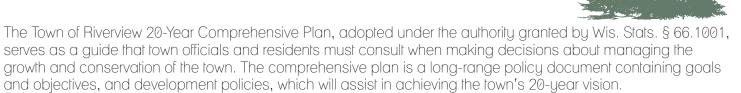


Introduction.



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.

6.2 %

2010 Population: 725



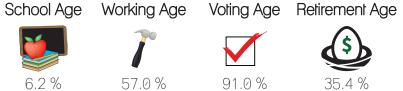
Median Age: 59.8 years





Age Distribution:

Population Trends & Forecasts:





2010

2015

2020

2025

2030

2035

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

2,317* persons * (Seasonal housing units x Personal per household 1,207 seasonal housing units x 1.92)



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.

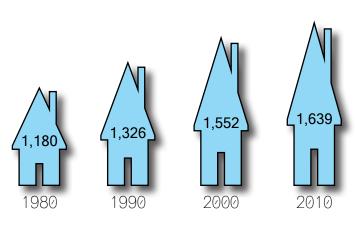
Housing Housing Summary:

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.

2013 Household Forecasts:



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

Community Facilities



Property owners maintain individual



Riverview Fire

Crooked Lake

Dept.









Oconto County Sheriff's Dept.

Fire Dept. 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
- Maintain septic systems to protect the groundwater.

Continue to improve internet service throughout the

- Continue the usage of the town's existing brush
- 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
- 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.

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.

 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
- 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 multifamily 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.



Transportation Outdoor Recreation

The Riverview Community Building area offers

The town's abundance of lakes, rivers, and

park space. In addition, there is a small park on

streams provides the public with fishing and other

boat landings that the town and lake associations

water recreation opportunities. There are several

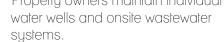
maintain; others are under federal jurisdiction.

the Town of Riverview and offers opportunities for

camping, hunting, and other forms of outdoor

The Nicolet National Forest covers over 70% of

Utilities Summary:



Town Facilities and Services Summary:









Mountain Ambulance

• The Nicolet State Trail travels through the town Service and provides several miles of designated trails for ATVs, hiking, mountain biking, cross-country

Crooked Lake.

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.

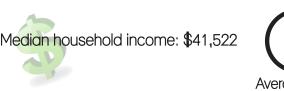
Economic Development

Economic Summary:

Occupation:

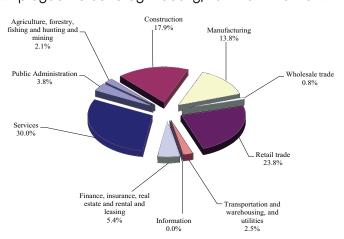


Total Labor Force: 305



- 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

Self-Employed is forecast to increase by nearly

Economic Development data sources: U.S. Census; American Fact Finder; Wisconsin DOA; Bay Area Workforce Development; U.S. Department of Labor,

Transportation Summary:

98.9 TOWN MILES

105.7 TOTAL ROAD MILES

6.8 COUNTY MILES

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

Functional Classification:

Minor Arterial Facilities:

Major Collector Facilitu:

- Minor Collector Facility:
- LaFave Road Holts Ranch Lane



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 (55 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



nsportation data sources: WisDOT and Oconto Count

Transportation Strategy

2014 Economic Base:

Manufacturing industries

Activities, and Information.

total economic activity).

in economic output.

needs of the town.

and rural character setting.

Objectives:

Oconto County "basic employment areas" are

considered exporters: Natural Resources and

Mining, Education and Health Services, and

Professional and Business services; Financial

Agriculture in Oconto County generates \$1.3 billion

in economic activity (54 percent of the county's

• Forestry in Oconto County produces \$100.8 million

• In 2014, travelers spent over \$79 million in Oconto

Industries that import goods or services:

County, a 2% increase from 2013.

Economic Development Strategy:

Economic Goal: Consider limited commercial/

light industrial development in designated areas

Require that all new commercial/light industrial

developments be reviewed for compatibility with

Promote well-planned commercial/light industrial

development in areas which will address the

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

(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

development impacts of National Forest Plans.

Coordinate the town's plan with the economic

• Per the WDNR, six environmental incidences

existing land uses and that they address elements

of the town, while providing jobs for residents, and

protecting and enhancing the town's environmental

Goal: Achieve a safe and efficient transportation sustem for motor vehicles, pedestrians, and bicycles.

Objectives:

- Advocate for a transportation system that provides for all transportation modes and is compatible with surrounding land uses.
- Continue to rate the pavement conditions of town roads and ensure proper maintenance. Advocate for adequate traffic controls and safe,
- convenient, and efficient vehicular movement near all businesses located along the STH 32 corridor. Attain a safe system of bicycle, walking and
- motorized recreational vehicle paths and trails. Utilize an official map ordinance to designate future

road right-of-ways and parklands/trailways.

• When possible, minimize the total amount of land used for transportation facilities. Transportation facilities should be located in such

a manner to minimize impacts on visually pleasing

- buildings, structures, and natural features; and to enhance vistas to such features. Abandoned rail and/or utility right-of-way corridors should be maintained for future off-road transportation facilities such as bicycle, pedestrian,
- The transportation system should provide access and service to a variety of modes throughout the town in an effort to reduce overall average travel times to destinations within the town and county.

and recreational vehicles.

encouraged on bike-friendly roads to provide a comfortable margin of safety. Cooperate and coordinate with Oconto County regarding any county plans and budgeting that

• Bicycle lanes or wide curb lanes should be

- affects town roads. Although Riverview does not have immediate access to rail or air transportation facilities in the town, it is suggested the town monitor any recommendations in the respective State plans that could have an impact on the community.
- The town should review WisDOT's State Highway 20-Year Strategic Plan and Six-Year Highway Improvement Program to become aware of any impacts to the town along STHs 32 and 64.

LandUse&EnvironmentalLandscape

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:

DEVELOPED

UNDEVELOPED

OWNERSHIP

State:

Nicolet State Trail





615 acres

Crops/Pasture

Federal:

Nicolet National Forest

(over 32,000 acres)





Natural Areas







& Utilities

1,346 acres

Water Features

Oconto County:

44 acres

Natural Resources Summary: Natural Resources Goal: Conserve and enhance the resence of the town's distinctive natural amenities

39,632 acres

Woodlands

- 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 • Protect and preserve the town's productive forest 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
- 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.
- 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

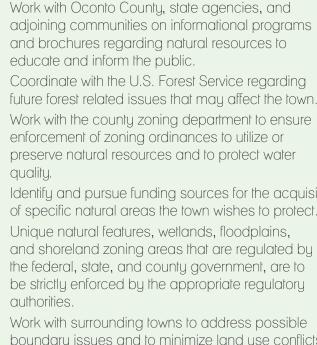
• Conduct a "Cost to Benefit" comparison on all future

becoming enrolled into forest management program

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

Objectives:

- The town will work with state, federal and county agencies to ensure all historic sites are identified and properly protected
- 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.



by recognizing the special attractiveness of the town's natural landscapes and open spaces. 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.

resources.

Provide adequate public access to open space

areas within the town. Establish controls over excess lighting and

recreational vehicular noise and speed.

- 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
- 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 shoreland 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. Mining Resources Goal: Any mining activities in the town shall not impact the town or its residents in a

Objectives: Any mining operations in the town shall not impact the town's views, natural environment or rural characteristics.

negative manner.

sites in the town. Work with Oconto County to ensure all future mining operations will someday be reclaimed to a natural setting.

Utilize the Oconto County mining location maps to

become familiar with existing and potential mining

