployment insurance.

*Small Business Development Center*

Another source for technical assistance is the Small Business Development Center (SBDC). It provides management assistance to current and prospective small business owners. The SBDC offers one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance. The program is a cooperative effort of the private sector, the educational community, and federal, state and local governments. The three locations most convenient to Price County are the University of Wisconsin campuses located in Superior, Eau Claire and Stevens Point.

SERVICE CORPS OF RETIRED EXECUTIVES

The SCORE Association (Service Corps of Retired Executives) is a resource partner with the U.S. Small Business Administration. SCORE is a 501 (c) (3) nonprofit organization provides a public service to America by offering small business advice and training. SCORE's 10,500 volunteers, which are working/retired business owners, executives and corporate leaders, share their wisdom and lessons learned in business. Services for the Phillips area are provided out of West Central Wisconsin and the UP of Michigan.

TECHNICAL AND PHYSICAL INFRASTRUCTURE

Phillips and Price County have excellent transportation facilities to serve existing and future businesses. One of the major north-south freeways of northwest Wisconsin, State Highway 13, runs through the center of Price County and bisects Phillips. It provides easy truck freight access to businesses throughout the county. The Price County Airport (PBH) is a corporate/transport-type airport with two runways providing access to manufacturing and local residents. While limited rail service is available, rail lines are still in place and could be utilized by manufacturing industries. Other physical infrastructure, like sewer, water, natural gas, electrical services, and telecommunications are plentiful and readily available to businesses.

QUALITY OF LIFE

A good quality of life is becoming increasingly important to employers and employees alike, not only in Wisconsin, but around the country. The City of Phillips has a premium quality of personal life with a beautiful physical environment and excellent quality and quantity of water.

Residents of the City of Phillips enjoy a relaxed lifestyle. The area offers quality educational opportunities, unlimited outdoor recreation, and reasonable cost of living. Phillips has an indoor community pool with Olympic-sized lanes for lap swimmers, swimming lessons and open swim. There are also number youth activities and program including sports, 4-H, and Scout programming.

Natural, recreational, and lifestyle amenities abound throughout the county and tranquility and solitude of the great outdoors is plentiful. Phillips is far enough north to escape the crowds yet has exceptional four-season recreational opportunities. The lack of traffic jams, low crime rates, and low costs enhance the quality living environment. Clean, unpolluted air, as well as lots of open space for recreation and expansion, adds to the general overall quality of life to residents of Phillips. About 18,000 of the Price County's 806,840 acres are in lakes and streams, and more than 310,000 acres of forested land are open to the public with over 300 miles of trails.

Visitors from throughout the Midwest are drawn to Price County's clean air and water, thousands of acres of forest lands, parks, campgrounds, golf courses, and hundreds of miles of snowmobile trails and ATV/UTV trails. Area residents enjoy this quality of life on a daily basis. Phillips also offers a reasonable cost of living, low crime rates, and the knowledge that their children are growing up in a positive environment.

## ECONOMIC DEVELOPMENT (ED) STRENGTHS AND WEAKNESSES

The attraction of business and industry is an important goal for the city. The City of Phillips has several attributes that would make it an excellent place to locate a potential business.

### **Strengths**

- NTC/Employer training programs and opportunities
- Good public school system – superior test scores
- A healthy diversified base of manufacturing companies
- Great living conditions
  - Low crime rate
  - Clean air and water

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- Great outdoor recreational opportunities
  - Close to large state and federal forests and lots of lakes
  - Low population Density
- Adequate medical services
- On or close to main highways – available rail transportation
- Price County Airport
- Highly skilled labor force in certain industries
- County Seat
- Established industrial parks
- Land/room for expansion in all categories
- Phillips is “up north” – attracts outdoor enthusiasts
- Small community environment – friendly casual, safe
- Nice parks featuring pavilions and a splash pad
- Pride of membership in a small town
- Opportunities to expand economic base
- Money for expansion seems to be available from existing employers if they chose to expand here
- Potential for retail and residential development
- Low electrical cost – high speed connectivity – fiber optic service
- Good work ethic
- Progressive ownership of local businesses, good entrepreneurship spirit
- High percentage of manufacturing jobs in Phillips
- Vibrant and diversified retail business community
- Progressive and active local industrial development community
- UW-Extension
- Enterprise Development Zone and AG tax credits
- Community understands the need for natural resource sustainability

While the city enjoys its share of advantages, there are several disadvantages or weaknesses that the city must address when seeking to attract new business and industry.

**Weaknesses**

- State ED focused on SE Wisconsin and St. Croix Valley, not on rural Wisconsin
- Education system, community and businesses are not keeping the young people in the area
- Lack of available lease space
- Lack of retail to draw people to area causing tax dollars to flow out of county
- Limited availability of retail options - only one major grocery store – no competition
- Unimproved back alleys
- A lingering attitude of it was good enough – it's still good enough among long term residents
- Lack of coordination of community development
- Lack of organized Economic Development (ED) effort in the city – no full-time/part-time ED specialist
- Youth employment options are limited
- A plan does not exist for economic growth
- Disconnect of absentee landowners
- Old city without a clear direction of modernization
- Limited population, labor pool
- Budgetary concerns, financial costs of local governments
- Lack of funding for Economic Development
- Lack of insight/progressiveness on county level
- No interstate system accessibility
- Low population of people of childbearing age
- Lack of coordinated use of financial resources
- Lack of regionally coordinated ED effort
- Need better understanding of importance of Economic Development

## BUSINESS AND INDUSTRY SITES

Future commercial and industrial development in the City of Phillips is most likely to occur along or adjacent to the State Highway 13 corridor running through the city and in the business park or industrial park. The community would like to see a compatible mix of land uses along this corridor in the future. The city would even support limited residential development in the area (some exists already) to provide additional housing opportunities.

While the city would like to welcome additional business development to support the local tax base, it is important that any new development exist in harmony with the local environment. Therefore, new business and industry developments should be “clean” and not produce waste which would be a hazard to the natural resources of the City of Phillips, i.e., lakes, rivers, streams, wetlands and forests. Likewise, new development should blend into the landscape and not represent a nuisance to other businesses and residents.

Phillips has both an Industrial Park and a Business Park. A wide variety of industrial and manufacturing companies are located in the Industrial Park, which is adjacent to the Price County Airport. Phillips' Business Park features lots that are adaptable to a variety of business needs. Water, sewer, electricity, and natural gas are available to both.

## TOURISM IMPACT TO THE LOCAL ECONOMY

Information on tourism is not available at the community level; therefore, Price County data must be used for the City of Phillips. The following information was acquired from the Wisconsin Department of Tourism.

Price County is a vacationland for local and distance travelers and ranked 67<sup>th</sup> in the state for traveler spending in 2021. Its natural amenities, an abundance of woods and water, significantly contribute to the number of visitors to Price County. Businesses that cater to tourism, such as motels, resorts, campgrounds, B&Bs, and retail stores complement the many of miles of snowmobiling, ATV and biking trails as well as the many parks, golf courses, historic sites, and area attractions.

According to the Wisconsin Department of Tourism, visitors to Price County in 2021 spent a total of \$18.0 million. A total of 443 jobs with a total personal income of \$7.2 million were supported by visitors to Price County. Visitors also generated \$2.1 million in state and local taxes during 2021.

#### ENVIRONMENTALLY CONTAMINATED SITES & REUSE POTENTIAL

The Wisconsin Department of Natural Resources Environmental Remediation and Redevelopment Program maintain a list of contaminated sites, or “brownfields,” in the state. The DNR defines brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the DNR database are oftentimes self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community. Table 19 lists all remediation activities in the DNR database. Of the 96 activities listed, only three are active. Status of activity locations is denoted by “open” meaning the activity is in need of clean up or where cleanup is still underway; “closed” meaning the activity investigation or cleanup of the contamination has been completed and the state has approved all cleanup actions; “general property (Gen prop) meaning liability exemption, liability clarifications, etc. to clarify the legal status of the property; and “nar” meaning the party does not need to undertake an investigation or cleanup. Activity types include: LUST-Leaking Underground Storage Tanks, ERP-Environmental Repair, NAR-No Action Required and SPILL, which is a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment.



**Table 19: Remediation Activities, City of Phillips**

Activity Name	Address	Status	Jurisdiction	Activity Type
10013 Dardis Lake Rd	10013 Dardis Lake Rd	Closed	DNR	SPILL
3.25 Mi N Of Phillips	3.25 Mi N Of Phillips	Closed	DNR	SPILL
4 Blks From Sheriff Dept	4 Blks From Sheriff Dept	Closed	DNR	SPILL
Ball Petroleum	165 S Lake Ave	Nar	DNR	NAR
Berg Michael	10013 Dardis Lake Rd	Closed	DNR	ERP
Birchland Bldg	198 S Lake Ave	Closed	DNR	ERP
Birchland Bldg	198 S Lake Ave	Closed	DNR	LUST
Brozak Mike Property	N10088 Dardis Lake Ln	Closed	DNR	LUST
Cinema North Theatre	205 N Lake Ave	Nar	DNR	NAR
City Of Phillips Spill	721 N Lake Ave	Closed	DNR	SPILL
Coplan Electric	Rt 2 Box 263	Nar	DNR	NAR
Copps #8127 - Loading Dock (Pick n Save)	256 S Lake St	Closed	DNR	SPILL
Copps Corp Store #127 (Pick n Save)	256 S Lake St	Gen Prop	DNR	GP
Cranberry Lake Corp	N6950 Cranberry Lake Rd	Nar	DNR	NAR
Denk Farm	N11744 Cth F	Nar	DNR	NAR
Dragovich & Boho Sites	556 & 586 E Eyder Ave	Closed	DNR	LUST
Duvault Elsie	Lake St	Nar	DNR	NAR
Elk Lake Park	Cth H	Gen Prop	DNR	GP
Elsen Property	N8521 E Wilson Flowage Rd	Open	DNR	ERP
Emery Tn Shop	W2901 Cth D	Closed	DNR	LUST
Fahrner Asphalt Sealers Spill	1424 N Lake St	Closed	DNR	SPILL
Feed Mill	185 S Lake St	Nar	DNR	NAR
Flambeau Tn Garage	N11212 Warner Dr	Closed	DNR	LUST

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Flambeau Tn Garage	Flambeau Tn Garage	Closed	DNR	SPILL
Flambeau Tn Garage	N11212 Warner Dr	Nar	DNR	NAR
Flambeau Tn Garage - Chlorides	N11212 Warner Dr	Open	DNR	ERP
Georgia Pacific	115 Depot Rd	Closed	DNR	SPILL
Georgia Pacific - Fuel Oil	115 Depot Rd	Closed	DNR	LUST
Georgia Pacific Corp	115 Depot Rd	Closed	DNR	SPILL
Georgia Pacific Corp- Lionite Products	115 Depot Rd	Closed	DNR	SPILL
Georgia-Pacific Corp	115 Depot Rd	Closed	DNR	SPILL
Georgia-Pacific Corp	115 Depot Rd	Closed	DNR	SPILL
Georgia-Pacific Corp	115 Depot Rd	Closed	DNR	SPILL
Harrington Frank Residence	562 N Lake Ave	Closed	DNR	LUST
Hayward Land And Logging Llc Spill	325 S Avon Ave	Closed	DNR	SPILL
Hilgys Lp Gas	225 S Lake St	Nar	DNR	NAR
Hwy 13 5 Mi S Of Phillips	Sth 13 5 Mi S Of Phillips	Closed	DNR	SPILL
Hwy 13 Depot St	Sth 13 Depot St	Closed	DNR	SPILL
J And B Disposal Spill	Oak St & Avon St	Closed	DNR	SPILL
Jade Lukes Spill	774 N Lake Ave	Closed	DNR	SPILL
Jb Disposal Inc. Spill	Raskie Rd To Lowland Rd	Closed	DNR	SPILL
Klisnick Tim	N9620 Bass Lake Rd	Closed	DNR	LUST
Knight Transportation Spill	Sth 13 & Sth 111 (On Sth 13 S)	Closed	DNR	SPILL
Krist Oil Co Site	125 S Lake St	Closed	DNR	LUST
Kwik Trip #1067	1424 N Lake & 111 Fairview	Nar	DNR	NAR
Lionite Hardboard/Georgia Pacific	115 Depot Rd	Closed	DNR	LUST
Marquip Inc	1300 N Airport Rd	Closed	DNR	ERP
Marquip Inc	1300 N Airport Rd	Closed	DNR	LUST
Merrill Kummer	275 Chestnut St	Nar	DNR	NAR

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Moore Craig Property	375 S Argyle	Closed	DNR	LUST
N Airport Rd	N Airport Rd	Closed	DNR	SPILL
N8327 Birchhill Rd	N8327 Birchhill Rd	Closed	DNR	SPILL
Northern States Power	133 N Lake Ave	Closed	DNR	LUST
Our Lady Of The North	125 N Argyle	Nar	DNR	NAR
Phillips Armory	174 S Eyder Ave	Nar	DNR	NAR
Phillips Bus Garage	705 Elk Ave	Closed	DNR	LUST
Phillips Cty	300 Cherry St	Nar	DNR	NAR
Phillips Cty (Avon & Maple)	Avon & Maple	Closed	DNR	LUST
Phillips Cty (Avon & Walnut)	326 S Avon Ave	Closed	DNR	LUST
Phillips Cty Garage	146 Balsam St	Gen Prop	DNR	GP
Phillips Cty Garage	146 Balsam St	Nar	DNR	NAR
Phillips Cty Lf	N Airport Rd	Closed	WMM	ERP
Phillips Elementary School	400 Turner St	Nar	DNR	NAR
Phillips Medisize	One Plastics Dr	Gen Prop	DNR	GP
Phillips One Stop	396 N Lake St	Closed	DNR	LUST
Phillips Plastics Corp - Hangar	1245 N Airport Rd	Nar	DNR	NAR
Phillips Plating Corp	984 N Lake Ave	Open	DNR	ERP
Phillips Plating Corp	984 N Lake Ave	Nar	DNR	NAR
Phillips School Dist	705 Elk Ave	Nar	DNR	NAR
Phillips Service Center	515 S Lake Ave	Closed	DNR	LUST
Phillips Spur	N8442 Sth 13 S	Closed	DNR	LUST
Pleasant View Nursing Home	595 Peterson Dr	Closed	DNR	LUST
Preferred Insurance	215 S Lake Ave	Closed	DNR	LUST
Price Cnty Hwy Comm	146 Balsam St	Nar	DNR	NAR
Price Cnty Hwy Dept	704 N Lake Ave	Closed	DNR	ERP
Price Cnty Hwy Dept	704 N Lake Ave	Nar	DNR	NAR

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Price Cnty Hwy Dept-Phillips	704 N Lake Ave	Closed	DNR	LUST
Price Cnty Telephone	105 N Avon Ave	Nar	DNR	NAR
Price Cnty Telephone Co	105 N Avon Ave	Closed	DNR	LUST
Price Lake Rd - Middle Of Price Creek	Price Lake Rd- Middle Of Price	Closed	DNR	SPILL
Pump & Pantry	598 S Lake St	Closed	DNR	LUST
Rasmussen Service Center	715 S Lake Ave	Closed	DNR	ERP
Rasmussen Service Center	715 S Lake Ave	Gen Prop	DNR	GP
Rr Property Adjoining Wwtp	Rr Adjoining Wwtp (Sth 13)	Gen Prop	DNR	GP
School Dist Of Phillips	705 Elk Ave	Nar	DNR	NAR
Shamrock Oil	985 N Lake St	Closed	DNR	LUST
Shamrock Oil	985 N Lake St	Nar	DNR	NAR
Sth 13 & Avon Ave	Sth 13 & Avon Ave	Closed	DNR	SPILL
Texaco Bulk Plt	Texaco Bulk Plt	Closed	DNR	SPILL
Thaler Oil Express Mart	235 N Lake	Closed	DNR	LUST
Three Mile Corner	N7297 Sth 13	Closed	DNR	LUST
Tonys Implement	175 S Avon	Closed	DNR	LUST
Vyskocil Otto Property	W2777 Trappers Rd	Closed	DNR	ERP
Wi Dot - Phillips Cty	Sth 13 Row	Closed	DNR	LUST
Worcester Tn	W6895 Springs Dr	Nar	DNR	NAR
Xcel Energy Spill	310 Hickory Hill Ln	Closed	DNR	SPILL

Source: WIDNR, Bureau for Remediation and Redevelopment

Encouraging effective cleanup, reuse and reclamation of sites damaged through prior usage is important to restore and reuse prime development sites. Several programs exist to fund or assist in funding the redevelopment of these sites. The Brownfield's Initiative provides grants to individuals, businesses, local development organizations and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet clean-up costs.

## ECONOMIC DEVELOPMENT PROGRAMS & FINANCING MECHANISMS

There are many programs at the federal, state, county, and regional level that can help the City of Phillips in the support and development of economic development efforts. In addition, there are programs available for individual businesses to assist in start-up and expansion. This section contains a list of the major agencies and programs that are most likely to be used by the county in its economic development efforts. In addition to programs, there are economic development organizations in Price County that provide assistance to local units of government and businesses. These are also listed in this section.

### *U.S. Small Business Administration*

The Small Business Administration (SBA) is a United States government agency that provides support to entrepreneurs and small businesses. The mission of the Small Business Administration is "to maintain and strengthen the nation's economy by enabling the establishment and viability of small businesses and by assisting in the economic recovery of communities after disasters". The agency's activities are summarized as the "3 Cs" of capital, contracts and counseling.

### *The Xcel Energy Loan Fund*

Xcel Energy is committed to being a valuable partner to businesses and communities they serve. Xcel offers a variety of programs and services for expanding companies or new industries wishing to relocate in their service area. Recognizing that each business is unique, Xcel Energy offers customized programs designed to help businesses and communities grow.

### *Economic Development Tax Credit*

The tax credits, which are nonrefundable and nontransferable, must be applied against a certified business's Wisconsin income tax liability. Eligible activities include: job creation, capital investment, employee training and corporate headquarters location. Tax benefits are available to assist businesses that meet certain requirements and are located in, or are willing to relocate to, Wisconsin. For more information contact the Wisconsin Economic Development Corporation.

### *Northwest Wisconsin Business Development Corporation*

The Northwest Wisconsin Business Development Corporation (NWBDC) is a non-profit corporation formed by the Northwest Regional Planning Commission (NWRPC) to address the

critical need for business financing in northwestern Wisconsin. It is targeted at the best economic development opportunities of the area: the timber and wood products industry, tourism, and other manufacturing and service industries. NWBDC manages three revolving loan funds (RLFs) and a technology seed fund.

*Northwest Wisconsin Regional Economic Development Fund*

Recently, a regional revolving loan fund, the Northwest Wisconsin Regional Economic Development Fund (NWREDF), was formed due to a Wisconsin Department of Commerce initiative to consolidate and, thus, make better use of the monies in many of the underutilized local RLFs. NWREDF provides dollars for a wider range of projects, streamlines the application and administration process, and removes the current capitalization limits placed on communities. The administrative board of the fund makes decisions regarding specific projects and loans under consideration for funding and is made up of a representative from each county participating in the RLF. RLFs in Phillips, Park Falls, Prentice, and Price County have joined the regional fund.

*Wisconsin Angel Network*

The Wisconsin Angel Network (WAN) is a public-private initiative managed through the Wisconsin Technology Council. WAN provides services and support to angel networks and early-stage investors, including: Deal Flow – connecting investors and Wisconsin entrepreneurs; Administration – helping to organize and create angel investor networks; Education – offering early-stage investing seminars and workshops; Networking events – increasing communication between investors.

*Economic Development Administration*

The U.S. Department of Commerce Economic Development Administration offers two programs for assistance with economic development that apply to the City of Phillips. One is the Public Works and Economic Development Facilities Assistance Program, which supports the construction or rehabilitation of essential public infrastructure and development facilities necessary to generate private sector jobs and investment, including investments that support technology-led development, redevelopment of brownfield sites, and eco-industrial development. Secondly, the Economic Adjustment Assistance Program is available to: (1) address the immediate needs of businesses and communities presently undergoing transition due to a sudden

and severe job loss; and (2) demonstrate new and proactive approaches for economic competitiveness and innovative capacity for threatened regions and communities.

#### *USDA Rural Development*

Several loan and grant programs of benefit to the city, county, and local business development are available from the USDA Rural Development. One of those programs is the Community Facility Guaranteed Loans Program, which provides funding to local units of government to construct, enlarge, extend, or otherwise improve community facilities providing essential services in rural areas and towns.

Business finance programs provide financial backing and technical assistance to stimulate business creation and growth. The programs work through partnerships with public and private community based organizations and financial institutions to provide financial assistance, business development, and technical assistance to rural businesses. These programs help to provide capital, equipment, space, job training, and entrepreneurial skills that can help to start and/or grow a business. Business Programs also support the creation and preservation of quality jobs in rural areas.

Loans, loan guarantees, and grants are available to individuals, businesses, cooperatives, farmers and ranchers, public bodies, non-profit corporations, Native American Tribes, and private companies in rural communities. The financial resources of the Business Programs are often leveraged with those of other public and private credit source lenders to meet business and credit needs in under-served areas.

Community facilities finance programs offer community infrastructure opportunities to ensure rural areas enjoy the same basic quality of life and services enjoyed by those in urban areas. Community Facilities Programs offer direct loans, loan guarantees and grants to develop or improve essential public services and facilities in communities across rural America. These amenities help increase the competitiveness of rural communities in attracting and retaining businesses that provide employment and services for their residents.

Public bodies, non-profit organizations and federally recognized American Indian Tribes can use the funds to construct, expand or improve facilities that provide health care, education, public safety, and public services. Projects include fire and rescue stations, village and town halls,

health care clinics, hospitals, adult and child care centers, assisted living facilities, rehabilitation centers, public buildings, schools, libraries, and many other community-based initiatives. Financing may also cover the costs for land acquisition, professional fees, and purchase of equipment.

*Wisconsin Economic Development Corporation*

The Wisconsin Economic Development Corporation is a public-private agency in the state of Wisconsin designed to assist business development and innovation through loans, grants, tax credits, and technical assistance programs. Local units of government can access WEDC programs for business development and retention, entrepreneurial development, downtown main street programs, environmental repair, and business and historic tax credits.

*Wisconsin Department of Administration*

The Division of Energy, Housing, and Community Resources provides funding tools to communities to assist in improving business growth and community public facilities. The Community Development Block Grant for Economic Development (CDBG-ED) provides grant funds awarded to units of general local government to provide financial assistance to businesses to create or retain jobs for low- and moderate-income (LMI) individuals. Examples of eligible projects include: business loans to expand facilities or purchase equipment, specialized employee training, or business infrastructure projects.

The Community Development Block Grant Program for Public Facilities (CDBG-PF) provides grant funds awarded to units of general local government to help support infrastructure and facility projects for communities. Examples of eligible projects include improvements and repairs to streets, drainage systems, water and sewer systems, and sidewalks; and the construction or expansion of or improvement to community centers, senior centers, libraries, and fire stations. Grants are limited to projects that, if implemented, meet a CDBG National Objective.

The Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED) provides grant funds awarded to units of general local government for public infrastructure projects that support business expansion and create or retain jobs for low- and



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moderate-income (LMI) individuals. Examples of eligible applications include: new or improved water and sewer service and streets that result in business expansion and job opportunities for low- and moderate-income (LMI) individuals.

### *Wisconsin Department of Tourism*

The Wisconsin Department of Tourism sponsors a Joint Effort Marketing (JEM) grant program that is available to non-profit organizations to support new, existing, one-time, and one-of-a-kind events; sales promotions; or destination marketing campaigns. The JEM program is considered the most popular funding program and can assist communities in marketing hotel and meeting space to attract more business travelers. Other grant programs include the Ready, Set, Go! (RSG) Program, Tourist Information Center Grant Program, and Meetings Mean Business (MMB) Grant Program.

### *Wisconsin Department of Transportation*

Available from the Wisconsin Department of Transportation is a program called the Transportation Facilities Economic Assistance and Development Program (TEA). The intent of the TEA program is to help support new business development in Wisconsin by funding transportation improvements that are needed to secure jobs in the state. A governing body, business, consortium group, or any combination thereof can apply for TEA program funding.

### *Tax Increment Finance District*

The City of Phillips has two tax increment districts, both created in 1995. These districts provided financing tools to encourage economic development that would likely not occur without some public assistance. Both districts will terminate on September 12, 2025. Overall, districts are allowed to utilize the tax revenues generated from new construction to make improvements within the districts. These districts can be beneficial in assisting new business parks and can provide development incentives to businesses locating in established tax increment districts.

### *Northwest Regional Planning Commission*

The Northwest Regional Planning Commission is a cooperative venture of the local units of governments in the ten counties of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk,

Sawyer, Taylor, and Washburn and the five tribal nations of Bad River, Lac Courte Oreilles, Red Cliff, St. Croix, and Lac du Flambeau in the region. The purpose of NWRPC is to assist the communities of the membership to promote sustainable economic development, develop public facilities, provide planning and technical services, efficiently manage and conserve natural resources, and protect the environment.

In an effort to build a focused development strategy for the Northwest Region, NWRPC developed three non-profit development corporations, each focusing on a specific area need and opportunity including financing for business start ups and expansions (Northwest Wisconsin Business Development Corporation), technology-based business development (Wisconsin Business Innovation Corporation), and affordable housing (Northwest Affordable Housing, Inc.). NWRPC is located in the City of Spooner, Washburn County.

#### *Northwest Wisconsin Business Development Corporation*

A strategic partner of the Northwest Regional Planning Commission, the Northwest Wisconsin Business Development Corporation, has available revolving loan funds to address a gap in private capital markets for long-term, fixed rate, low down-payment, and low interest financing to assist businesses in job creation/retention and growth.

#### *Visions Northwest*

Visions Northwest is a public/private partnership group made up of stakeholders in the 10-County Region to promote regional economic development goals and efforts. As part of the WBIC, Visions will collaborate with the Wisconsin Economic Development Corporation for faster development of the regions industries, workforce and regional identity.

#### *Phillips Industrial Development Corporation*

The mission of the Phillips Industrial Development Corporation (Phillips IDC) is to help maintain, market and increase businesses in the Phillips community, especially in the manufacturing sector. The Phillips IDC membership is comprised of professional, local business people with a wide variety of knowledge and skills to provide guidance and advice to existing and new businesses. The Phillips IDC acts as a liaison for the City of Phillips to market and sell available lots in the city's industrial and business parks. It acts as an agent to the City of Phillips in administering the cities Revolving Loan Fund. The Phillips IDC can also provide secondary

financing to existing and new business in the Phillips community. It is the goal of the Phillips IDC to help businesses create and maintain a skilled workforce in the Phillips community in order to allow the community to grow and prosper.

#### SUMMARY

Over the past several decades, significant strides have been made to encourage economic development efforts. Through the expansion of industrial space, residential development, and commercial enterprise, greater economic development opportunities exist.

## 6. NATURAL, AGRICULTURAL & CULTURAL RESOURCES

Natural resources including forests, soils, topography, water resources and other features have a profound effect on a community's development. These physical features directly or indirectly constrain or encourage growth, as the natural resources that occur in certain areas are often a primary factor in the establishment and growth (or



decline) of communities. Natural resources are often interrelated, and disturbance in one area can potentially affect other areas. From a planning standpoint, it is important to understand these interrelationships and the role natural resources play in determining a community's future development. The following element will identify and describe how natural, agricultural and cultural resources influence the City of Phillips.

### NATURAL RESOURCES

#### *Topography*

Topography, or the configuration of a land area's varying elevation, is an important planning consideration. Land use and required maintenance depend to a large degree upon slope. While steep slopes can provide attractive views and recreational opportunities, building development can be adversely impacted. Surface elevations in and immediately around the City of Phillips do not fluctuate significantly. Elevation ranges from a high of approximately 1,440 to 1,540 feet above sea level. See Map 5, Elevation.

#### *Surface Water Resources*

With surface waters making up over 20 percent of the total land area within the City of Phillips, water resources serve a valuable function within the City of Phillips. Many recreational activities within the area, such as fishing, boating and swimming depend on the surface water resources. The quantity and quality of water are very important. In terms of recreational

opportunity, the larger the number of water resources, the more activities that can be promoted to draw tourists to the area. Table 20 details information on lakes within the city.

The most significant water features in the Phillips area are Elk Lake and Duroy Lake (Map 6).

*Elk Lake*

Elk Lake, which is directly in the middle of the City, has approximately 88 surface acres (all of which is within the City limits) and 2.79 miles of shoreline, less than 0.5 miles of which is public. It has a maximum depth of 25 feet. Visitors have access to the lake from two public boat landings and a public beach. The bottom of the lake consists of 70% sand and 30% muck. Fish include Musky, Panfish, Smallmouth Bass, Northern Pike and Walleye.

*Duroy Lake*

Duroy Lake is 350 acres and has a maximum depth of 18 feet. Visitors have access to the lake from one public landing or park within 1000 feet of the lake (Price County Fairground). The bottom of the lake consists of 50% gravel and 50% muck. Fish include Musky, Panfish, Largemouth Bass, Smallmouth Bass, Northern Pike and Walleye.

**Table 20: Phillips Water Resources**

<b>Name</b>	<b>Surface Acres</b>	<b>Max. Depth (ft)</b>	<b>Miles of Shoreline</b>	<b>Miles of Public Shoreline</b>	<b>*D/SP/S</b>	<b>Class</b>
<b>Duroy</b>	379.3	18	10.06	1.20	D	2
<b>Elk</b>	88.3	25	2.79	0.47	D	2
<b>Long</b>	418.3	54	11.87	0.02	D	1
<b>Pot</b>	9.3	14	0.45	0.45	S	3

Source: WDNR

\*Data is for entire water resource, as some water bodies extend into other jurisdictions/municipalities.

D-Drainage Lake; S-Seepage Lake

*Phillips Chain of Lakes Association*

The Phillips Chain of Lakes Association is a non-profit organization formed in 1995 with the intention of assisting in the efforts to preserve and maintain the water quality and fisheries of the

chain of lakes located in Phillips through public education and various volunteer projects. For more information to: <http://phillipschain.org/>

### *Exceptional and Outstanding Water Resources*

The WDNR designates many of the state's highest quality waters into two categories: Outstanding Resource Waters (ORWs) or Exceptional Resource Waters (ERWs). Waters designated as ORW or ERW are surface waters which provide outstanding recreational opportunities, support valuable fisheries and wildlife habitat, have good water quality, and are not significantly impacted by human activities. ORW and ERW status identifies waters that the State of Wisconsin has determined warrant additional protection from the effects of pollution.

ORWs receive the state's highest protection standards, while ERWs are secondary. ORWs and ERWs share many of the same environmental and ecological characteristics. They differ in the types of discharges each receives, and the level of protection established for the waterway after it is designated.

- **ORWs:** ORWs typically do not have any point sources discharging pollutants directly to the water (for instance, no industrial sources or municipal sewage treatment plants), though they may receive runoff from nonpoint sources. New discharges may be permitted only if their effluent quality is always equal to or better than the background water quality of that waterway—no increases of pollutant levels are allowed.
- **ERWs:** If a particular body of water has existing point sources at the time of designation, it is more likely to be designated as an ERW. Like ORWs, dischargers to ERW waters are required to maintain background water quality levels; however, exceptions can be made for certain situations when an increase of pollutant loading to an ERW is warranted because human health would otherwise be compromised.

All of Squaw Creek is designated as an Exceptional Water Resource. The creek extends along the City's northeastern border to CTH H.

### *Impaired Waters*

Every two years, the Wisconsin DNR publishes a list of waters considered impaired under Clean Water Act Section 303(d). Impaired waters do not meet water quality standards and may not support fishing, swimming or recreation. None of the lakes within the City of Phillips are currently listed as impaired.

Under section 303(d) of the Clean Water Act, states, territories, and authorized tribes are required to develop lists of impaired waters. These are waters that are too polluted or otherwise degraded to meet the water quality standards set by states, territories, or authorized tribes. The law requires that these jurisdictions establish priority rankings for waters on the lists and develop TMDLs for these waters. A Total Maximum Daily Load, or TMDL, is a calculation of the maximum amount of a pollutant that a body of water can receive and still safely meet water quality standards.

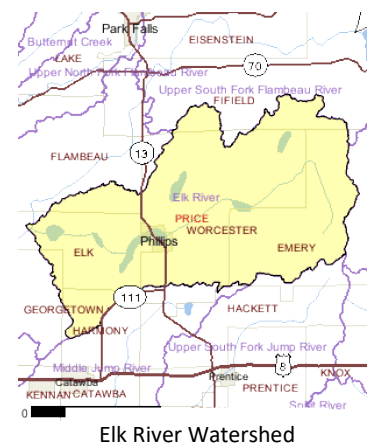
### *Ground Water Resources*

The City of Phillips relies on groundwater to meet their water supply needs. Groundwater is also the primary source of water for irrigated agriculture and is very important for industry. Streams, lakes, and wetlands are fed by groundwater; thus fish, other aquatic life, and wildlife are as dependent on abundant, clean groundwater as people. Human activities such as groundwater withdrawal, land use activities which reduce groundwater recharge, and contamination of groundwater can decrease the quantity of good quality groundwater for human use and other purposes.

### *Watersheds & Floodplains*

The City of Phillips is completely within the Elk River watershed. The upstream portion of this watershed lies in the Chequamegon National Forest, where the Elk River begins. Much of the watershed is wetland.

Areas susceptible to flooding are considered unsuitable for development because of risks to lives and property. Flood Insurance Rate Maps (FIRMs) are the most recent (1989) source



for identifying flood hazard areas. These maps can be viewed online at <https://www.fema.gov/>. The FIRMs are intended to serve as interim maps prior to the completion of a more detailed study. Additional field checking may be required to determine whether or not a given area is in a floodplain hazard area before development can be authorized or denied. Map 6 depicts Surface Waters and Floodplains.

### *Wetlands*

Within the City of Phillips, several wetland areas exist (Map 7). There are emergent herbaceous wetlands and wood wetlands found throughout the city, the most prominent of which are found around Elk Lake and Duroy Lake. These wetlands serve as important resources for flood control, water quality improvements, groundwater recharge, wildlife habitat, and development toward or near them should be designed and guided so it does not diminish the positive attributes of the wetland.

### *Metallic/Non-Metallic Mineral Resources*

Metallic and non-metallic mineral resources include all mined materials including sand, gravel, building stone, lime, copper, silver, and gold. There are currently no extraction pits in operation within the city limits of Phillips.

### *Wildlife Habitat & Endangered Species*

As Phillips is primarily an urban setting, the City has fewer natural areas to serve as wildlife habitat than the rural forested areas in the county. Price County is known to provide habitat for several state and federally listed endangered species. The Wisconsin Department of Natural Resources maintains the Natural Heritage Inventory (NHI) database. The data are intended as a general reference for the public and are presented as a list of rare species (endangered, threatened and special concern) and other sensitive resources (high-quality natural communities and significant natural features) that are known to occur within each Township in a county. The data do not identify specific locations of endangered resources. As such, the NHI County Data are appropriate for general planning and assessment purposes only. As of June 9, 2022 endangered species found in Price County include the gray wolf, bald eagle and sharp-tailed grouse. Table 21 details these species.



**Table 21: Threatened & Endangered Species**

Common Name	Status
Gray Wolf	SC/FL
Bald Eagle	SC/P
Sharp-tailed Grouse	SC/H

Source: WDNR, Natural Heritage Inventory

SC/FL – Special Concern, Federally protected as endangered or threatened, but not so designated by state

SC/P – Special Concern, fully protected

SC/H – Special Concern, no laws regulating use, possession, or harvesting

### *Soil Associations and Productive Agricultural Areas*

A soil association is a geographic assemblage of soils which takes into account a myriad of broad features. Most soil associations in Wisconsin include soils of both good and poor natural drainage and were originally covered by some type of vegetation. There are 190 soil associations within Wisconsin.

Prime farmland soils do not include unique farmland, which is land other than prime farmland that is used for production of specific food crops. These soils have unique conditions, growing season, and moisture content that are specific to one type of crop. In Wisconsin, this could include soils used for cranberry production that are too wet for other crops or soils used for orchards that may be too steep or erodible to qualify as prime farmland. At present there is little significant agricultural activity within the boundaries of the City of Phillips. Small, scattered plots of cultivated crops do exist.

Prime farmland is defined as land that has the best combination of physical and chemical characteristics for producing food, fiber, forage, and other agricultural crops with minimum outputs of fuel, fertilizer, pesticides and labor without intolerable soil erosion. The State of Wisconsin categorized farmland as prime, potentially prime and farmland that has Statewide importance.

If the City expands outward into the surrounding Towns of Elk or Worcester through annexation, there are agricultural lands in the towns which may be affected. As over-development and loss of agricultural lands is identified as a key problem facing land use in Wisconsin, the City should work together toward an amenable solution to balance new development and the retention of Price County farmland resources, scenic areas and forest resources.

## CULTURAL AND HISTORICAL RESOURCES

Cultural resources include historic buildings and structures as well as ancient and historic archeological sites. Preservation of cultural resources provides community residents a connection to the history of their neighborhoods, towns and region as well as a sense of continuity and meaning. Because cultural resources provide an important window to the past, many Wisconsin communities preserve and retain culturally significant resources to distinguish their communities.

### *Architecture Sites Inventory*

According to the Architecture and Historic Inventory (AHI), maintained by the Wisconsin Historical Society, there are twenty-six (26) records identified in the City of Phillips (Table 22). For more information on these sites go to: <http://www.wisconsinhistory.org/ahi/>

**Table 22: Architecture and Historic Inventory**

AHI #	Location	Historic Name	Current Name
19143	400 Chestnut	Price County Courthouse	Price County Courthouse
19144	186 N Argyle Ave	Dr. Sperry House	Norviel House
19145	S CNR of Avon St and Maple St	Blacksmith Shop	Totem Pole
19146	234 N Avon Ave	n/a	n/a
19147	304 N Avon Ave	n/a	Heindl Funeral Home
19148	S Avon Ave	n/a	n/a
19149	396 S Avon Ave	Bloom's Tavern, Store & House	n/a
19150	Balsam St	Price Co. Jail & Sheriff's	n/a

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		Residence	
<b>19151</b>	SW CNR of Beebe St & Center St	n/a	United Methodist Church
<b>19152</b>	SW CNR of Beebe St & Flambeau	n/a	Mess House
<b>19153</b>	300 Cherry St	Phillips High School	Heritage House Apartments
<b>19154</b>	104 S Eyder Ave	County Normal School	Price County Offices/Annex
<b>19155</b>	175 Chestnut St	Int'l Order of Odd Fellows Hall	Harns Furniture
<b>19156</b>	Depot Rd by Soo Line Tracks	n/a	n/a
<b>19157</b>	Sokol Park	Lidice Memorial	Lidice Memorial
<b>19160</b>	106 N Lake St	n/a	n/a
<b>19161</b>	126 N Lake Ave	Bank of Phillips	Bumble Bee Rentals
<b>19162</b>	137 N Lake Ave	Masonic Temple	Custom T's Print Shop/Radio Shack/Masonic Temple
<b>19163</b>	152 N Lake Ave	First National Bank	Meister's Bar & Grill
<b>19164</b>	195 N Lake Ave	n/a	Johnson's Hardware Hank
<b>19165</b>	198 N Lake Ave	CC Kelleher Hardware Store	Wells Fargo Bank
<b>19166</b>	575 S Lake St	Trinity Lutheran Church	n/a
<b>19167</b>	NW CNR of STH 13 & Balsam St	n/a	n/a
<b>111880</b>	165 S Lake Ave	Flambeau Milling Corp	Feed Mill Shops
<b>125138</b>	146 Balsam St	Phillips Fire Station & City Hall	The 5 Senses
<b>179361</b>	174 S Eyder Ave	WI National Guard Armory	Phillips City Hall

Source: WI Historical Society/City of Phillips

*Archeological Sites & Cemeteries Inventory*

The Wisconsin Historical Society maintains a list of archaeological sites and cemeteries referred to as the Archaeological Site Inventory (ASI), a component of the Wisconsin Historic Preservation Database (WHPD). The Archaeological Site Inventory (ASI) is the most comprehensive list of archaeological sites, mounds, unmarked cemeteries, marked cemeteries,

and cultural sites available. The **ASI does not** include all of the sites and cemeteries present in the state, however. It includes **ONLY** those sites that have been reported to the Wisconsin Historical Society. The information in the ASI is a compilation of reports covering a period of 150 years. The information for each entry varies widely and the Society has not been able to verify all of the entries. Few of these sites have been evaluated for their importance. The ASI is changed and updated on a daily basis and recommendations about site importance may change as new information becomes available. The attached site list will become quickly out of date and a procedure for updating the list should be developed.

This ASI information is confidential and is not subject to Wisconsin's open records law. This information is also protected by Federal law (Section 304 of the National Historic Preservation Act, Section 9(a) of the Archaeological Resources Protection Act of 1979). This caution not only helps protect archaeological sites but also protects landowners since private landowners own the majority of archaeological sites in the City.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from intentional disturbance.

Since only a small portion of the City has been surveyed for the presence of archaeological sites and cemeteries, the sites listed in the inventory represent only a fraction of the sites that are potentially present. Local residents and American Indian communities who have and do live and work in the area possess much additional information on other archaeological sites and cemeteries. Steps should be taken to have this information incorporated into the land use plan.

There are **three** cemeteries or burial sites and **one** cabin/homestead identified in the City. Since a systematic survey of the county has not been completed, additional cemeteries and burials may be present. As part of the planning process, all cemeteries and burials in the City should be cataloged under Wis. Stat. 157.70 to provide for the maximum protection of these important sites and to clearly define their boundaries. Table 23 below provides information on the four archaeological sites in the City of Phillips.

**Table 23: City of Phillips ASI Inventory**

Code #	Site Name	Site Type	Cultural Study Unit	T-R-S
<b>PR-0163</b>	Lake Duroy Burial Ground	Cemetery/burial	Historic Indian	T37N.R1E.S7
<b>PR-0017</b>	Little Leg	Cabin/homestead	Historic Euro-American	T37N.R1W.S12
<b>BPR-0012</b>	St. Patrick's Cemetery	Cemetery/burial	Historic Euro-American	T37N.R1E.S18
<b>BPR-0013</b>	Lakeside Cemetery	Cemetery/burial	Historic Euro-American	T37N.R1E.S7

Source: WI Historical Society

### *CEMETERIES, BURIAL MOUNDS, AND OTHER BURIALS*

Cemeteries and burial areas have been set aside as special areas throughout Wisconsin history and they have been given special protection under the law.

#### **Where are archaeological sites going to be located?**

Using the results of archaeological surveys, relevant historical and environmental data, the following high priority areas were designated:

- higher, dryer areas adjacent to rivers, streams, creeks, lakes, wetlands
- higher, dryer areas adjacent to older, abandoned rivers, streams, creeks, lakes, wetland
- areas adjacent to rock outcrops
- areas adjacent to older historic features such as trails, early roads, rail corridors, and earlier communities

Many sites are undoubtedly present in the area considering the City's location along several lakes, creeks and rivers.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from intentional disturbance. If anyone suspects that a

Native American burial mound or an unmarked or marked burial is present in an area, the Burial Sites Preservation Office should be notified. If human bone is unearthed during any phase of a project, all work must cease, and the Burial Sites Preservation Office must be contacted at 1-800-342-7834 to be in compliance with Wis. Stat. 157.70 which provides for the protection of all human burial sites. Work cannot resume until the Burial Sites Preservation Office gives permission. If you have any questions concerning the law, please contact 608-264-6508.

### **How do we know which archaeological sites need preservation?**

Under Wisconsin law Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected. In addition to these, a wide variety of archaeological sites may be worthy of preservation. Through the use of the State and National Register of Historic Places a procedure for identifying important sites is available. The criteria include: a good local example of an architectural style and period; association with a person important in our past; represent an important period, movement or trend in local, state or national history; or have the potential to yield important information about our past through archaeological investigations.

#### *Protecting Important Archaeological Sites*

The wide variety of methods used to protect natural resources can also be used to protect archaeological sites. For example, land purchases, conservation easements, zoning, and the state operated tax exemption program for property owners.

Owners of archaeological sites listed on the National or State Register of Historic Places may obtain property tax exemption. To obtain the tax exemption, the landowner must agree to place a permanent protective covenant for the site area in the deed for the property. The tax exemption program makes the landowner and subsequent owners stewards of Wisconsin's past. The intent of the program is not to discourage all use of the property containing a site, but to encourage land use planning that protects sites.

### **How are archaeological sites and cemeteries identified and evaluated?**

Archaeological identification and evaluations are required for a variety of projects that receive Federal or State funding, licenses, or permits. These projects are automatically forwarded to the Wisconsin Historical Society for review. Local residents frequently report sites and cemeteries.

### *Community Design*

Understanding community design issues is an important part of the planning process. Each Wisconsin community has its own distinct character. Addressing community design issues can help to develop and maintain a community's distinct character-its sense of place. Local communities have a number of options to address community design issues. Some of these include adopting a design review process, crafting design guidelines for developments such as traditional neighborhood design, cluster development, planned unit developments and historic preservation.

## 7. INTERGOVERNMENTAL COOPERATION

This element of the comprehensive plan analyzes the relationship of the City of Phillips in terms of planning and decision-making to adjacent local governmental units; State, Federal, and regional governmental entities; quasi-public organizations/associations; and school districts. It also incorporates plans under certain State statutes and identifies existing and potential conflicts between the City of Phillips and other governmental units and describes processes to resolve such conflicts.

### RELATIONSHIP TO OTHER GOVERNMENTAL UNITS

Table 24 analyzes the relationship between Phillips and other adjacent and overlapping jurisdictions. This analysis is based on the City's view of how those relationships are being carried out. It is the City of Phillips intention to always encourage coordination and cooperation between nearby and overlapping jurisdictions. Some of the ways this is achieved is narrated throughout this section.

**Table 24: Phillips Intergovernmental Relationship Ratings**

Adjacent Area	Excellent	Good	Fair	Poor
Town of Elk	X			
Town of Worcestor	X			
<b>Price County</b>			X	
<b>State of Wisconsin</b>			X	
DNR		X		
WisDOT				X
<b>Region (NWRPC)</b>	X			
<b>Federal</b>			X	
<b>School District</b>	X			

Source: City of Phillips



## ADJACENT TOWNS

The City of Phillips shares municipal borders with two towns in Price County (Elk & Worcester). The primary interaction between the City and Towns of Elk and Worcester is with their relationship with the Fire Department. The City of Phillips has a good working relationship with the Towns.

## PRICE COUNTY

The city and its citizens access and utilize many services and programs of Price County government, which is located in the City of Phillips – the county seat. The City of Phillips cooperates, works with, and shares much information with Price County. The two have shared, and continue to share responsibilities on development projects, which benefit both the county and City. The City of Phillips has a fair working relationship with the County. Below are some examples of these cooperative efforts.

- Sharing services with the Price County Highway Department for road maintenance and snow removal.
- Has a Memorandum of Understanding with the Price County Clerk's office.
- Formal joint powers agreement with Price County Sheriff's Department
- The city works cooperatively with Land Records, the County Treasurer and Zoning offices relating to property addresses and parcel numbers and transfers of property between owners and questions from citizens/taxpayers regarding their tax bills, deeds and property transfers.
- Cooperate and coordinate on elections.
- Agreements with Price County and the Phillips School District for setting up TID.
- 

## SCHOOL DISTRICT OF PHILLIPS

The City of Phillips has an excellent working relationship with the Phillips School District.

## STATE GOVERNMENT

The primary state government agency the City deals with is the Wisconsin Department of Natural Resources (DNR). The DNR is responsible for the regulation of the municipal water and sewer systems and provides technical assistance as well. The City of Phillips also cooperates with the DNR on recycling initiatives. In general, DNR staff helps a great deal, and the city has a good relationship with them.

While little interaction is conducted with other state agencies, the City of Phillips works cooperatively with state government in the collection of taxes, real estate assessments, elections, annexations, Board of Review issues and many other items. The city and WisDOT have a poor communicative relationship. The city calls on its state representatives and the governor on occasion for assistance. The City of Phillips is also involved with the Departments of Administration, WEDC, and other state agencies as is necessary.

## FEDERAL GOVERNMENT

The City of Phillips works with the federal government on an as-needed basis and works with locally elected Congressman and Senators.

## NORTHWEST REGIONAL PLANNING COMMISSION

The City of Phillips is within the Region represented by the Northwest Regional Planning Commission (NWRPC). The Commission provides services and programs to the ten county region consisting of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn Counties and the Tribal Nations of Bad River, Lac Courte Oreilles, Lac Du Flambeau, Red Cliff, and St. Croix. NWRPC serves and assists its member communities with economic development, transportation, community development planning, housing, recycling, hazardous waste management, comprehensive planning, coastal management, environmental planning, Geographic Information Systems (GIS) mapping, and provides technical assistance to the region's local units of government, businesses, and citizens. The Northwest Regional Planning Commission and the City of Phillips have worked cooperatively on past projects. The City of Phillips has an excellent working relationship with NWRPC.

## PHILLIPS POLICE DEPARTMENT

The Phillips Police Department has a greater intergovernmental role than any other city department. State Statute requires the city establish mutual aid agreements with: Price County Sheriff's Office, State Patrol, Wisconsin Department of Natural Resources wardens, Federal Bureau of Investigation, Department of Justice, immigration etc.

## COOPERATIVE AGREEMENTS

Cooperative agreements can play an important role in shaping how elected officials view the type, scale, and intensity of land use developments, especially when the participation of neighboring towns may be required. The City of Phillips has several general intergovernmental agreements with adjoining and overlapping jurisdictions. Below is a list of these agreements.

- Fire – (City of Phillips and the Towns of Elk, Emery, Flambeau, and Worcester)
- Ambulance – Central Price County Ambulance

## EXISTING AND POTENTIAL CONFLICTS

In an effort to make the land use decision-making process go more smoothly, the City of Phillips has identified existing (current) and potential (future) conflicts between the City of Phillips and other adjoining or overlapping units of government.

### Existing Conflicts:

1. Airport
2. Fire Department expenses shared with member townships

### Potential Conflicts:

1. ATV trail development in City
2. Fire Department Grant opportunities – grants now require firemen to have Level II certification in order to be eligible to apply for grant funds

## CONFLICT RESOLUTION

The Comprehensive Planning Law requires that the City of Phillips identify a process to resolve conflicts. Conflict is often part of the planning process. What follows is a discussion of formal and informal techniques for resolving conflicts. Each dispute and/or conflict resolution technique has a purpose. Although conflicts can arise in many planning contexts, intergovernmental issues are a source of many planning conflicts. It is therefore appropriate to discuss a means to resolve conflicts. The following are conflict resolution options the City of Phillips may consider when conflicts arise.

**Mediation** is a cooperative process involving two or more parties and a mediator. The mediator, a neutral third party with special skills and training in dispute resolution, helps the parties voluntarily reach a mutually agreeable settlement of the issue in dispute.

**Binding arbitration** is a process where a neutral person is given the authority to make a legally binding decision and is used only with the consent of all the parties. The parties present evidence and examine witnesses and the arbitrator makes a determination based on evidence.

**Non-binding arbitration** is a technique in which a neutral person is given the authority to render a non-binding decision as a basis for subsequent negotiations between the parties after the parties' present evidence and examine the witnesses.

**Early neutral evaluation** is a process in which a neutral person evaluates brief written and oral presentations early in the litigation process. The neutral person provides an initial appraisal of the merits of the case with suggestions for conducting discovery and obtaining a legal ruling to resolve the case as efficiently as possible.

**A focus group** can be used to resolve disputes by using a panel of citizens selected in a manner agreed upon by all the parties. The citizens hear presentations from the parties; and, after hearing the issues, the focus group deliberates and renders an advisory opinion.

A **mini-trial** consists of presentations by the parties to a panel of selected and authorized by all the parties to negotiate a settlement of the dispute that, after the presentations, considers the legal and factual issues and attempts to negotiate a settlement.

A **moderated settlement conference** is a process in which a neutral person, who hears brief presentations from the parties, in order to facilitate negotiations, conducts conferences. The neutral person renders an advisory opinion in aid of negotiation.

A **summary jury trial** is a technique where attorneys make abbreviated presentations to a small jury selected from the regular jury list. The jury renders an advisory decision to help the parties assess their position to aid future negotiation.

#### INTERGOVERNMENTAL COOPERATION IDEAS & PROGRAMS

There are many ways communities can cooperate. These are some ideas and programs to consider. The following ideas were taken directly from the *Intergovernmental Cooperation Guide* published by the Wisconsin Department of Administration.

**Voluntary Assistance:** Your community, or another, could voluntarily agree to provide a service to your neighbors because doing so makes economic sense and improves service levels.

**Trading Services:** Your community and another could agree to exchange services. You could exchange the use of different pieces of equipment, equipment for labor, or labor for labor.

**Renting Equipment:** Your community could rent equipment to, or from, neighboring communities and other governmental units.

**Contracting:** Your community could contract with another community or jurisdiction to provide a service.

**Routing County Services:** Some services are already paid for through taxes and fees. (An example would be police protection services). Your Intergovernmental Cooperation Element could identify areas where improvements are needed and could recommend ways to cooperatively address them.

**Sharing Municipal Staff:** Your community could share staff with neighboring communities and other jurisdictions – both municipal employees and independently contracted professionals. You could share a building inspector, assessor, zoning administrator, clerk, etc.

**Consolidating Services:** Your community could agree with one or more other communities or governmental units to provide a service together.

**Joint Use of a Facility:** Your community could use a public facility along with other jurisdictions. The facility could be jointly owned, or one jurisdiction could rent space from another.

**Joint Purchase and Ownership of Equipment:** Your community could agree to jointly purchase and own equipment such as pothole patching machines, mowers, rollers, snowplows, etc.

**Cooperative Purchasing:** Cooperative purchasing, or procurement, is where jurisdictions purchase supplies and equipment together to gain more favorable prices.

## 8. LAND USE

The analysis of land use serves as a fundamental element in comprehensive planning. A review and assessment of both the type and quantity of land uses in a community through time is an indication of the pace of community development. After mapping and analyzing growth trends, land use analysis may be used in conjunction with population and housing trends and projections to anticipate future physical growth potential. Growth potential may then be compared to the various City policies and values to assess desired types, amounts and direction of growth.

### EXISTING LAND USE

The following examines the existing land use pattern for the City of Phillips based on interpretation of recent aerial photography and Planning Commission input. The City of Phillips is 3.36 square miles, or 2,156 acres in size, with approximately 454 acres represented as water. The inventory of existing land use patterns is divided into eight (8) broad land used categories. These categories are depicted in Map 8 and broken down into acreages in Table 25.

1. Residential

Lands with structures designed for human habitation including permanent, seasonal, and mobile housing units (not in a designated mobile home park) and recreational cabins and cottages.

2. Commercial

Retail sales establishments, restaurants, hotels/motels, and service stations.

3. Manufacturing

Lands used for manufacturing and processing, wholesaling, warehousing distribution, and similar activities.

4. Agricultural Forest

Land that is producing or is capable of producing commercial forest products.

5. Open/Forested

Undeveloped fallow fields, not used for agricultural purposes and forested lands under private ownership and private forest woodlots.

6. Institutional

These lands include: government-owned administration buildings and offices; fire stations; hospitals and health care facilities; day care centers; public schools, colleges, and educational research lands; and lands of fraternal organizations. Cemeteries, churches, and other religious facilities are included in this land use category.

7. Recreational

Recreation lands under public or private ownership. Publicly owned recreational lands may include: town parks, nature preserves or athletic fields, boat landings, campgrounds, etc. Examples of privately owned lands may include: golf courses, campgrounds, marinas, shooting range, etc.

8. Utility

Lands use for generating and/or processing electronic, communication, or water; electricity; petroleum or other transmittable product; and for the disposal, waste processing, and/or recycling of byproducts.



**Table 25: City of Phillips Existing Land Use Classifications**

Land Use Classification	Acres	Percent
Agricultural Forest	258.6	16.6%
Commercial	77.1	5.0%
Manufacturing	134.0	8.7%
Open/Forestland	158.9	10.2%
Institutional	125.2	8.0%
Airport	187.8	12.1%
Cemetery	30.1	1.9%
City Property	185.8	11.9%
County Property	45.9	2.9%
Recreational	31.2	2.0%
Residential	314.8	20.2%
Utility	7.8	0.5%
<b>Total Acreage</b>	<b>1,557.2</b>	<b>100.0%</b>

Source: NWRPC

## LAND COVER

Land cover information for the City of Phillips was obtained from the WISCLAND (Wisconsin Initiative for Statewide Cooperation on Land Cover Analysis and Data) data set. This data represents surface vegetation, open water, and urban area delineation based on interpretation of dual year satellite imagery and represents a generalized view of community land cover and should not replace individual site examination (Map 9). The land cover information in the following table reflects areas within the city limits. Land cover acreages are shown in Table 26.

**Table 26: City of Phillips Land Cover**

<b>Land Cover Class</b>	<b>Approximate Area (Acres)</b>	<b>Percent</b>
<i>Developed, Low Intensity</i>	521.9	24.3%
<i>Developed, High Intensity</i>	343.8	16.0%
<i>Broad-leaved Deciduous Forest</i>	76.3	3.5%
<i>Coniferous Forest</i>	178.4	8.3%
<i>Forage Grassland</i>	41.4	1.9%
<i>Idle Grassland</i>	59.2	2.7%
<i>Crop Rotation</i>	6.9	0.3%
<i>Open Water</i>	396.5	18.4%
<i>Floating Aquatic Herbaceous Vegetation</i>	60.7	2.8%
<i>Emergent/Wet Meadow</i>	69.8	3.2%
<i>Lowland Scrub/Shrub</i>	91.8	4.3%
<i>Forested Wetland</i>	308.0	14.3%
<b>Total</b>	<b>2,216.7</b>	<b>100.0%</b>

Source: WISCLAND

## LAND TRENDS

It is a requirement of the land use element to analyze trends in land supply, demand, and price of land in the City of Phillips. Historical information regarding land use trends in Phillips is largely

unavailable. Land use trends and land supply can be gleaned from assessment data. While having limitations, this information can be used as a broad indicator of land use change over a period of time. Table 27 provides property assessment data for the City of Phillips in three-year increments from 2000 to 2021 for residential, commercial, agricultural, and manufacturing real estate classes.

**Table 27: Property Tax Assessment, City of Phillips, WI 2000-2021**

Year	Residential		Commercial		Agricultural		Manufacturing	
	Parcels	Acres	Parcels	Acres	Parcels	Acres	Parcels	Acres
2000	751	213	180	87	1	58	18	107
2003	807	254	178	97	1	55	18	107
2006	802	333	194	149	1	55	19	109
2009	791	390	194	114	1	30	21	118
2010	789	387	195	145	1	30	20	117
2011	785	386	195	119	0	0	20	117
2012	785	386	195	117	0	0	20	117
2017	779	385	204	124	0	0	18	114
2018	783	401	202	124	0	0	16	98
2019	783	401	203	124	0	0	16	98
2020	784	401	206	130	0	0	16	98
2021	769	402	208	158	0	0	14	70
Change	18	189	28	14	-1	-58	-4	-37

Source: WI Dept. of Revenue

## LAND VALUES

Land prices are dictated by the real estate market and the laws of supply and demand. Increasing the amount of available and developable land can press land costs downward, while decreasing the supply of developable land can raise prices. Government regulation can also impact the overall supply of developable land and consequently influence land prices.

The market price of land depends upon many factors, all of which can vary significantly from one location to another. It is often difficult to generalize the market price of property within a unit of government due to the ‘location specific’ factors that dictate the price and by the fact that a limited number of properties are on the market at any given time.

The Wisconsin Department of Revenue Bureau of Equalization provides values for land and their improvements. Table 28 details the land values and improvement values according to the 2021 Statement of Assessments for the City of Phillips.

**Table 28: 2020 Assessed Land Values, City of Phillips, WI**

	Parcel Count	Value		
Real Estate Class	Parcels	Land	Improvements	Total
Residential	784	\$13,070,500	\$36,888,100	\$49,958,600
Commercial	206	\$3,686,900	\$19,343,100	\$23,030,000
Manufacturing	16	\$1,034,700	\$17,905,700	\$18,940,400
Agricultural	0	\$0	\$0	\$0
Undeveloped	23	\$77,800	\$0	\$77,800
Ag Forest	0	\$0	\$0	\$0
Forest	3	\$79,600	\$0	\$79,600
Other	0	\$0	\$0	\$0
Real Estate Totals	1,032	\$17,949,500	\$74,136,900	\$92,086,400

Source: WI Dept. of Revenue

## LAND PRICES

The price of land depends upon many factors, which can vary significantly by location. It is difficult to generalize the market price of property within a given municipality due to the ‘location specific’ factors that dictate the price and by the fact that a limited number of properties are on the market at any given time.

RE/MAX New Horizons Realty, LLC was searched in mid-2022 to find all available properties within the city limits. Based on the information at that time, non-waterfront properties ranged from a low of \$39,900 to \$219,900. The asking price for 20 acres of vacant wetland was \$18,900. This information represents a snapshot of the local housing market and does not include properties for sale by owner. The database includes only the listing, or asking price, not the actual sale price of residential properties.

## LAND SUPPLY AND DEMAND

The general land supply describes all lands within a community which are currently undeveloped. The available land supply refers to the supply currently undeveloped, buildable land within the community, or formerly developed lands which are appropriate for redevelopment. The available land supply does not include lands where development is restricted by the presence of environmental conditions such as steep slopes, wetlands or floodplains.

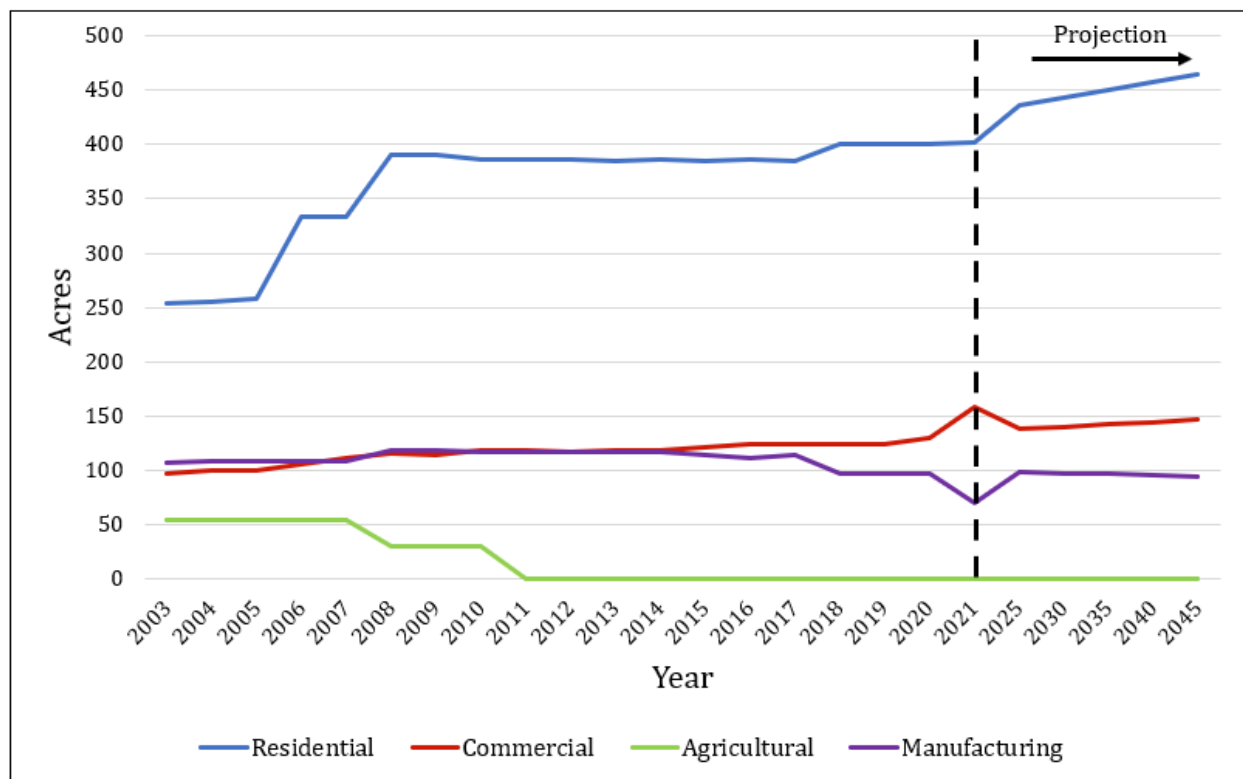
Land demand analysis is used to determine the acreage required to accommodate future residential, commercial, manufacturing, and agricultural growth. Demand forecasts are based on historic trends and assumptions should be regarded as an estimate of potential land needs. Unforeseen changes in community demographics, social values, or economic conditions could greatly impact actual land demand. Land use projections identify a slight increase in residential and manufacturing acreage out to 2045 (Table 29) based on Wisconsin Department of Revenue Statement of Assessments data using straight line projections based on a linear regression mathematical analysis using assessment data from 2003-2021. These projections are consistent with the City's vision for growth as well as the goals, objectives and policy recommendations in this comprehensive plan. However, given the relatively small population and size of Phillips, a small number of changes can impact actual land use, for example, annexations that may take place over the 20-year planning horizon (see Figure 6).

**Table 29: City of Phillips Forecast Land Demand Projected 2025-2045**

Land Use Type	Projected acres of land					
	2021	2025	2030	2035	2040	2045
<b>Residential</b>	402	435	443	450	457	464
<b>Commercial</b>	158	138	140	142	144	146
<b>Agricultural</b>	0	0	0	0	0	0
<b>Manufacturing</b>	70	98	98	97	96	95

Source: WI Dept. of Revenue and NWRPC

**Figure 6: City of Phillips Past and Projected Future for Land Use Acreage**



## ZONING

Zoning is a locally enacted law that regulates and controls the use of property. While zoning involves dividing the community into districts or zones for agricultural, residential, commercial, industrial, and public purposes, zoning text that accompanies the maps specify uses permitted in each district and defines the requirements and/or conditions for those uses. This tool (zoning) provides for orderly growth by protecting homes and property from harmful uses on neighboring properties.

The City adopted a general zoning ordinance in 1981. The ordinance purpose is promoting the public health, safety, morals, comfort, convenience, prosperity and general welfare of the City and environs. The ordinance includes seven zoning districts (Map 10) all of which contain activities, standards, and requirements that are administered at the discretion of the City and the City has adopted airport, wetland, and floodplain ordinances as overlays to the City's Zoning Code. These activities include issuance of conditional use permits (special exceptions), variances, and building and sanitary permits. Zoning in the adjacent Towns is administered by Price County. Table 30 lists the City of Phillips lot size and setback requirements and Table 31 lists the acreages associated with each zoning district.

**Table 30: City of Phillips Lot Size and Setback Requirements**

Districts	Height <sup>1</sup>	Lot Area (2')	Min. Lot Width	Front Lot Line	Front St. Center Lane	One Side	Both Sides	Rear	% Lot Coverage	Min. Lot Depth
R-1	35	10,000 8,000*	100	25	58	10 5	20 10	35 5	0.25	100'
R-2	35	10,000 6,000* 3,000**	100	25	58	10 5	20 10	35 5	0.35	100'
C-1	45	7,500	50	25	58	10 5	20 10	25	0.50	100'
C-2	35	10,000	100	25	58	10 5	20 10	30	0.25	100'

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I-1	60	20,000	100	50	83	20	40	20	0.35	100'
A-1	45	43,560	200	40	73	10	20	10	0.25	100'
W-1	See Sec.17.12-Phillips Zoning Code									
FP-1	See Sec.17.13-Phillips Zoning Code									
PUD	45	5 acres	500	25	58	25	50	35	0.35	200'

Source: City of Phillips

R-1 Residential

R-2 Multi-Family

C-1 Commercial

C-2 Neighborhood Commercial

I-1 Industrial

A-1 Agricultural

W-1 Conservancy

FP-1 Floodplain

PUD-Planned Unit Development

\*Per unit for duplexes

\*\* For all units, 3 or more.

<sup>2</sup>All dimensions are in feet or square feet

*R-1 Residential District*

This district provides for one-family and two-family year-round residential development protected from traffic hazards and the intrusion of incompatible land uses. It is intended to encourage such development around existing residential areas where soil conditions are suitable for such development and in those areas which can be economically and readily served by utilities and municipal facilities.

*R-2 Multi-Family Residential District*

This district is intended to provide for multi-family year-round residential development in areas which are served by utilities and municipal facilities.



*C-1 Commercial District*

This district is intended to provide for the orderly and attractive grouping at appropriate locations of retail stores, shops, offices and similar commercial establishments.

*C-2 Neighborhood Commercial District*

This district is intended to provide for orderly and attractive commercial development within neighborhood setting to be laid out in such a way that it is compatible with the adjacent residential development. Approval for rezoning to this zone and the reuse of property within this zone will require the submission of a site plan as part of the conditional use application herein required.

*I-1 Industrial District*

This district is intended to provide for manufacturing and industrial operations which, based on actual physical and operational characteristics, would not be detrimental to surrounding areas by reason of smoke, noise, dust, odor, traffic, physical appearance or similar factors relating to public health, welfare and safety. Those industries requiring outdoor storage for raw materials and/or finished products may be required to provide a fence or screen in accordance with provisions.

*A-1 Agricultural District*

This district is established to help conserve good farming areas and prevent uncontrolled, uneconomical spread of residential, commercial or industrial development.

*W-1 Conservancy Overlay District*

In order to protect and/or preserve the natural state of scenic areas, preserve natural areas and buffer strips and discourage intensive development of marginal lands so as to prevent potential hazards to public and private property, this district explicitly defines permitted uses within the overlay area and separation distance requirements. The ordinance also establishes requirements for development by conditional use permit.

Though not currently used, the City of Phillips has two zoning districts defined within their zoning code – General Floodplain Overlay and Planned Unit Development (PUD) districts. They are defined as follows:

### **FP-1 General Floodplain Overlay District**

The purpose of this district is to promote the public health, safety and general welfare by prohibiting floodplain uses, such as fill, dumping, storage of material, structures, buildings and any other works which acting alone or in combination with other existing or future uses which will increase potential flood heights and velocities and by requiring the storage or processing of materials that are buoyant, flammable or potentially dangerous to human, animal, or plant life and the construction, reconstruction, or alteration to structures and buildings on or that are moved in such as way to prevent future loss of life and property damage, public responsibilities for rescue and relief and the installation of public streets, sewer, water and other public utilities or services below the flood potential.

### **Planned Unit Development (PUD) District**

The PUD district is intended to provide for large scale residential or residential-recreational development. This district shall have no definite boundaries until such are approved by the City Council on the recommendation of the Planning Commission in accordance with procedures prescribed for zoning amendments by SS62.23, WI Statutes.

**Table 31: City of Phillips Zoning Districts by Area**

<b>ZONING DISTRICT</b>	<b>Acres</b>	<b>% Percent</b>
R1 – Single Residential	474.73	30.9%
R2 – Multi-Family Residential	35.55	2.3%
C1 – Commercial	120.22	7.8%
C2 – Neighborhood Commercial	0.93	0.1%
I1 – Industrial	452.23	29.4%
A1 - Agricultural	343.87	22.4%
W1 - Conservancy	109.92	7.1%

Source: City of Phillips & NWRPC

## PRIVATE PROPERTY RIGHTS

The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect the rights of the individual and to give landowners, citizens, and local communities the opportunity to define their own destiny. Private property rights were respected throughout the City of Phillips comprehensive planning process. This plan was developed through an open, community-based, citizen participation process which focused upon balancing the needs of private landowners with the needs of the larger community.

Wisconsin law holds private property ownership in very high regard. Although private landowners are generally free to do as they wish with their property, there are limits on unconditional ownership. Landowners are prohibited from using their property in a manner that jeopardizes public health safety. Furthermore, the actions of a private landowner cannot cause an “unreasonable” interference with another landowner’s use of their property.

## FUTURE LAND USE

The future land use map and its categories is a community’s visual guide to future planning. The future land use map should bring together most, if not all elements of the comprehensive plan such as natural resources, economic development, housing, transportation and utilities and community facilities. It is a map of what the community wants to have happen; it is **not** a predication. The future land use map is not an official map, nor is it a zoning map. The Future Land Use Plan Map (Map 11) represents the long-term land use recommendations for all lands in the City of Phillips. Although the map is advisory and does not have the authority of zoning, it is intended to reflect community desires and serve as a guide for local officials to coordinate and manage future development of the town.

Using all pertinent data available to them, the City of Phillips Planning Commission participated in a mapping exercise to identify the desired future land use scenario for the City. Specifically, they used their broad knowledge of the City, the series of maps that were prepared as part of the planning process and their interpretation of the current trends. The goal was to produce a generalized future land use map to guide the City’s growth over a 20-year planning horizon.

## 9. IMPLEMENTATION

The purpose of this chapter is to explain how this plan will be utilized to guide the community based on a set of goals, objectives and recommendations. Overall, the comprehensive plan addresses many important components helpful in maintaining a healthy community. As change is inevitable, the comprehensive plan may need to be amended to appropriately reflect those changes. This chapter includes a list of goals, objectives, and recommendations representing the main chapters of the comprehensive plan. The timeframe for action on each of the goals, objectives and recommendations is on-going as the plan commission and city council will review the list annually to select key recommendations based on current need, financial resources, staff resources and other factors.

The comprehensive plan is not an inflexible or static document. The objectives and recommendations are intended to allow flexibility in light of new information or opportunities. The plan is not an attempt to predict the future but an attempt to document community values and philosophies that citizens share.

The plan commission, council, and citizens in reviewing all proposals pertaining to growth, development, and other activities should review this document. Proposals should be examined to determine whether they are consistent with community wishes and desires as expressed in the plan. A thorough review of the plan is necessary with particular attention given to the goals and objectives. Where the impact of a proposed development is minimal, the evaluation may simply be a determination of whether or not the plan provides relevant direction and whether the requested action is in conformance with the plan. Development proposals with significant potential impacts will require a more detailed analysis in order to determine consistency.

### CONSISTENCY REVIEW DURING PLAN DEVELOPMENT

Within this implementation element, it is required to “describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan.” As a result of the comprehensive plan being developed in a coordinated and simultaneous effort, the planning process has ensured that the development and review of each element is consistent with the others; and based on that analysis, there are no known inconsistencies between the planning elements.

## MEASURING PLAN PROGRESS

As part of the comprehensive planning process, a number of goals, objectives, and recommendations were developed that when implemented are intended to build stronger relationships and give direction to the community.

It is required to include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The task of developing a measurement tool to gauge the outcome of this plan's objectives and recommendations will be accomplished by the periodic review of the recommendations achieved by the community on an annual basis.

### *Housing Goals*

To preserve, enhance, and expand the residential character in areas of single-family housing.

### *Objectives*

- Encouraging, where feasible, a full range of community facilities on a neighborhood-by-neighborhood basis.
- Examining blight influences from residential areas.
- Encouragement for duplexes, mobile home parks and elderly housing in appropriate locations to serve the citizens.
- Encouraging home ownership throughout the community.

### *Recommendations*

- Ensure compatibility of uses prior to approving new development in or adjacent to existing residential areas.
- Site the development of new community facilities in areas where they can be utilized by underserved neighborhoods.
- Remove blighted structures through a number of venues, Community Development Authority actions; Tax Incremental Financing; housing code enforcement; public facility grants; zoning ordinance; City financed public improvements; redevelopment, and housing rehabilitation revolving loan funds.

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- Provide for additional multifamily development.
- Develop a rental ordinance to assist in the implementation of an annual rental unit inspection to ensure rental units are not in substandard condition.
- Coordinate with the County Health Department, City Police Department, and other agencies to develop a process to respond to unsafe and unhealthy living conditions in residential structures.

### Goals

To promote the construction of multi family housing in the appropriate sections of the Planning Area

### Objectives

- Designating areas suitable for the development of apartments and similar medium density residential uses in selected areas suitable for that purpose.

### Recommendations

- Assist the private sector where possible, with market rate housing, tax credits, financial assistance from local banking programs, rehabilitate housing assisted with CDBG, Housing Cost Reduction Initiative (HCRI) and HOME funds, and condominium development. Convert vacant non-residential buildings into apartments.

### Goals

Preserve and develop high quality housing areas to satisfy the demand for an adequate number of dwellings of various types and densities

### Objectives

- Providing and developing conveniently located areas suitable for housing.
- Modernizing and renewing deteriorating residential neighborhoods.
- Providing low-income elderly housing opportunities.
- Designating certain prime areas for commercial use.
- Providing adequate parking.
- Improving the appearance of existing businesses.
- Involving existing business owners in planning for their improvements.

*Recommendations*

- Infill development should be done prior to developing on the fringes to limit vehicle trips as well as extension of City services.
- Utilize housing rehabilitation housing grants, public infrastructure improvements, First-time Home Buyers, WHEDA, etc.
- Utilize non-profit housing organizations along with housing grant programs such as CDBG, HOME and HCRI to increase housing opportunities for low and moderate income people.
- Concentrate on keeping the downtown commercially viable and provide for highway commercial in designated areas, but ensure that traffic and aesthetic impacts are thoroughly addressed through good design.
- Prepare a downtown parking needs study.
- Make use of TIF funding to help fund and design improvements to the buildings.

*Transportation*

*Goals*

Plan for new streets and improve the efficiency of the major street network.

*Objectives*

- Separating local and through traffic wherever feasible.
- Discouraging non-local traffic from passing through residential neighborhoods.
- Reducing the impact of existing traffic in residential areas.
- Identifying roads needing improvement and making the needed improvements in a timely fashion.

*Recommendations:*

- When reviewing new subdivisions, design the local routes to be separated from collector routes.

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- Preparing an access control ordinance to limit access points on collector roads making them safer.
- Continuing to develop residential uses off of the major roads.
- Enforcing traffic laws.
- Intersections in the City needing improvement are: • CTH F and STH 13 • Elm St. and Lake Ave. • Lake Ave. at Flambeau (CTH W) • Beebe St. and Avon Ave.
- Provide for bike lanes on selected local and through routes.
- Provide for ATV, UTV and snowmobile trails along selected local and through routes.

## *Utilities and Community Facilities*

### Goals

To organize and plan for city utilities and community facilities.

### Objectives

- Develop plans for needed community facilities such as the parks, water system, industrial expansion, etc.
- Providing adequate water supply and sanitary waste disposal where necessary to developed areas and land for new development.

### Recommendations

- Identify all the utility and street needs, set priorities, and schedule improvements. Make improvements each year, supplementing the cost with grants as much as possible.
- Improve telecommunications and improve the fiber optics system and broadband.
- Prepare plans (i.e. parks and recreation, industrial expansion, street improvements) so that all needs can be identified and prioritized.
- Implement recommendations found in the Outdoor Recreation Plan.

## *Natural, Cultural, and Agricultural Resources*

### Goals

Balance the need for tourism with the need to protect the natural environment.



Objective

- Analyzing proposed development of parks and recreation facilities and businesses and considering the environmental impacts of such actions.
- Limiting development in wetlands and flood hazard areas.

Recommendations

- Don't destroy what is attracting the tourists to northern Wisconsin. Review the environmental consequences of any proposed tourism development and weigh the costs and benefits and balance the need to provide tourism with the need to protect lands from significant negative environmental impacts. Implement mitigation measures where possible.
- Develop on the best soils possible by requiring careful site testing and preparation for marginal soils.
- Limit development in the floodplain or on wetlands unless mitigated.

*Economic Development*

Goals

To accommodate the changing commercial economy of the City and to enhance local opportunity for commercial development.

Objectives

- Promoting service uses.
- Encouraging existing businesses to continually monitor and change to accommodate the retail market, and thus to increase sales.
- Communicating with industry on a regular basis.
- Accommodating existing businesses to grow and prosper as much as possible.

Recommendations

- Work through UW Extension, Northcentral Technical College and others to seek new businesses of the types needed.

## *City of Phillips Comprehensive Plan*

- Form a team of extension and utility economic development experts to do merchant visits and recommend changes.
- The City and the Industrial Development Corporation should reach out to industry and business annually to determine local needs.
- Develop a mechanism for communication with local commercial enterprises.
- Promote liaison and cooperation with area school systems in primary and secondary grades to establish understanding of the local employment market.
- Encourage K-12 programs in the local school districts that are directed to local employment needs.

### Goals

To improve existing industrial development compatible with adjacent uses.

### Objectives

- Providing land for new construction and expansion of existing industries.
- Promoting the types of industry that Phillips can expect to attract to the City.

### Recommendations:

- Continue to develop the industrial parks and stay tuned to the needs of all industry so that there is room for expansion.
- Place the efforts of the community into attainable industrial growth goals. The community should seek firms that would supply goods to the industries in Phillips and other northern and central Wisconsin communities. The Wisconsin Economic Development Corporation (WEDC), Xcel Energy, UW Extension, Northcentral Technical College, Northwest Regional Planning Commission, the local Industrial Development Corporation, and others can all assist with this effort.

### Goals

To promote new industrial development in suitable industrial areas.

### Objectives

- Developing, adopting, and implementing industrial development.
- Implementing the TIF district and look to other TIF opportunities as they arise.

## *City of Phillips Comprehensive Plan*

- Obtaining grants at every opportunity.
- Servicing new industrial areas with all public utilities and any other community facilities that are necessary.
- Establishing programs to support industry.
- Providing greater efforts to inform area businesses and industry of various available funding and development vehicles.

### Recommendations

- Foster the City's partnership with the Industrial Development Corporation to expand existing industrial development programs to create greater transparency between the IDC, local business and industry, government and the community as a whole.
- When meeting with businesses, industries and those seeking venture capital, inform them of the presence of the TIF Districts and other financial programs. Keep written information on-line and ready for walk-in customers, for example the maps and the TIF Program Manual and TIF Plan.
- Keep up-to-date on the available grants and apply for them. Keep plans for improvements up-to-date to make it easy to document need for grants.
- New sites will need to have sewer and water and seek as much outside financial assistance as possible to provide infrastructure.
- Continue to promote the industrial incubator in the new industrial park.
- Continue to work with Northcentral Technical College to train and retrain employees.
- Aid in the establishment of an Education Center that could supplement courses at the High School and Northcentral Technical College as well as other educational entities and have this available for all age groups.

### Goals

Continue to promote tourism as an important part of the economy.

### Objectives

- Promoting overall tourism efforts of Phillips and the surrounding area.
- Participating in area-wide promotion efforts.

## *City of Phillips Comprehensive Plan*

- Promoting businesses that cater to tourists.
- Studying the possibility of more community events.
- Determining the niches of the Chamber of Commerce and use them to the advantage of the City.
- Assisting in establishing a lodging room tax in the surrounding towns to assist promotional efforts.

### Recommendations

- Remain involved in area-wide tourism efforts as this will provide the best opportunity for promotion including businesses that supply goods and services to snowmobilers, outdoor recreationists, shoppers and other tourists.
- Community events are good for business community strength and image and explore other event themes related to the fire, loggers or the dams.
- Develop a fellowship with such organizations and agencies. Involve them in decision-making by inviting them to public meetings and question them for advice when making related decisions.

## *Intergovernmental Cooperation*

### Goals

Work cooperatively with local and county governments, school district, and representatives at the state and federal level.

### Objectives

- Incorporating citizen participation into comprehensive planning and plan implementation.
- Working with the Phillips School District, Northcentral Technical College and Phillips employers to provide the needed educational opportunities for City residents.
- Ensuring public employees of the city understand they are ambassadors of community good will while working within the city and interacting with citizens and visitors.

### Recommendations

## *City of Phillips Comprehensive Plan*

- The City Council should act as the coordinator and recruit other organizations to help implement some elements of the plan.
- Develop a mechanism for communication with local commercial enterprises.
- Promote liaison and cooperation with area school systems in primary and secondary grades to establish understanding of the local employment market.
- Encourage K-12 programs in the local school districts that are directed to local employment needs.
- Coordinate with the County Health Department, City Police Department, and other agencies to develop a process to respond to unsafe and unhealthy living conditions in residential structures.

### *Land Use*

#### Goal

To organize and plan a complete strategy for City improvements and growth management.

#### Objectives

- Preparing a plan for future streets and land uses for the City and its extraterritorial area.
- Providing the needed infrastructure improvements in an affordable manner to serve existing development and planned growth.
- Coordinating efforts of service clubs, businesses, government agencies, and other participants that affect Phillips' future.
- Seeking a variety of grants and alternative methods of funding needed improvements.
- Establishing a program to improve community identity, attitude, pride, and image.
- Identifying the function of Phillips as it relates to the area's human environment.
- Marketing Phillips throughout the County and the region.
- Improving the appearance and viability of the downtown.

#### Recommendations

- Implement the comprehensive plan and ensure that new development follows the plan.

## *City of Phillips Comprehensive Plan*

- Periodically review comprehensive plan implementation at intervals, monthly or quarterly at Plan Commission meetings and provide reports to the Council.
- Phillips needs to continue to look for outside sources of funding for City projects. The County Economic Development agent, private consultants, and others can assist in this matter.
- To help improve community attitude and pride, citizens should be kept up to date on city accomplishments and challenges by the getting word out by newsletter, newspaper articles, social media or other means will increase the pride in the community.
- Be aware of the need to maintain the downtown, provide opportunities for industrial expansion, and support the location of government facilities in Phillips.
- Start marketing efforts at home with opportunities then look to the region and state for more business to bring more money into the City's economy.
- Implement the TIF plan and look for avenues to enhance other TIF development.
- Coordinate with industry in addition to the schools to determine needs and opportunities and develop educational opportunities of all people to maintain economic strength.

### Goal

To create a balanced pattern of related urban land uses.

### Objectives

- Ensuring that adjacent land uses are compatible with regard to such factors as smoke, noise, odor, traffic, activity, and appearance.
- Eliminating nonconforming uses.
- Adopting ordinances and programs to eliminate blight.
- Strictly controlling land divisions.

### Recommendations

- Prior to approving projects ensure that compatibility exists or can be built into the proposal and for conditional use permits, follow standards required in the zoning ordinance.

## *City of Phillips Comprehensive Plan*

- Amend the zoning to change most nonconforming uses to conforming. Other uses may need to be purchased.
- Examine economic development programs and ordinances that may include Economic Development Revolving Loan Funds, implementing and expanding TIF districts to provide economic development assistance, develop a Community Development Authority to assist in eliminating blighted conditions, and examine and enforce existing building codes.
- Adopt and follow strict ordinances for certified surveys and subdivisions.

### Goal

Utilize vacant land within Phillips to its maximum potential.

### Objectives

- Encouraging the full use of vacant and underutilized property in the City.
- Developing land adjacent to existing capital assets such as developed infrastructure.

### Recommendations

- Encourage the development of vacant lots within City Limits before developing areas on the fringes.
- Encourage the development of lands that are or can easily be served by existing infrastructure before approving development that would require extensions of service infrastructure.

The recommendations identified above are continuous and ongoing steps that do not have a specific implementation target date. As a result, on an annual basis the plan commission should monitor the plan's overall objectives and recommendations in an effort to realize its accomplishments and identify areas where additional resources or recommendations need to be implemented.

While there are no specific redevelopment areas identified, several of the identified goals, objectives, and recommendations include reference to promoting the redevelopment of abandoned or dilapidated parcels and the maintenance and rehabilitation of existing residential structures, where practical. Where applicable in implementing the comprehensive plan,

redevelopment alternatives should at least be explored before new development of greenfields begins.

Utilizing the goals and objectives and community survey data and input, a list of suggested actions has also been developed to guide future planning and development in the community.

## Phillips Comprehensive Plan Overview

	What	When	Who will it involve	Cost
<b>Downtown</b>	Establish targeted Revitalization Zone	S	Downtown and community businesses	M
	Institute state affiliated Main Street Program	S	Downtown Business, WEDC, Chamber of Commerce	M
	Implement Historic Tax Credits as one means to revitalize historic structures	M	Downtown Business, WEDC, Chamber of Commerce	M
	Created Historic Preservation Board	M	City Government	M
	Determine Historic Districts to enable leveraged funding	M	Historic Preservation Board	M
	Consider creation of a Business Improvement District (BID)	M	City, Community Businesses, Chamber of Commerce	M
<b>Lake Shore</b>	Remove blighted waterfront structures and remediate land	M	Wisconsin DNR (Brownfield remediation) (Superfund)	M
	Establish waterfront trails connecting Duroy, Elk and Long Lakes	M	City, DNR recreational funding	M
	Develop a waterfront use plan	M	Planning Commission	M
	Consider screening city water treatment plant, highway and lake	S	City	M
	Develop plan to relocate or remove Express Mart Business	S-M	Property Owner, City, Planning Commission	M
	Develop plan to relocate or remove Hilgy LP Gas	S-M	Property Owner, City, Planning Commission	M
	Define and control parking in Elk Lake Park	S-M	City, DNR recreational funding	
	Define disposition of former Lionite property		City, County, State, Federal	
<b>Unite Urban Areas</b>	Make connections north-south and east-west	S-M	City, DNR recreational funding	M
	Capture lake views along north-south highway corridor	S-M	City, Planning Commission	M
<b>Strengthen</b>	Diversify and upgrade infill housing	S-M	City, neighborhood organizations, area Realtors	
<b>Housing</b>	Conservation buffers	S-M	Planning Commission	M

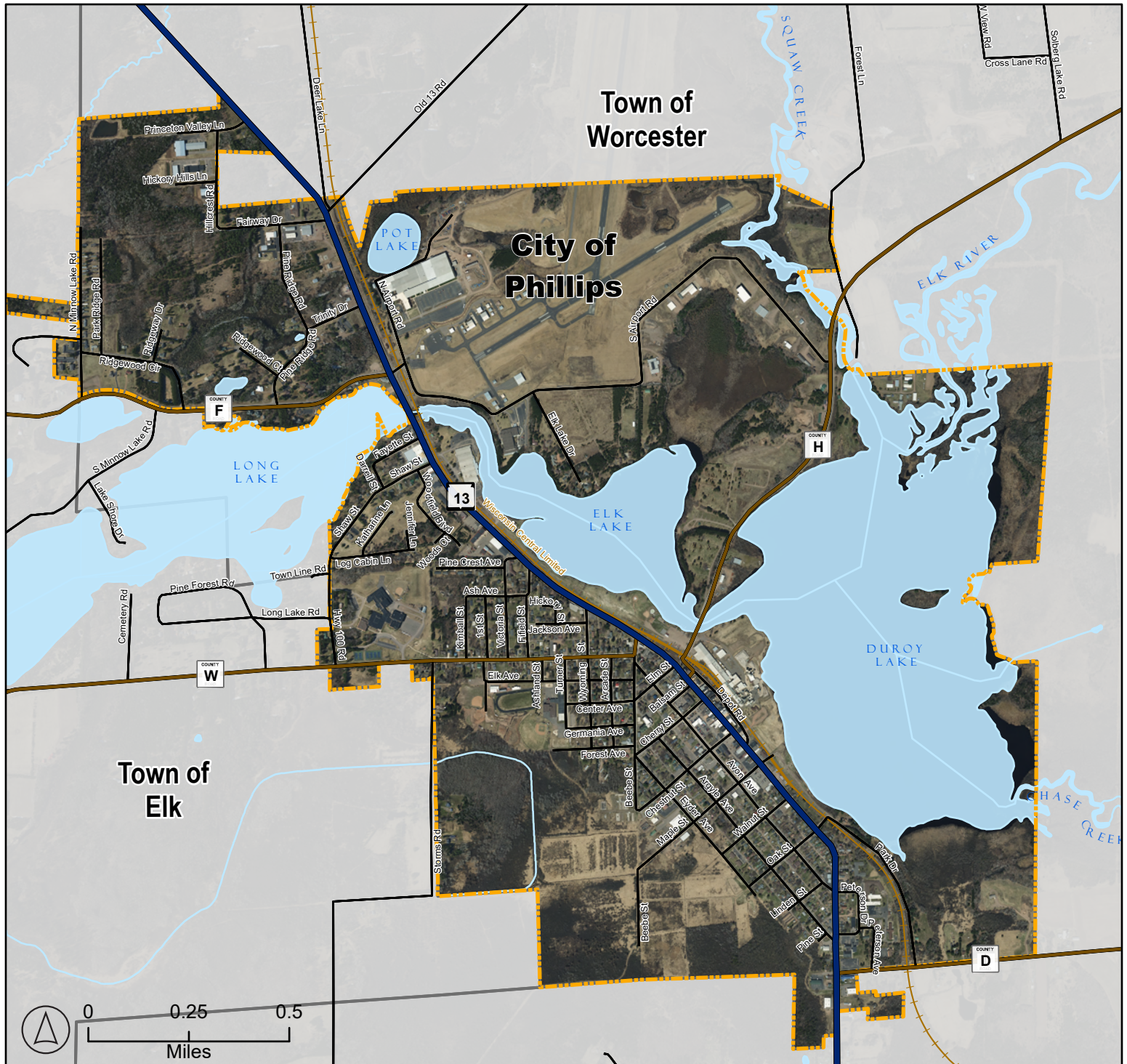


	Strategic demolition	S-M	City	M
	Strategic code development and enforcement	S-M	Planning Commission, City	M
	Healthy neighborhoods	S-M	City, neighborhood organizations	M
	Careful disposition of vacant land	S-M	City	M
	Allow Enterprise Funding development	S-M	City	M
<b>Promote</b>	Implement 'Quality of Place' initiatives	S-M	City	M
<b>Place Based</b>	Leverage local and area educational environmental programs	S-M	City, local and area education institutions	M
<b>Economic Dev.</b>	Promote collaborative entrepreneurialism in business community	S-M	City, Planning Commission, Chamber of Commerce	M
	Complete an Economic Development Plan	S-M	City, Chamber of Commerce, NTC, State DOA and WEDC	M
<b>Set Examples of</b>	Provide rebates for home retrofitting	S-M	City	
<b>Sustainability</b>	Encourage energy efficient improvements in city infrastructure	S-M	City, Xcel energy advice and assistance	
	Continue mandatory recycling and composting ordinances	S-M	City, recycling contractor	M
	Means for residents / businesses to opt into renewable energy	S-M	City, NTC, Xcel energy	M
	Promote green spaces within the community	S-M	City, neighborhood organizations	M
	Increase access to area-based food production	S-M	City, local businesses	M
	Promote efficient modes of transportation	S-M	City, WisDOT	
Definitions: <u>When</u> S (short-term) - M (mid-term); and <u>Cost</u> M (moderate)				

## OTHER IMPLEMENTATION POLICIES AND PROGRAMS

Based on projected land use needs into the future, the future land use map will assist the community in directing land use activities to areas best suited for such development, based on background data, future projections, local issues and opportunities, natural resource constraints, and public input. It may be possible that future annexations of property from adjoining towns may provide the best alternative for continued growth of the community and area.

In order for the Future Land Use Map to be an effective tool for local decision-making, it is important that it be regarded as general in nature and should not be used for site-specific decisions. It is for this reason that only general locations for various land uses are shown on the

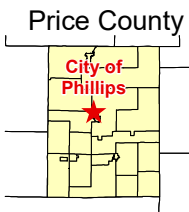


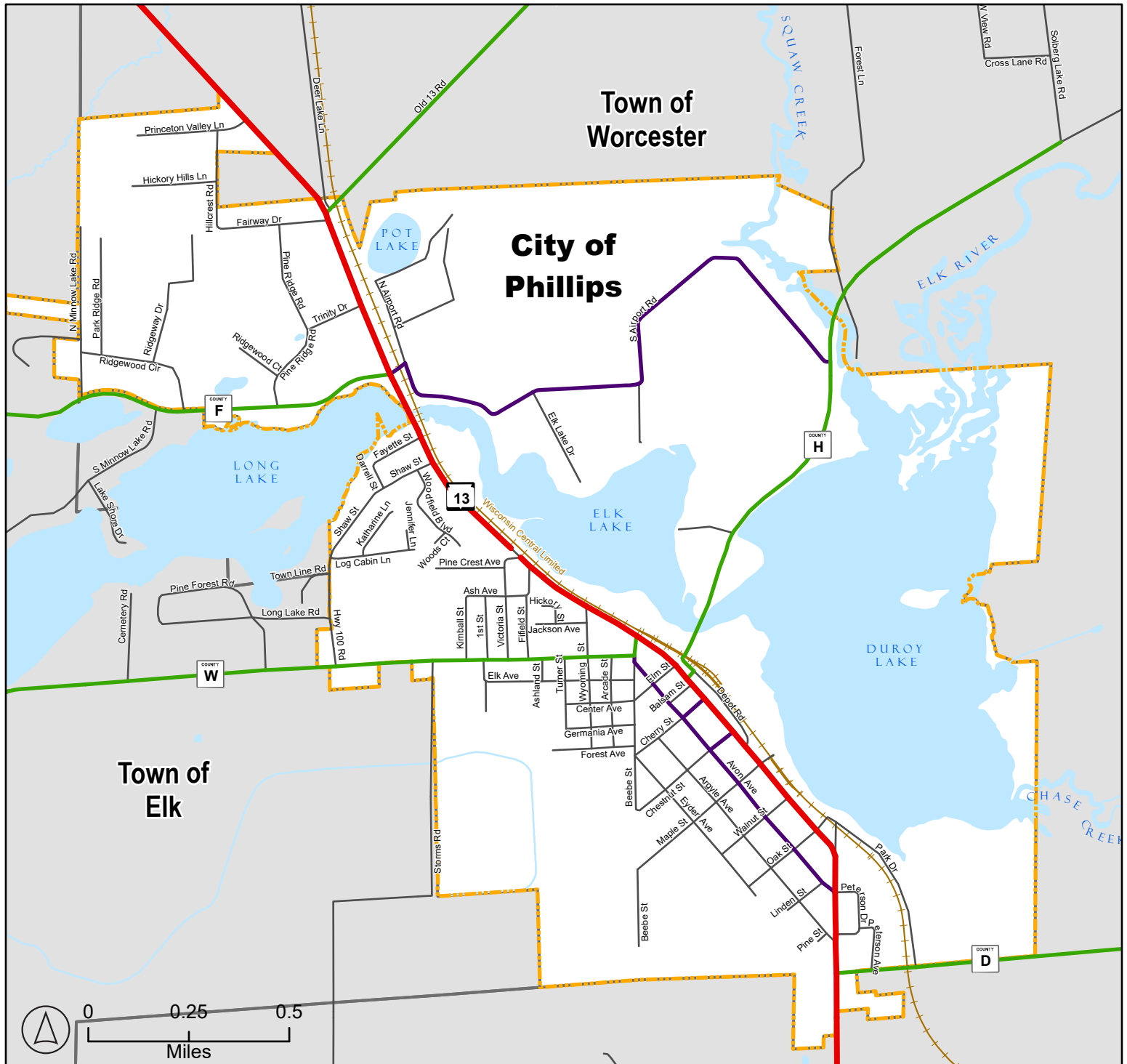
# City of Phillips

## Comprehensive Plan 2024

### Map 1 - Basemap

- State Highway
- County Highway
- Local Road
- Railroad
- City Boundary
- Lake/Large River/Flowage
- River/Creek/Stream

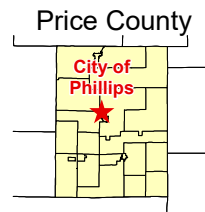




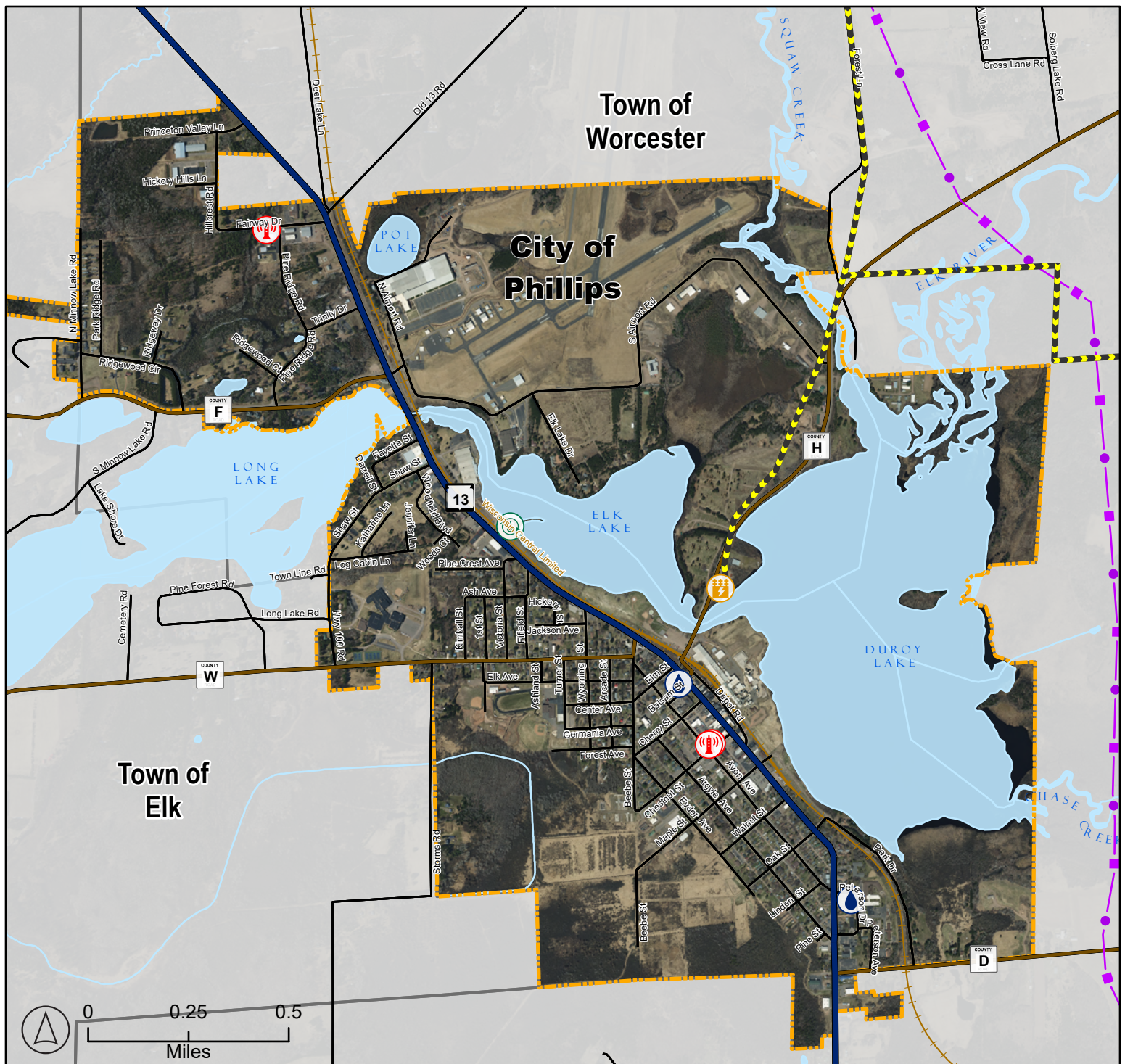
# City of Phillips

## Comprehensive Plan 2024 Map 2 - Functional Classification

- Principal Arterial
- Major Collector
- Minor Collector
- Local Road
- Railroad
- City Boundary
- Lake/Large River/Flowage
- River/Creek/Stream


















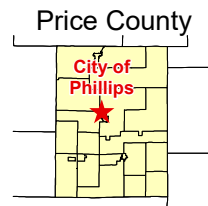


# City of Phillips

## Comprehensive Plan 2024

### Map 3 - Utilities

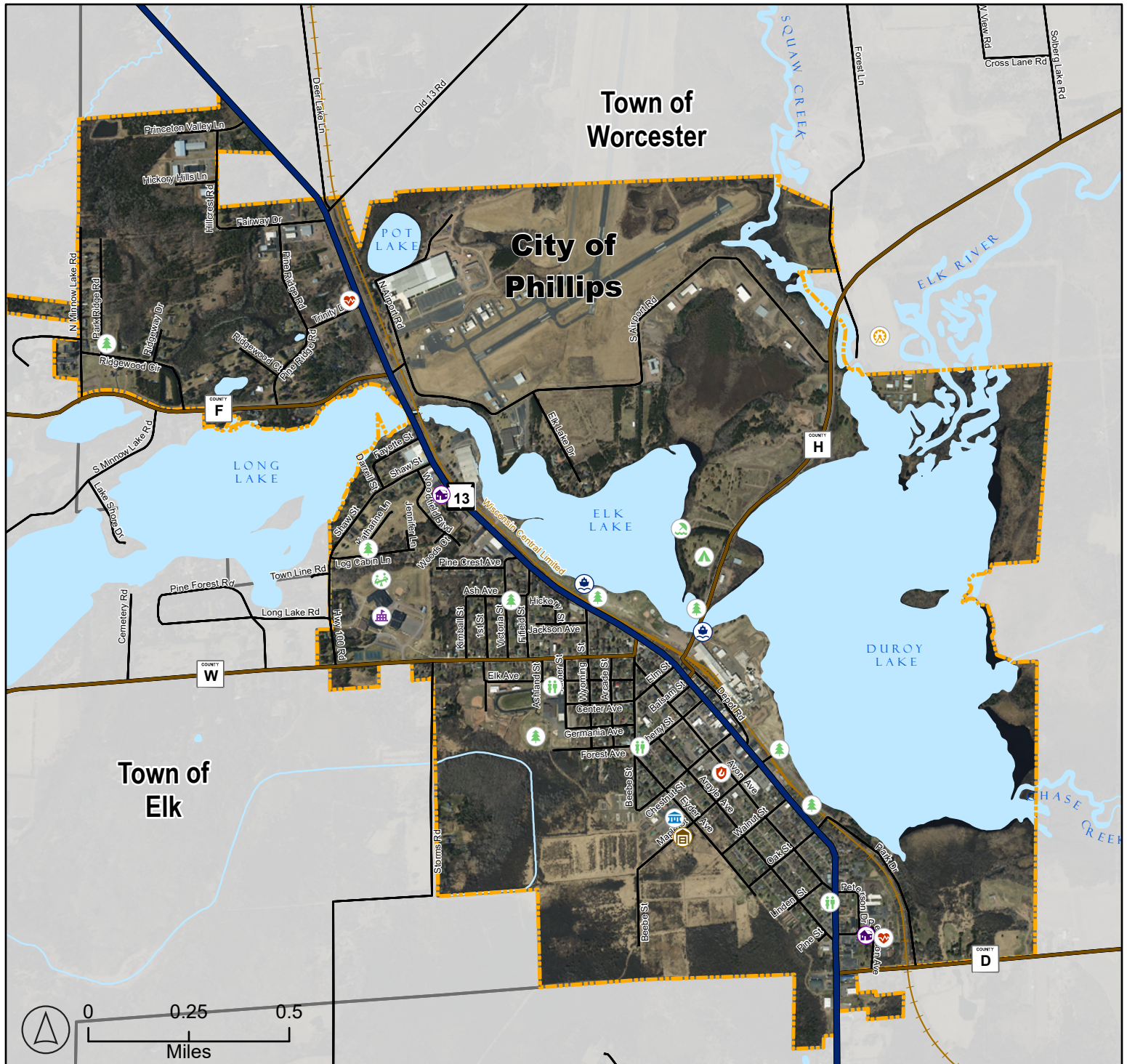
- |  |  |
|--|--|
|  Electric Substation           |  State Highway            |
|  Water Tower                   |  County Highway           |
|  Wastewater Treatment Plant    |  Local Road               |
|  Microwave Service Tower       |  Railroad                 |
|  Electrical Transmission Lines |  City Boundary            |
|  Natural Gas Pipelines         |  Lake/Large River/Flowage |
|  |  River/Creek/Stream       |



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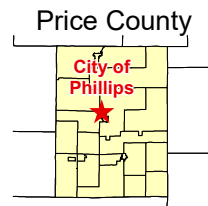


# City of Phillips

## Comprehensive Plan 2024

### Map 4 - Community Facilities

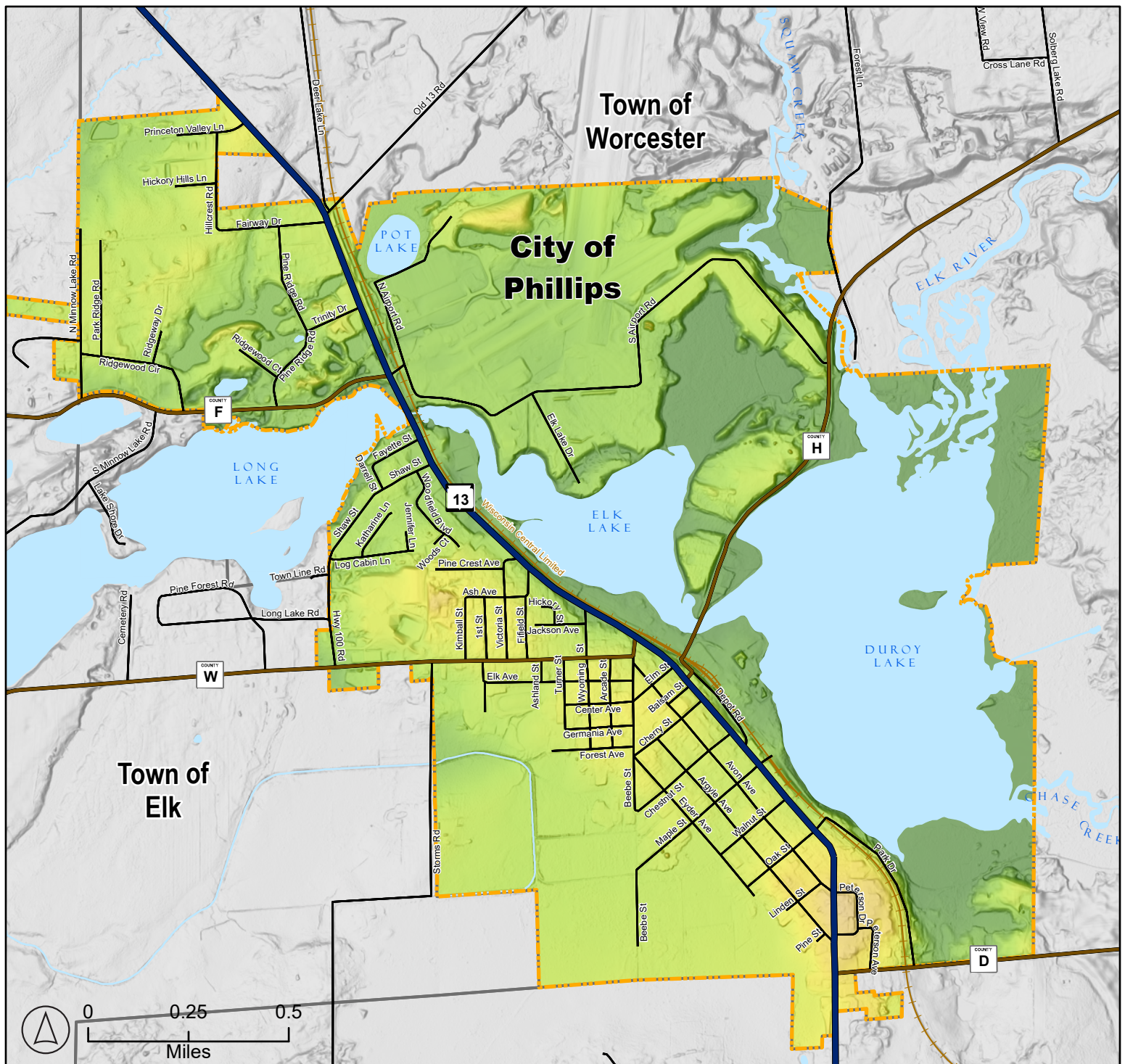
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|--|-----------------------------|--|-------------------------------|--|--------------------------|
|  | Boater Public Access        |  | Fire Department               |  | State Highway            |
|  | Fairgrounds                 |  | Healthcare Facility           |  | County Highway           |
|  | Assisted Living Facility    |  | High School/Elementary School |  | Local Road               |
|  | Beach                       |  | Park                          |  | Railroad                 |
|  | Daycare                     |  | Playground                    |  | City Boundary            |
|  | City Garage                 |  | Campground                    |  | Lake/Large River/Flowage |
|  | City Hall/Police Department |  |                               |  | River/Creek/Stream       |



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Data Sources: City of Phillips, Price County, NWRPC, WI DNR, WI DOT

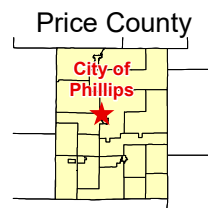
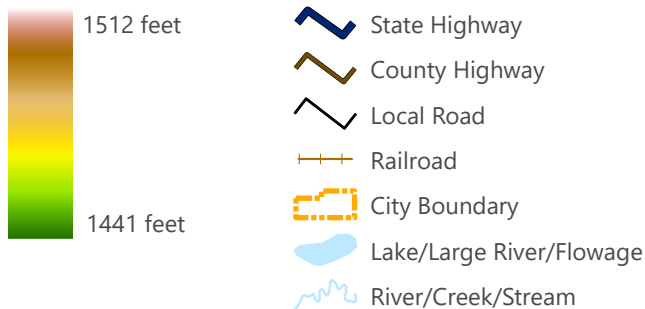




# City of Phillips

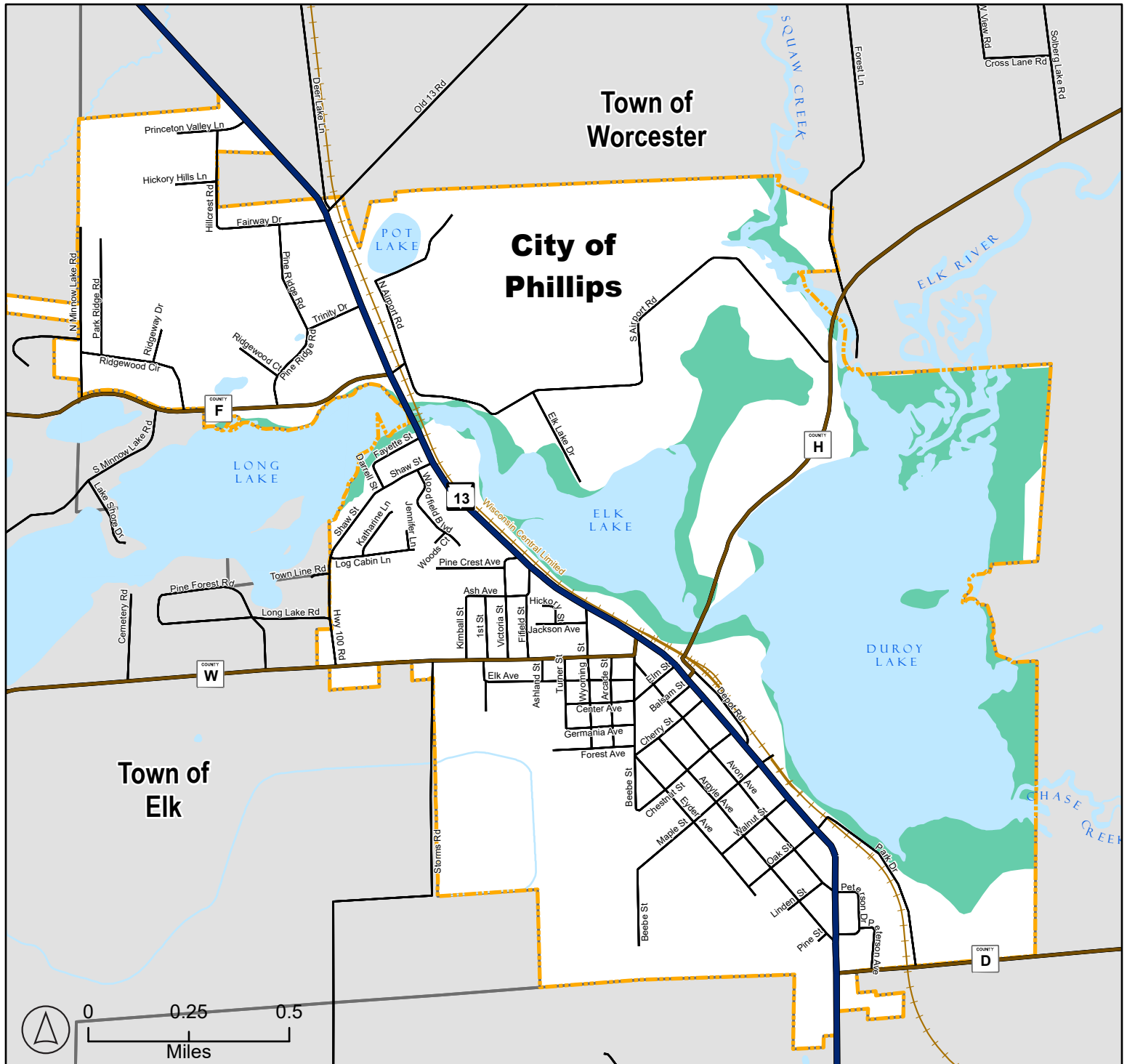
## Comprehensive Plan 2024

### Map 5 - Elevation



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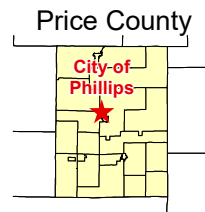
Data Sources: City of Phillips, Price County, NWRPC, WI DNR, WI DOT

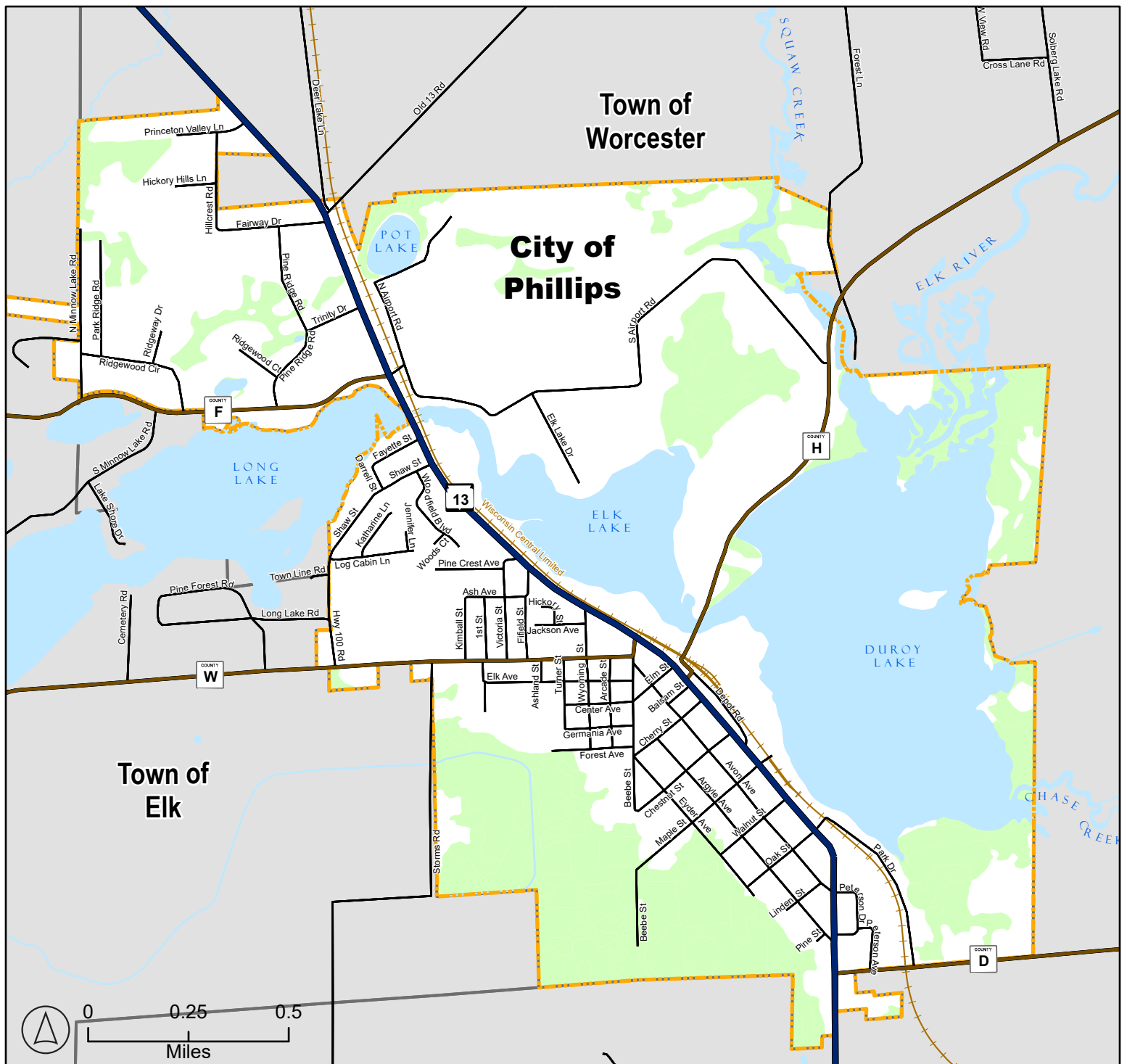


# City of Phillips

## Comprehensive Plan 2024 Map 6 - Surface Waters & Floodplain

- Floodplain
- State Highway
- County Highway
- Local Road
- Railroads
- City Boundary
- Lake/Large River/Flowage
- River/Creek/Stream





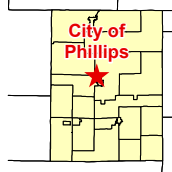
# City of Phillips

## Comprehensive Plan 2024

### Map 7 - Wetlands

- Wetlands
- State Highway
- County Highway
- Local Road
- Railroads
- City Boundary
- Lake/Large River/Flowage
- River/Creek/Stream

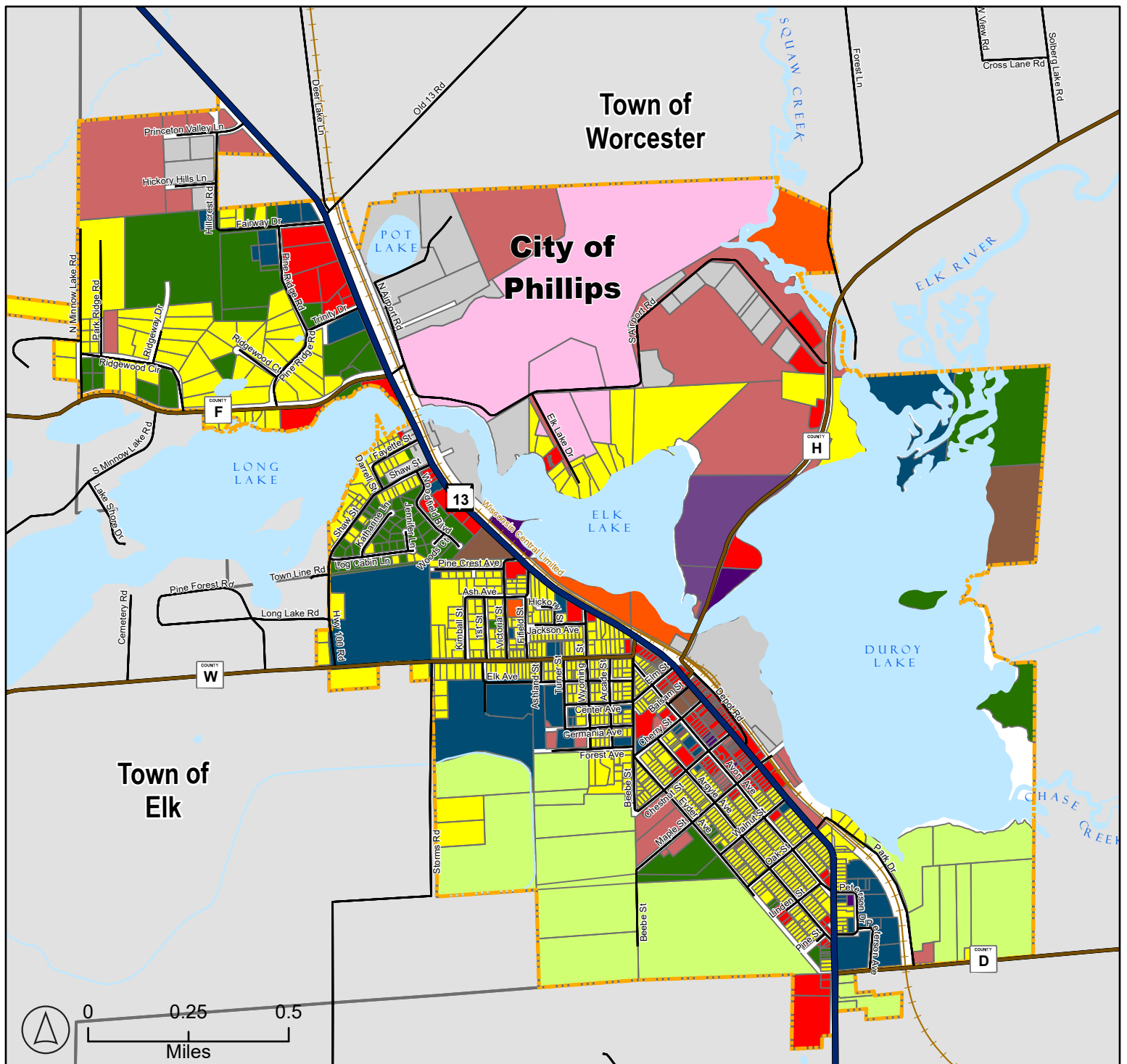
### Price County



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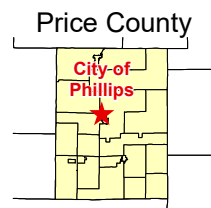




# City of Phillips

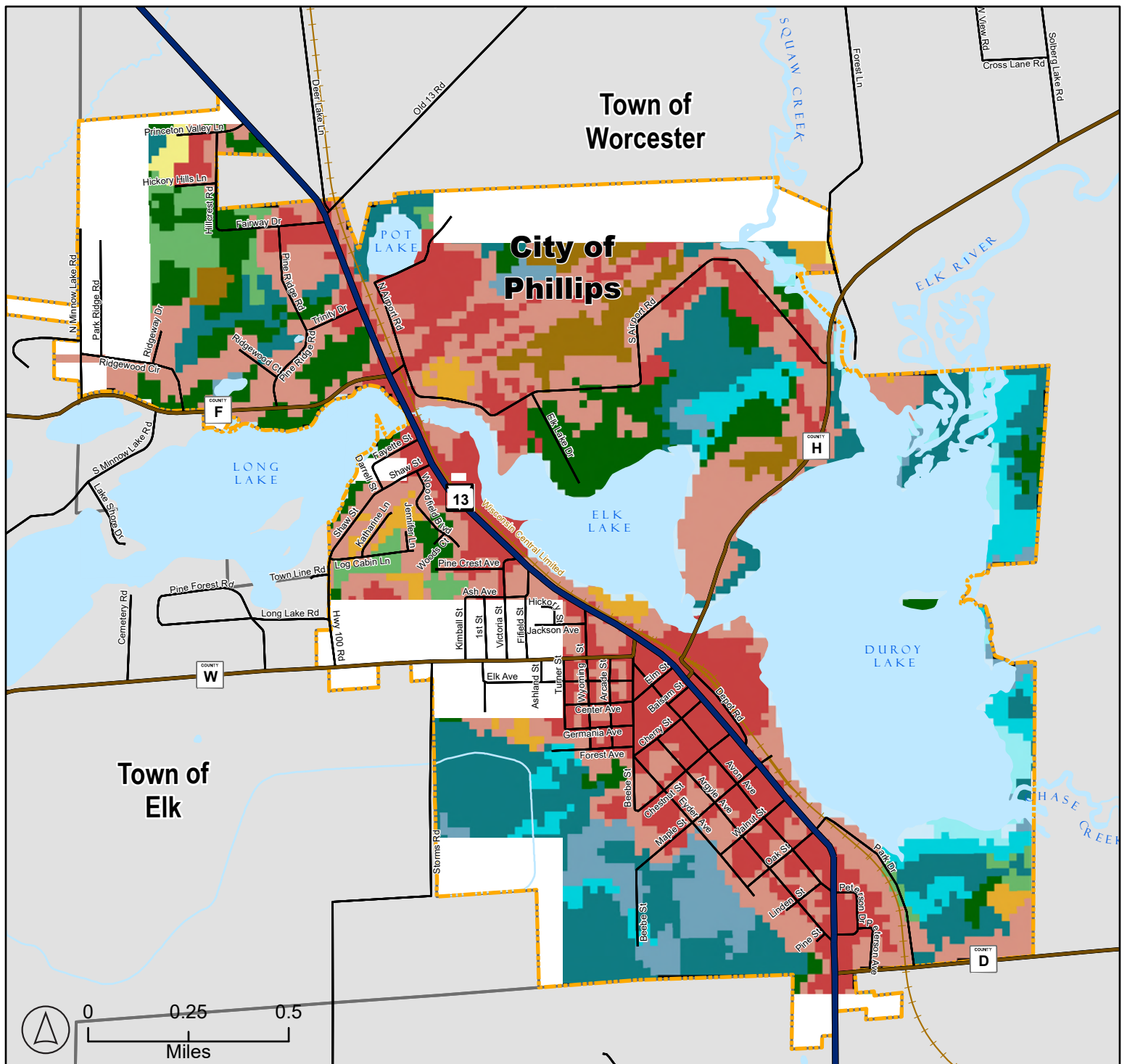
## Comprehensive Plan 2024 Map 8 -Existing Land Use

- |   |  |
|---|--|
| <span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> Agricultural Forest | <span style="display:inline-block; width:15px; height:15px; background-color:darkgreen; border:1px solid black;"></span> Forested/Open/Undeveloped |
| <span style="display:inline-block; width:15px; height:15px; background-color:pink; border:1px solid black;"></span> Airport                   | <span style="display:inline-block; width:15px; height:15px; background-color:grey; border:1px solid black;"></span> Industrial                     |
| <span style="display:inline-block; width:15px; height:15px; background-color:purple; border:1px solid black;"></span> Cemetery                | <span style="display:inline-block; width:15px; height:15px; background-color:darkblue; border:1px solid black;"></span> Institutional              |
| <span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span> City Land                  | <span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span> Recreation                   |
| <span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span> Commercial                 | <span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span> Residential                  |
| <span style="display:inline-block; width:15px; height:15px; background-color:brown; border:1px solid black;"></span> County Property          | <span style="display:inline-block; width:15px; height:15px; background-color:darkpurple; border:1px solid black;"></span> Utility                  |



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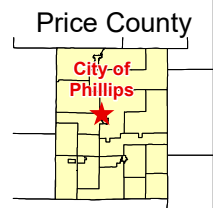
# City of Phillips

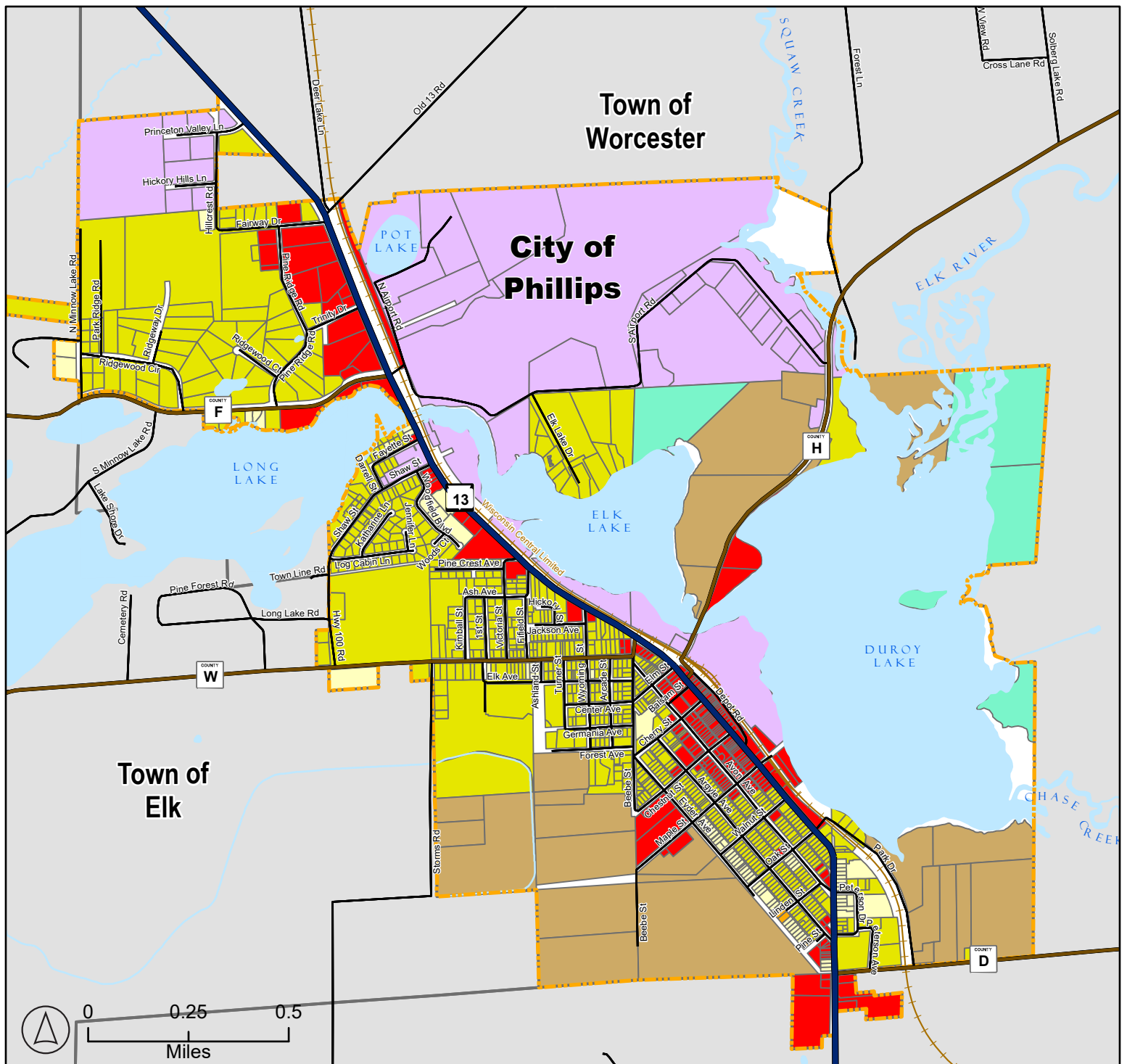
## Comprehensive Plan 2024

### Map 9 - Landcover

- Developed, High Intensity
- Developed, Low Intensity
- Crop Rotation
- Forage Grassland
- Idle Grassland
- Coniferous Forest
- Broad-leaved Deciduous Forest
- Open Water
- Floating Aquatic Herbaceous Vegetation

- Emergent/Wet Meadow
- Lowland Scrub/Shrub
- Forested Wetland
- State Highway
- County Highway
- Local Road
- Railroads
- City Boundary





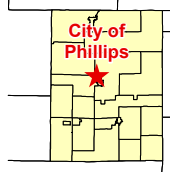
# City of Phillips

## Comprehensive Plan 2024

### Map 10 - General Zoning

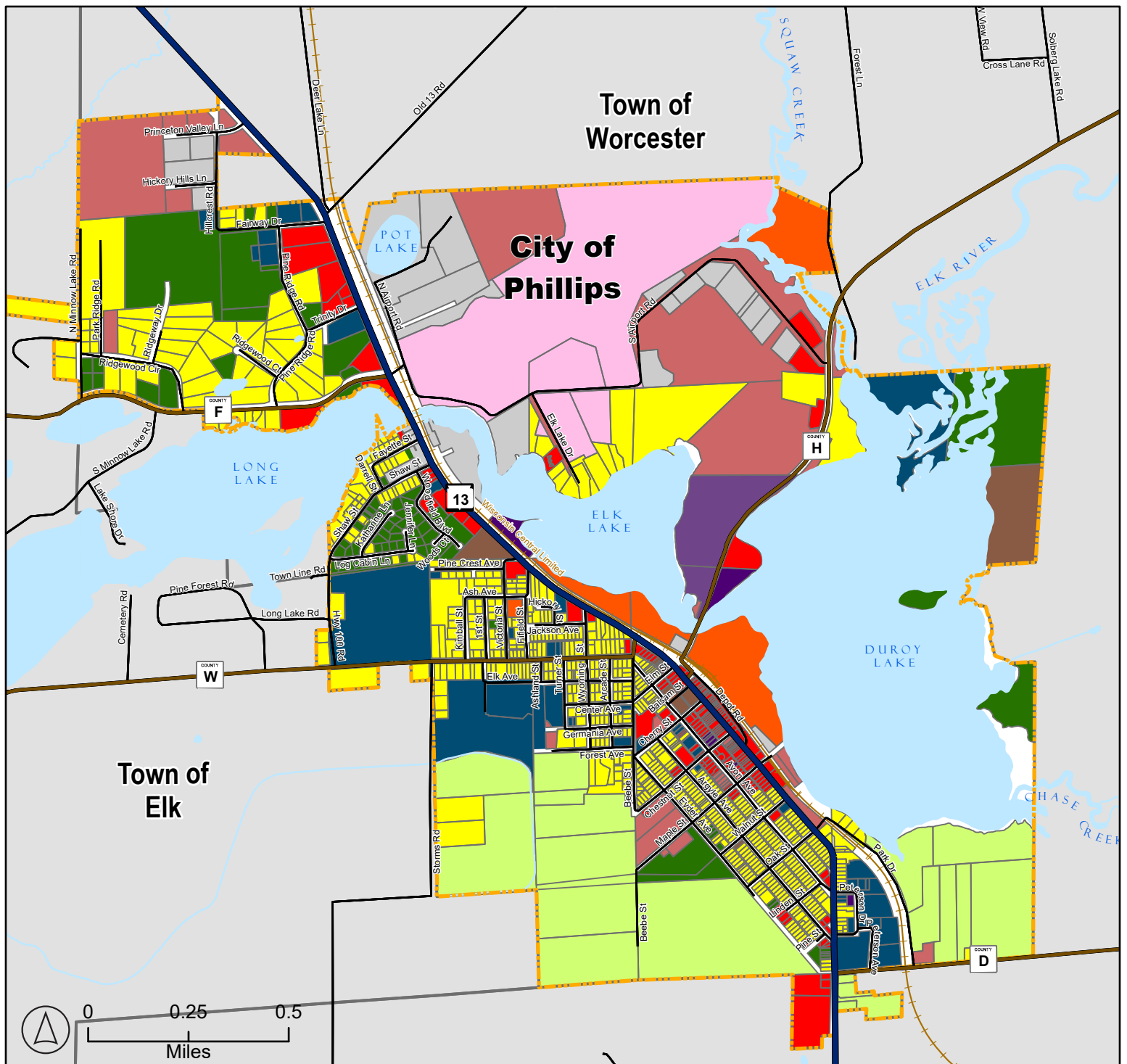
- |                               |                          |
|-------------------------------|--------------------------|
| Single Residential (R1)       | State Highway            |
| Multi Family Residential (R2) | County Highway           |
| Commercial (C1)               | Local Road               |
| Neighborhood Commercial (C2)  | Railroads                |
| Industrial (I1)               | River/Creek/Stream       |
| Agricultural (A1)             | City Boundary            |
| Conservancy (W1)              | Lake/Large River/Flowage |

#### Price County



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Data Sources: City of Phillips, Price County, NWRPC, WI DNR, WI DOT



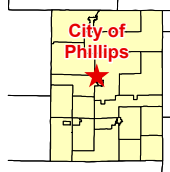
# City of Phillips

## Comprehensive Plan 2024

### Map 10 - Future Land Use

- |   |   |
|---|---|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #90EE90; border: 1px solid black;"></span> Agricultural Forest | <span style="display: inline-block; width: 15px; height: 15px; background-color: #006400; border: 1px solid black;"></span> Forested/Open/Undeveloped |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFB6C1; border: 1px solid black;"></span> Airport             | <span style="display: inline-block; width: 15px; height: 15px; background-color: #A9A9A9; border: 1px solid black;"></span> Industrial                |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #800080; border: 1px solid black;"></span> Cemetery            | <span style="display: inline-block; width: 15px; height: 15px; background-color: #000080; border: 1px solid black;"></span> Institutional             |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #CD5C5C; border: 1px solid black;"></span> City Land           | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF8C00; border: 1px solid black;"></span> Recreation                |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF0000; border: 1px solid black;"></span> Commercial          | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFFF00; border: 1px solid black;"></span> Residential               |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #A0522D; border: 1px solid black;"></span> County Property     | <span style="display: inline-block; width: 15px; height: 15px; background-color: #800080; border: 1px solid black;"></span> Utility                   |

#### Price County



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Data Sources: City of Phillips, Price County, NWRPC, WI DNR, WI DOT



map. The Future Land Use Map was developed from the Existing Land Use Map, background data, and the community's desires for future development trends. Based on that analysis, it is projected the future land use map will mirror existing land use. During the planning horizon, as developer proposals are presented, amendments may be necessary to reflect forces that change or shift local land use patterns and demand.

## ORDINANCES AND PROGRAMS

Other tools helpful to a community exist and may be applicable from time to time. Below are a few examples of these tools.

### *Acquisition*

This type of land preservation tool involves the direct purchase of land for the purposes of preservation and protection. This tool should be used in cases where other protective mechanisms fail to meet objectives and/or in cases of high-priority acquisition lands. Acquisition efforts should be coordinated with other local, state, and national acquisition initiatives (lake associations, environmental groups, USFS, DNR, etc.). Depending on the acquisition, funding assistance from federal, state, or not-for-profit groups may be found.

### *Best Management Practices (BMP)*

Best management practices describe voluntary procedures and activities aimed at protection of natural resources. BMP's are described in detail in the Wisconsin Department of Natural Resources publications titled "Wisconsin Construction Site Best Management Practice Handbook", and "Wisconsin's Forestry Best Management Practices for Water Quality". Shoreland BMP's are a set of specific actions that landowners can take to help protect and preserve water quality.

### *Other Adjoining and Overlapping Jurisdiction Comprehensive Planning Processes*

Phillips encourages dialog between all adjoining and overlapping jurisdictions (towns, Price County, potential federal and state agencies, and school districts) as they develop or revise their respective comprehensive plans or development directives. This dialog will ensure that local input and consistency between comprehensive plans is reached. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

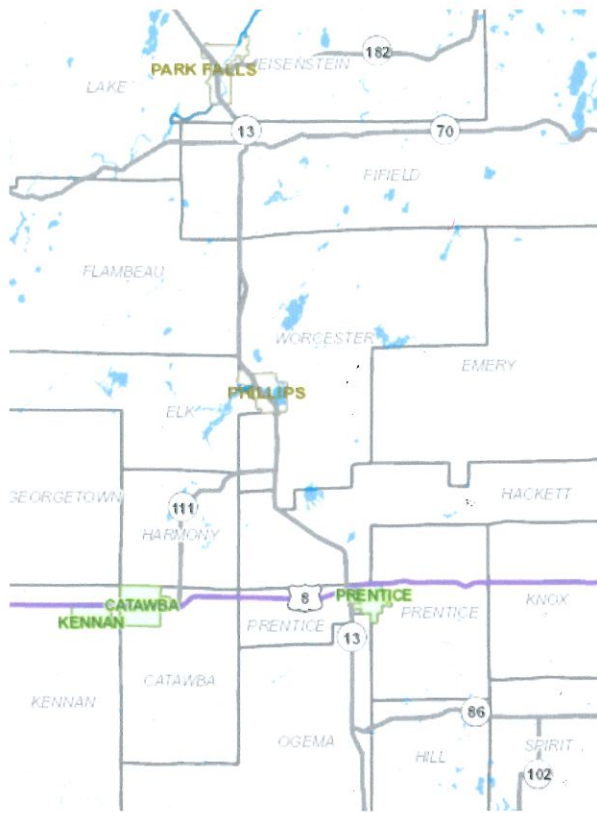
## PLAN UPDATES AND REVISIONS

The Comprehensive Plan is intended to be a living document. Over time, social and economic conditions and values tend to change and the comprehensive plan should be updated periodically to reflect these changes. Systematic, periodic updates will ensure that not only the statistical data is current but also the plan's goals, objectives, and recommendations reflect the current situation. Under current law, it is required that an update of the plan be undertaken every ten years. However, it is recommended the plan be reviewed for consistency at least once every five years. This will ensure that any changes in the social and economic conditions or community values are reflected within the plan.

To ensure that residents are involved in plan amendments, the following process and protocol should be followed. The Plan Commission shall undertake a review of the plan at ten-year increments from the time of formal adoption by the city council and shall consider necessary amendment(s) to the plan resulting from property owner requests and changes to social and economic conditions. Upon the plan commission review, recommended changes to the plan shall be forwarded to the city council. The Plan Commission shall call a public hearing to afford property owners time to review and comment on recommended plan changes. The public hearing shall be advertised using a Class I notice. Based on public input, plan commission recommendations, and other facts, the city council will formally act on the recommended amendment(s). During plan amendments, it is important that the Public Participation Plan be utilized to ensure public input.

## CONCLUSION

This Comprehensive Plan is intended to be a dynamic and evolving document. Periodic revision and update of the plan will ensure that it is accurate and consistent with the wishes and desires of the community. Plan recommendations in this document provide the basis for evaluation of development proposals and give the community a means for achieving their community vision expressed by the goals, objectives and recommendations. The specific action statements are meant to serve as the mechanisms for achieving the goals and objectives, which were defined throughout the planning process. Overall, the comprehensive plan provides a guide and policy framework for development within the City of Phillips.



Local  
Postal Customer

PSRT STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM RETAIL

# Phillips Community Survey

As a resident and/or stakeholder in the Phillips Area Community your advice is needed and appreciated. This survey will be part of the information gathered to develop an updated Comprehensive Plan for the City of Phillips.

Please take the time to consider your answers to each question. There will be an opportunity within the survey to present your own ideas to improve our community.

Your responses will be used to insure this Comprehensive Plan update is relevant and representative of community needs.

—First of all, although this survey is anonymous, but there are a few questions about yourself that will make this effort as meaningful as it can be:

**How long have you lived in the area?**

Please check one:

- ☐ less than 2 years,
- ☐ 2 to 5 years,
- ☐ 5 to 10 years,
- ☐ 10 to 20 years,
- ☐ over 20 years.
- ☐ born and raised.

**Where in the do you live?**

Please check one:

- ☐ City of Phillips, district 1 (north),
- ☐ City of Phillips, district 2 (central),
- ☐ City of Phillips, district 3 (south),
- ☐ City of Phillips, Phillips Chain of Lakes
- ☐ Town of Flambeau,
- ☐ Town of Elk, Soo Lake
- ☐ Town of Elk, Elk River and Phillips Chain of Lakes
- ☐ Town of Elk,
- ☐ Town of Worchester, Solberg Lake
- ☐ Town of Worchester, Musser Lake
- ☐ Town of Worchester, Dardis Lake
- ☐ Town of Worchester,
- ☐ Town of Emery,

- ☐ Town of Harmony,
- ☐ Town of Hackett,
- ☐ Town of Georgetown,
- ☐ other \_\_\_\_\_.

**Employment**

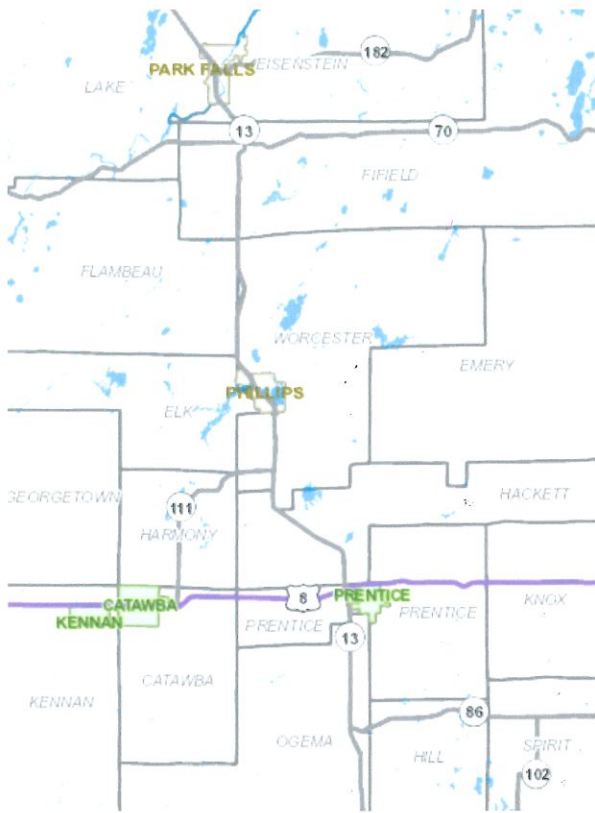
Please check one:

- ☐ Local Industry
- ☐ Local Retail Business
- ☐ Local Profession
- ☐ Local Government
- ☐ Education
- ☐ Self-employed
- ☐ Retired
- ☐ Disabled
- ☐ Unemployed
- ☐ Other

**Where do you work?**

Please check one:

- ☐ Phillips
- ☐ In the Phillips area
- ☐ Outside the Phillips area, if so, where \_\_\_\_\_



**Local  
Postal Customer**

PSRT STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM RETAIL

# Phillips Community Survey

As a resident and/or stakeholder in the Phillips Area Community your advice is needed and appreciated. This survey will be part of the information gathered to develop an updated Comprehensive Plan for the City of Phillips.

Please take the time to consider your answers to each question. There will be an opportunity within the survey to present your own ideas to improve our community.

Your responses will be used to insure this Comprehensive Plan update is relevant and representative of community needs.

—First of all, although this survey is anonymous, but there are a few questions about yourself that will make this effort as meaningful as it can be:

**How long have you lived in the area?**

Please check one:

- ☐ less than 2 years,
- ☐ 2 to 5 years,
- ☐ 5 to 10 years,
- ☐ 10 to 20 years,
- ☐ over 20 years.
- ☐ born and raised.

**Where in the do you live?**

Please check one:

- ☐ City of Phillips, district 1 (north),
- ☐ City of Phillips, district 2 (central),
- ☐ City of Phillips, district 3 (south),
- ☐ City of Phillips, Phillips Chain of Lakes
- ☐ Town of Flambeau,
- ☐ Town of Elk, Soo Lake
- ☐ Town of Elk, Elk River and Phillips Chain of Lakes
- ☐ Town of Elk,
- ☐ Town of Worcester, Solberg Lake
- ☐ Town of Worcester, Musser Lake
- ☐ Town of Worcester, Dardis Lake
- ☐ Town of Worcester,
- ☐ Town of Emery,

- ☐ Town of Harmony,
- ☐ Town of Hackett,
- ☐ Town of Georgetown,
- ☐ other \_\_\_\_\_.

**Employment**

Please check one:

- ☐ Local Industry
- ☐ Local Retail Business
- ☐ Local Profession
- ☐ Local Government
- ☐ Education
- ☐ Self-employed
- ☐ Retired
- ☐ Disabled
- ☐ Unemployed
- ☐ Other

**Where do you work?**

Please check one:

- ☐ Phillips
- ☐ In the Phillips area
- ☐ Outside the Phillips area, if so, where \_\_\_\_\_



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## LIFE IN PHILLIPS

### Quality of Life (The reasons you choose to live in this area)

For each of the following questions please rate, using a scale between 5 and 1: with 5 being very important to the quality of life and pleasure living where you do and 1, the least important to you as a reason to live in your community:

1. Employment opportunities \_\_
2. Living away from big cities \_\_
3. Proximity to Federal, State and County Forest and recreational areas \_\_
4. Parks and residential green spaces in the community \_\_
5. Water front living \_\_
6. Schools (i.e., K-12 and Technical College offerings) \_\_
7. Area and local road and street networks \_\_
8. Medical care and services (i.e., physician, ambulance, dental, optometry, aging care) \_\_
9. Professional Services (i.e, legal, accounting, counseling, finance, banking) \_\_
10. Personal wellness services (i.e., grooming and styling) \_\_
11. Library services \_\_
12. Police and fire protection \_\_
13. Proximity to adequate airport \_\_
14. Develop Community Garden Plans \_\_
15. Other: \_\_\_\_\_

### Community Satisfaction

In the last section we sought to find the reasons for living in this area. This question considers how satisfied you are with services and area attributes and an open question about a positive ideas for the community. Please rate, using a scale between 5 and 1: with 5 being completely satisfactory and 1, completely unsatisfactory:

16. Overall how do you feel about living in the Phillips area (away from big cities) \_\_
17. Proximity to Federal, State and County Forest and recreational areas \_\_
18. Parks and green spaces in your community \_\_
19. Water front living \_\_
20. Schools (i.e., K-12 and Technical College offerings) \_\_
21. Area and local road and street networks \_\_
22. Making sidewalks and trails linking north to south and east to west in the city \_\_
23. Medical care and services (i.e., physician, ambulance, dental, optometry, aging care) \_\_
24. Professional Services (i.e, legal, accounting, counseling, finance, banking) \_\_

- 25. Personal wellness services (i.e., grooming and styling) \_\_\_\_
- 26. Library services \_\_\_\_
- 27. Well defined downtown business district \_\_\_\_
- 28. Local availability of personal clothing \_\_\_\_
- 29. Police and fire protection \_\_\_\_
- 30. Having a local airport \_\_\_\_
- 31. Other: \_\_\_\_\_

## **COMMUNITY IMPROVEMENT EFFORTS**

### **City Government, available residential and commercial property uses**

Please rate the following, using a scale between 5 and 1: with 5 being most important and 1 the least important.

- 32. A need for higher quality rental housing \_\_\_\_
- 33. Should there be stronger efforts to assist apartment and home owners to upgrade their property \_\_\_\_
- 34. Do areas of obvious deferred property maintenance affect impressions of the community \_\_\_\_
- 35. Would residential code development and uniform enforcement improve the housing and commercial property inventory in the community \_\_\_\_
- 36. Should there be consideration of strategic demolition and care in disposition of vacant property, both residential and commercial \_\_\_\_
- 37. Should the city encourage neighborhood organizations and should they be encouraged to help with code development and enforcement \_\_\_\_
- 38. Should green belt conservation areas be considered in and near residential and commercial areas \_\_\_\_
- 39. Should housing and commercial development include potential funding and financing opportunities for developers \_\_\_\_
- 40. Should housing improvement efforts include encouraging renewable energy \_\_\_\_
- 41. Should energy efficient improvements in community buildings and facilities be encouraged \_\_\_\_
- 42. Should the city consider a City Manager/Administrator \_\_\_\_

### **Businesses/Professional/Industrial development and assistance**

How do you perceive current efforts and/or potential changes in community development? Please rate, using a scale between 5 and 1, with 5 being most important and 1 the least important.

- 43. Should the city encourage area or county wide business and industrial development \_\_\_\_
- 44. Establish Targeted Revitalization Zone(s) identified by community input \_\_\_\_
- 45. Reinstitute state affiliated Main Street Program \_\_\_\_
- 46. Create Historic Preservation Board \_\_\_\_
- 47. Consider tax credit policy to aid revitalization of historic structures \_\_\_\_
- 48. Consider removal of blighted property in residential and business area(s) \_\_\_\_
- 49. Work with business owners to encourage relocation and/or appearance improvements \_\_\_\_

50. Consider creation of Business Improvement Districts (BID) \_\_\_\_

51. Utilize Tax Increment Financing (TIF) districts to aid business development \_\_\_\_

*BID and TIF are financing means used by municipalities to finance infrastructure improvements using funding resulting from the incremental increase in property value in identified property areas*

52. Identify the status of the former Lionite property \_\_\_\_

53. Improve or increase customer parking in business areas \_\_\_\_

54. Control the use of parking with time limits or meters to encourage employee parking away from prime customer parking areas. \_\_\_\_

#### **LAKE SHORE USE AND COMMUNITY DEVELOPMENT**

Using a scale of between 5 and 1, with 5 being most important and 1 the least important. Please rate the following:

55. Is the lake shore in the city a centerpiece for the city \_\_\_\_

56. Should the city encourage lakefront development \_\_\_\_

57. Should the city develop a waterfront and recreational use plan for the city \_\_\_\_

58. Should the city refer to a waterfront or recreational use plan when considering development plans \_\_\_\_

59. If the city had a recreational use plan should a board be formed to maintain and develop goals \_\_\_\_

60. Should the city remove blighted structures and remediate land \_\_\_\_

61. Should the city establish a water front trail connecting Duroy, Elk and Long Lakes \_\_\_\_

62. Should the city consider screening city water treatment plant from highway and lake views \_\_\_\_

63. Should the city define and control parking in Elk Lake Park \_\_\_\_

64. Should the city consider the former Georgia Pacific property (Lionite) in future development plans \_\_\_\_

65. Should the city invite developer proposals for business and lakefront development \_\_\_\_

**If funding were not an issue, what project(s) do you think are most important to the community?**

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**How would you make the community a better place to live and work?**

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## **Phillips Area Survey - Results**

The Phillips planning commission has completed distribution, collection, and compilation of the results of the area survey for the 2023 Comprehensive plan. A comprehensive plan review is required every 10 years. The Phillips Planning Commission determined that a wider view is needed to complete a truly comprehensive tally of community needs. The commission realizes that the impact of the city extends beyond the borders of the city limits. Residents of the surrounding community are indeed stakeholders in the affairs of the city, to include: employment, educational opportunities for area children as well as continuing and adult education, housing, services, recreational and lifestyle choices. Surveys were distributed by mail to each residential address in the City of Phillips and the Towns of: Worcester, Elk, Flambeau, Emery, Harmony, Hackett and Georgetown.

There were 301 returns: 95 from the City of Phillips; 100 from the town of Worcester; 70 from the town of Elk; 16 from the Town of Emery; 13 from the Town of Flambeau; 4 from the town of Harmony; and 3 from the town of Hackett. there were no returns from the Town of Georgetown. The 301 surveys were returned amounted to 14 percent of the 2150 distributed. This a good survey return and shows a solid representation of the area, whether surveyed my mail, phone, or in person.

The choice to mail the surveys was made to insure that the greatest number of area residents received the survey and would have the opportunity to make their concerns for Phillips and its future known.

Tabulation of the results showed a handful of primary concerns (as noted with the number of repetitive choices in each area surveyed). Those concerns are:

- 1. Concern with the former Lionite property and its eventual determination.**
- 2. More rental housing, both affordable and higher quality to help promote area employment.**
- 3. Downtown and appearance and areas of residential blight, the condition of sidewalks, streets and alleys within the city.**
- 4. Establishing paths to connect community parks and recreational venues with sidewalks, paved trails for bikes, runners and walkers.**
- 5. Day Care opportunities for children as well as aging and needy adults.**

It is fair assessment that there is great variety in the responses to the survey. Hundreds of ideas for opportunities were identified within the community. There are also expressions of concerns. Area by area demographic data and survey comments are shown in the accompanying results sheets for each area in the following pages. Survey respondents were clear in their concerns for the community as well as heartfelt concern for their vested interests in the area.

The survey is intended to show perceived need for changes (opportunities). As well as those positive area characteristics survey with which respondents were pleased, happy or even proud of, including: lifestyle; a naturally beautiful place to live and raise a family; surprising amenities considering the area's relatively low population density; recreational opportunities and more.

While not all concerns and opportunities and challenges can be met, and likely some are not identified, this survey is a starting point for discussion of potential goals and challenges for and within our community.



# Phillips Comprehensive Plan Survey Results

City of Phillips 95

1. 17, 4, 9, 22, 43
2. 6, 18, 12, 16, 43
3. 7, 15, 11, 19, 44
4. 6, 9, 14, 29, 38
5. 43, 23, 14, 6, 8
6. 13, 12, 28, 18, 23
7. 4, 4, 17, 27, 41
8. 1, 8, 22, 30, 33
9. 4, 14, 14, 33, 29
10. 14, 27, 28, 17, 12
11. 9, 17, 18, 17, 32
12. 2, 8, 18, 24, 40
13. 47, 23, 8, 7, 9
14. 33, 31, 18, 5, 4
15. \_\_\_\_\_
16. 2, 4, 19, 24, 49
17. 3, 7, 20, 25, 38
18. 4, 3, 19, 25, 44
19. 10, 9, 23, 23, 27
20. 3, 10, 14, 31, 36
21. 6, 9, 23, 28, 28
22. 2, 13, 31, 29, 19
23. 3, 6, 24, 26, 37
24. 0, 14, 34, 23, 24
25. 3, 5, 33, 34, 20
26. 4, 8, 22, 34, 27
27. 8, 17, 28, 27, 10
28. 53, 21, 7, 7, 2
29. 0, 8, 20, 20, 47
30. 7, 7, 21, 29, 28
31. \_\_\_\_\_

32. 4, 16, 29, 18, 33
33. 2, 3, 24, 41, 26
34. 4, 8, 9, 26, 49
35. 2, 8, 11, 29, 42
36. 2, 3, 9, 22, 59
37. 5, 9, 17, 18, 49
38. 13, 13, 28, 23, 18
39. 8, 11, 14, 28, 34
40. 2, 11, 18, 24, 29
41. 2, 9, 23, 22, 39
42. 49, 16, 12, 10, 8
43. 1, 11, 20, 32, 33
44. 2, 7, 19, 26, 38
45. 6, 5, 26, 19, 33
46. 6, 13, 18, 20, 38
47. 4, 10, 29, 27, 24
48. 2, 7, 18, 14, 50
49. 6, 7, 19, 28, 34
50. 5, 10, 14, 26, 38
51. 5, 7, 41, 29, 22
52. 9, 7, 11, 14, 52
53. 8, 3, 29, 23, 34
54. 49, 17, 7, 8, 13
55. 1, 3, 34, 26, 27
56. 12, 8, 14, 23, 38
57. 7, 11, 34, 19, 25
58. 4, 6, 29, 21, 33
59. 5, 7, 16, 26, 39
60. 3, 5, 19, 23, 46
61. 3, 5, 19, 19, 43
62. 35, 20, 17, 8, 13
63. 10, 8, 33, 25, 19
64. 4, 2, 18, 27, 44
65. 6, 7, 15, 29, 44

Area 1 29  
Area 2 35  
Area 3 26  
Area 4 5

## Employment

Local Ind. 12  
Loc. Retail 6  
Professional 4  
Gov't. 4  
Education 5  
Self Empl. 5  
Retired 49  
Disabled 6  
Unemployed 0  
Other 4

Suggestions for questions 15 and 31 included

Age  
-2 7  
2-5 10  
5-10 6  
10-20 7  
+20 31  
Born /Raised 28

## Work Location

Phillips 28  
Phillips Area 3  
P. F. 3  
Hawkins 2  
Rhinelander 1  
Winter 1  
Prentice 1  
Medford 1

## 1 self-retuned survey

**Suggestions for community needs and improvement are listed below. Top five are in bold type. The remaining had at least one survey mention.**

- Need to do something about former Lionite Property
- Affordable and quality rental housing
- Downtown appearance, poor condition of sidewalks, streets and highways
- Better sidewalks, walking and biking trails linking city parks and recreational venues
- Day care, public and affordable for children as well as seniors
- Better planning for park and lakefront use and then using plans when development is considered
- Ordinance review with better enforcement, i.e. noise, speeding, snow removal, downtown / residential parking and lawn care.
- Concern of drug use and sales - better enforcement
- Safer downtown parking and crossings - consider "bump-outs at crossings
- Need for more Local activities, festivals, family attractions, winter activities, etc.
- Move Hilgy's for appearance and safety - Express mart
- Increase opportunities for small retail and business development
- Do something about poorly maintained, vacant and abandoned buildings
- Develop city and/or county dump and recycling station, improve garbage pickup
- Youth center and more activities for youth
- Senior center, day care and activities
- Nursing home needed
- CNA classes

- Something like a YMCA
- Providing safe, quality drinking water
- Duroy and Elk Lake shoreline cleanup for better lake views
- Better control of parking in residential areas
- Annex quality property for housing and business growth
- Green spaces
- Community beach or pool; sledding hill
- Add skateboard park to Elk Lake facilities
- Fill empty Main Street lots with businesses
- Promote arts and education
- Regulation of vacation rentals
- Local outlet for news and community events
- More attractions to bring tourists to town
- Another or larger grocery store
- Support arts and education
- Regulate downtown parking to favor customers instead of employees of business and government
- More community events and attractions to attract visitors
- Fill empty Main Street lots with businesses
- Consider diversity
- Concern with library catalogue
- City sponsored clean-up
- More varied shopping opportunities



# Phillips Comprehensive Plan Survey Results

## Town of Worcester 100

1. 15, 5, 23, 20, 42
2. 4, 8, 13, 23, 52
3. 0, 4, 27, 23, 48
4. 1, 7, 30, 28, 35
5. 7, 6, 23, 29, 43
6. 5, 13, 34, 28, 20
7. 1, 12, 37, 23, 29
8. 1, 10, 22, 37, 36
9. 3, 13, 38, 27, 22
10. 18, 12, 35, 24, 17
11. 7, 15, 34, 27, 20
12. 1, 12, 23, 30, 38
13. 43, 28, 19, 15, 12
14. 60, 29, 9, 4, 0
- 15.
16. 4, 9, 20, 30, 38
17. 1, 3, 34, 25, 31
18. 1, 9, 41, 33, 25
19. 2, 15, 19, 35, 33
20. 1, 12, 38, 32, 26
21. 6, 18, 20, 23, 39
22. 8, 12, 40, 30, 13
23. 4, 20, 35, 19, 25
24. 4, 8, 38, 26, 29
25. 4, 5, 34, 39, 30
26. 11, 14, 27, 21, 32
27. 1, 32, 33, 16, 16
28. 55, 31, 13, 2, 5

29. 0, 8, 19, 41, 38
30. 7, 11, 21, 24, 40
- 31.
32. 5, 18, 32, 27, 21
33. 5, 8, 38, 33, 21
34. 7, 12, 12, 26, 49
35. 7, 12, 14, 29, 41
36. 3, 10, 34, 29, 23
37. 5, 8, 20, 35, 38
38. 4, 20, 35, 28, 17
39. 6, 11, 24, 34, 32
40. 4, 24, 21, 19, 36
41. 6, 21, 29, 27, 23
42. 47, 31, 16, 7, 2
43. 0, 9, 28, 30, 40
44. 2, 12, 40, 26, 19
45. 1, 12, 30, 26, 32
46. 9, 20, 29, 14, 28
47. 9, 34, 25, 19, 15
48. 1, 8, 22, 29, 45
49. 4, 8, 23, 29, 39
50. 2, 18, 28, 38, 20
51. 5, 24, 20, 29, 23
52. 4, 6, 9, 37, 47
53. 3, 12, 29, 38, 21
54. 50, 29, 18, 7, 1
55. 1, 29, 20, 22, 32
56. 16, 11, 23, 23, 38
57. 1, 13, 22, 34, 35
58. 1, 7, 20, 34, 37
59. 4, 6, 16, 33, 43
60. 3, 4, 26, 31, 37
61. 5, 11, 24, 28, 36
62. 36, 18, 17, 19, 12
63. 20, 13, 36, 19, 13
64. 3, 6, 27, 27, 44
65. 10, 8, 24, 25, 36

Soo Lake 13  
Musser 9  
Dardis 3  
Worcester 75

## Employment

Local Ind. 13  
Loc. Retail 3  
Professional 6  
Gov't. 2  
Education 4  
Self Empl. 10  
Retired 54  
Disabled 2  
Unemployed 0  
Other 6

Suggestions for questions 15 and 31 included

## Age

-2 1  
2-5 7  
5-10 7  
10-20 6  
+20 30  
Born /Raised 33

## Work Location

Phillips 23  
Phillips Area 17  
P. F. 1  
Hawkins  
Rhinelander  
Winter  
Prentice  
Medford

## 1 self-returned survey

**Suggestions for community needs and improvement are listed below. Top choices in bold type. The remaining had at least one survey mention.**

- Need to do something about former Lionite Property
- Affordable and quality rental housing
- Downtown appearance, poor condition of sidewalks, streets and highways
- Better sidewalks, walking and biking trails (with wider road ways) linking city parks and recreational venues
- Concern over drug use and sales - better enforcement
- Move Hilgy's
- Do something about poorly maintained, vacant and abandoned buildings
- Duroy and Elk Lake shoreline cleanup
- Water quality in area lakes
- More shopping variety
- Day care, public and affordable for children as well as seniors
- Better planning for park and lakefront use and then using plans when development is considered
- Ordinance review with better enforcement, i.e. noise, speeding, snow removal, downtown / residential parking and lawn care.
- Concern of drug use and sales - better enforcement
- Safer downtown parking and crossings - consider "bump-outs at crossings
- Need for more Local activities, festivals, family attractions, winter activities, etc.
- Move Hilgy's for appearance and safety - Express mart
- Increase opportunities for small retail and business development
- Senior center, day care and activities
- More attractions to bring tourists to town
- Another or larger grocery store

- Regulate downtown parking to favor customers instead of business and government employees
- More community events and attractions to attract visitors
- Fill empty Main Street lots with businesses
- Close library return to Christian values
- Concern with library
- City sponsored clean-up
- More varied shopping opportunities
- Library too small, needs to be larger
- More and better jobs
- Have traffic bypass downtown.
- More and better street lights
- Stoplight at airport entrance
- New business owners group
- Hwy H railroad crossing
- New city garage, bus garage and fire hall
- Schools without government influence
- Consider agriculture and existing businesses
- Help for family caregivers
- Move boat landing south of Hwy. H
- Make Hwy 13 4-lane Marshfield to Ashland
- Greater shopping choices
- Senior day care to include structured activity and outings
- High speed rail Superior to Milwaukee
- Faster internet
- Medical and EMS improvement
- Less to unemployed and more to cops
- Make Elk Lake Park more dog friendly
- SEE NEXT PAGE

**Town of Worcester Suggestion Continuation:**

- Provide Expert professional assistance and capital for community projects
- Preserve history and charm of community
- Engage the community in planning
- Create "Vibrant" spaces - use placemaking strategies
- Increased shopping access
- Develop artistic signage to emphasize town and use good landscaping
- Develop town graphic or logo, i.e. "Hodag"
- Get more porta-potties for bigger events
- Blacktop Elk Lake parking areas
- Cut off music and fireworks at 10 p.m.
- More open community with less structure and density
- RR crossing on Hwy H is terrible
- Encourage small business development
- Use area of old city well for dog park, fishing pier and parking
- Move Highway 13 to the west
- Help for family care givers



# Phillips Comprehensive Plan Survey Results

Town of Elk 70

1. 1, 13, 22, 13, 22
2. 1, 4, 10, 23, 40
3. 1, 8, 20, 19, 27
4. 1, 8, 12, 15, 33
5. 13, 12, 10, 14, 24
6. 1, 2, 19, 22, 39
7. 0, 6, 18, 17, 32
8. 1, 3, 12, 34, 33
9. 7, 11, 19, 21, 17
10. 3, 5, 8, 23, 34
11. 5, 7, 23, 21, 19
12. 0, 4, 21, 19, 28
13. 28, 12, 17, 12, 14
14. 13, 20, 18, 15, 7
- 15.
16. 2, 8, 13, 21, 28
17. 3, 3, 16, 21, 28
18. 0, 7, 17, 30, 29
19. 7, 13, 17, 23, 12
20. 1, 6, 17, 21, 27
21. 7, 8, 9, 22, 26
22. 2, 21, 18, 16, 16
23. 3, 4, 18, 24, 24
24. 1, 3, 14, 21, 34
25. 1, 3, 18, 23, 28
26. 4, 15, 17, 17, 19
27. 2, 22, 21, 18, 9
28. 35, 20, 13, 9, 1
29. 1, 3, 8, 20, 42

30. 12, 21, 20, 7, 13
- 31.
32. 3, 3, 10, 28, 28
33. 4, 15, 17, 14, 23
34. 3, 5, 11, 20, 34
35. 4, 3, 18, 31, 18
36. 5, 7, 28, 20, 30
37. 2, 6, 18, 21, 26
38. 13, 17, 16, 18, 5
39. 3, 8, 22, 23, 17
40. 6, 7, 7, 20, 34
41. 13, 9, 19, 17, 13
42. 37, 20, 9, 4, 3
43. 23, 9, 16, 19, 10
44. 6, 4, 15, 20, 28
45. 3, 2, 13, 18, 37
46. 1, 4, 20, 23, 24
47. 31, 16, 14, 4, 9
48. 0, 8, 21, 27, 15
49. 2, 4, 21, 23, 23
50. 4, 5, 13, 19, 30
51. 5, 6, 23, 19, 20
52. 3, 8, 20, 21, 20
53. 1, 1, 13, 21, 33
54. 42, 15, 13, 5, 0
55. 1, 7, 21, 23, 21
56. 5, 8, 23, 19, 16
57. 5, 11, 14, 9, 14
58. 8, 12, 16, 18, 19
59. 0, 9, 15, 20, 28
60. 1, 6, 6, 17, 42
61. 4, 7, 30, 15, 27
62. 3, 5, 14, 18, 33
63. 10, 7, 13, 20, 23
64. 11, 13, 13, 17, 21
65. 7, 4, 8, 18, 36

Elk, Soo Lake 8  
Elk, Elk River  
Chain O Lakes 23  
Town Of Elk 39

## Employment

Local Ind. 3  
Loc. Retail 1  
Professional 5  
Gov't. 2  
Education 1  
Self Empl. 5  
Retired 45  
Disabled 3  
Unemployed 1  
Other 4

Suggestions for questions 15 and 31 included

Age  
-2 4  
2-5 5  
5-10 2  
10-20 8  
+20 39  
Born /Raised 16

## Work Location

Phillips 14  
Phillips Area 9  
P. F. 1  
Hawkins  
Rhinelanders  
Winter  
Prentice  
Medford

## 1 self-retuned survey

**Suggestions for community needs and improvement are listed below. Top choices are in bold type. The remaining had at least one survey mention.**

- Downtown appearance, poor condition of sidewalks, streets and highways
- Need to do something about former Lionite Property
- Affordable and quality rental housing
- Better sidewalks, walking and biking trails linking city parks and recreational venues
- Day care, public and affordable for children as well as seniors
- Better planning for park and lakefront use and then using plans when development is considered
- Ordinance review with better enforcement, i.e. noise, speeding, snow removal, downtown / residential parking and lawn care.
- Concern of drug use and sales - better enforcement
- Move Hilgy's for appearance and safety - Express mart
- Increase opportunities for small retail and business development
- Do something about poorly maintained, vacant and abandoned buildings
- Develop city and/or county dump and recycling station, improve garbage pickup
- Senior center, day care and activities
- Nursing home needed
- Need something like a YMCA
- Green spaces
- Promote/support arts and education
- Regulate downtown parking to favor customers instead of business and government employees
- More community events and attractions to attract visitors
- Concern with library selections
- More varied shopping opportunities
- Sewer hookups at campground
- Lakefront development for public use
- More retail shopping opportunity
- Area public transportation options
- More hotel lodging
- Open gates at area forest areas
- Don't make Phillips bigger
- Draw more industry to area
- Have Pick & Save employees use lot by fire hall
- Nursing home needed
- Pickle ball courts
- Use railroad for trails, if abandoned
- Keep positives like location and good residents
- Need skilled trade classes
- Improve fairgrounds
- Support police and fire departments
- Regulate "No Wake" zones on lakes
- Bans wake board boats
- Limit skiing and personal watercraft hours
- No stop lights
- Bigger grocery store
- Limit library purchase funding
- Broad band access
- Lionite should remain an industrial site
- Need for a dog park
- Need more major employers
- Develop logo or emblem for better recognition
- Improve lake weed control
- Better area cell phone service
- SEE NEXT PAGE



### **Town of Elk Survey Suggestions**

- More shopping choices
- More funding for library
- Better police training
- More parks with dog friendly areas
- More family-friendly activities
- Make a Hwy 13 entrance to Elk Lake Park and add parking along railroad
- Encourage "Silver Sneakers" sponsors
- Make sure community keeps grocery store
- Have a trail system that is wheel-chair friendly
- More boat access points on chain
- More camping spots
- Community marina with water craft rentals
- More good paying jobs in health care and part-time work, to include benefits
- Keep summer year 'round
- More inclusivity in public policy
- Help for homeless
- Reign in excessive school cost
- Support arts and education
-

# Phillips Comprehensive Plan Survey Results

## Town of Flambeau 13

1. 5, 2, 2, 2, 1
2. 0, 0, 0, 2, 10
3. 3, 0, 2, 5, 2
4. 3, 0, 4, 2, 3
5. 4, 4, 2, 0, 2
6. 5, 3, 3, 0, 1
7. 2, 4, 3, 2, 1
8. 3, 1, 1, 3, 4
9. 2, 3, 1, 3, 3
10. 3, 4, 1, 3, 1
11. 4, 2, 4, 0, 2
12. 2, 1, 7, 2, 5
13. 5, 5, 2, 0, 0
14. 7, 2, 1, 2, 0
- 15.
16. 1, 0, 0, 5, 6
17. 1, 0, 6, 1, 3
18. 0, 1, 5, 4, 3
19. 3, 1, 4, 1, 4
20. 4, 1, 3, 2, 0
21. 3, 5, 3, 0, 1
22. 1, 3, 2, 2, 4
23. 2, 2, 5, 0, 3
24. 1, 3, 5, 2, 2
25. 2, 3, 4, 2, 1
26. 2, 1, 3, 3, 3
27. 1, 2, 4, 4, 1
28. 5, 4, 2, 0, 1
29. 1, 0, 1, 8, 2
30. 4, 1, 2, 4, 1
- 31.

32. 3, 1, 2, 5, 1
33. 2, 1, 4, 4, 1
34. 1, 1, 1, 1, 7
35. 5, 2, 2, 3, 0
36. 2, 2, 4, 1, 3
37. 5, 4, 1, 2, 0
38. 3, 2, 2, 4, 1
39. 2, 1, 3, 5, 1
40. 1, 0, 5, 4, 2
41. 1, 0, 3, 5, 2
42. 6, 2, 3, 1, 0
43. 1, 2, 0, 3, 6
44. 2, 1, 4, 4, 2
45. 2, 1, 4, 2, 0
46. 0, 3, 4, 1, 3
47. 1, 1, 5, 2, 2
48. 1, 2, 2, 2, 4
49. 1, 1, 4, 3, 2
50. 3, 3, 1, 2, 2
51. 0, 3, 4, 1, 3
52. 0, 4, 3, 2, 2
53. 1, 1, 5, 2, 2
54. 3, 3, 2, 4, 0
55. 0, 0, 4, 1, 7
56. 3, 1, 4, 0, 2
57. 1, 1, 2, 4, 4
58. 1, 2, 3, 2, 4
59. 1, 3, 3, 3, 2
60. 3, 1, 1, 2, 5
61. 2, 0, 0, 1, 9
62. 2, 2, 3, 7, 3
63. 3, 2, 3, 3, 1
64. 1, 1, 3, 3, 3
65. 2, 5, 2, 2, 2

T. Flambeau 13

## Employment

Local Ind. 1  
Loc. Retail 1  
Professional  
Gov't.  
Education  
Self Empl. 1  
Retired 8  
Disabled  
Unemployed 0  
Other 3

Suggestions for questions 15 and 31 included  
with overall suggestions.

## Age

-2 1  
2-5  
5-10 2  
10-20 2  
+20 3  
Born /Raised 3

## Work Location

Phillips 3  
Phillips Area 1  
P. F. 1  
Hawkins  
Rhinelander  
Winter  
Prentice  
Medford

---

**Suggestions for community needs and improvement  
are listed below. Top choices are in bold type. The  
remaining had at least one survey mention.**

---

- Need to do something about former Lionite Property
- Affordable and quality rental housing
- Downtown appearance, poor condition of sidewalks, streets and highways
- Affordable and quality rental housing
- Better sidewalks, walking and biking trails linking city parks and recreational venues
- Move Hilgy's for appearance and safety
- Do something about poorly maintained, vacant and abandoned buildings
- Retail business development: Now there are fewer stores and less merchandise variety
- Work opportunities for youth to work and move to area
- More community outreach events
- Encourage historic themes to downtown business fronts
- More recreational choices
- More technical education
- Duroy and Elk Lake shoreline cleanup for better lake views
- Regulate downtown parking to favor customers instead of business and government employees
- Tennis courts at ElkLake Park
- More playground equipment at Elk Lake Park
- Promote Price County Airport and its corporate traffic

# Phillips Comprehensive Plan Survey Results

Town of Emery 16 13

1. 1, 1, 3, 5, 6
2. 1, 0, 0, 0, 15
3. 4, 5, 2, 2, 5
4. 9, 5, 1, 1, 2
5. 10, 3, 0, 0, 3
6. 3, 1, 2, 2, 8
7. 2, 3, 3, 4, 4
8. 0, 3, 3, 5, 5
9. 0, 3, 6, 4, 3
10. 8, 2, 2, 1, 2
11. 7, 2, 3, 1, 3
12. 11, 2, 1, 0, 2
13. 10, 0, 2, 0, 4
14. 10, 2, 2, 0, 2
15. \_\_\_\_\_
16. 1, 0, 1, 4, 12
17. 1, 0, 1, 3, 11
18. 1, 0, 4, 1, 9
19. 6, 1, 3, 0, 5
20. 1, 1, 1, 5, 7
21. 3, 2, 4, 3, 4
22. \_\_\_\_\_
23. 3, 1, 6, 3, 3
24. 1, 1, 5, 3, 5
25. 0, 2, 3, 4, 7
26. 4, 1, 3, 2, 6
27. 1, 0, 2, 3, 10
28. 1, 1, 1, 4, 6
29. 5, 3, 1, 1, 3
30. \_\_\_\_\_
31. \_\_\_\_\_

32. 0, 0, 3, 4, 6
33. 2, 1, 3, 1, 6
34. 1, 2, 5, 1, 4
35. 2, 2, 1, 4, 7
36. 0, 0, 4, 3, 9
37. 3, 1, 5, 5, 2
38. 4, 1, 3, 4, 4
39. 3, 1, 6, 4, 2
40. 8, 1, 1, 4, 2
41. 4, 0, 2, 5, 5
42. 4, 0, 6, 2, 1
43. 0, 0, 0, 3, 12
44. 3, 1, 2, 3, 5
45. 5, 3, 4, 2, 1
46. 4, 2, 3, 3, 3
47. 3, 0, 3, 5, 4
48. 1, 0, 4, 3, 7
49. 1, 0, 4, 5, 5
50. 2, 0, 6, 2, 4
51. 3, 2, 5, 1, 4
52. 3, 1, 0, 5, 6
53. 3, 0, 4, 1, 7
54. 9, 2, 1, 2, 1
55. 0, 0, 0, 2, 11
56. 4, 0, 2, 2, 8
57. 3, 1, 1, 2, 7
58. 0, 0, 1, 4, 10
59. 1, 0, 2, 6, 7
60. 3, 0, 3, 1, 9
61. 4, 2, 3, 0, 7
62. 5, 3, 2, 0, 6
63. 2, 2, 2, 4, 6
64. 0, 0, 2, 3, 11
65. 4, 0, 6, 1, 5

T. of Emery 16

## Employment

Local Ind. 11  
Loc. Retail 1  
Professional 1  
Gov't. 4  
Education  
Self Empl. 3  
Retired 6  
Disabled  
Unemployed  
Other 1

Suggestions for questions 15 and 31 included with overall suggestions.

## Age

-2  
2-5 1  
5-10 3  
10-20 1  
+20 6  
Born /Raised 4

## Work Location

Phillips 5  
Phillips Area  
P. F.  
Hawkins  
Rhinelander  
Winter  
Prentice  
Medford 1

**4 from land fill distribution  
prior to final draft survey release**

**Suggestions for community needs and improvement  
are listed below. Top choices are in bold type. The  
remaining had at least one survey mention.**

- **Need to do something about former Lionite Property**
- **Affordable and quality rental housing**
- **Downtown appearance, poor condition of sidewalks, streets and highways**
- Better sidewalks, walking and biking trails linking city parks and recreational venues
- Nursing home needed
- Concern with library book catalogue
- City sponsored clean-up
- Widen roadway on Hwy 13 where needed for traffic flow, i.e. Hwy F/airport and Hwy W
- Keep area "Vibrant"
- Start community garden
- Better cell service
- Better access to Physicians and medical professionals
- More shopping options
- Attract new business for more jobs
- Concern about loud minority trying to ban books at library and schools
- Toddler accessible play equipment in Elk Lake Park with benches for parents



# **Phillips Comprehensive Plan Survey Results**

Town of Harmony. 4

1. 0, 0, 1, 2, 0  
2. 0, 0, 0, 0, 2  
3. 0, 0, 1, 0, 1  
4. 0, 0, 1, 0, 1  
5. 1, 0, 0, 1, 1  
6. 1, 0, 0, 1, 0  
7. 0, 0, 2, 0, 0  
8. 0, 0, 1, 1, 1  
9. 0, 0, 2, 0, 0  
10. 0, 0, 1, 2, 0  
11. 1, 1, 0, 0, 1  
12. 0, 0, 1, 0, 2  
13. 2, 0, 0, 0, 0  
14. 2, 0, 0, 0, 0  
15.  
16. 0, 0, 0, 1, 3  
17. 0, 0, 1, 1, 1  
18. 0, 0, 2, 1, 0  
19. 1, 0, 0, 2, 0  
20. 0, 0, 2, 0, 0  
21. 0, 0, 3, 0, 0  
22. 2, 0, 0, 0, 0  
23. 0, 1, 0, 1, 1  
24. 0, 0, 2, 1, 0  
25. 0, 0, 1, 2, 0  
26. 1, 0, 1, 0, 0  
27. 1, 0, 1, 0, 0  
28. 2, 0, 0, 1, 0  
29. 0, 1, 0, 0, 1  
30. 0, 2, 0, 1, 0  
31.  
32. 0, 0, 1, 0, 1  
33. 1, 1, 0, 0, 0

34. 0, 1, 1, 0, 0  
35. 1, 0, 1, 0, 0  
36. 0, 1, 1, 0, 0  
37. 0, 2, 0, 0, 0  
38. 0, 2, 0, 1, 0  
39. 0, 2, 0, 0, 0  
40. 0, 2, 0, 1, 0  
41. 0, 2, 0, 0, 0  
42. 1, 1, 0, 0, 0  
43. 0, 0, 0, 2, 1  
44. 0, 0, 1, 0, 0  
45. 0, 1, 1, 1, 0  
46. 1, 0, 0, 0, 1  
47. 1, 1, 0, 0, 0  
48. 0, 0, 2, 0, 0  
49. 0, 1, 1, 0, 0  
50. 1, 0, 1, 0, 0  
51. 0, 1, 1, 0, 0  
52. 0, 0, 1, 0, 3  
53. 0, 0, 1, 0, 2  
54. 1, 0, 0, 0, 1  
55. 0, 0, 0, 1, 3  
56. 0, 0, 2, 0, 0  
57. 0, 0, 1, 0, 1  
58. 0, 0, 2, 0, 1  
59. 0, 1, 1, 0, 0  
60. 0, 0, 2, 0, 0  
61. 0, 1, 0, 0, 1  
62. 1, 0, 0, 0, 1  
63. 0, 1, 0, 0, 1  
64. 0, 0, 0, 1, 2  
65. 0, 0, 0, 2, 0

T Harmony. 4

## **Employment**

Local Ind.  
Loc. Retail  
Professional 1  
Gov't.  
Education  
Self Empl.  
Retired  
Disabled  
Unemployed  
Other

Suggestions for questions 15 and 31 included  
with overall suggestions.

## **Age**

-2  
2-5  
5-10 1  
10-20 1  
+20 2  
Born /Raised

## **Work Location**

Phillips 1  
Phillips Area  
P. F.  
Hawkins  
Rhinelanders  
Winter  
Prentice  
Medford

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***Suggestions for community needs and improvement  
are listed below***

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- Better boat and trailer parking
- More varied shopping and places to eat
- Highlight recreational activities

# Phillips Comprehensive Plan Survey Results

Town of Hackett. 3

1. 0, 0, 0, 0, 2  
2. 0, 1, 0, 1, 0  
3. 0, 0, 2, 0, 0  
4. 0, 0, 1, 1, 0  
5. 0, 1, 1, 0, 0  
6. 0, 0, 0, 1, 1  
7. 1, 0, 0, 1, 0  
8. 0, 0, 0, 1, 1  
9. 0, 0, 0, 2, 0  
10. 0, 0, 1, 0, 1  
11. 0, 0, 1, 0, 1  
12. 0, 0, 0, 1, 1  
13. 1, 0, 1, 0, 0  
14. 0, 1, 1, 0, 0  
15.  
16. 0, 1, 0, 1, 0  
17. 0, 0, 1, 1, 1  
18. 0, 1, 0, 2, 0  
19. 0, 1, 0, 1, 0  
20. 0, 0, 1, 1, 1  
21. 0, 0, 2, 1, 0  
22. 1, 1, 0, 1, 0  
23. 0, 0, 1, 1, 1  
24. 0, 0, 1, 1, 1  
25. 0, 0, 1, 0, 2  
26. 0, 0, 0, 2, 1  
27. 0, 0, 2, 0, 1  
28. 1, 0, 1, 0, 1  
29. 0, 0, 1, 1, 1  
30. 1, 1, 0, 1, 0  
31.

32. 0, 0, 1, 1, 1  
33. 1, 0, 1, 0, 1  
34. 0, 0, 1, 0, 2  
35. 1, 0, 1, 0, 1  
36. 0, 0, 0, 2, 1  
37. 1, 0, 0, 0, 1  
38. 0, 0, 2, 0, 1  
39. 0, 0, 0, 1, 1  
40. 0, 0, 2, 0, 1  
41. 0, 0, 1, 1, 1  
42. 1, 0, 2, 0, 0  
43. 0, 1, 0, 0, 2  
44. 0, 0, 2, 1, 0  
45. 1, 0, 0, 1, 1  
46. 0, 1, 2, 0, 0  
47. 0, 0, 2, 0, 1  
48. 0, 0, 1, 1, 1  
49. 0, 0, 2, 0, 1  
50. 0, 2, 0, 0, 1  
51. 1, 0, 1, 0, 1  
52. 0, 1, 1, 0, 1  
53. 0, 1, 1, 0, 1  
54. 3, 0, 0, 0, 0  
55. 0, 0, 0, 0, 3  
56. 1, 1, 1, 0, 0  
57. 0, 0, 1, 1, 1  
58. 0, 0, 0, 2, 1  
59. 0, 0, 1, 1, 1  
60. 0, 0, 0, 1, 2  
61. 0, 0, 0, 1, 2  
62. 1, 0, 2, 0, 0  
63. 1, 0, 1, 0, 1  
64. 0, 0, 1, 0, 2  
65. 0, 1, 1, 0, 1

T Hackett 3

## Employment

Local Ind.

Loc. Retail

Professional 3

Gov't.

Education

Self Empl.

Retired 1

Disabled

Unemployed

Other

Suggestions for questions 15 and 31 included  
with overall suggestions.

## Age

-2

2-5

5-10

10-20 1

+20 2

Born /Raised

## Work Location

Phillips 1

Phillips Area

P. F.

Hawkins

Rhineland

Winter

Prentice 1

Medford 1

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**Suggestions for community needs and improvement  
are listed below**

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- More varied restaurant choices
- Affordable and quality rental housing
- Better sidewalks, walking and biking trails to link recreational venues. Make some dog friendly
- Pickle Ball courts
- More restaurant choices

# Phillips Area Business and Industry Survey

As a business and industry stakeholder in the Phillips Area community your advice is needed and appreciated. This survey will be part of the information gathered to develop an updated Comprehensive Plan for the City of Phillips and to help guide policy and development aid within this community.

Although this survey can be anonymous, if the city is to be most helpful to you and the community, there will be some efforts that will rightly focus on the needs of a specific business or industry. In that case please identify your self to the Phillips City Clerk if you would agree to an in-person interview. A representative will make an appointment for the interview.

How long have your business operated in the Phillips area?

- ☐ less than 2 years,
- ☐ 2 to 5 years,
- ☐ 5 to 10 years,
- ☐ 10 to 20 years,
- ☐ over 20 years.
- ☐ Over 30 years.

Describe your business.

- ☐ Industry
- ☐ Retail
- ☐ Services
- ☐ Professional
- ☐ Agricultural
- ☐ Contracting
- ☐ Timber/Excavating
- ☐ Hospitality/Lodging
- Other \_\_\_\_\_

Where in the area is your business located?

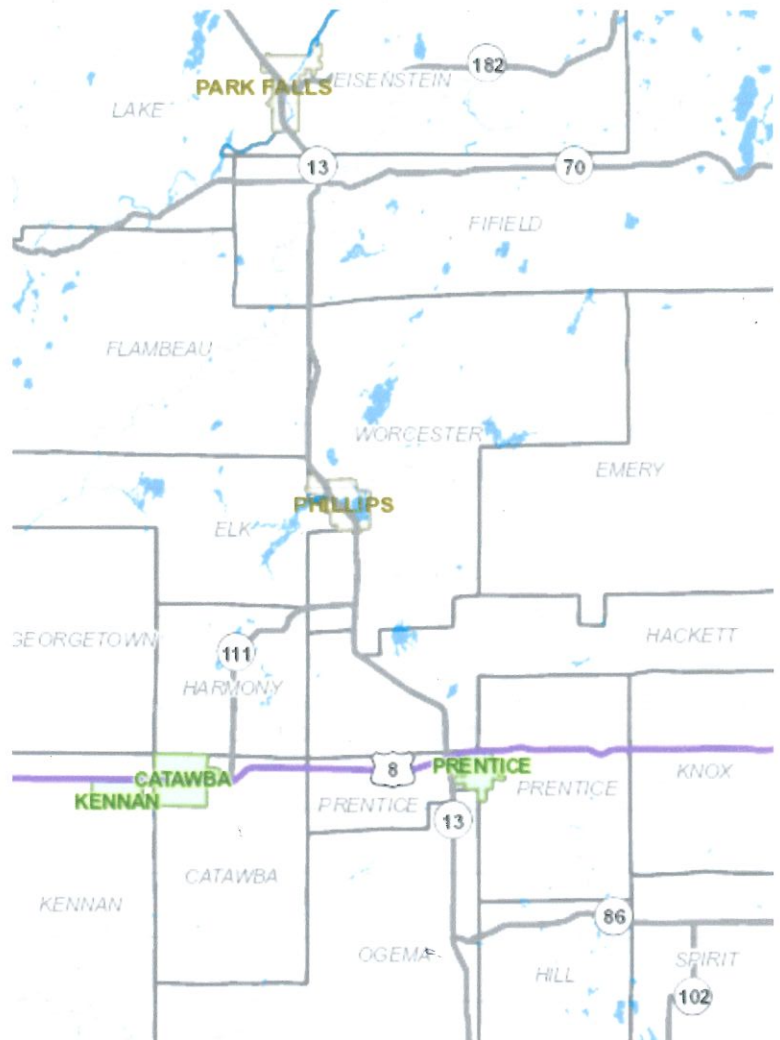
Please check one:

- ☐ City of Phillips
- ☐ Town of Flambeau
- ☐ Town of Elk
- ☐ Town of Worcester
- ☐ Town of Emery
- ☐ Town of Harmony
- ☐ Town of Hackett
- ☐ Town of Georgetown

☐ other \_\_\_\_\_

How many employees do you have in Price County. \_\_\_\_\_

Do you feel a county-wide economic development organization would be helpful? ☐ Y ☐ N.





Is there one area issue that would most positively affect your business/industry.

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Would you relate how the City of Phillips might be of assistance to help you reach your business goals?

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In your business/industry do you have specific skills, knowledge or expertise that may be used to aid business development within the community?

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If you have additional concerns please attract additional page(s) to this survey.

Would you like to be contacted to arrange a personal interview? Please provide your contact information:

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Thank you for your time.

## **Phillips Comprehensive Plan Business and Industry Survey - Results**

This survey instrument identified businesses by longevity, class, location and number of employees. (The entire employment base is identified elsewhere in the Comprehensive Plan).

There were 195 surveys mailed to business and industry using the membership list of the Phillips Area Chamber of Commerce. There were 41 written responses. Contact was made in-person and via phone with some industrial companies not responding directly to the survey.

The survey asked three open ended questions relating to needs, public assistance and how a business might aid area business development.

Business age showed 2 with less than 2 years of operation, 4 with 2-5 years, 4 with 5 to 10 years, 11 with 10-20 years, 5 with over 20 years and 11 with over 30 years..

Responders overwhelmingly favored a county-wide economic development organization with 26 out of 41 in favor and unanimous approval from the in-person contacts in industries (Of the industries contacted, four agreed to confidential interviews). 4 responders indicated no support and 10 were uncommitted.

Industry, retail, service businesses and organizations and professional occupations provided the most responses, followed by hospitality, contracting and excavation. There were also responses from non-profit organizations such as a museum, a wildlife refuge and a church.

### **The biggest issue for business and industry**

To first question asking what might positively affect a business was answered most frequently by "Housing": Quality housing for new employees of industry and business. (8 respondents specifically mentioned housing as the issue that would most positively affect their business future. A second housing issue indicated was affordable housing for needy community residents. Housing was the number one issue named by industry as an impediment to hiring new employees.

### **Other areas of community opportunity where multiple responses agreed**

Develop reasons for new employees to move to the area; Investment in small business development and entertainment venues; downtown storefront revitalization; engaging a city planner to aid and coordinate community improvement activities and economic support for businesses; and to address that idea that local government creates barriers to entrepreneurs and new business.

Develop comprehensive planning for: infrastructure development to support population growth; develop a comprehensive vision for community recreation like Elk Lake Park (not as a criticism, but to promote clear goals for this and other recreational areas; develop the former Lionite property with participation and partnership with state and federal agencies; and to help promotion and marketing focusing of strength and reasons to relocate in the area.

### **Scattered responses:**

*The following responses each had at least one notation from respondents.*

Grants for new businesses.

Encourage tourism development and population growth via economic development.

Encourage a centralized news and information source.

Promote awareness of internet and telecommunication access and opportunity. Encourage expansion of high speed internet.

Develop "Gap" filling opportunities to mesh the community with other housing and development agencies.

Grow school enrollment and provide more "kid" friendly environment and provide additional opportunities for youth interaction.

Be involved in housing opportunities and in new development and renovation.

Be aware of community safety issues like LP gas tanks and storage located in commercial and residential areas.

Increase capacity of treatment plant.

Provide more visible support of area attractions: parks, nature areas, trails, museums, historical societies, silent sports etc.

Encourage more day care services.

Promote better cell and internet connectivity within the city and throughout the area.



Develop walking trails connecting local lakes.

One respondent recognized "helpful" city employees

**Survey responders pointed out challenges and improvement opportunities in the city**

Encourage better communication from the city.

Encourage more concern about Sokol Park, in particular the Lidice Monument.

Find ways to make some housing areas more attractive. There are areas of Phillips where deferred maintenance on housing is obvious.

Improve road and sidewalk maintenance.

Help make the downtown more attractive. Improve sidewalks, streets and provide benches for elderly.

**Responders suggested a need for help from community business and industry**

Help with resources, i.e. people and funding for coordinated efforts.

Provide support for community business meeting and conferences and providing community classes in communication and listening.

Providing help with marketing and sales.

Providing business development support and expertise to support new and existing business development.

Providing financing help and advice for business and housing programs.

**Positives**

The area is a destination for those who wish to leave congested cities and have the opportunity to raise families in a less stressful environment.

Quality schools and library services. The School District of Phillips has a modern plant, dedicated faculty and recognized student results. The Phillips Campus of Northcentral Technical College provides career path opportunities for individuals and continuing education for technical and service employees. The Phillips Public Library is a modern, well-staffed facility.

There are a number of recreational activities for adults and kids. The range is from sanctioned school sports programs to league and individual sports for children and adults. Little League, swimming, golf bowling, softball, trap, bicycling and running a jogging, cross-country skiing, pickleball, and certainly more.

This area is a destination for retirement and those interested in living in and near pristine nature.

Phillips is surrounded by lakes, streams and rivers providing vast outdoor recreational opportunities.



## NICHOLAS A. TRIMNER

County Administrator | Price County  
126 Cherry Street, Room 106 | Phillips, WI 54555  
Phone: +1 715.339.5138 | Email:  
Nick.Trimner@co.price.wi.us Web: www.co.price.wi.us

March 15, 2023

Ted Kempkes – Comprehensive Plan Committee  
City of Phillips  
174 S Eyder Ave  
Phillips, WI 54555

Mr. Kempkes,

Thank you for taking the time to sit down and discuss the City of Phillips comprehensive plan. I look forward to seeing the results of all the work you and the committee are doing. During our meeting, you asked me to give you a few ideas on how the County and City could work better together to continue moving the community forward, from the perspective of the County Administrator. As the County Administrator, I believe if any area of the county grows the surrounding areas will benefit and grow, also. As discussed, we know there is not a lot of direct support the county can give to area communities and their projects. However, what we can do is write letters of support when seeking grant funding, participate in meetings with stakeholders, help facilitate meetings with legislators, and be a resource for information.

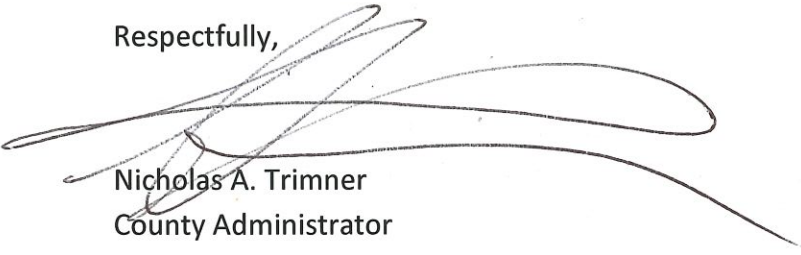
First of all, from my perspective, the city would find value in implementing some type of administrative or management position. A position like this at the city would create meaningful dialogue on a constant basis with legislators, business leaders, community members, and provide resources to keep a community growing. It also helps your current department leaders to be able to focus on what they were hired to do. They would no longer need to deal with the day-to-day personnel and fiscal issues. In my tenure with the county, I have noticed a significant shift in how Park Falls grew after they created the City Administrator position. They seem to continue to experience success in business growth, obtaining grants, and improving their infrastructure. That individual can work with people every day with goals in mind set by the council.

Second, the county is considering making an investment in economic development and tourism in the future. With that we will need to be able to work closely with the communities on what that looks like. We are not going to be able to do it alone and will need partners to be successful. I'm not sure what that looks like today, but it will have something to do with working with the local chambers of commerce.

Finally, when the county is lucky enough to have legislators visit the area, the city needs a representative(s) to prioritize meeting with them. This circles back to my first suggestion of an administrator/manager and highlighting communication and access to city officials or representation on a more consistent basis. In the last month both state legislative representatives have made time to meet with local leaders in Phillips. WDNR Secretary Adam Payne has a cabin in Price County. We have the Governor's Fishing Opener in Phillips in May. These are all opportunities to continue to let State officials know who we are and why it is important to get additional state funding sent our way in the form of grants. Building relationships with the legislators is important in so many ways.

Please do not hesitate to contact me if you have any additional questions. I look forward to seeing the completed comprehensive plan.

Respectfully,



Nicholas A. Trimner  
County Administrator

#### IV. Interviews

Personal interviews were conducted with the following City of Phillips department managers:

Phillips City Attorney, Bryce Schoenfeld: *Schoenfeld*

Phillips Chief of Police, Mike Hauschild;

Phillips Director of Public Works, Jim Heizler.

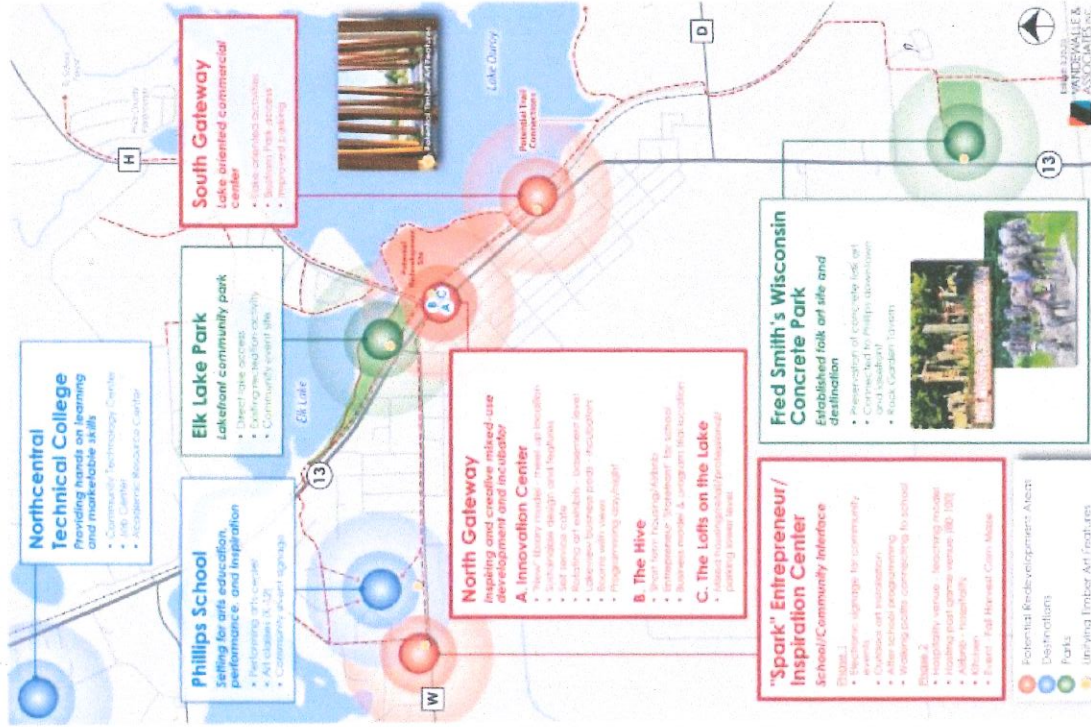
Representatives of the Phillips Industrial Corporation.

During each interview each of the individuals was aware of upcoming challenges and focused on immediate concerns within the city. There was a strong consensus that communication is key to managing present and future concerns.



## CREATIVE CONNECTIONS & REDEVELOPMENT

Phillips, Wisconsin



# Phillips Visioning

Creating  
Quality Spaces  
Thriving Economic Prosperity

- Localism
- Entrepreneur Ecosystem
- Functionality
- Connections



## South Gateway

- Promote Price County with Chamber of Commerce
- Phillips is the only town with a mainstreet on Hwy 13
- First view of a lake 2hrs away
- Locally owned
- Market to recruit/retain
- Statement of youth and healthy living, outdoor complement, vibrant, clean

## Upper level

- Promote area, unobstructed views

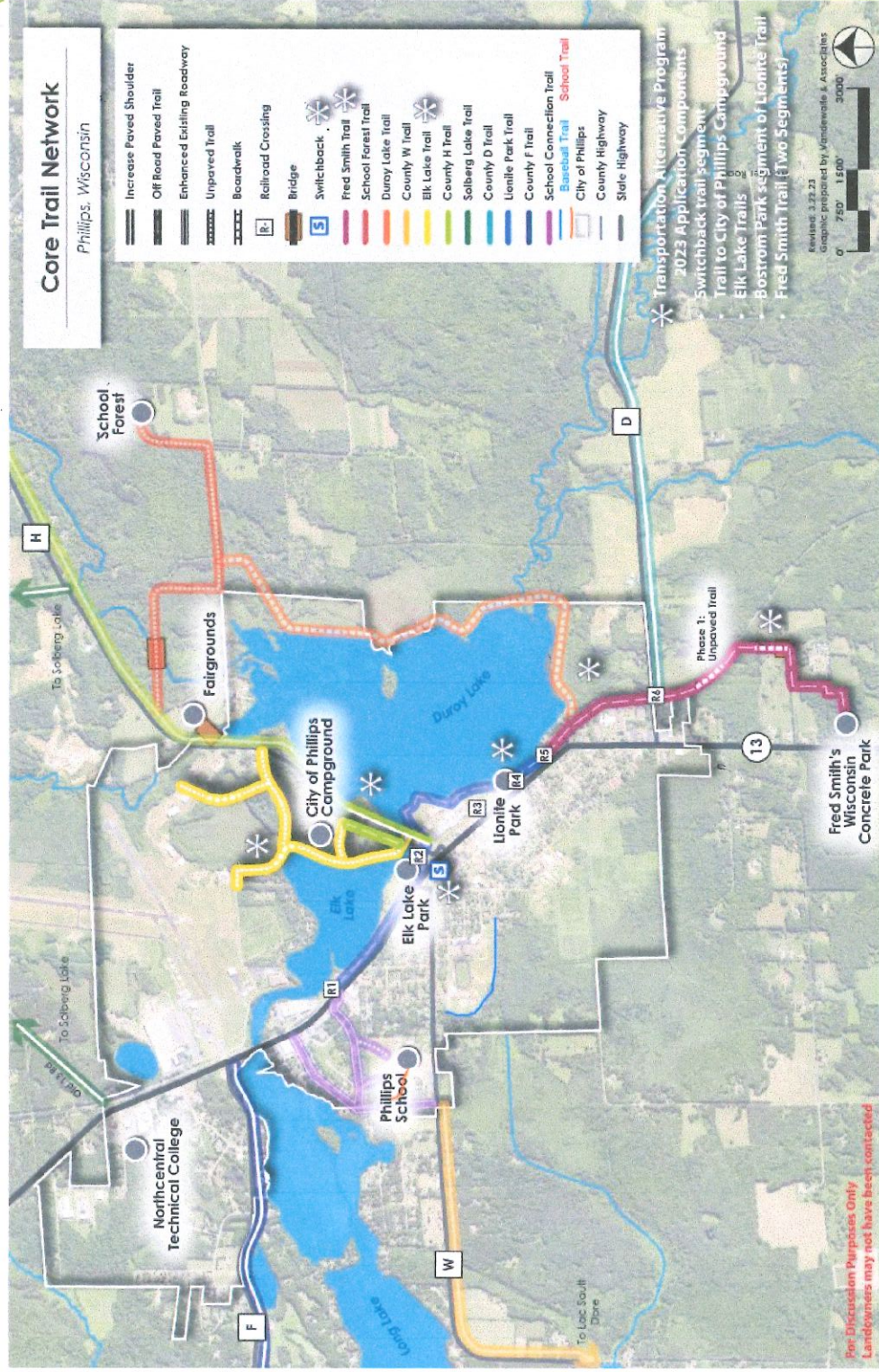
## Lower level = lake views

- Private - business pods/ studio apartments
- Recreational





# Phillips Proposed New Trail Network 3/23





Cherry St.

Potential  
green space

# LAKE AVENUE RECONFIGURATION STUDY PHILLIPS, WISCONSIN

Alley

Parking

## Existing:

Parking spaces: 38 (West 19, East 19)  
Parallel  
Sidewalks: 13-17' ?  
Bump-out: Possible  
Bike lanes: 0  
Green: 0

Pedestrian connection between  
parking area and Lake Ave.

Bike  
Pedestrian  
Path

## Scenario A:

Parking spaces: 32 (West 0, East 32)  
Diagonal  
Sidewalks: 8'-14'  
Bump out: No  
Bike lanes: 2  
Green: 4'

## Scenario B:

Parking spaces: 49 (West 17, East 32)  
Parallel and Diagonal  
Sidewalks: 10'-16'  
Bump-out: Yes  
Bike lanes: 0  
Green: 2'

## Scenario B1:

Parking spaces: 47 (West 15, East 32)  
Bump-out: Yes, large

80-84 feet

(B1)

Potential  
bump-out  
location

74 feet

Lake Ave.

458 feet

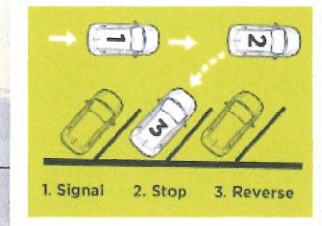


Downtown District,  
Wausau

Diagonal parking  
(back-in)



Prairie River District,  
Eau Claire



From mikeontraffic.com



North

50 feet



Chestnut St.



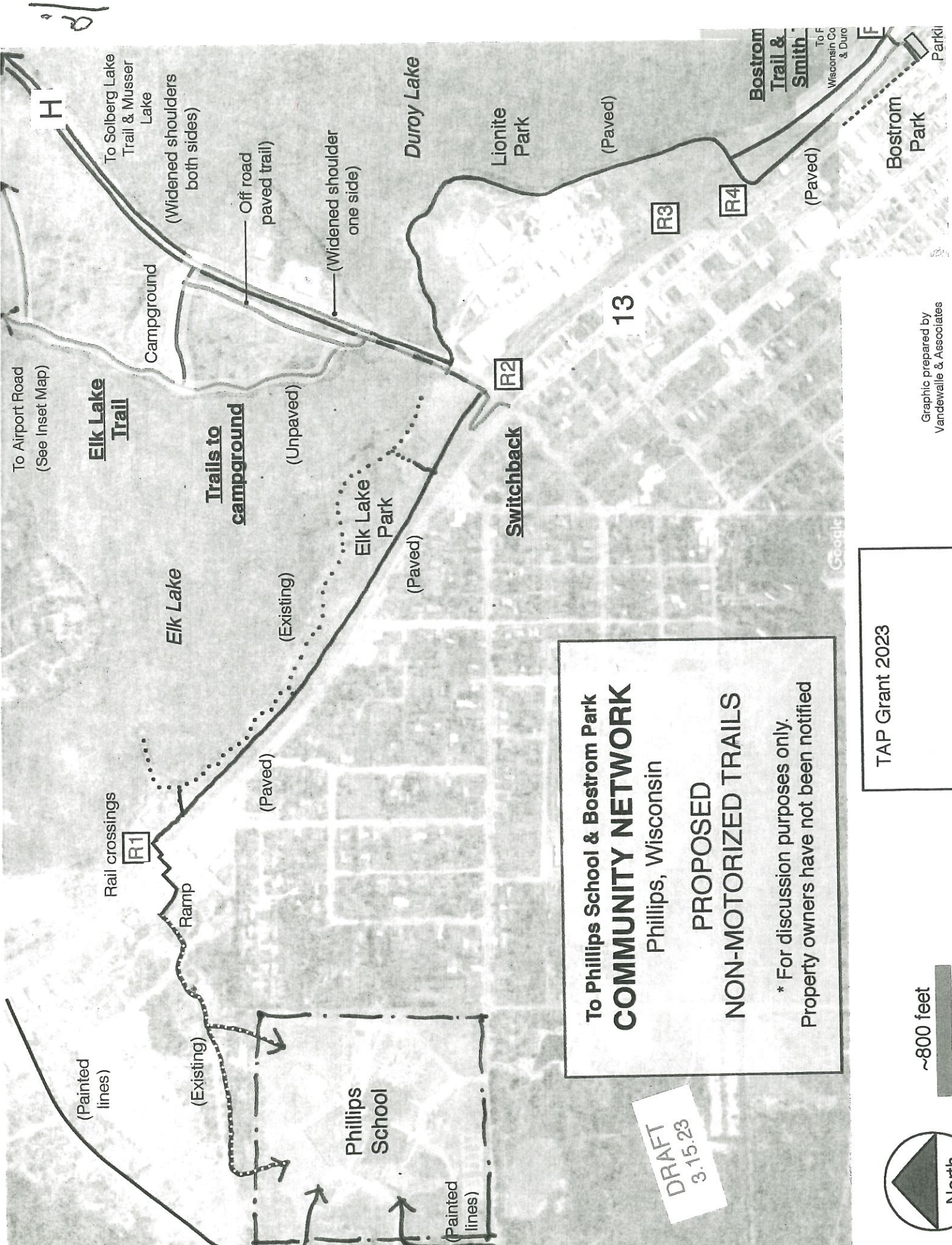
# LAKE AVENUE BUMP-OUT







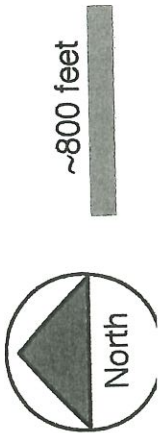




To Phillips School & Bostrom Park  
**COMMUNITY NETWORK**  
Phillips, Wisconsin  
**PROPOSED  
NON-MOTORIZED TRAILS**  
\* For discussion purposes only.  
Property owners have not been notified

DRAFT  
3.15.23

TAP Grant 2023



Graphic prepared by  
Vandewalle & Associates



# COMMUNITY CONNECTIONS & LAKE ACCESS

Phillips, Wisconsin





# Community Lake Access & Residential Development

Phillips, Wisconsin



**Note: This site plan is conceptual.**

- Residential structures shall meet county highway and lot setback requirements. Driveways shall meet county highway access requirements.
- Boathouses shall meet size restrictions and setback from lake edge requirements.
- Boathouse components shall be limited to those allowed by DNR regulations.
- Clearing of shoreline vegetation shall meet limitations of DNR regulations to maintain natural beauty and control runoff.
- Further site design development should be based on further and complete review of City, County, and State regulations.



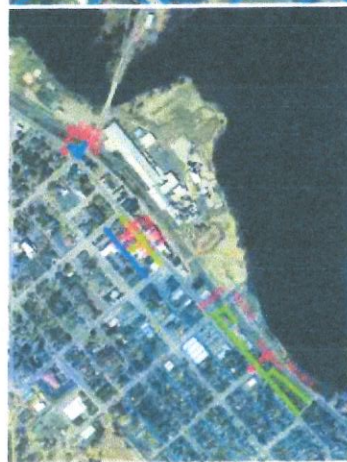
0' 25' 50' 100'

Revised: 10.2.23  
**VANDEWALLE &  
ASSOCIATES INC.**  
© 2023



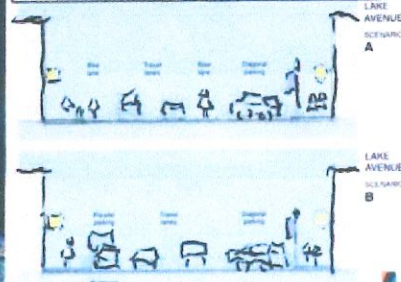
## Mainstreet Block Central Commercial District Redesign, Switchback Project & South gateway pedestrian network with bike lane designation.

Phillips, WI State DOT Highway 13 **resurface project scheduled for 2024/25** coordination with street improvements for pedestrian, wheelchair accessibility, and bike paths. Note all streets off Highway 13 are bike friendly.

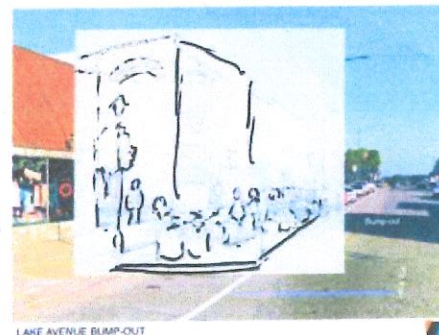


<=Overview of projects

Study Hwy 13  
ped.bike.sidewalk interface



Pedestrian Bump out on Hwy 13





## Mainstreet Block Central Commercial District Redesign, Switchback Project & South gateway pedestrian network with bike lane designation.

Phillips, WI State DOT Highway 13 **resurface project** scheduled for 2024/25 coordination with street improvements for pedestrian, wheelchair accessibility, and bike paths. Note all streets off Highway 13 are bike friendly.





## Appendix 2 – Photos of the City of Phillips

### A. Housing Inventory









## B. Parks





### C. Businesses











## Main Street Opportunities

### Current Obstacles Facing Rural Leaders

IL Governor's Rural Affairs Council Survey, 2023



#### Difficulty Accessing Federal and State Resources

- Update electronic *Rural Resource Guide*
- Increase **collaboration** among agencies in working with communities

#### Find Ways to Commercialize Locally-Grown Ag Products

- Foster community supported local enterprises, e. g., grocery stores
- Identify new and stable markets for Cannabis, vegetables, etc.

#### Modernize Delivery of Local Public Services

- Stem increases in property tax burdens from population declines
- Decrease or remove unnecessary unfunded state mandates

#### Preserve Main Street as a Social Center

- Address outdated restrictive building codes; consider a Rural Land Bank
- Add social services, educational opportunities in downtown area

#### Encourage Age-Friendly Housing to Increase Housing for Newcomers

- Explore AARP recommended programs
- Garden homes, allow multi-family housing

If you could put together the proposal that would be great. We can discuss it together after.

### Community Shops and Social Enterprises (England)

- Population Declines Threatened Local Businesses in Small Places
- Increased Sense of Loneliness with Health Consequences
- Community Shops are a Viable Alternative
- Results:
  - 12 shops opened in 2021; 407 operating
  - 220 shops offer postal services
  - 1,300 casual, full or part-time workers
  - Total of 7,500 volunteers are involved
  - Long-term survival rate is 92%
  - Majority (57%) have between 100 & 300 member/shareholders
  - Shops buy from average of 28 local suppliers



See: Plunkett Foundation. *Community Shops: A Better Form of Business* 2022.

Community Change Grant  
Phillips and Price County Engagement Survey

**Walk and TALK tours 6/5/24 Wed 5:30-6:30pm** meet at  
Gowey Title across from Pick n Save  
**7/4/24 2hrs prior to Parade**



**COMMUNITY  
CHANGE GRANTS**

**Environmental and Climate Justice**

U.S. Environmental Protection Agency

Community - Driven Investments for Change  
Help develop generations of future enjoyment and growth!  
Price County United is applying for 20M grant this Spring 2024.  
Skip to END and SUBMIT to SAVE your data. You can return multiple times.



## Geographical reach



Index Page: What part of the survey would you like to review

- ☐ START from the TOP and I will proceed to the END
- ☐ INFORMATIONAL Section - describing the grant
- ☐ STRATEGY of redevelopment and visioning
- ☐ REDEVELOPMENT process
- ☐ AREA of redevelopment interest
- ☐ ELEMENTS to add in different areas Public / Private entities.
- ☐ WHAT you WANT to CHANGE/enhance or NOT CHANGE/preserve
- ☐ CALENDAR of engagement dates
- ☐ DEMOGRAPHICS to enter my age, gender, zip (Please enter ONLY ONCE) skip if returning
- ☐ CONTACT information for people wanting to lend a hand/invest/work for projects
- ☐ SUPPORT and PARTNERSHIPS organizations that would like to partner
- ☐ The END SUBMIT, contact for Price County United

## Information

**Price County United Limited** is a local **non-profit organization** that is involved with community and economic development. We are submitting a **20M grant** for the Phillips area in **Spring 2024** that will provide increased resiliency, optimization of our natural assets and our historic mainstreet on Hwy 13. Our work in Phillips will continue **into the other communities** of the county. Our projects that we will shepherd through the process are required to be **completed in 3yrs**, involve community engagement, partnerships, improve the local economy, and **fulfill some if not ALL of the 6 objectives** of the grant as displayed above.

## Defining the Process of Redevelopment (click and expand to review in detail)

The Ready process is mapped out as five sections  
our community address questions

Working through each section will help  
and evaluate various property redevelopment options.



5 steps to MAKE IT HAPPEN!!!

## STRATEGY of redevelopment and visions

Our strategy is to create "**locally owned**" **gateways** to mainstreet to assist in our local economy and wellbeing. The designs will increase the diversity, density of activities downtown with "complete streets" that are **navigable by bicycle, pedestrian, and handicap accessible sidewalks**. Our goal is to improve our connectiveness and innovativeness. **This is a resiliency grant =>** You could ask yourself when suggesting designs and elements, will this help sustain Phillips throughout the years with the ups and downs that the community will face? Understanding the reason for the design will help you provide ideas that will meet these goals. We look forward to your comments.

The objectives for the Community Change Grant are:





The generational anchor to the lakefront and city center is **broken free** from idleness and inactivity. Let's hear it! What is the first thing that comes to mind when you hear that something is going to happen to LIONITE!!!



## Changing the Face of Our Communities

.... What is YOUR Vision...We are LISTENING...Collecting perspectives in our SURVEY



The generational anchor to the lakefront and city center is broken free from idleness and inactivity. Let's hear it! What is the first thing that comes to mind when you hear that something is going to happen to LIONITE!!!



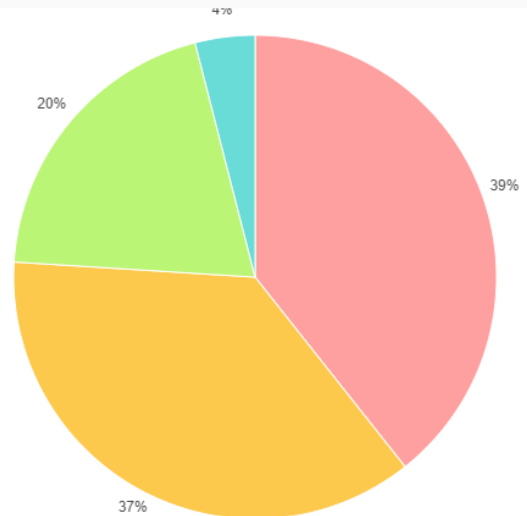
<b>Answers</b>
What is it going to be? This website is not clear. We need more congestion in the small downtown area like a hoe in the head.
A large park along the lake with hike/bike trails.
I say bullshit... The owners don't care. It appears that they plan to just pay the property taxes and let it perpetually remain as it is, a blight on our community forever.
I am excited to get that big ugly building out of here! Open our community more, and I am excited to see the vision and hopefully bring some greatness to our community.
Yea!
Thank Goodness! What a waste of valuable lakefront property.
Finally!!
The property has unique potential. If the factory will never again be productive, it would benefit the community to remove it for another purpose.
Good. Time to upgrade Phillips! Revitalize and improve the community while increasing tourism business. There are so many lakes and yet very few public spaces to enjoy lakeside parks other than Elk park.
Always active event space :)
Make the lake more visible as soon as you turn into town around the Chamber of Commerce building so tourists get a more extended view of the lake. Would be nice if the LP tanks were cleaned up. The industrial aspects make it uninviting to stop currently. Create multiple opportunities for tourists to pull off and stretch legs (easy access pull off parking). Accessible hiking/walking/biking paths down around the lake. Not sure how but need a way to create opportunities for small businesses to pick up customers that stop here. Coming from a mellennial that moved out of the town, a brewery with a great view of the lake would be the dream (logger lager) (:
i am glad
Unightly area. Allow for snowmobile/atv access through the area. Allow businesses to develop tourist type restaurants and stores. Good area for wildflower gardens.
Get rid of the eyesore. How about a few pickleball courts?
So excited to have it cleaned up and changed into something beautiful and useful.
Excited to see change and something more environmentally friendly.
Unfortunately like many other businesses in Northern Wisconsin, this happened. I feel that there is not a lot to do for our youth in town. I

<b>Answers</b>
would love to see some sort of large sports complex to have indoor activities. You look at the place in Ashland, there are schools lining up to use the facilities from hours away. With that traffic more tourism dollars would be pumped in to our local businesses. Something with an indoor track, ball field, basketball courts. Maybe some coffee shops or a micro brew. Maybe some historical center that show cases our heritage of Price County.
Something both for the community and for tourists would be nice to see. We are a tourist town and need to draw people in. It would also be nice to promote health and fitness. Something similar to the MAC in Manitowish Waters looking over DuRoy. The MAC has a very nice fitness center with plenty of space and saunas in the locker rooms. We already have the school pool so we don't need that. But the gym in town is very undersized. If there are 5 people in there it is cramped. I've heard from multiple people that they don't go because there is no room or they leave early because a group of people show up. For the sauna, there are none that I know of in the area and the health benefits are amazing. For the tourists and locals a brewery or distillery would be cool. A bike and walking trail would be great to see. It's a long stretch but it would be cool if we could connect it to the trails in Manitowish or at least get a solid 50 miles or so. I sometimes drive to Manitowish just to bike their paved trails. I do ride the country roads around here too but they can be in poor condition and makes riding long distances tough.
I am very excited to hear this. I am ready to not see that building on my way into town everyday. I am excited to see a new and improved lot of land that will benefit our community.
Excited about the possibilities
Excited for the possibilities and positive change it could bring to our community.
I own Lake 11 Brewing in Medford and a couple residents of Phillips asked me about helping with a taproom or ideas for this space. I would be happy to talk more about ideas or helping out with this project.
Good.
Whose going to profit
Green space, water views, attractive setting
We are missing the view of the lake, but we are also missing long-term jobs.
I'm happy to see the cleanup being completed.
An opportunity to kick off a sustainable community upgrade. For the good of the citizens of not only Phillips but all of Price County



☒ ☒ Your response to movement at Lionite!!  
☒ ☐

Answer	Count
YES!!!	59
It is about time!!!!	55
What a relief!!	30
Other	6



## What would you LIKE to see on the LIONITE property!!!

Answers
Mixed housing like apartments or condos with open gathering area and a walking /bike trail.
Public green space, enhance outdoor activity access, or a pedestrian-only area of shops, restaurants, and/or gathering spaces. Utilize the area as a place for all to enjoy and benefit.
Clean up
Continued walking trails along with mixed use (business/residential).
A fun resort like hotel with a small water park inside for guests on those rainy days!
something that would either employ or generate income...like a super one market or something
Multi unit housing suitable to fill gap needed for workers at local businesses. Create an environment suitable for families as well as singles. Locate start of a bike path to Prentice. Finish cleaning up site of contaminants, if necessary.
Expansion of the existing disc golf course. More trees.
Bike path Upscale hotel - Hampton Inn Multi-family housing Bike path to Prentice via Fred Smith, D. on to Marshfield Wedding Venue Recreation Center with rubberized walking track City Hall overseeing Wedding Venue, recreation center Food Truck area Brewery called "THE MILL" upscale motel - familiar Bike path
At the least some sort of lakeshore park with boat docking ability for both residents and non-residents.
An RV Park may be OK, but they tend to turn into eyesores.
A new resort/motel would be nice. I realize it is floodplain, but there are ways around that according to my conversations with the DNR and other state agencies.
I would like to see a mixed use with an anchor hotel resort type of a property to help drive the hospitality industry. We have an incredible opportunity to bring our community out of the "dark ages."
I think another boat landing would be a great addition(either that or fix the boat landing on Duroy). Something to present recreation and

<b>Answers</b>
open up the beautiful view to the water.
Multi family housing units to support local industries' shortage for workers. Upscale motel for visitors. Boat house/rentals.....kayaks, canoes. Start of a bike path running to Prentice or further.
1. Craft Beer Brewery & Brew Pub/Supper Club with landscaped trail down to the lakefront, including 8-10 lighted boat slips 2. 4-Plex Theater 3. Zip Line
More community and public space for weekly flea markets, events, relaxing, etc.
I would love to see some form of eco-friendly hotel with an apartment extension. Of course, you might be thinking that sounds like a lot to fit in that area, but in all reality that factory was HUGE!!! It would economically enable our businesses to get people to spend money on our town, since we don't export many goods other than tourism. The companies that are the big exporters, however, are looking to hire new workers, but don't have anywhere for them to live. That's why some affordable, smaller apartments would be very nice, especially on the water. I would also like to see that the trail running through Lionite Park could get extended down the rest of that riverbank, and potentially even further. If this were to be what ended up happening, I think it would be amazing to have a rooftop ""lounge"" of sorts that could have greenery and food, and just be open to the public to be able to enjoy a meal on the water.
A park, walking trails. Utilize the property's beauty. Developed with green space in mind.
Reopen boat launch Trampoline Park Indoor rec center with basketball or volleyball courts to utilize over winter Swimming area(s) Walking trail near waterfront I suppose parking (always a major problem)
A Phillips-Medisize manufacturing campus like they have in Eau Claire or New Richmond, WI. OR, a L& M Fleet Supply store!!! Something that would bring jobs to the area.
Community space including a boat launch, parking, and boat/trailer storage area. This would alleviate the issues at the boat landing during community events at the park.
Recreational activities (biking, hiking, pickleball/tennis courts.) Benches, quiet areas. Gathering area.
Green space with native plantings, walking path, recreational space plus areas for nature lovers and bird watchers.
Community recreational and entertainment type of redevelopment area that takes advantage of the lakefront property
Public event center or rec center, Community area for people to gather
Green space park with renewable energy considerations

<b>Answers</b>
Some industry utilize the railroad access
Possibly condos. Bike trail, recreational facilities, boat house.
New manufacturing company to bring jobs back to the community.
Green space for families. ""Quiet"" boat launch for non-motorized kayaks and canoes, etc. Picnic pavillions, pickleball courts, modern kids' playground, shoreline fishing.
Resort
Green space. Possibly a community garden. Kayak launch area and continuation of the walking path.
Lakeside version of a ski hill chalet. Bar/brewery adjacent, food, fireplace in the winter, family friendly large slider-windowed-wall (so it can be opened in the summer) view of the lake. Have events, giving travelers a happening instead of just a destination.
Hiking/walking/biking paths down around the lake. Places to have a meal and relax. Nature Less obstructed view of the lake.
A community center that provides space for various activities and classes (i.e. art classes, foreign language, martial arts, yoga, etc.) for both children AND adults.
Community garden. Dog park.
Public multi- use space developed.
A couple thing come to mind when I think about what could be put there. First, there is a housing crisis in Phillips and apartment building to house families would be a great idea. Also apartments that are vacant at the time or when someone moves can be rented out for tourist to stay, seasonal hunters etc. until the apartment has a renter again so it continues to make money as well. Kayak, bike, and other rentals would be great continuous money coming to the community and people won't always have to pack all their stuff or for those that don't have space to put those items like a garage if they were to purchase them they can also enjoy the activities and the beautiful scenery of the area. I'd love a walking/ bike trail down that way. I'm honestly hoping not to see too many building there blocking the scenery as that is one of the main reasons we chose to raise our kids here it's beautiful and we love the outdoors. However, if buildings need to be put down there I just hope they create jobs for the community.
A decent hotel - there isn't one in the county. When there are events where do people stay?
Some that benefits the community not those outside of it.
Pickleball courts. A beach, maybe. But with its history that might not work. A bike path. Benches.
Boat landing, walking and biking trail. Kayaking, paddle board etc, rentals, beach.

<b>Answers</b>
Boat landing, walking and biking trails, beach, kayak and paddle board rentals.
-Open water access -PublicField house to access multiple sporting type events...year round
Above
Fitness center similar to The MAC Brewery or distillery Longer distance biking/walking trails
Brewery, trendy and upscale building with outdoor seating
Fishing piers added.
Not sure
Parking, play ground, boat landing.
Library along with cafe/coffee shop / area to watch your children / grandchildren play while you enjoy the wildlife and water view. trail systems and water sports available with plenty of green parking
Family-friendly bike/walking paths and local shops that take advantage of the potential beauty that is the chain of lakes. Boardwalks and docks available to take advantage of this area. There is real potential to clean up this eyesore and make it focal point of the city.
Condos. Recreation center. Building with indoor seating, outdoor seating in summer. Also used for yoga, Strong Bodies classes.
This area could become a park with walking paths, marina, boat club with a seasonal ice cream and sandwich shop. Part of this area could be used to build condominiums.
Rec Center, including Fitness & Wellness Center
This area could become a park with a marina, walking paths, kayak, sailboat rentals and condominiums.
Phillips is a diamond in the ruff. I would not to lose the fabulous small town atmosphere that brought me here. Any developments should reflect that. Perhaps a boat snowmobile and atv facility with a combined casual restaurant.
I think an activity such as minigolf, bumper cars, or an arcade type thing would be perfect for this property. The location right next to the park would bring in a lot of families.
Housing to the south portion. Group of condos/townhouses with lake access. Not many, maybe 20 units or so. Make it a "condo association" that prevents short term rentals (Air BNB) Restaurant /city center in the middle. green space/park to the north. Move the parking lot from Elk Lake Park to the Lionite property to expand the park we've already invested in and is so great.

Answers
continue the trail from Elk Lake Park to the Lionite property. City community center YMCA
Some green space, a picnic area, walking trail, community center, day care both child and adult. Anything that doesn't spoil the view of the lake. The lake is such an asset and to have that view open again is exciting to think about.
Green space, walking trail, picnic area, community center, day care both child and adult. A multi-generational use area. Buildings that make a light footprint and that do not interfere with the view of the lake. Maybe some signage similar to what is at the concrete park explaining the historical nature of the property as it relates to Phillips.
hiking trails, boat launch and parking for boaters. Affordable housing.
Extend trails, more parks and perhaps a library/bistro area for people to read while overlooking the lake, gardens, etc.
Some housing (not too tall) Access to water
A taphouse, wine tasting & coffee house on the boardwalk. Also a kayak, canoe & bike rental, repair place. The boardwalk would connect to other hiking, biking trails throughout the city.
Classy townhouses (not too tall), walking path/water access with chairs & benches, low level event center with large windows,
Community, public access to lake and ground activities, biking & walking trails along the lake
I think an entertainment area would work for this area. Have it as rentable spaces for restaurants, taproom/brewery, gift shops, outdoor sports retail.... The restaurants and taprooms facing the water and the retail to the Main Street side of the property. If housing is an issue put some apartments on the top floor. Some of the spaces can be rented out by local artists and having a performance space for winter performances and community theater. If there is room, you could incorporate a community garden area.
An indoor kids park for rainy and cold days. It's difficult to find things to do with young kids, especially in winter. Additional recreation areas with information about the history and culture of the area.
Indoor kids park. Outdoor recreation area
Boat docks and a large pier for fishing off of. A pavilion with bathrooms and places to sit and enjoy the lake view. A business that would rent out fishing boats, pontoons, ski boats, kayacks, canoes. also someone that could fix boats and motes. A place to store boats for winter. More boat and trailer parking.
A boat landing. We need affordable housing, but not sure it could be affordable and waterfront. Maybe some small industrial company, but that takes away from the waterfront as well.

Answers
Water view, native plants along the lake shore, invasive species control, playing fields, paved bike/walk trail
Walking/biking trail, brewery, rec center including pickle ball courts
Pickleball Courts (indoor?)
Something unique that draws people to visit or live- unique hotel (tranquil spa with sauna/steam/massages/salt room or mini indoor water park or indoor/outdoor hot tub / pool that can be run year round). Affordable town homes that would allow pets. Small café or specialty coffee shop / ice cream shop / candy store / restaurant - open 7 days a week.
A place for kids/teens to hang out that is SAFE, with some adult supervision. As a teen growing up in Phillips, we routinely would drive all the way to Medford to the bowling place, because there was a game room and pool room, and kids under 18 were allowed. It kept us out of trouble, and gave us something to do. (And also spend some \$\$\$.)
Beautiful Garden space and paved walkways, seating, gazebo areas with a view. More boat launches.
Building properties for businesses that could provide services for people who choose to engage by utilizing the property and trails created to enjoy the space. Businesses could include but not limited to a brewery or taphouse, a coffee shop w/library or workspace. Trails that would incorporate the existing trail system and go around the town to connect other parts of the town like the high school, ball fields and the Elk Lake Park trail system.
Ideally, another business to offer employment opportunities in the community. If not business, then multiunit long term residential offerings (ie: condos or long-term yearly rentals), but not short-term rentals. When tourists can find a place to stay but new employees can not, it is an issue.
- the Lionite space should be transformed into a space that makes Phillips a destination (not just a town to get through on the way up north). Some ideas:  - beautification of shoreline (and good stewardship of green spaces) - a cultural and financial hub—an enterprise that will bring in significant year round revenue (i.e., craft brewery with healthy [clean label] dining. The cultural component honors the history of Phillips—perhaps keeping and incorporating the grain tower as part of the new construction - retail space with Wisconsin/Up North/ Northwoods items (perhaps a Starbucks or other local coffee house attached) - good branding and PR to accompany the development! Examples of naming: "The Mill at Phillips" Examples of town slogans: "Phillips. Breathe Easy." "Phillips. A Breath of Fresh Air."



## What would you NOT LIKE to see on the LIONITE property!!!

Answers
Heavy industry or residential-only development. Left as-is
No toxic, polluting businesses No vacation rentals (example, AirBnB, VRBO)
Another factory
What you have planned
Another industrial site
Low-income housing.
The property is very visible, and this would not be very appealing to those transiting or living in our community.
Just look at Elk Lake (formerly Lionite) Park. It is not well kept and has been an eyesore at times.
Another manufacturing business that is ugly! We need something that will bring tourists and recreational seekers!
HOUSING!!! We want open areas, not eye sores.
Industrial complex.....waste of a beautiful waterfront
Private property or development
Another factory, heavily Private property, or already available public amenities. That lot is practically in the center of town, and having a factory there was such an eyesore, and there are so many better things that could be there that could actually engage the community. However, we are a small town, and to me it would seem counterintuitive to create another thing that already exists (library, pool).
Too much massing of condos, development.
Housing (even though this community needs housing), but not at the waterfront! Would love all waterfronts to remain useable, public green space!
A recycling center or the heap of scrap that is there now.
Not anything industrial! Preferably no housing unless it fits the site without distracting from it.
Apartment building, strip mall.
Industrial development
Condos, Private housing,
Residential or commercial lots

<b>Answers</b>
The crap left there now
Vacant land not used for businesses or a recreation draw for visitors.
Dog park. Condos. Skateboard park.
Gas station or bank
A leveled empty space.
Anything that isn't inviting to single travelers. Some venues, whether or not they mean to, are to "locals only". Others, are so family friendly, young childless couples feel so strange not having kids, they never return.
Gravel parking lots Industrial businesses Clutter
Anything that does not enrich the community or provides enrichment to only a few.
Homes or rental properties.
Please don't block the scenery!
Something that only benefits those who come to Phillip's briefly and not something that helps jobs, or housing
Any signs that it was a factory. No smokestack.
Industrial building. Anything that is not environmentally friendly.
Industrial buildings.
Housing that keeps the lake closed off as it is now.
I wouldn't like more boutiques and shops that overcharge. No new library.
Apartments
Condos
no rise building/ apartment as you would be defeating the view from main street / hwy 13.
Chain restaurants with no local appeal or commitment to our community
Another factory, parking lot
Factory or parking lot
Phillips will never be able to compete with Hayward or Eagle River so don't even try. Definitely no chain type facilities. That simply would

<b>Answers</b>
not be compatible with the rest of the town.
LIONITE. I think keeping it green would be wonderful.
The LIONITE buildings!!!!
a Boat house if its only a boat house. Call it a community rec center, and it has a spot to store boats and I support it.
A bunch of AirBNB's without ""permanent"" residents.
Low rent housing
Heavy industry
Heavy Industry
casino or commercial retail
Tall buildings
The buildings to continue to deteriorate or have manufacturing start up again that truly defaces the beautiful lakeshore the property has.
Big buildings that block the water
Ugly buildings blocking views of lake frontage. Private access only would be so sad. No Factories, factories belong in industrial sites!
vacant land
Nothing industrial. Local businesses only. Preferably no national franchises or chain stores.
Private homes
Manufacturing, invasive plants
Condos, lake shore housing
Left to rot!
A factory, gas station, bar, or something that won't be able to sustain business and will be vacant again.
More housing developments.
Vacant buildings/eye sores/trash.
A skate park, hockey/ice rink or a bump park. There already is a hockey/ice rink in Price county! There is also a small skate park/bump park for biking. I feel there are much better ways to utilize this space. I also do not feel that ""affordable"" housing would be a great way

<b>Answers</b>
to utilize such a great piece of property.
Plain green-space. It would be beautiful, but it doesn't solve any of the issues facing our community. Definitely not a productive use of the space.
And again, not short-term rentals.
<ul style="list-style-type: none"> <li>- One more greasy bar and grill/tavern. Fried food is all we have. Let's evolve into healthy culinary choices!</li> <li>- One more financial institution. How many banks does a town need??</li> <li>- A gas station, attorney office, or other business that does not draw visitors to Phillips as a "destination location"</li> </ul>

**Upload images you would like to see on the FUTURE Lionite site!!!**



WPA  
Main Entrance  
Santaquin Recreation Center  
Santaquin







Lionite is ONE of MANY redevelopment areas. The Community Change Grant application is going to address Lionite and these other sites to create a sustainable community and increase Phillips future resiliency. Let's begin...

Answer choices	Count	Percentage
Duoy boat landing. Beaches.	1	25
Okay!	1	25
Keep your focus on the Lionite property to start with to avoid scope creep.	1	25
Will there be other board members appointed/voted in to aid in determining how the grant money will be distributed/spent. Will there be subcommittees formed to accomplish this?	1	25

**The objectives for the Community Change Grant are:**

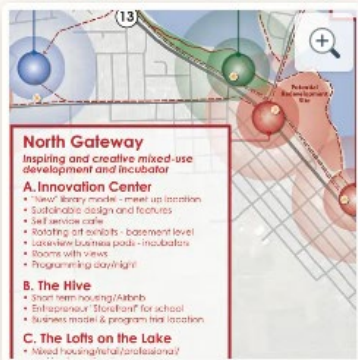
**Index Page:**



- INFORMATIONAL Section - describing the grant
- STRATEGY of redevelopment and visioning
- REDEVELOPMENT process
- AREA of redevelopment interest
- ELEMENTS to add in different areas Public / Private entities.
- WHAT you WANT to CHANGE/enhance or NOT CHANGE/preserve
- CALENDAR of engagement dates
- DEMOGRAPHICS to enter my age, gender, zip (Please enter ONLY ONCE) skip if returning
- CONTACT information for people wanting to lend a hand/invest/work for projects
- SUPPORT and PARTNERSHIPS organizations that would like to partner

## AREA of redevelopment interest

These are project AREAS that are being looked at. As we develop the areas we will provide more detail. You will be able to CLICK on the AREA and we will dive deeper into the details. (A feature we will use soon!) Please add your perspective and recommendations!!! Diverse perspectives and thoughtful input welcome!!!



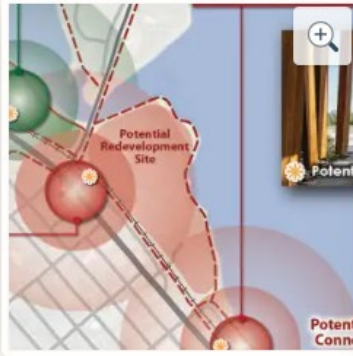
North Gateway



South Gateway



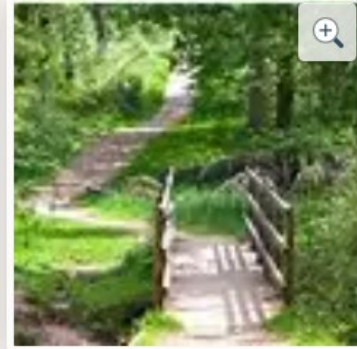
West Gateway



Lakefront Gateway



Asphalt trails



Dirt trails



Overview

Add comments here referencing location: i.e. North Gateway - pop ups, foodie venues

Answers
At this time, I think the focus of the grant should be on creating trails and green spaces. Don't believe that additional retail space is necessary as we already have empty store Front downtown and good offerings of businesses in our community. Having a trail system, other paved or and gravel, allows more people to enjoy the outdoors. It will also help develop more groups of people who are active Outdoorsman and think of Phillips as a place to be.
All Main Street should be retail and hospitality, no title companies or lawyers to revitalize main town
Dirt & Asphalt trails, Innovation Center / Lakefront Gateway
A combination of the rise in youth sports programs and senior/retired activities along with combining the schools to one building, our community is dire need of another gym/indoor recreational space. Whether this means something like a field house or a smaller version, enough for 2 full courts and bathrooms would be the simplest solution. However, this could be expanded to include additional class rooms to be rented out for use. Additionally an indoor playground for small children in the winter months would be extremely popular. Another vital need in the community is a child care center, especially for pre-school kids. There is currently no public daycare facility, it is only in-home care and they are limited to the number of kids they can take and hours. The Lionite site is a great piece of property to be on the lake, I also feel this would make a great space for a campground with showers, basketball/volleyball court, there is probably enough room to even have a baseball field, including walking & biking trails. This would bring a ton of money into the city with its easy access to down town.
The downtown development areas should remain taxable. We should not be dictating what happens on private property outside of the right-of-way. The existing city parking lot is often barely used and if it is, it is by neighboring rental properties or business owners. Develop areas that have already been identified in the city recreation plan. Such as the Bostrom Park boat landing on Duroy.
It would be great to have paved, marked parking at Elk Lake Park and paved, marked parking on the Lionite side of H for vehicles with boat trailers. A longer non motorized trail system would be great. I don't think more downtown parking is necessary at this point. The only times I have trouble finding parking are over a busy holiday weekend. We also have a nice library with good parking already, I don't think it's necessary to build something new.
It is a nice tap house where people can have a snack, a cold local brewery beer, and a beer garden where you can play bags, horseshoes, outdoor seating, card games, just any outdoors games. you can have live music on the weekends. nothing too crazy for music. easy listening. A place where you can have a business meeting or any other meetings.
Navigation under the County H bridge is difficult due to low clearance making it difficult to access Duroy by water to enjoy any new development.
Dog park and walking trails Move Hilgys out of city proper to the outskirts on the south side of town.
South Gateway

<b>Answers</b>
<p>Brewery  Sidewalk to Bostrom  Path on with lakefront views  Farmers' market  Building with multiple seasonal shops  Food Trucks</p>
<p>Two areas I feel is being neglected by both the current property owners and this organization are 1) The south entrance to the City of Phillips on State Highway 13 (STH 13); and 2) The area currently occupied by the former Eastmart convenience store and the Belan building.</p> <p>1) The former Sears store and Warga's, even with the residing of the latter, are eyesores and could very well be developed into something that is more welcoming to those coming to the area.</p> <p>I realize Warga's is a going concern, but it could be relocated into a less visible location, perhaps in the former Ford dealership.</p> <p>2) As for Eastmart/Belan both could be razed, and a parking area created to allow for more people to shop downtown. Something similar to the retaining wall near Krist Oil could create a mirrored look for the downtown.</p> <p>Also, for this area a three-lane entrance from County Road H onto STH 13 with dedicated lanes for south and north access onto STH 13.</p> <p>In addition, this may be unacceptable to some, but the former Freight House building should also be razed to allow for additional parking and a less restrictive and safer view north for traffic. Increased motorhome traffic from the existing campground on County Road H and a possible one at the former Lionite property would definitely benefit from this.</p>
trees and trails, water access
Residential condos, bike trail, lakefront facilities.
Thursday night music in the park has been a popular event. Suggest growing that to including weekend long series.
Would like to see a renovation of the soccer field. An addition of a "pavilion" or roofed outdoor open air or semi enclosed for a farmers market of flea market might be nice
I love the library/cafe idea, honestly I really love all the ideas except for the Air bnb. As I explained with Lionite we need housing for people who already live and work here. That needs to come before tourists as their are other air bnbs and motels already in the area.
In the North Gateway I would like to see the Express Mart Building removed and made into a green space with tables where down town workers and visitors could have lunch. Make the Belan building part of the Chamber of Commerce with a brief history of the "Mill" area

<b>Answers</b>
along with historical pictures and a place to buy food.
First and foremost, the lake front property is what need to be addressed. That is the biggest deterrent to the area at present. I understand the need for improvement on the north and south gateway's the Lake property needs the most attention NOW
Tearing down gas station and improving the back and facade of many of the buildings on the east side of Lake Avenue.
Focus should start with the Lionite/lakefront property first.
South gateway is a good location for boat house. If out on Hwy H, it will be difficult for kids to access. New bigger northwoods style building with lots of windows to replace Gowey and to house the Chamber, a bakery, and coffee house.
In reviewing these proposals, I see may of them to be idealist, vs realistic. They may increase the beautification of the downtown community, but that has little to do with increasing the resiliency of our city.
For example, having the pop-outs on Hwy 13. Many of the bars & restaurants I've spoken with have not interest in them, as they already do not have enough manpower to staff the inside crowds. Similarly, as a patron of these establishments, sitting out on the street right next to the heavy (not to mention noisy and smelly) traffic is of no appeal.
As a business owner, I need more parking in proximity to downtown (handicap accessible preferred), not more space to sell my products. And NOT reverse diagonal parking!!! Our community is aging and they already have difficulty with the current parking (being able to just pull into a spot). Making it harder on them isn't helpful.
<p>- as you enter from the north you should see beautiful and seasonal welcome signage; complete with Northwoods landscaping and trees, flowers, plants!</p> <p>- the second sight should be a significant destination enterprise (like an interactive community center with info, rentals, healthy snack foods, cultural displays, restrooms, seating, with windows windows windows overlooking an inviting and beautifully landscaped shoreline</p>

Upload your drawings/buildings/maps/styles you think would work best in these AREAS...what would improve our spaces...what would be of best and highest use for the specific area. i.e. South Gateway = Tourism/Chamber /Bostrom park access

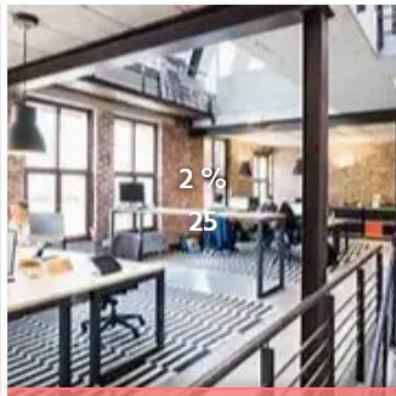




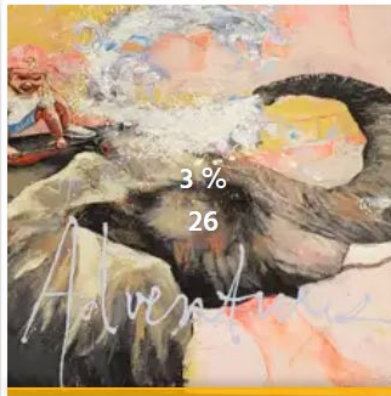
## ELEMENTS to add in different areas

These are the examples of elements of the projects we are proposing. **CLICK on all the elements you like!** You may add photos of elements that you like at the end so we may add to our projects.

Click on ALL that you like. Public Elements...



Business pods/centers



Art Displays



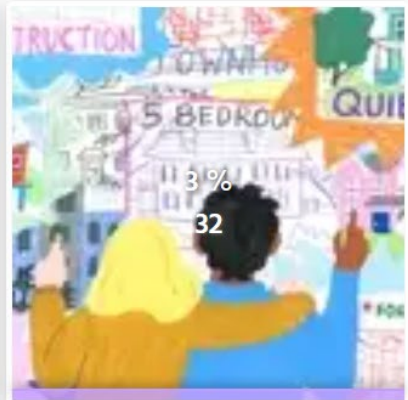
Community Boat Storage



Cafes



Boat/Rec Center



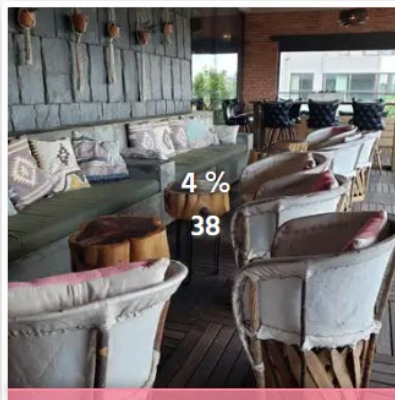
Affordable Housing



Healthy Food Options



Climbing/Bouldering Gym



Community Spaces



Dirt Trails



Northern Style Architecture

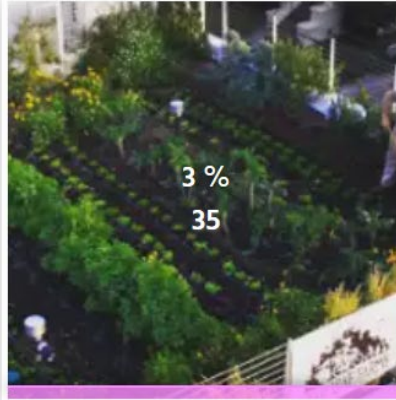


Fitness/Rec Center

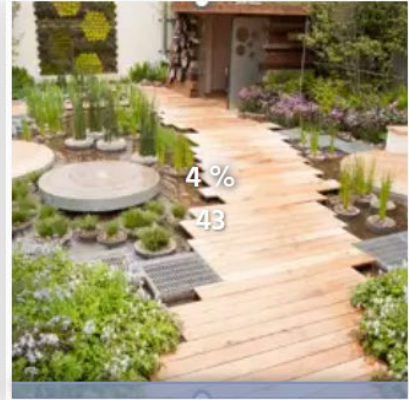




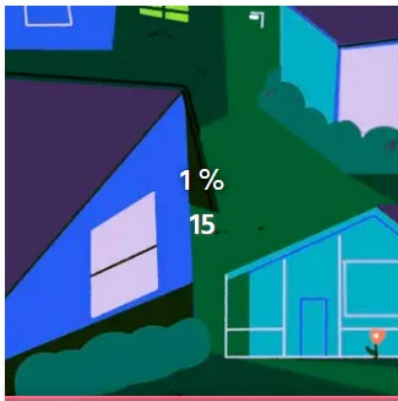
Child Care



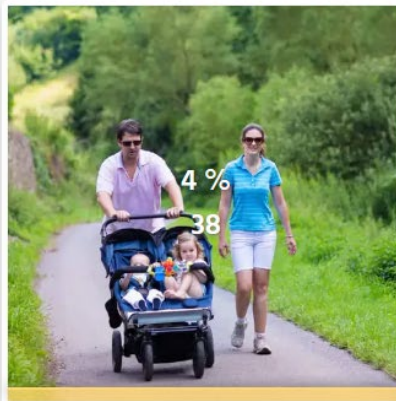
Gardens



Green Landscaping



Diverse Housing Options



Stroller/Wheelchair Paths



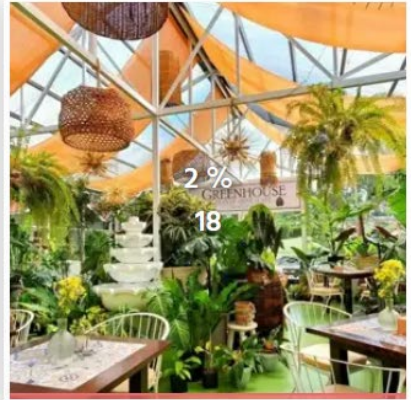
Bike Bump/Skate Park



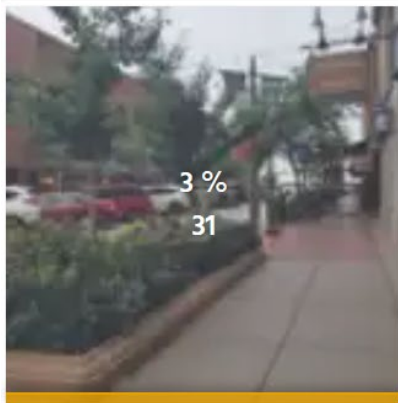
Creative Spaces



Children Engagement



Green indoor Sunrooms



Green Mainstreet Options



Bump Park

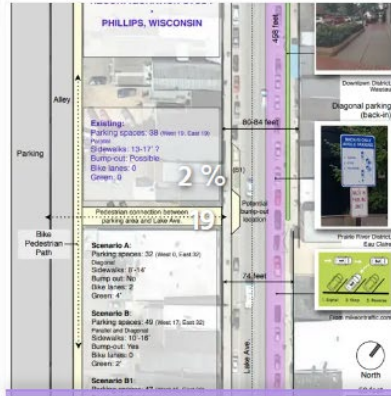


Bump out on Mainstreet

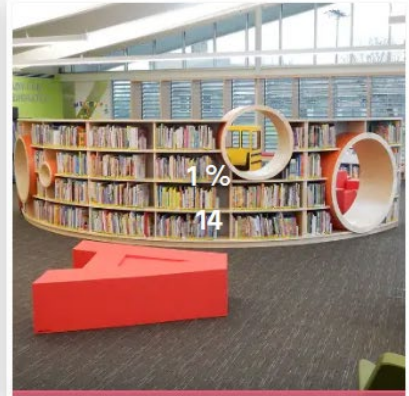




Skate/Hockey Rink



Complete Street/Parking



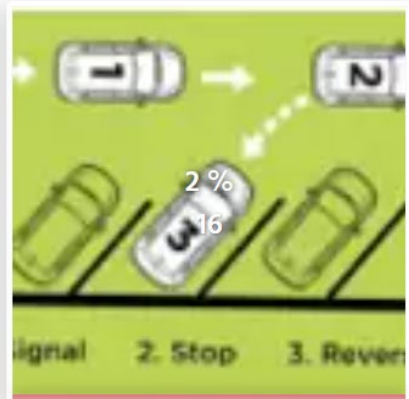
Child Care/Library combo



Meeting Rooms



Asphalt Trails



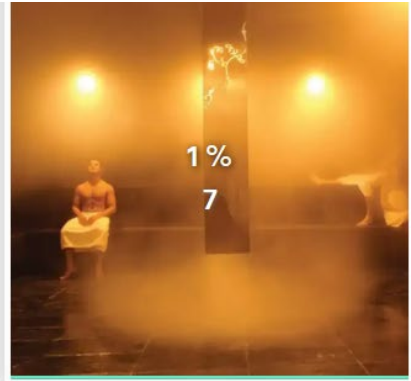
Parking lots /Styles



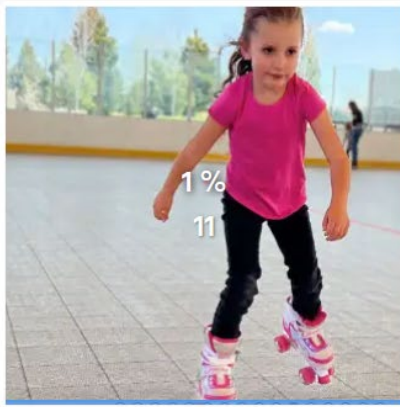
Dining-Sophisticated Options



Library enhancements



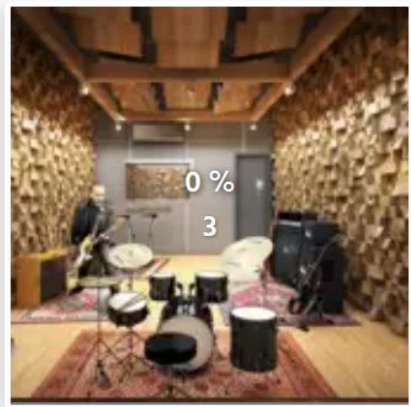
Steamroom



Roller Rink



Outdoor Engagement Areas



Sound/Screening Rooms



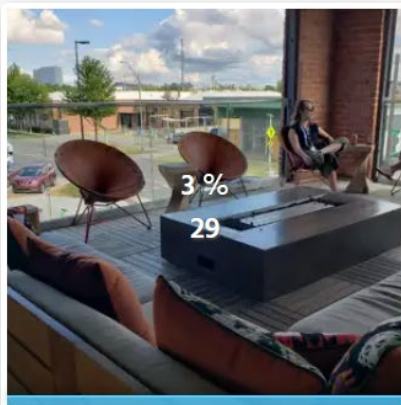
Design Labs



Hockey Rink



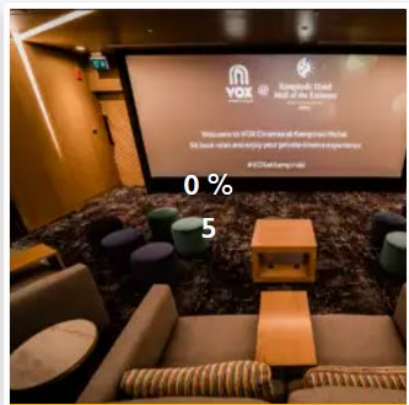
Kitchen class space



Indoor/Outdoor space



Sauna

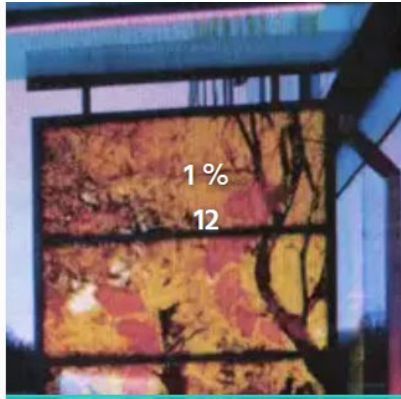


Screening/Sound Rooms





Pickleball Courts



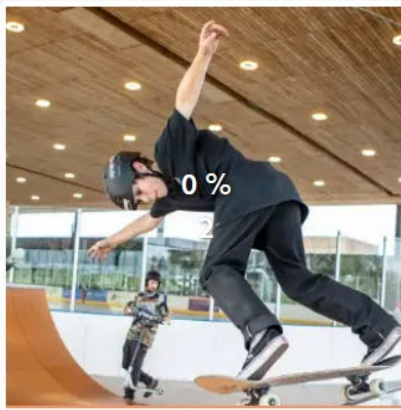
Solar panels / Art



Bike Bump Park



Curling Rink



Skateboard Scooter



Outdoor Rec



Roofline/2nd floor Rec



Wood Ceiling Rec

## Comments welcome on PUBLIC/COMMUNITY elements you would like to see

Answers
I would prefer to see the money put towards activities or build things that Foster indoor activities on cold days. We don't need more cafes restaurants or retail spaces. That's taking away from other people's businesses at this time. We need something that is unique and different to both our communities and surrounding communities so that people are willing to travel to visit them.
Food, retail, book stores, dance studio etc
Was only able to make one selection above. Would like to see a coffee shop that serves healthy options and has work / study / conversation spaces. Would also love an open farmers market building for spring / summer so locals and small farmers could sell their product. Dirt or paved trails for bikers / walkers. More greenery / plants along the main street & comfortable seating areas.
(the above options does not allow me to choose more than one option) Indoor/Outdoor rec, meeting rooms, indoor ice rink, trails, child care, fitness/rec center, healthy food options, store fronts, indoor farmers market
Would like to see a better outdoor hockey rink that would also offer open skating opportunities.
More outdoor dining opportunities and meeting places would be wonderful. Childcare is a huge need.
I think your nutz
I believe that affordable housing funded by ""tax paying dollars"" does not belong on or near waterways, there are plenty of options elsewhere.
INDOOR Pickleball courts with reservation/1 hr time limit capability. Our winters are long and the courts by the school are always full! There is an entire population of
More bike trails/CC trails could bring/keep people in our area. We travel to take advantage of other areas' trails, and then have dinner and make a day of it. Once people come for them, they need nice places to eat and stay. Hockey and curling people travel for events and would bring people to the area, especially in winter months when a lack of snow hurts our local economy.
INDOOR Pickleball Courts with ability to reserve 1 hour time slots! We have long winters so indoor courts would be available year-round, and the courts by the school are always full so reservations would be helpful.
I would absolutely love to see more walking/bike trails in the area.
Some of these ideas were tried in the past and have failed. We currently have some of these businesses so are you going to compete with them or help them to expand/develop? If you expand with too many similar businesses, you will put all of them out of business. If you put in some of these community activity centers, are you competing with a local business? Part of todays society is all social media and how do you get those people to enjoy the outdoors again.
Dog park.



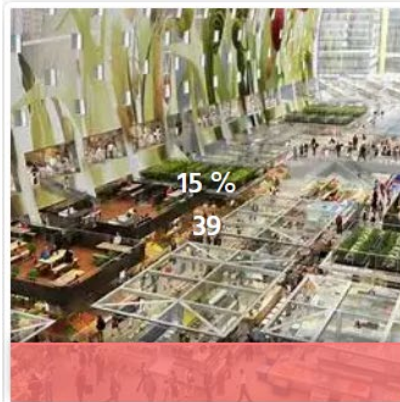
<b>Answers</b>
Asphalt bike and hiking trails alongside county road W from Downtown through the town of elk.
The whole Lionite building should be torn down. The space is in a flood plain. The area should be used for recreation purposes only.
Came to phillips in 1958 and there was 1600 souls. the latest population is about the same. WATCH the growth curve. Phillips is NOT a vacation hot spot like Hayward or Minoqua and trying to make it so will be a very long and hard haul.
Disc golf
Bike and skate area needs to be separate from every other pedestrian area so the elderly and disabled do not feel intimidated.
Community spaces for classes and activities for adults. A beautiful downtown that will attract tourists (think Minocqua).
All of the above would be great additions to our community. I think about how my kids always have to either bowl or go to the pool for their birthday parties because there's not a lot of others options. Unless you go out of town. The roller rink/ ice skating rink/ rock climbing I love all of those ideas. Especially for activities to do during rain/ winter days. Healthy food... yes! Daycare definitely is a crisis in price county as a whole so that would be great to have as an addition to the community especially since all of our home daycares are always full with the rare occasional openings. I love the idea of walking trails, gardens, art and feel it should all be put together as a botanical gardens situation that would be a gorgeous addition to Phillips and something my family, and tourists would enjoy. Another thing that currently we have to travel to attend.
20-30 Tract Home development from \$100,000 - \$200,000 homes
A community garden would be nice. It could potentially involve community volunteers, along with NTC, local middle and high school students. Boy and Girl Scouts could earn merit badges. We could also work with law enforcement and the Courts to bring in both adult and juvenile offenders sentenced to community service.
There was talk about improving blighted houses. If that becomes a reality, perhaps involving tech ed students from the high school to complete some of the work would be a win/win situation.
Pickle ball courts indoor/outdoor
So many of these ideas focus on recreation (which I love!) but that again do not directly improve our Phillips' long term resiliency as a self-sustaining community. It appeals to the tourists more than the residents. While it's nice for Phillips to be tourist destination, we need to support our residents, as we need more skilled workers and professionals. Without residents, we can't support the tourists.
And while I did select "Affordable Housing" it is because I believe we do need more long term housing in our area. It does not have to be affordable (I'm fine with some high-end condos), but available for long-term use instead of short-term.
- <input type="checkbox"/> Emulate places that are thriving (ie Door County, Paoli, WI)
- <input type="checkbox"/> Open up the entrance to Cty Rd H: a softer curve off of Lake St; improved view to lake, enhanced green space, leads gracefully to destination at former Lionite building (ex., craft brewery and shopping)

<b>Answers</b>
- <input type="checkbox"/> How to overcome low service providers? What needs to be improved first?
- Increased bandwidth/Wi-Fi
- More housing
- Monument business (cash cow)
- Improve recreation spaces or increase business
-
- <input type="checkbox"/> Start a Phillips Foodie page on IG & FB
- <input type="checkbox"/> Multi use facility named The Mill at Phillips (at old Lionite property)
- <input type="checkbox"/> Rename Senior Dining to something more inviting (ex., Six-Oh Bistro)
- <input type="checkbox"/> Open up intersection of Lake St and Cty H. A pleasing, gentle curve down and across RR tracks (with a better track pad too!)
- <input type="checkbox"/> Incentivize landlords (and homeowners?) to improve property with a \$5000 matching gift or loan.
- <input type="checkbox"/> Appoint a housing czar for Phillips to review and keep improvements on track (someone with a creative and can-do spirit!)
- <input type="checkbox"/> Clear away scrub trees along shore and improve shoreline
- <input type="checkbox"/> If possible, lay a new 4-lane road thru Phillips. Option B: a new 2-lane road
- <input type="checkbox"/> Identify, promote, and build a town centerpiece that is a significant revenue draw

**Upload your photos of PUBLIC/COMMUNITY elements you would like to see here!**



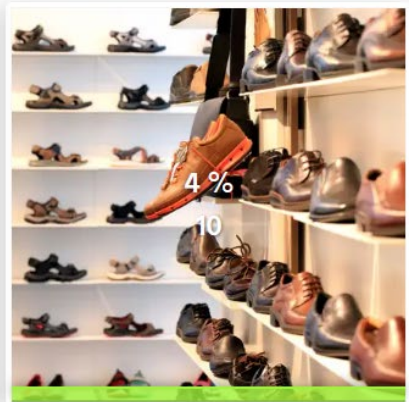
Click on all that you like. These are Private business ELEMENTS that support Public community ELEMENTS. Public Private Partnerships (P3) work together so they perform higher and work together synergistically.



Markets - Open Space



Bookstore New/Used



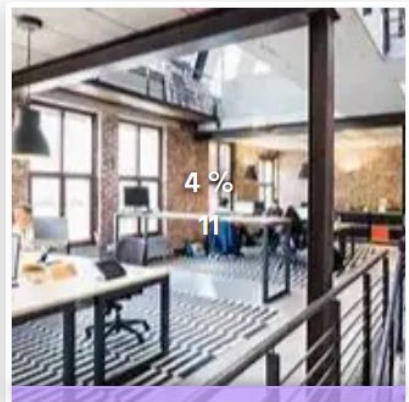
Shoe Store



Bakery



Coffee Shop



Business pods





Housing Affordable



Store Pop Ups



Housing diversity



Markets - Open Dinning

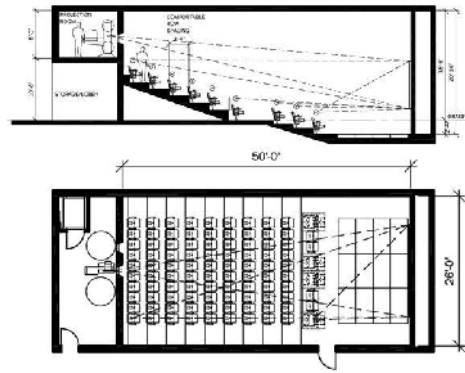
Click on all that you like. These are Private business ELEMENTS that support Public community ELEMENTS. Public Private Partnerships (P3) work together so they perform higher and work together synergistically.

Comments welcome on PRIVATE/BUSINESS elements you would like to see

<b>Answers</b>
Children's Museum would be nice to have to take kids to.
I think that affordable housing is an issue. Beyond that I feel like our community offers a nice array of businesses.
Open market space would be good for flea markets / farmers markets in the spring & summer & as I mentioned before locals and small farmers could sell their products. A coffee shop / bookstore combination would be another idea.
As far as open market, a better location for the farmers market would be ideal. Perhaps in the lakefront area.
In order for local businesses to thrive, more affordable housing needs to be made available for local people Who want to live here and work here full-time.
Brewery with outdoor seating
I think your nutz
I'm in agreement with cleaning up the Linonite land site but am concerned that the smaller up north feeling of the Northwoods will be lost if it becomes too commercialized like other northern communities such as Minocqua and Eagle River.
A micro-brewery/wine bar/coffee bar, conference center, interesting shops
I think Price County could support a winter market along the lakeshore with pop-up shops and cafes for the weeks in between Thanksgiving and Christmas.
Hate the look of food trucks. Have an area for the vendors to come to one area and have ample seating with rain protection. Don't want the local businesses to get hurt! Maybe offer a grant to some of the local businesses to upgrade their buildings.
Where are employment possibilities?
Breweries Multiple seasonal shops Food Trucks Farmers' Market
A place for an improved and expanded farmers market.
There is a severe housing shortage preventing people from moving to the community. We need affordable, attractive housing to attract young and middle aged professionals.
A supper club with a micro-brewery would be nice.
Zip Line - including child play area with youth Zip Line, 6-8 station adult Zip Line course
we need the private sector to invest also... the city can't afford it all.

<b>Answers</b>
I think there are a lot of questions in the community about who will own the Lionite property, what it would take to invest there, which properties/projects would get chosen etc.
I'd like to see the ability for existing business on Hwy 13 to apply for a grant to improve their business. Example... somewants to purchase the Wells Fargo bank and applies for a grant to improve the plumbing and electric inside the business to make it financially able to open a new business at reduced cost. Example 2... A business on Hwy 13 applies for a grant to do a face lift to the outside of the building- paint, new siding, brick facade etc.
Brewery/taproom, restaurants, live entertainment, creative spaces and some retail.
As a small business owner, I am familiar with many of the barriers for establishing a new business in the area. Having a niche store type (book store, shoe store) is for the most part unsustainable. We need to better support the businesses we do have before adding new business that would be in direct competition to them.







Diverse perspectives and thoughtful input welcome!!! Tell your friends and people connected with the area to engage in our projects. You may come back throughout the project process to continue to engage with the projects. We encourage multiple perspectives and ideas. Come back to put your thoughts on planning...designing.... building...and uses of the buildings

Rebuilding eyesore areas is great, but focus should also be placed on trying to fill spaces that are currently empty. If storefronts aren't full, why did there need to be more parking. It's not parking that begets business, it's better

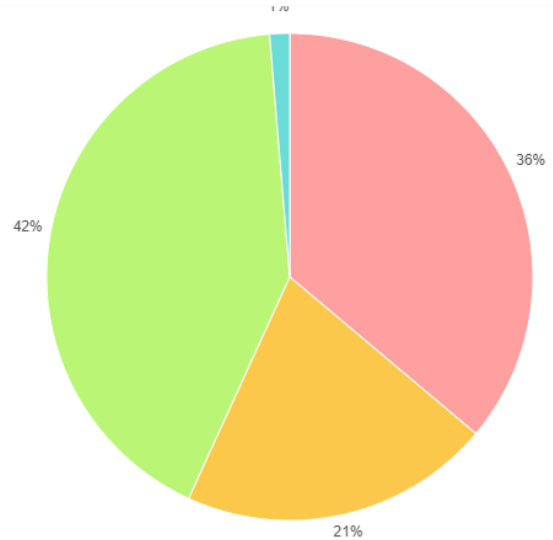
Covered boat slips w/docks along the lake that could be leased by Price County Residents only (along with docks for general public use as well). With out-of-town folks buying up our waterfront real estate at high prices, it's becoming more and more difficult

Board should have more than 3 members.

- [ ] Saying "A rising tide lifts all boats!" Apply to a healthier community will create healthier citizens by proximity. "A rising tide lifts all boats" is an aphorism associated with the idea that an improved economy will benefit all partic

What things do you love/like about Phillips!!

Answer	Count
<span style="color: red;">●</span> Small town	82
<span style="color: orange;">●</span> Historic Character	47
<span style="color: green;">●</span> Natural setting - lakes, forest	95
<span style="color: teal;">●</span> list all the things you love below	3



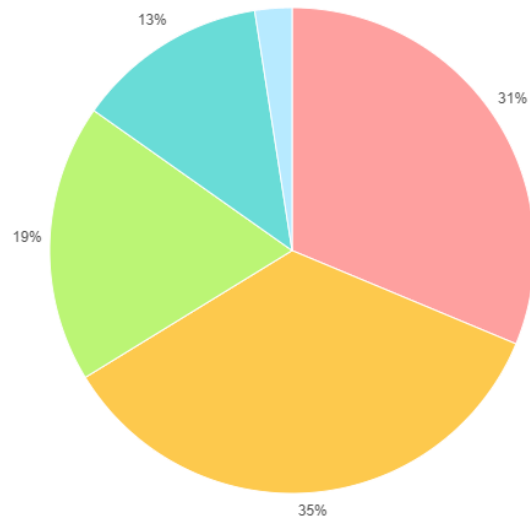
List all the things you would like to STAY the same

<b>Answers</b>
I think we have a lovely public library and it doesn't need to be moved. I also think the focus should be on developing more green spaces, but not replicating things that are already found in the city or in our current Park system. Elk Lake Park is already a fantastic resource for our community.
The natural setting
Keeping the natural elements like the scenery of the lakes from main street and the trees, plants, grass. Restoring as many buildings as possible to keep the historical architecture of Phillips - but modernize the interiors.
Leave downtown businesses alone. They should not be dictated by government.
Small town feel and freindly.
Green space
Everything
Natural setting
Small town ""up North"" atmosphere. The waterways are not overdeveloped as of yet, and not to commercialized.
Keep the relaxed, small town feel with lots of open space and no big box stores/few or no chains
Natural setting (with trails to explore)
downtown feel and businesses
The city park is awesome. Just need to keep it that way and make it even more useable by partnering with the Lionite site.
small town feel, historic character, natural settings - focus on the lake/water
All of it!
13- H Use the VIEW!!
Small town vibe, community connected. Keep our already established recreation areas, maybe enhance them a bit, but not overboard.
Old fashioned northwoods town character....Old store fronts.... It is a dying element on the Northwoods!
Minocqua and Hayward are getting too congested and modernized (there's a good and a bad way to modernize)
Please do not turn this area into another Minaqua or Eagle River area.
Outdoor activities, outdoor concerts, hometown feel.
friendly people
Heritage
<b>Answers</b>
Historic buildings downtown, public access to parks and water.
Character of a small town, scenery
It's quiet and quaint while it would be nice to create more of a destination I'd be careful to make sure it stays supported with locally owned businesses. Dollar stores...large chains and franchisees have little commitment to the long term community.
While change is neccessary it would be important to keep in mind that an influx in tourism brings traffic and congestion. A study to understand the cities capacity to grow with it (roads, utilities ect) would be important.
Only thing I can say is keep the green ,otherwise everything needs to change to bring in some population that will stay.
Make the park larger, more room for kids to play.
I love that we are a community who works together to take care of each other.
<ul style="list-style-type: none"> <li>- a strong sense of place</li> <li>- renewing Phillips should not come at the cost of the identity of the town, but should brighten and showcase the best parts of us!!</li> </ul>

**What things do you NOT like about Phillips?**



Answer	Count
Vacant businesses	76
Blight - dilapidated buildings, paint peeling, no siding	85
Lack of trails - dirt and asphalt	45
Walking in traffic	31
list all the things you do NOT like below	6



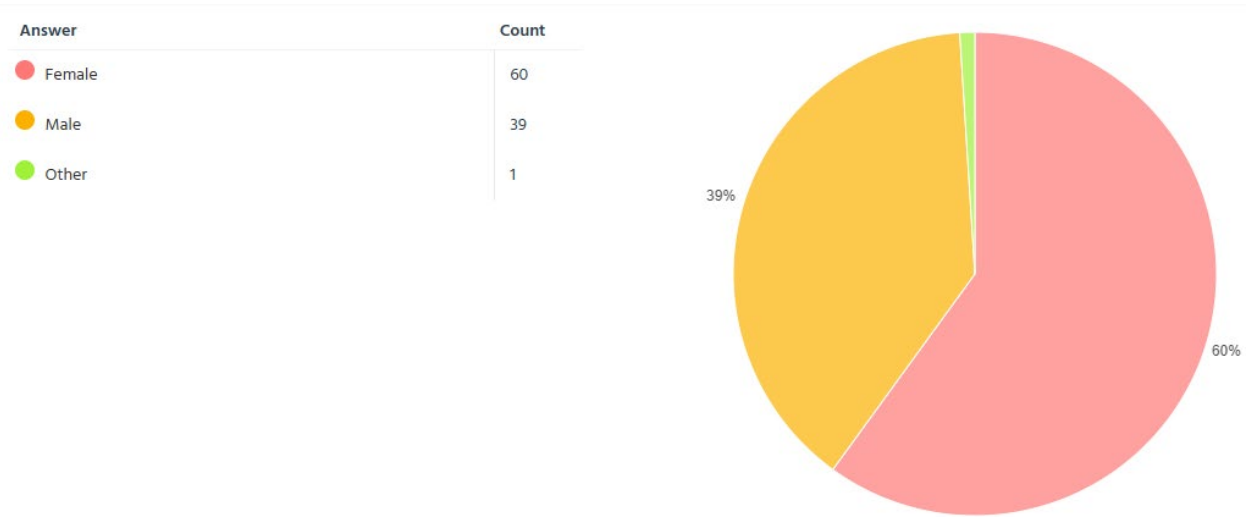
### List all the things you would like to CHANGE

Answers
I think we have to use caution and be realistic about creating businesses in which there won't be people to work them. We have a pretty good business base in our community and need to keep employees where they are to keep those businesses going. Adding businesses that require a number of employees, or that duplicate things such as coffee shops cafes and Retail space, is not necessary. The resources should be used elsewhere where there are gaps in our community, not to replicate or take away from existing things.
Get rid of the drugs in the schools
all the drugs
Finding purpose for abandoned buildings and renovating / modernizing the exterior and interior of existing buildings. Add more greening to main street with additional plants.
There is no convenience, you have to drive to every destination if you were running errands, there is no central space.
drinking water is bad take floride out and other bad chemicals water should be tested
Extend the walking trail to Bostrom Park and around airport road.
Better cell phone reception. Better area roads Additional shopping opportunities Lionite plant remediation More mid income modern housing, homes and rentals Improved snowmobile and UTV access and trail routing
Condem old buildings or sell them and make use of them. Vacant housing sell them or fix them up to rent or own. I I
lack of housing for younger adults that are nice apartments/condo like homes. Many of the apartment buildings are for low income and newer developments are suited for 65+ community.
Safer pedestrian crossings on Lake Ave.
Town looks old & run-down, too many empty businesses, current business fronts look to be in very rough shape, sidewalks are in crumbles. It is losing its small-town charm.
Lake Ave is way too congested. Moving traffic away from the Main drag to other businesses off Lake Ave in some way would be helpful (some one-way streets perhaps)?
More pedestrian friendly, trails, more diverse restaurants, wine bar!
I tried to purchase an older building but the amount of investment into it was twice the purchase price and then get punished with a high taxes on my improvements. No Thanks!!! Phillips needs to be cleaned up and renovated. Downtown is empty and Price county in general is lifeless. We want more quality businesses, higher end restaurant, tap house, and interesting public events(which is getting

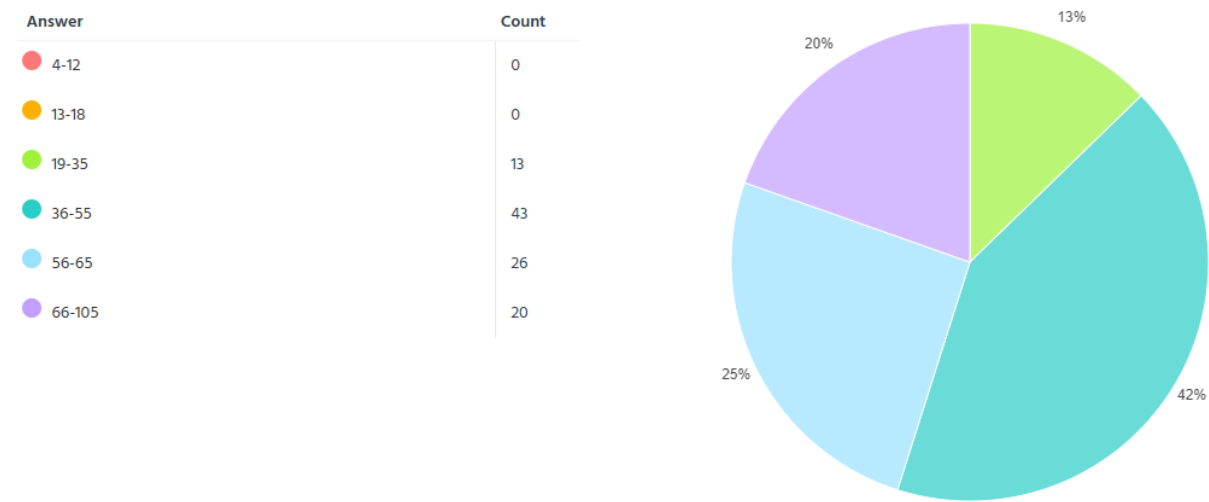
<b>Answers</b>
better).
Move Hilgys out of city proper to the outskirts south of town.
Poor pay that doesn't match places within one hour. Lack of quality housing.
Connecting highway 13 with the lake shore would be great. Any way you can make a bike or walking trail all along the lake would be great. Even better if it could connect to a nice gathering area at the Lionite site.
Do not want to see Hwy 13 used as an ATV trail
Too many ATV and UTV idiots on the roads not obeying rules
Bill Boards south of Phillips Trashy businesses - first impression Roads & sidewalks #1 Bad impression
Lack of safe parking downtown.
The town looks run down, brighten it up a bit.
Remove billboards from south of town! Poor road condition....ie Rt 13 and H in particular. Reflects on community in general and discourages bikers from using. Not to mention dangerous.
The good old boy gang that prohibit growth and new business
add coffee shops with character, more walking/hiking trails along water. another fishing pier.
one way traffic downtown with green space enhancements
Still feels too much like a workers basic errands area. Square store/gas station/bar/restaurant with parking in front. Auto centric, and boring.
There are not many things for people to do unless they are into outdoor sports (i.e. fishing and hunting). I would like to see more activities and classes for adults and teens. There are also a lot of rundown homes and buildings. The road going through downtown is an eyesore and needs to be re-paved. We need more housing that is affordable but NOT low income.
Vacant businesses and curb appeal to the downtown area can be improved. There is a gem with the chain of lakes...taking advantage of that should be the focal point. I love your idea and fully support this.
Need better way to cross Hwy 13, especially if re-vamping the lakefront. Multiple bump-outs thru downtown would slow traffic & create green space or outdoor dining options. Then have close public parking available with good signage to "catch" travelers.

<b>Answers</b>
I would like to see less police stops, I was here over opening fishing to visit, 4 times through town and 4 stops observed just myself in one afternoon. Really ????
People who live in bigger cities do not drive this slow so I am sure they are not purposely and excessively speeding and being crazy. Lets be kinder to tourists and people passing through.
There is a saying that I would love Price Co NOT to be associated with "Come on vacation , leave on probation". I am from here and come to visit family. Police follow a lot of people. Friend just told me she worked late at tax season , ( until 8pm) a police car followed her all the way home. Is this really necessary ?
Hoping health care gets better. Used to be much better. Now its very limited and have to drive quite far for specialists.
Would be nice if there were stores open later and longer on weekends for those who work all week.
Due to the cold climate indoor facilities are needed for public fun, activities and stimulation. Quaint places that draw people out and stay open.
To see another grocery store. a few more clothing stores with clothes for all age groups.
A yearround indoor area for kids to hang out. Maybe a skating rink, game room, or activity center.
*Revitalize and upgrade our theater complex. *It's would be a great pull if it was attractive and updated on the outside and inside, and updated digitally to get new release movies. *Add beautiful hanging petunia baskets in the summer to downtown light poles. The dark 'Phillips' banners are a waste of money and are ugly. *I'd like to have beautiful gardens and sitting spaces on the courthouse lawn/square. I'd like to add a decent hotel/year round water park with convention space. *I would add to the type of jobs to be more than service industry type; some kind of business industry niche, or technology related niche, something with future growth potential.
New, sustainable businesses that support the community's lifestyle and needs. More long-term housing so businesses can bring in new employees.
- build community pride by highlighting the best of Phillips! - make Phillips a destination versus a simple pass-thru town - build community confidence by identifying and enhancing the best features and benefits (i.e., safety, nature, easy/relaxed lifestyle)

What is your gender?

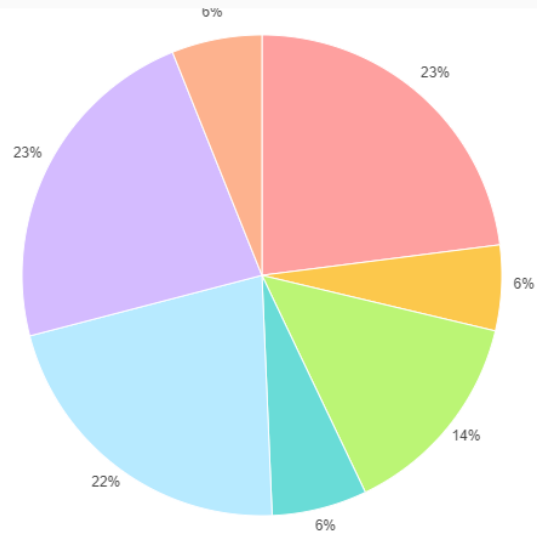


☒ ☒ What age group are you in?



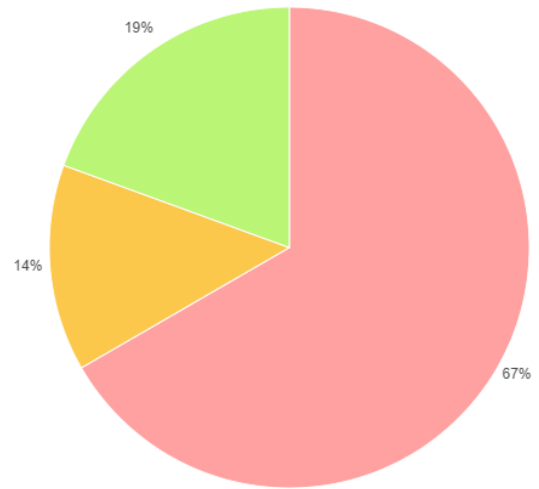
How do you engage with Phillips? 54555 zip code

Answer	Count
Live	68
Own second home/cabin	17
Work	42
Visit the area	19
Use the grocery store	64
Shop and use services	68
Own a business	18



What zip code do you live in

Answer	Count
54555	72
Price County zip code other than 54555	15
Other area outside of Price County, type zip here	21



Contact Name - business or individuals

18 contacts on the survey

Perhaps reach out to the Lions Club, Downtown businesses.

Good luck 🍀 The Philips area wilderness is sooo lovely, it would be great to see the town follow suit.



**CITY OF PHILLIPS  
PRICE COUNTY  
WISCONSIN**

**ORDINANCE # 2024-002**

**ORDINANCE TO ADOPT THE  
CITY OF PHILLIPS COMPREHENSIVE PLAN 2024-2034**

**WHEREAS**, Secs. 62.23(2) and (3), Wis. Stats., authorize the City of Phillips, Price County, Wisconsin to adopt or amend a comprehensive plan as defined in Section 66.1001(1)(a) and 66.1001(2), Wis. Stats.; and

**WHEREAS**, the Common Council of the City of Phillips adopted written procedures designed to foster public participation in every stage of the preparation of its comprehensive update as required under Sec. 66.1001(4)(a) of the Wisconsin Statutes; and

**WHEREAS**, the Planning Commission of the City of Phillips, by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the Common Council the adoption of the document entitled *City of Phillips Comprehensive Plan 2024-2034*, containing all of the elements specified in Sec. 66.1001(2) of the Wisconsin Statutes; and

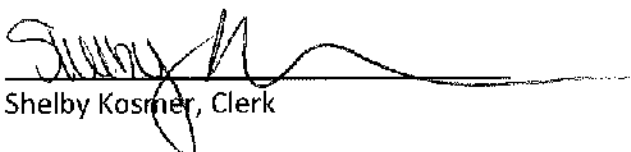
**WHEREAS**, the City has held at least one public hearing on this ordinance, in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes; and

**NOW THEREFORE**, the Common Council of the City of Phillips, Price County, Wisconsin, does by enactment of this ordinance, formally adopt the document entitled *City of Phillips Comprehensive Plan 2024-2034*, pursuant to Sec. 66.1001(4)(c) of the Wisconsin Statutes.

**NOW THEREFORE, FURTHERMORE**, this ordinance shall take effect upon passage by a majority vote of the members-elect of the Common Council of the City of Phillips as required by law.

Adopted this 9 day of July 2024.

APPROVED:   
Charles Peterson, Mayor

ATTESTED:   
Shelby Kosmer, Clerk