

# Table of Contents

*Town of River Falls  
Comprehensive Plan*

## Table of Contents

### **A - Introduction**

Wisconsin's Smart Growth Legislation .....	A-1
Comprehensive Planning .....	A-1
Funding .....	A-1
State Planning Goals .....	A-1
State Growth Dividend Aid Program .....	A-1
Purpose of this Plan .....	A-2
Adoption Process .....	A-2
Organization of Plan .....	A-2
Local Planning Goals.....	A-3
Previous Planning Efforts .....	A-4
Local Plans .....	A-4
Statewide and Regional Plans .....	A-4
Plan Monitoring and Amendment .....	A-4
Community Survey .....	A-4

### **B - Issues and Opportunities**

Introduction .....	B-1
Background Information: Existing Conditions and Trends Analysis .....	B-3
Vision Statement .....	B-3
Population .....	B-4
Age and Gender Distribution .....	B-8
Housing .....	B-8
Household Income .....	B-9
Population Projections .....	B-9
Population Methodology.....	B-10
Education .....	B-11
Employment .....	B-12
Relevant Plans, Policies and Programs .....	B-13
Sewer Service Area Water Quality Management Plan .....	B-13
Bicycle and Pedestrian Plan .....	B-13
Pierce County Land Management Plan .....	B-13
Master Plan .....	B-13
Sewer Service Area Water Quality Management Plan .....	B-14
Community Participation/Input.....	B-15
Town Survey .....	B-15
Photographic Survey .....	B-15
SWOT Analysis .....	B-16
Opportunities in the Town of River Falls .....	B-20
Threats to the Town of River Falls .....	B-21
Additional Opportunities for Community Input .....	B-23

### **C - Housing**

Executive Summary .....	C-1
Goals .....	C-1

# Table of Contents

*Town of River Falls  
Comprehensive Plan*

Implementation Strategies .....	C-1
Introduction .....	C-3
Context .....	C-4
Data and Analysis .....	C-5
Local Housing Market Overview.....	C-6
Building Permits .....	C-6
Factors of Supply .....	C-7
Number of Housing Units .....	C-7
Housing Types .....	C-7
Vacancies .....	C-8
Tenure .....	C-8
Housing Values and Rental Rates .....	C-8
Housing and Economic Development Relationship .....	C-9
Factors of Demand.....	C-10
Population .....	C-10
Income .....	C-10
Age .....	C-13
Factors of Community .....	C-15
The Housing Development Environment .....	C-15
Subdivision Regulations .....	C-16
Population, Households & Housing Units .....	C-17
Housing Stock.....	C-18
Agricultural Land Use .....	C-19
Recommendations.....	C-19
Relevant Plans, Policies, Studies & Programs.....	C-20
Housing: A State Perspective .....	C-20
Housing: A National Perspective.....	C-21
Section 42 .....	C-21
S.W.O.T. Analysis .....	C-22
Community Survey .....	C-22
Goals, Objectives and Policies.....	C-23
<b>D - Transportation</b>	
Introduction .....	D-1
User Profile .....	D-2
Existing Conditions .....	D-3
Roadways .....	D-3
Existing Traffic Volumes .....	D-3
Street Classification .....	D-4
Trucking .....	D-4
Highway Projects .....	D-5
Pavement Condition .....	D-6
PASER Rating System .....	D-6
Rustic Roads .....	D-7
Railroad.....	D-7
Airports.....	D-8
Snowmobile Trails.....	D-9
Bicycle and Pedestrian Transportation .....	D-10
Existing Transportation Plans .....	D-12
Pierce County Non-Motorized Transportation Plan .....	D-12
Wisconsin Bicycle Transportation Plan 2020.....	D-12
Wisconsin State Pedestrian Plan.....	D-12

# Table of Contents

*Town of River Falls  
Comprehensive Plan*

Wisconsin State Trail Plan.....	D-12
Connections 2030: State Long Range Transportation Plan .....	D-13
S.W.O.T. ....	D-14
S.W.O.T. Analysis .....	D-14
Community Survey .....	D-14
Goals, Objectives and Policies.....	D-15

## **E - Utilities and Community Facilities**

Introduction .....	E-1
Inventory .....	E-2
Public Schools .....	E-2
Child Care Facilities .....	E-3
Town Hall .....	E-3
Library Services.....	E-3
Electric and Natural Gas.....	E-4
Water System.....	E-4
Wastewater Facilities.....	E-5
Solid Waste and Recycling.....	E-5
Telecommunications.....	E-6
Health Care .....	E-6
Public Safety.....	E-6
Law Enforcement .....	E-6
Fire Services .....	E-7
Recreation Facilities .....	E-7
Park and Conservancy .....	E-7
Bicycle Routes/Trails .....	E-7
Other Facilities.....	E-7
Public Facilities Plan .....	E-8
S.W.O.T. Analysis .....	E-9
Community Survey .....	E-9
Goals, Objectives and Policies.....	E-10

## **F - Agricultural, Natural and Cultural Resources Element**

Introduction .....	F-1
Agricultural Resources .....	F-2
Productive Agricultural Areas .....	F-2
Farmland Preservation .....	F-3
Exclusive Agricultural Zoning Ordinances .....	F-3
Natural Resources .....	F-4
General Setting .....	F-4
Attributes and Characteristics of the Western Prairie.....	F-4
Groundwater .....	F-5
Forests .....	F-5
Environmentally Sensitive Areas .....	F-6
Threatened or Endangered Species .....	F-7
Surface Water .....	F-10
Town of River Falls Water Quality Plan .....	F-10
Floodplains .....	F-10
Wetlands .....	F-11
Wildlife Habitat .....	F-11
Soil.....	F-12
Metallic/Nonmetallic Mineral Resources .....	F-12

# Table of Contents

*Town of River Falls  
Comprehensive Plan*

Air Quality .....	F-13
Cultural Resources .....	F-14
Historical/Cultural Resources .....	F-14
Archaeological Sites .....	F-14
Laws and Statutes – Archaeological Sites .....	F-15
Federal Projects .....	F-15
State Projects .....	F-15
Political Subdivision Projects .....	F-15
Burial Sites.....	F-15
Rock Art Sites.....	F-15
State Lands.....	F-15
Tax Incentives.....	F-15
Native American Tribal Preservation Programs .....	F-16
Archaeological Consultants .....	F-16
Public Involvement .....	F-17
S.W.O.T. Analysis .....	F-17
Community Survey .....	F-17
Goals, Objectives and Policies.....	F-19

## **G - Economic Development**

Introduction .....	G-1
Background .....	G-2
Economic Base.....	G-3
Employment and Income Profile .....	G-3
Income .....	G-3
Poverty Status .....	G-3
Town of River Falls Business and Industry Composition – Employment.....	G-4
Population and Labor Force.....	G-5
Commuting Patterns.....	G-7
Economic Assessment .....	G-8
Types of Business and Industry Desired.....	G-8
Environmentally Contaminated Sites: Potential for Industrial and Commercial Use.....	G-8
Economic Development Programs.....	G-9
Local and Regional .....	G-9
State of Wisconsin .....	G-10
Wisconsin Department of Transportation.....	G-11
Wisconsin Housing & Economic Development Authority.....	G-11
Tax Increment Financing.....	G-11
Goals, Objectives and Policies.....	G-12

## **H - Intergovernmental Cooperation Element**

Executive Summary .....	H-1
Introduction .....	H-2
Organizational Structure of the Town .....	H-4
Area Local Units of Government .....	H-4
County Government .....	H-4
Surrounding Towns .....	H-4
Surrounding Cities and Villages .....	H-4
Regional Governing Bodies .....	H-5
Regional Planning Commission .....	H-5
Metropolitan Planning Organization .....	H-5
Special Purpose Districts .....	H-6

# Table of Contents

*Town of River Falls  
Comprehensive Plan*

School District .....	H-7
Technical College District .....	H-7
State Agencies .....	H-8
Department of Natural Resources .....	H-8
Department of Transportation .....	H-8
Department of Commerce .....	H-9
Department of Agriculture, Trade and Consumer Protection .....	H-9
Department of Revenue .....	H-9
Department of Administration .....	H-9
Wisconsin Emergency Management .....	H-10
Interstate Agencies .....	H-11
Nongovernmental Organizations .....	H-12
Forward Wisconsin .....	H-12
International Trade, Business and Economic Development Councils .....	H-12
Resource Conservation and Development Councils .....	H-13
Existing Intergovernmental Cooperation .....	H-14
General Agreements .....	H-14
Stipulations and Orders .....	H-14
Municipal Revenue Sharing Agreements .....	H-15
Cooperative Boundary Agreements .....	H-15
Existing or Potential Areas of Conflict .....	H-15
Extraterritorial Area.....	H-15
Goals, Objectives and Policies.....	H-16
S.W.O.T. Analysis.....	H-16
Community Survey.....	H-16
Goals and Objectives.....	H-17
Policies and Implementation Strategies.....	H-18

## **I - Land Use Element**

Introduction .....	I-1
Existing Land Use .....	I-2
Agricultural Land Use as a Percent of Total Land Use .....	I-2
Residential Land Use as a Percent of Total Land Use.....	I-2
Commercial Land Use as a Percent of Total Land Use.....	I-3
Industrial Land Use as a Percent of Total Land Use .....	I-3
Trends .....	I-4
Land Use Regulations.....	I-6
Land Division Ordinance.....	I-6
Zoning.....	I-6
Sewer Service Area Planning .....	I-7
Development Factors.....	I-8
Future Land Use Plan.....	I-9
Goals, Objectives and Policies.....	I-11

## **J – Implementation Element**

Introduction.....	J-1
Implementation Schedule.....	J-2

## **K – General Provisions**

Part I. Generally.....	K-i
Part II. Interpretation.....	K-i
Part III. Amendment .....	K-iii

# Table of Contents

*Town of River Falls  
Comprehensive Plan*

## **L – Appendices**

Appendix A: Adoption Ordinance .....	L-i
Appendix B: Glossary .....	L-iii

## *List of Maps*

.....

Road Classification & AADT Counts.....	D-18
Existing Utilities and Community Facilities .....	E-12
Prime Farmland.....	F-24
Resource Protection Areas.....	F-25
Existing Land Use.....	I-15
Proposed Future Land Use.....	I-16