

Future Land Use Strategy

The following land use strategy is the result of the Town of Riverview making the necessary updates from its initial plan in 2001 to ensure that the comprehensive plan will effectively guide the town's future land use planning efforts. The land use classifications depicted on the Future Land Use Plan map reveal a strategy for type, location, and development for future growth and preservation in the Town of Riverview over the next 20 years.

- SINGLE FAMILY RESIDENTIAL**
 - Shoreland residential, lands adjacent to town water bodies, should be considered for infill development only to the extent of the water body's ability to accommodate additional shoreline growth. Refer to Oconto County's lake classification materials for more information to determine if infill development is suitable.
 - Second tier residential includes housing that develops around water bodies and areas within forested lands. The second tier housing is primarily single-family homes and includes seasonal homes and cottages. Future residential development should mesh with the character of existing adjacent developments. Adequate buffers would be preferred between the residential and non-residential uses.

- MIXED RESIDENTIAL**
 - Residential developments that could develop within existing open spaces or forested settings while maintaining the rural nature of these lands.
 - Single-family homes are preferred, while limited multi-family dwellings may be considered. The suggested locations for multi-family residential are areas adjacent to, or in proximity to, commercial areas. Buffers should be applied between residential and non-residential uses.
 - In the majority of cases, it is the town's intent to protect existing unique natural areas. If development is approved, however, it must complement the surrounding environment.

- COMMERCIAL / LIGHT INDUSTRIAL**
 - Neighborhood commercial development is targeted along STH 32 and at the intersection of STH 32 and Tar Dam Road, addressing the needs of the town residents and capitalizing on high traffic volumes, good visibility, and access on a major state highway.
 - Commercial businesses are the preferred use immediately adjacent to STH 32, while a mixture of commercial and light industrial is encouraged beyond the first level of commercial development. Commercial development adjacent to the highway is encouraged to consider rear parking along with the use of natural buffers between uses.
 - In addition to existing commercial uses (e.g., taverns, restaurants, etc.) scattered throughout the town, suggested developments along STH 32 include tourist and community businesses such as a grocery store, restaurant, recreation rental shop, etc.
 - Consider commercial and light industrial development standards including signage, landscaping, lighting, parking and access standards that fit a northwoods look.
 - Monitor the capacities of the infrastructure and community services that accommodate new developments and weigh the future costs to benefits. More intensive commercial or industrial businesses should be directed to adjacent communities that currently have adequate infrastructure and services.

- GOVERNMENTAL / INSTITUTIONAL**
 - The Riverview Community Building and the Crooked Lake Community Center are the governmental facilities illustrated on the Future Land Use Plan map.

- PARK AND RECREATION**
 - The Future Land Use Plan map shows the existing recreational trails and other recreational facilities within the town.
 - Consider a trail head in the area where the trail meets the planned commercial/light industrial area at Tar Dam Road.
 - Work with stakeholders to maintain the Mountain Fire Lookout Tower as a functional tourist attraction.
 - With the Nicolet State Trail being utilized by many motorized vehicles, and the trail's terrain being rough and soft in areas, the town may want to consider more trails that would be limited to non-motorized uses such as biking and hiking in order to enhance the recreational opportunities within the town.

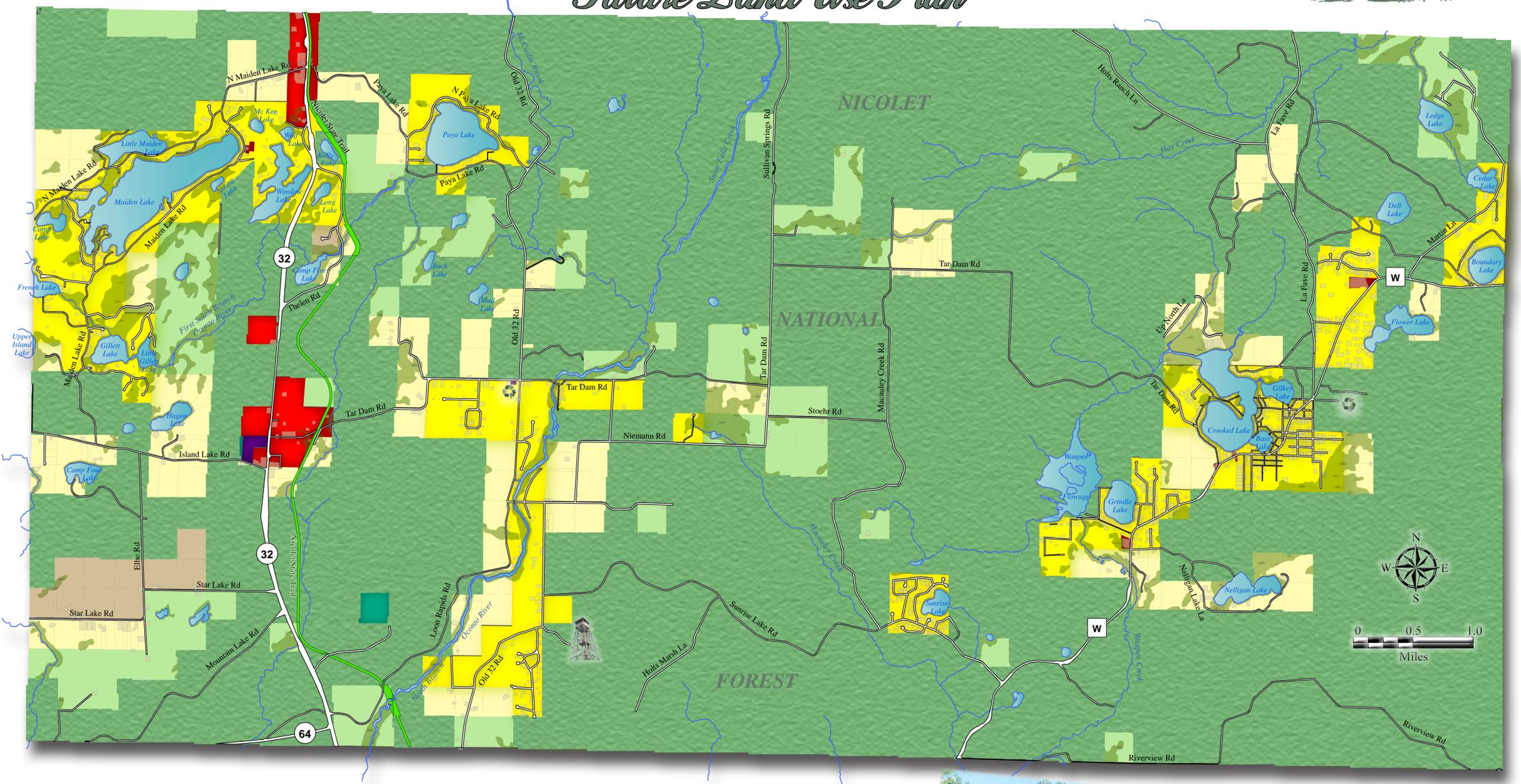
- OPEN SPACE / FOREST / AGRICULTURE**
 - These privately owned lands are envisioned to continue as open spaces and fallow fields, forestry, and productive agriculture. Low density residential uses are preferred should any future development be approved in these areas of the town. Future residential developments and infill are encouraged in the residential classifications, as depicted on the Future Land Use Plan map.

- UNIQUE NATURAL AREAS**
 - In the majority of cases, this overlay category is intended to protect the town's unique natural areas (e.g., wetlands, floodplains, and shoreland areas). Therefore, in the event that development is approved, it must complement the surrounding environment.

Base Map Features

State Highway	Existing Development
County Highway	Surface Water
Local Road	County Land
Forest Road	Nicolet National Forest

Town of Riverview Future Land Use Plan



0 0.5 1.0 Miles

Future Land Needs

The estimated amount of acreage needed every five (5) years through the year 2040 for potential future development within the Town of Riverview is illustrated in the following chart.

- Future residential development was projected utilizing 2013 WDOA Household Projections at an average of two (2) acres per development. Commercial and industrial projections were developed based on existing residential development ratios.
- The majority of existing agricultural land in the town is envisioned to be preserved. As a result, the conversion of agricultural lands to non-farm uses in the Town of Riverview is likely to be minimal over the 20-year planning period.

YEAR	RESIDENTIAL		COMMERCIAL		INDUSTRIAL	
	ACRES	TOTAL	ACRES	TOTAL	ACRES	TOTAL
2020	54.0	54.0	1.9	1.9	0.7	0.7
2025	44.0	98.0	1.6	3.5	0.6	1.3
2030	38.0	136.0	1.4	4.9	0.5	1.8
2035	14.0	150.0	0.5	5.4	0.2	2.0
2040*	-	150.0	-	5.4	-	2.0

* Note: As identified in the Household Forecast table of the "Housing" section of this plan, the town is not projected to experience any new household growth between the years of 2035 and 2040. As a result, it is estimated that no additional town lands would be needed for new development.

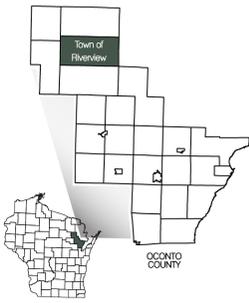
Source: Bay-Lake Regional Planning Commission, 2016.



Action Plan

The following actions are intended to be used as a general guide by local elected officials, the Town Plan Commission, or other entities assigned by the Town Board, to implement the goals and objectives found within the Town of Riverview 20-Year Comprehensive Plan.

- Administer the comprehensive plan's strategies/recommendations and monitor/update the statistical projections within the comprehensive plan. Conduct a minor update of plan's components every 3-to-5 years and a complete update of the plan every 10 years.
- Work with Oconto County to ensure the county's Zoning Ordinance can properly implement the Town of Riverview 20-Year Comprehensive Plan.
- Consider the development of a code of ordinances consisting of existing town ordinances and additional ordinances recommended in the plan.
- Discuss the town's intentions regarding future commercial and industrial development with the Oconto County Economic Development Corporation (OCEDC).



Town of Riverview

Oconto County, Wisconsin



20-YEAR COMPREHENSIVE PLAN Update 2016

Introduction

The Town of Riverview 20-Year Comprehensive Plan, adopted under the authority granted by Wis. Stats. § 66.1001, serves as a guide that town officials and residents must consult when making decisions about managing the growth and conservation of the town. The comprehensive plan is a long-range policy document containing goals and objectives, and development policies, which will assist in achieving the town's 20-year vision.

20-Year Vision for the Town of Riverview

Nestled in the Nicolet National Forest, the Town of Riverview features a scenic environment that promotes outdoor recreation and natural resource preservation. A high quality of life is enjoyed by residents and visitors alike. The character of the town is best described as rural.

Riverview's character is defined by friendly people and its many lakes, rivers, streams, trails and wildlife. Natural resources and open space are protected for outdoor activities to enable future generations to enjoy the town's natural beauty. In addition, residents enjoy the peaceful, quiet atmosphere that the town provides.

Through the use of the comprehensive plan and public participation, land use policies are implemented to guide development and growth. New development and improvements are encouraged to maintain an affordable tax base for residents, as well as to protect the town's natural and recreational identity.

2010 Population: 725

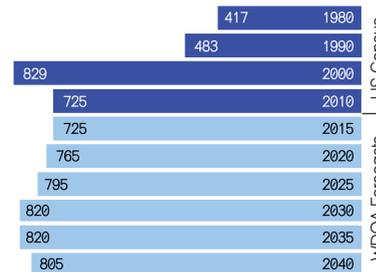
Age Distribution:



Seasonal Population:

Roughly, 74% of total housing units in Riverview are used for seasonal purposes. The seasonal population estimate for the Town of Riverview in 2010:

Population Trends & Forecasts:



Education Levels Age 25 & Over:

- 86% of Riverview residents have a high school diploma or higher.
- Nearly 12% of residents have a bachelor's degree or higher.

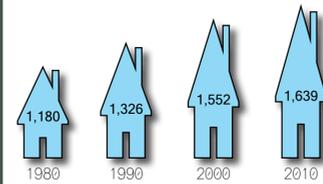
Housing

Housing Summary:

Housing Trends:

- Approximately 800 of the 46,070 acres in the town are used for residential purposes. The majority of residential development is located around or near lakes and rivers.
- Nearly 20% of all housing units in the town were built between 2000 and 2009. Another 18% were constructed between 1990 and 1999.

Total Housing Units 1980-2010:



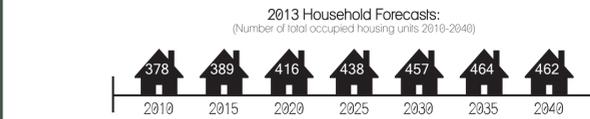
- 83% of the housing units are 1-unit, detached, while 15% are mobile homes.
- In 2010, 1,207 housing units, or roughly 74% of the total housing units (1,639) were for seasonal, recreational, or occasional use. This is up from 65% in 2000.
- The average value of all the households in the town is \$159,200. Households valued between \$50,000 and \$99,999 make up the largest percentage (23%) of households in the town.
- The town had 378 households (i.e., occupied housing units) in 2010. 92 percent of households were owner-occupied.

Housing Strategy:

Goal: To provide for a variety of quality housing opportunities for all segments of the town's population while minimizing the adverse impacts on the environment.

Objectives:

- Plan for new housing development in areas that will preserve the rural nature of the town.
- When possible, the town should work with Oconto County to apply for grants (e.g., CDBG) and become involved in programs (e.g., NEWCAP Inc., WHEDA, etc.) that address the town's housing needs.
- Advocate for adequate housing for all persons including low and moderate income, elderly, and residents with special needs.
- When possible, rehabilitate and preserve the existing housing stock in the town.
- Identify affordable housing for first-time home buyers in the town.
- Encourage single-family dwellings and seasonal homes/cottages throughout the town, while multi-family dwellings, duplexes, and new subdivisions are suggested in designated areas.
- Identify unique natural areas that should be retained as open space prior to new development.
- Explore new development techniques to minimize potential impacts on the lakes and the environment.
- Work with the state, county, and planning agencies to monitor the town's population characteristics to stay informed of changing demographics/characteristics within the town.
- Consider a set of standards/criteria regarding the future use of development practices, (e.g., conservation subdivisions). When necessary, work with the county and planning agencies to develop a set of ordinances designed to guide these developmental practices.



Housing and population data sources: U.S. Census; American Fact Finder; and Wisconsin DDA.

Economic Development

Economic Summary:



Median household income: \$41,522

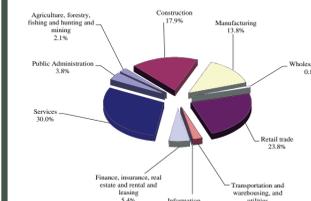


Average Travel Time to Work

Occupation:

- The majority of employed persons in the town are in Natural Resources, Construction and Maintenance occupations and Management, business, science, and arts occupations. 24% of employed persons fall into each of these occupation groups.
- Agriculture provides 4,193 jobs, or 30.5 percent, of Oconto County's workforce.

Employed Persons by Industry, Town of Riverview:



Employment Forecast: (Industry and employment projections cover years 2012 to 2022 for the 11 county Bay Area Workforce Development district.)

- Goods-Producing Industries (e.g., construction, manufacturing, natural resources) are projected to increase over 4% for the region from 2012-2022.
- Service-Providing (e.g., Trade, Transportation, Financial, Professional and Business, Education and Health, etc.) is projected to increase by over 9%.
- Self-Employed is forecast to increase by nearly 3%.

Economic Development data sources: U.S. Census; American Fact Finder; Wisconsin DDA; Bay Area Workforce Development; U.S. Department of Labor; Wisconsin Department of Tourism and WDNR.

2014 Economic Base:

- Oconto County "basic employment areas" are considered exporters: Natural Resources and Mining, Education and Health Services, and Manufacturing industries.
- Industries that import goods or services: Professional and Business services; Financial Activities, and Information.
- Agriculture in Oconto County generates \$1.3 billion in economic activity (54 percent of the county's total economic activity).
- Forestry in Oconto County produces \$100.8 million in economic output.
- In 2014, travelers spent over \$79 million in Oconto County, a 2% increase from 2013.

Economic Development Strategy:

Economic Goal: Consider limited commercial/light industrial development in designated areas of the town, while providing jobs for residents, and protecting and enhancing the town's environmental assets.

Objectives:

- Require that all new commercial/light industrial developments be reviewed for compatibility with existing land uses and that they address elements of design.
- Promote well-planned commercial/light industrial development in areas which will address the needs of the town.
- Work with Oconto County (OCEDC) and planning agencies in promoting the approved types of economic development preferred in the town.
- Work with Oconto County, future developers and local residents to approve established compatible hours of operation, signage, lighting, parking, etc. to meet the town's desire for well planned growth and rural character setting.
- Per the WDNR, six environmental incidences (spills or leaking underground storage tanks) have occurred in the town. All sites are closed or need no action. These sites may be evaluated and considered for continued or future commercial uses.
- Coordinate the town's plan with the economic development impacts of National Forest Plans.

Land Use & Environmental Landscape

Land Use and Environmental Landscape Summary and Strategy:

The Town of Riverview accounts for nearly 46,070 acres of land. Over 97% of the town is undeveloped (primarily woodlands and other natural areas). Residential land accounts for the largest portion of the developed land in the town followed by transportation facilities. Land use totals in the town are as follows:



Natural Resources Summary:

- The town should utilize the Oconto County 20-Year Comprehensive Plan, Volume II: County Resources, which contains data and maps about the town's natural resources including: geology, topography, general soils and soil limitations, water resources (including watersheds, groundwater, and surface water), floodplains, significant natural areas, and threatened and endangered species.
- Riverview utilizes a guidance tool referred to as "unique natural areas" (i.e., wetlands and floodplains) to promote preservation of areas with environmental significance from other land use influences. These areas can be viewed on the town's Future Land Use Plan map and are mapped by individual components in the Oconto County 20-Year Comprehensive Plan, Volume II: County Resources document.



Natural Resources Goal: Conserve and enhance the presence of the town's distinctive natural amenities by recognizing the special attractiveness of the town's natural landscapes and open spaces.

Objectives:

- Development adjacent to rivers, lakes, streams and wetlands needs to be carefully planned.
- Work with neighboring towns, Oconto County, and WDNR regarding any water issues affecting lakes and other land uses which lie across township lines (Boundary Lake and French Lake).
- Development shall adhere to the town's appearance regulations, where applicable.
- Protect and preserve the town's productive forest resources.
- Provide adequate public access to open space areas within the town.
- Establish controls over excess lighting and recreational vehicular noise and speed.
- Work with Oconto County, state agencies, and adjoining communities on informational programs and brochures regarding natural resources to educate and inform the public.
- Coordinate with the U.S. Forest Service regarding future forest related issues that may affect the town.
- Work with the county zoning department to ensure enforcement of zoning ordinances to utilize or preserve natural resources and to protect water quality.
- Identify and pursue funding sources for the acquisition of specific natural areas the town wishes to protect.
- Unique natural features, wetlands, floodplains, and shoreline zoning areas that are regulated by the federal, state, and county government, are to be strictly enforced by the appropriate regulatory authorities.
- Work with surrounding towns to address possible boundary issues and to minimize land use conflicts.
- Continue cooperation efforts between the town and any other governmental agency that makes land use decisions impacting the town.

Agriculture/Forestry Summary:

- According to Oconto County UW-Extension, Oconto County contains over 900 operating farms. Farmers in the county manage and maintain approximately 189,000 acres, or 30% of the county's land. In Riverview, just under 615 acres of land was illustrated as crops/pasture; however, only 410 acres were assessed by the county as agricultural in 2012.
- According to the WDNR, 56,464 acres of private land in Oconto County are being properly managed for timber, wildlife, water quality and a healthy environment through the forest tax law programs: the Managed Forest Law (MFL) and the Forest Crop Law (FCL).
- More detailed information on agriculture in the county and town can be found in the Oconto County 20-Year Comprehensive Plan, Volume II: County Resources.

Agriculture/Forestry Goal: Preserve contiguous areas of agricultural lands for continued farming/forestry operations.

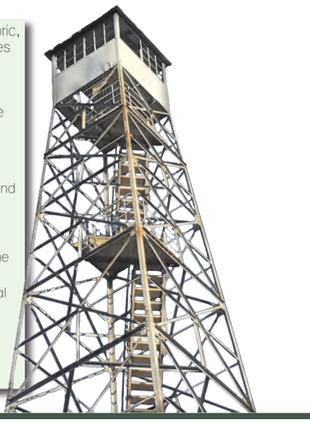
Objectives:

- Discourage development on productive agricultural soils thereby encouraging the continued use of these lands for farming/forestry purposes only.
- Conduct a "Cost to Benefit" comparison on all future agricultural land conversions to ensure the town is not negatively impacted by the change in use.
- The town will be open to areas in forest production becoming enrolled into forest management programs.

Historic/Cultural Resources Goal: The town's historic, archeological, and cultural locations and structures should remain preserved for the town residents, whenever possible. Refer to the Oconto County 20-Year Comprehensive Plan, Volume II: County Resources document for a listing of sites within the town.

Objectives:

- The town will work with state, federal and county agencies to ensure all historic sites are identified and properly protected.
- Whenever feasible, the town will take measures to preserve buildings and structures, as well as, landscape features (e.g., fence lines) that reflect the town's cultural history.
- The town should consider tying historic and cultural resources (e.g., Mountain Fire Lookout Tower) into recreational sites and trails, when practical.
- Whenever possible, discourage the destruction of historic/cultural sites and protect the features from incompatible uses.



Community Facilities

Utilities Summary:

- Property owners maintain individual water wells and onsite wastewater systems.

Town Facilities and Services Summary:



Utilities, Town Facilities and Services Strategy:

Goal: Maintain and upgrade the town's community facilities and services, where possible.

Objectives:

- Continue to provide effective and efficient fire and emergency medical services.
- Consider a means to increase law enforcement in the town.
- Continue to provide adequate solid waste disposal services.
- Maintain septic systems to protect the groundwater.
- Continue to improve internet service throughout the town.
- Continue the usage of the town's existing brush sites.
- Encourage coordination and sharing of community facilities and services with surrounding communities whenever possible.
- Work with Oconto County and adjacent communities to maintain a strategy for police, fire, and rescue services as growth occurs, especially during peaks in seasonal population throughout the year.
- Work with the county to evaluate the future need for sanitary districts.
- Regularly explore options for town services that could be more cost effective and more efficient.
- The town should explore grant and aid programs when considering improvements to any of the town services.

Outdoor Recreation Summary:

- The Riverview Community Building area offers park space. In addition, there is a small park on Crooked Lake.
- The town's abundance of lakes, rivers, and streams provides the public with fishing and other water recreation opportunities. There are several boat landings that the town and lake associations maintain; others are under federal jurisdiction.
- The Nicolet National Forest covers over 70% of the Town of Riverview and offers opportunities for camping, hunting, and other forms of outdoor recreation.
- The Nicolet State Trail travels through the town and provides several miles of designated trails for ATVs, hiking, mountain biking, cross-country skiing, etc.

Outdoor Recreation Strategy:

Goal: Continue to provide and encourage a system of outdoor recreation opportunities that offer a diversity of recreational activities and to inform town citizens of these activities.

Objectives:

- Maintain and improve the town hall, civic center areas (play areas, courts, fields, pavilions) and park facilities.
- Explore the possibility of jointly developing additional hiking and bike trails.
- Work with the WDNR and law enforcement to address the noise pollution and safety on the lakes.
- Where feasible, utilize natural features for enhancing recreational opportunities within the town.
- Work with Oconto County (OCEDC), WDNR, and U.S. Forest Service to promote/market the recreational facilities that the town has to offer, including the Nicolet State Trail.
- Address access, parking, and trailhead improvements.
- Work with Oconto County and adjacent communities to provide adequate connectivity of recreational facilities in the area.
- Continue to work with stakeholders to maintain the Mountain Fire Lookout Tower as a functional tourist attraction.

Transportation

Transportation Summary:



- State Highways 32 and 64 account for over eight miles of road within the Town of Riverview.

Functional Classification:

Minor Arterial Facilities:



Major Collector Facility:



Minor Collector Facility:

- LaFave Road
- Holts Ranch Lane
- Riverview Road



Elderly and Disabled Transportation: The Oconto County Commission on Aging provides scheduled door to door transportation service throughout the county that is available to older adults (65 and over) and residents with special needs.

Bicycle and Pedestrians: Presently, there are no formal bicycle routes or bicycle transportation facilities (not including recreational trails) located within Riverview. If bicycle/pedestrian facilities are being considered in future development, the town is encouraged to review the most up-to-date statewide or regional bicycle/pedestrian plans.

Trucking:

- Long Truck Routes: STH 32 and STH 64



Transportation data sources: WisDOT and Oconto County.