



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

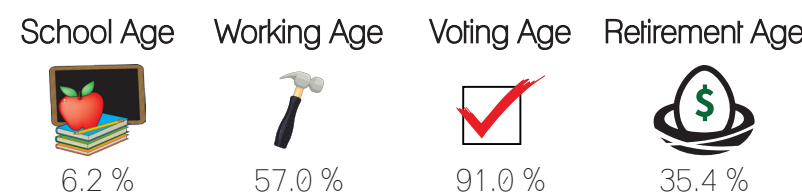
Nestled in the Nicolet National Forest, the Town of Riverview features a scenic environment that promotes outdoor recreation and natural resource preservation. A high quality of life is enjoyed by residents and visitors alike. The character of the town is best described as rural.

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:



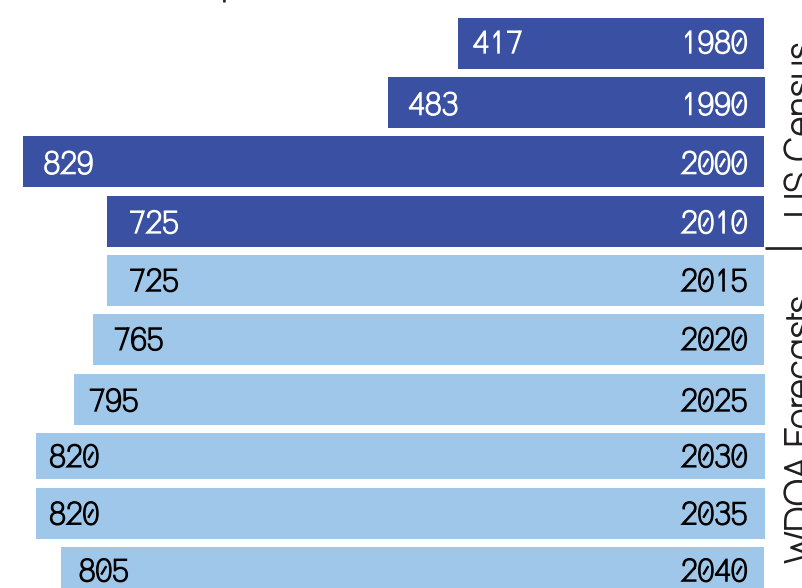
Median Age: 59.8 years

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:

2,317* persons
* (Seasonal housing units x Personal per household 1,267 seasonal housing units x 1.92)

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.

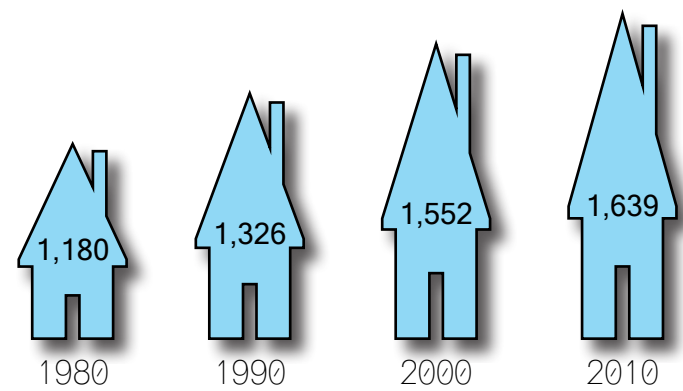
Housing

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.

2013 Household Forecasts:

(Number of total occupied housing units 2010-2040)



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

Economic Development

Economic Summary:

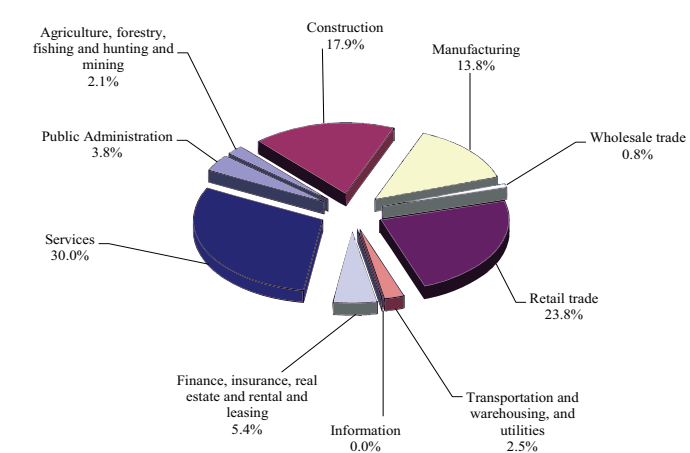


Median household income: \$41,522

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.

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:

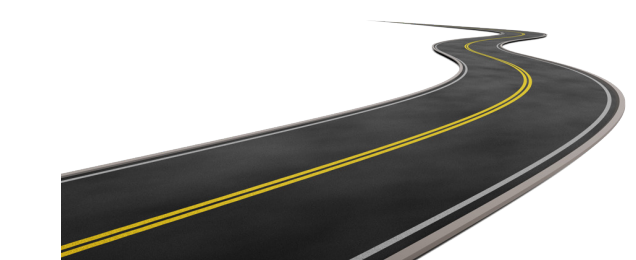
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Major Collector Facility:

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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.

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.



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.

