

Introduction

Wisconsin “Smart Growth” Legislation

As part of the state’s 1999-2000 biennial budget, Governor Thompson signed into law what is referred to as the “Smart Growth” legislation (1999 Wisconsin Act 9). Although local governmental units are not required to adopt comprehensive plans consistent with the state’s requirements, Wisconsin Statutes sec. 66.1001 (3) provides that beginning on January 1, 2010, ordinances (as set forth in Chapter 9 “Plan Consistency and Use) enacted or amended by a local government unit shall be consistent with the local government unit’s comprehensive plan. The Village adopted their plan on November 18, 2009. The statutes also require that each local government update their plan every ten years.

The comprehensive plan must follow various substantive and procedural requirements. State statutes define nine (9) areas that need to be addressed in a comprehensive plan:

- Issues and opportunities (Chapter 1)
- Housing (Chapter 2)
- Transportation (Chapter 3)
- Utilities and community facilities (Chapter 4)
- Agricultural, natural, and cultural resources (Chapter 5)
- Economic development (Chapter 6)
- Land use (Chapter 7)
- Intergovernmental cooperation (Chapter 8)
- Implementation (Chapter 9)

The Smart Growth legislation also mandated that certain public participation procedures be part of the comprehensive planning process. Specifically, a municipality must hold at least one public hearing on the plan and notify the public at least thirty days in advance of this hearing. In an effort to foster

meaningful public input, the Village of River Hills provided additional opportunities for public involvement, as outlined in the village’s public participation plan. Refer to Appendix A for a copy of the plan.

Past Planning Efforts

The village’s first comprehensive plan was adopted in November 1957 and has been used as the blueprint for the community ever since. The village has strict zoning, allowing only residential development, certain special uses (e.g., places of worship, schools, private clubs, combination art / sculpture parks / museums, nature preserves, and wireless facilities on village property), and prohibiting commercial uses. The village has an adopted zoning ordinance, subdivision control ordinance, erosion control ordinance, storm water management ordinance, floodplain ordinance, wetland zoning ordinance, and a filling and excavating of lands ordinance. With the assistance of the Southeastern Regional Planning Commission (SEWRPC), the village adopted its shoreland and non-shoreland wetlands ordinance in 1996. In 1999-2000, SEWRPC assisted the village in a complete review and update of the zoning code which was readopted in 2000. On November 18, 2009, the village adopted the current Comprehensive Plan.

A Community Process

The planning process that was set up in 2009 was also used with this update. It set out to protect the village’s unique character, build on the strengths of the community, and guide the future of River Hills. The Plan Commission’s job was not merely to produce a report but to reach out and collaborate with the community, educate residents about planning, and involve them in developing the plan. These goals stem from the fundamental aim of the planning process: engage residents in building community consensus for River Hills’ future.

Community-Wide Survey

In April 2019, the Plan Commission conducted a village-wide survey to collect public input for the comprehensive plan. The survey was made available online via a link from the village's website. Anyone who did not have internet access could pick up a copy of the survey at village hall to complete and return. Everyone over the age of ten was encouraged to fill out the survey.

The survey focused on issues regarding land use and zoning, natural resources and the environment, community facilities and services, economic development, and housing. It also provided residents an opportunity to comment on what they liked most about the village, would like to see changed in the village, and offer their vision for the village's future. Of the approximate 1,628 village residents, 249 individuals completed community surveys by the June 14, 2019 deadline – a 15-percent response rate. Survey results were compiled, analyzed, and documented in a report for use by the Plan Commission. A copy of this report can be found in Appendix B.

Municipal Officials Survey

The municipal official's survey was distributed in April 2019 to all the village decision-makers. The survey aimed to gather their input on issues and opportunities in River Hills. Officials were asked to elaborate on the existing planning framework, community character, land use, environment, housing, transportation, intergovernmental issues, community facilities and services, and communication between the village and the residents. Four of fourteen emailed surveys were returned, 29 percent response rate. The municipal survey report can be found in Appendix C. These results, along with the results from the community survey, provided the framework for the *Village of River Hills Comprehensive Plan*.

Open House and Plan Adoption

Based on public input as well as data analysis and recommendations, the Plan Commission identified specific goals, objectives, and actions for the plan. A draft of the updates was completed in July 2019.

Updates for the plan were approved and adopted on October 16, 2019 following a public hearing.

Protecting Water Quality

When asked in the community survey what level of importance the village should give to several environmental issues, the greatest concern was "protect the drinking water supply and ground water." Nineteen (19%) percent of the respondents picked this as the number one issue. [p. 93] When asked to indicate what level of importance the village should give to listed issues, 84% of the respondents selected "protect the drinking water supply and ground water [p. 92, see also p. 97].

Concern about ground water is understandable since 99% of the homes in the village rely on their private wells for their drinking water and all other uses, while eight (8) properties receive water from other municipal systems.

The River Hills Village Board and administration should give attention to this important matter.

Concerns Faced by River Hills

In the recent community survey, many respondents cited important conflicting concerns about 1) our rising property tax burden, and 2) maintaining the Village's single-family home character.

When asked to identify one vision for River Hills, typical responses and sentiments were "maintain the status quo", "stay one-family homes," and "don't disrupt the beautiful way of life we enjoy." These attitudes have been expressed by residents for decades and it is clear the vast majority do not want significant change.

The tension between minimizing property tax increases and limiting development (to single family homes on large lots) is self-evident.

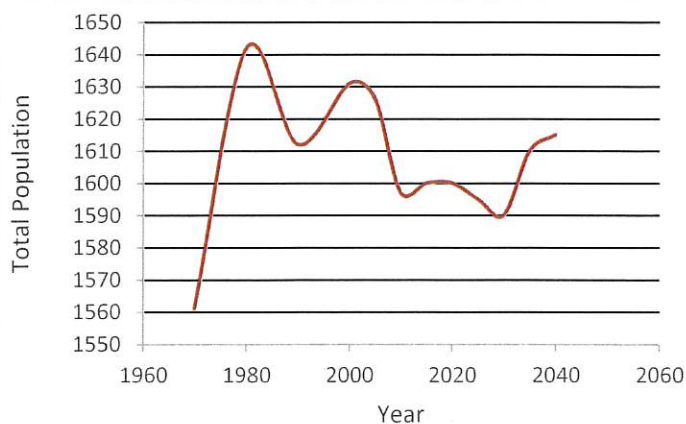
Village leaders will undoubtedly wrestle greatly with these controversial issues during the ten-year period anticipated by this Comprehensive Plan.

Chapter 1: Issues and Opportunities

Population Trends and Projections

The population of River Hills is expected to increase slightly over the next twenty years (refer to Figure 1-1). During this same period, the number of households within the village is projected to increase slightly. The population in the village in 2000 was 1,631 with 590 households, whereas in 2040 the population is projected to decrease to 1,615, although the numbers of households are projected to increase to 641. Table 1-1 shows the population and household projections compared to past years.

Figure 1-1. River Hills Population Chart



Source: Wisconsin Department of Administration population projections

This future trend points to the potential changes in family size which is projected to decrease resulting in a corresponding increase in demand for housing. This follows the national trend of smaller household size, and it reflects a decrease in the number of children per family and an increase in the number of people living alone.

There is a degree of uncertainty inherent in population projections. Projections are based on past population and household trends. However, it is difficult, if not impossible, to predict future deviations from these trends. Population projections should therefore be viewed as a general guideline for future planning efforts.

Table 1-1. River Hills Population and Households

YEAR	POPULATION	HOUSEHOLDS
US Census of Population and Housing*		
1970	1561	438
1980	1642	525
1990	1612	567
2000	1,631	590
2010	1,597	595
Wisconsin DOA Projections**		
2005	1,626	599
2010	1,597	595
2015	1,600	608
2020	1,600	614
2025	1,595	617
2030	1,590	621
2035	1,610	631
2040	1,615	641

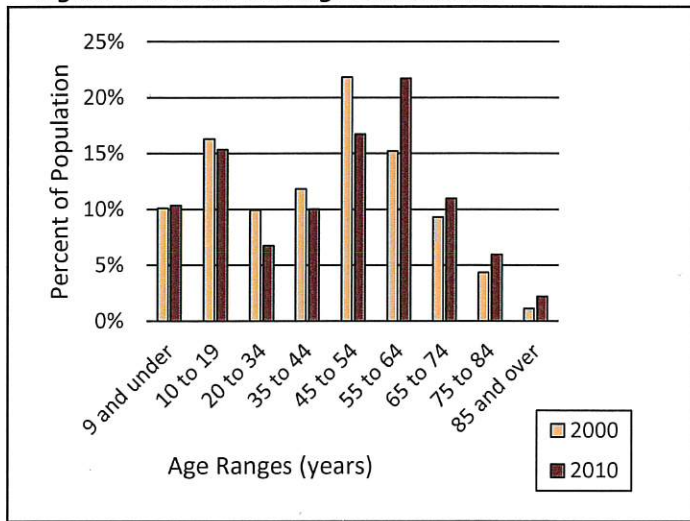
*Source: Wisconsin Department of Administration Time Series of the Final Official population estimates and Census counts 2018

**Source: Wisconsin Department of Administration population and household projections for Wis. Municipalities 2010-2040

Age Distribution

The age distribution of village residents has remained relatively constant over the past decade with only slight changes in a few age groups (refer to Figure 1-2). Between 2000 and 2010, the share of the village's population under the age of nine remained at 10 percent. Similarly, there was also a decrease of 5% in the share of the village's population in the twenty to forty-four age group, and a 5% decrease in the share of the forty-five to fifty-four age group.

Figure 1-2. River Hills Age Distribution



Source: US Census Summary File 1: Age Groups and Sex 2000-2010

From 2000 to 2010, there was a noticeable 7% increase in the share of the population in the fifty-five to sixty-four age group. The increase in this segment of the population is consistent with the natural increase (i.e., the aging of the village's population in the forty-five to fifty-four age group in 2000). The increase of this share of the village's population from 15 to 22 percent corresponds with national and county trends.

The share of the village's population aged fifty-five and over increased 12% from 29 to 41 percent between 2000 and 2010. The increase in the percent share of these groups relative to the village's overall population corresponds with a natural increase as well as national trends. Planning issues typically associated with an increase in retirement age populations, as seen in River Hills, include:

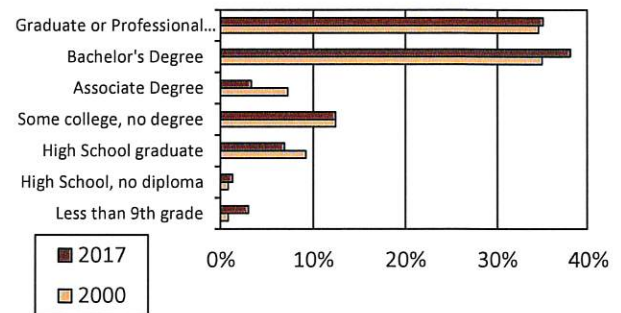
- Increased demand for senior housing and opportunities for aging-in-place (i.e., home)

- Increased need for elder care services

Education and Household Income

River Hills' residents have generally achieved higher levels of education than those of Milwaukee County and Wisconsin. In 2017, 76 percent of the village's population had a college degree or higher (refer to Figure 1-3), whereas 34 percent of the county's population and 27 percent of Wisconsin's population had a college degree or higher.

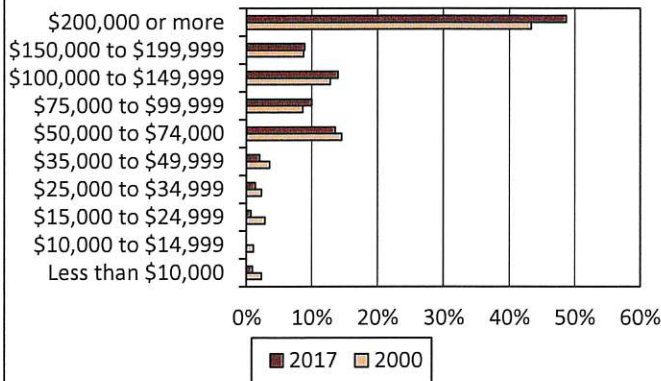
Figure 1-3. River Hills Education Levels



Source: US Census of Population and Housing 2000 (Summary Tape File 3) and 2013-2017 American Community Survey 5-Year Estimates

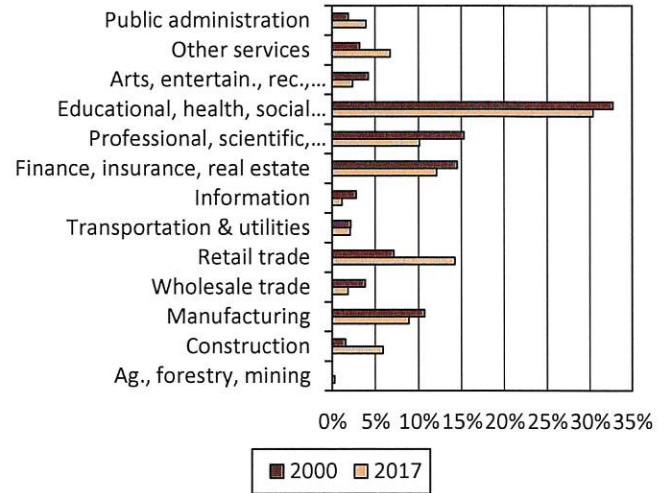
The household income levels of village residents correspond with their higher levels of education. In 2017, the average household income was \$156,944; this was a 3 percent decrease in the income levels from 2000 when the average household income was \$161,292. In 2017, 18 percent of households (151 households) within the village earned less than \$75,000 per year; this is a 10 percent decrease from 2000 levels when approximately 28 percent (164 households) of the household income for the village was under \$75,000. Refer to Figure 1-4 for a comparison of household income between 2000 and 2017.

Figure 1-4. River Hills Household Income



Source: US Census of Selected Economic Characteristics 2000 (Summary Tape File 3) and 2013-2017 American Community Survey 5-Year Estimates

Figure 1-5. River Hills Occupation Types



Source: US Census of Selected Economic Characteristics 2000 (Summary Tape File 3) and 2013-2017 American Community Survey 5-Year Estimates

Employment Trends and Projections

Although the Village of River Hills' zoning ordinance does not allow for commercial activity, there are a few institutional employers within the village. The University School of Milwaukee, the Milwaukee Country Club, and the Village are the three largest employers.

- University School of Milwaukee employs: 215 full-time and 200 seasonal employees
- Milwaukee Country Club employs: 42 full-time and 100 part-time employees
- Village of River Hills employs: 24 full-time and 8 part-time employees

The few employment opportunities in the village necessitate that a majority of the village's employed population commute to surrounding municipalities. As Figure 1-5 illustrates based on 2017 estimates, 30 percent of employed village residents (216 residents) have occupations in the education, health, and social services occupations. Retail trade was the next most significant employment type at 14 percent (101 residents). Finance, insurance, real estate, and rental and leasing occupations were a close third at about 12 percent (86 residents) and Professional, scientific, management, administrative, and waste management services were the next most significant employment type at approximately 10 percent (72 residents).

Based on the Wisconsin Office of Economic Advisors (OEA) economic projections, the number of jobs in the southeast region of Wisconsin is expected to grow from 1,142,119 in 2014 to 1,211,388 in 2024, a 6.06 percent increase in employment. Education, health services, information and professional services, and financial activities are anticipated to lead this growth, with a combined projected growth of 69,269 jobs. While this growth will likely occur in the Milwaukee metropolitan area and not in the Village of River Hills, these trends suggest the types of potential growth opportunities that might be available to village residents.

Chapter 2: Housing and Neighborhood Development

Overview

The Village of River Hills' large residential lots, tree-lined streets, safe neighborhoods, and proximity to the City of Milwaukee all contribute to making it a desirable community to live. Even so, River Hills has kept the number of housing units low (647 units) compared to neighboring municipalities, thereby maintaining the village's rural character that residents value. To ensure future residential development complements the village's existing rural character, the Village of River Hills needs to carefully plan for the amount and location of residential development.

appropriate housing development have been identified.

Household: A person or group of people who occupy a housing unit as their usual place of residence.

Housing Unit: A single-family house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as a separate living quarters or, if vacant, is intended for occupancy as a separate living quarters.

Source: U.S. Census Bureau Decennial Management Division Glossary

Village of River Hills Housing Facts (2010)

Total housing units	647
Vacant housing units	52
Homeowner vacancy rate (percent)	2.4
Rental vacancy rate (percent)	9.4
Occupied housing units	595
Percent of owner-occupied units	92
Percent of renter-occupied units	8
Total households	595
Average household size	2.68
Average household size (owner occupied)	2.69
Average household size (renter occupied)	2.57
Median value of owner occupied units	\$693,700
Median rent	\$2000+

Source: US Census of Population & Housing 2010 (Summary Tape File 3A)

This chapter highlights the types of housing currently found in the Village of River Hills and describes opportunities for future housing development within the village. Since it has been nearly a decade since the most recent Census and given the relatively small sample size, the numbers, trends, and projections in this chapter should be viewed as a general guideline for planning efforts. Specific goals, objectives, and policies for

Existing Housing Stock

Age of Homes

The Village of River Hills has a high percentage of older homes, with 304 units or 47 percent of the homes having been constructed prior to 1959. Table 2-1 shows a comparison of the construction years for the housing stock in the Village of River Hills, Milwaukee County, and Wisconsin as of 2017. Older homes typically require more maintenance. Maintaining the existing housing stock can help preserve village character and property values.

Table 2-1. Year of Construction

Year Constructed	Village of River Hills		Milwaukee County	Wisconsin
	Number	Percent	Percent	Percent
2010 to 2018	3	0.5	1.0	2.3
2000 to 2009	31	4.7	4.8	12.9
1990 to 1999	55	8.4	5.5	13.9
1980 to 1989	67	10.3	5.5	9.9
1970 to 1979	100	15.4	10.3	14.8
1960 to 1969	91	14.0	11.4	9.8
1940 to 1959	177	27.2	30.7	16.8
Prior to 1940	127	19.5	30.8	19.6
Total	651	100	100	100

Source: US Census of Population and Housing 2000 (Summary Tape File 3A) and 2013-2017 American Community Survey 5-year Estimates 2017

Types of Housing Units

Over 99 percent of the housing units (645 units) in the Village of River Hills are single-family homes. Duplexes make up the remainder of the village's housing stock. There are no multi-family, manufactured, or other housing units within the village. Table 2-2 illustrates that River Hills has a higher percent of single-family homes compared to both the county and the state in 2000. Furthermore, as illustrated in Table 2-3, the Village of River Hills has a significantly higher percentage of owner occupied housing units (94 percent) compared to both Milwaukee County and the State of Wisconsin.

Table 2-2. Housing Units by Type, 2017

Housing Type	Village of River Hills		Milwaukee County	Wisconsin
	Number	Percent	Percent	Percent
Single-Family	645	99.0	51.5	70.9
Duplex	6	1.0	16.5	6.5
Multi-Family	0	0.0	31.4	19.1
Manufactured	0	0.0	0.6	3.5
Other	0	0.0	0.0	0
Total	651	100	100	100

Source: US Census of Population and Housing 2000 (Summary Tape File 1A) and 2013-2017 American Community Survey 5-year Estimates 2017

Table 2-3. Household Occupancy, 2017

Occupancy Status	Village of River Hills		Milwaukee County	Wisconsin
	Number	Percent	Percent	Percent
Owner Occupied	554	97.2	49.7	67.0
Renter Occupied	16	2.8	50.3	33.0
Total	570	100	100	100

Source: US Census of Population and Housing 2000 (Summary Tape File 1A) and 2013-2017 American Community Survey 5-year Estimates 2017

As illustrated in Table 2-4, building permit data for the Village of River Hills shows that a total of twenty-three (23) single-family housing units were constructed in the village between 2004 and 2017; eighteen (18) single-family housing units were constructed in the village between 2004 and 2008 and seven (7) single-family housing units were constructed between 2008 and 2017. Twelve (12) of these were built on lots that had been previously had a residence and eleven (11)

were built on vacant lots. Future residential development in River Hills will most likely remain entirely single-family based on historical trends and current residential preferences.

Table 2-4. Building Permits, 2004 - 2018

Year	Construction on Vacant Parcel	Construction following Demolition	Total per Year
2004	5	1	6
2005	3	2	5
2006	0	1	1
2007	1	3	4
2008	0	2	2
2009	1	1	2
2015	1	0	1
2016	1	0	1
2017	0	1	1
Total	12	11	23

Source: Village of River Hills

Household Size

In 2010, the average household size in the Village of River Hills was 2.68 people (U.S. Census of Population and Housing 2010 Summary Tape File 3A). This is expected to decrease to 2.52 by 2040. The total population of the village is expected to increase by 1.1 percent between 2010 and 2040, and the number of households in the village is expected to increase from 595 to 641, an increase of 7.7 percent in the number of households within the village (Wisconsin Department of Administration Projections).

Housing Value Characteristics

Almost 63 percent of homes in the Village of River Hills have a value of \$500,000 or greater. Table 2-5 illustrates the break-down of home values in the village.

The generally accepted definition of "affordable" is when a household spends no more than 30 percent of its annual income on housing (U.S. Department of Housing and Urban Development). According to the U.S. Census, 37.6 percent of homeowners in the Village of River Hills spend more than 30 percent of their annual income on housing compared to 26.8 percent in Milwaukee County and 21.6 percent in Wisconsin (refer to Table 2-6). This means that approximately one-third of village homeowners are considered to have affordability challenges (refer to Table 2-7).

Table 2-5. Home Values, 2017

Value	Village of River Hills		Milwaukee County	Wisconsin
	Number	Percent	Percent	Percent
\$49,999 or less	73	1.3	6.6	5.5
\$50,000 to \$99,999	06	0	17.9	14.1
\$100,000 to \$149,999	11	2.0	25.3	21.3
\$150,000 to \$199,999	22	4.0	21.3	20.3
\$200,000 to \$299,999	67	12.1	17.8	22.5
\$300,000 to \$499,999	98	17.7	8.1	12.3
\$500,000 to \$999,999	232	41.9	2.5	3.4
\$1,000,000 or more	117	21.1	.5	0.7
Total	554	100	100	100
Median Value	\$632,400		\$150,300	\$169,300

Source: US Census of Population and Housing 2000 (Summary Tape File 1A) and 2013-2017 American Community Survey 5-year Estimates 2017
Note: The percent column may not add up to 100.0 due to rounding.

Table 2-6. Annual Owner Housing Costs by Household Income, 2017

Costs as a Percentage of Household Income	Village of River Hills		Milwaukee County	Wisconsin
	Units	Percent	Percent	Percent
Less than 20 percent	280	50.9	48.6	55.2
20 to 24.9 percent	39	7.1	14.5	14.2
25 to 29.9 percent	24	4.4	10	9.0
30 to 34.9 percent	26	4.7	6.6	5.6
35 percent or more	181	32.9	20.2	16.0
Not computed	4	0	0.10	0
Total*	550	100	100	100

Source: US Census of Population and Housing (Summary Tape File 3A) and 2013-2017 American Community Survey 5-year Estimates 2017
Note: The percent column may not add up to 100.0 due to rounding.
* Not all 590 households responded to this Census question.

Table 2-7. Annual Renter Housing Costs by Household Income, 2017

Cost as a Percentage of Household Income	Village of River Hills		Milwaukee County	Wisconsin
	Number	Percent	Percent	Percent
Less than 15%	3	33.3	11.9	15.1
15 to 19.9%	0	0	12.5	14.3
20 to 24.9%	3	33.3	12.5	13.3
25 to 29.9%	0	0	11.3	11.6
30 to 34.9 %	3	33.3	8.9	8.7
35% or More	0	0	42.8	37.0
Not computed	7	0.10	0.10	0
Total	9	100	100	100

Source: US Census of Population and Housing (Summary Tape File 3A) and 2013-2017 American Community Survey 5-year Estimates 2017
Note: The percent column may not add up to 100.0 due to rounding.

Housing Demand

Vacancy Rates

Vacancy rates reflect housing supply and demand. An overall vacancy rate of 3 percent (1.5 percent for owned units and 5 percent for rental units) is generally considered healthy and able to support housing needs (US Department of Housing and Urban Development). In 2010, the Village of River Hills' overall vacancy rate was about 8 percent (52 units), which was slightly lower than the rate for Milwaukee County (approximately 8.2 percent) and lower than the State of Wisconsin's (approximately 13.1 percent). The village's homeowner vacancy rate at only 2.4 percent is considered healthy; the rental vacancy rate was at 9.4 percent (U.S. Census of Population and Housing 2010 Demographic Profile Data).

Future Housing Needs

Future housing needs within the Village of River Hills will be influenced by changes in household size as well as consumer preferences. As of 2010, there are 647 housing units in the village, which exceeds Department of Administration projections. As of 2017, there are 651 housing units in the village, and based on Department of Administration projections, the total number of households in the village has already exceeded their

projection of 634 by 2030. (refer to Table 1-1 in the Issues and Opportunities chapter). This rate of estimated growth is reflective of the village's growth rate as seen in the building permit data (Table 2-4). The increasing number of single-person households and the expected increase in the over-65 population may also impact the types of housing River Hills needs (refer to the Land Use chapter for more information on future housing within the Village of River Hills).

Community Housing Preferences

As part of the development of this comprehensive plan, the Village of River Hills invited residents to complete a Community Survey on a variety of land use issues. An overwhelming majority of residents who responded to the survey, 217 of the 246 community survey respondents (88% of the respondents), indicated that the current single-family only zoning should not be changed. Of the respondents who indicated that the zoning should be changed to allow other residential uses, 36% indicated elderly housing, 32% indicated two-family housing, 29% indicated accessory dwelling units and 23% indicated multi-family housing should be allowed.

Housing Programs

There are a variety of housing programs intended to assist communities and individuals in Milwaukee County by providing loans and grants for housing and community facilities to help fund single-family homes and apartments for low-income persons or the elderly. While the array of programs and funding availability is always changing, this section lists programs and services that may be of assistance in River Hills.

The WI Housing and Economic Development Authority (WHEDA)

The Dept. Of Administration and the Dept. of Health Services sponsor WIHousingSearch.org. This website is for Wisconsin residents looking to find an affordable place to rent, and also has resources for homelessness, people with disabilities, homeownership, public housing, and other social services. WIHousingSearch.org

The HOME HHR

The HOME HHR was established to provide essential home purchase assistance and necessary home

rehabilitation, and other vital improvements for dwelling units occupied by low- and moderate-income households. The program provides funding for: Homebuyer assistance: Direct assistance may be provided to eligible homebuyers for down payment and closing costs, acquisition and rehabilitation, or new construction. Grantees may utilize the funds to construct housing for sale to low- and moderate-income (LMI) homebuyers (household income at or below 80% County Median Income). Owner-occupied rehabilitation: Funds are provided for making essential improvements to single-family homes serving as the principal residence of LMI owners. Eligible costs include energy-related improvements, accessibility improvements, lead-based paint hazard reduction, and repair of code violations.
<http://www.doa.state.wi.us/Divisions/Housing/HHR>

Housing Cost Reduction Initiative Program

(HCRI) provides state funds to certain Housing organizations to assist low-income homeowners in danger of losing their homes.
<http://www.doa.state.wi.us/Divisions/Housing/HCRI>

WHEDA Home Improvement Advantage Loan

A homeowner can borrow up to \$15,000 to improve the quality and value of their home. The borrower must have no late mortgage payments in the past six (6) months, a credit score of 620 or better, total mortgage debt cannot exceed 110% of value, and household must meet WHEDA Home Improvement Advantage income limits. Email: info@wheda.com

Community Development Block Grants (CDBG)-Small Cities Housing Program

Awarded as a grant to a community, CDBG-Small Cities Housing Program funds help pay for activities identified in the successful application. In addition to addressing low- and moderate-income (LMI) housing needs, CDBG can be used to leverage other programs or serve as a local match. The grant also can be used as an incentive to involve the private sector in local community development efforts or to respond to local needs. Types of eligible activities include: rehabilitation of dwelling units; removal of architectural barriers; homeownership opportunities for renters; payment of relocation costs and benefits; small neighborhood public facilities projects; demolition or removal of buildings so a site can

be used for LMI housing; conversion of buildings into LMI dwelling units; acquisition of real property for the construction of LMI housing with other sources of funds; and site improvements for the construction of LMI housing with other sources of funds.

Repair Loans and Grants

Low interest home improvement loans and grants are designed to assist individuals with very low income (e.g., 50 percent or less of county median income). Funding can be used for making repairs, installing essential features, or removing health and safety hazards. In order to be eligible for grants, the applicant must be at least sixty-two (62) years old and unable to repay the loan.

Single Family Housing Direct Loans

These loans are for families seeking financing to purchase an existing or new home, as well as repair or improve an existing home. This subsidized housing program offers loan benefits as down payment assistance to enable purchase with a loan from a private lending source or as a sole source of assistance for purchase, repair, or improvement. Sole source assistance is limited to families who are unable to obtain any part of the needed credit from another lending source.

Senior and Special Needs Housing

The Wisconsin Department of Health and Family Services (DHFS), Division of Supportive Living licenses residential settings for the elderly along with facilities for the physically and developmentally disabled. Community based residential facilities are provided for under state law and village ordinances.

The Aging and Disability Resource Centers

(ADRC) provides information on a broad range of programs and services, helps people understand the various long-term care options available to them, helps people apply for programs and benefits, and serves as the access point for publicly funded long-term care.

<https://www.dhs.wisconsin.gov/adrc/index.htm>

Chapter 3: Transportation

Existing Transportation Network

The Village of River Hills' transportation system is primarily comprised of local roads but includes several high-traffic-volume roads, such as Interstate 43, State Trunk Highway 100/Brown Deer Road, State Trunk Highway 57/Green Bay Road, and County Trunk Highway PP/Good Hope Road. The local road system links residents to the surrounding communities of Mequon (Ozaukee County) Brown Deer, Glendale, Fox Point, and Bayside (Milwaukee County), as well as to the Milwaukee Metropolitan area. The village's proximity to Milwaukee affords residents easy access to air travel from Milwaukee County General Mitchell International Airport as well as passenger rail service from the Amtrak Intermodal Station Building. Village residents are also within ninety miles of transportation facilities in Madison, Wisconsin and approximately one hundred miles from facilities in Chicago, Illinois.

Bridges

There are eleven (11) bridges in the Village of River Hills as indicated by the National Bridge Inventory (NBI) (<http://nationalbridges.com/>). Six of the eleven bridges cross the Milwaukee River, three bridges cross Indian Creek, and two cross I-43. The village owns and maintains four of the bridges. The other seven bridges are owned and maintained by Milwaukee County (two bridges) and the State of Wisconsin (five bridges), refer to Table 3-2.

A bridge is classified by the National Bridge Inventory as structurally deficient if the bridge has one or more structural defects that require attention. This classification indicates that a defect is present but does not indicate the severity of the defect. For details on the type and severity of bridge defects, refer to the NBI website for the Structural Evaluation and the Condition ratings for each bridge deck, substructure, and superstructure. Built in 1935 and owned by the village, the Range Line Road bridge spans the Milwaukee River and has been designated by the NBI as structurally deficient. One other bridge has also been identified as structurally deficient: CTH PP/West Good Hope Road bridge over I-43 (county owned).

In 2002, one of the village owned bridges was reconstructed: the Green Tree Road bridge over the Milwaukee River. As part of the American Recovery and Reinvestment Act of 2009, the village has been granted funds for reconstruction of the River Road Bridge. The rehabilitation of River Road bridge over Indian Creek, a WisDOT project, was reconstructed. The CTH PP/West Good Hope Road and the STH 100/Brown Deer Road bridges were reconstructed in 2010, and the Green Tree Road bridge over I- 43 (state owned) was reconstructed in 2018.

Air Transportation

Within Wisconsin, there are ninety-eight public-use airports of various sizes and capabilities that are part of the Wisconsin State Airport System. Airports included in this system are primarily municipality or county owned; however, certain privately-owned, public-use airports are also part of the system because they provide general aviation relief to a major airport.

The General Mitchell International Airport is operated by Milwaukee County and located approximately twenty miles south of the Village of River Hills (refer to Map 2: Regional Transportation). Mitchell International offers nonstop service to approximately forty-two cities, has three concourses and one international arrivals terminal. The Lawrence J. Timmerman Airport, located five miles northwest of the center of the City of Milwaukee, is also owned by Milwaukee County. It is used mainly for general or private aviation.

Table 3-2. Village of River Hills Bridge Inventory

Facility Carried	Feature Intersection	Year Built/ Reconstructed	Owner	Structural Evaluation
CTH PP / W Good Hope RD	Milwaukee River	1967/2001	County Highway Agency	Equal to present minimum criteria
CTH PP / W Good Hope RD	Milwaukee River	1967/2001	County Highway Agency	Equal to present minimum criteria; bridge railing does not meet currently acceptable standards
Range Line RD	Milwaukee River	1935	Village	Meets minimum tolerable limits to be left in place as is; bridge railing does not meet currently acceptable standards
STH 100 NB-Brown Deer RD	Milwaukee River	1979	State Highway Agency	Better than present minimum criteria
STH 100 SB-Brown Deer RD	Milwaukee River	1979	State Highway Agency	Better than present minimum criteria
Green Tree RD	Milwaukee River	2002	Village	Equal to present desirable criteria
CTH PP / W Good Hope RD	IH 43-N-S Freeway	1962	State Highway Agency	Basically intolerable requiring high priority of corrective action
Green Tree RD	IH 43-N-S Freeway	1962/2018	State Highway Agency	Better than present minimum criteria
IH 43-N-S Freeway	Indian Creek	1956/1964	State Highway Agency	Equal to present minimum criteria
N River RD	Indian Creek	1942/1962 /2010	Village	Better than present minimum criteria
W Bradley Rd	Indian Creek	1962	Village	Does not meet currently acceptable standards

Source: National Bridge Inventory database, <http://nationalbridges.com/>

Transportation Patterns and Traffic Conditions

Map 1: Local Transportation shows the locations of traffic counts taken in and around the Village of River Hills. Areas within the village with the highest average annual daily traffic (AADT) levels were CTH PP/Good Hope Road and STH 100/Brown Deer Road. Since 2001, traffic volumes on these major thoroughfares through the village have continued to increase. The traffic levels on CTH PP/Good Hope Road more than doubled in six years, from approximately 13,000 AADT in 2001 to more than 27,000 AADT in 2007. In 2013, traffic levels continued to increase approximately 7% to 28,800 AADT. Similarly, the daily traffic on STH 100/Brown Deer Road almost doubled from approximately 13,000 AADT in 2001 to 25,000 in 2007 (WisDOT). In 2018, traffic levels increased slightly to 25,300 AADT. (WisDOT)

Road Condition, Maintenance, and Construction

Road Condition

The Superintendent of Public Works annually inspects public roads within the village and assigns a PASER rating (Pavement Surface Evaluation and Rating) based on the physical condition of each road segment. Data from the most recent road review reveals that most roads within the Village of River Hills are in good condition (refer to Table 3-3).

Table 3-3. Condition of Roads in River Hills

PASER Rating	Warranted Maintenance	Number of Roads	Percent of Total
1to3	Reconstruction past due	0	0
4	Crack sealing no longer viable, reconstruction needed.	0	0
5to7	Preservative Treatments	31	50
8	No maintenance required or very minor crack sealing.	7	14.8
9 or 10	None required-Like new condition	26	35.2
TOTAL		64	100

Source: Village of River Hills PASER 2018

Road Maintenance and Reconstruction

The Village of River Hills' Department of Public Works (DPW) is responsible for snow plowing all village-owned roads, roadside maintenance, as well as crack routing and sealing. Some road repair, such as road patching and reconstruction, is performed by outside contractors. The Village of River Hills has informal agreements with adjacent municipalities regarding scheduling, maintenance, and provision of services (i.e., snow plowing) for shared roadways.

Road maintenance funding is part of the Village of River Hills' annual budget. The village may when applicable experiment with Cape Seal application and other alternative methods of road maintenance. Data collected during the Superintendent of Public Works' annual road inspection is also used to forecast road improvement program needs for the next five to ten years, as well as to develop annual road rehabilitation budgets. The actual schedule for road reconstruction will depend on road conditions and available funding.

New Road Construction

Since the Village of River Hills is an established low-density rural community, it is unlikely that there will be a need for any additional local or collector roads in the future. Should there be a significant change in the housing density of the village, the topic of additional roadways will need to be reassessed.

State and Regional Transportation Plans

State Plans

Statewide transportation planning efforts have the potential to impact transportation facilities and services in and around the Village of River Hills. The following sections provide a brief overview of completed and draft plans.

Connections 2030

Connections 2030 is Wisconsin's statewide long-range, multimodal transportation plan that identifies a series of multimodal corridors for each part of the state. The multimodal corridor plans will prioritize investments and assist WisDOT in identifying

segments requiring more detailed corridor plans. The plan was adopted in October 2009.

In relation to River Hills, the latest version of *Connections 2030* major corridor plan supports the existing park and ride lot at the I-43 and STH 100/Brown Deer Road interchange in the northeastern portion of the village. The plan also recommends reconstructing the park and ride lot just west of the village at the intersection of STH 100/Brown Deer Road and STH 57/Green Bay Road. The goals of the latest version of *Connections 2030* are consistent with the village's transportation goal of working with local, regional, and state agencies to provide an integrated, efficient, safe, and economical transportation network.

State Six-Year Highway Improvement Program: 2018-2023

The Highway Improvement Program covers 11,745 miles of the state highway system which is maintained and administered by the WisDOT. The six-year program details projects that are scheduled for improvement over the next years. The Brown Deer Road interchange project is scheduled 2021 to 2023. The State Six-Year Highway Improvement Plan is consistent with the village's goal of working with other agencies to provide an integrated, efficient, safe, and economical transportation network.

State Recreational Trails Network Plan

In 2001, the Wisconsin Department of Natural Resources adopted the State Recreational Trails Network Plan as an amendment to the Wisconsin State Trail Strategic Plan. This plan identifies a network of trail corridors throughout Wisconsin that could potentially consist of more than 4,000 miles of trails. Referred to as the "trail interstate system", these potential trails may follow one or more of the following: highway corridors, utility corridors, rail corridors, and linear natural features (e.g., rivers and other topographic features).

While parts of the Oak Leaf Trail System pass through the Village of River Hills, the State Trails Network Plan does not designate or propose any additional trails within River Hills, which is consistent with the goals of this comprehensive plan. The State Recreational Trails

Network Plan does include some improvements and/or additions to the trail system within the Milwaukee Metropolitan area. The plan proposed the Mequon to New Berlin trail segment and the Hank Aaron State Park Trail along the Milwaukee River in the City of Milwaukee.

Regional Plans

Southeastern Wisconsin Regional Plan

As the Village of River Hills is within Milwaukee County, it falls within the planning area of the Southeastern Wisconsin Regional Planning Commission. The *VISION 2050 Regional Land Use and Transportation Plan for Southeastern Wisconsin* was completed in July 2016 and serves Kenosha, Milwaukee, Ozaukee, Racine, Walworth, and Washington counties. The plan was amended in December 2018 given the size and significance of the Foxconn development in the Village of Mount Pleasant. The transportation element encourages intergovernmental cooperation to address the increase in traffic volumes and the need for capacity expansions on southeastern Wisconsin's roadways.

The impact of this plan on River Hills pertains to I-43 noise mitigation. The section of I-43 which runs through the village is recommended for widening to a total of six lanes to provide significant additional capacity. This project will require some land to be acquired but exact locations have yet to be determined. Already there is concern over the impact I-43 has on the village, and one of the village's policies is to work with WisDOT to address the traffic noise problems along Interstate 43. It is critical that the village work closely with WisDOT if the capacity of the section of I-43 through the village is ever expanded. This is planned to be completed between 2018 and 2050.

Regional Freeway System Reconstruction Plan for Southeastern Wisconsin

The Regional Freeway System Reconstruction Plan for Southeastern Wisconsin was adopted in 2005. This study was conducted by SEWRPC at the request of the WisDOT. The main goal of this study was to inventory

and analyze the necessary reconstruction projects for the state's freeway system.

This plan also addresses the widening of I-43 from four to eight lanes between Silver Spring Drive and Brown Deer Road and from four to six lanes from Brown Deer Road to the County Line and north through the majority of Ozaukee County. The plan states that the study had been structured to consider freeway widening as a measure of last resort, by identifying the freeway traffic volumes and congestion that may be expected based on other projects and variables. The widening reconstruction is expected to result in a significant reduction of traffic on parallel surface arterial streets. The potential schedule for this project is estimated between 2016 and 2025.

The plan also addresses the issues of noise mitigation along the I-43 corridor. The sections of the I-43 running through River Hills have been identified as locations where additional noise barriers may be warranted based upon existing and projected future noise levels and adjacent land uses. Noise barriers are typically constructed as part of projects which increase road capacity in more densely populated areas. WisDOT identifies need and feasibility for the construction of potential noise barriers as part of the preliminary engineering for freeway segments. Feasibility includes a maximum cost per abutting residence. (Regional Freeway System Reconstruction Plan for Southeastern Wisconsin, pg. 232) Due to inconsistencies between the Regional Freeway System Reconstruction Plan for Southeastern Wisconsin and the village's comprehensive plan (i.e., expansion of Interstate-43), it is important for the village to maintain involvement throughout the public participation process with the WisDOT in respect to this project.

Midwest Regional Rail System

One large-scale regional transportation initiative that the Village of River Hills may benefit from is the development of the Midwest Regional Rail System. Since 1996, transportation officials from nine Midwest states, Amtrak, and the Federal Railroad Administration have been developing a proposal to bring more efficient high-speed passenger rail to Midwest residents. The study provides a strategic 40-

year framework out to 2055 for the Midwest passenger rail network, service, financing, and governance. For over a decade the plan has served as a blueprint for federal grant applications. The Midwest was awarded funding to implement between 2009 and 2011 for new locomotives, passenger cars, upgraded tracks, modernized stations, increased frequencies and faster travel times. While the rail service would not run through River Hills, village residents would have access to service from Milwaukee through Madison to Minneapolis/St Paul and also from Milwaukee to Green Bay. There are no inconsistencies between the goals of the Midwest Regional Rail Initiative and the village's comprehensive plan.

Community Transportation Preferences

Road Network

Residents who responded to the community survey were asked to specify the priority the village should place on addressing a number of general issues (e.g., drainage and storm water runoff, new or upgraded village facilities, etc.) by ranking them on a one to five scale, five being the highest priority and one being the lowest. Of the respondents who ranked noise mitigation of Interstate 43, 100 of the 240 community survey respondents felt this issue should be of high or highest priority. Similarly, ninety-nine (99) respondents also indicated that traffic control and improvements should be of high or highest priority. However, when asked which one of all the twelve issues being considered was of most importance, respondents indicated noise mitigation along I-43 ranked tenth (10th) and traffic control and improvements ranked ninth (9th).

Road Condition

Village residents who responded to the community survey were asked, in an open ended question, what they would like to see changed in the Village of River Hills. Twenty-nine (29) out of the 197 responses to this question indicated specific road improvements including the following:

- Less traffic on Brown Deer Road, Green Tree Road and River Road
- Noise problems on I-43 and Brown Deer Road
- Better enforcement of traffic speed on CTH PP/Good Hope Road, STH 100/Brown Deer Road, Green Tree Road and River Road
- Improve road appearance, traffic patterns and safety around entrances on STH 100/Brown Deer Road and CTH PP/Good Hope Road
- Better control of Milwaukee University School Traffic
- Evaluate a signal at STH 100/Brown Deer Road and Spruce Road
- Evaluate a signal or roundabout at River Road and Good Hope Road
- Evaluate a stop sign or signal at North Range Line Road and Fairy Chasm Road
- Less contractor vehicles on the streets
- Limit truck traffic

Eight (8) of the 249 community survey respondents indicated they would like to see walking/biking/hiking facilities be improved and/or expanded within the village. They suggested sidewalks, a wider path on the side of the road, or a foot bridge over Good Hope and Brown Deer roads for safety purposes.

Road Maintenance

Community members were also asked to rank the quality of village facilities and services from poor to excellent. Twenty-three (23%) percent of the 229 community survey respondents ranked the quality and service of road maintenance and reconstruction as adequate, while seventy-four (74%) percent of the respondents (163 of 229) ranked it as good or excellent.

Bicycle / Walking Paths

While many residents enjoy the village's rural roads, there was some concern expressed over the lack of bike paths throughout the village, particularly along both sides of STH 100/Brown Deer Road to the shopping center and the park and ride near I-43, along River Road, Range Line Road and County Line Road.

Chapter 4: Utilities and Community Facilities

Sewer, Water, and Storm Water Facilities

Sanitary Sewer

The extent and location of areas served by existing sanitary sewage utilities are important considerations in any land use planning effort. The Village of River Hills is located within the Milwaukee Metropolitan Sewerage District (MMSD), a public sewage system. Most of River Hills is served by the sanitary sewer system; only about eleven of the over 750 properties in the village are served by on-site septic systems (refer to Map 3: Sanitary Sewer). The Village of River Hills' Department of Public Works (DPW) cleans approximately one third of the sewer system annually. The DPW also conducts closed circuit televising (CCTV) inspections to review conditions of the sewer mains, and the video inspections provide the basis for the village's sanitary sewer rehabilitation program. Only very limited lengths of sanitary sewer line in the village has been replaced in the past ten years, the village has spent approximately \$100,000 per year for the last six years installing cured in-place pipe liners and/or sealing pipe joints. This rehabilitation program is being done to prevent rain water infiltration and inflow into the system, which reduces the amount of sewage sent to MMSD. Prior to the start of this rehabilitation program, sanitary sewer repairs were handled when discovered during routine maintenance.

Storm Water

Storm water runoff and management are gaining more public attention as an environmental concern due to surface water quality issues. According to studies conducted by the Center for Watershed Protections, as little as 10 percent impervious cover (e.g., streets, roofs, parking lots, and driveways) within a watershed can negatively impact fish habitat. Managing and controlling storm water runoff is imperative for a healthy environment. It is also a matter of health, safety, and welfare for a community in that surface water runoff can lead to erosion and flooding problems.

Ten Things Residents Can Do about Storm Water

Village residents play an important role in helping to manage and control storm water runoff and associated pollution. Suggestions for what residents can do include:

1. Be a watershed watchdog. If you see a potential storm water problem contact the village.
2. Pick up after your pets. Dog waste is a major source of water contamination.
3. Properly apply lawn/garden fertilizer to avoid over-fertilizing, and avoid using fertilizers with phosphates.
4. Properly dispose of yard waste.
5. Properly dispose of household chemicals.
6. Regularly maintain your car and fix any oil, radiator, or transmission leak as soon as you notice one.
7. Maximize infiltration in your yard by directing rainwater away from paved areas.
8. Use a proper container for trash and recyclables.
9. Keep soil in your yard and out of waterways.
10. Join a local watershed association.

The ample lot sizes, tree cover, and open space in the Village of River Hills lessen the need for costly storm water sewers and allows for more land to naturally absorb storm water. There are private properties within the village that experience localized flooding at certain times of the year; however, any work performed to address the issue is the responsibility of the property owner. The Department of Public Works routinely replaces culverts within public rights-of-way on an as needed basis.

The State of Wisconsin Department of Natural Resources (DNR) regulates municipal storm water sewer systems that discharge to waters of the state, and the Village of River Hills is part of the North Shore Group. The North Shore Group's permit includes specific water quality standards and storm water discharge limitations, as well

as public education and outreach, pollution prevention, annual reporting. For information on the Village of River Hills storm system infrastructure, refer to Map 4: Storm System.

Solid Waste and Recycling

The Village of River Hills does not own or operate a landfill nor has it in the past. The village currently contracts with John's Disposal Service, Inc. to provide solid waste and recycling collection every other week to all residences, schools, churches, and municipal buildings. Additional collection services are available for a fee. For 2018 collections, refer to Table 4.1. Village residents take their household hazardous waste to locations operated by the Milwaukee Metropolitan Sewerage District. Since the village is expected to remain close to its current density over the next twenty years, additional solid waste and recycling services are not anticipated to be needed.

Table 4-1 Solid Waste and Recycling Collections 2018	
Type	Tons
Total trash collected	580
Total newspaper/magazines/paper recycled	94.1
Total cardboard recycled	35.7
Total #1 PETE plastic recycled	7.8
Total #2 HDPE plastic recycled	4.9
Total #3-7/mixed rigid plastic recycled	3.0
Total tin/bi-metal recycled	5.1
Total aluminum recycled	1.6
Total glass recycled	43.3
Total Batteries recycled	0.02
Total Electronics recycled	4.95
Used motor oil recycled	0.24
Large Item Day recycling	6.09

Source: Village of River Hills

Electrical, Gas, Power, & Telecommunication Facilities

Natural Gas

Ninety-two (92%) percent of village residents use natural gas for heat, with a small number of residents using electricity and fuel oil (2013-2017 American Community Survey 5-year estimates, 2017). Based on information from the Department of Public Works, there are no anticipated changes in the service provided throughout the life of this plan.

Telecommunication Facilities

There are four (4) telecommunication providers (e.g., telephone and internet) with antenna sites located in the Village of River Hills: AT&T, Sprint PCS, T-Mobile, and U.S. Cellular. Both internet and telephone services are regarded by the residents as adequate throughout the village. Verizon Wireless also provides service to the Village of River Hills.

Public Safety and Emergency Services

Police Service

The primary law enforcement agency for the village is the River Hills Police Department, located at 7650 N. Pheasant Lane. As of May 2019, River Hills Police Department had eleven (11) full time, sworn officers, one (1) full-time court clerk and five (5) part time, civilian police clerks. The court clerk and civilian police clerks staff the police department's service window and provide administrative support to the police officers. The River Hills Police Department has a mutual aid agreement with the North Shore police departments of Bayside, Brown Deer, Fox Point, Glendale, Shorewood, and Whitefish Bay. As needed and as staffing allows, police departments can provide additional assistance to neighboring communities through this agreement. In addition to this, the River Hills Police Department participates in Suburban Mutual Assistance Response Teams (SMART) in Milwaukee and Waukesha counties. In

addition to the traditional law enforcement functions, the River Hills Police Department also offers a housewatch service while residents are away from home for extended periods of time.

Within the past ten years, the River Hills Police Department decreased from fifteen to eleven full time officers due to budgetary constraints including reduction of Federal and State Aid initiatives. Staffing levels are not expected to change.

North Shore Dispatch provides dispatching services for the communities of Bayside, Brown Deer, Fox Point, Glendale, Shorewood and Whitefish Bay and is located in and operated by the Village of Bayside.

Fire and Rescue Protection

Since 1995, the North Shore Fire Department (NSFD) provides both fire and emergency medical services (EMS) to the Village of River Hills, as well as the communities of Bayside, Brown Deer, Fox Point, Glendale, Shorewood, and Whitefish Bay. As of May 2019, the NSFD has 97 full time fire fighters, who also provide emergency medical services, in five stations located throughout the North Shore communities. The NSFD's average response time to emergency calls is approximately five minutes and 30 seconds. Depending on where a call originates in the Village of River Hills, the North Shore Fire Department can respond from one of three stations: Station 81 – Administration (4401 W. River Lane, Brown Deer, WI 53223), Station 82 – Glendale (5901 N. Milwaukee River Pkwy, Glendale, WI 53209), or Station 85 – Bayside (665 E. Brown Deer Rd., Bayside, WI 53217).

The North Shore Fire Department's Board of Directors, which guides fiscal, policy, planning, and staffing for the NSFD, is made up of representatives from each of the seven member communities (i.e., Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay).

Village Services

Department of Public Works

The Department of Public Works, located at 7650 N. Pheasant Lane, is responsible for snow plowing all village-owned roads, roadside maintenance, as well as crack routing and sealing. The DPW has seven (7) full-time employees including the Superintendent, and staffing levels are not expected to change.

Village Hall

Within the Village Hall, also located at 7650 N. Pheasant Lane, are the River Hills Administrative offices. Together these offices have a staff of 2.0 full-time equivalents, which is not expected to change.

Health Care Facilities

Since the Village of River Hills is primarily a residential community, residents rely on health care facilities in the surrounding communities. The closest medical center to the village is the Ascension Columbia-St. Mary's Hospital Ozaukee located at 13111 North Port Washington Road, Mequon. Other nearby health care facilities include the Aurora Health Center at 3003 W. Good Hope Rd., Wheaton Franciscan Healthcare Center located in Brown Deer, BRIA of Trinity Village in Milwaukee and the Horizon Home Care and Hospice in Milwaukee. Since there are ample health care services and facilities in the surrounding Milwaukee Metropolitan area, there is no desire on the village's behalf to duplicate existing services.

Libraries, Schools, Childcare, and Senior Facilities

Libraries

The North Shore Library, located at 6800 North Port Washington Road, Glendale, serves the communities of River Hills, Bayside, Fox Point, and Glendale. Founded in 1979 by the villages of Bayside and Fox Point, the library expanded in 1982 with the addition of the communities of River Hills and Glendale. The North Shore Library has been in its current location on the first floor of the BVK office building since May of 1986. The North Shore Library is a member of the Milwaukee County Federated Library

System. The free library card provides access to physical items as well as thousands of downloadable eBooks, E Audiobooks, music, movies, magazines, database access and online classes. The North Shore Library provides sufficient informational and educational resources to village residents, and there is no intention of constructing a library within the village limits

Schools

Private Schools

Within River Hills, there are two privately operated schools: University School of Milwaukee and New World

Montessori School, which is closing at the end of 2019. The University School of Milwaukee, located at 2100 West Fairy Chasm Road, is a college preparatory school for prekindergarten through twelfth grade students. The New World Montessori School, a non-sectarian school located at 1101 West Brown Deer Road, is the only private Montessori school in Milwaukee accredited by the Association Montessori International.

Childcare Facilities

The number of children needing day care is expected to stay constant due to only a slight projected increase in children under the age of five from 2010 through 2040 (Wisconsin Department of Administration Population Projections). In addition to the Milestones Program at North Shore Children's Center located in River Hills, there are a number of child care facilities located within fifteen miles of the village in the communities of Brown Deer, Mequon, and Fox Point.

Community Utility and Facility Preferences

Storm Water Management

Residents who responded to the community survey were asked to rank a number of issues (e.g., wildlife, tax burden, protecting natural resources, preserving educational quality, etc.) based on the priority the

respondents thought the village should place on them. Of the 246 community survey respondents who ranked drainage and storm water runoff as an issue for the village, 100 respondents felt it was of either high or highest priority and 76 respondents indicated it was a moderate priority for the village. The respondents were then asked of those items ranked "highest priority," which one of all the items being considered was the most important, and of the twelve categories, one being the highest priority and twelve being

the lowest, respondents ranked "Drainage and Storm water runoff" eighth as the most important of all items.

Solid Waste and Recycling

Based on the community survey results, 166 of 241 community survey respondents indicated that the quality of service for waste collection and recycling was either good or excellent, 53 residents rated it as adequate, 12 respondents rated it as poor, and the remaining 10 community members either did not know or had no response.

Public Safety and Emergency Services

Police Service

Over all, respondents to the community survey were very satisfied with the level of police service in the Village of River Hills. Based on the community survey results, 224 of respondents indicated that the service was good or excellent, 9 respondents rated it as adequate, 0 respondents rated it as poor, and 8 respondents either did not know or had no response. When asked what they liked most about the Village of River Hills, twenty-one (21) residents indicated the police and fire service and fourteen (14) residents mentioned the village's safe neighborhoods.

Fire and Rescue Protection

Community survey respondents were, overall, satisfied with the level of fire/rescue and ambulance service and quality. Based on the community survey results, 138 of the 241 residents who responded to the survey indicated that the fire/rescue service quality was either good or excellent, whereas 8 residents felt it was adequate, 0 respondents rated it as poor and 95 respondents either did not know or had no response. Based on the

community survey results, 80 survey respondents felt that ambulance service was either good or excellent, 10 residents indicated it was adequate, and 151 residents expressed they did not know about the quality of ambulance service.

Schools

Quality public education is important to residents in the Village of River Hills. Based on the community survey results, 119 of 241 residents responding to the survey ranked the priority the village should place on preserving educational quality as either high or highest, of the twelve categories, one being the highest priority and twelve being the lowest, respondents ranked “Public School System” sixth –water runoff as the most important of all items.

Chapter 5: Agricultural, Natural, & Cultural Resources

Overview

Natural resources and open space are central to life in the Village of River Hills. The Milwaukee River, in particular, has shaped the village's past and continues to be an important feature in the landscape. Other key resources include wetland and floodplain areas, woodlands, and the Cleaver Wildlife Refuge of the Schlitz Audubon Center. Residents value the rural character provided by these resources and are committed to maintaining them. In a recent community survey, residents were asked to identify what was important to them for the future vision of the village. Respondents emphasized environmental values and practices/regulations, sustainability, and maintaining and/or improving the natural areas (101 out of 249 survey responses). As River Hills continues to grow and prosper, the village must plan for the continued presence of these resources in and around the community. This chapter highlights the key agricultural, natural, and cultural resources found in River Hills and sets goal, objectives, and policies for protecting and enhancing these resources.

Agriculture Resources

The Village of River Hills was originally settled by German immigrant farmers in the nineteenth and early twentieth centuries. In general, the soil was quite fertile, and the most productive crops were wheat and oats along with cattle, horses, sheep, hogs, and chicken farms. As River Hills grew and developed over time, working farms slowly faded from the landscape. Hobby farms and residential estates gradually replaced the working landscape (*River Hills: As It Is As It Once Was*, Zimmermann, 2003). Today there is no land zoned for agriculture within the village.

Milwaukee County still has more than 5,000 acres of farmland, although this land is generally not located near the village. Leading agricultural products include vegetables, nursery and greenhouse production, soy,

potato, and corn. This reflects the largely urbanized nature of the county and the corresponding large market for farm produce and horticultural products.

Natural Resources

Protecting natural resources in the Village of River Hills is critical to the long term quality of life for residents. Overall, residents are very interested in protecting the village's natural resources and areas (refer to community survey results in Appendix B). When asked to rank a list of general issues (e.g., traffic control and improvements, tax burden, preserving educational facilities, etc.) in terms of what the village's priority should be 51 percent indicated that both protecting natural areas (e.g., tree cover, wetlands, etc.) and protecting rivers, streams, and natural water bodies should be either a high priority or the highest priority for the village.

Forests

Trees provide multiple benefits to the residents of the village: shade in the summer, wind reduction, energy savings, pollution removal, carbon sequestration, and beauty year round. A tree canopy above also allows rain to soak more slowly into the ground, minimizing runoff.

Prior to European settlement, the forests of River Hills were dominated by maple, beech, and basswood, as well as tamarack, cedar, and ash in the lowland areas. Most of the forests were cleared for agricultural crop production and when the land was developed for residential use. Approximately 266 acres of woodlands including wetlands remain, which is approximately 8 percent of the village's total land area. The forested and woodland areas are located along the Milwaukee River and Indian creek, as well as scattered throughout the village on private property in the R-1 Zoning district (5-acre minimum lot size). As shown on Map 5: Natural Features, 54 of the 266 acres of woodlands and wetlands (20 percent of the village's woodlands and

wetlands) are designated as environmental corridors by the Wisconsin Department of Natural Resources (WisDNR), and most of these are on privately-owned parcels. Since 2016, the Village has seen a reduction in the number of ash trees due to the infestation of the emerald ash borer.

Many of the village's roads are lined with mature trees on private property. Village residents value the character of their community's streetscape, and maintenance of this community resource.

Stream Corridors

The Milwaukee River and its tributary Indian Creek wind through the Village of River Hills, and they are part of the Milwaukee River South Watershed and greater Milwaukee River Basin. In addition to acting as a storm water collector—draining out to Lake Michigan through various ravines—these stream corridors provide important recreational opportunities to the residents as well as habitat for a variety of animals.

The Milwaukee River, including the section that flows through the village, has been declared by the Environmental Protection Agency (EPA) as an “impaired river” needing special attention for restoration and protection. The village discharges storm water via Indian Creek or other tributaries into the Milwaukee River which travels to Lake Michigan contributing to the regional water quality. River Hills is part of the Wisconsin Pollutant Discharge Elimination System (WPDES) Permit for the North Shore Group (refer to the Intergovernmental Cooperation chapter for information on this partnership). This permit requires the village to have a storm sewer map, pollutant loading monitoring program, and a storm water management program to achieve the regional goal of reducing and eliminating storm water pollutant discharge which contributes to the impairment of the Milwaukee River and Indian Creek as well as Lake Michigan.

WisDNR has also identified a number of key issues for the Milwaukee River South Watershed, including three that

pertain to the village: urban runoff, municipal point source pollution, and construction site erosion. These issues are addressed in part by the village's storm water management plan (refer to the Utilities and Community Facilities chapter for additional information on storm water management). Stream buffers also play an important role in water quality protection. Forested stream buffers help maintain a healthy waterway and provide a variety of benefits:

- Provide food and habitat in aquatic ecosystems;
- Attenuate flooding, stabilize stream banks and prevent erosion of stream-banks and streambeds;
- Protect water quality by removing pollutants and moderating temperatures; and
- Prevent property damage, reduce public investment and enhance property values.

Threats to Stream Water Quality

The Milwaukee River South Watershed threats as identified by the WisDNR:

- ▶ Stream and wetland modification
- ▶ Urban and Agricultural Runoff
- ▶ Municipal and Industrial point sources
- ▶ Construction site erosion
- ▶ Contaminated sediments

Residents and municipal officials are also concerned about the potential water quality impacts of upstream construction and development (refer to community survey and municipal officials survey results in Appendix B and C). For this to be mitigated, village leaders and surrounding jurisdictions should encourage and support regional regulation that addresses pollution and runoff issues. This is addressed in part by the North Shore Group storm water discharge permit, which requires that the five participating municipalities (e.g., City of Glendale and the villages of Bayside, Brown Deer, Fox Point, and River Hills) maintain a program to control erosion and sediment from construction sites.

Wetlands

Wetlands are nature's filters and sponges. They temporarily store floodwaters, filter pollutants from surface waters, control erosion and sediment, supply surface water flow, and recharge groundwater supplies, and provide habitat for wildlife. The loss of these key areas represents a dramatic change in the environment – one that has repercussions throughout the watershed and region.

Extensive hydric soils found throughout the village provide favorable conditions for wetlands (refer to Map 6: Soil Permeability), although many of the original wetlands have been drained. Protection efforts need to be balanced with private property rights, which are also highly valued by local residents.

In addition to providing habitat for wildlife species, the remaining wetlands in the village are important for recharging aquifers and protecting groundwater quality. They are extremely efficient at trapping and filtering out nutrients and sediments contained in runoff and they provide highly effective flood storage areas. It is critical that the remaining wetland resources in River Hills be protected.

Groundwater

Although Milwaukee County is generally highly susceptible to groundwater contamination, the majority of River Hills is not. The exception to this is the area around the Milwaukee River, which is considered to be highly susceptible due to the soils' high permeability (WisDNR, *Wisconsin's Groundwater Management Report* 2007). "Susceptibility of Groundwater to Pollutants" is defined here as the ease with which a contaminant can be transported from the land surface to the top of the groundwater called the "water table". Many materials that overlie the groundwater offer good protection from contaminants that might be transported by infiltrating waters. The amount of protection offered by the overlying material varies, however, depending on the materials. Thus, in some areas, the overlying soil and bedrock materials allow contaminants to reach the groundwater more easily than in other portions of the state.

The Wisconsin Department of Natural Resources' testing of nitrate-nitrogen concentration throughout Milwaukee County conducted between 1985 to 2004 revealed the lowest concentrations of less than 2 (milligrams per liter) at the four testing sites in the Village of River Hills.

During the public participation component of the comprehensive planning process, residents and municipal officials expressed concern over protecting groundwater quality in River Hills. Eighty-four (84) of the 249 community residents responding to the survey ranked the priority the village should place on protecting the drinking water supply and groundwater as either high or highest. When asked to rank the importance of key natural resource protection efforts, one-hundred twenty-eight (128) individuals indicated that of all issues protecting drinking water supply and groundwater should be the highest priority for the village.

Threatened and Endangered Species

Based on information contained in Wisconsin's Natural Heritage Inventory, there are eight plants, two ecological communities, and four fish in the Village of River Hills that are either threatened, endangered, or a species of special concern.

Plants

Conioselinum chinense (hemlock parsley) Endangered Species: Moderately threatened by land-use conversion, habitat fragmentation, and forest management practices.(NatureServe)

Platanthera flava var. *herbiola* (pale green orchid) Threatened Species: Threatened by land-use conversion, habitat fragmentation, and forest management practices; especially vulnerable to sedimentation and succession. (NatureServe)

Trillium nivale (snow trillium) Threatened Species: May be threatened by habitat destruction. (NatureServe)

Wildlife Habitat and Sensitive Areas

Natural areas are tracts of land or water so little modified by human activity, or sufficiently recovered from the effects of such activity, that they contain intact native

plant and animal communities believed to be representative of the landscape before European settlement. In 2017, SEWRPC identified a total of 494 natural areas in the Southeast Wisconsin Region. Combined these sites encompass 101 square miles or 4 percent of the region's total area (*SEWRPC 2017 Annual Report, Vol. III*).

The preservation of environmental corridors and isolated natural resource areas in essentially natural, open uses, yields many benefits, including

- Recharge and discharge of groundwater
- Maintenance of surface and groundwater quality
- Attenuation of flood flows and stages
- Maintenance of base flows of streams and watercourses
- Reduction of soil erosion
- Abatement of air and noise pollution
- Provision of wildlife habitat
- Protection of plant and animal diversity
- Protection of rare and endangered species
- Maintenance of scenic beauty
- Provision of opportunities for recreational, educational, and scientific pursuits

In 2000, primary environmental corridors encompassed about 462 square miles (approximately 17 percent of the total area of the region) and secondary environmental corridors encompassed about 75 square miles (approximately 3 percent of the total area of the region). SEWRPC has indicated that between 1990 and 2000 the region experienced a small net increase for both classifications of environmental corridors. Increases may occur as a result of managed restoration efforts (e.g., wetland, woodland, or prairie restoration) or as a result of situations where lands, such as farmed floodplains or wetlands, are simply allowed to revert to a more natural

condition. (*Regional Land Use Plan for Southeast Wisconsin 2035*, SEWRPC) Within the Village of River Hills, 301 acres (0.47 square miles) are part of the environmental corridor. These are primarily along the Milwaukee River and Indian Creek. Refer to Map 5: Natural Features for the Village of River Hills' environmental corridor locations.

The Village of River Hills' rivers, wetlands, forests, and other open space have provided habitat for flora and fauna for centuries. In the early 1900s, the village was stocked with pheasants to support the sport of hunting, but these species were eventually wiped out by the fox and dog populations. Trapping of fox was banned in the 1960s to help control the rabbit population.

Today a variety of species can be found within the village. Great horned owl, wood ducks, mallards, turkeys, and herons have well-established breeding populations in the village. The dominant fish species in the river are carp and minnows, and tests have shown that the river quality is capable of supporting modest populations of smallmouth bass.

In the community survey, residents were asked if they were satisfied with the village's approach to wildlife management. One-hundred eight-nine (189) of 249 community survey respondents indicated that they were, whereas forty-four (44) residents expressed dissatisfaction and sixteen (16) individuals did not respond. When asked to rank the priority the village should place on managing particular species (e.g., deer, coyotes, geese) over the next five years, coyotes (154 of 249 responses) and deer (68 of 249 responses) were identified by community respondents as the top two priorities for management efforts.

Over the past few decades, the deer population has proven to be problematic. In the early 1990's, the village implemented a program to reduce the deer population by trapping and transporting them to a state-owned wildlife area in Washington County. The village also supplemented herd management through a bait-and-shoot program. Due in part to village efforts, the deer population has declined to the lowest level since records have been kept.

Owned by the National Audubon Society and locally managed by the Schlitz Audubon Nature Center, the Cleaver property consists of 40 acres of riparian bottomland along the Milwaukee River in the Village of River Hills. The site is bordered on the west and south by the Milwaukee River. To the north, the land is bounded by Brown Deer Road, and to the east by an undeveloped subdivision outlot which includes a large detention pond. Over 90% of the land lies within the 100-year floodplain including two islands in the Milwaukee River. As a river corridor, this land offers tremendous opportunities for riparian wetland restoration. Schlitz Audubon's conservation focus at the Cleaver property is to enhance critical wildlife habitats to promote natural, self-sustaining populations of fish, reptiles, amphibians, birds, and mammals that depend on these vanishing riparian zones for their existence.

Cultural Resources

Historic Architecture

In the Village of River Hills, there are thirteen historic sites identified by the Wisconsin Architecture and History Inventory database. The inventory has been assembled over a period of more than thirty-five years from a wide variety of sources. In many instances, the information is dated. Some properties may be altered or no longer exist. The majority of properties included in this inventory are privately owned and not open to the public. Inclusion in this inventory conveys no special status, rights, or benefits to the owners of these properties.

These sites are representative of the village's strong rural tradition. The history is reflected in the number of historic homesteads that include examples of the Georgian Revival, Greek revival, Queen Ann, and Tudor Revival architectural styles. The preservation of these historic sites is an important way to sustain the heritage and history of the village for future generations. For more information, please refer to the Wisconsin Historical Society, Architecture and History Inventory website: www.wisconsinhistory.org.

Cultural and Community Facilities

The Village of River Hills is a residential community with limited cultural and social facilities. Existing facilities include the Milwaukee Country Club (private) with tennis and golf facilities; Memorial Park; Bradley Foundation Lynden Sculpture Gardens; River Tennis Club (private); and the Cleaver Wildlife Refuge with school programming and wildlife observing opportunities.

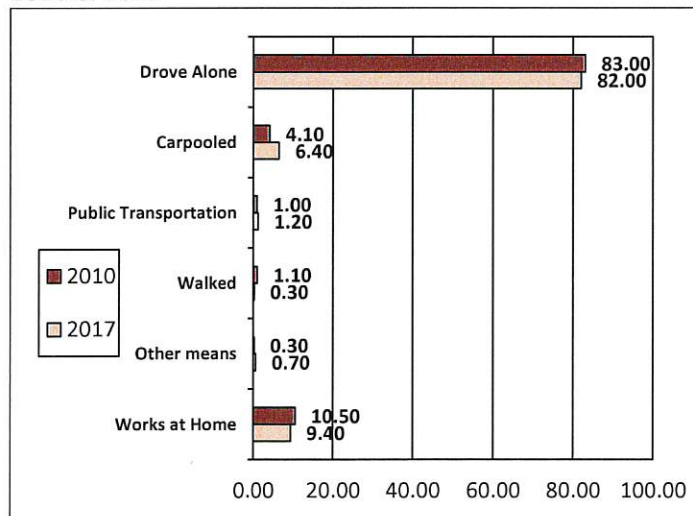
All seven of the municipal official survey respondents felt the village had sufficient community/cultural facilities, although the absence of park space within the village was noted. Community survey respondents similarly indicated that new or upgraded village facilities (other than schools) were not very important when compared to other general issues which were ranked high: protecting drinking water quality, and improvements, tax burden, tax burden, location and quantity of new development, protecting rivers, streams and natural bodies of water and protecting natural areas, etc. In addition, survey respondents identified protecting drinking water quality and ground water supply burden as a major concern; twenty-one of 101 respondents identified this as the most important general issue.

Chapter 6: Economic Development

Places of Employment within the Village of River Hills

There are only a handful of places of employment within the Village of River Hills. These include a country club, private schools, religious institutions, non-profits, and the village government. Several of these local institutions have been part of the village from its incorporation, notably the Milwaukee Country Club which was a catalyst for the village's formation. While the institutions are integral parts of the overall community, most village residents travel outside the village for employment.

Figure 6-1. Commuting Behaviors of Village Residents, 2010 & 2017



Source: 2010/2017, Economic Characteristics American Community Survey

Employment

The Commute to Work

Within the Village of River Hills, the majority of residents work outside the community. In 2010, the mean travel time to work for village residents' was 20.8 minutes, which was slightly less than county residents at 21.5 minutes and state residents at 21.3 minutes. In 2017 the travel time to work for village residents' increased to 22.6 minutes which is slightly higher than county residents at 22.4 minutes and state residents at 22 minutes. (American Community Survey 5-Year Estimates, 2017).

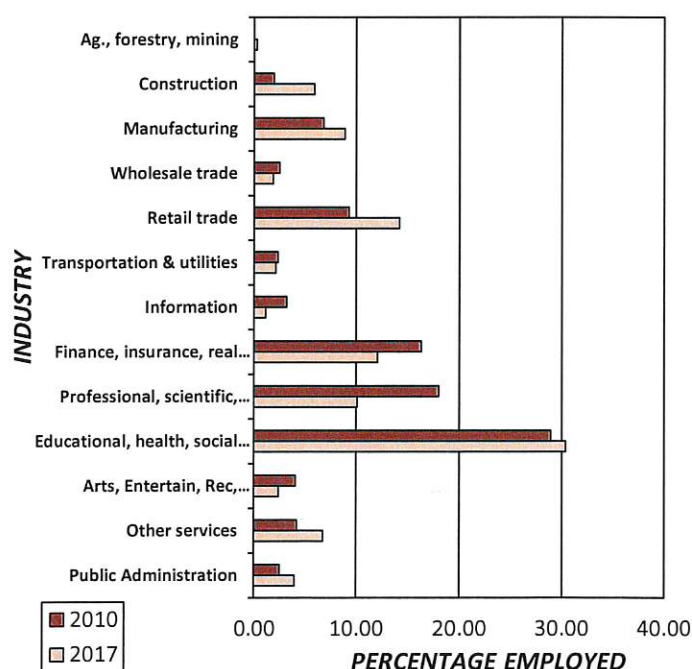
A comparison of the 2010 and 2017 Census data shows that most employed village residents drive to work alone. In 2017, 82 percent of River Hills working residents drove to work alone, which is slightly down from 83 percent in 2010 (refer to Figure 6-1). There was a corresponding increase in the number of people who carpoolled during the same decade, from twenty-nine to forty-four residents. The number of village residents who worked from home also decreased from seventy-five residents in 2010 to sixty-five residents in 2017. There was also a slight increase in the number of residents who use public transportation. In 1990, the US Census recorded no one using public transportation whereas in 2000 four residents, in 2010 seven residents, and in 2017 eight residents reported using some form of public transportation, specifically rail. The reasons for the increase in village residents' carpooling and using public transportation could be socially, environmentally, or fiscally based. (American Community Survey 5-Year Estimates, 2010 & 2017)

Job Types

The types of jobs that village residents engage in have shifted very little over the past seventeen years. In 2000 & 2010, employment for village residents was primarily in three sectors: Educational, health and social services; Professional, scientific, and management; and Finance, insurance, and real estate (refer to Figure 6-2). However in 2017, Retail trade replaced the Professional, scientific, and management types as one of the primary three sectors. The number of village residents working in these three sectors increased between 1990 and 2017: Educational, health and social services rose from approximately 25 to 30.38 percent of the village's workforce; Professional, scientific, and management declined from approximately 12 to 10.13 percent of the workforce; Finance, insurance, and real estate remained the same at 12 percent of the village workforce, and in 2017 Retail trade increased from 9.28 in 2010 to 14.21 in 2017. (see Figure 6-2).

The job industry sector that experienced the most significant decline between 2010 and 2017 was the

Figure 6-2. US Census Economic Characteristics American Community Survey, 2010 & 2017



professional, scientific & management with a nearly 8 percent reduction. In 1990, fifteen percent of the village's workforce was in the Retail trade industry. Twenty-seven years later, it went from 15% in 1990, to 7% in 2000, to 9.3% in 2010, and 14.2% in 2017. Reflective of national trends, in 2000 there was also a decline in the Manufacturing, Wholesale trade, and Agriculture, forestry and mining industries, whereas in 2017 all of those industries have seen an increase except for Wholesale trade which continued to decline.

Unemployment Rates

Compared to the State of Wisconsin and Milwaukee County, the Village of River Hills has a very low unemployment rate. This is not surprising given the village's comparatively low population density and the educational backgrounds of the residents. In 1990, the unemployment rate for the Village of River Hills residents sixteen years of age and older was approximately 1.9 percent. It fell to 0.5 percent in 2000, a decrease from twenty-four unemployed residents over the age of sixteen to seven residents respectively. In 2010, the rate increased to 9 percent and in 2017 it fell to 2.5 percent. (US Census of Population and Housing 1990 2000, Summary Tape File 3 and American Community Survey 5-year Estimates 2010 & 2017). According to the US Census and American Community Survey 5-year Estimates, the Milwaukee County unemployment rate was 4.4 percent in 1990, 4.5 percent in 2000, 9.3 percent in 2010, and 7.1% in 2017. At the state level, the unemployment rate was 5.2 in 1990, 4.7 percent in 2000, 6.7% in 2010 and 4.7% in 2017.

Growth Opportunities

Types of Businesses Preferred by Residents

As mentioned in the beginning of this chapter, village residents expressed a strong desire to maintain the rural residential character of the community. Since there are very few institutional establishments within the village, the community survey inquired whether or not residents would like any additional retail business, industry, or service that does not currently exist within the village. A large majority of the residents (213 of 249 respondents), indicated that they would not like to see any additional economic activity or use within the village. Nevertheless, twenty-nine (29)

community survey respondents expressed interest in economic activity within the village, and they noted the following types of uses: Athletic facility or community park, Medical office, Restaurant options, Starbucks, Kwik Trip, Gas Station, Light retail, Beer garden, Luxury apartment buildings, Office Building, Use the Eder property for village center/gathering place, Small organic grocery store/grocery store, Tea/coffee shop, and a Wine store.

Given the availability of businesses and services in close proximity to the village and the desire of most residents for the community to remain in its current state, no additional business or industrial sites need to be designated in the Village of River Hills. However, if the village were to support any future commercial uses through special permitting or conditional use processes, home-based businesses and the previously mentioned types might be considered.

Contaminated Sites

The Wisconsin DNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites (i.e., "brownfields") in the state. The WisDNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Properties listed in the DNR database are self-reported and do not necessarily represent a comprehensive listing of possible locations in a community. There are three types of sites listed in the Bureau for Remediation and Redevelopment Tracking System (BRRTS) database: Spills, Leaking Underground Storage Tanks (LUST), and Environmental Repair Sites.

There are currently three (3) open LUST sites in the Village of River Hills all identified by soil contamination of either petroleum, gasoline, engine waste, and/or diesel fuel and have yet to be fully investigated. None of these sites are currently eligible for the Petroleum Environmental Cleanup Fund (PECFA), which assists businesses and individuals with the costs of cleaning up pollution from leaking petroleum storage tanks. PECFA is the main source of funding for such sites.

There are seventeen (17) sites listed that have

completed cleanup of leaking underground storage tanks within the Village of River Hills. Specific locations and additional site information can be found on the WisDNR Remediation and Redevelopment Site map at the following address: <http://dnrmapping.wisconsin.gov>.

Economic Development Programs

Statewide Programs

The Wisconsin Economic Development Corporation (WEDC) is a public/private agency that was created to replace the Department of Commerce (DOC). The WEDC is the lead economic development agency in the state and administers a number of programs. The Department of Transportation (WisDOT) plays a much smaller, but important, role as well. State and federal economic development programs are outlined in the sidebar.

Forward Wisconsin is a nonprofit organization created as a public-private partnership to attract new businesses and jobs and increase economic activity in the state. The group focuses on six target industries (e.g., computer and data processing services; plastics; business services; forest products; biotechnology; and production machinery and equipment) and one secondary target industry (e.g., customer service centers).

County Programs

The Economic Development Division of the Department of Administrative Services for Milwaukee County and the Metropolitan Milwaukee Association of Commerce directly administer or have access to economic development programs that financially assist local units of government and businesses in the county. Their missions are to create and retain quality job opportunities, increase the county's tax base, and raise income levels for local residents.

Chapter 7: Land Use

Existing Land Use and Trends

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) conducted its most recent regional land use inventory in 2015. As part of this inventory, land uses within the Village of River Hills were delineated based on observed activities and conditions. A review of the SEWRPC Regional Land Use Inventory – 2015 data reveals the village’s existing land use to be primarily single-family residential, with small areas of Recreational (private) and Institutional (refer to Table 7-1 and Map 7: Existing Land Use for locations [there was no change in the land use percentages between 2009 and 2015]).

Table 7-1: Existing Land Uses

Land Use	Acres	Percent of Total
Single Family Residential*	2517.3	73.8
Vacant Land	84.2	2.5
Recreational (private)	216.7	6.4
Institutional	82.7	2.4
Parking	26.2	0.8
Surface Water	149.9	4.4
Streets & Highways	334.7	9.8
Total	3,411.7	100.0

Source: SEWRPC Regional Land Use Inventory - 2015

*Includes Wetland/Woodland coded areas on Single Family lots five acres or greater

Note: The percent column may not add up to 100.0 due to rounding.

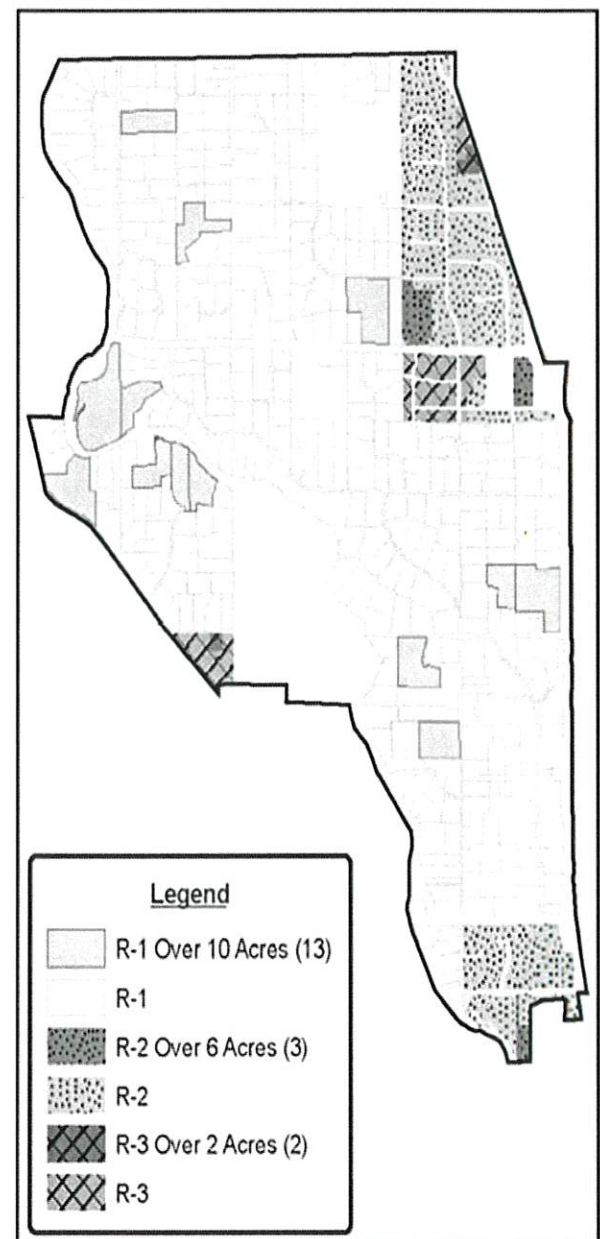
While a predominantly residential community, there is some variation in the neighborhoods in River Hills. The R-1 zoning area (minimum five-acre lots) makes up over 80 percent of the residential land in the village. The R-2 (minimum two acre lots) and R-3 (minimum one acre lots) zoning areas have smaller lots; however, these areas only represent about 16 percent of the land area (refer to Table 7-2 and Figure 7-1) [there was no change in the land use percentages between 2009 and 2015].

Table 7-2. Residential Areas in River Hills

Zoning District	Total Zoning Acres	Percent of Total	Number of Parcels	Percent of Total Parcels
R-1	2,162.3	83.5	426	62.4
R-2	353.8	13.7	183	26.8
R-3	73.1	2.8	74	10.8
Total	2,589.2	100.0	683	100.0

Source: SEWRPC Regional Land Use Inventory – 2015

Figure 7-1. Residential Areas Map



While types and intensities of land use in the Village of River Hills is projected to change very little over the next two decades, there is expected to be an increase in the urban population and the continued sub-division of land into smaller parcels throughout Milwaukee County (Milwaukee County LWRMP, April 2006). Urban and suburban development in the form of residential, commercial, industrial, and highway expansion in surrounding communities may impact the village and its natural resources (e.g., storm water runoff, water quality, traffic, etc.).

Despite anticipated changes in other areas of the county over the next two decades, village residents have expressed their desire for the village character to remain as it is today: low-density residential with well-maintained homes on large-acre lots which provide open space, wildlife habitat, and privacy. In order for the village to maintain the valued large lots sizes, preserving the minimum five acre single-family lot size throughout most areas of the village is important.

Land Supply and Demand

While the Village of River Hills is primarily comprised of large residential lots, there are neighborhoods with smaller lots that were annexed in the 1950s due to development pressure in the surrounding communities. As noted in the *Village of River Hills 1958 Comprehensive Plan*, “the existing development in these areas although strictly residential was not, generally, in keeping with the character of the original Village.” The difference in character can be attributed to the four- acre or smaller lot sizes in the annexed areas.

In recent years, the areas in the community which have experienced more home sales have generally involved the smaller sized lots according to the 2015 to 2018 Village of River Hills Sales Report. As illustrated in Table 7-3, the average parcel sold was approximately 4.30 acres. While the number of parcels sold per year decreased over the four year period, the average sale price also decreased during that time period, with an average sale price of \$654,748. During this period, the home sales were single-family units (Village of River Hills Sales Report). While the sales report reveals what has

happened over a four year period, some of the volatility can be explained by the short time frame and a small sample size (i.e., number of parcels sold per year).

Table 7-3. Housing/Land Sales Report, 2015-2018

Year	Number of Parcel Sold	Average Sale Price	Average Parcel Size (acres)
2015	34	\$830,476	5.88
2016	30	\$578,910	3.90
2017	33	\$613,618	3.65
2018	25	\$595,989	3.78
Total Average	30	\$654,748	4.30

Land Use Projections

Land for Housing

Land use projections for housing take into account population and housing projections discussed in the Issues and Opportunities chapter and the Housing chapter. Based on the Wisconsin Department of Administration projections, there is estimated to be the need for an additional twenty-seven (27) new homes over the next twenty years, or approximately one new home per year (refer to Table 1-1. Village of River Hills Population and Households). This would be a 3.9 percent increase in the number of housing units in the village. Recent building permit (2015-2018) data suggests that there may be a demand for an average of 1.8 new units per year, which would result in 36 additional housing units over the next twenty years.

The projected demand for housing in the Village of River Hills can be accommodated through vacant residential parcels as well as vacant homes. Based on the village assessment roll as of January 1, 2018, there are forty-two (42) vacant parcels within the village, of which thirty-eight (38) are buildable. Most, if not all, of the estimated future housing demand could be met by these thirty-eight parcels. In addition to available vacant lots, some future demand may be met through potential lot divisions or through available vacant housing (refer to Figure 7-1 for lots which could be split based on current minimum lot size requirements). In 2010, there were fifty-two (52) vacant housing units in the Village of River Hills (U.S. Census Bureau 2010 Population and Housing).

Chapter 8: Intergovernmental Cooperation

Regional Planning Commissions

The Village of River Hills—along with all of Milwaukee County—is located within the Southeastern Wisconsin Regional Planning Commission’s (SEWRPC) planning jurisdiction. Typically, a regional Planning Commission (RPC) has the function of preparing and adopting a master plan for the physical development of the region.

SEWRPC completed the *Vision 2050: Regional Land Use and Transportation Plan for Southeastern Wisconsin* in December 2016. The plan recognizes that in order to grow jobs in the future, the Region will need to attract new residents from the rest of the Nation and world for the first time in decades. If the Region does not compete to attract needed workers, economic growth could be stifled by a lack of labor. The plan lists the following goals, recommendations, and policies which pertain to municipalities throughout the region, including the Village of River Hills:

- Encourage sustainable and cost-effective growth
- Encourage more compact development
- Preserve the Region’s farmland and environmental corridors
- Improve and expand public transit, including adding rapid transit and commuter rail
- Enhance the Region’s bicycle and pedestrian network to improve access to activity centers, neighborhoods, and other destinations
- Keep existing major streets in a state of good repair and efficiently using the capacity of existing streets and highways
- Strategically adding capacity on highly congested roadways, incorporating “complete streets” roadway design concepts to provide safe and convenient travel for all and addressing key issues related to moving goods into and through the Region

No conflicts have been identified between the goals, recommendations, and policies presented by SEWRPC and the *Village of River Hills Comprehensive Plan*.

Adjacent and Overlapping Jurisdictions

The following is a description of the comprehensive plans for the jurisdictions adjacent to the Village of River Hills (refer to Figure 8-1). This section analyzes potential conflicts between those plans and the *Village of River Hills Comprehensive Plan*. Where potential conflicts are apparent, a process to resolve them has been proposed.

Bayside

The Village of Bayside adopted their comprehensive plan May 2011 which is available on their website. Currently, River Hills shares a number of services with Bayside. Bayside has identified several areas of intergovernmental cooperation—continue to examine mutual aid vs. consolidation and services with adjoining communities; promote regional and state-wide cooperation opportunities; ensure that planning efforts are imperative to the issues facing Bayside. No existing or potential conflicts were identified between River Hills and Bayside (refer to Existing Areas of Cooperation for specifics).

Brown Deer

The Village of Brown Deer adopted their comprehensive plan January 2010 which is available on their website. Brown Deer has delineated areas for redevelopment—particularly promoting mixed-use centers—with the intent of stimulating the local economy and enhancing the village’s identity. The plan also aims to enhance the aesthetics of Brown Deer Road but suggests that WisDOT is/has been reluctant to allow the village to improve aesthetics and wayfinding along this regionally important highway. The Brown Deer Recreational system is also scheduled for improvements south to the village limits. The plan also states that Brown Deer would like to pursue joint planning efforts with the WisDNR and the Village of River Hills to protect the ecological well-being of the Milwaukee River. No existing or potential conflicts were identified between the goals, recommendations, and

policies presented in the plan and the Village of River Hills Comprehensive Plan (refer to Existing Areas of Cooperation for specifics).

Glendale

The City of Glendale adopted their comprehensive plan August 2011 which is available on their website. No existing or potential conflicts were identified between River Hills and the Glendale. Glendale shares a number of services with River Hills. River Hills will maintain its existing cooperative relationship with Glendale in order to address and/or prevent any future conflicts (refer to Existing Areas of Cooperation for specifics).

Fox Point

The Village of Fox Point adopted their comprehensive plan February 2010 which is available on their website. No existing or potential conflicts were identified between River Hills and Fox Point. Fox Point shares a number of services with River Hills and has identified potential opportunities with River Hills as: Pedestrian and bike path linkages; Shared solid waste disposal services; and River Hills' sewer line under I-43 that connects to Fox Point's sewer line. River Hills will maintain its existing cooperative relationship with Fox Point in order to address and/or prevent any future conflicts (refer to Existing Areas of Cooperation for specifics).

Milwaukee County/City of Milwaukee

Milwaukee County has not completed a comprehensive plan. The City of Milwaukee adopted their Citywide Policy Plan March 2010 which is available on their website. It is important for River Hills to maintain open and strong communication with both the county and the City of Milwaukee. There have been no issues identified between the Village of River Hills and the City of Milwaukee and Milwaukee County in regards to intergovernmental cooperation (refer to Existing Areas of Cooperation for specifics).

Existing Areas of Cooperation

Joint TDML Implementation Initiatives with the Milwaukee Metropolitan Sewerage District

In March 2019, an agreement between the District

and River Hills was reached to establish a policy of collaboration to meet the new pollution prevention limits referred to as Total Maximum Daily Load (TMDL) for sediment and phosphorus discharged to the Milwaukee River. The TMDL limits are now replacing the previous standards and therefore storm water management efforts need to adapt to the new standards.

Suburban Mutual Assistance Response Team

An updated agreement was executed in January 2019. Through the Suburban Mutual Assistance Response Team intergovernmental agreement, participating law enforcement agencies in Milwaukee and Waukesha counties outline their intent to assist other agencies through assigning personnel, equipment, and available resources to a requesting agency as resources and situations allow. All participating law enforcement agencies maintain a governing board and have established an operation plan for giving and receiving aid under this agreement. This plan is reviewed, updated, and tested at regular intervals.

The Suburban Mutual Assistance Response Teams agreement includes the following in Milwaukee County: Bayside, Brown Deer, Cudahy, Fox Point, Franklin, Glendale, Greendale, Greenfield, Hales Corners, Milwaukee County Sheriff, Oak Creek, River Hills, Shorewood, South Milwaukee, UWM Police Department, Wauwatosa, West Allis, West Milwaukee, and Whitefish Bay. It also includes the following in Waukesha County: City of Brookfield, Town of Brookfield, Butler, Chenequa, Delafield, Hartland, Menomonee Falls, Muskego, New Berlin, Oconomowoc, Pewaukee, Summit, Wisconsin State Patrol, City of Waukesha, and Waukesha County Sheriff.

Law Enforcement and Disaster Services Mutual Aid Agreement

In 2014, the communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay commenced an intergovernmental agreement to pool resources by offering mutual aid in certain situations upon appropriate request.

Public Safety Communications Services Agreement

Adopted in 2018, the communities of Brown Deer, Fox Point, Glendale, River Hills, Shorewood, Whitefish Bay, and the North Shore Fire Department (NSFD) commenced an

intergovernmental agreement with the Bayside Communication Center to provide unified public safety answering point (PSAP), communications operation, and public safety records management system. The Agreement is for a period of ten years and then renew for five-year periods thereafter. The agreement provides for emergency dispatching services, computer aided dispatch, and records management systems.

Municipal Court Services Agreement

Effective January 1, 2019, Village of River Hills provides Municipal Court Clerk services to the Village of Bayside to process Bayside's municipal cases.

Agreement for Public Health Services

Effective January 1, 2019, the villages of Bayside, Brown Deer, Fox Point, River Hills, Shorewood, and Whitefish Bay along with the City of Glendale have established a jointly and equitably funded health department through the Agreement for Public Health Services - North Shore Health Department. Through this agreement, the North Shore Health Department supplies public health services to the other participating municipalities. All participating municipalities pay a proportionate cost for public health services. The list of services can be reviewed in Exhibit A of the adopted agreement.

School Districts

As noted in the Utilities and Community facilities chapter of this plan, the Village of River Hills is located in the Glendale-River Hills Schools District, Maple Dale-Indian Hills School District and Nicolet School District. No conflicts have been identified between the Village of River Hills and the school districts nor are there any anticipated major changes or issues facing the districts at this time.

Chapter 9: Amendment & Evaluation of Plan

Amendment & Evaluation of Plan

Section 66.1001(4) of the Wisconsin Statutes outlines specific procedures communities must follow. This chapter provides the Village of River Hills with specific steps for plan, amendment, and evaluation.

Plan Consistency and Use

The programs and actions outlined in Table 9-1 offer a comprehensive approach for the goals and objectives of the various chapters of this plan. Because the various elements of this plan were updated simultaneously, there are no known internal inconsistencies between the different elements or chapters of this plan.

At a minimum, Section 66.1001 (3) of the Wisconsin Statutes specifies that beginning on January 1, 2010, the following village actions must be consistent with the *Village of River Hills Comprehensive Plan*:

- Official mapping established or amended under §62.23(6)
- Local subdivision regulation under §236.45 or §236.46
- Village zoning ordinances enacted or amended under §62.23(7)
- Zoning of shorelands or wetlands in shorelands under §59.692, §61.351, or §62.231

Monitoring, Evaluating, and Updating the Plan

As required by Section 66.1001(2)(i) of the Wisconsin Statutes, a method for measuring the Village of River Hills' implementation of this comprehensive plan was developed. In addition to tracking what actions have been initiated, the report will include an assessment of their effectiveness in furthering the plan's goals and

objectives as well as a discussion of any barriers to implementation which have been encountered. The review does not need to include public participation.

As part of the periodic review, the Plan Commission should consider any requested amendments to the comprehensive plan. To efficiently evaluate these requests, the village should establish an annual deadline for the submission of proposed plan amendments. These proposed amendments can then be reviewed collectively along with a detailed assessment of how the requested changes might affect the overall intent of the comprehensive plan.

Section 66.1001 of the Wisconsin Statutes also requires that comprehensive plans be reviewed and updated at least once every ten (10) years. The plan update should include reassessing public opinion, updating background data, and reevaluating the goals, objectives, and policies within the plan.

Implementation Programs and Recommendations

Table 9-1 provides a detailed list and timelines of the major actions needed to implement the *Village of River Hills Comprehensive Plan*. Many of the actions involve continued cooperation with adjacent municipalities, Milwaukee County, state agencies, and local property owners. The table contains the following information:

- *Category*: The list of recommendations is divided into different categories—based on the different plan elements and implementation tools.
- *Recommendation*: A specific step, strategy, and/or action for the Village of River Hills to undertake to implement this plan.
- *Timeframe*: The specified sequence by which the Village of River Hills will implement this comprehensive plan. The suggested timeframe for completing each recommendation reflects the priority attached to the recommendation.

Table 9-1. Strategies and Timetable

Category	Recommendation	Timeframe
Ordinances	Review the village's zoning ordinance and Official Map for consistency with the village's Smart Growth Comprehensive Plan.	Ongoing
	Review all of the village ordinances for consistency, clarity, and appropriateness.	Ongoing
Housing and Neighborhood Development	Maintain the village's existing residential zoning regulations and standards and historic housing mix.	Ongoing
	Develop design guidelines that support community character and encourage "green" materials and energy conservation and environmentally sound practices.	2012 - 2014
	Review ordinances related to affordable quality housing for residents.	2010 - 2011
Transportation	Continue to update/implement the village's CIP plan to upgrade local roads and transportation facilities.	Ongoing
	Work with WisDOT and adjacent communities to address the traffic noise problem along Brown Deer Road and Interstate 43.	Ongoing
	Work with the River Hills Police Department and other appropriate agencies to evaluate options to address traffic speed and safety.	Ongoing
	Work with the WisDOT and Milwaukee County to address road maintenance and appearance issues, in particular on Brown Deer and Good Hope roads.	Ongoing
Utilities and Community Facilities	Continue to update/implement the village's CIP plan to upgrade utilities and community facilities.	Ongoing
	Continue annual inspection, maintenance, and repair of public sanitary sewer system.	Ongoing
	Review village codes (e.g., building, mechanical, housing, and sanitary), ordinances (e.g., stormwater management, erosion control, and subdivision), and regulations (e.g., site plan) for conformance with the comprehensive plan.	Ongoing
	Continue to maintain the storm water conveyance ditches within the village.	Ongoing
	Minimize the storm water runoff and storm water pollutants allowed to leave the site from which they are generated.	Ongoing
	Manage storm water and storm water pollutants at the source by requiring/encouraging property owners to incorporate on-site storm water strategies, such as rain gardens, new development and redevelopment projects.	Ongoing
	Cooperate with surrounding communities, county, and state agencies to ensure that all residents of River Hills have access to safe drinking water.	Ongoing
	Maintain and enforce the village's storm water management plan to manage storm water runoff and storm water pollutants.	Ongoing
	Support school systems' efforts to continue to efficiently meet the educational needs of the village residents.	Ongoing
	Continue to work cooperatively with the North Shore Library system.	Ongoing
	Continue to provide solid waste and recycling services.	Ongoing
	Support utility companies' improvements of utility infrastructure (e.g., electrical transmission lines, natural gas lines, etc.) within the village.	Ongoing

Natural Resources	Encourage interested land owners to pursue best management practices for the protection of natural areas.	Ongoing
	Continue to maintain the existing zoning ordinance which operates to protect open space and natural areas.	Ongoing
	Cooperate with regional and state agencies to reduce storm water runoff and pollutants found in the runoff.	Ongoing
	Enforce floodplain regulations to ensure adequate flood storage and conveyance.	Ongoing
	Educate residents about the polluting effects from over use of herbicides and pesticides as well as the use of native plant buffers along banks/shorelines/wetlands to enhance the protection of the village's rivers, creeks, streams, lakes, and wetlands.	Ongoing
	Cooperate with local, regional, and state governmental units to pursue efforts to improve the water quality of Milwaukee River.	Ongoing
Cultural Resources	Continue to maintain the existing zoning ordinance and building board ordinance.	Ongoing
Economic Development	Review the village's zoning ordinance to ensure adequate locations for institutional uses.	Ongoing
	Work with surrounding communities to address issues resulting from development in adjacent municipalities.	Ongoing
Land Use	Facilitate development of available land and redevelopment of existing housing stock.	Ongoing
	Review sign regulations to maintain the rural feel of the village.	Ongoing
	Maintain and update the village's website.	Ongoing
	Continue to improve communication with residents and raise public awareness of upcoming meetings and public hearings.	Ongoing
Intergovernmental Cooperation	Coordinate with the communities of Bayside, Brown Deer, Glendale, Fox Point and Mequon; Ozaukee and Milwaukee counties; regional, state, and federal agencies on comprehensive planning efforts, including the determination of future municipal boundary changes, consolidation of services, and land use policies.	Ongoing
	Work cooperatively with surrounding communities in the comprehensive plan development, adoption, and amendment processes to encourage an orderly, efficient development pattern that preserves valued community features and minimizes conflicts between land uses along community boundaries, and work to resolve any differences between the <i>Village of River Hills Comprehensive Plan</i> and plans for adjacent communities.	Ongoing
	Work with the WisDOT, WisDNR, and Milwaukee County to assure that transportation improvements are consistent with the goals and objectives of the plan.	Ongoing
	Work with the WisDNR to assure that development, resources protection, and other improvements are consistent with the goal and objectives of this plan.	Ongoing
	Explore regional approaches to mitigating flooding and storm water quality issues.	Ongoing
	Work with local schools on their school planning, facility siting, recreational spaces and programming, and other areas of mutual concern.	Ongoing
	Participate in the Intergovernmental Cooperation Council (ICC) meetings to discuss issues of mutual concern.	Ongoing

Intergovernmental Cooperation (continued)	Meet with other local governmental units to discuss courses of action on shared issues and opportunities such as expansion of public facilities, and sharing of services, expenditures, and revenues.	Ongoing
	Cooperate with other units of government on natural resources, recreational areas, transportation facilities, and other systems that are under shared authority or cross governmental boundaries; pursue cost sharing agreements where practical.	Ongoing
Plan Monitoring	Monitor the pace and mix of development activity and the village's performance against this comprehensive plan, and consider amendments as appropriate.	Periodic review process
	Update development related-ordinances that implement this plan.	Ongoing
	Conduct a comprehensive update of the "Smart Growth" Plan.	2027 - 2029

APPENDIX B: Community Survey

Summary

In May 2019, the Village of River Hills mailed postcards to all of the households in the village asking residents to complete a Community Survey. Residents were asked to complete an electronic survey on a website (Survey Monkey). Of the approximate 1,631 village residents, 249 individuals completed community surveys by the June 14, 2019 deadline – a 16 percent response rate. The survey focused on issues regarding land use and zoning, natural resources and the environment, community facilities and services, economic development, and housing. It also provided residents an opportunity to comment on what they liked most about the village, would like to see changed in the village, and offer their vision for the village's future. Responses to the Community Survey offer insight into residents' concerns and desires for the future of their community.

Demographics (Questions 1-9)

Most of the residents who responded to the survey live in the Village of River Hills full time (94 percent) and own their home (99.6 percent). Most respondents have lived in the village for one or more decades: 26 percent have been residents for eleven to twenty years and 39 percent have resided in the village for twenty years or more. Nearly half of all respondents are between the ages of 45 and 64, and residents over the age 65 made up 42 percent of respondents. Only 1.6 percent of the total respondents were thirty-five or younger. Survey respondents had higher levels of educational attainment: 35 percent have a Bachelor's Degree, 29 percent a Master's Degree, and 20 percent have a Doctoral degree. The fewer number of children per household is consistent with the age of respondents: 34 percent have one child, 29 percent have two children, 21 percent have three children, 7 percent have four children, and approximately 8 percent have five or more children per household.

General Issues (Question 10)

Village residents were asked to specify the priority the Village of River Hills should place on addressing a variety of issues (e.g., drainage, village facilities, noise mitigation, traffic control) over the next five years. Issues that were each ranked as one of "Highest Priority" for the village include: protecting drinking water quality and ground water supply, tax burden, protecting river, streams, and natural water bodies, and protecting natural areas. The most significant issues that respondents indicated as a "Low Priority" for the village to address were new or upgraded village facilities and wildlife as a nuisance. After indicating the priority for each issue, residents were asked to select one of the issues ranked "Highest Priority" as the most important issue. Overall, respondents indicated the most important issue was water and ground water quality and protection followed by the tax burden.

Community Facilities and Services (Question 11-13)

Respondents were asked to rank the quality of village facilities and services (e.g., building code enforcement, public schools, road maintenance) from excellent to poor. Facilities and services which were ranked as excellent by respondents include: police, waste collection and recycling, and road maintenance and construction. The facilities and services that were ranked poor by respondents include: building code enforcement and building inspections. A large portion of the respondents indicated they did not know the quality/level of service for the ambulance, library, and building code enforcement.

Respondents were also asked to indicate their satisfaction with the village's approach to wildlife management. A significant portion of the respondents (81 percent) responded that they were satisfied with the approach, while 19 percent indicated they were not satisfied with the current approach. Survey respondents who indicated they were not satisfied were asked to specify the priority the village should place on addressing wildlife by species. Overall, these respondents indicated

that the highest priority should be given to coyotes, deer, and geese. Species that received a majority of “lowest priority” ranking include turkeys.

Natural Resources (Question 14)

Respondents were asked to rank the importance of a number of natural resources issues (e.g., tree cover, rivers and streams, steep slopes). Respondents overwhelmingly indicated that protecting the village’s natural resources was important or very important: protecting drinking water supply and ground water, protecting floodplains and reducing flood hazards, and protecting tree cover. As before, community members were asked to select one of the issues ranked “Very Important” as the most important issue: more than half of respondents feel that protecting the drinking water supply and ground water was the most important issue and indicated that protecting rivers and streams through riparian buffers was the most important issue. Nine percent of the respondents had no response to this question.

Economic Development (Question 15)

Since there are no commercial establishments in the village, residents were asked whether or not they would like to see a type of retail business, industry, or service that does not currently exist within the village. A large majority of the respondents (88 percent) indicated that they did not want any additional commercial/industry in the village. Of the respondents who indicated they would like additional commercial within the village (12 percent), they indicated their preference for an athletic facility or community park, medical office, restaurant options, Starbucks, Kwik Trip, light retail, beer garden, luxury apartment buildings, office building, use Eder property for village center/gathering place, small organic grocery, tea/coffee shop, and wine store.

Housing and Zoning (Questions 16-18)

The survey included questions on allowed land uses within the village. Two-hundred seventeen (217) of two-hundred forty-nine (249) of the community members who responded to the survey indicated that the current single-family only zoning should not be changed, while twenty-nine (29) indicated they would like other residential uses to be allowed. Of the sixty-four (64) community members who indicated the zoning should be changed on the survey, seventeen (17) indicated that accessory dwelling units should be allowed, eighteen (18) indicated that two-family housing should be allowed, and twenty-two (22) indicated that elderly housing should be allowed, and thirteen (13) indicated that multi-family housing should also be allowed.

One-hundred ninety-seven (197) of the two-hundred forty-nine (249) respondents (79%) strongly agree that River Hills is zoned appropriately with single-family residential, twenty-two (22) of the respondents (8.8%) agree, thirteen (13) of the respondents (5%) neither agree or disagree, twelve (12) of the respondents (5%) disagree, and five (5) of the respondents (2%) strongly disagree.

Visions, Goals, & Objectives (Questions 19-21)

The final community survey questions were free answer questions directed at determining what village residents liked most about River Hills, if there was anything they felt should be changed in the village, and their vision for the village’s future. As expected, these open ended questions resulted in a range of responses. The following is a summary of the most frequent comments to each of the questions. A detailed list of all the responses from questions 19, 20, and 21 can be obtained by request.

When asked what they liked most about the Village of River Hills, residents’ most frequently mentioned (227 responses) the village’s large lots (55 responses), proximity to downtown Milwaukee (48 responses), privacy (45 responses), rural character (41 responses), sense of nature (34 responses), quiet (31 responses), services provided to residents (28 responses), no commercial development (18 responses), and safety (16 responses).

In regard to what, if anything, village residents would like

to see changed about River Hills. A large number of the community members indicated that nothing about the village should be changed and that the village should stay exactly as it is today (27 responses). They also expressed a desire for the following: lower taxes (27 responses), enforcement of speeding laws (15 responses), develop more of a sense of community (13 responses), installation of bike/walking paths (9 responses), village water system (9 responses), code enforcement – address rundown properties (8 responses), install a noise barrier for I-43 (7 responses), stronger environmental approach (6 responses), address dangerous intersections (6 responses), increase property values (5 responses), a more transparent Board (5 responses), traffic at University School of Milwaukee (5 responses), the promotion of River Hills (5 responses), and also stop trying to change the zoning of the community (4 responses).

The last survey question asked community members to identify one vision for the Village of River Hills. As expected, there were a wide array of responses; however, the most frequent response (36 of 249 total responses) was that River Hills should stay “as is”. Other common visions were to maintain the single-family residential setting (25 responses), do not allow any commercial development (21 responses), emphasize nature based environmental values (17 responses), sustain a rural atmosphere (16 responses), do not make any changes to the existing zoning code (10 responses), attract young families to River Hills (8 responses), establish a sense of community (7 responses), and to reduce the noise impact from I-43 (6 responses). As one resident stated, River Hills is a “vibrant, inclusive single-family community”. Another resident noted that River Hills is “a charming community prominent in traditional values and welcoming neighbors”.

Survey Results

RESPONDENT PROFILE

1. Are you a full-time resident ☐ or seasonal resident ☐ ?

- **Full-time: 233 or 93.0 percent**
- **Seasonal: 14 or 6 percent**
- **No Responses: 2 or 1 percent**

2. If you are a seasonal resident, please indicate the number of months per year you live in the village?

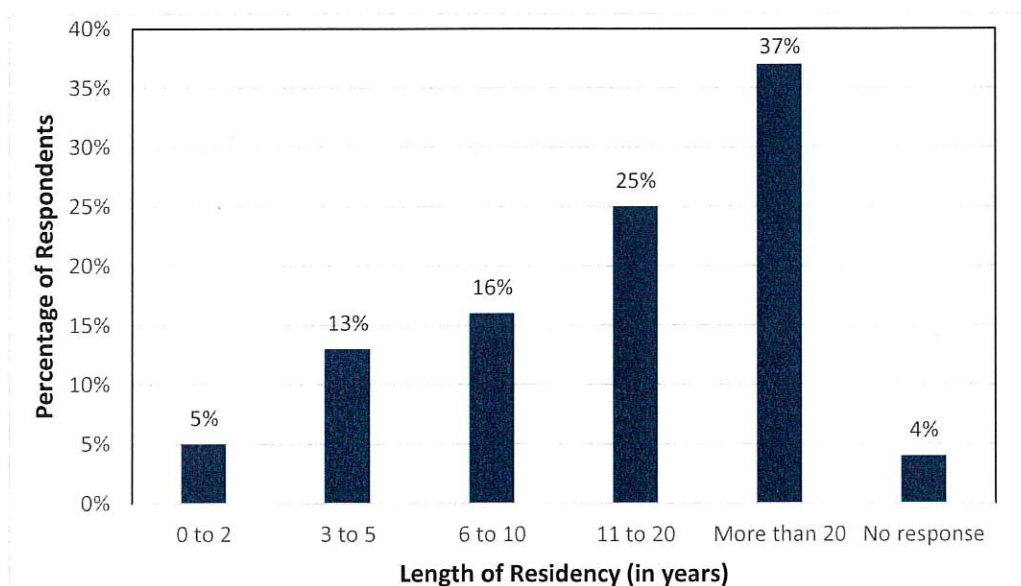
- **4 months: 1 response**
- **5 months: 2 responses**
- **6 months: 3 responses**
- **7 months: 1 response**
- **8 months: 5 responses**
- **9 months or more: 29 responses**

3. Do you own ☐ or rent ☐ your home?

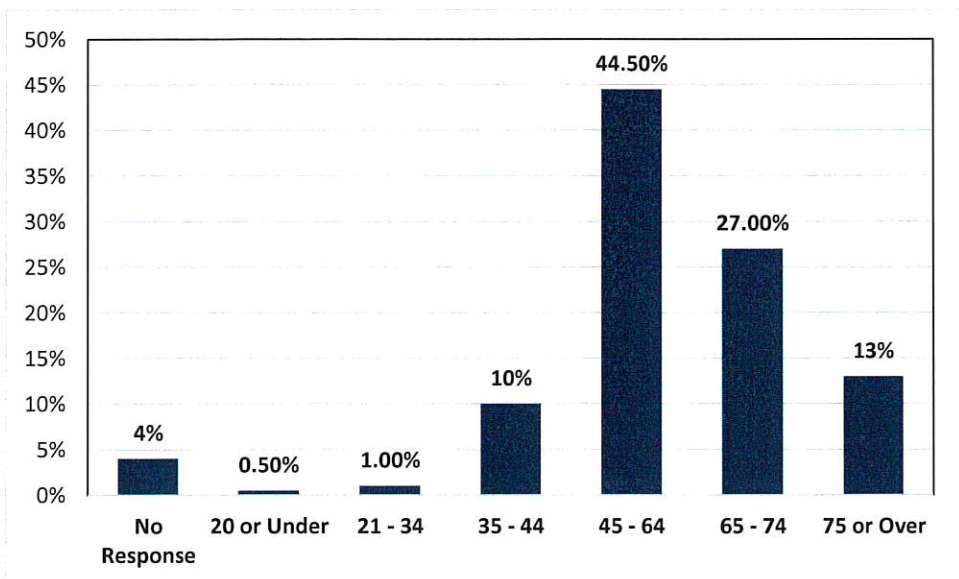
- **Own: 239 or 96 percent**
- **Rent: 2 or 1 percent**
- **No Responses: 8 or 3 percent**

4. How long have you lived in the Village of River Hills?

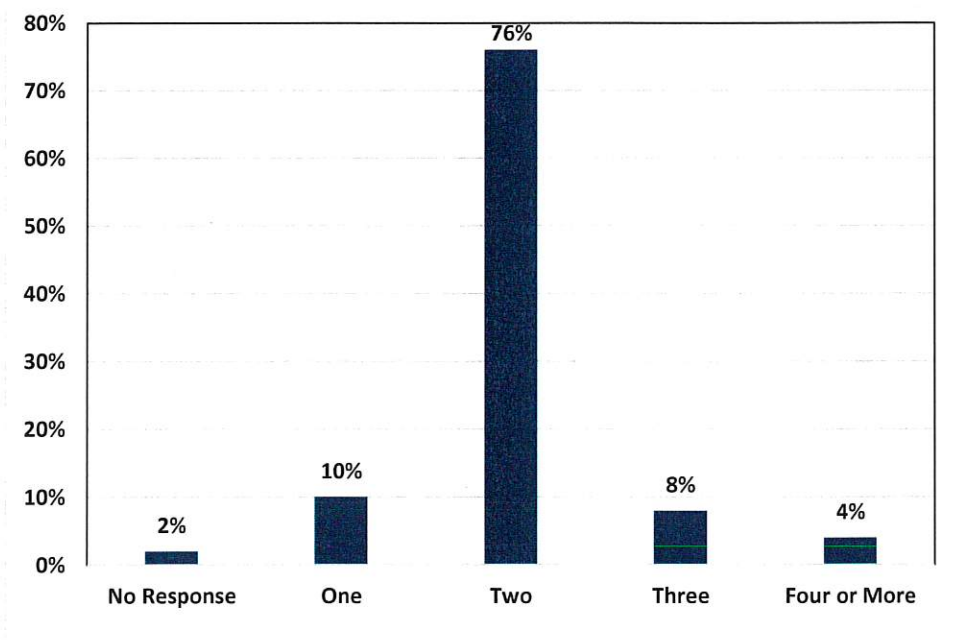
Number of years: _____ Number of months: _____



5. What is your age group? 20 or under ☐, 21 – 34 ☐, 35 – 44 ☐,
45 – 64 ☐, 65 – 74 ☐, 75 or over ☐

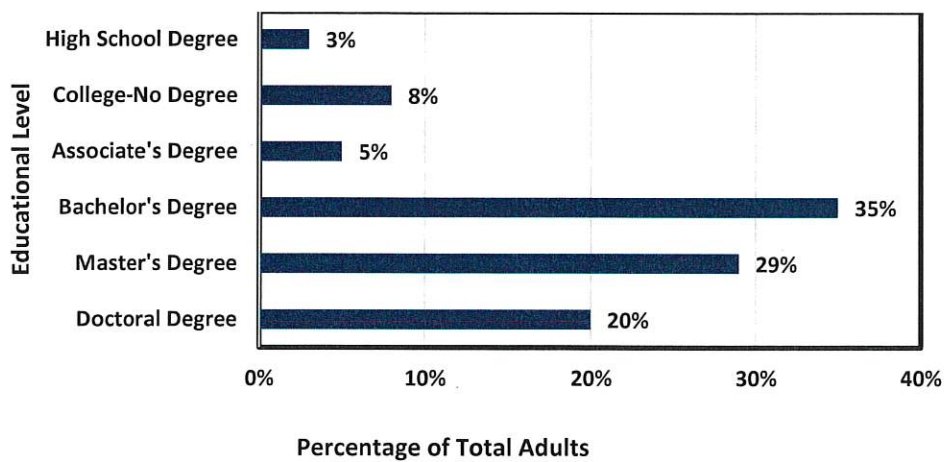


6. How many adults are in your household? one ☐, two ☐, three ☐, four or more ☐



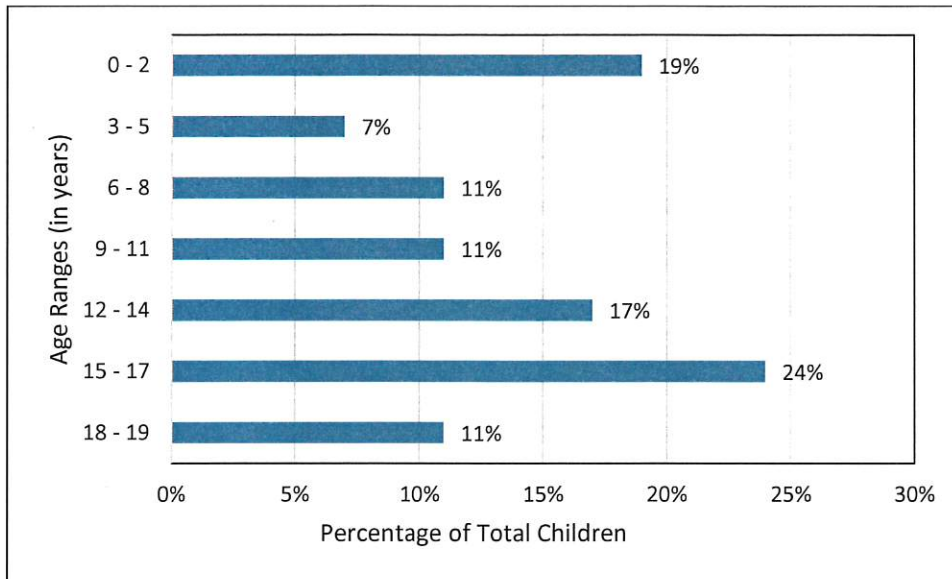
7. Please indicate the highest level of education for each adult in your household:

Adult	High School	College no Degree	Associate's Degree	Bachelor's Degree	Master's Degree	Doctoral Degree	No Response
Adult 1	3	4	1	47	22	11	7
Adult 2	2	5	1	47	22	11	13
Adult 3	3	5	0	3	2	0	88
Adult 4		1					100
Adult 5							101

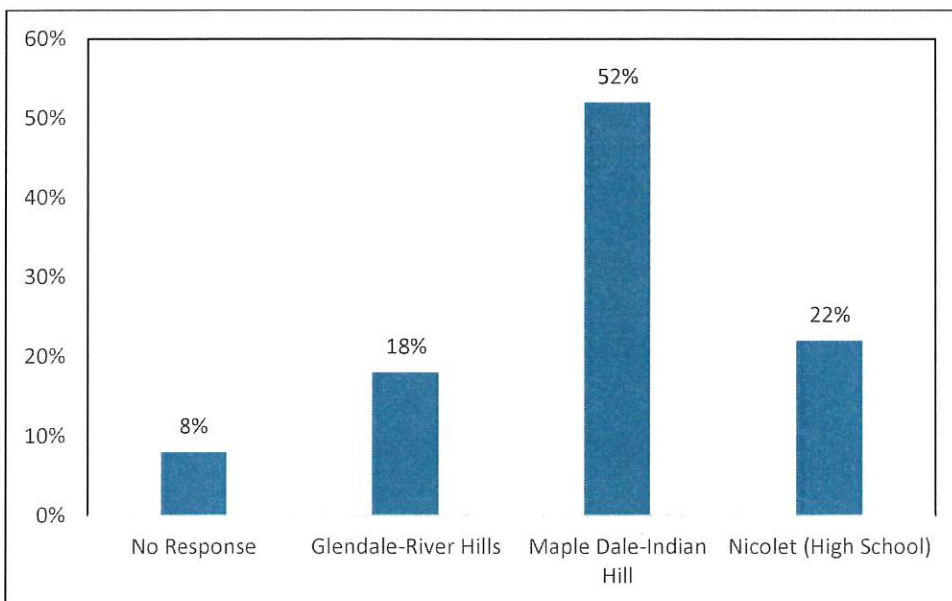


8. How many children or teenagers are in your household? Please indicate number of children and their ages.

Children	Age Ranges							Total	Percent
	0 - 2	3-5	6-8	9-11	12-14	15-17	18-19		
Child 1	25	4	10	5	17	22	16	99	46
Child 2	5	4	8	9	10	21	6	63	29.3
Child 3	3	6	3	6	8	5	2	33	15.3
Child 4	2	0	3	2	1	3	0	11	5.1
Child 5	1	0	0	1	0	1	0	3	1.4
Child 6	1	0	0	1	0	0	0	2	0.9
Child 7	1	0	0	0	0	0	0	1	0.5
Child 8	1	0	0	0	0	0	0	1	0.5
Child 9	1	1	0	0	0	0	0	1	0.5
Child 10	1	0	0	0	0	0	0	1	0.5
Total	41	14	24	24	36	52	24	215	
Percent	19	7	11	11	17	24	11		



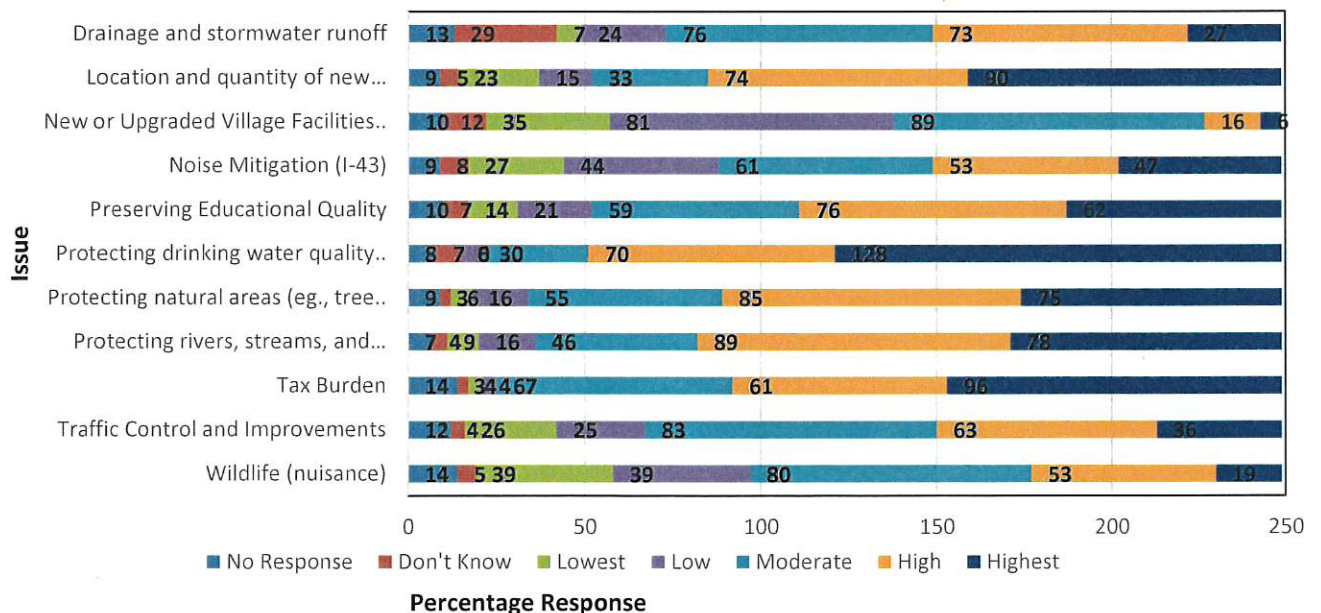
9. What school district do you live in? _____



GENERAL ISSUES

10. Please specify the priority the Village of River Hills should place on addressing the following general issues over the next five (5) years. Please indicate "don't know" if you have no experience or basis upon which to judge the general issue.

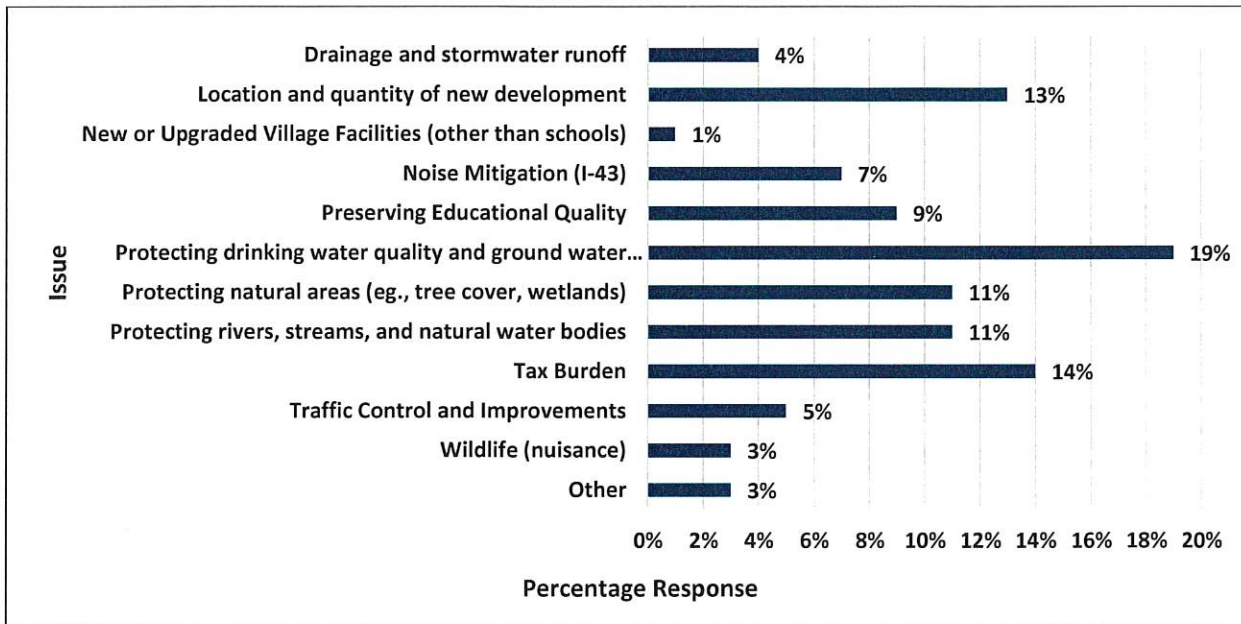
Issue	Priority					
	Highest	High	Moderate	Low	Lowest	Don't Know
Drainage and storm water runoff	5	4	3	2	1	0
Location and quantity of new development	5	4	3	2	1	0
New or upgraded village facilities (other than schools)	5	4	3	2	1	0
Noise mitigation (I-43)	5	4	3	2	1	0
Preserving educational quality	5	4	3	2	1	0
Protecting drinking water quality and ground water supply	5	4	3	2	1	0
Protecting natural areas (e.g., tree cover, wetlands)	5	4	3	2	1	0
Protecting rivers, streams, and natural water bodies	5	4	3	2	1	0
Tax burden	5	4	3	2	1	0
Traffic control and improvements	5	4	3	2	1	0
Wildlife (nuisance)	5	4	3	2	1	0
Other _____	5	4	3	2	1	0



"OTHER" RESPONSES:

- Location and quantity of new development: 40 responses
- Protect the drinking water and quality of the water: 32 responses
- Tax burden: 38 responses
- Improve public education quality: 19 responses
- Noise mitigation: 13 responses
- Speed limit enforcement/traffic control: 4 responses
- Promote River Hills/branding Village: 3 responses
- Natural areas: 7 responses
- Keep residential only: 5 responses
- Drainage and stormwater runoff: 5 responses
- Get rid of coyotes: 3 responses

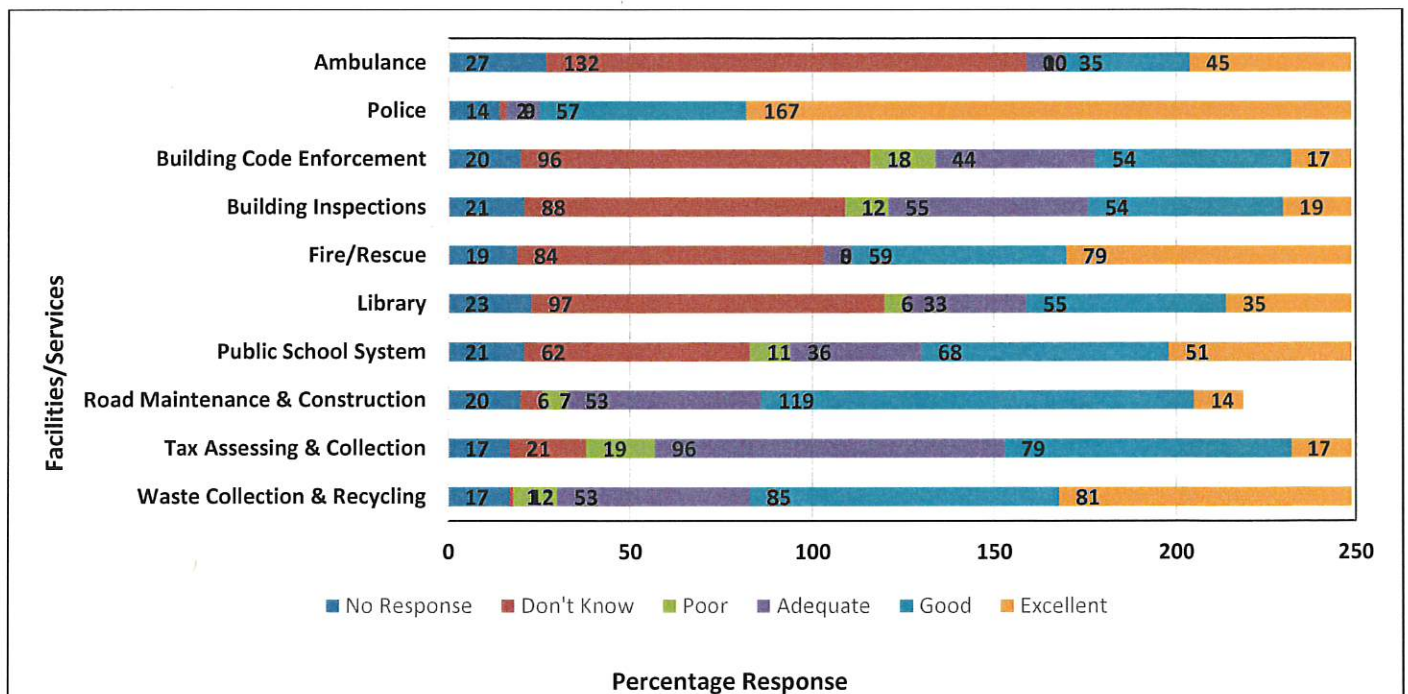
- a. Of the items ranked "Highest Priority," please indicate which **one (1)** is the most important: _____



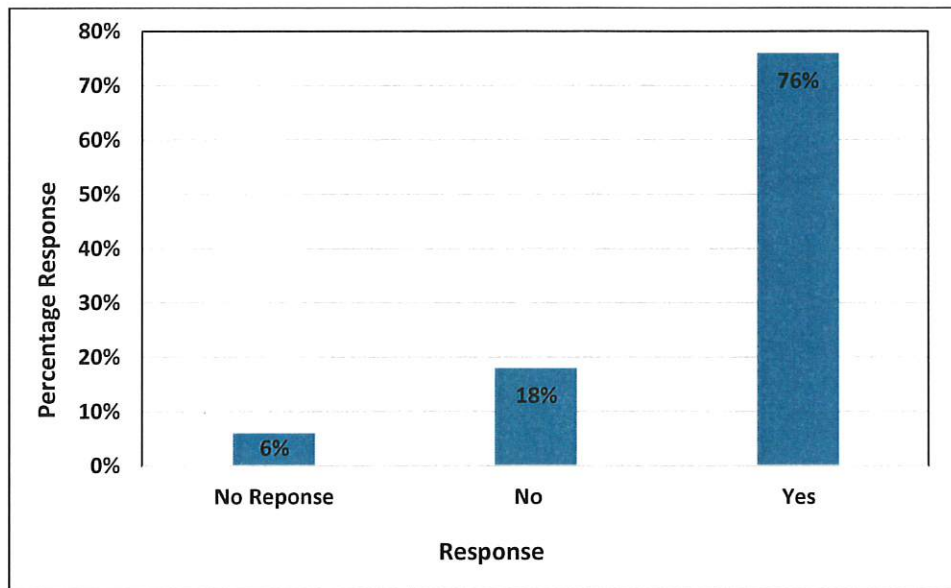
COMMUNITY FACILITIES AND SERVICES

11. Please rank the following village facilities and services as “excellent”, “good”, “adequate”, or “poor” by circling the appropriate letter. Please indicate “don’t know” if you have no experience or basis upon which to judge the general issue.

Facilities and Services	Excellent	Good	Adequate	Poor	Don't Know
Ambulance	E	G	A	P	DK
Building code enforcement	E	G	A	P	DK
Police	E	G	A	P	DK
Building inspections	E	G	A	P	DK
Fire/Rescue	E	G	A	P	DK
Library	E	G	A	P	DK
Public school system	E	G	A	P	DK
Road maintenance and reconstruction	E	G	A	P	DK
Tax assessing and collection	E	G	A	P	DK
Waste collection and recycling	E	G	A	P	DK

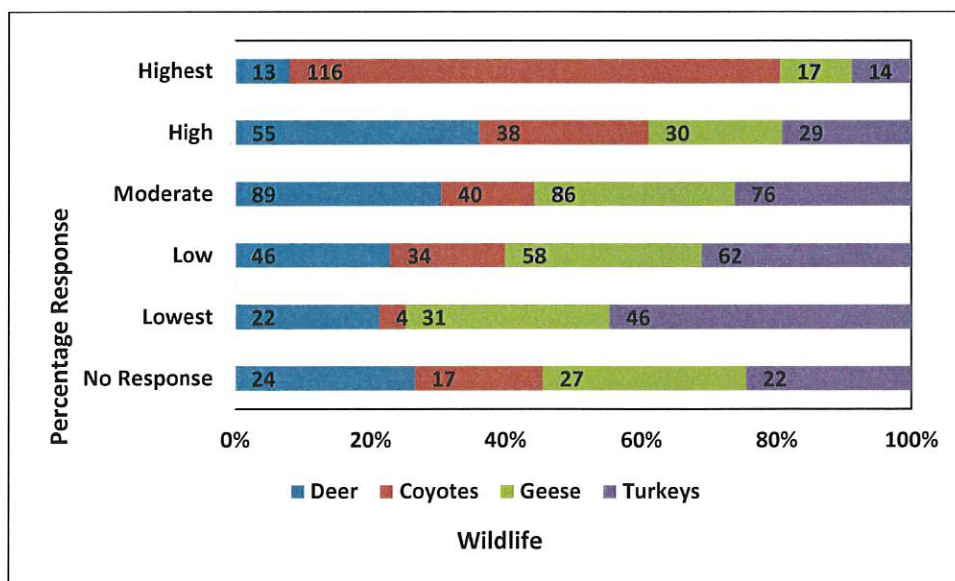


12. Are you satisfied with the Village of River Hills' approach to wildlife management? Yes ☐ No ☐



13. Please specify the priority River Hills should place on addressing wildlife management by species over the next five (5) years. Please indicate "don't know" if you have no experience or basis upon which to judge the general issue.

Wildlife	Priority					
	Highest	High	Moderate	Low	Lowest	Don't Know
Deer	5	4	3	2	1	0
Coyotes	5	4	3	2	1	0
Geese	5	4	3	2	1	0
Turkeys	5	4	3	2	1	0
Other	5	4	3	2	1	0



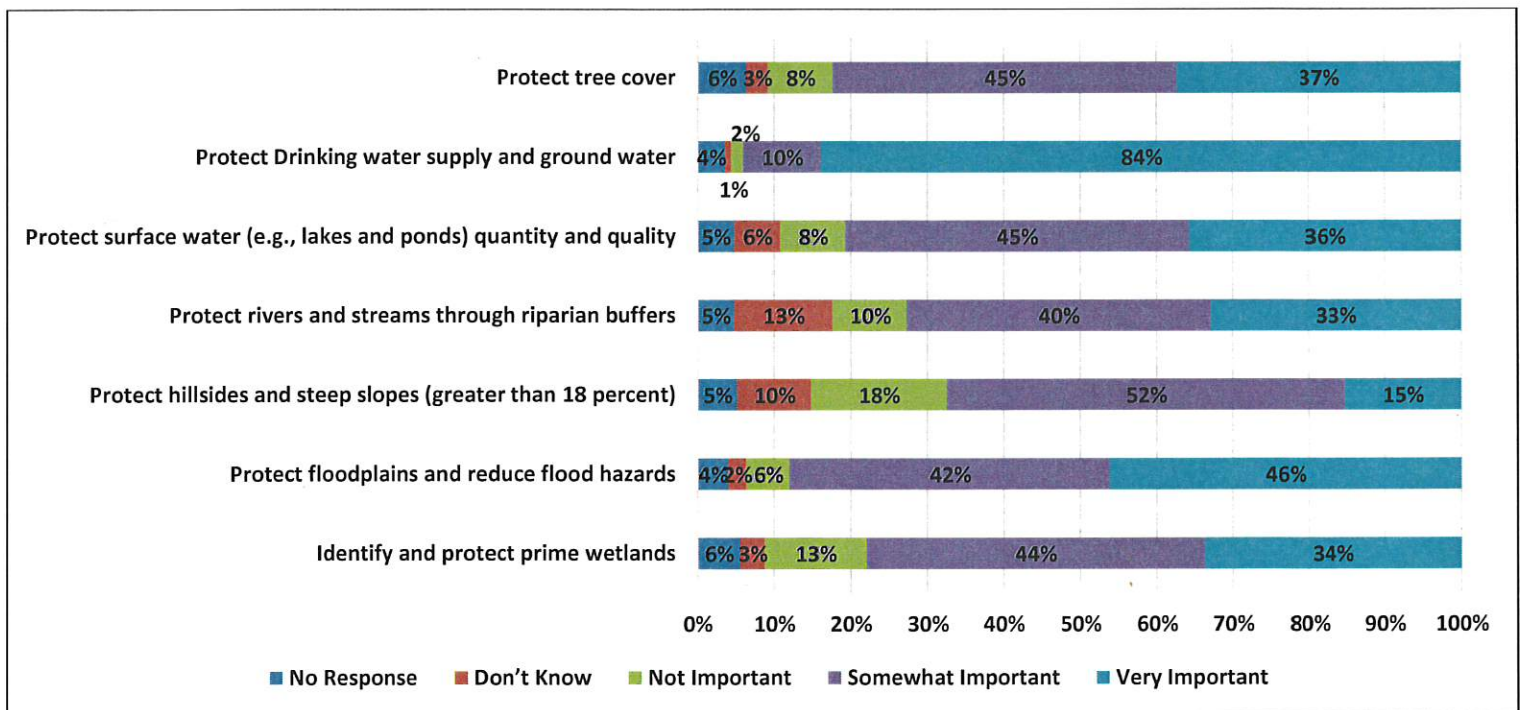
ADDITIONAL COMMENTS:

- a. Coyotes threaten our children and animals.
- b. Too much negative emphasis on coyotes. Let them be.
- c. Overall Village has done a fine job.
- d. Please do not use lethal means to “control” our wildlife. Things are good, as they are. We live here because we enjoy having wildlife in our community and our yard.
- e. Turkeys have become a major nuisance. Neighbors actually feed them.
- f. Coyotes make it impossible to let my dog out to be left alone on my property.
- g. We need only address wildlife if the wildlife are causing problems serious problems such as traffic accidents or attacks. Otherwise, wildlife is the beauty of living in River Hills.
- h. Unfortunately those who don’t like wildlife should live somewhere where urban development precludes wildlife ability to survive in it, for instance apartment or condo developments. Some people in this village would like you to kill everything that wanders into their yards and River Hills has not bee and, hopefully won’t ever be about that.
- i. I’m unsure of the wildlife management policies currently in place in the Village of River Hills.
- j. If there is a management method that balances predators, coyotes with other wildlife, that would be most appropriate. Residents that choose to live in semi-rural area should realize there are wildlife occurrences that may not fit with the urban mentality. Education is paramount. Protection of property and lifestyle may be made without destruction of the natural wildlife balance.
- k. Coyotes are an issue.
- l. Turkeys are a nuisance. So are deer. The herd needs culling.
- m. Wildlife is boon to the community. Needs to be welcomed but with common sense.
- n. We are in favor of supporting wildlife here in any way possible. It is one of the joys of living here.
- o. Deer, geese and turkeys are of no trouble. Coyotes are.
- p. Feral domestic cats are a bigger problem.
- q. I have seen multiple coyotes walking around during school hours near Indian Hill.
- r. Although I love seeing the wild coyotes, packs of 4 and 5 in our backyard are disconcerting.
- s. The number of turkeys and coyotes has increased to exceptionally high numbers in the ten years that we have lived here. They are both such a nuisance – cannot believe how many are in our yard in a given day.
- t. Coyotes should not be exterminated as they keep down the population of squirrels and rabbits.
- u. We love the turkeys.
- v. I enjoy having wild turkeys in my yard.
- w. Coyotes are a growing problem.
- x. Love the turkeys and deer. Must get rid of the coyotes.
- y. I am very disturbed at the placing of deer traps throughout the River Hills area. I do not like traps or paying for them.
- z. You can’t live in the country and not expect to interact with wildlife. Beavers are an issue, should they be on the list.
- aa. The turkeys are really out of control. I think it is because one of my neighbors feeds them.
- bb. Couldn’t care less, they are animals. Let them do what they want.
- cc. I don’t see wildlife management as a key mission of village government. Give flexibility in the rules for owners to manage under DNR regulations.
- dd. Coyotes are the highest.
- ee. We see quite a few coyotes in the area south of Good Hope Rod and we occasionally have concerns.

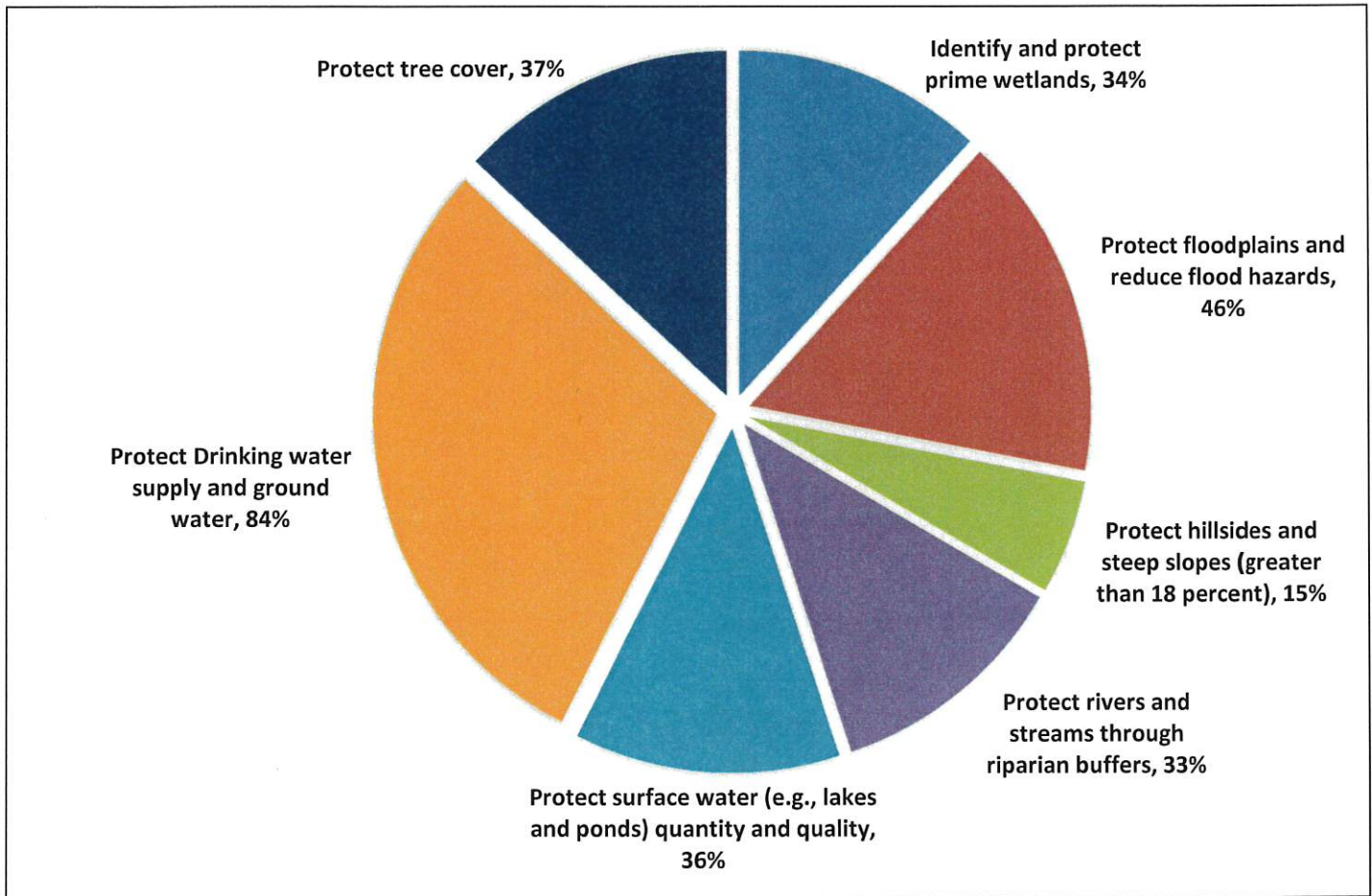
NATURAL RESOURCES

14. Please circle the number indicating the level of importance that the Village of River Hills should give to the following items:

Issue	Very Important	Somewhat Important	Not Important	Don't Know
Identify and protect prime wetlands	4	3	2	1
Protect floodplains and reduce flood hazards	4	3	2	1
Protect hillsides and steep slopes (greater than 18 percent)	4	3	2	1
Protect rivers and streams through riparian buffers	4	3	2	1
Protect surface water (e.g., lakes and ponds) quantity & quality	4	3	2	1
Protect the drinking water supply and ground water	4	3	2	1
Protect tree cover	4	3	2	1



a. Of the items ranked "Very Important," please indicate which **one (1)** is the most important:

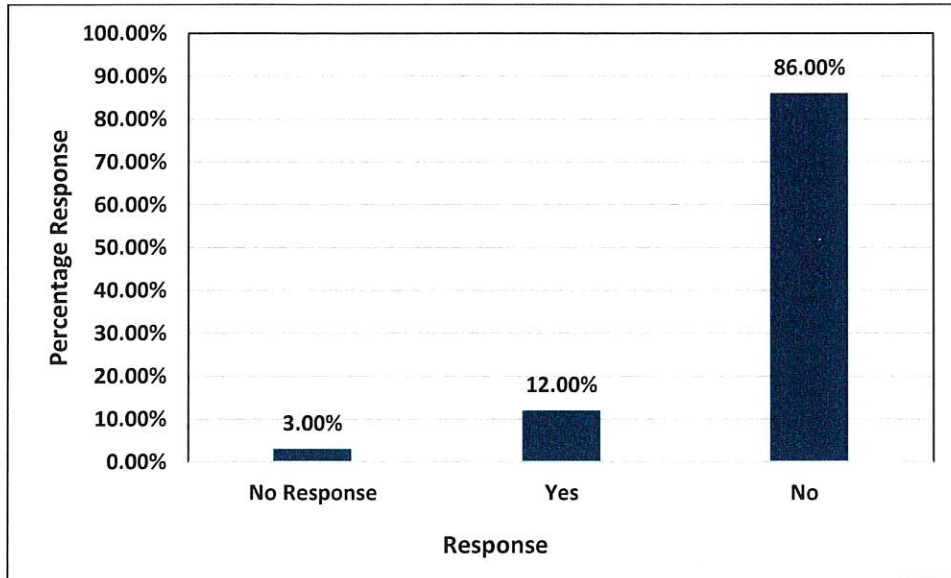


ADDITIONAL COMMENTS:

- a. To protect the drinking water and ground water supply – 116 responses
- b. Protect the rivers and streams – 7 responses
- c. Reduce flood hazards – 9 responses
- d. Protect the tree cover – 4 responses
- e. Protect from commercial development
- f. Control Buckthorn
- g. Protect the wetlands – 4 responses
- h. Install a berm along I-43
- i. Coyotes
- j. Protect the floodplains – 2 responses
- k. Not a key role of government, it's the state's responsibility

ECONOMIC DEVELOPMENT

15. Is there a type of retail business, industry, or service that does not currently exist in the Village of River Hills that you wish were available? Yes ☐ No ☐



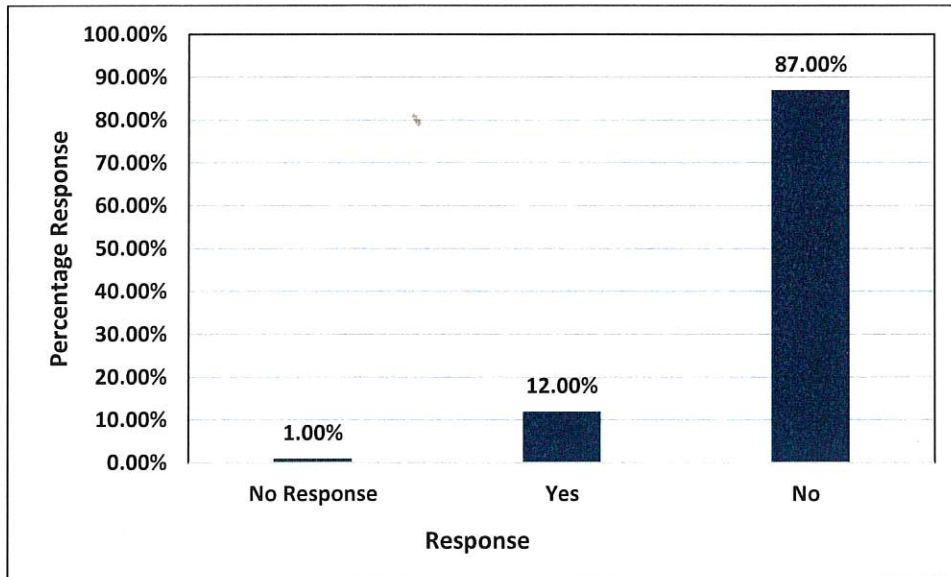
- a. If you indicated "yes," please indicate what kind of business, industry, or service

Business, Industry, or Service:

- Athletic facility or community park
- Medical office
- Restaurant options
- Starbucks
- Kwik Trip, Gas Station
- Light retail
- Beer garden
- Luxury apartment buildings
- Office Building
- Use Eder property for village center/gathering place
- Small organic grocery store/grocery store
- Tea/coffee shop
- Wine store

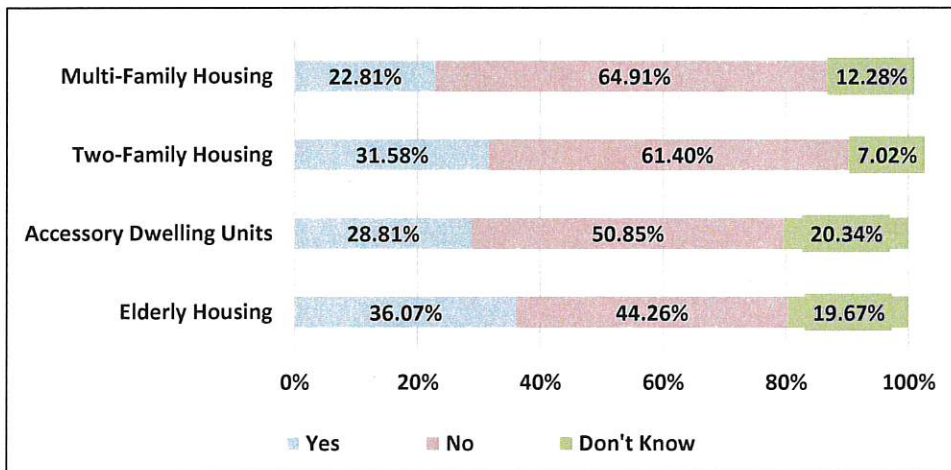
HOUSING & ZONING

16. The Village of River Hills is zoned single-family residential. Would you like this to be changed? Yes ☐ No ☐



17. If 'Yes,' what type of housing would you like allowed within the Village of River Hills?

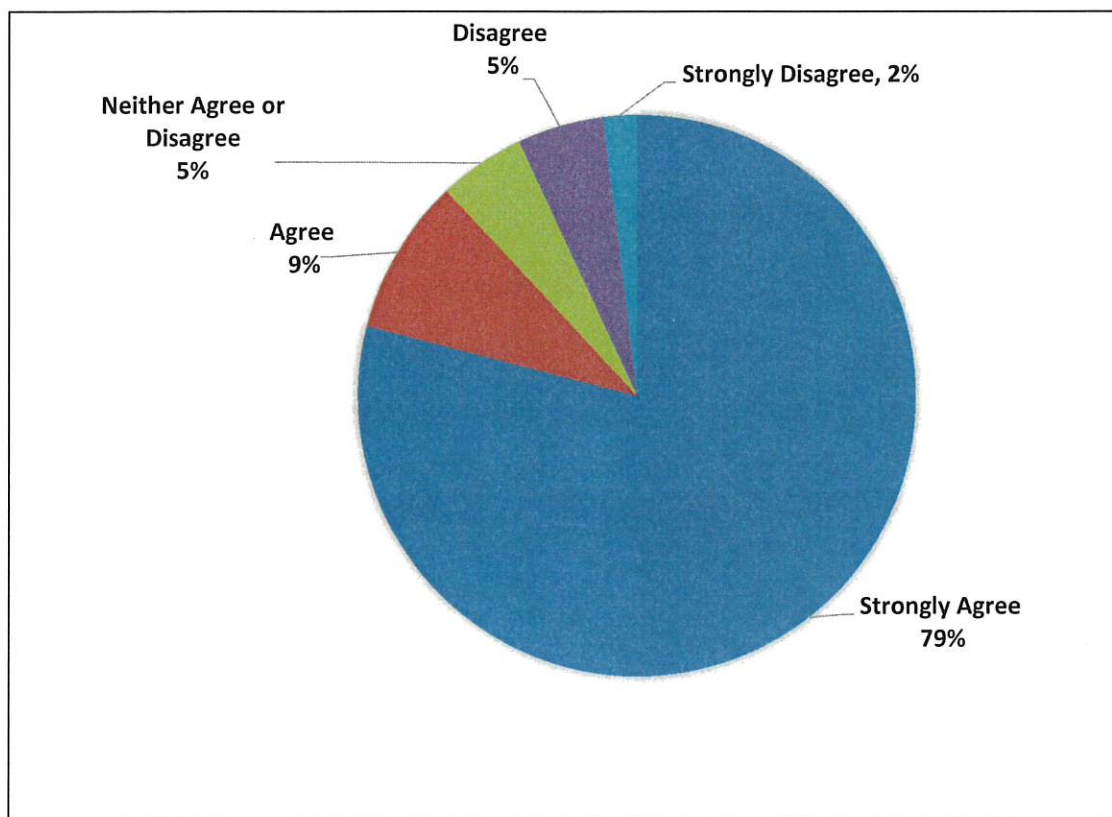
Housing Type	Yes	No	Don't Know
Elderly housing	Y	N	DK
Accessory dwelling units	Y	N	DK
Two-family housing	Y	N	DK
Multi-family housing	Y	N	DK



ADDITIONAL COMMENTS:

- Only single-family housing should be allowed/No changes
- High-end condo, 55+ who wish to remain in the Village/Attractive town homes
- No new business/group homes/multi-dwellings
- Multi-family housing would help offset the tax burden
- Mixed usage building with retail and housing

18. The Village of River Hills is zoned single-family residential. Do you believe that the Village of River Hills is appropriately zoned?
- Yes ☐ Undecided ☐ No ☐



- a. If no, please indicate what is wrong and what improvements could be made.

VISIONS, GOALS, & OBJECTIVES

19. What do you like most about the Village of River Hills?

RESPONSES

- a. Privacy: 45
- b. Rural character of community: 41
- c. Quiet neighborhoods: 31
- d. Large lot sizes (and minimum 5 acre residential lots): 55
- e. The services that are received: 28
- f. Safe neighborhoods: 16
- g. Totally residential - no commercial development: 18
- h. Nature: 34
- i. Close proximity to downtown Milwaukee: 48

20. What would you most like to see changed about the Village of River Hills?

RESPONSES

- a. Lower taxes: 27
- b. Don't change anything: 27
- c. Enforce speed laws: 15
- d. Develop more sense of community: 13
- e. Install bike and walking paths in busy areas: 9
- f. Village water: 9
- g. Address code enforcement issues – rundown properties: 8
- h. Install a barrier to reduce the noise problems on I-43: 7
- i. Address dangerous intersections: 6
- j. Stronger environmental approach/protection and education: 6
- k. Address traffic issues from the University School: 5
- l. Promote the attributes of River Hills: 5
- m. Increase property values: 5
- n. Board needs to be more transparent: 5
- o. Stop trying to change the zoning: 4
- p. Address school district tax hikes: 3
- q. No commercial development: 3
- r. Rezone and purchase the Eder property: 3
- s. Improve water quality: 2
- t. Keep the village zoned single-family: 2
- u. Rental properties not being maintained: 2
- v. Better zoning: 1
- w. Change zoning to two-acre minimum lots: 1
- x. Repair roads: 1

21. If you could identify one vision for the Village of River Hills, what would it be?

RESPONSES

- a. Stay the same/continue as is: 36
- b. Single-family environment: 25
- c. No Commercial development: 21
- d. Nature based environment: 17
- e. Sustain rural atmosphere: 16
- f. No changes to zoning or lot sizes: 11
- g. Attract young families to the community: 8
- h. Develop community connections: 7
- i. Reduce I-43 noise: 6
- j. Country feel close to downtown Milwaukee: 5
- k. Safety: 5
- l. Promote the uniqueness of River Hills: 4
- m. Develop the Eder property as small lots/park: 3
- n. Take command of school district performance: 1
- o. More transparent leadership: 1
- p. Become energy self-sufficient: 1

Appendix C: River Hills Municipal Survey

Summary

In May 2019, a survey was distributed to all of the Village of River Hills' Plan Commissioners and Village Trustees in order to assist in identifying key planning issues in the village. Four of fourteen emailed surveys were returned, a 29 percent response rate. The following text is a summary of the responses in order of topics covered in the survey.

Existing Planning Framework

With respect to the current zoning ordinance, respondents were somewhat divided on the effectiveness of the current zoning ordinance. Several of the municipal officials who responded to the survey expressed that overall the municipal code has worked well over time and offers the village sufficient land use control. However, some of the respondents (two out of four) indicated that there are shortcomings, the lack of development closes opportunities for more revenue, not enforcing consistently, and does not allow progressive debate on what future should look like in the village.

Community Character

One municipal official responded that the community feel is very strong. One respondent expressed concern of maintaining the ability to attract residents, yet the opposition to a recent development proposal would have added amenities to the village that would appeal to younger families and retirees. Respondents identified several trends and/or issues that could affect the River Hill's character: increasing taxes and competition with neighboring communities, people who look for more amenities and a community feel or gathering place, the lack of these items continue to push new residents away, and the need for new revenue. With respect to community decision-makers, one respondent felt that the village was too demanding without providing a platform for fair discussion and lacking an open mind set while two respondents thought that decision makers are balanced – open to opportunity but careful to preserve the integrity of the village.

Land Use

Municipal officials were asked to identify issues regarding the type and quality of land use within the village. One item was to consider allowing residents to sell two or three acres of their five acres for residential construction; more amenities and a gathering place or something that makes River Hills unique; and a recent proposal for multi-family housing development. While two municipal officials indicated that there were no conflicting land uses, the other two officials identified the following conflict:

- Farms exist in the Village that are for-profit entities and that is not clear as to what the ordinance is.

A number of issues pertaining to development in the surrounding communities were also expressed, including: Developments, investments in amenities, taxes and gathering places which are major competing points that River Hills does not have.

Environment

Municipal officials were asked to identify key environmental features in and around the Village of River Hills and how the features are or could be preserved and/or enhanced. Key environmental features which respondents named the Milwaukee. One official indicated that the Highlands neighborhood had issues and homes that should be condemned. Responses to how the features could be preserved and/or enhanced included to continue taking the Environmental Committee seriously.

Municipal officials indicated there were no areas within the village where there are problems with storm water and/or flooding.

Housing

All of the municipal officials who responded to the housing questions expressed their satisfaction with the current type of housing allowed in the village, and did not see a need for any additional types of housing. The officials indicated that overall the village did not have any maintenance problems and rehabilitation was not needed on the existing housing stock. However, one municipal official noted that some homes are in disrepair.

Transportation

All of the municipal officials that completed the transportation questions indicated that the village's current transportation network suits the community's needs; however, the village could explore a safe bike crossing at Brown Deer Road and Good Hope Road.

Intergovernmental Issues

In general, the municipal officials who responded to the survey were not aware of any existing problems between the Village of River Hills and the surrounding communities, and they indicated the relations are generally good with respect to the shared library, fire protection service, dispatch service, and the police department cooperation.

Community Facilities and Services

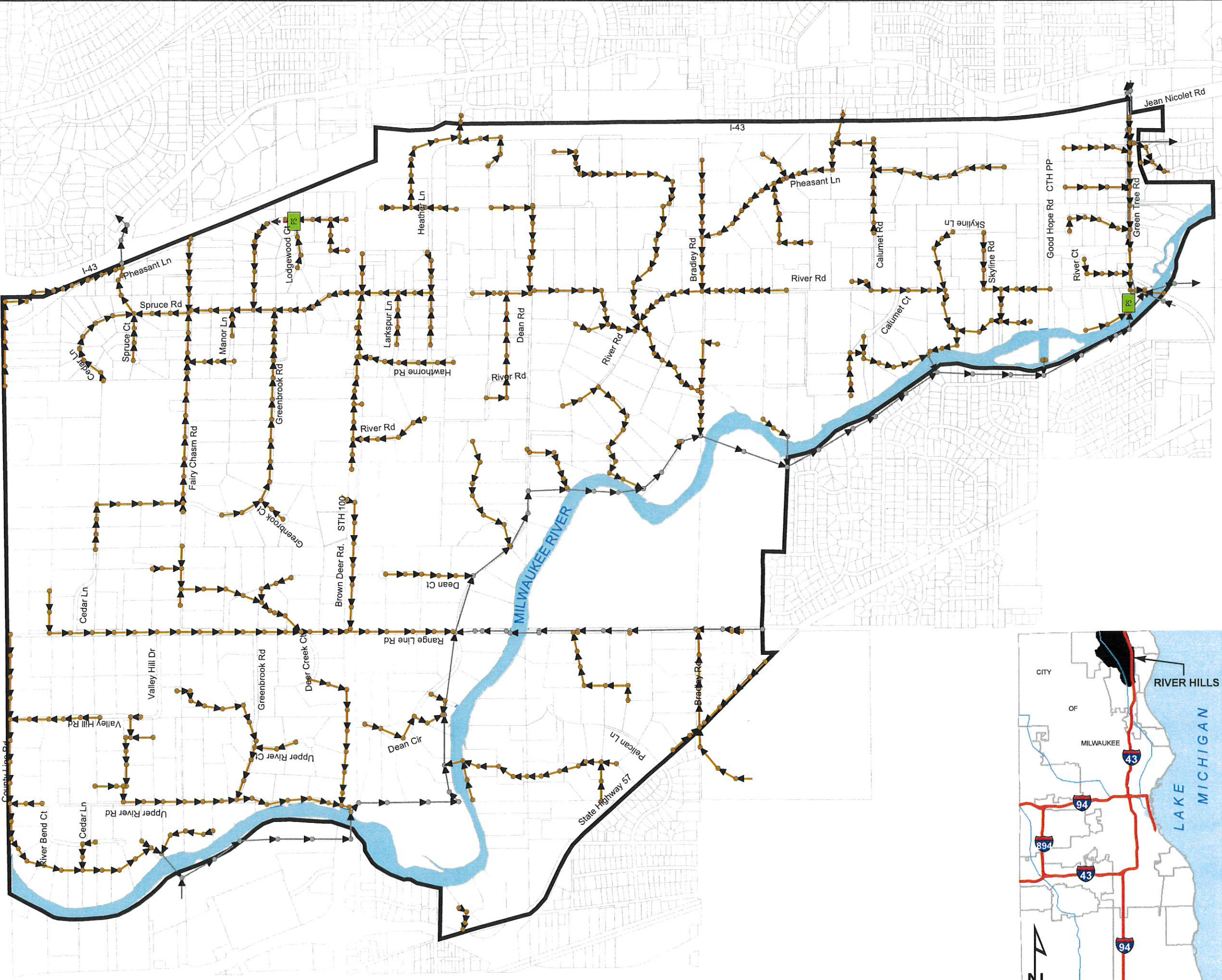
Three of the municipal officials that responded to the survey indicated there is adequate space for schools, police, and other community facilities. One official expressed Concern over the lack of park space or some community land where residents can bump into each other and socialize or exercise.

While two of the respondents indicated that there were no issues with the village's drinking water quality, however one official expressed concern that many residents need to install expensive water treatment systems like reverse osmosis to improve quality of water and reduce deterioration of home pipes.

Communication

With respect to communication between the village and residents, municipal officials suggested that the village's website needs to be more modernized. Other changes in how the village communicates with village residents included more email updates; a more active facebook page or other social media outlet to connect families; village-wide newsletter available electronically; text system available in cases of emergency; and the monthly periodical is very weak.

Sanitary System
2019
Map 3



- Lift Station
- Sanitary Manhole
- Forcemain
- Gravity Main
- MIS Manhole
- MIS Sewer
- Village Boundary

Source: SEWRPC & Vg of River Hills

