

CHAPTER 2: INVENTORY, TRENDS, AND FORECASTS

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INTRODUCTION

This section of the *Town of How 20-Year Comprehensive Plan* provides a summary of the town’s resource elements, which are also inventoried in *Volume II: County Resources*. The town’s past trends and potential forecasts for population, housing, economic development, etc. are also illustrated in this chapter.

Ultimately, the information described in this portion of the town’s comprehensive plan provides the foundation for the development of the Town of How 20-Year General Plan Design (Chapter 3 of this document).

COMMUNITY INVENTORY

Description of Planning Area

The town lies within the west central portion of Oconto County known as the “Oconto River Valley”. The town consists of approximately 22,800 acres, (36 square miles) which are primarily agricultural lands with scattered woodlands. The nearest cities from the center of the town are: Gillett, seven miles south of the center of town, Oconto Falls, 13 miles to the southeast; Oconto, 23 miles to the east; and the city of Green Bay, 45 miles southeast. The Village of Suring lies adjacent to the town on the east side. The town of How contains one unincorporated community, Hayes, which is located in the north central portion of the town. **Map 2.1** illustrates the general location of the Town of How in Wisconsin, while **Map 2.2** focuses on the Town of How planning area.

Past Planning Efforts

Town of How 20-Year Comprehensive Land Use Plan:

In April of 2003, the Town of How adopted its first comprehensive plan entitled the Town of How 20-Year Comprehensive Plan. This plan was developed with planning assistance from Bay-Lake Regional Planning Commission.

Town of How 20-Year Comprehensive Plan:

In 2018, the Town of How began working with Oconto County Planning staff to complete the first major update to the comprehensive plan. This update was a substantial one in that the plan format was significantly changed. This new format will provide the town a document that will be easier to use and update. This plan update was completed and adopted in 2021.

Oconto County Farmland Preservation Plan: In 1985, Oconto County adopted the Oconto County Farmland Preservation Plan prepared by Bay-Lake Regional Planning Commission. This plan served as a guide for preserving farmland, woodlands and significant environmental areas within the county and to help maintain and expand the agricultural economy. In 2014, Oconto County amended the Oconto County 20-Year Comprehensive Plan to include all statutorily required components of the Farmland Preservation Plan. The Oconto County Comprehensive Plan includes all requirements of Chapter 91.

COMMUNITY RESOURCES

Natural Resources

Natural resources are large elements and defining features for local communities. They contribute to providing a clean and abundant supply of groundwater; a source for economic development opportunities; plus comprise an environment essential to maintaining healthy and diverse biological communities.

The resources that lie above and beneath the ground are very important when considering the location of future development. A summary of those resources located within the Town of How are highlighted below. Expanded definitions and countywide maps of these natural resources can be found in Chapter 5 of *Volume II: County Resources*.

- Deposits left by glaciers are divided into two types: till, which is unsorted debris deposited directly from the ice with little or no reworking by water; and sorted and stratified water-laid deposits noted as glacio-fluvial deposits. The majority of How contain the second deposit, stratified till, classified as lake deposits and ice-contact deposits. The northwestern corner and parts of the eastern part of the town consist of unstratified end moraine.
- Ordovician and Cambrian rock units from the Paleozoic Era underlie all of the southern portion of Oconto County. The town is divided into sedimentary sandstone on the east and intrusive granite in the west. In most areas of southern Oconto County these rock units are approximately 300 feet thick and vary in depth from the surface from between zero to 100 feet.
- Throughout the town there are three general soils associations identified.
 - Menahga-Rousseau-Shawano association which consists of soils are nearly level to very steep, excessively drained and moderately well drained sandy soils on uplands and cover the western quarter of the town. Most of these areas are suited to woodlands. Many have been planted to pine. Seedling survival and water erosion are the main management concerns. Where irrigated and protected from soil blowing the nearly level to sloping soils are suited for crops. The Menahga and Shawano soils that have a slope less than 20 percent are suited to residential development. Septic tank absorption fields function satisfactorily in these soils, but groundwater pollution is a hazard because of rapid permeability. The Rousseau soils of this association are poorly suited for residential development due to the seasonal high water table.
 - Onaway-Solona-Emmet association which consists of soils found on uplands with nearly level to very steep slopes, are well drained to poorly drained and loamy. These soils are moderately permeable with moderate water capacity. These soils are mostly used for crops and woodland, with some pastureland. The main limitation is water erosion and wetness. The areas of gently sloping, well drained Onaway soils are suited to residential development, whereas the Solona soils are not due to seasonal high water tables.
 - Tilleda-Menominee-Emmet association which consists of soils that are nearly level to moderately steep well drained, loamy and sandy soils found on uplands. The soils have moderate to rapid permeability and moderate to high water capacity. Many of the less sloping areas of this association are used for crops. Water erosion and soil blowing are the main concerns. These soils are also suited to trees. The less sloping soils are suited for

residential development. Septic tanks have moderate limitations in the Tilleda soils, due to the moderate permeability, but function satisfactorily in the Menominee.

- The topography of the town varies from relatively flat to gently rolling, following the patterns of the glacial geology stated above. The elevation in the town varies approximately 180 feet. Elevations vary from approximately 970 feet above sea level in the northwest corner by Wiscobee Lake, to 787 feet above sea level in the east central part of the town along the Oconto River. The majority of the town, however, maintains an elevation between 850 and 900 feet above sea level. Areas of steep slope are also a concern. Steep slope is defined as a slope greater than 15 percent. Slopes greater than 15 percent are more susceptible to soil erosion and may require special building and construction restraints, such as retaining walls or major grading efforts to remove the area of steep slope. Within the town, there are only 820 acres of steep slope, which are concentrated in the northwest corner of town just west of the Village of Suring.
- The Town of How is located within three main watersheds. These watersheds are the Lower North Branch Oconto River, the Lower Oconto River and the South Branch Oconto River. All three watersheds are part of and flow into the Green Bay basin. The Lower Oconto River watershed covers the southern and southeastern part of town, the South Branch Oconto River watershed covers the northern and eastern part of town, including Hayes Creek, while the Lower North Branch Oconto River is found in the northeast corner of town.
- There are two named lakes according to the Wisconsin Department of Natural Resource's publication of *Surface Water Resources of Oconto County 1977*. Lakes are defined as all waters navigable, meandered, or public that hold water nine out of ten years. **Map 2.3** illustrates the locations of these water bodies. Grignon Lake is a 26 acre lake with public access. Wiscobee Lake is a 32 acre lake also with public access. The fish species that are present within both lakes include largemouth bass, northern pike and panfish.
- The following information for the rivers and streams within the town has also been taken from the Wisconsin Department of Natural Resources *Surface Water Features of Oconto County, 1977*. Streams are defined in this study as those which have a permanent flow or any streams of intermittent (seasonal) flow which have significance for recreational purposes. The northeastern side of the town of How is the converging point of four major rivers. The Oconto River, North Branch Oconto River, South Branch Oconto River and Peshtigo Brook all converge just west of the village of Suring. Pecore Creek and Hayes Creek both flow into the South Branch Oconto River. **Map 2.3** shows the location of these streams.
- Town residents get their drinking water through individual wells tapping the groundwater below. Groundwater, lakes, and rivers are all connected as water commonly flows between them. Groundwater is also connected to the surface of the land by rain and melted snow which carry substances from the surface down to the groundwater and nearby wells.
- The upland woodlands (those woodlands that are not in a wetland) are scattered throughout the town. These woodlands are primarily located in areas that are unsuitable for agricultural use and include places with ridges, steep slopes.
- The Plan Determinants consist of wetlands, floodplains, steep slope (12 percent or more), and the 75-foot setback from surface water features. Each of these four Plan Determinant features for the town is shown on **Map 2.4**. The individual plan determinants merged together form a

single feature known as “environmental corridors”, which is displayed on the town’s General Plan Design (**Map 3.1**).

- Steep slope is defined as a slope greater than 15 percent. Slopes greater than 15 percent are more susceptible to soil erosion and may require special building and construction restraints, such as retaining walls or major grading efforts to remove the area of steep slope. Within the town, there are only 820 acres of steep slope, which are concentrated in the northwest corner of town just west of the Village of Suring.
- There are designated floodplains located along all named rivers and creeks in the town.
- Wetlands are located throughout the town.

For more information regarding wetlands, floodplains, soils, surface waters, and environmental corridors refer to Chapter 5 of *Volume II: County Resources*.

Agricultural Resources

There are areas in the Town of How that are designated as having prime agricultural soils (i.e., lands that have the best combination of physical and chemical characteristics for producing agricultural crops, with minimum inputs of fuel, fertilizer, etc). **Map 2.5** illustrates the location of the prime agricultural soils in the Town of How. Areas that have been designated as farmland preservation areas within the town are shown on **Map 3.12** found in Chapter 3 of *Volume I: County Plan*.

More information regarding agricultural resources and farmland preservation in the town and the county can be viewed in Chapter 3 of *Volume I: County Plan* and Chapter 5 of *Volume II: County Resources*.

Cultural Resources

Cultural Resources are typically sites, features, and/or objects of some importance to a culture or a community for scientific, aesthetic, traditional, educational, religious, archaeological, architectural, and historic reasons. Below is a description of these structures taken from a list compiled by State Historical Society of Wisconsin. The list is compiled by many individuals on the belief that these areas be considered for eligibility on the state registry. There is a possibility that several structures or sites may not be listed. The information on these structures is dated so some structures may be altered or no longer exist. The majority of these structures are privately owned.

1. Gabled ell brick house built in 1900, located on Hayes Rd. in the unincorporated community of Hayes.
2. Two story cube brick house built in 1910, located on CTH M within Hayes.
3. Balloon frame clapboard general store built in 1880, located on the corner of Hayes Rd. and CTH M within Hayes.
4. Town of How Community Building - Used to be a one to six room balloon frame school house constructed out of wood in 1920, located on STH 32.
5. William Buhrandt Farmstead - Gabled ell brick house built in 1890, located on Red Bank Rd.
6. Side gabled, balloon framed clapboard house built in 1900, located on Hayes Rd.

7. Wood Workery – formerly the Grignon Schoolhouse, located at the corner of CTH M and Elm Rd.

There are also several listed archeological sites in the town. Copper spear points, a Potawatomi cemetery, and lithic artifacts have all been discovered within the town.

Economic Resources

Being a rural farming community, the town’s primary economic components consist of its vast amount of agricultural lands. As noted on the 2017 land use inventory, there are also 12.8 acres of identified commercial land and 11.1 acres of industrial land use.

Other employment types found in the Town of How include large farming operations, bulk hauling and trucking, and a variety of home-based businesses.

Transportation

Transportation specific information for the Town of How is highlighted below. For more details on the transportation systems in Oconto County, please see Chapter 8 of *Volume II: County Resources*.

- State Highway (STH) 32 is a minor arterial route. The function of an arterial highway is to move traffic over medium to long distances, often between regions as well as between major economic centers, quickly, safely and efficiently.
- CTH M and CTH R are classified as a collector roads. The primary function of the county roads that are classified as “collectors” is to provide general "area to area" routes for local traffic.
- The Town of How contains approximately 51.72 miles of local roadway.

Table 8.2 found in Chapter 8 of *Volume II: County Resources* lists the mileage of roads under the jurisdiction of the Town of How by function. **Map 8.1** found in Chapter 8 of *Volume II: County Resources* provides the location of the roads by function within the town.

Utilities and Community Facilities

An inventory and assessment of existing facilities is made to determine whether or not there may be condition and capacity issues in meeting future development needs. Information on the Town of How’s community and public facilities is shown on **Map 2.6** and highlighted below.

- The How Town Hall is located at 12896 STH 32 and is utilized for elections, community meetings and general events. The facility is ADA accessible and contains the town clerk’s office, a meeting room, a kitchen, bathrooms, running water and a furnace.
- The everyday maintenance of roads within the town is performed by the Oconto County Highway Department. The county shop is located at the intersection of STH 32 and CTH Z.
- The majority of the postal services in the Town of How are provided by the Village of Suring post office facility, located at 507 East Main Street. The 2,600 square foot structure was constructed in 1990 and contains ample parking facilities. The Post Office is open Monday through Friday from 9:00 a.m. to 12:30 p.m. and from 1:30 p.m. to 4:00 p.m., and Saturday from 9:00 a.m. to 10:00 a.m. The building meets the community needs with 530 lock boxes and is in compliance with the Americans with Disabilities Act.
- Currently there are seven cemeteries that serve the Town of How, one of which is jointly

maintained with the Village of Suring. The cemeteries located within the township (three are collocated) include ST. John’s Lutheran (Section 9, ST. Johns Rd.), Pleasant Hill (Section 11 STH 32, west of Suring), Riverside (Section 11 River Rd, north of Suring), Zion Evangelical (Section 11), Mt. Olive Lutheran (Section 11), How Township Cemetery (Section 11), and ST. Michael Catholic (Section 18 on CTH M). In adjacent communities more than a dozen other cemeteries exist. Discussions with local churches, the village of Suring and the town has identified ample available space, therefore the town does not plan on developing additional town cemeteries over the planning period.

- The Oconto County Sheriff’s Department provides police services to the town’s residents.
- Fire protection for the town of How is provided by the Suring Fire Department. Located on Heasley Street in the Village of Suring, the department relies on volunteers for fire protection. Fire services are accessed by calling the 911 system, which in turn pages the volunteers.
- Residents and visitors of the Town of How can seek medical attention at HSHS St. Clare Memorial Hospital in the City of Oconto Falls or clinics located in many area communities.
- Ambulance services for the town of How is provided by the Gillett Joint Ambulance and the Gillett Area Ambulance.
- The Town of How solid waste disposal is provided by a commercial contractor. The Town of How operates a joint recycling drop-off center with the Village of Suring. This recycling drop off center is located at 364 S. Knapp St., Suring, WI.

Parks and Recreation

The Town of How contains few organized recreational opportunities. The youth in the town can however participate in organizational activities in the village of Suring and in nearby cities of Gillett and Oconto Falls.

Community Owned Sites

- *Ball Field*
The town of How currently has one recreational site offering a ball field, volleyball court, shelter, concession stand, and playground equipment for its residents use. This site is located adjacent to the Community Center at the corner of USH 32 and Clay Rd.
- *Boat Landings*
The town has two access points for Wiscobee Lake and Grignon Lake. No improvements are planned for these sites and they are deemed adequate for the planning period.

National, State and County Facilities

- *Oconto County Recreation Trail*
The Oconto County Recreation Trail is an abandoned railroad right of way that extends from Gillett north to Townsend. The trail runs through the northeast corner of the town (approximately five miles through the village of Suring and town) and provides views of farmland, wetlands, and forested areas. The trail can be used for hiking, biking, horseback riding and ATV’s (ATV use from Suring to Mountain only). However, only hiking, biking, and horseback riding are recommended on the trail north of Gillett to Suring in the non-winter months and snowmobiling during the winter.

Other Recreation Facilities

- *Suring Elementary & High School*
These schools located in the northern portion of the Village of Suring contains a playground for both its students and residents within the area. The area contains various recreational facilities and equipment. In addition to the school facilities, several communities adjacent to How also offer many recreational opportunities for residents and visitors of the area.
- *Riverside Memorial Park (Highway 32 Suring)*
This park setting exists within the village of Suring on the town’s eastern edge. The site is approximately three acres in size and is comprised of a wetlands walking trail, playground equipment, toilets available, fishing access, boat ramp, and an animal viewing area. The village will continue to make improvements to the park to ensure ADA accessibility.
- *Golf Course*
Red Maple Country Club is located in the Village of Suring and provides an 18-hole golf course. This is a privately owned and operated business open to the public.

Land Use Inventory

A detailed field inventory of existing land uses in the Town of How was completed by the Bay-Lake Regional Planning Commission in 2002. This land use inventory was updated in 2007 as part of a county planning process. In 2017, as part of the town plan update a detailed existing land use inventory was completed by Oconto County Planning. A consistent standard land use classification methodology and process (Appendix D of *Volume I: Town Plan*) was used to determine existing land uses. Please refer to Chapter 11 of *Volume II: County Resources* for a description of these categories.

A breakdown of the town’s land uses and acreages is shown in Table 2.1. **Map 2.7** displays the town of How existing land use.

Table 2.1: Existing Land Use

| Land Use Type | Total Acres | Percentage Total Land | Percentage Developed Land |
|------------------------------|--------------|-----------------------|---------------------------|
| DEVELOPED | | | |
| <i>Single Family</i> | 239.7 | 1.1 | 36.4 |
| <i>Mobile Homes</i> | 9.3 | 0.0 | 1.4 |
| <i>Multi-Family</i> | 0.0 | 0.0 | 0.0 |
| <i>Vacant Residential</i> | 0.9 | 0.0 | 0.1 |
| Total Residential | 250.0 | 1.1 | 37.9 |
| Commercial | 12.8 | 0.1 | 1.9 |
| Industrial | 11.1 | 0.0 | 1.7 |
| Transportation | 148.3 | 0.7 | 22.5 |
| Communications/Utilities | 0.9 | 0.0 | 0.1 |
| Institutional/Governmental | 10.5 | 0.0 | 1.6 |
| Recreational | 43.5 | 0.2 | 6.6 |
| Agricultural Structures | 182.5 | 0.8 | 27.7 |
| Total Developed Acres | 659.5 | 2.9 | 100.0 |

| Land Use Type | Total Acres | Percentage Total Land | Percentage Undeveloped Land |
|--------------------------------|-----------------|-----------------------|-----------------------------|
| UNDEVELOPED | | | |
| Croplands/Pasture | 8,409.8 | 37.5 | 38.7 |
| Woodlands | 12,005.5 | 53.6 | 55.2 |
| Other Natural Areas | 987.5 | 4.4 | 4.5 |
| Water Features | 352.7 | 1.6 | 1.6 |
| Total Undeveloped Acres | 21,755.6 | 97.1 | 100.0 |
| Total Land Area | 22,415.1 | 100.0 | |

Source: Oconto County Planning, 2020

DEMOGRAPHIC TRENDS AND FORECASTS

Population

Historic Population Trends

Analyzing changes in the trends and characteristics of a community’s population and housing is important in understanding the needs of its current and future populations. The Town of How has experienced an overall decrease in population from 1,083 in 1900 to 516 in 2010.

For more information on population trends in Oconto County and the Town of How refer to Chapter 6 of *Volume II: County Resources*. For town specific population data refer to Tables 6.14 – 6.18 found in Chapter 6 of *Volume II: County Resources*.

Population Projections

By inventorying past population trends it is possible to project future growth. Population projections allow the Town of How to realize the area's future needs for housing, utilities, transportation, recreation, and a number of other population influenced services. For this comprehensive plan, the town has utilized Wisconsin Department of Administration (WDOA) population projections. Based on these WDOA projections, the Town of How can anticipate limited new resident growth.

More information on population projections for Oconto County and the Town of How can be found in Chapter 6 of *Volume II: County Resources* with town specific projections shown in Table 6.18.

Seasonal Population Projections

The estimated seasonal population is found by multiplying the number of seasonal housing units by the average number of persons per household. In 2010, the Town of How had 27 total seasonal housing units, or 12.5 percent of total housing units in the town. This creates an estimated seasonal population of 65 persons in 2010. Projections show a seasonal population high of 70 persons in 2035.

More information on seasonal population projections for Oconto County and the Town of How can be found in Chapter 6 of *Volume II: County Resources* with town specific projections shown in Table 6.18.

Housing

Housing Trends and Characteristics

As reported by the U.S. Census, the Town of How's total number of housing units have continued to increase over the years from 174 in 1970 to 257 in 2010.

More information on the number of housing units for Oconto County and the Town of How can be found in Table 6.19 found in Chapter 6 of *Volume II: County Resources*.

Housing Projections

Utilizing the Wisconsin Department of Administration (WDOA) occupied housing unit projections, the town can expect to see a continued increase in occupied housing units from 215 in 2010 to 245 by 2040.

More information on housing projections for Oconto County and the Town of How can be found in Table 6.20 found in Chapter 6 of *Volume II: County Resources*.

Seasonal Housing Projections

Utilizing the Wisconsin Department of Administration (WDOA) final household projections, the number of future seasonal housing units can be estimated. Assuming the 2010 ratio of seasonal housing units to occupied housing units stays constant, the number of future seasonal housing units can be projected by multiplying the projected occupied housing units by the ratio of seasonal housing units to occupied housing units.

By doing this calculation, it can be anticipated that the number of seasonal housing units will rise from approximately 27 in 2010 to 31 in 2040.

For five-year incremental projections see Table 6.21 in Chapter 6 of *Volume II: County Resources*.

Economic Development

The Town of How's economy is heavily dependent upon agriculture and supportive agriculture industries. The town has many positive attributes including, abundance of area for future growth, access to a state highway and county highways, being adjacent to the Village of Suring, having a rural character and an abundance of natural features.

Of those town residents that are part of the town's labor force, the majority, 27.7 percent, are employed in management, professional and related occupations. A large percent 22.9 percent, are employed in production, transportation, and material moving occupations. More information on employed persons by occupation for Oconto County and the Town of How can be found in Table 7.11 found in Chapter 7 of *Volume II: County Resources*.

For more information regarding economic characteristics of Oconto County and the Town of How refer to Chapter 7 of *Volume II: County Resources*.

LAND USE TRENDS AND FORECASTS

Existing Land Use Issues and Conflicts

- Development pressures on natural features including surface waters, woodlands, and agricultural lands.
- Conversion of agricultural lands to other uses.
- Incompatibilities with farm and non-farm developments.

Anticipated Land Use Trends

- The demand for increased lot sizes will increase and the ratio of persons per household will decrease resulting in greater acreage needs to accommodate future residential growth.
- Farmlands will continue to be preserved in the town to allow for general crop farming.
- The rural character will continue to be maintained in the town, preserving the natural vegetative structure resulting in the protection of wildlife and fish spawning habitats.
- The use of on-site wastewater septic systems and individual groundwater wells will continue within the town throughout the planning period.
- As internet availability continues to advance, home occupations will likely increase.
- If commercial uses begin to increase, businesses will primarily locate along STH 32.
- There will be a growing demand for certain services, as the median population age continues to increase.
- The Town of How will work with the Village of Suring and Oconto County to ensure that seasonal and year-round residents will continue to enjoy the trails, lakes and woodlands for generations to come.

Development Considerations

- Maintaining the rural atmosphere;

- To provide for limited development while preserving the agricultural lands and maintaining the integrity of the environment;
- To protect all future growth areas from incompatible development;
- Steer intensive developments adjacent to or within the Village of Suring – which is better equipped with infrastructure to handle them;
- Residential developments should be directed to areas which will allow for compatible uses, and will minimize conflicts between farming and non-farming land uses within the town;
- Situate higher density residential development in and adjacent to areas that minimize impacts upon agricultural lands and the environment;
- Direct multi-family developments toward areas that have the adequate facilities and services that they need;
- Provide for a variety of quality housing opportunities for all segments of the town’s current and future population;
- It is expected that future commercial businesses will locate in the Village of Suring because of the adequate services that exist;
- If commercial businesses were to develop, they should be concentrated in distinct areas along STH 32 and not scattered throughout;
- Cooperate with the Village of Suring, Oconto County and other adjacent communities on future planning projects and boundary issues to minimize conflict.

DESIGN YEAR LAND USE PROJECTIONS

Five Year Incremental Land Use Projections

Wisconsin Statutes require Comprehensive Plans to include projections in five year increments for future residential, commercial, industrial and agricultural land uses in the community over the 20-year planning period. The Wisconsin Department of Administration (WDOA) projections were used to determine anticipated future growth within the town. The Town of How future land use projections can be viewed in Table 2.2.

It is **not** the intent of this comprehensive plan to see an entire area within a land use classification noted on the General Plan Design to be developed. The specified uses should be allowed if consistent with the type, location, and density of existing development. Some of the land within the designated land use classifications is not developable due to natural features, easements, setbacks, existing preferred land uses, or availability of supporting infrastructure. Within developing areas, these additional considerations and land uses generally account for approximately 25 percent of the gross land area. Given these considerations, the gross land use needs for residential, commercial, and industrial development for the Town of How by 2040 is 150.27 acres. The net acreage total for each of the illustrated land uses is 112.70 acres.

Table 2.2: Five-Year Incremental Land Use Projections, 2020 - 2040

| Year | Residential | | Commercial | | Industrial | |
|------|-------------|-------|------------|-------|------------|-------|
| | Acres | Total | Acres | Total | Acres | Total |
| 2020 | 50.0 | | 2.7 | | 2.3 | |
| 2025 | 27.0 | 77.0 | 1.4 | 4.1 | 1.2 | 3.6 |
| 2030 | 17.5 | 94.5 | 0.9 | 5.0 | 0.8 | 4.4 |
| 2035 | 8.0 | 102.5 | 0.4 | 5.5 | 0.4 | 4.7 |
| 2040 | - | 102.5 | - | 5.5 | - | 4.7 |

Source: Oconto County Planning, 2020.

Residential Projections

The town’s future residential land use acreage was projected utilizing the following methodology:

- the town’s projected housing needs were based on the WDOA projections,
- an average lot size of 2 acres per dwelling unit,
- a multiplication factor ranging from 1.25 to 2.25 to allow for market flexibility.

Table 2.3: Five-Year Incremental Housing Land Use Projections, 2020-2040

| Year | New Housing Units | Acres/DU | Market Value | Acres Needed |
|--------------|-------------------|----------|--------------|---------------|
| 2020 | 20 | 2 | 1.25 | 50.0 |
| 2025 | 9 | 2 | 1.5 | 27.0 |
| 2030 | 5 | 2 | 1.75 | 17.5 |
| 2035 | 2 | 2 | 2 | 8.0 |
| 2040 | 0 | 2 | 2.25 | 0.0 |
| Total | 36 | | | 102.50 |

Source: Oconto County Planning, 2020.

Note: The new housing units shown for 2020 would be the increase from the number of housing units determined in the 2010 census and the projected number of housing units in 2020. From 2010 thru 2020 it is projected the town will see 20 new housing units. From 2020 thru 2025 it is projected the town will see 9 new housing units.

Commercial Projections

To calculate commercial land use projections, the current ratio of residential acreage to commercial land use acreage is compared by parcel in the town based on the 2017 land use inventory. That ratio was 18.77 acres of residential land to every one acre of commercial land for a 18.77:1 ratio. Based on this ratio, the town can anticipate allocating 5.5 net commercial acres and 7.28 gross commercial acres during this planning period.

Table 2.4: Five-Year Incremental Commercial Land Use Projections, 2020-2040

| Year | Res. Acreage | Ratio | Acres Needed |
|--------------|--------------|-------|--------------|
| 2020 | 50.0 | 18.8 | 2.7 |
| 2025 | 27.0 | 18.8 | 1.4 |
| 2030 | 17.5 | 18.8 | 0.9 |
| 2035 | 8.0 | 18.8 | 0.4 |
| 2040 | 0.0 | 18.8 | 0.0 |
| Total | | | 5.5 |

Source: Oconto County Planning, 2020.

Industrial Projections

Industrial lands are projected in the same manner as the commercial lands by using the current ratio of residential acreage to industrial land use acreage by parcel in the town based on the 2017 land use inventory. That ratio was 21.63 acres of residential land to every one acre of industrial land for a 21.63:1 ratio. Based on this ratio, the town can anticipate allocating 4.7 net industrial acres and 6.32 gross industrial acres during this planning period.

Table 2.5: Five-Year Incremental Industrial Land Use Projections, 2020-2040

| Year | Res. Acreage | Ratio | Acres Needed |
|--------------|--------------|-------|--------------|
| 2020 | 50.0 | 21.63 | 2.3 |
| 2025 | 27.0 | 21.63 | 1.2 |
| 2030 | 17.5 | 21.63 | 0.8 |
| 2035 | 8.0 | 21.63 | 0.4 |
| 2040 | 0.0 | 21.63 | 0.0 |
| Total | | | 4.7 |

Source: Source: Oconto County Planning, 2020.

Agricultural Projections

With approximately 8,410 acres of agricultural land within the town, it is the intention to preserve as much of these agricultural lands as possible over the next 20 years. As development pressures continue, any non-agricultural development should be directed to areas not designated for farmland preservation. This generally means areas not considered as prime productive agricultural land, where services are more readily available needed to support the non-agricultural use, and/or where the non-agricultural use will not promote conflict with existing agricultural uses. The conversion of agricultural lands to other land uses can be influenced by the strategies of local comprehensive plans and zoning ordinances.

Map 2.1: Location Map

Map 2.2: Planning Area

Map 2.3: Surface Water Features

Map 2.4: Plan Determinants

Map 2.5: Prime Agricultural Soils

Map 2.6: Public and Community Facilities

Map 2.7: Existing Land Use

