

CHAPTER 2: INVENTORY, TRENDS, AND FORECASTS

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INTRODUCTION

This section of the *Town of Maple Valley 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 Maple Valley 20-Year General Plan Design (Chapter 3 of this document).

COMMUNITY INVENTORY

Description of Planning Area

The Town of Maple Valley is located in the west-central portion of Oconto County encompassing an area of approximately 36 square miles, or approximately 23,040 acres. Communities that surround Maple Valley include the towns of Bagley, Brazeau, Spruce, Oconto Falls, Gillett, Underhill, How, Breed, and the Village of Suring. Agricultural lands with scattered woodlands make up the town of Maple Valley. **Map 2.1** illustrates the general location of the town of Maple Valley in Wisconsin, while **Map 2.2** focuses on the Town of Maple Valley planning area.

Past Planning Efforts

Town of Maple Valley 20-Year Comprehensive Land Use Plan:

In October of 2001, the town of Maple Valley adopted its first comprehensive plan entitled the Town of Maple Valley 2020 Comprehensive Plan. This plan was developed with planning assistance from Bay-Lake Regional Planning Commission.

Town of Maple Valley 20-Year Comprehensive Plan:

In 2018, the town of Maple Valley 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 is easier to use and will be easier to update as needed. 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 Maple Valley are highlighted below. Expanded definitions and countywide maps of these natural resources can be found in Chapter 5 of *Volume II: County Resources*.

- The southern and eastern two-thirds of the town consist of undivided sandstone with some dolomite and shale. These sedimentary rocks are from the Cambrian System. This type of bedrock is a good source for groundwater. The northern and western third of the town is classified as Precambrian granitic and syenitic rocks of the Wolf River batholith. These rocks, where fractured and decomposed yield small amounts of groundwater.
- The soil types throughout the eastern three quarters of the town vary from nearly level to very steep and from well drained to very poorly drained loamy, mucky and sandy soils found on uplands and in depressions. Most of the Onaway and Menominee soils are used for crops. Water erosion, wetness and soil blowing are the main management concerns. The Seelyeville and steeper areas of the Onaway and Menominee are mostly covered by woodlands. The gently sloping, well drained Onaway and Menominee soils are suited for residential development. The soil types throughout the western quarter of the town vary from nearly level to very steep and from excessively drained to moderately well drained sandy soils on uplands areas. 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 field function is satisfactory 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 seasonally high water table.
- The topography of the town varies from relatively flat to gently rolling. The elevation in the town varies approximately 170 feet from approximately 790 feet above sea level in the south west part of the town near Daly Creek to 960 feet above sea level in the north central part of the town. A majority of the town maintains an elevation between 850 and 900 feet above sea level.
- The town is located within three main watersheds. These are the Lower North Branch Oconto River, the Lower Oconto River, and the Little River watersheds. All three watersheds are part of the Green Bay basin and flow into it.
- Surface waters are abundant in the northern and central portion of Oconto County. The lakes located with the town are Benz, Brooks, Cooley, Makhholm and Mud. The rivers and streams located within the town include Daly Creek, Kelly Brook, North Branch Oconto River and Peshtigo Brook. **Map 2.3** illustrates the location of surface waters in the town of Maple Valley.
- 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 12 percent. Slopes greater than 12 percent are more susceptible to soil erosion and may require special building and construction restraints, such as retaining walls or major grading efforts. Within the town, there are 2, 117 acres of steep slope, which are concentrated in the southern and western portions of the town along the Daly Creek river valley.
 - There are designated floodplains located along Daly Creek, Kelly Brook, and the far northwestern part of the town adjacent to the Peshtigo Book.
 - Wetlands are located throughout the town.

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

Agricultural Resources

There are areas in the town of Maple Valley 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 Maple Valley. Areas that have been designated as farmland preservation areas within the town are shown on **Map 3.20** 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 historical reasons. The town of Maple Valley contains a limited number of sites of historic and culture significance to the town.

Economic Resources

Being a rural farming community, the town’s primary economic components consist of its large amount of agricultural lands. As noted on the 2017 land use inventory, there are also 20.1 acres of identified commercial land and 36.3 acres of industrial land use.

Other employment types found in the town of Maple Valley include large farming operations, machining, machinery sales and service, non-metallic mining, bulk hauling and trucking,

construction equipment sales and service, and a variety of home-based businesses.

Transportation

Transportation specific information for the town of Maple Valley 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, CTH G, CTH A, CTH Z and CTH V 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 Maple Valley contains approximately 63.34 miles of roadway of which 36.7 miles being town roads. STH 32 is the main transportation corridor through the community.

Table 8.2 found in Chapter 8 of *Volume II: County Resources* lists the mileage of roads under the jurisdiction of the town of Maple Valley 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 Maple Valley’s community and public facilities is shown on **Map 2.6** and highlighted below.

- The Maple Valley Town Hall is located at the corner of CTH Z and CTH M. Purchased in 1978, the facility has two large meeting rooms, a bathroom and a kitchen area. There is also a small playground facility that is located on the property. The halls are utilized for elections, community meetings and general events. The structure is handicapped accessible and the parking at the facility is thought to be adequate. The facility is thought to be adequate for its current use and there are no future improvement plans for the facility in the next 10 to 20 years.
- All of the water used by the town of Maple Valley and its residents comes from groundwater. There is no municipal water supply in the town; therefore, all water is supplied via private wells. However, there are several town residents that do receive public water from the Village of Suring.
- 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. Other facilities in the community are maintained by the town of Maple Valley.
- The majority of the postal services in the town of Maple Valley 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 building is also in compliance with the Americans with Disabilities Act. Additional postal services for the town of Maple Valley are provided by the Gillett and Lena Post Offices.
- Currently there are four cemeteries that serve the town of Maple Valley. They are the Maple Valley Lutheran Cemetery, Hickory Cemetery, Frostville Cemetery, and the Community

Church Cemetery. It is believed that the cemetery facilities in the town are adequate for the planning period.

- The Oconto County Sheriff’s Department provides police services to the town’s residents.
- Fire protection for the town of Maple Valley is provided by the Suring Fire Department. Located on East Main 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 Maple Valley 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 Maple Valley is provided by the Gillett Joint Ambulance and the Gillett Area Ambulance.
- The town of Maple Valley operates a waste disposal and recycling drop-off center located at 8362 Brock Rd.

Parks and Recreation

There are no parks within the town of Maple Valley. However, the Oconto County Recreation Trail extends throughout the southwest portion of the town. Extending from Gillett north to Townsend, this route is an abandoned railroad right of way. Scenery is primarily agricultural at the southern end of the trail and forest on the north end. There are several scenic river crossings and lakes. The trail provides hiking, biking, ATV/UTV, and snowmobile opportunities. There is an 18-hole public course located on the west side of Golf Course Road.

Land Use Inventory

A detailed field inventory of existing land uses in the town of Maple Valley was completed by the Bay-Lake Regional Planning Commission in 2001. 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 on Table 2.1. **Map 2.7** displays the town of Maple Valley 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>	512.7	2.3	49.2
<i>Mobile Homes</i>	21.9	0.1	2.1
<i>Multi-Family</i>	0.0	0.0	0.0
<i>Vacant Residential</i>	0.7	0.0	0.1
Total Residential	535.3	2.4	51.3
Commercial	20.1	0.1	1.9
Industrial	36.3	0.2	3.5
Transportation	151.5	0.7	14.5
Communications/Utilities	53.0	0.2	5.1
Institutional/Governmental	27.6	0.1	2.6
Recreational	61.5	0.3	5.9
Agricultural Structures	158.0	0.7	15.1
Total Developed Acres	1,043.1	4.6	100.0
UNDEVELOPED			
Croplands/Pasture	9,472.8	41.9	43.9
Woodlands	10,625.8	47.0	49.3
Other Natural Areas	1,342.4	5.9	6.2
Water Features	129.4	0.6	0.6
Total Undeveloped Acres	21,570.5	95.4	100.0
Total Land Area	22,613.6	100.0	

Source: Oconto County Planning, 2020.

DEMOGRAPHIC TRENDS AND FORECASTS

Population

Historical 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 projected future populations. The town of Maple Valley has experienced an overall decrease in population from 1,163 in 1910 to 662 in 2010.

For more information on population trends in Oconto County and the town of Maple Valley 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 Maple Valley 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 Maple Valley can anticipate limited new resident growth.

More information on population projections for Oconto County and the town of Maple Valley 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 Maple Valley had 45 total seasonal housing units, or 15.4 percent of total housing units in the town. This creates an estimated seasonal population of 102 persons in 2010. Projections show a seasonal population high of 113 persons in 2035.

More information on seasonal population projections for Oconto County and the town of Maple Valley 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 Maple Valley’s total number of housing units have continued to increase over the years from 221 in 1970 to 361 in 2010.

More information on the number of housing units for Oconto County and the town of Maple Valley 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 291 in 2010 to 343 by 2040.

More information on housing projections for Oconto County and the town of Maple Valley 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 45 in 2010 to 53 in 2040.

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

Economic Development

The town of Maple Valley'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, 19 percent, are employed in sales and office related occupations. A large percent 17.9 percent, are employed in management, professional and related occupations. More information on employed persons by occupation for Oconto County and the town of Maple Valley 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 Maple Valley 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.
- Mix of land uses in the area along adjoining the Village of Suring along STH 32.

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.
- Residential developments adjacent to the Village of Suring will continue at higher densities to receive adequate services and to preserve the rural nature of the surrounding town.
- 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 habitats.
- The use of on-site wastewater septic systems and individual groundwater wells will continue within the town throughout the planning period, with the possibility of the Village of Suring extending services to adjacent developments.
- As internet availability continues to advance, home-based businesses and working from home will likely increase.
- If commercial uses begin to increase, businesses will primarily locate along STH 32, adjacent to the Village of Suring.

- As industries continue to build/expand in surrounding community industrial parks, the parks will likely begin to max out and more industrial lands will be needed.
- There will be a growing demand for certain services, as the median population age continues to increase.
- The town of Maple Valley 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;
- Cooperate with the Village of Suring, Oconto County and other adjacent communities on the maintenance of existing parks and development of additional recreational opportunities.

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 Maple Valley future land use projections can be viewed in Table 2.1.

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 Maple Valley by 2040 is 365.86 acres. The net acreage total for each of the illustrated land uses is 274.39 acres.

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

Year	Residential		Commercial		Industrial	
	Acres	Total	Acres	Total	Acres	Total
2020	105.0		3.9		7.1	
2025	67.5	172.5	2.5	6.5	4.6	11.7
2030	57.8	230.3	2.2	8.6	3.9	15.6
2035	18.0	248.3	0.7	9.3	1.2	16.8
2040	-	248.3	-	9.3	-	16.8

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 3 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	28	3	1.25	105.0
2025	15	3	1.5	67.5
2030	11	3	1.75	57.8
2035	3	3	2	18.0
2040	0	3	2.25	0.0
Total	57			248.25

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 28 new housing units. From 2020 thru 2025 it is projected the town will see 15 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 26.63 acres of residential land to every one acre of commercial land for a 26.3:1 ratio. Based on this ratio, the town can anticipate allocating 9.3 net commercial

acres and 12.43 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	105.0	26.6	3.9
2025	67.5	26.6	2.5
2030	57.8	26.6	2.2
2035	18.0	26.6	0.7
2040	0.0	26.6	0.0
Total			9.3

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 14.76 acres of residential land to every one acre of industrial land for a 14.76:1 ratio. Based on this ratio, the town can anticipate allocating 16.8 net industrial acres and 22.43 gross industrial acres during this planning period.

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

Year	Res. Acreage	Ratio	Acres Needed
2020	105.0	14.76	7.1
2025	67.5	14.76	4.6
2030	57.8	14.76	3.9
2035	18.0	14.76	1.2
2040	0.0	14.76	0.0
Total			16.8

Source: Source: Oconto County Planning, 2020.

Agricultural Projections

With approximately 9,473 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 Waters

Map 2.4: Plan Determinants

Map 2.5: Prime Agricultural Soils

Map 2.6: Public and Community Facilities

Map 2.7: Existing Land Use

