

Village of Hortonville Comprehensive Plan Update 2035



Adopted
April 17, 2014



East Central Wisconsin
Regional Planning Commission
ECWRPC

Calumet • Menominee • Outagamie • Shawano • Waupaca • Waushara • Winnebago

Comprehensive Plan Update 2035

Village of Hortonville Outagamie County, WI

April 17, 2014

Prepared by the
East Central Wisconsin Regional Planning Commission

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Robert Hermes, Chair
Donna Kalata, Vice-Chair
Eric Fowle, Secretary-Treasurer

COMMISSION MEMBERS - 2013/2014

CALUMET COUNTY

Bill Barribeau
Pat Laughrin
Merlin Gentz

WAUPACA COUNTY

Dick Koeppen
Gary Barrington
Brian Smith
DuWayne Federwitz

MENOMINEE COUNTY

Muriel Bzdawka
(Jeremy Johnson, Alt.)
Ruth Winter
Robert Hermes, Chair

WAUSHARA COUNTY

Donna Kalata
Larry Timm
Neal Strehlow

OUTAGAMIE COUNTY

Tom Nelson
Judy Schuette
(Peter Stueck, Alt.)
Tim Hanna
Carl Anthony
Kevin Sturn
Michael Thomas

WINNEBAGO COUNTY

Mark Harris
David Albrecht
Ernie Bellin
Burk Tower
(Mark Rohloff, Alt)
Jim Erdman
Ken Robl

SHAWANO COUNTY

Jerry Erdmann
Ken Capelle
Marshal Giese

VILLAGE BOARD

Andrew Gitter, Village President

Kelly Schleif, Trustee

Jeff Fassbender, Trustee

Jeff Schuh, Trustee

Alvin Habeck, Trustee

Dawn Vollbrecht, Trustee

Traci Martens, Trustee

PLANNING AND ZONING COMMISSION

Andrew Gitter, Village President

Edward Heyes

Kelly Schleif, Village Trustee

Warren Mueller

Kenneth Gassner

Roger Retzlaff

Richard Gruenewald

Dale Walker

EX-OFFICIO MEMBERS

Gerald Blink

Terry Ellenbecker

Tori Mann

PLAN SUPERVISOR

Patrick Vaile, Village Administrator

Lynne Mischker, Clerk/Treasurer

ABSTRACT

TITLE: VILLAGE OF HORTONVILLE COMPREHENSIVE PLAN
UPDATE 2035

CONTACT: Kathy Thunes, Principal Planner

AUTHORS: Kathy Thunes, Principal Planner
Todd Verboomen, Associate Planner
Dave Moesch, Associate Transportation Planner
Tyler DeBruin, GIS/Planning Assistant

SUBJECT: Comprehensive plan update for the Village of Hortonville

DATE: April 17, 2014

PLANNING AGENCY: East Central Wisconsin Regional Planning Commission

SOURCE OF COPIES: East Central Wisconsin Regional Planning Commission
400 Ahnaip Street, Suite 100
Menasha, WI 54952
(920) 751-4770
www.eastcentralrpc.org

This report describes existing conditions, projects future growth and offers recommendations to guide future development in the Village of Hortonville.

TABLE OF CONTENTS

Chapter 1: Introduction	1-1
<i>Provides a brief summary of the planning effort and process.</i>	
Chapter 2: Plan Framework	2-1
<i>A compilation of goals, objectives and recommendations to provide an overall framework for the development of the Village of Hortonville over the next twenty years. This framework is meant to guide the development of future land use policies, regulations, and individual decisions.</i>	
Chapter 3: Implementation	3-1
<i>A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, sign regulations, erosion and storm water control ordinances, historic preservation ordinances, site plan regulations, design review ordinances, building codes, mechanical codes, property maintenance and housing codes, sanitary codes or subdivision ordinances, to implement the objectives, policies, plans and programs contained in the other elements.</i>	
Chapter 4: Issues and Opportunities	4-1
<i>Provides information regarding the socioeconomic conditions and growth patterns in the Village of Hortonville. Background information includes population trends, household structure and trends, and education and income levels.</i>	
Chapter 5: Land Use	5-1
<i>Provides an assessment of the amount, type, intensity and net density of existing land uses such as agricultural, residential, industrial and other public and private uses; an analyzes of the trends in supply, demand and the price of land, opportunities for redevelopment and existing and potential land-use conflicts.</i>	
Chapter 6: Economic Development	6-1
<i>Provides an inventory of the labor force characteristics, commuting patterns, location of workplace, economic base information to promote the stabilization, retention or expansion of the economic base and quality employment opportunities in the Village of Hortonville.</i>	
Chapter 7: Housing	7-1
<i>Provides an assessment of the age, structural, value and occupancy characteristics of existing housing stock in the Village of Hortonville.</i>	
Chapter 8: Transportation	8-1
<i>Provides an assessment of existing transportation facilities including highways, transit, systems for persons with disabilities, bicycles, walking, railroads, air transportation, trucking and water transportation.</i>	
Chapter 9: Utilities and Community Facilities	9-1
<i>Provides a compilation of background information to guide the future development of utilities and community facilities such as sanitary sewer, storm water management, water supply, solid waste disposal, on-site wastewater treatment</i>	

technologies, recycling facilities, parks, telecommunication facilities, power-generating plants and transmission lines, health and child care facilities, police, fire and rescue facilities, libraries, schools and other governmental facilities.

Chapter 10: Agricultural, Natural and Cultural Resources..... 10-1

Provides a compilation of background information for the conservation, and promotion of the effective management of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, historical and cultural resources, recreational resources and other natural resources.

Chapter 11: Intergovernmental Cooperation..... 11-1

A compilation of policies, programs and maps for joint planning and decision making with other jurisdictions, including school and sanitary districts, counties and adjacent local and tribal governmental units, for siting and building public facilities and sharing public services.

Appendices

- A Public Participation Plan
- B Community and Neighborhood Visioning Workshop
- C Media, Meetings and Summary of Proceedings
- D Plan Adoption
- E Policies and Programs
- F Issues and Opportunities
- G Land Use
- H Economic Development
- I Housing
- J Transportation
- K Utilities and Community Facilities
- L Agricultural, Natural and Cultural Resources



CHAPTER 1

Introduction

CHAPTER 1: INTRODUCTION

TABLE OF CONTENTS

Introduction	1-1
Planning History	1-2
Purpose and Scope of the Plan.....	1-2
Plan Components.....	1-3
Interrelationships Between Plan Elements	1-4
State of Wisconsin “Smart Growth” Comprehensive Planning Goals.....	1-4
Planning Process	1-5
Public Participation.....	1-6
Community and Neighborhood Visioning Workshop.....	1-6
Neighborhood Identification.....	1-7
Intergovernmental Meeting.....	1-7

FIGURES

Figure 1-1	Location Map	1-1
Figure 1-2	Village of Hortonville Neighborhoods	1-8

Page intentionally left blank.

CHAPTER 1: INTRODUCTION

INTRODUCTION

The Village of Hortonville is located in southwest Outagamie County at the intersection of Wis 15 and CTH M, 10 miles northwest of the City of Appleton (Figure 1-1). It is bordered by the Town of Greenville to the southeast, Town of Ellington to the northeast, Town of Dale to the south and Town of Hortonville to the north and west. Approximately 2,711¹ people live in the Village that encompasses about 2,213 acres². Between 2000 (2,357) and 2010 (2,711), the Village experienced modest population growth with its population growing by 15 percent during this time period. At the same time, the Village's land area increased by approximately 22.6 percent due to numerous annexations³.

Figure 1-1: Location Map



On August 7, 2013, the Village was struck by a devastating tornado. While miraculously no one was killed or injured, the tornado left a trail of destruction that will impact the Village for many years to come. Many old trees were uprooted and homes, businesses and public infrastructure were damaged.

In 2018, construction will start on the Wis 15 Bypass around Hortonville. As part of the project, roundabouts will be constructed east and west of the Village, Main Street will be reconstructed and a jurisdictional transfer of old Wis 15 (Main Street) through Hortonville from the State of Wisconsin to Outagamie County will occur. The transfer of traffic to the bypass and the reconstruction of Main Street will provide an opportunity for the Village to incorporate design elements that advances the Village's vision.

Rebuilding following the tornado and the reconstruction and jurisdictional transfer of Main Street will occur during the life of this comprehensive plan. The recommendations identified in this plan should be used by local officials to guide decisions in the coming years.

¹ U.S. Census, 2010.

² East Central Wisconsin Regional Planning Commission, Land Use Inventory, 2013.

³ U.S. Census, 408 acres annexed between 2001 and 2005.

PLANNING HISTORY

This plan updates an earlier comprehensive plan that was adopted by the Village of Hortonville in August of 2003. Similar to the earlier plan, this plan complies with the “Smart Growth” legislation (Wisconsin Statutes 66.1001). According to the legislation, a comprehensive plan “shall be updated no less than once every 10 years”.

Just prior to embarking on this planning effort, the Village developed a strategic plan to identify where it should invest its personnel and financial resources. On March 21, 2013, the strategic plan was adopted by the Village Board. Unlike the comprehensive plan, the strategic plan encompasses a short five-year timespan. The comprehensive plan builds upon and incorporates the needs and opportunities identified in the strategic plan and the corresponding actions and tasks. The following mission and vision statements were established during the development of the Village’s strategic plan:

Village of Hortonville Mission and Vision Statements

Mission Statement: *The Village of Hortonville is committed to investing in a safe and welcoming community dedicated to promoting a sense of hometown identity and pride, while creating opportunities for civic and neighborhood involvement.*

Government Mission Statement: *In partnership with the community, the Village of Hortonville is committed to providing high quality services and improving quality of life through thoughtful planning, fiscal responsibility, and accessibility, responsive, and proactive leadership.*

Vision Statement: *The Village of Hortonville is a vibrant, safe community offering a meaningful quality of life through:*

- *Visually attractive and inviting atmosphere,*
- *Events that celebrate community,*
- *Quality municipal services and facilities,*
- *Thriving business environment, and*
- *Diverse recreational opportunities.*

PURPOSE AND SCOPE OF THE PLAN

The purpose of the Village of Hortonville’s comprehensive plan is to aid local officials in making land use decisions that are harmonious with the overall vision of the community’s future and will ensure the future sustainability of the local natural resource base. Developing a comprehensive plan is a proactive attempt to delineate the ground rules and guidelines for future development. Comprehensive planning decisions evaluate existing facilities and future needs; promote public health, safety, community aesthetics, orderly development and preferred land use patterns; and foster economic prosperity and general welfare in the process of development. The plan evaluates what development will best benefit the community’s interests, while at the same time provide flexibility for land owners and protect property rights.

Plan Components

The Village of Hortonville's comprehensive plan identified a 20-year planning horizon and contains four major components:

1. A profile of the demographic, economic, and housing characteristics.
2. An inventory and assessment of the environment, community facilities; and agricultural, natural and cultural resources.
3. Goals, strategies and recommendations.
4. A series of land use maps that depict existing and optimum land use patterns.

The comprehensive plan also contains the nine elements required by the Wisconsin Statutes 66.1001:

1. Issues and Opportunities;
2. Economic Development;
3. Housing;
4. Transportation;
5. Utilities and Community Facilities;
6. Agricultural, Natural and Cultural Resources;
7. Land Use;
8. Intergovernmental Cooperation; and
9. Implementation

Each element (chapters 3 – 11) discusses specific information pertinent to the overall land use plan. The Issues and Opportunities element summarizes demographic information. The Economic Development element inventories the labor force, analyzes the community's economic base, and provides a development strategy regarding existing and future economic conditions within the community. The Housing element presents an inventory of the existing housing stock as well as an analysis of future housing needs based on population and household projections. The Transportation element provides an inventory of the existing transportation system and an overview of transportation needs. The Utilities and Community Facilities element inventories existing utilities and community facilities including schools, recreational facilities, cemeteries, communications, gas, electric, public safety and emergency response services. It also addresses how population projections will affect the efficiency and adequacy of these services. The Agricultural, Natural, and Cultural Resources element describes the physical setting and cultural resources of the planning area and evaluates how they will affect or will be affected by future growth. Specific natural areas and cultural/historical landmarks are identified for protection and preservation. The Land Use element inventories and describes existing land use patterns and includes a projection of future land use demands. The Intergovernmental Cooperation element addresses programs and policies for joint planning and decision-making efforts with other jurisdictions including school districts, adjacent local governmental units, and state and federal agencies. The Implementation element contains a recommendation and action plan to assist implementation efforts of the comprehensive plan.

Policies and programs that are relevant to the Village can be found in Appendix E. The future land use map and the goals, strategies and recommendations related to each element are contained in Chapter 2: Plan Framework.

Interrelationships Between Plan Elements

Although all required elements are presented as separate chapters, it is important to recognize that they are interrelated. For instance, transportation infrastructure allows for the movement of goods, services, and employees; likewise, land use and zoning affects the types of housing that can be built within the Village, thus affecting the affordability of housing.

Chapter 2: Plan Framework integrates the goals, strategies and recommendations into one location, Exhibit 2-1 Year 2035 Land Use Framework, which not only depicts future land use but also illustrates key items that affect land use, as identified in other elements. These include, but are not limited to, natural resources, potential upgrades to transportation infrastructure (trails, roads, transit) and public infrastructure (wells, landfills).

State of Wisconsin “Smart Growth” Comprehensive Planning Goals

In addition to the goals, strategies and recommendations outlined in this plan, the plan also addresses the 14 goals for comprehensive planning established by the State of Wisconsin Act 9 in 1999. The 14 goals include:

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural features, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.
4. Protection of economically productive farmlands and forests.
5. Encouragement of land uses, densities, and regulations that promote efficient development patterns and relatively low municipal and state governmental utility costs.
6. Preservation of cultural, historic, and archeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
12. Balancing individual property rights with community interest and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety that meets the needs of all citizens, including transit dependent and disabled citizens.

PLANNING PROCESS

The Village of Hortonville's comprehensive plan was completed in six phases, all of which provided opportunities for public involvement, as specified in the public participation plan (Appendix A). The phases include: Organization, Plan Kickoff and Visioning, Inventory/Analysis and Issue Identification, Plan/Goal Alternative Development, Plan Implementation, and Plan Adoption. The Village's Planning and Zoning Commission worked with East Central staff on the development of the plan.

The first phase (Organization) involved the creation and development of the public participation plan. A webpage dedicated to the planning effort was established to keep interested residents informed of the process. Finally, Ex Officio Commission Members were appointed to the Hortonville Planning and Zoning Commission for the purpose of providing input into the comprehensive planning process.

During the second phase (Plan Kickoff and Visioning), a news article appeared in the spring edition of the Village Voice to let community members know that the Village was embarking on a comprehensive plan update. General information about comprehensive planning and the process were discussed at an initial meeting with the planning and zoning commission. A community visioning session was held to identify key issues and opportunities that should be considered during the planning effort and an article summarizing the results from the visioning session appeared in the summer edition of the Village Voice.

Data from the previous comprehensive plan was used as a starting point for the third phase (Inventory/Analysis and Issue Identification) of the planning effort. Background information was revised to reflect new U.S. Census data and updated to reflect changes to the physical, social and economic resources of the Village. This data was analyzed to identify existing and potential problem areas. Using results from the Community and Neighborhood Visioning Session, feedback from the Hortonville Planning and Zoning Commission and Village staff, as well as background data compiled during the inventory stage, key issues and opportunities were identified.

A draft framework plan that included goals, strategies and recommendations was developed for each of the comprehensive planning elements as part of the fourth phase (Plan/Goal Alternative Development). Utilizing the framework plan, input from the Planning and Zoning Commission, the community visioning session and Village staff, a draft framework map (Exhibit 2-1) was created. An article detailing the preliminary goals and progress on the plan appeared in the fall edition of the Village Voice.

The fifth phase (Plan Implementation) established the tools necessary for implementation of the plan. Recommendations for regulatory techniques including zoning and an action plan with an accompanying timeline were developed to ensure that the intent of the plan is achieved. An intergovernmental meeting was held to obtain input from neighboring jurisdictions, county departments, local governmental units and state agencies. An article providing an update on the planning process and adoption procedures appeared in the winter edition of the Village Voice.

The final phase (Plan Review, Public Hearing and Adoption) of the planning process culminates in the adoption of the comprehensive plan update by the Village Board. Draft plans were provided at various locations in the Village, as well as on the Village website. Following the

publication of a 30 day notice in the local newspaper and a public hearing, the Planning and Zoning Commission recommended that the Village Board adopt the plan by ordinance.

Public Participation

Public participation is a major component of the comprehensive planning process. In accordance with s. 66.1001 (4), which defines “Procedures for Adopting Comprehensive Plans”, the Village of Hortonville actively sought public participation from its citizens. To gain citizen understanding and support throughout the planning process, the public was provided with a variety of meaningful opportunities to become involved in the process. The first step in the planning process was the development and adoption of a public participation plan for comprehensive planning. This plan laid out the goals of the public participation plan; public participation strategy, methods and plan adoption procedures.

Public input was encouraged through meetings and activities. ECWRPC staff conducted approximately six (6) public meetings with the Hortonville Planning and Zoning Commission, as well as one community vision session and one public information meeting at the end of the planning effort. All meetings were open to the general public; notices were posted at predetermined public areas. Periodically, articles were included in the Village Voice, the Village’s quarterly newsletter. A public hearing was held to present the final draft version of the plan to the general public and neighboring municipalities and to solicit further input. The draft plans were available for review at the Hortonville Public Library, the Village Administrative Office, and the internet. A website specific to the planning effort was maintained throughout the planning effort. To facilitate public knowledge and involvement in the comprehensive planning process, the plan identified four major goals, provided a timeline, outlined notification methods and identified how to submit written comments.

Community and Neighborhood Visioning Workshop

A Community and Neighborhood Visioning Workshop was held on Saturday, May 4, 2013 at the Grand View Golf Club. Twenty-four people participated in the two hour workshop which included a series of five interactive exercises. Key community assets identified by multiple participants included:

- Industrial parks on the Village’s west side;
- Charlie’s Drive-In Restaurant;
- Black Otter Lake and Fishing Pier;
- Otter Miller Athletic Field;
- Grand View Golf Club/Course;
- Wiouwash Trail;
- Alonzo Park and Boat Landing;
- Commercial Club Park; and
- Public school campus area.

Barriers to connectivity/mobility, neighborhood improvements, downtown revitalization and new development were also addressed. People identified areas of congestion and limited parking, as well as a desire to see the Wiouwash Trail extended. Specific properties were targeted for redevelopment and suggestions on downtown redevelopment were made. Finally, future land use preferences were identified. Input from this workshop was used to identify key issues and opportunities. Results from the Community and Neighborhood Visioning Workshop are included in Appendix B.

Neighborhood Identification

A neighborhood is defined as “a geographically localized community within a larger city, town, suburb or rural area. Neighborhoods are often social communities with considerable face-to-face interaction among members.”⁴ To strengthen neighborhoods and community interactions and increase the overall sense of community and identity, an effort was made to divide the Village into individual neighborhoods. During the Community and Neighborhood Visioning Workshop, participants were asked to draw lines to distinguish the individual neighborhoods. When asked what defined a neighborhood, participants responded that they used man-made and natural barriers such as major streets (Main and Nash streets), the Canadian National Railroad, the Wiouwash Trail and Black Otter Lake to define neighborhood boundaries. Besides geographical proximity, other considerations included the age of the housing units or development (older areas versus newer). A composite neighborhood map was developed based on commonalities between the individual maps (Appendix B, Exhibit 2 Village of Hortonville Composite Neighborhoods).

Utilizing the composite map developed during the visioning session; elected officials, members of the Planning and Zoning Commission, and Village Staff created the Village of Hortonville Neighborhood Map (Figure 1-2) found at the end of this chapter. In all, eight neighborhoods were identified within the Village of Hortonville. The neighborhood map should be used by the Village to develop detailed neighborhood development plans for identified growth areas, and to create a neighborhood improvement program for existing neighborhoods.

Intergovernmental Meeting

The Hortonville Planning and Zoning Commission hosted an intergovernmental meeting on January 15, 2014. Invitations, which included the plan framework document and map, were sent to neighboring jurisdictions, county departments, local governmental units (i.e. Hortonville-Hortonia Fire Department and Hortonville Area School District) and state agencies.

The meeting was designed as an open forum for the Planning and Zoning Committee to solicit input into the development of the comprehensive plan update, and determine ways that the Village can collaborate, communicate, and coordinate with other jurisdictions/governmental entities. Results from the meeting are contained in Appendix C.

⁴ <http://en.wikipedia.org/wiki/Neighbourhood>.

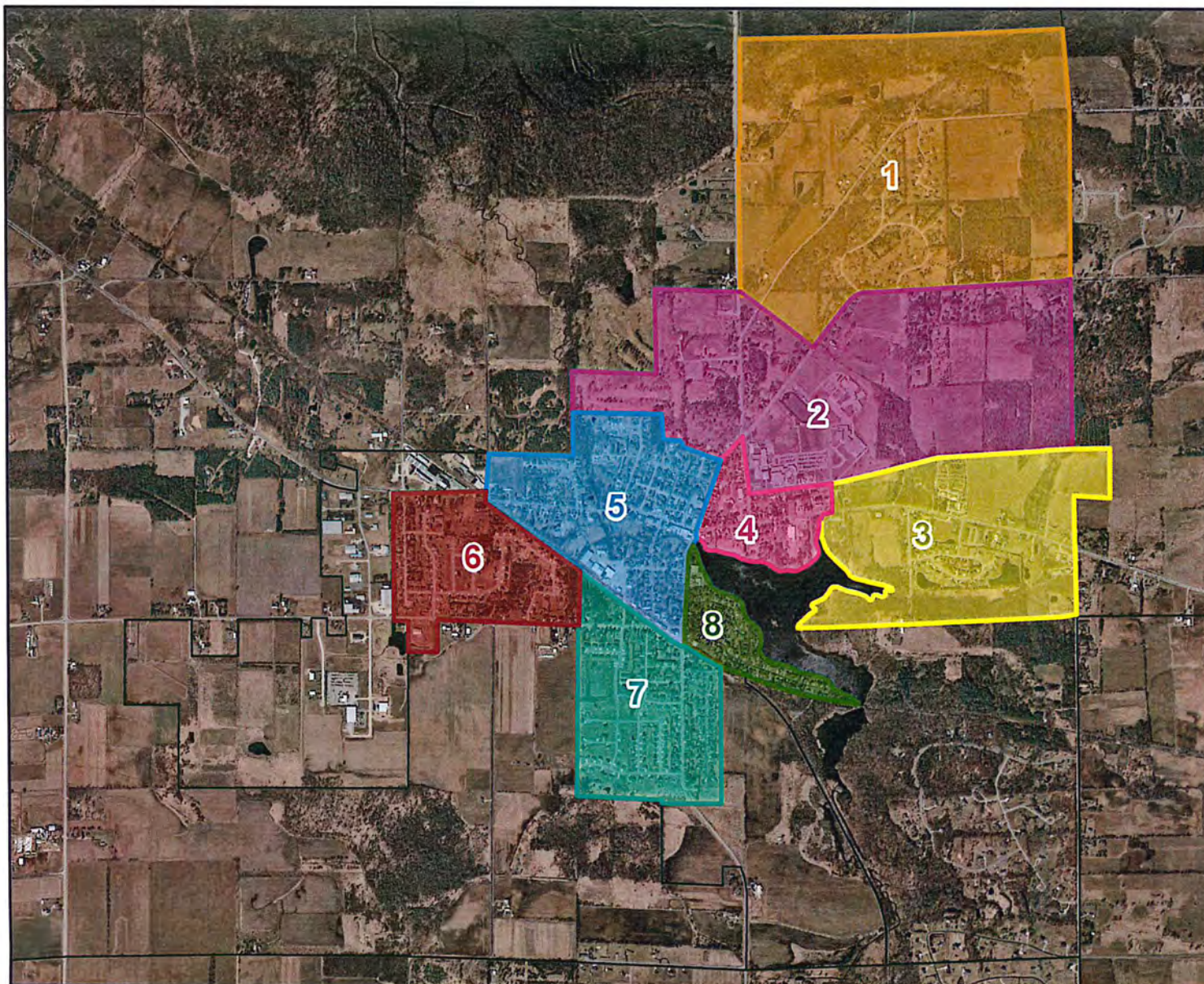
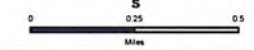


Figure 1-2
Village of Hortonville
Neighborhoods

Neighborhood

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8



Source:
 Land Use Created by ECWRPC 2003, Updated 2013
 Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
 EAST CENTRAL WISCONSIN
 REGIONAL PLANNING COMMISSION
 APRIL 17, 2014

East Central Wisconsin
 Regional Planning Commission
ECWRPC



CHAPTER 2

Plan Framework

CHAPTER 2: PLAN FRAMEWORK

TABLE OF CONTENTS

Introduction	2-1
Issues and Opportunities Framework Plan	2-5
Land Use Framework Plan	2-6
Economic Development Framework Plan	2-11
Housing Framework Plan	2-17
Transportation Framework Plan	2-20
Utilities and Community Facilities Framework Plan	2-25
Agricultural, Natural and Cultural Resources Framework Plan	2-33
Intergovernmental Cooperation Framework Plan	2-39
Implementation Framework Plan	2-41

EXHIBITS

Exhibit 2-1 Village of Hortonville 2035 Land Use Framework	2-43
--	------

Page intentionally left blank.

CHAPTER 2: PLAN FRAMEWORK

INTRODUCTION

The following goals, strategies and recommendations provide an overall framework for the development of the Village of Hortonville over the next twenty years. This framework is meant to guide the development of future land use policies, regulations, and individual decisions and should be considered somewhat flexible in nature.

The proposed framework plan contains various ‘target numbers’ for future development based on discussions with the Village of Hortonville Planning and Zoning Commission. The target population for the year 2040 was established at 3,345, which corresponds to a total of 1,623 estimated dwelling units. Any physical ‘boundaries’ defined in this framework should be considered ‘approximate’ in nature and the actual extent of these areas can be modified based on a development proposal’s ‘fit’ with the overall intent of the statements contained below. A majority of the basic concepts, as well as more detailed plan recommendations from the text, are illustrated on Exhibit 2-1, “Year 2035 Land Use Framework.”

The plan goals, strategies, and recommendations are arranged by the nine elements of the comprehensive plan: Issues and Opportunities; Land Use; Economic Development; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural and Cultural Resources; Intergovernmental Cooperation; and Implementation. An overall goal and sub-goals have been identified for each element. Framework plans have been developed for each element.

Goals are defined as broad, long-range statements which describe a desired future condition. Strategies are statements which describe specific conditions which will help attain the stated goals. Finally, recommendations are specific actions which must be performed to implement the goals and strategies.

The following provides a summary of the overall goals, sub-goals and strategies found within the individual framework plans:

The overall goal of the Issues and Opportunities Framework Plan is *“To preserve and enhance the Village’s quality of life including its small town, semi-rural atmosphere, its farms, parks, recreational areas and open spaces, community events and traditional, pedestrian-scale downtown”*. One sub-goal has been identified to *“Enhance the quality of life and sense of community within the Village of Hortonville.”* This will be accomplished by encouraging development which contributes to the livable/walkable/healthy community concept, increasing the level of community involvement in local government decisions, and encouraging activities that strengthen neighborhood interaction.

The overall goal of the Land Use Framework Plan is *“To create a geographically balanced system of land uses that meets the Village’s development needs and the desires of its residents in terms of location, intensity and density, compatibility with adjacent uses and efficient distribution relative to infrastructure.”* One sub-goal has been identified to *“Encourage a pattern of community development and growth that preserves and enhances the quality of life for the residents of the Village.”* This will be accomplished by minimizing the adverse environmental impacts of sprawl, as well as the costs of providing community services; promoting economic growth and vitality, while preserving the Village’s natural amenities and historic and cultural heritage; focusing on the quality and character of new development to create a sense of place

and/or neighborhood identity; providing a balanced allocation of space for all land use categories to meet the Village's social, economic and physical needs; ensuring that the transportation system is well integrated with the existing and future land use plan; working closely with neighboring towns and Outagamie County to coordinate present and future planning activities; and preserving and providing open space and recreational areas to enhance environmental quality, maximize natural resource conservation, buffer incompatible uses and facilitate active and passive outdoor recreational pursuits by all.

The overall goal of the Economic Development Framework Plan is *"To provide recommendations and incentives, including aesthetic controls and infill development, for the long-term economic vitality of downtown Hortonville and other commercial and industrial areas with the Village."* Two sub-goals were identified for this element. The first sub-goal is to *"Provide and support a range of economic development activities that encourages Retail, Commercial and Industrial Growth."* This will be achieved by partnering with others to promote the Village, promoting the Village's existing business and industrial park, identifying underutilized commercial/industrial properties that may have redevelopment potential, working cooperatively with the towns of Greenville and Hortonville and local property owners to designate the area surrounding the proposed roundabouts for long-term future commercial use, cost effectively serve new commercial/industrial development, support existing businesses, and soliciting the expansion and/or creation of new complementary industrial and commercial businesses. The second sub-goal is to *"Build Community and Neighborhood Identity."* This will be done by enhancing the downtown business district, supporting and promoting development that builds upon and supports the character of the Village and its neighborhoods, and marketing area tourism opportunities.

The overall goal of the Housing Framework Plan is to *"Encourage a balance of different forms of high quality well-maintained housing at appropriate densities, locations and price ranges to meet the needs of a variety of ages and household types."* Two sub-goals are identified. The first sub-goal is to *"Maintain an adequate housing supply that will meet the needs of current and future residents and promote a range of housing choices for anticipated income levels, age groups and special housing needs."* This will be accomplished by increasing the supply of senior housing; working with the aging and disabled residents to allow them to safely remain in their homes; encouraging residential developments that promote a balance of low-income, moderate-income and high-income housing; encouraging public/private partnerships that promote economic opportunities and provide for decent, safe, affordable housing; increasing housing density; and finally addressing the relationships between housing and other land uses. The second sub-goal is to *"Encourage preservation and rehabilitation activities to preserve the integrity of the existing housing stock and the cultural identity and history of the area."* This can be achieved by reducing the incidence of poorly maintained housing, and encouraging preservation and renovation of historic homes.

The overall goal of the Transportation Framework Plan is to *"Encourage the development of a balanced vehicular and pedestrian transportation system, including public transportation, throughout the Village and surrounding area based on an orderly hierarchy of local, county and state roads and a series of bicycle and pedestrian trails linking residential neighborhoods, commercial areas, institutional uses and park and recreational areas."* Two sub-goals are identified. The first sub-goal is *"The Village of Hortonville should ensure that its local transportation system is well maintained and safe for its residents and operates as an efficient system."* This will be achieved by addressing safety, congestion and parking concerns at various locations; timely responding to site-specific road maintenance and safety issues;

working with others to ensure that the Village's needs and desires are incorporated into the redesign of Main Street and the Wis 15 Bypass; working with others to coordinate short and long-range transportation planning efforts; ensuring the road network operates as an efficient system; and continuing to explore opportunities for cost efficiencies and shared services. The second sub-goal is to *"Provide, support and maintain a wide range of transportation alternatives for residents and visitors."* This can be done by accommodating bicyclists and pedestrians, encouraging the availability of public and private transportation service for elderly and other transportation dependent residents, and looking into bringing scheduled intra-community bus service to Hortonville.

The overall goal of the Utilities and Community Facilities Framework Plan is to *"To preserve, rehabilitate and develop infrastructure, including utilities, public buildings, schools, libraries, parks, police, fire and emergency services to accommodate the changing needs of the Village of Hortonville and its 1.5 mile planning area."* Eight sub-goals are identified. The first sub-goal is to *"Provide high-quality and cost effective community facilities and services that meet existing and projected future needs."* This will be accomplished by providing adequate services and facilities in a fiscally responsible manner. The second sub-goal is to *"Maintain and enhance recreational opportunities"* by providing both active and passive recreational opportunities. The third sub-goal is to *"Promote quality schools and access to educational programs and library services."* To accomplish this goal, new and renovated school facilities should serve not only the needs of the school district but also the needs of the community, and the Village should ensure that public library needs are being met, especially in terms of space, materials, programming, delivery of service and access. The fourth sub-goal is to *"Ensure the proper treatment of wastewater to protect public health, and ground and surface water quality; while meeting current and future village needs."* To achieve this goal, development should be encouraged to occur within areas already sewered, and the Village should work with Outagamie County to protect public health and water quality in portions of the Village served by on-site systems. The fifth sub-goal is to *"Ensure that the public water system has sufficient capacity, is in compliance with the drinking water quality standards and regulations, and is able to meet present and future needs."* To accomplish this goal, the public water system should meet not only current needs, but future needs as well. An orderly extension of service should be extended to areas not currently served by public water, and development should not occur within areas that do not already have access to public water. The sixth sub-goal is to *"Provide a level of law enforcement, fire and emergency services, and municipal solid waste and recycling collection that meets present and future needs."* To achieve this goal, the Village should continue to work with others on the provision of public safety (police, fire, emergency services) and garbage collection, and citizens should be encouraged to assist local law enforcement. The seventh sub-goal is to *"Promote energy efficiency in governmental operations and utilities"* by realizing cost savings through energy saving policies and practices. The final sub-goal is to *"Enhance opportunities for senior citizens in the Village of Hortonville"* by developing events, activities and facilities for seniors.

The overall goal of the Agricultural, Natural and Cultural Resource Framework Plans is *"To protect key agricultural resources in the area, and preserve the natural areas and cultural resources of the Village and surrounding areas including village, county and private parks, the historic Community Hall, as well as other open spaces, recreational areas, topographically and geographically unique land formations, woodlands, prairies, wetlands, streams, the Wolf River and Black Otter Lake."* Two sub-goals are identified for the Agricultural Resources Framework Plan. The first sub-goal is to *"Maintain the economic viability of the area's agricultural community."* This can be achieved by preserving the area's most productive farmland for

continued agricultural activities and by soliciting the expansion and creation of new complementary industrial and commercial agribusinesses that support local farm product processing and marketing initiatives. The second sub-goal is to *“Expand access to locally grown products”* by encouraging the development of a “grow local / eat local” market. Three sub-goals are identified for the Natural Resource Framework Plan. The first sub-goal is to *“Protect and preserve the natural resources of the Village and surrounding areas.”* To achieve this goal, the Village should work with others toward eradication of invasive species, protection of existing and future non-metallic mining sites in areas outside the Village limits, and protection of environmentally sensitive areas and open spaces. Finally, the Village should maintain and enhance the urban forest. The second sub-goal is to *“Preserve and protect groundwater supplies and improve surface water resources”* by reducing non-point nutrient runoff into Black Otter Lake and local streams and ensuring that adequate amounts of safe drinking water is available. The third sub-goal is to *“Preserve the intrinsic visual qualities of the landscape”* by protecting the visual quality of important scenic features and preserving the night sky. One sub-goal, *“Preserve the Village’s important cultural resources”*, is identified for the Cultural Resources Framework Plan. To achieve this goal, an inventory of significant cultural resources should be compiled; historic preservation should be considered in all future planning, zoning and development decisions; local officials and the public should be educated on the importance of historic preservation; important historical structures should be protected; and the historic character of the downtown should be preserved.

The goal of the Intergovernmental Cooperation Framework Plan is to *“Establish and maintain cooperative working relationships and work with neighboring towns (Dale, Ellington, Greenville, Hortonville and Liberty); Outagamie County; federal, state and county agencies; the Hortonville Area School District; the Hortonville-Hortonville FD, and others when opportunities and /or issues arise that can be more effectively addressed cooperatively.”* This goal can be achieved by strengthening existing partnerships and building new relationships to promote economic development; improving communication within the Village and between utilities, the Hortonville Area School District, neighboring towns, Outagamie County and federal and state agencies; providing a unified voice to secure state and federal funding; encouraging joint efforts to protect natural resources; exploring cost efficiencies through shared services; and establishing effective intergovernmental land use policies and cooperative agreements with adjoining communities to address service and boundary issues.

The goal of the Implementation Framework Plan is to *“Implement to the extent possible recommendations contained within the Comprehensive Plan Update.”* This goal can be accomplished by closely monitoring the implementation of the plan recommendations, updating the plan as necessary, and emphasizing the need for intergovernmental cooperation throughout the implementation process.

The framework plans developed for the Village of Hortonville are provided below.

ISSUES AND OPPORTUNITIES FRAMEWORK PLAN

Overall Goal: To preserve and enhance the Village's quality of life including its small town, semi-rural atmosphere, its farms, parks, recreational areas and open spaces, its community events and its traditional, pedestrian-scale downtown.

Goal IO 1: Enhance the quality of life and sense of community within the Village of Hortonville.

Strategy IO 1.1: Encourage development that contributes to the livable/walkable/healthy community concept.

- *Recommendation IO 1.1.1: Consider sidewalk improvements, pedestrian and bicycle safety and accessibility to retail, community parks and recreational facilities, community facilities, Black Otter Lake, schools and residential neighborhoods when reviewing new development proposals or upgrading existing infrastructure.*
- *Recommendation IO 1.1.2: Consider creating temporary and permanent public and quasi-public spaces for the community to come together and relax, and recreate.*
 - *Develop a new town square. Use this site to host community band concerts, farmers markets, etc.*
 - *Block off Main Street in the downtown area for community events (once the bypass has been completed).*
- *Recommendation IO 1.1.3: Develop new community events.*
 - *Encourage community members to form and participate in community theater groups.*
 - *Establish a community band.*
 - *Establish a community/public art program.*

What is a Livable Community?

Livable communities are communities that provide and promote civic engagement and a sense of place through safe, sustainable choices for a variety of elements that include housing, transportation, education, cultural diversity, enrichment and recreation.

Walkable and Livable Communities Institute, <http://www.walklive.org>

Define Walkability!

Walkability is a measure of how friendly an area is to walking; the extent to which the built environment is friendly to the presence of people living, shopping, visiting, enjoying or spending time in an area.

<http://en.wikipedia.org/wiki/Walkability>

Strategy IO 1.2: Increase the level of community involvement in local government decisions.

- *Recommendation IO 1.2.1: Encourage youth participation in local government decisions.*
 - *Appoint a youth member to the Planning and Zoning Commission.*
 - *Initiate a local Youth in Government Day. Invite students from the Hortonville Area School District and Bethlehem Lutheran School to participate.*
- *Recommendation IO 1.2.2: Increase the level of adult participation in local government decisions.*
 - *Utilize the Village website and newsletter to raise awareness of community needs and how people can become involved.*

Strategy IO 1.3: Encourage activities that strengthen neighborhood interaction.

- *Recommendation IO 1.3.1: Encourage residents to establish neighborhood organizations.*
- *Recommendation IO 1.3.2: Formulate a neighborhood approach to address planning issues in the Village.*

LAND USE FRAMEWORK PLAN

Overall Goal: To create a geographically balanced system of land uses that meets the Village's development needs and the desires of its residents in terms of location, intensity and density, compatibility with adjacent uses and efficient distribution relative to infrastructure.

Goal LU 1: Encourage a pattern of community development and growth that preserves and enhances the quality of life for the residents of the Village.

Strategy LU 1.1: Minimize the adverse environmental impacts of sprawl, as well as the costs of providing community services.

- *Recommendation LU 1.1.1: Increase well-designed development densities and intensities to cost effectively provide public services and facilities.*
 - *Give priority to new or infill development that can be accommodated without extending existing public infrastructure.*
 - *Discourage new development that is non-contiguous and/or encourages lower densities.*

-
- *Encourage staging of new development which accommodates the orderly provision of public services and facilities.*
 - *Promote the use of underutilized commercial/industrial properties that may have commercial or residential potential.*

Strategy LU 1.2: Promote economic growth and vitality while preserving the Village of Hortonville's natural amenities and historic and cultural heritage.

- *Recommendation LU 1.2.1: Continue to direct new businesses and industries to the Village's business and industrial parks.*
- *Recommendation LU 1.2.2: Direct new industrial development to areas adjacent to the existing Hortonville Business and Industrial Parks as indicated on the future land use map.*
- *Recommendation LU 1.2.3: Revisit the identified use of Priority Growth Area 5, as needed, to determine if other uses (i.e. residential) are compatible adjacent to/near the existing business/industrial park.*
- *Recommendation LU 1.2.4: Develop a Downtown Economic Development Plan that incorporates the historical significance of the downtown area. Seek input from the Hortonville Historical Society and the Historic Preservation Committee on historical aspects.*
 - *Build on community strengths and opportunities.*
 - *Attract complementary businesses.*
 - *Develop historical preservation design standards.*
- *Recommendation LU 1.2.5: When identifying future or expanding business/industrial sites, consider the environmental conditions and resources of the area.*
- *Recommendation LU 1.2.6: Work with the towns of Greenville and Hortonville and individual property owners on a long-term, cooperative plan to develop the area between the existing corporate limits and the proposed roundabouts in a logical and cost-effective manner.*
- *Recommendation LU 1.2.7: Direct new commercial/industrial development to areas already served by public infrastructure such as sewer, water, streets, etc. Give second priority to areas adjacent to existing public infrastructure or to areas where infrastructure can be cost-effectively extended.*

-
- *Recommendation LU 1.2.8: Consider creating a new mixed use zoning district to encourage infill development and to permit mixed commercial and residential uses within the same structure.*

Strategy LU 1.3: Focus on the quality and character of new development in order to create a sense of place and/or neighborhood identity.

- *Recommendation LU 1.3.1: Develop and adopt criteria/design standards that future commercial and industrial proposals must meet in order to be approved by the community.*
- *Recommendation LU 1.3.2: The Planning and Zoning Commission should work toward developing more detailed “Neighborhood Development Plans” for identified growth areas which employ the following concepts, where practical:*
 - *Major street systems and connections should be identified and an overall grid system should be established and reinforced where practical. These streets should be officially mapped after completion and adoption of each plan.*
 - *Utility extensions, corridors and routes should be planned for and identified in order to facilitate easement acquisition/dedication as development occurs.*
 - *Neighborhood and Community Parks and associated Parkways and Trailways should be identified in order to facilitate connections within the new neighborhoods and between adjacent neighborhoods.*
 - *Natural stormwater management, groundwater recharge, and habitat corridor/restoration opportunities should be identified through the use of green infrastructure planning concepts.*
- *Recommendation LU 1.3.3: The Planning and Zoning Commission should examine potential tools and regulations that would give a more aesthetically pleasing and cohesive design for the two “Community Gateway Improvement Zones” over time.*

Strategy LU 1.4: Provide a balanced allocation of space for all of the various land use categories to meet its social, economic and physical needs, including a variety of housing types to meet demand and opportunities for business retention and expansion.

- *Recommendation LU 1.4.1: Identify areas within the Village and the planning area for residential development, including multi-family and senior housing. Areas identified for residential growth on the future land use map include:*
 - *Priority Residential Growth Area. West of the Wiouwash Trail, north of R & D Road extended, east of existing residential development. (Within Village limits, in the southern portion of the Village.)*

-
- *Recommendation LU 1.4.2: When reviewing development proposals, consider the relationship between housing and other land uses and the impacts to Black Otter Lake.*
 - *Recommendation LU 1.4.3: New subdivision development should be encouraged within the existing Village limits and/or as an extension of existing development to cost-effectively provide public infrastructure and services.*

Strategy LU 1.5: Ensure that the future transportation system is well integrated with the existing and future land use plan.

- *Recommendation LU 1.5.1: Enhance the ability to walk and bike to major and minor destinations within the Village. The Village should consider the following suggestions and implement them over time through the Village's Capital Improvement Program.*
 - *Implement the recommendations contained within the Village of Hortonville's Trail Planning & Connections Report.*
 - *Install bicycle racks in key locations throughout the Village.*
 - *Develop and adopt a sidewalk policy.*
 - *Support the extension of the Wiouwash Trail.*
 - *Consider incorporating pedestrian and bicycling facilities in road construction and reconstruction projects.*
 - *Install sidewalks in areas utilized by pedestrians to walk to major destinations in the Village.*
 - *If possible, add pavement markings to designate bicycle lanes in areas utilized by bicyclists to travel to major destinations.*
- *Recommendation LU 1.5.2: Add way-finding signage to direct visitors to key community services and amenities.*
- *Recommendation LU 1.5.3: Address safety and congestion concerns at various locations around the Village. Locations include:*
 - *Hortonville Area School District campus; and*
 - *John Street.*
- *Recommendation LU 1.5.4: Ensure that Village needs and desires are incorporated into the redesign of Main Street and the Hortonville Bypass.*
- *Recommendation LU 1.5.5: Develop and adopt street design standards.*
- *Recommendation LU 1.5.6: Update the Village's Official Map. The Village's current map does not include the Wis 15 Bypass or impacts this new road may have on the*

existing and future road network. Once updated, the Official Map should be adopted by the Village Board. This map should be reviewed annually and updated as necessary.

- *Recommendation LU 1.5.7: Ensure that new governmental facilities are centrally located and accessible for pedestrian, as well as vehicular traffic.*
- *Recommendation LU 1.5.8: When reviewing development proposals, land use or zoning changes near or adjacent to the existing Outagamie County garage, consider the County's desire to remain at this location and to expand its existing facility.*

Strategy LU 1.6: Work closely with neighboring towns and Outagamie County to coordinate present and future planning activities to ensure that land uses are compatible near common borders and consistent with the Village's Comprehensive Plan.

- *Recommendation LU 1.6.1: Hold an annual meeting with neighboring towns and Outagamie County to share information and discuss items of mutual concern.*
- *Recommendation LU 1.6.2: Establish a method of open communication with others regarding new development proposals.*
- *Recommendation LU 1.6.3: Establish extraterritorial plat review to ensure that new development proposals are consistent with the Village's comprehensive plan.*

Strategy LU 1.7: Preserve and provide for open space and recreational areas to enhance the quality of the environment, maximize natural resource conservation, buffer incompatible uses and facilitate active and passive outdoor recreational pursuits by all age groups.

- *Recommendation LU 1.7.1: Consider identifying locations for future parks, open space and public facilities.*
 - *Develop a town square.*
 - *Develop a village park in the downtown area.*
 - *Identify a location for a future park on the Village's west side.*
- *Recommendation LU 1.7.2: Maintain and regularly update the Outdoor Recreation, Open Space, and Urban Forestry Plan.*

Strategy LU 1.8: Utilize the Village of Hortonville's Comprehensive Plan 2035 to help guide and encourage growth and development of the Village and its surrounding area.

-
- *Recommendation LU 1.8.1: When updating the existing zoning ordinance, ensure that it is consistent with the comprehensive plan.*

ECONOMIC DEVELOPMENT FRAMEWORK PLAN

Overall Goal: To provide recommendations and incentives, including aesthetic controls and infill development, for the long-term economic vitality of downtown Hortonville and other commercial and industrial areas with the Village.

Goal ED 1: Provide and support a range of economic development activities that encourages Retail, Commercial and Industrial Growth.

Strategy ED 1.1: Partner with others to promote economic development in the Village of Hortonville.

- *Recommendation ED 1.1.1: Participate in monthly meetings of the Fox Cities Economic Development Partnership.*
- *Recommendation ED 1.1.2: Participate in meetings of the Greater Outagamie County Economic Development Corporation.*
- *Recommendation ED 1.1.3: Contact and work with the Fox Cities Regional Partnership within the Fox Cities Chamber of Commerce to promote available commercial properties on the partnership website and become aware of site selector's regional requests for proposals. Consider joining the partnership as an investor/supporter.*
- *Recommendation ED 1.1.4: Seek federal, state and county economic development grants.*
- *Recommendation ED 1.1.5: Actively participate in the Fox West Chamber of Commerce.*
- *Recommendation ED 1.1.6: Staff or contract for a dedicated economic development position for recruitment and retention activities.*
- *Recommendation ED 1.1.7: Encourage entrepreneurs to submit business plans to the Northeast Wisconsin Regional Economic Partnership (NEWREP) Business Plan Competition as well as the Governor's Business Plan Competition.*

Strategy ED 1.2: Continue to promote the Village's existing Business and Industrial Park.

- *Recommendation ED 1.2.1: Continue to promote available lots on the Village's website.*
- *Recommendation ED 1.2.2: Review design standards for commercial and industrial development to ensure screening between neighboring residential properties.*
- *Recommendation ED 1.2.3: Use Locate in Wisconsin (www.locateinwisconsin.com) to promote available buildings, sites and properties that will sync and be promoted on the following economic development organizations' websites: Wisconsin Economic Development Corporation, New North, Inc. and the Fox Cities Regional Partnership.*

Strategy ED 1.3: Identify underutilized commercial/industrial properties (including brownfield sites) that may have commercial or residential development potential.

- *Recommendation ED 1.3.1: Promote the former canning factory on South Lincoln Street for economic revitalization.*
- *Recommendation ED 1.3.2: Post available redevelopment sites on the Village website as well as Locate in Wisconsin.*
- *Recommendation ED 1.3.3: Promote Outagamie County's Interactive GIS Website to view and search property/tax information, Floodplain, PLSS, Historic Air Photos, and Foreclosure information (<http://outagamiecowi.wgxtreme.com/>).*

Strategy ED 1.4: Work cooperatively with individual property owners and the towns of Greenville and Hortonville to designate the area surrounding the proposed roundabouts for long-term future commercial uses.

- *Recommendation ED 1.4.1: Work cooperatively with neighboring jurisdictions to delineate future municipal boundaries.*

Strategy ED 1.5: Cost-effectively serve new commercial/industrial development.

- *Recommendation ED 1.5.1: Direct development to areas already served by public infrastructure and services (sewer, water, streets, emergency services). Give second priority to areas adjacent to public services.*

Strategy ED 1.6: Support existing businesses.

- *Recommendation ED 1.6: Create a retention program to encourage existing businesses to remain in Hortonville or expand operations.*
- *Recommendation ED 1.6.2: Use the Fox Cities Regional Partnership's Incentive Database for federal, state, county and local incentives; develop local incentives for business expansion and building improvements.*
- *Recommendation ED 1.6.3: Conduct and annually track business retention visits; set goals to increase meeting frequency; and follow up with businesses and family farms.*
- *Recommendation ED 1.6.4: Survey businesses to determine what they are interested in learning or receiving assistance with, and provide information through e-newsletters based on survey results.*
- *Recommendation ED 1.6.5: Use the Village newsletter to feature local businesses and promote a positive, growth-oriented image.*
- *Recommendation ED 1.6.6: Support a "buy local" philosophy and promote the annually updated Farm Fresh Atlas of Eastern Wisconsin (<http://www.farmfresheastwi.org/about/index.htm>).*
- *Recommendation ED 1.6.7: Encourage businesses to add or expand their exports. Use the Global New North web based clearinghouse to find information and resources on exporting in the New North Region (<http://www.thenewnorth.com/strategic-initiatives/global-new-north>).*

Strategy ED 1.7: Solicit the expansion and/or creation of new complementary industrial and commercial businesses that support the economies of Hortonville and the adjacent towns of Dale, Hortonia, Liberty, Greenville and Ellington.

- *Recommendation ED 1.7.1: Utilize the UW-Extension Outagamie County office to provide a detailed market analysis highlighting retail opportunities within the Village.*
- *Recommendation ED 1.7.2: Align the Village's assets and needs with recent regional economic studies including the Ignite Fox Cities Garner Report and Oshkosh Area Industry Cluster Analysis.*

- *Recommendation ED 1.7.3: Use the Fox Cities Regional Partnership's Incentive Database for federal, state, county and local incentives and work with potential business owners to create a local incentive program.*
- *Recommendation ED 1.7.4: Support the local agricultural and resource-dependent economies and strong manufacturing base by:*
 - *encouraging local businesses through incentives, regulatory flexibility and other promotional efforts; and*
 - *encouraging area grocers, restaurants, schools and other food providers to purchase locally grown and produced food.*
- *Recommendation ED 1.7.5: When created, utilize the regional revolving loan fund called East Central Regional Revolving Loan Fund (ECRRLF) to provide effective financing options for businesses and projects.*
- *Recommendation ED 1.7.6: Provide incentives for small to medium sized businesses who locate in Hortonville.*
- *Recommendation ED 1.7.7: Encourage businesses to utilize the Outagamie County Prosperity Fund to assist with start-ups or expansions.*

Goal ED 2: Build Community and Neighborhood Identity.

Strategy ED 2.1: Enhance the downtown business district.

- *Recommendation ED 2.1.1: Use the concept of "Placemaking" (i.e. new Town Square, etc.) to enrich the downtown business district.*
- *Recommendation ED 2.1.2: Utilize empty parking lots or block off Main Street to create temporary public spaces with events such as local farmers markets, run/walk road races, sidewalk sales and art-walk events, music or other community gatherings.*
- *Recommendation ED 2.1.3: Adopt historical preservation design standards to enhance the historic character of the downtown and*

What is "Placemaking"?

Placemaking is the process of adding value and meaning to the public realm through community-based revitalization projects rooted in local values, history, culture, and natural environment.

Placemaking on a Budget, Al Zelinka and Susan Jackson Harden (2006)

provide uniformity. Enlist the assistance of the Historic Preservation Committee and the Hortonville Historical Society.

- *Recommendation ED 2.1.4: Provide incentives for building façade restoration.*
- *Recommendation ED 2.1.5: Apply for WEDC's Connect Communities, which is a yearlong program that provides technical assistance and networking opportunities for downtown revitalization efforts as well as access to additional financial and technical assistance programs.*
- *Recommendation ED 2.1.6: After participating in WEDC's Connect Communities, apply to participate in the five year Wisconsin Main Street Program that teaches communities to create and professionally manage a downtown or historic commercial district that is stable, physically attractive, competitive and visible.*
- *Recommendation ED 2.1.7: Define the downtown area through the use of way-finding signs. Way-finding signs are used to direct people to key destinations and can be attractively designed to enhance the historical character of the downtown area.*
- *Recommendation ED 2.1.8: Maintain existing businesses and attract new complementary businesses to the downtown and Village proper. During the Community Vision Session, participants felt that the following would complement existing businesses:*
 - *hardware store;*
 - *pharmacy;*
 - *restaurant/fast food; and*
 - *discount store.*
- *Recommendation ED 2.1.9: Encourage the reuse and redevelopment of vacant/underutilized buildings in the downtown area.*
- *Recommendation ED 2.1.10: Enhance parking opportunities by implementing the recommendations identified in a parking study that is being developed by East Central Wisconsin RPC in 2013 - 2014.*
- *Recommendation ED 2.1.11: Enhance pedestrian and bicycling facilities in the downtown area by:*
 - *providing designated bicycle lanes (Village of Hortonville Trail Planning & Connections Report, Segment 03, page 18-21) on Main Street;*
 - *providing benches and other places for people to sit and relax;*
 - *adding visible racks for bicycles; and*

-
- *developing an on-street bicycle connection between the downtown area and the Wiouwash Trail. Add way-finding signage to connect the two locations (Village of Hortonville Trail Planning & Connections Report, Segment 02, page 12-14).*
 - *Recommendation ED 2.1.12: Enhance the downtown area by adding amenities such as curb bump outs, decorative pavement, rotating banners, trees and other vegetation.*
 - *Recommendation ED 2.1.13: Develop a Main Street Business Plan.*

Strategy ED 2.2: Support and promote development that builds upon and supports the character of the Village of Hortonville and its neighborhoods.

- *Recommendation ED 2.2.1: Develop and adopt design standards for all commercial and industrial development within the Village. Items to consider would include:*
 - *architecture;*
 - *landscaping;*
 - *buffers;*
 - *perimeter screening;*
 - *lighting;*
 - *fencing; and*
 - *signage.*
- *Recommendation ED 2.2.2: New business development should be compatible with the character of surrounding development and the overall character and scale of the Village.*
- *Recommendation ED 2.2.3: Use the adopted standards to review proposed developments for quality of construction and architectural design in order to better establish neighborhood/village identity.*
- *Recommendation ED 2.2.4: Better identify (signage) existing neighborhoods and develop programs that provide methods for future communication, input, collaboration and meeting the needs of residents.*
- *Recommendations ED 2.2.5: Encourage developers to incorporate common open space and pedestrian trails in the design and development of business and light industrial parks to increase amenities and attract higher quality business partners.*
- *Recommendations ED 2.2.6: Encourage businesses that support and are compatible with residential land uses. These businesses would include home-based businesses such as catalog sales, telecommuting, childcare, tax-accounting, etc.*

Strategy ED 2.3: Market area tourism opportunities (i.e. “brand” the Village).

- *Recommendation ED 2.3.1: List local events, dining opportunities, and things to do on the Wisconsin Department of Tourism website at <http://www.travelwisconsin.com/events>.*
- *Recommendation ED 2.3.2: List local events, dining opportunities and things to do on the Fox Cities Convention and Visitor Bureau’s website at <http://www.foxcities.org>.*
- *Recommendation ED 2.3.3: The Village should provide an area for a monthly flea market.*

HOUSING FRAMEWORK PLAN

Overall Goal: Encourage a balance of different forms of high quality well-maintained housing at appropriate densities, locations and price ranges to meet the needs of a variety of ages and household types.

Goal H I: Maintain an adequate housing supply that will meet the needs of current and future residents and promote a range of housing choices for anticipated income levels, age groups and special housing needs.

Strategy H 1.1: Increase the supply of senior housing in the Village.

- *Recommendation H 1.1.1: When siting a senior housing project, consider access to community services and amenities.*
- *Recommendation H 1.1.2: Consider developing a senior housing project in the Village.*
- *Recommendation H 1.1.3: Investigate programs and grant opportunities at the state and county level to support the development of housing appropriate to the needs of a greater variety of household types, especially headed by senior citizens.*

Strategy H 1.2: Work with aging and disabled residents to allow them to safely remain in their homes, if desired.

- *Recommendation H 1.2.1: Develop and promote a resource guide for aging and disabled residents.*

-
- *Recommendation H 1.2.2: Work with the local civic groups and the Hortonville Area School District to provide assistance to residents for outside maintenance, handicap ramps, etc.*

Strategy H 1.3: Encourage residential developments that promote a balance of low-income, moderate-income and high-income housing.

- *Recommendation H 1.3.1: Promote the conversion of underutilized facilities for residential uses, if feasible.*
- *Recommendation H 1.3.2: Seek sponsors and funds to support the development of rental and owner occupied homes affordable to households with incomes between 60% and 80% of the local median household income.*
- *Recommendation H 1.3.3: Encourage the design and siting of new affordable housing that fits into existing neighborhoods.*
- *Recommendation H 1.3.4: Maintain the ability to build varied types and sizes of housing. A balanced mix of well-designed housing types (owner and renter occupied), various sizes and prices for all income levels can enhance the character, viability and fulfill the housing needs of the Village.*
- *Recommendation H 1.3.5: Consider mixed use zoning that will allow the incorporation of residential and commercial uses, where appropriate.*

Strategy H 1.4: Encourage public/private partnerships that promote economic opportunities and provide for decent, safe affordable housing.

- *Recommendation H 1.4.1: Work with the Hortonville Area School District to establish a construction training program between the high school and local construction companies.*

Strategy H 1.5: Increase housing density.

- *Recommendation H 1.5.1: Direct new residential development to areas already served by or adjacent to existing infrastructure.*
- *Recommendation H 1.5.2: Promote infill development or conversion of existing units.*
- *Recommendation H 1.5.3: Review and amend the current zoning regulations to accommodate increased densities.*

Strategy H 1.6: Address the relationship between housing and other land uses in both private and public planning arenas.

- *Recommendation H 1.6.1: Review all new housing proposals taking into consideration their special relationship with other land uses such that decisions will be made in the best interest of the Village as a whole.*

Goal H 2: Encourage preservation and rehabilitation activities to preserve the integrity of the existing housing stock and the cultural identity and history of the area.

Strategy H 2.1: Reduce the incidence of poorly maintained housing.

- *Recommendation H 2.1.1: Encourage community/housing improvement activities to reduce the incidence of poorly maintained owner and renter occupied housing.*
- *Recommendation H 2.1.2: Encourage individuals and local groups, such as churches and civic organizations, to aid elderly residents with home maintenance issues.*
- *Recommendation H 2.1.3: Review/revise existing nuisance/junk ordinances to address parking of vehicles on residential lawns. Current zoning ordinance addresses junk cars but not licensed vehicles.*
- *Recommendation H 2.1.4: Develop neighborhood groups or programs to address maintenance issues. Programs could include a “tool sharing” program or a program to share maintenance expertise.*

Strategy H 2.2: Encourage preservation and renovation of historic homes. Enlist the assistance of the Hortonville Historical Society and/or the Historic Preservation Commission to implement the following recommendations.

- *Recommendation H 2.2.1: Encourage eligible home owners to seek federal and state tax credits that can be used for preservation and renovation activities.*
- *Recommendation H 2.2.2: Develop an inventory of historically and architecturally significant homes in the Village. The Wisconsin Historical Society may have funding available to complete a historical and cultural survey of the Village.*

TRANSPORTATION FRAMEWORK PLAN

Overall Goal: Encourage the development of a balanced vehicular and pedestrian transportation system, including public transportation, throughout the Village and surrounding area based on an orderly hierarchy of local, county and state roads and a series of bicycle and pedestrian trails linking residential neighborhoods, commercial areas, institutional uses and park and recreational areas.

Goal T 1: The Village of Hortonville should ensure that its local transportation system is well maintained and safe for its residents and operates as an efficient system.

Strategy T 1.1: Address safety, congestion and parking concerns identified at various locations within the Village.

- *Recommendation T 1.1.1: Work with WisDOT, East Central Wisconsin RPC, Outagamie County and the Hortonville Area School District to address safety and congestion concerns at the following locations:*
 - *West Main Street and Nash Street;*
 - *East Main Street and Kelly Way (school traffic);*
 - *East Main Street and Warner Street (school traffic);*
 - *North Nash Street and Warner Street (school traffic);*
 - *Warner Street and Towne Drive (school traffic);*
 - *John Street (athletic events); and*
 - *vision corner infringement at the corner of North Mill Street and West Main Street.*
- *Recommendation T 1.1.2: Work with WisDOT, East Central Wisconsin RPC and Outagamie County to address access control, vision corners and other long-term planning needs on state and county highways.*
- *Recommendation T 1.1.3: Address parking concerns in the downtown business district, at high use restaurants and at the Otter Miller Athletic Field.*

Strategy T 1.2: Timely respond to site-specific road maintenance and/or safety issues.

- *Recommendation T 1.2.1: Continue to conduct a PASER evaluation of the existing road network.*
- *Recommendation T 1.2.2: Identify road reconstruction and maintenance activities based on the PASER evaluation and incorporate these improvements in the Village's Capital Improvement Plan (CIP). Local roads identified in the current CIP for maintenance include:*

-
- Cedar Street (Cherry Street to North Nash Street);
 - Grandview Road;
 - Pine Street;
 - Embarrass Street;
 - South Mill Street (Bath Street to South Nash Street); and
 - Briggs Street.
- *Recommendation T 1.2.3: Continue to use capital improvement programming to establish appropriate funding levels for road projects.*

Strategy T 1.3: Ensure that the Village needs and desires are incorporated into the redesign of Main Street and the Wis 15 Bypass.

- *Recommendation T 1.3.1: Continue to work with WisDOT, East Central RPC and Outagamie County on the redesign of Main Street. Some of the items that should be addressed include:*
 - *pedestrian and bicycle friendly infrastructure;*
 - *decorative lighting;*
 - *landscaping;*
 - *congestion management;*
 - *traffic calming;*
 - *parking; and*
 - *decorative amenities to enhance the downtown area.*
- *Recommendation T 1.3.2: Incorporate recommendations from the ongoing parking analysis of the downtown business district that is being developed by East Central Wisconsin RPC.*
- *Recommendation T 1.3.3: Incorporate recommendations from the Village of Hortonville's Trail Planning & Connections Report, dated September 6, 2013 that was prepared by East Central Wisconsin RPC.*
- *Recommendation T 1.3.4: Encourage WisDOT to accommodate bicycle and pedestrian amenities into overpass structures for the Wis 15 Bypass. Wis 15 is proposed to pass over local roads; therefore space should be left beneath the overpass structure for future pedestrian and biking facilities at CTH M and North Nash Street.*
- *Recommendation T 1.3.5: The Village should work with WisDOT immediately to identify a potential (future) bicycle and pedestrian facility crossing (bridge or tunnel) of the new Wis 15 corridor approximately half-way between the eastern roundabout and the Nash Street overpass.*

-
- *Recommendation T 1.3.6: When weighing the pros and cons, the Village should strongly consider accepting a jurisdictional transfer of CTH TT, between CTH T and CTH M, from the county to the Village in order to facilitate the eventual transfer of Wis 15 to the county.*
 - *Recommendation T 1.3.7: The Village should work with Outagamie County to ensure that appropriate design features, including bicycle and pedestrian accommodations are integrated into the eventual re-construction of the existing Wis 15 corridor, once the jurisdictional transfer is completed.*
 - *Recommendation T 1.3.8: Encourage WisDOT to consider developing a Park and Ride facility near the east proposed roundabout.*
 - *Recommendation T 1.3.9: Monitor WisDOT excess right-of-way disposal process for opportunities to site a Park and Ride facility near the eastern roundabout.*
 - *Recommendation T 1.3.10: Continue to work with WisDOT, Outagamie County, East Central Wisconsin RPC and the towns of Ellington, Hortonville and Greenville to ensure that transportation and land use near the east and west roundabouts are consistent with the Village's short and long range plans.*
 - *Recommendation T 1.3.11: Ensure that a traffic study is completed before any traffic signals are removed from Main Street.*

Strategy T 1.4: Coordinate short and long range transportation planning efforts.

- *Recommendation T 1.4.1: Maintain contact with the Outagamie County Highway Department, WisDOT, East Central Wisconsin RPC, and the surrounding towns to ensure coordination on regional and statewide transportation issues that may affect the Village.*
- *Recommendation T. 1.4.2: Once the jurisdictional transfer of Main Street is complete, work with Outagamie County Highway Department to coordinate street closures for public events, since permits will be required.*

Strategy T 1.5: Ensure that the road network operates as an efficient system.

- *Recommendation T 1.5.1: Review and revise the road classification system, as needed, so that the most important roads are eligible for federal funding.*

- *Recommendation T 1.5.2: Develop and adopt minimum standards for street construction.*
- *Recommendation T 1.5.3: Add directional signage to key village destinations to improve way-finding.*
- *Recommendation T 1.5.4: Continue to update the official map to reflect ongoing changes and improvements in the Village's transportation system and changes in the transportation systems of adjacent municipalities, Outagamie County, the rail system and the region that directly impact the Village.*
- *Recommendation T 1.5.5: Adopt a "Complete Streets" policy and process to better guide infrastructure decisions.*

What are Complete Streets?

Complete Streets enable safe access for all users. Pedestrians, bicyclists, motorists and public transportation users of all ages and abilities can safely move along and/or cross the street.

Strategy T 1.6: Explore opportunities for cost efficiencies and shared services.

- *Recommendation T 1.6.1: Continue to work with neighboring communities to share the maintenance of common roads.*

Goal T 2: Provide, support and maintain a wide range of transportation alternatives for residents and visitors.

Strategy T 2.1: Accommodate bicyclists and pedestrians.

- *Recommendation T 2.1.1: Provide sidewalks along streets to major destinations such as schools, the downtown, parks and the Wiouwash Trail. The Village should consider providing sidewalks in the following areas and implement these changes over time through the Village's Capital Improvement Program. In particular the following streets were identified during the community visioning session:*
 - CTH MM/North Crest Street (North of Olk Street);
 - West Main Street (from the end of the existing sidewalk to Spruce Street);
 - North Olk Street (between John Street and CTH MM);
 - South Nash Street (near Baake Street);
 - Nye Street (between South Nash Street and Commerce Drive);
 - John Street (from existing to end);
 - Lakeshore Drive;
 - Lakeview Avenue; and

-
- Dewey Street (South Nash Street to South Mill Street).
 - *Recommendation T 2.1.2: Encourage bicycle transportation and bicycle friendly road construction.*
 - *Recommendation T 2.1.3: Pursue funding and grants for adding bicycle lanes and pedestrian infrastructure, sidewalks and pedestrian crossing when building/constructing roads.*
 - *Recommendation T 2.1.4: Encourage the Hortonville Area School District to adopt a Safe Route to School Plan and to implement the recommendations.* While this plan has been developed, it has not been adopted. A few recommendations contained in the plan are listed below:
 - Construct a sidewalk on the eastside of Warner Street in front of the Elementary School and Middle School.
 - Construct a sidewalk on the west side of North Nash Street.
 - Enforce traffic laws such as the failure to stop at stop signs.
 - Install crossing guards at select corners.
 - Install traffic calming infrastructure.
 - Replace illegible signage.
 - *Recommendation T 2.1.5: Incorporate recommendations from the Village of Hortonville's Trail Planning & Connections Report, dated September 6, 2013 that was prepared by East Central Wisconsin RPC.*
 - *Recommendation T 2.1.6: In the future, consider working with others to develop a bike and pedestrian plan that looks at regional trail connections.*
 - *Recommendation T 2.1.7: Develop and adopt a sidewalk policy.*
 - *Recommendation T. 2.1.8: Work with the Outagamie County Greenway Implementation Committee, adjacent communities and the WDNR to develop a proposed route for the future extension of the existing Wiouwash Trail in the Village of Hortonville to Shawano County.*

Strategy T 2.2: Encourage the availability of public and private transportation services for elderly and other transportation dependent residents.

- *Recommendation T 2.2.1: Encourage Outagamie County Rural Service to continue to provide a demand responsive, door to door service for the senior population and those with disabilities who live in Outagamie County for trips within the county.*

-
- *Recommendation T 2.2.2: Consider investigating the possibility of establishing an inner Village volunteer network to provide transportation within the Village for elderly and disabled residents.*

Strategy T 2.3: Investigate interest in bringing scheduled intra-community bus service to Hortonville.

- *Recommendation T 2.3.1: Consider working with Valley Transit, the City of Appleton and other communities along the Wis 15 corridor to bring limited scheduled intra-city bus service to Hortonville. This could include an extension of service from the existing service area or it could include establishing a new local service.*

UTILITIES AND COMMUNITY FACILITIES FRAMEWORK PLAN

Overall Goal: To preserve, rehabilitate and develop infrastructure, including utilities, public buildings, schools, libraries, parks, police, fire and emergency services to accommodate the changing needs of the Village of Hortonville and its 1.5 mile planning area.

Goal CF 1: Provide high-quality and cost effective community facilities and services that meet existing and projected future needs.

Strategy CF 1.1: Provide adequate services and facilities in a fiscally responsible manner.

- *Recommendation CF 1.1.1: Continue to prepare a Five-Year Capital Improvement Program (CIP) to comprehensively address the Village's future needs by programming the timing and funding for undertaking identified projects. Include 10, 15 and 20 year timelines anticipating future capital improvements.*
- *Recommendation CF 1.1.2: Continue to ensure that capital expenditures are consistent with the Village's Comprehensive Plan 2035.*
- *Recommendation CF 1.1.3: Continue to explore opportunities for shared services within Outagamie County, neighboring municipalities, the Hortonville Area School District (HASD) and other public entities.*

-
- *Recommendation CF 1.1.4: Work with the HASD, local churches, youth groups and civic organizations to establish a program that would provide benefit to elderly residents for light home and/or lawn maintenance.*
 - *Recommendation CF 1.1.5: Provide coordination and cooperation between community partners (civic organizations, local government, Hortonville Area School District and others) for park maintenance, trail development and beautification projects.*
 - *Recommendation CF 1.1.6: In the future, when warranted, construct a Public Works Garage on Village owned property near the current public works garage.*
 - *Recommendation CF 1.1.7: Develop an engineering study to address service to the future east and west roundabouts so that extensions of sewer and water to these areas can be accommodated in the most cost-effective manner.*
 - *Recommendation CF 1.1.8: Ensure that public sewer and water infrastructure is accommodated in the Highway 15 bypass construction to allow the extension of sewer and water to lands north of the bypass and south of Grandview Road.*
 - *Recommendation CF 1.1.9: Ensure that the public sewer and water service, transportation, and community facilities will support the land use pattern indicated on the Future Land Use Plan.*
 - *Recommendation CF 1.1.10: Develop and implement a Stormwater Management Plan and Ordinance specifying the design standards to be used in designing man-made and natural stormwater management systems.*
 - *Recommendation CF 1.1.11: Work with the Black Otter Lake Protection and Rehabilitation District to implement recommendations to control stormwater.*
 - *Recommendation CF 1.1.12: Explore low-impact development (LID) techniques for addressing stormwater management.*

What is Low-Impact Development (LID)?

LID describes a land planning and engineering design approach to managing stormwater runoff. It emphasizes conservation and use of on-site natural features to protect water quality.

<http://en.wikipedia.org>

- *Recommendation CF 1.1.13: Consider the long-term impacts of urbanizing lands between the Village and Town of Greenville as it may draw the Village into the MS4 Municipal Stormwater Permitting Process.*

What are MS4 Permits?

MS4 permits, issued by the WDNR, require municipalities to reduce polluted storm water runoff by implementing storm water management programs with best management practices."

- *Recommendation CF 1.1.14: Identify areas within the Village limits and within the identified growth areas that may accommodate future stormwater detention and/or retention facilities.*
- *Recommendation CF 1.1.15: Review subdivision applications, including those within 1.5 miles of the Village, and other development requests for adequacy of sewer, water and storm infrastructure, as well as streets and roadways. Approvals may be deferred, phased in, or conditioned upon the availability of adequate infrastructure and treatment capacity.*
- *Recommendation CF 1.1.16: Ensure that new governmental facilities are accessible for pedestrian, as well as, vehicular traffic.*
- *Recommendation CF 1.1.17: In the future, explore opportunities for shared municipal court with the Town of Hortonville and perhaps the other adjacent towns.*

Goal CF 2: Maintain and enhance recreational opportunities.

Strategy CF 2.1: Provide adequate active and passive recreational opportunities for local residents.

- *Recommendation CF 2.1.1: Prepare and update every 5 years an Outdoor Recreation, Open Space, and Urban Forestry Plan. Identify infrastructure for replacement damaged in the recent tornado.*
- *Recommendation CF 2.1.2: Continue to support community-based organizations involved in revitalization and other community betterment activities.*
- *Recommendation CF 2.1.3: Encourage local residents to consider estate planning techniques that gift land and/or money for recreation projects in the Village.*
- *Recommendation CF 2.1.4: Continue to update and maintain the existing park system.*

-
- *Recommendation CF 2.1.5: As an alternate route for the Wiouwash, the Village should examine the “rails with trails” concept by contacting WDNR.*
 - *Recommendation CF 2.1.6: Continue to work with Outagamie County to support an extension of the Wiouwash Trail.*
 - *Recommendation CF 2.1.7: Consider utilizing the open lot, south of Main Street, as a future park.*
 - *Recommendation CF 2.1.8: Work with neighbors to determine a use for the Wildwood Park.*
 - *Recommendation CF 2.1.9: Establish bicycle, pedestrian, and other non-motorized recreational trails.*
 - *Implement the recommendations of the Village of Hortonville Trail Planning & Connections Report, prepared by East Central RPC.*
 - *The Village should consider the purchase of a portion/all of the property located at the end of Lakeview Avenue, between the railroad and Black Otter Lake to facilitate a northerly trail extension of the Wiouwash around Black Otter Lake.*
 - *Recommendation CF 2.1.10: Increase the utilization of Black Otter Lake by residents and visitors.*
 - *Continue to manage marine vegetation.*
 - *Develop a canoe/kayak launch site at Black Otter Park.*
 - *Recommendation CF 2.1.11: Implement the recommendations identified in the Village’s CIP.*
 - *Alonzo Park – Renovate existing pavilion.*
 - *Black Otter Park – Construct new pavilion.*
 - *Veterans Park – Install a new fishing dock.*
 - *Miller Park – Plan for and construct a zero-depth water park/splash pad.*
 - *Otter Miller Park – Improve the lower parking lot and construct a new T-ball diamond.*
 - *Construct public basketball courts in various locations, as needed.*
 - *Identify a location for and consider installing a disc golf course.*
 - *Update playground equipment in various locations, as needed.*
 - *Identify a location for and develop a campground within the Village.*
 - *Recommendation CF 2.1.12: When reviewing development proposals, encourage vehicular, biking, pedestrian and hiking linkages to community facilities within the Village and to major activity centers or recreational facilities.*
-

- *Recommendation CF 2.1.13: Consider installing a skate/bike park for teens.*

- *Recommendation CF 2.1.14: Consider installing a Pickleball Court for older residents.*

What is Pickleball?

Pickleball combines elements of badminton, tennis and table tennis.

<http://en.wikipedia.org>

- *Recommendation CF 2.1.15: In the future consider the development of a dog park in the Village. This issue should be discussed during the next update of the Outdoor Recreation, Open Space, and Urban Forestry Plan.*

Goal CF 3: Promote quality schools and access to educational programs and library services.

Strategy CF 3.1: Ensure that new or renovated school facilities serve not only the needs of the school district but also the needs of the community.

- *Recommendation CF 3.1.1: Work with the Hortonville Area School District to plan for new or renovated existing facilities.*

Strategy CF 3.2: Ensure that public library needs are being met, especially in terms of space, materials, adult and children's programming, delivery of service and access.

- *Recommendation CF 3.2.1: Continue to work closely with the Outagamie-Waupaca Library System (OWLS).*

Goal CF 4: Ensure the proper treatment of wastewater to protect public health, and ground and surface water quality, while meeting current and future village needs.

Strategy CF 4.1: Encourage development to occur within areas already sewered.

- *Recommendation CF 4.1.1: Coordinate the orderly extension of services to areas not currently served by public sewer.*
- *Recommendation CF 4.1.2: Encourage new development to occur adjacent to existing development.*
- *Recommendation CF 4.1.3: When reviewing new development proposals, evaluate the capacity of the existing system and its ability to serve new development.*

- *Recommendation CF 4.1.4: Extend the public sewer system only to areas where it is feasible to do so. Due consideration will be given to environmental constraints such as wetlands, geology and topography.*
- *Recommendation CF 4.1.5: Study the extension of sewer to the future roundabouts.*

Strategy CF 4.2: Work with Outagamie County to protect public health, and ground and surface water quality (on-site systems).

- *Recommendation CF 4.2.1: Coordinate with Outagamie County to assist residents and businesses not currently served by public sewer to comply with the Outagamie County POWTs monitoring program.*
- *Recommendation CF 4.2.2: Establish a method of communication with Outagamie County to obtain information on failing private on-site systems within Village limits so that these systems can be addressed before they fail. Consider extending service to these areas.*

What is a POWTS?

A POWTS is a private onsite wastewater treatment system or a sewage treatment and disposal system serving a single structure with a septic tank and soil absorption field located on the same parcel as the structure.

Wisconsin State Statutes 145.01(12).

- *Recommendation CF 4.2.3: Discourage new POWTs within the Village limits.*

Goal CF 5: Ensure that the public water system has sufficient capacity, is in compliance with the drinking water quality standards and regulations, and is able to meet present and future needs.

Strategy CF 5.1: Ensure that the water system meets current and future needs of the Village.

- *Recommendation CF 5.1.1: In the future, plan for a third well and a second water tower to serve the area east of the Village.*

Strategy CF 5.2: Coordinate the orderly extension of service to areas not currently served by public water.

- *Recommendation CF 5.2.1: Consider extending water service to areas within the Village not currently served by public water (north and east portions of the Village).*

-
- *Recommendation CF 5.2.2: Develop an engineering study to address service to the future east and west roundabouts so that extension of public water to these areas can be accommodated in a cost-effective manner.*
 - *Recommendation CF 5.2.3: When reviewing new development proposals, evaluate the capacity of the system and its ability to serve the new development.*
 - *Recommendation CF 5.2.4: The public water supply system will only be extended where it is feasible to do so. Due consideration will be given to environmental constraints such as wetlands, geology and topography.*

Strategy CF 5.3: Encourage development to occur within areas that already have access to public water.

- *Recommendation CF 5.3.1: Encourage infill development or redevelopment in areas already served by public water.*

Goal CF 6: Provide a level of law enforcement, fire and emergency services, and municipal solid waste and recycling collection that meets present and future needs.

Strategy CF 6.1: Continue to work with Outagamie County, the Hortonville-Hortonia Fire Department and others to provide police, fire and emergency services, and solid waste and recycling collection to Village residents.

- *Recommendation CF 6.1.1: Work with Outagamie County on the implementation and any updates to the All-Hazard Mitigation Plan that addresses natural hazard issues.*
- *Recommendation CF 6.1.2: Periodically evaluate the levels of service including response time to ensure that the interests of Village residents are being served.*
- *Recommendation CF 6.1.3: Ensure that disaster preparedness and prevention must continue to be priorities in the provision of police services.*
- *Recommendation CF 6.1.4: Utilize the Community Economic Recovery Guidebook, Safe Guarding Your Economy From Disaster publication available on East Central Wisconsin RPC's website for post tornado recovery efforts.*
- *Recommendation CF 6.1.5: In the future, explore opportunities for shared police protection with the Town of Hortonia.*

Strategy CF 6.2: Encourage citizen involvement to assist local law enforcement.

- *Recommendation CF 6.2.1: Encourage resident participation in neighborhood watch groups.*

Goal CF 7: Promote energy efficiency in governmental operations and utilities.**Strategy CF 7.1: Realize cost savings through the incorporation of energy saving policies and practices.**

- *Recommendation CF 7.1.1: Evaluate existing facilities, equipment, services and practices to determine energy saving techniques that would be relatively inexpensive to complete and/or would have the largest impact.*
- *Recommendation CF 7.1.2: Incorporate energy saving equipment and building practices in the new municipal services building.*
- *Recommendation CF 7.1.3: When purchasing new equipment, updating existing facilities or building new facilities consider energy efficiency in all decisions.*

Goal CF 8: Enhance opportunities for senior citizens in the Village of Hortonville.**Strategy CF 8.1: Develop events, activities and facilities for senior citizens.**

- *Recommendation CF 8.1.1: Provide a permanent meeting space for senior citizens in the new municipal services building.*
- *Recommendation CF 8.1.2: Work with Outagamie County to reestablish a meal site in the Village.*
- *Recommendation CF 8.1.3: Supplement existing transportation services by working with Outagamie County to coordinate volunteer opportunities that will provide rides to Village residents for doctor appointments, card games and other activities.*
- *Recommendation CF 8.1.4: Establish a task force to identify and coordinate activities and needed services for elderly residents.*
- *Recommendation CF 8.1.5: Establish programs to encourage interaction between seniors and youth. Examples may be an Adopt a Grandparent Program, establishment of a pool of older residents willing to talk to school children about the history of Hortonville and the area, pet visits, etc.*

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES FRAMEWORK PLAN

Overall Goal: To protect key agricultural resources in the area, and preserve the natural areas and cultural resources of the Village and surrounding areas including village, county and private parks, the historic Community Hall, as well as other open spaces, recreational areas, topographically and geographically unique land formations, woodlands, prairies, wetlands, streams, the Wolf River and Black Otter Lake.

Agricultural Resources

Goal AG 1: Maintain the economic viability of the area's agricultural community.

Strategy AG 1.1: Preserve the area's most productive farmland for continued agricultural activities.

- *Recommendation AG 1.1.1: Use Outagamie County's farmland preservation plan as a guide to preserve the area's most productive farmland.*
- *Recommendation AG 1.1.2: Minimize conflicts between ongoing agricultural operations and rural non-farm residents.*
- *Recommendation AG 1.1.3: Promote infill and redevelopment within the Village first, prior to considering annexation proposals.*
- *Recommendation AG 1.1.4: Work with surrounding towns to protect large contiguous tracts of farmland (100 acres or more in size) for continued agricultural activities.*

Strategy AG 1.2: Solicit the expansion and/or creation of new complementary industrial and commercial agribusinesses that support local farm product processing and marketing initiatives.

- *Recommendation AG 1.2.1: Work with the local economic development groups to encourage the establishment of businesses in the Village, especially within the Industrial Parks, that would support the agricultural economy.*

Goal AG 2: Expand access to locally grown products.

Strategy AG 2.1: Encourage the development of a "grow local / eat local" market.

- *Recommendation AG 2.2.1: Provide an outlet, such as a local farm market, where local farmers can market and sell products.*

-
- *Recommendation AG 2.2.2: Encourage local businesses to buy and sell locally grown produce and other agricultural products.*
 - *Recommendation AG 2.2.3: Encourage the Hortonville Area School District and private schools in the area to utilize local food in their school lunch program.*
 - *Recommendation AG 2.2.4: Work with Outagamie County Extension to build awareness and initiate a Community Garden program in the Village. Establish garden locations.*
 - *Recommendation AG 2.2.5: Encourage churches, schools, public housing, businesses and others to sponsor community garden plots.*
 - *Recommendation AG 2.2.6. Establish a local food pantry.*

Natural Resources

Goal NR 1: Protect and preserve the natural resources of the Village and surrounding areas.

Strategy NR 1: Work toward the eradication of invasive species in area lakes, streams, wetlands, wooded areas and other natural areas.

- *Recommendation NR 1.1.1: Increase the public's awareness of its role/responsibility in introducing/containing invasive species.*
- *Recommendation NR 1.1.2: Support the WDNR and the Black Otter Lake Protection and Rehabilitation District efforts to control problem invasive species.*
- *Recommendation NR 1.1.3: Encourage local youth and civic groups to work with the Village to identify and eradicate invasive species in public parks and open areas.*

Strategy NR 1.2: Protect the integrity of existing and future non-metallic mining sites in areas outside of the Village limits.

- *Recommendation NR 1.2.1: Work with Outagamie County to identify potential non-metallic mining sites in areas surrounding the Village.*

Strategy NR 1.3: Protect environmentally sensitive areas and open spaces.

- *Recommendation NR 1.3.1: Identify and map environmentally sensitive areas and open spaces within the Village and its 1.5 mile planning area.*
- *Recommendation NR 1.3.2: Work with Outagamie County Highway Department and WisDOT to protect and lessen the impact of the construction of the Hortonville Bypass on CTH MM (Rustic Road 61).*
- *Recommendation NR 1.3.3: Identify sources of funding, grants, and stewardship programs to aid in open space, conservancy and natural area acquisition, maintenance and expansion.*
- *Recommendation NR 1.3.4: Update source (reference) in Chapter 21 Shoreland/Wetland Zoning. The reference to "Wisconsin wetland inventory maps stamped "FINAL" on June 12, 1987" should be revised to read "the most recent version of the Wisconsin Department of Natural Resources Surface Water Data Viewer available online.*
- *Recommendation NR-1.3.5: The Village should consider amending its existing subdivision ordinance to require a 50-foot development setback from WDNR identified wetlands in order to preserve water quality and wetland functions. The Village should consider flexibility to the 50-foot setback when crafting ordinance provisions for protecting water quality since this number could change based on the function of the wetland.*
- *Recommendation NR 1.3.6: The wetland maps included in this document should not be considered "legal" maps. WDNR staff should be consulted early in the process on any wetland identification needs.*

Strategy NR 1.4: Maintain and enhance the urban forest.

- *Recommendation NR 1.4.1: Initiate a formal Urban Forestry Plan / Committee.*
- *Recommendation NR 1.4.2: Seek funding opportunities to replace Village trees damaged by the recent tornado.*
- *Recommendation NR 1.4.3: Work with and support the WNDR to control the spread of diseases and insects that threaten the resource including Emerald Ash Borer.*

Goal NR 2: Preserve and protect groundwater supplies and improve surface water resources.

Strategy NR 2.1: Reduce non-point nutrient runoff into Black Otter Lake and local streams.

- *Recommendation NR 2.1.1: Develop and adopt policies that require “Low Impact Design” (LID), particularly to assist with stormwater management.*
- *Recommendation NR 2.1.2: Develop and adopt a stormwater management plan.*
- *Recommendation NR 2.1.3: Control stormwater runoff from construction activities and impervious surfaces.*
- *Recommendation NR 2.1.4: Support the WDNR and the Black Otter Lake Protection and Rehabilitation District efforts to control problem algae blooms.*
- *Recommendation NR 2.1.5: Implement the applicable recommendations contained in the Adaptive Lake Management Plan, for the Black Otter Lake Protection and Rehabilitation District, revised June 2008.*

Strategy NR 2.2: Ensure that adequate amounts of safe drinking water are available to area residents.

- *Recommendation NR 2.2.1: Use zoning to protect existing and future municipal wellhead locations from land uses that could potentially contaminate groundwater.*

Strategy NR 2.3: Work with the Black Otter Lake Protection and Rehabilitation District and the WDNR to continue to maintain the integrity of the lake and dam.

- *Recommendation NR 2.3.1: Continue to periodically drawdown and dredge the lake, as needed, to ensure the continued recreational use of the lake.*
- *Recommendation NR 2.3.2: Work with the Black Otter Lake Protection and Rehabilitation District, the WDNR and local property owners to assess the economic, ecological and social impacts with respect to the repair/replacement or removal of the dam on the west side of the lake.*

Goal NR 3: Preserve the intrinsic visual qualities of the landscape.**Strategy NR 3.1: Protect the visual integrity of important scenic features.**

- *Recommendation NR 3.1.1: Adopt a more comprehensive nuisance ordinance. The Village's existing nuisance ordinance should be updated to eliminate, change or improve unsightly properties and other elements generally regarded as eyesores.*

Strategy NR 3.2: Preserve the night sky

- *Recommendation NR 3.2.1: Enact a light ordinance that would address shielding, light directing, and other similar measures to control the direction, intensity and "leakage" of exterior lighting.*
- *Recommendation NR 3.2.2: Update the existing sign ordinance to regulate digital signage.*

Cultural Resources

Goal CR 1: Preserve the Village's important cultural resources. Enlist the assistance of the Hortonville Historical Society and/or the Historic Preservation Commission to implement the following strategies and recommendations.

Strategy CR 1.1: Compile an inventory of significant cultural resources.

- *Recommendation CR 1.1.1: Secure grant money to fund architectural and historical surveys.*
- *Recommendation CR 1.1.2: Compile an inventory of historical, architectural and archeological resources within the Village.*

Strategy CR 1.2: Consider opportunities for historic preservation in all future planning, zoning and development decisions.

- *Recommendation CR 1.2.1: Consider cultural resources and historic preservation in future land use planning and development decisions.*
- *Recommendation CR 1.2.2: Consistently seek input from informed individuals when making decisions that involve existing sites and structures.*

Strategy CR 1.3: Educate local officials and the public at large on the importance of historic preservation.

- *Recommendation CR 1.3.1: Develop a signage/walking tour program of historic sites within the Village.*
- *Recommendation CR 1.3.2: Work with owners of historic properties to seek available grants and other favorable funding sources.*
- *Recommendation CR 1.3.3: Provide educational materials related to the benefits available to properties enrolled on the National Register of Historic Places.*

Strategy CR 1.4: Protect important historical structures.

- *Recommendation CR 1.4.1: Protect important historical structures identified within the Village.*
- *Recommendation CF 1.4.2: Protect the Community Hall for future generations. Reevaluate a study that was previously compiled for potential uses for the Community Hall.*
- *Recommendation CF 1.4.3: Consider nominating the Horton Inn to the National Register of Historic Places.*

Strategy CR 1.5: Preserve the historic character of the downtown area.

- *Recommendation CR 1.5.1: Adopt historical design standards.*
- *Recommendation CR 1.5.2: Provide incentives for building façade restoration.*
- *Recommendation CR 1.5.3: Compile an inventory and brief history of existing buildings in the downtown area.*
- *Recommendation CR 1.5.4: Consider nominating the downtown business district to the National Register of Historic Places as a Historic District.*

INTERGOVERNMENTAL COOPERATION FRAMEWORK PLAN

Goal IC 1: Establish and maintain cooperative working relationships and work with neighboring towns (Dale, Ellington, Greenville, Hortonville and Liberty); Outagamie County; federal, state and county agencies; the Hortonville Area School District; the Hortonville-Hortonville Fire Department; and others when opportunities and /or issues arise that can be more effectively addressed cooperatively.

Strategy IC 1.1: Strengthen existing partnerships and build new relationships to promote economic development in the Village and area.

- *Recommendation IC 1.1.1: Participate in meetings of the Fox Cities Economic Development Corporation and Greater Outagamie County Economic Development Corporation.*
- *Recommendation IC 1.1.2: Work with local chambers of commerce (Fox West and Fox Cities) to promote the amenities and events in the Village of Hortonville.*
- *Recommendation IC 1.1.3: Work with the Fox Cities Regional Partnership, the Fox Cities Chamber of Commerce to promote available commercial properties.*
- *Recommendation IC 1.1.4: Encourage the Hortonville Area School District, FVTC, UW-Extension and the business community to continue to work together to provide programs that strengthen the economy of the area and promote lifelong learning opportunities.*

Strategy IC 1.2: Improve Communication within the Village and between the Village utilities, the Hortonville Area School District, neighboring towns, Outagamie County, and federal and state agencies.

- *Recommendation IC 1.2.1: Establish annual meetings with community partners (civic organizations, churches, youth groups, the Hortonville Area School District and others) to discuss community needs.*
- *Recommendation IC 1.2.2: Establish periodic meetings with utilities, the Hortonville Area School District, neighboring municipalities, the Hortonville-Hortonville Fire Department, the Black Otter Lake Protection and Rehabilitation District, Outagamie County, state and federal agencies and others to discuss issues of common interest.*
- *Recommendation IC 1.2.3: Continue to maintain the Village of Hortonville's website and distribute a quarterly newsletter.*

-
- *Recommendation IC 1.2.4: Work with the Outagamie County Highway Department to establish annual meetings between the highway department and communities, WisDOT and public and private utilities.*
 - *Recommendation IC 1.2.5: Work with WisDOT, Outagamie County Highway Department, and neighboring towns to coordinate short and long range transportation efforts.*
 - *Recommendation IC 1.2.6: Work with WisDOT, ECWRPC, Outagamie County Highway Department, surrounding communities and others along the WIS 15 corridor to ensure local involvement in planning efforts, especially with the current WIS 15 corridor and bypass planning effort.*

Strategy IC 1.3: Provide a unified voice to secure state and federal funding.

- *Recommendation IC 1.3.1: Work with Outagamie County to secure a Community Development Block Grant - Emergency Assistance Program (CDBG-EAP) grant from the Wisconsin Department of Administration, Department of Housing for disaster relief to address the destruction caused by the August tornado.*
- *Recommendation IC 1.3.2: Support efforts lead by others to pursue federal funding to meet the affordable housing needs of very low income households (Outagamie County Housing Authority).*

Strategy IC 1.4: Encourage joint efforts to protect natural resources.

- *Recommendation IC 1.4.1: Work with the Black Otter Lake Protection and Rehabilitation District to control runoff from construction activities and impervious surfaces.*
- *Recommendation IC 1.4.2: Work with WDNR, the Black Otter Lake Protection and Rehabilitation District, Outagamie County and surrounding towns to control the spread of invasive species*

Strategy IC 1.5: Explore cost efficiencies through shared services.

- *Recommendation IC 1.5.1: Continue to work with neighboring communities to share maintenance of common roads.*

-
- *Recommendation IC 1.5.2: Continue to partner with the Hortonville-Hortonia Fire Department, Outagamie County Sheriff's Department, and others to provide public safety and emergency services to Village residents.*
 - *Recommendation IC 1.5.3: In the future, explore opportunities for shared police protection with the Town of Hortonia.*
 - *Recommendation IC 1.5.4: Continue to work with Outagamie County departments to provide services, benefits and opportunities to Village residents (recycling, subsidized low-income housing, transportation and other needed services for the elderly and disabled, health and human services, etc.).*
 - *Recommendation IC 1.5.5: Continue to research and identify complementary and redundant services and resources that could benefit from agreements for shared services.*
 - *Recommendation IC 1.5.6: In the future, explore opportunities for shared municipal court with the Town of Hortonia and perhaps the other adjacent towns.*

Strategy IC 1.6: Establish effective intergovernmental land use policies and cooperative agreements with adjoining municipalities to address service and boundary issues.

- *Recommendation IC 1.6.1: Create an advisory committee with the towns of Dale, Ellington, Greenville, Hortonia and Liberty to discuss planning issues within the extraterritorial area of the Village.*
- *Recommendation IC 1.6.2: Establish a policy to review development proposals within the extraterritorial area of the Village.*

IMPLEMENTATION FRAMEWORK PLAN

Goal I 1: Implement, to the extent possible, recommendations contained within the Comprehensive Plan Update.

Strategy I 1.1: Closely monitor the implementation of plan recommendations to ensure they are followed.

-
- *Recommendation I 1.1.1: The Planning and Zoning Commission should periodically review the implementation schedule and update the Village Board as to progress that is being made.*
 - *Recommendation I 1.1.2: The Planning and Zoning Commission should annually review the goals, strategies and recommendations and address conflicts.*
 - *Recommendation I 1.1.3: The Planning and Zoning Commission should prepare a brief annual report to reflect use of plan.*
 - *Recommendation I 1.1.4: The Village Board should periodically include an agenda item for plan implementation progress.*

Strategy I 1.2: Update the plan as necessary.

- *Recommendation I 1.2.1: The Planning and Zoning Commission should recommend modifications to the plan as necessary.*
- *Recommendation I 1.2.2: The Village should update the comprehensive plan within a maximum of 10 years.*
- *Recommendation I 1.2.3: As available, provide updated information to supplement the plan information.*

Strategy I 1.3: Emphasize the need for intergovernmental cooperation throughout the implementation process.

- *Recommendation I 1.3.1: Solicit input from neighboring communities, Outagamie County, governmental agencies and others regarding how their activities relate to the recommendations in the Village of Hortonville's Comprehensive Plan.*
- *Recommendation I 1.3.2: Work with others, as needed, to implement the recommendations contained in the Village of Hortonville's Comprehensive Plan.*

Exhibit 2-1

Village of Hortonville

2035 Land Use Framework



- Future Bike/Pedestrian Crossing
- Abandoned Landfill
- Existing Well
- Future Roundabout
- Wiouwash & Highway 15 Trail
- Planned Trails
- Potential Trails***
- Future Highway 15 Bypass
- Planned Streets
- Conceptual East-West Road Connection
- Future Valley Transit
- Municipal Boundary
- 1.5 Mile Extraterritorial Planning Area
- High Priority Environmental *
- Low Priority Environmental **
- 1 Long Term Residential Growth and Service Extension Area
- 2 Priority Mixed Use Growth Area
- 3 Priority Residential Growth Area
- 4 Priority Mixed Use Growth Area
- 5 Priority Residential Growth Area
- 6 Long Term Mixed Use Growth Area
- Long Term Roundabout Planning
- Community Gateway Improvement Zone
- Downtown Improvement Zone / Redevelopment Areas
- Farmland Preservation Areas (per County Plan)
- Existing Residential Uses

*High Priority Environmental = 100 Year Floodplain, Wetlands, High Groundwater, 50 Ft Wetland Buffer, & 100 Ft Surface Water Buffer

** Low Priority Environmental = Steep Slope, Wellhead Protection Area, 1,200 Ft Landfill Buffer

*** In the future the Wiouwash Trail could be extended west toward New London and/or north toward Shawano County



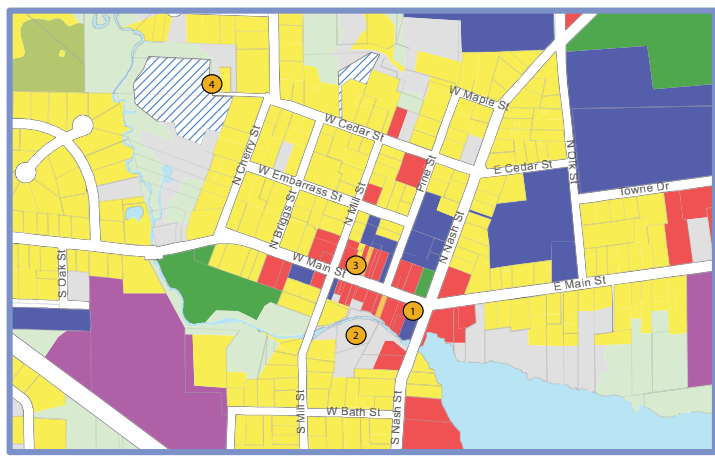
0 0.5 1
Scale in Miles

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

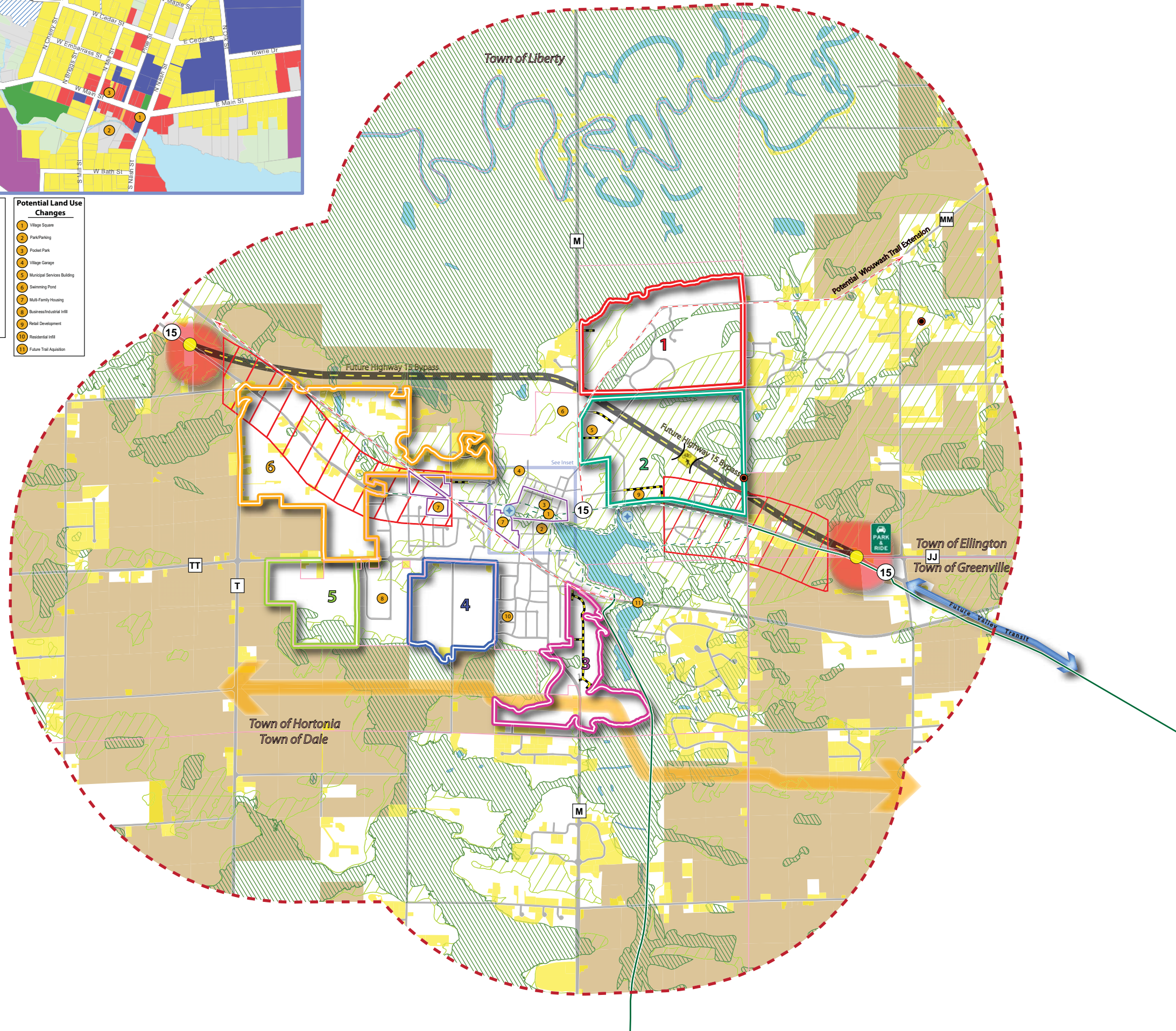
Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-
APRIL 17, 2014



Downtown Inset



- Inset Legend**
- Existing Land Use**
- Single Family Residential
 - Multi-Family
 - Commercial
 - Industrial
 - Institutional Facilities
 - Transportation
 - Utilities/Communications
 - Recreational Facilities
 - Planted Woodlands
 - General Woodlands
 - Open Other Land
 - Water
- Potential Land Use Changes**
- Village Square
 - Park/Parking
 - Pocket Park
 - Village Garage
 - Municipal Services Building
 - Swimming Pond
 - Multi-Family Housing
 - Business/Industrial Infill
 - Retail Development
 - Residential Infill
 - Future Trail Acquisition





CHAPTER 3

Implementation

CHAPTER 3: IMPLEMENTATION

TABLE OF CONTENTS

Introduction	3-1
Role of the Plan	3-1
Responsibility	3-1
Elected Officials	3-1
Planning and Zoning Commission	3-2
Consistency	3-2
Internal Consistencies	3-2
External Consistencies	3-3
Monitoring Progress	3-3
Updating the Plan	3-4
Adopting the Plan or Update	3-4
Land Use Planning Controls	3-5
Zoning	3-5
Official Maps	3-6
Sign Regulations	3-6
Erosion and Stormwater Control Ordinances	3-6
Historic Preservation Ordinance	3-7
Design Review Ordinance	3-7
Building House Codes	3-7
Floodplain Ordinance	3-7
Subdivision Ordinances	3-7
Lighting Control/Ordinances	3-8
Implementation Schedule	3-8
Abbreviation List	3-11

IMPLEMENTATION TABLES

Table 3-1	Issues and Opportunities	3-13
Table 3-2	Land Use	3-14
Table 3-3	Economic Development	3-17
Table 3-4	Housing	3-23
Table 3-5	Transportation	3-26
Table 3-6	Utilities and Community Facilities	3-30
Table 3-7	Agricultural, Natural and Cultural Resources	3-37
Table 3-8	Intergovernmental Cooperation	3-43
Table 3-9	Implementation	3-46

Page intentionally left blank.

CHAPTER 3: IMPLEMENTATION

INTRODUCTION

A smart growth comprehensive plan serves a community by establishing priorities for the future, evaluating available resources, and providing a means for dealing with change. The purpose of the planning effort is to develop a plan that will guide both public and private decisions. In order to follow the plan as described in the preceding chapters, it is necessary to implement the goals, strategies, and recommendations as outlined on a continual basis. If a plan is to be successful it must be implemented meaningfully and aggressively.

This chapter prescribes a specific series of actions to be completed by the Village of Hortonville, presented in a series of tables. Within each table, the goal serves as an identification of a priority based on the community vision session, committee discussions, and other public participation. The strategies outline more specific methods for achieving the goal; and the recommendations provide specific action steps, such as regulations, ordinances, incentives, expenditures, information, and education needed to fulfill a strategy.

ROLE OF THE PLAN

All land controls governing the Village of Hortonville must be consistent with the adopted comprehensive plan¹. The Village's Planning and Zoning Commission is responsible for ensuring this plan is used as a guide to update and/or replace ordinances to reflect the goals of this plan. When the Planning and Zoning Commission reviews any petitions for development, the plan should be reviewed; any recommendations for future development must be based on the identified goals, strategies, recommendations and proposed land use patterns within this plan. If the Planning and Zoning Commission must ultimately make a decision that is inconsistent with the plan, the plan must be amended to reflect the change in policy.

RESPONSIBILITY

Elected Officials

Elected officials must make their decisions on criteria regarding how development will affect the entire community, as well as how it will influence a specific site. As a result, elected officials make complex decisions based upon the comprehensive plan, the goals of the applicant, technical advice from staff, citizen input from advisory boards, and their own judgment on the specific development. The comprehensive plan provides much of the factual information an elected official will need for decision making. Elected officials must familiarize themselves with the contents and overall goals of the plan in order to ensure the plan remains viable.

¹ *Wisconsin State Statutes 66.1001*

Planning and Zoning Commission

The powers and duties of planning commissions have been established by Wisconsin Statutes². The Village of Hortonville's Planning and Zoning Commission is the primary entity responsible for implementing and updating this comprehensive plan. As such, the Planning and Zoning Commission must promote good planning practices within the Village. Commission members should be knowledgeable about the contents, visions, goals, strategies and recommendations of the comprehensive plan. Moreover, the Planning and Zoning Commission must promote active citizen participation in future planning efforts, and should strive to keep the citizens and elected officials informed of any technical issues and proceedings regarding current planning issues. The Planning and Zoning Commission is responsible for periodic amendments to the comprehensive plan so that regulations and ordinances are in compliance with the plan. Likewise, the Planning and Zoning Commission must review all new ordinances to verify they are compliant with the goals, strategies and recommendations of the comprehensive plan.

CONSISTENCY

Internal Consistencies

The comprehensive plan was developed sequentially with supportive goals, strategies and recommendations. Utilizing the Hortonville Community and Neighborhood Visioning Workshop and the Village's existing strategic plan as a basis, key issues were identified for each of the nine elements of the plan. Using these issues, along with factual information regarding natural features, historical population and housing data, population and housing projections, and an analysis of existing infrastructure, goals, strategies and recommendations for each comprehensive planning element were developed. The identified goals, strategies and recommendations expressed in this plan were used to prepare the Future Land Use Map (Map 2-1). To maintain internal consistency, any amendment to the plan should be accompanied with an overall review of all nine elements and their associated goals, strategies and recommendations.

Beginning on January 1, 2010³, if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit's comprehensive plan⁴:

- Official mapping ordinances enacted or amended under Wisconsin State Statutes 62.23 (6).
- Local subdivision ordinances enacted or amended under Wisconsin State Statutes 236.45 or 236.46.
- County zoning ordinances enacted or amended under Wisconsin State Statutes 59.69.
- City or village zoning ordinances enacted or amended under Wisconsin State Statutes 62.23 (7).
- Town zoning ordinances enacted or amended under Wisconsin State Statutes 60.61 or 60.62.

² Wisconsin State Statutes 62.23 and 60.62

³ Wisconsin Act 372 delays the consistency requirement until January 1, 2012 for local governments who applied for but not received a comprehensive planning grant from the WDOA. It also gives WDOA discretionary authority to grant consistency extensions to grant local governments who have received a comprehensive planning grant.

⁴ Wisconsin State Statutes 66.1001(3)

-
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statutes 59.692, 61.351 or 62.231.

External Consistencies

Not only is it important to maintain internal consistencies, but the Village should also be aware of other planning documents and their relevance to the Village's comprehensive plan. An attempt should be made to maintain consistency with these plans if possible. Some examples of these plans include:

State Plans:

- Wisconsin State Airport System Plan 2020
- Wisconsin State Bicycle Transportation Plan 2020
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin State Highway Plan 2020

Regional Plans:

- East Central Wisconsin Regional Planning Commission Comprehensive Plan, 2030 (adopted May 2008)

County Plans:

- Outagamie County Outdoor Recreation Plan, adopted on October 13, 2009
- Outagamie County Comprehensive Plan, adopted March 2008
- Outagamie County Farmland Preservation Plan, adopted in 2011 and amended in March of 2012
- 2010-2015 Outagamie County Land & Water Resource Management (LWRM) Plan

Local Plans:

- Town of Dale Comprehensive Plan (Outagamie County), adopted May 2001, amended 2004
- Town of Ellington Comprehensive Plan (Outagamie County), adopted June 2004
- Town of Greenville Comprehensive Plan (Outagamie County), adopted March 30, 2009
- Town of Hortonville Comprehensive Plan (Outagamie County), adopted November 2006
- Town of Liberty Comprehensive Plan (Outagamie County), adopted 2004

MONITORING PROGRESS

It is the responsibility of the Planning and Zoning Commission to monitor the progress of implementation utilizing the implementation tables that are found at the end of this chapter. The progress of plan implementation should periodically be reported to the Village Board. Additionally, the Planning and Zoning Commission should annually review the goals, strategies and recommendations and address any conflicts which may arise between the elements of the plan. While it is the responsibility of the Planning and Zoning Commission to monitor progress, others may also check progress including community members, Village staff, zoning administrators, planners and citizen groups.

In order to assist the Planning and Zoning Commission with the monitoring of the plan, it may be necessary to develop and implement a variety of informal tools and techniques. Items for consideration may include:

- Creation of development review ‘checklists’ to assist with determining a proposal’s consistency with the comprehensive plan;
- Integration of plan recommendations into a ‘performance-based budgeting’ initiative (likely to be done by the Village Board/Village Administrator);
- Development of an annual ‘work plan’ for the Planning and Zoning Commission;
- Placing the comprehensive plan as an item on every Planning and Zoning Commission meeting agenda so that either the public and/or Planning and Zoning Commission members can discuss items related to the plan, or to use the time to evaluate implementation progress;
- Developing articles for the Village Voice which focus on certain recommendations or strategies within the plan and calling for public input or volunteers to work on an item; and
- Designation of an official ‘Comprehensive Planning Day’ within the Village and have activities or workshops related to this subject so as to build awareness (perhaps associated with the month of October which is the American Planning Association’s formal “Community Planning Month.”

UPDATING THE PLAN

A comprehensive plan must be updated at least once every ten years⁵. However, it is strongly recommended that the Planning and Zoning Commission annually review both the implementation schedule and current planning decisions to ensure compliance with the overall goals of the plan and continued consistency with the overall vision of the community. This annual review should also be used to determine if a “major” plan amendment is required.

The comprehensive plan is a dynamic document. The plan should be updated when new demographic, economic, and housing data are released by the U.S. Census Bureau. It is anticipated that the land use element will likely require updating over the course of the plan due to growth and change that the Village may experience. Other elements are less likely to need updates. Furthermore, as community values change, some goals, strategies and recommendations may no longer be relevant. The update to a plan should take less time than the full comprehensive planning process, but should include public participation.

ADOPTING THE PLAN OR UPDATE

As directed by Wisconsin State Statutes 66.1001(4), any plan commission or other body of a local governmental unit authorized to prepare or amend a comprehensive plan shall adopt written public participation procedures that foster public participation, adopt a resolution by a majority vote of the entire commission or governmental unit. The vote shall be recorded in the official minutes of the plan commission; the resolution shall refer to maps and other descriptive materials that relate to one or more elements of the comprehensive plan.

⁵ *Wisconsin State Statutes 66.1001(2)(i)*

The Village Board and Planning and Zoning Commission may spend time reviewing, revising and requesting revisions to the recommended plan. The Village Board shall draft an ordinance adopting the plan and publish a class 1 public notice 30 days prior to the hearing on the proposed ordinance to adopt the final “recommended plan”. The Village Board must provide an opportunity for written comments to be submitted by public and there must be a response to those comments. In addition, a public hearing must be held on the ordinance. By majority vote, the Village Board must approve the ordinance. One copy of the adopted comprehensive plan, or an amendment to the plan, shall be sent to the following:

- Every governmental body that is located in whole or part within the boundaries of the local governmental unit (county, utility districts, school districts, sanitary districts, drainage districts).
- The clerk of every local governmental unit that is adjacent to the local governmental unit that is the subject of the plan that is adopted or amended.
- The Wisconsin Department of Administration.
- East Central Wisconsin Regional Planning Commission.
- The public library that serves the area in which the local government unit is located.

LAND USE PLANNING CONTROLS

Although zoning and subdivision ordinances are the two most commonly utilized land use planning tools, there are several key tools which can be utilized to ensure that new development occurs in an organized and desired fashion. The Village may wish to modify existing or establish new ordinances which regulate new development.

Zoning

Comprehensive plans and zoning ordinances perform differently. A comprehensive plan is a “guide to the physical, social, and economic development of a local government unit” and that “the enactment of a comprehensive plan by ordinance does not make the comprehensive plan by itself a regulation.”⁶ Comprehensive plans provide a vision for 20 years while zoning ordinances have an immediate impact on land use decisions. In order to rectify this difference, re-zoning is completed on an ongoing basis in a manner that is consistent with the overall vision of the plan. The timing of rezoning is dependent on market forces, political climate, and the accuracy of the plan’s predictions.

The Planning and Zoning Commission and Village Board must continually ensure that any future zoning changes are consistent with the comprehensive plan. Several actions can be taken to ensure that zoning decisions are made that accommodate the preferred future land uses as indicated on the Future Land Use Map (see Map 2-1).

- Compare intended future land uses with existing zoning. Amend current zoning to reflect the intended future uses for all areas within the Village.
- Encourage local citizens and elected officials to actively participate in ongoing Village meetings regarding all zoning and planning issues.

⁶ 2009 Wisconsin Act 379

- Amend existing ordinances and develop new ordinances which are reflective of the goals, strategies and recommendations of all elements in the Village's comprehensive plan.

Official Maps

Cities, villages, and towns which have adopted village powers have the authority to develop an official map⁷. An official map is a diagram which delineates the current and future roadways such as local streets, highways, historic districts, parkways, and parks. Additionally, an official map may delineate railroad right-of-ways, waterways (only if included on a comprehensive surface water drainage plan) and public transit facilities. Furthermore the map may establish exterior lines of future streets, highways, historic districts, parks, parkways, public transit facilities, waterways, and playgrounds. Once an official map is adopted by ordinance, no building permits may be issued to construct or enlarge any building within the limits of the features listed above.

Official maps serve several important functions which ensure that future land use decisions will remain compliant with the comprehensive plan.

- Future costs for land acquisitions for city/village/town streets and other delineated features are lowered or minimized because the land will remain vacant.
- Future subdivisions of land will be streamlined because future streets have already been established; developers will be required to adhere to guidelines set forth within the official map unless it is amended by an ordinance.
- Potential home and land buyers can be readily informed that land has been designated for specific public uses.
- Acceptable route(s) for a potential by-pass for a major state highway can be delineated. Local governments can preserve sensitive environmental features (i.e. trout streams) while establishing a preferred corridor for a by-pass.

Sign Regulations

Many communities are interested in regulating signage for local business in order to preserve a rural atmosphere and "community character." Restrictions are especially important in major transportation corridors, historic downtowns or neighborhoods, or other culturally or environmentally significant areas. As signs have become increasingly larger and bolder due to illumination, roadways have become more cluttered and communities have become less distinctive.

Erosion and Stormwater Control Ordinances

Local communities may adopt a construction site erosion control and stormwater management ordinance. The purpose of these ordinances is to protect surface water quality and minimize the amount of sediment and other pollutants in stormwater runoff from construction sites to lakes, streams, and wetlands.

⁷ *Wisconsin Statutes 62.23(6)*

Historic Preservation Ordinance⁸

As development continues to modernize the appearance of an area, the use of an historic preservation ordinance can help a community protect and enhance key cultural and historical features. A historic preservation ordinance can designate local landmarks and protect these properties by regulating new construction, alterations or demolitions that affect them.

Design Review Ordinance

Design review can accompany many different development aspects and will assist communities in achieving an identified look and character expressed within the individual vision statements. These ordinances, however, need to be based upon well-defined sets of criteria. Signage, lighting, exterior building material types, structural guidelines, colors, and other aspects will have to be specifically identified within any ordinance.

Building/Housing Codes

The Uniform Dwelling Code promotes health, safety, and general welfare; protects property values; and provides for orderly, appropriate development and growth in the communities. The enforcement of the uniform dwelling code along with enforcement of other local codes can help ensure properties are adequately maintained and that property values are protected.

Floodplain Ordinance

The Village of Hortonville regulates all areas that would be covered by the regional flood or base flood. In some instances, it may be important to readjust the floodplain boundaries in specific areas. In order to do so, local communities must follow these steps:

- 1) Contract with an engineering firm to conduct hydrologic and hydraulic engineering studies and modeling to calculate the floodplain for the specified area. It is recommended that 2 foot contour intervals be utilized.
- 2) Submit the recalculated floodplain boundaries to the WDNR and FEMA for review.
- 3) If approved, amend existing zoning maps to reflect the re-calculated floodplain boundaries.

Subdivision Ordinances

Wisconsin State Statutes regulate the division of raw land into lots for the purpose of sale for building development. A subdivision ordinance is related to the zoning ordinance in that it regulates the platting, or mapping, or newly created lots, streets, easements, and open areas. A subdivision ordinance can help implement the comprehensive plan and must be consistent with and conform to the local comprehensive plan goals. Furthermore, subdivision ordinances can incorporate construction standards and timelines for completion of community facilities such as transportation networks or curb and gutter systems.

⁸ Historic Preservation Ordinances are regulated under *Wisconsin Statutes 62.23 (em)*

Lighting Controls/Ordinances

As development pressures occur, communities discover that not only are the natural features being altered, but also the scenic views of the night sky are being diminished. Both yard lighting and signage can change the character of a community as significantly as new development. This is especially true in areas where new lighting has become over-excessive in new commercial or industrial districts. Direct lighting or glare can and should be regulated in order to maintain community character.

Currently, lighting and its evening glare is one of the chief complaints residents have in many communities across this state and nation. Many light manufactures have responded positively to complaints about the increased amounts of light pollution. There are many examples of development and lighting structures which have reduced scatter light through new non-glare technologies. Many light manufactures have light cutoff shields that will remove glare, thus increasing the light's effectiveness and reducing its overall energy consumption. Other lights may direct light at ground height only. Since non-glare lighting and other similar technologies are similarly priced to current lighting practices, communities should consider developing lighting ordinances which not only reduce light pollution, but also improve energy consumption and costs.

IMPLEMENTATION SCHEDULE

The goals established in the implementation schedule should be applied over the planning period which begins in 2014 with the adoption of the comprehensive plan and runs through the planning period. They represent priorities for the Village of Hortonville. Strategies provide more detailed and readily measurable steps toward reaching each goal, while recommendations are specific actions used to ensure plan implementation.

Due to the nature of comprehensive planning, goals, strategies and recommendations of each particular element are interrelated. To ensure that implementation of the plan is achieved in a timely fashion, landmark dates have been set for each recommendation. During periodic reviews, the Planning and Zoning commission should verify that these deadlines have been met and consider additional recommendations to better achieve the stated goal, if necessary. Specific landmark dates have been established to ensure that individual recommendations complement one another in their implementation. The landmark dates have been reviewed by the public, the Planning and Zoning commission and the Village Board to assure that they are feasible expectations.

The primary responsibility for implementing the plan recommendations contained in the implementation schedule lies with the Village Board. Secondary responsibility for performing the recommendations in the plan lies with the Planning and Zoning Commission which is appointed by the elected officials, along with other key partners.

The following implementation tables indicate the comprehensive plan goals, strategies, and recommendations by element; primary and secondary responsibility for implementation; and a priority/timeline date for completion. An abbreviation list precedes the tables; the list should be used to interpret the responsible parties involved with implementation of specific recommendations. Since the Village will be implementing the comprehensive plan at the same

time as it is implementing its existing strategic plan, references to the Village's existing strategic plan are included under the related recommendations.

Page intentionally left blank.

ABBREVIATION LIST AND PRIORITY/TIMELINE

Priority/Timeline

- 1: 1 - 2 Years (2014-2015)
- 2: 3 - 5 Years (2016-2018)
- 3: 5 - 10 Years (2019-2024)
- 4: 10 - 20 Years (2025-2034)
- 5: 20 – 30 Years (2035-2044)
- Ongoing/As Needed

Abbreviation List

Adm.	Village Administrator
Atty.	Corporate Counsel
BLS	Bethlehem Lutheran School
BOLPRD	Black Otter Lake Protection and Rehabilitation District
CGEC	Civic Group Event Committee
Clerk	Village of Hortonville Clerk
DPW	Department of Public Works
ECWRPC	East Central Wisconsin Regional Planning Commission
EDC	Economic Development Committee
ESA's	Environmentally Sensitive Areas
FC Chamber	Fox Cities Chamber of Commerce
FCCVB	Fox Cities Convention and Visitors Bureau
FCEDC	Fox Cities Economic Development Corporation
FCEDP	Fox Cities Economic Development Partnership
FCRP	Fox Cities Regional Partnership
FW Chamber	Fox West Chamber of Commerce
GOEDC	Greater Outagamie Economic Development Corporation
HA Chamber	Hortonville Area Chamber of Commerce
HASD	Hortonville Area School District
HCFP	Hortonville Community Food Pantry
HFC	Hortonville Forestry Committee
HHS	Hortonville Historical Society
HHFD	Hortonville-Hortonia Fire District
HPC	Historic Preservation Committee
HPD	Hortonville Police Department
HPL	Hortonville Public Library
Mark Comm	Marketing Committee
NewNorth	New North
NEWREP	Northeast Wisconsin Regional Economic Partnership
O Chamber	Oshkosh Chamber of Commerce
OC-ADRC	Outagamie County Aging & Disability Resource Center
OCEM	Outagamie County Emergency Management
OCHD	Outagamie County Highway Department

OCHA	Outagamie County Housing Authority
OCLC	Outagamie County Land Conservation Department
OCPD	Outagamie County Planning Department
OCSD	Outagamie County Sheriff Department
OCZA	Outagamie County Zoning Administration
P & Z	Planning and Zoning Commission
PFC	Public Facilities Committee
PWC	Public Works Committee
Rec Comm	Recreation Committee
Senior TF	Senior Citizen Taskforce
Trails	Trails Subcommittee
UW-Ex	Outagamie County University of Wisconsin Extension
V. Bd.	Hortonville Village Board
DOA	Wisconsin Department of Administration
WisDOT	Wisconsin Department of Transportation
WisTourism	Wisconsin Department of Tourism
WDNR	Wisconsin Department of Natural Resources
WEDC	Wisconsin Economic Development Corporation

TABLE 3.1: ISSUES AND OPPORTUNITIES

Overall Goal: To preserve and enhance the Village's quality of life including its small town, semi-rural atmosphere, its farms, parks, recreational areas and open spaces, its community events and traditional, pedestrian-scale downtown.					
Goal IO 1: Enhance the quality of life and sense of community within the Village of Hortonville.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
IO 1.1, LU 1.5, ED 2.2, CF 2.1	Recommendation IO 1.1.1: Consider sidewalk improvements, pedestrian and bicycle safety and accessibility to retail, community parks and recreational facilities, community facilities, Black Otter Lake, schools and residential neighborhoods when reviewing new development proposals or upgrading existing infrastructure.	Consider the ability to walk and bike when reviewing development proposals.	P & Z	Rec. Comm., DPW	As Needed
IO 1.1, LU 1.7, ED 2.1, T 1.4	Recommendation IO 1.1.2: Consider creating temporary and permanent public and quasi-public spaces for the community to come together and relax, and recreate.	Identify potential sites, develop protocol for use.	P & Z	CGEC, Village Board	3, As Needed
IO 1.1, ED 2.3	Recommendation IO 1.1.3: Develop new community events. (<i>Strategic Plan, Celebrate Community, Goal: Create Ongoing Year-Round Events.</i>)	Create list, secure sponsors, obtain approval.	CGEC	Local Businesses, Organizations, Village Board	3, As Needed
IO 1.2	Recommendation IO 1.2.1: Encourage youth participation in local government decisions. (<i>Strategic Plan, Goal: Increase/Maintain Recreational Equipment and Facilities. Goal: Provide and Cultivate Opportunities for Youth to Identify Their Own Interests.</i>)	Consider appointing a youth member to P & Z, look into initiating Youth in Gov. Day.	Adm.	HASD, P & Z, Village Board, BLS	2, Ongoing
IO 1.2	Recommendation IO 1.2.2: Increase the level of adult participation in local government decisions. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Create a Plan for Communications and Public Relations.</i>)	Use Village website/Village Voice/kiosk to increase participation.	Adm.	Mark Comm., Dept. Heads	1, Ongoing
IO 1.3, CF 6.2	Recommendation IO 1.3.1: Encourage residents to establish neighborhood organizations.	Id methods to encourage neighborhood groups.	Adm.	HPD	As Needed
IO 1.3	Recommendation IO 1.3.2: Formulate a neighborhood approach to address planning issues in the Village.	Establish policy to utilize a neighborhood approach.	Adm.	Dept. Heads, Village Board, P & Z	2, As Needed

TABLE 3.2: LAND USE

Overall Goal: To create a geographically balanced system of land uses that meets the development needs of the Village and the desires of its residents in terms of location, intensity and density, compatibility with adjacent uses and efficient distribution relative to infrastructure.					
Goal LU 1: Encourage a pattern of community development and growth that preserves and enhances the quality of life for the residents of the Village.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
LU 1.1, LU 1.2, ED 1.5, H 1.4, CF 4.1, CF 5.3, AG 1.1	LU 1.1.1: Increase well-designed development densities and intensities to cost effectively provide public services and facilities.	Enc. infill dev., or dev. adj. to ex. dev.	P & Z	Village Board, Admin., DPW	As Needed
LU 1.2, ED 1.2	LU 1.2.1: Continue to direct new businesses and industries to the Village's business and industrial parks. (<i>Strategic Plan, Thriving Business Environment, Goal: Encourage Retail, Commercial and Industrial Growth.</i>)	Create marketing materials, post on website(s).	Adm., EDC	P & Z, HA Chamber, Village Board	As Needed
LU 1.2	LU 1.2.2: Direct new industrial development to areas adjacent to the existing Hortonville Business and Industrial Parks as indicated on the future land use map	Consult the future land use map.	Adm., EDC	P & Z, Village Board	As Needed
LU 1.2	LU 1.2.3: Revisit the identified use of Priority Growth Area 5, as needed, to determine if other uses (i.e. residential) are compatible adjacent to/near the existing business/industrial park.	Monitor & revisit other land uses adj. to the bus/ind park.	P & Z	Village Board, Adm., EDC	As Needed
LU 1.2, ED 2.1, CR 1.5	LU 1.2.4: Develop a downtown economic development plan that incorporates the historical significance of the downtown area.	Work with downtown bus.to dev. bus. plan.	EDC	Downtown Businesses, P & Z, HPC, HHS	2
LU 1.2, CF 4.1, CF 5.2	LU 1.2.5: When identifying future or expanding business/industrial sites, consider the environmental conditions and resources of the area.	Consider, use future land use map.	EDC, Adm.	P & Z, DPW	As Needed
LU 1.2, LU 1.6, AG1.1, I.C. 1.5, T 1.3	LU 1.2.6: Work with the towns of Greenville and Hortonville and individual property owners on a long-term, cooperative plan to develop the area between the existing corporate limits and the proposed roundabouts in a logical and cost-effective manner. (<i>Strategic Plan, Thriving Business Environment, Goal: Create a Retail/Service Business Attraction Plan.</i>)	Form a committee to develop plan. Use to review dev. proposals. Maintain communication.	Adm.	DPW, P & Z, Village Board	1
LU 1.2, LU 1.1, ED 1.5	LU 1.2.7: Direct new commercial/industrial development to areas already served by public infrastructure such as sewer, water, streets, etc. Give second priority to areas adjacent to existing public infrastructure or to areas where infrastructure can be cost-effectively extended.	Enc. infill dev., or dev. adj. to ex. dev.	P & Z	Village Board, Adm., EDC, DPW	As Needed

LU 1.2, H 1.3	LU 1.2.8: Consider creating a new mixed use zoning district to encourage infill development and to permit mixed commercial and residential uses within the same structure.	Dev. zoning ord.	Adm.	EDC, P & Z, Atty.	2
LU 1.3, ED 2.2	LU 1.3.1: Develop and adopt criteria/design standards that future commercial and industrial proposals must meet in order to be approved by the community. (<i>Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Create an Initiative to Beautify the Village.</i>)	Dev. and adopt commercial/ industrial design standards.	EDC	Adm., Atty., Village Board, P & Z	2
LU 1.3	LU 1.3.2: The Planning & Zoning Commission should work toward developing more detailed "Neighborhood Development Plans" for identified growth areas which employ the following concepts, where practical: major streets and connections; utility extensions, corridors and routes; parks, parkways and trailways; and natural stormwater management, groundwater recharge & habitat corridor/restoration opportunities.	Phase in the development of neighborhood plans.	P & Z	Adm., Village Board & Staff, Identified Village neighborhoods	Ongoing
LU 1.3	LU 1.3.3: The Planning & Zoning Commission should examine potential tools and regulations that would give a more aesthetically pleasing and cohesive design for the two "Community Gateway Improvement Zones" over time.	Explore opp. To dev. the 2 Community Gateway Improvement Zones	P & Z	Adm., Village Board, local civic groups	Ongoing
LU 1.4, LU 1.1, H 1.1, H 1.4, CF 4.1	LU 1.4.1: Identify areas within the Village and the planning area for residential development, including multi-family and senior housing. Areas identified for res. growth on the future land use map include Priority Residential Growth Area.	Id future areas, if poss. cons. Areas adj. to ex. dev.	P & Z	Village Board, Adm., DPW	1
LU 1.4 , H 1.4	LU 1.4.2: When reviewing development proposals, consider the relationship between housing and other land uses and the impacts to Black Otter Lake.	Consider relationships to other land uses.	P & Z	Adm., DPW. EDC, Village Board	As Needed
LU 1.4, LU 1.1, CF 4.1, AG 1.1	LU 1.4.3: New subdivision development should be encouraged within the existing Village limits and/or as an extension of existing development to cost-effectively provide public infrastructure and services.	Consider when reviewing dev. proposals.	P & Z	Adm., DPW, Village Board	As Needed
LU 1.5, IO 1.1, ED 2.1, T 2.1, CF 2.1, T 1.3	LU 1.5.1: Enhance the ability to walk and bike to major and minor destinations within the Village. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Connect and Expand Multi-Purpose Trail Corridors.</i>)	Dev. walking and biking infrastructure through CIP.	DPW	Adm., P & Z, Village Board, Rec Comm.	Ongoing
LU 1.5, ED 2.1, T 1.5	LU 1.5.2: Add way-finding signage to direct visitors to key community services and amenities. (<i>Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Develop and Implement Parks Plan, Goal: Increase Creative Signage/Improve Commercial Signage.</i>)	Dev., signage, budget, install.	DPW	Adm., Village Board	1

LU 1.5, T 1.1, T 2.1	LU 1.5.3: Address safety and congestion concerns at various locations around the Village.	Contact partners. Address some issues during Main St. reconstruction.	DPW	HASD, HPD, OCHD, WisDOT, ECWRPC	1
LU 1.5, T 1.3, IC 1.1, ED 2.1	LU 1.5.4: Ensure that Village needs and desires are incorporated into the redesign of Main Street and the Hortonville Bypass.	Continue to actively work with others.	DPW	Adm., Village Board, HPD, WisDOT, ECWRPC, OCHD	1
LU 1.5, T 1.5	LU 1.5.5: Develop and adopt street design standards	Form comm. to dev. and adopt standards.	DPW	Consultant, Village Board, Adm.	2
LU 1.5, T 1.5	LU 1.5.6: Update the Village's Official Map. The Village's current map does not include the Wis 15 Bypass or impacts this new road may have on the existing and future road network. Once updated, the Official Map should be adopted by the Village Board. This map should be reviewed annually and updated as necessary.	Update and adopt Official Map. Review annually and update as needed.	Adm.	DPW, P & Z, Village Board	2, As Needed
LU 1.5, CF 1.1	LU 1.5.7: Ensure that new governmental facilities are centrally located and accessible for pedestrian, as well as vehicular traffic.	Consider pedestrian and vehicle access when planning new facilities.	P & Z	Village Board, Adm., Dept. Heads	As Needed
LU 1.5	LU 1.5.8: When reviewing development proposals, land use or zoning changes near or adjacent to the existing Outagamie County garage, consider the County's desire to remain at this location and to expand its existing facility.	Consider the Counties desires when reviewing changes in the vicinity of the County garage.	P & Z	Village Board	As Needed
LU 1.6, LU 1.2, IC 1.5	LU 1.6.1: Hold an annual meeting with neighboring towns and Outagamie County to share information and discuss items of mutual concern.	Initiate and contact others to share inform.	Adm.	Out. Co. Depts., Adj. Towns, Dept. Heads	1, Annually
LU 1.6, LU 1.2, AG 1.1, CF 1.1	LU 1.6.2: Establish a method of open communication with others regarding new development proposals.	Contact and establish protocol.	Adm.	Out. Co., Adj. Towns	1
LU 1.6, LU 1.2, IC 1.6, CF 1.1	LU 1.6.3: Establish extraterritorial plat review to ensure that new development proposals are consistent with the Village's comprehensive plan.	Establish procedure, if necessary rescind waiver.	Adm.	P & Z, Village Board, Atty.	2
LU 1.7, IO 1.1, ED 2.1, CF 2.1	LU 1.7.1: Consider identifying locations for future parks, open space and public facilities.	Id and develop facilities.	P & Z	DPW, Adm., Village Board, Rec. Comm.	1, Ongoing
LU 1.7, CF 2.1	LU 1.7.2: Maintain and regularly update the Outdoor Recreation, Open Space, and Urban Forestry Plan. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Need Long-Term Recreation Plan and Budget.</i>)	Update plan every 5 yrs.	DPW	Rec. Comm., P & Z, Village Board, Adm.	Ongoing
LU 1.8	LU 1.8.1: When updating the existing zoning ordinance, ensure that it is consistent with the comprehensive plan.	Ensure consistency.	Adm.	P & Z, Atty., Village Board, Dept. Heads	As Needed

TABLE 3.3: ECONOMIC DEVELOPMENT

Overall Goal: To provide recommendations and incentives, including aesthetic controls and infill development, for the long-term economic vitality of downtown Hortonville and other commercial and industrial areas with the Village.					
Goal ED 1: Provide and support a range of economic development activities that encourages retail, commercial and industrial growth.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
ED 1.1, IC 1.1	ED 1.1.1. Participate in monthly meetings of the Fox Cities Economic Development Partnership.	Attend monthly meetings.	Adm.	FCEDP	Ongoing
ED 1.1, IC 1.1	ED 1.1.2: Participate in meetings of the Greater Outagamie County Economic Development Corporation.	Attend monthly meetings.	Adm.	GOEDC	Ongoing
ED 1.1, IC 1.1	ED 1.1.3: Contact and work with the Fox Cities Regional Partnership within the Fox Cities Chamber of Commerce to promote available commercial properties on the partnership website and become aware of site selector's regional requests for proposals.	Promote avail properties on websites. Consider partnership membership.	Adm.	FC Chamber	Ongoing
ED 1.1	ED 1.1.4: Seek federal, state and county economic development grants.	Work with others to secure grants.	Adm.	FCEDP, GOEDC, ECWRPC	Ongoing
ED 1.1	ED 1.1.5: Actively participate in the Fox West Chamber of Commerce.	Maintain membership, work with Chamber.	EDC	FW Chamber	Ongoing
ED 1.1	ED 1.1.6: Staff or contract for a dedicated economic development position for recruitment and retention activities.	Secure ED coordinator.	Village Board	Adm., EDC	2
ED 1.1	ED 1.1.7: Encourage entrepreneurs to submit business plans to the Northeast Wisconsin Regional Economic Partnership (NEWREP) Business Plan Competition as well as the Governor's Business Plan Competition.	When approached enc. entrep. to work with NEWREP.	EDC, Adm.	NEWREP, FW Chamber, HA Chamber	As Needed
ED 1.2, ED 1.3	ED 1.2.1: Continue to promote available lots on the Village website.	Promote lots on website.	Clerk	Adm., Area Landowners	Ongoing
ED 1.2	ED 1.2.2: Review design standards for commercial and industrial development to ensure screening between neighboring residential properties.	Review and revise if necessary.	Adm.	EDC	2
ED 1.2, ED 1.3	ED 1.2.3: Use Locate in Wisconsin (www.locateinwisconsin.com) to promote available buildings, sites and properties that will sync and be promoted on the following economic development organizations' websites: Wisconsin Economic Development Corporation, New North, Inc. and the Fox Cities Regional Partnership.	Post available properties on website.	Adm.	WEDC, New North, FCRP	1, Ongoing

ED 1.3	ED 1.3.1: Promote the former canning factory on South Lincoln Street for economic revitalization.	Id under-utilized sites and promote for redevelop.	Adm.	EDC, Village Board	Ongoing
ED 1.3, ED 1.2	ED 1.3.2: Post available redevelopment sites on the Village website as well as Locate in Wisconsin.	Promote sites on websites	Adm., Clerk	WEDC, NewNorth, FCRP	Ongoing
ED 1.3	ED 1.3.3: Promote Outagamie County's Interactive GIS Website to view and search property/tax information, floodplain, PLSS, historic air photos, and foreclosure information.	Promote as needed.	EDC	Outagamie County	As Needed
ED 1.4	ED 1.4.1: Work cooperatively with neighboring jurisdictions to delineate future municipal boundaries.	Contact adj. towns, consider boundary agreements.	Adm.	P & Z, Village Board, Atty.	2
ED 1.5, LU 1.1, LU 1.2, CF 4.1, CF 5.3, AG 1.1	ED 1.5.1: Direct development to areas already served by public infrastructure and services (sewer, water, streets, emergency services). Give second priority to areas adjacent to public services.	Enc. infill dev., or dev. adj. to ex. dev.	P & Z	Village Board, Adm., EDC, DPW	As Needed
ED 1.6	ED 1.6.1: Create a retention program to encourage existing businesses to remain in Hortonville or expand operations.	Create program.	EDC	Adm., HA Chamber, UW-Ex	1
ED 1.6	ED 1.6.2: Use the Fox Cities Regional Partnership's Incentive Database for federal, state, county and local incentives; develop local incentives for business expansion and building improvements.	Id list of incentives and utilize.	EDC	FCRP, Adm.	1, Ongoing
ED 1.6	ED 1.6.3: Conduct and annually track business retention visits, set goals to increase meeting frequency, and follow up with businesses and family farms. <i>(Strategic Plan, Thriving Business Environment, Goal: Create a Retail/Service Business Attraction Plan.)</i>	Contact ex. bus and dev. survey.	EDC	HA Chamber, UW-Ex	1, Ongoing
ED 1.6	ED 1.6.4: Survey businesses to determine what they are interested in learning or receiving assistance with, and provide information through e-newsletters based on survey results. <i>(Strategic Plan, Thriving Business Environment, Goal: Create a Retail/Service Business Attraction Plan.)</i>	Dev. survey, e-newsletter.	EDC	HA Chamber, UW-Ex	1, Ongoing
ED 1.6	ED 1.6.5: Use the Village newsletter to feature local businesses and promote a positive, growth-oriented image.	Work with local bus., HA Chamber to promote local bus.	EDC	Adm., HA Chamber	1, Ongoing
ED 1.6, AG 2.2, ED 1.7	ED 1.6.6: Support a "buy local" philosophy and promote the annually updated <i>Farm Fresh Atlas of Eastern Wisconsin</i> . <i>(Strategic Plan, Thriving Business Environment, Goal: Encourage Retail Commercial and Industrial Growth.)</i>	Enc. HASD, others to buy local. Use Village newsletter, website. Provide link to <i>Farm Fresh Atlas</i> .	Adm., Clerk	HA Chamber, HASD	2, Ongoing

ED 1.6	ED 1.6.7: Encourage businesses to add or expand their exports. Use the Global New North web based clearinghouse to find information and resources on exporting in the New North Region. <i>(Strategic Plan, Thriving Business Environment, Goal: Create a Retail/Service Business Attraction Plan.)</i>	Provide info to local bus.	Adm. EDC	NewNorth, ECWRPC	As Needed
ED 1.7	ED 1.7.1: Utilize the UW-Extension Outagamie County office to provide a detailed market analysis highlighting retail opportunities within the Village.	Contact UW-Extension.	Adm.	UW-Ex	2
ED 1.7	ED 1.7.2: Align the Village's assets and needs with recent regional economic studies including the <i>Ignite Fox Cities Garner Report</i> and Oshkosh Area Industry Cluster Analysis.	Id needs and align to Village assets.	EDC	FCRP, FC Chamber, O Chamber	2, Ongoing
ED 1.7	ED 1.7.3: Use the Fox Cities Regional Partnership's Incentive Database for federal, state, county and local incentives and work with potential business owners to create a local incentive program. <i>(Strategic Plan, Thriving Business Environment, Goal: Encourage Retail, Commercial and Industrial Growth.)</i>	Id list of incentives and utilize.	EDC	FCRP, Adm., Bus. Owners	1, Ongoing
ED 1.7, ED 1.6, AG 2.1, AG 1.2	ED 1.7.4: Support the local agricultural and resource-dependent economies and strong manufacturing base.	Dev. and provide incentives, regulatory flexibility. Encourage food providers to use local foods.	EDC	Adm., Grocers, Restaurants, HASD, BLS, Local Farmers, HA Chamber.	2, Ongoing
ED 1.7	ED 1.7.5: When created, utilize the regional revolving loan fund called East Central Regional Revolving Loan Fund (ECRRLF) to provide effective financing options for businesses and projects.	Include the ECRRLF in econ. dev. tool box.	EDC	Adm., ECWRPC, HA Chamber	1, As Needed
ED 1.7	ED 1.7.6: Provide incentives for small to medium sized businesses who locate in Hortonville. <i>(Strategic Plan, Thriving Business Environment, Goal: Encourage Retail, Commercial and Industrial Growth.)</i>	Id list of incentives and utilize.	EDC	FCRP, Adm., Bus. Owners	1, Ongoing
ED 1.7	ED 1.7.7: Encourage businesses to utilize the Outagamie County Prosperity Fund to assist with start-ups or expansions.		EDC	Adm. OCPD	As Needed
Goal ED 2: Build community and neighborhood identity.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
ED 2.1, IO 1.1, LU 1.7	ED 2.1.1: Use the concept of "Placemaking" (i.e. new Village Square, etc.) to enrich the downtown business district.	Solicit input from residents to design amenities for the downtown.	Adm.	Consultant, Residents, Dept. Heads	2, As Needed

ED 2.1, IO 1.1, LU 1.7, T 1.4	ED 2.1.2: Utilize empty parking lots or block off Main Street to create temporary public spaces with events such as local farmers markets, run/walk road races, sidewalk sales and art-walk events, music or other community gatherings.	Id facilities w/in the community that could be used for events.	CGEC	Adm., Dept. Heads, Bus., Non-profits, Civic Groups, etc.	As Needed
ED 2.1, CR 1.5	ED 2.1.3: Adopt historical preservation design standards to enhance the historic character of the downtown and provide uniformity. (<i>Strategic Plan, Thriving Business Environment, Goal: Encourage Retail, Commercial and Industrial Growth; Visually Attractive and Inviting Atmosphere, Goal: Create an Initiative to Beautify the Village.</i>)	Form a committee, dev. and adopt standards.	Adm.	HHS, HPC, Atty., Village Board, HA Chamber	1
ED 2.1, CR 1.5	ED 2.1.4: Provide incentives for building façade restoration.	Work with bus. owners to improve façades.	Village Board	HA Chamber, Beautification Committee	1,Ongoing
ED 2.1	ED 2.1.5: Apply for WEDC's Connect Communities, which is a year-long program that provides technical assistance and networking opportunities for downtown revitalization efforts as well as access to additional financial and technical assistance programs. (<i>Strategic Plan, Goal: Create Ongoing Year-Round Events.</i>)	Apply for WEDC's Connect Communities program.	Village Board	Downtown Bus., HA Chamber, WEDC	2
ED 2.1	ED 2.1.6: After participating in WEDC's Connect Communities, apply to participate in the five year Wisconsin Main Street Program that teaches communities to create and professionally manage a downtown or historic commercial district that is stable, physically attractive, competitive and visible. (<i>Strategic Plan, Thriving Business Environment. Goal: Encourage Retail, Commercial and Industrial Growth.</i>)	Apply to Main Street Program.	Village Board	WEDC, Downtown Bus., HA Chamber	2
ED 2.1, LU 1.5, T 1.5	ED 2.1.7: Define the downtown area through the use of way-finding signs. (<i>Strategic Plan, Thriving Business Environment, Goal: Define Downtown Area; Visually Attractive and Inviting Atmosphere, Goal: Increase Creative Signage/Improve Commercial Signage.</i>)	Dev., signage, budget, install.	DPW	Adm., Village Board	1
ED 2.1, LU 1.2	ED 2.1.8: Maintain existing businesses and attract new complementary businesses to the downtown and Village proper.	Work with downtown bus.to dev. bus. plan and encourage retention.	EDC	Downtown Businesses, P & Z, HPC, HHS, Adm., HA Chamber, UW-Ex	2
ED 2.1, ED 1.3	ED 2.1.9: Encourage the reuse and redevelopment of vacant/underutilized buildings in the downtown area. (<i>Strategic Plan, Thriving Business Environment, Goal: Encourage Retail, Commercial and Industrial Growth.</i>)	Promote sites on websites.	Adm., Clerk	WEDC, NewNorth, FCRP	As Needed

ED 2.1, T 1.1, T 1.3	ED 2.1.10: Enhance parking opportunities by implementing the recommendations identified in a parking study that is being developed by East Central Wisconsin RPC in 2013 - 2014.	Use the CIP to implement recommend from parking study.	Village Board	DPW	2
ED 2.1, LU 1.5, IO 1.1, T 1.3, T 2.1	ED 2.1.11: Enhance pedestrian and bicycling facilities in the downtown area. <i>(Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Make Downtown Pedestrian and Bicycle Friendly.)</i>	Use the CIP and redesign of Main Street to implement.	Village Board	WisDOT, EDC, Beautification Committee, OCHD, ECWRPC, DPW	2
ED 2.1, T 1.3, LU 1.5	ED 2.1.12: Enhance the downtown area by adding amenities such as curb bump outs, decorative pavement, rotating banners, trees and other vegetation. <i>(Strategic Plan, Thriving Business Environment, Goal: Define Downtown Area.)</i>	Use the CIP and redesign of Main Street to implement.	Village Board	WisDOT, EDC, Beautification Committee, OCHD, ECWRPC, DPW	2
ED 2.1, LU 1.2, CR 1.5	ED 2.1.13: Develop a Main Street Business Plan. <i>(Strategic Plan, Thriving Business Environment, Goal: Create a Retail/Service Business Attraction Plan.)</i>	Work with downtown bus.to dev. bus. plan.	EDC	Downtown Businesses, P & Z, HPC, HHS	2
ED 2.1, LU 1.3	ED 2.2.1: Develop and adopt design standards for all commercial and industrial development within the Village. <i>(Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Create and Initiative to Beautify the Village.)</i>	Dev. and adopt commercial/ industrial design standards.	EDC	Adm., Atty., Village Board, P & Z	2
ED 2.2, LU 1.3, LU 1.4	ED 2.2.2: New business development should be compatible with the character of surrounding development and the overall character and scale of the Village.	Consider relationships to other land uses and overall character of the Village /neighborhood.	P & Z	Adm., DPW, EDC, Village Board	As Needed
ED 2.2, LU 1.3	ED 2.2.3: Use the adopted standards to review proposed developments for quality of construction and architectural design in order to better establish neighborhood/village identity.	Use adopted standards when reviewing proposed developments.	P & Z	Adm., DPW, EDC, Village Board	As Needed
ED 2.2, IC 1.3	ED 2.2.4: Better identify (signage) existing neighborhoods and develop programs that provide methods for future communication, input, collaboration and meeting the needs of residents.	Form a committee to develop a communication plan.	P & Z	Adm., Village Board	2
ED 2.2, IC 1.1	ED 2.2.5: Encourage developers to incorporate common open space and pedestrian trails in the design and development of business and light industrial parks to increase amenities and attract higher quality business partners.	Work with developers, incorporate open space/ ped. trails in future parks.	P & Z	Adm., Village Board, EDC, Rec. Comm.	As Needed
ED 2.2	ED 2.2.6: Encourage businesses that support and are compatible with residential land uses.	Support home-based bus. that are compatible w/ res. uses.	P & Z	Adm., Village Board, EDC	As Needed

ED 2.3	ED 2.3.1: List local events, dining opportunities, and things to do on the Wisconsin Department of Tourism website at http://www.travelwisconsin.com/events . (<i>Strategic Plan, Thriving Business Environment, Goal: Define Downtown Area.</i>)	Periodically list local events, etc. on Dept. of Tourism website.	CGEC, Marketing Director, Adm.	HA Chamber, WisTourism	As Needed
ED 2.3	ED 2.3.2: List local events, dining opportunities and things to do on the Fox Cities Convention and Visitor Bureau's website at http://www.foxcities.org . (<i>Strategic Plan, Thriving Business Environment, Goal: Define Downtown Area.; Events that Celebrate Community, Goal: Identify and Enhance Existing Events.</i>)	Work with FCCVB to list local events, etc.	Utility Clerk, Marketing Director	FCCVB, HA Chamber, Adm.	As Needed
ED 2.3	ED 2.3.3: The Village should provide an area for a monthly flea market. (<i>Strategic Plan, Events that Celebrate Community, Goal: Create Ongoing Year-Round Events.</i>)	Establish location and hold monthly.	CGEC	HA Chamber	2, Ongoing

TABLE 3.4: HOUSING

Overall Goal: Encourage a balance of different forms of high quality well-maintained housing at appropriate densities, locations and price ranges to meet the needs of a variety of ages and household types.					
Goal H I: Maintain an adequate housing supply that will meet the needs of current and future residents and promote a range of housing choices for anticipated income levels, age groups and special housing needs.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
H 1.1, LU 1.4	H 1.1.1: When siting a senior housing project, consider access to community services and amenities.	Consider access to community services and amenities.	P & Z	Village Board, Adm., DPW, Dept. Heads	As Needed
H 1.1	H 1.1.2: Consider developing a senior housing project in the Village.	Id. a location for senior housing. Work with others to dev.	Seniors TF	P & Z Developers, Village Board	As Needed
H 1.1, IC 1.2	H 1.1.3: Investigate programs and grant opportunities at the state and county level to support the development of housing appropriate to the needs of a greater variety of household types, especially headed by senior citizens.	If needed, investigate and compile a list of programs/ grants.	Seniors TF	Village Board	As Needed
H 1.2	H 1.2.1: Develop and promote a resource guide for aging and disabled residents.	Work with ADRC. Have guide available to residents.	Seniors TF	ADRC	1, Ongoing
H 1.2, CF 1.1, H 2.1	H 1.2.2: Work with the local civic groups and the Hortonville Area School District to provide assistance to residents for outside maintenance, handicap ramps, etc.	Contact and work with others to provide assistance to residents.	Seniors TF	HASD, Local Civic Groups, CGEC, Youth Groups	Ongoing
H 1.3	H 1.3.1: Promote the conversion of underutilized facilities for residential uses, if feasible.	Id potential sites for redevelopment and promote.	Adm.	Village Board, P & Z	1, As Needed
H 1.3	H 1.3.2: Seek sponsors and funds to support the development of rental and owner occupied homes affordable to households with incomes between 60% and 80% of the local median household income.	Work with others to support the dev. of affordable housing.	Adm.	P & Z	Ongoing
H 1.3	H 1.3.3: Encourage the design and siting of new affordable housing that fits into existing neighborhoods.	Review zoning ordinance. Revise as nec.	P & Z	Village Board	Ongoing

H 1.3	H 1.3.4: Maintain the ability to build varied types and sizes of housing. A balanced mix of well-designed housing types (owner and renter occupied), various sizes and prices for all income levels can enhance the character, viability and fulfill the housing needs of the Village.	Review zoning ordinance. Revise as nec.	P & Z	Village Board	Ongoing
H 1.3, LU 1.2	H 1.3.5: Consider mixed use zoning that will allow the incorporation of residential and commercial uses, where appropriate.	Dev. zoning ord.	Adm.	EDC, P & Z, Atty.	2
H 1.4, IC 1.1	H 1.4.1: Work with the Hortonville Area School District to establish a construction training program between the high school and local construction companies.	Contact HASD and local bus. to determine interest.	Adm.	HASD, EDC, HA Chamber, Village Board, P & Z	3
H 1.5, LU 1.1, LU 1.4, CF 4.1	H 1.5.1: Direct new residential development to areas already served by or adjacent to existing infrastructure.	When reviewing dev. proposals, consider areas already served by ex. infrast.	P & Z	Village Board	As Needed
H 1.5, LU 1.1, CF 5.3	H 1.5.2: Promote infill development or conversion of existing units.	Id potential properties, enc.	P & Z	Village Board, Admin.	As Needed
H 1.5, LU 1.1	H 1.5.3: Review and amend the current zoning regulations to accommodate increased densities.	Review and amend zoning ord., if nec.	P & Z	Village Board, Atty.	2
H 1.6, LU 1.4, AG 1.1	H 1.6.1: Review all new housing proposals taking into consideration their special relationship with other land uses such that decisions will be made in the best interest of the Village as a whole.	Consider when reviewing dev. proposals.	P & Z	Village Board	As Needed

Goal H 2: Encourage preservation and rehabilitation activities to preserve the integrity of the existing housing stock and the cultural identity and history of the area.

Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
H 2.1, H 1.2, CF 1.1	H 2.1.1: Encourage community/housing improvement activities to reduce the incidence of poorly maintained owner and renter occupied housing.	Contact and work with others to provide assistance. Consider initiating a community-wide annual event.	Adm., CGEC	HASD, Local Civic Groups, Senior TF	Ongoing
H 2.1, H 1.2, CF 1.1	H 2.1.2: Encourage individuals and local groups, such as churches and civil civic organizations, to aid elderly residents with home maintenance issues.	Contact and work with others to provide assistance to residents.	Seniors TF	HASD, local Civic Groups, CGEC, Youth Groups	Ongoing
H 2.1	H 2.1.3: Review/revise existing nuisance/junk ordinances to address parking of vehicles on residential lawns. Current zoning ordinance addresses junk cars but not licensed vehicles.	Review/ revise ex. ord. to address licensed vehicles parking on grass.	P & Z	Adm., Atty., Village Board, Bldg. Inspector	1

H 2.1	H 2.1.4: Develop neighborhood groups or programs to address maintenance issues. Programs could include a “tool sharing” program or a program to share maintenance expertise.	Consider adopting a tool sharing program. Enc. neighborhood group formation.	Adm.	Local Civic Groups, Engaged Residents	3
H 2.2	H 2.2.1: Encourage eligible home owners to seek federal and state tax credits that can be used for preservation and renovation activities.	Provide information on Village website.	Clerk	HHS, HPC	1
H 2.2	H 2.2.2: Develop an inventory of historically and architecturally significant homes in the Village.	Seek funding. Dev. inventory.	HHS	Adm., HPC	3

TABLE 3.5: TRANSPORTATION

Overall Goal: Encourage the development of a balanced vehicular and pedestrian transportation system, including public transportation, throughout the Village and surrounding area based on an orderly hierarchy of local, county and state roads and a series of bicycle and pedestrian trails linking residential neighborhoods, commercial areas, institutional uses and park and recreational areas.					
Goal T 1: The Village of Hortonville should ensure that its local transportation system is well maintained and safe for its residents and operates as an efficient system.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
T 1.1, LU 1.5, T. 2.1	T 1.1.1: Work with WisDOT, East Central Wisconsin RPC, Outagamie County and the Hortonville Area School District to address safety and congestion concerns.	Contact partners address some issues during Main St. reconstruction	DPW	WisDOT, ECWRPC, HASD, HPD, OCHD	1
T 1.1, LU 1.5	T 1.1.2: Work with WisDOT, East Central Wisconsin RPC and Outagamie County to address access control, vision corners and other long-term planning needs on state and county highways.	Contact & work with partners to address concerns.	DPW	WisDOT, ECWRPC, HASD, HPD, OCHD	1, Ongoing
T 1.1, T 1.3, ED 2.1	T 1.1.3: Address parking concerns in the downtown business district, at high use restaurants and at the Otter Miller Athletic Field. <i>(Strategic Plan, Diverse Recreational Facilities, Goal: Increase/Maintain Recreational Equipment and Facilities. Quality Municipal Services and Facilities, Goal: Provide or Improve Municipal Buildings and Parking.)</i>	Use CIP to implement recomm. from parking study. Form committee to address other parking issues.	Village Board, DPW	Adm.	2, Ongoing
T 1.2	T 1.2.1: Continue to conduct a PASER evaluation of the existing road network.	Continue to use PASER to prioritize needs.	DPW	Adm.	Ongoing
T 1.2	T 1.2.2: Identify road reconstruction and maintenance activities based on the PASER evaluation and incorporate these improvements in the Village's Capital Improvement Plan (CIP). <i>(Strategic Plan, Quality Municipal Services and Facilities, Goal: Maintain Infrastructure for Growth.)</i>	Utilize CIP to address road needs.	DPW	Village Board	Ongoing
T 1.2, LU 1.5	T 1.2.3: Continue to use capital improvement programming to establish appropriate funding levels for road projects.	Utilize CIP to address road needs.	DPW	Village Board	Ongoing
T 1.3, T 2.1, LU 1.5, ED 2.1, IC 1.1	T 1.3.1: Continue to work with WisDOT, East Central RPC and Outagamie County on the redesign of Main Street.	Continue to actively work with others.	DPW	Adm., Village Board, HPD, WisDOT, ECWRPC, OCHD, HASD	1
T 1.3, T 1.1, ED 2.1	T 1.3.2: Incorporate recommendations from the ongoing parking analysis of the downtown business district that is being developed by East Central Wisconsin RPC. <i>(Strategic Plan, Quality Municipal Services and Facilities, Goal: Provide or Improve Municipal Buildings and Parking.)</i>	Use CIP to implement <i>recomm.</i> from parking study.	Village Board	DPW	2

T 1.3, T 2.1, LU 1.5, ED 2.1, T 2.1	T 1.3.3: Incorporate recommendations from the <i>Village of Hortonville's Trail Planning and Connections Report</i> , dated September 6, 2013 that was prepared by East Central Wisconsin RPC. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Connect and Expand Multi-Purpose Trail Corridors.</i>)	Dev. walking and biking infrastructure through CIP.	DPW	Adm., Village Board, P & Z, Rec. Comm.	Ongoing
T 1.3, LU 1.5, IC 1.1	T 1.3.4: Encourage WisDOT to accommodate bicycle and pedestrian amenities into overpass structures for the Wis. 15 Bypass.	Work with others to accommodate future walking/biking amenities.	DPW	Adm., WisDOT, OCHD, Rec. Comm.	1
T 1.3	T-1.3.5: The Village should work with WisDOT immediately to identify a potential (future) bicycle and pedestrian facility crossing (bridge or tunnel) of the new Wis 15 corridor approximately half-way between the eastern roundabout and the Nash Street overpass.	Contact & work with WisDOT to locate a future bike/ped. accessway.	P & Z	Adm., Village Board, OCHD, WisDOT	1
T 1.3	T 1.3.6: When weighing the pros and cons, the Village should strongly consider a jurisdictional transfer of CTH TT, between CTH T and CTH M, from the county to the Village in order to facilitate the eventual transfer of Wis 15 to the county.	Continue to take a proactive approach with OCHD on jurisdictional transfers.	Adm.	P & Z, Village Board, OCHD	1
T 1.3	T 1.3.7: The Village should work with Outagamie County to ensure that appropriate design features, including bicycle and pedestrian accommodations are integrated into the eventual re-construction of the existing Wis 15 corridor, once the jurisdictional transfer is completed.	Continue to work proactively with OCHD on the redesign & construction of Main Street.	Adm.	P & Z, Village Board, OCHD	1
T 1.3, LU 1.5, IC 1.2	T 1.3.8: Encourage WisDOT to consider developing a Park and Ride facility near the east proposed roundabout.	Contact WisDOT to discuss. Incorp. during design of east roundabout.	DPW	OCHD, WisDOT, Adm., ECWRPC, Towns of Dale and Greenville	1
T 1.3, IC 1.2	T 1.3.9: Monitor WisDOT excess right-of-way disposal process for opportunities to site a Park and Ride facility near the eastern roundabout.	Maintain contact with WisDOT & indicate desires.	DPW	WisDOT	1, 2,3
T 1.3, LU 1.2, LU 1.6	T 1.3.10: Continue to work with WisDOT, Outagamie County, East Central Wisconsin RPC and the towns of Ellington, Hortonville and Greenville to ensure that transportation and land use near the east and west roundabouts are consistent with the Village's short and long range plans. (<i>Strategic Plan, Thriving Business Environment, Goal: Create a Retail/Service Business Attraction Plan.</i>)	Continue to work with others.	DPW	WisDOT, OCHD, ECWRPC, Adm., Towns of Dale and Greenville	1, Ongoing
T 1.3	T 1.3.11: Ensure that a traffic study is completed before traffic signals are removed from Main Street.	Contact and work with WisDOT and others.	DPW	WisDOT, OCHD, ECWRPC	1

T 1.4, IC 1.2	T 1.4.1: Maintain contact with the Outagamie County Highway Department, WisDOT, East Central Wisconsin RPC, and the surrounding towns to ensure coordination on regional and statewide transportation issues that may affect the Village.	Continue to meet annually w/ OCHD. Set up annual meetings with others.	DPW	Adm., WisDOT, OCHD, ECWRPC, Adj. Towns	Ongoing
T 1.4, IO 1.1, ED 2.1	T 1.4.2: Once the jurisdictional transfer of Main Street is complete, work with Outagamie County Highway Department to coordinate street closures for public events, since permits will be required.	Work with OCHD on Main Street closures.	CGEC	POCHD, DPW, Adm.	As Needed
T 1.5	T 1.5.1: Review and revise the road classification system, as needed, so that the most important roads are eligible for federal funding.	Work with WisDOT to review road classification system, as needed.	DPW	WisDOT, OCHD, ECWRPC	As Needed
T 1.5, LU 1.5	T 1.5.2: Develop and adopt minimum standards for street construction.	Form comm. to dev and adopt standards.	DPW	Consultant, P & Z, Village Board, Adm.	2
T 1.5, LU 1.5, ED 2.1	T 1.5.3: Add directional signage to key village destinations to improve way-finding. <i>(Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Develop and Implement Parks Plan. Goal: Increase Creative Signage/Improve Commercial Signage.)</i>	Dev, signage, budget, install.	DPW	Adm., Village Board	1
T 1.5, LU 1.5	T 1.5.4: Continue to update the official map to reflect ongoing changes and improvements in the Village's transportation system and changes in the transportation systems of adjacent municipalities, Outagamie County, the rail system and the region that directly impact the Village.	Update and adopt Official Map. Review annually and update as needed.	Adm.	DPW, P & Z, Village Board	2, Annually, As Needed
T 1.5	T 1.5.5: Adopt a "Complete Streets" policy and process to better guide infrastructure decisions.	Form a comm. or use an ex. comm. to dev. policy.	DPW	P & Z, Village Board, Adm.	3
T 1.5, CF 1.1, IC 1.5	T 1.6.1: Continue to work with neighboring communities to share the maintenance of common roads.	Continue to work with others to share costs.	DPW	Adj. Communities, Adm., Village Board	Ongoing
Goal T 2: Provide, support and maintain a wide range of transportation alternatives for residents and visitors.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
T 2.1, LU 1.5, T 1.3, CF 2.1	T 2.1.1: Provide sidewalks along streets to major destinations such as schools, the downtown, parks and the Wiouwash Trail. <i>(Strategic Plan, Diverse Recreational Facilities, Goal: Connect and Expand Multi-Purpose Trail Corridors.)</i>	Dev. walking and biking infrastructure through CIP.	DPW	Adm., P & Z, Village Board, Rec. Comm.	Ongoing

T 2.1, T 1.5, LU 1.5	T 2.1.2: Encourage bicycle transportation and bicycle friendly road construction.	Consider incorporating when constructing new or renovating ex. roads.	DPW	Village Board, P & Z	As Needed
T 2.1	T 2.1.3: Pursue funding and grants for adding bicycle lanes and pedestrian infrastructure, sidewalks and pedestrian crossing when building/constructing roads.	Pursue funding and grants to pay for infrastructure to support biking and walking.	DPW	Village Board, Rec Comm.	As Needed
T 2.1, LU 1.5	T 2.1.4: Encourage the Hortonville Area School District to adopt a Safe Route to School (SRTS) Plan and to implement the recommendations.	Encourage adoption of SRTS plan and work with HASD to implement.	Adm.	HASD, DPW, OCHD, WisDOT	2, Ongoing
T 2.1, T 1.3, LU 1.5, ED 2.1	T 2.1.5: Incorporate recommendations from the <i>Village of Hortonville's Trail Planning & Connections Report</i> , dated September 6, 2013 that was prepared by East Central Wisconsin RPC. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Increase/Maintain Recreational Equipment and Facilities.</i>)	Dev. walking and biking infrastructure through CIP.	DPW	Adm., P & Z, Village Board, Rec. Comm.	Ongoing
T 2.1, CF 2.1	T 2.1.6: In the future, consider working with others to develop a bike and pedestrian plan that looks at regional trail connections.	Contact OCPD to express interest and work w/ them to dev. and implement.	Rec. Comm.	DPW, Village Board, P & Z	2, As Needed
T 2.1, LU 1.5	T 2.1.7: Develop and adopt a sidewalk policy.	Dev. and adopt policy.	DPW	Rec Comm., P & Z, Village Board, Atty.	3
T 2.1, CF 2.1	T. 2.1.8: Work with the Outagamie County Greenway Implementation Committee, adjacent communities and the WDNR to develop a proposed route for the future extension of the existing Wiouwash Trail in the Village of Hortonville to Shawano County.	Contact & work with the Outagamie County Greenway Implementation Committee.	Trails	OCPD, Outagamie County Greenway Implementation Committee, DPW, P & Z	1
T 2.2, IC 1.5	T 2.2.1: Encourage Outagamie County Rural Service to continue to provide a demand responsive, door to door service for the senior population and those with disabilities who live in Outagamie County for trips within the county.	Support rural public transportation options to serve Village residents.	Adm.	Senior TF, OC-ADRC	As Needed
T 2.2	T 2.2.2: Consider investigating the possibility of establishing an inner Village volunteer network to provide transportation within the Village for elderly and disabled residents.	Determine if needed and implement a program.	Senior TF	OC-ADRC	3
T 2.3	T 2.3.1: Consider working with Valley Transit, the City of Appleton and other communities along the Wis 12 Wis 15 corridor to bring limited scheduled intra-city bus service to Hortonville.	Contact and work with others to bring limited fixed route bus service to Hortonville.	Adm.	Valley Transit, ECWRPC, City New London, Local Communities	3

TABLE 3.6: UTILITIES AND COMMUNITY FACILITIES

Overall Goal: To preserve, rehabilitate and develop infrastructure, including utilities, public buildings, schools, libraries, parks, police, fire and emergency services to accommodate the changing needs of the Village of Hortonville and its 1.5 mile planning area.					
Goal CF 1: Provide high-quality and cost effective community facilities and services that meet existing and projected future needs.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
CF 1.1	CF 1.1.1: Continue to prepare a Five-Year Capital Improvement Program (CIP) to comprehensively address the Village's future needs by programming the timing and funding for undertaking identified projects.	Continue to prepare 5-year CIP w/ 10, 15 and 20 year timelines.	Adm.	Dept. Heads, Village Board	Ongoing
CF 1.1	CF 1.1.2: Continue to ensure that capital expenditures are consistent with the village's comprehensive plan.	Align CIP w/ Comp. Plan.	Adm.	Dept. Heads, Village Board, P & Z	Ongoing
CF 1.1, IC 1.2, IC 1.5	CF 1.1.3: Continue to explore opportunities for shared services within Outagamie County, neighboring municipalities, the Hortonville Area School District (HASD) and other public entities.	Meet periodically w/ and maintain working relationship.	Dept. Heads	HASD, Outagamie County Depts., Adj. Towns	Ongoing
CF 1.1, H 1.2, H 2.1	CF 1.1.4: Work with the HASD, local churches, youth groups and civic organizations to establish a program that would provide benefit to elderly residents for light home and/or lawn maintenance.	Contact and work with others to provide assistance to residents.	Senior TF	HASD, Local Civic and Youth Groups, CGEC	Ongoing
CF 1.1, IC 1.2	CF 1.1.5: Provide coordination and cooperation between community partners (civic organizations, local government, Hortonville Area School District and others) for park maintenance, trail development and beautification projects.	Coordinate citizen effort.	DPW	Beautification Committee, Civic Groups, HASD, Rec. Comm.	As Needed
CF 1.1	CF 1.1.6: In the future, when warranted, construct a Public Works Garage on Village owned property near the current public works garage.	Include future facility in long-term CIP.	Adm.	DPW, Village Board	As Needed
CF 1.1, CF 5.2, CF 4.1	CF 1.1.7: Develop an engineering study to address service to the future east and west roundabouts so that extensions of sewer and water to these areas can be accommodated in the most cost-effective manner. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Maintain Infrastructure Capacities for Growth.</i>)	When needed, work with a consultant to dev. a study to address future service.	DPW	Consultant, Village Board, P & Z	As Needed
CF 1.1	CF 1.1.8: Ensure that public sewer and water infrastructure is accommodated in the Highway 15 bypass construction to allow the extension of sewer and water to lands north of the bypass and south of Grandview Road.	Work with WisDOT to accommodate extension of future utilities.	DPW	WisDOT, P & Z, Adm.	1

CF 1.1	CF 1.1.9: Ensure that public sewer and water service, transportation, and community facilities will support the land use pattern indicated on the Future Land Use Plan. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Maintain Infrastructure for Growth.</i>)	Before approving dev. proposal, consult dept. heads.	P & Z	Consultant, Dept. Heads, Village Board	Ongoing
CF 1.1, NR 2.1	CF 1.1.10: Develop and implement a stormwater management plan and ordinance specifying the design standards to be used in designing manmade and natural stormwater management systems.	Dev. and adopt ordinance.	DPW	Adm., Consultant, P & Z, Village Board	3
CF 1.1, NR 2.1	CF 1.1.11: Work with the Black Otter Lake Protection and Rehabilitation District (BOLPRD) to implement recommendations to control stormwater.	Continue to work with BOLPRD.	DPW	P & Z, Village Board	Ongoing
CF 1.1, NR 2.1	CF 1.1.12: Explore low-impact development (LID) techniques for addressing stormwater management.	Dev. list of approved techniques and consider utilizing.	DPW	P & Z, Consultant	3, As Needed
CF 1.1	CF 1.1.13: Consider the long-term impacts of urbanizing lands between the Village and Town of Greenville as it may draw the Village into the MS4 Municipal Stormwater Permitting Process.	When planning & considering development proposals, think about future MS4 requirements.	P & Z	DPW, Village Board	As Needed
CF 1.1	CF 1.1.14: Identify areas within the Village limits and within the identified growth areas that may accommodate future stormwater detention and/or retention facilities.	Id & protect these areas from development.	P & Z	DPW, Village Board	1, As Needed
CF 1.1, LU 1.6, IC 1.6	CF 1.1.15: Review subdivision applications, including those within 1.5 miles of the Village, and other development requests for adequacy of sewer, water and storm infrastructure, as well as streets and roadways.	Review dev. proposals and obtain input from DPW, before approving.	P & Z	DPW, Village Board, Adj. Communities	As Needed
CF 1.1, LU 1.5	CF 1.1.16: Ensure that new governmental facilities are accessible for pedestrian, as well as, vehicular traffic.	Consider location before approving.	P & Z	Village Board, Dept. Heads, Adm.	As Needed
CF 1.1	CF 1.1.17: In the future, explore opportunities for shared municipal court with the Town of Hortonville and perhaps the other adjacent towns.	Discuss opportunities for shared municipal court.	HPD	Village Board, OCSD	3
Goal CF 2: Maintain and enhance recreational opportunities.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
CF 2.1, LU 1.7	CF 2.1.1: Prepare and update every 5 years an Outdoor Recreation, Open Space, and Urban Forestry Plan. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Need Long-Term Recreation Plan and Budget.</i>)	Update outdoor park and open space plan.	DPW	Rec. Comm.	As Needed
CF 2.1	CF 2.1.2: Continue to support community-based organizations involved in revitalization and other community betterment activities.	Support community-based org.	Village Board	Dept. Heads	Ongoing

CF 2.1	CF 2.1.3: Encourage local residents to consider estate planning techniques that gift land and/or money for recreation projects in the Village.	Provide reminder/ highlight needs in newsletter and website.	Clerk, Adm.	DPW	As Needed
CF 2.1	CF 2.1.4: Continue to update and maintain the existing park system. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Need Long-Term Recreation Plan and Budget. Visually Attractive and Inviting Atmosphere, Goal: Develop and Implement Parks Plan.</i>)	Plan for updates through CIP.	Village Board	DPW	As Needed
CF 2.1	CF 2.1.5: As an alternate route for the Wiouwash, the Village should examine the “rails with trails” concept by contacting WDNR.	Contact WDNR to discuss alternative route.	Rec. Comm.	DPW	2
CF 2.1, T 2.1	CF 2.1.6: Continue to work with Outagamie County to support an extension of the Wiouwash Trail.	Contact OCPD to express interest in dev. an ext. through the Village.	Rec Comm.	DPW, Village Board, P & Z	As Needed
CF 2.1, LU 1.7	CF 2.1.7: Consider utilizing the open lot, south of Main Street, as a future park.	Determine future use for open lot.	P & Z	Rec. Comm., DPW, Village Board, Adm.	1, Ongoing
CF 2.1	CF 2.1.8: Work with neighbors to determine a use for the Wildwood Park.	Est. neighborhood task force. Work with TF to determine use.	DPW	Rec. Comm., Adm., Village Board	3
CF 2.1, LU 1.5, T 2.1	CF 2.1.9: Establish bicycle, pedestrian, and other non-motorized recreational trails. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Connect and Expand Multi-Purpose Trail Corridors.</i>)	Implement recommend- ations from Trail Planning and Connections Report though CIP. Consider buying property at end of Lakeview Ave.	DPW	P & Z, Village Board, Rec. Comm., Adm.	1, Ongoing
CF 2.1, NR 2.4, IC 1.2, IC 1.4	CF 2.1.10: Increase the utilization of Black Otter Lake by residents and visitors. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Increase/Maintain Recreational Equipment and Facilities.</i>)	Work w/ BOLPRD to manage marine veg. Dev. canoe/kayak launch site at Black Otter Park.	DPW	BOLPRD, Village Board, Rec. Comm.	1, As Needed
CF 2.1	CF 2.1.11: Implement the recommendations identified in the Village’s CIP (<i>in terms of recreational facilities</i>). (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Increase/Maintain Recreational Equipment and Facilities.</i>)	Continue to utilize the CIP to implement recreational updates.	DPW	Village Board, Rec. Comm., Adm.	1, As Needed

CF 2.1, IO 1.1	CF 2.1.12: When reviewing development proposals, encourage vehicular, biking, pedestrian and hiking linkages to community facilities within the Village and to major activity centers or recreational facilities.	Consider the ability to walk and bike when reviewing development proposals.	P & Z	Rec. Comm., DPW	As Needed
CF 2.1	CF 2.1.13: Consider installing a skate/bike park for teens.	Determine need. If desired by teens, implement through CIP.	Rec. Comm.	DPW, Village Board	3
CF 2.1	CF 2.1.14: Consider installing a Pickleball Court for older residents.	Determine need. If desired by residents, implement through CIP.	Senior TF	Rec. Comm., DPW, Village Board	3
CF 2.1, LU 1.7	CF 2.1.15: In the future consider the development of a dog park in the Village.	Bring up this issue during the next update of the Outdoor Recreation, Open Space, & Urban Forestry Plan.	DPW	Rec. Comm.	As Needed

Goal CF 3: Promote quality schools and access to educational programs and library services.

Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
CF 3.1	CF 3.1.1: Work with the Hortonville Area School District to plan for new or renovated existing facilities.	Establish a method of communication. Work w/ the HASD.	Adm.	Dept. Heads, ECWRPC, Village Board	As Needed
CF 3.2	CF 3.2.1: Continue to work closely with the Outagamie-Waupaca Library System (OWLS).	Continue to work with OWLS.	HPL	Village Board, OWLS	Ongoing

Goal CF 4: Ensure the proper treatment of wastewater to protect public health, and ground and surface water quality, while meeting current and future village needs.

Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
CF 4.1, LU 1.1	CF 4.1.1: Coordinate the orderly extension of services to areas not currently served by public sewer. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Maintain Infrastructure for Growth.</i>)	Enc. infill dev., or dev. adj. to ex. dev.	DPW	Village Board, Adm., P & Z	As Needed
CF 4.1, LU 1.1, LU 1.4, H 1.5, ED 1.5	CF 4.1.2: Encourage new development to occur adjacent to existing development.	If possible, give priority to dev. adj. to ex. infrastructure.	P & Z	Village Board, Adm., DPW	As Needed
CF 4.1, CF 5.2	CF 4.1.3: When reviewing new development proposals, evaluate the capacity of the existing system and its ability to serve new development.	Seek input from DPW and consider cap. of ex. system.	P & Z	DPW, Village Board, Adm.	As Needed

CF 4.1, LU 1.2	CF 4.1.4: Extend the public sewer system only to areas where it is feasible to do so.	Seek input from dept. heads when evaluating new proposals or considering extension of sewer to ex. infrastructure.	P & Z	DPW, Village Board, Adm.	As Needed
CF 4.1	CF 4.1.5: Study the extension of sewer to the future roundabouts.	Initiate an engineering study to determine extension of service to the future roundabouts.	DPW	Village Board	2
CF 4.2	CF 4.2.1: Coordinate with Outagamie County to assist residents and businesses not currently served by a public sewer system to comply with the Outagamie County POWTs monitoring program.	Work with OCZA and residents.	DPW	OCPZ	1, Ongoing
CF 4.2	CF 4.2.2: Establish a method of communication with Outagamie County to obtain information on failing private on-site systems within Village limits so that these systems can be addressed before they fail.	Contact OCZA to establish a method of communication.	DPW	OCZA	1, Ongoing
CF 4.2	CF 4.2.3: Discourage new POWTS within the Village limits.	Establish a policy to discourage new POWTS.	Village Board	DPW, Atty.	1

Goal CF 5: Ensure that the public water system has sufficient capacity, is in compliance with the drinking water quality standards and regulations, and is able to meet present and future needs.

Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
CF 5.1, LU 1.1, CF 5.2	CF 5.1.1: In the future, plan for a third well and a second water tower to serve the area east of the Village. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Maintain Infrastructure for Growth.</i>)	Identify potential sites and protect locations from development.	P & Z	DPW, Consultant, Village Board	1, Ongoing
CF 5.2, LU 1.1, CF 1.1, CF 5.1	CF 5.2.1: Consider extending water service to areas within the Village not currently served by public water (north and east portions of the Village).	Plan for the orderly extension of public water to areas not currently served.	DPW	P & Z, Village Board, Adm.	As Needed
CF 5.2, LU 1.1, CF 1.1, CF 4.1	CF 5.2.2: Develop an engineering study to address service to the future east and west roundabouts so that extension of public water to these areas can be accommodated in a cost-effective manner. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Maintain Infrastructure for Growth.</i>)	Work with a consultant to dev. an engineering study.	DPW	P & Z, Village Board, Adm.	As Needed
CF 5.2, LU 1.2, CF 4.1	CF 5.2.3: When reviewing new development proposals, evaluate the capacity of the system and its ability to serve the new development.	Seek input from DPW and consider cap. of ex. system.	P & Z	DPW, Village Board, Adm.	As Needed

CF 5.2, LU 1.2	CF 5.2.4: The public water supply system will only be extended where it is feasible to do so.	Work with a consultant to determine feasibility.	DPW	P & Z, Consultant, Village Board, Adm.	As Needed
CF 5.3, LU 1.1, H 1.5, ED 1.5	CF 5.3.1: Encourage infill development or redevelopment in areas already served by public water.	Enc. dev. to occur in areas already served by public infrastructure.	P & Z	DPW, Village Board, Adm.	As Needed
Goal CF 6: Provide a level of law enforcement, fire and emergency services, and municipal solid waste and recycling collection that meets present and future needs.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
CF 6.1, IC 1.5	CF 6.1.1: Work with Outagamie County on the implementation and any updates to the All-Hazard Mitigation Plan that addresses natural hazard issues.	Work with OCEM department on All-Hazards Planning.	Dept. Heads	OCEM	As Needed
CF 6.1, IC 1.5	CF 6.1.2: Periodically evaluate the levels of service including response time to ensure that the interests of Village residents are being served.	Monitor service levels and response times.	Village Board	HHFD, HPD	As Needed
CF 6.1	CF 6.1.3: Ensure that disaster preparedness and prevention continue to be priorities in the provision of police services.	Continue to make disaster preparedness and prevention a priority.	HPD	Village Board	Ongoing
CF 6.1	CF 6.1.4: Utilize the <i>Community Economic Recovery Guidebook, Safe Guarding Your Economy From Disaster</i> publication available on East Central Wisconsin RPC's website for post tornado recovery efforts.	Utilize resource as needed.	Dept. Heads	ECWRPC	As Needed
CF 6.1, IC 1.5	CF 6.1.5: In the future, explore opportunities for shared police protection with the Town of Hortonville.	Consider shared police protection w/ the T Hortonville.	HPD	Village Board, OCSD, T Hortonville	As Needed
CF 6.2, IO 1.3	CF 6.2.1: Encourage resident participation in neighborhood watch groups.	Promote the formation of neighborhood watch groups by website and newsletter.	HPD	Clerk, Village Board	Ongoing
Goal CF 7: Promote energy efficiency in governmental operations and utilities.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
CF 7.1	CF 7.1.1: Evaluate existing facilities, equipment, services and practices to determine energy saving techniques that would be relatively inexpensive to complete and/or would have the largest impact.	Contact and work with Franklin Energy to evaluate ex. facilities and imp. through CIP.	PFC	DPW, Dept. Heads, Franklin Energy, Village Board	1, Ongoing

CF 7.1	CF 7.1.2: Incorporate energy saving equipment and building practices in the new municipal services building.	Work with consultant to incorporate feasible energy saving eq. and practices.	PFC	Adm., Village Board	1
CF 7.1	CF 7.1.3: When purchasing new equipment, updating existing facilities, or building new facilities, consider energy efficiency in all decisions.	Consider dev. a new purchasing policy.	PFC	Adm., Village Board	As Needed
Goal CF 8: Enhance opportunities for senior citizens in the Village of Hortonville.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
CF 8.1	CF 8.1.1: Provide a permanent meeting space for senior citizens in the new municipal services building. (<i>Strategic Plan, Events that Celebrate Community, Goal: Develop Events and Facilities for Senior Citizens.</i>)	Provide a permanent meeting space.	PFC	Senior TF, Village Board, Adm.	1, Ongoing
CF 8.1	CF 8.1.2: Work with Outagamie County to reestablish a meal site in the Village.	Contact Aging and Disability Resource Center – Outagamie County.	Senior TF	Village Board, Adm.	1
CF 8.1	CF 8.1.3: Supplement existing transportation services by working with Outagamie County to coordinate volunteer opportunities that will provide rides to Village residents for doctor appointments, card games and other activities.	Contact Aging and Disability Resource Center – Outagamie County.	Senior TF	Village Board, Adm.	1
CF 8.1	CF 8.1.4: Establish a task force to identify and coordinate activities and needed services for elderly residents.	Create Senior Citizen Task Force.	Village Board	Adm.	1
CF 8.1	CF 8.1.5: Establish programs to encourage interaction between seniors and youth.	Id programs, and put in order of implementation.	Senior TF	Village Board	1, Ongoing

TABLE 3.7: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES**Agricultural Resources**

Overall Goal: To protect key agricultural resources in the area, and preserve the natural areas and cultural resources of the Village and surrounding areas including village, county and private parks, the historic Community Hall, as well as other open spaces, recreational areas, topographically and geographically unique land formations, woodlands, prairies, wetlands, streams, the Wolf River and Black Otter Lake.					
Goal AG 1: Maintain the economic viability of the area's agricultural community.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
AG 1.1, LU 1.2	AG 1.1.1: Use the Outagamie County farmland preservation plan as a guide to preserve the area's most productive farmland.	Work with Outagamie County and surrounding towns to preserve the most productive farmland.	Adm.	Dept. Heads, P & Z, Village Board	1, As Needed
AG 1.1, LU 1.2, LU 1.4, LU 1.6, IC 1.2, IC 1.6	AG 1.1.2: Minimize conflicts between ongoing agricultural operations and rural non-farm residents.	Work with adj. towns to minimize conflicts. Consider buffers between ag. operations.	Adm.	P & Z, Village Board	As Needed
AG 1.1, LU 1.1, LU 1.4, ED 1.5, CF 4.1, CF 5.2	AG 1.1.3: Promote infill and redevelopment within the Village first, prior to considering annexation proposals.	Consider and encourage infill and redevelopment.	P & Z	Village Board, EDC	As Needed
AG 1.1, LU 1.2	AG 1.1.4: Work with surrounding towns to protect large contiguous tracts of farmland (100 acres or more in size) for continued agricultural activities.	Work with Outagamie County and surrounding towns to preserve the most productive farmland.	Adm.	Dept. Heads, P & Z, Village Board	1, As Needed
AG 1.2, LU 1.2, ED 1.7	AG 1.2.1: Work with the local economic development groups to encourage the establishment of businesses in the Village, especially within the industrial parks, that would support the agricultural economy. <i>(Strategic Plan, Thriving Business Environment, Goal: Encourage Retail Commercial and Industrial Growth.)</i>	Work with others to encourage new bus. dev.	EDC	HA Chamber, Adm.	Ongoing

Goal AG 2: Expand access to locally grown products.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
AG 2.1, ED 1.6, ED 1.7	AG 2.1.1: Provide an outlet, such as a local farm market, where local farmers can market and sell products. (<i>Strategic Plan, Events that Celebrate Community, Goal: Identify and Enhance Existing Events.</i>)	Meet with Bethlehem Lutheran Church to support ex. market.	Utility Clerk	Bethlehem Lutheran Church, CGEC	1
AG 2.1, ED 1.6,	AG 2.1.2: Encourage local businesses to buy and sell locally grown produce and other agricultural products.	Enc. local bus., groceries, restaurants, etc. to buy local produce.	Adm., EDC	HA Chamber, Local businesses including grocery store and restaurants	As Needed
AG 2.1, ED 1.6	AG 2.1.3: Encourage the Hortonville Area School District and private schools in the area to utilize local food in their school lunch program.	Enc. HASD and Bethlehem Lutheran to utilize local foods.	Adm., ECD	HASD, BLS, HA Chamber	As Needed
AG 2.1	AG 2.1.4: Work with Outagamie County Extension to build awareness and initiate a Community Garden program in the Village. Establish garden locations.	Id local partners (see AG 2.1.5). Contact and work w/ UW-Ex.	Adm.	UW-Ex, HASD, BLS, OCHA, Local Business	2
AG 2.1	AG 2.1.5: Encourage churches, schools, public housing, businesses and others to sponsor community garden plots.	Enc. local sponsorship of garden plots.	Adm.	UW-Ex, HASD, BLS, OCHA, Local Business	Ongoing
AG 2.1	AG 2.1.6. Establish a local food pantry. (<i>Strategic Plan, Events that Celebrate Community, Goal: Develop Events and Facilities for Senior Citizens.</i>)	Determine need, logistics, etc.	HCFP	Seniors TF	1

Natural Resources

Goal NR 1: Protect and preserve the natural resources of the Village and surrounding areas.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
NR 1.1	NR 1.1.1: Increase the public's awareness of its role/responsibility in introducing/containing invasive species.	Work with WDNR.	DPW	WDNR, OCLC	Ongoing
NR 1.1, NR 2.1, IC 1.4	NR 1.1.2: Support the WDNR and the Black Otter Lake Protection and Rehabilitation District efforts to control problem invasive species. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Support DNR and Black Otter Lake District (BOLD) Steps to Control Problem Algae Blooms and Invasive Plants.</i>)	Work with BOLPRD and WDNR.	DPW	BOLPRD, WDNR	Ongoing
NR 1.1, IC 1.2	NR 1.1.3: Encourage local youth and civic groups to work with the Village to identify and eradicate invasive species in public parks and open areas.	Contact annually and partner w/ local youth groups and civic organizations.	DPW	Local youth groups, civic organizations, HASD	1, Ongoing

NR 1.2	NR 1.2.1: Work with Outagamie County to identify potential non-metallic mining sites in areas surrounding the Village.	Contact OCPD to id potential non-metallic mining sites and work with them to protect. id on future land use map.	DPW, P & Z	OCPD	1
NR 1.3	NR 1.3.1: Identify and map environmentally sensitive areas and open spaces within the Village and its 1.5 mile planning area.	Protect ident. ESA's & open spaces.	P & Z	DPW, Village Board	As Needed
NR 1.3	NR 1.3.2: Work with Outagamie County Highway Department and WisDOT to protect and lessen the impact of the construction of the Hortonville Bypass on CTH MM (Rustic Road 61).	Contact and work with OCHD and WisDOT to protect CTH MM.	DPW	OCHD, WisDOT	1, As Needed
NR 1.3	NR 1.3.3: Identify sources of funding, grants, and stewardship programs to aid in open space, conservancy and natural area acquisition, maintenance and expansion.	Id and seek out funding.	DPW	Village Board, WDNR	As Needed
NR 1.3	NR 1.3.4: Update source (reference) in Chapter 21 Shoreland/Wetland Zoning.	Work with WDNR to update.	Village Board	P & Z, DPW, WDNR	1
NR 1.3	NR 1.3.5: The Village should consider amending its existing subdivision ordinance to require a 50-foot development setback from WDNR identified wetlands in order to preserve water quality and wetland functions.	Consider amending ex. subdivision ordinance. Consider incorporating flexibility in the setback dimension.	Village Board	P & Z, DPW, WDNR	1
NR 1.3	NR 1.3.6: The wetland maps included in this document should not be considered "legal" maps.	Consult WDNR early in the process when on any wetland determination needs.	DPW	P & Z, Village Board, Developer, WDNR	As Needed
NR 1.4	NR 1.4.1: Initiate a formal Urban Forestry Plan / Committee.	Appoint committee.	DPW	P & Z, Village Board	3
NR 1.4	NR 1.4.2: Seek funding opportunities to replace Village trees damaged by the recent tornado.	Explore funding opportunities.	DPW	Village Board, Adm.	1, Ongoing
NR 1.4	NR 1.4.3: Work with and support the WNDNR to control the spread of diseases and insects that threaten the resource including Emerald Ash Borer.	Work and support the WNDNR as necessary.	DPW	HFC, Village Board	As Needed
Goal NR 2: Preserve and protect groundwater supplies and improve surface water resources.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
NR 2.1, CF 1.1	NR 2.1.1: Develop and adopt policies that require "Low Impact Design" (LID), particularly to assist with stormwater management.	Dev. list of approved techniques and consider utilizing.	DPW	P & Z, Consultant	3, As Needed

NR 2.1, CF 1.1	NR 2.1.2: Develop and adopt a stormwater management plan.	Dev. and adopt plan and ordinance.	DPW	Adm., Consultant, P & Z, Village Board	3
NR 2.1, CF 1.1, IC 1.4	NR 2.1.3: Control stormwater runoff from construction activities and impervious surfaces.	Work with others to control stormwater runoff.	DPW	WDNR, BOLPRD	Ongoing
NR 2.1, CF 1.1, NR 1.1	NR 2.1.4: Support the WDNR and the Black Otter Lake Protection and Rehabilitation District efforts to control problem algae blooms. <i>(Strategic Plan, Diverse Recreational Facilities, Goal: Support DNR and Black Otter Lake District (BOLD) Steps to Control Problem Algae Blooms and Invasive Plants.)</i>	Work with others to control stormwater runoff.	DPW	BOLPRD, WDNR	Ongoing
NR 2.1, CF 1.1, IC 1.2	NR 2.1.5: Implement the applicable recommendations contained in the Adaptive Lake Management Plan for the Black Otter Lake Protection and Rehabilitation District, revised June 2008. <i>(Strategic Plan, Diverse Recreational Facilities, Goal: Support DNR and Black Otter Lake District (BOLD) Steps to Control Problem Algae Blooms and Invasive Plants.)</i>	Work with BOLPRD.	DPW	BOLPRD, Village Board	Ongoing
NR 2.2	NR 2.2.1: Use zoning to protect existing and future municipal wellhead locations from land uses that could potentially contaminate groundwater.	Dev. and adopt a wellhead protection zoning ordinance. Id zones of influence on future land use map.	DPW	Village Board, P & Z	1
NR 2.3	NR 2.3.1: Continue to periodically drawdown and dredge the lake, as needed, to ensure the continued recreational use of the lake.	Work with the BOLPRD to maintain the water resource.	DPW	BOLPRD	As Needed
NR 2.3	NR 2.3.2: Work with the Black Otter Lake Protection and Rehabilitation District, the WDNR and local property owners to assess the economic, ecological and social impacts with respect to the repair/replacement or removal of the dam on the west side of the lake.	Consider all impacts in regards to either repair/replace or remove the dam.	DPW	BOLPRD, WDNR, local property owners, EDC, OCHD	1
Goal NR 3: Preserve the intrinsic visual qualities of the landscape.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
NR 3.1	NR 3.1.1: Adopt a more comprehensive nuisance ordinance. The Village's existing nuisance ordinance should be updated to eliminate, change or improve unsightly properties and other elements generally regarded as eyesores. <i>(Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Create an Initiative to Beautify the Village.)</i>	Review, revise and adopt the Village's nuisance ordinance.	DPW	P & Z, Village Board	2

NR 3.2	NR 3.2.1: Enact a light ordinance that would address shielding, light directing, and other similar measures to control the direction, intensity and "leakage" of exterior lighting.	Research, dev. and adopt a light ordinance.	DPW	P & Z, Village Board	3
NR 3.2	NR 3.2.2: Update the existing sign ordinance to regulate digital signage.	Update existing sign ordinance to address digital signage.	DPW	P & Z, Village Board	3

Cultural Resources

Goal CR 1: Preserve the Village's important cultural resources.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
CR 1.1	CR 1.1.1: Secure grant money to fund architectural and historical surveys.	Look for grant money to fund an architectural and historical survey of the Village.	HHS	HPC, Village Board, P & Z, Adm.	2
CR 1.1	CR 1.1.2: Compile an inventory of historical, architectural and archeological resources within the Village.	Compile an inventory of resources.	HHS	HPC, Village Board, Adm.	2
CR 1.2	CR 1.2.1: Consider cultural resources and historic preservation in future land use planning and development decisions.	Seek input from HHS and HPC when making land use decisions.	P & Z	Village Board, HHS, HPC, Adm.	As Needed
CR 1.2	CR 1.2.2: Consistently seek input from informed individuals when making decisions that involve existing sites and structures.	Seek input from HHS and HPC before making decisions.	P & Z	Village Board, HHS, HPC, Adm.	As Needed
CR 1.3, CF 1.1	CR 1.3.1: Develop a signage/walking tour program of historic sites within the Village.	Utilizing historical survey, dev. signage and/or walking tour.	HHS	HPC, Village Board	3
CR 1.3, CR 1.1	CR 1.3.2: Work with owners of historic properties to seek available grants and other favorable funding sources. (<i>Strategic Plan, Visually Attractive and Inviting Atmosphere, Goal: Create an Initiative to Beautify the Village.</i>)	Dev. resources for owners of historic properties and distribute upon request.	HPC	Village Board, HHS	2, As Needed
CR 1.3, CR 1.1	CR 1.3.3: Provide educational materials related to the benefits available to properties enrolled on the National Register of Historic Places.	Dev. resources for owners of historic properties and distribute upon request.	HPC	Village Board, HHS	2, As Needed

CR 1.4	CR 1.4.1: Protect important historical structures identified within the Village.	Utilizing historic survey and input from local historians, protect important historical structures.	HPC, P & Z	HHS, Village Board	As Needed
CR 1.4	CR 1.4.2: Protect the Community Hall for future generations. (<i>Strategic Plan, Quality Municipal Services and Facilities, Goal: Community Hall Utilization.</i>)	Reevaluate a study that was previously compiled for potential uses for the Community Hall.	HPC	HHS, Village Board, P & Z	Ongoing
CR 1.4	CR 1.4.3: Consider nominating the Horton Inn to the National Register of Historic Places.	Investigate and work with owners of the former Horton Inn to consider nomination to the National Registry.	HHS	HPC, Village Board	3
CR 1.5, ED 2.1, LU 1.2	CR 1.5.1: Adopt historical design standards. (<i>Strategic Plan, Thriving Business Environment, Goal: Encourage Retail Commercial and Industrial Growth; Visually Attractive and Inviting Atmosphere, Goal: Create and Initiative to Beautify the Village.</i>)	Form a committee to dev. standards.	Adm.	HPC, HHS, Village Board, P & Z, Atty., HA Chamber	1
CR 1.5, ED 2.1	CR 1.5.2: Provide incentives for building façade restoration.	Work with bus. owners to improve façades.	Village Board	HA Chamber, Beautification Committee	1, Ongoing
CR 1.5	CR 1.5.3: Compile an inventory and brief history of existing buildings in the downtown area.	Utilizing survey and local historians compile a history of downtown businesses.	HHS	HPS	3
CR 1.5	CR 1.5.4: Consider nominating the downtown business district to the National Register of Historic Places as a Historic District.	Instigate and work with bus. owner to nominate the downtown bus. district to the National Register of Historic Places.	HHS	HPS, Village Board	3

TABLE 3.8: INTERGOVERNMENTAL COOPERATION

Goal IC 1: Establish and maintain cooperative working relationships and work with neighboring towns (Dale, Ellington, Greenville, Hortonville and Liberty); Outagamie County; federal, state and county agencies; the Hortonville Area School District; the Hortonville-Hortonville FD; and others when opportunities and /or issues arise that can be more effectively addressed cooperatively.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/ Timeline
			Primary	Partner	
IC 1.1, ED 1.1	IC 1.1.1: Participate in meetings of the Fox Cities Economic Development Corporation and Greater Outagamie County Economic Development Corporation.	Attend monthly meetings.	Adm.	FCEDC, GOEDC	Ongoing
IC 1.1, ED 1.1	IC 1.1.2: Work with local chambers of commerce (Fox West and Fox Cities) to promote the amenities and events in the Village of Hortonville. (<i>Strategic Plan, Thriving Business Environment, Goal: Define Downtown Area; Events that Celebrate Community, Goal: Identify and Enhance Existing Events.</i>)	Contact and promote avail. amenities/ events on websites.	Adm.	FC Chamber, FW Chamber	Ongoing
IC 1.1, ED 1.1	IC 1.1.3: Work with the Fox Cities Regional Partnership, the Fox Cities Chamber of Commerce to promote available commercial properties.	Promote avail. comm. properties on websites.	Adm.	FCRP, FC Chamber	Ongoing
IC 1.1, H 1.3	IC 1.1.4: Encourage the Hortonville Area School District, FVTC, UW-Extension and the business community to continue to work together to provide programs that strengthen the economy of the area and promote lifelong learning opportunities.	Support partnerships betw. educational institutions and the bus. community to work together.	Adm.	Village Board, HASD, FVTC, UW-Ex, local bus.	As Needed
IC 1.2, CF 1.1	IC 1.2.1: Establish annual meetings with community partners (civic organizations, churches, youth groups, the Hortonville Area School District and others) to discuss community needs.	Est. annual meetings.	Adm.	Dept. Heads, Civic Org., Local Churches, Youth Groups, HASD	1, As Needed
IC 1.2, AG 1.1, CF 1.1, CF 2.1, NR 2.1	IC 1.2.2: Establish periodic meetings with utilities, the Hortonville Area School District, neighboring municipalities, the Hortonville-Hortonville Fire Department, the Black Otter Lake Protection and Rehabilitation District, Outagamie County, state and federal agencies and others to discuss issues of common interest.	Est. annual meetings.	Adm.	Dept. Heads, HHFD, BOLPRD, HASD, State/Fed Agencies	1, As Needed
IC 1.2	IC 1.2.3: Continue to maintain the Village of Hortonville's website and distribute a quarterly newsletter.	Cont. to maintain/ update website and dist. newsletter.	Clerk, Adm.	Dept. Heads	Ongoing
IC 1.2, CF 1.1, T 1.4	IC 1.2.4: Work with the Outagamie County Highway Department to establish annual meetings between the highway department and communities, WisDOT and public and private utilities.	Contact and work with OCHD to est. annual meetings.	DPW, Adm.	OCHD, WisDOT, Adj. Communities, Utilities	1, As Needed

IC 1.2, T 1.4, T 1.3	IC 1.2.5: Work with WisDOT, Outagamie County Highway Department, and neighboring towns to coordinate short and long range transportation efforts.	Work with others to coordinate trans. efforts.	DPW, Adm.	OCHD, WisDOT, Adj. Communities, ECWRPC	As Needed
IC 1.2, LU 1.5, T 1.3	IC 1.2.6: Work with WisDOT, ECWRPC, Outagamie County Highway Department, surrounding communities and others along the Wis 15 corridor to ensure local involvement in planning efforts, especially with the current Wis 15 corridor and bypass planning effort.	Work with others on Wis 15 corridor dev.	DPW, Adm.	WisDOT, OCHD, ECWRPC, Adj. Communities.	As Needed
IC 1.3	IC 1.3.1: Work with Outagamie County to secure a Community Development Block Grant - Emergency Assistance Program (CDBG-EAP) grant from the Wisconsin Department of Administration, Department of Housing for disaster relief to address the destruction caused by the August tornado.	Work with others to secure CDBG-EAP monies for disaster relief.	Adm.	DPW, Outagamie County, ECWRPC, DOA	1
IC 1.3, H 1.1	IC 1.3.2: Support efforts lead by others to pursue federal funding to meet the affordable housing needs of very low income households (Outagamie County Housing Authority).	Support efforts to meet residential affordable housing needs.	P & Z, Village Board	OCHA	As Needed
IC 1.4, NR 2.1, NR 2.4, CR 2.1	IC 1.4.1: Work with the Black Otter Lake Protection and Rehabilitation District to control runoff from construction activities and impervious surfaces.	Work with BOLPRD.	DPW	BOLPRD, Village Board	Ongoing
IC 1.4, NR 1.1	IC 1.4.2: Work with WDNR, the Black Otter Lake Protection and Rehabilitation District, Outagamie County and surrounding towns to control the spread of invasive species. (<i>Strategic Plan, Diverse Recreational Facilities, Goal: Support DNR and Black Otter Lake District (BOLD) Steps to Control Problem Algae Blooms and Invasive Plants.</i>)	Work with the others to control the spread of invasive species.	DPW	WDNR, BOLPRD, OCLC, Adj. Towns	Ongoing
IC 1.5, T 1.6	IC 1.5.1: Continue to work with neighboring communities to share maintenance of common roads.	Continue to work with others to share costs.	DPW	Adj. Communities, Adm. Village Board	Ongoing
IC 1.5, CF 6.1	IC 1.5.2: Continue to partner with the Hortonville-Hortonia Fire Department, Outagamie County Sheriff's Department, and others to provide public safety and emergency services to Village residents.	Monitor services and response times.	Village Board	HHFD, HPD, OCSD	As Needed
IC 1.5, CF 6.1	IC 1.5.3: In the future, explore opportunities for shared police protection with the Town of Hortonia.	Consider shared police protection w/ the T Hortonia.	HPD	Village Board, OCSD, T Hortonia	As Needed
IC 1.5, CF 1.1, CF 2.1, T 2.2	IC 1.5.4: Continue to work with Outagamie County departments to provide services, benefits and opportunities to Village residents (recycling, subsidized low-income housing, transportation and other needed services for the elderly and disabled, health and human services, etc.).	Establish a method of communication and periodically meet with county depts.	Dept. Heads	Adm., Village Board	Ongoing

IC 1.5, CF 1.1	IC 1.5.5: Continue to research and identify complementary and redundant services and resources that could benefit from agreements for shared services.	Est. a method of communication with others and periodically meet to discuss services and needs.	Dept. Heads	Adm., Village Board, Adj. Communities, Outagamie County Depts.	As Needed
IC 1.5, CF 1.1	IC 1.5.6: In the future, explore opportunities for shared municipal court with the Town of Hortonia and perhaps the other adjacent towns.	Discuss opportunities for shared municipal court.	HPD	Village Board, OCSD	3
IC 1.6, LU 1.2, AG 1.1	IC 1.6.1: Create an advisory committee with the towns of Dale, Ellington, Greenville, Hortonia and Liberty to discuss planning issues within the extraterritorial area of the Village.	Form a committee to develop a plan. Use to review dev. proposals. Maintain communication.	Adm.	DPW, P & Z, Village Board	1
IC 1.6, LU 1.6, CF 1.1	IC 1.6.2: Establish a policy to review development proposals within the extraterritorial area of the Village.	Dev. policy and/or extraterritorial plat review.	Adm.	P & Z, Village Board, Atty.	1

TABLE 3.9: IMPLEMENTATION

Goal I 1: Implement, to the extent possible, recommendations contained within the Comprehensive Plan Update.					
Related Strategy	Recommendation	Required Action	Responsibility		Priority/Timeline
			Primary	Partner	
I 1.1	I 1.1.1: The Planning & Zoning Commission should periodically review the implementation schedule and update the Village Board as to progress that is being made.	Periodically review implementation schedule. Update Village Board	P & Z	Adm., Village Board, Dept. Heads	As Needed
I 1.1	I 1.1.2: The Planning & Zoning Commission should annually review the goals, strategies and recommendations and address conflicts.	Annually review goals, strategies and recommendations	P & Z	Adm., Village Board, Dept. Heads	As Needed
I 1.1	I 1.1.3: The Planning & Zoning Commission should prepare a brief annual report to reflect use of plan.	Prepare annual report to reflect implementation and use of plan.	P & Z	Adm., Village Board, Dept. Heads	As Needed
I 1.1	I 1.1.4: The Village Board should periodically include an agenda item for plan implementation progress.	Monitor implementation of plan by including agenda item.	Village Board	Adm., Dept. Heads	As Needed
I 1.2	I 1.2.1: The Planning & Zoning Commission should recommend modifications to the plan as necessary.	As needed, recommend modification to plan.	P & Z	Dept. Heads, Adm., Village Board	As Needed
I 1.2	I 1.2.2: The Village should update the comprehensive plan within a maximum of 10 years.	Initiate comprehensive plan update in 2023.	Village Board	Adm., P & Z, Dept. Heads	3
I 1.2	I 1.2.3: As available, provide updated information to supplement the plan information.	Provide minor updates to plan if warranted.	Adm.	Village Board, P & Z, ECWRPC	As Needed
I 1.3	I 1.3.1: Solicit input from neighboring communities, Outagamie County, governmental agencies and others regarding how their activities relate to the recommendations in the Village of Hortonville's comprehensive plan.	Est. method of communication. Discuss issues of mutual concern.	Adm.	Dept. Heads, P & Z, Village Board	As Needed
I 1.3	I 1.3.2: Work with others, as needed, to implement the recommendations contained in the Village of Hortonville's comprehensive plan.	Est. method of communication. Work with others.	Adm.	Dept. Heads, P & Z, Village Board	As Needed



CHAPTER 4

Issues and Opportunities

CHAPTER 4: ISSUES AND OPPORTUNITIES

TABLE OF CONTENTS

Introduction	4-1
Inventory and Analysis	4-1
Population Trends	4-1
Historic Population.....	4-1
Population Forecast.....	4-3
Population Density.....	4-4
Age Distribution	4-5
Household Structure and Trends.....	4-6
Household Size	4-6
Household Composition	4-7
Household Forecasts.....	4-8
Income and Education.....	4-9
Educational Attainment.....	4-9
Income Levels	4-10
Poverty Status	4-11
Key Issues and Opportunities Summary Points.....	4-12
Goals, Strategies and Recommendations	4-13
Policies and Programs	4-13

TABLES

Table 4-1	Historic Population Growth, 1950 - 2010.....	4-2
Table 4-2	Recent Population Growth, 1980 – 2010	4-2
Table 4-3	Population Density, 2000 and 2010	4-4
Table 4-4	Percent of Population by Age Cohort, 2000 and 2010	4-5
Table 4-5	Households and Persons per Household, 2000 and 2010	4-7
Table 4-6	Household Projections, 2010 – 2040	4-8
Table 4-7	Graduation Rates, 2000 and 2007-2011 ACS 5-Year Estimates.....	4-10
Table 4-8	Comparative Income Characteristics, 1999 and 2007-2011 ACS 5-Year Estimates.....	4-11

FIGURES

Figure 4-1	Village of Hortonville Population Projections	4-4
Figure 4-2	Outagamie County Population Projections.....	4-4
Figure 4-3	Population by Age Cohort, 2010	4-6
Figure 4-4	Percent Educational Attainment, 2007-2011 ACS 5-Year Estimates.....	4-9

Page intentionally left blank.

CHAPTER 4: ISSUES AND OPPORTUNITIES

INTRODUCTION

The Issues and Opportunities chapter provides information regarding the socioeconomic conditions and growth patterns within the Village of Hortonville. This information aids in defining existing problems and identifying available socioeconomic resources. Changes in population and household characteristics combined with existing development patterns and policy choices will determine how well the Village of Hortonville will be able to meet the future needs of its residents and the 14 comprehensive planning goals established by the Wisconsin Legislature.

INVENTORY AND ANALYSIS

The following section provides an inventory and assessment of demographic and economic trends as required by Wisconsin's Smart Growth legislation. Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates, some areas and subjects must be compared with caution or not compared at all.

Population Trends

Historic Population

The Village of Hortonville has experienced a steady rate of population growth over the past 60 years, as seen in Table 4-1, growing from 1,081 persons in 1950 to 2,711 persons in 2010. Between 1950 and 2010, the population of the Village of Hortonville grew by approximately 151 percent, outperforming Outagamie County and the State of Wisconsin with growth rates of 116 percent and 66 percent respectively for the same time period. The Village of Hortonville experienced significant population increase during the 1950's (26.45%) and 1970's (32.3%). By far, the 1970's marked the Village's largest population increase in the last 60 years. During this time period, the Village was a local center for retail trade and manufacturing employment, with the both the cannery and toy manufacturer in full operation.¹

¹ Village of Hortonville Comprehensive Plan, August 2003.

Table 4-1: Historic Population Growth, 1950-2010

	1950	1960	1970	1980	1990	2000	2010
Village of Hortonville	1,081	1,366	1,524	2,016	2,029	2,357	2,711
Outagamie County	81,722	101,794	119,398	128,730	140,510	161,091	176,695
Wisconsin	3,434,575	3,951,777	4,417,821	4,705,642	4,891,769	5,363,715	5,686,986
		% Change 1950-1960	% Change 1960-1970	% Change 1970-1980	% Change 1980-1990	% Change 1990-2000	% Change 2000-2010
Village of Hortonville	-	26.4%	11.6%	32.3%	0.6%	16.2%	15.0%
Outagamie County	-	24.6%	17.3%	7.8%	9.2%	14.6%	9.7%
Wisconsin	-	15.1%	11.8%	6.5%	4.0%	9.6%	6.0%

Source: U.S. Census, 1950-2010

During the last three decades (1980 – 2010), population growth in the Village was outpaced by the adjoining towns of Dale (68.6%), Ellington (47.9%) and Greenville (211.5%) as well as Outagamie County (37.3%), illustrated in Table 4-2 below.

Table 4-2: Recent Population Growth, 1980-2010

	1980	1990	2000	2010	% Change 1980-1990	% Change 1990-2000	% Change 2000-2010
V. Hortonville	2,016	2,029	2,357	2,711	0.6%	16.2%	15.0%
T. Dale	1,620	1,818	2,288	2,731	12.2%	25.9%	19.4%
T. Ellington	1,865	2,099	2,535	2,758	12.5%	20.8%	8.8%
T. Greenville	3,310	3,806	6,844	10,309	15.0%	79.8%	50.6%
T. Hortonville	869	883	1,063	1,097	1.6%	20.4%	3.2%
C. Appleton (pt.)	53,424	56,177	58,301	60,045	5.2%	3.8%	3.0%
Outagamie County	128,730	140,510	161,091	176,695	9.2%	14.6%	9.7%
Wisconsin	4,705,642	4,891,769	5,363,715	5,686,986	4.0%	9.6%	6.0%

Source: U.S. Census, 1980-2010

In comparison to surrounding towns (1.6% to 15.0%), Outagamie County (9.2%) and the state (4.0%), the Village realized much slower population growth during the 1980's (0.6%). This was caused by the convergence of several factors. Like many small towns, the Village's downtown suffered as retail shopping preferences shifted and consumers left for nearby shopping centers and indoor malls. This loss may have been aggravated by the opening of the Fox River Mall in the Town of Grand Chute during the 1970's. Additionally, the service area of the Village's wastewater treatment facility was frozen for twelve years due to limited plant capacity and the need for Wisconsin Department of Natural Resources mandated plant upgrades. Finally, when energy prices sharply increased and the economy moved into a recession, Hortonville lacked the momentum necessary to bring in growth.

During the 1990's, the Village experienced larger population gains than the county (14.6%) and the state (9.6%), but less population growth than the surrounding towns (20.4% to 79.8%).

Growth in the Town of Greenville (79.8%) vastly outpaced the other surrounding towns, the county and the state.

During the 2000's, population growth in Hortonville outpaced all but the towns of Dale and Greenville. This was a decade of expansion for the Village. Between 2001 and 2005, 408 acres were annexed into the Village and 193 building permits were issued. Most of these permits were issued in the first half of the decade; 165 building permits between 2000 and 2005. Hortonville, similar to other communities in Wisconsin and the nation, experienced an economic downturn in the latter part of the decade. As a result, overall population growth between 2000 and 2010 was slightly less than originally projected.

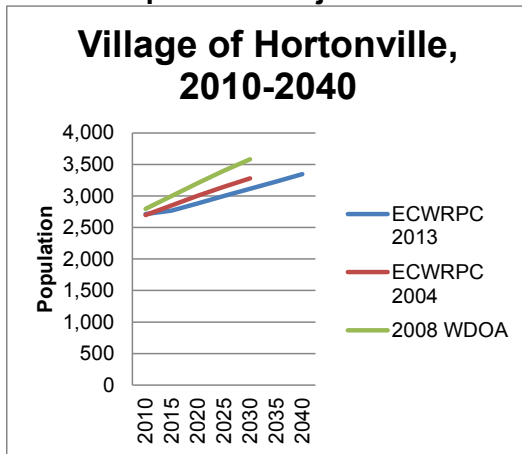
Population Forecast

Population projections can provide extremely valuable information for community planning but have particular limitations. Population projections are typically based on historical growth patterns and the composition of the current population base. To a large extent the reliability of the projections is dependent on the continuation of past growth trends. Population growth is more difficult to predict in a community such as Hortonville where the growth is heavily dependent on migration, as migration rates may vary considerably based on various push and pull factors located outside of the community.

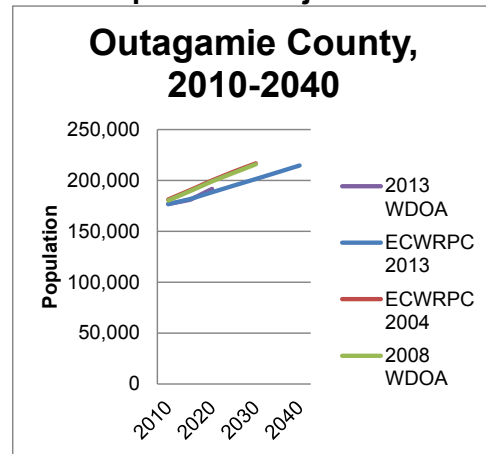
Continued population growth will result in an increase in demand for services and land consumption. The density of settlement coupled with the amount and location of land consumed for housing, commercial, and industrial uses may impact the cost of Village services.

Population projections for the Village of Hortonville were last provided by the Wisconsin Department of Administration (WDOA) in 2008, based on the 2000 U.S. Census and 2005 estimates (Appendix F, Table F-2). Recently, the WDOA released 2020 population projections for counties in Wisconsin (Appendix F, Table F-3). However, projections for municipalities are not due to be released until 2014. ECWRPC utilizes population projections supplied by WDOA to determine population projections for all counties and municipalities in the East Central region. ECWRPC last prepared population projections for the east region in 2004, based on the 2000 U.S. Census (Appendix F, Table F-1).

A comparison of historic population projections by WDOA (Appendix F, Table F-2) and ECWRPC (Appendix F, Table F-1) to the 2010 U.S. Census reveals that ECWRPC's projections were within a reasonable range of actual population counts in 2010. Utilizing historic population estimates, ECWRPC revised population projections for the Village of Hortonville and Outagamie County based on the 2010 U.S. Census (Appendix F, Table F-4; Figure 4-1 and 4-2). ***Therefore in 2040, the population of the Village of Hortonville is anticipated to increase by 634 people, from 2,711 to 3,345 (23.4%).*** At the same time, the population of Outagamie County is expected to increase by 37,869 people or from 176,695 to 214,564 (21.1%).

**Figure 4-1: Village of Hortonville
Population Projections**

U.S. Census 201; ECWRPC 2004, 2013;
WDOA 2008

**Figure 4-2: Outagamie County
Population Projections**

U.S. Census 201; ECWRPC 2004, 2013;
WDOA 2008, 2013

Population Density

Population density reflects the degree of urbanization of a community as well as the impacts on demand and cost effectiveness of the provision of urban services. Population density is calculated as the number of people per square mile of land area excluding surface water.

Table 4-3: Population Density, 2000 and 2010

Municipality	2000			2010		
	Land Area Sq. Miles	Pop	People per Sq. Mile	Land Area in Sq. Miles	Pop	People per Sq. Mile
Village of Hortonville	2.71	2,357	869.7	3.47	2,711	781.3
Town of Ellington	34.86	2,535	72.7	34.63	2,758	79.6
Town of Hortonville	19.19	1,063	55.4	18.25	1,097	60.1
Town of Greenville	35.79	6,844	191.2	35.72	10,309	288.6
Town of Dale	30.44	2,288	75.2	30.37	2,731	89.9
Town of Liberty	30.63	834	27.2	29.39	867	29.5
Village of Shiocton	1.65	954	578.2	1.56	921	590.4
City of Seymour	2.53	3,335	1,318.2	2.67	3,451	1,292.5
Village of Black Creek	1.04	1,192	1,146.2	1.03	1,316	1,277.7
Outagamie County	640.34	161,091	251.6	637.52	176,695	277.2

Source: U.S. Census,
2000, 2010. ECWRPC,
2013

From 2000 to 2010, the overall population density of the Village of Hortonville decreased from 869.7 persons per square mile in 2000 to 781.3 persons per square mile in 2010 (Table 4-3). Population density decrease can be attributed to the annexation of 0.76 square

miles of land into the Village, the large lot development in newer areas of the Village and the percentage of undeveloped land (56.7 %)².

In comparison to adjacent municipalities and similar size rural communities in Outagamie County, the City of Seymour was the only other community to experience a loss in population density. All other adjoining towns, villages and Outagamie County listed in Table 4-3, gained in population density. It should be noted that while these communities experienced a gain in population, a corresponding gain in land area was not seen.

Age Distribution

The age structure of a population impacts the service, housing, and transportation needs of a community. ***In 2010, the median age of the residents of the Village of Hortonville was 36.7*** (Table 4-4). This is younger than the Outagamie County median age of 37.1 and the State of Wisconsin median age of 38.5. Reflecting state and national trends, the Village of Hortonville's population has aged slightly since 2000 when the median age was 33.7 years.

Table 4-4: Percent of Population by Age Cohort, 2000 and 2010

2000	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 and older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
V. Hortonville	7.2%	24.9%	5.2%	31.3%	20.8%	10.6%	2,357	33.7
Outagamie County	6.9%	23.5%	6.1%	31.9%	20.7%	10.9%	160,971	34.4
Wisconsin	6.4%	22.2%	6.7%	29.5%	22.2%	13.1%	5,363,675	36.0
2010	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 and older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
V. Hortonville	6.8%	22.5%	5.1%	29.0%	25.2%	11.4%	2,711	36.7
Outagamie County	6.6%	21.1%	6.1%	27.2%	27.2%	11.8%	176,695	37.1
Wisconsin	6.3%	20.1%	6.8%	25.5%	27.7%	13.7%	5,686,986	38.5

Source: U.S. Census 2010, DP-1

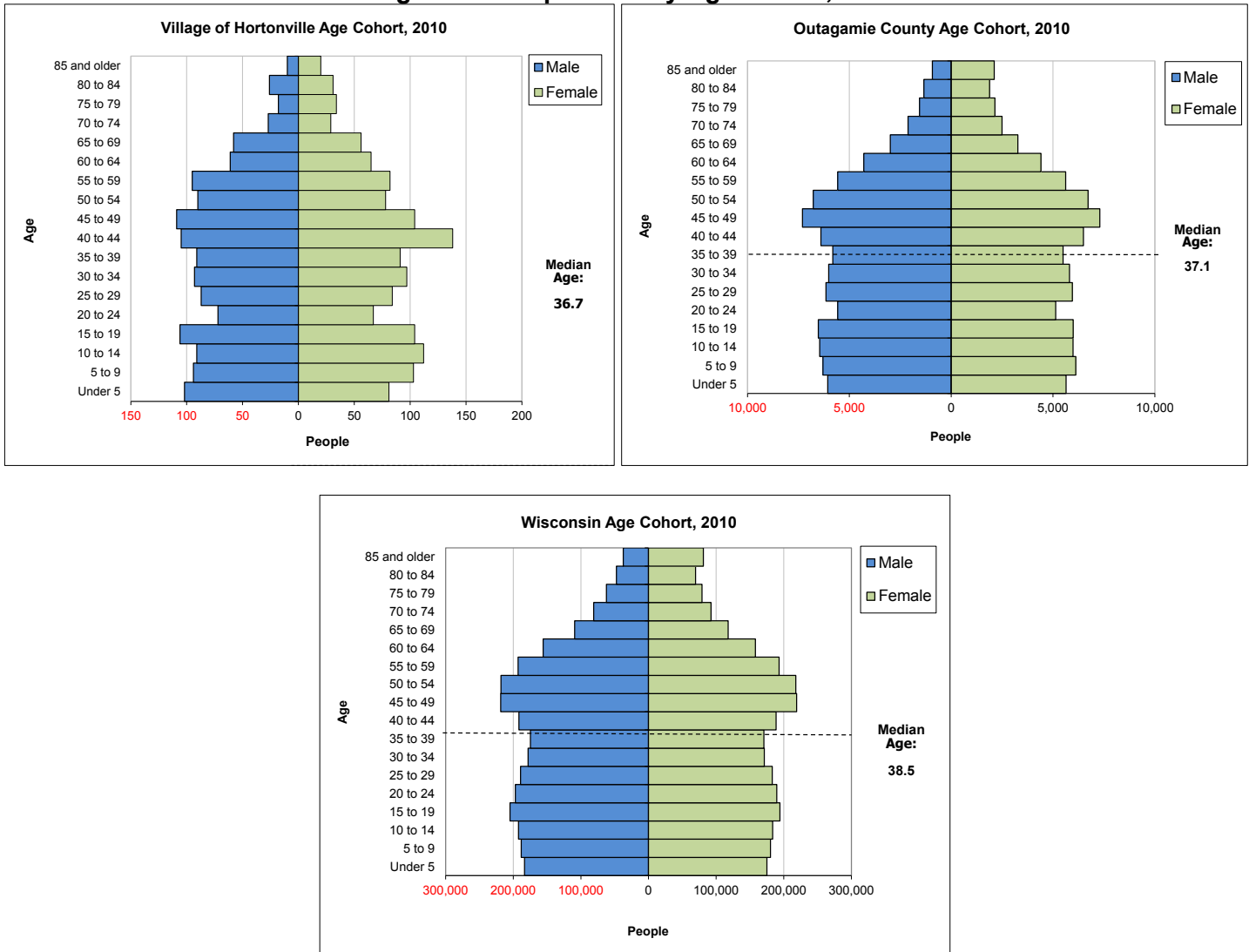
The child bearing population (25 to 44) comprised the Village's largest age cohort in both 2000 (31.3%) and 2010 (29.0%). The next largest age cohort in the Village was school age children (5 to 19) in 2000 (24.9%) and baby boomer population (45 to 64) in 2010 (25.2%). Reflecting the aging population, the percent of population in the 0-19, 20-24, and 25-44 cohorts decreased between 2000 and 2010, while the portion of the population in the 45-64, 65 and older cohorts increased (Table 4-4).

Similar to the Village, in 2000, the child bearing population (25-44) comprised the largest age cohort in Outagamie County (31.9%) and the state (29.5%). Again, like the Village, the second largest age cohort in Outagamie County was the school age population (5 to 19, 23.5%), while the second largest age cohort in the state was both the school age population (5 to 19, 22.2%) and the baby boomers (45 to 64, 22.2%). Unlike the Village, in 2010, the largest age cohort in the state was the baby boomer (45 to 64, 27.7%), while the largest age cohort in the county was both the child bearing population (25 to 44, 27.2%) and the baby boomer population (45 to 64, 27.7%).

² Note, not all land within the Village is developable.

Females outnumbered males in every jurisdiction in 2010 (Figure 4-3). Unlike the state or county, within the Village the ratio of males to females fluctuated between which gender was in majority until the age cohort 70 to 74, where females became the majority. Within the state, males made up the majority population through the 40 to 44 age cohort, and then the majority varied between male and female until the 55 to 59 age cohort, where females dominated. The county followed a similar distribution of male versus female with the state.

Figure 4-3: Population by Age Cohort, 2010



Source: U.S. Census 2010, DP-1

Household Structure and Trends

Household Size

Household size and alterations in household structure provide a method to analyze the potential demand for housing units. The composition of a household coupled with the level of education, training, and age also impacts the income potential for the particular household. These characteristics can also determine the need for services such as child care, transportation, and

other personal services. Decreases in household size create a need for additional housing units and accommodating infrastructure, even if there is not an increase in the overall population.

Household size in the Village of Hortonville has decreased from 2.7 persons per household in 2000 to 2.59 persons per household in 2010 (Table 4-5). A decrease in the average household size also occurred at the state and county levels. During the same time period the average household size in Outagamie County decreased from 2.61 persons per household to 2.49 persons per household and the average household size in Wisconsin decreased from 2.50 to 2.43 persons per household.

The Village of Hortonville's average household size has remained slightly higher than both the county and the State of Wisconsin, reflecting the Village's higher percentage of family households, and family households with children under 18, and a smaller percentage of the households living alone (Table 4-5; Appendix F, Table F-5).

Table 4-5: Households and Persons per Household, 2000 and 2010

	2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH
Village of Hortonville	871	2.7	1,045	2.59
Outagamie County	60,530	2.61	69,648	2.49
Wisconsin	2,084,544	2.5	2,279,768	2.43

Source: U.S. Census: 2000 & 2010, DP-1

Household Composition

In 2000 (72.9%) and 2010 (73.3%), about three-quarters of the households in the Village of Hortonville were family households (Table F-5, Appendix F). During both years, the Village had a higher percentage of family households in comparison to the county (69.7%, 67.5%) and the state (66.5%, 64.4%), and a smaller percentage of family households compared to the surrounding towns³. Individuals' age 65 years old and older made up about 20 percent (20.2%) of the households in the Village in 2000 and 21 percent (20.7%) in 2010, reflecting the aging of the population. This was greater than the surrounding towns and county and less than the state. By 2010, the portion of households with individuals 65 years old and older increased in all jurisdictions; however the increase was seen more sharply in the Town of Hortonville.

Households are composed of family households (married couple and male or female, no spouse present) and nonfamily households (Table F-6, Appendix F). In 2000, the percentage of married couple families was greater in the Village (60.5%) than in the county (58.9%) and the state (53.2%), but lower than the surrounding towns (75.4% to 79.1%). Between 2000 and 2010, the percentage of married couples decreased in the Village of Hortonville (3.4%) and the remaining jurisdictions, as the percentage of single parent families increased. **Married couple families (husband and wife) made over half (57.1%) of the family households in the Village of Hortonville in 2010, compared to 54.4 percent in Outagamie County and 49.6 percent in the state.** In comparison, traditional husband-wife families comprised about three-quarters (72.2% to 76.1%) of all families in the surrounding towns.

³ In 2000, the percent of family households varied from 82.0% in the Town of Hortonville to 84.2% in the Town of Greenville. Similarly, in 2010, the percentage of family households in the surrounding towns varied from 80.1% in the towns of Ellington and Hortonville and 84.1% in the Town of Dale).

Household Forecasts

In previous household forecasts, ECWRPC has relied on county and minor civil division (MCD) persons per household (pphh) projections from WDOA to adjust future household growth to reflect modifications to population forecasts. However, at this time, MCD level pphh information utilizing 2010 U.S. Census data has not formally been released by WDOA. Therefore, for planning purposes, staff found it necessary to develop a temporary alternative methodology for forecasting households in the Village of Hortonville based on ECWRPC's 2013 preliminary population projections (Table F-4).

Total population figures include not only persons in households, but also persons in group quarters⁴. As the population ages during the projection period, it is likely that the persons in group quarters will increase over time. This increase will come from not only the elderly component of the population, but also from the disabled component of the population as aging parents will no longer be able to care for disabled offspring. Therefore, ECWRPC followed previous methodology and increased the number of persons in group quarters by holding the proportion of persons in group quarters constant through the projection period.

Utilizing the annual average change in number of households in the last three Census counts (1990, 2000 and 2010), ECWRPC assumed that the number of households would increase by 17 units per year until 2040. The projected number of persons per household was determined by dividing the population (not including those in group quarters) by the projected number of households.

Based on anticipated growth trends, the Village of Hortonville's population is expected to continue to increase through 2040 (Table F-4). During this same time period, **the number of households is expected to increase by about 50 percent (49.67%) from 1,045 in 2010 to 1,564 in 2040 (Table 4-6)**. The large increase in the number of households is expected to result from a decrease in household size and an increase in population. Between 2010 and 2040 it is anticipated that the household size will decrease from 2.59 persons per household to 2.13.

Table 4-6: Household Projections, 2010 - 2040

	2010	2015	2020	2025	2030	2035	2040
No. HH	1,045	1,132	1,218	1,305	1,391	1,478	1,564
Persons per HH	2.59	2.44	2.36	2.29	2.23	2.18	2.13

Source: U.S. Census: 2010, DP-1; ECWRPC 2013

Since WDOA has not yet released population or household projections by MCD, ECWRPC was unable to follow previous methodology for projections. ECWRPC will be revising preliminary

⁴ Group Quarters, as defined by the 2010 U.S. Census, "is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories."

projections throughout the region following the release of WDOA's population and household projections.

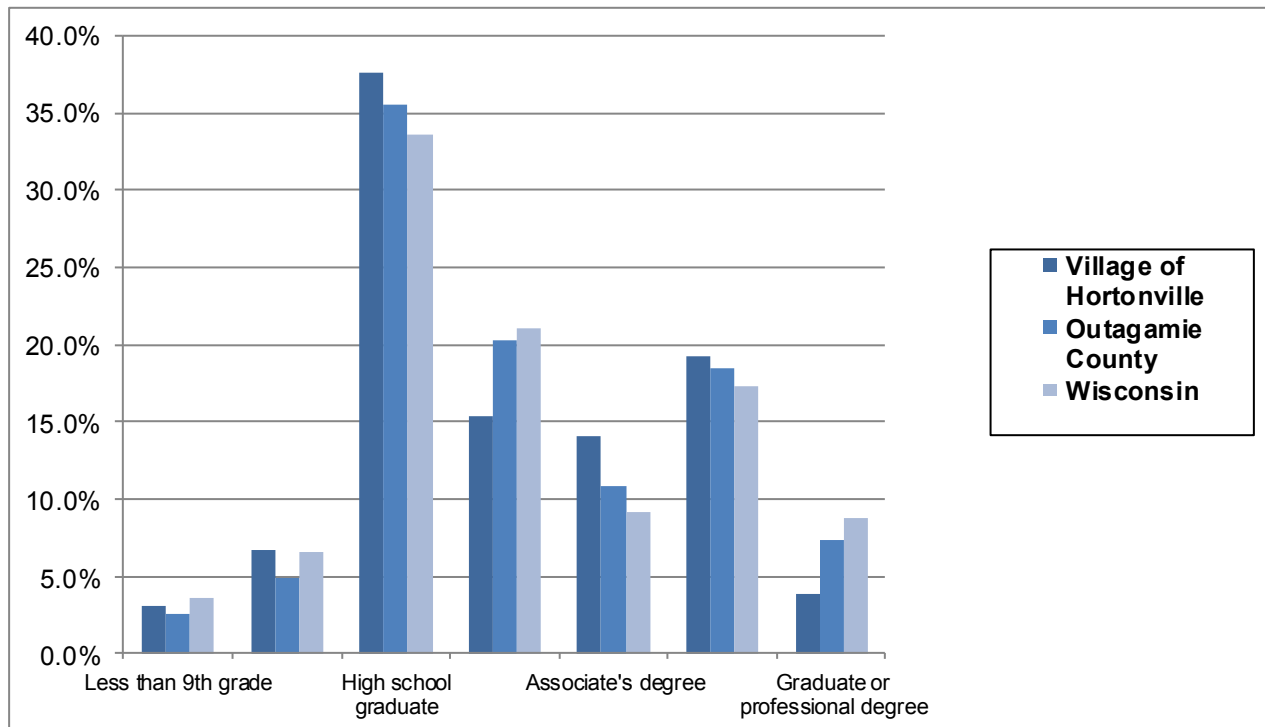
Income and Education

The U.S. Census Bureau reports that an individual with a bachelor's degree can expect to earn \$2.1 million over the course of a career, nearly double what the expected earnings are for a high school graduate. The results of the Census Bureau's study demonstrate that there is a definite link between earning potential and education.

Educational Attainment

The 2007-2011 American Community Survey 5-Year Estimates, as depicted in Figure 4-4 and shown in Table F-7, Appendix F, **indicate that the Village of Hortonville had a slightly higher percentage of residents age 25 or older who graduated from high school or higher (90.2%) than the state (89.8%), but lagged behind the county (92.5%).** Even though the Village (23.1%) lags behind the state (26.0%) and county (25.8%) on the number of residents that hold a bachelor degree or higher; it does have a higher percentage of residents that hold an associate degree (14.2% compared to 10.9% of county residents and 9.1% of state residents).

Figure 4-4: Percent Educational Attainment, 2007-2011 ACS 5-Year Estimates



Source: U.S. Census, 2007-2011 American Community Survey 5-Year Estimates, DP02

Between 2000 and the 2007-2011 5 Year Estimates, the percentage of high school graduates or higher, and the percentage of residents receiving a bachelor degree or higher, increased in all jurisdictions (Table 4-7). While the share of residents receiving a high school degree or higher

increased in the Village between the two time periods, the percentage of high school graduates or higher continued to lag behind the county and surrounding towns.

The share of residents holding a bachelor's degree or higher increased by 6.2 percent between 2000 (16.9%) and the 2007-2011 5 Year Estimates (23.1%). As a result, the portion of Village residents with a bachelor degree or higher surpassed the percentage in the towns of Dale (18.9%) and Ellington (20.7%) and was more comparable to the county (25.8%) and the state (26.0%).⁵

Table 4-7: Graduation Rates, 2000 and 2007-2011 ACS 5-Year Estimates

	Percent High School Graduate or Higher			Percent Bachelor's Degree or Higher		
	2000	2007-2011 5-Yr Est.	Percent Change	2000	2007-2011 5-Yr Est.	Percent Change
V. Hortonville	86.9%	90.2%	3.3%	16.9%	23.1%	6.2%
T. Dale	88.5%	92.3%	3.8%	18.4%	18.9%	0.5%
T. Ellington	87.9%	93.8%	5.9%	7.2%	20.7%	13.5%
T. Greenville	93.2%	94.7%	1.5%	26.4%	33.9%	7.5%
T. Hortonville	89.5%	94.6%	5.1%	23.8%	24.5%	0.7%
Outagamie County	88.1%	92.5%	4.4%	22.5%	25.8%	3.3%
Wisconsin	85.1%	89.8%	4.7%	22.4%	26.0%	3.6%
United States	80.4%	85.4%	5.0%	24.4%	28.2%	3.8%

Source: U.S. Census 2000; 2007-2011 American Community Survey 5-Year Estimates, DP02

Income Levels

Income includes both earned and unearned income. Earned income includes money earned through wages, salaries, and net self-employment income (including farm income). Unearned income includes money from interest, dividends, rent, Social Security, retirement income, disability income, and welfare payments.⁶ **According to the 2007-2011 American Community Survey, the vast majority, approximately 85.1 percent (+/-3.7%), of households derive income from earnings in the Village of Hortonville.** This is reflective of the percent (10.6%) of Village population in the age 65 or older age cohort. Since a somewhat large percentage of Hortonville household income is from earnings, access to employment opportunities is a strong determinant in meeting the income needs of the residents. Even though a large percentage of households rely on earnings, a significant percentage (21.3%/+/-3.9%) utilize social security income and retirement income (13.5%/+/-4.2%). As a result, **the average household income (\$73,507 +/- \$4,565) is less than the average earnings per household (\$75,372 +/- \$5,227).**

Three commonly used income measures are median household income, median family income and per capita income. Median income is derived by examining the entire income distribution and calculating the point where one-half of the incomes fall below that point, the median, and one-half above that point. For households and families, the median income is based on the total number of households or families, including those with no income.

⁵ The exception was the Town of Greenville, where a third of the residents had a bachelor degree or higher.

⁶ U.S. Census Bureau.

The Village of Hortonville's median household income in 1999 was \$51,635; this was higher than both Outagamie County's median income of \$49,613 and the State of Wisconsin's median income of \$43,791 (Table 4-8). Although the median household income for all jurisdictions increased between 1999 and 2007-2011, the Village of Hortonville's median household income grew by 41 percent, while Outagamie County had an increase of 15 percent and Wisconsin experienced an increase of 20 percent.

Table 4-8: Comparative Income Characteristics, 1999 and 2007-2011, 5 Year Estimates

	Median HH. Income			Median Family Income			Per Capita Income		
	1999	2007-2011 5-Yr Est.		1999	2007-2011 5-Yr Est.		1999	2007-2011 5-Yr Est.	
		Estimate	MOE +/-		Estimate	MOE +/-		Estimate	MOE +/-
Village of Hortonville	\$51,635	\$72,925	\$5,573	\$55,298	\$74,194	\$4,125	\$20,277	\$25,806	\$1,529
Outagamie County	\$49,613	\$57,190	\$932	\$57,464	\$70,322	\$1,295	\$21,943	\$27,573	\$471
Wisconsin	\$43,791	\$52,374	\$177	\$52,911	\$66,065	\$274	\$21,271	\$27,192	\$119

Source: U.S. Census 2000, STF3A; 2007-2011 American Community Survey 5-Year Estimates, DP03

The median family income also increased for all three jurisdictions. The Village of Hortonville's median family income (34%) experienced a larger increase than at the state level (25%) or the county level (22%). **The 2007-2011 Village of Hortonville median family income was \$74,194, which was a significant increase from the 1999 median family income of \$55,298.**

As depicted in Table 4-7, the Village of Hortonville had a higher median household income than the state and county in both time frames; a higher median family income than the state in 1999 and 2007-2011 and higher median family income than the county in 2007-2011; and a lower per capita income than the state and county in both time frames.

While the per capita income in the Village of Hortonville remained lower than the average per capita income in Outagamie County and the State of Wisconsin in 1999 and 2007-2011, the percent increase in the Hortonville per capita income between 1999 and 2007-2011 was greater than the increase experienced at the county level and slightly less than at the state level. **In 2007-2011, the per capita income in Hortonville was \$25,806, an increase of 27 percent from 1999.**

Poverty Status

The poverty level is determined by the U.S. Census Bureau based on current cost of living estimates adjusted for household size. In 2000, the poverty threshold for a family of four with two children was a household income of \$17,463. By 2010, the poverty threshold for a family of four with two children had increased to \$22,113⁷.

According to the American Community Survey 5 Year Estimates, in 2007-2011 4.2 percent (+/-2.8%) of the Village of Hortonville's population was living below the poverty line. This is significantly less than Outagamie County (8.3%+/-0.8%) and the State of Wisconsin (12.0%+/-0.2%). Between 1999 and 2007-2011, the percentage of people living below the poverty line declined for the Village of Hortonville, but increased in Outagamie County and the

⁷ U.S. Census Bureau, 2000 and 2010 Poverty Thresholds.

State of Wisconsin. In 1999, 6.9 percent of the Village's residents were living below the poverty line, while 4.7 percent of Outagamie County residents were, and 8.7 percent of residents of the State of Wisconsin were living below the poverty line.

Approximately 4 percent (+/-2.9%) of families lived below the poverty level in the Village of Hortonville, according to the American Community Survey 5 Year Estimates for 2007-2011. This was less than the share of families in Outagamie County (5.5%+/-0.7%) and Wisconsin (8.0%+/-0.1%). Between 1999 and 2007-2011, the percentage of families living below the poverty level declined in the Village, but increased in Outagamie County and the state. In 1999, 4.4 percent of families lived below the poverty level in the Village of Hortonville compared to 2.9 percent of the families living in Outagamie County and 5.6 percent of the families living in Wisconsin⁸.

KEY ISSUES AND OPPORTUNITIES SUMMARY POINTS

- The Village of Hortonville has experienced a steady rate of population growth over the past 60 years, growing from 1,081 persons in 1950 to 2,711 persons in 2010.
- During the last three decades (1980 – 2010), population growth in the Village was outpaced by the adjoining towns of Dale (68.6%), Ellington (47.9%) and Greenville (211.5%), as well as Outagamie County (37.3%).
- In 2040, the population of the Village of Hortonville is anticipated to increase by 634 people, from 2,711 to 3,345 (23.4%).
- From 2000 to 2010, the overall population density of the Village of Hortonville decreased from 869.7 persons per square mile in 2000 to 781.3 persons per square mile in 2010.
- In 2010, the median age of the residents of the Village of Hortonville was 36.7.
- The child bearing population (25 to 44) comprised the Village's largest age cohort in both 2000 (31.3%) and 2010 (29.0%).
- Household size in the Village of Hortonville has decreased from 2.7 persons per household in 2000 to 2.59 persons per household in 2010.
- In 2000 (72.9%) and 2010 (73.3%), about three-quarters of the households in the Village of Hortonville were family households.
- Married couple families (husband and wife) made over half (57.1%) of the family households in the Village of Hortonville in 2010, compared to 54.4 percent in Outagamie County and 49.6 percent in the state.
- The number of households is expected to increase by about 50 percent (49.67%) from 1,045 in 2010 to 1,564 in 2040.
- The 2007-2011 American Community Survey 5-Year Estimates indicate that the Village of Hortonville had a slightly higher percentage of residents age 25 or older who graduated from high school or higher (90.2%) than the state (89.8%), but lagged behind the county (92.5%).
- The share of residents holding a bachelor's degree or higher increased by 6.2 percent between 2000 (16.9%) and the 2007-2011 5 Year Estimates (23.1%).
- According to the 2007-2011 American Community Survey, the vast majority, approximately 85.1 percent (+/-3.7%), of households derive income from earnings in the Village of Hortonville.
- The average household income (\$73,507 +/- \$4,565) is less than the average earnings per household (\$75,372 +/- \$5,227).

⁸ U.S. Census 2000 Summary File 3 (SF 3) - Sample Data

-
- The Village of Hortonville's median household income in 1999 was \$51,635; this was higher than both Outagamie County's median income of \$49,613 and the State of Wisconsin's median income of \$43,791.
 - The 2007-2011 Village of Hortonville median family income was \$74,194, which was a significant increase from the 1999 median family income of \$55,298.
 - In 2007-2011, the per capita income in Hortonville was \$25,806, an increase of 27 percent from 1999.
 - According to the American Community Survey 5 Year Estimates, in 2007-2011 4.2 percent (+/-2.8%) of the Village of Hortonville's population was living below the poverty line.
 - Approximately 4 percent (+/-2.9%) of families lived below the poverty level in the Village of Hortonville, according to the American Community Survey 5 Year Estimate for 2007-2011.

GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for the Issues and Opportunities element are provided in Chapter 2: Plan Framework.

POLICIES AND PROGRAMS

Policies and programs related to the Issues and Opportunities element can be found in Appendix E.

Page intentionally left blank.



CHAPTER 5

Land Use

CHAPTER 5: LAND USE

TABLE OF CONTENTS

Introduction	5-1
Inventory and Analysis	5-1
Existing Land Use	5-1
Land Use Categories	5-1
Current Land Use Inventory	5-3
Land Use Trends	5-5
Land Market and Development	5-6
Development Trends	5-6
Market Trends	5-7
Land Use Density and Intensity	5-7
Density	5-7
Intensity	5-8
Future Land Use	5-9
Future Land Use Map	5-9
Future Land Use Projections	5-11
Land Use Issues and Conflicts	5-12
Key Land Use Summary Points	5-13
Goals, Strategies & Recommendations	5-13
Policies and Programs	5-14

TABLES

Table 5-1	Existing Land Use, 2010	5-4
Table 5-2	Building Permits (New Residential Construction), 2000-2011	5-6
Table 5-3	Annexations, 2000-2010	5-7
Table 5-4	Equalized Values (Land Only), 2007-2012	5-7
Table 5-5	Residential Density, 2000 and 2010	5-8
Table 5-6	Residential Intensity, 2002 and 2010	5-9
Table 5-7	Future Land Consumption (Acres)	5-12

FIGURES

Figure 5-1	Existing Land Use, Village of Hortonville, 2010	5-4
Figure 5-2	Existing Land Use, Village of Hortonville + 1.5 Mile Buffer, 2010	5-4

EXHIBITS

Exhibit 5-1	Village of Hortonville 2010 Existing Land Use	5-15
Exhibit 5-2	Village of Hortonville 2010 Existing Land Use 1.5 Mile Municipal Buffer	5-17

Page intentionally left blank.

CHAPTER 5: LAND USE

INTRODUCTION

Land use directly influences all elements presented in the other chapters. The choices for housing type, location, transportation alternatives, decisions on employment locations, recreational opportunities, and the quality of the man-made and natural environments are all intricately woven together into land use. Land use policy decisions can have far-reaching repercussions. Policy decisions can influence housing growth, the protection of natural resources, and a number of other factors.

Wisconsin's "Smart Growth" legislation requires the Land Use element to be a compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of all property, public and private, in the Village of Hortonville. An inventory of the historical trends and current land use characteristics is required. In addition, the element must look forward by providing a future land use map and providing projections for land use consumption based on current conditions. This chapter, along with Chapter 2: Plan Framework, addresses these requirements.

INVENTORY AND ANALYSIS

The following section provides a thorough analysis of land use trends and projections for the Village of Hortonville and its 1.5 mile extraterritorial plan review area.

Existing Land Use

Existing land use was interpreted utilizing 2010 aerials. In order to analyze land use trends, historic land use data derived from 2000 aerials and updated in 2002 were used as a comparison. Land use information was compiled into general land use categories (Table 5-1). Table G-1 and G-2 (Appendix G) provides a comparison between the 2000 and 2010 land use.

Land Use Categories

Agricultural. Agricultural land is broadly classified as land that is used for crop production. Agricultural uses include farming, dairying, pastures, apiculture (bees), aquaculture (fish, mussels), cropland, horticulture, floriculture, viticulture (grapes), silviculture (trees) and animal and poultry husbandry. Agricultural land is divided into two sub-categories: irrigated and non-irrigated cropland. Irrigated cropland is watered by artificial means, while non-irrigated cropland is watered by natural means (precipitation).

Residential. Residential land is classified as land that is used primarily for human habitation. Residential land uses are divided into single and two-family residential, farmstead, multi-family and mobile home parks. Single and two-family residential includes single family dwellings, duplexes, and garages for residential use. Within platted subdivisions, residential land use encompasses the entire lot. In rural areas and where lots are typically larger, single family includes the primary residence, outbuildings, and the mowed area surrounding the structures. Single family also includes isolated garages and similar structures on otherwise undeveloped rural lots. Farmsteads include the farm residence, the mowed area between the buildings and

the associated outbuildings (barn, sheds, manure storage, abandoned buildings). Multi-family includes apartments of three or more units, condos, room and boarding houses, residence halls, group quarters, retirement homes, nursing care facilities, religious quarters, and the associated parking and yard areas. Mobile home parks are classified as land that is part of a mobile home park. Single standing mobile homes are classified under single family and two-family residential.

Commercial. Commercial land uses represent the sale of goods and services and other general business practices. Commercial uses include retail and wholesale trade (car and boat dealers; furniture, electronics and appliance stores; building equipment and garden equipment; grocery and liquor stores; health and personal care stores; gasoline stations; clothing and accessories, sporting goods, hobby, book and music stores; general merchandise; miscellaneous store retailers; couriers; and massagers), services (publishing, motion picture and sound recording, telecommunications, information systems, banks and financial institutions, real estate offices, insurance agencies and carriers, waste management, accommodations, restaurants and drinking places, repair and maintenance, personal and laundry, social assistance, etc.) and other uses (warehousing and automobile salvage and junk yards).

Industrial. Industrial land uses represent a broad category of activities that involve the production of goods. Mining and quarry sites are separated from other industrial uses. Industrial uses include construction, manufacturing (includes warehousing with factory or mill operation), mining operations and quarries, and other industrial facilities (truck facilities).

Transportation. Transportation includes land uses that directly focus on moving people, goods, and services from one location to another. Transportation uses include highway and street rights of way, support activities for transportation (waysides, freight weigh stations, bus stations, taxi, limo services, park and ride lots), rail related facilities, and other related categories. Airports are included under transportation and consist of paved areas that are dedicated specifically to air traffic.

Utilities/Communications. Utilities and communications are classified as any land use that aids in the generation, distribution, and storage of electric power (substations and transformers); natural gas (substations, distribution brokers); and telecommunications (radio, telephone, television stations and cell towers). It also includes facilities associated with water distribution (water towers and tanks), water treatment plants, wastewater processing (plants and lift stations), landfills (active and abandoned), and recycling facilities.

Institutional Facilities. Institutional uses are defined as land for public and private facilities dedicated to public services. Institutional land uses include educational facilities (schools, colleges, universities, professional schools), hospitals, assemblies (churches, religious organizations), cemeteries and related facilities, all governmental facilities used for administration (city, village, town halls, community centers, post office, municipal garages, social security and employment offices, etc.), and safety services (police departments, jails, fire stations, armories, military facilities, etc.). Public utilities and areas of outdoor recreation are not considered institutional facilities.

Recreational Facilities. Recreational facilities are defined as land uses that provide leisure activity opportunities for citizens. This category encompasses both active and passive activities. Recreational activities include designated hunting and fishing areas; nature areas; general recreational parks; sports facilities (playgrounds, ball diamonds, soccer fields, tennis courts,

etc.); city, county and state parks; fairgrounds; marinas; boat landings; spectator sport venues; hiking trails; mini-golf; bowling; bicycling; skiing; golf courses; country clubs; performing arts centers; museums; historical sites; zoos; amusement parks; gambling venues; and other related activities.

Water Features. Water features consist of all surface water including lakes, streams, rivers, ponds, and other similar features. Intermittent waterways are also incorporated into this category.

Woodlands. Woodlands are forested areas that are characterized by a predominance of tree cover. Woodlands are divided into two subcategories: general woodlands and planted woodlands. General woodlands are naturally occurring; this category includes forests, woods, and distinguishable hedgerows. Planted woodlands include forestry and timber track operations where trees are typically planted in rows; this category includes tree plantations, orchards and land dedicated to Christmas tree production (nurseries are not included).

Open Other Land. This category includes land that is currently vacant and not developed in a manner similar to the other land use categories described within this section. Open land includes areas that are wet, rocky, or outcrop; open lots in a subdivision; or rural parcels and side or back lots on a residential property that are not developed.

Current Land Use Inventory

Developed land has been altered from its natural state to accommodate human activities. Although agricultural areas are considered undeveloped by land classification systems, these uses have different impacts on land use decisions than urbanized uses; thus, agricultural uses have been separated to obtain an accurate total of all related activities. In addition, residential land uses have been divided according to their specific category: single family residential, farmsteads, multi-family residential and mobile home parks. Single family residential land use includes single family dwellings and duplexes.

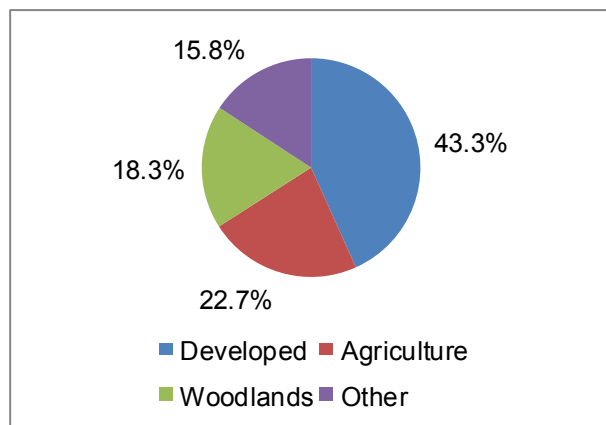
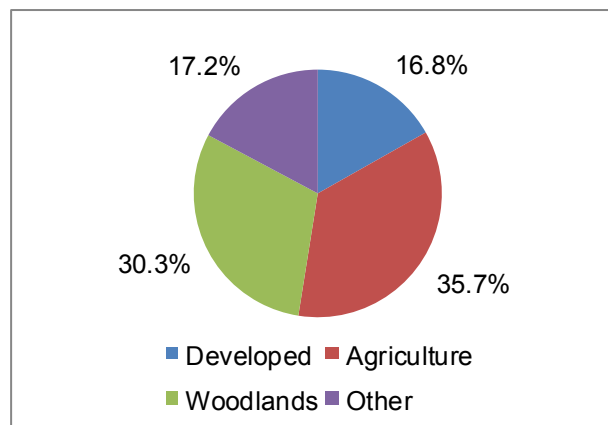
The Village of Hortonville encompasses approximately 2,213 acres. Over 43 (957.5 acres, 43.3%) percent of the land within the Village is developed (Table 5-1; Figure 5-1 and Exhibit 5-1). About two-thirds of the developed uses in the Village include single-family residential (451.0 acres, 47.1%) and transportation (185.6 acres, 19.4%). Other residential uses (farmstead and multifamily; 25.8 acres, 2.6%), commercial (52.2 acres, 5.4%), industrial (63.1 acres, 6.6%), recreational facilities (86.9 acres, 9.1%), institutional (86.9 acres, 9.1%), and utilities/communications (6.3 acres, 0.7%) make up the remaining developed land uses.

Cropland (501.6 acres, 22.7%), residential (466.8 acres, 21.5%), woodlands (404.2 acres, 18.3%) and other open land (275.4 acres, 12.4%) make up three-quarters of the overall land use in the Village. Other developed land uses, water features and quarries make up the remaining 25 percent.

Table 5-1: Existing Land Use, 2010

Land Use	Village of Hortonville			Village of Hortonville + 1.5 Mile Buffer		
	Total Acres	Percent of Developed Land	Percent of Total	Total Acres	Percent of Developed Land	Percent of Total
Single Family Residential	451.0	47.1%	20.4%	1,385.9	50.0%	8.4%
Farmsteads	13.8	1.4%	0.6%	251.9	9.1%	1.5%
Multi-Family Residential	12.0	1.2%	0.5%	12.0	0.4%	0.1%
Mobile Home Parks	0.0	0.0%	0.0%	2.6	0.1%	0.0%
Commercial	52.2	5.4%	2.4%	68.5	2.5%	0.4%
Industrial	63.1	6.6%	2.9%	70.0	2.5%	0.4%
Recreational Facilities	86.9	9.1%	3.9%	204.2	7.4%	1.2%
Institutional Facilities	86.9	9.1%	3.9%	85.6	3.1%	0.5%
Utilities/Communications	6.3	0.7%	0.3%	14.0	0.5%	0.1%
Transportation	185.6	19.4%	8.4%	678.0	24.5%	4.1%
Total Developed	957.5	100.0%	43.3%	2,772.6	100.0%	16.8%
Non-irrigated Cropland	501.6		22.7%	5,888.8		35.7%
Planted Woodlands	75.6		3.4%	235.0		1.4%
General Woodlands	328.6		14.9%	4,761.2		28.9%
Quarries	6.7		0.3%	6.7		0.0%
Other Open Land	275.4		12.4%	2,237.9		13.6%
Water Features	67.3		3.0%	593.5		3.6%
Total Acres	2,212.8		100.0%	16,495.7		100.0%

Source: East Central Wisconsin Regional Planning Commission, 2013

Figure 5-1: Ex. Land Use, V. Hortonville, 2010**Figure 5-2: Ex. Land Use, V. Hortonville + 1.5 Mile Buffer, 2010**

In comparison, ***the Village of Hortonville, including the 1.5 mile buffer contains about 16,500 acres. Only about 17 percent (2,772.6 acres, 16.8%) of the land within the Village and buffer was considered developed in 2010*** (Table 5-1, Figure 5-2 and Exhibit 5-2). Single family residential (1,385.9 acres, 50.0%) and transportation (678.0 acres, 24.5%) makes up three-quarters of the developed land uses.

Overall, cropland (5,888.8 acres, 35.7%), woodlands (4,996.2 acres, 30.3%) and other open land (2,237.9 acres, 13.6%) comprised three-quarters of the land use in 2010.

Land Use Trends

Land use distribution in the Village of Hortonville and within the 1.5 mile buffer has changed over time (Appendix G, Table G-1 and G-2). For the purpose of this plan, land use between 2002 and 2010 was reviewed. ***Between 2002 and 2010, the Village of Hortonville grew by about 17 percent, from 1,892 to 2,213 acres.***

Since the overall area of the Village increased, gains were seen in all land use categories. Residential (mostly single family) development (99.7 acres), cropland (70.4 acres), transportation (31.4 acres), open other land (44.1 acres), woodlands (18.4 acres) and institutional facilities (17.2 acres) experienced the largest expansions.

A comparison of the 2002 and 2010 existing land use maps show that residential development predominately occurred in the following areas:

- south of CTH TT and west of CTH M (S. Nash Street);
- the triangular area generally formed by the Canadian National Railroad and Wis 15 to the north, CTH TT (Nye Street) to the south and Birch Street to the west;
- Pine Grove land area;
- Mystic Drive area; and
- Fairway Court.

Industrial development also occurred during this time period and is evident near the western village limits. Increases in farmland and woodlands ensued due to annexations.

Since the Village corporate limits increased between 2002 and 2010, the boundary of the 1.5 mile buffer area expanded to encompass additional land as well. ***Between 2002 and 2010, the area that includes the Village of Hortonville and the 1.5 mile buffer increased from about 14,876 acres to 16,496 acres.*** Largest increases were seen in cropland (679.1 acres), residential (495.5 acres) and woodlands (240.9 acres).

Within the 1.5 mile buffer area, new residential development can be seen not only in platted subdivisions but also scattered throughout the surrounding towns. New/developing residential lots within subdivisions occurred in the Town of Dale (Section 11, 12 and 14), the Town of Hortonville (Section 35) and the Town of Ellington (Section 30).

Land Market and Development

Development Trends

The amount of land available for development is finite. By analyzing the patterns in land use and understanding what the current development trends are, the Village is better able to plan for future development in a sustainable manner.

According to the U.S. Census, 197 building permits¹ for new residential construction were issued in the Village of Hortonville between 2000 and 2011 (Table 5-2). On average, 16.4 residential building permits were issued per year. The largest period of growth occurred between 2002 and 2004. During these three years, an average of 34.3 residential buildings was added per year. It is important to note that while a majority of these units were single family, the building permit information reflects the number of permits per year and includes permits for single family, two-family and multi-family units. A further analysis of the data shows that seven permits were for duplexes (2000 - 1, 2002 - 1 and 2003 - 5) and two permits for 8-unit apartment buildings (2002 - 1 and 2005 -1).

Table 5-2: Building Permits (New Residential Construction), 2000 – 2011

Year	V. Hortonville	T. Dale	T. Ellington	T. Greenville	T. Hortonia	Outagamie County
2000	24	35	16	108	15	785
2001	16	36	22	132	4	919
2002	30	27	21	114	3	923
2003	43	30	23	115	7	1,110
2004	30	24	19	215	5	1,019
2005	22	19	16	169	5	829
2006	10	13	14	182	2	622
2007	13	19	10	170	2	549
2008	5	7	7	125	1	405
2009	0	6	8	96	2	350
2010	4	6	13	87	0	377
2011	0	6	14	66	0	241
Total	197	228	183	1,579	46	8,129
Ave.	16.4	19.0	15.3	131.6	3.8	677.4

Source: U.S. Census, 2001-2012

In comparison, the surrounding towns of Dale (19 building permits/year) and Ellington (15.3 building permits/year) experienced similar growth, while the Town of Greenville (131.6 building permits/year) saw significantly more and the Town of Hortonia (3.8 building permits/year) less than the Village of Hortonville. Similar to Hortonville, the surrounding towns and the county saw the largest number of annual building permits issued

¹ The building permit information provided in Table 5-2 and discussed in this report are for new residential construction only. This information does not include building permits for remodeling, rehabs, decks, garages, etc.

between 2000 and 2004. Though all experienced declines in the number of building permits issued after 2004, the Town of Greenville saw a smaller decrease.

To accommodate growth in residential and industrial development, the Village annexed 408 acres between 2000 and 2010 (Table 5-3). These annexations occurred in the southern and western sections of the Village.

Table 5-3: Annexations, 2000 – 2010

Year	Acres
2001	96
2003	5
2004	132.5
2005	174.5
Total	408

Source: U.S. Census

Market Trends

The price of developable land value varies depending on the surrounding land uses, location, access, services and other subjective factors. Natural features such as water frontage, forests and open space may increase the overall value. Land prices are subject to market demand and fluctuations. As such, land values show periodic variations. Housing affordability is dependent on land prices. Equalized value is the best proxy for determining land market trends. Table 5-4 shows the equalized values of all classes of land in the

Village of Hortonville and Outagamie County between 2007 and 2012. **Overall, the Village's land value peaked in 2010 and has been steadily decreasing ever since.** In comparison, the equalized land value in Outagamie County peaked in 2010 and has been decreasing at about the same rate as the Village. This decrease in equalized value is reflective of the economic downturn that began in 2008.

Table 5-4: Equalized Values (Land Only), 2007-2012

Year	Village Equalized Value	Percent Change	County Equalized Land Value	Percent Change
2007	\$29,802,800	-	\$2,543,277,900	-
2008	\$30,700,600	3.0%	\$2,641,113,900	3.8%
2009	\$30,866,900	0.5%	\$2,654,032,000	0.5%
2010	\$30,872,900	0.0%	\$2,759,005,100	4.0%
2011	\$30,316,000	-1.8%	\$2,712,021,200	-1.7%
2012	\$29,663,800	-2.2%	\$2,633,697,400	-2.9%

Source: Wisconsin Department of Revenue, 2007-2012, Statement of Equalized Values

Land Use Density and Intensity

Density

Density is broadly defined as a “number of units in a given area²”. For the purposes of this report, residential densities are defined as the number of housing units per square mile of total land area (units/square mile), excluding water. **Between 2000 (333.6 units/sq. mi.) and 2010 (318.4 units/sq. mi.), residential densities decreased in the Village of Hortonville by 15.1 units/square mile** (Table 5-5). While residential densities decreased in the Village of Hortonville, the opposite trend occurred in Outagamie County and in the surrounding towns and

² Measuring Density: Working Definitions for Residential Density and Building Intensity, November 2003. Design Center for American Urban Landscapes, University of Minnesota.

similar size villages/cities in the county over this same time period. The average density in the towns of Ellington, Hortonville, Greenville and Dale increased from 29.2 units per square mile in 2000 to 40.4 units per square mile in 2010. The Town of Greenville, by far, had the highest residential density and accounted for the highest overall density in the surrounding towns. However, incorporated areas typically have higher densities than unincorporated towns. Therefore, a comparison was made between the Village of Hortonville and other standalone incorporated rural communities (villages of Shiocton and Black Creek and the City of Seymour). At first glance, the Village of Hortonville was more dense than the Village of Shiocton in both years, and less dense than the Village of Black Creek and the City of Seymour. A further review of the data reveals that of the four communities, the Village of Hortonville added more residential units than the other three and significantly more population during this 10-year time period³.

One reason the density decreased in the Village of Hortonville while increasing in the other three communities was that the Village of Hortonville increased significantly in size while the other three held their incorporated land area relatively constant. Thus any additional housing units added in the other three communities was on land already in the community (more housing units on the same amount of land).

Table 5-5: Residential Density, 2000 and 2010

MCD	2000			2010		
	Land Area in Sq. Miles	Total Units	Units/Sq. Mile	Land Area in Sq. Miles	Total Units	Units/Sq. Mile
Village of Hortonville	2.71	904	333.6	3.47	1,105	318.4
Town of Ellington	34.86	870	25.0	34.63	1,052	30.4
Town of Hortonville	19.19	375	19.5	18.25	410	22.5
Town of Greenville	35.79	2,353	65.7	35.72	3,722	104.2
Town of Dale	30.44	812	26.7	30.37	1,023	33.7
Town of Liberty	30.63	283	9.2	29.39	327	11.1
Village of Shiocton	1.65	394	238.8	1.56	403	258.3
City of Seymour	2.53	1,377	544.3	2.67	1,565	586.1
Village of Black Creek	1.04	513	493.3	1.03	540	524.3
Outagamie County	640.34	62,614	97.8	637.52	73,149	114.7

Source: U.S. Census 2000 & 2010, SF1

Intensity

Intensity is the degree of activity associated with a particular land use. Therefore intensity is defined as the measure of the units per acre of residential development. Due to the limited availability of information, this plan will compare the intensities of single-family versus multi-family development in the Village of Hortonville. To calculate land intensities, the categories (as defined by East Central) of single and two-family residential, farmsteads, and mobile homes were all classified as “single-family.” Buildings consisting of three or more units were classified as “multi-family.”

³ According to the 2000 and 2010 U.S. Census, the Village of Hortonville added 201 units and 354 people, while the Village of Shiocton added 9 units and 33 people, the City of Seymour added 118 units and 116 people and the Village of Black Creek added 27 units and 124 people.

Table 5-6: Residential Intensity, 2002 and 2010

	2002			2010		
	Units	Acres	Units/ Acre	Units	Acres	Units/ Acre
Single-Family	827	366.5	2.3	972	464.8	2.1
Multi-Family	118	10.5	11.3	133	12.0	11.1

Source: U.S. Census, 2000 - 2012. ECWRPC 2013

Between 2002 and 2010, residential single family land use intensities are estimated to have decreased from 2.3 units per acre to 2.1 units per acre. Multi-family land use also decreased slightly from 11.3 units per acre to 11.1 units per acre (Table 5-6).

Several important factors create more intense development patterns in communities. Single-family residential development is typically a less intense land use than multi-family. Multi-family development is also normally restricted to areas where public sewer is available. Another factor influencing residential intensity is the size of parcels. Parcels in older more established portions of a community are typically smaller than parcels developing today. This is because residential development in older neighborhoods took place when society was less dependent on the automobile. As a result, this necessitated smaller lot development that allowed for closer proximity to neighbors and services. The reason that single family residential intensities decreased between 2002 and 2010 is because of new large lot residential development.

FUTURE LAND USE

Future Land Use Map

Exhibit 2-1 Year 2035 Land Use Framework illustrates the preferred land use, as developed by the Hortonville Planning and Zoning Commission, with input from Hortonville residents at the Community and Neighborhood Visioning Workshop. Additional items used to develop this map included:

- existing land use maps and patterns;
- natural resource areas with limiting conditions (i.e. wetlands, floodplains, water resources);
- future land use projections;
- the Outagamie County farmland preservation plan; and
- the *Village of Hortonville's Trail Planning & Connections Report*.

A total of six growth areas were identified; four priority growth areas and two long term growth areas. These include:

Area 1: Long Term Residential Growth and Service Extension Area. Area 1 is located within the existing corporate limits in the northeast corner of the Village, north of the proposed bypass. It encompasses approximately 350 acres, 225 of which are currently undeveloped. Environmentally sensitive areas comprise only about one acre. About 42 percent of the

undeveloped land is in agricultural uses. Current development primarily consists of larger lot residential growth utilizing private on-site septic systems and wells. As this area develops, consideration should be given to extending public sewer and water service.

Area 2: Priority Mixed Use Growth Area. Area 2 is located within the existing corporate limits, south of Area 1 and north of Main Street, in the eastern portion of the Village. It encompasses about 362 acres, 229 acres are currently undeveloped. Environmentally sensitive areas comprise only about five acres. About 47 percent of the undeveloped land is in agricultural uses. Current development consists mainly of large lot residential development, institutional (Hortonville Area School District facilities) and commercial development near Main Street. Short-term development within this area includes the new municipal services building and proposed commercial development north of Main Street. The future Hortonville bypass will intersect this area, impacting access to the area north of the bypass. It is recommended that consideration be given to providing future pedestrian and bicycle access either over or under the bypass.

Area 3: Priority Residential Growth Area. Area 3 is located partially within the existing corporate limits, south of the Canadian National Railroad, west of the Wiouwash Trail and east of the more recent residential development. Part of the area has been platted for future residential use. It encompasses about 172 acres, 137 acres⁴ are currently undeveloped. Environmentally sensitive areas comprise only about four acres. About 95 percent of the undeveloped land is in agricultural uses. Current development mainly consists of farmsteads.

Area 4: Priority Mixed Use Growth Area. Area 4 is located outside of the existing corporate limits, west of Area 3 and south of Nye Street. Annexation of this area will straighten out a portion of the southern corporate boundary. It encompasses about 160 acres, 144 acres are currently undeveloped. There are no environmentally sensitive areas. About 92 percent of the undeveloped land is in agricultural uses. Current development primarily consists of a residential parcel. The Village's existing business and industrial park abuts this area to the west. A portion of this area, adjacent to the Village's existing business and industrial park, could support expansion of more intense industrial uses.

Area 5: Priority Residential Growth Area. Area 5 is located partially within the existing corporate limits, south of Nye Street and immediately adjacent to and west of the Village's existing business and industrial park. It encompasses about 193 acres, 137 acres are currently undeveloped. Environmentally sensitive areas comprise about 37 acres. About 85 percent of the undeveloped land is in agricultural uses. A few scattered residential parcels are located in this area. To lessen potential land use conflicts, setbacks, screening, and buffering should be utilized between the Village's existing business and industrial park and residential land uses.

Area 6: Long Term Mixed Use Growth Area. Area 6 is located outside of the existing corporate limits, adjacent to the northwest corner of the Village. It encompasses about 502 acres, 347 acres are currently undeveloped. Environmentally sensitive areas comprise about 23 acres. Approximately 51 percent of the undeveloped land is in agricultural uses. Predominant existing development is mainly scattered residential and commercial development. The Village's existing business and industrial park abuts this area, near the southeast corner.

⁴ Approximately 106 acres of existing agricultural lands are within the Village limits, the remainder is currently in the towns of Dale and Hortonville.

Therefore a portion of this area, adjacent to the Village's existing business and industrial park, could support expansion of more intense industrial uses.

Future Land Use Projections

Wisconsin statutes require comprehensive plans to include five year projections for residential, commercial, industrial, and agricultural uses over the length of the plan.⁵ The projections for the Village of Hortonville can be seen in Table 5-7.

While projections can provide extremely valuable information for community planning, by nature, projections have limitations that must be recognized. First and foremost, projections are not predictions. Projections are typically based on historical growth patterns and the composition of the current land use base. Their reliability depends, to a large extent, on the continuation of those past growth trends. Second, projections for small communities are especially difficult and subject to more error, as even minor changes can significantly impact growth rates. Third, growth is also difficult to predict in areas that are heavily dependent on migration, as migration rates may vary considerably based on economic factors both within and outside of the area.

The actual rate of growth and amount of future growth communities experience can be influenced by local policies that can slow or increase the rate of growth. Regardless of whether communities prefer a no growth, low growth, or high growth option, it is recommended they adequately prepare for future growth and changes to provide the most cost-effective services possible. Furthermore, individual communities can maximize the net benefits of their public infrastructure by encouraging denser growth patterns that maximize the use of land resources while minimizing the impact on the natural resource base.

Expected increases in residential and commercial acreage and resulting decreases in agricultural acreage can be estimated by analyzing and projecting historical data into the future. Population and housing growth and the amount of land that would be required to accommodate that increase in growth were made using past housing and population trends, and future population and household projections.

In 2010, the Village of Hortonville had a total of 1,105 housing units⁶ or 972 single family (one-family, two-family or duplex) units and 133 multi-family units. **Assuming a vacancy rate of 3.7 percent, by 2040, the Village is projected to have a total of 1,623 housing units or 1,428 single family units and 195 multi-family units.**⁷ This will result in a net increase of 456 single family (418 one-family and 38 two-family) units and 62 multi-family units. **Over a 30 year period this assumes that an average of 15.2 single family (14.9 one-family and 1.3 two-family) units and 2.1 multi-family units will be constructed per year.**

Based on existing information, there are approximately 972 single family (one family and two family) units on 465 acres or 2.1 units per acre. Additionally, there are 133 multi-family units on 12 acres. **Therefore, based on current intensity and 15 percent infrastructure and 20 percent market factors, 294 additional acres of single family (one family and two-family) and 8 acres of multi-family land will be required to accommodate projected residential growth by 2040.** While future land use projections were based on current intensities, the Village recognizes that the density of development is inherently linked to the costs of providing

⁵ Wisconsin State Statutes 66.1001

⁶ U.S. Census, 2010.

⁷ East Central Wisconsin Regional Planning Commission, 2013.

infrastructure and services and, as such, reserves the right to consider or promote the development of more or less intense uses as deemed appropriate.

Future commercial and industrial growth was estimated using a ratio of existing population to existing commercial and industrial land use and projecting it forward based on future population estimates. Currently, there are about 52 acres of commercial and 63 acres of industrial development in the Village of Hortonville. **Therefore, based on existing land use and population estimates, approximately 16 acres of land will be needed for commercial development and 20 acres of industrial development by 2040.**

Growth within the Village of Hortonville is expected to occur primarily within the four priority and two long-term growth areas. Table 5-7 provides five year land consumption estimates for residential, commercial and industrial land uses and the resulting depletion of agricultural land. It is assumed that residential growth will occur in Priority Residential Growth Area 3 and Priority Mixed Use Growth Areas 2 and 4. Commercial development will likely occur in Areas 2 and 4, Priority Mixed Use Growth Areas. Finally, industrial development will occur in Area 5 Priority Industrial Growth Area. Since the growth areas encompass land within and outside of the existing Village limits, it is assumed that not all agricultural losses will occur within the existing Village limits. **Based on these assumptions, approximately 222 acres of agricultural land will be lost over the life of the plan.**

Table 5-7: Future Land Consumption (Acres)

Land Use	2010	2015	2020	2025	2030	2035	2040
S.F. Residential	465	497	549	602	654	707	759
M.F. Residential	12	13	15	16	17	19	20
Commercial	52	55	58	60	63	66	69
Industrial	63	66	70	73	76	80	83
Agricultural (Village)*	502	475	449	423	396	370	344
Agricultural (Planning Area)*	5,889	5,878	5,867	5,857	5,846	5,835	5,825
<i>Source: ECWRPC 2013, Village of Hortonville</i>							
* Agricultural losses will occur both within the Village and the immediate planning area as annexations occur.							

Land Use Issues and Conflicts

The Village of Hortonville is situated about 10 miles northwest of the Fox Cities in rural Outagamie County. As a result, residential, commercial and industrial development can come in direct contact with agricultural operations and other land uses in adjacent towns. This plan seeks to minimize these land use conflicts through land use planning and policy recommendations. A formal communication process should be established with neighboring towns, Outagamie County, the Hortonville Area School District and others so that future land use proposals can be discussed prior to approval.

Natural resource preservation and development may be in conflict with each other. Black Otter Lake, as well as wetlands, floodplains and other features comprise the natural resource base. Increased development near these resources could lead to displacement of wildlife, degradation of surface and groundwater, open lands and other resources.

Incompatibilities may arise between adjacent land uses as development continues. To lessen these conflicts, land use controls such as setbacks, screening, and buffering should be utilized.

KEY LAND USE SUMMARY POINTS

- The Village of Hortonville encompasses approximately 2,213 acres. Over 43 (957.5 acres, 43.3%) percent of the land within the Village is developed.
- Cropland (501.6 acres, 22.7%), residential (466.8 acres, 21.5%), woodlands (404.2 acres, 18.3%) and other open land (275.4 acres, 12.4%) make up three-quarters of the overall land use in the Village.
- The Village of Hortonville, including the 1.5 mile buffer contains about 16,500 acres. Only about 17 percent (2,772.6 acres, 16.8%) of the land within the Village and buffer was considered developed in 2010.
- Between 2002 and 2010, the Village of Hortonville grew by about 17 percent, from 1,892 to 2,213 acres.
- Between 2002 and 2010, the area that includes the Village of Hortonville and the 1.5 mile buffer increased from about 14,876 acres to 16,496 acres.
- According to the U.S. Census, 197 building permits for new residential construction were issued in the Village of Hortonville between 2000 and 2011 (Table 5-2). On average, 16.4 residential building permits were issued per year.
- In comparison, the surrounding towns of Dale (19 building permits/year) and Ellington (15.3 building permits/year) experienced similar growth, while the Town of Greenville (131.6 building permits/year) saw significantly more and the Town of Hortonville (3.8 building permits/year) less than the Village of Hortonville.
- To accommodate growth in residential and industrial development, the Village annexed 408 acres between 2000 and 2010.
- Overall, the Village's land value peaked in 2010 and has been steadily decreasing ever since.
- Between 2000 and 2010, residential densities decreased in the Village of Hortonville from 333.6 units per square mile to 318.4 units per square mile.
- Between 2002 and 2010, residential single family land use intensities are estimated to have decreased from 2.3 units per acre to 2.1 units per acre. Multi-family land use also decreased slightly from 11.3 units per acre to 11.1 units per acre.
- A total of six growth areas were identified; four priority growth areas and two long term growth areas.
- Assuming a vacancy rate of 3.7 percent, by 2040, the Village is projected to have a total of 1,623 housing units or 1,428 single family units and 195 multi-family units.
- Over a 30 year period this assumes that an average of 15.2 single family (14.9 one-family and 1.3 two-family) units and 2.1 multi-family units will be constructed per year.
- Based on current intensity and 15 percent infrastructure and 20 percent market factors, 294 additional acres of single family (one family and two-family) and 8 acres of multi-family land will be required to accommodate projected residential growth by 2040.
- Based on existing land use and population estimates, approximately 16 acres of land will be need for commercial development and 20 acres of industrial development by 2040.
- Approximately 222 acres of agricultural land will be lost over the life of the plan.

GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for land use are provided in Chapter 2: Plan Framework.

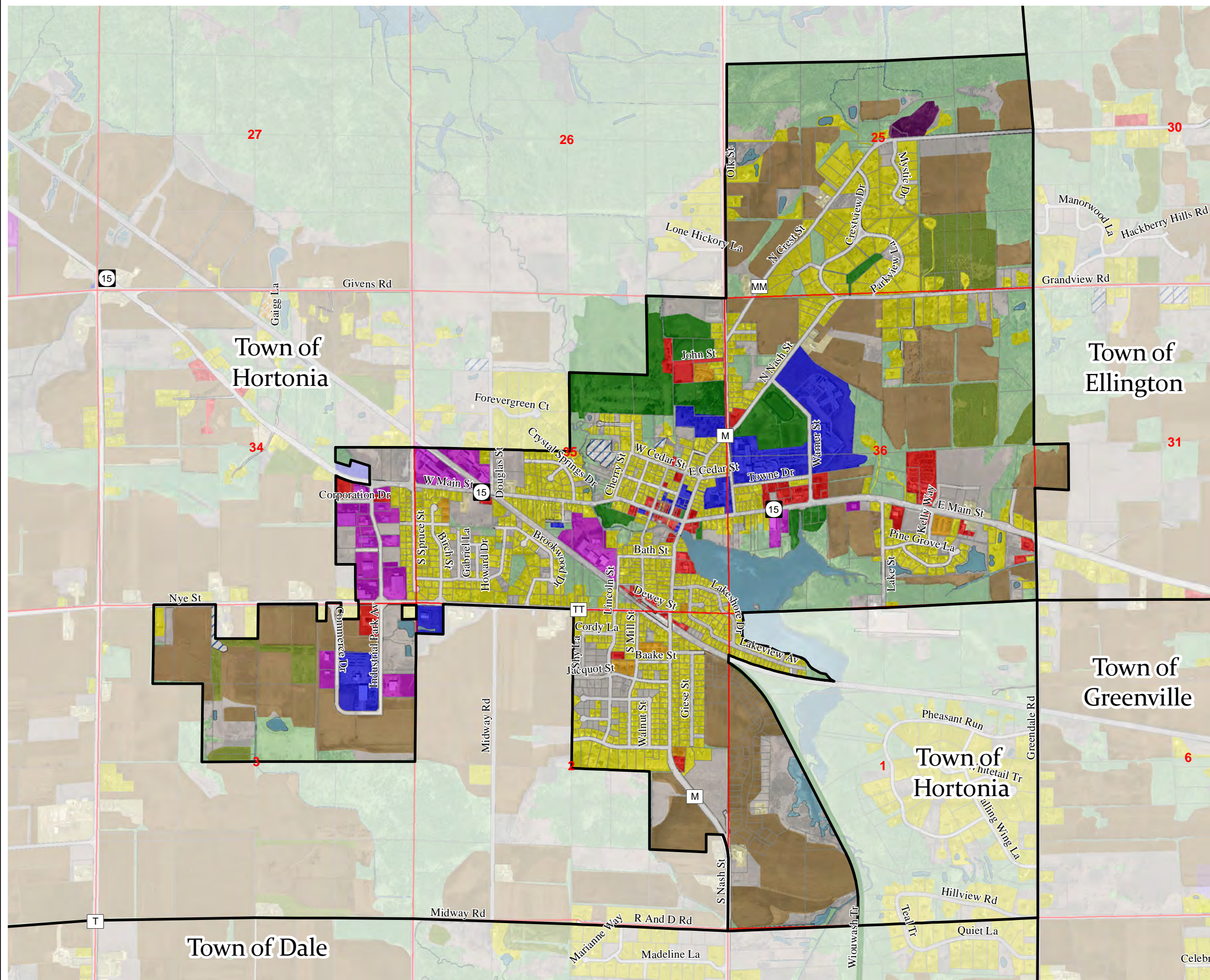
POLICIES AND PROGRAMS

Policies and programs related to the land use element can be found in Appendix E.

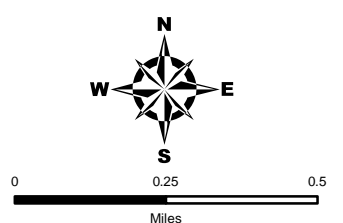
Exhibit 5-1

Village of Hortonville

2010 Existing Land Use



- Municipal Boundary
- Single Family Residential
- Farmsteads
- Multi-Family
- Mobile Home Parks
- Commercial
- Industrial
- Quarries
- Institutional Facilities
- Transportation
- Utilities/Communications
- Non-Irrigated Cropland
- Recreational Facilities
- Planted Woodlands
- General Woodlands
- Open Other Land
- Water
- PLSS Sections



Source:
Land Use Created by ECWRPC 2003, Updated 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION
APRIL 17, 2014

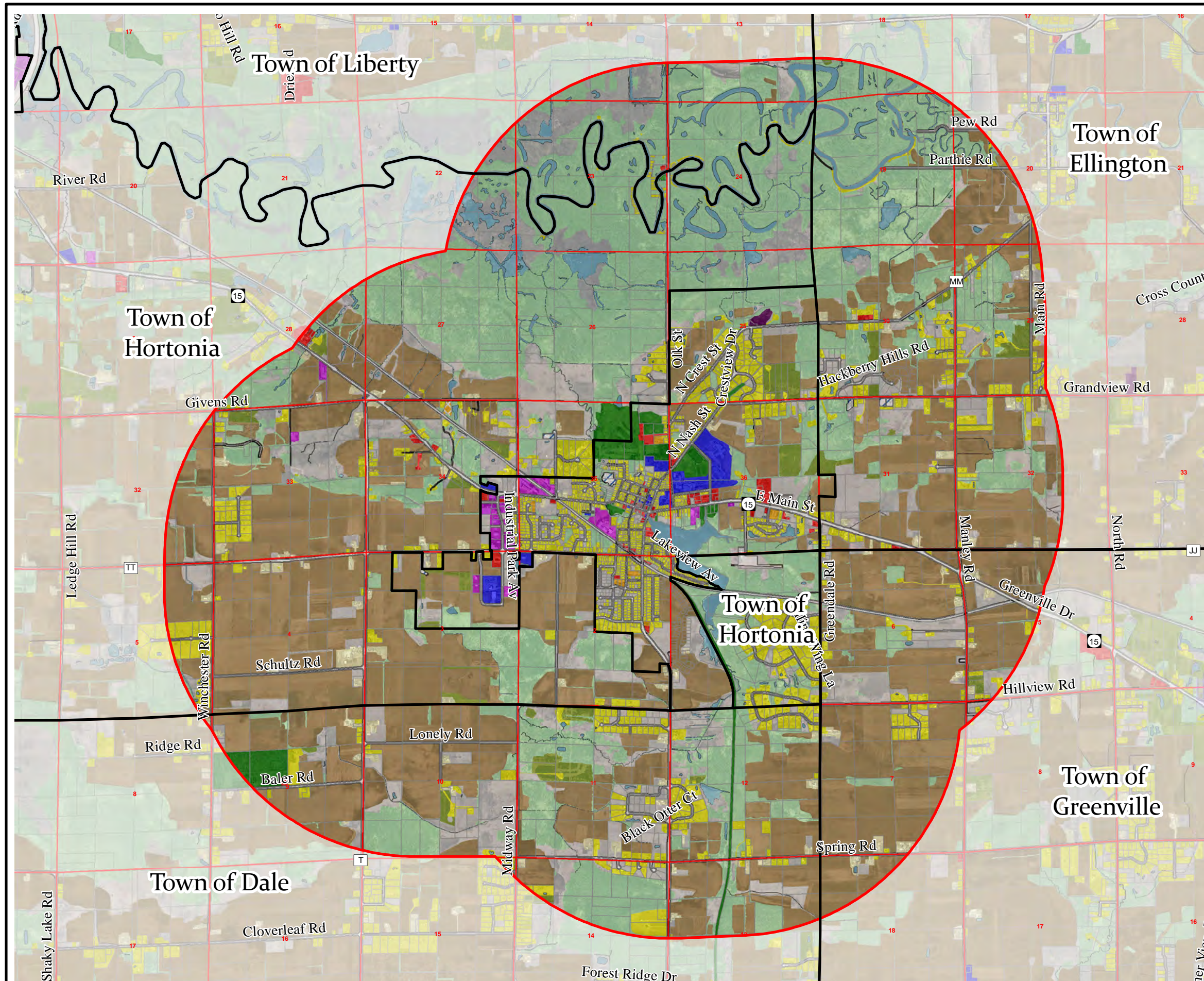


Exhibit 5-2

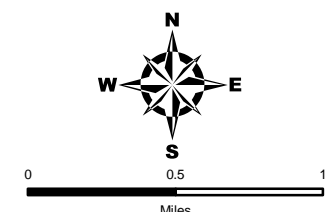
Village of Hortonville

1.5 Mile Buffer

2010 Existing Land Use



- Municipal Boundary
- Single Family Residential
- Farmsteads
- Multi-Family
- Mobile Home Parks
- Commercial
- Industrial
- Quarries
- Institutional Facilities
- Transportation
- Utilities/Communications
- Non-Irrigated Cropland
- Recreational Facilities
- Planted Woodlands
- General Woodlands
- Open Other Land
- Water
- 1.5 Mile Buffer
- PLSS Sections



Source:
Land Use Created by ECWRPC 2003, Updated 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION
APRIL 17, 2014





CHAPTER 6

Economic Development

CHAPTER 6: ECONOMIC DEVELOPMENT

TABLE OF CONTENTS

Introduction	6-1
Inventory and Analysis	6-1
Labor Force Characteristics	6-1
Labor Force	6-1
Unemployment	6-3
Commuting Patterns.....	6-5
Economic Base Analysis	6-6
Employment	6-6
Local Employers	6-7
Employment Forecast.....	6-8
Industrial and Business Park Information.....	6-9
Tax Incremental District.....	6-9
Economic Development Strategy and Assessment	6-10
Strengths and Weaknesses	6-10
Economic Development Focus	6-10
Future Sites for Business and Industry	6-11
Key Economic Development Summary Points	6-12
Goals, Strategies and Recommendations	6-13
Policies and Programs	6-14

TABLES

Table 6-1	Population 16 Years Old and Older in Civilian Labor Force, 2000 and 2007-2011 ACS 5-Year Estimates	6-2
Table 6-2	Total Civilian Labor Force, 2000	6-2
Table 6-3	Total Civilian Labor Force, 2000 and 2007-2011 ACS 5-Year Estimates	6-3
Table 6-4	Civilian Labor Force Percent Change, 2000 and 2007-2011 ACS 5-Year Estimates.....	6-3
Table 6-5	Annual Average Unemployment Rates, 2002-2012	6-4
Table 6-6	Top 10 Places of Employment for Hortonville Residents, 2011	6-6
Table 6-7	Top 10 Places of Residence for Hortonville Employees, 2011	6-6
Table 6-8	Top 20 Public and Private Employers in the Village of Hortonville	6-7
Table 6-9	Village of Hortonville (Zip 54944) Industry Employment Projections, 2012-2022	6-8
Table 6-10	Available Industrial/Business Parcels.....	6-9

FIGURES

Figure 6-1	Annual Average Unemployment Rates, 2002-12	6-4
Figure 6-2	Percent of Travel Time to Work, 2007-2011 ACS 5-Year Estimates	6-5

Page intentionally left blank.

CHAPTER 6: ECONOMIC DEVELOPMENT

INTRODUCTION

Planning for economic development is an on-going process in which a community organizes for the creation and maintenance of an environment that will foster both the retention and expansion of existing businesses and the attraction of new businesses. It is important to understand the existing resources that serve as assets for economic development efforts.

The state's "Smart Growth" legislation requires that the Economic Development element of a comprehensive plan contain objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion of the economic base and quality employment opportunities in the jurisdiction including an analysis of the labor force and economic base of the community. The element must also address strengths and weaknesses for economic development in the Village and identify key types of industry or business that the residents of the Village of Hortonville would like to see within the Village. This chapter, along with Chapter 2: Plan Framework, addresses these requirements.

INVENTORY AND ANALYSIS

Determining what the existing economic conditions are within the Village of Hortonville provides a factual basis upon which to build the Village's goals, strategies and recommendations (see Chapter 2). This section inventories the Village's labor force characteristics, provides an economic base analysis, discusses brownfield sites, presents economic projections, and provides an assessment of economic development strengths and weaknesses.

Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census numbers that some areas and subjects must be compared with caution, or not compared at all.

Labor Force Characteristics

Labor Force

Labor force is defined as individuals currently with a job (the employed); and those without a job and actively looking for one (the unemployed). Labor force trends are one indicator of the economy's performance. Labor force trends can demonstrate the rate of growth of the labor force as well as the extent potential workers are able to find jobs.

According to the 2007-2011 ACS 5-Year Estimates, 77.6 percent of the Village of Hortonville's population 16 years old and older were in the civilian labor force (Table 6-1). This was higher than Outagamie County's participation rate of 72.3 percent and the State of Wisconsin's participation rate of 68.6 percent. The labor force participation rate in the Village of Hortonville was the only jurisdiction among the three that showed an increase between 2000 and the 2007-2011 ACS-5 Year Estimates. The civilian labor force grew faster than the population age 16 years old and older. Between the two time periods, participation rates in Hortonville increased by 4.3 percent. In 2000, Hortonville's participation rate was approximately 73.3 percent.

Table 6-1: Population 16 Years Old and Older in Civilian Labor Force, 2000 and 2007-2011 ACS 5-Year Estimates

Jurisdiction	2000			2007-2011 5-Year Estimates					
	Total	In Labor Force		Total		In Labor Force			
		Number	Percent	Estimate	MOE +/-	Estimate	MOE +/-	Percent	MOE +/-
Village of Hortonville	1,730	1,268	73.3%	2,059	101	1,598	106	77.6%	3.8
Outagamie County	121,728	88,426	72.6%	136,771	277	98,899	858	72.3%	0.6
Wisconsin	4,157,030	2,869,236	69.0%	4,487,568	1,437	3,079,790	5,762	68.6%	0.1

Source: U.S. Census 2000, DP-3; 2007-2011 American Community Survey 5-Year Estimates, DP03

The proportion of men outnumbered women in the workforce, in both 2000 and 2007-2011, in all jurisdictions (Table 6-2 and 6-3). **Per the 2007-2011 ACS 5-Year Estimates, in the Village of Hortonville, 54.2% of the workforce was male compared to 45.8 percent female** (Table 6-2). These percentages (men vs women) were similar to the share of men versus women (in the civilian labor force) in the surrounding towns where the percentage of men ranged from a low of 54.2 percent in the Town of Ellington to a high of 56.3 percent in the Town of Dale.

Table 6-2: Total Civilian Labor Force, 2000

Jurisdiction	Total	Men		Women	
		Number	Percent	Number	Percent
Village of Hortonville	1,268	666	52.5%	602	47.5%
T. Dale	1,326	763	57.5%	563	42.5%
T. Ellington	1,513	803	53.1%	710	46.9%
T. Greenville	3,848	2,141	55.6%	1,707	44.4%
T. Hortonville	576	301	52.3%	275	47.7%
Outagamie County	88,426	47,418	53.6%	41,008	46.4%
Wisconsin	2,869,236	1,505,853	52.5%	1,363,383	47.5%

Source: U.S. Census 2000, DP-3

Table 6-3: Total Civilian Labor Force, 2000 and 2007-2011 ACS 5-Year Estimates

Jurisdiction	Total		Men			Women		
	Estimate	MOE +/-	Estimate	MOE +/-	Percent	Estimate	MOE +/-	Percent
Village of Hortonville	1,598	106	866	132	54.2%	732	79	45.8%
T. Dale	1,643	116	925	141	56.3%	718	80	43.7%
T. Ellington	1,564	98	848	122	54.2%	716	73	45.8%
T. Greenville	5,781	238	3,234	306	55.9%	2,547	192	44.1%
T. Hortonia	630	90	351	102	55.7%	279	47	44.3%
Outagamie County	98,899	858	51,879	1,046	52.5%	47,020	598	47.5%
Wisconsin	3,079,790	5,762	1,604,258	6,928	52.1%	1,475,532	3,846	47.9%

Source: U.S. Census 2007-2011 American Community Survey 5-Year Estimates, DP03

Between the 2000 U.S. Census and the 2007-2011 ACS 5-Year Estimates the civilian labor force grew by 26 percent in the Village of Hortonville, far outpacing the surrounding towns of Ellington (3.4%) and Hortonia (9.4%), Outagamie County (11.8%) and the State of Wisconsin (7.3%) (Table 6-4). In the Village of Hortonville, the number of total men (30%) in the labor force grew at a faster pace than the number of total women (21.6%). As a result, the share of total men in the total labor force increased from 52.5 percent in 2000 to 54.2 percent in the 2007-2011 ACS 5-Year Estimates (Table 6-2 and 6-3).

Table 6-4: Civilian Labor Force Percent Change, 2000 and 2007-2011 ACS 5-Year Estimates

Jurisdiction	Percent Change, 2000 to 2007-2011 5-Year Estimates		
	Total	Men	Women
Village of Hortonville	26.0%	30.0%	21.6%
T. Dale	23.9%	21.2%	27.5%
T. Ellington	3.4%	5.6%	0.8%
T. Greenville	50.2%	51.1%	49.2%
T. Hortonia	9.4%	16.6%	1.5%
Outagamie County	11.8%	9.4%	14.7%
Wisconsin	7.3%	6.5%	8.2%

American Community Survey 5-Year Estimates, DP03

Unemployment

The unemployment rate is calculated by dividing the number of unemployed persons by the total civilian workforce. **Although almost all jurisdictions (Table H-1 and H-2, Appendix H) experienced an increase in the total number of employed persons from 2000 to the 2007-2011 ACS 5-Year Estimates, all jurisdictions experienced a decline in the overall employment rate.** In 2000, 98.4 percent of the civilian labor force was employed in the Village

of Hortonville. This was slightly more than the towns of Ellington (96.9%) and Greenville (97.5%), Outagamie County (96.8%) and the state (95.3%). While all jurisdictions saw a decrease in the employment rate between 2000 and the 2007-2011 ACS 5-Year Estimates, Hortonville and the Town of Ellington observed the greatest decline: 4.8 percent and 5.8 percent respectively. By the 2007-2011 ACS 5-Year Estimates, 93.6 percent of the civilian labor force was employed in the Village. Only the Town of Ellington (91.1%) and the state (92.9%) was lower.

In 2012, according to the Wisconsin Department of Administration (WDOA), overall unemployment rates have been declining in Outagamie County and Wisconsin since reaching a high in 2009 (Table 6-5 and Figure 6-1). This is a result of the 2008 recession, coined “The Great Recession”.

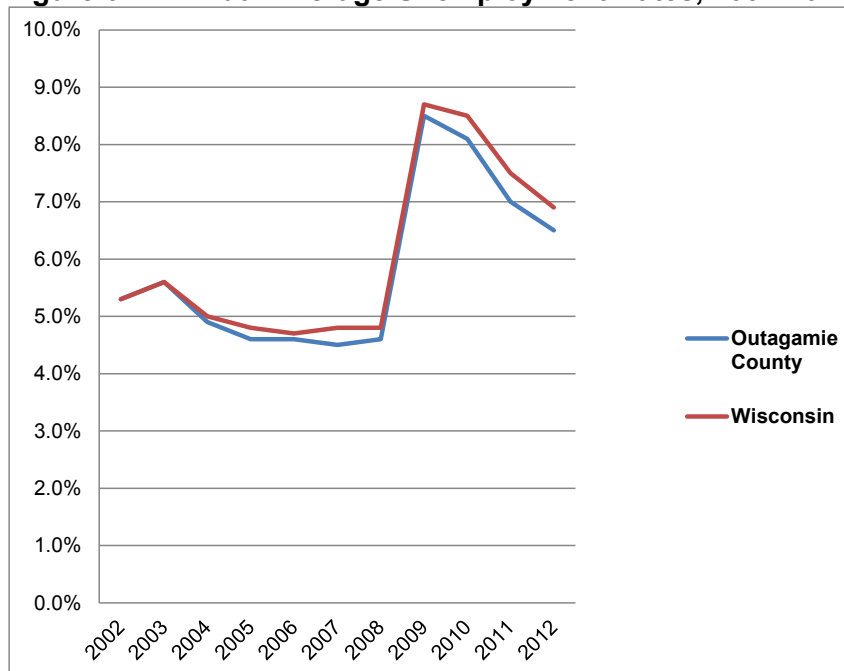
Table 6-5: Annual Average Unemployment Rates, 2002-2012

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Outagamie County	5.3%	5.6%	4.9%	4.6%	4.6%	4.5%	4.6%	8.5%	8.1%	7.0%	6.5%
Wisconsin	5.3%	5.6%	5.0%	4.8%	4.7%	4.8%	4.8%	8.7%	8.5%	7.5%	6.9%

Source: WI Dept of Workforce Development, Office of Economic Advisors, LAUS 2002-2012

According to the WDOA, the unemployment rate reached a high of 8.5 percent and 8.7 percent respectively in Outagamie County and Wisconsin in 2009. Since 2009, unemployment rates have been steadily declining, falling 2.0 percent in Outagamie County and 1.8 percent in Wisconsin.

Figure 6-1: Annual Average Unemployment Rates, 2002-2012



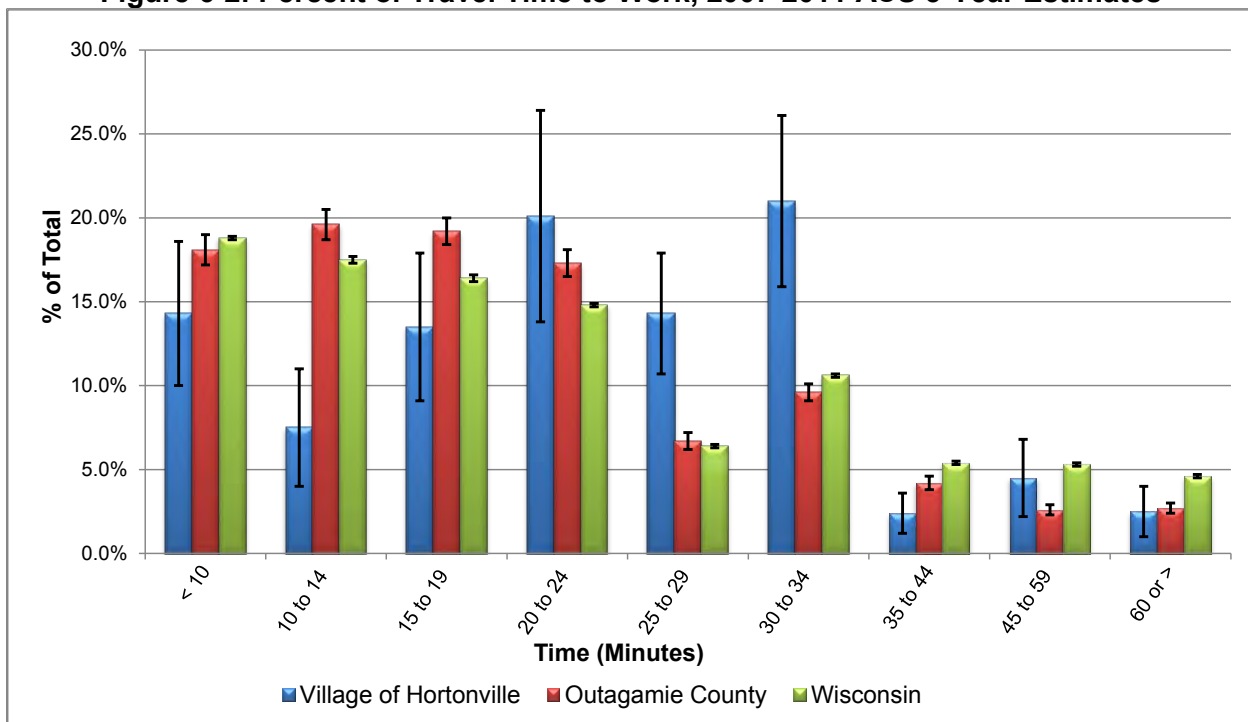
Source: WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2002-2012

Commuting Patterns

Commuting patterns provide some indication of the distance residents have to travel to find employment. **According to the 2007-2011 ACS 5-Year Estimates, the Village's workforce traveled an average of 23.6 minutes to their workplace** (Figure 6.2; Table H-3, Appendix H). This was higher than both the county (19.4 minutes) and the state (21.5 minutes).

Average commute time increased in the Village of Hortonville, Outagamie County and Wisconsin between 2000 and the 2007-2011 ACS 5-Year Estimates. **In 2000, the mean travel time for Hortonville residents was 22.7 minutes or 0.9 minutes shorter than the 2007-2011 ACS 5-Year Estimates.** Similarly average commute times in Outagamie County increased by 1.3 minutes and the state 0.7 minutes between 2000 and the 2007-2011 ACS 5-Year Estimates.

Figure 6-2: Percent of Travel Time to Work, 2007-2011 ACS 5-Year Estimates



Source: U.S. Census 2007-2011 ACS 5-Year Estimates, S0802

Analyzing journey to work data illustrates the interconnectedness of the Village's economy with communities throughout the Fox Cities, New London and beyond. The U.S. Census, Center for Economic Studies "On the map" data¹ provides an analysis of workplace destinations at the census block level. Table 6-6 and 6-7 illustrate where Hortonville residents work and where those who work in Hortonville live. **The top workplace destinations for Hortonville residents include the City of Appleton (21.8%), the City of New London (9.7%) the City Neenah (6.8%) and the Village of Hortonville (5.2%), as depicted in Table 6-6.** This corresponds to the average commute time of 23 minutes as reported in the 2007-2011 ACS 5-Year Estimates.

¹ <http://onthemap.ces.census.gov/>

Table 6-6: Top 10 Places of Employment for Hortonville Residents, 2011

Rank	MCD	No. of Workers	Percent
1	City of Appleton	329	21.8%
2	City of New London	147	9.7%
3	City of Neenah	102	6.8%
4	Village of Hortonville	79	5.2%
5	City of Milwaukee	54	3.6%
6	City of Oshkosh	54	3.6%
7	City of Madison	38	2.5%
8	City of Manawa	23	1.5%
9	City of Green Bay	20	1.3%
10	City of De Pere	15	1.0%
n/a	Other	650	43.0%
n/a	Total	1,511	100.0%

Source: U.S. Census Bureau, Center for Economic Studies

The top places of residence for persons working in Hortonville include the City of New London (11.2%), Village of Hortonville (7.1%) and the City of Appleton (6.2%) (Table 6-7).

Table 6-7: Top 10 Places of Residence for Hortonville Employees, 2011

Rank	MCD	No. of Workers	Percent
1	City of New London	125	11.2%
2	Village of Hortonville	79	7.1%
3	City of Appleton	69	6.2%
4	City of Oshkosh	23	2.1%
5	Village of Little Chute	18	1.6%
6	City of Neenah	16	1.4%
7	Village of Black Creek	12	1.1%
8	City of Clintonville	12	1.1%
9	City of Kaukauna	12	1.1%
10	City of Menasha	12	1.1%
n/a	Other	739	66.2%
n/a	Total	1,117	100.0%

Source: U.S. Census Bureau, Center for Economic Studies

Economic Base Analysis

Employment

The composition and types of employment provide a snapshot of the Village and area's economic base. Table H-4, Appendix H indicates that **the top three occupations for Village residents were Management, Business, Science, and Arts (27.4%); Production,**

Transportation, and Material Moving (24.1%); and Sales and Office (21.0%)². Almost a third of county (31.2%) and state (33.3%) workers were employed in Management, Business, Science and Arts occupations, as a result this garnered the largest share of workers at these levels as well. Unlike the Village, the second largest share (about a quarter) of workers were employed in Sales and Office occupations in Outagamie County and Wisconsin, then Production, Transportation, and Material Moving occupations.

The Manufacturing Sector employed about a quarter (24.7%) of Village of Hortonville and Outagamie County (22.4%) employees according to the 2007-2011 ACS 5-Year Estimates (Table H-5, Appendix H). Less than 20 percent (18.6%) of Wisconsin employees were employed in this section. Unlike local employment, about a quarter (22.4%) of Wisconsin residents were employed in the Educational Services, and Recreation, and Accommodation and Food Service Sector. Locally this sector employed less than a fifth of all workers; 17.9% in the Village of Hortonville and 18.0% in Outagamie County.

Local Employers

Table 6-8 lists the top 20 employers with facilities located in the Village of Hortonville.

Table 6-8: Top 20 Public and Private Employers in the Village of Hortonville

Rank	Employer Name	Industry Type	Employee Range
1	Hortonville Area School District	Elementary & Secondary Schools	250-499 employees
2	Skids Crates & Pallets Inc.	Wood Container and Pallet Manufacturing	50-99 employees
3	DBA Piping Systems, Inc.	Fabricated Pipe and Pipe Fitting Manufacturing	50-99 employees
4	Tom-Cin Metals Inc.	Plate Work Manufacturing	50-99 employees
5	Gardan Inc.	Motor Vehicle Electrical and Electronic Equipment Manufacturing	50-99 employees
6	Fox Valley Steel and Wire	Other Fabricated Wire Product Manufacturing	20-49 employees
7	Midcon Products Inc.	Other Concrete Product Manufacturing	20-49 employees
8	Global Fab Inc.	Sheet Metal Work Manufacturing	20-49 employees
9	Bob & Geri's Black Otter Supper Club	Full-Service Restaurants	20-49 employees
10	Gilbert's Supervalu Inc.	Supermarkets and Other Grocery (except Convenience) Stores	20-49 employees
11	Wolf River Community Bank	Commercial Banking	20-49 employees
12	Village of Hortonville	Executive and Legislative Offices, Combined	20-49 employees
13	Heritage Animal Hospital Ltd	Veterinary Services	20-49 employees
14	Kwik Trip	Gasoline Stations with Convenience Stores	20-49 employees
15	Smiles by Design SC	Offices of Dentists	20-49 employees
16	PSI, Piping Systems Inc.		20-49 employees
17	Thermach Inc.	Other Industrial Machinery Manufacturing	10-19 employees
18	Schmidt's New London Auto	Used Car Dealers	10-19 employees
19	Dairy Queen	Limited-Service Restaurants	10-19 employees
20	JBC Machine Inc.	Machine Shops	10-19 employees
20	Neyers Communication Services, Inc.	Residential Electrical Contractors	10-19 employees

Source: WI Dept. of Workforce Development, Largest Employer, 1st Quarter 2013

Note: Table lists employers with facilities in the Village of Hortonville only. Riesterer & Schnell Inc. and Ahlgrimm Explosives Co. Inc. were listed under Hortonville by the Wisconsin Dept. of Workforce Development, however these two businesses are actually located outside of the Village's corporate boundary. Taher Inc. lists offices in Plymouth, WI but does not appear to have a local address, therefore this company was not included on the above list. Finally, PSI is located in the Village and has 38 employees per the Village, but is not found on the list. Therefore it was added as number 16, though it is unknown where it actually would fit into the list based on the employee range.

² Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP03.

As can be seen in Table 6-8, by far the largest local employer is the Hortonville Area School District. The next seven employers are in the Manufacturing Sector, reflecting the top industry sector employing the largest share of Village residents.

Employment Forecast

Employment forecasts for the Village of Hortonville were developed utilizing Economic Modeling Specialists International's (EMSI) Analyst program. ***The projections indicate that the largest industry in 2022 will continue to be Government, which is expected to grow by three percent between 2012 and 2022*** (Table 6-9). The largest industry growth areas will occur within the Health Care and Social Assistance (49%), Professional, Scientific and Technical Services (28%), Manufacturing (26%), Accommodation and Food Services (24%), and Construction (21%). Industries expected to see decreases include Agriculture, Forestry, Fishing and Hunting (-13.0%), Transportation and Warehousing (-10%) and Arts, Entertainment and Recreation (-0.4%).

Table 6-9: Village of Hortonville (Zip 54944) Industry Employment Projections, 2012-2022

NAICS Code	Description	2012 Jobs	2022 Jobs	Change	% Change	2013 Avg. Earnings Per Job
11	Agriculture, Forestry, Fishing and Hunting	194	169	-25	-13%	\$32,053
21	Mining, Quarrying, and Oil and Gas Extraction	33	38	5	15%	\$53,221
22	Utilities	<10	0	--	--	--
23	Construction	159	192	33	21%	\$52,004
31	Manufacturing	269	339	70	26%	\$58,875
42	Wholesale Trade	70	76	6	9%	\$59,314
44	Retail Trade	130	134	4	3%	\$27,485
48	Transportation and Warehousing	31	28	-3	-10%	\$50,357
51	Information	<10	<10	--	--	--
52	Finance and Insurance	57	62	5	9%	\$68,230
53	Real Estate and Rental and Leasing	<10	<10	--	--	--
54	Professional, Scientific, and Technical Services	53	68	15	28%	\$49,263
55	Management of Companies and Enterprises	<10	<10	--	--	--
56	Administrative and Support and Waste Management and Remediation Services	54	55	1	2%	\$39,498
61	Educational Services (Private)	<10	<10	--	--	--
62	Health Care and Social Assistance	61	91	30	49%	\$35,697
71	Arts, Entertainment, and Recreation	23	22	-1	-4%	\$17,953
72	Accommodation and Food Services	136	169	33	24%	\$13,837
81	Other Services (except Public Administration)	104	107	3	3%	\$21,755
90	Government	1,260	1,297	37	3%	\$58,739
99	Unclassified Industry	0	0	0	0%	\$0
	Total	2,645	2,858	213	8%	\$49,563

Source: QCEW Employees, Non-QCEW Employees & Self-Employed - EMSI 2013.2 Class of Worker

Industrial and Business Park Information

Two separate business parks are situated on the west side of the Village of Hortonville. Located north of CTH TT, the Hortonville Business Park is completely developed. **The second park, the Hortonville Industrial and Business Park, is located south of CTH TT and has 54.99 acres available for development.** (Table 6-10; see also Chapter 5: Land Use Exhibit 5-1).

Table 6-10: Available Industrial/Business Parcels

Parcel Number	Acres
Parcel 1	3.29
Parcel 2	7.07
Parcel 3	3.17
Parcel 4	5.00
Parcel 5	36.46
Total	54.99

Below is additional information on the business/industrial park. As the park continues to develop and become full it is important that the Village plan for future industrial and business sites.

Village of Hortonville Business and Industrial Park

Location: CTH TT and Industrial Park Avenue
 Contact Person: Patrick Vaile, Administrator
 Organization/Company: Village of Hortonville

Phone Number: 920-779-6011
 Type of Park: Business/Industrial
 Total Acreage: 95.85
 Acreage Available: 54.99
Parcel Size

Minimum Acreage: 1.5 acres

Adjacent Land Uses

North: Residential/Industrial
 South: Agricultural
 East: Agricultural
 West: Agricultural

Park Features

Acres Available for Expansion: Contact Patrick Vaile
 Fire Insurance Classification: 6
 Protective Covenants: Yes

Floodplain: No
 Topography: Level
 Paved Street: Binder Course
 Curb/Gutter: No

Utilities

Electricity: WE Energies
 Gas: WE Energies
 Sanitary Sewer: Village of Hortonville
 Storm Sewer: Installed retention pond

Transportation

Nearest Commercial Airport:
 Outagamie County Regional Airport
 Distance to Airport: 10 miles
 Nearest Major Highway: STH 15
 Distance to Highway: 1 Block
 Number of Lanes: 2
 Rail Service: Nearby
 Rail Spur: Not available
 Port Service: Port of Green Bay
 Location of Port Service: 40 miles

Tax Incremental District

A Tax Incremental District (TID) is created by a community as a way to promote tax base expansion. **The Village of Hortonville has two active TIDs.** TID 2 was created in 2000 to finance development and public improvement costs as a way to promote industrial development. The district, located in the western portion of the Village, includes the Village's

southern Business and Industrial Park (south of Nye Street) and portions of the Village's northern Business and Industrial Park. TID 3 was created in the fall of 2013 as a mixed-use district (retail and one residential lot) to finance development and public improvement costs to retain and promote retail development. The district is located just north of East Main Street on the eastern side of the Village.

Economic Development Strategy and Assessment

A variety of factors influence the economic climate of the Village of Hortonville. Determining what the Village's strengths and weaknesses are will help the Village build upon its assets and develop strategies to overcome its challenges.

Strengths and Weaknesses

By developing a set of strengths and weaknesses, the Village of Hortonville is better prepared to develop an economic development strategy. These strengths and weaknesses are listed below.

Strengths

- Key transportation links (e.g. STH 15, USH 41, Outagamie County Regional Airport, near rail service);
- Availability of infrastructure (e.g. sewer, water, telecommunications, stormwater retention pond);
- Natural areas, open space and recreational opportunities;
- Highly rated school system (Primary and Secondary);
- Proximity to UW-Fox Valley and Fox Valley Technical College;
- Access to metropolitan areas;
- Low crime rate;
- Low taxes;
- Low cost of living;
- Availability of business and industrial space;
- Educated labor force; and
- New community amenities (e.g. municipal center that includes a new library and police department and a new grocery store).

Weaknesses

- Revitalization of the downtown area (e.g. retail, restaurant, lodging and entertainment);
- Lack of public transportation and services connections to metro area;
- Shortage of local healthcare facilities/providers;
- Low housing density creating a higher cost of communities utilities and services;
- Lack of diversity in economic base and employment options;
- Need for pedestrian/bicycling infrastructure; and
- Lack of amenities and service needs for seniors.

Economic Development Focus

The goals, strategies and recommendations for economic development are provided in Chapter 2, "Plan Framework". The Economic Development Framework Plan presents the economic development focus for the Village of Hortonville. According to the framework plan, the Village should:

-
- Provide and support a range of economic development activities that encourages retail, commercial and industrial growth through partnerships, promotion of the Village's business and industrial park, identification of underutilized commercial/industrial properties, working cooperatively with individual property owners and the towns of Greenville and Hortonville to develop the area surrounding the proposed roundabouts by directing new development to areas already served by public infrastructure, supporting existing businesses, soliciting the expansion of existing and/or creation of new complementary industrial and commercial businesses, and by supporting compatible home based businesses.
 - Build Community and Neighborhood Identity by enhancing the downtown business district, reviewing proposed developments for quality construction and architectural design features, providing directional signage, supporting and promoting development that builds upon and supports community and neighborhood character, and marketing area tourism opportunities.

Future Sites for Business and Industry

Locations for future business and industrial development are shown on Exhibit 2-1, "Year 2040 Land Use Framework". ***Four growth areas were identified for business and industrial development.*** These areas include a priority industrial growth area in the southwest corner of the Village, south and west of the current business and industrial park(s); a priority mixed use growth area adjacent and east of the existing business and industrial park; a priority mixed use growth area on the east side of the Village, near the school campus area; and long-term mixed use growth area outside of and adjacent to the existing corporate limits in the northwest corner of the Village. Other improvements were recommended in the downtown business district, and on two larger industrial sites that are currently vacant.

Brownfield Redevelopment. Brownfields are sites where development or redevelopment is complicated by real or perceived hazardous substances, pollutants, or contamination. Knowing the location of brownfields and the extent of pollution greatly improves the likelihood that these sites will be redeveloped.

The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment maintains a listing of brownfields and contaminated sites. This website lists 44 entries for the Village of Hortonville, classified in the following six categories: Leaking Underground Storage Tank (LUST), Environmental Repair (ERP), Spill, General Property Information (GP), Liability Exemption (VPLE) and No Action Required (Table H-6, Appendix H). The Village's entries and corresponding categories are described in further detail below:

- ***There were 14 Leaking Underground Storage Tanks (LUST) listed for the Village of Hortonville.*** The WDNR defines LUST sites as having "contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances." ***All but three LUST sites listed within the directory are closed.*** Schwan Oil Company – Bulk Plant Alley Number 2, Kringel Property, Highway 45 ROW and Fulcer Property are listed as open.
- ***There were 5 Environmental Repair sites (ERP) listed for the Village of Hortonville.*** The WDNR defines ERPs as "sites other than LUSTs that have contaminated soil and/or groundwater. Examples include industrial spills (or dumping) that need long term

investigation, buried containers of hazardous substances, and closed landfills that have cause contamination.” ***All but two ERP sites listed within the directory are closed.*** Fox Valley Steel and Wire and Keystone Consolidated Industries Incorporated are listed as open.

- ***There were 17 Spills listed for the Village of Hortonville.*** The WDNR defines Spills as having “a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment....[which are] usually cleaned up quickly.” Spills are listed as either “Closed” or “Historic”.
- ***There was one General Property Information (GP) listed for the Village of Hortonville.*** General Property is an activity type consisting of records of various milestones related to liability exemptions, liability clarifications, and cleanup agreements that have been approved by the DNR to clarify the legal status of the property. American Toy and Furniture is listed as a GP.
- ***There was one Liability Exemption (VPLE) listed for the Village of Hortonville.*** VPLEs are an elective process in which a property owner conducts an environmental investigation and cleanup of an entire property and then receives limits on future liability for that contamination under s. 292.15, Wisconsin Statutes. An individual, business or unit of government can receive the liability exemption after a completed cleanup is approved. American Toy and Furniture is listed as “open”.
- ***There were 6 No Action Required (NAR) listings for the Village of Hortonville.*** The WDNR defines NAR as occurrences where “there was, or may have been, a discharge to the environment and, based on the known information, WDNR has determined that the responsible party does not need to undertake an investigation or cleanup in response to that discharge.”

The Village of Hortonville could complete and maintain an inventory of existing vacant buildings and land identified as “Brownfields”. This information could be used to encourage infill development and redevelopment opportunities that take advantage of existing infrastructure and services and removes blight created by vacant and dilapidated buildings and parcels. Once identified, the Village could utilize state and federal programs to further study, clean, and redevelop these Brownfields.

KEY ECONOMIC DEVELOPMENT SUMMARY POINTS

- According to the 2007-2011 ACS 5-Year Estimates, 77.6 percent of the Village of Hortonville’s population 16 years old and older was in the civilian labor force.
- Per the 2007-2011 ACS 5-Year Estimates, in the Village of Hortonville, 54.2% of the workforce was male compared to 45.8 percent female.
- Between the 2007-2011 5 Year Estimates and the 2000 U.S. Census, the civilian labor force grew by 26 percent in the Village of Hortonville, far outpacing the surrounding towns of Ellington (3.4%) and Hortonville (9.4%), Outagamie County (11.8%) and the State of Wisconsin (7.3%).
- Although almost all jurisdictions experienced an increase in total number of employed persons from 2000 to 2007-2011 ACS 5-Year Estimates, all jurisdictions experienced a decline in the overall employment rate.

- According to the WDOA, the unemployment rate reached a high of 8.5 percent and 8.7 percent respectively, in Outagamie County and Wisconsin in 2009.
- According to the 2007-2011 ACS 5-Year Estimates, the Village's workforce traveled an average of 23.6 minutes to their workplace.
- In 2000, the mean travel time for Hortonville residents was 22.7 minutes or 0.9 minutes shorter than the 2007-2011 ACS 5-Year Estimates.
- The top workplace destinations for Hortonville residents include the City of Appleton (21.8%), the City of New London (9.7%) the City Neenah (6.8%) and the Village of Hortonville (5.2%).
- The top three occupations for Village residents were Management, Business, Science, and Arts (27.4%); Production, Transportation, and Material Moving (24.1%); and Sales and Office (21.0%).
- The Manufacturing Sector employed about a quarter (24.7%) of Village of Hortonville and Outagamie County (22.4%) employees according to the 2007-2011 ACS 5-Year Estimates.
- By far the largest local employer is the Hortonville Area School District.
- The projections indicate that the largest industry in 2022 will continue to be Government, which is expected to grow by three percent between 2012 and 2022.
- Two separate business parks are situated on the west side of the Village of Hortonville. The second park, the Hortonville Industrial and Business Park, is located south of CTH TT and has 54.99 acres available for development.
- The Village of Hortonville has two active TIDs.
- Economic strengths generally include the proximity to key transportation links, available public infrastructure, natural areas, open space and recreational opportunities, good school system, proximity to metropolitan areas, low crime rate, low taxes, educated workforce, and new community amenities.
- Economic weaknesses generally include a need to revitalize the downtown area, lack of public transportation, shortage of local healthcare facilities/providers, low housing density, lack of diversity in the economic base, need for pedestrian/bicycling infrastructure and lack of amenities for seniors.
- Four growth areas were identified for business and industrial development.
- The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment maintains a listing of brownfields and contaminated sites. This website lists 44 entries for the Village of Hortonville.
- There were 14 Leaking Underground Storage Tanks (LUST) listed for the Village of Hortonville. All but three LUST sites listed within the directory are closed.
- There were 5 Environmental Repair sites (ERP) listed for the Village of Hortonville. All but two ERP sites listed within the directory are closed.
- There were 17 Spills listed for the Village of Hortonville.
- There was one General Property Information (GP) listed for the Village of Hortonville.
- There was one Liability Exemption (VPLE) listed for the Village of Hortonville.
- There were 6 No Action Required (NAR) listings for the Village of Hortonville.

GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for economic development are provided in Chapter 2: Plan Framework which presents the economic development focus for the Village of Hortonville.

POLICIES AND PROGRAMS

Policies and programs related to the Economic Development element can be found in Appendix E.



CHAPTER 7

Housing

CHAPTER 7: HOUSING

TABLE OF CONTENTS

Introduction	7-1
Inventory and Analysis	7-1
Housing Stock Characteristics	7-1
Age	7-1
Structural Type	7-2
Housing Conditions	7-3
Subsidized and Special Needs Housing	7-4
Occupancy Characteristics	7-5
Occupancy Status	7-5
Vacancy Status	7-6
Owner Occupied Housing	7-6
Rental Housing	7-7
Housing Stock Value	7-7
Historical Trends	7-7
Housing Affordability	7-9
Household Characteristics	7-10
Key Housing Summary Points	7-11
Goals, Objectives and Recommendations	7-12
Policies and Programs	7-12

TABLES

Table 7-1	Units Lacking Complete Plumbing and Kitchen Facilities and No Available Telephone Service, 2007-2011 ACS 5-Year Estimates	7-3
Table 7-2	Overcrowding, 2007-2011 ACS 5-Year Estimates	7-3
Table 7-3	Assisted Living Options, 2013	7-4
Table 7-4	Occupancy Characteristics, 2010	7-5
Table 7-5	Occupancy Characteristics, 2000	7-5
Table 7-6	Vacancy Status, 2010	7-6
Table 7-7	Vacancy Status, 2000	7-6
Table 7-8	Households Paying a Disproportionate Amount of Their Income for Housing, 2007-2011 ACS 5-Year Estimates	7-9
Table 7-9	Persons per Household, 2000 and 2010	7-10
Table 7-10	Year Householder Moved into Unit	7-11

FIGURES

Figure 7-1	Occupied Dwelling Units by Year Built, 2007-2011 ACS 5-Year Estimates	7-2
Figure 7-2	Median Value of Owner Occupied Homes, 2000, 2007-2011 ACS 5-Year Estimates	7-7
Figure 7-3	Median Rent of Occupied Rental Units, 2000, 2007-2011 ACS 5-Year Estimates	7-8
Figure 7-4	Village of Hortonville Residential Equalized Values, 2007-2012	7-8

Page intentionally left blank.

CHAPTER 7: HOUSING

INTRODUCTION

Planning for housing will ensure that the Village of Hortonville's housing needs are met. The design, placement and density of housing impacts the overall appearance and character of a community by defining a sense of place and encouraging or discouraging social interaction between residents. It influences the cost of housing and the cost and efficiency of other plan elements such as roadways, school transportation (e.g. busing vs. walking), economic development and the provision of public utilities.

The "Smart Growth" legislation requires that the housing element contain objectives, policies, goals, maps and programs to meet current and future housing needs of the Village of Hortonville, by developing and promoting policies that provide a range of housing choices for Village residents which meet the needs of all income levels, age groups, and persons with special needs. An assessment of age, structural, value, and occupancy characteristics of the Village's housing stock is also required. This chapter, along with Chapter 2: Plan Framework, addresses these requirements.

INVENTORY AND ANALYSIS

Developing a baseline of housing characteristics for the Village of Hortonville provides a foundation upon which to build the Village's goals, strategies and recommendations (see Chapter 2). Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates that some areas and subjects must be compared with caution, or not compared at all.

Housing Stock Characteristics

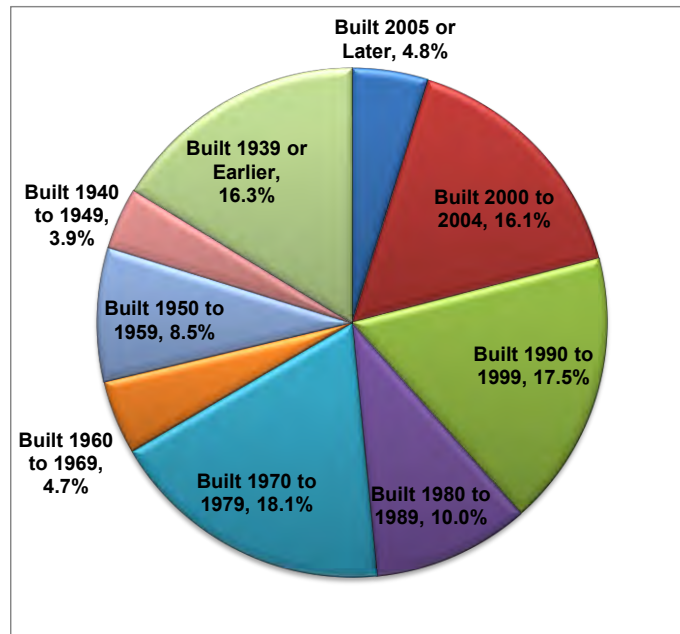
Age

The age of occupied dwelling units reflect the historic demand for additional or replacement housing units, thereby providing historic information regarding settlement patterns, household formation, migration trends and natural disaster impacts. The age of units by itself is not an indication of the quality of the housing stock. However, the age of occupied units can provide

limited information regarding building construction and material content, as construction techniques and materials change over time.

Approximately, two-thirds (66.5%) of the existing housing stock was built after 1970 (Figure 7-1). This corresponds to the 78 percent (77.9 %) population growth that also occurred during this time period (Table 4-1, Chapter 4: Issues and Opportunities). The largest increase in new housing stock occurred between 2000 and 2004 and 2005 and later (20.9%) and is substantiated by the building permit information (Table 5-2, Chapter 5: Land Use).

Figure 7-1: Occupied Dwelling Units by Year Built, 2007-2011 ACS 5-Year Estimates



Source: U.S. Census, 2007-2011 ACS 5-Year Estimates, DP04

*Figure does not show Margin of Error.

Structural Type

Structural type is one indication of the degree of choice in the housing market. Housing choice by structural type includes the ability to choose to live in a single family home, duplex, multi-unit building or mobile home. Availability of units by type is indicative not only of market demand, but also of zoning laws, developer preferences and access to public services. Current state sponsored local planning goals encourage communities to provide a wide range of choice in housing types, as housing is not a 'one size fits all' commodity.

As with most communities in East Central Wisconsin, the dominant housing type in the Village of Hortonville is single family housing. **According to the 2007-2011 ACS 5-Year Estimates, about three-quarters (78.7%) of the residential structures in the Village were comprised of single family (one) units** (Table I-1 and I-2, Appendix I). Single family units comprised a larger share of the housing units in the surrounding towns of Dale (94.0%), Ellington (98.7%), Greenville (83.2%) and Hortonville (89.9%) and a smaller portion in Outagamie County (70.4%) and the state (66.4%). Two-units or duplex units made up the second highest percentage of

housing units in the Village of Hortonville (8.4%), Outagamie County (8.4%), Wisconsin (6.9%) and the surrounding towns of Ellington (1.3%) and Hortonville (5.9%).

Housing Conditions

Two census variables often used for determining housing conditions include units that lack complete plumbing facilities, kitchen facilities, telephone service and overcrowded units¹. Complete plumbing facilities include hot and cold piped water, flush toilet and a bathtub or shower. If any of these facilities is missing, the housing unit is classified as lacking complete plumbing facilities. Complete kitchen facilities for exclusive use include sink, refrigerator, and oven or burners. If any of these facilities is missing, the housing unit is classified as lacking complete kitchen facilities. The census defines overcrowding as more than one person per room in a dwelling unit.

Table 7-1: Units Lacking Complete Plumbing and Kitchen Facilities and No Available Telephone Service, 2007-2011 ACS 5-Year Estimates

	Total Occupied Units		Units Lacking Complete Plumbing			Units Lacking Complete Kitchen Facilities			Units with No Available Telephone Service		
	Est.	MOE+/-	Est.	Percent	MOE+/-	Est.	Percent	MOE+/-	Est.	Percent	MOE+/-
Village of Hortonville	944	45	0	0.0%	69	2	0.2%	3	15	1.6%	17
Outagamie County	69,070	557	157	0.2%	83	580	0.8%	176	1,209	1.8%	219
Wisconsin	2,279,738	9,509	10,910	0.5%	730	18,277	0.8%	1,026	53,049	2.3%	1,598

Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP04

According to the 2007-2011 ACS 5-Year Estimates, occupied units lacking complete plumbing and kitchen facilities were rare occurring in only 0.0 percent and 0.2 percent of the units respectively in the Village of Hortonville (Table 7-1)². While still rare, only 1.6 percent of occupied units had no available telephone service. Overall, housing conditions were slightly worse at the county and state level. Less than one percent of occupied units lacked complete plumbing and kitchen facilities in Outagamie County (0.2% and 0.8%, respectively) and the state (0.5% and 0.8%, respectively). Though still uncommon, 1.8 percent of county units and 2.3 percent of state units had no available telephone service.

Table 7-2: Overcrowding, 2007-2011 ACS 5-Year Estimates

	Units		Overcrowding		
	Est.	MOE+/-	Est.	Percent	MOE+/-
Village of Hortonville	944	45	13	1.4%	70
Outagamie County	69,070	557	1,051	1.5%	210
Wisconsin	2,279,738	9,509	37,220	1.7%	1,144

Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP04

Overcrowding, per the 2007-2011 ACS 5-Year Estimates, occurred in less than two percent of the occupied housing units in the Village of Hortonville (1.4%), Outagamie

¹ U.S. Census Bureau.

² The large margin of error for units lacking complete plumbing, kitchen and telephone service in the Village of Hortonville renders this information as unreliable.

County (1.5%) and Wisconsin (1.7%) (Table 7-2). While overcrowding is not seen as an issue in the Village of Hortonville, due to the small sample size, the 2007-2011 ACS 5-Year Estimates of 13 with a margin of error of +/- 70 renders the data unreliable.

Subsidized and Special Needs Housing

Subsidized and special needs housing serves individuals who, because of financial difficulties, domestic violence situations, disabilities, age, alcohol and drug abuse problems, and/or insufficient life skills, need housing assistance or housing designed to accommodate their needs. In some instances, extended family structures and finances may allow families or individuals to cope privately with special needs. In most instances however, some form of assistance is needed. The housing needs of these populations vary based on their circumstances, health, economic conditions and success of educational, training, treatment or counseling programs.

The Wisconsin Department of Health and Family Services website has a listing of directories for a number of assisted living options including Adult Day Care (ADC), Adult Family Homes (ADF), Community Based Residential Care Facilities (CBRF) and Residential Care Apartment Complex (RCAC). ***There are four CBRF facilities in the Village of Hortonville with a combined capacity of 32.*** These facilities specialize in developmentally disabled, emotionally disturbed/mental illness, traumatic brain injury. In addition, there are 51 CBRF facilities in Outagamie County with a combined capacity of 799; three ADC facilities with a combined capacity of 48; 19 AFH with a combined capacity of 76; and four RCAC with a total of 303 apartments.

Table 7-3: Assisted Living Options, 2013

	Village of Hortonville	Outagamie County
Adult Day Care Capacity	0	48
Adult Family Home Capacity	0	76
Community Based Residential Facilities Capacity	32	799
Residential Care Apartment Units	0	303
Total Units/Capacity	32	1,226

Source: WDHFS, Office of Quality Assurance, 2013, Updated 07/08/13



Pinewood Apartments

Outagamie Housing Authority (OCHA) owns and maintains a 25 unit apartment complex (24-1 bedroom and 1-2 bedroom apartments) on John Street in the Village that serves individuals age 62 and older or handicapped/disabled³. The OCHA also owns and maintains three duplexes in the Village.

³ Outagamie County Housing Authority, personal communication.

Occupancy Characteristics

Occupancy Status

Occupancy status reflects the utilization of available housing stock. The total number of housing units includes renter-occupied, owner-occupied and various classes of vacant units. Vacant units include those units which are available for sale or rent and those which are seasonal, migrant, held for occasional use or other units not regularly occupied on a year-round basis.

In 2010, the Village of Hortonville's occupied housing stock was primarily composed of owner-occupied units (Table 7-4). **Owner-occupied units accounted for about three-quarters (74.2%) of the occupied housing units in 2010, while rentals made up just over a quarter (25.8%).** The percent of owner-occupied housing stock was greater than in the state (68.1%) and county (71.4%), but less than the surrounding towns.

Table 7-4: Occupancy Characteristics, 2010

	Occupied Housing Units	Owner Occupied Housing Units	Percent Owner Occupied	Renter Occupied Housing Units	Percent Renter Occupied
Village of Hortonville	1,045	775	74.2%	270	25.8%
T. Dale	982	911	92.8%	71	7.2%
T. Ellington	984	912	92.7%	72	7.3%
T. Greenville	3,631	3,219	88.7%	412	11.3%
T. Hortonville	391	345	88.2%	46	11.8%
Outagamie County	69,648	49,738	71.4%	19,910	28.6%
Wisconsin	2,279,768	1,551,558	68.1%	728,210	31.9%

Source: U.S. Census 2010 SF-1, DP-1

The share of owner-occupied housing units in the Village has increased since 2000, when 71.8 percent of the units were owner-occupied, and 28.2 percent were rental occupied (Table 7-5). An increase in share of owner-occupied units during this time period was also experienced by the surrounding towns. However, the percent of owner-occupied housing stock decreased in the county and state.

Table 7-5: Occupancy Characteristics, 2000

	Occupied Housing Units	Owner Occupied Housing Units	Percent Owner Occupied	Renter Occupied Housing Units	Percent Renter Occupied
Village of Hortonville	871	625	71.8%	246	28.2%
T. Dale	785	721	91.8%	64	8.2%
T. Ellington	847	784	92.6%	63	7.4%
T. Greenville	2,301	2,002	87.0%	299	13.0%
T. Hortonville	362	312	86.2%	50	13.8%
Outagamie County	60,530	43,830	72.4%	16,700	27.6%
Wisconsin	2,084,544	1,426,361	68.4%	658,183	31.6%

Source: U.S. Census 2000 SF-1, DP-1

Vacancy Status

Vacant housing units are units that are livable, but not currently occupied. For a healthy housing market, communities should have a vacancy rate of 1.5 percent for owner-occupied units and 5 percent for year-round rentals. The number of migrant, seasonal and other vacant units will vary depending on the community's economic base. If vacancy rates are at or above the standard, the community may have an adequate number of units for rent or sale. However, additional information such as choice in housing and housing affordability is needed to determine if the units on the market meet the needs of potential buyers or renters. If the existing vacancy rate is too high for existing conditions, then property values may stagnate or decline.

Table 7-6: Vacancy Status, 2010

	Total Housing Units	Occupied Housing Units	Vacant Housing Units	Homeowner Vacancy Rate	Rental Vacancy Rate
Village of Hortonville	1,105	1,045	60	2.9%	6.8%
T. Dale	1,023	982	41	1.8%	16.5%
T. Ellington	1,052	984	68	1.0%	11.1%
T. Greenville	3,722	3,631	91	1.0%	4.2%
T. Hortonia	410	391	19	1.4%	4.2%
Outagamie County	73,149	69,648	3,501	1.8%	6.1%
Wisconsin	2,624,358	2,279,768	344,590	2.2%	8.0%
<i>Source: U.S. Census 2010 SF-1, DP-1</i>					

Table 7-7: Vacancy Status, 2000

	Total Housing Units	Occupied Housing Units	Vacant Housing Units	Homeowner Vacancy Rate	Rental Vacancy Rate
Village of Hortonville	904	871	33	1.7%	5.0%
T. Dale	812	785	27	1.2%	8.6%
T. Ellington	870	847	23	1.2%	8.6%
T. Greenville	2,353	2,301	52	0.6%	2.0%
T. Hortonia	375	362	13	0.3%	2.0%
Outagamie County	62,614	60,530	2,084	0.9%	4.9%
Wisconsin	2,321,144	2,084,544	236,600	1.2%	5.6%
<i>Source: U.S. Census 2000 SF-1, DP-1</i>					

Owner-Occupied Housing

Homeowner vacancy rates indicate that the Village of Hortonville had a more than adequate supply of owner-occupied units in 2000 (1.7%) and excess of homes for sale in 2010 (2.9%) (Table 7-6 and 7-7). In comparison, a homeowner vacancy rate of less than 1.5 percent indicates a shortage of homes for sale in the towns of Ellington, Greenville and Hortonia during both time periods. Since the vacancy rate is a measure of the number of units for sale compared to the number of owner-occupied units, the number of units for sale is expected to rise as the total number of owner-occupied units rise in order to accommodate the growth in household.

Rental Housing

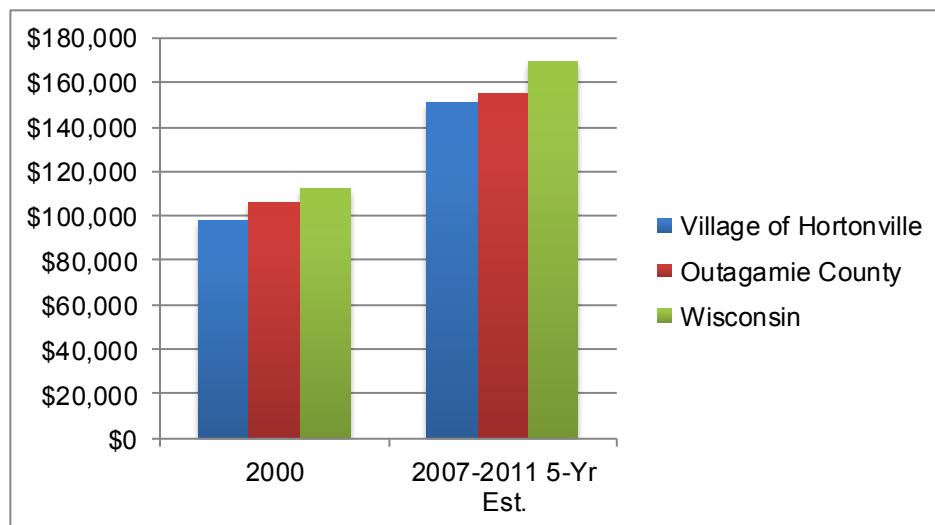
In 2000 (5.0%) and 2010 (6.8%), rental vacancy rates for the Village of Hortonville were either at or above the vacancy standard of 5.0 percent, which would seem to indicate that the Village had an adequate supply of housing units for rent (Table 7-6 and 7-7). In comparison, the towns of Dale and Ellington had a much higher percentage of units for rent in both time periods. At the same time, the towns of Greenville and Hortonville had a less than adequate supply of rental housing in both 2000 and 2010. Though it should be noted, municipalities with smaller rental unit pools may actually need a higher rental vacancy rate than the standard in order to accommodate people seeking rental units.

Housing Stock Value

Historical Trends

Owner-occupied housing stock values can provide information about trends in property values, housing demand and choice within the housing market. The Village of Hortonville, Outagamie County and the state all saw substantial increases in the median value of owner-occupied homes between 2000 and the 2007-2011 ACS 5-Year Estimates (Figure 7-2). The largest growth in median housing values occurred in the Village of Hortonville during this time period. ***Between 2000 and the 2007-2011 ACS 5-Year Estimates, median value owner-occupied housing prices in the Village rose by over 53 percent (53.7%) from \$98,200 to \$150,900.*** At the same time, the median value of owner-occupied homes rose by 47 percent (46.5%) in Outagamie County and 51 percent (51.3%) in the state. While housing prices rose faster in the Village, median owner-occupied housing values continued to lag behind the county and the state.

Figure 7-2: Median Value of Owner Occupied Homes, 2000, 2007-2011 ACS 5-Year Estimates

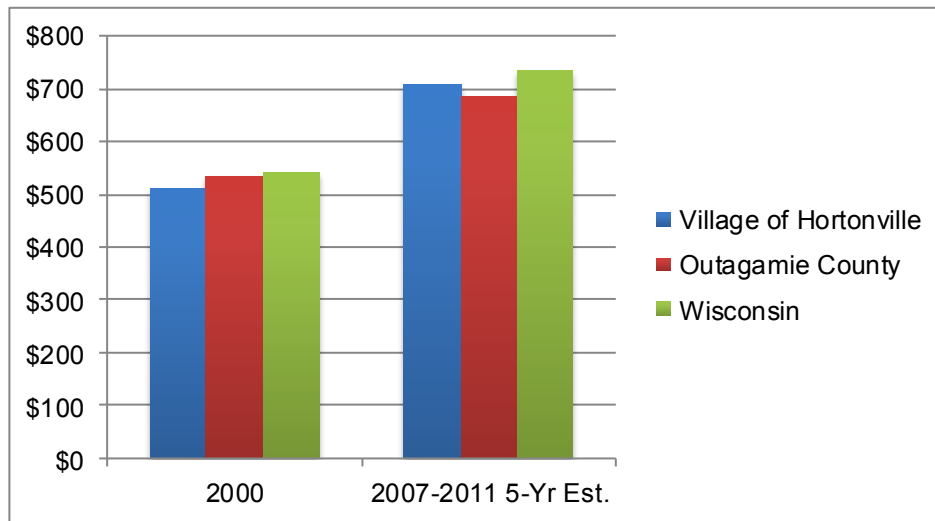


Source: U.S. Census 2000, 2007-2011 ACS 5-Year Estimates, DP04

Likewise the median value of contract rents has increased over the same time period. ***The U.S. Census indicates that the median gross rent of occupied rental units increased by 38 percent or \$195 between 2000 (\$513) and the 2007-2011 ACS 5-Year Estimates (\$708) in***

the Village of Hortonville (Figure 7-3). As a result, median gross rents, according to the 2007-2011 ACS 5-Year Estimates, were about 3.1 percent higher in the Village of Hortonville (\$708) than in Outagamie County (\$687). It is important to realize that a portion of the increases in home value and contract rents is accounted for in the rate of inflation, while other portions are caused by increased market demand and other conditions.

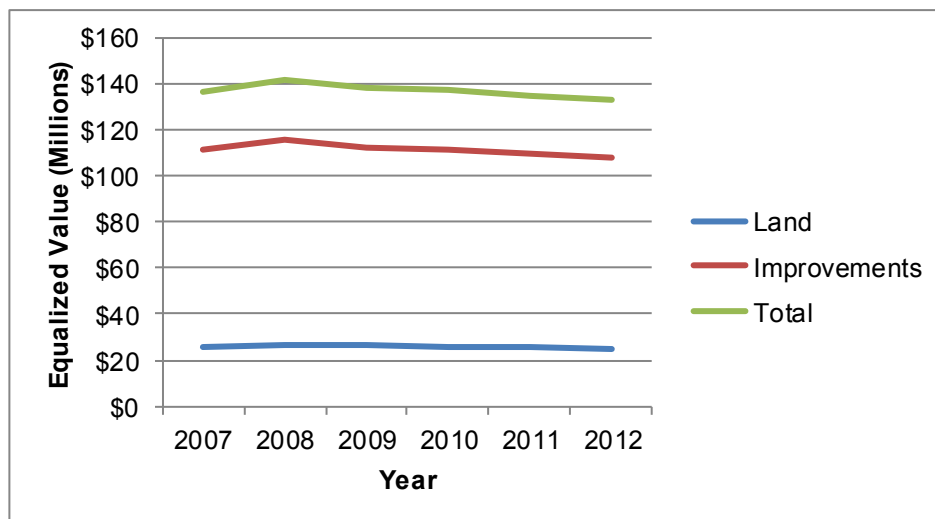
Figure 7-3: Median Rent of Occupied Rental Units, 2000, 2007-2011 ACS 5-Year Estimates



Source: U.S. Census 2000, 2007-2011 ACS 5-Year Estimates, DP04

The Wisconsin Department of Revenue releases yearly equalized value reports. Equalized value is the total value of all real estate at full-market prices. Although these values are reported as a total value for the entire Village, they can be used as a way to gauge the pricing trends for different sectors of real estate, such as residential, commercial and agriculture.

Figure 7-4: Village of Hortonville Residential Equalized Values, 2007-2012



Source: WisDOR, Statement of Equalized Value, 2007-2012

For the Village of Hortonville, the value of residential property (land plus improvements) increased between 2007 and 2008 by 3.9 percent from \$136,879,900 to \$142,244,200. Since 2008, the value of residential property in the Village has steadily decreased by 6.6 percent to \$132,825,000. Improvements (6.9%) have decreased at faster rate than land values (5.4%).

Housing Affordability

The relationship between housing costs and household income is an indicator of housing affordability, which is gauged by the proportion of household income expended for rent or home ownership costs. Rental costs include contract rent, plus the estimated average monthly cost of utilities and fuel. Owner costs include payment for mortgages, real estate taxes, fire hazard and flood insurance on the property, utilities and fuels. In 1989, the U.S. Department of Housing and Urban Development (HUD) raised the standard for determining whether rent or home ownership costs comprised a disproportionate share of income from 25 to 30 percent of gross household income. Households spending more than 30 percent of their income for housing may be at risk of losing their housing should they be confronted with unexpected bills or unemployment of one of more workers per household. Communities should be aware that maintenance and repair costs are excluded from this housing affordability formula, as are other outstanding debts, because these items will have policy impacts. Potential homeowners should be aware that these items are excluded from this housing affordability formula, as these items can impact their housing affordability and future financial stability.

Table 7-8: Households Paying a Disproportionate Amount of Their Income for Housing, 2007-2011 ACS 5-Year Estimates

	Households with Mortgage for Which Owner Costs Are Not Affordable			Households without Mortgage for Which Owner Costs Are Not Affordable			Households for Which Renter Costs Are Not Affordable		
	Number	Percent	MOE +/-	Number	Percent	MOE +/-	Number	Percent	MOE +/-
Village of Hortonville	143	22.5%	142	0	0.0%	98	61	30.9%	31
Outagamie County	10,256	29.1%	532	1,987	13.5%	240	6,933	38.8%	530
Wisconsin	363,848	34.0%	3,492	81,406	16.4%	1,443	314,617	47.4%	3,616

Source: U.S. Census, 2007-2011 ACS 5-Year Estimate, DP-4

Access to affordable housing is not only a quality of life consideration; it is also an integral part of a comprehensive economic development strategy. Households which must spend a disproportionate amount of their income on housing will not have the resources to properly maintain their housing, nor will they have adequate disposable income for other living expenses, such as transportation, childcare, healthcare, food and clothing.

Per the 2007-2011 ACS 5-Year Estimates, just under a quarter (22.5%) of homeowners with a mortgage and about a third (30.9%) of renters were paying a disproportionate amount of their income for housing in the Village of Hortonville (Table 7-8⁴). There were no homeowners without a mortgage in the Village spending more than 30 percent of their income on housing. In all circumstances, a larger portion of county and state residents were paying a disproportionate amount of their income on housing than Village residents. Housing was not affordable to over a quarter (29.1%) of Outagamie County homeowners and more than a third (34.0%) of state homeowners with mortgages. However, for homeowners without a

⁴ The large margin of error for Village households renders this information unreliable.

mortgage, only 14 percent (13.5%) of county and 16 percent (16.4%) of state residents found themselves in a similar situation. Similar to the Village of Hortonville, a higher share of renters in Outagamie County (38.8%) and the state (47.4%) were paying a disproportionate amount of their income on housing than homeowners. The change in housing affordability likely resulted from housing prices and values rising faster than incomes.

Household Characteristics

Evaluating household characteristics is important for understanding the Village of Hortonville and the population it serves. Household size and mobility information are two census variables that can help with this evaluation.

When compared to Outagamie County, the Village has had slightly larger household sizes in 2000 and 2010. In fact, ***in 2000 and 2010, the Village had a larger share of 3, 4, and 5 person households than the county, and a lower percentage of 1 and 2 person households.*** Nevertheless, the most prevalent household size in the Village was two persons (38.1%) in 2010 (Table 7-9).

Table 7-9: Persons per Household, 2000 and 2010

	Hortonville village, Wisconsin				Outagamie County, Wisconsin			
	2000		2010		2000		2010	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
TENURE								
Occupied housing units	871	100.0%	1,045	100.0%	60,530	100.0%	69,648	100.0%
Owner-occupied housing units	625	71.8%	775	74.2%	43,830	72.4%	49,738	71.4%
Renter-occupied housing units	246	28.2%	270	25.8%	16,700	27.6%	19,910	28.6%
Owner-occupied housing units	625	100.0%	775	100.0%	43,830	100.0%	49,738	100.0%
1-person household	80	12.8%	117	15.1%	7,289	16.6%	9,127	18.4%
2-person household	216	34.6%	295	38.1%	15,426	35.2%	19,285	38.8%
3-person household	111	17.8%	140	18.1%	7,274	16.6%	8,150	16.4%
4-person household	136	21.8%	147	19.0%	8,547	19.5%	8,234	16.6%
5-person household	54	8.6%	54	7.0%	3,712	8.5%	3,445	6.9%
6-person household	15	2.4%	16	2.1%	1,129	2.6%	1,009	2.0%
7-or-more-person household	13	2.1%	6	0.8%	453	1.0%	488	1.0%
Renter-occupied housing units	246	100.0%	270	100.0%	16,700	100.0%	19,910	100.0%
1-person household	115	46.7%	113	41.9%	7,334	43.9%	8,877	44.6%
2-person household	63	25.6%	68	25.2%	4,996	29.9%	5,569	28.0%
3-person household	36	14.6%	48	17.8%	2,078	12.4%	2,644	13.3%
4-person household	16	6.5%	22	8.1%	1,269	7.6%	1,531	7.7%
5-person household	8	3.3%	14	5.2%	587	3.5%	791	4.0%
6-person household	6	2.4%	5	1.9%	223	1.3%	300	1.5%
7-or-more-person household	2	0.8%	0	0.0%	213	1.3%	198	1.0%

Source: U.S. Census, 2000 and 2010, QT-H2

Table 7-10 illustrates the household longevity of the populations in the Village of Hortonville and Outagamie County. ***Less than half of the householders in both the Village of Hortonville (40.5%) and the county (41.8%) were living in their place of current residence prior to 2000*** (Table 7-1).

Table 7-10: Year Householder Moved into Unit

	Village of Hortonville			Outagamie County		
	Estimate	MOE +/-	Percent	Estimate	MOE +/-	Percent
Occupied housing units	944	45	-	69,070	557	-
Moved in 2005 or later	268	58	28.4%	25,553	814	37.0%
Moved in 2000 to 2004	294	59	31.1%	14,609	690	21.2%
Moved in 1990 to 1999	222	51	23.5%	14,194	647	20.6%
Moved in 1980 to 1989	73	27	7.7%	6,233	359	9.0%
Moved in 1970 to 1979	56	25	5.9%	4,137	299	6.0%
Moved in 1969 or earlier	31	20	3.3%	4,344	279	6.3%

Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP02

KEY HOUSING SUMMARY POINTS

- Approximately two-thirds (66.5%) of the existing housing stock was built after 1970.
- According to the 2007-2011 ACS 5-Year Estimates, about three-quarters (78.7%) of the residential structures in the Village were comprised of single family (one) units.
- According to the 2007-2011 ACS 5-Year Estimates, occupied units lacking complete plumbing and kitchen facilities were rare occurring in only 0.0 percent and 0.2 percent of the units, respectively in the Village of Hortonville.
- Overcrowding, per the 2007-2011 ACS 5-Year Estimates, occurred in less than two percent of the occupied housing units in the Village of Hortonville (1.4%), Outagamie County (1.5%) and Wisconsin (1.7%).
- There are four CBRF facilities in the Village of Hortonville with a combined capacity of 32.
- Outagamie Housing Authority (OCHA) owns and maintains a 25 unit apartment complex (24-1 bedroom and 1-2 bedroom apartments) on John Street in the Village that serves individuals age 62 and older or handicapped/disabled. The OCHA also owns and maintains three duplexes in the Village.
- Owner-occupied units accounted for about three-quarters (74.2%) of the occupied housing units in 2010, while rentals made up just over a quarter (25.8%).
- Homeowner vacancy rates indicate that the Village of Hortonville had a more than adequate supply of owner-occupied units in 2000 (1.7%) and an excess of homes for sale in 2010 (2.9%).
- In 2000 (5.0%) and 2010 (5.7%), rental vacancy rates for the Village of Hortonville were either at or above the vacancy standard of 5.0 percent, which would seem to indicate that the Village had an adequate supply of housing units for rent.
- Between 2000 and the 2007-2011 ACS 5-Year Estimates, median value owner-occupied housing prices in the Village rose by over 53 percent (53.7%) from \$98,200 to \$150,900.
- The U.S. Census indicates that the median gross rent of occupied rental units increased by 38 percent or \$195 between 2000 (\$513) and the 2007-2011 ACS 5-Year Estimates (\$708) in the Village of Hortonville.
- For the Village of Hortonville, the value of residential property (land plus improvements) increased between 2007 and 2008 by 3.9 percent from \$136,879,900 to \$142,244,200. Since 2008, the value of residential property in the Village has steadily decreased by 6.6 percent to \$132,825,000.

-
- Per the 2007-2011 ACS 5-Year Estimates, just under a quarter (22.5%) of homeowners with a mortgage and about a third (30.9%) of renters were paying a disproportionate amount of their income for housing in the Village of Hortonville.
 - In 2000 and 2010, the Village had a larger share of 3, 4, and 5 person households than the county, and a lower percentage of 1 and 2 person households.
 - Less than half of the householders in both the Village of Hortonville (40.5%) and the county (41.8%) were living their place of current residence prior to 2000.

GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for Housing are provided in Chapter 2: Plan Framework.

POLICIES AND PROGRAMS

Policies and programs related to the Land Use element can be found in Appendix E.



CHAPTER 8

Transportation

CHAPTER 8: TRANSPORTATION

TABLE OF CONTENTS

Introduction	8-1
Inventory and Analysis	8-1
Streets and Highways	8-1
Principal Arterials	8-2
Minor Arterials	8-2
Major Collectors	8-3
Minor Collectors	8-3
Local Function Roads	8-3
Pavement Surface Evaluation and Rating (PASER)	8-4
Rustic Roads	8-5
Public Transportation	8-5
Fixed Route Transit Service	8-5
ADA and Senior Transportation	8-6
Non-motorized Transportation	8-6
Pedestrian and Bicycle Facilities	8-6
Trucking and Freight	8-7
Air Transportation	8-8
Railroads	8-8
Rail Freight Service	8-8
Rail Passenger Service	8-8
Water Transportation	8-9
Future Plans and Studies	8-9
Wisconsin Department of Transportation	8-9
Village of Hortonville Capital Improvement Program	8-9
Key Transportation Summary Points	8-10
Goals, Strategies and Recommendations	8-10
Policies and Programs	8-10

TABLES

Table 8-1	Village of Hortonville Annual Average Daily Traffic	8-2
Table 8-2	PASER Ratings and Maintenance Needs	8-4
Table 8-3	Total Miles of Local Roads by PASER Rating	8-5

EXHIBITS

Exhibit 8-1	Village of Hortonville Transportation Infrastructure	8-11
-------------	--	------

Page intentionally left blank.

CHAPTER 8: TRANSPORTATION

INTRODUCTION

A safe, efficient, and well-designed transportation system can provide convenient transportation and economic benefits for the residents of Hortonville and the surrounding area. The Village's transportation system is much more than just looking at the road systems. An assessment of the pedestrian, bicyclist, transit, rail and air transportation systems all play an important part in providing transportation for goods and people.

Wisconsin's Smart Growth Legislation requires that the transportation element consist of objectives, policies, goals, maps and programs that guide the development of various transportation modes. These modes include highways, transit, and transportation for those with various disabilities, bicycles, pedestrians, railroads, air transportation, trucking and water. This chapter serves to assess the current status of these transportation modes, determine what the Village wants them to become in the future, and devise ways to implement them. This chapter, along with Chapter 2: Plan Framework, addresses these requirements.

INVENTORY AND ANALYSIS

The inventory and analysis section provides the Village of Hortonville with a general assessment of existing transportation facilities. By determining what part of the system is deficient, over capacity, underutilized, or meeting the current and future needs, the Village is better prepared to develop meaningful goals, strategies and recommendations that address current problems and reinforces existing strengths.

Streets and Highways

The hierarchy of the road network calls for each roadway to be classified according to its primary function, ranging from its ability to move vehicles (i.e. freeway) to its ability to provide direct access to individual properties (i.e. local roads). The three general categories of functional classification include arterials, collectors, and local roads. Exhibit 8-1 illustrates the transportation infrastructure and functional classification for the Village of Hortonville.

The Wisconsin Department of Transportation (WisDOT) conducts traffic counts at key locations on a regular rotating basis. The traffic counts provide an indication of the roadway's appropriate classification. Displayed as Annual Average Daily Traffic (AADT), these counts are statistically adjusted to reflect daily and seasonal fluctuations that occur on each roadway. The most recent counts in the Village of Hortonville were done in 2000, 2004, 2007 and 2010 (Table 8-1, Exhibit 8-1).

Table 8-1: Village of Hortonville Annual Average Daily Traffic

Road Segment	2000	2004	2007	2010	2000-2007		2007 - 2010	
					Number	Percent	Number	Percent
STH 15/USH 45 East	15,400	15,400	16,500	13,600	1,100	7.1%	-2,900	-17.6%
STH 15/USH 45 West	12,800	11,100	10,000	8,600	-2,800	-21.9%	-1,400	-14.0%
CTH M/S. Nash St	5,000	5,200	5,300	4,500	300	6.0%	-800	-15.1%
CTH M/N. Nash St	2,600	2,800	2,800	2,100	200	7.7%	-700	-25.0%
West Bath Street	530	-	360	320	-170	-32.1%	-40	-11.1%

Source: WisDOT Highway Traffic Volume Data, WisDOT, 2000, 2004, 2007, 2010

Principal Arterials

Principal arterials serve corridor movements that have trip length and travel density characteristics of an interstate or are interregional in nature. These routes generally serve urban areas with a population greater than 5,000. The rural principal arterials are further subdivided into (1) interstate highways and (2) other principal arterials.¹

Wis 15 is the only principal arterial in the Village. It connects the Village of Hortonville to New London to the west and the Grand Chute/Appleton area to the east. The route currently runs directly through the Village's downtown area. Presently the highway is two lanes from Hortonville to just west of WIS 76. Thereafter, the highway converts to four lanes to USH 41. Expansion of 11 miles of WIS 15 to a four lane highway, bypassing the Village of Hortonville is planned. More information on this can be found in the "Future Plans and Studies" section.

With the bypass as the planned principal arterial, the traffic patterns could change as the bypass is completed. The reconstruction of Main Street is being planned by Outagamie County and is estimated to take place in 2018, with the possibility of a jurisdictional transfer of the facility, at this time, to the Village of Hortonville. As a result, it is anticipated that once completed, significant truck traffic and through trips will be transferred to the bypass and traffic volumes will decrease through the Village. As shown in Table 8-1 above, AADTs decreased between 2007 and 2010.

According to AADTs taken on WIS 15, significant growth was experienced from 2000 to 2007, east of the Village limits. AADTs increased by 7.1 percent during this time period from 15,400 to 16,500. However, perhaps as a result of the economic slowdown, from 2007 to 2010, traffic counts fell from 16,500 to 13,600 vehicles or by approximately 17 percent. At the same time, AADTs recorded on West Main Street, near Douglas Street, showed a steady decrease during the entire decade 2000 to 2010. Between 2000 and 2007, AADTs declined by 21.9 percent from 12,800 to 10,000. AADTs continued to decline between 2000 and 2010, falling by an additional 14 percent from 10,000 in 2007 to 8,600 in 2010 (Table 8-1, Exhibit 8-1).

Minor Arterials

Minor arterials, in conjunction with principal arterials, serve other population centers and major traffic generators, providing intraregional and inter-area traffic movements. They supplement the principal arterials in linking communities to the principal arterials so that all developed areas of the state are within reasonable distances of arterial highways. **Currently there are no minor**

¹ <http://roadwaystandards.dot.wi.gov/standards/fdm/04-01.pdf>

arterials in the Village of Hortonville. It is possible that Main Street could be reclassified to a minor arterial after the bypass is completed and traffic counts are evaluated.

Major Collectors

Major collector roadways primarily serve smaller to moderate sized places and other intra-county travel at more moderate speeds than arterial roads. These routes link traffic generators, such as schools and businesses, to nearby cities, villages, and towns, or to higher functioning routes. **There are two major collectors within the Village, CTH M and CTH MM.**

CTH M, which includes North Nash Street and portions of Olk Street, runs north through the Village from Main Street to CTH S. AADTs on North Nash Street increased by 7.7 percent between 2000 (2,600) and 2007 (2,800), and then decreased by 25.0 percent between 2007 (2,800) and 2010 (2,100). CTH M (Nash Street) also runs south from Main Street through the Village towards Medina. AADTs on this section of roadway increased by 6.0 percent between 2000 (5,000) and 2007 (5,300), and then decreased by 15.1 percent between 2007 (5,300) and 2010 (4,500) (Table 8-1, Exhibit 8-1).

CTH MM (North Crest Street) intersects CTH M (Olk Street), and then travels diagonally northeasterly/east through the northeast quadrant of the Village towards Stephenville. This section of roadway is classified as one of two Rustic Roads within Outagamie County. AADTs in 2000 were 620, north of CTH M (Exhibit 8-1).

Minor Collectors

Minor collectors provide access to all remaining smaller places, link the locally important traffic generators with their rural hinterland, and are spaced consistent with population density so as to collect traffic from local roads and bring all developed areas within a reasonable distance of a collector road. **There is one minor collector within the Village, CTH TT.**

CTH TT (Nye Street) runs west from CTH M (South Nash Street) in Hortonville to USH 45, south of the City of New London. AADT counts in 2010 were 2,000 west of South Lincoln Street and 1,300 west of Commerce Drive (Table 8-1, Exhibit 8-1).

Local Function Roads

Local roads, which include all of the remaining roads and streets in the Village of Hortonville, are designed to provide access to land adjacent to the collector and arterial network. They serve local travel from general residential areas over very short distances. WisDOT does not generally conduct official traffic counts on local function roads; however these roads probably carry fewer than 200 vehicles per day. Official traffic counts are available for one local street, Bath Street.

Bath Street runs from CTH M (South Nash Street) west to Lincoln Street. AADTs on this section of roadway decreased by 32.1 percent between 2000 (530) and 2007 (360) and then by another 11.1 percent between 2007 (360) and 2010 (320).

Pavement Surface Evaluation and Rating (PASER)

Every two years, all jurisdictions in the state of Wisconsin are required to rate the condition of their local roads and submit the information to WisDOT. This information is tied to the amount of General Transportation Aids (GTA) funding that the Village receives on a yearly basis.

The surface condition rating of each roadway is updated in the State's computer database known as the Wisconsin Information System for Local Roads (WISLR). WISLR is a program available to all municipalities and is regularly used to develop a capital improvement and road maintenance program. This database is based off of the PASER road rating method. PASER Pavement Management System has been developed and improved over the years by the Transportation Information Center (TIC) at the University of Wisconsin - Madison in cooperation with WisDOT. Generally, PASER uses visual assessments to rate paved roadway surfaces on a scale of 1 to 10, with 1 being a road that needs to be reconstructed and 10 being a brand new roadway.² This inventory provides the basis for developing a planned maintenance and reconstruction program and helps municipalities track necessary improvements. Prompt maintenance can significantly reduce long term costs for road repair and improvement. Table 8-2 provides a breakdown of the PASER ratings, conditions and maintenance needs.

Table 8-2: PASER Ratings and Maintenance Needs

Rating	Condition	Needs
9 & 10	Excellent	None
8	Very Good	Little Maintenance
7	Good	Routine Maintenance, Crack Filling
6	Good	Sealcoat
5	Fair	Sealcoat or Nonstructural Overlay
4	Fair	Structural Improvement - recycling or overlay
3	Poor	Structural Improvement - Patching & overlay or recycling
2	Very Poor	Reconstruction with Extensive Base Repair
1	Failed	Total Reconstruction

Source: Transportation Information Center, UW-Madison

Table 8-3 provides a summary of the total miles of local roads in the Village of Hortonville by PASER rating. A map showing the PASER rating by street can be found in Appendix J). **One hundred percent of the 18.81 miles of local streets in the Village of Hortonville are paved, none are gravel.**³ According to PASER, 40.4 percent (7.6 miles) of the roads are in excellent to very good condition and require little maintenance. Over half (51.1 percent) or 9.61 miles are in good to fair condition, while they are in good condition structurally, these roads will need slightly more maintenance work. The work may involve seal coating, crack filling and possibly a non-structural overlay. The remaining 1.6 miles of local roads will require substantially more attention. Having a PASER rating of 1 through 3, these roads could require structural improvements such as pavement recycling, overlay and patching, or total reconstruction, depending on the road base. Two roads, Lincoln Street (from Bath Street to the termini) and Old M Road (from CTH M to the termini) have a PASER rating of 1.

² Transportation Information Center. 2002. *PASER Manuals Asphalt*

³ WISLR 2013. Wisconsin System for Local Roads.

Table 8-3: Total Miles of Local Roads by PASER Rating

Rating	Mileage	Percent
1	0.14	0.7%
2	0.73	3.9%
3	0.73	3.9%
4	0.31	1.6%
5	2.15	11.4%
6	4.45	23.7%
7	2.70	14.4%
8	2.67	14.2%
9	3.31	17.6%
10	1.62	8.6%
No Rating	0	0.0%
Total	18.81	100%

Source: WISLR 2013 V. of Hortonville

Rustic Roads

The Rustic Roads System was created by the State Legislature in 1973 to help citizens and local units of government preserve scenic lightly traveled country roads for the leisurely enjoyment of bicyclists, hikers, and motorists. They offer excellent opportunities to travel through an attractive rustic area. The scenic qualities of these roads are protected by agreement with bordering property owners and by implementing roadside maintenance practices that allow wildflowers and other native flora to extend to the edge of the pavement.



Rustic Road 61, CTH MM

Rustic Road 61, or CTH MM, located in Outagamie County, starts at CTH M in the Village of Hortonville and proceeds northeast to WIS 76 near Stephenville. This road offers an interesting combination of historic and scenic features. Many wooded areas, wetlands and agricultural uses are adjacent to the road's 3.3 mile course. This road crosses several streams and wetland areas that are part of the Wolf River watershed.⁴

Public Transportation

Fixed Route Transit Service

There is currently no fixed route transit service in or to the Village of Hortonville and the surrounding area. Valley Transit serves the City of Appleton and the adjacent Fox Cities with fixed route service but does not extend into the Town of Greenville or the Village of Hortonville.

⁴ WisDOT. 2007 Wisconsin's Rustic Roads: Third Edition

ADA and Senior Transportation

Disabled and senior citizens (60 years and older) can utilize services provided by Outagamie County's Rural Service Area. The Rural Service Area serves areas outside of the Valley Transit II⁵ service area. Outagamie County Rural Service contracts with Kobussen Buses LTD⁶ to provide a demand responsive, door to door service for the senior population and those with disabilities who live in Outagamie County for trips within the county. However, exceptions are made for medical appointments for trips to the Neenah/Menasha area. Transportation is provided for work, school, doctor appointments, social activities, meal sites, shopping, visiting the YMCA and more. Service must be scheduled at least one day in advance, and is available Monday through Friday from 9 a.m. to 4 p.m. Cost of the service is \$6 per one-way trip (\$12 per round trip).

Non-motorized Transportation

Pedestrian and Bicycle Facilities

Walking and bicycling is emerging as an important exercise as well as mode of transportation. However, ***current safe pedestrian friendly opportunities are limited to those areas in the Village with sidewalks.*** Sidewalks are generally found in the downtown business district, older residential areas adjacent to the downtown, and near the high school and middle school campuses. Additionally, ***the Wiouwash Trail*** (described in detail below) ***is a major bicycle and pedestrian trail that is accessible from the Village.*** Other than the Wiouwash Trail, bicyclists usually travel on the local roadway.

The multi-purpose Wiouwash Trail is located south of the Village and is accessible from a trailhead and parking lot located off of Lake View Avenue. This 5.9 mile gravel trail extends from Black Otter Lake south towards Oshkosh, ending at the junction of USH 41 and 45. It was developed through a cooperative effort between Outagamie and Winnebago counties and the Wisconsin Department of Natural Resources. According to the *Outagamie County Greenway Plan (1995)*, the Wiouwash is planned to be connected to the Fox Valley cities via a trail along, or parallel to, the Wisconsin Central Railroad (Canadian Pacific Railroad). Future plans also call for the trail to be extended north through the Village of Hortonville along CTH MM to the Wolf River and another system of trails.

Recognizing the importance and desire of residents and visitors to have opportunities to safely walk and bike, the Village is working on developing improved pedestrian and bicycling opportunities that are safe and accessible. Most recently the Village has asked East Central Wisconsin RPC, as part of its technical assistance program, to provide general concepts and considerations for enhancing biking and pedestrian opportunities. ***The trail planning and connections report recommends six trail connections that would provide links to important destinations***⁷. The six segments are:

1. A multi-use trail connecting the Wiouwash Trailhead to Alonzo and Black Otter Parks;
2. An on-street connection between the Wiouwash Trailhead and downtown Hortonville;

⁵ Valley Transit II is specialized paratransit service for residents of the Fox Cities with special needs. This service is administered by Valley Transit, with service provided, under contract, by Running, Inc.

⁶ 2013 Aging and Disability Resource Center, Outagamie Branch Resource Directory. Kobbussen Busses LTD, person conversation 9/9/13 and <http://www.kobussen.com/transitServices.html>.

⁷ Village of Hortonville Trail Planning & Connections Report, September 6, 2013.

3. An on-street connection between Alonzo and Black Otter Parks, and the Hortonville Industrial Park;
4. A side-path connecting the east end of the Village (Greendale Road) to Alonzo and Black Otter Parks;
5. A multi-use trail running behind the businesses on the south side of West Main Street to form a link between Miller Park and South Nash Street in downtown; and
6. A shoreline connection between Veterans Memorial Park and the fishing pier downtown.

Another proposed trail affecting the Village of Hortonville is the 10-foot wide multi-use trail on the south side of WIS 15 that is being planned as part of the WisDOT - "WIS 15 Improvement Project". This trail will connect the east side of Hortonville to Julius Drive in the Town of Greenville. Design work is ongoing, with construction scheduled for late 2016.

Two statewide guidance documents affecting biking and pedestrian policy are the *Wisconsin Pedestrian Policy Plan 2020* and the *Wisconsin State Bicycle Transportation Plan - 2020*. The *Wisconsin Pedestrian Policy Plan 2020* outlines statewide and local measures to increase walking throughout the state as well as promote pedestrian safety and comfort. Pedestrians, by definition, are anyone who travels by foot. In addition, this definition has been extended to disabled persons who require the assistance of a mobility device. Pedestrian traffic can be difficult along highways where sidewalks are not present, safety measures are absent, or traffic volume is heavy.

As a statewide plan, the *Wisconsin State Bicycle Transportation Plan - 2020* does not assess local roads. Where traffic speeds and volumes are low, local streets can serve multiple uses. Utilizing the local street network for walking and bicycling is a viable use of this infrastructure, as long as safety precautions are taken and/or streets are designed to accommodate multiple uses. Roadways with traffic volume less than 1,000 vehicles per day are considered generally safe for bicycling. Roadways meeting this criterion that are located within a primary bicycle corridor identified by WisDOT provide potential linkages between existing bicycle trails and are considered to be part of an interconnected statewide bicycle route network.

Trucking and Freight

Several designated truck routes exist within Outagamie County. **USH 10 (south), USH 41 (east), USH 45 (south), and WIS 54 (north) are all designated truck routes in the vicinity of the Village of Hortonville.** WIS 15, which runs through the Village, is a restricted truck route that allows trucks up to 75 feet in length (53 foot trailer). It provides good connections to USH 45, near New London, and USH 41, near Appleton. Local truck traffic also is allowed on several of the county trunk highways in the Village of Hortonville.

Air Transportation

Scheduled passenger service and freight air transportation are provided by the Outagamie County Regional Airport, located about 10 miles south of Hortonville, in the Town of Greenville. Besides scheduled passenger and air freight express services, this regional airport offers charter air service. According to the *Wisconsin State Airport System Plan 2020*, the airport is currently classified as an Air Carrier/Cargo (AC/C) airport. However, the

Wisconsin State Airport System Plan, Airport Classification Review & Update Technical Report, 2010, recommends that the airport be reclassified as a Commercial Service⁸ Airport.

According to the *WisDOT 5-Year Airport Improvement program*, the Outagamie County Regional Airport is poised for expansion and improvement. Projects for the 5-year period (2013-2018) include: design, construction and expansion of the south general aviation (GA) ramp, design and construction of a GA customs facility, design and construction of a north GA ramp, taxiway and runway work.

Other major airports that have scheduled passenger air service and are utilized by Hortonville residents include Austin Straubel International Airport in Green Bay (approximately 40 miles east) and General Mitchell International Airport in Milwaukee (approximately 110 miles southeast). Both of these airports were also recommended for reclassification to a Commercial Service airport.

Railroads

Rail Freight Service

There is currently one railroad running through the Village of Hortonville in an east-west direction. This line is operated and maintained by Canadian National. The line runs from New London through Hortonville, Greenville and into Appleton. The line has close proximity to the Village's industrial park and could benefit those businesses by being used for freight shipment.



Canadian National Railroad

Rail Passenger Service

Amtrak utilizes Canadian Pacific lines to provide passenger service. Although no direct service is offered anywhere near the Village of Hortonville, the State of Wisconsin is served by passenger stations in Milwaukee, Columbus, Portage, Wisconsin Dells, and Tomah. As the route passes through the state, it connects Chicago to the Twin Cities, and heads westward to terminate in the State of Washington.

The *Midwest Regional Rail System Report*⁹, prepared as a cooperative effort between nine Midwestern states, outlines a high speed (up to 110 mph) passenger rail system that utilizes 3,000 miles of existing rail right-of-way to connect rural, small urban and major metropolitan areas. The plan calls for a rail corridor connecting Green Bay to Milwaukee and Chicago. This corridor would include stops in Appleton, Neenah and Oshkosh, which are all easily accessible to the Village of Hortonville residents.

⁸ Commercial Service – Commercial Service airports support regularly scheduled year-round commercial airline service and support the full range of general aviation activity to domestic and international destinations.

⁹ *Midwest Regional Rail System: Executive Report, 2004*. Transportation Economics & Management Systems, Inc & HNTB.

Water Transportation

There are no commercial ports in the Village of Hortonville. The closest port is located in Green Bay, approximately 30 miles to the northeast. The Port of Green Bay provides shipping service to the Great Lakes and beyond. Passenger ferries are located in Manitowoc and Milwaukee. Both services offer passage across Lake Michigan to Lower Michigan.

Future Plans and Studies

Wisconsin Department of Transportation

The Wisconsin Department of Transportation completed a study, in 2009, of the WIS 15 corridor that extends from Lilly of the Valley Drive in Greenville through Hortonville to USH 45 in New London. Also in 2009, was the approval of the Final Environmental Impact Statement (FEIS) by the Federal Highway Administration (FHWA). The future 11 mile 4-lane divided facility will bypass the Village of Hortonville and be designated as an expressway. The highway is officially mapped; design work with real estate acquisition is scheduled to start in 2014. Construction is scheduled to begin in late 2018¹⁰. This project will increase safety, enhance economic development and lower transportation costs in the region (Exhibit 8-1).

Roundabouts are planned at two locations, one on each side of Hortonville, where the proposed bypass meets existing WIS 15. WisDOT studied WIS 15 to determine the best way to provide additional roadway capacity and improve operational efficiency and traffic safety. It was determined that a separate facility would alleviate significant truck traffic through the Village.

The project cost is estimated at \$115 million. As mentioned under bicycle and pedestrian facilities, WisDOT plans a 4 mile, 10-foot wide multi-use trail on the south side of WIS 15 connecting the east side of the Village of Hortonville to Julius Drive in the Town of Greenville.

The *Six Year Highway Improvement Program: 2013-2018*, lists only one major project in close proximity to the Village of Hortonville, WIS 15.

Village of Hortonville Capital Improvement Program

There are numerous street projects that have been identified and approved in the Village of Hortonville's current Capital Improvement Program. These projects are as follows:

- Resurface Cedar Street (Cherry Street to North Nash Street)
- Reconstruct Grandview Road
- Resurface and replace utilities on Pine Street
- Resurface Embarrass Street
- Reconstruct South Mill Street (Bath Street to South Nash Street)
- Resurface Briggs Street
- Extend Towne Drive

¹⁰ <http://www.dot.wisconsin.gov/projects/neregion/15/schedule.htm>

KEY TRANSPORTATION SUMMARY POINTS

- Wis 15 is the only principal arterial in the Village.
- Currently there are no minor arterials in the Village of Hortonville.
- There are two major collectors within the Village, CTH M and CTH MM.
- There is one minor collector within the Village, CTH TT.
- Local roads, which include all of the remaining roads and streets in the Village of Hortonville, are designed to provide access to land adjacent to the collector and arterial network.
- One hundred percent of the 18.81 miles of local streets in the Village of Hortonville are paved, none are gravel.
- Rustic Road 61, or CTH MM, located in Outagamie County, starts at CTH M in the Village of Hortonville and proceeds northeast to WIS 76 near Stephenville.
- There is currently no fixed route transit service in or to the Village of Hortonville and the surrounding area.
- Disabled and senior citizens (60 years and older) can utilize services provided by Outagamie County's Rural Service Area.
- Current safe pedestrian friendly opportunities are limited to those areas in the Village with sidewalks.
- The Wiouwash Trail is a major bicycle and pedestrian trail that is accessible from the Village.
- The trail planning and connections report recommends six trail connections that would provide links to important destinations.
- USH 10 (south), USH 41 (east), USH 45 (south), and WIS 54 (north) are all designated truck routes in the vicinity of the Village of Hortonville.
- Scheduled passenger service and freight air transportation are provided by the Outagamie County Regional Airport, located about 10 miles south of Hortonville, in the Town of Greenville.
- There is currently one railroad running through the Village of Hortonville in an east-west direction. This line is operated and maintained by Canadian National.
- There are no commercial ports in the Village of Hortonville.
- The Wisconsin Department of Transportation completed a study, in 2009, of the WIS 15 corridor that extends from Lilly of the Valley Drive in Greenville through Hortonville to USH 45 in New London.
- Roundabouts are planned at two locations, one on each side of Hortonville, where the proposed bypass meets existing WIS 15.

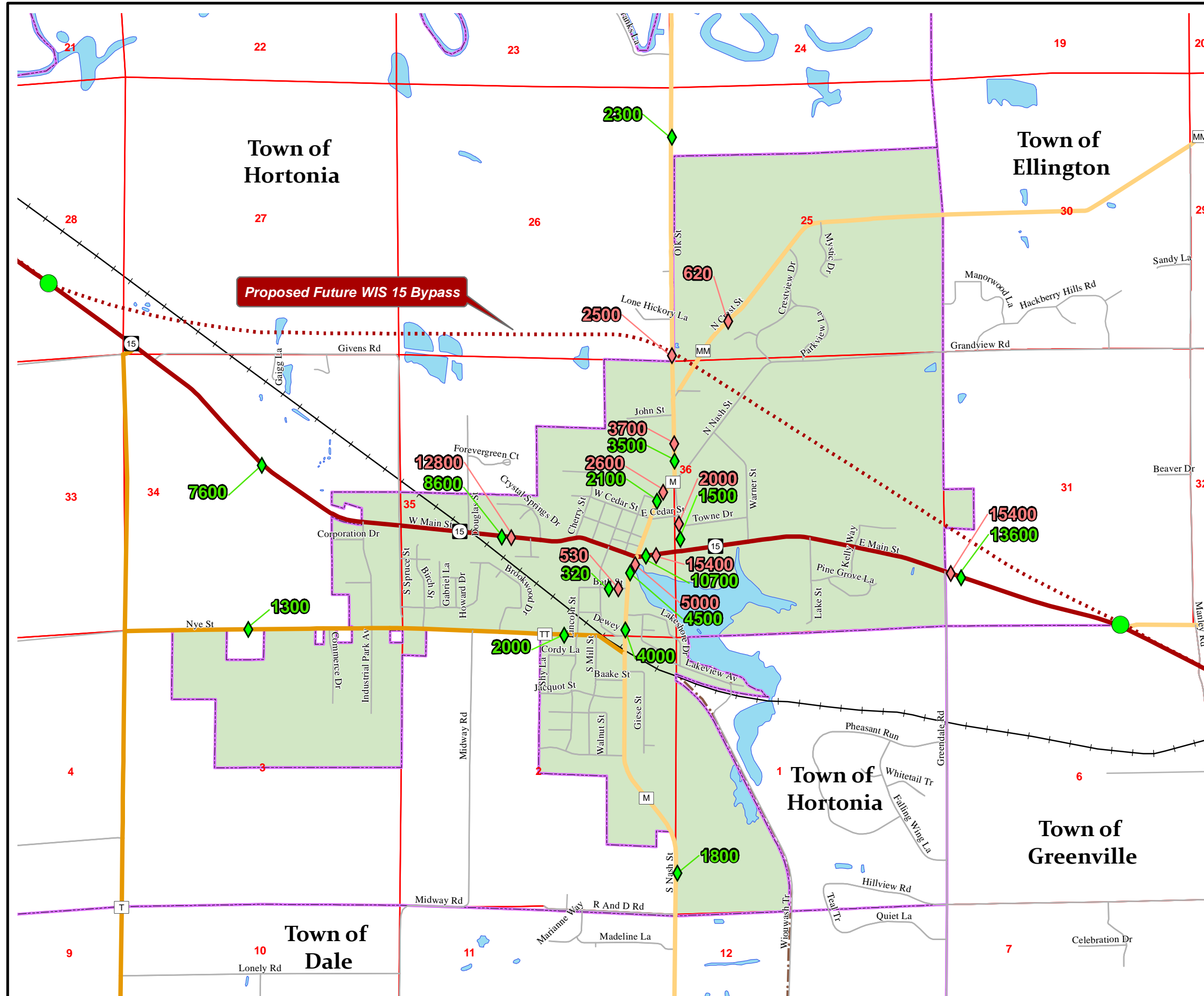
GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for transportation are provided in Chapter 2: Plan Framework.

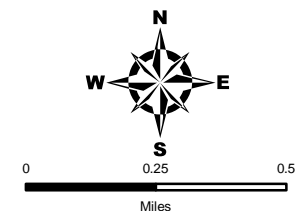
POLICIES AND PROGRAMS

Policies and programs related to the Transportation Element can be found in Appendix E.

Exhibit 8-1 Village of Hortonville Transportation Infrastructure



- Planned Roundabout
- ◆ Traffic Counts 2000
- ◆ Traffic Counts 2010
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local Road
- - - Proposed Bypass
- +— Canadian National Railroad
- - - Existing Bike/Pedestrian Trail
- Water
- Municipal Boundary



Source: Functional Class Data Provided by Outagamie County 2013
Traffic Count Data Provided by WisDOT 2012

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-
APRIL 17, 2014





CHAPTER 9

Utilities and Community Facilities

CHAPTER 9: UTILITIES AND COMMUNITY FACILITIES

TABLE OF CONTENTS

Introduction	9-1
Inventory and Analysis	9-1
Wastewater Collection and Treatment	9-1
Public Wastewater Collection and Treatment	9-1
Private Wastewater Collection and Treatment	9-2
Stormwater Management	9-2
Drainage Districts	9-3
Water Supply	9-3
Public Water Supply	9-3
Private Water Supply	9-4
Solid Waste and Recycling	9-4
Energy Supply and Transmission	9-4
Electricity	9-4
Natural Gas	9-5
Telecommunication Facilities	9-5
Telephone	9-5
Internet	9-5
Parks and Recreation Facilities	9-5
Park Site Standards	9-6
Village of Hortonville Park and Recreational Facilities	9-7
Outagamie County Park and Recreational Facilities	9-10
Private Park and Recreational Facilities	9-10
Other Park and Recreational Facilities	9-11
Cemeteries	9-11
Healthcare Facilities	9-12
Hospitals and Clinics	9-12
Nursing Homes	9-12
Childcare Facilities	9-12
Public Safety and Emergency Services	9-13
Police Service	9-13
Correctional Facilities	9-15
Fire Services	9-15
Emergency Management	9-16
Library	9-17
Schools	9-18
Hortonville Area School District	9-18
Private Schools	9-20
Post-Secondary Education	9-21
Other Municipal Buildings	9-21
Government Facilities	9-21
Key Utilities and Community Facilities Summary Points	9-22
Goals, Strategies and Recommendations	9-24
Policies and Programs	9-24

TABLES

Table 9-1	Village of Hortonville Public Water Utility	9-4
Table 9-2	Village of Hortonville Park and Recreational Facilities	9-7
Table 9-3	Childcare Facilities.....	9-13
Table 9-4	Ratio of Law Enforcement Officers Per 1,000 Population, 2012.....	9-14
Table 9-5	Offense Rates Per 100,000 Population, 2011	9-14
Table 9-6	Public Library Statistical Data	9-18

EXHIBITS

Exhibit 9-1	Village of Hortonville Utilities.....	9-25
Exhibit 9-2	Village of Hortonville Community Facilities.....	9-27

CHAPTER 9: UTILITIES AND COMMUNITY FACILITIES

INTRODUCTION

One responsibility of a community is to maintain a certain level of community services. To achieve it, the Village of Hortonville must continuously maintain, upgrade, and expand existing facilities in a cost effective manner based on future growth projections and the desires of the community.

Wisconsin Smart Growth Legislation requires the Utilities and Community Facilities Element to be a compilation of objectives, policies, goals, maps and programs to guide the future development of these facilities in the Village of Hortonville. An inventory of the current situation is required; more importantly, the Legislation requires this element to provide guidance as to how the Village can meet projected needs at the appropriate time and in the appropriate manner. This chapter, along with Chapter 2: Plan Framework, addresses these requirements.

INVENTORY AND ANALYSIS

The following section provides an inventory of utilities and community facilities that serve the Village of Hortonville. The analysis of facilities is based on generalizations and predictions and is no substitute for detailed engineering or architectural studies, which should be completed before municipal funds are expended on specific projects.

Wastewater Collection and Treatment

Provision of sanitary sewer plays a key role in many aspects of community development and growth. Not only does it affect where development tends to occur, but also allows higher land use densities than can be achieved using private onsite wastewater treatment systems. About 95 percent of the Village is served by public sewer; the remaining areas are served by private on-site systems. On-site systems serve the areas within 1.5 miles of the Village that fall outside of the municipal boundaries.

Public Wastewater Collection and Treatment

The Village of Hortonville's Municipal Water and Sewer Utility operates and maintains the wastewater treatment plant (WWTP) at 521 West Cedar Street (Exhibit 9-1). ***Approximately 95 percent of the Village is served by public sewer.*** With an average daily design flow of 0.8 MGD, the activated sludge plant is designed to handle a maximum flow of 1.25 MGD. In August of 2011, the new plant went online and is operating at about 30 percent of capacity (average daily flow of 0.225 MGD). Three lift stations and 71,280 linear feet of pipe make up the sanitary sewer system.

Overall, the sewer system does not extend north of Grandview Road, or south of Grandview Road and east of Parkview Lane because of sudden and substantial rises in land topography. Other areas not served by sanitary sewer include the part of the Village along the eastern boundary of the Village or in the southeast corner, south of Pine Crest Lane. Areas to the south, east and west of the Village limits pose fewer topographic constraints. Rates in 2013

consisted of a minimum base charge of \$40.70 per quarter (5/8" meter) plus an additional \$10.48 per 1,000 gallons of volume¹.

If warranted by development pressures, public sanitary sewer infrastructure could be extended west into the Town of Hortonville or east towards the proposed roundabout in the Town of Greenville (Exhibit 9-1). However, the extent and direction of future sanitary sewer extensions will be closely tied to Exhibit 2-1, "Year 2035 Land Use Framework", further described in this Comprehensive Plan.

Private Wastewater Collection and Treatment

Private on-site wastewater treatment systems, or POWTs, serve about five percent of the Village of Hortonville and the entire planning area falling within 1.5 miles of the Village.

Typically, individual systems are designed for each household based on the site's soil characteristics and capabilities. However, in some cases (such as with conservation subdivisions) a community, or 'cluster' system, may be used which services more than one household.

Outagamie County maintains records for private, on-site sanitary permits in the Village and within the rural areas of the county. Information that the county maintains includes where on-site systems are located, when the permits were issued, and the type of system installed. ***According to Outagamie County, approximately 91 POWTs currently exist within the Village of Hortonville; these systems are mainly found in the east and northeast areas of the Village*** (Exhibit 9-1). A majority (75) of the systems listed are conventional or at-grade, the remaining systems are (16) mound, marginal mound or in-ground pressure. In addition to the systems identified above, 12 properties are served by holding tanks. Holding tanks are primarily located in the triangular area between Olk Street and North Crest Street and in the southeast corner of the Village, south of East Main Street.

Stormwater Management

The Village of Hortonville maintains a stormwater system and inventory map but does not have an overall stormwater management plan or ordinance. The Village reviews stormwater plans submitted by developers and landowners based on standard engineering practices. However, Hortonville does not have written design and planning standards for determining stormwater pipe sizes or determining whether, on a case by case basis, regional detention systems might be preferable to onsite detention systems. For example, there are no written standards indicating which storm events to design for (5-year, 10-year or 100-year). This makes efficient, cost-effective and enforceable stormwater management difficult to achieve².

As Hortonville continues to develop and as more stormwater runoff ultimately makes its way into Black Otter Lake and Black Otter Creek it will become increasingly more important to manage the runoff quality and quantity. Additionally, it is important to minimize the amount of new impervious surface, such as roads, driveways, sidewalks and rooftops constructed in those watershed sub-basins that drain into the Wolf River in order to maximize opportunities for storm water infiltration. The Black Otter Lake Protection and Rehabilitation District is instrumental in efforts to preserve water quality by monitoring development and other impacts in the Black Otter Lake basin which includes much of the Hortonville planning area. Accordingly, it is increasingly

¹ Carl McCrary, Public Works Director, March 2013.

² Village of Hortonville Comprehensive Plan, adopted August 2003.

important for subdivision proposals to include master grading plans for the Village's review so that safeguards are in place for the rest of the area.

Drainage Districts

There are currently no drainage districts within the Village of Hortonville's planning area.

Water Supply

Although water may seem to be plentiful in Wisconsin, it is not an infinite resource. Providing safe, clean, and reliable water can and has become a challenge for many communities throughout the state. Residents of the Village of Hortonville obtain drinking water from either the Village of Hortonville Water and Sewer Utility or private on-site wells. All residents rely on groundwater as the source of drinking water.

Public Water Supply

Similar to public sewer, public drinking water is supplied to about 95 percent of the Village (Exhibit 9-1).³ Essentially, public water does not extend north of Grandview Road, or south of Grandview Road and east of Parkview Lane. Parcels along the eastern border of Village and south of Pine Grove Lane are also not served by public water.

In 1994, the Chicago Bridge and Iron Company constructed the village's current 104.5 foot high, 300,000 gallon powder blue lollipop style water tower⁴. ***Two wells with a combined yield of 1.224 MGD provide water to the Village*** (Table 9-1). Well No. 1, located at Miller Park on West Main Street (STH 15), has a pumping capacity of 350 GPM. While Well No. 2 located at 310 E. Main Street, has a capacity of 500 GPM⁵. Rates in 2008 consisted of a minimum base charge of \$25.50 per quarter (5/8" meter) with the first 30,000 gallons charged at \$2.45 per 1,000 gallons⁶.



Hortonville Water Tower

A highway bypass of the Village of Hortonville is currently being planned. Access to the Village will be provided at two roundabouts; one east and one west. ***In the future, if needed, the public water system could be extended to serve the eastern roundabout. However, extension of services would require an additional water tower and well to provide adequate water/pressure to the entire area.***

³ Carl McCrary, Public Works Director, March 2013.

⁴ Waymarking.com

⁵ Public Service Commission of Wisconsin 2000, 2010 and 2012 Annual Report for Hortonville, WI.

⁶ Village of Hortonville Water and Sewer Utility

Table 9-1: Village of Hortonville Public Water Utility

	2000		2010		2012		2000 - 2012	
Metered Sales to General Customers	Ave. No.	Water Sold (1,000 Gals)	Ave. No.	Water Sold (1,000 Gals)	Ave. No.	Water Sold (1,000 Gals)	% Change Customers	% Change Water Sold
Residential	759	33,769	957	37,228	960	37,670	26.5%	11.6%
Commercial	84	7,452	93	7,590	93	9,524	10.7%	27.8%
Industrial	20	1,691	30	1,441	31	1,908	55.0%	12.8%
Public Authority			31	4,167	30	4,554	-3.2%	9.3%
Total	863	42,912	1,111	50,426	1,114	53,656	29.1%	25.0%
Wells	Active	Inactive	Active	Inactive	Active	Inactive		
No. Wells	2	0	2	0	2	0		
Storage (1,000 Gals) Elevated Tank	300		300		300			

Source: Public Service Commission of Wisconsin Annual Report. 2000, 2010, and 2012

Private Water Supply

Generally five percent of village residents (located in the northeastern, east and southeast areas of the village) **currently served by private on-site systems are also served by private wells** (Exhibit 9-1). Private wells also serve properties within the 1.5 mile buffer surrounding the Village. Wells lying south of the Village in the towns of Hortonville (sections 1, 2, 3, 4 and 5) and Dale (sections 13, 14 and 15) are located within the Arsenic "Special Well Casing Pipe Depth Area" and therefore all new wells in these areas must follow more stringent regulations (for more information see Chapter 10, Agricultural, Natural and Cultural Resources).

Solid Waste and Recycling

The Village of Hortonville contracts with Harter's for residential solid waste collection on a weekly basis. Inland Services collects recyclable material through a contract with Outagamie County on a semi-weekly basis. Both solid waste and recyclables are collected on Wednesdays. Commercial and industrial users contract separately with a private hauler. Municipal solid waste and recyclables are hauled approximately 10 miles to the Outagamie County landfill. **The Village of Hortonville maintains a compost site at 453 E. Main Street.**

Energy Supply and Transmission

Electricity

There are no major electrical transmission lines that run through the Village of Hortonville. However, American Transmission Company (ATC) owns and maintains a number of electrical transmission lines in the area. A 345 kV transmission line just outside the southeast corner of the Village connects the Town of Ellington to another substation west of Appleton (Exhibit 9-1). **According to ATC, there are no updates planned for the electrical transmission line in the next 10 years. Wisconsin Electric Power Company (WE Energies) provides power to the Village of Hortonville.** WE Energies, a subsidiary of Wisconsin Energy Corporation, serves over 1.1 million electric, natural gas and steam customers throughout Wisconsin and Upper Michigan (Exhibit 9-1).

Natural Gas

ANR Pipeline Company (ANR), formerly the Michigan-Wisconsin Pipe Line Company, owns and operates a natural gas transmission line that intersects the Village of Hortonville. This four inch diameter pipeline called the Hortonville Lateral branches off the 24 inch diameter mainline that runs through the Town of Greenville. The lateral runs north-south from the mainline to the edge of the Village. **According to ANR, available capacity exists and there are no plans to update this gas transmission line.** Local natural gas distribution is provided by WE Energies formerly Wisconsin Electric Gas Operations and Wisconsin Gas Company (Exhibit 9-1).

Telecommunication Facilities

Telephone

Primary “land-line” telephone service to the Village of Hortonville is provided by AT&T Wisconsin operating under AT&T Teleholding Incorporated, although service is also available from TDS Metrocom, Frontier and other local companies⁷.

The advancement of telecommunications technologies, such as cell phones, has greatly increased the need for towers to provide receiving and sending capabilities. The number of telecommunications towers in the United States currently exceeds 120,000; with an increase of 6 to 8 percent annually since the initial development of cellular towers. The federal government recognized this need with the passage of the Telecommunications Act of 1996. There is only one tower/antenna in the Village of Hortonville located on top of the water tower on W. Cedar Street. Four additional towers are located within the 1.5 mile planning area. Just outside the village limits is the Hortonville Cell Site at W8379 Grandview Road; two other towers are also located on Grandview Road. All three towers are registered with the Federal Communications Commission (FCC). The last registered tower is located on the west side of Manley Road and is registered by the Wisconsin Electric Power Company⁸ (Exhibit 9-1).

Internet

Due to the proliferation of internet service providers (ISP), area residents can choose from several national and local ISP's. Currently, a range of options from dial-up to DSL is provided by AT&T, Dish Network, and Direct TV to parts of the Village of Hortonville.

Parks and Recreation Facilities

The Village of Hortonville serves as a crossroads/recreational gateway to the Wolf River which is about two miles north of the Village. **Approximately 212 acres of parks, trails and recreational systems are available in the Village (Table 9-2) (Exhibit 9-2).**

Park Site Standards

Standards have been developed to help gauge how well various levels of government as well as the private sector are doing in meeting their responsibility of providing outdoor recreational facilities. These guidelines suggest that a total 10 acres of open space be available for each

⁷ <http://connectnationwide.com/home-phone/wisconsin/hortonville-wi/>, Viewed March 27, 2013

⁸ <http://www.city-data.com/towers/cell-Hortonville-Wisconsin.html>.

1,000 residents in a community. The standard is just that, a useful measuring tool to see how much land should be available for a resident for recreational use now and in the future. Definitions and minimum standards based on the State of Wisconsin's Comprehensive Outdoor and Recreation Plan (SCORP 2011-2016) are below. However, the SCORP minimum standards are merely guidelines, every community has different situations and demands that should be considered.

The Village of Hortonville has approximately 49 acres of publically owned land.⁹ Currently, based on the minimum standards, the Village is exceeding the open space requirements. However, just because the minimum standard for open space has been exceeded, this does not mean that there may not be a need either now or in the future for more of a different type and/or use that is not being provided.

Mini Park. The size of a play lot or playground may range from as small as 2,500 sq. ft. to 1.5 acres. Amenities offered by these facilities generally include sand play areas, play apparatus, play equipment, and other special child-oriented features. The service radius for these parks in terms of distance from population served is limited to less than a quarter mile.

Neighborhood Park. A minimum size of 5 to 25 acres with amenities including sports facilities, picnic areas, swim facilities, cultural activities, arts, crafts, and individual passive activities. The park should primarily serve a defined neighborhood area population of 2,000-5,000. Distance from this neighborhood will vary depending on urban development pattern, zoning, and densities in the respective neighborhoods being served. Efforts should be made to allow easy pedestrian access to the park.

Community Park. The size of a community park should be a minimum of 100 acres. Facilities vary by park; some parks offer active recreation (camping, recreational trails, etc.), while others provide passive recreation (scenic lookouts, picnic areas, beaches, etc.). Most parks provide both active and passive recreation. County parks provide for a regional user group and serve primarily county residents, though special facilities also serve tourists and visitors to the county.

⁹ Current minimum standards based on a population of 2,711, according to the U.S. Census, 2010.

Table 9-2: Village of Hortonville Park and Recreational Facilities

Recreational Facility	Public Owned		Private Owned (Acres)	School Owned		TOTAL (Acres)
	Village (Acres)	County (Acres)		Public (Acres)	Private (Acres)	
Alonzo Park/Hortonville Lion's Club	11.5					11.5
Miller Park	4.8					4.8
Otto Miller Athletic Field	18.7					18.7
Veterans Memorial Park	1.2					1.2
Wildwood Park	3.1					3.1
Pot. Black Otter Creek Park	0.9					0.9
Black Otter Fishing Pier	0.2					0.2
Black Otter Shadows Boat Landing	0.2					0.2
Black Otter County Park/Lake Access	2.6					2.6
Unnamed Park	0.1					0.1
Commercial Club			12.5			12.5
Grand View Golf Club			120.0			120.0
WIOUWASH State Recreation Trail		5.5				5.5
Hortonville Public Schools				30.0		30.0
Bethlehem Lutheran Elementary					0.7	0.7
TOTALS	43.3	5.5	132.5	30.0	0.7	212.0

Source: Village of Hortonville Parks and Recreation

Village of Hortonville Park and Recreational Facilities

Alonzo Park / Hortonville Lion's Club (Neighborhood Park). Alonzo Park is located at the 310 E. Main Street (STH 15) (Exhibit 9-2). Established in 1975, it is approximately 11.5 acres in size. Amenities include playground equipment, sandbox and digger, a covered shelter with picnic tables, one lighted volleyball court, a nature trail around the perimeter of the site with access to Black Otter Lake, benches, picnic sites, an open picnic shelter with tables, and restrooms.



Alonzo Park



Miller Park

Miller Park (Neighborhood Park). Miller Park is located at 530 W. Main Street (STH 15) (Exhibit 9-2). The park is roughly 4.8 acres in size and features playground equipment, sandbox, tennis courts, one ball diamond, and restroom facilities.

Wildwood Park (Open Space). Wildwood Park is located just off of Grandview Road (Exhibit 9-2). This undeveloped park was established in 1977, and is about 3.1 acres in size.

Veterans Memorial Park (Mini Park). Located on Main Street (STH 15), Veterans Memorial Park was established in 1992 (Exhibit 9-2). In 2010 and 2012, the park was expanded and now encompasses about 1.2 acres. Amenities include a Veterans Memorial, gazebo, walking path, a historic marker, a Peace Memorial and a fishing area.



Veterans Memorial Park



Otter Miller Athletic Field

Otto Miller Athletic Field (Community Park). Otto Miller Athletic Field was established in 1978 and is located at 130 John Street (Exhibit 9-2). It encompasses approximately 18.7 acres. Amenities include three softball diamonds (two lighted), one baseball diamond, a soccer field (WIAA regulation), a concession stand with restrooms, dugouts and a covered shelter. The park also hosts Hortonville High School baseball and softball games and tournaments.



Black Otter Park

Black Otter Park / Lake Access (Neighborhood Park). Black Otter Park is located on East Main Street (STH 15), just west of Alonzo Park (Exhibit 9-2). Amenities at this 2.6 acre park include a picnic area, fishing and boat access for Black Otter Lake.

Black Otter Lake Fishing Pier. The Black Otter Lake Fishing Pier is located next to the bridge on South Nash Street (CTH M) (Exhibit 9-2). This 0.2 acre facility offers handicapped accessible fishing.



Black Otter Lake Fishing Pier



Black Otter Shadows Boat Landing

Black Otter Shadows Boat Landing. The Black Otter Shadows Boat Landing is located at 234 Lakeshore Drive (Exhibit 9-2). Amenities include a concrete boat landing, trailered vehicle parking and a boat dock. A daily boat launch fee is charged.

Unnamed Park (Mini Park). A small unnamed park is located at 217 West Main Street (Exhibit 9-2). Amenities at the 0.05 acre park include a bench and mowed lawn.

Black Otter Creek Park (Potential Neighborhood Park). This 0.9 acre undeveloped parcel along Black Otter Creek, behind the Main Street businesses (Exhibit 9-2), could be used for a future park and/or additional parking for downtown businesses.

Outagamie County Park and Recreational Facilities

WIOUWASH State Recreation Trail. Access to the WIOUWASH Trail is via Lakeview Avenue (Exhibit 9-2). The 19 mile WIOUWASH Trail encompasses 5.5 acres within the village. This is a major pedestrian and bicycle trail that goes from Black Otter Lake to the City of Oshkosh. Horses and snowmobiles are also allowed. Future plans include extensions north toward the Wolf River and east toward the Fox Cities.



WIOUWASH Trailhead

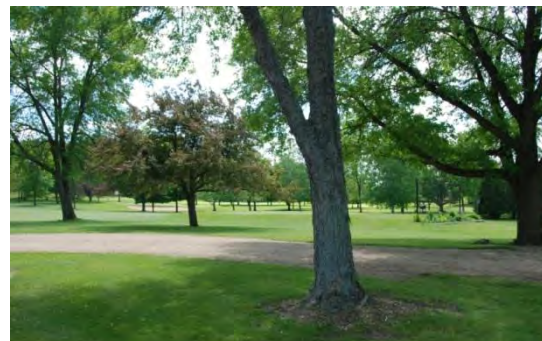
Private Park and Recreational Facilities



Commercial Club

Commercial Club (Community Park). The privately owned Commercial Club is located just off of John Street at 321 Olk Street (Exhibit 9-2). The site is about 12.5 acres in size and includes one shelter, one lighted baseball diamond, one basketball court, playground equipment, and restroom facilities.

Grand View Golf Club. Located next to Otter Miller Athletic Field at 135 John Street, the Grand View Golf Club covers about 120 acres (Exhibit 9-2). This nine-hole golf course was opened in May of 1968 and is open to the public. Every week, the course hosts league play; occasional tournaments have also been held at the site. Wedding receptions, baby and wedding showers, festivals and other events are held in the clubhouse.



Grand View Golf Club

Other Park and Recreational Facilities

Black Otter Lake. Black Otter Lake is a 75 acre man-made lake created in 1848 (Exhibit 9-2). The lake can be accessed from Alonzo Park, Black Otter Park, Veterans Memorial Park, the Black Otter Lake Fishing Pier and the Black Otter Shadow Boat Landing. Fishing is available on the lake year round.



Black Otter Lake

Cemeteries

Two cemeteries, Hortonville Union and Saints Peter and Paul are located either in or adjacent to the Village. Both facilities are currently accepting burials.

Hortonville Union Cemetery

The Hortonville Union Cemetery is located at 307 N. Olk St. in proximity to the Commercial Club and Grand View Golf Course (Exhibit 9-2). The cemetery was established in 1864 and was governed by an Independent Cemetery Board that was regulated by citizens of the Village from 1864-2005. In April of 2005 the Village of Hortonville officially took ownership and operations of the cemetery. The cemetery added 0.33 acres to its already existing 9.15 acres in 2007. As of now there are no future plans for expansion (Exhibit 9-2).



Hortonville Union Cemetery

Saints Peter and Paul Cemetery

Saints Peter and Paul Cemetery is located on West Main Street, just west of the Village limits. This 2.8 acre cemetery private cemetery dates back to the early 1800s and is maintained by the Saints Peter and Paul Church. Presently burial requests are still accepted. There are no current or future plans of expansion at this time (Exhibit 9-2).



Saints Peter and Paul Cemetery

Healthcare Facilities

Hospitals and Clinics

The Village of Hortonville has no current HealthCare facilities, although there are eight hospitals within 30 miles. The eight General Medical-Surgical hospitals are St. Elizabeth Hospital (Appleton), Appleton Medical Center (Appleton), Theda Clark Medical Center (Neenah), New London Family Medical Center (New London), Aurora Medical Center (Oshkosh), Mercy Medical Center (Oshkosh), and Riverside Medical Center (Waupaca). Theda Clark also operates the Children's Hospital of Wisconsin-Fox Valley on its Neenah campus (Appendix K, Table K-1). New London Family Medical Center (New London) is the closest hospital (6 miles). This independently owned, fully-accredited hospital offers a comprehensive range of services including emergency care for residents of surrounding communities.

Village residents, however, do have ready access to both dental, orthodontist and chiropractic care. ***Two dental, one orthodontist and two chiropractic offices are located in Hortonville.***

Dental offices are:

- Smiles By Design Family Dentistry, 230 Towne Drive; and
- RJ L Dentistry, 105 Kelly Way.

Orthodontia office:

- Schmidtke Orthodontics, 230 East Towne Drive

Chiropractic offices:

- Family Chiropractic's Inc., 216 West Main Street; and
- Nieuwenhuis Chiropractic, 201 W. Main St.

Nursing Homes

Currently, there are no nursing homes within the Village. According to the 2013 Directory of Licensed Wisconsin Nursing Homes, published by the Department of Health and Family Services, Outagamie County has 10 nursing home facilities with 930 licensed beds. Although the Village of Hortonville does not have a nursing home, current needs are being met by County and regional facilities. As the population ages, additional capacity may need to be developed. The Village should work with private eldercare providers to identify additional locations for these services, if needed.

Childcare Facilities

With the increased prevalence of dual-income households, the importance of reliable and affordable childcare plays a critical role in maintaining the present economy. Child Care Resource & Referral (CCR&R) agencies are located in every state and most communities across America. The United States Federal Government mandated the availability of CCR&R services in each State in the early 1980's to assist families in their search for child care. CCR&R, Fox Cities was one of the first CCR&R's in WI (founded in 1987), and serves Outagamie County and the Village of Hortonville¹⁰. CCR&R's track extensive data to determine the needs of families and to educate employers of these family needs.

¹⁰ <http://www.ccrfoxvalley.org/resourcesforfamilies/types-of-care-available>

Table 9-3: Childcare Facilities

Facility	Number	Capacity
Licensed Group Centers	0	0
Certified Homes	1	6
Licensed Homes	1	8
Provisional Homes	3	14
School-Age	1	30
Total	6	58

Source: Family & Childcare Resources. Inc. Fox Cities, 2012

A total of six licensed, certified or regulated childcare facilities are located within the Village of Hortonville. These facilities have a combined capacity of 58 children. According to the 2010 US Census, 380 children age 9 years or younger live in the Village of Hortonville. Approximately 183 or 48 percent are under the age of 5. In the future, it may be necessary to identify additional locations for these services.

Public Safety and Emergency Services

Police Service

The current Police Department is located at 111 South Nash Street (Exhibit 9-2). Once the new municipal building is completed, the police department will move into the new facility. This new location, at the intersection of North Nash Street and Warner Street, will allow for quicker response time and safer street access. The left wing of the new building will afford the officers with vehicle storage, a large evidence room, waiting area, interview room, and office.



Hortonville Police Department

The police department is a full service department that operates 7 days a week, 24 hours a day¹¹. The department believes and follows an “open door philosophy” to help establish a working relationship with the community. A Police School Liaison Officer works closely with the Hortonville Area School district in three schools in Hortonville and two schools in Greenville. Through mutual aid agreements, officers are dispatched by the Outagamie County Sheriff's Department to provide service and backup to surrounding towns, as needed. Village emergency calls are dispatched through the county as well. All officers are first responders certified to sustain life until an injured or sick individual can be transported to a medical facility. The Hortonville Police Department is a member of the Fox Cities Victim Crises Response Team and has a trained intervention officer. The department contains several certified instructors, firearms, evidence technicians, defense and arrest tactics, vehicle contact, Taser and a less lethal instructor. The Village of Hortonville also has its own municipal court.¹²

¹¹ www.hortonvillewi.org.

¹² Chief Michael Sullivan, Hortonville Police Department, personal communication 10/1/2013.

Table 9-4 indicates law enforcement and crime statistics for the Hortonville Police Department, Outagamie County Sheriff's Office, Outagamie County and the State of Wisconsin. A common method to assess the level of service provided locally and statewide is to compare the number of employees per 1,000 residents served. However, it should be noted that the number of employees per 1,000 residents served is related to a variety of factors including crime level, geographic coverage, size of agency, and budgetary issues. ***In 2012, the Village of Hortonville provided 1.8 full-time officers per 1,000 persons, this is below the state average for agencies with populations of less than 5,000 (3.0 officers/1,000 persons).*** In comparison, Outagamie County Sheriff's Office provided 1.6 full-time officers per 1,000 persons; this is less than the state average for metropolitan sheriff's departments (2.1 officers/1,000 persons).

While violent offense rates in Hortonville (74 offenses/100,000 population) were slightly lower than the county total (81 offenses/100,000 population), when compared to similar size communities in Wisconsin (130 offenses/100,000 population) it had a much lower violent offense rate. Property offenses, however, were much higher in Hortonville (3,394 offenses/100,000 population) than the County (1,167 offenses/100,000 population) and similar size communities in Wisconsin (2,047 offenses/100,000 population).

**Table 9-4: Ratio of Law Enforcement Officers
Per 1,000 Population, 2012**

Agency	Jurisdictional Population	Full-Time Officers ¹
Hortonville PD	2,728	1.8
Outagamie CO SO	45,747	1.6
County Total	211,975	1.4
Wisconsin	5,685,586	2.2
<i>Wisconsin, 2012. Wisconsin Office of Justice Assistance.</i>		
¹ <i>Includes full-time sworn employees only.</i>		

Table 9-5: Offense Rates Per 100,000 Population, 2011

Agency	Jurisdictional Population	Violent Offense	Property Offense	Total Offense
Hortonville PD	2,711	74	3,394	3,468
Outagamie CO SO	40,811	49	1,054	1,103
County Total	187,663	81	1,167	1,248
Wisconsin	5,685,406	252	2,414	2,666
<i>Source: Law Enforcement Employees in Wisconsin, 2012. Wisconsin Office of Justice Assistance. Crime in Wisconsin, 2011. Wisconsin Office of Justice Assistance.</i>				

Correctional Facilities

The Village of Hortonville does not have an adequate facility to detain prisoners for long periods of time; therefore it depends on the Outagamie Sheriff's Department and jail for support. The Outagamie County Jail, located in Appleton, is designed to handle a population of 556 inmates.

The average daily population (ADP) or average number of inmates held each day during one year is based upon a combination of admissions and the average length of stay. According to the Wisconsin Adult Jail Report, generally, when the ADP reaches 80 percent of maximum capacity, the facility is considered to be overcrowded. In 2012, the average daily population was approximately 450 per day (81 percent of capacity)¹³.

In the summer of 2007, the Outagamie County Sheriff's Department embarked on a study that analyzed options to address the County's increasing jail needs. Two options were analyzed: (1) housing inmates in out-of-county jails; and (2) constructing a new jail facility. The preliminary analysis indicates that it would be more cost effective to utilize the facilities of other counties, although there is always the possibility that other counties may not have additional capacity in the future.¹⁴

At the end of the year (2013), Outagamie County Jail will no longer be housing juveniles. Changing approaches to juvenile justice and declining crime rates has resulted in fewer juvenile offenders. Recently Winnebago County, Outagamie County's biggest user decided to contract with Fond du Lac County instead of Outagamie County to house its juvenile offenders. It was for these two reasons stated above that Outagamie County decided to close its detention center and contract with another juvenile detention center for housing Outagamie County juveniles when needed.

Fire Services

The Hortonville-Hortonia Fire District is headquartered at 700 West Nye Street (County Rd TT) in the Village of Hortonville (Exhibit 9-2). The Fire District provides firefighting services for an area including all of the Village of Hortonville and the Town of Hortonia. Other towns (Ellington, Greenville and Dale) surrounding the Village are served by their own volunteer departments. All are dispatched through Outagamie County, which sends notifications to pagers or cell phones.



Hortonville-Hortonia FD

Since 1873, Hortonville has had a volunteer fire department. The current Fire Hall now located on Nye Street, was built in 2009 at a cost of about \$1.1 Million. The station houses four trucks: two engines, one tanker and one rescue truck. Almost 40 volunteers man this locally organized district. Besides fire protection, this facility also houses EMS vehicles. Ambulance service, however for the Town of Hortonia, is through New London Family Medical.

¹³ Captain David R. Keisner, Outagamie County Sheriff's Department.

¹⁴ Outagamie County Sheriff's Department, 2007. *Draft Projected Cost of Jail Needs*, 80%.

The Hortonville-Hortonia Fire Department has response time of approximately 5-6 minutes¹⁵ and shares mutual aid agreements with others. The Fire and Rescue Commission is the governing body responsible for the Hortonville-Hortonia Fire District and oversees the Fire Department and EMS.¹⁶

The Insurance Service Office (ISO) Incorporated collects information on municipal fire protection efforts throughout the United States¹⁷. Using the Fire Suppression Rating Schedule (FSRS), ISO assigns a Public Protection Classification (PPC) from 1 to 10. Class 1 generally represents superior property fire protection, and Class 10 indicates that the area's fire-suppression program doesn't meet ISO's minimum criteria. Virtually all United States insurers of homes and business property use ISO's Public Protection Classifications in calculating premiums. Therefore the price of insurance in a community with a good PPC is substantially lower than a community with a poor PPC. A community's PPC depends on (1) fire alarm and communication systems, including telephone systems, telephone lines, staffing, and dispatching systems; (2) the fire department, including equipment, staffing, training, and geographic distribution of fire companies; and (3) the water-supply system, including the condition and maintenance of hydrants, and a careful evaluation of the amount of available water compared with the amount needed to suppress fires. Typically, many towns and villages in more rural areas have ratings of class 8 through 10. ***The Hortonville-Hortonia Fire Department has an PPC classification of 6 in the Village of Hortonville and 9 in the Town of Hortonia.***¹⁸

Emergency Management

Hortonville Area First Responders Emergency Medical Services. Hortonville Area First Responders Emergency Medical Services was started by local residents in 1980 to provide a rapid response service for victims of illness and injury. It serves the Village of Hortonville and the towns of Hortonia and Liberty. Residents with a medical emergency access services by dialing 911. Both a First Responder unit and an ambulance are dispatched to the scene by the county call center. First Responders provide back-up, as needed, for fires and other emergency situations.

Currently there are approximately 15 members (all volunteers) in the Hortonville Area First Responder Unit. Committed new members are always needed, especially those who are available during daytime hours¹⁹. Each First Responder is certified by the State of Wisconsin with 70 hours of initial training. Funding is provided through United Way, local organizations, businesses and private individuals. Additionally, during the past year Hortonia, Liberty and Hortonville each allocated limited funds from their annual budgets.

In recent years the Hortonville Area First Responders have responded to an average of 10-12 emergency calls per month, although the numbers vary greatly from month to month. Other parts of Hortonville's 1.5 mile planning area are served by similar First Responder units serving the Towns of Ellington, Greenville and Dale. Mutual cooperation ensures that areas do not go without coverage.

¹⁵ David Dorn, Hortonville-Hortonia Fire Chief.

¹⁶ http://townofhortonia.org/wikis/town_of_hortonia/fire-hall.aspx

¹⁷ <http://www.isomitigation.com/ppc/0000/ppc0001.html>

¹⁸ David Dorn, Hortonville-Hortonia Fire Chief

¹⁹ David Dorn, Hortonville-Hortonia Fire Chief.

Outagamie County Emergency Management. The Outagamie County Emergency Management Office is charged with coordinating response and recovery in the event of natural or technological disasters, county-wide. The agency works with local communities, including the Town of Greenville, to prepare their citizens and staff for disasters through training exercises, reenactments, and planning.

Library

The Village of Hortonville's Public Library is located at 102 West Main Street and is part of the Outagamie, Waupaca Library System (OWLS) (Exhibit 9-2). The OWLS Library System is one of 17 public library systems in the state.²⁰ It is designed to provide expanded library service to more people without making additional large expenditures. Libraries receive the majority of their revenue from the local municipalities and the County. In addition to adult lending, reference assistance, access to the internet and other uses, the Hortonville Public Library has a strong children's program. Both school-age and pre-school children are served with story times, a summer reading program, and assistance in the selection of materials. Library staff provides direct programming for young children by working directly with local schools, preschools and daycare facilities.

A five-member board provides policy assistance. The Friends of Hortonville Library, reestablished in 2013, assists with fundraising and volunteer support for special library functions, services, and facilities improvements.

Service targets for libraries are based on quantitative standards contained in the Wisconsin Public Library Standards. These standards are based on the population served and vary for a community in regard to municipal population versus total service population (Table 9-6). Standards are established at four levels of effort: basic, moderate, enhanced and excellent. Local libraries can establish service targets by selecting the appropriate level of effort to apply to each standard, or use the levels to plan for improvements over a period of time. Where feasible, libraries should strive to provide a minimum of a basic level of service. Standards have been set on a per capita basis for the following criteria: volumes (print) owned, periodical titles received, audio recording held, video recordings held, public use internet computers, hours open per week, full time equivalent staff, total collection size, and material expenditures. The Hortonville Public Library met these standards with differing levels of success. ***The Hortonville Public Library provides less than basic standards for a number of quantitative standards.***



Hortonville Public Library

²⁰ <http://www.owlsweb.info/>

Table 9-6: Public Library Statistical Data

	Number	Level of Service	
		Municipal Population	Service Population
Municipal Population	2,711		
Total Service Population	8,328		
FTE Staff	2.8	Basic	<Basic
Volumes Held (Print)	19,947	Basic	<Basic
Periodical Titles Received (Print)	93	Enhanced	Basic
Audio Recordings Held	883	<Basic	<Basic
Video Recordings Held	1,192	<Basic	<Basic
Public Use Internet Computers	2	<Basic	<Basic
Hours Open /Week (Winter)	47	Basic	Basic
Material Expenditures	10,084	<Basic	<Basic
Collection Size (Print, Audio, Video)	22,022	<Basic	<Basic
<i>Source: Wisconsin Public Library Standards, Fifth Edition, 2010.</i>			
<i>(http://pld.dpi.wi.gov/pld_standard)</i>			
<i>2011 Wisconsin Public Library Service Data-Final</i>			
<i>http://www.owlsweb.info/L4L/wistds.asp#4</i>			

As the Library expands its customer base and the range of services offered, it has outgrown its 1800 square foot building. This situation is complicated by the fact that the current facility is on two floors, making provision of adequate supervision and assistance nearly impossible with current staffing levels. In addition to that problem, the building is located on the busiest corner in the Village where parking is limited for both patrons and staff. The community has come together and in the spring/summer of 2014 the library will be a part of the New Municipal building located on Nash Street. This facility will provide the library with 4,800 square feet and should surpass current needs.

Schools

The quality of schools within the Hortonville School District plays a critical role in its ability to attract and retain families, and help build a stronger economy through an educated workforce. Due to an increasing population of child bearing age, both public and private schools have either built additional facilities or are considering expansion in the near future.

Hortonville Area School District



HASD Administration Building

The Hortonville Area School District (HASD) provides education to the Village of Hortonville and the Town of Greenville as well as portions of the Towns of Center, Dale, Ellington, Grand Chute, Hortonville and Liberty. The District's 3,549²¹ students attend one of six schools: Hortonville Elementary School, Hortonville Middle School, Hortonville High School, Fox West Academy, Greenville Elementary School and

Greenville Middle School (Appendix K, Table K-2). **Currently, four schools within the HASD serve students residing in the Village of Hortonville.** In addition the HASD offers 4 year old kindergarten to Hortonville area residents. These schools are described below.

In April of 2013, voters approved part of a \$25.4 million school referendum that will allow for capital improvements. Capital improvements will include the construction of a new K-4 school on CTH JJ to help ease the overcrowding at the Greenville and Hortonville elementary schools; remodeling and addition at the Hortonville High School; four new classrooms at the Hortonville Middle School; a new transportation facility (for bus service); and a security update at all facilities. The district had also asked to exceed the revenue limits by \$370,000 annually; this part of the referendum was not approved.

In 2012, the Hortonville Area School District had a student to teacher ratio of 15.2. In comparison, all K-12 school districts in Wisconsin averaged 15.2 students per teacher as well. Per student expenditures for the 2010-11 school year was \$10,713.²² The amount is lower than the state average for all K-12 school districts (\$12,624).



Hortonville Elementary School

Hortonville Elementary School. The Hortonville Elementary School is located at 240 Warner Street in Hortonville and was built in 1999 (Exhibit 9-2). This Kindergarten through 4th grade building has a current enrollment of 573²³ students (Appendix K, Table K-2). Enrollment at the school has steadily been increasing. Between 2006 and 2012, enrollment increased by 135 students or 32 percent. Academic courses of study include reading, writing, math, language, science, and social studies. In addition, students receive regular instruction in art, music, physical education, Spanish, developmental guidance, computer, and library²⁴. Support services are available for students in the areas of supplemental reading and math, extended-day kindergarten, reading recovery, English Language Learning, and a variety of special education programs.

The Hortonville Middle School. The Hortonville Middle School, built in 2004, is located at 220 Warner Street in Hortonville (Exhibit 9-2)²⁵. The school is run like a “house Concept” or “Schools within a School”, programs which offers over forty co-curricular programs, two foreign languages, computer education, art, health, physical education, and three music choices: band, chorus, and music lab. Enrollment during the 2012-2013 school year was 417 students (Appendix K, Table K-2). Enrollment at the middle school peaked at 492 students in 2010 and has been steadily decreasing. Between 2010-2011 and 2012-



Hortonville Middle School

²² Includes pupil services, instructional support, administration, building and grounds, pupil transportation, and capital expenditures/debt)

²³ Wisconsin Department of Public Instruction.

²⁴ Hortonville Area School District; www.hasd.org/schools/hes/hesaboutus.cfm.

²⁵ <http://www.hasd.org/schools/hms/hmsaboutourschool.cfm>

2013 school year, enrollment decreased by 75 students or about 15 percent.

Fox West Academy. The Fox West Academy charter school was established in 2011 and is located within the Hortonville Middle School. The school serves children in grades 6 through 8. The curriculum is more project based or hands on, than what is traditionally offered²⁶. During the 2012-2013 school year enrollment, which is by lottery, was 58 students (Appendix K, Table K-2).

The Hortonville High School. The Hortonville High School (grade 9-12) is located at 211 Towne Drive in Hortonville (Exhibit 9-2). It offers advanced placement studies in the areas of English Literature, Government/Politics, Chemistry and Spanish and a variety of computer oriented classes related to design, business and manufacturing²⁷. Enrollment at the high school was 1,068 students in 2012-2013 (capacity 1,250 students) (Appendix K, Table K-2). Enrollment peaked in 2007 at 1,169 students. While enrollment is still declining the rate of decline has slowed in recent years. The faculty and professional staff have an average of 18 years of experience and the overall student to faculty ratio is 15:1. The High School's 800 seat auditorium and field house complex provide a range of opportunities for student and community activities.



Hortonville High School

Hortonville Area 4-Year Old Kindergarten Community Collaboration. The Hortonville Area School District offers half day (Monday through Thursday) four year old kindergarten program²⁸. This initiative provides learning opportunities through play-based instruction for all four year old children in the District. 4K experiences take place at the Hortonville Elementary School, St. Edward's, Fox West YMCA, Play and Grow Learning Center and Hillside School. Enrollment for the 2012-2013 school year was 132 students, down from 179 in 2010-2011 school year (Appendix K, Table K-2).

Private Schools

Private schools play an important role in the Village of Hortonville. Four private parochial schools serve residents of the HASD; Bethlehem Lutheran School (Hortonville), Immanuel Lutheran School (Greenville), St. Edward Catholic School (Appleton) and St. Mary Catholic School (Greenville). Even though Bethlehem Lutheran School is the only private school located within the Village of Hortonville, Saints Peter and Paul Catholic Church has formed a partnership with Saint Mary's Catholic Church in Greenville so that children from their parish can attend a catholic school. Over 500 students attend private schools in the Hortonville Area School District (Appendix K, Table K-2). None of the schools offer high school education; therefore students must either attend the public school or attend a private school in a surrounding community. The students who do not continue with private education will usually go to Hortonville High School, which is why the Hortonville Area School District expects an increase every year in its freshman class. Bethlehem Lutheran School, the only private school located in the Village of Hortonville is described below.

²⁶ Kathy Paltzer, Hortonville Area School District.

²⁷ <http://www.hasd.org/schools/hs/index.cfm>

²⁸ <http://www.hasd.org/parents/registrationinformation.cfm>

Bethlehem Lutheran School. Bethlehem Lutheran School (kindergarten through grade 8) is located at 126 North Pine Street in Hortonville (Exhibit 9-2)²⁹. Enrollment during the 2012-2013 school year was 98 students (Appendix K, Table K-2). Enrollment has been steadily declining since at least 2007 (176 students). Since 2007, enrollment has fallen by 78 students or about 44 percent.



Bethlehem Lutheran School

Post-Secondary Education

The Village of Hortonville does not have any institutions of higher education. The University of Wisconsin system operates three campuses within a 50 minutes' drive of the Village of Hortonville. These campuses include: UW-Oshkosh, UW-Fox Valley, and UW-Green Bay. UW-Oshkosh and UW-Green Bay offer academic and professionally oriented bachelors and master degrees in a wide range of fields. UW-Fox Valley primarily offers two-year associates degrees, and is designed to act as a transition between high school and one of the UW four year campuses.

Private Colleges such as Lawrence University in Appleton, Ripon College in Ripon, and Saint Norbert College in De Pere offer bachelor's degrees in a variety of disciplines.

The state is covered by 16 multi-county vocational technical and adult education districts which are organized on a regional basis and financed primarily by local property taxes. These districts tend to follow school district boundaries rather than county lines. **The Village of Hortonville is a part of the Fox Valley Technical College district.** Curricula in the technical schools are usually geared toward an area's particular needs. Typically a student may choose from among a two-year highly technical associate degree program, a two-year vocational program, a one-year vocational program, and a short-term program.

Other Municipal Buildings

Government Facilities

Village Administration Building. The Hortonville administration building is located at 118 North Mill Street in the Village of Hortonville. The existing facility is small and does not provide space to accommodate Village operations. **Voters recently approved a referendum to construct a new municipal building.** The new facility will have access from North Nash and Olk streets. **Besides administrative services, the new facility will also house the library, police department, Municipal Court, senior/community center, and Village Board meeting room.**



Current Administration Building

Public Works Garage. The Public Works Garage is located at the Village of Hortonville wastewater treatment plant (WWTP) at 521 West Cedar Street. While the facility is currently meeting the Village's needs, the Village recently purchased an additional 1.5 acres adjacent to the WWTP. This property will be used to construct a new garage facility in the future.

²⁹ http://www.bethlehem-wels.com/site/default.asp?sec_id=140000795

Community Hall. The Community Hall is located at 312 West Main Street in downtown Hortonville. This facility was built in 1912 and is listed on the National Register. A variety of community activities, as well as Village Board meetings are held in this facility. Village Board meetings will be moved to the new administration building, when it is completed.

Outagamie County Highway Garage. The Outagamie County Highway Garage is located just off of West Main Street on Oak Street.

Post Office. The Post Office is located at 119 North Pine Street. The current building was built in 1975-76. Currently there are two employees that run the facility. ***The current postal facility fulfills the needs of the community and there are no plans for expansion.*** Carriers from Hortonville are currently working out of the Greenville Post Office.



Outagamie County Highway Garage

KEY UTILITIES AND COMMUNITY FACILITIES SUMMARY POINTS

- Approximately 95 percent of the Village is served by public sewer.
- If warranted by development pressures, public sanitary sewer infrastructure could be extended west into the Town of Hortonville or east towards the proposed roundabout in the Town of Greenville.
- Private on-site wastewater treatment systems, or POWTs, serve about five percent of the Village of Hortonville and the entire planning area falling within 1.5 miles of the Village.
- According to Outagamie County, approximately 91 POWTs currently exist within the Village of Hortonville; these systems are mainly found in the east and northeast areas of the Village.
- Similar to public sewer, public drinking water is supplied to about 95 percent of the Village.
- Two wells with a combined yield of 1.224 MGD provide water to the Village.
- In the future, if needed, the public water system could be extended to serve the eastern roundabout. However, extension of services would require an additional water tower and well to provide adequate water/pressure to the entire area.
- Generally five percent of village residents currently served by private on-site systems are also served by private wells.
- The Village of Hortonville contracts with Harter's for residential solid waste collection on a weekly basis.
- Inland Services collects recyclable material through a contract with Outagamie County on a semi-weekly basis.
- The Village of Hortonville maintains a compost site at 453 E. Main Street.
- According to ATC, there are no updates planned for the electrical transmission line in the next 10 years. Wisconsin Electric Power Company (WE Energies) provides power to the Village of Hortonville.
- ANR Pipeline Company (ANR), formerly the Michigan-Wisconsin Pipe Line Company, owns and operates a natural gas transmission line that intersects the Village of Hortonville.

-
- According to ANR, available capacity exists and there are no plans to update this gas transmission line.
 - Primary “land-line” telephone service to the Village of Hortonville is provided by AT&T Wisconsin operating under AT&T Teleholding Incorporated, although service is also available from TDS Metrocom, Frontier and other local companies.
 - Approximately 212 acres of parks, trails and recreational systems are available in the Village.
 - The Village of Hortonville has approximately 49 acres of publically owned land. Currently, based on the minimum standards, the Village is exceeding the open space requirements.
 - Two cemeteries, Hortonville Union and Saints Peter and Paul are located either in or adjacent to the Village. Both facilities are currently accepting burials.
 - The Village of Hortonville has no current HealthCare facilities, although there are eight hospitals within 30 miles.
 - Two dental, one orthodontist and two chiropractic offices are located in Hortonville.
 - Currently, there are no nursing homes within the Village.
 - A total of six licensed, certified or regulated childcare facilities are located within the Village of Hortonville. These facilities have a combined capacity of 58 children.
 - The police department is a full service department that operates 7 days a week, 24 hours a day.
 - In 2012, the Village of Hortonville provided 1.8 full-time officers per 1,000 persons, this is below the state average for agencies with populations of less than 5,000 (3.0 officers/1,000 persons).
 - The Village of Hortonville does not have an adequate facility to detain prisoners for long periods of time; therefore they depend on the Outagamie Sheriff’s Department and jail for support.
 - The Hortonville-Hortonia Fire Department has response time of approximately 5-6 minutes and shares mutual aid agreements with others.
 - The Hortonville-Hortonia Fire Department has an PPC classification of 6 in the Village of Hortonville and 9 in the Town of Hortonia.
 - The Village of Hortonville’s Public Library is located at 102 West Main Street and is part of the Outagamie, Waupaca Library System (OWLS).
 - The Hortonville Public Library provides less than basic standards for a number of quantitative standards.
 - The Hortonville Area School District (HASD) provides education to the Village of Hortonville and the Town of Greenville as well as portions of the Towns of Center, Dale, Ellington, Grand Chute, Hortonia and Liberty.
 - Currently, four schools within the HASD serve students residing in the Village of Hortonville.
 - In April of 2013, voters approved part of a \$25.4 million school referendum that will allow for capital improvements. Capital improvements will include the construction of a new K-4 school on CTH JJ to help ease the overcrowding at the Greenville and Hortonville elementary schools; remodeling and addition at the Hortonville High School; four new classrooms at the Hortonville Middle School; a new transportation facility (for bus service); and a security update at all facilities.
 - The Village of Hortonville does not have any institutions of higher education.
 - The Village of Hortonville is a part of the Fox Valley Technical College district.

-
- Voters recently approved a referendum to construct a new municipal building. Besides administrative services, the new facility will also house the library, police department, Municipal Court, senior/community center, and Village Board meeting room.
 - The current postal facility fulfills the needs of the community and there are no plans for expansion.

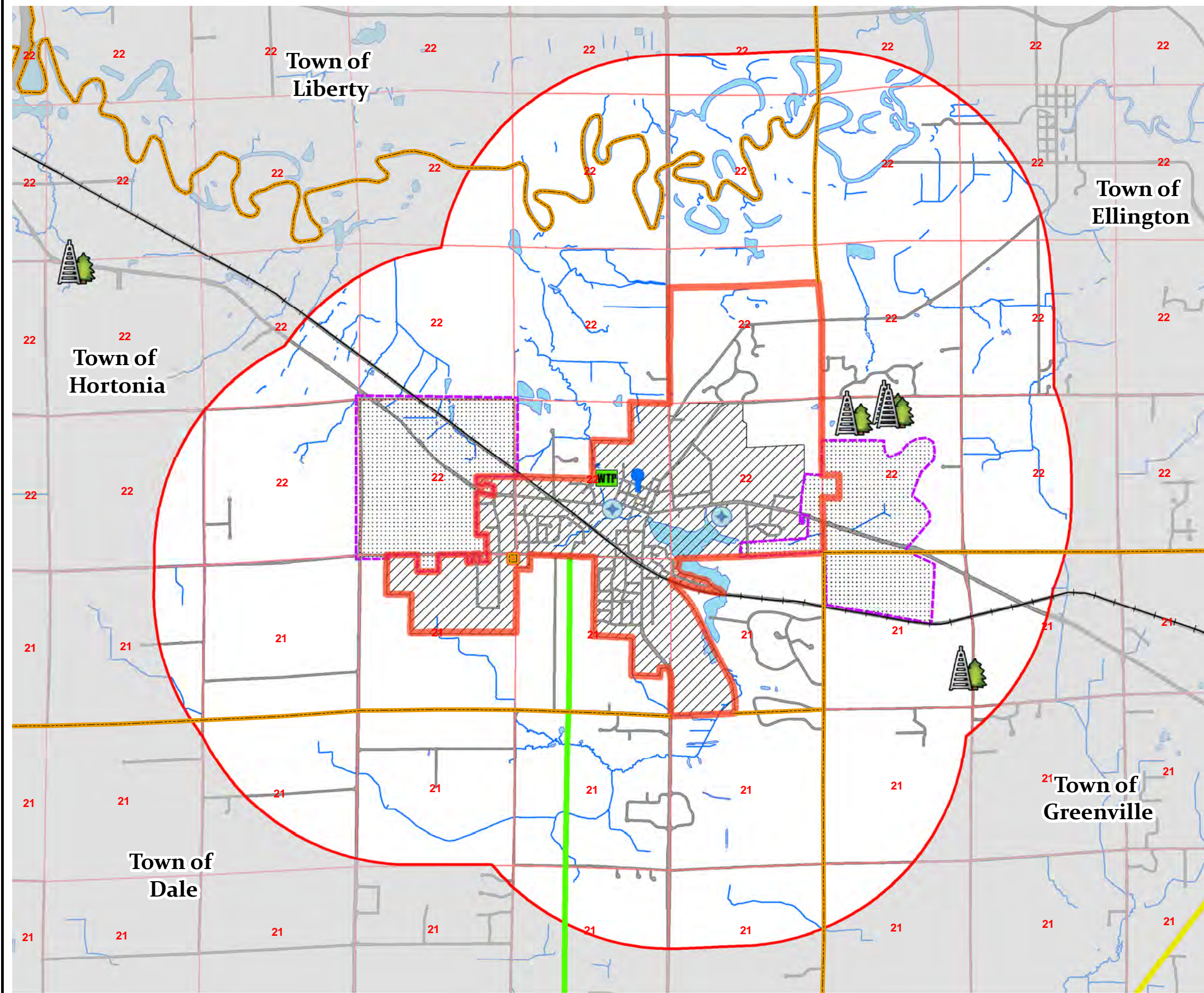
GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for the utilities and Community Facilities element are provided in Chapter 2: Plan Framework.

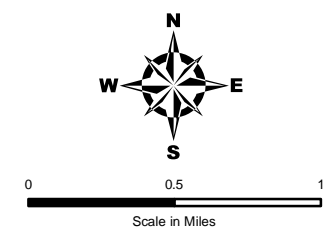
POLICIES AND PROGRAMS

Policies and programs related to utilities and community facilities are found in Appendix E.

Exhibit 9-1 Village of Hortonville Utilities



- Gas Transmission
- Electric Transmission Lines
- Railroad
- WTP Wastewater Treatment Facility
- Municipal Water Tower
- ⊕ Municipal Water Well
- FCC Towers
- Sanitary Sewer and Public Water Service Area
- Future Sanitary Sewer and Public Water Service Area
- 1.5 Mile Buffer
- Right of Way
- Water



Source:
Digital Base Data Provided by Outagamie County 2010
Sewer Service Data Created by ECWRPC 2013
Point Data Created by ECWRPC 2013
Transmission Data Provided by WI Public Service Commission 2005

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

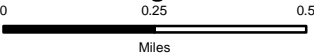
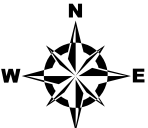
Exhibit 9-2

Village of Hortonville Community Facilities

- Bike/Ped Trails
- Railroad
- Village Park
- Private Park
- School Facility
- Golf Course
- Planned Park
- Road
- Water

Points of Interest

- | | |
|----------------------------------|---|
| 1. Administrative Building | 11. Hortonville Union Cemetery |
| 2. US Post Office | 12. Saints Peter and Paul Cemetery |
| 3. Community Hall | 13. New Adminstrative Services Building |
| 4. County Highway Garage | 14. Fire Department |
| 5. Public Library | 15. Black Otter Shadows Boat Landing |
| 6. Police Station | 16. Wiouwash State Recreational Trail & Access Site |
| 7. Hortonville Elementary School | 17. Black Otter Lake Fishing Pier |
| 8. Hortonville Middle School | 18. Community Baptist Church |
| 9. Hortonville High School | 19. Ss Peter & Paul Catholic Church |
| 10. Bethlehem Lutheran School | |



Source: Digital Base Data Provided by Outagamie County 2010
Point Data Created by ECWRPC 2013

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-
APRIL 17, 2014





CHAPTER 10

Agricultural, Natural and Cultural Resources

CHAPTER 10: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

TABLE OF CONTENTS

Introduction	10-1
Inventory and Analysis	10-1
Agricultural Resources Inventory	10-1
Farm and Farmland Loss	10-1
Farmland Soils	10-3
Natural Resources Inventory	10-4
Land Resources	10-4
Soils	10-4
Soil Suitability for On-Site Waste Disposal	10-5
Steep Slopes	10-6
Geology, Topography and Scenic Resources	10-7
Metallic and Non-Metallic Mining Resources	10-7
Woodlands	10-8
Water Resources	10-9
Lakes and Ponds	10-9
Rivers and Streams	10-10
Watersheds and Drainage	10-11
Floodplains	10-11
Wetlands	10-12
Groundwater	10-13
Arsenic Contamination	10-15
Wildlife Habitat	10-16
Wildlife Resources	10-16
Rare, Threatened and Endangered Species	10-16
Exotic and Invasive Species	10-16
Parks, Open Space and Recreational Resources	10-17
WDNR and Public Lands	10-17
Environmental Corridors	10-17
Waste and Pollution	10-17
Solid and Hazardous Waste Sites	10-17
Air Quality	10-18
Cultural Resources	10-18
State and National Register of Historic Places	10-18
Architecture and History Inventory (AHI)	10-19
Archaeological Sites Inventory	10-19
Wisconsin Historical Markers	10-20
Museums/Other Historic Resources	10-20
Hortonville Historical Society	10-20
Local History	10-20
Key Agricultural, Natural and Cultural Resources Summary Points	10-21
Goals, Strategies and Recommendations	10-22
Policies and Programs	10-22

TABLES

Table 10-1	Trends in Farm Numbers, 1990 and 1997	10-2
Table 10-2	Loss of Farmland Acres	10-2
Table 10-3	Agricultural Equalized Values (Land), 2007-2012	10-3
Table 10-4	Important Farmland Classes	10-4
Table 10-5	Soil Limitations for On-Site Waste Disposal	10-6
Table 10-6	Steep Slopes	10-7
Table 10-7	Woodlands	10-9
Table 10-8	Floodplains	10-12
Table 10-9	Wetlands	10-13
Table 10-10	Water Recharge Potential	10-14
Table 10-11	Depth to Groundwater	10-15

EXHIBITS

Exhibit 10-1	Village of Hortonville Important Farmland Classification	10-23
Exhibit 10-2	Village of Hortonville Soil Limitations for On-Site Waste Disposal	10-24
Exhibit 10-3	Village of Hortonville Environmental Features 1	10-25
Exhibit 10-4	Village of Hortonville Environmental Features 2	10-26

CHAPTER 10: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

INTRODUCTION

Agricultural, natural, and cultural resources give definition to a community and strongly affect quality of life. Outside the urban areas of Outagamie County, a tapestry of working farms interwoven with stands of woodlands dot the landscape and shape the area's identity and culture. While agricultural acreage and the number of farms have been on the decline in Outagamie County, it is still an important component of the area economy. Natural features such as topographic relief, lakes, streams, wetlands and soils also have significant bearing on historic and contemporary land use and development patterns. Understanding the relationship between environmental characteristics and their physical suitability to accommodate specific types of activities or development is a key ingredient in planning a community's future land use.

INVENTORY AND ANALYSIS

Creating an inventory of existing agricultural, natural, and cultural resources is critical in providing the Village of Hortonville with information to base future decisions on. The goals, strategies and recommendations for this element were shaped with these resources, and the constraints and opportunities they provide, in mind. The follow provides an inventory of these resources.

Agricultural Resources Inventory

Farming and the processing of farm products is still an important source of income and employment in Outagamie County. Since agriculture is a necessary component of the county's economy, the protection of farmland is critical. However, as is occurring elsewhere in rural Wisconsin, new developments are encroaching on productive farmland. This section will assess agricultural lands within the Village and in surrounding towns.

Farm and Farmland Loss

Farm and farmland losses are the result of economic pressures within agriculture as well as competition for agricultural lands from residential, commercial, industrial, and other development.

In 1997, there were about 1,621 farms (defined as producing at least \$1,000 worth of agricultural products in that year) in Outagamie County (Table 10-1).¹ This was a net loss of 28 farms or 1.7 percent countywide between 1990 and 1997. Unlike the county as a whole, towns surrounding the Village of Hortonville experienced a net gain of 9 farms (2.3%) during this same time period. However, it is important to understand that even if the number of farms increased slightly, the total acreage of farmland decreased, as some property owners may have incrementally sold off portions of their farms, without shutting down operations altogether (Table 10-2). According to the PATS study, between 1990 and 1997, towns surrounding the Village of Hortonville lost about 3,760 acres of farmland or about 6.7 percent. In the following years, 2000 to 2006, farmland continued to be lost as farmland was converted to other uses. Between this time period, 4,919 acres or 9.9 percent of the farmland was lost. Farmland within the Village of Hortonville is

¹ Wisconsin Town Land Use Databook for Outagamie County Wisconsin. A project of the Land Use and Agricultural Self-Directed Team, University of Wisconsin-Cooperative Extension. Prepared by the Program on Agricultural Technology Studies (PATS), UW-Madison, September 1999.

included in these numbers for the years 2000 to 2006. Farmland gains within the Village were due to annexations that occurred between 2001 and 2005.

Dairy farms unfortunately did not fare as well as farms in general (Table 10-1). In 1989, a total of 761 dairy farms existed in the county. By 1997, about a third or 482 dairy farms remained (net loss of 279 farms). Similar to the county, towns surrounding the Village of Hortonville also saw the number of dairy farms fall. Between 1989 and 1997, a total of 58 or 36 percent of the dairy farms were lost in the surrounding towns. Greatest losses occurred in the towns of Dale (41.7%), Ellington (40.3%) and Liberty (43.8%).

Table 10-1: Trends in Farm Numbers, 1990 and 1997

Jurisdiction	Estimated Farms		Estimated Dairy Farms		Percent Change	
	1990	1997	1989	1997	Farms	Dairy Farms
T. Dale	86	77	36	21	-10.5%	-41.7%
T. Ellington	102	111	62	37	8.8%	-40.3%
T. Greenville	86	88	29	21	2.3%	-27.6%
T. Hortonville	43	51	18	15	18.6%	-16.7%
T. Liberty	69	68	16	9	-1.4%	-43.8%
Outagamie Co.	1,649	1,621	761	482	-1.7%	-36.7%

Source: Wisconsin Town Land Use Data Book, UW-Extension, PATS, 1999.

Table 10-2: Loss of Farmland Acres

Jurisdiction	1990	1997	2000	2002	2004	2006	1990-1997	2000-06
V. Hortonville	-	-	383	368	206	470	-	22.7%
T. Dale	11,519	10,750	9,065	8,935	8,868	8,932	-6.7%	-1.5%
T. Ellington	16,315	15,728	15,101	14,742	13,876	13,799	-3.6%	-8.6%
T. Greenville	13,027	11,521	11,180	10,958	10,341	9,121	-11.6%	-18.4%
T. Hortonville	7,495	6,976	6,702	6,510	6,493	6,110	-6.9%	-8.8%
T. Liberty	7,957	7,578	7,181	6,313	6,272	6,261	-4.8%	-12.8%

Source: Wisconsin Town Land Use Data Book, UW-Extension, PATS, 1999. (data from 1990 and 1997)
<http://www.pats.wisc.edu/> (data from 2000 to 2006).

As part of the Statement for Equalized Values, the Wisconsin DOR reports the total valuation for agricultural lands. Between 2007 and 2012, the value of agricultural land increased by 9.7 percent in the Village of Hortonville (Table 10-3). Since annexations did not occur over this time period, the increase in value can be attributed to land appreciation. A review of the Hortonville area indicates that agricultural land values peaked in 2009 for all communities except the Village which rose slightly in 2009 and in 2011. Land values in the Town of Liberty echoed this trend.

Table 10-3: Agricultural Equalized Values (Land), 2007 - 2012

Jurisdiction	2007	2008	2009	2010	2011	2012	% Change
V. Hortonville	69,200	69,300	69,800	69,600	78,000	75,900	9.7%
T. Dale	1,657,200	1,681,600	1,700,800	1,667,300	1,682,900	1,637,800	-1.2%
T. Ellington	2,374,000	2,458,700	2,508,800	2,415,300	2,391,800	2,335,100	-1.6%
T. Greenville	1,720,500	1,812,500	1,813,800	1,785,500	1,751,200	1,685,700	-2.0%
T. Hortonia	940,300	972,400	985,100	964,100	973,500	945,300	0.5%
T. Liberty	1,119,000	1,157,800	1,174,000	1,151,100	1,210,800	1,179,100	5.4%
Total	7,880,200	8,152,300	8,252,300	8,052,900	8,088,200	7,858,900	-0.3%
<i>Source: Statement of Equalized Values, Wisconsin Department of Revenue, 2007 - 2012.</i>							

Farmland Soils

A classification system rating the suitability of a specific area based on soil type and condition was developed by the U.S. Department of Agriculture.² Prime farmland (Class I, II and III soils)³ as defined by the U.S. Department of Agriculture, “is the land that is best suited for food, feed, forage, fiber and oilseed crops” when managed according to acceptable farming methods. These lands may be cultivated, pasture, woodland or other land; however they cannot be urban, built-up or water areas. Prime farmland produces the highest yields with minimal inputs of energy and economic resources, and farming it results in the least damage to the environment. Criteria used to determine prime farmland include: adequate and dependable supply of moisture from precipitation or irrigation, few or no rocks, permeable to water and air, not excessively erodible or saturated with water for long periods, is not frequently flooded during the growing season, and has slopes that range from 0 to 6 percent. Soils that have a seasonal high water table may qualify as prime farmland if this limitation is overcome by drainage measures.

Overall, about two-thirds (1,513 acres, 68.4%) of the land within the Village is considered prime farmland with the majority classified as Class I and II (Exhibit 10-1, Table 10-4). These soils are concentrated in the older central portion of the Village and extend both west and south from area. They also extend along most of the shore of Black Otter Lake. ***In comparison, about three-quarters (12,083 acres, 73.2%) of the land within 1.5 miles of the Village is considered prime farmland.*** These soils are scattered throughout the area, but more concentrated west, south and east of the Village.

Within the Village, much of this area has already been developed and converted to other uses. Outside the Village, many of these lands still remain in agriculture.

² USDA 1993. *USDA Handbook 18: Soil Survey Manual*.

³ Class I-III soils are defined as “Prime” in the Outagamie County Farmland Preservation Plan, 1982.

Table 10-4: Important Farmland Classes

Village of Hortonville		
Farmland Classes	Acres	Percent
Class I, II	856.0	38.7%
Class III	656.8	29.7%
Class IV, V, VI, VII, VIII	585.8	26.5%
No Rating	67.7	3.1%
Water	46.5	2.1%
Total	2,212.8	100.0%
Village of Hortonville + 1.5 Mile Buffer		
Farmland Classes	Acres	Percent
Class I, II	7,085.3	42.9%
Class III	4,998.6	30.3%
Class IV, V, VI, VII, VIII	4,009.1	24.3%
No Rating	120.0	0.7%
Water	290.5	1.8%
Total	16,503.5	100.0%

Source: Outagamie County Soils data, 2003. ECWRPC 2013.

Natural Resources Inventory

Natural Resources act as the foundation upon which communities are formed. Identifying key natural resources in and within a close proximity of the Village of Hortonville, and learning how to utilize, conserve, and/or preserve them may determine the future environmental health of the Village. This section addresses land, water, wildlife, mineral, and recreational resources in the Village of Hortonville, and aims to provide a baseline upon which the Village can use to make future decisions that may impact these resources.

Land Resources

Soils

Soils support the physical base for development and agriculture within the Village. Knowledge of their limitations and potential difficulties is helpful in evaluating crop productions capabilities and other land use alternatives such as residential development, utility installation and other various projects. Three general soil associations, or groupings of individual soil types based on geographic proximity and other characteristics, are present within the Village of Hortonville⁴. These include:

- Hortonville-Symco association.** These soils are located in the southern portions of the Village. These soils consist of nearly level to steep soils on glacial till plains. Most of this association is used for cultivated crops. The main concerns of management are controlling water erosion, improving drainage, and maintaining tilth and fertility. Minor soils of this association are the Carbondale, Cathro, Kolberg, Manawa, Menominee, and Pella soils and some areas of Rock outcrop. The low-lying drainage ways are occupied by the

⁴ Soil Survey of Outagamie County, Wisconsin, 1978; United States Department of Agriculture Soil Conservation Service

somewhat poorly drained Manawa soils or the poorly drained Pella soils. The Swampy digressional areas are occupied by the organic Carbondale and Cathro soils. Areas of the Menominee soils are intermingled with areas of Hortonville soils where there is a 20 – to – 40-inch sandy overburden.

- **Menominee-Grays-Rousseau association.** These soils are located within the northern portions of the Village and surrounding areas. They are nearly level soils in glacial lake basins or on outwash plains and of gently sloping to steep soils on outwash ridges or glacial till plains. Much of this association borders farmland. The well drained soils are commonly used in rural home development due to the only slight or moderate building limitations. Main concerns for this association are controlling erosion and soil blowing, removing excess water, and conserving soil moisture. Minor soils of this association include the Boyer, Casco, Deford, Shawano, and Wainola series. The well drained to excessively drained Boyer, Casco, and Shawano soils that are underlain by sand and gravel are on upland ridges. The poorly drained Deford soils and the somewhat poorly drained Wainola soils are in depressions and drainage ways.
- **Carbondale-Keowns-Cathro association.** These soils are predominantly located along the Wolf River Corridor with a small portion also found in the southwest corner of the Village. This association consists of nearly level soils in digressional areas and drainage ways. Unless drained most areas of this association remain in swamp woodland and are used for wildlife habitat or are idle. Most soils in this association have severe limitations for development. Minor soils within this association consist of Lobo, Markey, Pella, Poygan, Rondeau, and Suamico soils located in depressions on till plains. The very poorly drained Lobo, Markey, Rondeau, and Suamico soils are in glacial lake basins and depressions. Pella and Poygan soils are in depressions on till plains.

Soil Suitability for On-Site Waste Disposal

Exhibit 10-2 displays the relative suitability for development of specific locations within the Village of Hortonville based on their underlying soils. The “Soil Limitations Map” identifies suitability for on-site waste disposal options based on an evaluation of soil characteristics, as defined by the Natural Resource Conservation Service (NRCS). This map is not intended to serve as a substitute for on-site soil investigations, but rather as an indicator of reasonable expectations for soils underlying a site.

Evaluation of the soil data indicates that the majority of the soils in the Village of Hortonville are moderately suitable for conventional on-site individual septic systems and approximately 60 percent of the soils within the Village’s 1.5 mile buffer area is considered moderate. (Table 10-5). Generally, soils near streams, rivers, and wetlands are the least suitable for on-site waste disposal. Areas with high groundwater or characterized by poorly drained soils (Carbondale-Keowns-Cathro Soil Association) are also more likely to be unsuitable for on-site systems. Soils with limited suitability or no rating are primarily found within close proximity of Black Otter Lake, within the northern areas approaching the Wolf River Corridor and within the southwest portions of the Village in areas with high groundwater.

Table 10-5: Soil Limitations for On-Site Waste Disposal

Village of Hortonville		
Suitability	Acres	Percent
High	106.4	4.8%
Moderate	1,272.3	57.5%
Limited	751.2	33.9%
No Rating	36.4	1.6%
Water	46.5	2.1%
Total	2,212.8	100.0%
Village of Hortonville + 1.5 Mile Buffer		
Suitability	Acres	Percent
High	503.7	3.1%
Moderate	7,963.5	48.3%
Limited	7,671.5	46.5%
No Rating	74.3	0.5%
Water	290.5	1.8%
Total	16,503.5	100.0%

Source: Outagamie County Soils data, 2003. ECWRPC 2013.

Currently, public sanitary sewer service is available from the Village of Hortonville Municipal Sewer and Water Utility, which serves about 95 percent of the Village (Exhibit 9-1). Areas in the northern and eastern portions of the Village are on private on-site systems. Soils of moderate suitability for on-site waste disposal are general found south of CTH MM, while soils of limited of no rating are found north of CTH MM. In addition, a band of soils of high suitability cuts diagonally through the northern portion of the Village.

In the future, if warranted by development pressures, public sanitary sewer infrastructure could potentially be extended west into the Town of Hortonville or east towards the proposed roundabout in the Town of Greenville.

Steep Slopes

Exhibit 10-3 indicates areas that have slopes greater than 12 percent. ***Approximately 3.1 percent (69 acres) of the Village's total acreage and 1.4 percent (229 acres) fall in this category*** (Table 10-6). In general, the Village and the surrounding area is relatively flat. Areas of steep slopes are scattered randomly throughout the areas.

Table 10-6: Steep Slopes

Village of Hortonville		
Slope	Acres	Percent
Greater than 12%	69.0	3.1%
0 to 12%/No Rating/Water	2,174.0	96.9%
Total	2,243.0	100.0%
Village of Hortonville + 1.5 Mile Buffer		
Slope	Acres	Percent
Greater than 12%	229.2	1.4%
0 to 12%/No Rating/Water	16,274.4	98.6%
Total	16,503.7	100.0%

Source: Outagamie County Soils data, 2003. ECWRPC 2013.

Geology, Topography and Scenic Resources

The structure of the Village's bedrock and historic glacial events is largely responsible for the Village's landscape. After the recession of glaciers about 11,000 years ago, Outagamie County was left with its current topography shaped by mounds of glacial till with flatter areas where limestone and sandstone bedrock often lie not far from the surface. The Village of Hortonville is set in this rolling terrain of Outagamie County.

Elevations rise away from the shores of Black Otter Lake, which is situated in the center of the Village. In the northeast, Hortonville is ringed with hills that wrap around to the south and west. These hilltop elevations range from 850-970 feet. Black Otter Lake lies at approximately 780 feet. Black Otter Creek flows from a dam at Nash Street (in the Village of Hortonville) northwest towards the Wolf River. The Wolf River floodplain is approximately 250 feet lower than the crest of the highest hills in the vicinity.

The bedrock geology of the Village is made up of two distinct formations that divide the Village⁵. These bedrock formations are:

- The **Prairie du Chien Group** is comprised of dolomite with some sandstone and shale. This group is found in the southeast portions of the Village and surrounding areas.
- The **Cambrian Group** is comprised of sandstone with some dolomite and shale. This group is found in the northwest portions of the Village and surrounding areas.

Metallic and Non-Metallic Mining Resources

The Hortonville area contains deposits of sand and gravel associated with debris left over from the last glacial period. A sand and gravel mining business was located approximately 3 miles to the northwest of Hortonville, close to the intersection of CTH S and CTH M, but that business ceased operating around 1930. The mined material had been used to build some of the area's

⁵ Bedrock Geology of Wisconsin, 2005; University of Wisconsin-Extension Geological and natural History Survey

roads. Another closed non-metallic site is located in the northern part of the Village on CTH MM. This site is in the NE ¼ of Section 25, T. 25 N., R. 15 E.

Woodlands

Woodlands covered much of Outagamie County before settlement. At one time, the Village of Hortonville was primarily covered with deciduous hardwood forest. The Fox Valley's reliance on the paper industry attests to the regions' forested history.

The tension zone is a wide corridor running from northwestern to southeastern Wisconsin that marks the pre-settlement dividing line between northern and southern native plant species. The tension zone has characteristics of both northern and southern Wisconsin climates, and therefore, species from both areas. Hortonville lies within this tension zone. The United States Department of Agriculture has also divided the country into plant hardiness zones. Those zones contain characteristic plant species that are hardy in that region. Generally speaking, plants from any particular zone are hardy in that zone and those to the south, but not to the north unless they are protected from the severe climate of that zone. Hortonville is in USDA Zone 4B with average annual minimum temperatures of -20° to -25°F.

As would be expected for areas within the tension zone, the Village of Hortonville lies at the juncture of two different plant communities. They are generally described as the boreal element and the prairie element. Characteristics typical of both the Conifer-Hardwood Forest and the



Wisconsin Tension Zone and the 16 Ecological Landscapes

Source: Wisconsin's Forests: A Quick Overview; 2011, WDNR

Southern-Hardwood Forest can be seen locally. Hortonville area woodlands, which are found mostly on hillsides and in low-lying areas, are home to both the beech-sugar maple-hemlock community and the sugar maple-basswood-elm community. There are both peat bogs and mucks supporting swamp conifer forests and wetlands with organic and mineral-laden soils supporting cattail, bulrush and sedge meadows.

Locally, the Commercial Club Park contains an especially magnificent stand of tall white pine trees that should be preserved. They supply great beauty and shade and are something of a "landmark" in the Village.

A majority of the natural vegetation remaining is associated with the Wolf River floodplain. Significant acreages of lowland hardwood forest, shrub swamp and marsh are present, along with smaller amounts of sedge meadow and mesic hardwood forest. The entire floodplain of the Wolf River merits protection, as almost everything around it is now heavily developed.

Care must be taken in the selection of trees for use in the Village, including those used for landscaping, in preserved parks and open spaces, and along the street. Street trees in particular have the hardest time adapting to their particular microclimates. Normally they are subject to stress from soil compaction, heat, drought conditions, lack of root space, salt, road pollutants, and impacts from all sorts of vehicles. The typical street tree usually lives only a fraction of its potential life span. Street trees should be selected from a pallet of trees that adapt well to street conditions and are suitable for the local area. There should also be diversity in the species selected to reduce the spread of tree and shrub diseases.

Forests and woodlands can be classified into one of two categories: general (unplanted) woodlands and planted woodlands. General woodlands are naturally occurring forests and hedgerows. Planted woodlands are tree plantations in which trees are found in rows. These areas include orchards, timber tracts, Christmas tree plantations and other general uses. ***There are approximately 76 acres of planted woodlands and 329 acres of general woodlands in the Village of Hortonville*** (Table 10-7). In total this makes up approximately 18 percent of the land cover in the Village. Within the Village of Hortonville and the 1.5 mile area buffer, woodlands cover about 29 percent of the area (planted - 235 acres, general 4,761,2 acres).

Table 10-7: Woodlands

Village of Hortonville		
Slope	Acres	Percent
Planted Woodlands	75.6	3.4%
General Woodlands	328.6	14.9%
Total Woodlands	404.2	18.3%
Total Acres	2,212.8	100.0%
Village of Hortonville + 1.5 Mile Buffer		
Slope	Acres	Percent
Planted Woodlands	235.0	1.4%
General Woodlands	4,761.2	28.9%
Total Woodlands	4,996.2	30.3%
Total Acres	16,495.7	100.0%
Source: ECWRPC, 2010		

Water Resources

Lakes and Ponds

Surface water resources are extremely valuable features because of their potential environmental and economic benefits. Water based recreational activities and appropriately designed residential development that capitalizes on surface water amenities can have lasting impact on the local economy. Appropriate location and management of residential activity near surface water features is extremely important because of potential threats to water quality. Residential development's threats to surface water resources include lawn-applied chemicals, siltation and petroleum-based substances and salts from local road runoff.

The Wisconsin DNR maintains the Wisconsin Lakes Directory. The directory provides a list of named and unnamed lakes, springs, and ponds. ***One lake is located in the Village of Hortonville*** (Exhibit 10-3).



Black Otter Lake

Black Otter Lake is a 75-acre impoundment, created in 1848, to form a millpond for the newly founded community of Hortonville. Black Otter's drainage area or watershed is approximately 10,043 acres of predominantly agricultural land. Two intermittent tributaries draining agricultural areas and one storm water drainage inlet feed the lake. Black Otter Creek is the outlet which feeds directly into the Wolf River.

The lake lies within the Village, with the exception of a portion in the southeastern quadrant that is located in the Town of Hortonville. The lake is primarily bordered by residential and conservancy uses. Public access is provided at Alonzo Park, Veterans Memorial Park, Black Otter Park, Black Otter Lake Fishing Pier and Black Otter Shadows Boat Landing. The Village has long recognized this man-made lake as a significant historic and recreational resource. The Black Otter Lake District (BOLD) has taken primary responsibility for the lake's conservation, management, and planning since 1976. Main concerns are sedimentation, aquatic invasive species, and water-quality issues, and the District has the power to levy taxes in order to support efforts to address these matters. BOLD approved the Black Otter Adaptive Management Plan in 2008.⁶

Rivers and Streams

Two named waterways, Black Otter Creek and the Wolf River, are within or within close proximity of the Village of Hortonville, along with a series of unnamed streams, ditches, and drainageways that support them. The unnamed streams, ditches, and drainageways primarily drain agricultural areas or undeveloped areas within the Village's 1.5 mile buffer area and beyond (Exhibit 10-3). These streams, as listed by the Wisconsin DNR include:

- **Black Otter Creek.** Black Otter Creek is an intermittent stream for much of its length, becoming a perennial stream at a point approximately one and a half miles upstream of the lake. Nutrients and sediments carried by the creek from nearby crop fields and barnyards contribute to the eutrophication of Black Otter Lake. Wetlands border the creek in many places.
- **Wolf River.** The Wolf River moves sluggishly north of Hortonville in tight oxbow curves set in a broad field of wetlands and flood plains. This regionally significant natural feature offers notable spawning grounds for walleye and provides the area with habitats for a rich diversity of other wildlife. This resource is central to the region's substantial tourism industry, providing plentiful opportunities for fishing, boating and hunting.

⁶ See <http://www.blackotterlake.com/Adaptive.html> for more information.

Watersheds and Drainage

The Village of Hortonville is located within the Wolf River – New London and Bear Creek Watershed (Exhibit 10-3).⁷ The Lower Wolf River and the Arrowhead River and Daggets Creek watersheds encroach on the 1.5 mile planning area boundary. All three watersheds are part of the Wolf River Drainage Basin.

- **The Wolf River - New London and Bear Creek Watershed.** The Village of Hortonville falls entirely within the Wolf River – New London and Bear Creek Watershed. This Watershed is in west central Outagamie County and covers 145 square miles. It includes 25 miles of the mainstream of the Wolf River from the confluence with the Shioc River to the City of New London.

The watershed ranked medium for streams and lakes, and low for groundwater under the Nonpoint Source Priority Watershed selection process.

- **The Lower Wolf River Watershed.** The Lower Wolf River Watershed covers parts of Outagamie, Waupaca and Winnebago counties (includes Section 9, Town of Dale and Sections 4, 5, 32 and 33, Town of Hortonville of the planning area) and includes about 120 square miles. This includes a portion of the mainstream Wolf River from the junction with the Embarrass River to the mouth of the Waupaca River, including the lower portion to the Weyauwega millpond. The mainstream Wolf River flows within the watershed for about 19 miles and contains a diverse warm water sport fishery. Wetlands adjacent to the river provide excellent spawning grounds for these fish.

Those portions of the watershed within Winnebago and Outagamie counties are in the Lower Fox River Designated Planning Area. The watershed was not rated for the Wisconsin Nonpoint Source Water Pollution Abatement Program.

- **Arrowhead River and Daggets Creek Watershed.** The Arrowhead River and Daggets Creek Watershed covers about 135 square mile in Winnebago, Waupaca and Outagamie counties (includes Sections 5, 6, 7 and 8, Town of Greenville and Sections 31 and 32 of the Town of Ellington of the planning area).

The watershed ranked high priority for streams and low priority for groundwater under the Wisconsin Nonpoint Source Water Pollution Abatement Program.

The Wolf River Basin drains 3,690 square miles from its headwaters above Pine Lake in Forest County. The Wolf River passes approximately two miles north of downtown Hortonville, on its path south to meet the Upper Fox River just above the Winnebago Pools Lakes System. The Winnebago Pools Lakes System eventually flows through the Lower Fox River discharging into the Bay of the Green Bay and ultimately contributes to the water quality of the Lake Michigan.

Floodplains

Areas susceptible to flooding are considered unsuitable for development due to potential health risks and property damage. The Outagamie County Flood Insurance Rate Maps (FIRM) was created by the Federal Emergency Management Agency (FEMA) on October 18, 1984, revised

⁷ Gateway to Basins, Watersheds; WDNR <http://dnr.wi.gov/water/basin/>

September 30, 1993 and 2010, for all unincorporated areas in the County, including the Village of Hortonville.

Table 10-8 shows the acres and percent of floodplains in the Village. **Overall, almost 11 percent of the Village's acres are in floodplains and over one quarter (28.2%) of the 1.5 mile buffer areas are in floodplains.** As can be seen in Exhibit 10-3, the Village's floodplains are directly associated with the area's wetlands and stream corridors.

Outagamie County has adopted a shoreland-floodplain-wetland zoning ordinance. This ordinance requires certain land use controls in designated flood hazard areas, thus making residents eligible to participate in the Federal Flood Insurance Administration's Flood Insurance Program. This program requires all structures located in the designated flood hazard area be insured by a flood insurance policy if they are mortgaged by a federally insured bank.

Table 10-8: Floodplains

Village of Hortonville		
	Acres	Percent
Floodplains	240.2	10.9%
Total Acres	2,212.8	100.0%
Village of Hortonville + 1.5 Mile Buffer		
	Acres	Percent
Floodplains	4,645.4	28.2%
Total Acres	16,495.7	100.0%
Source: FEMA, 2010.		

Wetlands

Wetlands act as a natural filtering system for nutrients such as phosphorus and nitrates and serve as a natural buffer protecting shorelines and stream banks. Wetlands are also essential in providing wildlife habitat, control, and groundwater recharge. Consequently, local, state, and federal regulations have been enacted that place limitations on the development and use of wetlands and shorelands.

Hortonville Code of Ordinances, Chapter 21. Shoreland/Wetland Zoning and Outagamie County Code of Ordinances, Chapter 44. Shoreland-Wetland Zoning regulates wetlands within 1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages and within 300 feet of the ordinary high watermark of navigable rivers or streams. Hortonville's ordinance regulates wetlands within the Village of Hortonville, while Outagamie County's ordinance regulates wetlands in unincorporated areas of the county, including the 1.5 mile buffer area. The Army Corps of Engineers has authority over the placement of fill materials in virtually all wetlands two acres or larger adjacent to navigable waterways. The U.S. Department of Agriculture incorporates wetland preservation criteria into its crop price support programs. Prior to placing fill or altering wetland resources, the appropriate agencies must be contacted for authorization.

The wetlands shown on Exhibit 10-4 are based on the Wisconsin DNR Wetlands Inventory Map. They were identified using aerial photographs to interpret vegetation, visible hydrology, and

geography based on the U.S. Fish and Wildlife Service's "Classification of Wetland and Deepwater Habitats of the United States." **Overall, approximately 10 percent (9.7%) of the Villages' total acreage and over 30 percent (30.2%) of the Village's 1.5 mile buffer area are classified as wetlands** (Table 10-9). The majority of this acreage lies in low-lying areas associated with stream and drainage ditch corridors. The Village should consider the benefits of a "working" wetland and utilize and or create new tools to protect this natural resource.

Table 10-9: Wetlands

Village of Hortonville		
	Acres	Percent
Wetlands => 5 Acres	172.3	7.8%
Wetlands < 5 Acres	42.0	1.9%
Total Wetland Acres	214.3	9.7%
Total Acres	2,212.8	100.0%
Village of Hortonville + 1.5 Mile Buffer		
	Acres	Percent
Wetlands => 5 Acres	4,979.8	30.2%
Wetlands < 5 Acres	307.8	1.9%
Total Wetland Acres	5,287.6	32.1%
Total Acres	16,495.7	100.0%
Source: WDNR, 2006.		

Groundwater

Safe, clean, and reliable groundwater plays a crucial role in maintaining the current quality of life and economic growth of the Village of Hortonville. Precipitation in the form of rain and snow is the source of nearly all the Village's groundwater. Recharge is generally greatest in the spring, when water from melting snow and heavy rains saturate the ground and percolate downward to the water table. If discharge (the drawing out and use of groundwater) is greater than recharge, then the elevation where the groundwater is found will fall, causing a depression to occur. Lower water levels cause the pumping lifts to increase and may reduce the yields of some of the wells. According to the Village's 2012 annual report⁸, a total of about 54 million gallons were pumped from groundwater sources in 2012. In addition, an incalculable amount of ground-water is pulled from the private wells that serve residences both inside and outside of the Village limits. (For more information, please refer to the Community Facilities Chapter).

According to a report prepared by the Wisconsin Geological and Natural History Survey⁹, areas surrounding the Village have high (4-8 inches/year) to very high (> 8 inches/year) infiltration rates which are estimated to become stream base flows or continue down and eventually become groundwater recharge. **Practically all areas within the Village fall with either high (73.3%) or Very High (21.9%) water recharge potential.** In comparison, three quarters of the areas in the planning area (Village plus 1.5 mile buffer) are rated high (64.9%) and very high (11.4%).

⁸ Source: Public Service Commission of Wisconsin Annual Report. 2012

⁹ Groundwater Recharge in Calumet, Outagamie, and Winnebago Counties, Wisconsin, Estimated by a GIS-based Water-balance Model, 2011; University of Wisconsin-Extension Wisconsin Geological and Natural History Survey (Open-File Report 2001-05)

Protecting the infiltration areas from impermeable development will help to safeguard the Village's drinking water supply in the long-term (Table 10-10, Exhibit 10-4). That's not to say that new development should not occur within these areas, but rather new development should be designed to utilize best management practices (BMPs) that encourage or enhance groundwater infiltration.

Table 10-10: Water Recharge Potential

Village of Hortonville		
	Acres	Percent
Low Water Recharge Potential (0"- 2"/year)	0.0	0.0%
Medium Water Recharge Potential (2"- 4"/year)	42.2	1.9%
High Water Recharge Potential (4"- 8"/year)	1,622.5	73.3%
Very High Water Recharge Potential (> 8"/year)	483.9	21.9%
No Rating	64.1	2.9%
Total Acres	2,212.8	100.0%
Village of Hortonville + 1.5 Mile Buffer		
	Acres	Percent
Low Water Recharge Potential (0"- 2"/year)	0.0	0.0%
Medium Water Recharge Potential (2"- 4"/year)	799.0	4.8%
High Water Recharge Potential (4"- 8"/year)	10,710.6	64.9%
Very High Water Recharge Potential (> 8"/year)	1,877.2	11.4%
No Rating	3,108.9	18.8%
Total Acres	16,495.7	100.0%
Source: University of WI-Extension, WI Geological Survey, 7/27/2011.		

It is important to recognize that, in addition to any efforts made within the Village to protect groundwater supply; this issue is more regional in scope. A groundwater divide, located in the central part of Wisconsin, determines the flow of groundwater. East of the divide, groundwater moves southeasterly toward the Wolf and Fox Rivers. Thus, efforts to preserve groundwater resources should be coordinated on a regional basis as a way to ensure that the village's groundwater supply is protected.

The depth to groundwater varies throughout the study area (Table 10-11, Exhibit 10-3). ***In approximately 24 percent of the Village and 42% of the Village's 1.5 mile buffer area, the depth to groundwater is less than two feet.*** There is a strong parallel between areas of high groundwater and those areas designated as wetlands.

Table 10-11: Depth to Groundwater

Village of Hortonville		
	Acres	Percent
High Groundwater (< 2 feet)	520.2	23.5%
Total Acres	2,213.0	100.0%
Village of Hortonville + 1.5 Mile Buffer		
	Acres	Percent
High Groundwater (< 2 feet)	6,930.3	42.0%
Total Acres	16,503.7	100.0%

Source: WDNR, 2006.

Arsenic Contamination. Arsenic contamination of the groundwater supply has been an issue in northeastern Wisconsin since the 1980's. The main area of arsenic contamination runs diagonally (southwest to northeast) across Outagamie County, and is closely associated with the St. Peter Sandstone bedrock. The Village of Hortonville lies to the west, just outside of the band of highest concern.

In 2001, the US EPA lowered the arsenic drinking water standard from 50 to 10 parts per billion (PPB), due to convincing data that found a relationship between consumption and deterioration in health. **According to the WDNR's Drinking Water Data and the village's Consumer Confidence Report (CCR), the Village's potable water is 10 ppb, the drinking water standard¹⁰.** The public drinking water was last tested for arsenic in 2011.

In 2004, the DNR replaced its Arsenic Advisory Area Map with a more stringent set of regulations that apply to the Special Well Casing Depth Area (SWCDA). The regulations require new wells in Outagamie and Winnebago County to meet construction, grouting, and disinfection standards that have proven to lower arsenic levels to safe levels for human consumption. Required well construction specifications are determined by town quarter section. Appendix J provides the SWCDA maps for the towns of Dale and Hortonville, Town of Greenville, towns of Liberty and Hortonville and the Town of Ellington. **Private wells within the Village of Hortonville and within the entire 1.5 mile buffer area are included in the Special Well Casing Depth Area.** For a complete listing by town, please see Appendix L, Arsenic Casing Area – Towns of Dale, Ellington, Greenville and Hortonville.

¹⁰ WDNR, Wisconsin Public Drinking Water Data.

[http://prodoasext.dnr.wi.gov/inter1/pws2\\$ws_web_dist_sys.QueryViewByKey?P_RO_SEQ_NO24=142923&Z_CHK=31542](http://prodoasext.dnr.wi.gov/inter1/pws2$ws_web_dist_sys.QueryViewByKey?P_RO_SEQ_NO24=142923&Z_CHK=31542). Accessed June 24, 2013.

Wildlife Habitat

Wildlife Resources



Alonzo Park

Numerous habitat types surrounding the Village have the potential to support varied and abundant wildlife and fish communities. These habitats consist of streams, small ponds, rivers, woods, swamps, open wet meadows, and farmland. The largest areas of undeveloped land are found in the swampy areas immediately surrounding the Wolf River corridor.

Wildlife is threatened by the negative effects of development and storm water runoff (both from urban and rural runoff sources). This has affected water quality and habitat health downstream within the Winnebago Pool Lakes.

Rare, Threatened and Endangered Species

The Wisconsin Department of Natural Resources maintains a database of rare, threatened and endangered species and natural communities in Outagamie County. In order to protect these species and communities, the exact location is not available to the public; however, Outagamie County does have a copy of this database. Whenever a request comes into the County for development, this database is consulted prior to granting approval.

The Wisconsin DNR Natural Heritage Inventory (NHI) maintains an online database which provides statewide inventory of known locations and conditions of rare and endangered species, by Town. A review of the NHI data base revealed a number of species (fish, mussel, community, bird, butterfly, turtle, mammal, beetle) for the towns surrounding the Village of Hortonville. According to the database the towns of Dale and Hortonville have 21 species, the Town of Greenville has one species, the towns of Liberty and Hortonville have 21 species, and the Town of Ellington has 13 species monitored by the NHI. However, this database is incomplete since not all areas within the state have been inventoried. Thus, the absence of a species within this database does not mean that a particular species or community is not present. Nor does the presence of one element imply that other elements were surveyed for but not found. Despite these limitations, the NHI is the state's most comprehensive database on biodiversity and is widely used. For a complete listing by town, see Appendix L, Natural Heritage Inventory.

Exotic and Invasive Species

Non-native aquatic and terrestrial plants and animals, commonly referred to as exotic species, have been recognized in recent years as a major threat to the integrity of native habitats and the species that utilize those habitats. Some of these exotic species include purple loosestrife, buckhorn, garlic mustard, multi-colored Asian lady beetles, Eurasian water milfoil, and gypsy moths. They displace native species, disrupt ecosystems, and affect citizens' livelihoods and quality of life. The WDNR requires that any person seeking to bring any non-native fish or wild animal into the state must first obtain a permit as required under the Wisconsin Statutes 29.736 and 29.745.

Parks, Open Space and Recreational Resources

WDNR and Public Lands

The WDNR does not own any land within the Village of Hortonville. However, the Lower Wolf River Bottomlands Natural Resource Area (LWRBNRA) is located north of and within the Planning area boundary¹¹. The LWRBNRA encompasses approximately 214,000 acres along and adjacent to the lower Wolf River and its tributaries. It was established in recognition of the area's significant ecological and recreational resources, and the need to connect existing state owned lands in order to preserve and enhance recreational values and protect larger blocks of habitat for wildlife and ecosystem functions. The LWRBNRA planning area contains 14 existing state properties totaling approximately 31,000 acres, including Wildlife Areas, a Fishery Area, and State Natural Areas. The Lemke Native Community Management Area (found within the 1.5 mile buffer around the Village) is located in Section 23, Town of Liberty.

Environmental Corridors

Environmental corridors are continuous systems of open space created by the natural linkages of environmentally sensitive lands such as woodlands, wetlands, and habitat areas. They provide important routes of travel for a variety of wildlife and bird species. Protecting these corridors from development protects habitat and keeps nonpoint source pollution to a minimum, thus ensuring that high quality groundwater and surface water is maintained and habitat is not impaired.

Important environmental corridors within the Village and surrounding area are associated with the Black Otter Creek corridor, the Wolf River floodplain areas, and unnamed streams with natural vegetation scattered throughout the area. These areas should be protected from development by implementing buffer strips where land disturbing activities are limited within the established buffer area.

Waste and Pollution

Solid and Hazardous Waste Sites

The Solid and Hazardous Waste Information Management System (SHWIMS) provides access to information on sites, and facilities operating at sites, that are regulated by the Wisconsin Department of Natural Resources' (WDNR) Waste and Materials Management (WMM) program. The SHWIS on-line database activity information, including:

- Engineered and licensed solid waste disposal facilities;
- Older unlicensed waste disposal sites (e.g. town dumps);
- Licensed waste transporters;
- Hazardous waste generators; and
- Composting sites, wood-burning sites, waste processing facilities and more.

According to SHWIMS, Hortonville has six active sites listed within the Village limits, and one within the planning area. The directory was also checked for the towns of Dale (0), Ellington (0), Hortonville (1), and Greenville (0) for the planning area. See Appendix L for a complete listing of all sites found on the SHWIMS data base.

¹¹ Wisconsin Department of Natural Resources, LOWER WOLF RIVER BOTTOMLANDS NATURAL RESOURCES AREA MASTER PLAN AND ENVIRONMENTAL ASSESSMENT, September 2012.

One abandoned landfill was identified in the Village:

- Village of Hortonville Landfill, T.22 N., R. 15 E., Section 36, NE¼ of the SE¼.

One abandoned landfill was identified in the planning area:

- Town of Ellington Landfill, T. 22 N., R. 15 E., Section 29, SW ¼ of the NW ¼.

Air Quality

Air quality, especially good air quality, is often taken for granted. Sound local and regional planning can minimize negative impacts to the air. Development patterns can impact automobile use, which in turn impacts air quality. Emissions from certain industries can also impact air quality. As more rural residential development occurs, there are increased conflicts between non-farm residents and certain agricultural operations that emit dust and odors. Noise can also be a factor impacting environmental quality.

Vehicle travel including the number and length of trips has increased significantly in recent decades. This can be attributed to changing development patterns. Development patterns are becoming more spread out, with the location of jobs and housing becoming more segregated and distant from one another. This is apparent in the Fox Cities, and is common in the Village of Hortonville.

Since alternative modes of transportation are, at present day, less viable or unavailable in some instances, people rely more on the automobile to get around. Changing lifestyles are also a major factor. Two income families are causing people to find housing that splits the difference between the two employment locations. Since vehicle travel generates air pollutant emissions, greenhouse gas emissions, and noise, local decisions about what types, where and how new development occurs can have an impact on air quality.

Cultural Resources

Cultural resources, like natural resources are valuable assets which should be preserved. These resources define a community's unique character and heritage. Included in this section is an inventory of historic buildings, sites, structures, objects, archeological sites and districts.

State and National Register of Historic Places

The Wisconsin Historical Society's Division of Historical Preservation (DHP) is a clearing house for information related to the state's cultural resources including buildings and archaeological sites. A primary responsibility of the DHP is to administer the State and National Register of Historic Places programs. The National Register is the official national list of historic properties in the United States that are worthy of preservation. The program is maintained by the National Park Service in the U.S. Department of the Interior. The State Register is Wisconsin's official listing of state properties determined to be significant to Wisconsin's heritage. The inventory is maintained by the DHP. Both listings include sites, buildings, structures, objects, and districts that are



Hortonville Community Hall

significant in national, state, or local history. Sites are based on the architectural, archaeological, cultural, or engineering significance. (For ease of discussion, “National Register” is used to refer to both programs. In Wisconsin, if a property is listed on one then it is typically listed on the other.

At the present, one property within the Village of Hortonville is listed on the National Register. There are no additional properties listed within the 1.5 mile buffer.

The property listed in the National Register includes:

- Hortonville Community Hall, 312 W. Main Street, Hortonville

The National Register is not a static inventory. Properties are constantly being added, and, less frequently, removed. It is, therefore, important to access the most updated version of the National Register properties. This can be found by accessing the DHP website (<http://www.wisconsinhistory.org/hp/register/welcome.asp>) or by contacting the DHP at (608) 264-6500.

Architecture and History Inventory (AHI)

In order to determine those sites that are eligible for inclusion on the National Register, the DHP frequently funds historical, architectural, and archaeological surveys of municipalities and counties within the state. Surveys are also conducted in conjunction with other activities such as highway construction projects.

A search of the DHP’s online Architecture and History Inventory (AHI) reveals a total of 39 sites listed for the Village of Hortonville (Appendix L). Within the remainder of the planning area, an additional 17 sites were found in the towns of Dale (5), Ellington (4), Greenville (1), Hortonville (7) and Liberty (0).

Inclusion in this inventory conveys no special status, rights, restrictions, or benefits to owners of these properties. It simply means that some type of information on these properties exists in the DHP’s collections. AHI is primarily used as a research and planning tool. Like the National Register, this is not a static inventory. Properties are constantly being updated. Information can be found on the DHP web site (<http://www.wisconsinhistory.org/ahi/welcome.asp>).

Archaeological Sites Inventory

An inventory similar to the AHI exists for known archaeological sites across the state: the Archaeological Sites Inventory (ASI). Due to the sensitive nature of archaeological sites, information as to their whereabouts is not currently made available online. This information is distributed only on a need-to-know basis. Archaeological sites are added to ASI as they are discovered; discovery is a continual process. For technical assistance and up-to-date information on sites within the Village of Hortonville and the 1.5 mile planning area, contact DHP at (608) 264-6500.

Wisconsin Historical Markers

Wisconsin historical markers identify, commemorate and honor important people, places, and events that have contributed to the state's rich heritage. The Wisconsin Historical Markers Program is a vital education tool, informing people about the most significant aspects of Wisconsin's past. The Society's Division of Historic Preservation administers the Wisconsin Historic Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. ***There is one historical marker, located in Veterans Park in the Village of Hortonville.*** The Alonzo E. Horton Historical marker was erected in 2001 to honor the founder of Hortonville.



Alonzo E. Horton Historical Marker

Museums/Other Historic Resources

Museums protect valuable historic resources for community enjoyment. Residents are welcome to learn from the exhibits and amenities they have to offer. ***There are no museums in the Village of Hortonville.*** However, there are several museums located in close proximity to the Village.

- Heritage Historical Museum, New London (approximately 7 miles)
- History Museum at the Castle, Appleton (approximately 15 miles)
- Hearthstone, Appleton (approximately 14 miles)
- Paper Discovery Center, Appleton (approximately 14 miles)
- The Building for Kids, Appleton (approximately 15 miles)
- The Trout Museum, Appleton (approximately 15 miles)

Hortonville Historical Society

The Hortonville Historical Society contains archival collections focusing on the social, economic, agricultural and industrial history of Hortonville, Wisconsin. It maintains a collection in the Hortonville Community Hall.

Local History¹²

The area now occupied by the Village of Hortonville and its surroundings was once glaciated, and later became rich forest land, home to Sac, Fox, and Ho-Chunk peoples. European control of the area was first documented as part of the Northwest Territory in 1789, which was eventually succeeded by the Wisconsin Territory in 1836. European settlement along Lake Michigan was well underway by this time, with Kaukauna and Green Bay already busy trading posts as early as 1638.

Alonzo Horton, born in Connecticut, came to Wisconsin as a land speculator in 1848. After purchasing land warrants issued to veterans of the Mexican War at seventy cents an acre, he arrived in what is now Hortonville to stake his claim. Immediately he hired assistants to clear

¹² Village of Hortonville Comprehensive Plan, August 2003.

land, construct cabins, dam Black Otter Creek and build a mill. Settlers began to arrive, some alone, some with families, and Horton purchased additional land, platting lots to accommodate the growing population.

The new community continued to thrive. The first store opened in 1849, with goods transported from New York. By 1857 Hortonville was a “pleasant little inland hamlet” with “an excellent sawmill, flour and feed mill, two stores, and two hotels.” ***On August 11, 1894, with a population of 813, Hortonville was incorporated as a Village.***

KEY AGRICULTURAL, NATURAL AND CULTURAL RESOURCES SUMMARY POINTS

- Overall, about two-thirds (1,513 acres, 68.4%) of the land within the Village is considered prime farmland with the majority classified as Class I and II.
- In comparison, about three-quarters (12,083 acres, 73.2%) of the land within 1.5 miles of the Village is considered prime farmland.
- Evaluation of the soil data indicates that the majority of the soils in the Village of Hortonville are moderately suitable for conventional on-site individual septic systems and approximately 60 percent of the soils within the Village’s 1.5 mile buffer area is considered moderate.
- Approximately 3.1 percent (69 acres) of the Village’s total acreage and 1.4 percent (229 acres) fall in this category.
- The bedrock geology of the Village is made up of two distinct formations that divide the Village.
- There are approximately 76 acres of planted woodlands and 329 acres of general woodlands in the Village of Hortonville.
- One lake is located in the Village of Hortonville.
- Two named waterways, Black Otter Creek and the Wolf River, are within or within close proximity of the Village of Hortonville, along with a series of unnamed streams, ditches, and drainageways that support them.
- The Village of Hortonville is located within the Wolf River – New London and Bear Creek Watershed.
- Overall, almost 11 percent of the Village’s acres are in floodplains and over one quarter (28.2%) of the 1.5 mile buffer areas are in floodplains.
- Hortonville Code of Ordinances, Chapter 21. Shoreland/Wetland Zoning and Outagamie County Code of Ordinances, Chapter 44. Shoreland-Wetland Zoning regulates wetlands within 1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages and within 300 feet of the ordinary high watermark of navigable rivers or streams.
- Overall, approximately 10 percent (9.7%) of the Villages’ total acreage and over 30 percent (30.2%) of the Village’s 1.5 mile buffer area are classified as wetlands.
- Practically all areas within the Village fall with either high (73.3%) or Very High (21.9%) water recharge potential.
- In approximately 24 percent of the Village and 42% of the Village’s 1.5 mile buffer area, the depth to groundwater is less than two feet.
- According to the WDNR’s Drinking Water Data and the village’s Consumer Confidence Report (CCR), the Village’s potable water is 10 ppb, the drinking water standard.
- Private wells within the Village of Hortonville and within the entire 1.5 mile buffer area are included in the Special Well Casing Depth Area.
- The WDNR does not own any land within the Village of Hortonville.

-
- According to SHWIMS, Hortonville has six active sites listed within the Village limits, and one within the planning area.
 - One abandoned landfill was identified in the Village.
 - One abandoned landfill was identified in the planning area.
 - At the present, one property within the Village of Hortonville is listed on the National Register.
 - A search of the DHP's online Architecture and History Inventory (AHI) reveals a total of 39 sites listed for the Village of Hortonville.
 - There is one historical marker, located in Veterans Park in the Village of Hortonville.
 - There are no museums in the Village of Hortonville.
 - The Hortonville Historical Society contains archival collections focusing on the social, economic, agricultural and industrial history of Hortonville, Wisconsin.
 - On August 11, 1894, with a population of 813, Hortonville was incorporated as a Village.

GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for the Agricultural, Natural and Cultural Resources element are provided in Chapter 2: Plan Framework.

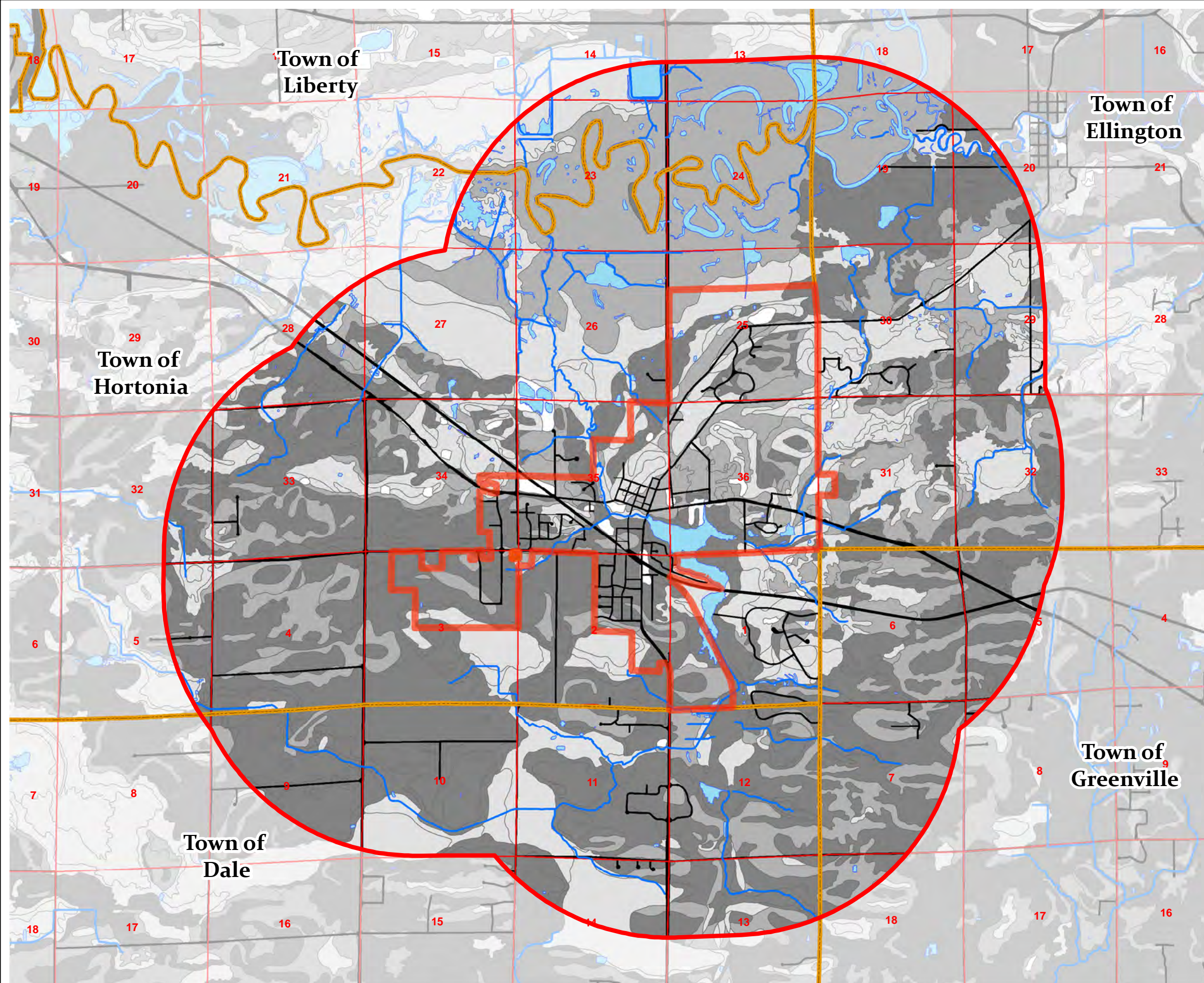
POLICIES AND PROGRAMS

Policies and programs related to the Agricultural, Natural and Cultural resources element can be found in Appendix E.

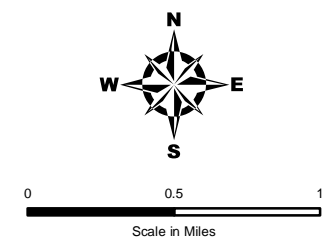
Exhibit 10-1

Village of Hortonville

Important Farmland Classification









- Class I, II
- Class III
- Class IV, V, VI, VII, VIII
- No Rating
- Water Body
- 1.5 Mile Buffer
- Right of Way



Source:
Soils Data provided by USDA 2003
Digital Base Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Exhibit 10-2 Village of Hortonville Soil Limitations For On-Site Waste Disposal

-  High Suitability
-  Moderate Suitability
-  Limited Suitability
-  No Rating
-  1.5 Mile Buffer
-  Water



0 0.5 1
Scale in Miles

Source:
Soil Data Provided by USDA, 2003
Digital Base Provided by Outagamie County, 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-
APRIL 17, 2014

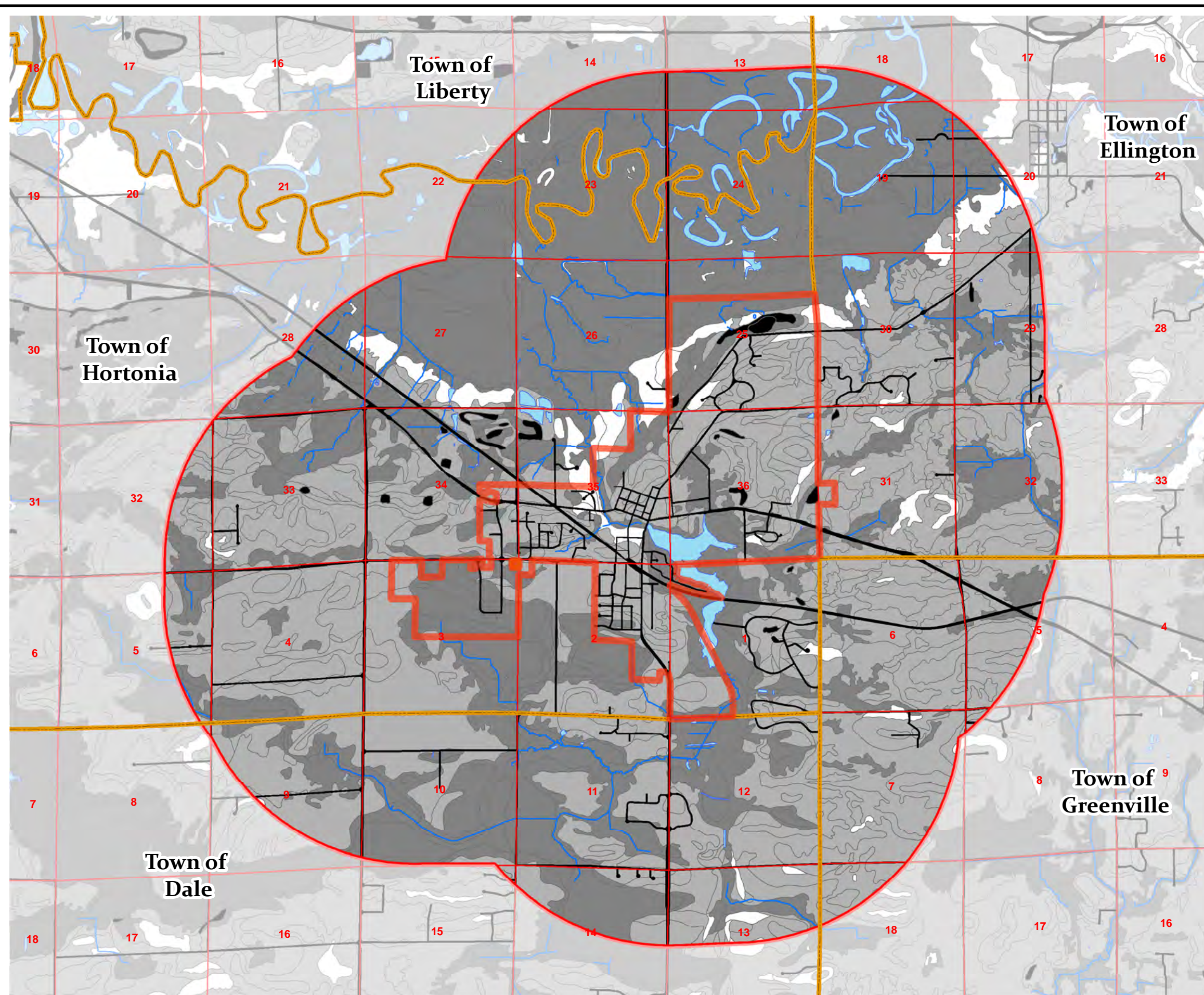
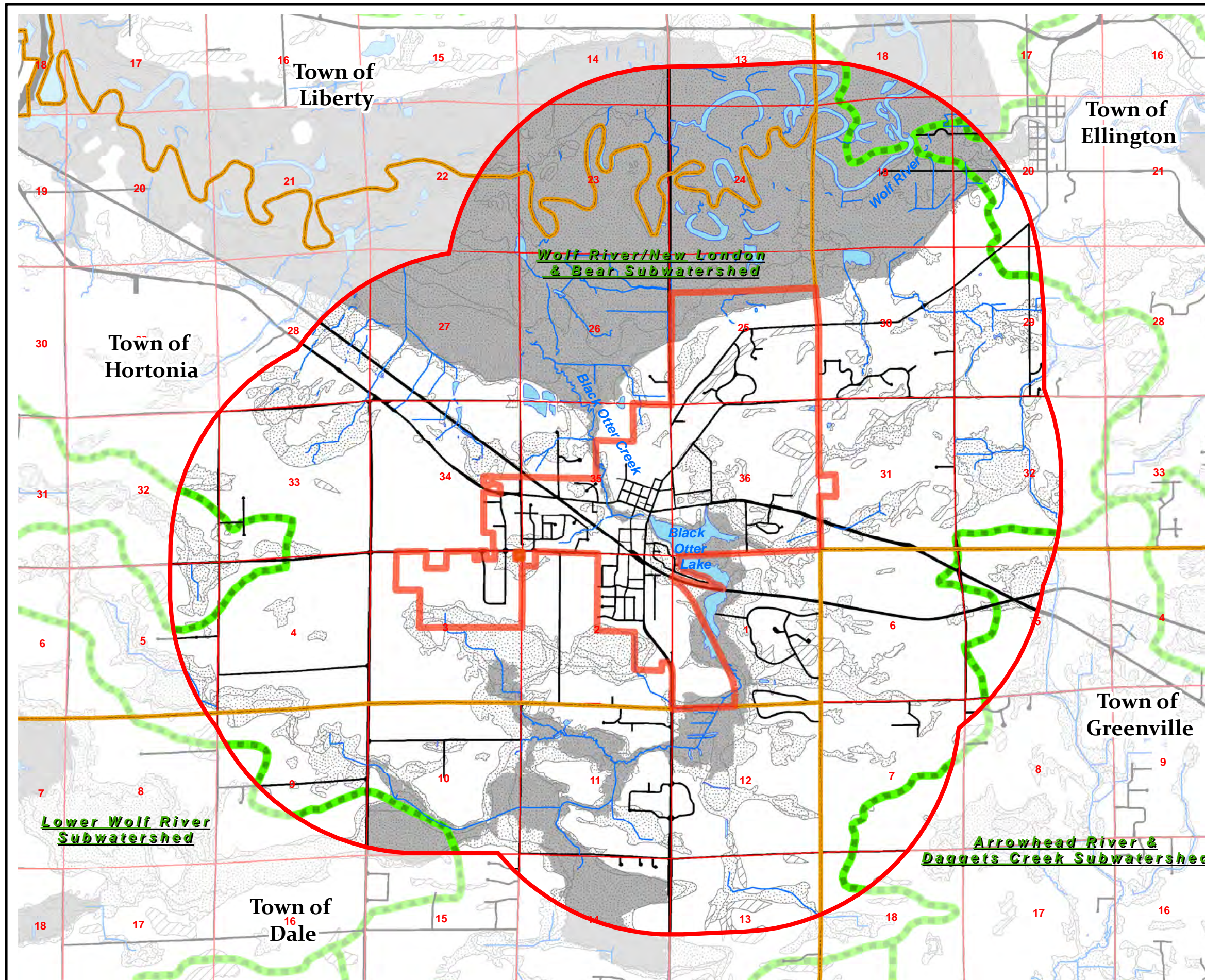
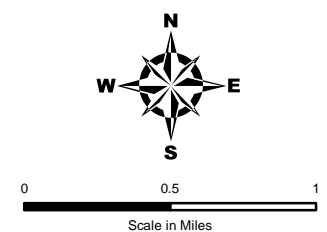


Exhibit 10-3 Village of Hortonville Environmental Features 1



- Sub-Watershed Boundary
- High Ground Water - Less than 2 Feet
- Steep Slope - Greater than 12%
- 100 Year Floodplain
- Water
- Right of Way
- 1.5 Mile Buffer



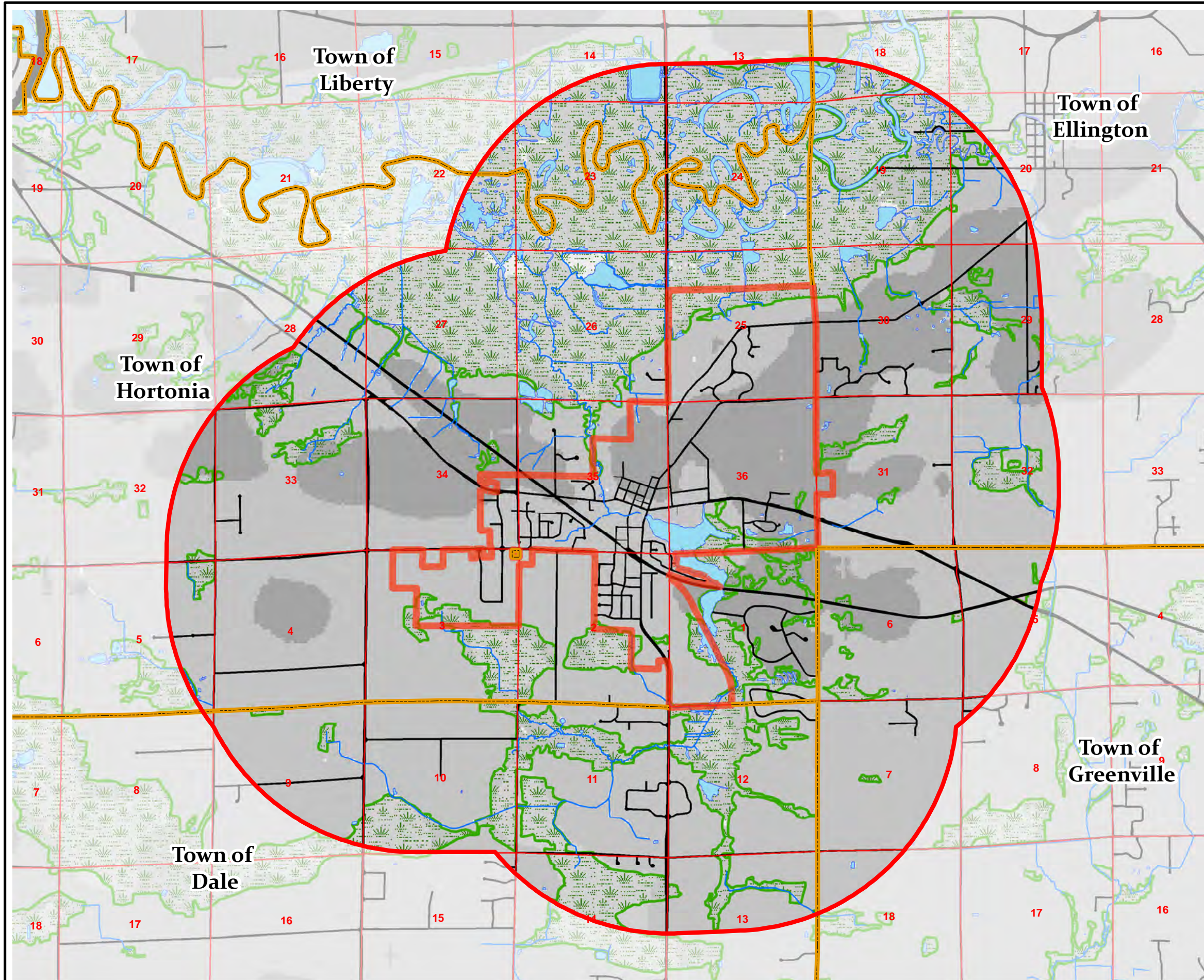
Source:
Digital Base Data Provided by Outagamie County 2010
Watershed data provided by WDNR 2006
Soils data provided by USDA 2003
Floodplain data provided by FEMA 2010










This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

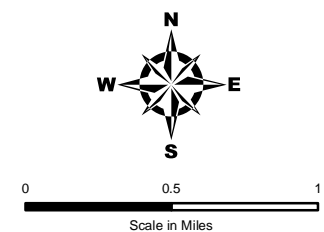
Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION
APRIL 17, 2014



Exhibit 10-4 Village of Hortonville Environmental Features 2



-  Wetlands
-  Low Water Recharge Potential (0" - 2" per year)
-  Medium Water Recharge Potential (2" - 4" per year)
-  High Water Recharge Potential (4" - 8" per year)
-  Very High Water Recharge Potential (> 8" per year)
-  No Water Recharge Potential
-  1.5 Mile Buffer
-  Right of Way
-  Surface Water



Source:
Groundwater Recharge Potential provided by "Groundwater recharge in Calumet, Outagamie, and Winnebago Counties, Wisconsin, estimated by a GIS-based water-balance model July 27, 2011
Digital Base Data Provided by Outagamie County 2010
Wetlands Data Provided by WDNR 2006

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.



CHAPTER 11

Intergovernmental Cooperation

CHAPTER 11: INTERGOVERNMENTAL COOPERATION

TABLE OF CONTENTS

Introduction	11-1
Inventory and Analysis	11-1
Governmental Units and Relationships to the Village of Hortonville.....	11-1
Adjacent Communities.....	11-1
School Districts.....	11-1
Special Districts and Systems	11-2
Outagamie County.....	11-3
Regional	11-3
State.....	11-3
Key Governmental Cooperation Summary Points	11-4
Goals, Strategies and Recommendations	11-5
Policies and Programs	11-5

Page intentionally left blank.

CHAPTER 11: INTERGOVERNMENTAL COOPERATION

INTRODUCTION

The relationship a municipality has with school districts, neighboring communities, the county, the Regional Planning Commission, the state, and the federal government can impact residents in terms of taxation, planning, service provision, and siting of public facilities. An examination of these relationships and the identification of existing or potential conflicts can help a municipality address these situations in a productive manner.

INVENTORY AND ANALYSIS

Governmental Units and Relationships to the Village of Hortonville

Adjacent Communities

The Village of Hortonville shares its borders with the towns of Greenville, Dale, Hortonville, Liberty and Ellington in Outagamie County. The Village has the power to annex lands and exercise extraterritorial plat review and zoning in the neighboring towns. While the Village uses extraterritorial plat review, it does not exercise extraterritorial zoning. The Village does not have any boundary agreements with the adjacent towns. Currently the Village has a good working relationship with its neighbors.

School Districts

The Village of Hortonville is served by the Hortonville Area School District (HASD), which maintains three school facilities within the Village. These facilities, the Hortonville Elementary School, the Hortonville Middle School and the Hortonville High School are located in close proximity to each other on the eastern edge of the Village. In addition, two schools, the Fox West Academy Charter School (Hortonville Middle School) and the Hortonville Area 4-Year Old Kindergarten Community Collaboration (Hortonville Elementary School) share facilities with existing schools. Furthermore, one private school, Bethlehem Lutheran School is situated in the Village.

While a formal written intergovernmental agreement does not exist between the HASD and the Village of Hortonville, the Village and school district do work together to provide programming for area youth and adults. For example, the HASD utilizes Otter Miller Park and other Village facilities for baseball, while the Village occasionally uses school facilities for recreational programming¹. The Village should also continue to work with the HASD on reducing congestion before and after school and lessening parking and congestion issues near Otter Miller Park. Additional communication and cooperation can be done that will benefit both the school district and the Village. There may be other opportunities to share recreational facilities, utilize existing school facilities for after school meeting space, and work together to coordinate the siting and utilization of new school facilities. Communities, school districts and local businesses can establish agreements to work together on other issues as well. An example may be the establishment of partnerships to construct local buildings (sheds, garages,

¹ Village of Hortonville Comprehensive Plan, 2003.

houses) that not only give students valuable life and work skills but also benefit individuals within the local community. Community service type projects by local students strengthen young peoples' sense of civic engagement and can have lifelong implications. Not only should the Village have an established method of communication with the HASD, but the Village would also benefit by establishing a method of communication with the owners of the one private school, Bethlehem Lutheran.

The Village is served by the Fox Valley Technical College (FVTC). The FVTC main campus is located in the Town of Grand Chute. It occasionally holds adult and continuing education classes in local facilities throughout its coverage area.

Special Districts and Systems

Hortonville-Hortonia Fire and Rescue Department. The Hortonville-Hortonia Fire and Rescue Department is headquartered at 700 West Nye Street in the Village of Hortonville. It provides fire protection, rescue services, and fire inspection services to all areas within the Village, the Town of Hortonia and part of the Town of Liberty. Costs are covered through a funding formula that allocates a portion of general revenues collected from residents of the area served based on equalized valuation.² The department is governed by the Hortonville-Hortonia Fire and Rescue Commission. The Commission is comprised of five elected members: one Village Board member, one Town Board member, one Village resident, one Town resident and one at large member that can be a resident from either the Village or Town. It must obtain Village and Town permission before financing the acquisition of new equipment or facilities. ***The department has mutual aid agreements with all Outagamie County Fire Departments.***

The Hortonville First Responders are part of the Hortonville-Hortonia Fire and Rescue Department and are housed at 700 West Nye Street. They provide rapid response service for victims of illness and injury in the Village of Hortonville and the towns of Hortonia and Liberty. ***First Responders provide back-up as needed for fires and other emergency situations.***

Hortonville Police Department. The Hortonville Police Department is located at 111 South Nash Street in the Village of Hortonville. A police liaison officer works closely with the HASD in the three schools in Hortonville and the two schools in Greenville. Officers are dispatched by the Outagamie County Sheriff's Department to provide service and backup to surrounding towns as needed. Village emergency calls are dispatched through the county as well. ***While the department is part of a countywide mutual aid agreement, it has signed agreements with the City of Seymour, Village of Shiocton, Village of Black Creek, the Oneida Tribe of Indians of Wisconsin and the Town Freedom.***³

Outagamie Waupaca Library System (OWLS). OWLS is one of 17 library systems in the state and is a federation of the public libraries in Outagamie and Waupaca counties. The Village of Hortonville Public Library is a member of OWLS. The purpose of the library system is to coordinate and strengthen services provided by the member libraries. It requests county funds to reimburse member libraries for serving area residents who do not have municipal library service. ***Residents of the system may use any of the public libraries in the two***

² Village of Hortonville Comprehensive Plan, 2003.

³ Chief Michael Sullivan, Hortonville Police Department.

counties. In addition, **OWLS has agreements which allow patrons to use many other public libraries in the state.**⁴

Black Otter Lake Protection and Rehabilitation District. *The Black Otter Lake Protection and Rehabilitation District was originally formed in 1976 to help restore and protect Black Otter Lake.*⁵ Except for the southeastern quadrant (Town of Hortonville), Black Otter Lake lies mostly within the Village of Hortonville. As an important historical and recreational resource, ***the Village works closely with the Lake District and representatives from the Town of Hortonville to protect and improve this resource.*** More recently, the District has been actively pursuing all attempts to make the lake a more user friendly place for recreation.

Hortonville Sewer and Water Utility. *The Hortonville Sewer and Water Utility has a written “Community Water/Wastewater Utility Assistance Agreement” with the Town of Greenville.* The agreement was signed on January 25, 2007, and it is primarily for emergency assistance.

Outagamie County

The Village of Hortonville is located in Outagamie County. ***The Village works with county departments to coordinate road construction and maintenance including snow clearing; recycling; police, fire and emergency dispatch; election and planning assistance.*** Tax bills for properties in the Village are also printed by the county. Although the Village collects property taxes from residents paid in January, the county collects property taxes for the remainder of the year. Village residents have access to county departments and services including senior citizen and other social services, recreational resources, property information, birth and death certificates, and others. The Village and the county continue to maintain open communications with one another that work to foster good working relationships and mutual respect.

Regional

East Central Wisconsin Regional Planning Commission. Outagamie County, and thus the Village of Hortonville, is a member of the East Central Wisconsin Regional Planning Commission (ECWRPC). ***ECWRPC provides planning and technical assistance to counties, communities, businesses, interest groups and individuals within its region.*** These services include environmental management, housing, demographics, economic development, transportation, community facilities (including SSA planning responsibilities), land use, contract planning, and others. ECWRPC has worked with the Village of Hortonville on several projects over the years including the recent trail planning and connections report and the current comprehensive plan update.

State

Wisconsin Department of Natural Resources (WDNR). The WDNR is responsible for the regulation, protection, and sustained management of natural resources within the state. The WDNR operates various programs in water and air quality management, habitat preservation, recreational trail development, and other programs. The WDNR helps local landowners successfully manage their woodlots for wildlife habitat and timber production throughout

⁴ <http://www.owlsweb.info/about/whatisOWLS.asp>

⁵ Black Otter Lake District, <http://blackotterlake.com/Adaptive.html>

Outagamie County. The WDNR also maintains environmental corridors which enhance surface water quality and stream habitat throughout the planning area.

Department of Agriculture, Trade, and Consumer Protection (DATCP). The overall mission of DATCP is multi-fold. The agency oversees programs which ensure the safety and quality of food, fair business practices for buyers and sellers, consumer protection, efficient use of agricultural resources in a quality environment, healthy animal and plant populations, and the vitality of Wisconsin agriculture and commerce. Since agriculture will continue to be an important economic industry within the Village and surrounding area, many of the programs DATCP offers will benefit and help local citizens and businesses.

Wisconsin Department of Transportation (WisDOT). WisDOT deals with issues related to all transportation uses in the planning area. WisDOT evaluates existing transportation infrastructure for bicycle and pedestrian trails as well as assists in planning efforts for future trails. The Village of Hortonville should continue to collaborate with WisDOT to address current and future transportation issues with the STH 15 corridor, and to discuss strategic locations for a “Park and Ride” lot.

KEY INTERGOVERNMENTAL COOPERATION SUMMARY POINTS

- The Village of Hortonville shares its borders with the towns of Greenville, Dale, Hortonville, Liberty and Ellington in Outagamie County.
- The Village of Hortonville is served by the Hortonville Area School District (HASD), which maintains three school facilities within the Village. While a formal written intergovernmental agreement does not exist between the HASD and the Village of Hortonville, the Village and school district do work together to provide programming for area youth and adults.
- The Hortonville-Hortonville Fire and Rescue Department is headquartered at 700 West Nye Street in the Village of Hortonville. The department has mutual aid agreements with all Outagamie County Fire Departments.
- The Hortonville First Responders are part of the Hortonville-Hortonville Fire and Rescue Department and are housed at 700 West Nye Street. First Responders provide back-up as needed for fires and other emergency situations.
- The Hortonville Police Department is located at 111 South Nash Street in the Village of Hortonville. While the department is part of a countywide mutual aid agreement, it has signed agreements with the City of Seymour, Village of Shiocton, Village of Black Creek, the Oneida Tribe of Indians of Wisconsin and the Town of Freedom.
- OWLS is one of 17 library systems in the state and is a federation of the public libraries in Outagamie and Waupaca counties. Residents of the system may use any of the public libraries in the two counties. In addition, OWLS has agreements which allow patrons to use many other public libraries in the state.
- The Black Otter Lake Protection and Rehabilitation District was originally formed in 1976 to help restore and protect Black Otter Lake. The Village works closely with the Lake District and representatives from the Town of Hortonville to protect and improve this resource.
- The Hortonville Sewer and Water Utility has a written “Community Water/Wastewater Utility Assistance Agreement” with the Town of Greenville.

-
- The Village works with county departments to coordinate road construction and maintenance including snow clearing; recycling; police, fire and emergency dispatch; election and planning assistance.
 - ECWRPC provides planning and technical assistance to counties, communities, businesses, interest groups and individuals within its region.

GOALS, STRATEGIES AND RECOMMENDATIONS

The goals, strategies and recommendations for the Intergovernmental Cooperation element are provided in Chapter 2: Plan Framework.

POLICIES AND PROGRAMS

Policies and programs related to the Intergovernmental Cooperation element are found in Appendix E.

Page intentionally left blank.



Appendices



Appendix A

Public Participation Plan

APPENDIX A: PUBLIC PARTICIPATION PLAN

TABLE OF CONTENTS

Public Participation Plan for Comprehensive Planning, Village of Hortonville

Introduction	1
Goals of Public Participation Plan	1
Public Participation Strategy and Methods	1
Timeline	1
Program Oversight.....	2
Notification Methods	2
Written Comments	2
Website and Technology	2
Plan Adoption Procedures	2

Attachments

Attachment A	Project: Village of Hortonville Year 2030 Comprehensive Plan Update	A-1
--------------	---	-----

Page intentionally left blank.

PUBLIC PARTICIPATION PLAN FOR COMPREHENSIVE PLANNING

VILLAGE OF Hortonville

INTRODUCTION

The Village of Hortonville recognizing the need for comprehensive planning in accordance with the Wisconsin “Comprehensive Planning” legislation has created a Comprehensive Plan consistent with Section 66.1001 of Wisconsin Statutes. Consistent with Wisconsin Statutes, the Village will provide updates to its comprehensive plan at a minimum of every ten (10) years. The Village Board of Trustees or its appointed designee administers the Public Participation Plan.

In order to facilitate public knowledge and involvement in the Comprehensive Planning process the Village of Hortonville has prepared the following public participation plan. The plan was prepared in conformance with Section 66.1001(4)(a) of Wisconsin Statutes which states: “The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

GOALS OF PUBLIC PARTICIPATION PLAN

The major goals of the public participation plan are as follows:

- Provide a range of opportunities and venues for the residents of the Village of Hortonville to participate in the Comprehensive Planning Process.
- Meet the standards set forth in Section 66.1001(4)(a), Wisconsin Statutes.
- Establish a formalized and recorded framework for public participation.
- Work with the Village of Hortonville Board of Trustees or its appointed designee and the Village Planning and Zoning Commission to create a thorough plan that can implement the goals and vision of the Village.

PUBLIC PARTICIPATION STRATEGY AND METHODS

The public participation strategy provides a timeline, outlines notification methods and identifies how to submit written comments.

Timeline

The project timeline is project specific. It provides an approximate timeframe and a description of the key events and opportunities for public participation. See Attachment A.

Program Oversight

The Village Board of Trustees or its appointed designee shall work with the Planning and Zoning Commission to develop a comprehensive plan and/or update to the existing comprehensive plan. Local residents and interested parties are encouraged to attend and provide input at Planning and Zoning Commission meetings throughout the comprehensive planning process. Once the draft plan is complete, the Planning and Zoning Commission shall recommend adoption of the plan to the Village Board of Trustees.

Notification Methods

All meetings on the comprehensive plan and/or amendment shall be open to the public and the Village of Hortonville shall post a notice of all meetings in accordance with Chapter 985.02(2) of the Wisconsin Statutes. A meeting agenda shall be posted at the Village Administration Office, as well as on the posting board on West Main Street and the Village Police Department at 111 S. Nash Street. Press releases will be provided at key points in the planning process. Notice of the comprehensive planning process will be sent to owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract non-metallic mineral resources in or on a property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan and/or amendment (Chapter 66.1001 (4)(a) of the Wisconsin State Statutes). Notification to these individuals will be sent at the beginning of the process and during public comment and review prior to the plan adoption.

Written Comments

Written comments will be collected both electronically and on paper throughout the comprehensive planning process. Electronic comments should be submitted via the Village of Hortonville's webpage (<http://www.hortonvillewi.org/>) unless otherwise specified in Attachment A. Written comments should be directed to the Village Administrator at P.O. Box 99, Hortonville, WI 54944-0099 or emailed to admin@VOHortonville.com. Copies of the comments will be routed to the Village of Hortonville's Planning and Zoning Commission Chair, Village of Hortonville President and project consultant (if utilized). The Village Administrator will respond to the written comments by acknowledging receipt of the document and that the comments have been shared with those noted above for consideration in the final plan.

Website and Technology

The planning process will utilize the Village of Hortonville's website, unless otherwise specified in Attachment A. The Village of Hortonville's website will contain all documents and maps produced as part of the Comprehensive Planning process. The website will also contain meeting notices, progress reports of the comprehensive planning status and a calendar of comprehensive plan events.

PLAN ADOPTION PROCEDURES

A draft plan and/or amendment, when complete, shall be available at the Hortonville Public Library, the Village Administration office **and on the Village of Hortonville's website**. At least 30 days before the public hearing, written notice of when and where the comprehensive plan can

be inspected and how a copy of the plan can be obtained shall be sent to all of the following as specified in Chapter 66.1001(4) of the Wisconsin Statutes: An operator who has registered, obtained, made application for or received a permit for a non-metallic mining deposit; Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests in writing that the local governmental unit provide the property owner or leaseholder notice of the hearing; and A political subdivision shall maintain a list of persons who submit a written request to receive notice of any proposed ordinance, for the adoption of a comprehensive plan or amendment, that affects the allowable use of the property owned by the person. Written notice and the proposed ordinance shall be provided, either by mail or in any reasonable form that is agreed to by the person and the political subdivision. The political subdivision may charge each person on the list who receives a notice a fee that does not exceed the approximate cost of providing the notice to the person. Additionally, written notice shall be sent to every governmental body that is located in whole or part within the boundaries of the Village of Hortonville and the clerk of every local governmental unit that is adjacent to the Village of Hortonville.

The Village will publish a class one notice at least 30 days prior to the public hearing. The notice shall include the date, time, and place of the public hearing; a summary, which may include a map, of the comprehensive plan or amendment to such a plan; the name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance; information relating to where and when the comprehensive plan or amendment to such a plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

The Village of Hortonville Planning and Zoning Commission will adopt a resolution to recommend the draft plan and/or amendment to the Village Board, after the public hearing. A public hearing will be held in accordance with Wisconsin Statutes 66.1001(4)(d) prior to Village Board approval of the comprehensive plan and/or amendment. Subsequent to the public hearing and on the recommendation from the Planning and Zoning Commission, the Village Board shall enact an ordinance adopting the Village of Hortonville Comprehensive Plan and/or amendment. The Village of Hortonville shall send one copy of the adopted comprehensive plan, or an amendment of the plan to all of the following: every governmental body that is located in whole or part within the boundaries of the Village of Hortonville, the clerk of every local governmental unit that is adjacent to the Village of Hortonville, the Wisconsin Department of Administration, East Central Wisconsin Regional Planning Commission and the local public libraries serving the Village of Hortonville.

Attachment A

PROJECT: VILLAGE OF HORTONVILLE YEAR 2030 COMPREHENSIVE PLAN UPDATE

Phase	Timeframe (Approximate)	Description/Key Events
Organization	February – March, 2013	<ul style="list-style-type: none">• Creation & Adoption of Public Participation Plan• Establishment of Comprehensive Plan Update Webpage
Plan Kickoff Meeting & Visioning	March – May, 2013	<ul style="list-style-type: none">• Information article in <i>Village Voice</i>• Kickoff Meeting with the Hortonville Planning and Zoning Commission• Neighborhood Focus Group Session
Inventory/Analysis & Issue Identification	February – July, 2013	<ul style="list-style-type: none">• Update inventory of the physical, social, and economic resources of the Village• Development of background maps• Review Focus Group results• Identify and prioritize issues (needs) and opportunities• Meet with Hortonville Planning and Zoning Commission
Plan/Goal Alternative Development	July – September, 2013	<ul style="list-style-type: none">• Develop Plan alternatives and draft goals, strategies and recommendations• Meet with Hortonville Planning and Zoning Commission

Plan Implementation	October – November, 2013	<ul style="list-style-type: none"> • Develop final plan, strategies and recommendations • Create specific techniques, programs, and activities to meet community needs as they relate to broader jurisdictional planning issues • Meet with Hortonville Planning and Zoning Commission
Plan Review, Public Hearing & Adoption	November, 2013 – January, 2014	<ul style="list-style-type: none"> • Develop draft comprehensive plan document • Meet with Hortonville Planning and Zoning Commission • Develop press release • Publish 30 day public notice • Hold Public Informational Meeting • Hold Public hearing • Hortonville Planning and Zoning Commission recommendation of comprehensive plan amendment • Village of Hortonville adoption of comprehensive plan amendment by ordinance
Plan Printing & Distribution Activities	February, 2014	<ul style="list-style-type: none"> • Plan printing and delivery

Planning Approach

An update of all factual information contained within the existing Village of Hortonville Comprehensive Plan adopted in August, 2003 will be completed. This information will be shared with community leaders and the general public to ensure that the updated comprehensive plan is current and well-connected to short and long term trends and challenges.

Public participation and engagement will be generally sought in two basic forms:

- 1) traditional, yet well publicized, public comment opportunities will be provided at regular Planning and Zoning Commission and Village Board meetings during the process, and;
- 2) through the hosting of four **'neighborhood' focus groups (as part of a single event)** which will assist in providing input and direction for community and neighborhood level physical improvements and changes that will be required to meet the established land use vision. (Described in more detail below)

At the end of the comprehensive planning process, a single public informational meeting will be held to provide the community an opportunity to ask questions and comment on the draft comprehensive plan amendment.

Community-Wide Planning Workshop/Neighborhood Focus Groups

A large community-wide planning event will be held in the late spring of 2013 to evaluate a number of issue areas within the general framework of the comprehensive plan and in the **context of the 'neighborhood'**. This event will include a review and summary of standard plan element inventories and conclusions, as well as a list of known issues and accomplishments from the current comprehensive plan adopted in 2003. The focus groups will be used to identify specific neighborhood improvements and changes that will be used to maintain or enhance the specific planning topic areas including: livability and quality of life, multi-modal transportation and mobility, recreation and health, housing and changing markets, community services, economic development, environmental qualities and functions and adjacent developing areas.



Appendix B

Community and Neighborhood

Visioning Workshop

APPENDIX B: COMMUNITY AND NEIGHBORHOOD VISIONING WORKSHOP

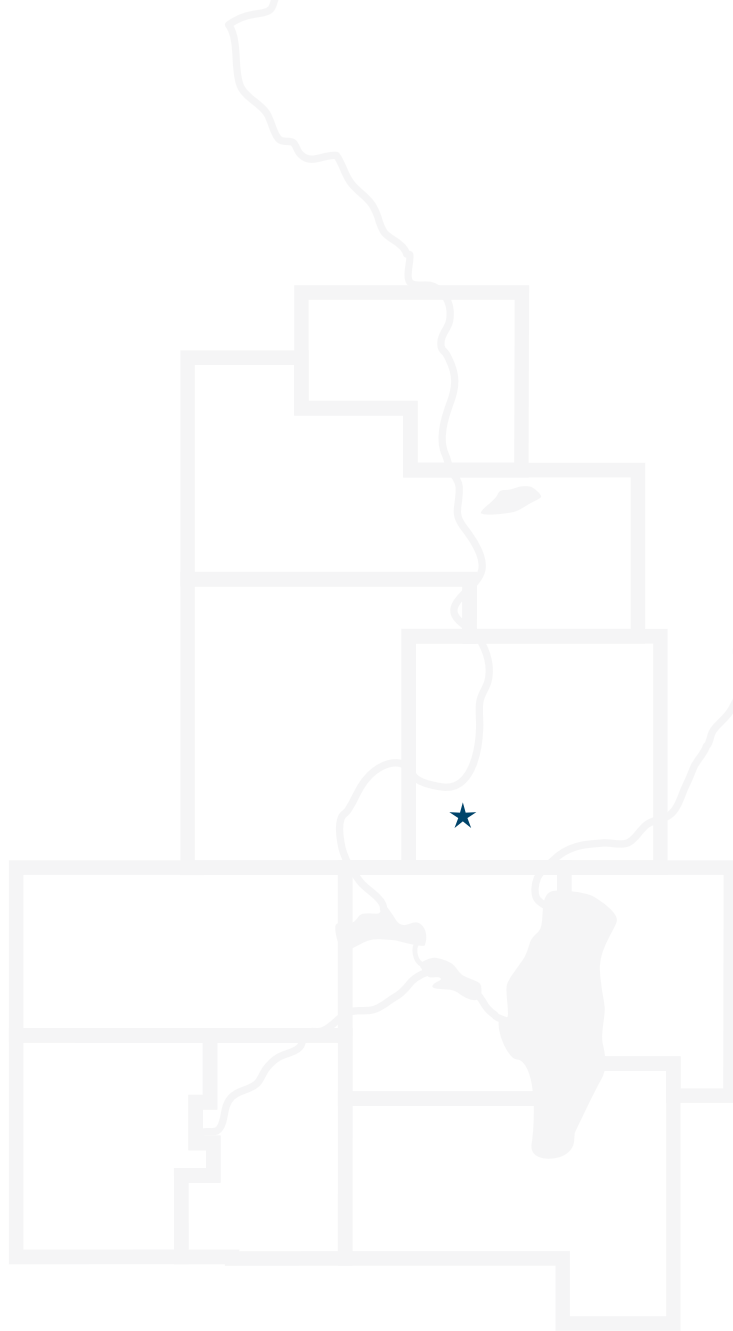
TABLE OF CONTENTS

Hortonville Community and Neighborhood Visioning Workshop	1
---	---

Page intentionally left blank.

Hortonville Community & Neighborhood Visioning Workshop

May 4, 2013
Grand View Golf Club, Hortonville



East Central Wisconsin
Regional Planning Commission

ECWRPC

Calumet • Menominee • Outagamie • Shawano • Waupaca • Waushara • Winnebago

June 2013

Hortonville Community & Neighborhood Visioning Workshop

June 2013

Prepared by the
East Central Wisconsin Regional Planning Commission

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Robert Hermes, Chair
Donna Kalata, Vice-Chair
Eric Fowle, Secretary-Treasurer

COMMISSION MEMBERS - 2013/2014

CALUMET COUNTY

Bill Barribeau
Pat Laughrin
Merlin Gentz

WAUPACA COUNTY

Dick Koeppen
Gary Barrington
Brian Smith
DuWayne Federwitz

MENOMINEE COUNTY

Muriel Bzdawka
(Jeremy Johnson, Alt.)
Ruth M. Winter
Robert Hermes, Chair

WAUSHARA COUNTY

Donna Kalata
Larry Timm
Neal Strehlow

OUTAGAMIE COUNTY

Tom Nelson
Judy Schuette
Tim Hanna
Carl Anthony
Kevin Sturn
Michael Thomas

WINNEBAGO COUNTY

Mark Harris
David Albrecht
Ernie Bellin
Burk Tower
(Mark Rohloff, Alt)
Jim Erdman
Ken Robl

SHAWANO COUNTY

Jerry Erdmann
Ken Capelle
Marshal Giese

Village Board

Andrew Gitter, President

Jeff Fassbender, Trustee

Al Habeck, Trustee

Traci Martens, Trustee

Kelly Schleif, Trustee

Jeff Schuh, Trustee

Dawn Vollbrecht, Trustee

Village of Hortonville Planning and Zoning Commission Members

Andrew Gitter, Village President

Kelly Schleif, Village Trustee

Edward Heyes

Richard Gruenewald

Warren Mueller

Kenneth Gassner

Dale Walker

Roger Retzlaff

Ex Officio Commission Members for Comprehensive Planning

Tori Mann

Gerald Blink

Terry Ellenbecker

Abstract

Title: Hortonville Community & Neighborhood Visioning Workshop

Authors: Kathleen Thunes, P.E., Principal Planner

Subject: Results from the Village of Hortonville, Outagamie County
Community Visioning Workshop

Date: June 2013

Local Planning Agency: East Central Wisconsin Regional Planning Commission

Source of Copies: Village of Hortonville
118 N. Mill St.
PO Box 99
Hortonville, WI 54944-0099
920-779-6011
www.hortonvillewi.org

This report describes the results from the Village of Hortonville Community Visioning Workshop.

TABLE OF CONTENTS

Process	1
Purpose and Goals	2
Summary of Findings	2
Community Assets	2
Barriers to Connectivity/Mobility	2
Neighborhood Improvements	3
Downtown Revitalization	3
Exercises	4
Exercise 1: Community Identity, Neighborhood Definition and Sense of Place	4
Results	4
Community Assets	4
Neighborhood Boundaries	6
Exercise 2: Community Connections - Barriers to Connectivity/Mobility	6
Results	7
Pedestrian and Bicycling Routes	7
Barriers to Connectivity/Mobility	8
Exercise 2b: Visual Preference Survey "Places for Cars"	9
Exercise 1 and 2: Community-Wide Concerns, Ideas, Issues	13
Exercise 3: Neighborhood Improvements	13
Results	14
Exercise 4: Downtown Revitalization	15
Results	15
Exercise 5: New Development	17
Results	18
Mapping Exercise	18
Design Preference Survey	18
Residential Types	18
Retail/Commercial Types	21
Employment Types	23

FIGURE

Figure 1	1
----------------	---

EXHIBITS

Exhibit 1. Community Assets	26
Exhibit 2. Neighborhoods – Composite	28
Exhibit 2A. Neighborhoods - Group 1	30
Exhibit 2B. Neighborhoods – Group 2	32
Exhibit 2C. Neighborhoods – Group 3	34
Exhibit 2D. Neighborhoods – Group 4	36
Exhibit 3. Pedestrian and Bicycling Routes	38
Exhibit 4. Barriers	40
Exhibit 5. Neighborhood Improvements	42
Exhibit 6. Future Development	44

APPENDIX

PROCESS

A visioning workshop was held on Saturday, May 4, 2013 at the Grand View Golf Club in the Village of Hortonville (Neighborhood Workshop Brochure, Appendix Page A-1). It was developed and held in close consultation with Village staff/officials, as their cooperation and support was key to the effectiveness of the event. Twenty-four people participated in the two hour workshop (Sign-in Sheet, Appendix Page A-3). Participants were divided into four groups based on which quadrant of the Village they resided in. Prior to the workshop, the Village was divided into the following quadrants (Figure 1):

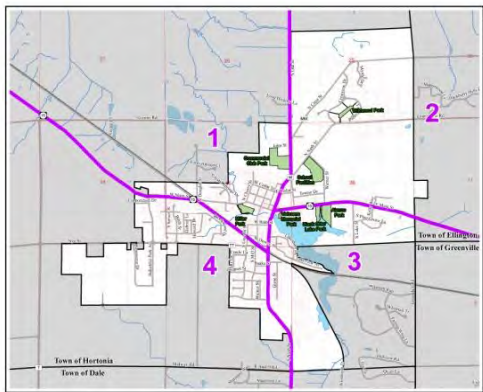


Figure 1

- Quadrant 1: Group 1 - Northwest portion of the Village, bordered on the south by West Main Street (STH 15), the Canadian National Railroad and the Wiouwash Trail, and the east by North Nash Street (CTH M);
- Quadrant 2: Group 2 - Northeast portion of the Village, bordered on the south by East Main Street (STH 15) and the west by North Nash Street (CTH M);
- Quadrant 3: Group 3 - Southeast portion of the Village, bordered on the north by East Main Street (STH 15) and the west by South Nash Street (CTH M); and
- Quadrant 4: Southwest portion of portion of the Village, bordered on the north by the West Main Street (STH 15), the Canadian National Railroad and the Wiouwash Trail, and on the east by S. Nash Street.

The workshop was divided into three main components: 1) background of comprehensive planning and project approach; 2) presentation of key facts and findings, as well as regional context; and 3) active audience participation through interactive group exercises.

A series of five interactive group exercises were completed, each exercise was preceded by a short presentation. Input was sought on the following concepts: Community and Neighborhood Definition; Community Connections; Neighborhood Improvements; Downtown Revitalization; and New Development.



PURPOSE AND GOALS

The purpose of the workshop was to explore broad community and neighborhood level issues and opportunities in order to derive feedback from participants. Information gleaned from the workshop will be used to help guide future development and re-development opportunities in a manner that is beneficial for residents, businesses, property owners and the greater Hortonville community.

Four goals were identified and included:

1. Foster a positive, collaborative, community driven process for the Comprehensive Plan.
2. Cultivate a creative future outlook that **capitalizes on the Village's context within** the broader Fox Cities region.
3. Seek opportunities to connect and improve various neighborhoods and strengthen the downtown area.
4. Encourage the development of creative, catalytic new neighborhoods as we accommodate new development.

SUMMARY OF FINDINGS

Community Assets

Community assets contribute to **the Village of Hortonville's identity**. Numerous assets were recognized, assets identified by three or more of the groups are listed below:

- Industrial parks on the Village's west side
- Charlie's Drive-In Restaurant
- Black Otter Lake and Fishing Pier
- Otto Miller Athletic Field
- Grand View Golf Club/Course
- Wiouwash Trail
- Alonzo Park and Boat Landing
- Commercial Club Park
- Public School Campus Area



Alonzo Park

Barriers to Connectivity/Mobility

Barriers are restrictive or limiting. Many barriers were recognized; the following were identified by two or more groups:

- Congestion at the corner of West Main and Nash streets
- Access to East Main Street in the area of Kelly Way

-
- Limited parking on West Main Street in the downtown area
 - Right turns onto Warner Street from East Main Street
 - Congestion at the corner of North Nash Street and Warner Street
 - Blind exit from the Police Department/Library parking lot onto South Nash Street
 - Congestion due to school traffic at the corner of Warner Street and Towne Drive
 - Limited parking near **Bob and Geri's Black Otter Supper Club**
 - Dead end at the Wiouwash Trailhead

Neighborhood Improvements

Neighborhood improvements assist in maintaining or enhancing aesthetics, quality of life and/or services. While these items were addressed at the neighborhood level, some improvements along common boundaries were identified by two or more groups. The following improvements were recognized by two groups:

- Addressing the dilapidated house on West Main Street between Spruce Street and Douglas Street
- Addressing the parking and congestion issue on John Street during sporting events
- Addressing the former canning factory on South Lincoln Street
- Providing a park on the southwest side of the Village
- Providing additional senior housing

Downtown Revitalization

What is missing from the downtown, what improvements should be considered and what existing features should be preserved as Hortonville changes and grows.

- **Types of businesses, product lines or services lacking within the downtown/village include:**
 - Housing, both elderly and upscale
 - Retail Stores, especially a hardware store and pharmacy
 - Grocery Store, possibly specialty such as natural or meat
 - Restaurant, especially an additional fast food chain
 - Lodging, such as a hotel
 - Entertainment, such a movie theater
 - Other, such as a library book drop
- **Physical improvements to make the downtown more inviting and attractive include:**
 - Building improvements, such as restoring building facades

- Pedestrian improvements, such as providing seating areas, and designated areas to walk
- Bicycling improvements, such as providing designated bike lanes
- Retail improvements, such as adding more store
- Transportation improvements, such as increasing parking
- Recreational improvements, such as adding a new park
- Other improvements include the addition of a town square and updating the downtown with trees and other vegetation

• **Downtown buildings and landscape that need to be preserved include:**

- Buildings such as the community hall, Horton Inn and the historic character of the downtown area
- Retail, walkability
- Transportation, preserve existing parking
- Recreation, the existing parks



Community Hall

EXERCISES

Exercise 1: Community Identity, Neighborhood Definition and Sense of Place.

Participants were asked to define their community and neighborhood or “sense of place”. In order to complete this exercise, they were invited to indicate their home or residence on the map. Utilizing the maps provided, they were then requested to identify **community assets that contribute to Hortonville’s identity**. Finally they were asked to define their neighborhood or areas of influence.

“Sense of Place”

A characteristic that some geographic places have and some do not. A feeling or perception held by people (not by the place itself). Often used in relation to those characteristics that make a place special or unique, as well as to those that foster a sense of authentic human attachment and belonging.

Results

Community Assets

Many of the community assets were identified by all four groups (Exhibit 1, Appendix Exercise 1: Tables 1a-e). For the purpose of this exercise, community assets were categorized into five

separate categories: community facilities, commercial/industrial, recreational/natural resources, historic/cultural resources and education. Over half of the assets that were identified by participants were recreational/natural resource based. Commercial/industrial assets accounted for approximately a third.



Hortonville-Hortonia FD

Community Facilities: Two of the groups identified the Hortonville-Hortonia Fire District, whose headquarters in the Village as an asset; other assets included the Hortonville Police Department, the public library and the new Village municipal building.

Commercial/Industrial: All four groups recognized the industrial parks on the Village's west side as a community asset. Other popular assets included **Charlie's Drive-In Restaurant** and **Bob and Geri's Black Otter Supper Club**. Kwik Trip, DQ (Dairy Queen) Chill and Grill Restaurant, **Gilbert's Super Value** and downtown businesses are additional assets that were identified.



Charlie's Drive-In Restaurant



Black Otter Lake

Recreational/Natural Resources: Recreational and natural resources was clearly a winning asset by all groups. All four groups reached a consensus on Black Otter Lake and Fishing Pier, Otto Miller Athletic Field, Grand View Golf Club/Course, and the Wiouwash Trail. Village parks were also considered a valuable asset by participants. Three of the groups specifically named Alonzo Park and Boat Landing and Commercial Club Park as an asset. Other assets included all parks, Miller Park, Veterans Park, boat landing/river and green space.

Historic/Cultural Resources: Two groups considered the Community Hall, a valuable asset, while one group felt that all churches should be included in the list.

Education: All four groups selected the school campus area, which includes the Hortonville Elementary, Middle and High Schools. Though, two of the groups specified schools (in general) as a community asset.



Hortonville High School

Neighborhood Boundaries

Participants looked at the entire Village, when deciding how to distinguish individual neighborhoods. Most people broke the Village into small areas and based decisions on such items as new developments versus older established areas. In some instances natural barriers such as Main and Nash Street, the Canadian National Railroad, the Wiouwash Trail and Black Otter Lake influenced decisions.

Groups A, B and C identified 10 neighborhoods within the Village, not all neighborhoods were contiguous, nor were the boundaries the same (Exhibit 2A, 2B and 2C). Group D recognized 8 neighborhoods, similar to the other 3 groups, not all neighborhoods were contiguous. All groups used the Wiouwash Trail as a natural border; two groups (1 & 3) identified three neighborhoods south of trail, utilizing Nash Street as a natural barrier. The other two groups (2 & 4) recognized only two neighborhoods. All groups recognized the Pine Grove Lane area on **the Village's eastside as a neighborhood, though the boundaries varied. Again all four groups** felt that the northern portion of the Village was also a distinct neighborhood, but differed on the identified boundaries. A summary of the neighborhoods, determined by the groups, are illustrated on Exhibit 2 (composite) and Exhibits 2A-2D (individual groups).

Exercise 2: Community Connections Barriers to Connectivity/Mobility

To look at community connections participants were asked to illustrate how they traveled from their place of residence to one of the community assets. Modes of travel encompassed motor vehicle, bicycle, walking and snowmobiles. Next participants were asked to identify barriers to travel such as inappropriate/unsafe speed limits, long waits for traffic, dangerous intersections and infrastructure needs (turn lanes, signage, sewer, water, parking, pedestrian or bicycle crossings, bike lanes, etc.). Finally, a visual preference exercise was performed to gain information about how new connections might

Connectivity

"The quality or condition of being connected or connective."

look as the Village continues to develop. People were asked to look at a series of 10 images and rank them on appropriateness in the Village of Hortonville on a scale of -5 (poor) to 5 (good). Space was also provided for comments.

Results

Pedestrian and Bicycling Routes

Exhibit 3 illustrates pedestrian and bicycling routes that were identified by participants. For the purpose of this report, pedestrian and bicycle routes were broken down into two categories: Major (streets utilized by others to get to a community asset) and neighborhood streets (street more likely used by people living in the specific area).

Major pedestrian routes:

- North Cress Street;
- North/South Nash Street from North Crest Street to Nye Street;
- Nye Street from South Nash Street to Commercial Drive;
- Lakeshore Drive;
- Lakeview Avenue to Wiouwash Trail;
- Dewey Street;
- South Mill Street;
- West Main Street from Mill Street to North Pine Street;
- North Olk Street;
- John Street (destination); and
- Warner Street.

Neighborhood streets used by pedestrians:

- Brookwood Drive;
- Emily Way;
- Hickory Street;
- Birch Street;
- South Lincoln Street; and
- Greenbriar Drive.

Bicycle routes followed similar routes. Major bicycle routes include:

- John Street (destination);
- North and South Nash Streets and the connection to the Wiouwash Trail via Lakeshore Drive and Lakeview Avenue;
- Nye Street; and
- North Olk Street.

Neighborhood streets used by bicyclists include;

- South Mill Street;
- Lincoln Street;
- Jacquot Street; and
- Honeysuckle Drive.

Barriers to Connectivity/Mobility

Many of the same barriers to connectivity/mobility were identified by multiple groups (Exhibit 4, Appendix Exercise 2 Tables 2a-e). For the purpose of this exercise, barriers were categorized by street: Main Street, Nash Street, Nye Street, Warner Street, Crest Street, Olk Street, Lakeshore Drive, John Street and Other. It should be noted that groups identified barriers through the placement of dots on the map. Sidewalks have been identified on the maps as a line, however it should be recognized that the extent of the needed sidewalk may not exactly illustrate where sidewalks are desired.

Main Street: More barriers to mobility were identified on Main Street, than anywhere else in the Village. In all, 12 barriers were singled out and essentially spanned the entire major thoroughfare from west to east. Three groups identified congestion at the corner of West Main and Nash streets as a barrier, while all four groups stated that access to East Main Street in the area of Kelly Way was an issue. The other barriers identified by multiple groups included the lack of parking in the downtown area and traffic problems near the school campus (Warner Street). Congestion/traffic problems were reported on West Main Street near N. Douglas Street and Pine Street. The lack of sidewalks on both the west and east sides of the Village were also identified. One group identified a building blocking the vision corner at an intersection in the downtown area.

Nash Street: The second highest number of barriers to mobility was identified on Nash Street. Congestion caused by school traffic at Warner Street was identified by two of the groups, while the third was concerned about how the new municipal center would affect the existing traffic problem in the area. Parking was a concern of two of the groups near the Black Otter Supper Club, while two groups also mentioned the dangerous exit from the Police Department and library parking lots. The lack of sidewalks and bicycling trail was a concern on South Nash Street by two of the groups. Finally one group felt that the Nash and Olk Street intersection was strange.

Crest Street: The lack of sidewalks reported as a barrier on North Crest Street most likely relates to the previous activity that identified the street as a location where people walked.

John Street: One group mentioned that traffic and driving down John Street was a barrier during baseball games.

Lakeshore Drive: Lakeshore Drive is one route used by people to access the Wiouwash Trail, therefore the lack of sidewalks along this route was identified as a barrier.

Nye Street: Two barriers were reported on Nye Street, the lack of sidewalks and bicycle trail and congestion/blind spot at the Hortonville-Hortonia Fire District headquarters.

Olk Street: The lack of sidewalks was identified as a barrier on North Olk Street in the John Street/North Crest Street area.

Warner Street: The Warner Street and Towne Drive intersection was identified as a barrier due to congestion before and after school.

Other: The Wiouwash Trail head dead end was recognized by two the groups as a barrier. Another barrier was the lack of parking near the dock on Black Otter Lake.

Exercise 2b: Visual Preference Survey “Places for Cars”

Below is a series of 10 images that participants ranked from -5 (poor) to 5 (good) (Appendix - Visual Preference Survey pages A-17 to A-36). Image 4 received the highest ranking of the 10, while image 1 received the most unfavorable ranking. The average rankings and summary of the comments are indicated below each image.

Exercise #2b– “Places for Cars”

1

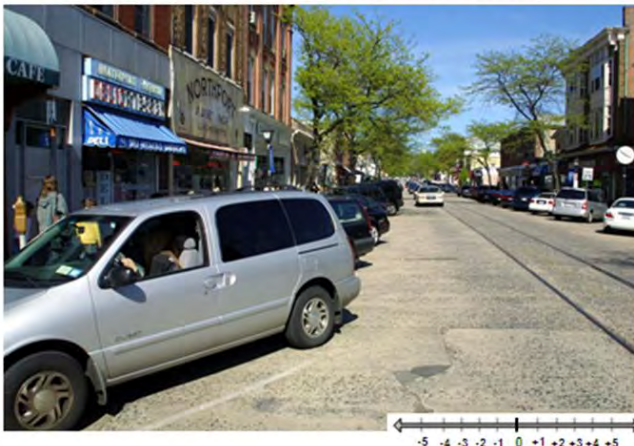


Image 1: Average Ranking = -2.14

Summary of Comments: Participants commented on the narrowness of the street and sidewalk, congestion, crowded, tight and a dislike of angled parking.

Exercise #2b- “Places for Cars”

2



Image 2: Average Ranking: -1.09

Summary of Comments: Participants commented on the narrow street, parking on both sides of the road, darkness and poor visibility and emergency service problems. However a few commented favorable on the trees and sidewalks and thought it looked pretty and quaint.

Exercise #2b- “Places for Cars”

3



Image 3: Average Ranking: 0.18

Summary of Comments: Participants had both positive and negative comments regarding this type of land use. Positives centered on the available off-street parking. Negatives addressed the visual plainness/aesthetics, lack of character and vegetation, no signage for parking, proximity of buildings to road, and not enough space for kids.

Exercise #2b- “Places for Cars”

4



Image 4: Average Ranking: 1.14

Summary of Comments: Participants remarked on the pedestrian and bike infrastructure; many liking or noting the infrastructure, while others raising concerns about the median by the **crosswalk blocking drivers' view** or that the bike lanes had to be crossed by traffic. The lack of signage was noted by two people.

Exercise #2b- "Places for Cars"

5



Image 5: Average Ranking: -0.68

Summary of Comments: Participants remarked unfavorable on this type of land use. Comments addressed the lack of curb and gutter, no sidewalks or walking path, no landscaping, mailboxes too close to the road, lack of parking, no bike lanes and no center lane.

Exercise #2b- "Places for Cars"

6



Image 6: Average Ranking = -0.5

Summary of Comments: Responses from participants varied from great for vehicle movement, okay when done right, and well lit to bad idea, hate/dislike roundabouts, unsafe with two roundabouts together, and confusing.

Exercise #2b- "Places for Cars"

7



Image 7: Average Ranking = 1.45

Summary of Comments: Participants responded mostly favorable to this type of land use. Comments included efficient, good use of land, expensive, clean, designated parking well marked, vegetation, and ADA access.

Exercise #2b- "Places for Cars"

8



Image 8: Average Ranking = 2.91

Summary of Comments: Most participants like this land use. Comments received included "love it", "good design", attractive, inviting, wide/good/designated parking, nice bike lanes, good sidewalks, good lighting, good all-around access and clearly marked. Two participants reacted unfavorably to the bike lanes feeling that they were unneeded and not liked.

Exercise #2b- "Places for Cars"

9



Image 9: Average Ranking = 0.18

Summary of Comments: Participants had mixed reactions. One person felt that the picture represented a safe intersection, while another questioned if this was a picture of a cul-de-sac or a roundabout. Other comments received included costs to maintain, not good – people do not slow down, poor land use, difficult to plow, useless, bussing nightmare and snow problems.

Exercise #2b- "Places for Cars"

10



Image 10: Average Ranking = 1.45

Summary of Comments: Participants commented on the aesthetics stating that there were no green spaces, no trees or landscaping. They also seemed resigned to this type of land use mentioning it was normal/standard/okay for retail/large businesses and needed/necessary.

Exercise 1 and 2: Community-Wide Concerns, Ideas, Issues.

Participants were encouraged to share community-wide concerns or other broad ideas or issues that applied to most or all neighborhoods in the Village on a separate sheet of paper during both Exercise 1 and 2 (Appendix Exercise 1 and 2: Community-wide Concerns, Ideas, Issues, Page A-37). Unlike many of the other activities, these sheets were filled out by individuals and multiple sheets were sometimes completed for each table.

Group 1: Participants identified concerns on specific streets and or intersections such as North Crest Street and CTH MM, Pine Grove Lane, John Street, North Olk Street and parking on Main Street. With the exception of Main Street, concerns on specific streets or intersections were not elaborated on by the groups. However in all probability these related to the barriers identified during Exercise 2. Other concerns included transportation for elders and finding the Wiouwash Trailhead.

Group 2: No response.

Group 3: Participants recognized reasons why people want to live in the Village of Hortonville and used terms such as rural, green space, small town living, everybody smiles and says hi and that not many big trucks use the roads. Concerns were expressed about commercialization and the feeling that if the community becomes more commercialized, the less it will feel like a small town. Other items such as maintaining the natural integrity, placing a priority on maintaining **the Village as a bedroom community, allowing ATV's on the trail, adding bike paths, adding no** more multi-family apartments and preserving the areas north and east of the proposed by-pass for residential development were also identified.

Group 4: Participants liked the smaller community size, and the parks and attention to landscaping. However a concern was raised about walking and biking. While nothing specific was mentioned on the sheet, this could include the areas without bicycle and pedestrian infrastructure identified in Exercise 2 (South Nash and Nye Streets).

Exercise 3: Neighborhood Improvements.

Participants were asked to utilize quadrant maps to identify neighborhood improvements which would assist in maintaining or enhancing the aesthetics, quality of life, property values and services offered by the Village. While the groups used the specific quadrant map that represented the neighborhood they lived in, in a few instances groups identified improvements in adjacent quadrants that were in close proximity. For the purpose of this exercise, improvements were categorized by street: Main Street, Cedar Street, Crest Street, Crestwood

Lane, John Street, Industrial Park Avenue, Lakeshore Drive, Lincoln Street, Nye Street, Pine Street, Towne Drive, Nash Street and Other (Exhibit 5, Appendix Exercise 3 Tables 3a – e).

Results

Main Street: More neighborhood improvements were identified on Main Street, than anywhere else in the Village. In all, 16 improvements were recognized and essentially spanned the entire major thoroughfare from west to east. Eight structures were identified as unsightly; people felt that some needed to be removed, while others would benefit from renovations or other modifications. These locations included two homes on West Main Street (the Fulcer House and another house near W. Crystal Springs Drive), the Toy Factory (Senior Housing), the Community Hall, the current library and police department, Piette Enterprises, Mid-Con and **Schmidt's Auto Salvage**. Minimum landscape and appearance standards would benefit a business on East Main Street and a request was made that the new retail develop proposed on **the Village's east side** incorporate design standards as well. Additional parking was identified on West Main Street near Miller Park, in the downtown area and near the Community Hall. Crosswalk improvements were requested at the corner of Main and Nash streets to improve safety. Finally one group thought that bike routes and lanes should be added.

Cedar Street: It was suggested that aesthetic improvements be made to an apartment building on East Cedar Street.

Crest Street: A junkyard on CTH MM was identified as unsightly.

Crestwood Lane: Participants requested that Wildwood Park be better utilized.

John Street: Two groups requested that parking and congestion during sports events at Otto Miller Athletic Field be addressed.

Industrial Park Avenue: Aesthetics in the Village of Hortonville Industrial Park should be dealt with, in particular concealment of product.

Lakeshore Drive: Designate sidewalk for walking to trail.

Lakeview Avenue: Provide access for snowmobiles through lake and trail.

Lincoln Street: Two groups requested that the condition of the old canning factory be address one group also felt that the house near the canning factory was dilapidated.

Nye Street: Provide a sidewalk on the northside of Nye Street, west of South Nash Street.

Pine Street: Improve parking/street visibility at the Post Office.

Towne Drive: Improve parking and traffic issues near the school campus.

Nash Street: Provide recreational opportunities/access from South Nash Street to Black Otter Lake. For example a canoe and/or kayak launch area.

Other: Five other items were also identified. Two groups felt that a park was needed on the southwest side of the Village possibly in the open area by Gabriel Lane. This area was also selected as a potential area for additional senior housing by two groups as well. Other suggestions included a swimming pool, addition of speed bumps on neighborhood streets to slow traffic, increase the utilization of Black Otter Lake and to better manage the vegetation.

Exercise 4: Downtown Revitalization

Participants were asked to **answer three questions regarding the Village's downtown area** (Appendix Exercise 4: Downtown Revitalization pages A-45 to A-56, Tables 4a – 4c). What is missing from the downtown, what improvements should be considered and what existing features should be preserved as Hortonville changes and grows. A total of 19 people responded to the three questions; a summary of the responses are shown below.

Results

4a: What types of businesses, product lines or services are lacking within the downtown/village? In order to summarize the data, responses from individual participants were divided into seven categories: housing, retail stores, grocery stores, restaurants, lodging, entertainment and other (Appendix Exercise 4: Downtown Revitalization pages A-45 to 47, Table 4a).

Retail: This category garnered the greatest number of suggestions from participants. In all, 32 suggestions were received. The most popular suggestions by far were for the addition of a hardware store (14) and pharmacy (9) in the downtown/village. Other suggestions made by more than one participant included a discount store and lumberyard. Suggestions receiving one response included: clothing store, art/gift shop, small engine repair, auto parts store, and sporting goods store.

Restaurants: Participants also suggested types of establishments for food or in some instances a specific chain. Eight suggestions were received; the addition of a fast food restaurant was the only category receiving more than one vote. Other ideas for eating establishments included upscale restaurant, sandwich shop, ice cream shop, pizza parlor and larger coffee shop/restaurant.

Housing: Additional elderly housing was requested by four participants, while more upscale housing was suggested by 3 participants.

Lodging: One participant suggested that a hotel be established in the Village.

Entertainment: One participant wanted to see a movie theater in the Village.

Other: One person thought it would be nice to add a few library book drop locations, while another suggested that, if possible, industry be moved off of Main Street.

4b: What kinds of physical improvements should be considered for the downtown that will make it more inviting and attractive? While the question stated in the downtown area, some participants included suggestions for other areas of the Village as well. In order to summarize the data, physical improvements were divided into six categories: building improvements, bicycle/pedestrian improvements, retail space, transportation improvements, recreational improvements and other (Appendix Exercise 4: Downtown Revitalization pages A-48 to 50, Table 4b).

Bicycle/Pedestrian Improvements: Participants suggested more improvements under this category, than under any remaining five. Walking infrastructure garnered 10 suggestions and included places to sit and relax such as bench (3), designated walking routes/trails or walkways (4), sidewalks (1) and providing an extension from the Wiouwash Trail to the downtown area or maybe providing connection to other areas in the Village as well (2). Bicycle infrastructure was also suggested and included adding designated bike lanes (3) and a bicycle trail (1).

Building Improvements: Participants had numerous suggestions for improving the look of the downtown area. Some suggestions were more general such as improving the building façade (5) or building maintenance (1), while other ideas were more specific such as developing uniform historic building design standards (2), sandblasting the stone store fronts (2), developing design standards to address aesthetics (2) and adding signage (1).

Transportation Improvements: The addition of more parking in the downtown area came through very clearly in this and other exercises. In all, 8 participants requested additional parking. Other ideas included improved signage (1) and curtailing parking on lawn areas (1).

Retail Space: None of the ideas under this category received more than one vote. Suggestions included reducing the number of bars, adding a place to sit and eat, adding an ice cream store, adding more stores in general and filling vacant store fronts.

Recreational Improvements: Most suggestions under this category were probably not made with the downtown area in mind. Again, no idea obtained more than one vote. Suggestions included: better utilization of the lake, a walking trail around the land and the addition of a park facilities such as a south side park, a small park and a dog park.

Other Improvements: Three participants suggested that a Town Square be developed; possibly in the location of the existing library. The addition of vegetation was also a popular idea (4). Other people felt that it was important to provide a new look to the downtown to ensure that it was well positioned when the by-pass is complete.

4c: What existing features of the downtown landscape and buildings need to be preserved as downtown Hortonville changes or grows? Participant had a number of ideas on what features should be preserved as the Village changes or grows. Ideas put forth by participants were split into five categories; buildings, retail, transportation, recreation and other (Appendix Exercise 4: Downtown Revitalization pages A-51 to 52, Table 4c).

Buildings: People suggested preserving specific buildings such as the Community Hall (4) and the Horton Inn (2) as well as preserving the character of the downtown through facade and roofing improvements(4).

Retail: One person suggested creating a walkable area of complementary businesses.

Recreation: One participant suggested that the parks should be preserved.

Other: Ideas suggested under "other" included vegetation and landscaping, historical appearance, closeness and compactness, bumpouts and perhaps instituting a Main Street Program.

Exercise 5: New Development

Participants were directed to consider "Place Making" as they contemplated future development in the Village and surrounding areas. Place-making is a term that describes the process of creating squares, plazas, parks, streets and waterfronts that will attract people because they are pleasurable or interesting. Utilizing a map of the Village of Hortonville and land use within 1.5 miles, they were asked to identify undeveloped land that could accommodate new residential, commercial and industrial development in future. In lieu of specific future uses, some groups chose to identify priorities for development instead.

In order to determine people's visual preferences, three separate design preference surveys were completed. Residential addressed single (detached and attached) and multi-family (small and large). Retail/commercial looked at different types free standing convenience stores, single

story strip, street oriented commercial and mixed use and large retail. While employment explored small scale flex space and business condos, medium scale business offices and incubator buildings, larger light industrial research buildings and office parks.

Results

Mapping Exercise

As stated above, participants utilized a map of Hortonville that included a 1.5 mile buffer to visually show future land use preferences. Exhibit 6 illustrates future development as defined by the four groups. A brief description of the information follows:

East: All four groups felt that the area in the vicinity of the proposed roundabout to the east of the Village should be developed. Two groups felt that the area immediately surrounding the roundabout should be developed as commercial; one group also thought that the area to the north of the commercial should ultimately be residential. The other two groups did not indicate a specific land use, instead one felt it should be annexed into the Village and the other gave this a low priority as far as when it should develop.

South: All four groups felt that the Village should continue to develop along its southern border. Groups targeted two areas for specific development. Two groups believed that the area bounded by the Wiouwash Trail should continue develop as residential. A consensus was not **reached on the second area, south of Nye Street and east of the Village's Industrial Park.** Two groups felt the area should develop as residential, while the third felt it should develop as mixed use. One group gave the southwest corner of the Village a high priority for development, while the final group felt the Village should even out its limits.

Southwest: Two groups believed that area immediately west of the southernmost industrial park should be developed as residential. One group did not specify how it should be developed; only indicating that it should be given a higher priority for development.

Northwest: Three groups looked at this area for expansion. One group thought mixed use and commercial, and another commercial/industrial. The third group did not designate specific land use, but instead chose to give this a high priority for development.

Design Preference Survey

Residential Types

Below is a series of four residential types (images) that participants ranked from 4 (more of this type) to 0 (none of this type) (Appendix - Design Preference Survey pages A-57 to 64).

Overwhelmingly participants favored single-family housing. Single-family housing could include one or two story houses and attached or detached garages. Images of the different residential types, average rankings and a summary of the comments are indicated below each image.

Housing A





Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages accessed off of streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of duplexes, or townhouses in appropriate locations

Housing A

Average Ranking = 3.19 (0 = less to 4 = more)

Summary of Comments: Only two comments were received. One felt that the picture depicted a new subdivision; while another thought it could bring up the tax base.

Housing B





Attached Single-Family Housing:

- Most buildings are 2 -3 stories
- Includes duplexes & townhouses (rowhouses)
- Garages accessed by either streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or small multi-family housing
- May be adjacent to commercial uses

Housing B

Average Ranking = 1.98 (0 = less to 4 = more)

Summary of Comments: Only one comment was received; tough to sell.

Housing C



Small Multi-Family Housing:

- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

Housing C

Average Ranking = 1.64 (0 = less to 4 = more)

Summary of Comments: Only one comment was received; Elderly housing, Executive Town homes, nice duplexes.

Housing D



Larger Multi-Family Housing:

- 3 to 8 story buildings
- Large scale buildings on large lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

Housing D

Average Ranking = 0.71 (0 = less to 4 = more)

Summary of Comments: Two unfavorable comments were received; no and not enough infrastructure and sites to allow for this at this time.

Retail/Commercial Types

Below is a series of four retail/commercial types (images) that participants ranked from 4 (more of this type) to 0 (none of this type) (Appendix - Design Preference Survey pages A-65 to 72). Participants favored free standing convenience retail over other types of retail/commercial uses. This type of use could include corporate and franchise architecture with one-acre lots unrelated to surrounding uses with parking on all sides of the building and drive thru's. Also receiving more positive ratings were single story strip commercial and street oriented commercial and mixed use. Large retail developments were the least desired type. Images of the different retail/commercial types, average rankings and a summary of the comments are indicated below each image.

Retail A



Free Standing Convenience Retail:

- Corporate and franchise architecture
- One-acre lots unrelated to surroundings
- Parking often on all sides of building
- Buildings often include a "Drive-thru"
- Often next to strip commercial retail
- Usually located on heavily traveled streets
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter, in parking lots and next to building

Retail A

Average Ranking = 2.55 (0 = less to 4 = more)

Summary of Comments: Two comments were received; along Main St. and at eastern edge or roundabouts, and based on building analysis.

Retail B



Single Story Strip Commercial:

- One story strip commercial development of adjoining stores
- Parking placed between building and street
- Usually located on heavily traveled streets
- Often next to free standing commercial uses
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter of parking lots and adjacent to building

Retail B

Average Ranking = 2.17 (0 = less to 4 = more)

Summary of Comments: Two comments were received; only on the outskirts and in the east retail plaza.

Retail C



Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More "urban" architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

Retail C

Average Ranking = 2.17 (0 = less to 4 = more)

Summary of Comments: Two participants provided comments: near Warner and Main streets or on Main Street on the outskirts; bike / Pedestrian access; and good historic style downtown.

Retail D




Large Retail Developments:

- Large single story buildings on large lots (includes "Big Box" Retail)
- Corporate architecture and design
- Building oriented towards large surface parking lot for maximum visibility from street
- Auto-oriented design
- Serves community-wide market
- Some landscaping around perimeter, in parking lot and adjacent to building




Retail D

Average Ranking = 1.19 (0 = less to 4 = more)

Summary of Comments: Two comments were received: maybe near roundabouts and centralized.

Employment Types

Below is a series of four employment types (images) that participants ranked from 4 (more of this type) to 0 (none of this type) (Appendix - Design Preference Survey pages A-73 to 80). Participants responded favorable to all four employment types. They slightly favored medium scale business offices and incubator buildings over the other three. This type of employment includes one to three story buildings, containing a variety of office and commercial uses in one building such as research, production, office technology, and incubator businesses. Emphasis is placed on architectural design, on street or surface parking is typical and this use may be adjacent to residential or other uses. Small scale flex space and business condos received a slightly lower score. Images of the different employment types, average rankings and a summary of the comments are indicated below each image.

Employment A



Small Scale Flex Space and Business Condos:

- Typically single story buildings
- Little emphasis on architecture, urban character or building materials
- Buildings often have few windows, oversized loading doors and surface parking lots
- Developments made up of many individual buildings or may be grouped in clusters
- Buildings may house a combination of warehouse, yard storage, production, contractor space, and some office uses
- No intermixed residential development




Employment A

Average Ranking = 2.48 (0 = less to 4 = more)


Summary of Comments: One comment was received; mixture of service and product based.

Employment B



Medium Scale Business Offices & Incubator Buildings:

- 1-3 story buildings
- May contain a variety of office and commercial uses in one building including research, production, office, technology, and incubator businesses
- More emphasis on architecture design
- A mix of surface lots and on-street parking is typical
- May be adjacent to residential or other uses.



Employment B

Average Ranking = 2.62 (0 = less to 4 = more)

Summary of Comments: No comments were received.

Employment C



Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

Employment C

Average Ranking = 2.02 (0 = less to 4 = more)

Summary of Comments: Both responses indicated that the employment type should be in Industrial parks, while one also stated "more research facilities".

Employment D



Office Park:

- Large buildings are a minimum of two stories
- Buildings contain primarily office uses, and similar facilities including medical, financial and high-tech research uses
- May have a high level of character and design
- Buildings are arranged in a campus like setting on larger lots
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.
- May include pedestrian amenities and public spaces such as plazas, greens and squares

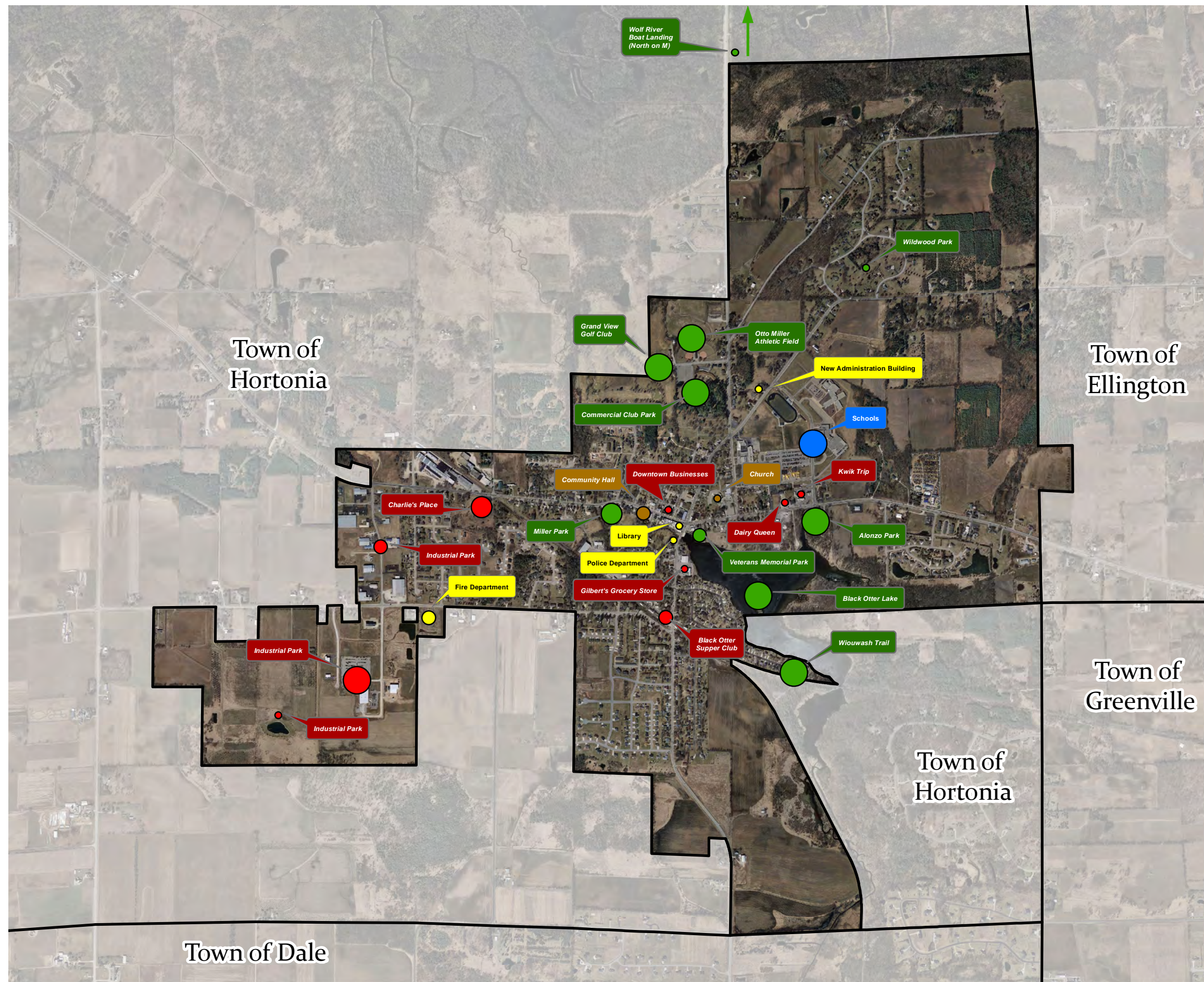
Employment D

Average Ranking = 2.02 (0 = less to 4 = more)

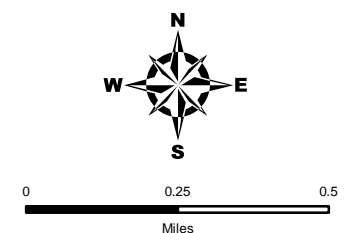
Summary of Comments: Two comments were received; Employment type may be near roundabouts and industrial / commercial centers that are integrated in style and location.

Exhibit 1

Village of Hortonville Community Assets



- | | |
|------------------------------|---------------------------------------|
| Commercial/Industrial | Historical/Cultural Resources |
| ● One Group | ● One Group |
| ● Two Groups | ● Two Groups |
| ● Three Groups | ● Three Groups |
| ● Four Groups | ● Four Groups |
| Community Facilities | Recreational/Natural Resources |
| ● One Group | ● One Group |
| ● Two Groups | ● Two Groups |
| ● Three Groups | ● Three Groups |
| ● Four Groups | ● Four Groups |
| Education | — Municipal Boundary |
| ● One Group | |
| ● Two Groups | |
| ● Three Groups | |
| ● Four Groups | |



Source:
Community Assets created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.






Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION
June 2013

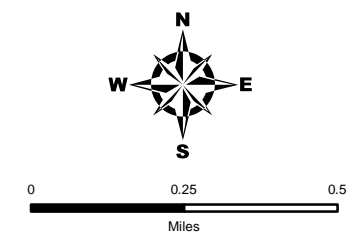


Exhibit 2

Village of Hortonville

Composite Neighborhoods

-  Municipal Boundary
-  Neighborhood Boundaries (Group 1)
-  Neighborhood Boundaries (Group 2)
-  Neighborhood Boundaries (Group 3)
-  Neighborhood Boundaries (Group 4)



Source:
Neighborhoods created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

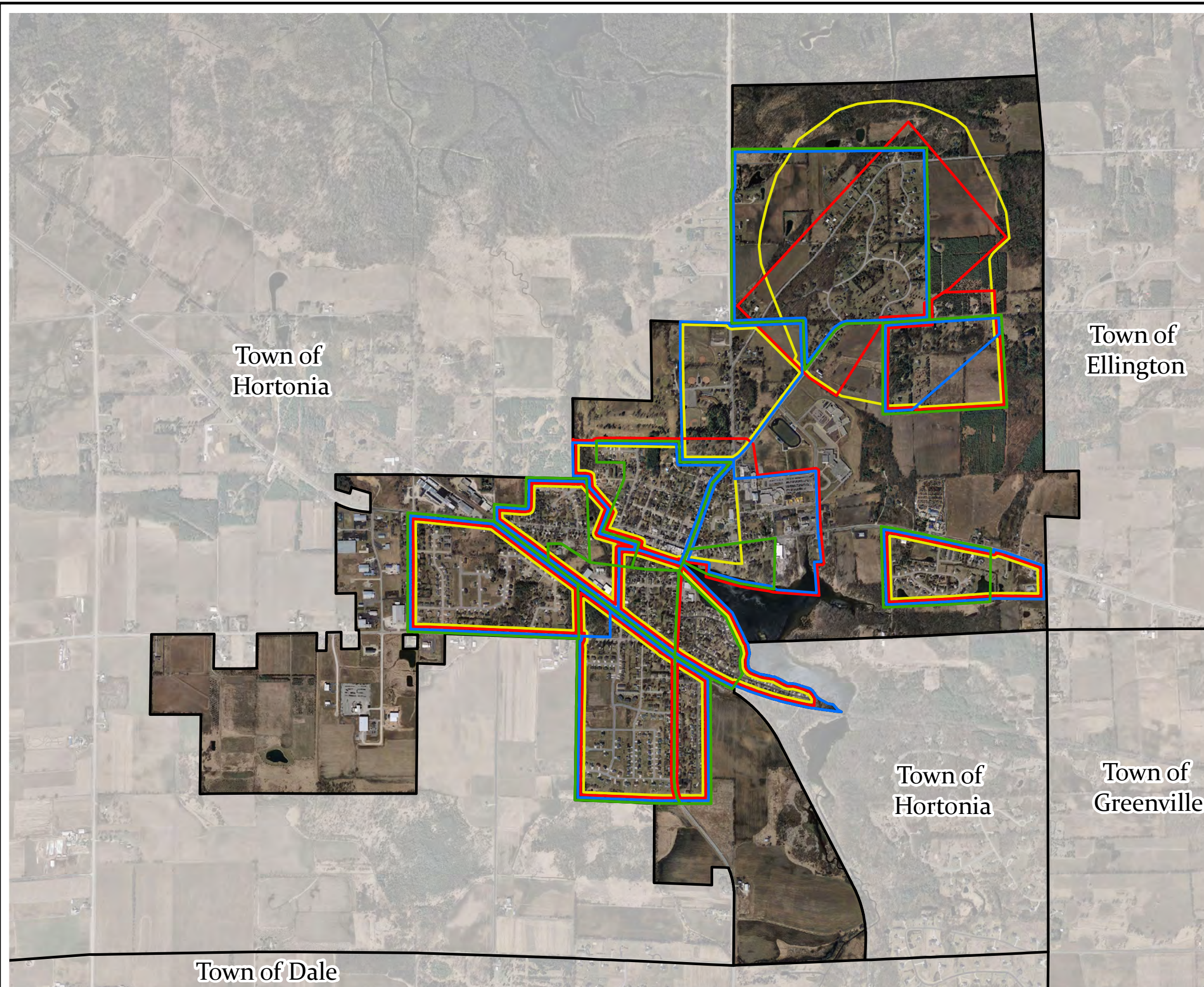




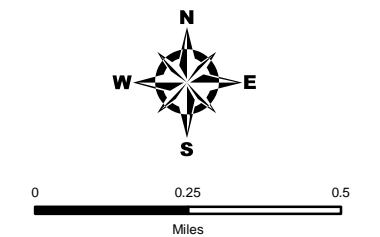
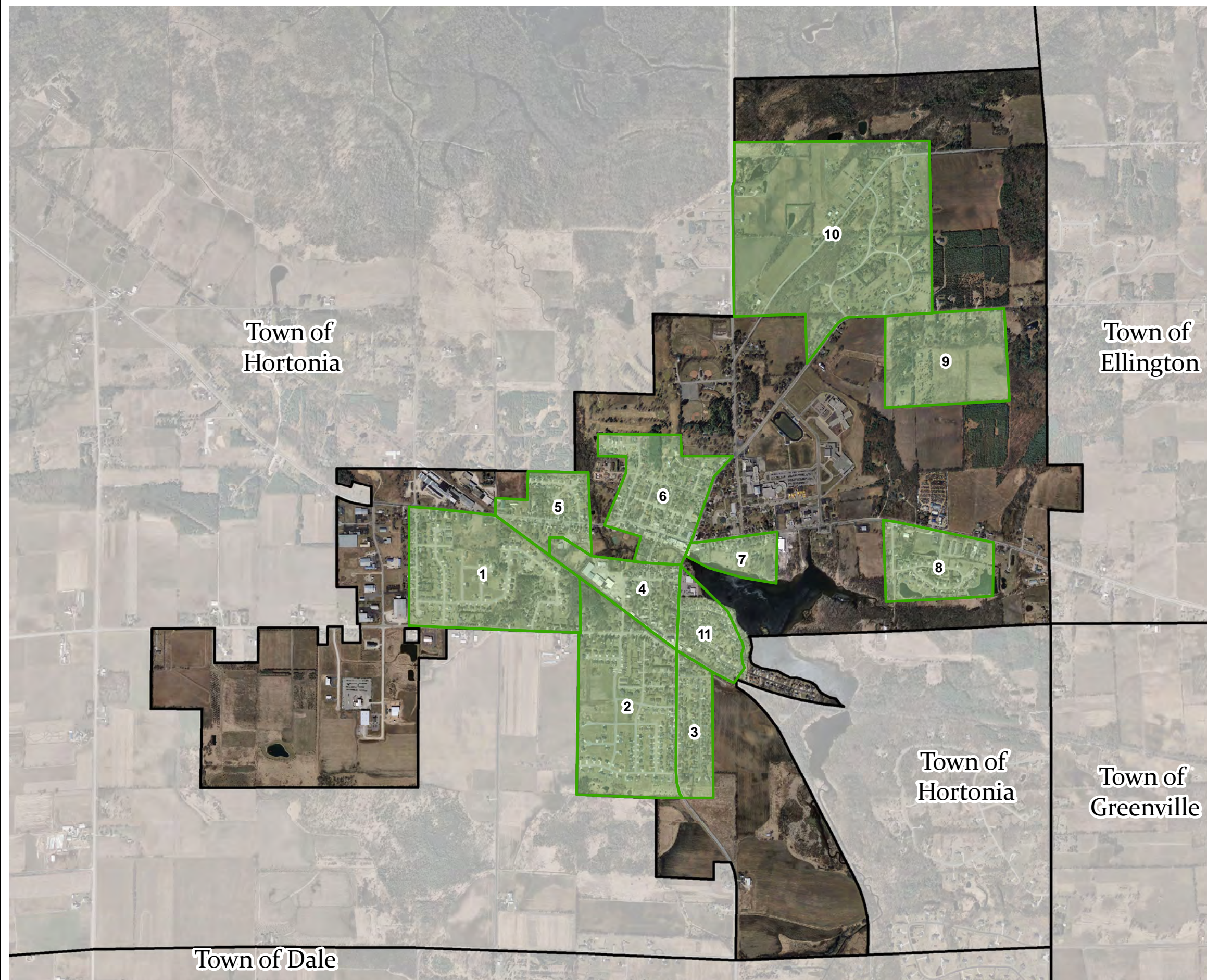
Exhibit 2A

Village of Hortonville

Group 1 Neighborhoods

 Group 1 Neighborhoods

 Municipal Boundary



Source:
Neighborhoods Created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

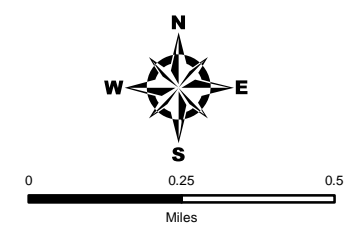
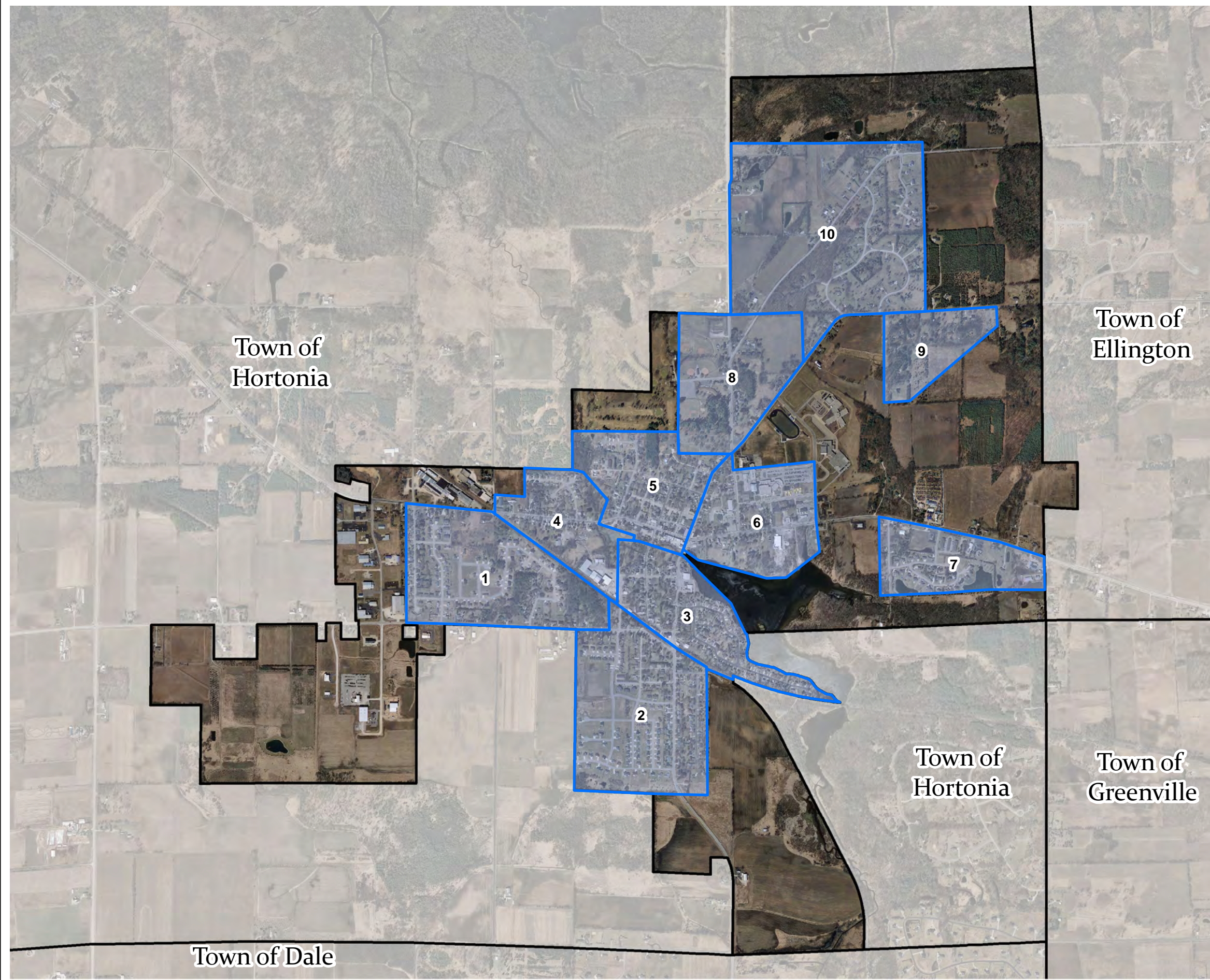
Exhibit 2B

Village of Hortonville

Group 2 Neighborhoods

— Municipal Boundary

Group 2 Neighborhoods



Source:
Neighborhoods created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

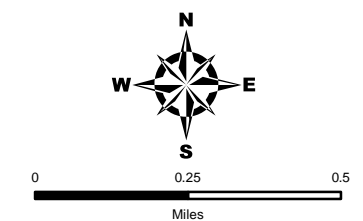
Exhibit 2C

Village of Hortonville

Group 3 Neighborhoods

— Municipal Boundary

Group 3 Neighborhoods



Source:
Neighborhoods created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.



Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-
June 2013



Exhibit 2D

Village of Hortonville

Group 4 Neighborhoods

-  Municipal Boundary
-  Group 4 Neighborhoods



Source:
Neighborhoods created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

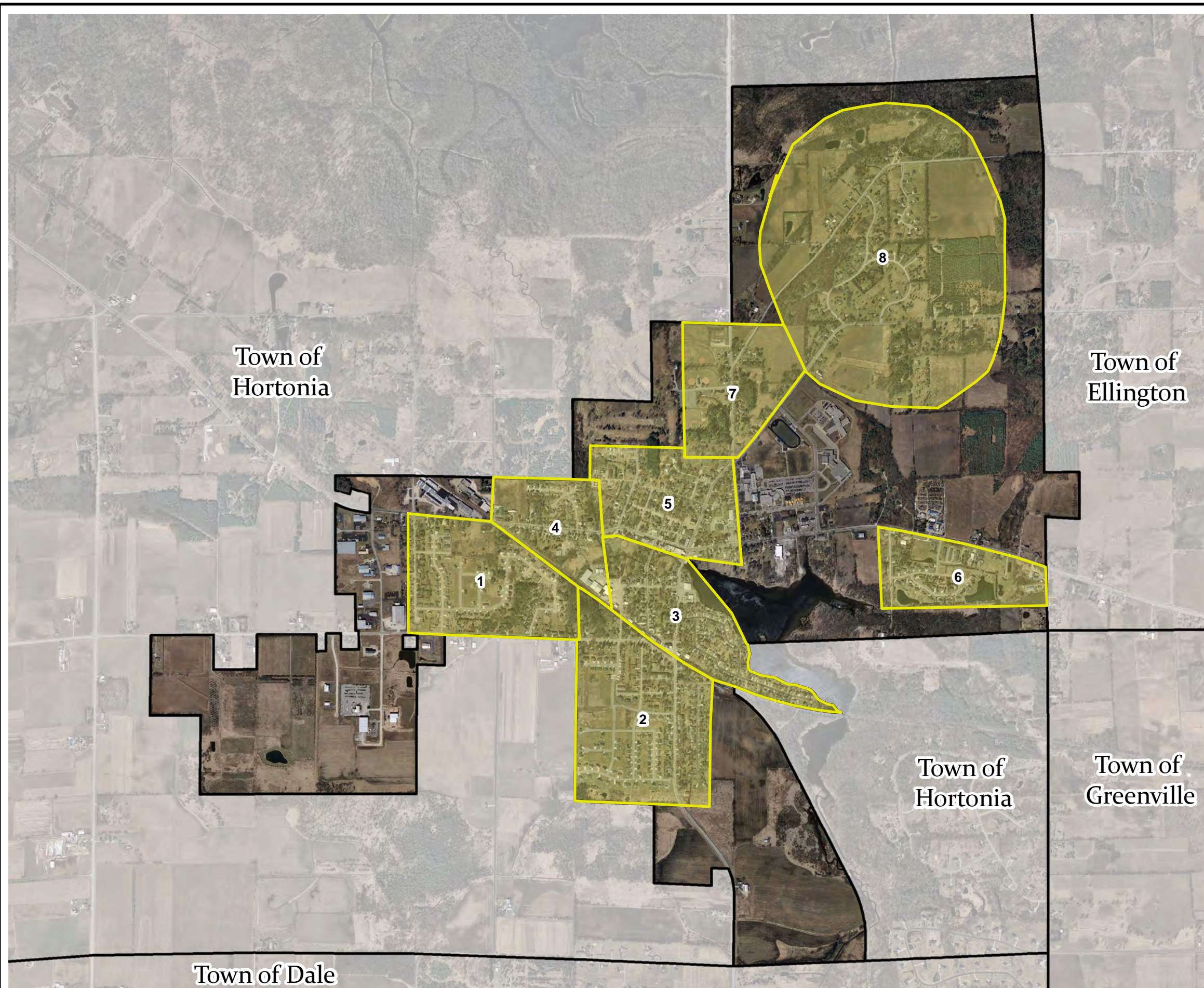



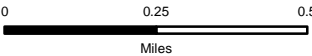


Exhibit 3
Village of Hortonville
Pedestrian & Bicycling
Routes

-  Pedestrian Routes
-  Bicycling Routes
-  Municipal Boundary



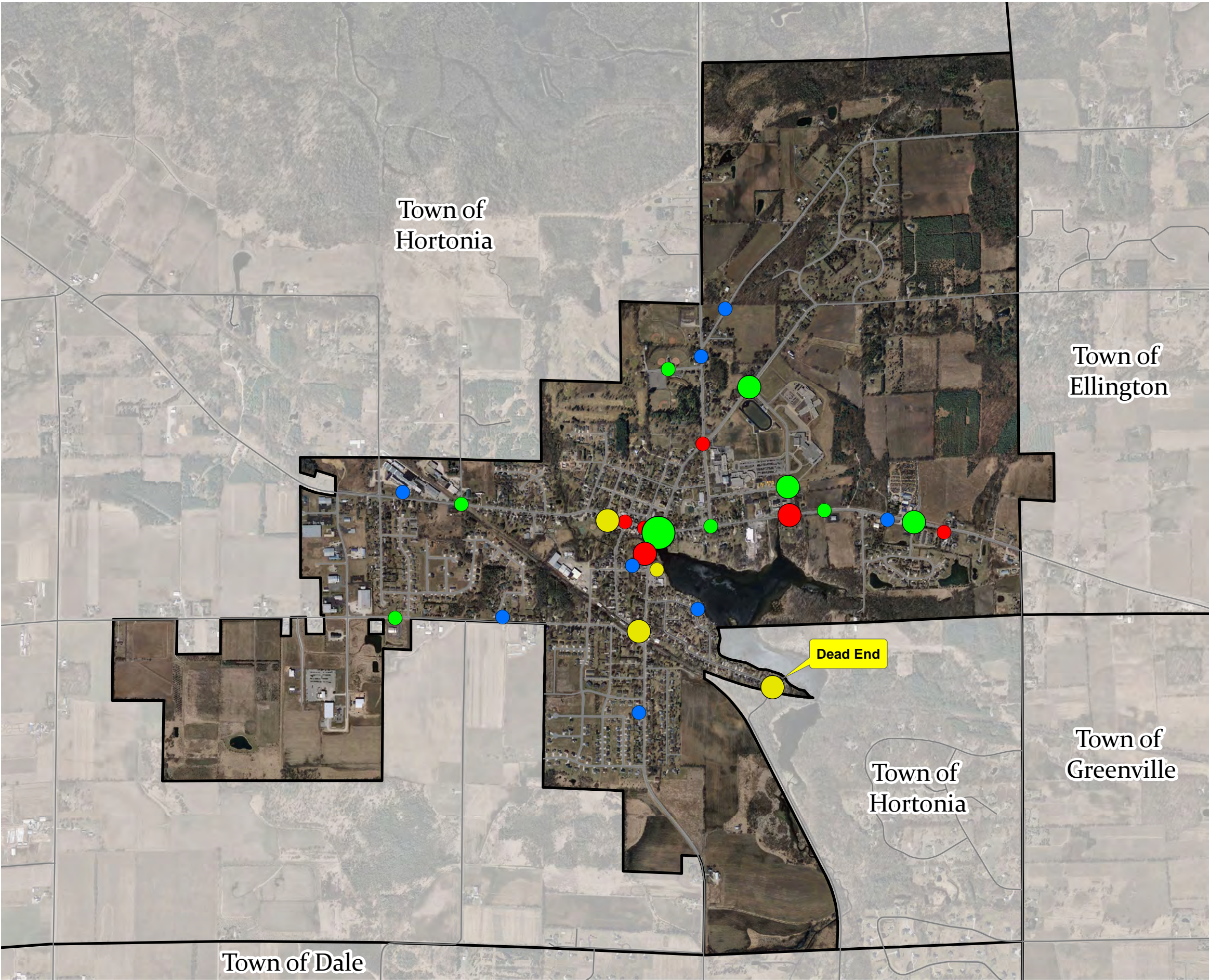
Source:
Walking & Biking Routes created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

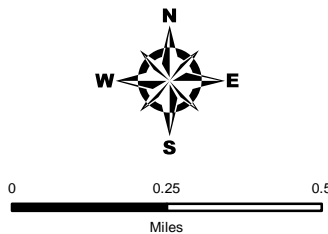
Exhibit 4

Village of Hortonville

Barriers



- Congestion (1 Response)
- Congestion (2 Responses)
- Congestion (3 Responses)
- Danger (1 Response)
- Danger (2 Responses)
- Danger (3 Responses)
- Lack of Parking (1 Response)
- Lack of Parking (2 Responses)
- Lack of Parking (3 Responses)
- No Sidewalk (1 Response)
- No Sidewalk (2 Responses)
- No Sidewalk (3 Responses)
- Centerline
- Municipal Boundary



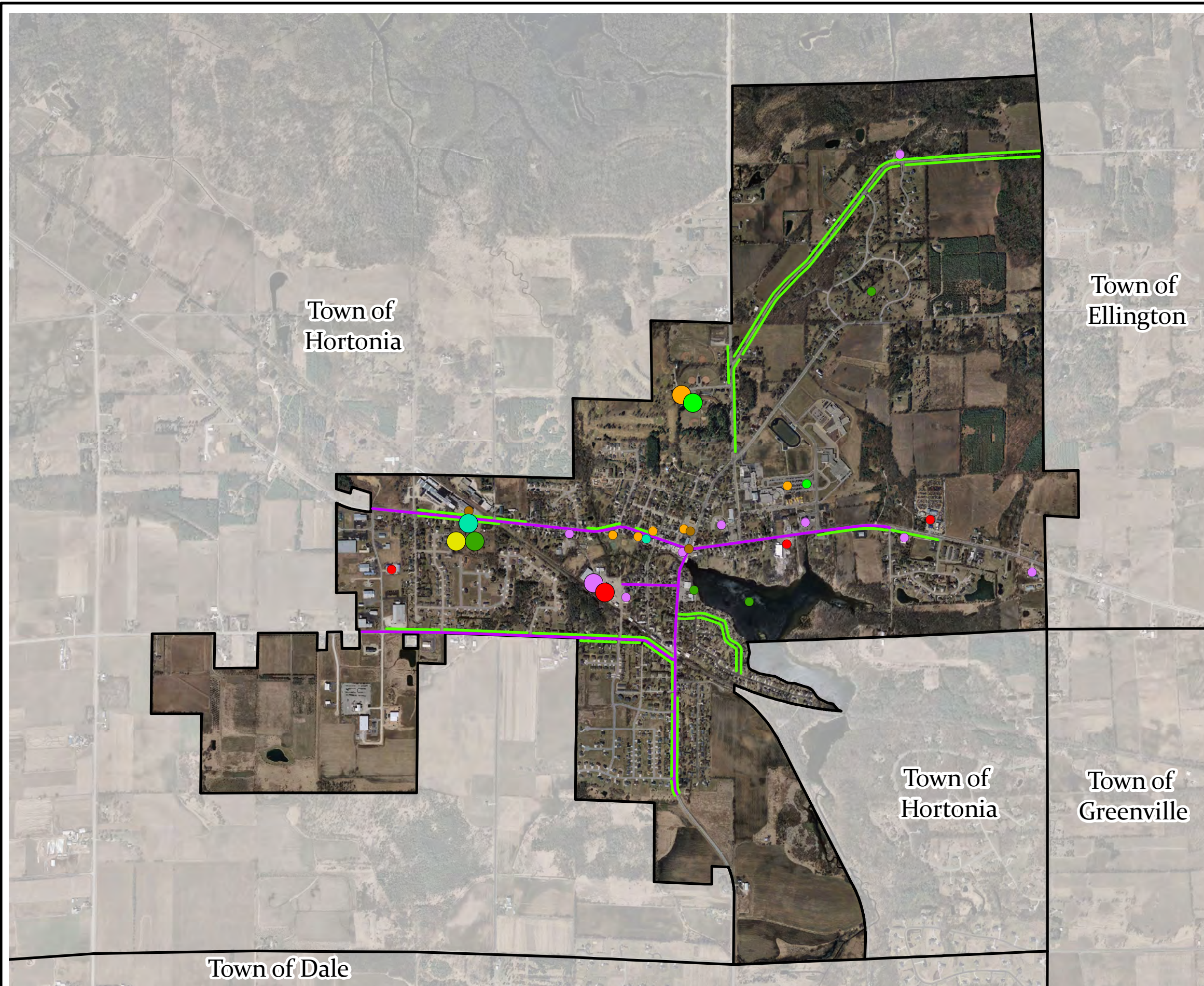
Source:
Barriers created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

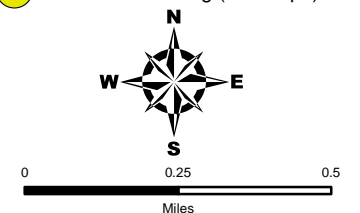
Exhibit 5

Village of Hortonville

Neighborhood Improvements



- Municipal Boundary
- Sidewalks
- Bike Lanes
- Congestion (1 Group)
- Congestion (2 Groups)
- Design Standards (1 Group)
- Design Standards (2 Groups)
- Parking (1 Group)
- Parking (2 Groups)
- Recreational Opportunity (1 Group)
- Recreational Opportunity (2 Groups)
- Remove Structure (1 Group)
- Remove Structure (2 Groups)
- Renovate/Reuse/Cleanup (1 Group)
- Renovate/Reuse/Cleanup (2 Groups)
- Safety (1 Group)
- Safety (2 Groups)
- Senior Housing (1 Group)
- Senior Housing (2 Groups)



Source:
Neighborhood Improvement created by ECWRPC 2013
Digital Data provided by Outagamie County 2010

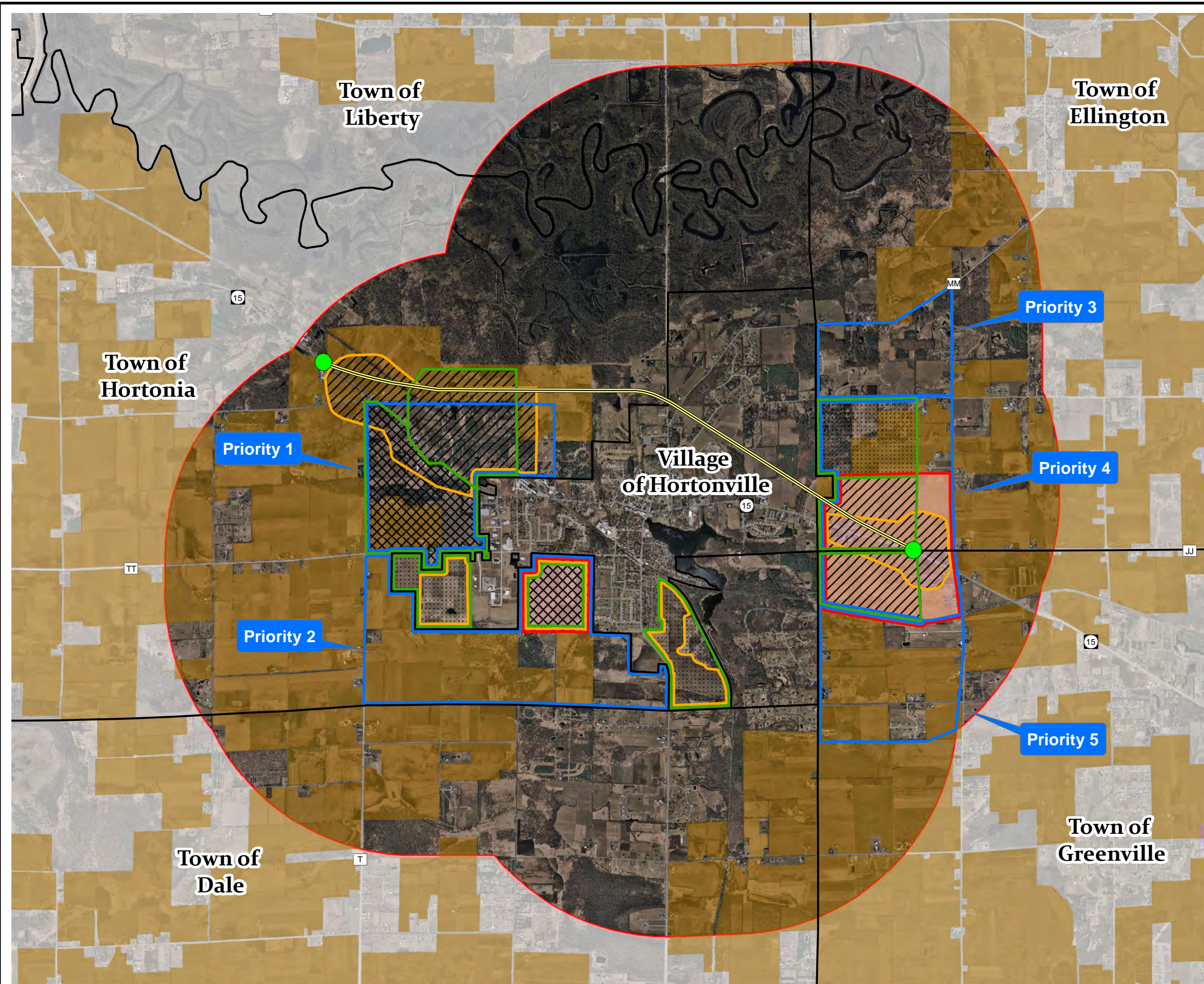
This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-
June 2013

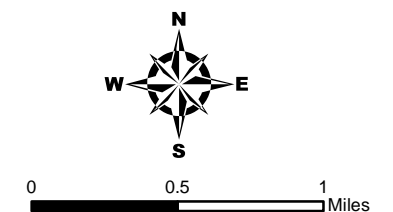


Exhibit 6

Village of Hortonville Future Development 1.5 Mile Municipal Buffer



- Planned Roundabout/Signal
- Highway 15 Bypass
- Municipal Boundary
- Group 1
- Group 2 (Priorities)
- Group 3 (Future Annexations)
- Group 4
- Future Land Use**
- Commercial/Industrial
- Mixed
- Residential
- Future Annexations
- Farmland Preservation
- 1.5 Mile Buffer



Source:
Future Land Use Created by ECWRPC 2013
Digital Data Provided by Outagamie County 2010

This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Appendix: Community & Neighborhood Visioning Workshop

Neighborhood Workshop Brochure	A-1
Sign-in Sheet	A-3
Summary of Proceedings	A-7
Exercise 1: Community Identity, Neighborhood Definition & Sense of Place	A-9
Table 1a. Group 1	A-9
Table 1b. Group 2	A-9
Table 1c. Group 3	A-10
Table 1d. Group 4	A-10
Table 1e. Group Summary	A-11
Exercise 2: Community Connections - Barriers to Connectivity/Mobility	A-13
Table 2a. Group 1	A-13
Table 2b. Group 2	A-13
Table 2c. Group 3	A-14
Table 2d. Group 4	A-14
Table 2e. Group Summary	A-15
Exercise 2b: Visual Preference Survey "Places for Cars"	A-17
Image 1	A-17
Image 2	A-19
Image 3	A-21
Image 4	A-23
Image 5	A-25
Image 6	A-27
Image 7	A-29
Image 8	A-31
Image 9	A-33
Image 10	A-35
Exercise 1 and 2: Community-Wide Concerns, Ideas, Issues	A-37
Group 1: Concerns, Ideas, Issues	A-37
Group 2: Concerns, Ideas, Issues	A-37
Group 3: Concerns, Ideas, Issues	A-37
Group 4: Concerns, Ideas, Issues	A-37
Exercise 3: Neighborhood Improvements	A-39
Table 3a. Group 1	A-39
Table 3b. Group 2	A-39
Table 3c. Group 3	A-40
Table 3d. Group 4	A-40
Table 3e. Group Summary	A-41
Exercise 4: Downtown Revitalization	A-45
Question 4a. Group 1	A-45
Question 4a. Group 2	A-45
Question 4a. Group 3	A-46
Question 4a. Group 4	A-47
Question 4b. Group 1	A-48
Question 4b. Group 2	A-48
Question 4b. Group 3	A-49
Question 4b. Group 4	A-50

Question 4c. Group 1	A-51
Question 4c. Group 2	A-51
Question 4c. Group 3	A-52
Question 4c. Group 4	A-52
Table 4a.	A-54
Table 4b.	A-55
Table 4c.	A-56
Exercise 5: New Development	A-57
Design Preference Survey – Residential Types – Housing A	A-57
Design Preference Survey – Residential Types – Housing B	A-59
Design Preference Survey – Residential Types – Housing C	A-61
Design Preference Survey – Residential Types – Housing D	A-63
Design Preference Survey – Retail/Commercial Types – Retail A	A-65
Design Preference Survey – Retail/Commercial Types – Retail B	A-67
Design Preference Survey – Retail/Commercial Types – Retail C	A-69
Design Preference Survey – Retail/Commercial Types – Retail D	A-71
Design Preference Survey – Employment Types – Employment A	A-73
Design Preference Survey – Employment Types – Employment B	A-75
Design Preference Survey – Employment Types – Employment C	A-77
Design Preference Survey – Employment Types – Employment D	A-79

REGISTRATION & QUESTIONS

There is no cost to attend, but pre-registration by May 2nd is requested.

To pre-register, please contact the Village at **920-799-6011**, or send your name, address, phone number, and e-mail address to **admin@vohortonville.com**

POSTAGE

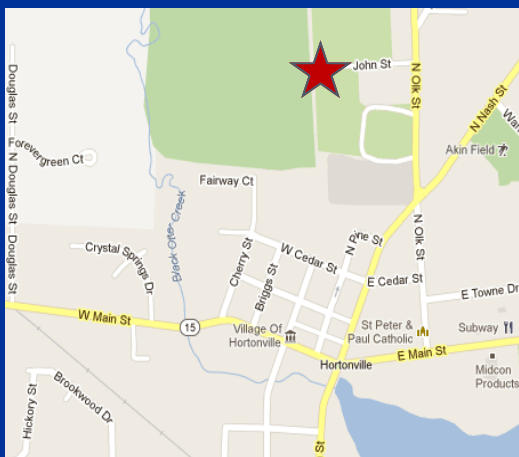


COMMUNITY & NEIGHBORHOOD VISIONING WORKSHOP

What do you desire for the future of the Village and your neighborhood?

WORKSHOP LOCATION

**Grand View Golf Club
135 John Street, Hortonville, WI**



**Village of Hortonville
118 N. Mill Street
PO Box 99
Hortonville, WI 54944-0099**

**Saturday, May 4th, 2013
9:30 A.M.— 11:30 A.M.**

**Grand View Golf Club
135 John Street, Hortonville, WI**

*Hosted by the Village of Hortonville
and the East Central Wisconsin Regional
Planning Commission*

Who should attend? Residents, businesses owners, homeowners, renters, elected and appointed officials, trail users, community volunteers, children (8th grade or higher), or anyone else who feels they have a stake in the Village!

transportation

recreation

economic
development

environment

municipal services

land use

re-development



Please join us for a short Saturday morning public workshop, which will cover various topics that are critical for future of our Village.

A series of short presentations and interactive exercises will assist us in defining (or re-defining) the look, feel and function of our already strong-knit community.

Come help us craft the vision for land use over the next 20 years! Have an 'up-front' say in issues that face our community now and in the near future as we embark on an update of our Comprehensive Plan ('smart growth' plan).

As an incentive to participate, the Village will be offering a light continental breakfast at no charge for those that are pre-registered by May 2nd and in attendance. Additionally, a drawing will be held to give away to participants a select number of prizes that have been donated by area businesses!



PURPOSE OF WORKSHOP

To explore broad, community and neighborhood level issues and opportunities in order to derive feedback from participants, which will help guide future development and re-development opportunities in a manner that is beneficial for residents, businesses, property-owners and the greater Hortonville community.

GOALS FOR WORKSHOP

1. Foster a positive, collaborative, community-driven process for the Comprehensive Plan.
2. Cultivate a creative future outlook that capitalizes on the Village's context within the broader Fox Cities region.
3. Seek opportunities to connect and improve various neighborhoods and strengthen the downtown area.
4. Encourage the development of creative, catalytic new neighborhoods as we accommodate new development.

In the future...

**HOW WILL THE VILLAGE LOOK,
FUNCTION, AND FEEL?**

diversity

walkable

active

safe

charming

useful

historic

special

sustainable

welcoming

convenient

connected



VILLAGE OF HORTONVILLE COMPREHENSIVE PLAN UPDATE
118 N. Mill Street
P.O. Box 99
Hortonville, WI 54944-0099

Sign In Sheet

COMMUNITY & NEIGHBORHOOD VISIONING WORKSHOP

Grand View Golf Club 135 John Street, Hortonville, WI
Saturday May 4, 2013 @ 9:30 a.m. to 11:30 a.m.

NAME	ADDRESS	PHONE #:	EMAIL
Nick Stroess	106 Lake Shore	779-0243	Nick-N-Crystal@att.net
CARL MCCRARY	645 S. MILL ST	779-9839	DPW@VOHORTONVILLE.COM
Lynne Mischker	304 Honeysuckle Dr	779-6779	clerktreas@vohortonville.com
Patrick Vaila	200 Lakeshore Dr.	779-6011	admin@vohortonville.com
Andy Gitter	222 Emily Way	779-6107	agitter@gmail.com
Juli Schuh	35 Crestview Dr	779-4286	hvpdcourt@hotmail.com
Jeff Schuh	35 Crestview Dr	779-4286	jschuh@charter.net
Gerald Blink	537 N. Nash St.	428-1643	syndblink@att.net
Jay R. Weyerbach	409 E. MAIN ST.	779-0157	lynbergs@att.net
WALTER HOEWISCH	333 E. MAIN	779-6828	WALMER HOEWISCH @SBCGLOBAL.NET



VILLAGE OF HORTONVILLE COMPREHENSIVE PLAN UPDATE

118 N. Mill Street

P.O. Box 99

Hortonville, WI 54944-0099

Sign In Sheet

COMMUNITY & NEIGHBORHOOD VISIONING WORKSHOP

Grand View Golf Club 135 John Street, Hortonville, WI

Saturday May 4, 2013 @ 9:30 a.m. to 11:30 a.m.

NAME	ADDRESS	Phone #:	EMAIL
Tori Mann	117 E. Cedar St. Hortonville	920 378-0003	torimann@yahoo.com
Mike Sullivan	351 N. Cherry St Hortonville	920-428-1489	
Warren Mueller	215 S. Nash St Hortonville	920-250-0814	wjmueller@sbcglobal.net
Jan Arendt	W9421 C. Rd TT	" 920 213 4679	polarbears@mac.com
Ed Heyes	9 Breyerwood Ct.	" 779-0679	
Sara Heise	224 Brookwood Dr	779-0946	
Klay Heise	" "	" "	
Dale Walker	407 N. Pike Grove Lane	920-729-4458	dwalker22@gmail.com
Bill Curtis	216 LAKEHORE	779-9925	BillCurtis@SBCGLOBAL.NET
CAROLE CURTIS	"	427-6309	carolecurtis@sbcglobal.net

Verna Zimmerman 125 John St Hout. 779-6132

Kay Brick 168 E Main St. Hortonville 659-2969

John Brick " " " "

Valerie Wilz N2644 Landung Rd 419-2885

(Page Intentionally Left Blank)

**VILLAGE OF HORTONVILLE
MAY 4, 2012
COMPREHENSIVE PLAN
COMMUNITY AND NEIGHBORHOOD
VISIONING WORKSHOP NOTES**

The workshop started at 9:30 a.m. on May 4, 2013 at Grand View Golf Club.

Attending: Eric Fowle, Kathy Thunes, and Katherine Ahlquist of East Central Wisconsin Regional Planning Commission. Andrew Gitter, Jeff and Juli Schuh, Patrick Vaile, Lynne Mischker, Carl McCrary, Michael Sullivan, Nick Stroess, Gerald Blink, Jay Weyenberg, Walmer Hoewisch, Tori Mann, Warren Mueller, Jan Arendt, Ed Heyes, Klay and Sara Heise, Dale Walker, Bill and Carole Curtis, Verna Zimmerman, Kay and John Brick, and Valerie Wilz.

Village President Andrew Gitter opened the workshop with remarks and introductions.

Kathy Thunes reviewed comprehensive planning in State Statute and gave a review of this planning process and timeline.

Eric Fowle explained the planning approach and highlighted information about the village such as population, unemployment, education, and geography.

Group Exercise

Citizens attending were divided into groups according to the quadrant of the village they live in and worked on the following exercises.

- landmarks and positive places
- village neighborhoods
- travel routes and barriers to travel
- items needing improvement
- requests for improvements and new businesses
- areas for future development

The workshop ended at 11:45 a.m. after many chances for those present to give their opinion on multiple topics.

Submitted by Lynne Mischker WCMC, Village Clerk-Treasurer

(Page Intentionally Left Blank)

Exercise 1: Community Identity, Neighborhood Definition & Sense of Place
Table 1a. Group 1 - 5 Participants

Id.	Description
A	Industrial Park - Business Community, Economic Growth (2 Identified)
B	Charlie's Drive In - Drive In Restaurant (Novelty/fun)
C	Miller Park - Play/families attract young families
D	Community Hall - Historic/public gathering place
E	Police Dept. - Public Safety/Resource
F	Library - Resource Center / Educ.
G	Trail - Recreation
H	Black Otter Lake - Recreation
I	Alonzo Park - See "C"
J	Schools - Education / Cultural offerings
K	Commercial Club Park See "C"
L	Golf Club - Recreation
M	Otto Miller Park - sports complex / Revenue
N	Fire Department - Public Safety / Services

Table 1b. Group 2 - 5 Participants

Id.	Description
A	Boat Landing / River
B	Golf Course
C	Commercial Club Park
D	School Campus
E	Kwik Trip / DQ
F	Alonso Park & Boat Landing
G	Black Otter Lake & Fishing Pier
H	Wiouwash
I	Gilbert's grocery store
J	Black Otter Supper Club
K	Charlie's Place
L	Industrial Park
M	Industrial Park
N	Sports Complex

Exercise 1: Community Identity, Neighborhood Definition & Sense of Place
Table 1c. Group 3 - 9 Participants

Id.	Description
A	Industrial Parks (2 identified)
B	Park (All)
C	Downtown Business
D	Schools
E	Wiowash Trail
F	Golf Course
G	Lake
H	Diamonds (BB)
I	Church (All)
J	Library (Public Admin) New (Proposed)
K	Green Space

Table 1d. Group 4 - 4 Participants

Id.	Description
A	Commercial Club Park
B	Black Otter Lake
C	Grand View Golf Club
D	Veterans Memorial Park
E	Alonzo Park
F	Fire Hall
G	Otto Miller Athletic Field
H	Community Hall
I	Public School complex
J	Wiouwash Trail
K	Industrial Parks (1 identified)
L	Charlie's Place
M	Black Otter Supper Club

Exercise 1: Community Identity, Neighborhood Definition & Sense of Place

Table 1e. Group Summary					
Assets	Table 1	Table 2	Table 3	Table 4	Total
Community Facilities	3	0	1	1	5
<i>Police Department</i>	1				1
<i>Fire Department</i>	1			1	2
<i>Library</i>	1				1
<i>New Public Administration Building/Library</i>			1		1
Commercial/Industrial	3	7	3	3	16
<i>Industrial Parks</i>	2	2	2	1	7
<i>Charlie's Place/Drive In</i>	1	1		1	3
<i>Kwik Trip</i>		1			1
<i>Dairy Queen</i>		1			1
<i>Gilbert's Grocery Store</i>		1			1
<i>Black Otter Supper Club</i>		1		1	2
<i>Downtown Businesses</i>			1		1
Recreational/Natural Resources	7	7	6	7	27
<i>Parks (all)</i>			1		1
<i>Miller Park</i>	1				1
<i>Alonzo Park & Boat Landing</i>	1	1		1	3
<i>Black Otter Lake & Fishing Pier</i>	1	1	1	1	4
<i>Otter Miller Athletic Field - Sports Complex</i>	1	1	1	1	4
<i>Veterans Memorial Park</i>				1	1
<i>Commercial Club Park</i>	1	1		1	3
<i>Grand View Golf Club/Course</i>	1	1	1	1	4
<i>Wiouwash Trail</i>	1	1	1	1	4
<i>Boat Landing/River</i>		1			1
<i>Green Space</i>			1		1
Historic/Cultural Resources	1	0	1	1	2
<i>Community Hall</i>	1			1	2
<i>Churches</i>			1		1
Education	1	1	1	1	4
<i>Schools - general</i>	1		1		2
<i>Public School Campus</i>		1		1	2
<i>Note: While 2 of the tables indicated schools on the worksheet, the public school campus was identified for all on the map.</i>					

(Page Intentionally Left Blank)

Exercise 2: Community Connections - Barriers to Connectivity/Mobility

Table 2a. Group 1 - 5 Participants

Id.	Location	Description
A	W. Main St. (near Douglas St.)	Access - Congestion
B	N. Mill St. & W. Main St.	Buildings block view
C	W. Main St. & Nash St.	Congestion / left hand turn
D	N. Olk St. & E. Main St.	Congestion turning
E	E. Main St. & Warner St.	Right turn onto Warner St.
F	Kelly Way & E. Main St.	Congestion
G	N. Nash St. & Warner St.	Congestion / school out
H	N. Olk St. & CTH M (N. Nash St.)	Strange intersection
I	Dock / Lake	No parking
J	S. Nash St. & W. Dewey St.	Supper Club Parking
K	WiouwashTrailhead	Dead ends
L	Police Dept.	Blind parking exit
M	Fire Dept.	Congestion / blind spot

Note: Information in parenthesis was added by ECWRPC during analysis to clarify location.

Table 2b. Group 2 - 5 Participants

Id.	Location	Description
A	CTH MM (North of Olk St.)	No sidewalk for walkers
B	Crosswalk downtown (E. Main St. & N. Pine St.)	Traffic does not yield
C	Warner St. at Towne Dr. & N. Nash St.	Bus traffic
D	Main St. & Nash St.	School traffic & problematic left hand turns
E	Hwy 15 & Kelly Way	Left hand turn into Kelly Way from Hwy 15
F	W. Main St. (Betw. S. Spruce & N. Douglas Sts.)	Lack of sidewalk
G	Downtown (W. Main St., east of N. Briggs St.)	Lack of parking
H	Alley way behind the library	Blind spots / dangerous
I	North Olk St. between John St. and CTH MM	Lack of sidewalks

Note: Information in parenthesis was added by ECWRPC during analysis to clarify location.

Exercise 2: Community Connections - Barriers to Connectivity/Mobility

Table 2c. Group 3 - 9 Participants		
Id.	Location	Description
A	Hwy 15 betw. school and Kelly Way	No sidewalk on Hwy 15
B	E. Main St. (Private hse betw. S. Lake St. & Kelly Way)	Can't pull out into traffic left or right
C	E. Main St. & Warner St.	No turn lane, running red lights
D	Warner St. & Towne Dr.	Congested by school, need signs
E	Main St. & Nash St.	Too much traffic, 7:30 8:00 AM after school
F	N. Nash St. & Warner St.	Question about traffic at new community center - congestion
G	(W. Baake St. & S. Nash St.)	No sidewalks
H	Lakeshore Dr.	No sidewalks
I	John St.	Too much traffic during baseball games / room for 1 car only

Note: Information in parenthesis was added by ECWRPC during analysis to clarify location.

Table 2d. Group 4 - 4 Participants		
Id.	Location	Description
A	S. Nash St. (Near Baake St.)	No sidewalk or bike trail
B	Nye St. (Near Brookwood Dr.)	No sidewalk or bike trail
C	Wiouwash Trail	Dead ends
D	W. Main St. (Near N. Pine St.)	Parking (too little)
E	(S. Nash St. & W. Dewey St.)	Lack of parking for supper club
F	E. Main St. (East of Kelly Way)	Access to highway

Note: Information in parenthesis was added by ECWRPC during analysis to clarify location.

Exercise 2: – Community Connections - Barriers to Connectivity/Mobility

Table 2e. Group Summary						
Location	Barrier	Table 1	Table 2	Table 3	Table 4	Total
Main Street		6	5	4	2	17
<i>W. Main St. (near N. Douglas St.)</i>	<i>Access/Congestion</i>	<i>1</i>				1
<i>W. Main St. (Betw. S. Spruce St & N. Douglas St.)</i>	<i>No Sidewalk</i>		<i>1</i>			1
<i>W. Main St. (Downtown)</i>	<i>Insufficient Parking</i>		<i>1</i>		<i>1</i>	2
<i>W. Main St. & N. Mill St.</i>	<i>Vision Obstruction (buildings)</i>	<i>1</i>				1
<i>W. Main St. & N. Pine St (Downtown)</i>	<i>Crosswalk/Traffic doesn't stop</i>		<i>1</i>			1
<i>W. Main St. & Nash St.</i>	<i>Congestion/Left Turn Lane/School Traffic (7:30 - 8:00 am & after school)</i>	<i>1</i>	<i>1</i>	<i>1</i>		3
<i>E. Main St. & N. Olk St.</i>	<i>Congestion/Turning</i>	<i>1</i>				1
<i>E. Main St. & Warner St.</i>	<i>Right Turn onto Warner/No Turn Lane/ Running Red Lights</i>	<i>1</i>		<i>1</i>		2
<i>E. Main St. (Warner St. to Kelly Way - private property?)</i>	<i>Traffic Congestion (Can't pull out right or left)</i>			<i>1</i>		1
<i>E. Main St. (Warner St. to Kelly Way)</i>	<i>No Sidewalk</i>			<i>1</i>		1
<i>E. Main St. & Kelly Way</i>	<i>Congestion/Left Turn into Kelly Way from STH 15</i>	<i>1</i>	<i>1</i>			2
<i>E. Main St. (East of Kelly Way)</i>	<i>No Access</i>				<i>1</i>	1
Nash Street (See Main Street)		4	2	2	2	10
<i>N. Nash St. & Warner St.</i>	<i>Congestion/School traffic/School Bus Traffic</i>	<i>1</i>	<i>1</i>			2
<i>N. Nash St. & Warner St.</i>	<i>Concern about congestion/Traffic at New Community Center</i>			<i>1</i>		1
<i>N. Nash St. (CTH M) & N. Olk St.</i>	<i>Strange Intersection</i>	<i>1</i>				1
<i>S. Nash St. & Police Department/Alley behind Library</i>	<i>Blind Exit from Parking/Blind Spots, Dangerous</i>	<i>1</i>	<i>1</i>			2
<i>S. Nash St. & Bath St.</i>	<i>No Sidewalks</i>			<i>1</i>		1
<i>S. Nash St. & W. Dewey St.</i>	<i>Supper Club Parking</i>	<i>1</i>			<i>1</i>	2
<i>S. Nash St.</i>	<i>No Sidewalks or bike trail</i>				<i>1</i>	1

Exercise 2: – Community Connections - Barriers to Connectivity/Mobility
Table 2e. Group Summary (Continued)

Location	Barrier	Table 1	Table 2	Table 3	Table 4	Total
Nye Street		1	0	0	1	2
<i>Nye St. & Fire Station</i>	<i>Congestion/Blind Spot</i>	<i>1</i>				<i>1</i>
<i>Nye St.</i>	<i>No Sidewalk or bike trail on Nye St.</i>				<i>1</i>	<i>1</i>
Warner Drive (See Nash St. & Main St.)		0	1	1	0	2
<i>Warner St. & Town Dr.</i>	<i>Bus Traffic/School Traffic/Congestion</i>		<i>1</i>	<i>1</i>		<i>2</i>
Crest Street		0	1	0	0	1
<i>N. Crest St. (CTH MM)</i>	<i>No Sidewalks</i>		<i>1</i>			<i>1</i>
Olk Street		0	1	0	0	1
<i>N. Olk St. (Between John St. & N. Crest St. (CTH MM))</i>	<i>No Sidewalks</i>		<i>1</i>			<i>1</i>
Lakeshore Drive		0	0	1	0	1
<i>Lakeshore Drive</i>	<i>No Sidewalks</i>			<i>1</i>		<i>1</i>
John Street		0	0	1	0	1
<i>John St.</i>	<i>Traffic during baseball games/one car width</i>			<i>1</i>		<i>1</i>
Other		2	0	0	1	3
<i>Dock / Lake Parking</i>	<i>No Parking</i>	<i>1</i>				<i>1</i>
<i>Wauwash Trailhead</i>	<i>Dead End</i>	<i>1</i>			<i>1</i>	<i>2</i>
Total		13	10	9	6	38

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

1

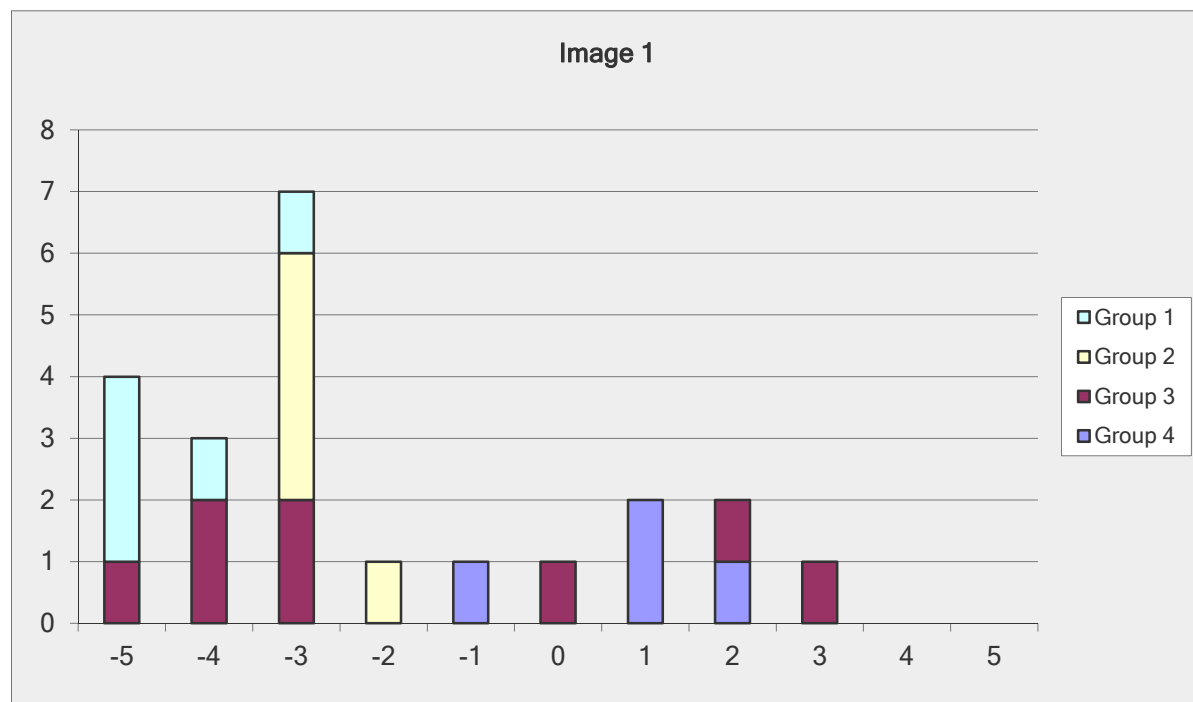


Image 1

Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	3	0	1	0	4
-4	1	0	2	0	3
-3	1	4	2	0	7
-2	0	1	0	0	1
-1	0	0	0	1	1
0	0	0	1	0	1
1	0	0	0	2	2
2	0	0	1	1	2
3	0	0	1	0	1
4	0	0	0	0	0
5	0	0	0	0	0
Other (please specify)					18
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Narrow sidewalks – congestion;
- Narrow Street;
- Looks crowded;
- Need to have adequate space;
- Tight;
- No room for traffic;
- Street and sidewalk narrow;
- No travel access S/B 1 way;
- Narrow;
- Hard to move;
- Do not like angle parking - too hard to park coming from opposite side, harder to pull out;
- Road too narrow;
- Too congested;
- Parking;
- Too narrow for cars, but like the "quaint" appearance;
- Narrow, trucks;
- Narrow, water retention on rail; and
- Unsafe (rail tracks) narrow, no directional lines.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

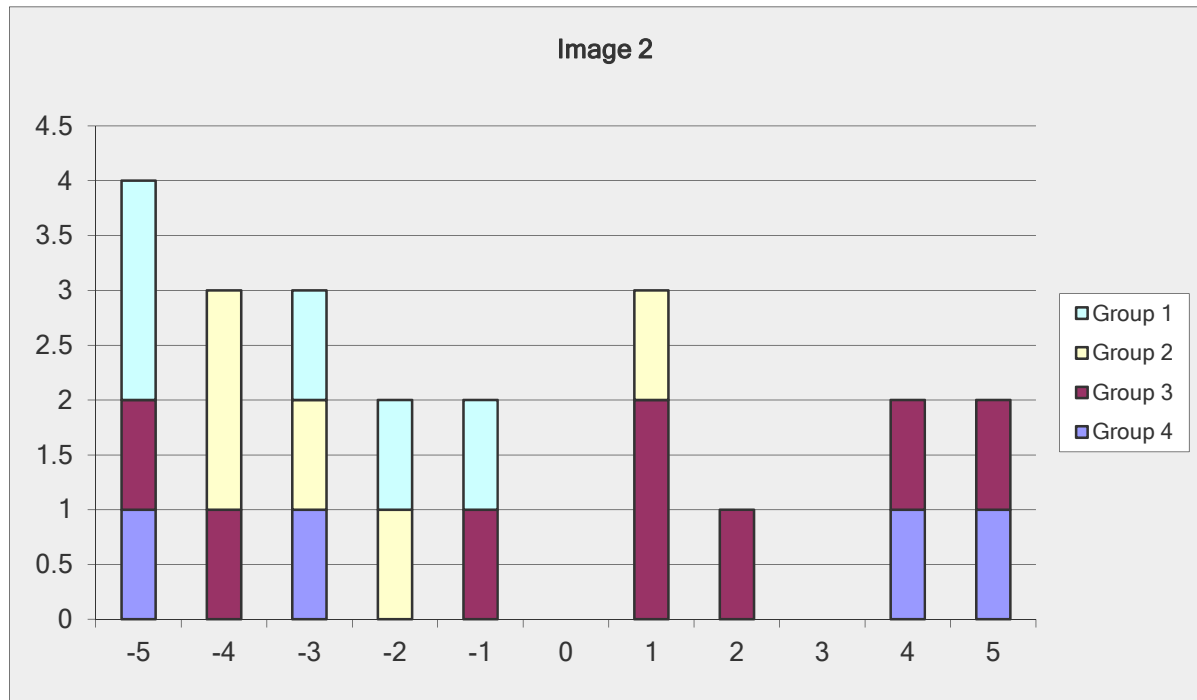
2



Image 2					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	2	0	1	1	4
-4	0	2	1	0	3
-3	1	1	0	1	3
-2	1	1	0	0	2
-1	1	0	1	0	2
0	0	0	0	0	0
1	0	1	2	0	3
2	0	0	1	0	1
3	0	0	0	0	0
4	0	0	1	1	2
5	0	0	1	1	2
Other (please specify)					19
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Safe feeling;
- Dark - poor visibility;
- Only for small neighborhood - only room for one car to travel;
- Limit parking to one side;
- Tight, plus is sidewalks;
- No room to drive;
- Looks nice but very narrow;
- Need 1 side parking;
- Narrow - like the trees;
- Small lanes;
- Narrow street - parking on one side would be better;
- Should not have parking both sides;
- Hard for car to move;
- Way too narrow, but love the trees;
- No room for 2 lane traffic;
- Narrow, visibility, pretty though;
- Parking both sides, Fire Truck no pass;
- Un-wide street - emergency service problems, pretty trees – quaint; and
- Not wide.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

3

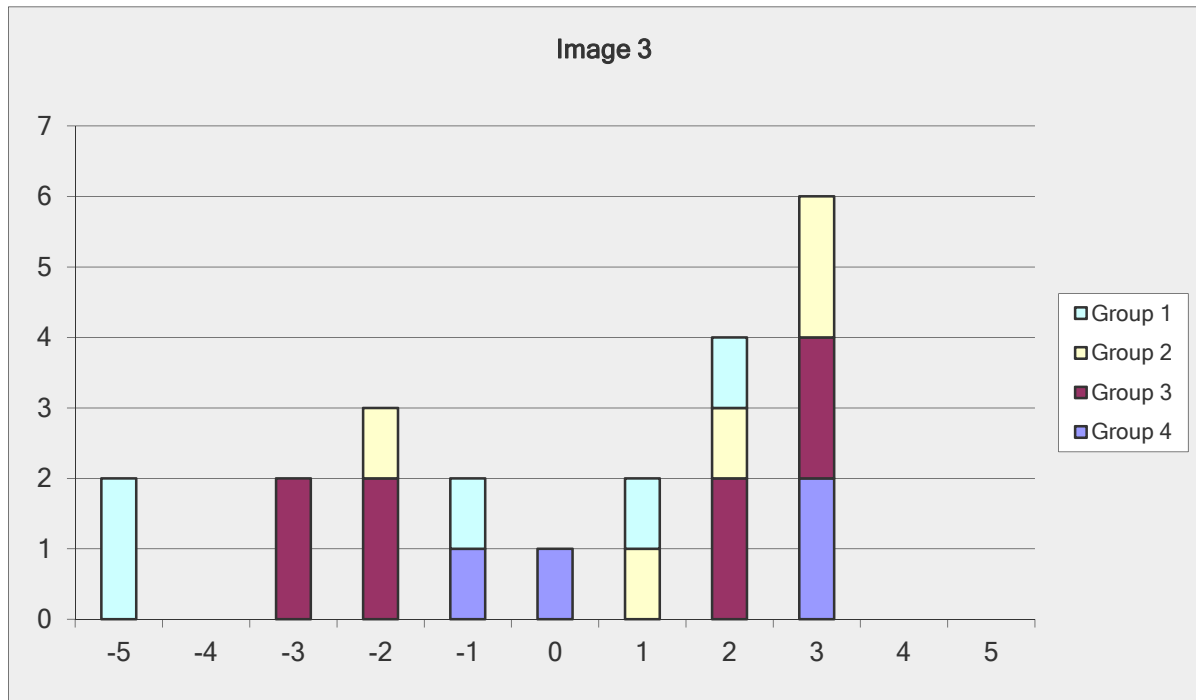


Image 3

Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	2	0	0	0	2
-4	0	0	0	0	0
-3	0	0	2	0	2
-2	0	1	2	0	3
-1	1	0	0	1	2
0	0	0	0	1	1
1	1	1	0	0	2
2	1	1	2	0	4
3	0	2	2	2	6
4	0	0	0	0	0
5	0	0	0	0	0
Other (please specify)					17
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Ugly;
- Good if room exists for off-street;
- Not enough green space, but good for parking;
- Nice attempt;
- Room to park off-road;
- Hidden parking appealing but no landscaping;
- Bad no natural front - dangerous access;
- Plenty of parking;
- Do not like green space in front of buildings to live. Businesses different;
- Parking off-street;
- Not much room for kids;
- Appears congested, lack of aesthetics;
- Buildings too close to road;
- Specific parking but visually plain;
- Parking off street - behind building;
- "Unattractive" building, lack of character, no vegetation, no signage for parking; and
- Blocked vision.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

4

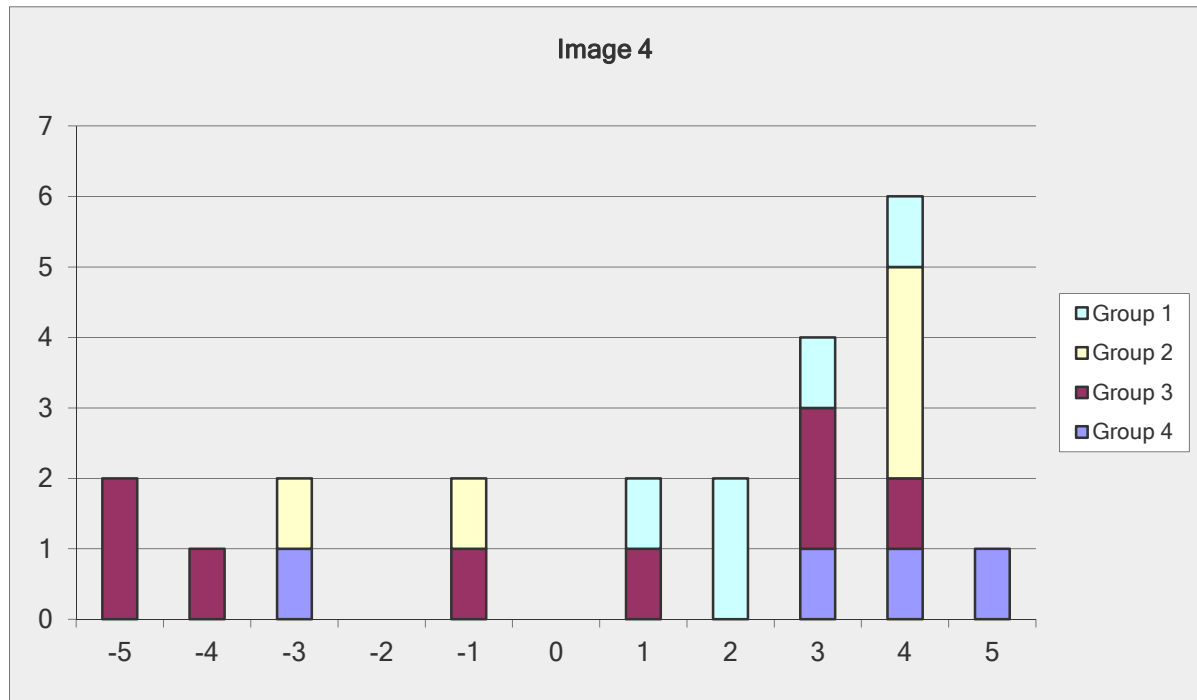


Image 4

Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	0	0	2	0	2
-4	0	0	1	0	1
-3	0	1	0	1	2
-2	0	0	0	0	0
-1	0	1	1	0	2
0	0	0	0	0	0
1	1	0	1	0	2
2	2	0	0	0	2
3	1	0	2	1	4
4	1	3	1	1	6
5	0	0	0	1	1
Other (please specify)					19
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Like - pedestrian /bike importance;
- Don't like median by crosswalks – distracting;
- Higher maintenance for center area growth;
- Nice;
- Hard to see people crossing street;
- Bike path, crosswalks;
- To many choices - confusing uncomfortable – blah;
- No trees;
- Break down to slow traffic on old street;
- Need landscape;
- Bike lanes have to be crossed by motor traffic;
- Do not like bike lanes;
- Bike trail with median, crosswalk;
- Looks like a good idea;
- Appears dangerous - cross walk obstructed by plantings;
- Not wide enough to park on street or to pass mail trucks etc.;
- Wide, bike lane;
- Lack signage, tree in bad spot; and
- Limits speeding, nice landscape; clearly marked but lack of signage, tree blocks.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

5

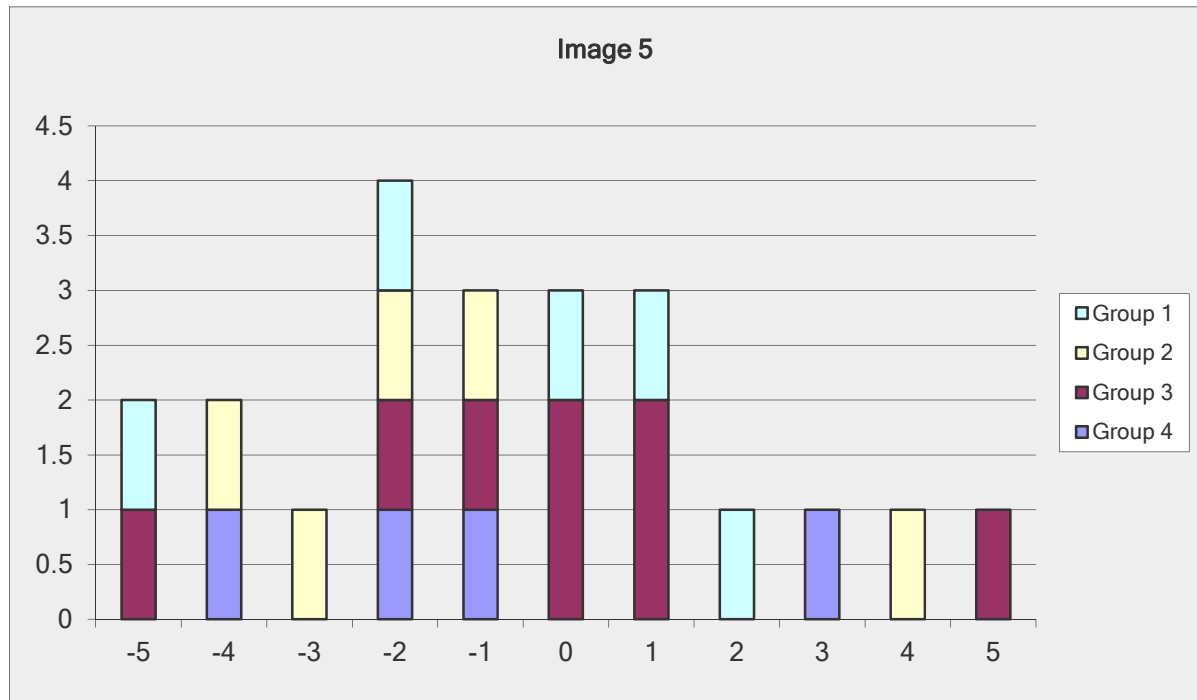


Image 5

Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	1	0	1	0	2
-4	0	1	0	1	2
-3	0	1	0	0	1
-2	1	1	1	1	4
-1	0	1	1	1	3
0	1	0	2	0	3
1	1	0	2	0	3
2	1	0	0	0	1
3	0	0	0	1	1
4	0	1	0	0	1
5	0	0	1	0	1
Other (please specify)					17
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Little parking onsite;
- Prefer curb and gutter – sidewalks;
- Needs landscaping;
- No sidewalks, trees, landscaping;
- Mandate trees / landscaping;
- No sidewalk, long straight race tracks, dangerous for kids;
- Ok - mailbox too close to road no street parking road too narrow;
- Roundabouts suck;
- No center line nor walking path;
- No sidewalks for walking to little parking for people visiting;
- Lack of sidewalk, poor aesthetics;
- Poor conditions on roads;
- Too narrow, lacks a shoulder, mailboxes too close to road;
- Disrepair, unattractive, no street parking;
- Limited road parking, no curb;
- Roads need improvement, no curb, no walk/bike lane, culverts; and
- No parking.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

6

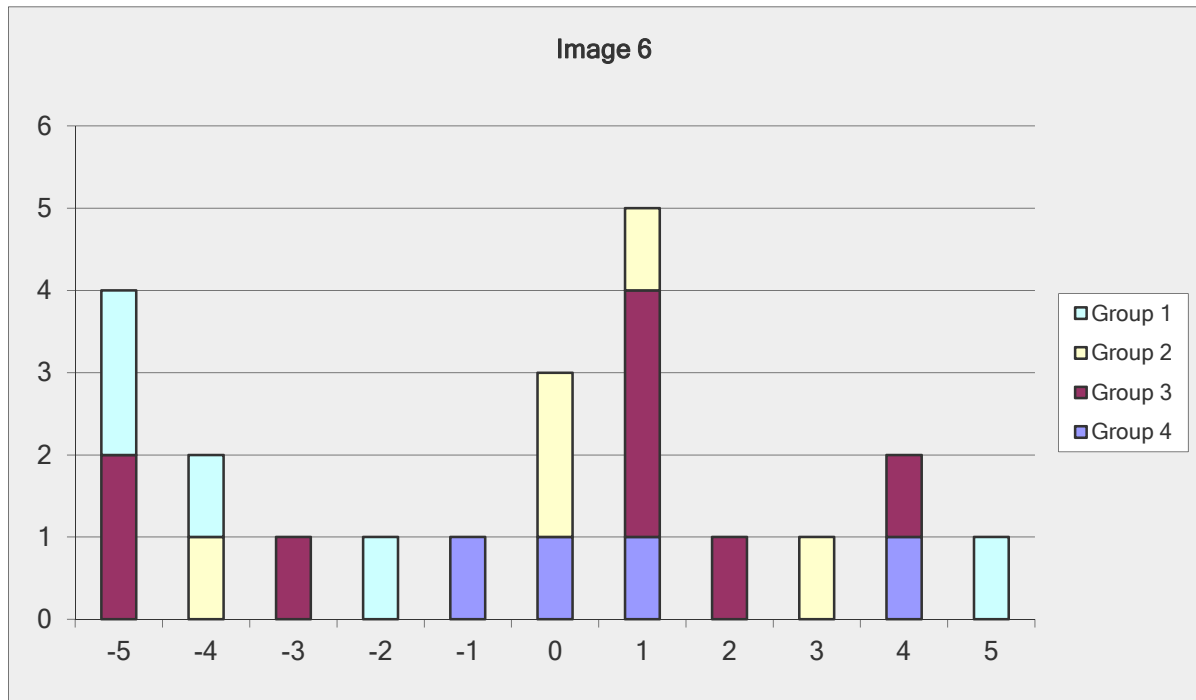


Image 6

Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	2	0	2	0	4
-4	1	1	0	0	2
-3	0	0	1	0	1
-2	1	0	0	0	1
-1	0	0	0	1	1
0	0	2	0	1	3
1	0	1	3	1	5
2	0	0	1	0	1
3	0	1	0	0	1
4	0	0	1	1	2
5	1	0	0	0	1
Other (please specify)					13
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Great for vehicle movement;
- Okay when done right;
- A tad unsightly;
- Like the small ones, hate big ones;
- Well lit;
- Hate roundabouts!!;
- Not attractive;
- Bad idea;
- Hate roundabouts!!;
- Too many roundabouts too close together;
- Dislike roundabouts;
- Confusing; and
- Roundabouts, unsafe with two so close together.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

7

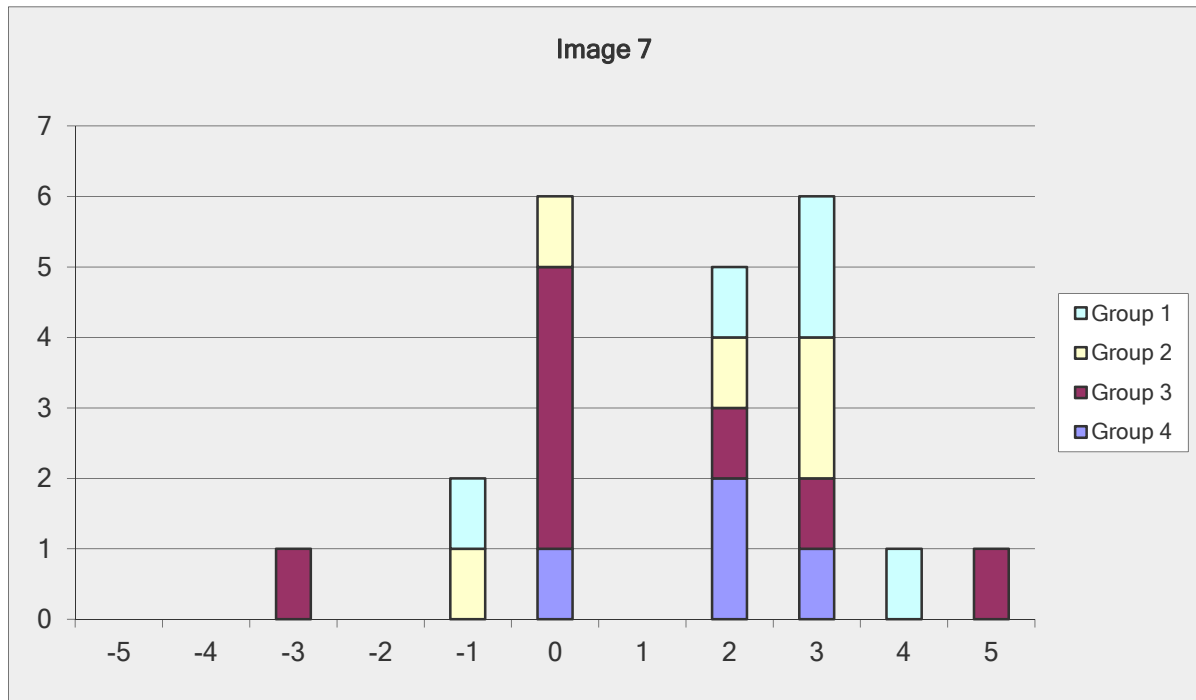


Image 7

Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	0	0	0	0	0
-4	0	0	0	0	0
-3	0	0	1	0	1
-2	0	0	0	0	0
-1	1	1	0	0	2
0	0	1	4	1	6
1	0	0	0	0	0
2	1	1	1	2	5
3	2	2	1	1	6
4	1	0	0	0	1
5	0	0	1	0	1
Other (please specify)					11
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Efficient - allows other uses;
- In proper area;
- Ok if you like that type of neighborhood;
- For downtown parking ramps ok if needed otherwise street parking is fine;
- Good use of land, expensive though;
- Good use of space;
- Looks efficient, clean, aesthetic for its purpose;
- Designated parking, marked well;
- Like designation off street;
- Vegetation, clearly marked, condensed parking, ADA access; and
- Ok.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

8

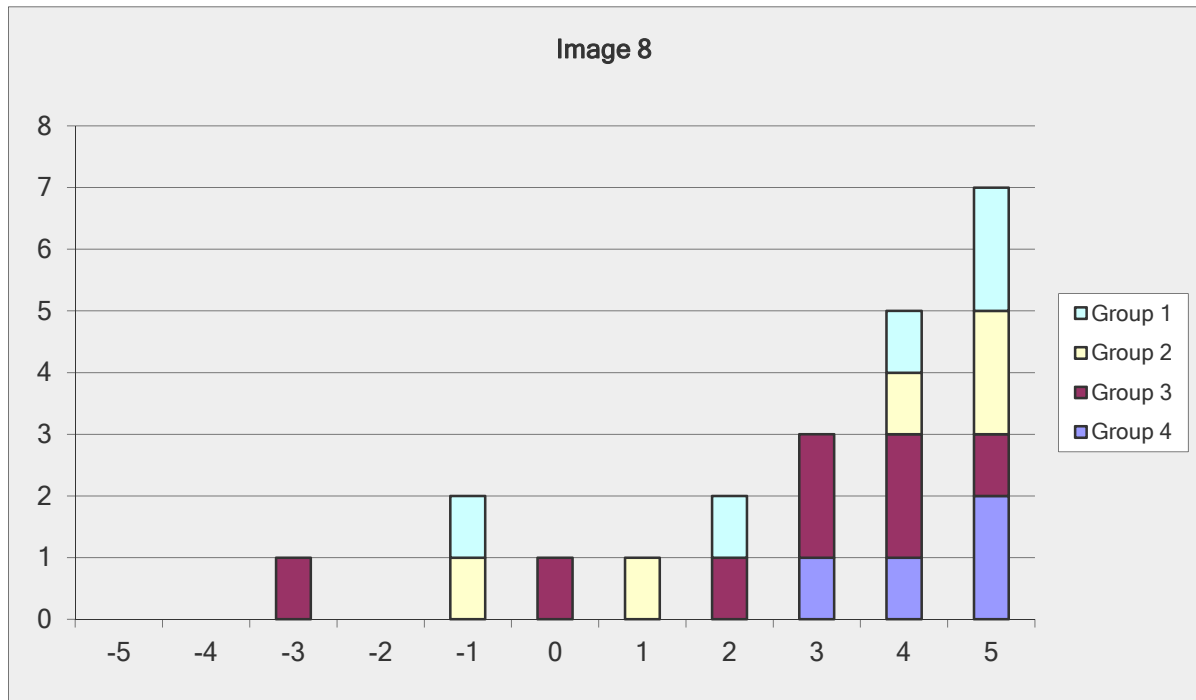


Image 8

Answer Options	Group1	Group 2	Group 3	Group 4	Response Count
-5	0	0	0	0	0
-4	0	0	0	0	0
-3	0	0	1	0	1
-2	0	0	0	0	0
-1	1	1	0	0	2
0	0	0	1	0	1
1	0	1	0	0	1
2	1	0	1	0	2
3	0	0	2	1	3
4	1	1	2	1	5
5	2	2	1	2	7
Other (please specify)					15
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- Love it!
- Bike lanes?
- Good design;
- Good design;
- Wide parking, bike lane - well designed;
- Good - do not need bike lanes;
- Good parking - nice bike lanes good sidewalks and well lit;
- Good all-around access;
- Do not like bike lanes or the roundabouts;
- Good parking, bike lanes great;
- Ample parking, love the bike lanes and trees;
- Wide, designated parking and bike lane;
- Like bike lane style;
- Parking bike lanes, good lighting, clearly marked, attractive inviting; and
- Ok.

Exercise 2b: Visual Preference Survey – “Places for Cars”

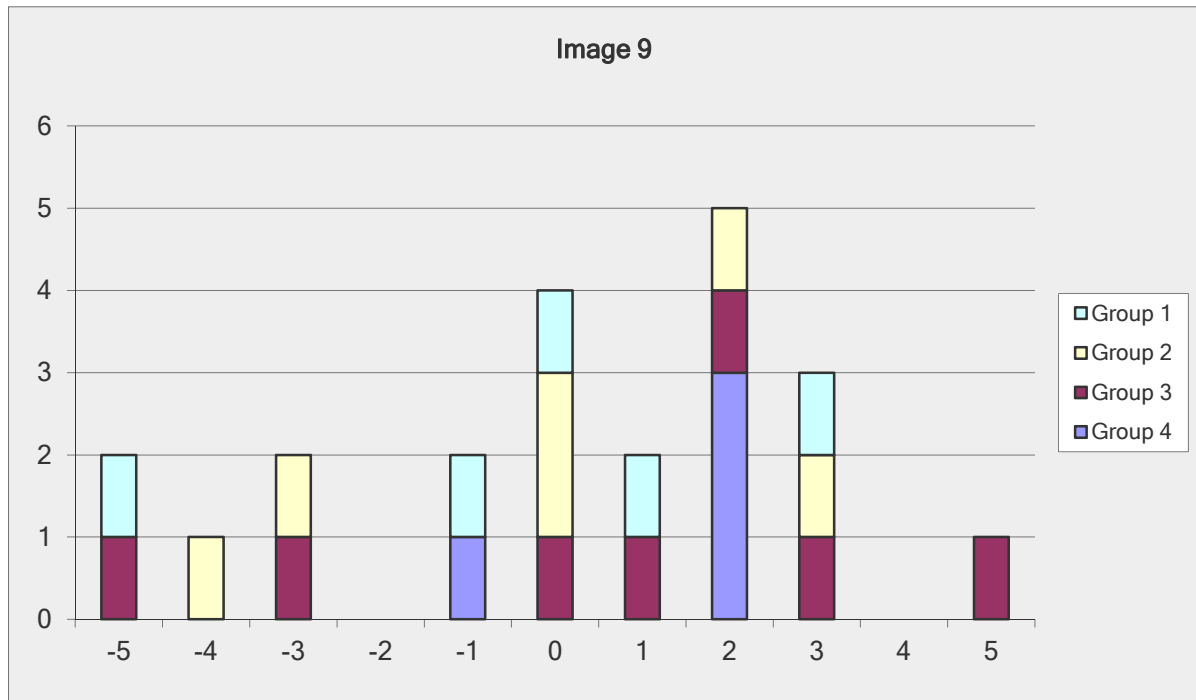
Exercise #2b– “Places for Cars”

9



Image 9					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	1	0	1	0	2
-4	0	1	0	0	1
-3	0	1	1	0	2
-2	0	0	0	0	0
-1	1	0	0	1	2
0	1	2	1	0	4
1	1	0	1	0	2
2	0	1	1	3	5
3	1	1	1	0	3
4	0	0	0	0	0
5	0	0	1	0	1
Other (please specify)					7
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”**Comments**

The following comments were received:

- Safe intersection;
- Costs to maintain;
- Not good - people do not slow down!!
- At end of cul-de-sac?
- Poor use of land, difficult to plow;
- Useless; and
- Bussing nightmare, slows traffic, snow problems.

Exercise 2b: Visual Preference Survey – “Places for Cars”

Exercise #2b– “Places for Cars”

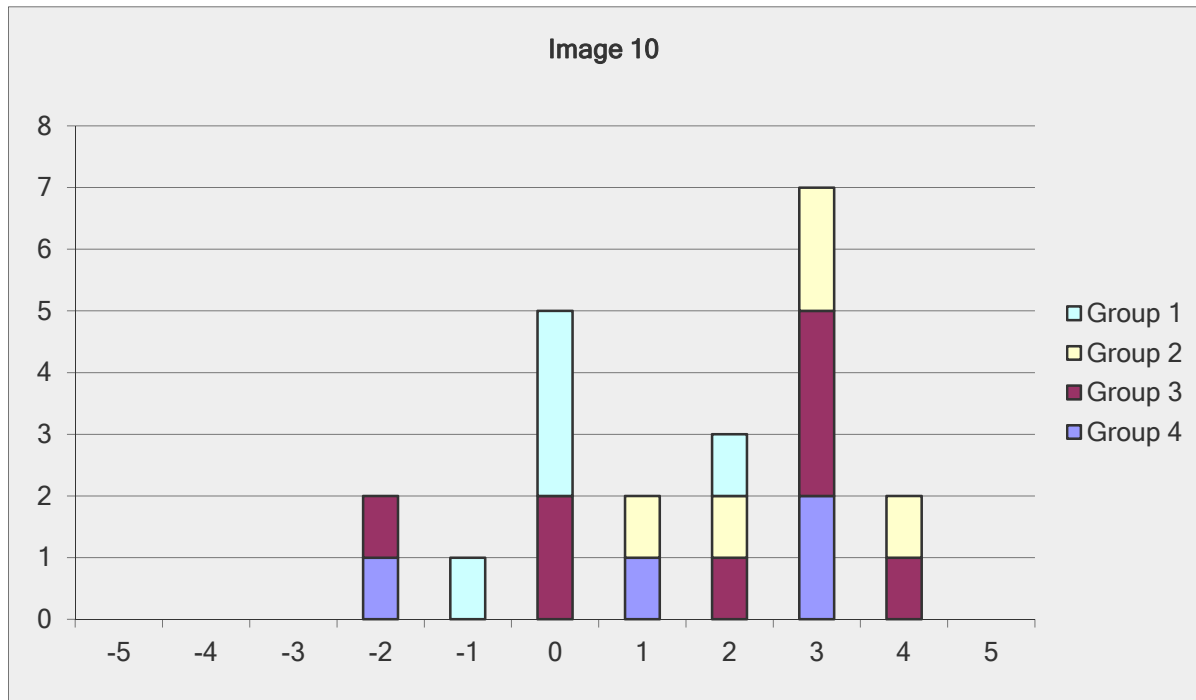
10



Image 10					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
-5	0	0	0	0	0
-4	0	0	0	0	0
-3	0	0	0	0	0
-2	0	0	1	1	2
-1	1	0	0	0	1
0	3	0	2	0	5
1	0	1	0	1	2
2	1	1	1	0	3
3	0	2	3	2	7
4	0	1	1	0	2
5	0	0	0	0	0
Other (please specify)					15
<i>answered question</i>					22
<i>skipped question</i>					0

Note: Response varies from poor (-5) to no opinion (0) to good (5).

Exercise 2b: Visual Preference Survey – “Places for Cars”



Comments

The following comments were received:

- No green spaces, no aesthetics;
- Visually not very nice;
- Needs green and landscaping;
- Needs landscaping islands, etc.;
- No trees / landscaping;
- Ok for large business;
- Needs trees ample parking;
- Causes drainage issues;
- Normal;
- Ok for retail development;
- Needed;
- Standard parking lot;
- Necessary and designated but unattractive;
- Parking lot; and
- Private not public property.

Exercise 1 and 2: Community-Wide Concerns, Ideas, Issues.

Group 1: Concerns/Ideas/Issues

- North Crest & CTH MM
- Pine Grove Lane
- John Street
- North Olk Street
- Need Transportation for Elders
- Finding Wiouwash Trailhead
- Parking on Main Street

Group 2: Concerns/Ideas/Issues

None submitted.

Group 3: Concerns/Ideas/Issues

- Allow ATV's on Trail
- We like that there are not many big trucks going down the roads all the time.
- Reasons why people want to live in Hortonville:
 - Rural and Green Space
 - Small Town Living
 - Everybody smiles and says hi
 - The more commercialized the community becomes, the less "small" Town Hortonville will feeling
 - Need to Maintain Natural Integrity of Hortonville
- Priority on Maintaining Village as "Bedroom" Community
- Bike Paths
- No Multi-Family apartments
- North & East of By-Pass for Residential Development

Group 4: Concerns/Ideas/Issues

- Walking / biking concerns
- Like the smaller community size
- Like the parks & attention to landscaping

(Page Intentionally Left Blank)

Exercise 3: Neighborhood Improvements

Table 3a. Group 1 - 5 Participants

Id.	Location	Improvement
A	W. Main St. (Betw. S. Spruce St. & N. Douglas St.) - Fulcer House	Fulcer House - Needs to come down
B	S. Lincoln St. (Next to Canning Office) - House	Dilapidated
C	W. Main St. (Near Douglas St.) ¹	Add sidewalks
D	W. Main St. (W. Crystal Springs Dr.) - House	Cleanup
E	John St.	Parking - Congestion during sports
F	Towne Dr. - School	Parking / Traffic Issues
G	W. Main St. - Downtown	Parking / Bike / Walk access
H	N. Pine St. - Post Office	Parking / Street visibility
I	Main St. & Nash St. - Crosswalks	Difficult to cross
J	W. Main St. - Community Hall	Parking
K	W. Main St. (Betw. S. Spruce St. & Douglas St.) - Toy Factory (senior housing)	Eyesore / unsafe
L	S. Lincoln St. - Canning Factory	Eyesore renovate / use
M	W. Main St. - Miller Park	Parking
N	W. Main St. - All places ¹	All places - Bike Routes - Lanes
O	Open area - South of W. Main St.	Need Park - on Southwest side
P	Open area - South of W. Main St.	Open - More senior housing
	Location not indicated on map	Reg. - Swimming Pool

¹Improvement may refer to larger area than specific location on W. Main St.

Table 3b. Group 2 - 5 Participants

Id.	Location	Improvement
A	W. Main St. - Community Hall	Embarrassment - needs to be razed
B	Crestwood Lane - Wildwood Park	Find use for
C	E. Main St. - Schmidt's Auto Salvage	Eyesore - needs to be cleaned up
D	E. Cedar St. - Apartment bldg.	Unattractive eyesore
E	E. Main St. - Piette Enterprises	Eyesore
F	W. Main St. - Library and Police Bldg.	Decrepit
G	N. Crest St. - Junkyard on CTH MM at base of Mystic Hts.	Unsightly

Exercise 3: Neighborhood Improvements

Table 3c. Group 3 - 9 Participants

Id.	Location	Improvement
A	S. Nash St. - Black Otter Lake	Recreation opportunities for lake, Canoe-kayak launch
B	Black Otter Lake	Increase lake utilization, wildlife park, vegetation management
C	E. Main St. - Mid - Con	Appearance
D	Lakeview Ave.	Access for snowmobiles through lake and trail
E	E. Main St. - Highway 15 Businesses	Minimum landscape / appearance standards
F	E. Main St. - New retail project	Maintain natural integrity (trees, grass, etc.)
G	Lakeshore Dr.	Walking designated on sidewalk to trail
H	Neighborhood Streets	Speed bumps to slow cars

Table 3d. Group 4 - 4 Participants

Id.	Location	Improvement
A	S. Lincoln St. - Industrial area	Unsightly
B	W. Main St. (Betw. S. Spruce St. & N. Douglas St.)	Dilapidated house
C	Nye St. (west of S. Nash St.)	Need sidewalk on northside of Nye
D	Open area - South of W. Main St.	Need southside area park or access to Miller
E	Industrial Park Ave. (Betw. Nye St. & Corporation Dr.)	Product not concealed (aesthetic), industrial

Exercise 3: Neighborhood Improvements

Table 3e. Group Summary							
Location	Improvement	Group 1	Group 2	Group 3	Group 4	Total	
Main Street		9	4	3	1	17	
<i>W. Main St. (Betw. S. Spruce St. & N. Douglas St.) - Fulcer House</i>	<i>Needs to come down/dilapidated</i>	<i>1</i>			<i>1</i>	2	
<i>W. Main St. (Betw. S. Spruce St & N. Douglas St.) - Toy Factory (Senior Housing)</i>	<i>Eyesore/Unsafe</i>	<i>1</i>				1	
<i>W. Main St. (Near N. Douglas St.)¹</i>	<i>Add sidewalks</i>	<i>1</i>				1	
<i>W. Main St. (W. Crystal Springs Dr.) - House</i>	<i>Cleanup</i>	<i>1</i>				1	
<i>W. Main St. - Miller Park</i>	<i>Parking</i>	<i>1</i>				1	
<i>W. Main St. - Downtown</i>	<i>Parking/Bike/Walk access</i>	<i>1</i>				1	
<i>W. Main St. - Community Hall</i>	<i>Parking</i>	<i>1</i>				1	
<i>W. Main St. - Community Hall</i>	<i>Embarrassment - Needs to be razed</i>		<i>1</i>			1	
<i>W. Main St. - All places¹</i>	<i>Bike Routes/Lanes</i>	<i>1</i>				1	
<i>W. Main St. - Library and Police Bldg.</i>	<i>Decrepit</i>		<i>1</i>				
<i>Main St. & Nash St. - Crosswalk</i>	<i>Difficult to cross</i>	<i>1</i>				1	
<i>E. Main St. - Plette Enterprises</i>	<i>Eyesore</i>		<i>1</i>			1	
<i>E. Main St. - Hwy 15 Businesses</i>	<i>Minimum landscape/appearance standards</i>			<i>1</i>		1	
<i>E. Main St. - New retail project</i>	<i>Maintain natural integrity of new retail project (trees, grass, etc.)</i>			<i>1</i>		1	
<i>E. Main St. - Mid - Con</i>	<i>Appearance</i>			<i>1</i>			
<i>E. Main St. - Schmidt's Auto Salvage</i>	<i>Eyesore, needs to be cleaned up</i>		<i>1</i>			1	
Cedar Street		0	1	0	0	1	
<i>E. Cedar St. - Apartment Bldg.</i>	<i>Unattractive eyesore</i>		<i>1</i>			1	
¹ Improvement may refer to larger area than specific location on W. Main St.							

Exercise 3: Neighborhood Improvements

Table 3e. Group Summary (Continued)						
Location	Improvement	Group 1	Group 2	Group 3	Group 4	Total
Crest Street		0	1	0	0	1
<i>N. Crest St. - Junkyard on CTH MM at base of Mystic Heights</i>	<i>Unsightly</i>		1			1
Crestwood Lane		0	1	0	0	1
<i>Crestwood Lane - Wildwood Park</i>	<i>Find use for</i>		1			1
John Street		0	0	1	0	1
<i>John St.</i>	<i>Parking - Congestion during sports</i>	1		1		2
Industrial Park Avenue		0	0	0	1	1
<i>Industrial Park Ave. (Betw. Nye St. & Corporation Dr.)</i>	<i>Product not concealed (aesthetic), industrial</i>				1	1
Lakeshore Drive		0	0	1	0	1
<i>Lakeshore Dr.</i>	<i>Walking designated on sidewalk to trail</i>			1		1
Lakeview Avenue		0	0	1	0	1
<i>Lakeview Ave.</i>	<i>Access for snowmobiles through lake and trail</i>			1		1
Lincoln Street		2	0	0	1	3
<i>S. Lincoln St. (Next to Canning Office) - House</i>	<i>Dilapidated</i>	1				1
<i>S. Lincoln St. - Canning Factory</i>	<i>Eyesore/renovate/use/unsightly</i>	1			1	2
Nye Street		0	0	0	1	1
<i>Nye St. (west of S. Nash St.)</i>	<i>Need sidewalk on northside</i>				1	1

Exercise 3: Neighborhood Improvements

Table 3e. Group Summary (Continued)						
Location	Improvement	Group 1	Group 2	Group 3	Group 4	Total
Pine Street		1	0	0	0	1
<i>N. Pine St. - Post Office</i>	<i>Parking/Street visibility</i>	<i>1</i>				<i>1</i>
Towne Drive		1	0	0	0	1
<i>Towne Drive - School</i>	<i>Parking/Traffic Issues</i>	<i>1</i>				<i>1</i>
Nash Street						
<i>S. Nash St. - Black Otter Lake</i>	<i>Recreational Opportunities - Canoe/kayak launch</i>			<i>1</i>		
Other		3	0	2	2	7
<i>Open Area - south of W. Main St.</i>	<i>Need park on southwest side</i>	<i>1</i>			<i>1</i>	<i>2</i>
<i>Open Area - south of W. Main St.</i>	<i>More senior housing</i>	<i>1</i>			<i>1</i>	<i>2</i>
<i>Swimming Pool</i>	<i>Reg. swimming pool</i>	<i>1</i>				<i>1</i>
<i>Black Otter Lake</i>	<i>Increase lake utilization, wild life park, vegetation management</i>			<i>1</i>		<i>1</i>
<i>Neighborhood Streets</i>	<i>Speed bumps to slow cars</i>			<i>1</i>		<i>1</i>
Total		16	6	8	6	36

(Page Intentionally Left Blank)

Exercise 4: Downtown Revitalization

4a. What types of businesses, product lines or services are lacking within the downtown/village?

Group 1:

Participant #1

1. Elderly Housing
2. Hardware Store
3. Pharmacy
4. More Fast Food Establishments (Taco Bell, McDonalds)
5. Upscale Housing

Participant #2

1. Hardware
2. Clothing
3. Natural Foods
4. Pharmacy
5. Elderly Housing
6. Upscale Housing/Condos

Participant #3

1. Hardware Store

2. Elderly Housing
3. Upscale Townhouse/Executive Rentals
4. Organic Foods

Participant #4

1. Discount Store (General Dollar)
2. Taco Bell
3. More Senior Apartments

Group 2:

Participant #1

1. Retail Stores: variety, hardware, general type
2. Larger Grocery
3. Sandwich Shop w/indoor seating (outdoor seating in summer)

Participant #2

1. Hardware Store
2. Upscale restaurant or bistro that doesn't focus on bar or tavern or eat-in deli
3. Art / gift gallery
4. Ice cream shop with seating

Exercise 4: Downtown Revitalization

4a. What types of businesses, product lines or services are lacking within the downtown/village? (continued)

Group 2 (continued):

Participant #3

1. Hardware Store

Participant #4

1. Need new food store - update

Group 3:

Participant #1

1. Need Hardware Access
2. Need to maintain Grocery Store
3. Move Industry off of Main St., when possible

Participant #2

1. Library book drop off at various locations
2. Misc. store (Dollar Store)
3. Pizza Parlor
4. Pharmacy

Participant #3

1. Pharmacy
2. Hardware
3. Lumber yard
4. Hotel?

Participant #4

1. Drug / Pharmacy
2. Hardware
3. Small engine repair

Participant #5

1. A reasonable priced lumber / hardware store
(Prices comparable to Menards / Home Depot, not high prices like Ace Hardware)

Participant #6

1. Auto parts store

Exercise 4: Downtown Revitalization

4a. What types of businesses, product lines or services are lacking within the downtown/village? (continued)

Group 3 (continued):

Participant #7

1. Meat market
2. Larger breakfast / coffee shop / restaurant

Group 4:

Participant #1

1. Hardware Store
2. Rx Pharmacy

Participant #2

1. Pharmacy
2. Hardware
3. Sporting Goods
4. Movie Theater

Participant #3

1. Pharmacy
2. Hardware
3. Different fast food

Participant #4

1. Pharmacy
2. Hardware

Exercise 4: Downtown Revitalization

4b. What kinds of physical improvements should be considered for the downtown that will make it more inviting and attractive?

Group 1:

Participant #1

1. Get rid of a few bars
2. More Parking
3. Places to sit and relax
4. Lake utilized more
5. Better facade for downtown
6. Places to sit and eat

Participant #2

1. Maintenance of buildings
2. Parking
3. Bike Lanes
4. Better facades on buildings, uniform, historic
5. Walking Routes
6. Town Square where library and Police Dept. are

Participant #3

1. Parking, Town Square, Uniform Historic building Designation (like Blue Design)
2. Bike Lanes
3. Walking Routes
4. Signage
5. Vegetation
6. Parks on Southside

Participant #4

1. More Stores

Group 2:

Participant #1

1. Parking structure
2. Bike trail
3. Dog park
4. Extension of Wiouwash Trail to downtown & beyond
5. Walking trails within community

Exercise 4: Downtown Revitalization

4b. What kinds of physical improvements should be considered for the downtown that will make it more inviting and attractive? (continued)

Group 2 (continued):

Participant #2

1. Parking
2. Small park / bench seating area
3. Trees
4. Cobblestone
5. Walking trail around the lake

Participant #3

1. Parking
2. Tie to Wiouwash Trail

Participant #4

1. Updating to new look

Group 3:

Participant #1

1. North side of Main Street S/B improved
2. Main Street well set up downtown with bypass in place

Participant #2

1. More sidewalks - walkways
2. Stop - prohibit - parking daily on/in yards
3. Sandblast fronts of old buildings

Participant #3

1. More parking downtown

Participant #4

1. Standards of appearance / attractiveness
2. Update store fronts

Exercise 4: Downtown Revitalization

4b. What kinds of physical improvements should be considered for the downtown that will make it more inviting and attractive? (continued)

Group 3 (continued):

Participant #5

1. Leave Historic brick on stone buildings just freshen up
2. Old run down wood buildings should have similar siding and look neat and clean, not run down and cheap

Participant #6

1. Signs - you can't tell what the stores are until you are past

Participant #7

1. Facade upgrades
2. Better parking
3. Encourage walking areas
4. Ice cream shop

Group 4:

Participant #1

No Response

Participant #2

1. Store front appearance improvements
2. Pedestrian improvements
3. More bulb-outs with trees

Participant #3

1. Plants
2. Better parking
3. Filled business spaces

Participant #4

1. New striping with bike lanes, etc.
2. Remove library, create a town square in that spot

Exercise 4: Downtown Revitalization

4c. What existing features of the downtown landscape and buildings need to be preserved as downtown Hortonville changes or grows?

Group 1:

Participant #1

1. Better facade on old buildings

Participant #2

1. Community Hall
2. Parks

Participant #3

1. Community Hall
2. Vegetation
3. Community Hall

Participant #4

1. More Parking

Group 2:

Participant #1

1. None

Participant #2

1. Some of the building fronts have been nicely preserved - Blue Design Group Bldg. is beautiful

Participant #3

No response

Participant #4

1. Nothing now

Exercise 4: Downtown Revitalization

4c. What existing features of the downtown landscape and buildings need to be preserved as downtown Hortonville changes or grows? (continued)

Group 3:

Participant #1

1. Community Hall needs to remain as does Horton Inn historic building
3. Remove BP for park when possible

Participant #2

1. What happens to empty business bldgs. to have new business move in

Participant #3

1. Horton Inn needs to be revamped or maybe turned into a nice hotel

Participant #4

1. Community Hall

Participant #5

No response

Participant #6

No response

Participant #7

1. The character of the buildings through preservation of facades, roofs etc.
2. Create an easy to walk area of complementary businesses

Group 4:

Participant #1

1. Parking
2. Landscaping

Participant #2

1. Historical appearance
2. Closeness - compactness

Exercise 4: Downtown Revitalization

4c. What existing features of the downtown landscape and buildings need to be preserved as downtown Hortonville changes or grows? (continued)

Group 4 (continued):

Participant #3

1. Bump outs

Participant #4

1. Some of the older building character
2. Maybe a Main St. program

Exercise 4: Downtown Revitalization

Table 4a. What types of businesses, product lines or services are lacking within the downtown/village?

Issue	Group 1	Group 2	Group 3	Group 4	Total
Housing					7
Elderly Housing	4				4
Upscale Housing	3				3
Retail Stores					32
Hardware Store	3	3	4	4	14
Pharmacy	2		3	4	9
Clothing Store	1				1
Discount Store	1		1		2
Art/Gift Shop		1			1
Lumberyard			2		2
Small Engine Repair			1		1
Auto Parts Store			1		1
Sporting Goods				1	1
Grocery Stores					6
Natural/Organic Foods Store	2				2
Grocery		2	1		3
Meat Market			1		1
Restaurants					8
Fast Food Establishments (Taco Bell, McDonalds)	2			1	3
Upscale Restaurant		1			1
Sandwich Shop		1			1
Ice Cream Shop		1			1
Pizza Parlor			1		1
Larger Coffee Shop/Restaurant			1		1
Lodging					1
Hotel			1		1
Entertainment					1
Movie Theater				1	1
Other					2
Move Industry off of Main Street			1		1
Library Book Drop (Various Locations)			1		1

Exercise 4: Downtown Revitalization

Table 4b. What kinds of physical improvements should be considered for the downtown that will make it more inviting and attractive?

Improvements	Group 1	Group 2	Group 3	Group 4	Total
Building Improvements	5	0	7	1	13
Building Facades	2		2	1	5
Building Maintenance	1				1
Uniform Historic Bldg. Design	2				2
Sandblast fronts of old buildings/freshen up stone buildings			2		2
Building Standards (appearance/attractiveness)			2		2
Business signage			1		1
Bicycle/Pedestrian Improvements	4	5	3	2	14
Places to sit and relax/ Bench seating area	2	1			3
Designated bike lanes	2			1	3
Designated walking routes/trails/walkways		1	2	1	4
More Sidewalks			1		1
Bicycle Trail		1			1
Extension to Wiouwash Trail between downtown & beyond		2			2
Retail Space	3	0	1	1	5
Reduce number of bars	1				1
Places to sit and eat	1				1
More Stores	1				1
Ice Cream Store			1		1
Filled business spaces				1	1
Transportation Improvements	3	3	3	1	10
More Parking	2	3	2	1	8
Signage	1				1
Stop/prohibit parking on/in yards			1		1
Recreational Improvements	2	3	0	0	5
Better utilization of lake	1				1
Park on southside	1				1
Small Park		1			1
Dog Park		1			1
Walking trail around lake		1			1
Other	3	3	2	3	11
Town Square	2			1	3
Vegetation/trees	1	1		1	3
Cobblestone		1			1
Update to new look		1			1
Main Street (north side) - S/B Improved			1		1
Main Street - ensure it is well set up			1		1
Bumpouts with Trees				1	1

Exercise 4: Downtown Revitalization

Table 4c. What existing features of the downtown landscape and buildings need to be preserved as downtown Hortonville changes or grows?

Preservation Components	Group 1	Group 2	Group 3	Group 4	Total
Buildings	3	1	5	1	10
Community Hall	2		2		4
Horton Inn			2		2
Building Character (preservation of facades, roofs, ex. Blue Design Group Bldg.)	1	1	1	1	4
Retail	0	0	1	0	1
Create a walkable area of complementary businesses			1		1
Transportation	1	0	0	1	2
More Parking	1			1	2
Recreation	1	0	0	0	1
Parks	1				1
Other	1	0	0	5	6
Vegetation/landscaping	1			1	1
Historical Appearance				1	1
Closeness/Compactness				1	1
Bumpouts				1	1
Main Street Program				1	1

Exercise 5: New Development

Design Preference Survey – Residential Types

Housing A

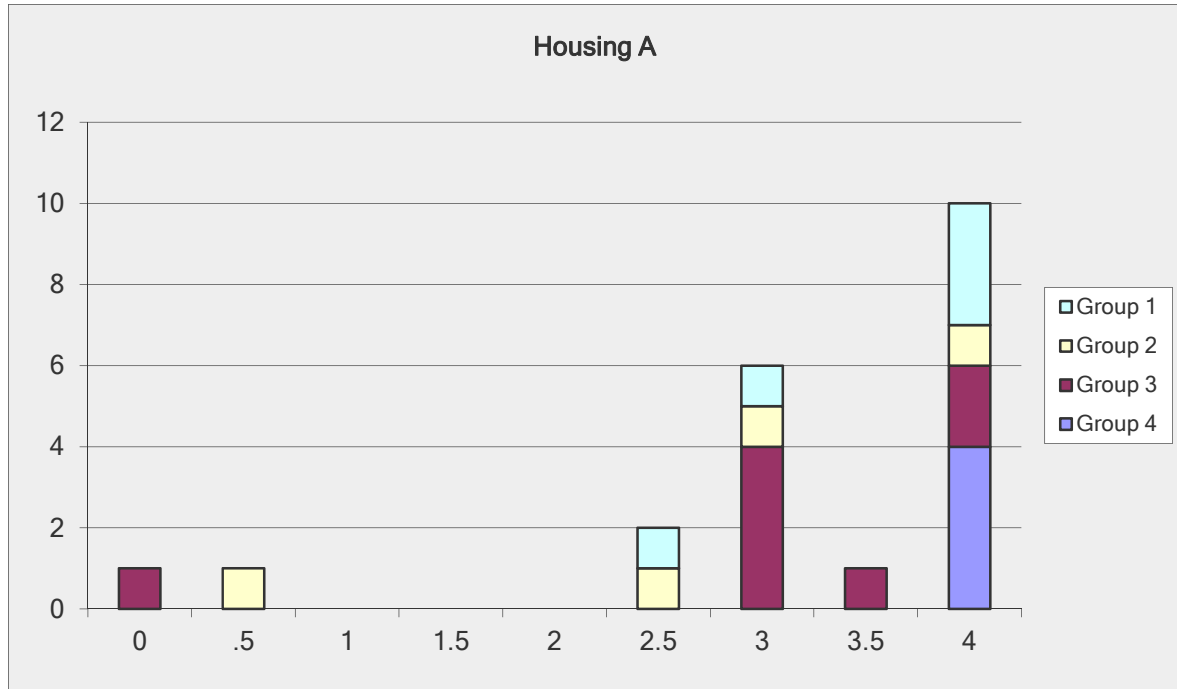


Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages accessed off of streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of duplexes, or townhouses in appropriate locations

Housing A					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	0	1	0	1
.5	0	1	0	0	1
1	0	0	0	0	0
1.5	0	0	0	0	0
2	0	0	0	0	0
2.5	1	1	0	0	2
3	1	1	4	0	6
3.5	0	0	1	0	1
4	3	1	2	4	10
Other (please specify)					2
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development**Design Preference Survey – Residential Types**

Comments:

The following comments were received:

- New sub-division.
- Bring up tax base.

Exercise 5: New Development

Design Preference Survey – Residential Types

Housing B

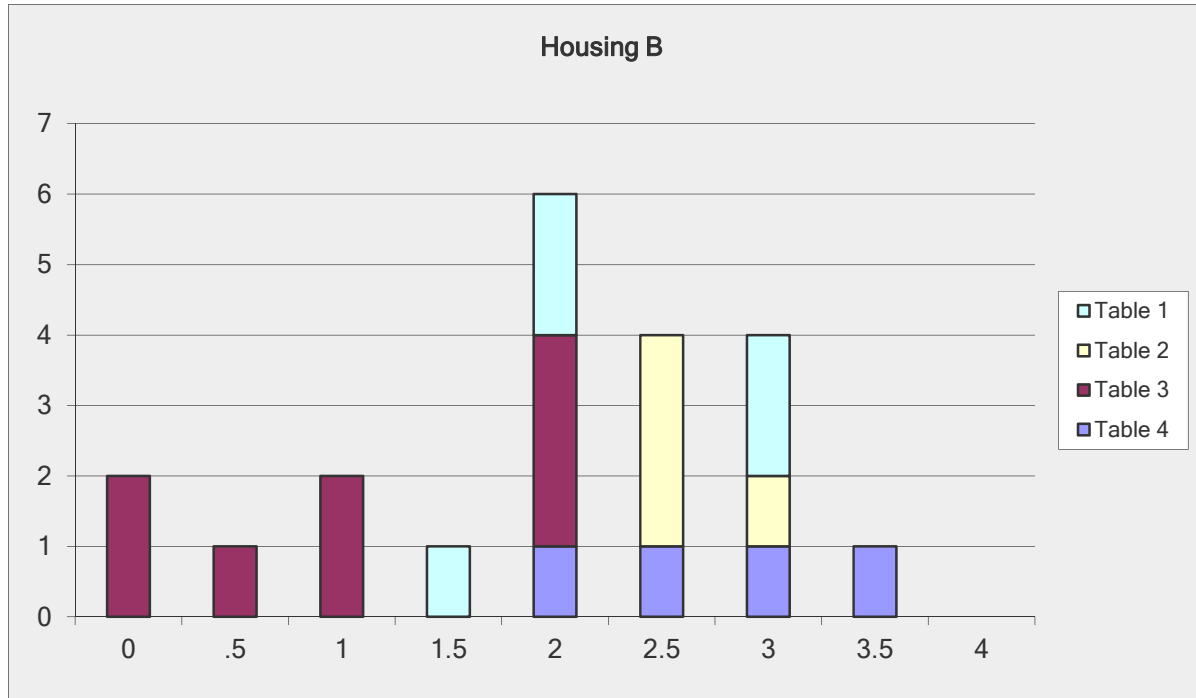


Attached Single-Family Housing:

- Most buildings are 2 -3 stories
- Includes duplexes & townhouses (rowhouses)
- Garages accessed by either streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or small multi-family housing
- May be adjacent to commercial uses

Housing B					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	0	2	0	2
.5	0	0	1	0	1
1	0	0	2	0	2
1.5	1	0	0	0	1
2	2	0	3	1	6
2.5	0	3	0	1	4
3	2	1	0	1	4
3.5	0	0	0	1	1
4	0	0	0	0	0
Other (please specify)					1
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development**Design Preference Survey – Residential Types**

Comments:

The following comment was received:

- Tough to sell.

Exercise 5: New Development

Design Preference Survey – Residential Types

Housing C



Small Multi-Family Housing:

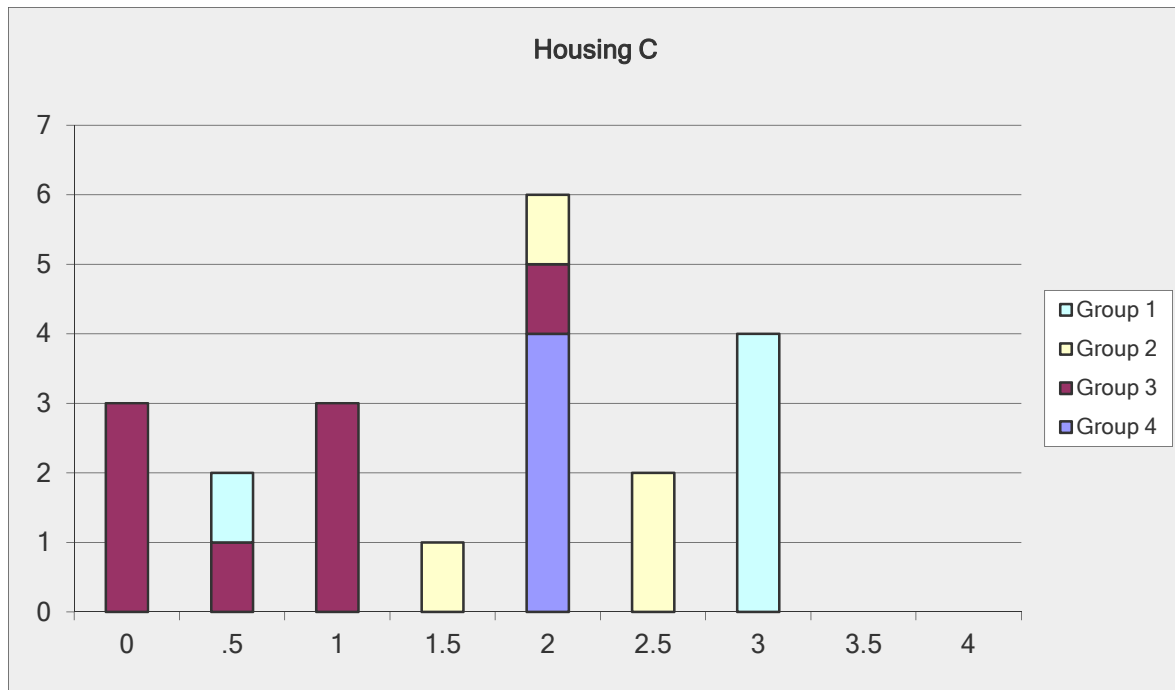
- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

Housing C					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	0	3	0	3
.5	1	0	1	0	2
1	0	0	3	0	3
1.5	0	1	0	0	1
2	0	1	1	4	6
2.5	0	2	0	0	2
3	4	0	0	0	4
3.5	0	0	0	0	0
4	0	0	0	0	0
Other (please specify)					1
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development

Design Preference Survey – Residential Types



Comments:

The following comment was received:

- Elderly housing, Executive Town homes, nice duplexes.

Exercise 5: New Development

Design Preference Survey – Residential Types

Housing D

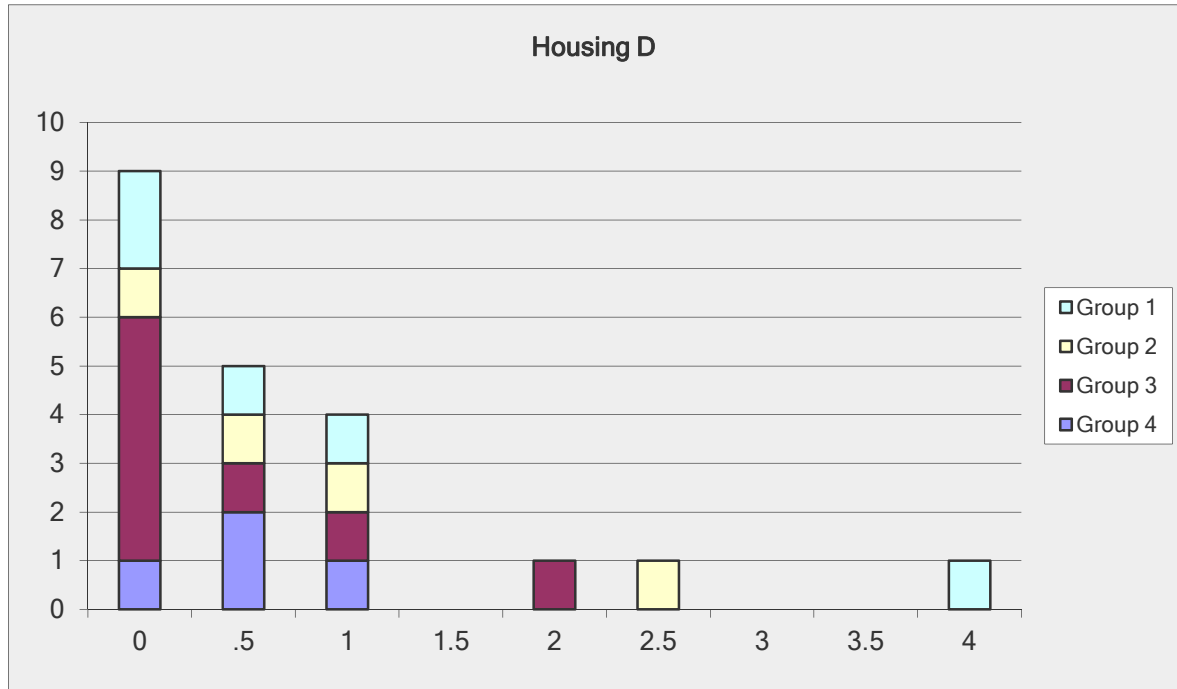


Larger Multi-Family Housing:

- 3 to 8 story buildings
- Large scale buildings on large lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

Housing D					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	2	1	5	1	9
.5	1	1	1	2	5
1	1	1	1	1	4
1.5	0	0	0	0	0
2	0	0	1	0	1
2.5	0	1	0	0	1
3	0	0	0	0	0
3.5	0	0	0	0	0
4	1	0	0	0	1
Other (please specify)					2

Note: Response varies from 0 (None of this type) to 4 (More of this type)



Comments:

The following comment was received:

- NO.
- Not enough infrastructure and sites to allow for this at this time.

Exercise 5: New Development

Design Preference Survey – Retail/Commercial Types

Retail A

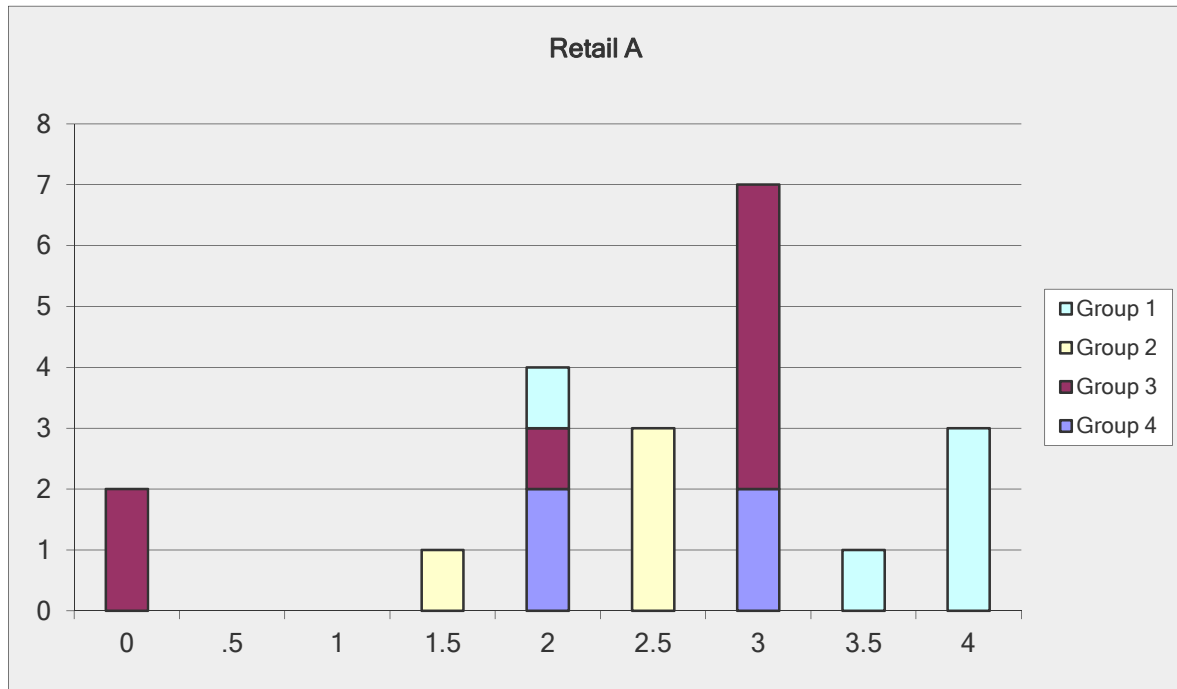


Free Standing Convenience Retail:

- Corporate and franchise architecture
- One-acre lots unrelated to surroundings
- Parking often on all sides of building
- Buildings often include a "Drive-thru"
- Often next to strip commercial retail
- Usually located on heavily traveled streets
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter, in parking lots and next to building

Retail A					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	0	2	0	2
.5	0	0	0	0	0
1	0	0	0	0	0
1.5	0	1	0	0	1
2	1	0	1	2	4
2.5	0	3	0	0	3
3	0	0	5	2	7
3.5	1	0	0	0	1
4	3	0	0	0	3
Other (please specify)					2
<i>answered question</i>					21
<i>skipped question</i>					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development**Design Preference Survey – Retail/Commercial Types**

Comments:

The following comments were received:

- Along Main St. & at eastern edge or roundabouts.
- Based on building analysis.

Exercise 5: New Development

Design Preference Survey – Retail/Commercial Types

Retail B






Single Story Strip Commercial:

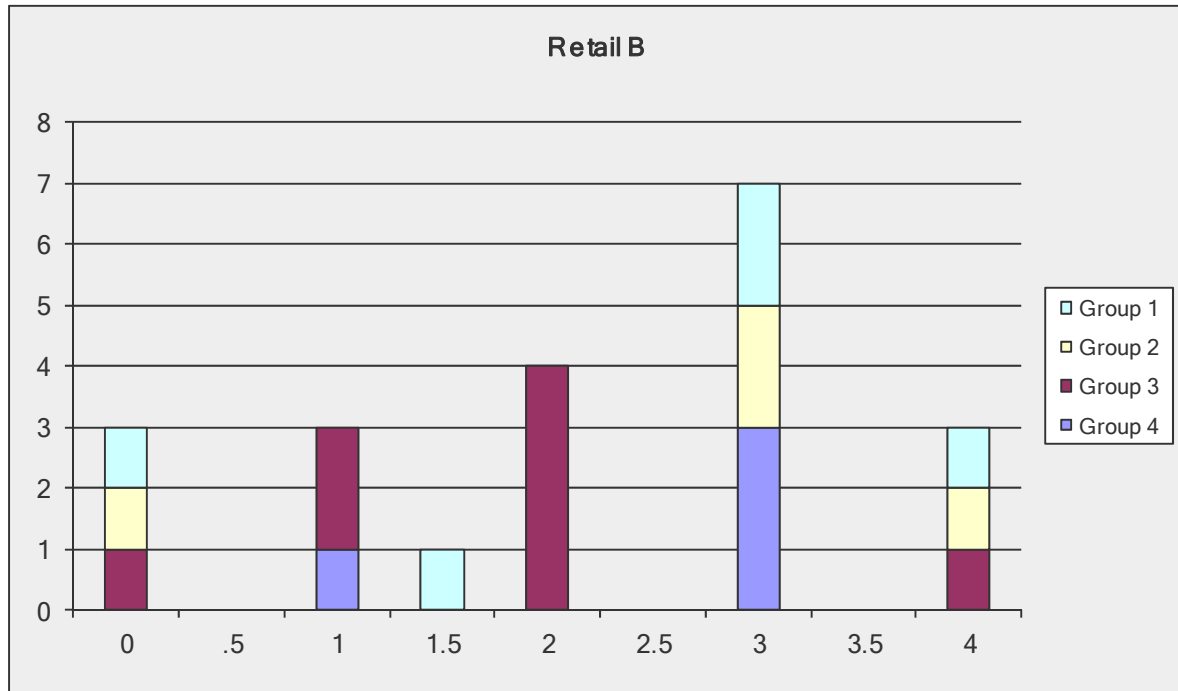
- One story strip commercial development of adjoining stores
- Parking placed between building and street
- Usually located on heavily traveled streets
- Often next to free standing commercial uses
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter of parking lots and adjacent to building



Exercise 5: New Development

Retail B					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	1	1	1	0	3
.5	0	0	0	0	0
1	0	0	2	1	3
1.5	1	0	0	0	1
2	0	0	4	0	4
2.5	0	0	0	0	0
3	2	2	0	3	7
3.5	0	0	0	0	0
4	1	1	1	0	3
Other (please specify)					2
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development**Design Preference Survey – Retail/Commercial Types**

Comments:

The following comments were received:

- Only on outskirts.
- East retail plaza.

Exercise 5: New Development

Design Preference Survey – Retail/Commercial Types

Retail C

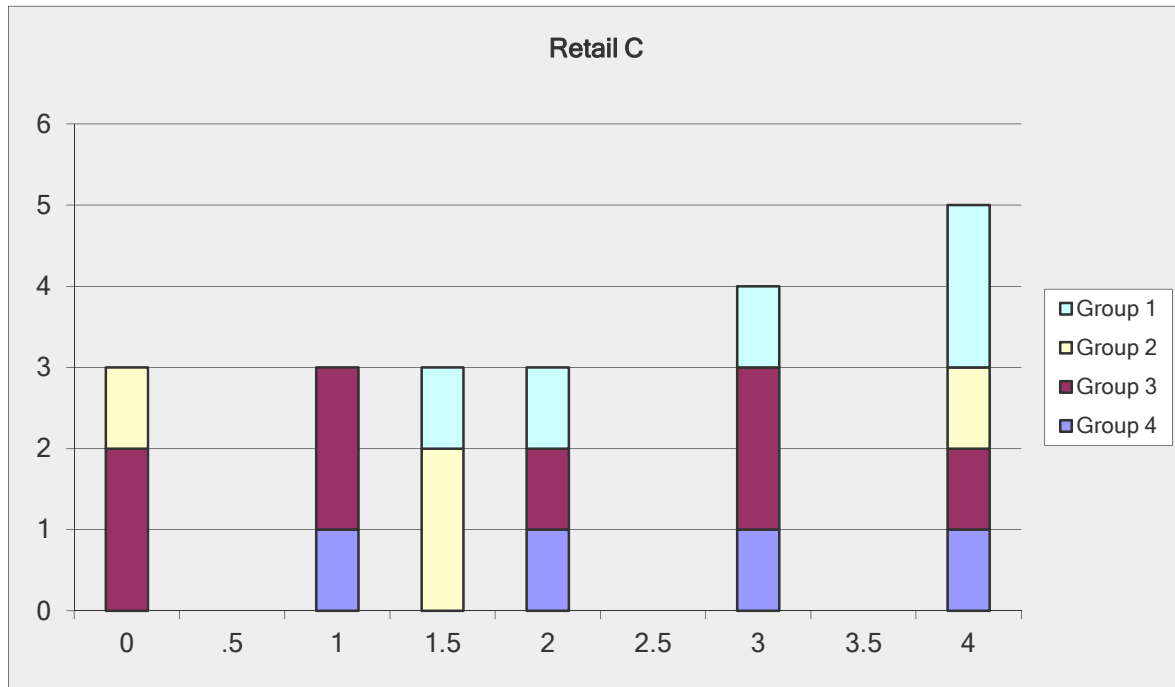



Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More “urban” architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

Retail C					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	1	2	0	3
.5	0	0	0	0	0
1	0	0	2	1	3
1.5	1	2	0	0	3
2	1	0	1	1	3
2.5	0	0	0	0	0
3	1	0	2	1	4
3.5	0	0	0	0	0
4	2	1	1	1	5
Other (please specify)					2
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development**Design Preference Survey – Retail/Commercial Types**

Comments:

The following comments were received:

- Near Warner & Main or on Main on outskirts.
- Bike / Pedestrian access, good historic style downtown.

Exercise 5: New Development

Design Preference Survey – Retail/Commercial Types

Retail D

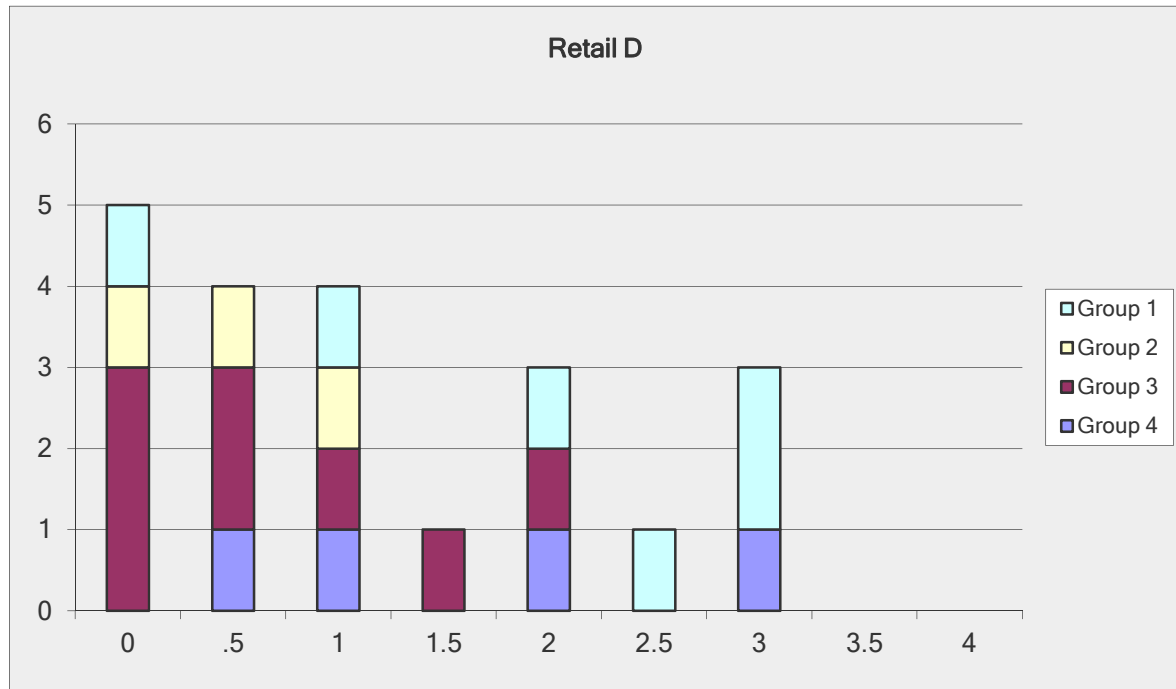



Large Retail Developments:

- Large single story buildings on large lots (includes “Big Box” Retail)
- Corporate architecture and design
- Building oriented towards large surface parking lot for maximum visibility from street
- Auto-oriented design
- Serves community-wide market
- Some landscaping around perimeter, in parking lot and adjacent to building

Retail D					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	1	1	3	0	5
.5	0	1	2	1	4
1	1	1	1	1	4
1.5	0	0	1	0	1
2	1	0	1	1	3
2.5	1	0	0	0	1
3	2	0	0	1	3
3.5	0	0	0	0	0
4	0	0	0	0	0
Other (please specify)					2
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type)

Exercise 5: New Development**Design Preference Survey – Retail/Commercial Types**

Comments:

The following comments were received:

- Maybe near roundabouts.
- Centralized.

Exercise 5: New Development

Design Preference Survey – Employment Types

Employment A

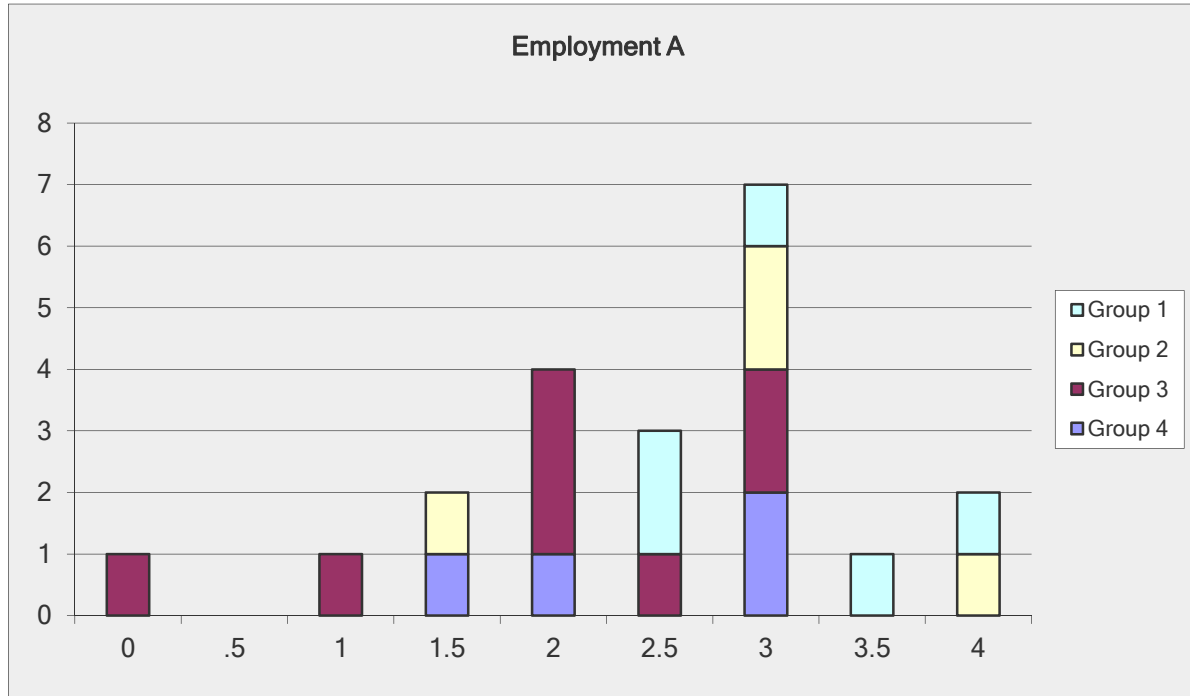


Small Scale Flex Space and Business Condos:

- Typically single story buildings
- Little emphasis on architecture, urban character or building materials
- Buildings often have few windows, oversized loading doors and surface parking lots
- Developments made up of many individual buildings or may be grouped in clusters
- Buildings may house a combination of warehouse, yard storage, production, contractor space, and some office uses
- No intermixed residential development

Employment A					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	0	1	0	1
.5	0	0	0	0	0
1	0	0	1	0	1
1.5	0	1	0	1	2
2	0	0	3	1	4
2.5	2	0	1	0	3
3	1	2	2	2	7
3.5	1	0	0	0	1
4	1	1	0	0	2
Other (please specify)					1
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type).

Exercise 5: New Development**Design Preference Survey – Employment Types**

Comments:


The following comment was received:

- Mixture of service and product based.

Exercise 5: New Development

Design Preference Survey – Employment Types

Employment B

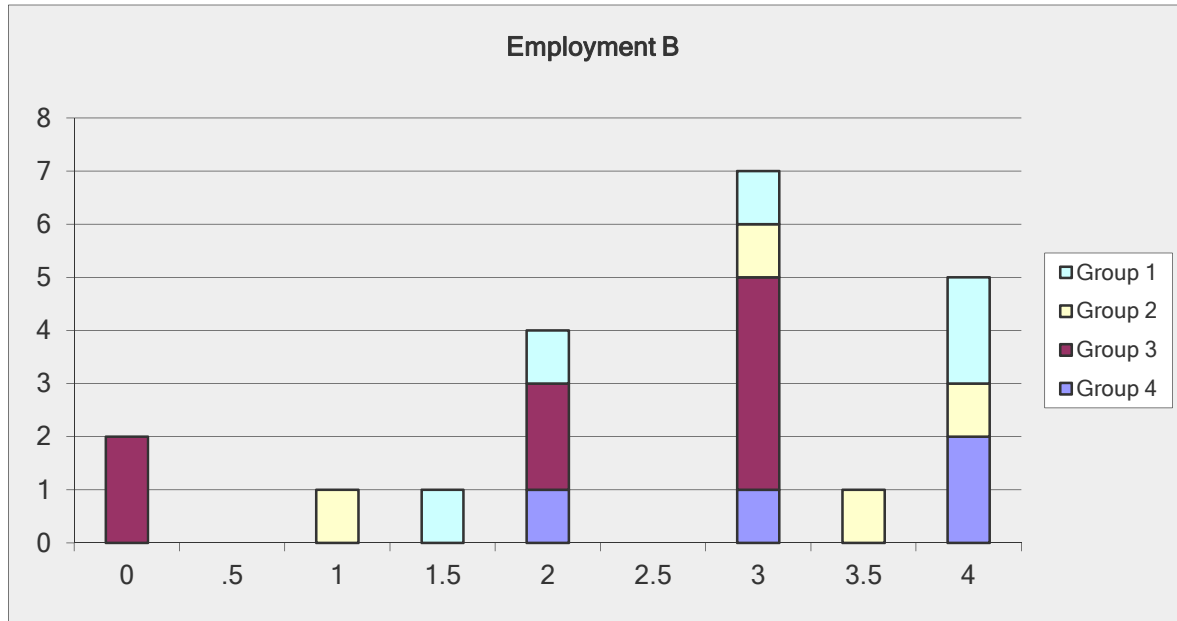


Medium Scale Business Offices & Incubator Buildings:

- 1-3 story buildings
- May contain a variety of office and commercial uses in one building including research, production, office, technology, and incubator businesses
- More emphasis on architecture design
- A mix of surface lots and on-street parking is typical
- May be adjacent to residential or other uses.

Employment B					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	0	2	0	2
.5	0	0	0	0	0
1	0	1	0	0	1
1.5	1	0	0	0	1
2	1	0	2	1	4
2.5	0	0	0	0	0
3	1	1	4	1	7
3.5	0	1	0	0	1
4	2	1	0	2	5
Other (please specify)					0
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type).



No comments were received.

Exercise 5: New Development

Design Preference Survey – Employment Types

Employment C

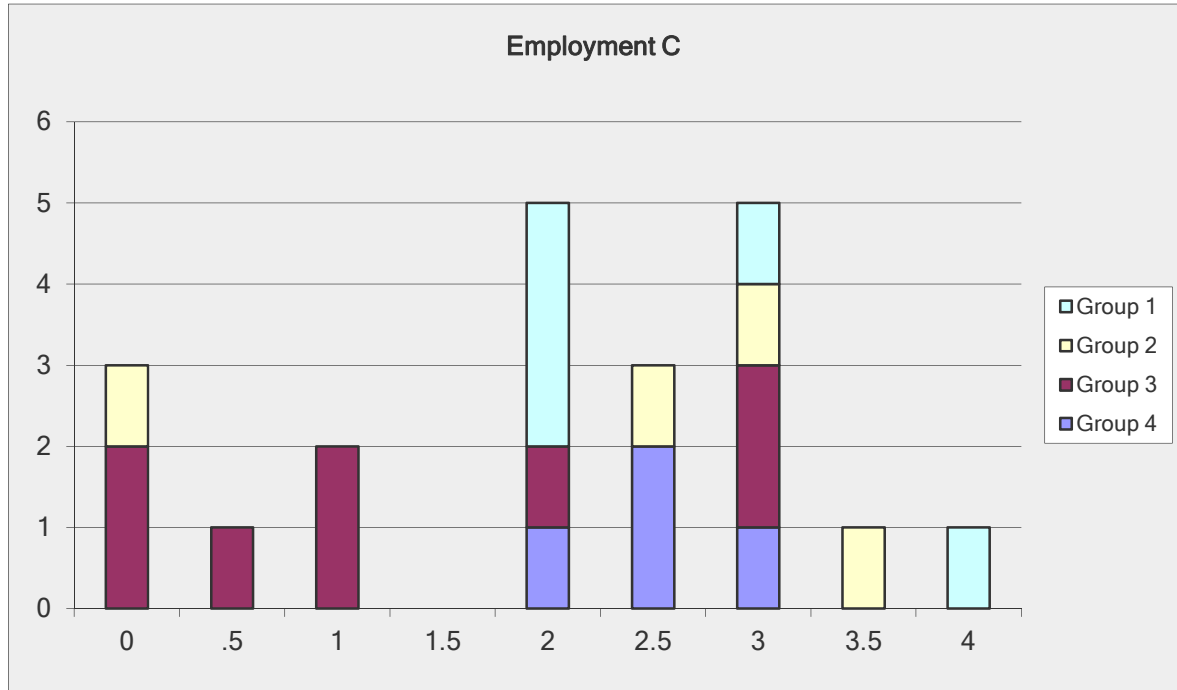


Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

Employment C					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	1	2	0	3
.5	0	0	1	0	1
1	0	0	2	0	2
1.5	0	0	0	0	0
2	3	0	1	1	5
2.5	0	1	0	2	3
3	1	1	2	1	5
3.5	0	1	0	0	1
4	1	0	0	0	1
Other (please specify)					2
<i>answered question</i>					21
<i>skipped question</i>					1

Note: Response varies from 0 (None of this type) to 4 (More of this type).

Exercise 5: New Development**Design Preference Survey – Employment Types**

Comments:

The following comments were received:

- In Industrial Parks.
- Industrial Park / more research facilities.

Exercise 5: New Development

Design Preference Survey – Employment Types

Employment D

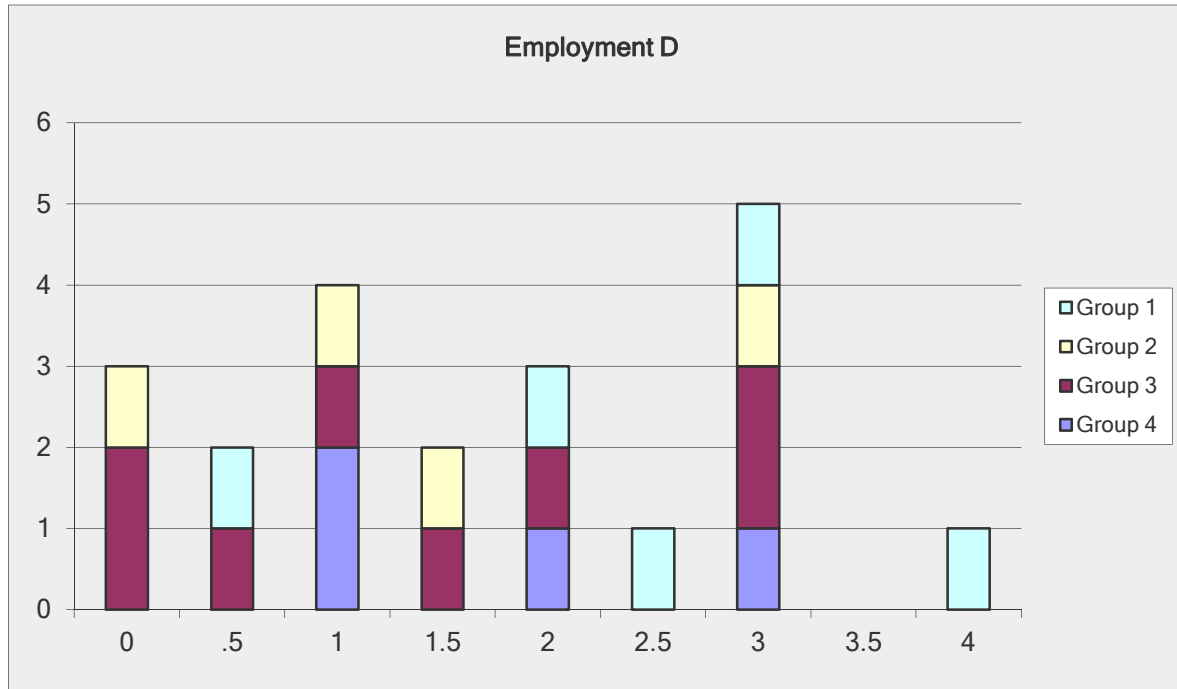


Office Park:

- Large buildings are a minimum of two stories
- Buildings contain primarily office uses, and similar facilities including medical, financial and high-tech research uses
- May have a high level of character and design
- Buildings are arranged in a campus like setting on larger lots
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.
- May include pedestrian amenities and public spaces such as plazas, greens and squares

Employment D					
Answer Options	Group 1	Group 2	Group 3	Group 4	Response Count
0	0	1	2	0	3
0.5	1	0	1	0	2
1	0	1	1	2	4
1.5	0	1	1	0	2
2	1	0	1	1	3
2.5	1	0	0	0	1
3	1	1	2	1	5
3.5	0	0	0	0	0
4	1	0	0	0	1
Other (please specify)					2
answered question					21
skipped question					1

Note: Response varies from 0 (None of this type) to 4 (More of this type).



Comments:

The following comments were received:

Exercise 5: New Development

Design Preference Survey – Employment Types

- May be near roundabouts.
- Industrial / commercial centers that are integrated in in style and location.



Appendix C

Media, Meetings and Summary of Proceedings

APPENDIX C: MEDIA, MEETINGS AND SUMMARY OF PROCEEDINGS

TABLE OF CONTENTS

Village of Hortonville Planning and Zoning Commission March 26, 2013 Agenda	C-1
Village of Hortonville Planning and Zoning Commission March 26, 2013 Meeting Minutes ..	C-2
Community and Neighborhood Visioning Workshop Poster	C-4
Village of Hortonville May 4, 2013 Comprehensive Plan Community and Neighborhood Visioning Workshop Notes	C-5
Village of Hortonville Planning and Zoning Commission July 30, 2013 Agenda	C-6
Village of Hortonville Planning and Zoning Commission July 30, 2013 Meeting Minutes.....	C-7
Village of Hortonville Planning and Zoning Commission October 1, 2013 Agenda	C-8
Village of Hortonville Planning and Zoning Commission October 1, 2013 Meeting Minutes .	C-9
Village of Hortonville Planning and Zoning Commission December 11, 2013 Agenda	C-10
Village of Hortonville Planning and Zoning Commission December 11, 2013 Meeting Minutes	C-11
Village of Hortonville Planning and Zoning Commission January 15, 2014 Agenda	C-13
Village of Hortonville Planning and Zoning Commission Intergovernmental Meeting January 15, 2014 Sign-In Sheet.....	C-14
Village of Hortonville Planning and Zoning Commission January 15, 2014 Meeting Minutes	C-16
Village of Hortonville Planning and Zoning Commission Public Informational Meeting March 24, 2014	C-19
Village of Hortonville Planning and Zoning Commission March 24, 2014 Agenda	C-21
Village of Hortonville Planning and Zoning Commission March 24, 2014 Meeting Minutes .	C-22
Village of Hortonville Village Board April 17, 2014 Agenda	C-23
Village of Hortonville Village Board April 17, 2014 Meeting Minutes	C-24
Village Voice, Spring 2013 Edition (Administrator Information)	C-29
Village Voice, Summer 2013 Edition (Administrator Information)	C-31
Village Voice, Fall 2013 Edition (Information Insert)	C-32
Village Voice, Winter 2013 Edition	C-34
Village Voice, Spring 2014 Edition (Administrator Information)	C-38

Page intentionally left blank.

VILLAGE OF HORTONVILLE

PLANNING AND ZONING COMMISSION

6:30 P.M., TUESDAY, MARCH 26, 2013
COMMUNITY HALL (DOWNSTAIRS), 312 W. MAIN ST., HORTONVILLE, WI

AGENDA

1. Call to Order
2. Approval of October 23, 2012 Meeting Minutes
3. Hortonville Comprehensive Plan Update Kickoff
 - A. Introductions
 - B. Summary of the Comprehensive Planning Requirements & Process
 - i. Requirements
 - ii. Planning Approach
 - iii. Intended Outcomes
 - C. Responsibilities and Expectations of the Planning & Zoning Commission
 - D. Review of the adopted Public Participation Plan
 - i. Goals
 - ii. Public Participation Strategy & Methods
 - iii. Plan Adoption Procedures
 - iv. Project Timeline
 - E. Next Steps
 - i. Schedule Community-Wide, Neighborhood Planning Workshop (May)
 - ii. Schedule next Planning & Zoning Commission Meeting (July)
4. Set schedule for future meetings (historically has been the 2nd Tuesday of every month)
 - A. Need April 9, 2013 meeting to call for TIF # 3 public hearing
 - B. Need May 14, 2013 meeting to hold TIF # 3 public hearing
5. Any Miscellaneous Topics for Future Discussion
6. Adjourn

“Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 779-6011 with as much advance notice as possible.”

Posted: March 14, 2013

Lynne Mischker, Clerk

**VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION
MARCH 26, 2013 MEETING MINUTES
APPROVED APRIL 9, 2013**

President Andrew Gitter called the meeting to order at 6:35 p.m. in the lower level of the Community Hall at 312 W. Main St., Hortonville, Wisconsin.

Members present: Edward Heyes, Richard Gruenewald, Warren Mueller, and Kelly Schleif.

Members absent: Kenneth Gassner, Dale Walker, and Roger Retzlaff.

Officials/Staff present: Administrator Patrick Vaile, Clerk-Treasurer Lynne Mischker, and Director of Public Works Carl McCrary.

Others present: Ex officio Commission members Tori Mann, Gerald Blink, and Terry Ellenbecker. Eric Fowle and Kathy Thunes of East Central Wisconsin Regional Planning Commission (ECWRPC).

Vaile stated that the Comprehensive Plan is ten years old and it is time for a review and update. Wisconsin law places the responsibility for the review and update on the Planning & Zoning Commission. Three non-voting citizen members have been added for this process.

Approval of October 23, 2012 Meeting Minutes

MOTION made by Gruenewald/Heyes to approve. Unanimous voice vote, motion carried.

**Hortonville Comprehensive Plan Update Kickoff
Introductions**

Fowle reviewed the role of ECWRPC in the process.

**Summary of the Comprehensive Planning Requirements & Process
Requirements**

Thunes reviewed the nine required parts of a plan, how the plan is adopted, and the consistency requirements.

Planning Approach

Fowle stated that the process will update the plan base already in place, will look at the surrounding 1.5 miles in relation to the Village, and will get input from citizen workshops.

Intended Outcomes

Fowle stated that the intended outcome is an updated plan that is user friendly and readable.

Responsibilities and Expectations of the Planning & Zoning Commission

Fowle suggested that two to four more ex officio commission members would be a good number. The resulting plan should be visionary without regard to money or immediate practicalities so that more options and possibilities are available to be put into play. The large group exercise for public participation will be publicized to garner more attendance. Commission and ex officio members should talk up the date around the village.

Review of the adopted Public Participation Plan

Thunes stated that the Village Board will adopt the Public Participation Plan at its next

meeting and reviewed the timeline of the Comprehensive Plan review/update process. The Commission and ex officio members will review all materials during the process and end by passing a resolution to recommend adoption of the plan by the Village Board.

Next Steps

The community-wide, neighborhood planning workshop will be held on Saturday, May 4th, starting at 9:00 a.m.

Set schedule for future meetings

Vaile informed the Commission of the planned formation of a TID district. The Commission will meet April 9th to call for a public hearing for TIF #3. There will be a May meeting to hold the TIF #3 public hearing.

Adjourn

MOTION made by Gruenewald/Heyes to adjourn. Unanimous voice vote, motion carried. The meeting was adjourned at 7:35 p.m.

Submitted by Lynne Mischker, Clerk-Treasurer WCMC

COMMUNITY & NEIGHBORHOOD VISIONING WORKSHOP



*What do you desire for the future of the
Village and your neighborhood?*

**Saturday, May 4th, 2013
9:30 A.M.— 11:30 A.M.**

**Grand View Golf Club
135 John Street, Hortonville, WI**

Please join us for a short Saturday morning public workshop, which will cover various topics that are critical for future of our Village.

A series of short presentations and interactive exercises will assist us in defining (or re-defining) the look, feel and function of our already strong-knit community.

Come help us craft the vision for land use over the next 20 years! Have an 'up-front' say in issues that face our community now and in the near future as we embark on an update of our Comprehensive Plan ('smart growth' plan).

As an incentive to participate, the Village will be offering a light continental breakfast at no charge for those that are pre-registered by May 2nd and in attendance. Additionally, a drawing will be held to give away to participants a select number of prizes that have been donated by area businesses!

REGISTRATION & QUESTIONS

There is no cost to attend, but pre-registration by May 2nd is requested.

To pre-register, please contact the Village at **920-799-6011**, or send your name, address, phone number, and e-mail address to **admin@vohortonville.com**

recreation

economic
development

environment

re-development

municipal services

land use

transportation

*Hosted by the Village of Hortonville and the
East Central Wisconsin Regional Planning Commission*

**VILLAGE OF HORTONVILLE
MAY 4, 2012
COMPREHENSIVE PLAN
COMMUNITY AND NEIGHBORHOOD
VISIONING WORKSHOP NOTES**

The workshop started at 9:30 a.m. on May 4, 2013 at Grand View Golf Club.

Attending: Eric Fowle, Kathy Thunes, and Katherine Ahlquist of East Central Wisconsin Regional Planning Commission. Andrew Gitter, Jeff and Juli Schuh, Patrick Vaile, Lynne Mischker, Carl McCrary, Michael Sullivan, Nick Stroess, Gerald Blink, Jay Weyenberg, Walmer Hoewisch, Tori Mann, Warren Mueller, Jan Arendt, Ed Heyes, Klay and Sara Heise, Dale Walker, Bill and Carole Curtis, Verna Zimmerman, Kay and John Brick, and Valerie Wilz.

Village President Andrew Gitter opened the workshop with remarks and introductions.

Kathy Thunes reviewed comprehensive planning in State Statute and gave a review of this planning process and timeline.

Eric Fowle explained the planning approach and highlighted information about the village such as population, unemployment, education, and geography.

Group Exercise

Citizens attending were divided into groups according to the quadrant of the village they live in and worked on the following exercises.

- landmarks and positive places
- village neighborhoods
- travel routes and barriers to travel
- items needing improvement
- requests for improvements and new businesses
- areas for future development

The workshop ended at 11:45 a.m. after many chances for those present to give their opinion on multiple topics.

Submitted by Lynne Mischker WCMC, Village Clerk-Treasurer

VILLAGE OF HORTONVILLE

PLANNING AND ZONING COMMISSION

6:30 P.M., TUESDAY, JULY 30, 2013
COMMUNITY HALL (DOWNSTAIRS), 312 W. MAIN ST., HORTONVILLE, WI

AGENDA

1. Call to Order
2. Approval of July 9, 2013 Meeting Minutes
3. Hortonville Comprehensive Plan Update
 - A. Results from the Focus Group meeting
 - B. Review draft background chapters
 - C. Identify and prioritize issues and opportunities
 - D. Next Steps
4. Set schedule for future meetings
 - August 13, 2013 meeting to approve TIF District #3
5. Any Miscellaneous Topics for Future Discussion
6. Adjourn

“Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 779-6011 with as much advance notice as possible.”

Posted: July 23, 2013

Lynne Mischker, Clerk

**VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION
JULY 30, 2013 MEETING MINUTES
APPROVED SEPTEMBER 5, 2013**

President Andrew Gitter called the meeting to order at 6:33 p.m. in the lower level of the Community Hall at 312 W. Main St., Hortonville, Wisconsin.

Members present: Dale Walker, Edward Heyes, Richard Gruenewald, Warren Mueller, and Kelly Schleif.

Members absent: Kenneth Gassner and Roger Retzlaff.

Ex-officio members present: Gerald Blink, Terry Ellenbecker. Tori Mann entered the meeting at 7:00 p.m.

Officials/Staff present: Administrator Patrick Vaile, Clerk-Treasurer Lynne Mischker, and Attorney Robert Sorenson.

Others present: Eric Fowles and Kathy Thunes of East Central Wisconsin Regional Planning Commission (ECWRPC)

Approval of July 9, 2013 Meeting Minutes

Motion made by Heyes, second by Mueller, to approve. Motion carried on a unanimous voice vote.

Hortonville Comprehensive Plan Update

Results from the Focus Group meeting

Thunes distributed a visioning workshop report, and reviewed the workshop process and the results as well as some base information for the Village.

Review draft background chapters

Thunes distributed copies of the chapters and reviewed the maps and tables associated with the chapters.

Identify and prioritize issues and opportunities

Fowles distributed the draft goals/issues and asked for committee consensus on the list.

Next Steps

Vaile asked the members for any completed goals, objectives, and policies worksheets. The commission members are to read the draft chapters and deliver any suggested changes to Vaile.

Set schedule for future meetings

The meeting planned for August 13th was cancelled.

There will be a meeting on September 5th prior to the Village Board meeting to approve TIF District #3. It is vital that commission members attend this meeting.

Adjourn

Motion made by Mueller, second by Heyes, to adjourn. Motion carried on a unanimous voice vote. The Commission adjourned at 8:34 p.m.

Submitted by Lynne Mischker, WCMC
Village Clerk-Treasurer

VILLAGE OF HORTONVILLE

PLANNING AND ZONING COMMISSION

6:30 P.M., TUESDAY, OCTOBER 1, 2013
COMMUNITY HALL (DOWNSTAIRS), 312 W. MAIN ST., HORTONVILLE, WI

AGENDA

1. Call to Order
2. Approval of September 5, 2013 Meeting Minutes
3. Hortonville Comprehensive Plan Update
 - A. Review draft goals, strategies, and recommendations from draft background chapters reviewed at last meeting
 - B. Comments on / revisions to those draft chapters
 - C. Review additional draft background chapters (Housing, Economic Development)
 - D. Distribute draft Transportation and Intergovernmental Cooperation chapters
 - E. Next Steps
4. Set schedule for future meetings
5. Any Miscellaneous Topics for Future Discussion
6. Adjourn

“Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 779-6011 with as much advance notice as possible.”

Posted: September 25, 2013

Lynne Mischker, Clerk

**VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION
OCTOBER 1, 2013 MEETING MINUTES
APPROVED DECEMBER 11, 2013**

President Andrew Gitter called the meeting to order at 6:37 p.m. in the lower level of the Community Hall at 312 W. Main St., Hortonville, Wisconsin.

Members present: Edward Heyes, Richard Gruenewald, and Warren Mueller. Kelly Schleif participated by phone until he entered the meeting room at 6:46 p.m.

Members absent: Kenneth Gassner, Dale Walker, and Roger Retzlaff.

Ex-officio members present: Gerald Blink and Terry Ellenbecker.

Ex-officio members absent: Tori Mann.

Officials/Staff present: Administrator Patrick Vaile, Clerk-Treasurer Lynne Mischker, and Attorney Robert Sorenson.

Others present: Eric Fowles and Kathy Thunes of East Central Wisconsin Regional Planning Commission (ECWRPC).

Approval of September 5, 2013 Meeting Minutes

Motion made by Heyes, second by Mueller, to approve. Motion carried on a unanimous voice vote.

Hortonville Comprehensive Plan Update

Review draft goals, strategies, and recommendations from draft background chapters reviewed at last meeting

Thunes asked for comments, corrections, and suggestions. The group reviewed each page.

Heyes commented that the issues and opportunities listed would require quite a large number of staff and volunteers to accomplish.

Suggested changes will be made, notated, and brought back to the commission.

Comments on / revisions to those draft chapters

The commission reviewed the Housing and Economic Development chapters.

Thunes distributed the draft Transportation and Intergovernmental Cooperation chapters.

The commission reviewed these chapters.

Gruenewald commented that there may be too many action items listed in the chapters for them to be accomplished.

Commission members questioned whether some of the action items listed are subjects that a different group should be doing instead of Village government.

Next steps

Fowles asked for members who could join in a working meeting on land use.

Set schedule for future meetings

Meetings will be scheduled as needed.

Adjourn

Motion made by Blink, second by Mueller, to adjourn. Motion carried on a unanimous voice vote. The commission adjourned at 8:07 p.m.

Minutes submitted by Lynne Mischker, WCMC, Clerk-Treasurer

VILLAGE OF HORTONVILLE

PLANNING AND ZONING COMMISSION

6:30 P.M., WEDNESDAY, DECEMBER 11, 2013
COMMUNITY HALL (**UPSTAIRS**), 312 W. MAIN ST., HORTONVILLE, WI

AGENDA

1. Call to Order
2. Approval of October 1, 2013 Meeting Minutes
3. Public Hearing on changes to Chapter 20, Floodplain Zoning, Village of Hortonville Code of Ordinances, to consider adoption and incorporation of the dam failure analysis including map, hydraulic shadow, and floodway data
4. Recommendation to Village Board on changes to Chapter 20, Floodplain Zoning, Village of Hortonville Code of Ordinances, to consider adoption and incorporation of the dam failure analysis including map, hydraulic shadow, and floodway data
5. Recommendation to Village Board on proposed Certified Survey Map for 121 Lake St.
6. Hortonville Comprehensive Plan Update
 - A. Review revised draft goals, strategies, and recommendations
 - B. Review revised draft Implementation Tables and draft Chapter 3 Implementation
 - C. Discuss population and land use projections
 - D. Presentation of draft future land use map
 - E. Supplemental Strategies and Recommendations
 - F. Next Steps
7. Set schedule for future meetings
8. Any Miscellaneous Topics for Future Discussion
9. Adjourn

“Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 779-6011 with as much advance notice as possible.”

Posted: November 27, 2013

Lynne Mischker, Clerk

**VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION
DECEMBER 11, 2013 MEETING MINUTES
APPROVED FEBRUARY 11, 2014**

President Andrew Gitter called the meeting to order at 6:30 p.m. in the upper level of the Community Hall at 312 W. Main St., Hortonville, Wisconsin.

Members present: Dale Walker, Edward Heyes, Kenneth Gassner, Richard Gruenewald, and Warren Mueller.

Members absent: Roger Retzlaff and Kelly Schleif were excused.

Ex-Officio members present: Tori Mann and Gerald Blink.

Ex-Officio members absent: Terry Ellenbecker was excused.

Officials/Staff present: Administrator Patrick Vaile, Clerk-Treasurer Lynne Mischker, Director of Public Works Carl McCrary, and Attorney Robert Sorenson.

Others present: Kathy Thunes and Eric Fowles of East Central Wisconsin Regional Planning Commission (ECWRPC).

Approval of October 1, 2013 Meeting Minutes

Motion made by Gruenewald, second by Heyes, to approve. Motion was carried on a unanimous voice vote.

Public Hearing on changes to Chapter 20, Floodplain Zoning, Village of Hortonville Code of Ordinances, to consider adoption and incorporation of the dam failure analysis including map, hydraulic shadow, and floodway data

Gitter opened the hearing.

McCrary explained that the dam failure analysis and DNR applied dam hazard rating require adoption of a hydraulic shadow zoning downstream of the dam. The new shadow zoning will affect future building in the floodplain that was calculated by our engineer and reviewed by the chief safety engineer in Madison.

No one asked to speak.

Gitter closed the hearing.

Recommendation to Village Board on changes to Chapter 20, Floodplain Zoning, Village of Hortonville Code of Ordinances, to consider adoption and incorporation of the dam failure analysis including map, hydraulic shadow, and floodway data

Motion made by Gruenewald, second by Mueller, to recommend approval. Motion was carried on a unanimous voice vote.

Recommendation to Village Board on proposed Certified Survey Map for 121 Lake St.

Vaile reported that this is a one lot Certified Survey Map (CSM) on Lake St. owned by Lyle Otto. Otto will sell the lot to one of his daughters and a CSM is necessary to obtain a mortgage. There are no plans for the remainder of the larger lot. The lines of the CSM meet setback requirements and the lot is zoned single-family residential. The lot lines allow for an extension of Pine Grove Lane.

Motion made by Gassner, second by Walker, to recommend approval. Motion was carried on a unanimous voice vote.

Sorenson left the meeting at 6:45 p.m.

Hortonville Comprehensive Plan Update

A. Review revised draft goals, strategies, and recommendations

B. Review revised draft Implementation Tables and draft Chapter 3 Implementation

Thunes asked for comments on A. and B.

C. Discuss population and land use projections

The group discussed the land use projections and desired population intensity.

D. Presentation of draft future land use map

The neighborhood map was presented as the base for planning and gathering people for planning and action.

The proposed land use map was reviewed.

E. Supplemental Strategies and Recommendations

F. Next Steps

Thunes requested permission for finalization of the draft plan. It was the consensus of the group to have ECWRPC and Vaile go ahead.

Set schedule for future meetings

January 15, 2014 at 6:00 p.m. will be the start of the intergovernmental meeting on the Comprehensive Plan.

Adjourn

Motion made by Heyes, second by Gassner, to adjourn. Motion was carried on a unanimous voice vote. The commission adjourned at 8:22 p.m.

Submitted by Lynne Mischker, WCMC, Clerk-Treasurer

VILLAGE OF HORTONVILLE

PLANNING AND ZONING COMMISSION

6:00 P.M., WEDNESDAY, JANUARY 15, 2014
COMMUNITY HALL (DOWNSTAIRS), 312 W. MAIN ST., HORTONVILLE, WI

AGENDA

1. Call to Order
2. Hortonville Comprehensive Plan Update Intergovernmental Meeting (facilitated by East Central Wisconsin Regional Planning Commission staff)
3. Next Steps
4. Adjourn

“Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 779-6011 with as much advance notice as possible.”

Posted: January 2, 2014

Lynne Mischker, Clerk

Sign In Sheet

Hortonville Planning & Zoning Commission
Intergovernmental Meeting
Wednesday, January 15, 2014 @ 6:00 p.m.

NAME	REPRESENT	EMAIL
BILL BERTRAND	WISDOT	WILLIAM.BERTRAND@DOT.WI.GOV
Matt Malada	WISDOT	MATTHEW.MALADA@DOT.WI.GOV
Scott Koehnke	WDNR	scott.koehnke@wisconsin.gov
ROB MCLENNAN	WDNR	ROBIN.MCLENNAN@WISCONSIN.GOV
Dennis Clegg	Hortonville	Clegclan79@S.B.C. global .net
Al Nabelek	Hortonville	slark@charter.net
Shane Griesbach	Outagamie County Board	Shane1g@aol.com
Traci Martens	Village board-Hortonville	tracimartens@att.net
Chris Ciske	RESIDENT	tciske@foxcitieschamber.com
Al Geurts	Out. Co. Hwy	al.geurts@outagamie.org
CARL MCCRARY	HORTONVILLE	DPW@VHORTONVILLE.COM

Sign In Sheet

Hortonville Planning & Zoning Commission
Intergovernmental Meeting
Wednesday, January 15, 2014 @ 6:00 p.m.

NAME

REPRESENT

EMAIL

Jerome Leuterman

WI DNR

Jerome Leiterman @ Wisconsin.gov

Kathy Thunes

ECWRPC

Eric Fowler

ECWPC

PLANNING & ZONING COMMISSION
VILLAGE OF HORTONVILLE
January 15, 2014
Community Hall, 6:00 p.m.

Village of Hortonville Comprehensive Plan
Intergovernmental Meeting

A quorum of the Commission was not present; however, a public informational session was held with the attendees.

Members Present: Andrew Gitter, Ed Hayes, Warren Mueller, and Dale Walker.

Members Excused: Rick Greunewald

Members Absent: Kelly Schleif, Ken Gassner, Roger Retzlaff

Ad Hoc Members Present: Tori Mann, Gerald Blink

Ad Hoc Members Absent: Terry Ehlenbecker

Village Board Members Present: Al Habeck, Traci Martens

Staff Present: Patrick Vaile, Carl McCrary

East Central Wisconsin RPC Staff Present: Eric Fowle, Kathy Thunes

Town Representatives: Dennis Clegg

Outagamie County Representatives: Shane Griesbach, Al Geurts

Wisconsin DNR Representatives: Scott Koehnke, Rob McLennan, Jerome Leiterman

Wisconsin DOT Representatives: Bill Bertrand, Matt Halada

Hortonville Strategic Plan Advisory Committee Chair: Thom Ciske

Notes:

Introductions were made around the room.

Kathy Thunes stated that the Village is in the midst of the planning process for the Comprehensive Plan Update. There are draft sections of the plan and a draft future land use map, but we do not yet have a draft document. The Comprehensive Plan has a 20 year planning horizon and is a 10 year update to the 2003 Comprehensive Plan. The Village has a Strategic Plan that was adopted in 2013, but the Comprehensive Plan has a much longer planning horizon than that. ECWRPC is under contract to assist the Village with the Update. We started in March of 2013 and have had 6 P&Z meetings, a citizen workshop, and a mapping session since then. The Village added 3 citizen members to the P&Z for the Comprehensive Plan process and adopted a Public Participation Plan. Everything that has been prepared has been on the Village's website. Also the Update has been addressed in 4 issues of the Village's newsletter, the Village Voice.

Kathy said that the Update provides interagency opportunities and interagency impacts. She referred to the draft Goals and the Draft Future Land Use Map.

Eric Fowle explained that this is a Land Use plan and the map is more fuzzy than the exact rigid lines of zoning. It is intended to be that way. He pointed out recommended growth areas and the neighborhood approach of the update to illustrate the conceptual nature of the plan. He noted that the roundabouts are within the planning area, and although the Village may not be ready to look at them now, they should be in the future. The plan takes into consideration the county and state natural resources, background data, agency mapping, and the Highway 15 bypass. This is not the consultant's plan, it is the Village's.

Rob McLennan stated that he is impressed with the attention given to Black Otter Lake. The lake is a "gem". He encourages implementation of the recommendations. He said that the State's stormwater permitting will likely apply to Hortonville within the next 20 years, so the Village should be doing things now rather than wait and get hit major and expensive changes in the future. He noted that mill ponds like Black Otter Lake change over time, since they are always trying to become a wetland. Keeping it a lake will always take ongoing maintenance and management, with some expensive maintenance every few years forever.

Scott Koehnke stated that for dams, life, health, and safety need to be met. Since there are many uses downstream, the Hortonville dam has a high rating and hence a more restrictive floodplain. He recommended that the Village look at its infill and expansion areas for future stormwater facilities. The existing developed cities have no place to put stormwater under the new requirements. He suggested leaving areas now for the future stormwater facilities. He also stated that the wetland maps are only tools and are not always accurate. Therefore, it is always best to call DNR to review sites before any project is begun. He commented about the 50' setback from wetlands recommended in the draft plan. Sometimes there isn't a need for 50' and sometimes there is a need for more than 50'. He thought the plan should build in some flexibility for case by case situations.

Al Habeck said some residents have asked for a dog park in the Village and he would like to see it mentioned in the plan to be looked at in the future.

Dennis Clegg was concerned with Growth Area #5 on the future land use map. It shows the land as industrial, but this land was annexed into the Village to be a residential subdivision, it is zoned residential, and he thinks there is an agreement with the Village as part of the annexation to that effect.

Al Geurts said that the County and the Village have been good neighbors. A County maintenance garage is located in the Village, but the site is limited in size and he has concerns about neighboring uses. He would like the garage to stay there and expand in size if possible. He urged that the Village be cognizant of that when reviewing proposals next to or near the garage site.

His comments included: Page 1. If highways are closed off for events, alternate routes must be planned and approved in advance. Pages 15 and 16. He will work with the Village. Page 17. Access control on County highways too. Page 33 Vision corners; safe intersections, future

streets, want to be a part of the planning. Page 17. Highway 15 jurisdictional transfer is on hold until a decision on highway TT becoming local jurisdiction is made.

Jerome Leiterman noted that the Village of Hortonville is on the State trail network and maps because of the Wiouwash Trail ending in Hortonville for now. It is planned to continue to Shawano County. The DNR's recommendation is to piggyback a trail with the Highway 15 project and with DOT to further that plan. He said there is a tremendous opportunity with the Highway 15 project. The State Trail Network Plan is an interstate plan. He suggested that the Village not forget about the future expansion of the Wiouwash Trail to Shawano County. He stated that since the Village is part of the State plan the door is open for grants and assistance that further that plan.

Al Geurts said that Mike Hendrick should be consulted regarding the trail plans as he chairs the Greenways Committee that deals with trails in the County. Al wondered if the Rustic Road designation on highway MM would negatively affect a trail being located along MM.

Matt Halada said that the trail along highway 15 in Greenville needs to be on the Future Land Use Map. He added that pedestrian and bicycle accommodations need to be part of a planned network to be included in future State or Federal projects. Regarding the park and ride lot, a lot wouldn't be considered until after the bypass is completed and traffic patterns and counts are determined; it is too early to site now. He added that a site would only be considered if there was a municipal partner to maintain the site.

The informational session ended at 7:40 p.m.

**VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION
March 24, 2014 Public Informational Session Minutes**

President Andrew Gitter called the meeting to order at 6:00 p.m. in the lower level of the Community Hall at 312 West Main Street, Hortonville, Wisconsin

Members Present: Andrew Gitter, Ed Hayes, Warren Mueller, Dale Walker, Kenneth Gassner, Roger Retzlaff, Rick Gruenewald, and Kelly Schleif.

Member Excused: Terry Ellenbecker

Ex Officio Members Present: Tori Mann, Gerald Blink

Village Board Members Present: Dawn Vollbrecht

Staff Present: Patrick Vaile

East Central Wisconsin RPC Staff Present: Kathy Thunes

Kathy Thunes gave a brief summary of the purpose for a community having a comprehensive plan and the highlights of the Village of Hortonville Comprehensive Plan Update 2035.

The Village started the process in March of 2013 and has held 6 P&Z meetings, a citizen workshop, a mapping session, and an intergovernmental meeting since then. In addition, the Village's Strategic Plan Advisory Committee has reviewed and commented on the document. At the outset of the planning process, the Village added 3 citizen members to the P&Z for the Comprehensive Plan process and adopted a Public Participation Plan. Everything that has been prepared has been on the Village's website. Also the Update has been addressed in 4 issues of the Village's newsletter, the "Village Voice", and drafts available for public review at the Hortonville Public Library and the Village Administration Office.

Thunes stated that this is a Land Use plan and the Future Land Use map is more general than the exact rigid lines of zoning. It is intended to be that way. The plan does recommend growth areas and a neighborhood approach to land use issues. The plan has a 20 year horizon and conforms to State Planning Legislation. Chapter 2 is the goals and recommendations and visually the recommendations are displayed on the 2035 map. The implementation table dates are best guesses at this point in time. Comments received to date from the Planning & Zoning Commissioners, from the intergovernmental meeting, and from the public have been incorporated into the Plan.

Gitter noted that the State of Wisconsin mandates municipalities to update the comprehensive plan at least every 10 years.

Mann asked questions relating to 2-5, 3-2.3, 6-11, and 6-13. She asked about adding a recommendation to increase local employment. She stated that parking issues are huge downtown and something regarding parking needs to be included in the Plan.

Bob Luedtke, Chairman of the Town of Hortonia, stated that he strongly opposes the mapping of Town lands in the Village's Plan.

Motion made by Walker, second by Gassner, to adjourn the session. Motion carried unanimously.

The informational session ended at 6:25 p.m.

Minutes submitted by Patrick Vaile, Village Administrator

VILLAGE OF HORTONVILLE

PLANNING AND ZONING COMMISSION

6:30 P.M., MONDAY, MARCH 24, 2014
COMMUNITY HALL (DOWNSTAIRS), 312 W. MAIN ST., HORTONVILLE, WI

AGENDA

1. Call to Order
2. Public Hearing on the Village of Hortonville Comprehensive Plan Update 2035
3. Resolution R-3-14 Recommending Adoption of the Village of Hortonville Comprehensive Plan Update 2035
4. Next Steps
5. Adjourn

“Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 779-6011 with as much advance notice as possible.”

Posted: February 21, 2014

Patrick Vaile, Administrator

**VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION
MARCH 24, 2014 MEETING MINUTES**

President Andrew Gitter called the meeting to order at 6:30 p.m. in the lower level of the Community Hall at 312 W. Main St., Hortonville, Wisconsin.

Members present: Edward Heyes, Richard Gruenewald, Warren Mueller, Kelly Schleif, Dale Walker, Kenneth Gassner, and Roger Retzlaff

Members excused: Terry Ellenbecker

Ex-officio members present: Gerald Blink and Tori Mann.

Officials/Staff present: Administrator Patrick Vaile

Others present: Kathy Thunes of East Central Wisconsin Regional Planning Commission

Public Hearing - Hortonville Comprehensive Plan Update 2035

Gitter opened the public hearing at 6:32 p.m.

Bob Luedtke, Chairman of the Town of Hortonville, asked that his comments go on the record strongly opposing mapping of any land in the Town of Hortonville and strongly opposed to annexing any land in the Town of Hortonville.

Gitter called for comments three times. Hearing no further comments, Gitter called the public hearing closed at 6:35 p.m.

Resolution PZ-1-14 Recommending Adoption of the Village of Hortonville Comprehensive Plan Update 2035

Vaile summarized the resolution, its purpose and content.

Motion made by Walker, second by Gassner, to adopt Resolution PZ-1-14. Motion carried by roll call vote. 8 ayes and 0 nays.

Next Steps

Vaile noted that the recommended plan now goes to the Village Board for adoption at the April 3, 2014 Board meeting.

Adjourn

Motion made by Gruenewald, second by Mueller, to adjourn. Motion carried on a unanimous voice vote. The commission adjourned at 6:37 p.m.

Minutes submitted by Patrick Vaile, Village Administrator

- I. Call to Order by Presiding Officer
- II. Roll Call
- III. April 3, 2014 Regular Board Meeting Minutes [Reading, Corrections, Approval by Motion]
April 3, 2014 Closed Session Board Meeting Minutes [Corrections, Approval by Motion]
- IV. Agenda Changes
- V. Preregistered Citizens to be heard. – LIMIT 5 MINUTES
- VI. Presentation by Peter Olk regarding Armitage Foundation’s acquisition of Community Hall
- VII. Licenses
Operator
#101 Luke F. Baehman Otter Creek Sports Bar & Grill

Appointment of Agent
Kelsey Uhlenbrauck
Hortonville Youth Sports

6-Month Class “B” Fermented Malt Beverage License
Hortonville Youth Sports Otto Miller Athletic Field concession stand
Kelsey Uhlenbrauck, agent 130 John St., Hortonville

Temporary Class “B” Retailer’s License

#21	Hortonville Youth Sports	May 16-18
	Kelsey Uhlenbrauck, person in charge	Otto Miller Athletic Field concession stand
#22	Hortonville Youth Sports	May 30-June 1
	Richard Camps, person in charge	Otto Miller Athletic Field concession stand
#23	Hortonville Youth Sports	June 20-22
	Keith Rohde, person in charge	Otto Miller Athletic Field concession stand
#1	Hortonville Youth Sports	July 11-13
	Kelsey Uhlenbrauck, person in charge	
- VIII. Committee Reports

A.	Public Facilities	J.	Historic Preservation
B.	Public Safety	K.	Zoning Board of Appeals
C.	Public Works	L.	Industrial Park Construction/Marketing Report
D.	Executive	M.	Gold Cross Ambulance
E.	Black Otter Lake District	N.	Economic Development
F.	Planning & Zoning	O.	Strategic Planning
G.	Board of Review		
H.	Library Board		
I.	Hortonville-Hortonia Fire District		
- IX. Unfinished Business from Previous Meetings

A.	Retail Park update
	1. Award contract for Towne Drive extension, stormwater pond, and infrastructure project
B.	Municipal Building construction updates
	1. Alterations and change orders
	2. Aluminum entrance hardware
- X. New Business

A.	Armitage Foundation’s request to acquire Community Hall
B.	Approve offer to purchase from PSI for approximately 30 acres in the industrial park
C.	Approve offer to purchase from Coating Systems, Inc. for a 13.904 acre lot in the industrial park
D.	Ordinance O-1-14 approving the Hortonville Comprehensive Plan Update 2035
E.	Ordinance O-2-14 relating to increased court costs
F.	Prepare questions for meeting with County regarding Highway TT jurisdictional transfer
G.	Village promotional/marketing activities, logo, and finances
H.	Subordination of WDF Rehab loan #162
I.	Dispersion of remaining insurance claim funds
J.	Committee appointments
K.	Discussion on automated recycling carts
L.	Poppy Days Proclamation
M.	Any other miscellaneous topics for future discussion
- XI. Report of Village Officials

A.	Administrator
	1. Annual meeting with County Highway Committee Monday, April 28 th at 10:15 am
B.	Clerk-Treasurer
C.	Director of Public Works
	1. Bridge inspection report from County Highway
D.	Chief of Police
E.	Building Permit Report
F.	Attorney
- XII. Presentation of Accounts and Other Claims against the Village [Motion and Roll Call Vote]
- XIII. Communications and Miscellaneous Business
- XIV. Comments and Suggestions from Citizens Present
- XV. Motion to go Into Closed Session (Roll Call Vote)
- XVI. 5 Minute Recess to Clear Meeting Room
- XVII. Board to go into Closed Session under State Statute 19.85(1)(e) “Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.” Specifically to discuss sale price and terms of a Village building/property.
- XVIII. Board to Return to Open Session (Roll Call Vote)
- XIX. Any Action on Matters Discussed in Closed Session
- XX. Adjournment [Motion]

**VILLAGE OF HORTONVILLE
VILLAGE BOARD
APRIL 17, 2014 MEETING MINUTES
APPROVED MAY 1, 2014**

President Andrew Gitter called the meeting to order at 7:30 p.m. in the lower level of the Community Hall at 312 W. Main St., Hortonville, Wisconsin.

Trustees present: Jeff Schuh, Tori Mann, Traci Martens, Al Habeck, Kelly Schleif, and Dawn Vollbrecht.

Officials/Staff present: Administrator Patrick Vaile, Clerk-Treasurer Lynne Mischker, and Director of Public Works Carl McCrary.

President Gitter welcomed Tori Mann to her first Village Board meeting as a sitting Trustee.

April 3, 2014 Regular Board Meeting Minutes

Motion made by Habeck, seconded by Vollbrecht, to approve. Motion was carried on a unanimous voice vote.

April 3, 2014 Closed Session Board Meeting Minutes

Motion made by Habeck, seconded by Martens, to approve. Motion was carried on a unanimous voice vote.

Presentation by Peter Olk regarding Armitage Foundation's acquisition of Community Hall

Olk gave a presentation about the Armitage Foundation and the Donaldson's companies. The presentation included his proposal to purchase, improve, and market the Community Hall.

Gitter asked what happens to the Hall if the Foundation no longer wants the Hall or disbands.

Martens asked about the status of the current tenants of the Hall if the Foundation purchase is approved.

Licenses

Motion made by Schuh, seconded by Habeck to approve the following:

Operator license #101 for Luke F. Baehman,

Temporary Class "B" Retailer's License

#21 for Hortonville Youth Sports, Kelsey Uhlenbrauck in charge, May 16-18, 2014 at Otto Miller Athletic Field concession stand,

#22 for Hortonville Youth Sports, Richard Camps in charge, May 30-June 1, 2014 at Otto Miller Athletic Field concession stand,

#23 for Hortonville Youth Sports, Keith Rohde in charge, June 20-22, 2014 at Otto Miller Athletic Field concession stand,

#1 for Hortonville Youth Sports, Kelsey Uhlenbrauck in charge, July 11-13, 2014 at Otto Miller Athletic Field concession stand.

Motion was carried on a unanimous voice vote.

Motion made by Martens, seconded by Schuh, to approve the appointment of Kelsey Uhlenbrauck for the Hortonville Youth Sports 6-month Class "B" Fermented Malt Beverage License. Motion was carried on a unanimous voice vote.

Motion made by Martens, seconded by Habeck, to approve:

6-month Class "B" Retailer's License for Hortonville Youth Sports, Kelsey Uhlenbrauck, agent. Otto Miller Athletic Field concession stand, 130 John St.

Motion was carried on a unanimous voice vote.

Committee Reports

Public Facilities: Schleif reported on the April 14th meeting about payment for aluminum entrance hardware and a meeting room policy for the new municipal service center.

Public Works: The committee will meet with the DNR to discuss the dam grant rules on April 28th at 5:00 p.m.

Black Otter Lake District: There will be a meeting on April 22nd.

Planning & Zoning Commission: There will be a meeting on May 13th.

Board of Review: The Board will meet May 29th from 9:00 a.m. to 11:00 a.m.

Library Board: There will be a meeting May 13th.

Gold Cross Ambulance: The March run report was submitted.

Economic Development: There will be a meeting on April 21st. Martens reviewed the logo process to date.

Strategic Planning: Habeck reported that the senior planning group will meet on April 24th at 3:00 p.m. for a brainstorming session.

Martens reported that the Urban Forestry Committee held a listening session for E. Main St. property owners on the draft Tree Management Plan and Tree Inventory. The Community Foundation grant was finalized at \$10,000 for training and education.

Unfinished Business from Previous Meetings

Retail Park update

1. Award contract for Towne Drive extension, stormwater pond, and infrastructure project

Vaile showed a drawing of the proposed Gilbert's Super Valu building and reviewed the bid tabulation sheet for the street, pond, and infrastructure project.

Schleif asked if the low bid includes a payment performance bond.

McCrary recommended adding filling of the front ditch and front sidewalks. It was the consensus of the Board to take the request to the engineer.

Motion made by Schleif, seconded by Vollbrecht, to award the contract to the low bidder and verify that the bid includes a payment performance bond. Motion was carried on a unanimous roll call vote.

Vaile distributed a partial schedule for the Retail Park infrastructure.

Municipal Building construction updates

McCrary reported that the generator can be powered from the RTU and does not need a gas line.

2. Aluminum entrance hardware

Schleif reviewed the history of the bid placement of the item and the contractors' assumptions. The Public Facilities Committee has recommended that the Village contribute \$5,000 of the \$15,000 cost of the item.

Motion made by Habeck, seconded by Schuh, to approve Village payment of \$5,000 for the aluminum hardware. Motion was carried on a voice vote (6 ayes, 0 nays, 1 abstain - Schleif).

3. Three bids were received for the building site landscaping. No action will be taken at this meeting.

New Business

Armitage Foundation's request to acquire Community Hall

The Board discussed aspects of the request.

It was the consensus of the Board to have Vaile, Attorney Sorenson, and Peter Olk draft documents that might be used if the Village sells the Community Hall to the Armitage Foundation.

Approve offer to purchase from PSI for approximately 30 acres in the industrial park Approve offer to purchase from Coating Systems, Inc. for a 13.904 acre lot in the industrial park

No action at this meeting.

Ordinance O-1-14 approving the Hortonville Comprehensive Plan Update 2035

Motion made by Mann, seconded by Schleif, to approve Ordinance O-1-14, approving the Hortonville Comprehensive Plan Update 2035. Motion was carried on a unanimous voice vote.

Ordinance O-2-14 relating to increased court costs

Motion made by Habeck, seconded by Mann, to approve O-2-14. Motion was carried on a unanimous voice vote.

Prepare questions for meeting with County regarding Highway TT jurisdictional transfer

Any additional questions from the Board should be sent to Vaile by early next week.

Village promotional/marketing activities, logo, and finances

The Economic Development Committee recommended approval of the contract with bcreative for logo development only.

Motion made by Schleif, seconded by Mann, to approve the contract for logo development. Motion was carried on a 6 aye, 1 nay (Schuh) voice vote.

Martens reported that a realtors group wants to market Hortonville to sell lots and get new businesses.

Subordination of WDF Rehab loan #162

Mischker reminded the Board that this subordination was mentioned during the April 3rd Board meeting. Mischker reviewed the loan amounts involved in the subordination.

Motion made by Habeck, seconded by Martens, to approve. Motion was carried on a voice vote (6 aye, 0 nay, 1 abstain – Vollbrecht).

Dispersion of remaining insurance claim funds

McCrary reviewed the creation of the Tree Reserve Fund and referred to a breakdown showing previous and planned usage of insurance claim funds received. The breakdown also showed requests for using the remaining funds received and not already planned to be used for other damage repair.

Motion made by Martens, seconded by Schuh, to approve \$15,000 for the Tree Reserve Fund, \$10,000 for the budget contingency fund, and \$4,495.62 to increase the budget line item of 100-55-55210-400 for repair of the Otto Miller Athletic Field dugout. Motion was carried on a

unanimous voice vote.

Committee appointments

Gitter reviewed his appointments to the Public Works, Public Facilities, and Public Safety committees.

Discussion on automated recycling carts

Vaile reported that the Outagamie County Recycling Coordinator approached the Village about the opportunity to purchase automated pickup carts in conjunction with other municipalities. The Village might own the carts at a purchase price of about \$50 per cart.

It was the consensus of the Board to wait until a future year and build funds for the purchase.

Poppy Days Proclamation

Gitter read the proclamation which will be posted in the Village.

Report of Village Officials

Administrator: 1. Annual meeting with County Highway Committee Monday, April 28th at 10:15 a.m. Gitter, Vaile, and McCrary will attend the meeting.

2. Senator Kohl will hold office hours at the Community Hall on April 30th from 3:15-3:45 p.m.

3. There will be a meeting with the DOT and Outagamie County on April 22nd at Community Hall at 2:00 p.m. about an emergency ramp to the bypass.

4. Delta Dental has approved the Village contract effective 4/1/14.

Clerk-Treasurer: There is a new events page on the Village website for community events.

Director of Public Works: 1. Bridge inspection report from County Highway Outagamie County completed the S. Mill St. bridge inspection and will do the repair work.

Building Permit Report: The March building permit report was submitted.

Presentation of Accounts and Other Claims against the Village

Motion made by Habeck, seconded by Vollbrecht, to approve Village wires, debit card purchases, automatic loan payments, and vouchers #19328-19389 in the amount of \$613,085.95 with the exception of voucher #19328, direct deposit payroll in the amount of \$25,772.28, and Water & Sewer Utility vouchers #9196-9203 in the amount of \$339,975.54 as presented. Motion was carried on a unanimous roll call vote.

Comments and Suggestions from Citizens Present

Peter Olk will provide Oktoberfest information for the Village website events page.

Motion to go into Closed Session

Motion made by Schuh, seconded by Schleif, to go into Closed Session under State Statute 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." Specifically to discuss sale price and terms of a Village building/property. Motion was carried on a unanimous voice vote.

Closed Session

9:59 p.m. – 10:05 p.m.

Any Action on Matters Discussed in Closed Session

None.

Adjournment

Motion made by Schleif, seconded by Mann, to adjourn. Motion was carried on a unanimous vote. The Board adjourned at 10:06 p.m.

Minutes submitted by,

Lynne Mischker, WCMC
Clerk-Treasurer

VILLAGE STRATEGIC PLAN

On March 7, 2013 the Village Board adopted the Hortonville Strategic Plan 2013 – 2017, completing a planning process that began in February 2012. An advisory committee guided the process, meeting every third week for eleven months. The Strategic Plan includes a mission statement for the Village as a whole, a mission statement for Village government operations, a vision statement of what is hoped the Village will be in five years, goals, actions, and detailed tasks to implement that vision.

Community public informational meetings were held on June 14, 2012 and February 21, 2013 giving the citizens a chance to hear about and comment on the strategic planning process and the implementation strategies. The implementation strategies are specific tasks prioritized by year that identify what needs to be done, who the responsible person(s) is, the start and end date of the task, the anticipated outcome, and the needed budget to accomplish the task. Copies of the adopted plan will be printed soon and made available for viewing at the Administration office and the Hortonville Public Library. The plan will also be available for viewing and download on the **Village's web site**.

One of the goals of the plan is to construct a new municipal center. With the positive response by voters authorizing the Village to borrow for the building, that project will move forward yet this year. Some of the other goals of the plan (such as a senior center or civic group events) need to be organized by persons and groups in the community. New groups may need to be formed. The new municipal center will be available for these civic activities. For example, if area seniors organized, the community center portion of the new building could be used for senior center activities. The Village will entertain all such suggestions.

MUNICIPAL CENTER

Voters spoke on February 19th granting approval for the Village Board to borrow funds to construct a municipal center building. The vote was 349 (58%) in favor of the borrowing and 252 (42%) opposed. Located in the new building and sharing common spaces will be the library, police, and administration departments, the municipal court, and a community center with meeting rooms. Driveway access will be from both N. Olk Street and N. Nash Street, and there will be convenient parking for 60 vehicles.

Architectural designs will be drafted over the next three months and then the project will be bid to the lowest responsible bidder. Groundbreaking could occur in late summer. It is hoped that local tradespeople and subcontractors will be used as much as possible. The Village Public Facilities Committee will review the plans and bid documents. Meetings of the committee and Village Board are open to the public and are noticed at locations around the downtown area and on the **Village's web site**. **Progress reports will be** provided on the web site and in future issues of the Village Voice.

An area in the new building will be a community center with tables, chairs, warming kitchen, and meeting rooms. A number of strategies identified in the Hortonville Strategic Plan deal with senior citizens and civic groups, and the community center will provide the needed space for those types of activities. Now is the time for seniors and other civic minded individuals to organize so that they can provide input into the final design of the center.

Thank you to all of the supporters of the referendum for the new municipal building, to the Village Board for their dedicated work, and to everyone who braved the snowy weather and slippery streets to vote, no matter what their vote was. It is important to express our choices by **voting in every election**. **Life wouldn't be exciting** if we all thought and felt the same way.

FOX WEST CHAMBER OF COMMERCE

www.foxwestchamber.com

Think Spring!! Greetings from your Fox West Chamber of Commerce!! We have recently welcomed our 135th member and continue to grow. Our committees are starting to take shape and we always welcome new members and volunteers.

The Village Wide Rummage Sale will be held rain or shine on **Saturday, May 11th**. To participate, send a \$7 check payable to Fox West Chamber of Commerce along with the completed form (forms available at area businesses and on our website) by May 2nd to:

Fox Cities Embroidery

251 E. Main St., Hortonville, WI 54944

The \$7 fee will include the listing on the rummage sale map and our local advertising of the event. Registration **MUST** be received by May 2nd to be included on the map. Maps will be available for pick-up by Friday, May 10th at area businesses or on our website. For more information call Fox Cities Embroidery at 920-779-9560 or email Bev@foxcitiesembroidery.com.

We recently supported the Fox Cities Ignite Initiative to bring new businesses and jobs to the Fox Cities Area and also supported the Kids Fishing Event on Black Otter Lake. Please consider doing business locally when going shopping or seeking out a service. You can find a listing of many fine businesses on our website.

Our chamber is a proud supporter of higher education and we sponsor 2 Scholarships. Please see the high school guidance office for applications and forms. We will also be having a booth at the HASD Education Expo in April—please stop by.

Finally, please **SAVE THE DATE** for the 5th Annual Chocolate Fest on Saturday, June 1st at Commercial Club Park. There will be plenty of chocolate, a run/walk, bike ride, bike safety event with **FREE** helmets, artisan village, vendor village, amusements, live music and fireworks.



Village Embarks on

Comprehensive Plan Update

The Village of Hortonville, with the assistance of East Central Wisconsin Regional Planning Commission, is preparing an update to the Village's existing Comprehensive Plan that was adopted in 2003. Building upon the Village's recently adopted Strategic Plan, the comprehensive plan will incorporate land use related concerns into the planning process. A kickoff meeting with the Hortonville Plan Commission will be held in late March.

Public participation and engagement are an important component. Community members will have an opportunity to participate in a community-wide planning event in May that will be designed to better engage residents and landowners in the planning process. Citizens are welcome to attend all meetings which will be posted at various locations around the Village. Meeting notices, progress reports and other information will be **posted on the Village's website** (<http://www.hortonvillewi.org/>) allowing people to access information as it becomes available.

Comments can be submitted to the Village Administration office at P.O. Box 99, Hortonville, WI 54944-0099.

WELCOME PAUL HANLON

Village of Hortonville

Building Inspector

The Village of Hortonville is pleased to announce our new Building Inspector, Paul Hanlon, effective June 2013. The recently completed Strategic Plan recommended that the Village take steps to reinforce that the Village is progressive, growing, and inviting to new residents and businesses, as well as responsive to the existing residents and businesses. The Village Board decided that the position of Building Inspector is essential to furthering those goals. A search ensued to find the right person to move the Village forward to that desired future. That person is Paul Hanlon. Paul has many years of experience in building inspection and brings a wealth of knowledge to the position as well as a personality that fits the goals of the Strategic Plan. He is well respected by the building trades and the public. We welcome Paul to Hortonville.

Building Inspector

Office Hours

New Building Inspector Paul Hanlon's office hours will generally be the first and third Thursday of the month and the second and fourth Wednesday of the month from 4:00 p.m. to 5:00 p.m. except for holiday weeks. However, please call the office at 920-779-6011 to confirm the schedule. Office hours will also be posted on the doors at the Administration office and on the Village's website.

Outgoing Inspector

The Village extends its sincere thanks to outgoing Building Inspector Bob Viste. Bob served as Hortonville's Building Inspector for nearly 15 years and continues as Building Inspector for a number of communities in Waupaca County. Bob brought the Village through the peaks and valleys of the building economy experienced over those years. Bob, we wish you well.



TWO BUILDINGS FOR SALE BY THE VILLAGE

NOW ACCEPTING LETTERS OF INTENT AND OFFERS TO PURCHASE

- ▶ 118 North Mill Street – Current Administration Building
- ▶ 111 South Nash Street – Current Police Department/Court Building

VISIONING WORKSHOP HELD For Comprehensive Plan Update

Approximately 24 people attended a visioning workshop on Saturday, May 4, 2013 at the Grand View Golf Club as part of the Village's Comprehensive Plan Update. The purpose of the workshop was to explore broad community and neighborhood level issues and opportunities. Following a presentation on the background of comprehensive planning and key facts concerning the Village, participants were asked to engage in a number of interactive group exercises.



Attendees recognized a number of key assets including Black Otter Lake and Pier, Otto Miller Athletic Field, the Wiouwash Trail, Alonzo Park and Boat Landing, Commercial Club Park, the public school campus, the industrial parks on the Village's west side, Grand View Golf Club/Course and Charlie's Place as being important to the identity of the Hortonville community. Participants also indicated that even though

some of the building facades in the downtown could use improvement, overall it was essential to preserve the historic character of the area. Other suggestions included addressing the parking issue in the downtown area and the congestion caused by school traffic near the school campus and on John Street during sporting events, expanding the variety of retail opportunities in the downtown area, adding a new park on the west side of the Village, and enhancing pedestrian and bicycling facilities. The entire report will be available shortly on the Village's website www.hortonvillewi.org. Input is welcome throughout the planning effort. Comments can be submitted to Patrick Vaile, Village Administrator at P.O. Box 99, Hortonville, WI 54944-0099.

NEW MUNICIPAL BUILDING UPDATE

The Village's architectural firm for the new municipal building project, Kunkel Engineering Group, has been preparing floor plans and schematic designs. The Village Board approved the schematic floor plans on June 6th.

Next, the more detailed design development drawings are expected to be completed in the following weeks, culminating with bid documents being prepared in June and early July 2013. The target schedule is for the project to be bid out in late July/early August and groundbreaking in late August. The new building construction will likely be completed in late winter/early spring 2014, with final landscaping and site work in May 2014. To date, everything is right on schedule.



UPDATE

Comprehensive Planning Process

Steady progress is being made on the Village of Hortonville's Comprehensive Plan Update. At the July meeting of the Village Planning and Zoning Commission, draft report chapters and a review of relevant background information including social economic conditions and growth patterns, utility and community facilities, agricultural, natural and cultural resources, economic base data, housing characteristics and results from the Community & Neighborhood Visioning Workshop were presented by the Village's Consultant.

Utilizing the previous comprehensive plan and the Village's newly developed Strategic Plan; a list of draft goals and objectives were developed for each of the nine elements: Issues and Opportunities, Land Use, Economic Development, Housing, Transportation, Utilities and Community Facilities, Intergovernmental Cooperation, Implementation and Agricultural, Natural and Cultural Resources. Goals defined as broad, long range statements, describe the desired future condition. Generally the Village's draft goals are designed to enhance the quality of life and sense of community within the Village; encourage retail, commercial and industrial growth; maintain an adequate supply of housing to meet current and future needs; encourage activities to preserve the integrity of the existing housing stock, and the cultural identity and history of the area; ensure a well maintained and safe transportation system that provides a range of transportation alternatives; provide high quality, cost effective community facilities and services including public safety, municipal waste collection, wastewater treatment, public drinking water; enhance recreational opportunities; promote quality schools and access to educational programs and library services; maintain the economic viability of the area's agricultural community; expand access to locally grown products; protect and preserve natural resources including the intrinsic visual qualities of the landscape; and establish cooperative working relationships with neighboring towns, Outagamie County, the school district, the fire district and others.

Residents are encouraged to visit the Village's website to learn more about the Comprehensive Planning Process and update.



8:00 a.m. CURBSIDE PICK-UP

The Village will be picking up leaves and raked yard waste and brush at curbside again this fall (place at curb by 8:00 a.m. on dates listed below).

Leaves and raked yard waste must be placed in paper biodegradable bags and must not weigh more than 50 lbs. Bags will be picked up on:

Mondays: 10/14 10/21 10/28

Tuesdays: 10/15 10/22 10/29

Brush must be 3 inches or less in diameter, cut in lengths of 4 feet or less, and bundled (bundles must not weight more than 50 lbs.). Bundles of brush will be picked up on:

Thursdays: 10/17, 10/24, 10/31

FACEBOOK PAGE - WEBSITE

Visit our new Facebook page for up-to-date Village information. The newly created Facebook page has pictures and articles from the 8/07/13 tornado that ripped through our Village.

Our website www.hortonvillewi.org is also a good source for information regarding the Village, i.e. Directory of Available Assistance (storm assistance), meeting agendas, minutes, job openings, etc.



FALL CEMETERY CLEAN-UP

All flower arrangements, real or artificial, must be removed no later than October 15th to allow for a thorough fall cleaning of the cemetery. Persons desiring to reuse such material must claim them prior to that date or they will be discarded by the Village. Christmas, fall and winter arrangements may be placed after November 15th. All Christmas, fall and winter arrangements must be removed no later than March 15th for spring cleaning of the cemetery. The full Union Cemetery rules and regulations can be found on the Village's website or may be picked up at the Administration Building.



BURNING

Fall is here, and so are the leaves. Village Ordinance 9.04(d) allows for the burning of dry leaves, non-offensive dry yard debris, and small campfires, provided such burning is responsibly monitored, and conducted at times when weather conditions do not create a public nuisance resulting in danger to health or safety. Fires are to be located 30 feet away from any structure. Burning must be conducted between **the hours of 7 a.m. and 7 p.m.**

Burning permits are required for some types of burning. Please contact Fire Chief Dave Dorn at 779-4485 for more information.

FORECLOSURES AND UNATTENDED PROPERTIES

If you are vacating a property for an extended period of time or know of a vacated property, please notify the Village Water Utility at 779-6011.

Hortonville Water and Sewer Utility would like to be informed of any vacancies so that the water service can be turned off at the street. This will help minimize any property damage in the event any interior piping should freeze and burst.

GOING AWAY FROM YOUR HOME THIS WINTER?

If you are planning a vacation this winter or will be gone from your home for an extended period, you may want to contact the Village office regarding trickling your water to avoid service interruption due to a frozen service lateral. When you are away from your home the water is not moving through the lateral thereby becoming more susceptible to freezing. Follow these easy steps:

1. Leaving your home for a week or more.
2. Call the Village office at 779-6011 (Lisa).
3. If it is determined that you need to trickle (leave a faucet on with the stream being the size of a pencil), we will advise you.
4. Read your water meter.
5. When you come back from vacation, read your meter and call Lisa at the Village office.
6. You will receive a credit for the water & sewer that was trickled.



PARKING

Hortonville's **winter parking regulations** take effect on December 1st. No parking is allowed on any street between the hours of 3:00 a.m. and 6:00 a.m. from December 1st through March 31st. In instances where the Village has declared a snow emergency, vehicles will be ticketed and towed at the owner's expense. If you have an emergency parking consideration, please call the Hortonville Police Department at 779-6165 with your request.

FIRE HYDRANT ACCESS

This is a reminder to residents who have a fire hydrant in front of their property. Landscaping or signs shall not be placed within a 3 foot perimeter so as not to impede fire protection personnel. Also, the Village would appreciate resident's efforts in keeping the hydrants cleared of snow during the winter months.

ICE BUILDUP ON SIDEWALKS

Property owners are reminded that they are responsible for the **shoveling and deicing of sidewalks** bordering their properties within 24 hours of a completed snowfall. Now is the time to think about preventing ice buildup on the sidewalk in front of your residence. The melting and freezing of water that ponds on the sidewalk can be prevented with a little maintenance. By using an edger in the Fall and cutting back the grass that grows over the edge of the sidewalk, the water has a chance to flow off the sidewalk before freezing. The terrace area between the sidewalk and curb may also need some attention if it has built up over the years with dirt and doesn't allow the water to flow towards the curb and gutter. Remember, it is the resident's responsibility to keep the sidewalks free of snow and ice and with a little maintenance now a troublesome sidewalk can be avoided in the winter.

Also, Village ordinance prohibits the plowing or dumping of snow on any public street, alley, public property, or upon the property of another, without the express permission of the property owner.



HOLIDAY HOURS FOR TAX COLLECTION

Office hours for people wanting to pay their property tax bill in the Village Administration Office, 118 N. Mill Street, are 7:00 a.m. to 3:30 p.m. Monday through Friday.

The office will be closed:

All day - Tuesday, 12/24/13

All day - Wednesday, 12/25/13

1/2 day - Tuesday, 12/31/13 (closing at 11:00 a.m.)

All day - Wednesday, 1/01/14



DOG LICENSES

All dogs kept in the Village need to be licensed by the end of the day on Monday, March 31, 2014. 2014 dog licenses are available at the Village Office Monday-Friday 7:00 a.m. to 3:30 p.m.

2014 ELECTION

Nomination papers are available from Clerk-Treasurer Lynne Mischker for the Spring Election. Three Village Trustee positions (2 year term each) are to be filled at the April 1, 2014 Spring Election. The final day for filing nomination papers with Lynne is 5:00 p.m. Tuesday, January 7, 2014.



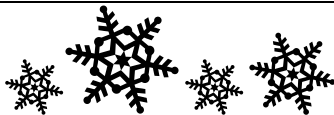
What's happening with the trees?

The Village of Hortonville lost a great number of trees along Main Street, in our parks, and at many private residences during the storm on August 7th of this year. The Village's Tree Board is currently working with tree experts to develop a plan for the replanting of our urban forest and the re-beautification of our home town. The goal is to kick off the tree replacement program in the spring of 2014. We would like to remind everyone about the Memorial Tree Program (see article in this newsletter for more details).

Storm Update

In the last Village Voice, we mentioned the effort underway to recoup funds used for the August tornado response from the Wisconsin Emergency Disaster Fund. While Village staff worked primarily with Outagamie County Emergency Management on this, a number of meetings were held with state and local officials including Mary Ann Lippert, a representative with the Wisconsin Department of Administration, and Caryn Stone, the Wisconsin Disaster Fund Coordinator. Chief Sullivan coordinated the documentation and completion of paperwork needed to apply for reimbursement. On 09/24/13 this information was submitted to the Department of Military Affairs. We are pleased to report that on 10/25/13 Chief Sullivan was advised that the Village of Hortonville will be reimbursed in the amount of \$72,933.98. This money will be used to cover Village funds used for storm response. Also related to this, the Department of Public Works was advised in October that the Village will be receiving \$50,000 of insurance coverage for damage to Village owned property. While there is much storm recovery work yet to do, considerable progress has been made. Reference the tree updates in this Village voice. Thank you again for all the great volunteer help that was utilized during this unfortunate situation.

Police Chief Michael Sullivan
Village President Andy Gitter



Village Administration Office will be closed:

All day - Tuesday, December 24th

All day - Wednesday, December 25th

½ day - Tuesday, December 31st (closing at 11 a.m.)

All day - Wednesday, January 1st



MEMORIAL TREE AND BENCH PROGRAM

The Village of Hortonville's Forestry Department is proud to announce its Memorial Tree and Bench Program. This program provides the opportunity to donate a park bench or tree in the memory of a loved one. Your donation to this program will not only provide lasting memories, but also help to beautify our parks and trails.

For more information, please contact the Village Administration Office at 920-779-6011.



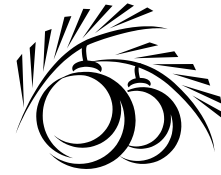
POLICE DEPARTMENT NEWS

A reminder to citizens that snow season parking started **12/01/2013** and is in effect until 04/01/2014. Only emergency vehicles are permitted to park on Village streets from 3:00 a.m. to 6:00 a.m. During a snow emergency no person can park any vehicle at any time on the roadway. A snow emergency is defined as snow falling in such a manner as to produce a congestion of traffic, the impeding of the operation of emergency vehicles and interference with snow removal operations. In special circumstances the police department will grant permission for visitors or residents to park on roadways during the snow season. Those requests must be made by calling the police department at 920-779-6165.

With winter weather upon us we would also like to remind all citizens it is the responsibility of the property owner or occupant to remove snow or ice from the sidewalk within 24 hours of the cessation of any snowfall.

The police department recognizes many citizens will be vacationing during the winter months. If you would like your residence checked or patrolled while you are away please contact the police department. If you are vacationing please make arrangements for snow or ice to be removed from your sidewalk according to the above regulations.

We would like to wish all citizens a happy and safe holiday season.



Comprehensive Plan Update

The Village and its Consultants continue to work on updating the Village's existing comprehensive plan. If you haven't already done so, please consider checking out the comprehensive plan page on the Village website. This page provides more information regarding the plan as well as draft chapters of the plan.

Draft background chapters covering social economic conditions and growth patterns, utility and community facilities, economic base data, housing characteristics, and agricultural, natural and cultural resources are available for review. The Planning and Zoning Commission will be meeting on December 11th to discuss the future land use map, and finalize the draft goals, strategies and recommendations. Future housing and land use estimates, based on population projections, will also be reviewed. It is anticipated that an intergovernmental meeting will be held in January to solicit input from neighboring communities and others including the school district, county, and fire district. Draft plans will be available for public review at the public library and village administrative building in January, as well.

All meetings are open to the public. Residents are encouraged to visit the Village's website to learn more about the Comprehensive Planning Process and Update.

GET YOUR EVENT ON THE VILLAGE WEBSITE

The Village website is a good place for residents to see what is happening in the Village and we would like to provide information about your organization's community events. In order to provide this information we will be starting a happenings or events page on the website.

Send us a short article about your organization's community event with information about contacts for the event and the event itself. Include your contact information with the article so we can contact you if we need any clarification before we publish on the website.

You can use the Contact Us on our website www.hortonvillewi.org, send an email to clerktreas@vohortonville.com, or mail or drop off your information at the Administration Office.



DO YOU HAVE IDEAS ABOUT SENIOR ACTIVITIES OR NEEDS?

Our senior population is growing and we need to make sure Hortonville is 'senior friendly'. The members of our Strategic Plan Advisory Committee made sure the need for senior activities was included in planning for the Village's activities for the next five years.

We are looking for a group of people willing to gather early next year and do some brainstorming on ways the Village and civic groups can make our community more senior accessible for travel and provide activities and services for seniors. We have resources that would be available to guide the brainstorming and help with our ideas.

Contact the Administration Office at 779-6011 to indicate your interest or send an email to clerktreas@vohortonville.com.



FOX WEST CHAMBER OF COMMERCE Wishing you a very Merry Christmas and a Happy, Healthy & Prosperous New Year!

New board members elected at our November 7th meeting: Mike Stevens, Treasurer—SVA Certified Public Accountants, S.C. and Heather Veaser, At-Large Director—Skyline Exhibit Resource. We want to thank Joe Peikert from Wolf River Community Bank for his many years of service on the board!

Our 2nd Annual Awards Banquet was held at the Holiday Inn on October 24th with nearly 80 in attendance. Winners of this year's awards were as follows:

Retail Business of the Year — The Meat Block
Service Business of the Year — Smiles By Design
New Business of the Year — Donaldson's Gourmet & Gifts
Service Organizations of the Year — Greenville Civic Club
and Hortonville Youth Sports

A new award added this year was the **Lifetime Achievement Award** which went to **Jerry Van Hammond** for his many years of service to Hortonville Youth Sports and the community. Congratulations to all the award winners and nominees—you are all winners in the Fox West Chamber of Commerce community!

Mark your calendars for Saturday, May 31st for the 6th Annual Chocolate Fest at Hortonville Commercial Club Park and the 5th Annual Bike Safety Event at the Hortonville Elementary School Parking Lot. Lots of activities for young and old alike, plus chocolate and fireworks!

Finally, when you receive your new HomePages phone directory, please check out our ad listing along with our community listing which was graciously sponsored by Dr. Clint Dorn of Chiropractic Health & Rehab Center. Check out our website for additional news about your chamber at www.foxwestchamber.com and please consider buying local. We have some great businesses in the Fox West Area and they appreciate your patronage!



VILLAGE VOICE
 Village of Hortonville
 118 N. Mill St., P.O. Box 99
 Hortonville, WI 54944-0099

PRSRT. STD.
 U.S. POSTAGE
PAID
 HORTONVILLE, WI
 PERMIT NO. 16



Return Service Requested



Village President

Andrew Gitter - 540-9234

Board of Trustees

Jeff Fassbender - 570-2948
 Al Habeck - 779-4736
 Traci Martens - 779-0484
 Kelly Schleif - 779-9884
 Jeff Schuh - 779-4286
 Dawn Vollbrecht - 779-0425

Administrator

Patrick Vaile - 779-6011

Clerk-Treasurer

Lynne Mischker - 779-6011

Police Department

Michael Sullivan, Chief - 779-6165
 Emergency Number - 911

Library

Carolyn Habeck, Director - 779-4279

Public Works Department

Carl McCrary, Director - 779-4086

Fire Department

Dave Dorn, Chief - 419-7872
 Emergency Number - 911

Building Inspector

Paul Hanlon - 779-6011

Municipal Court

1st and 2nd Wednesday of the Month at 6PM
 Norbert Dallman, Municipal Judge

Village Administration Office

118 N. Mill Street - 779-6011
Office Open Monday thru Friday



Public Hearing for Hortonville Comprehensive Plan Update

The Village of Hortonville's Comprehensive Plan Update 2035 is nearing completion. A public hearing has been scheduled for Monday, March 24, 2014 at 6:30 PM at the Community Hall. We hope you will take the time to review the proposed comprehensive plan. A link can be found on the Village's webpage and copies are available for review at the Hortonville Public Library and the Village Administration Office.

A comprehensive plan is a statement of public policy concerning the conservation and development of a community. It provides a guide to where future growth and development should occur over the next 20 years. It inventories and analyzes the Village's physical setting, natural resources, land use, demographics, transportation and community facilities.

Hortonville's comprehensive plan builds upon and incorporates the needs and opportunities identified in the Village's recently adopted Strategic Plan. To ensure that decisions are harmonious with the overall vision of Hortonville, local officials and others use the plan when making land use decisions.

For additional information, please contact Patrick Vaile, Village Administrator at (920) 779-6011 or by email at admin@vohortonville.com. Written comments can be submitted to the Village Administrator at the above email or at P.O. Box 99, Hortonville, WI 54944-0099.



DONATIONS RECEIVED

The Village recently received some very generous donations:

- ▶ A \$10,000 donation was received from Darlene Bosin, a resident here in the Village. This donation will be used for the catering kitchen and the flag pole at the new municipal building. Items include: refrigerator, dishwasher, microwave, coffeemakers, dinnerware, silverware, cups, glasses, miscellaneous kitchen items, and holiday decorations.
- ▶ Village resident Diane Strube donated two desks to be used in the new municipal building.
- ▶ Hortonville Lions Club members recently presented a check to the Village of Hortonville in the amount of \$5,110. Director of Public Works Carl McCrary says that the money will be used to replace the aging roof on the pavilion at Alonzo Park in the Village. In addition to the age of the roof, the roof sustained damage as a result of the storm that hit the Village on 8/07/13. The pavilion roof will be replaced with a new steel roof in 2014.

Other opportunities exist for donations to the new Municipal Services Facility for items not included in the building construction. Tax deductible donations may be made through the Friends of the Hortonville Library for books, DVDs, rolling carts, projection screen, butterfly garden, nature learning trail, rain garden, outdoor amphitheater, and a greenhouse. Other donations will be graciously accepted by the Village for the cupola clocks, outdoor benches, a digital entrance/meeting announcement sign, and supplies, activities, games, decorations, and cleaning supplies for the community/senior center portion of the facility.

Thank you for your generous donations!



BUILDING PERMIT FEE REDUCTION

NEW HOME BUILDING PERMIT FEE

TEMPORARILY REDUCED !

Through December 31, 2014 the Village of Hortonville is offering building permit and plan review fees for a flat fee:

- ✓ Single-Family Home
\$2,043.00
(will be \$4,136.00 on 1/01/2015)
- ✓ Two-Family Home
\$2,493.00
(will be \$5,036.00 on 1/01/2015)
- ✓ 4-family
\$2,685.00
(will be \$5,643.00 on 1/01/2015)
- ✓ 8-family
\$3,685.00
(will be \$7,243.00 on 1/01/2015)
- ✓ 12-family
\$4,685.00
(will be \$8,843.00 on 1/01/2015)

Includes municipal water and sewer connections.

The residential incentive program reduces permit fees by approximately one-half for 2014. In addition, \$300 of the fee is fully refundable when no extra inspections are required.

Save money with the new building permit fee program.

www.hortonvillewi.org or (920) 779-6011
for more on obtaining a permit.

Paul Hanlon, Hortonville Building Inspector
To contact Paul: (920) 878-0024

FOX WEST CHAMBER OF COMMERCE

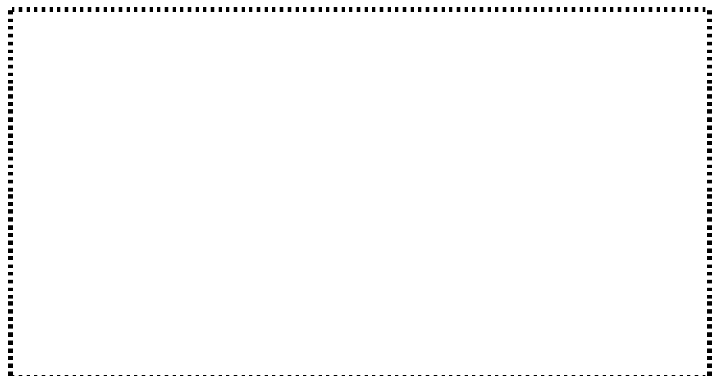
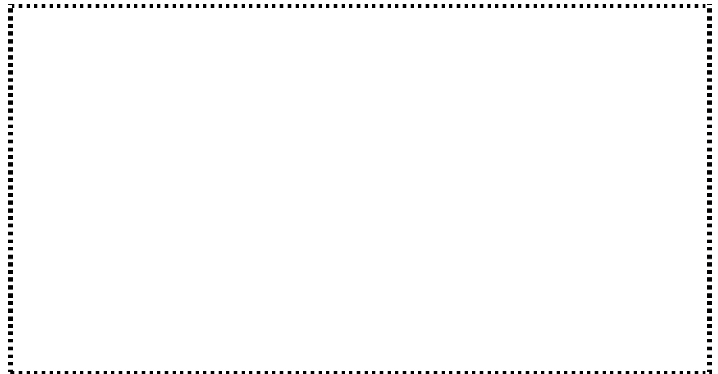
www.foxwestchamber.com

Think Spring!! Greetings from your Fox West Chamber of Commerce. We have recently welcomed our 175th member and continue to grow. Our committees are busy planning for 2014 and we always welcome new members and volunteers.

We recently supported the 2nd Annual Kids Fishing Event on Black Otter Lake. We held a ribbon cutting at Heritage Animal Hospital in Greenville after their recent renovation. We will also be teamed up with Hortonville High School to offer the 1st Annual *Reality Check* for our Juniors & Seniors on Wednesday, February 26th. It was an event that promotes budgeting and provides basic life skills to young adults.

Our chamber is a proud supporter of higher education and we award two Scholarships each spring. Please see the high school guidance office for applications and forms if you have a son or daughter graduating high school this year.

Please **SAVE THE DATE** for the 6th Annual Chocolate Fest on Saturday, May 31st at Commercial Club Park in Hortonville. There will be plenty of chocolate, a run/walk, bike ride, bike safety event with FREE helmets, artisan village, vendor village, rides & amusements, live music and fireworks.



BUILD IN HORTONVILLE NOW !

Page intentionally left blank.



Appendix D

Plan Adoption

APPENDIX D: PLAN ADOPTION

TABLE OF CONTENTS

Confirmation of Publication	D-1
Planning and Zoning Commission Resolution PZ-1-14	D-2
PZ-1-14 Map Attachment	D-4
Ordinance O-1-14	D-5

Page intentionally left blank.

THE POST-CRESCENT

COPY

STATE OF WISCONSIN
OUTAGAMIE COUNTY

HORTONVILLE, VILLAGE OF
PO BOX 99
HORTONVILLE, WI 54944

Being duly sworn, doth depose and say that she is an authorized representative of the Appleton Post Crescent, a newspaper published at Appleton, Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, which was published therein on

Account Number: 1012703

Ad Number: 6939377

Published Date: February 21, 2014

Total Ad Cost: \$53.29

(Signed)

Annun McNeal
Advertising Assistant

February 21, 2014
(Date)

Signed and sworn before me

S. J. [Signature]
Notary Public, Outagamie County, Wisconsin

My commission expires *3-27-16*

Village of
Hortonville
NOTICE OF
PUBLIC HEARING
VILLAGE OF
HORTONVILLE
COMPREHENSIVE
PLAN

UPDATE 2035
PLEASE TAKE NOTICE
THAT the Village of Hortonville Planning and Zoning Commission will hold a public hearing on the proposed adoption of the Village of Hortonville Comprehensive Plan Update 2035. The public hearing will be held on **March 24, 2014 at 6:30 P.M.** at the Community Hall (lower level) at 312 West Main Street, Hortonville WI. A Public Informational Session will be held on the draft plan at 6:00 P.M. at the same date and location. The Hortonville Village Board of will take action on the proposed adoption of the Village of Hortonville Comprehensive Plan Update 2035 at their monthly board meeting on April 3, 2014.

The Comprehensive Plan Update is a statement of public policy concerning the conservation and development of the Village. The plan provides a guide to where future growth and development should occur over the next 20 years. When the Village makes future decisions concerning land use development, the plan will be consulted. The plan inventories and analyzes the Village's physical setting, natural features, land use, population figures, economics, housing stock, transportation, and community facilities. Using these inventories and the plan's goals and strategies, a preferred land use plan for the Village of Hortonville was developed.

For additional information, please contact Patrick Vaile, Village Administrator at (920) 779-6011 or by email at admin@vohortonville.com. Written comments can be submitted to Patrick Vaile, Village Administrator at P.O. Box 99, Hortonville WI 54944-0099 before or at the public hearing.

Copies of the proposed Village of Hortonville Comprehensive Plan Update 2035 are available for review at the following locations:

- Hortonville Public Library, 102 West Main Street, Hortonville WI
 - Village Administration Office, 118 N Mill Street, Hortonville WI
 - Village Website at <http://www.hortonvillewi.org>
- Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at (920) 779-6011 with as much advance notice as possible.
RUN: Feb 21, 2014
WNAXLP

HORTONVILLE, VILLAGE OF

Re Ad#: 6939377

**PLANNING & ZONING COMMISSION
RESOLUTION PZ 1-14**

**A RESOLUTION TO UPDATE THE COMPREHENSIVE PLAN,
VILLAGE OF HORTONVILLE, WISCONSIN
RELATING TO 2035 LAND USE**

WHEREAS, §66.1001, Wis. Stats. provides that it shall be the function and duty of the Planning & Zoning Commission to make and recommend adoption of a Comprehensive Plan for the physical development of the Village of Hortonville and environs; including any areas outside of the Village that in the Commission's judgment bear a relation to the development of the Village, and

WHEREAS, according to the general purposes set forth in §66.1001, Wis. Stats., the Planning & Zoning Commission recommended adoption of a Comprehensive Plan on July 29, 2003, and the Village Board adopted said Comprehensive Plan for the Village of Hortonville on September 3, 2003, and

WHEREAS, §66.1001, Wis. Stats. provides that a comprehensive plan shall be updated no less than once every 10 years, and

WHEREAS, the Planning & Zoning Commission has prepared an update to that 2003 plan, titled *Village of Hortonville Comprehensive Plan Update 2035*, and

WHEREAS, the Hortonville Comprehensive Plan Update 2035 is a long-range policy document that serves as a guide for a wide variety of public and private sector decision making, and

WHEREAS, the Hortonville Comprehensive Plan Update 2035 was prepared with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality which, in accordance with existing and future needs, would in the opinion of the Planning & Zoning Commission best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development, and

WHEREAS, the Hortonville Comprehensive Plan Update 2035 contains the following elements: Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Resources; Economic Development; Intergovernmental Cooperation; Land Use; and, Implementation, and

WHEREAS, the Hortonville Comprehensive Plan 2035 Future Land Use Map provides for intended land uses in accordance with changing conditions, growth, and adjoining uses, and

WHEREAS, according to §66.1001, Wis. Stats. and the Village of Hortonville Public Participation Plan for the comprehensive planning process, the Planning & Zoning Commission with additional ad hoc representation provided written notice to the governmental bodies located in whole or part within the boundaries of the Village of Hortonville and to adjacent local governmental units, and held an intergovernmental informational session, a public informational session, and a public hearing on the draft Plan.

NOW THEREFORE BE IT RESOLVED, that the Village of Hortonville Planning & Zoning Commission hereby recommends adoption of the Village of Hortonville Comprehensive Plan Update 2035 by the Hortonville Board of Trustees.

BE IT FURTHER RESOLVED that action taken by the Village of Hortonville Planning & Zoning Commission is recorded on the Comprehensive Plan by the identifying signature of the

Clerk, and that the Village Clerk certifies this 2035 update to the Comprehensive Plan to the Village Board.

DATED: March 24, 2014

VILLAGE OF HORTONVILLE
PLANNING & ZONING COMMISSION

By: 
Andrew Gitter, Chairman

This resolution was approved on a motion by Dale Walker, seconded by Kenneth Gassner, and a roll call vote set forth below, the affirmation votes of not less than a majority of all the members of the Village of Hortonville Planning & Zoning Commission being required for adoption:

Village President Andrew Gitter	<u>Aye</u>
Trustee Kelly Schleif	<u>Aye</u>
Kenneth Gassner	<u>Aye</u>
Dale Walker	<u>Aye</u>
Terry Ehlenbecker	<u>-----</u>
Roger Retzlaff	<u>Aye</u>
Warren Mueller	<u>Aye</u>
Ed Heyes	<u>Aye</u>
Richard Gruenewald	<u>Aye</u>

Certification

I, Lynne Mischker, Clerk-Treasurer of the Village of Hortonville, hereby certify to the Village Board a copy of the Village of Hortonville Comprehensive Plan Update 2035 as recommended for approval by the Planning & Zoning Commission of the Village of Hortonville by resolution PZ 1-14 on March 24, 2014.


Lynne Mischker, Village Clerk

MAP ATTACHED



**Downtown
Inset**

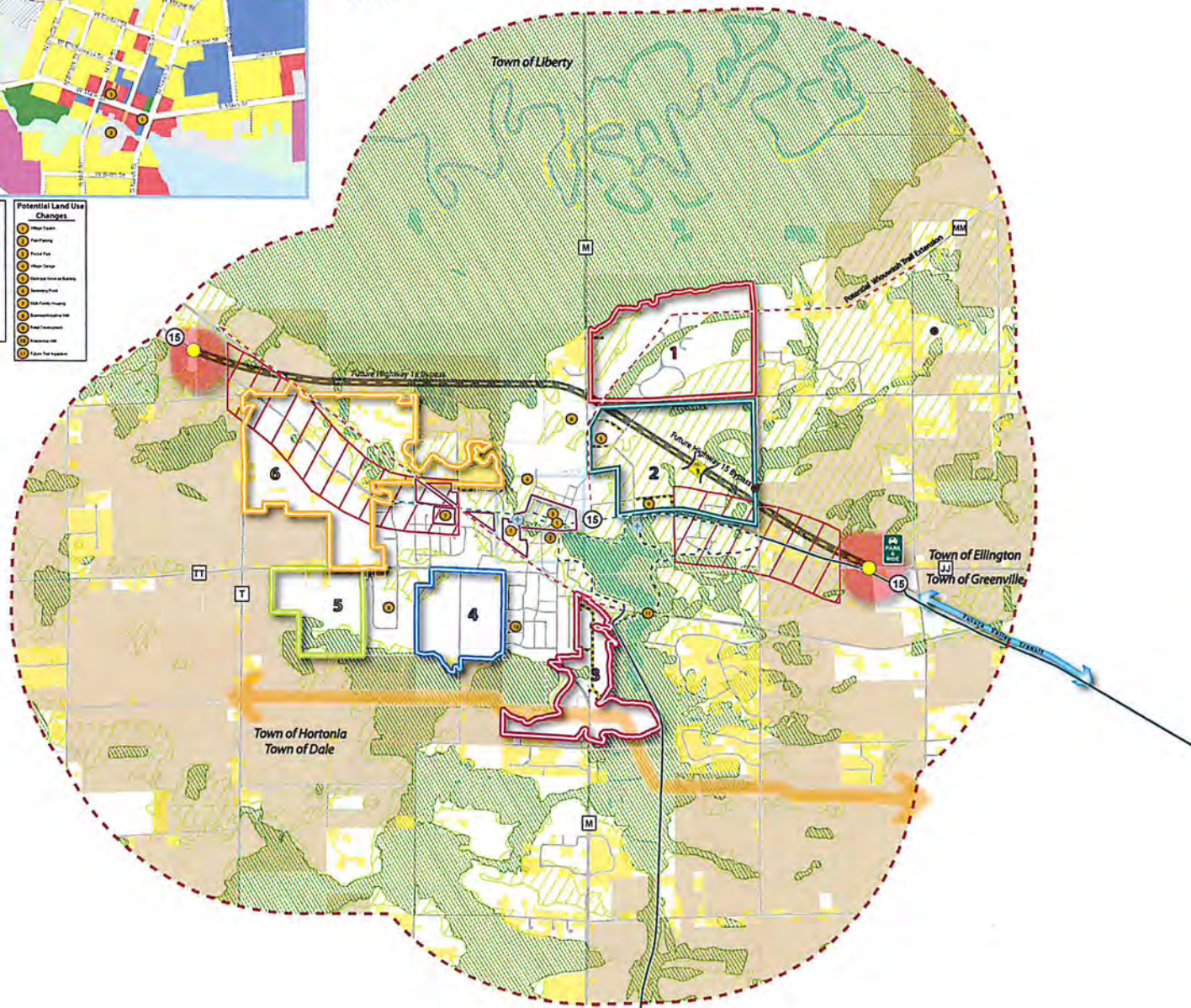


Exhibit 2-1 Village of Hortonville 2035 Land Use Framework



- Future Bike/Pedestrian Crossing
- Abandoned Landfill
- Existing Well
- Future Roundabout
- Wauwash & Highway 15 Trail
- Planned Trails
- Potential Trails***
- Future Highway 15 Bypass
- Planned Streets
- Conceptual East-West Road Connection
- Future Valley Transit
- Municipal Boundary
- 1.5 Mile Extraterritorial Planning Area
- High Priority Environmental *
- Low Priority Environmental **
- Long Term Residential Growth and Service Extension Area
- Priority Mixed Use Growth Area
- Priority Residential Growth Area
- Priority Mixed Use Growth Area
- Priority Residential Growth Area
- Long Term Mixed Use Growth Area
- Long Term Roundabout Planning
- Community Gateway Improvement Zone
- Downtown Improvement Zone / Redevelopment Areas
- Farmland Preservation Areas (per County Plan)
- Existing Residential Uses

*High Priority Environmental = 100 Year Floodplain, Wetlands, High Groundwater, 50 Ft Wetland Buffer, & 100 Ft Surface Water Buffer

** Low Priority Environmental = Steep Slope, Wetland Protection Area, 1,200 Ft Landfill Buffer

*** In the future the Wauwash Trail could be extended west toward New London and/or north toward Sherman County



This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared December 10, 2013 By

East Central Wisconsin

Regional Planning Commission

ECWRPC

10/10/2013 10:00 AM C:\Users\jroberts\Documents\2013 Land Use Framework.mxd

Ordinance O-1-14

AN ORDINANCE TO ADOPT THE COMPREHENSIVE PLAN UPDATE
OF THE VILLAGE OF HORTONVILLE, WISCONSIN

The Village Board of the Village of Hortonville, Wisconsin, does ordain as follows:

Section 1. Pursuant to Section 66.23 of the Wisconsin Statutes, the Village of Hortonville is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Village Board of the Village of Hortonville, Wisconsin has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes.


Section 3. The Planning & Zoning Commission of the Village of Hortonville, by majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the document entitled "Village of Hortonville Comprehensive Plan Update 2035", containing all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes.

Section 4. The Village of Hortonville has held a public hearing on the Village of Hortonville Comprehensive Plan Update 2035 which included this ordinance, in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Village Board of the Village of Hortonville, Wisconsin does, by the enactment of this ordinance, formally adopt the document entitled "Village of Hortonville Comprehensive Plan Update 2035", pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes.

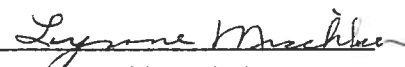
Section 6. This ordinance shall take effect upon the passage by a majority vote of the members of the Village of Hortonville and posting as required by law.

ADOPTED this 17th day of April, 2014.



Andrew Gitter, Village President

Posted: 4/22/2014

Attest: 

Lynne Mischker, Clerk-Treasurer

Ayes 7

Nays 0



Appendix E

Policies and Programs

APPENDIX E: POLICIES AND PROGRAMS

TABLE OF CONTENTS

Introduction	E-1
Issues and Opportunities	E-1
Regional and County Policies	E-1
Regional Policies	E-1
County Policies	E-2
Federal, State and Regional Programs.....	E-2
Federal Programs	E-3
State Programs	E-3
Regional Programs	E-4
Land Use	E-4
State, Regional, County and Local Policies	E-4
State Policies	E-4
Regional Policies.....	E-4
County Policies	E-5
Local Policies	E-7
State Programs	E-8
State Programs	E-8
Economic Development	E-8
Regional and County Policies	E-8
Regional Policies.....	E-8
County Policies	E-10
Federal, State, Regional and Private Programs.....	E-10
Federal Programs	E-10
State Programs	E-11
Regional Programs	E-13
Private Programs	E-15
Housing.....	E-18
Regional, County and Local Policies	E-18
Regional Policies.....	E-18
County Policies	E-18
Local Policies	E-19
Federal, National Private, State, Regional and County Programs.....	E-19
Federal Programs	E-19
National Private Programs	E-21
State Programs	E-22
Regional Programs	E-25
County Programs	E-25
Transportation.....	E-26
State, Regional, County and Local Policies	E-26
State Policies	E-26
Regional Policies.....	E-27
County Policies	E-28
Local Policies	E-29
Federal and State Programs	E-30
Federal Programs	E-30
State Programs	E-30
Utilities and Community Facilities	E-31

Federal, State, Regional, County and Local Policies	E-31
Federal Policies.....	E-31
State Policies	E-32
Regional Policies.....	E-32
County Policies	E-33
Local Policies	E-34
Federal, State and Regional Programs.....	E-35
Federal Programs	E-35
State Programs	E-36
Regional Programs	E-38
Agricultural, Natural and Cultural Resources	E-39
Federal, State, Regional, County and Local Policies	E-39
Federal Policies.....	E-39
State Policies	E-39
Regional Policies.....	E-40
County Policies	E-41
Local Policies	E-42
Federal and State Programs	E-43
Federal Programs	E-43
State Programs	E-44

APPENDIX E: POLICIES AND PROGRAMS

INTRODUCTION

Growth and development patterns do not occur in a vacuum. Over time, federal, state and local policies have directed the amount and location of development. State transportation policies and state land use legislation such as NR121, farmland preservation, natural resource protection and real estate tax codes have influenced growth and settlement. Local attitudes towards growth and accompanying zoning legislation, transportation and utility investments and tax and land subsidies also influence the type and amount of growth and development which occurs in each community.

Policies which impact growth and development have been developed over time by different agencies and different levels of government with varying missions and objectives. The resulting policies and programs are sometimes complementary and sometimes contradictory. It is the interaction of these various policies and market influences that determine actual growth patterns. Although many current federal and state policies and subsidies still encourage expansion, other policies such as the 14 land use goals developed by the state also encourage communities to accommodate growth in perhaps a more efficient manner than they have in the past. The adopted comprehensive plan legislation encourages communities to develop comprehensive plans, but provides communities with the opportunity to determine their own growth patterns. As a result, the type of development which will occur in the future is still open to debate.

Appendix E provides policies and programs sorted by comprehensive planning element that can be utilized by the Village of Hortonville to implement the goals, strategies and recommendations set forth in this plan.

ISSUES AND OPPORTUNITIES

Regional and County Policies

Regional Policies

East Central Wisconsin Regional Planning Commission

East Central Wisconsin Regional Planning Commission adopted Milestone #3, *Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan "Shaping the 21st Century"* on April 25, 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning process, several key issues were identified:

- How do we plan for continued population growth, which will result in an increase in demand for services and land consumption in the region?
- How do we promote the recognition of the relationship between the density of settlement and amount and location of land consumed for housing, commercial, and industrial uses and the costs of services?

- How do we ensure the economic vitality of the agricultural and forestry sectors in the context of a decrease in the amount of open space?
- How do we address the conflicts that will arise given that the majority of future growth is expected to occur in the urban counties, which is where most of the region's more productive farmland is located? More specifically, how will we address the impact on the farm economy?
- How do we ensure that an increase in urbanization has a positive impact on rural communities?
- Urban counties in the region currently have greater social and economic capital, more government support due to a larger tax base, and greater access to nonprofit services than rural counties. Current trends show the educational and income gap between urban counties and rural counties widening. How do we plan to decrease this gap and promote a healthy, vibrant economy and quality of life for all residents throughout the region?

The core goal of the Issues and Opportunities section is:

- To promote communities that are better places to live. That is, communities that are economically prosperous, have homes at an affordable price, respect the countryside, enjoy well designed and accessible living and working environments, and maintain a distinct sense of place and community.

The intent of this goal is to minimize the negative effects of sprawl development and provide a cost-effective variety of services and infrastructure that will meet the changing demographics of the overall population.

County Policies

Outagamie County

Outagamie County adopted its Comprehensive Plan in March, 2008. In Chapter 1, Issues and Opportunities, the plan sets forth an overall vision for the county, as follows:

Outagamie County and the Fox Cities are a prosperous, dynamic, diverse community, having a growing, knowledge-based economy with leading edge businesses and a strong agricultural base, that are recognized nationally. There exists a cooperative spirit among all governments. We have protected and enhanced the various natural, recreational and cultural resources. Outagamie County is the standard for which other counties strive.

Federal, State and Regional Programs

This section includes information on federal, state and regional programs which were used to develop this chapter. Other programs which influence growth and may impact future socio-economic conditions will be described in pertinent chapters within this appendix.

Federal Programs

United States Department of Commerce

Economics and Statistics Administration (ESA). The Economics and Statistics Administration collects, disseminates and analyzes broad and targeted socio-economic data. It also develops domestic and international economic policy. One of the primary bureaus within the ESA is the U.S. Census Bureau. The majority of information analyzed in this chapter was collected and disseminated by the Census Bureau, which is the foremost data source for economic statistics and demographic information on the population of the United States. The Census Bureau conducts periodic surveys and decennial censuses that are used by federal, state, and local officials and by private stakeholders to make important policy decisions. The Bureau produces a variety of publications and special reports regarding the current and changing socio-economic conditions within the United States. It develops national, state and county level projections and also provides official measures of electronic commerce (e-commerce) and evaluates how this technology will affect future economic activity.

State Programs

Wisconsin Department of Administration (DOA)

- **Demographic Services Center.** The Wisconsin Department of Administration (DOA) Demographic Services Center is responsible for developing annual population estimates for all counties and all minor civil divisions (MCD) in the state. They develop annual estimates of the voting age population by MCD and population estimates by zip code. The Demographic Services Center also produces annual county level housing unit and household estimates. The Demographic Services Center also develops population projections by age and sex for all Wisconsin counties, and produces population projections of total population for all municipalities.
- **Wisconsin State Data Center (WSDC).** The Wisconsin State Data Center is a cooperative venture between the U.S. Bureau of the Census, DOA, the Applied Population Laboratory at the University of Wisconsin-Madison and 39 data center affiliates throughout the state. The U.S. Bureau of the Census provides census publications, tapes, maps and other materials to the WSDC. In exchange, organizations within WSDC function as information and training resources. DOA is the lead data center and the Applied Population Laboratory functions as the coordinating agency throughout the state. Local data center affiliates, such as East Central, work more closely with communities and individuals within their region.

University of Wisconsin-Madison

Applied Population Laboratory (APL). The Applied Population Laboratory is located with the Department of Rural Sociology at the University of Wisconsin-Madison. They conduct socio-economic research, give presentations and publish reports and chartbooks. They will contract to do specific studies or school district projections. APL also functions as the coordinating agency for the WSDC and the lead agency for the Wisconsin Business/Industry Data Center (BIDC).

Regional Programs

East Central Wisconsin Regional Planning Commission

As the state data center affiliate for the region, East Central receives census materials and Demographic Service Center publications from DOA, plus additional information and reports from other State agencies. This information is maintained within its library, used for planning purposes and published within East Central reports. Information and technical assistance regarding this data is also provided to local governments, agencies, businesses and the public upon request.

While DOA provides base level population projections for the State, local conditions such as zoning regulations, land-locked communities, and local decisions regarding land use development can influence the accuracy of these base line projections. As a result, East Central has the authority to produce official population projections for the region. East Central also estimates future household growth.

LAND USE

State, Regional, County, and Local Policies

State Policies

Zoning Ordinances

Wisconsin State Statutes 66.1001 requires that if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit's comprehensive plan:

- Official mapping ordinances enacted or amended under Wisconsin State Statutes 62.23 (6);
- Local subdivision ordinances enacted or amended under Wisconsin State Statutes 236.45 or 236.46;
- County zoning ordinances enacted or amended under Wisconsin State Statutes 59.69.
- City or village zoning ordinances enacted or amended under Wisconsin State Statutes 62.23 (7).
- Town zoning ordinances enacted or amended under Wisconsin State Statutes 60.61 or 60.62.
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statutes 59.692, 61.351 or 62.231.

Regional Policies

East Central Wisconsin Regional Planning Commission

Comprehensive Plan. East Central Wisconsin Regional Planning Commission adopted Milestone #3, *Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan "Shaping the 21st Century"* on April 25, 2008. The plan serves as an advisory document

for counties and communities within the region. As part of this planning effort, East Central developed a vision for land use, which states:

East Central will promote land use patterns which foster healthy communities, preserve individual community identity, enhance personal mobility, reduce the cost of services and protect our natural environment.

The Milestone #3 report contains four land use “plan guidelines” which contain goals, strategies, and recommendations for achieving this vision. “Plan guidelines” include: LU-1: Land Consumption and Development, LU-2: Regional and Community Character, LU-3: Balancing Community Interests and Property Rights, and LU-4: Regional and Local Sustainability.

County Policies:

Outagamie County

Comprehensive Plan. The *Outagamie County Comprehensive Plan, A Look to the Future* was adopted on March 25, 2008. The plan’s land use element provides the following goals:

- Promote the conservation and protection of the limited land resources within the County.
- Encourage a compact urban development pattern that promotes walkable communities.
- Provide an adequate amount of land for future commercial and industrial development to support the economic development of the County.
- Provide an adequate amount of land for a variety of housing choices throughout the County.
- Promote innovative ways for managing stormwater runoff, such as Green Tier Development, which makes use of rain gardens, pervious pavement, bio-filters, and infiltration beds, to name a few.
- Encourage a development pattern that is efficient and utilizes public facilities where feasible.
- Promote the infill of vacant properties and the redevelopment of underutilized lands, including brownfield sites.
- Promote the protection of environmentally sensitive lands from development.

County Code of Ordinances. The Outagamie County Code of Ordinances regulates private on-site wastewater treatment systems, land divisions, land uses and other ordinances that may be relevant to the Village of Hortonville and the 1.5 mile buffer. Several chapters that relate to land use are summarized below.

Chapter 10 – Aviation. The purpose of this article is to establish operation policies for the airport and land use zoning within the boundaries of the airport. It provides a guide for the future development of the airport in a logical and timely manner. It also regulates land uses outside of

the airport boundaries to ensure that contiguous development is compatible with current and future airport operations.

Chapter 24 – Floods. This chapter is intended to regulate floodplain development to protect life, health and property; minimize expenditures of public funds for flood control projects; minimize rescue and relief efforts undertaken at the expense of the taxpayers; minimize business interruptions and other economic disruptions; minimize damage to public facilities in the floodplain; minimize the occurrence of future flood blight areas in the floodplain; discourage the victimization of unwary land and homebuyers; prevent increases in flood heights that could increase flood damage and result in conflicts between property owners; and discourage development in a floodplain if there is any practicable alternative to locate the activity, use or structure outside of the floodplain.

Chapter 44 - Shoreland-Wetland Zoning. Shorelands are defined as lands which are: 1,000 feet from the ordinary high water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high water elevation mark of navigable rivers or streams. If the landward side of the floodplain exceeds either of these two measurements, this is used as the zoning standard. Wetlands means those areas where water is at, near or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and which have soils indicative of wet conditions. This ordinance controls the lot size, building setbacks, landfills, agricultural uses, alteration of surface vegetation, sewage disposal, filling, grading, lagoons, and other uses which may be detrimental to this area.

Chapter 50 - Streets, Sidewalks and Other Properties. The ordinance regulates public property such as public works projects, lease and rental agreements on public property and environmental assessments. It also regulates streets, sidewalks and right of ways such as county trunk highway access control regulations and utility permits and fees.

Chapter 52 - Subdivisions and Platting. The ordinance facilitates division of larger parcels of land into smaller parcels of land through two methods: Certified Survey Maps (CSMs) and Plats. Certified Survey Maps create up to four new lots, parcels or tracts from the parent parcel. Plats are required for land subdivisions that create five or more lots created from the parent parcel. The ordinance also contains design standards for streets, blocks, setbacks and utility easements.

Chapter 54 – Zoning. This ordinance promotes the public health, safety, convenience and general welfare; protects property values and the property tax base; permits the careful planning and efficient maintenance of highway systems; ensures adequate highway, utility, health, educational and recreational facilities; recognizes the needs of agriculture, forestry, industry and business in future growth; encourages uses of land and other natural resources which are in accordance with their character and adaptability; provides adequate light and air, including access to sunlight for solar collectors and to wind for wind energy systems; encourages the protection of groundwater resources; preserves wetlands; conserves soil, water and forest resources; protects the beauty and amenities of landscape and manmade developments; provides healthy surroundings for family life; and promotes the efficient and economical use of public funds.

Farmland Preservation Plan, 2011. The Outagamie County Farmland Preservation Plan is included in the Outagamie County Comprehensive Plan, Appendix F. The plan was adopted in 2011 and amended in March of 2012. The goals of the plan are: (1) to preserve the productive agricultural lands of Outagamie County and encourage the development of agricultural

enterprises; and (2) to encourage future urban development to locate near necessary public facilities. The intent of the plan is to meet the requirements of chapter 91 of the Wisconsin State Statutes for Farmland Preservation and help maintain sustainable agriculture economies in the County as well provide an informational base to assist decision makers in the preservation of farmland and agriculture related development within the County.

2010-2015 Outagamie County Land and Water Resource Management (LWRM) Plan.

The LWRM) addresses soil and water quality concerns using local, state and federal programs. It is a five (5) year (2010-2015) plan with the opportunity for review and extension for an additional 5 years in 2015. The plan includes implementation strategies for addressing local water quality priorities related to controlling erosion, sedimentation, and nonpoint source water pollution. The four goals that were identified include: 1.) protect and enhance the quality of our surface water, groundwater and soils; 2.) protect and enhance wetland and upland habitat; 3.) ensure the consistent implementation of the stormwater management and erosion control ordinances in Outagamie County; and 4.) partner with and involve citizens on soil and water conservation initiatives in rural and urban areas.

Outdoor Recreation and Open Space Plan. The Outagamie County Outdoor Recreation and Open Space Plan is included in the Outagamie County Comprehensive Plan, Appendix E. The plan was adopted on October 13, 2009. The plan identifies a series of goals and objectives to “provide the framework for meeting the existing and future open space and recreation needs of Outagamie County.”¹ The three goals identified include: (1) To establish a County-wide system of parks and open space that will provide suitable facilities to all residents of Outagamie County; (2) to conserve and protect the County’s natural resources; and (3) To encourage the involvement and cooperation of all the County’s communities in park and recreational planning and development.

Local Policies

Village of Hortonville

Code of Ordinances. The Village of Hortonville’s Code of Ordinances regulates land divisions and land uses. Several chapters that relate to land use are summarized below.

Chapter 17 - Zoning Code. This chapter regulates 11 zoning districts including: Single Family Residence; Two Family Residence; Multiple Family Residence; General Commercial; Highway Commercial; Light Industrial; General Industrial; Agricultural; Agri-Business; Conservancy; and Planned Unit Development. It also provides for extraterritorial zoning.

Chapter 18 – Subdivision and Platting. This chapter includes design requirements for street layout, and improvement requirements for street construction.

Chapter 21 – Shoreland/Wetland Zoning. Shorelands area defined as lands which are within: 1,000 feet from the ordinary high water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high water elevation mark of navigable rivers or streams or to the landward side of the floodplain whichever distance is greater. Wetland are those areas where water is at, near or above the land surface long enough to support aquatic or hydrophytic vegetation and which have soils indicative of wet conditions. The Outagamie County shoreland zoning provisions is effect on the date of annexation remain in effect, administered by the

¹ Outagamie County Comprehensive Plan, Appendix E.

Village, for all areas annexed by the Village after May 7, 1982. This chapter specifies permitted and prohibited uses, and amending shoreland/wetland zoning regulations.

Official Map. The Village of Hortonville has an official map. An official map is intended to implement a master plan for a city, village or town. The master plan helps direct development by designating areas for streets, highways, parkways, floodplains, and other pertinent land uses. Official maps direct development away from sensitive areas which are designated for future public use.

Existing Smart Growth Comprehensive Plans. This plan is an update to Village of Hortonville Comprehensive Plan that was adopted on September 18, 2003. Outagamie County and the adjacent communities have smart grow comprehensive plans that have been developed and adopted in compliance with SS. 66.1001. The following is a listing of the adopted comprehensive plans: Outagamie County (adopted 3/25/2008), and the towns of Dale (10/01/2009), Ellington (adopted 6/10/2004), Greenville (3/30/2009), Hortonia (2/09/2010), Liberty (5/12/2004). These plans should be taken into consideration when decisions along an adjoining border are being made.

State Programs

State Programs

Land and Water Resource Management Planning Program (LWRM). The land and water resource management planning program (LWRM) was established in 1997 by Wisconsin Act 27 and further developed by Wisconsin Act 9 in 1999.² Although both Acts are designed to reduce non-point pollution, Wisconsin Act 27 regulates rural and agricultural sources while Wisconsin Act 9 regulates urban sources. Counties are required to develop LWRM plans and revise these plans every five years. Only counties with DATCP approved LWRM plans are eligible to receive annual funding through the soil and water resource management grant program. Plans must be developed through a locally led process that identifies local needs and priorities and describes how a county will implement runoff control standards for farms and urban areas. All LWRM plans must be approved by the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

ECONOMIC DEVELOPMENT

Regional and County Policies

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action. East Central adopted its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for economic development, which states:

² Wisconsin Department of Agriculture, Trade and Consumer Protection. <http://datcp.wi.gov>

The East Central Region has diversified employment opportunities including well paid knowledge based jobs. The regional economy benefits from advances in research and technology and supports entrepreneurialism and local business ownership. The region conducts collaborative economic development efforts across jurisdictional boundaries of governments, educational institutions, and other economic development entities. The preservation of natural resource amenities supports tourism opportunities, assists in attracting an educated workforce and enhances the quality of place for residents in the region.

The Milestone #3 report contains five economic development “plan guidelines”, which contain goals, strategies, and recommendations for achieving this vision.

NorthEast Wisconsin (NEW) Economic Opportunity Study. Outagamie County participated in the NEW Economic Opportunity Study.³ The NEW Study is a multi-jurisdictional partnership intending to further connect workforce development issues with economic development goals. Even before the economic downturn, the northeast region of Wisconsin experienced declines in its strong manufacturing sector employment levels and these negative changes in many cases have continued. The Fox Valley Workforce Development Board initiated a study to address these negative trends and to present recommendations to change the direction of the northeast Wisconsin economy. In addition to Outagamie, the study area is composed of the following 16 counties: Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Shawano, Sheboygan, Waupaca, Waushara and Winnebago Counties. The findings of this report help to spur on the formation of New North, Inc. a regionally based non-profit economic development organization.

The five strategies developed for the NEW Economic Opportunities project are:

Strategy I – Move to a New Economy Construct. The New Economy building blocks are brain power, risk capital, technological innovation, and entrepreneurship. These New Economy building blocks must be incorporated within the mindset of abundance theory. Business, labor, government, education, and the communities across NEW must all work actively together under a common vision to harness the resources available within the region (and some outside the region) to drive future economic growth.

Strategy II – Move to a Collaborative Economic Development Construct. NEW must abandon the economic strategy of a cost race to the bottom and embrace the concept of abundance theory – that by collaborating, the pie will increase with everyone getting a larger piece. This is best and most efficiently accomplished through proactive collaboration across all sectors in the region – business, labor, government, education, and the general populace.

Strategy III – Change Social and Cultural Mindset to Risk and Collaboration. Proactive collaboration will require an opening up of the region’s mindset both socially and culturally. Cultural diversity is a key to the melding of fresh ideas, best practices, and collaboration. It is what has worked in the country and the region in the past and it will be what works in the future.

Strategy IV – Change Regional Image. NEW and much of the greater Midwest has an image of being a wholesome but dull place. It is perpetuated by the national press and exists in the

³ NorthStar Economic, Inc. 2004. Northeast Wisconsin Economic Opportunity Study. <http://www.neweconomyproject.org/Pages/NEWEconStudy.htm>.

mindsets of Hollywood and Wall Street. That image is somewhat internalized, but also generally accepted by businesses and worker talent outside the region, making it difficult to retain and attract talent to the region. NEW must also develop both an internal and external image that promotes the resource and lifestyle benefits in the region. Inventorying and promoting the richness of the region's assets will help to retain and attract businesses and workers to NEW.

Strategy V – Promote Industry Cluster Development. This strategy addresses clusters, or a concentration of industries, that have potential for the area based on current industries and their expansion. Waushara County is a part of the Fox Valley Rural Sub-Region and for this sub-region the study recommended the possibility of building a biomass refinery that would use wood and other agricultural products to supply power to local foundries and other users be considered. The study suggests collaboration on food production and processing, safety, and packaging cluster. Specialty and organic crops and livestock should be expanded for farmers in this area.

County Policies

Outagamie County

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's economic development element provides the following goals:

- To promote the stabilization and expansion of the current economic base and employment opportunities.
- Promote a positive, growth oriented, entrepreneurially supportive image to attract new businesses and create additional employment.
- Promote regional collaboration to ensure maximum benefit to the regional economy.
- Support efforts to create strong relationships between government, the business community and the educational sectors to ensure that all are working together to support economic advances for the region.
- Promote the preservation of agriculture as a vital segment of the County's economy and develop additional opportunities for sustainable farming.
- Protect those natural features that enhance the area's quality of life, which is an important aspect to attracting new business and a quality workforce.

Federal, State, Regional and Private Programs

Federal Programs

Department of Agriculture-Rural Development

Some communities meet the requirements of the US Department of Agriculture-Rural Development and may be eligible for the Rural Development Economic Assistance Programs.

However, there are typically strict income limits associated with some of the programs so the Wisconsin Division of USDA-Rural Development should be contacted regarding eligibility for certain programs. A complete listing of USDA-Rural Development Programs can be found at http://www.rurdev.usda.gov/WI_RDHome.html.

Occupation Safety and Health Administration (OSHA)

- **Susan Harwood Training Grants Program.** These training grants are awarded to nonprofit organizations for training and education. They can also be used to develop training materials for employers and workers on the recognition, avoidance, and prevention of safety and health hazards in their workplaces. Grants fall into two categories; Target Topic Training and Training Materials Development. The Target Topic Training grants are directed towards specific topics chosen by OSHA. Follow-up is required to determine the extent to which changes were made to eliminate hazards associated with the chosen topic. The Training Materials Development grants are specifically aimed at creating classroom quality training aids. Aids which are developed under the grant program must be ready for immediate self-study use in the workplace. Information regarding the Susan Harwood Training Grant Program can be found at <https://www.osha.gov/dte/sharwood/>.

United States Department of Labor

- **H-1B Technical Skills Training Grant Program.** The H-1B Technical Skills Training Grant program provides funds to train current H-1B visa applicants for high skill or specialty occupations. Eligible grant applicants include local Private Industry Councils and Workforce Investment Boards that were established under the Workforce Investment Act. Eighty percent of the grants must be awarded to projects that train workers in high technology, information technology, and biotechnology skills. Specialty occupations usually require a bachelor's degree, and an attainment of this degree is strongly encouraged. The program is designed to assist both employed and unemployed American workers acquire the needed technical skills for high skill occupations that have shortages. Information regarding the H-1B Technical Skills Training Grant program can be found at http://www.doleta.gov/business/H1B_Tech_Skills.cfm.

United States Environmental Protection Agency (EPA)

- **One Cleanup Program.** The One Cleanup Program is EPA's vision for how different cleanup programs at all levels of government can work together to meet that goal — and ensure that resources, activities, and results are effectively coordinated and communicated to the public. The EPA has entered into a memorandum of understanding with the Wisconsin DNR to provide a single, consolidated approach to environmental cleanup. More information regarding the program can be found at: <http://www.epa.gov/oswer/onecleanupprogram/> (source for program description) or <http://dnr.wi.gov/topic/Brownfields/wpri.html>.

State Programs

There are many state programs that communities can consider utilizing to meet their stated goals and objectives. While not an all-inclusive list, there are several programs that the Village of Hortonville should strongly consider and are addressed below.

Wisconsin Department of Administration

- **Community Development Block Grant for Economic Development (CDBG-ED).** CDBG-ED grant funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate income. Additional information regarding the CDBG-ED program can be found at <http://www.doa.state.wi.us/docview.asp?docid=10196&locid=0>.
- **CDBG Public Facilities Funds (CDBG-PF).** CDBG-PF funds help support infrastructure and facility projects for communities. Some examples of eligible projects include streets, drainage systems, water and sewer systems, sidewalks, and community centers. Additional information regarding the CDBG-PF program can be found at <http://www.doa.state.wi.us/docview.asp?docid=10196&locid=0>.
- **CDBG Planning Funds.** CDBG Planning grant funds support community efforts to address improving community opportunities and vitality. Grants are limited to projects that, if implemented, are CDBG eligible activities. Additional information regarding the CDBG Planning funds program can be found at <http://www.doa.state.wi.us/docview.asp?docid=10196&locid=0>.
- **CDBG Public Facility - Economic Development (CDBG PF-ED).** CDBG PF-ED grants are awarded to local government for public infrastructure projects that support business expansion or retention. Additional information regarding the PF-ED funds program can be found at <http://www.doa.state.wi.us/docview.asp?docid=10196&locid=0>.
- **CDBG Emergency Assistance (EAP).** The CDBG-EAP program assists communities to recover from a recent natural or manmade disaster. Eligible activities include repair of disaster related damage to dwellings, assistance to purchase replacement dwellings, and repair and restore public infrastructure and facilities.
- **Venture Capital Investment Program.** The venture capital investment program was created as part of 2013 Wisconsin Act 41. This program will help create jobs and promote economic growth in Wisconsin by identifying new investors for Wisconsin, bringing new capital to Wisconsin investments, and cultivating Wisconsin entrepreneurship.

Division of Safety and Buildings

- **Wisconsin Fund.** The Wisconsin Fund provides grants to help small commercial businesses rehabilitate or replace their privately-owned sewage systems. Additional information can be found at <http://dsps.wi.gov/Default.aspx?Page=c8c924aa-5dc6-4b6e-8119-f4037777d9cf>.

Wisconsin Department of Transportation

- **Transportation Economic Assistance (TEA) Program.** The Transportation Economic Assistance (TEA) program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in

the state. Additional information regarding the TEA program can be found at the following website: <http://www.dot.wisconsin.gov/localgov/aid/tea.htm>

- **State Infrastructure Bank Program.** This program is a revolving loan program that helps communities provides transportation infrastructure improvements to preserve, promote, and encourage economic development and/or to promote transportation efficiency, safety, and mobility. Loans obtained through SIB funding can be used in conjunction with other programs. Additional information regarding the State Infrastructure Bank Program can be found at <http://www.dot.wisconsin.gov/business/econdev/sib.htm> or by contacting Dennis Leong at Department of Transportation, 608/266-9910.
- **Freight Railroad Infrastructure Improvement Program.** This program awards loans to businesses or communities wishing to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement. Additional information for the Freight Railroad Infrastructure Improvement Program is available at <http://www.dot.state.wi.us/localgov/aid/friip.htm>.
- **Freight Railroad Preservation Program.** The Freight Railroad Preservation Program provides grants to communities to purchase abandoned rail lines in the effort to continue freight rail service, preserve the opportunity for future rail service, and to rehabilitate facilities, such as tracks and bridges, on publicly-owned rail lines. Additional information for the Freight Railroad Infrastructure Improvement Program is available at <http://www.dot.state.wi.us/localgov/aid/frpp.htm>.

Wisconsin Department of Natural Resources

- **Remediation and Redevelopment Program (RR).** The WDNR Remediation and Redevelopment program oversees the investigation and cleanup of environmentally contaminated sites (e.g. “brownfields.” The program is comprehensive, streamlined, and aims to consolidates state and federal cleanups into one program. More information can be found at <http://dnr.wi.gov/topic/Brownfields/>

Regional Programs

East Central Wisconsin Regional Planning Commission

Comprehensive Economic Development Strategy (CEDS) report. The East Central Wisconsin Regional Planning Commission annually creates a Comprehensive Economic Development Strategy (CEDS) report, which evaluates local and regional population and economic activity. Economic development trends, opportunities, and needs are identified within the CEDS report. All communities, which are served by the Commission, are invited to identify future projects for economic development that the community would like to undertake. Those projects are included within the CEDS and may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program. Additional information can be found at <http://www.eastcentralrpc.org/planning/economic/EconDevelDistrict.htm>.

EMSI Analyst. EMSI Analyst is used by ECWRPC to provide economic data to requesting economic development entities or municipalities in the East Central WI Region as a service of WEDC. EMSI data is composed of comprehensive information on industries, occupations, demographics - as well as things like occupational skills, education, training, and even the names and size of companies in your region broken down by industry. EMSI links more than 90 data sources from federal sources like the Bureau of Labor Statistics to state and private sources. Additional information on EMSI Analyst is available at <http://www.eastcentralrpc.org/planning/economic.htm>.

Global Trade Strategy. As part of the Economic Development Administration's Community Trade Adjustment Assistance Program, ECWRPC developed a study to increase exports for small to medium size companies in NE Wisconsin. This program assists communities impacted by trade with economic adjustment through the: (1) coordination of federal, State, and local resources; (2) creation of community-based development strategies; and (3) development and provision of programs that help communities adjust to trade impacts. The Community TAA Program is designed to provide a wide range of technical, planning, and infrastructure assistance and respond adaptively to pressing trade impact issues. Outagamie County was one of nine counties identified by the Department of Labor as being significantly impacted by global trade. More information on the Global Trade Strategy is available at <http://www.eastcentralrpc.org/planning/economic.htm>.

East Central Regional Revolving Loan Fund (ECRRLF). The ECRRLF, while currently not available, is being created to provide effective financing options for businesses and projects.

Northeast Wisconsin Regional Economic Partnership

The combined Bay-Lake and East Central Wisconsin Regional Planning Commission areas were named as Technology Zone by the Wisconsin Department of Commerce in 2002. The Northeast Wisconsin Regional Economic Partnership (NEWREP) Technology Zone has provided over \$5 million in tax credits to businesses certified by Commerce, based on a company's ability to create jobs and investment and to attract related businesses. The Technology Zone Program focuses primarily on businesses engaged in research, development, or manufacture of advanced products or those that are part of an economic cluster and knowledge-based businesses that utilize advanced technology production processes in more traditional manufacturing operations. Additional information can be found at <http://www.eastcentralrpc.org/planning/economic.htm> or <http://www.northeastwisconsin.org/>.

New North, Inc

New North's mission is "to harness and promote the region's resources, talents and creativity for the purposes of sustaining and growing our regional economy." New North maintains a number of regionally based economic development committees charged with addressing the following initiatives:

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

For more information on the New North, visit: <http://www.thenewnorth.com/>.

Fox Cities Regional Partnership

The Fox Cities Regional Partnership is an organization committed to helping businesses locate and expand in the Fox Cities Region, and supported by public and private sector partners from around the region. Located in east-central Wisconsin, along the banks of the Fox River and Lake Winnebago, the Fox Cities Region is comprised of several dozen communities, the largest of which is the City of Appleton. Additional information on the Fox Cities Regional Partnership is available at <http://foxcitiesregionalpartnership.com/>.

Fox Cities Economic Development Partnership

The Fox Cities Economic Development Partnership (FCEDP) is charged with “fostering the Fox Cities’ economic development by creating and implementing marketing programs that promote the area as an attractive location for business and industry.” Currently, the FCEDP maintains a website containing industrial park mapping and information, and is conducting executive roundtables for key industry clusters, among many other things. More information regarding the FCEDP can be found at: <http://www.co.outagamie.wi.us/planning/programs/economicdevelopment/FCEDP.html>.

CAP Services, Inc

CAP Services Inc. (CAP) is a private non-profit corporation offering programs in Waushara, Marquette, Outagamie, Portage, Waupaca and parts of Marathon and Wood counties. The primary mission of CAP is to help low-income households attain economic and emotional self-sufficiency. Programs include Skills Training to help low-income individuals acquire skills to compete for higher paying jobs by assisting them with tuition, books, transportation and child care costs related to training; Business Development to provide entrepreneurs with the technical assistance, coaching advice and loan packaging they need to successfully start and grow their businesses; and Home Buyers Assistance to provide matching dollars to eligible low-and moderate-income, first-time homebuyers for down payment and closing costs. Funds are also available for repair and rehabilitation on newly purchased units; Weatherization measures including caulking, insulation, window repair and other conservation measures; Special Needs Housing; Asset Development to provide financial wellness training and incentives to low-income households; Preschool Services including head start for ages 3-5 and their families; and Crisis Intervention. Additional information can be found at www.capserv.org.

Private Programs

Wisconsin Economic Development Corporation

- **Main Street Program.** The Main Street program assists communities ranging from towns with populations of less than 1,000 to large neighborhoods in Milwaukee and Green Bay. Communities selected to participate in the Wisconsin Main Street Program initially receive five years of free, intensive technical assistance. The end goal is to enable participating communities to professionally manage a downtown or historic commercial district that is stable, physically attractive, competitive and visible. Additional information can be found at <http://inwisconsin.com/community-development/programs/main-street-program/>.
- **Connect Communities Program.** The Connect Communities Program helps local planners leverage the unique assets of their downtowns and urban districts, providing

technical assistance and networking opportunities to local leaders interested in starting a downtown revitalization effort. It also provides access to additional financial and technical assistance programs. Additional information on the Connect communities Program is available at: <http://inwisconsin.com/community-development/programs/connect-communities-program/>.

- **Capacity Building Grants.** Capacity Building (CAP) Grant funds are designed to help strengthen Wisconsin's economic development network by assisting local and regional economic development groups with economic competitive assessments and the development of a Comprehensive Economic Development Strategy. Additional information regarding the CAP grants can be found at <http://inwisconsin.com/grow-your-business/programs/capacity-building-grants/>.
- **Brownfield Program.** Wisconsin's Brownfield Program provides grant funds to assist local governments, businesses and individuals with assessing and remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site. This program will help convert contaminated sites into productive properties that are attractive and ready for redevelopment. Additional information regarding the Brownfield Program can be found at <http://inwisconsin.com/grow-your-business/programs/brownfield-program/>.
- **Enterprise Zone Tax Credit.** A certified business may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification date established by WEDC. Additional information regarding the Enterprise Zone Tax Credit program can be found at <http://inwisconsin.com/grow-your-business/programs/enterprisecredit/>.
- **Industrial Revenue Bond.** Industrial Revenue Bonds (IRBs) are designed to help Wisconsin municipalities support industrial development through the sale of tax-exempt bonds. RB financing can be used for building, equipment, land, and bond issuance costs, but not for working capital. Additional information regarding the Industrial Revenue Bond program can be found at <http://inwisconsin.com/grow-your-business/programs/industrial-revenue-bond/>.
- **Wisconsin Manufacturing and Agriculture Credit.** The manufacturing and agriculture tax credit is available to individuals and entities for taxable years that begin on or after January 1, 2013, for manufacturing and agricultural activities in Wisconsin. The tax credit is available for income derived from manufacturing or agricultural property located in Wisconsin and will offset a significant share of Wisconsin income taxes. The credit is a percentage of "eligible qualified production activities income." Additional information regarding the Wisconsin Manufacturing and Agriculture Credit program can be found at <http://inwisconsin.com/grow-your-business/programs/wisconsin-manufacturing-and-agriculture-credit/>.
- **Business Opportunity Loan.** Business Opportunity Loans are available to a business that has created new full-time positions and/or retained its existing full-time employment base in Wisconsin. Additional information regarding Business Opportunity Loans can be found at <http://inwisconsin.com/grow-your-business/programs/business-opportunity-loan/>.

- **Impact Loans.** Impact Loans are available to businesses with expansion projects that will have a significant impact on job creation, job retention, and capital investment on the surrounding community. WEDC's Impact Loan Program is a forgivable loan program. Additional information regarding Impact Loans can be found at <http://inwisconsin.com/grow-your-business/programs/impact-loans/>.
- **Economic Development Tax Credits (Etc).** Economic Development Tax Credits (ETC) are available for businesses that begin operating in, relocate to, or expand an existing operation in Wisconsin. Additional information regarding Economic Development Tax Credits can be found at <http://inwisconsin.com/grow-your-business/programs/economic-development-tax-credits/>.
- **Training Grants.** Rodrigues Training grants are available to any business making a firm commitment to locate a new facility in Wisconsin or expand an existing facility within the state, and is upgrading a product, process or service that requires training in new technology and industrial skills. Grants fund business upgrades to improve the job-related skills of its full-time employees. Additional information regarding Training Grants can be found at <http://inwisconsin.com/grow-your-business/programs/training-grants/>.
- **Minority Business Development Revolving Loan Fund.** The Minority Business Development Revolving Loan Fund Program (MRLF) is designed to support minority business development through business creation, business expansion and minority community business attraction. This is accomplished through direct grant assistance to qualifying minority business associations in Wisconsin. Grant assistance is provided to minority business associations for Revolving Loan Funds, technical assistance and used as a pass through to fund training. Additional information is available at <http://inwisconsin.com/inside-wedc/transparency/programs/minority-business-rlf/>.

Wisconsin Entrepreneurs' Network

Business Planning or Commercialization Planning Assistance. The Business or Commercialization Planning assistance micro-grant can fund up to 75% of the costs, limited to \$4000, spent on hiring an independent, third party to write a comprehensive business or commercialization plan for a Wisconsin business. The program is limited to businesses in certain industries. Additional information regarding the Business or Commercialization Planning assistance micro-grants can be found at <http://www.wenportal.org/ToolsandResources/FinancingYourBusiness/Grants.htm>.

HOUSING

Regional, County, and Local Policies

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for housing, which states:

In 2030 in the East Central Wisconsin region, a dynamic housing market fosters community and neighborhood cohesion. Varied types of quality housing are integrated with community facilities and various transportation alternatives. This housing market meets the needs of urban and rural households of all types, ages, income, cultures and mobility status.

The Milestone #3 report contains four housing plan guidelines, which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

Overcoming Barriers to Affordable Housing in the East Central Region. In January 2004, East Central adopted the report, *Overcoming Barriers to Affordable Housing in the East Central Region*. This report is a compilation of input from urban and rural residents, who identified barriers to affordable housing in their communities and suggested potential solutions that local citizens, county and local governments, developers and other housing providers can use to address these issues. Some of the identified issues and potential solutions which are pertinent to the Town of Greenville include senior housing issues, income and economic development barriers and access to funding, to name a few. This report is available online at: www.eastcentralrpc.org and through the ECWRPC office. Communities and agencies are encouraged to review the options presented and choose the best option or combination of options which best serve the needs of their residents and clients. Communities and individuals from the private and nonprofit sectors are encouraged to develop additional solutions and share those solutions with others to help improve the quality of life for all residents in our communities.

County Policies

Outagamie County

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's housing element provides the following goals:

- Promotion of the redevelopment of land with existing infrastructure and public services and the maintenance and rehabilitation of existing residential structures.
 - Promote preservation and rehabilitation of older neighborhoods.
 - Promote the infill of housing on existing vacant parcels.
 - Support the redevelopment of vacant or underutilized commercial and industrial sites for residential use.

- Encouragement of residential land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
- Providing an adequate supply of affordable housing for individuals of all income levels throughout the County.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential uses.
- Provide for alternative housing types.

County Code of Ordinances. The Outagamie County Code of Ordinances regulates housing standards that may affect the Village of Hortonville and/or the 1.5 mile buffer.

Chapter 28 - Housing. This chapter regulates minimum housing standards such as sanitation, building and safety requirements and inspection of dwellings.

Local Policies

Village of Hortonville

Code of Ordinances. Chapter 14 of the Village of Hortonville Code of Ordinances contains the Building Code.

Chapter 14 – Building Code. This chapter regulates building permits and inspections, one and two family dwellings, electrical and plumbing code, flammable liquids, placement of satellite dishes, minimum housing standards and mobile home parks.

Federal, National Private, State, Regional, and County Programs

Funding and technical assistance for housing programs are available from several federal, state and regional agencies. A listing of these programs follows.

Federal Programs

United States Department of Agriculture

- **Rural Development Housing Programs.** USDA Rural Development offers a variety of housing products including single family, multi-family and farm labor housing products. Assistance can be in the form of a loan, grant or technical assistance. Information about individual products can be obtained from the USDA Rural Development website at: <http://www.rurdev.usda.gov/rhs>. Website information is provided in English and Spanish. Information can also be obtained from the state USDA Rural Development office, which is located in Stevens Point. Their website is located at: http://www.rurdev.usda.gov/WI_RDHome.html.

United States Department of Housing and Urban Development

- **Brownfield Economic Development Initiative Grant.** This grant can be used for brownfield sites (converting old industrial to residential). BEDI and Section 108 funds

must be used in conjunction with the same economic development project, and a request for new Section 108 loan guarantee authority must accompany each BEDI application. Funds can be used to benefit low-moderate income persons, prevent/eliminate slum and blight, and address imminent threats and urgent needs (usually follow the same guidelines as CDBG). More specifically, funds can be used for land write downs, site remediation costs, funding reserves, over-collateralizing the Section 108 loan, direct enhancement of the security of the Section 108 loan, and provisions of financing to for-profit businesses at below market interest rates. The maximum grant amount is \$1 million, and the minimum BEDI to Section 108 ratio is 1:1. For more information, contact Paul Webster in HUD's Office of Block Grant Assistance at (202) 708-1871 or visit the web site at: <http://www.hud.gov/offices/cpd/economicdevelopment/programs/bedi/bedifacts.cfm>.

- **Multi-family Housing Programs.** HUD offers a number of multi-family programs through the state. These programs fund facility purchases, construction, rehabilitation, lead based paint abatement, energy conservation and accessibility improvements. For more information, visit HUD's website at: http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/mfh/progdesc..
- **Public Housing Programs.** HUD offers a number of public housing programs for the development/redevelopment or management of public housing authorities, rental assistance through the Section 8 program and some limited homeownership opportunities. General information can be found at: <http://www.hud.gov/progdesc/pihindx.cfm>. Information regarding the Outagamie County public housing authority can be found at <http://www.outagamiehousing.us/>.
- **Single Family Housing Programs.** HUD offers a number of single family home programs, including homebuyer education and counseling, down payment assistance, rehabilitation, weatherization, mortgage insurance and reverse mortgages. For general information, visit HUD's website at: http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh. Some of these products, such as FHA loans, are available through approved lending institutions. Access to HUD single family home programs can also be obtained through Wisconsin Housing and Economic Development Authority (WHEDA) or the Wisconsin Department of Administration (DOA) Division of Housing. Information about products WHEDA provides can be found on WHEDA's website at: <http://www.wheda.com/root/>. For information about products provided through the DOA, visit the Wisconsin Department of Administrations Division of Housing website at: <http://doa.wi.gov/index.asp?locid=173>.
- **Special Needs Programs.** HUD also funds programs for special need populations through the state. Information regarding emergency shelter/transitional housing programs or housing opportunities for people with AIDS can be found at the Wisconsin Department of Administration Division of Housing website at: <http://doa.wi.gov/section.asp?linkid=214&locid=173>. The state strongly encourages joint emergency shelter/transitional housing (ESG/THS) grant applications.

Federal Financial Institutions Examination Council

- **Community Reinvestment Act.** Through the Community Reinvestment Act (CRA), banks/financial institutions help meet the credit/investment needs of their markets with

the primary purpose of community development. This is in part accomplished through direct grants/investments or loans to nonprofits or agencies to develop affordable housing. Direct loans are also given to individual households of which a certain percentage must go to low to moderate income households. More information can be obtained from their website: <http://www.ffiec.gov/cra/default.htm> or from your local financial institution.

United States Department of Veterans Affairs

- **Home Loan Guaranty Service.** The Veterans Administration provides a variety of benefits for eligible veterans and their dependents. Housing products include low cost loans for purchase, construction or repair of owner-occupied housing. General information can be obtained from the Veteran's Affairs website at: <http://www.homeloans.va.gov/index.htm>. The Outagamie County Veterans Service Office provides information for veterans and their dependents at the following website: <http://www.co.outagamie.wi.us/vets/home.htm>.

National Private Programs

National Association of Home Builders (NAHB)

The National Association of Home Builders is a trade organization that represents the building industry. They provide information and education about construction codes and standards, national economic and housing statistics, a variety of housing issues, jobs within the housing industry and information about local builders who are members of their organization. Visit their website at: <http://www.nahb.org/> for more information.

National Low Income Housing Coalition (NLIHC)

NLIHC is a national advocacy group which conducts research on low income housing issues, provides information and data on a variety of housing or housing related issues affecting low income families and publishes reports and data regarding low income housing issues and legislation. Their mission is to end the affordable housing crisis for low income families. Information about NLIHC and its activities can be found at: <http://www.nlihc.org/>. NLIHC also has a number of state partners. Wisconsin has two State Coalition Partners, the Wisconsin Partnership for Housing Development, Inc. and Wisconsin Community Action Association. For information about the Wisconsin Partnership for Housing Development, visit their website at: <http://www.wphd.org/>. For information about Wisconsin Community Action Association, visit their website at <http://wiscap.org/programs-services/programs/housing/>.

United Migrant Opportunity Services (UMOS)

UMOS works with federal, state and local agencies, employers, for profit and nonprofit agencies to meet the housing needs of migrant workers. Information about UMOS's housing programs can also be found on their website at: http://www.umos.org/social_services/housing_overview.html.

State Programs

University of Wisconsin – Extension

- **Family Living Program.** The family living program provides assistance to families throughout Outagamie County. Some of these programs include financial and parent education. For information visit the UW-Extension Family Living webpage at: <http://outagamie.uwex.edu/family-living/>.
- **Homeowner Resources.** UW-Extension provides a number of publications and materials to aid homeowners. Topics include home care, home maintenance and repair, life skills, financial information, gardening, landscaping, pest control, etc. These publications may be obtained through the Outagamie County UW-Extension office, or accessed online at: <http://www.uwex.edu/topics/publications/>, <http://infosource.uwex.edu/> or <http://outagamie.uwex.edu/family-living/links-of-interest/>.
- **Housing – Ownership and Renting.** UW-Extension provides a website which includes information on home maintenance and repair, a seasonal newsletter, and Rent Smart, which is a tenant education program. This website is located at: <http://www.uwex.edu/ces/house/renting.html>. Publications are also available in Spanish.

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

- **Consumer Protection.** DATCP publishes a number of resources for renters, landlords and homeowners. These publications can be found on DATCAP's website at: <http://datcp.wi.gov/Consumer/Law at Your Fingertips/Landlord Tenant Practices/Health and Safety Hazards/index.aspx>.

Wisconsin Department of Administration - Division of Housing

The Department of Administration – Division of Housing helps to expand local affordable housing options and housing services by managing a number of federal and state housing programs and providing financial and technical assistance. Visit their website at: <http://doa.wi.gov/index.asp?locid=173> for additional information.

- **Community Development Block Grant Emergency Assistance Program (CDBG-EAP).** The CDBG-EAP program assists local units of government that have recently experienced a natural or manmade disaster. CDBG-EAP funds may be used to address damage caused by the disaster, including: Repair of disaster related damage to the dwelling unit, including repair or replacement of plumbing, heating, and electrical systems; Acquisition and demolition of dwellings unable to be repaired; Downpayment and closing cost assistance for the purchase of replacement dwellings; Assistance is limited to 50% of the pre-market equalized assessed value; Publicly owned utility system repairs Streets Sidewalks; and Community Centers. Additional information is available at <http://doa.wi.gov/category.asp?linkcatid=1068&linkid=212&locid=173>.
- **CDBG-Small Cities Housing Program.** The Wisconsin Community Development Block Grant (CDBG) program provides grants to general purpose units of local government for housing programs which principally benefit low and moderate income (LMI) households.

Additional information on the CDBG-Small Cities Housing Program is available at <http://doa.wi.gov/category.asp?linkcatid=1066&linkid=212&locid=173>.

- **CDBG-Revolving Loan Fund.** CDBG housing funds are loaned to low and moderate-income (LMI) households (households at or below 80% of county median income) to make needed repairs to their homes. These funds are also loaned to local landlords in exchange for an agreement to rent to LMI tenants at an affordable rate. CDBG housing funds are repaid to the community when the borrower moves or when the unit ceases to be the borrower's principal place of residence. Loan to landlords are repaid on a monthly basis. Loans repaid to the community are identified as CDBG-Revolving Loan Funds (CDGB-RLF). Additional information on the CDBG-Revolving Loan Fund is available at <http://doa.wi.gov/category.asp?linkcatid=1069&linkid=212&locid=173>.
- **Community Housing Development Organizations (CHDO).** A CHDO is a private nonprofit housing development corporation which among its purposes is the development of decent housing that is affordable to low- and moderate-income persons.. CHDO's may qualify for special project funds, operating funds and technical assistance support associated with the state's HOME Investment Partnership Program (HOME). Additional information on CHDO can be found at <http://doa.wi.gov/category.asp?linkcatid=1067&linkid=212&locid=173>.
- **Housing Cost Reduction Initiative (HCRI).** The HCRI program provides housing assistance to low- and moderate-income (LMI) households seeking to own or rent decent, safe, affordable housing. Funds are awarded to communities and local housing organizations to fund a range of activities that build, buy, and/or rehabilitate affordable housing for low income homeowners, homebuyers, and renters. Additional information on the HCRI program can be found at <http://doa.wi.gov/category.asp?linkcatid=1070&linkid=212&locid=173>.
- **HOME-Homebuyer and Rehabilitation Program (HHR).** The HHR program provides funding for (1) Homebuyer assistance to eligible homebuyers for acquisition (down payment and closing costs), acquisition and rehabilitation, or new construction; (2) Owner-occupied rehabilitation for essential improvements to single-family homes serving as the principal residence of LMI owners; and (3) Rental rehabilitation to landlords for making essential repairs to units rented to tenants at or below 60% of the county median income. Additional information on the HHR program can be found at <http://doa.wi.gov/category.asp?linkcatid=1071&linkid=212&locid=173>.
- **Wisconsin Lead Hazard Control Program (LLC).** The LLC program provides funding to control lead-based paint hazards in privately owned housing occupied by income-eligible families with young children. Additional information on the LLC program can be found at <http://doa.wi.gov/category.asp?linkcatid=1071&linkid=212&locid=173>.
- **Neighborhood Stabilization Program (NSP).** The Neighborhood Stabilization Program provides assistance to acquire and redevelop foreclosed properties that might otherwise become sources of abandonment and blight within their communities. Additional information on the NSP program can be found at <http://doa.wi.gov/category.asp?linkcatid=1075&linkid=212&locid=173>.

- **Rental Housing Development (RHD).** The Rental Housing Development (RHD) Program assists eligible housing organization, including Community Housing Development Organizations (CHDOs), with funds to develop affordable rental housing. Additional information on the RHD program can be found at <http://doa.wi.gov/category.asp?linkcatid=1079&linkid=212&locid=173>.

Wisconsin's Focus on Energy

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program. It offers a variety of services and energy information to energy utility customers throughout Wisconsin. To learn about the programs and services they offer, visit their website at: <http://www.focusonenergy.com>.

Wisconsin Historical Society

- **Historic Preservation.** The Wisconsin Historical Society offers technical assistance and two tax credit programs for repair and rehabilitation of historic homes in Wisconsin. One tax credit program provides state tax credits; the other program provides federal tax credits. The Wisconsin Historic Society also provides grants to local governments and nonprofit organizations for conducting surveys and developing historic preservation programs. For additional information, visit: <http://www.wisconsinhistory.org/hp/>.

Wisconsin Housing and Economic Development Authority (WHEDA)

- **WHEDA Foundation.** The WHEDA Foundation awards grants to local municipalities and nonprofit organizations through the Persons-in-Crisis Program Fund to support the development or improvement of housing facilities in Wisconsin for low-income persons with special needs. Special needs is defined as homeless, runaways, alcohol or drug dependent, persons in need of protective services, domestic abuse victims, developmentally disabled, low-income or frail elderly, chronically mentally ill, physically impaired or disabled, persons living with HIV, and individuals or families who do not have access to traditional or permanent housing. For more information, visit WHEDA's web site at <http://www.wheda.com/root/AboutWheda/FoundationGrants/Default.aspx?id=72>.
- **WHEDA Multi-family Products.** WHEDA offers a number of multi-family home products, including tax credits, tax exempt bond funding, construction, rehabilitation and accessibility loans, asset management and tax credit monitoring services. For information about this programs, visit WHEDA's web site at <http://www.wheda.com/root/WhedaProducts/Multifamily/Default.aspx?id=177>.
- **WHEDA Single Family Products.** WHEDA offers a number of single family home products, including home improvement or rehabilitation loans, homebuyer assistance and homebuyer education. For information about this programs, visit WHEDA's web site at <http://www.wheda.com/root/WeAreBack/>.
- **Wisconsin Affordable Assisted Living.** The WI Department of Health and Family Services and the WI Housing and Economic Development Authority in partnership with NCB Development Corporation's Coming Home Program, a national program of the Robert Wood Johnson Foundation created Wisconsin Affordable Assisted Living. This

website is a resource guide for providers, developers and consumers. Additional information on Affordable Assisted Living is available at <http://www.wiaffordableassistedliving.org/index.html>.

Wisconsin Front Door

The WIFrontDoor is a searchable statewide data base designed to help connect those looking for affordable housing with those providing housing and housing services. The website is searchable by location, unit size, availability, accessibility and cost of rent. Landlords and property managers can list their properties; they are also responsible for updating information about their properties. Renters can search for housing and services to fit their needs. Additional information on Wisconsin Front Door and to search the database can be found at <http://www.wifrontdoor.org/index.php/component/cpx/component/content/>.

Regional Programs

Fair Housing Center of Northeast Wisconsin

The Fair Housing Center of Northeast Wisconsin, a branch of the Metropolitan Milwaukee Fair Housing Council, serves the counties of Brown, Calumet, Outagamie and Winnebago as well as the City of Fond du Lac. It seeks to “promote fair housing by guaranteeing all people equal access to housing opportunities and by creating and maintaining racially and economically integrated housing patterns. The Fair Housing Center maintains four broad programmatic areas: Enforcement, Outreach and Education, Fair Lending and Inclusive Communities. Additional information on the Fair Housing Center of Northeast Wisconsin can be found at <http://www.fairhousingwisconsin.com/new.html>.

Fox Cities Housing Coalition

The Fox Cities Housing Coalition (FCHC) is a consortium of twenty-seven housing providers in the Fox Cities that maintain a Continuum of Care model to ensure that the housing needs of all persons in the Fox Valley are met. In addition, the housing coalition conducts a semi-annual point in time survey of homeless persons in the Fox Valley, and collaborates to submit joint applications for funding. More information on the FCHC can be found at: <http://www.fchc.net/index.htm>.

County Programs

Outagamie County Housing Authority

The Outagamie Housing Authority “provides safe and sanitary housing for low and moderate income people in Outagamie County. The Authority owns and manages 290 apartments in Appleton, Kimberly, Seymour and Hortonville - 200 of which are reserved for the elderly and disabled in our community.” The Housing Authority also operates the weatherization and housing rehabilitation program for Outagamie County. For more information, visit: <http://www.outagamiehousing.com/>.

TRANSPORTATION

State, Regional, County, and Local Policies

State Policies

Wisconsin Department of Transportation (WisDOT)

- **Wisconsin State Highway Plan 2020.** Wisconsin's State Trunk Highway system, consisting of approximately 11,800 miles of roads, is aging and deteriorating while traffic congestion is increasing. In response to this critical issue, WisDOT, in partnership with its stakeholders, has developed the *Wisconsin State Highway Plan 2020*, a 21-year strategic plan that considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement and safety needs. The plan is updated every six years to reflect changing transportation technologies, travel demand and economic conditions in Wisconsin.

According to the Wisconsin State Highway Plan, 2020, Wis 15 is expected to be extremely congested west of STH 76 and moderately congested east of STH 76. The STH 15 corridor has been identified as a potential major project. Potential projects are subject to environmental analysis and legislative approval; they will be re-evaluated in future state highway plans.

This plan also stressed the need to develop a safe inter-modal transportation system which accommodates alternate forms of transportation by designating specific state and county highways that could safely accommodate bicycle transportation. Specific accommodations recommended by the plan include the use of designated bicycle lanes in urban areas, widening traffic lanes to allow for bicycle travel, and paving shoulders to allow for increased bicycle use. The plan estimated that approximately \$6 million would be necessary to provide adequate bicycle accommodations throughout the state.

- **Connections 2030 Long Range Multimodal Transportation Plan.** Connections 2030 addresses all forms of transportation; integrates transportation modes; and identifies policies and implementation priorities to aid transportation decision makers when evaluating program and project priorities over the next 20 years. The plan is organized around transportation themes rather than modes. The seven themes are to (1) Preserve and maintain Wisconsin's transportation system; (2) Promote transportation safety; (3) Foster Wisconsin's economic growth; (4) Provide mobility and transportation choice; (5) Promote transportation efficiencies; (6) Preserve Wisconsin's quality of life; and (7) Promote transportation security. The plans policies were written using the seven themes as a base.
- **Wisconsin State Bicycle Transportation Plan 2020.** The *Wisconsin State Bicycle Transportation Plan (WSBTP) 2020* specifically addresses the future needs of bicycle transportation. The plan establishes two primary goals: to double the number of bicycle trips made by 2010 and to reduce the number of motor vehicle-bicycle crashes by 10 percent by 2010. To achieve these goals, objectives for engineering, education, enforcement and encouragement were identified. These goals included not only the need for the construction of an expanded network of transportation facilities that allows for safe bicycle travel, but also for the promotion of education to advance vehicle driver

awareness of bicyclists (drivers licensing and bicycle safety courses). Finally, tips to promote the utility and ease of bicycle transportation were identified as well as a mandate to increase the enforcement of reckless driving behavior by both motorists and bicyclists.

The *WSBTP* provides suggestions for both intercity (rural) and urban/suburban bicycle facilities. The suitability of rural roads for bicycle traffic is primarily determined by the paved width of the road and the volume of traffic. To be bicycle accessible, high volume roads (greater than 1,000 vehicle trips per day) should have a paved shoulder. Most State Trunk Highways located on the Priority Corridor System meet these criteria. No improvements were recommended for low volume roads (less than 1,000 vehicles per day). Finally, separated multi-use paths (trails) were also promoted as a viable option to increase bicycle transportation opportunities within rural areas. Urban improvements should include designated bicycle lanes within the street area, widened lanes, and paved shoulders. Larger urban parks often have both paved and unimproved multi-purpose trail systems, which commonly parallel rivers or other scenic corridors.

- **Wisconsin Pedestrian Policy Plan 2020.** The *Wisconsin Pedestrian Policy Plan 2020* provides a long-range vision to address Wisconsin pedestrian needs. It offers basic descriptions of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs.
- **Wisconsin Guide to Pedestrian Best Practices.** The Wisconsin Guide to Pedestrian Best Practices provides detailed design, planning and program information for improving all aspects of the pedestrian environment. The guide serves as a companion document to the *Wisconsin Pedestrian Policy Plan 2020* to assist in the implementation of the goals, objectives and actions of the plan and serve as a reference or guidebook for state and local officials.
- **Wisconsin State Airport System Plan 2020.** The *Wisconsin State Airport System Plan 2020* provides a framework for the preservation and enhancement of the public-use airport system which will meet future aviation demands for the state. It provides an inventory of existing public-use airport facilities; and categorizes them according to their current services, projected use, and future scheduled maintenance and construction projects. Based on existing conditions and projected improvements that are listed within airport master or layout plans, forecasts are made for future airport classifications. No projected changes have been made in the status of The Outagamie County Regional Airport's classification of AC/C. However, a subsequent report, the *Wisconsin State Airport System Plan, Airport Classification Review & Update Technical Report, 2010*, recommends that the airport be reclassified as a Commercial Services Airport. Though Outagamie County Regional Airport is not the only airport recommended for reclassification. All other airports currently with the same classification as Outagamie, are also recommended for reclassification.

Regional Policies

East Central Wisconsin Regional Planning Commission

East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and

communities within the region. As part of this planning effort, East Central developed a vision for transportation, which states:

In 2030, the East Central region will have an efficient regional transportation network which provides options for the mobility needs of all people, goods, and services.

The Milestone #3 report contains five transportation “plan guidelines”, which contain goals, strategies, and recommendations for achieving this vision. These plan guidelines are (1) Effects of Sprawl Development on Transportation, (2) Transportation Funding and Priority Plans and Projects, (3) Regional Connectivity, (4) Balance Between Transportation and the Environment, and (5) Alternative Modes of Transportation and Mobility. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies

Outagamie County

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan’s transportation element provides the following goals:

Relating to Sprawl Development:

- Provide an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.
- Encourage new development in areas served by existing and adequate transportation facilities.
- Encourage development of alternative modes of transportation and ensure that they can co-exist with each other efficiently.
- Discourage the sprawl effects of highway expansion.

Relating to Transportation Funding:

- Provide a safe street and highway system that, together with other transportation facilities, will meet short and long-range needs, interests, and objectives of the regions citizens in a cost-effective manner.
- Protect future transportation corridors by purchasing right-of-way.
- Encourage consolidation and coordination of transportation projects and programs through intergovernmental cooperation to improve the efficient use of tax dollars.
- Develop alternative funding sources to the gas tax and related transportation fees.
- Encourage the review of current street and highway design standards.

Relating to Regional Connectivity:

- Encourage the exploration into the potential benefits of promoting increased use of rail facilities for transporting freight.
- Expand bus route services to provide connections to various urban areas throughout the region.
- Identify and preserve transportation corridors and facilities.

Relating to the Environment:

- Encourage land uses that minimize vehicle miles traveled.

- Encourage development of a transportation system that minimizes environmental disruption and strives to maintain a quality environment.
- Promote the conservation of energy and recognize energy supply uncertainties in the future.
- Promote full and efficient utilization of existing regulations and incentives to protect environmental resources.
- Encourage impact mitigation in transportation project development.
- Provide more education about production and use of more efficient vehicles, modes and energies, as well as on the incentives available.
- Attract industries to the region that do research and development of alternative fuels.

County Code of Ordinances. The Outagamie County Code of Ordinances regulates transportation facilities. Several chapters may be relevant to the Village of Hortonville and/or the 1.5 mile buffer area. These chapters, relating to transportation are summarized below.

Chapter 10 – Aviation. The purpose of this article is to establish operation policies for the airport and land use zoning within the boundaries of the airport. It provides a guide for the future development of the airport in a logical and timely manner. It also regulates land uses outside of the airport boundaries to ensure that contiguous development is compatible with current and future airport operations.

Chapter 50 - Streets, Sidewalks and Other Properties. The ordinance regulates public property such as public works projects, lease and rental agreements on public property and environmental assessments. It also regulates streets, sidewalks and right of ways such as county trunk highway access control regulations and utility permits and fees.

Chapter 52 - Subdivisions and Platting. The ordinance facilitates division of larger parcels of land into smaller parcels of land through two methods: Certified Survey Maps (CSMs) and Plats. Certified Survey Maps create up to four new lots, parcels or tracts from the parent parcel. Plats are required for land subdivisions that create five or more lots created from the parent parcel. The ordinance also contains design standards for streets, blocks, setbacks and utility easements.

Local Policies

Village of Hortonville

Code of Ordinances. The Village of Hortonville Code of Ordinances regulates transportation facilities.

Chapter 18 – Subdivision and Platting. This chapter includes design requirements for street layout, and improvement requirements for street construction.

Federal and State Programs

Federal Programs

Department of Transportation (DOT)

- **Surface Transportation Program – Rural (STP-R).** This program allocates federal MAP-21 funds to complete a variety of improvements to rural county highways. To be eligible, two conditions must be met; the road must be located outside of an urban area and must be classified as a major collector or higher. Project proposal applications are accepted only in odd numbered years. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/stp-rural.htm>.
- **Transportation Alternatives Program (TAP).** The TAP allocates federal funds to transportation improvement projects that “expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment. Projects that met eligibility criteria for the Safe Routes to School Program, Transportation Enhancements, and/or the Bicycle and Pedestrian Facilities Program will be eligible TAP projects. More information on the TAP can be found at <http://www.dot.wisconsin.gov/localgov/aid/tap.htm>.

State Programs

Wisconsin Department of Transportation (DOT)

- **Local Bridge Improvement Assistance Program.** This program helps counties, cities, villages, and towns rehabilitate or replace existing bridges on Wisconsin’s local highway system based on the sufficiency rating. The program operates on a cost-shared basis with federal and state funds accounting for 80% of the total eligible project costs. More information on the Local Bridge Improvement Assistance Program can be found at <http://www.dot.wisconsin.gov/localgov/highways/bridgeprogram.htm>.
- **General Transportation Aid.** Road maintenance is partially funded by disbursement of the state transportation fund. The largest portion of the fund is from General Transportation Aids. The state provides an annual payment to each county and municipality that funds a portion of the local governments’ costs for activities such as road construction, filling potholes, snow removal, and other related transportation maintenance. Disbursements from the account are determined by the total mileage of local roads within the municipality or by a formula based on historic spending. This information must be reported annually. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/gta.htm>.
- **Local Roads Improvement Program (LRIP).** This program provides funding to improve or replace seriously deteriorating county highways, town roads, and city or village streets. New roads are not eligible. LRIP funds pay up to 50% of total eligible costs while the remaining amounts must be matched by the local government. The program has three basic programs: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Additional discretionary funds are available for high cost projects. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/lrip.htm>.

- **Disaster Damage Aids.** Towns, villages, cities or counties may apply for financial aid due to disaster damage to any public highway under its jurisdiction that is not on the State Trunk or Connecting Highway systems. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/signing.htm>.
- **Rural and Small Urban Area Public Transportation Assistance Program.** This program allocates federal funds to local units of government to provide both capital and operating costs for public transit services which operated within rural areas. All municipalities with populations less than 50,000 are eligible. More information can be found at <http://www.dot.wisconsin.gov/localgov/transit/ruralsmall.htm>.
- **Wisconsin Employment Transportation Assistance Program (WETAP).** This program is designed to provide transportation for low-income workers to jobs, training centers, and childcare facilities through enhanced local transportation services. Funding is provided by a combination of federal, state, and local funds. This program provides a crucial link to allow low-income workers to remain in the workforce. More information can be found at <http://www.dot.wisconsin.gov/localgov/transit/wetap.htm>.
- **Local Transportation Enhancement Program (TE).** This program provides funds that increase multi-modal transportation within a region while enhancing the community and the environment. Eligible projects include multi-use recreational trails, landscaping, or the preservation of historic transportation structure. Funds cover up to 80% of the total eligible project costs. More information can be found at <http://www.dot.wisconsin.gov/business/econdev/te.htm>.

Transportation Economic Assistance Grant Program (TEA Grant). This program provides a 50% state grant to local governments, private businesses, and consortiums for road, rail, harbor, and airport projects that are necessary to help attract employers to Wisconsin. These grants have a performance based incentive and successful funding requires that businesses and industries created by the grant program retain and expand local economies in Wisconsin. More information can be found at <http://www.dot.wisconsin.gov/localgov/aid/tea.htm>.

UTILITIES AND COMMUNITY FACILITIES

Federal, State, Regional, County, and Local Policies

Federal Policies

Water Pollution Control Act. The Federal Water Pollution Control Act (1977), more commonly known as the Clean Water Act, established the basic structure for regulating discharges of pollutants into surface waters. Effluent standards for wastewater treatment plants and other industrial facilities were established by this landmark legislation. The legislation also provided grants to communities to assist with planning and construction of upgraded facilities. Today, increasing levels of growth and changing treatment standards have caused more recent expansions and improvements of these systems.

Safe Drinking Water Act (SDWA). Drinking water standards are set by the USEPA. The Safe Drinking Water Act (SDWA) requires the USEPA to set primary standards, while individual public water systems must ensure that they are met. Drinking water standards apply to public water systems which supply at least 15 connections or 25 persons at least 60 days of a calendar year. Standards have been set for 90 chemical, microbiological, radiological, and physical contaminants. Non-enforceable guidelines are also set for secondary standards for contaminants that may cause cosmetic effects such as poor taste or odors.

State Policies

Wisconsin Administrative Code

Chapter SPS 383 Private Onsite Wastewater Treatment Systems. Formally COMM 83, Chapter SPS 383 establishes uniform standards and criteria for the design, installation, inspection and management of a private onsite wastewater treatment system, POWTS, so that the system is safe and will protect public health and the waters of the state.

Wisconsin Act 335. In 1989, Wisconsin Act 335 was passed. This law governs the recycling programs within the state. Recycling programs for all commercial and residential entities were mandated under this legislation. The intent of the legislation is to divert recyclable material and various household hazardous wastes from landfills. Municipal governments are responsible for arranging residential programs, and the WDNR oversees and supports these efforts.

Chapter NR-110 Sewerage Systems. Chapter NR-110 regulates site-specific facility planning and sanitary sewer extensions. Decisions regarding the extension or expansion of wastewater collection facilities are made primarily at the local level.

Chapter NR-121 Areawide Water Quality Management Plans. Chapter NR-121 specifies the standards and processes for initiating and continuous area wide wastewater treatment management planning. As provided by NR-121, the WDNR's role is to review and approve every sewer service area plan and its amendments, taking into account water quality impacts and cost-effectiveness.

Chapter NR-809 Safe Drinking Water. Drinking water standards are also maintained at a state level. NR-809 regulates the design, construction, and proper operation of public water systems. The WDNR also assures that regulated contaminants are adequately monitored.

Regional Policies

East Central Wisconsin Regional Planning Commission

East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for utilities and community facilities, which states:

Efficient, cost effective community facilities are provided, which enhance the quality of life and ensure prosperity and economic stability for all. The emphasis in service provision is on cooperative planning, fostering collaboration, enhancing partnerships, sharing resources and transcending boundaries, as appropriate. In 2030, there are regional opportunities for the sustainable and safe management of solid waste and recycling, collection, processing

and disposal activities. A well managed and planned public and private water supply provides for the region's citizens and industry. The region is served by a variety of well-functioning public and private wastewater treatment systems, which are capable of accommodating future growth, while limiting the inherent conflicts caused by both urban and rural development patterns. Adequate, cost effective, environmentally conscientious utility infrastructure exists to support industry and the general population. There are cost effective, efficient, quality emergency and non-emergency services to ensure public safety. A variety of meaningful educational options and opportunities exist for all students. Children and adults in the region are provided with accessible educational, informational and recreational library services and materials in an economically efficient and timely manner. There is a collaborative regional forum to create and implement a strategic framework for the continuum of care for the health and wellbeing of the residents of the region. Through cooperative efforts, park, open space, and recreational facilities and programs are protected and preserved and there are plans for new facilities. There are community facilities which meet the needs of various groups, including youth, elderly, and minorities, in a balanced and financially responsible manner."

The Milestone #3 report contains nine utilities and community facilities "plan guidelines", which contain goals, strategies, and recommendations for achieving this vision. The plan guidelines are (1) Waste: Garbage and Recycling, (2) Public and Private Wastewater Treatment, (3) Public and Private Water Supply, (4) Electric, Gas and Telecommunications, (5) Public Safety, (6) Education and Libraries, (7) Health and Childcare, (8) Local Parks and Recreational Facilities, and (8) Wind Energy. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies

Outagamie County

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's utilities and community facilities element provides the following goals:

- Promote the redevelopment of land with existing infrastructure and public services.
- Encourage land uses, densities and regulations that promote efficient development patterns and relatively low governmental and utility costs.
- Encourage the coordination and cooperation of the provision of public services among nearby units of governments.
- Provide adequate infrastructure and public services to meet existing and future market demand for residential, commercial and industrial uses.

County Code of Ordinances. The Outagamie County Code of Ordinances regulates private on-site wastewater treatment systems. Several chapters may be relevant to the Village of Hortonville and/or the 1.5 mile buffer area. These chapters, relating to Utilities and Community Facilities are summarized below.

Chapter 26 – Health. This chapter regulates the County Department of Health and Human Services and contains the Public Health Code.

Chapter 32 - Law Enforcement. Among other things the chapter outlines crowd control at events.

Chapter 40 – Parks and Recreation. This chapter regulates parks and related activities, including the Wiouwash Trail.

Section 42 – Sanitary Code. This chapter regulates private sanitary sewer systems including fees, inspections, violations and maintenance.

Chapter 46 – Solid Waste. This chapter regulates the County Solid Waste Facility and the acceptance of special and hazardous waste. It also regulates recycling.

Chapter 48 – Stormwater Management. This chapter sets forth long-term, post-construction stormwater requirements and criteria which will diminish the threats to public health, safety, welfare, and the aquatic environment due to runoff of stormwater from land development and land redevelopment activities in the County.

Outdoor Recreation and Open Space Plan. The Outagamie County Outdoor Recreation and Open Space Plan is included in the Outagamie County Comprehensive Plan, Appendix E. The plan was adopted on October 13, 2009. The plan identifies a series of goals and objectives to “provide the framework for meeting the existing and future open space and recreation needs of Outagamie County. The three goals identified include: (1) To establish a County-wide system of parks and open space that will provide suitable facilities to all residents of Outagamie County; (2) to conserve and protect the County’s natural resources; and (3) To encourage the involvement and cooperation of all the County’s communities in park and recreational planning and development.

Local Policies

Village of Hortonville

Code of Ordinances. The Hortonville Code of Ordinance contains numerous chapters that address utilities and community facilities. These chapters are found below:

Chapter 11 – Health and Welfare. This chapter regulates solid waste and yard waste collection, health officer, compulsory connection to sewer and water, abatement of health nuisances and littering.

Chapter 13 - Municipal Utilities. This chapter includes water and sewer special assessments that establish a reasonable and equitable policy for funding the future extension of water and sewer service within the Village. It also includes requirements for new water and sewer installations, well abandonment and sewer utility.

Chapter 22 – Cable Communications System. This chapter provides for and specifies the means to attain a cable communications system franchise in the Village and to set forth the obligations and rights of the Village and grantee accompanying such franchise

Ordinance O-3-13 - Ordinance Creating Wellhead Protection by Establishing Land Use Restrictions within the Village of Hortonville to Protect the Village’s Groundwater Aquifer and Municipal Water Supply. The ordinance controls the distance from the wells of certain

types of businesses but will not punish any existing business in the Village.

Federal, State, and Regional Programs

Federal Programs

United States Environmental Protection Agency (USEPA)

- **National Pollutant Discharge Elimination System (NPDES) Storm Water Program.** The Clean Water Act also established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two-phased program addresses the non-agricultural sources of stormwater discharges which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff.

United States Department of Agriculture

- **Rural Emergency Responders Initiative.** The Rural Emergency Responders Initiative can be utilized to strengthen the ability of rural communities to respond to local emergencies. Public bodies and non-profit organizations are eligible to receive funds. Eligible projects include the purchase of equipment, vehicles or buildings for the following types of projects: fire protection, rescue/ambulance, civil defense/early warning systems, communication systems, train facilities, and several other projects.
- **Water and Waste Grant and Loan Program.** The Water and Waste Grant and Loan Program offer grants and loans to communities with populations of up to 10,000. The funds are utilized to develop water and wastewater systems, including water supply, storage, waste disposal and storm drainage in rural areas. Eligible projects involve the original construction, modification or extension of existing projects.
- **Community Facilities Grant Program.** The Community Facilities Grant Program provides assistance to rural communities in the development of essential community facilities. Eligible applicants include public entities with populations less than 20,000. Grant funds may be used to purchase equipment or construct, enlarge, or improve facilities associated with health care, public safety, or community and public services.

Federal Emergency Management Administration (FEMA)

FEMA offers several annual grant awards to fire departments. Eligible project costs include equipment, supplies, training, emergency work (evacuations, shelters, etc.), and mobilization/demobilization activities. All municipal jurisdictions with a population of less than 50,000 are eligible to receive funding. Recipients must provide a 10 percent match for all project costs. Additional information on FEMA grants is available at <http://www.fema.gov/grants>.

Other Federal Agencies

Federal regulation of telecommunications, radio, and television towers is currently under the auspices of the **Federal Communications Commission (FCC)**, the **Federal Aviation Administration (FAA)**, and the **Occupational Safety and Health Administration (OSHA)**.

The FCC issues licenses for new telecommunication facilities by determining the overall need, coordinates frequencies, and regulates tower placement. Communication towers must be located at the most central point at the highest elevation available. The FAA regulates tower height, coloring, and lighting to ensure aircraft safety. OSHA regulates the occupational exposure to non-ionizing electromagnetic radiation emitted from radio, microwave, television, and radar facilities.

State Programs

Public Service Commission (PSC)

Public utilities in Wisconsin are regulated by the PSC, an independent regulatory agency. The PSC sets utility rates and determines levels for adequate and safe service. More than 1,400 utilities are under the agency's jurisdiction. PSC approval must be obtained before instituting new rates, issuing stock or bonds, or undertaking major construction projects such as power plants, water wells, and transmission lines. Additional information on the Public Service Commission is available at <http://psc.wi.gov/>.

Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP)

Rural areas are governed by several non-point pollution prevention programs. Administrative rules relating to agricultural runoff include NR-151, ATCP-50, NR-88, and ATCP-48. The first two regulations govern the total suspended solids (TSS) loadings; a 20 percent reduction is required by 2008 and 40 percent reduction by 2013. The latter two regulations pertain to the daily operations and functions of agricultural drainage districts. Primary responsibility for planning for, administering, and enforcing drainage district regulations resides with the county drainage board.

Wisconsin Department of Safety and Professional Services

- **Wisconsin Fund.** The Wisconsin Fund provides grants to homeowners and small commercial business to repair, rehabilitate, or replace an existing private on-site wastewater treatment system (POWTS). The Outagamie County Zoning Department administers the program locally and provides assistance to county residents in preparing grant applications.

Wisconsin Department of Administration

- **Community Development Block Grant – Public Facilities (CDBG – PF).** CDBG-PF funds help support infrastructure and facility projects for communities. Some examples of eligible projects include streets, drainage systems, water and sewer systems, sidewalks, and community centers. Additional information regarding the CDBG-PF program can be found at <http://www.doa.state.wi.us/docview.asp?docid=10196&locid=0>.

Wisconsin Department of Natural Resources.

- **Well Compensation Program.** The Well Compensation Program provides grants to owners of contaminated private water supplies that serve a residence or are used for livestock. Contamination cannot be bacterial in nature. Eligibility is determined based on annual family income.

- **Wisconsin Solid Waste Management Program.** Begun in the 1970s, the Wisconsin Solid Waste Management Program regulates the collection, storage, transportation, treatment and disposal of solid waste. The solid waste administrative codes are extensive and include Chapter 502, Solid Waste Storage, transportation, transfer, incineration, air curtain destructors, processing, wood burning, composting and municipal solid waste combustors; Chapter 518, Land spreading of solid waste; and ATCP 34, Clean sweep program.
- **Knowles-Nelson State Stewardship.** The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Created by the state legislature in 1989, \$60 million dollars per year is utilized to purchase lands for parks and other recreational purposes. An important component of the program is the cooperation between the DNR and local governments and non-profit organizations. The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.).
- **Clean Water Fund Program (CWFP).** The Clean Water Fund Program (CWFP) is one of two Environmental Improvement Fund (EIF) loans that are jointly managed and administered by the Department of Natural Resources and the Department of Administration. It offers loans and hardship grants to any town, village, city, county utility district, public inland lake protection and rehabilitation district, metropolitan sewerage district or federally recognized American Indian tribe or band to construct or modify municipal wastewater systems or construct urban storm water best management practices.
- **Safe Drinking Water Loan Program (SDWLP).** The Safe Drinking Water Loan Program (SDWLP) is one of two Environmental Improvement Fund (EIF) loans that are jointly managed and administered by the Department of Natural Resources and the Department of Administration offers loans to any city, village, town, county, sanitary district, public inland lake protection and rehabilitation district, or municipal water district to construct or modify public water systems to comply with public health protection objectives of the Safe Drinking Water Act.
- **Wisconsin Pollutant Discharge Elimination System (WPDES) program.** The Department regulates the discharge of pollutants to waters of the state through the WPDES program. Individual (e.g., site-specific) WPDES permits are issued to municipal and industrial facilities discharging to surface water and/or groundwater. As of 2012, approximately 358 industrial facilities require individual WPDES permits and approximately 649 municipalities held individual WPDES permits. WPDES general permits are issued by the Wisconsin Department of Natural Resources for specific categories of industrial, municipal and other wastewater discharges. The Village of Hortonville holds a WPDES permit for wastewater discharge from its wastewater treatment facility.
- **Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Program.** The NPDES program is administered by the WDNR through NR-216. The Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Program regulates stormwater discharge from construction sites, industrial facilities, and selected municipalities. Recent Phase II requirements will require six minimum control measures

to be addressed by communities and other local entities: public education, public participation, illicit discharges, construction site pollutant control (≥ 1 acre in size), post construction site stormwater management, and pollution prevention.

Department of Public Instruction (DPI)

The Wisconsin Constitution as it was adopted in 1848 provided for the establishment of district schools that would be free to all children age 4 to 20. Subsequent laws allowed a property tax to be collected to fund school programs. Today, the Department of Public Education (DPI) oversees the operations of school systems and sets state standards for educational curricula, teacher certification standards, and other educational programs.

Wisconsin Community Action Program Association (WISCAP)

The Wisconsin Community Action Program Association (WISCAP) is the statewide association for Wisconsin's sixteen (16) Community Action Agencies and three single-purpose agencies with statewide focus. CAP Services, a member of WISCAP covers Outagamie County.

- **Rural Community Assistance Program (RCAP).** Rural Community Assistance Program (RCAP) offers training and technical assistance to small (under 10,000), rural, low income communities, sanitary districts, and isolated rural areas for problems related to water and wastewater system development.

Board of Commissioners of Public Lands (BCPL)

- **State Trust Fund Loan Program.** The State Trust Fund Loan Program offers loans to municipalities, lake districts, metropolitan sewerage districts and town sanitary districts for a wide variety of municipal purposes.

Wisconsin Rural Water Association

The Wisconsin Rural Water Association offers rural communities with populations of less than 10,000 grants, loans, and technical assistance for approved Rural Utility Service, Clean Water, Safe Drinking Water and Brownfield projects.

Regional Programs

East Central Wisconsin Regional Planning Commission (ECWRPC)

ECWRPC acts in an advisory and regulatory role for Sewer Service Area (SSA) Plans. ECWRPC has prepared detailed long range plans for 26 wastewater treatment plants to address growth and ensure water quality within the region. These plans were developed and administered by East Central through an agreement with the Wisconsin DNR. ECWRPC also acts in an advisory capacity to WDNR and provides recommendations on various plan updates, amendments, facilities plans, and sewer extensions.

AGRICULTURAL, CULTURAL, AND NATURAL RESOURCES

Federal, State, Regional, County, and Local Policies

Federal Policies

Clean Water Act (1977). The Clean Water Act established the basic structure for regulating discharges of pollutants into the waters of the United States.

State Policies

Wisconsin State Statutes

- **Chapter 91 Farmland Preservation.** This chapter requires the county to adopt a Farmland Preservation Plan. It addresses Farmland Preservation zoning and agricultural enterprise areas.

Wisconsin Administrative Code

- **Chapter SPS 383, Private Onsite Wastewater Treatment Systems.** Formally COMM 83, Chapter SPS 383 establishes uniform standards and criteria for the design, installation, inspection and management of a private onsite wastewater treatment system, POWTS, so that the system is safe and will protect public health and the waters of the state.
- **Chapter NR-103, Water Quality Standards for Wetlands.** Chapter NR-103 establishes water quality standards for wetlands.
- **Chapter NR-115, Wisconsin's Shoreland Management Program.** Chapter NR-115 requires counties to adopt zoning and subdivision regulations for the protection of all shorelands in unincorporated areas.
- **Chapter NR-116, Wisconsin's Floodplain Management Program.** Chapter NR-116 requires municipalities to adopt reasonable and effective floodplain zoning ordinances.
- **Chapter NR-135, Nonmetallic Mining Reclamation.** Chapter NR-135 was established to ensure that non-metallic mining sites are properly abandoned. This law promotes the removal or reuse of non-metallic mining refuse, removal of roads no longer in use, grading of the non-metallic mining site, replacement of topsoil, stabilization of soil conditions, establishment of vegetative groundcover, control of surface water flow and groundwater withdrawal, prevention of environmental pollution, development and reclamation of existing non-metallic mining sites, and development and restoration of plant, fish and wildlife habitat if needed to comply with an approved reclamation plan.
- **Chapter ATCP 49, Farmland Preservation (Proposed).** In 2009, the Wisconsin Farmland Preservation Program, which had been in existence since 1977, was repealed by the Wisconsin State Legislature and recreated with a new structure. This was done in response to growing pressures to convert farmland statewide to nonagricultural uses. Under the new law, DATCP was authorized to write an administrative rule that sets technical details as to how local governments may plan and zone to preserve farmland.

Regional Policies

East Central Wisconsin Regional Planning Commission

East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed three separate chapters for agriculture, natural and cultural resources:

Agricultural Resources Vision: In 2030, agriculture is an important feature of the economy and lifestyle of the East Central region. Development pressures have been diverted away from prime farmland and ample, un-fragmented agricultural districts exist. Farming is practiced on the most productive soils. A variety of farm types and sizes are operating successfully. The region's farming community supplies both local and global markets. Citizens, local officials, and farmers are aware of and continuously address interrelated economic and land use issues. The viable and stable farm economy, in terms of farm income and prosperity, reflects concerted efforts by the private and public sectors to balance free market forces and government programs for land conservation.

Natural Resources Vision: In 2030, the importance of natural resources, including their link to the regional economy, quality of life, and cost effective service provision is recognized. Natural resource planning is sustainable, consistent and coordinated in order to protect and build a strong sense of ecological place. The Winnebago Pool Lakes and the Fox/Wolf River systems are recognized as the backbone of the region's ecological resources. Geologic resources that are significant from an aesthetic, scientific, cultural, historic, educational, or commercial extraction purpose, have been identified, inventoried, preserved and protected to meet the development and societal needs of the region. The region has proactively addressed public access, recreation, open space, and trail facilities in order to meet the needs of its citizens; enhance the quality of life and environment; realize tax savings and other economic benefits; and to maintain and improve the region's tourism economy. The region is comprised of well-defined urban and rural spaces which improve the individual's perception of 'sense of place', while communities within the region have maintained their individual character and identity. Within the region, surface water resources are planned for in a watershed-based manner that embraces and encourages the use of 'green infrastructure' concepts. The proactive protection of natural features not only contributes to water quality, but also to the long term sustainability and economic benefit of the region.

Cultural Resources Vision: In the year 2030, the region is recognized as a leader in the state for preservation of its cultural resources. It provides public access to resource protection tools and the political advocacy necessary to ensure protection for, and appreciation of, our diverse ethnic heritage, both historic and prehistoric.

The Milestone #3 report contains four agricultural, five natural, and five cultural resources "plan guidelines", which contain goals, strategies, and recommendations for achieving each vision. The plan can be view at the following link:
<http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies

Outagamie County

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's agricultural, cultural, and natural resources element provides the following goals:

Agricultural:

- To preserve the productive agricultural lands of Outagamie County.
- To encourage future urban development to locate near necessary public facilities.

Natural Resources:

- To protect and sustainably manage the County's natural resources.
- To ensure that development that does occur is sensitive to the environment.

Cultural:

- Preserve and maintain unique natural, cultural and ecological resources.

County Code of Ordinances. The Outagamie County Code of Ordinances regulates erosion and sediment control, floods, nonmetallic mining, shoreland-wetland zoning, stormwater management and other ordinances that may be relevant to the Village of Hortonville and the 1.5 mile buffer. Several chapters that relate to land use are summarized below.

Chapter 20 - Erosion and Sediment Control. This chapter requires use of best management practices to reduce the amount of sediment and other pollutants resulting from land disturbing construction activities on development sites. Its purpose is to meet the performance standards in Wisconsin Administrative Code, Chapter NR-151 the requirements for construction erosion in the phase II National Pollutant Discharge Elimination System (NPDES) administered by the Federal Environmental Protection Agency (EPA).

Chapter 24 – Floods. This chapter is intended to regulate floodplain development to protect life, health and property; minimize expenditures of public funds for flood control projects; minimize rescue and relief efforts undertaken at the expense of the taxpayers; minimize business interruptions and other economic disruptions; minimize damage to public facilities in the floodplain; minimize the occurrence of future flood blight areas in the floodplain; discourage the victimization of unwary land and homebuyers; prevent increases in flood heights that could increase flood damage and result in conflicts between property owners; and discourage development in a floodplain if there is any practicable alternative to locate the activity, use or structure outside of the floodplain.

Chapter 38 – Natural Resources. Nonmetallic mining is regulated in Article II of the Natural Resources Chapter. This chapter establishes a local program to ensure the effective reclamation of nonmetallic mining sites on which nonmetallic mining takes place in Outagamie County. It applies to all operators of nonmetallic mining sites within the county and for nonmetallic mining sites located in a city, village or town within the county that has adopted an ordinance.

Chapter 44 - Shoreland-Wetland Zoning. Shorelands are defined as lands which are: 1,000 feet from the ordinary high water elevation mark of navigable lakes, ponds, or flowages; or 300

feet from the ordinary high water elevation mark of navigable rivers or streams. If the landward side of the floodplain exceeds either of these two measurements, this is used as the zoning standard. Wetlands means those areas where water is at, near or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and which have soils indicative of wet conditions. This ordinance controls the lot size, building setbacks, landfills, agricultural uses, and alteration of surface vegetation, sewage disposal, filling, grading, lagoons, and other uses which may be detrimental to this area.

Chapter 48 – Stormwater Management. The purpose of this chapter is to set forth long-term, post-construction stormwater requirements and criteria due to runoff of stormwater from land development and land redevelopment activities.

Farmland Preservation Plan, 2011. The Outagamie County Farmland Preservation Plan is included in the Outagamie County Comprehensive Plan, Appendix F. The plan was adopted in 2011 and amended in March of 2012. The goals of the plan are: (1) to preserve the productive agricultural lands of Outagamie County and encourage the development of agricultural enterprises; and (2) to encourage future urban development to locate near necessary public facilities. The intent of the plan is to meet the requirements of chapter 91 of the Wisconsin State Statutes for Farmland Preservation and help maintain sustainable agriculture economies in the County as well provide an informational base to assist decision makers in the preservation of farmland and agriculture related development within the County.

2010-2015 Outagamie County Land and Water Resource Management (LWRM) Plan. The LWRM) addresses soil and water quality concerns using local, state and federal programs. It is a five (5) year (2010-2015) plan with the opportunity for review and extension for an additional 5 years in 2015. The plan includes implementation strategies for addressing local water quality priorities related to controlling erosion, sedimentation, and nonpoint source water pollution. The four goals that were identified include: 1.) protect and enhance the quality of our surface water, groundwater and soils; 2.) protect and enhance wetland and upland habitat; 3.) ensure the consistent implementation of the stormwater management and erosion control ordinances in Outagamie County; and 4.) partner with and involve citizens on soil and water conservation initiatives in rural and urban areas.

Local Policies

Village of Hortonville

Code of Ordinances. The Village of Hortonville's Code of Ordinances regulates land divisions and land uses. Several chapters that relate to land use are summarized below.

Chapter 20 – Floodplain Zoning Ordinance. The chapter regulates all areas covered by the regional flood or base flood.

Chapter 21 – Shoreland/Wetland Zoning. Shorelands area defined as lands which are within: 1,000 feet from the ordinary high water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high water elevation mark of navigable rivers or streams or to the landward side of the floodplain whichever distance is greater. Wetland are those areas where water is at, near or above the land surface long enough to support aquatic or hydrophytic vegetation and which have soils indicative of wet conditions. The Outagamie County shoreland zoning provisions is effect on the date of annexation remain in effect, administered by the

Village, for all areas annexed by the Village after May 7, 1982. This chapter specifies permitted and prohibited uses, and amending shoreland/wetland zoning regulations.

Ordinance O-3-13 - Ordinance Creating Wellhead Protection by Establishing Land Use Restrictions within the Village of Hortonville to Protect the Village's Groundwater Aquifer and Municipal Water Supply. The ordinance controls the distance from the wells of certain types of businesses but will not punish any existing business in the Village.

Hortonville Historical Society

The Hortonville Historical Society contains archival collections focusing on the social, economic, agricultural and industrial history of Hortonville, Wisconsin. It maintains a collection in the Hortonville Community Hall.

Federal and State Programs

Federal Programs

United States Department of Agriculture (USDA)

- **Conservation Reserve Program (CRP) and Conservation Reserve Enhancement Program (CREP).** These programs protect sensitive land by reducing erosion, increasing wildlife habitat, improving water quality, and increasing forestland. CREP, a partnership between federal and state agencies and county land conservation departments, allows a landowner to enroll agricultural lands into various land conservation management practices. To be eligible under this program, farmland needs to be highly prone to erosion and must have been planted for 4 to 6 years before the enactment of the 2002 law. Marginal pastureland is also eligible. Producers need to develop and follow a plan for the conversion of cropland to less intensive use and to assist with the cost, establishment, and maintenance of conservation practices.
- **Wildlife Habitat Incentives Program (WHIP).** This voluntary program is used to develop or improve wildlife habitat on privately owned land. All private land is eligible for this program unless the land is enrolled in CRP, WRP, or other similar programs. Producers must design and implement a wildlife habitat development plan and assist in the implementation costs.
- **Environmental Quality Incentives Program (EQIP).** This voluntary conservation program promotes agricultural production and environmental quality and compatible goals. Financial assistance and technical help are offered to assist eligible participants in the installation and implementation of structural improvements and management practices which better protect agricultural land from environmental degradation. All private agricultural land is eligible for enrollment including cropland, grassland, pastureland, and non-industrial private forestland. Participants are required to develop and implement a EQIP plan that describes the conservation and environmental purposes to be achieved. Participants must share in the overall costs.
- **USDA Farmland Protect Policy Act (FPP).** The purpose of this program is to maintain prime farmland in agricultural use through agricultural conservation easements. This

program provides funding for state, tribal, or local government to purchase development rights on prime agricultural land.

US Environmental Protection Agency

- **National Pollution Discharge Elimination System (NPDES) Storm Water Program.** The Clean Water Act established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two-phased program addresses the non-agricultural sources of stormwater discharges and industrial/municipal effluents which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff.

State Programs

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

The Wisconsin Working Lands Initiative was signed into law in 2009 and is comprised of the following three programs:

- **Farmland Preservation Program.** Counties are required to revise their farmland preservation plans to meet the new requirements which are designed to better protect farmland. A grant that covers up to 50 percent of the cost of preparing a farmland preservation plan is available to all counties.

Local governments may choose to adopt and have certified a farmland preservation zoning ordinance to ensure that landowners covered by the ordinance are eligible to claim farmland preservation tax credits.

- **Agricultural Enterprise Area (AEA) Program.** AEA's are part of Wisconsin's Working Lands Initiative. An AEA is an area where the local community has prioritized preservation of farmland and agricultural development. Once an area is officially designated as an AEA, eligible farmers owning land within the area may enter into a farmland preservation agreement with the state. This enables the landowners to receive tax credits in exchange for agreeing to keep their farm in agricultural use for at least 15 years.
- **Purchase of Agricultural Conservation Easement (PACE) Program.** The PACE Program provides up to 50% of the cost of purchasing agricultural conservation easements, including transaction costs. Cooperating local governments or non-profit organizations can obtain money from the state to purchase easements from willing landowners. Land with an agricultural conservation easement cannot be developed for any purpose that would prevent its use for agriculture.

Wisconsin Department of Natural Resources (WDNR).

- **Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Program.** The NPDES program is administered by the WDNR through NR-216. The Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Program

regulates stormwater discharge from construction sites, industrial facilities, and selected municipalities. Recent Phase II requirements will require six minimum control measures to be addressed by communities and other local entities: public education, public participation, illicit discharges, construction site pollutant control (1 or more acres in size), post construction site stormwater management, and pollution prevention.

- **Wisconsin Shoreland Management Program.** Shoreland zoning can enhance the quality of surface water, protect wildlife habitat, and improve its aesthetic appearance. The Wisconsin Shoreland Management Program is a cooperative effort between state and local governments. Local governments are allowed to adopt shoreland and floodplain zoning to direct development in compliance with state minimum standards. Specific ordinances regulate zoning for wetlands (NR-103), shorelands (NR – 115), and floodplains (NR – 116). Cities and villages can adopt similar zoning ordinances under NR – 117.
- **Forest Crop Law and Managed Forest Law.** In 1927, the Wisconsin Legislature enacted the Forest Crop Law (FCL), a voluntary forest practices program to encourage sound forestry on private lands. It has promoted and encouraged long-term investments as well as the proper management of woodlands. This law allowed landowners to pay taxes on timber only after harvesting, or when the contract is terminated. Since the program expired in 1986, participants are not allowed to re-enroll in the program. Since 1986, the Managed Forest Law has replaced the Forest Crop Law.
- **The Managed Forest Law (MFL),** enacted in 1985, encourages the growth of future commercial crops through sound forestry practices. To be eligible, a landowner must own at least 10 contiguous acres of woodlands in a village or town. The landowner must implement a forestry management plan for future commercial harvests on the land. Contracts can be entered for a period of either 25 or 50 years. Portions of the land enrolled are open to public access for hunting, fishing, cross-country skiing, sight-seeing, and hiking. The program recognizes individual property owners' objectives while providing for society's need for compatible recreational activities, forest aesthetics, wildlife habitat, erosion control, and protection of endangered resources.
- **Wisconsin Forest Landowner Grant Program.** The Wisconsin Forest Landowner Grant Program assists private landowners in protecting and enhancing their woodlands. Only private non-industrial forest owners of at least 10 acres but no more than 500 acres who have an approved or pending forest stewardship management plan are eligible for assistance. Qualified projects include reforestation; soil and water protection; wetland and riparian protection, restoration, and creation; fish and wildlife habitat enhancement; recreational, historic, and aesthetic forest enhancement; and endangered or threatened resources protection.
- **Urban Forestry Grants.** Urban Forestry Grants are provide to cities, villages, towns, counties, tribes and 501(c)(3) nonprofit organizations. These grants fall into three categories:
 - Regular grants are competitive cost-share grants of up to \$25,000. Grants are to support new, innovative projects that will develop sustainable urban and community forestry programs, not to subsidize routine forestry activities.

- Startup grants are competitive cost-share grants of up to \$5,000. These simplified grants are available to communities that want to start or restart an urban forestry program.
- Catastrophic storm grants are used to fund tree repair, removal or replacement within urban areas following a catastrophic storm event for which the governor has declared a State of Emergency under s. 166.03, Wis. Stats.
- **Partners for Fish and Wildlife.** Partners for Fish and Wildlife is a program which provides financial and technical assistance to private landowners to restore, protect, and enhance wildlife habitats on their land. This is a voluntary incentive based program. State resource agencies and individual landowners work closely with the Service to help establish priorities and identify focus areas. The restoration of degraded wetlands, native grasslands, streams, riparian areas, and other habitats to conditions as close to natural is emphasized. The program's philosophy is to work proactively with private landowners for the mutual benefit of declining Federal trust species and the interests of the landowners involved. A 50 percent cost sharing is required from individual landowners. Landowners must sign an agreement to retain the restoration for a minimum of 10 years. During this time period, no other private property rights are lost.

Wisconsin Historical Society

The Wisconsin Historical Society (WHS) Division of Historic Preservation (DHP) provides funds for conducting surveys to identify and evaluate historical, architectural, and archaeological resources, nominating properties and districts to the National Register, and carrying out a program of comprehensive historic preservation planning and education. These are available to local units of government and non-profit organizations. Although funding is limited, the DHP identified target communities during each funding cycle. In recent years the DHP has favored underrepresented communities: unincorporated communities or villages or fourth-tier cities with a population less than 5,000. A set of funds is also designated for use by Certified Local Government (CLG) status communities. In addition, many private funding sources specifically target smaller communities in the more rural parts of the state. Other specific programs are listed below.

- **Federal Historic Preservation Credit.** This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a direct reduction in the federal income taxes. To qualify, buildings must be income producing historic buildings, must be listed on the National Register of Historic Places, or contribute to the character of a National Register Historic District.
- **Wisconsin Supplemental Historic Preservation Credit.** This program returns an additional 5 percent of the cost of rehabilitation to owners as a discount on their Wisconsin state income taxes. Owners that qualify for the Federal Historic Preservation Credit automatically qualify for the Wisconsin supplement if they get National Park Service approval before they begin any work.
- **25-Percent State Income Tax Credits.** This program can be used for the repair and rehabilitation of historic homes in Wisconsin. To qualify, buildings must be either listed on the State or National Register; contribute to a State or National Register Historic District; or be eligible for individual listing in the State Register.



Appendix F

Issues and Opportunities

APPENDIX F: ISSUES AND OPPORTUNITIES

TABLE OF CONTENTS

Table F-1	2004 East Central Wisconsin RPC Population Projections, 1970-2030.....	F-1
Table F-2	2008 Wisconsin Department of Administration Population Projections, 2000-2030	F-1
Table F-3	2013 Wisconsin Department of Administration Preliminary Population Projections, 1970-2020	F-1
Table F-4	East Central Wisconsin RPC Preliminary Population Projections, 1970-2040..	F-1
Table F-5	Household Characteristics, 2000 and 2010.....	F-2
Table F-6	Family and Nonfamily Households, 2000 and 2010	F-3
Table F-7	Educational Attainment, 2007-2011 ACS 5-Year Estimates.....	F-4

Page intentionally left blank.

Table F-1: 2004 East Central Wisconsin RPC Population Projections, 1970-2030

Jurisdiction	Census				ECWRPC					
	1970	1980	1990	2000	2005	2010	2015	2020	2025	2030
V. Hortonville	1,524	2,016	2,029	2,357	2,550	2,699	2,850	3,002	3,145	3,281
Outagamie County	119,398	128,730	140,510	161,091	171,854	181,224	190,570	200,012	208,688	216,874

Source: U.S. Census, 1970, 1980, 1990, 2000; DOA, 2004; ECWRPC 2004

Table F-2: 2008 Wisconsin Department of Administration Population Projections, 2000-2030

Jurisdiction	Census 2000	WDOA Estimate 2005	WDOA				
			2010	2015	2020	2025	2030
V. Hortonville	2,357	2,613	2,796	2,999	3,203	3,400	3,582
Outagamie County	161,091	170,939	180,260	189,556	198,948	207,577	215,720

Source: U.S. Census 2000; DOA 2008

Table F-3: 2013 Wisconsin Department of Administration Preliminary Population Projections, 1970 -2020

Jurisdiction	Census				WDOA		
	1970	1980	1990	2000	2010	2015	2020
Outagamie County	119,398	128,730	140,510	161,091	176,695	181,003	191,579

Source: U.S. Census, 1970, 1980, 1990, 2000, 2010; DOA State and County Age-Sex Population Projections, 2010 - 2040, Preliminary Release to 2020

Table F-4: 2013 East Central Wisconsin RPC Preliminary Population Projections, 1970-2040

Jurisdiction	Census					WDOA Est. 2012	ECWRPC					
	1970	1980	1990	2000	2010		2015	2020	2025	2030	2035	2040
V. Hortonville	1,524	2,016	2,029	2,357	2,711	2,705	2,768	2,884	2,999	3,114	3,229	3,345
Outagamie County	119,398	128,730	140,510	161,091	176,695	178,150	181,759	188,320	194,881	201,442	208,003	214,564

Source: U.S. Census, 1970, 1980, 1990, 2000, 2010; DOA, 2012; ECWRPC 2013 (Preliminary)

Table F-5: Household Type Characteristics, 2000 and 2010

		Total Households	Total Family Households	Total Nonfamily Households	Households with Individuals 65+	Average Household Size
2000						
Village of Hortonville	No.	871	635	236	176	2.70
	Percent	100.0%	72.9%	27.1%	20.2%	(X)
T. Dale	No.	785	659	126	112	2.91
	Percent	100.0%	83.9%	16.1%	14.3%	(X)
T. Ellington	No.	847	705	142	135	2.99
	Percent	100.0%	83.2%	16.8%	15.9%	(X)
T. Greenville	No.	2,301	1,937	364	248	2.97
	Percent	100.0%	84.2%	15.8%	10.8%	(X)
T. Hortonia	No.	362	297	65	64	2.83
	Percent	100.0%	82.0%	18.0%	17.7%	(X)
Outagamie County	No.	60,530	42,219	18,311	11,862	2.61
	Percent	100.0%	69.7%	30.3%	19.6%	(X)
Wisconsin	No.	2,084,544	1,386,815	697,729	479,787	2.50
	Percent	100.0%	66.5%	33.5%	23.0%	(X)
		Total Households	Total Family Households	Total Nonfamily Households	Households with Individuals 65+	Average Household Size
2010						
Village of Hortonville	No.	1,045	766	279	216	2.59
	Percent	100.0%	73.3%	26.7%	20.7%	(X)
T. Dale	No.	982	826	156	162	2.78
	Percent	100.0%	84.1%	15.9%	16.5%	(X)
T. Ellington	No.	984	788	196	195	2.80
	Percent	100.0%	80.1%	19.9%	19.8%	(X)
T. Greenville	No.	3,631	2,971	660	506	2.83
	Percent	100.0%	81.8%	18.2%	13.9%	(X)
T. Hortonia	No.	391	313	78	89	2.76
	Percent	100.0%	80.1%	19.9%	22.8%	(X)
Outagamie County	No.	69,648	46,997	22,651	14,479	2.49
	Percent	100.0%	67.5%	32.5%	20.8%	(X)
Wisconsin	No.	2,279,768	1,468,917	810,851	547,650	2.43
	Percent	100.0%	64.4%	35.6%	24.0%	(X)

Source: U.S. Census 2000 & 2010, DP-1

Table F-6: Family and Nonfamily Households, 2000 and 2010

		Family Households (Families)				Nonfamily Households	
		Total Family Housholds	Married-couple Family	Male Householder, no wife present	Female Householder, no husband present	Total Nonfamily Households	Householder Living Alone
2000							
Village of Hortonville	No.	635	527	30	78	236	195
	Percent	72.9%	60.5%	3.4%	9.0%	27.1%	22.4%
T. Dale	No.	659	621	13	25	126	99
	Percent	83.9%	79.1%	1.7%	3.2%	16.1%	12.6%
T. Ellington	No.	705	642	31	32	142	115
	Percent	83.2%	75.8%	3.7%	3.8%	16.8%	13.6%
T. Greenville	No.	1,937	1,734	74	129	364	273
	Percent	84.2%	75.4%	3.2%	5.6%	15.8%	11.9%
T. Hortonia	No.	297	276	9	12	65	53
	Percent	82.0%	76.2%	2.5%	3.3%	18.0%	14.6%
Outagamie County	No.	42,219	35,622	2,009	4,588	18,311	14,623
	Percent	69.7%	58.9%	3.3%	7.6%	30.3%	24.2%
Wisconsin	No.	1,386,815	1,108,597	77,918	200,300	697,729	557,875
	Percent	66.5%	53.2%	3.7%	9.6%	33.5%	26.8%
		Family Households (Families)				Nonfamily Households	
		Total Family Housholds	Husband-Wife Family	Male Householder, no wife present	Female Householder, no husband present	Total Nonfamily Households	Householder Living Alone
2010							
Village of Hortonville	No.	766	597	58	111	279	230
	Percent	73.3%	57.1%	5.6%	10.6%	26.7%	22.0%
T. Dale	No.	826	747	33	46	156	119
	Percent	84.1%	76.1%	3.4%	4.7%	15.9%	12.1%
T. Ellington	No.	788	712	29	47	196	147
	Percent	80.1%	72.4%	2.9%	4.8%	19.9%	14.9%
T. Greenville	No.	2,971	2,620	139	212	660	488
	Percent	81.8%	72.2%	3.8%	5.8%	18.2%	13.4%
T. Hortonia	No.	313	290	11	12	78	67
	Percent	80.1%	74.2%	2.8%	3.1%	19.9%	17.1%
Outagamie County	No.	46,997	37,914	2,941	6,142	22,651	18,004
	Percent	67.5%	54.4%	4.2%	8.8%	32.5%	25.8%
Wisconsin	No.	1,468,917	1,131,344	103,625	233,948	810,851	642,507
	Percent	64.4%	49.6%	4.5%	10.3%	35.6%	28.2%

Source: U.S. Census 2000 & 2010, DP-1

Table F-7: Educational Attainment, 2007-2011 ACS 5-Year Estimates

	Village of Hortonville			Outagamie County			Wisconsin		
	Population	MOE	Percent	Population	MOE	Percent	Population	MOE	Percent
Population 25 years and over	1,684	+/-78	100.0%	115,620	+/-155	100.0%	3,771,680	+/-1,076	100.0%
Less than 9th grade	53	+/-74	3.1%	2,934	+/-315	2.5%	133,915	+/-2,521	3.6%
9th to 12th grade, no diploma	112	+/-46	6.7%	5,710	+/-466	4.9%	250,548	+/-2,825	6.6%
High school graduate	633	+/-91	37.6%	41,078	+/-1,156	35.5%	1,269,136	+/-6,228	33.6%
Some college, no degree	259	+/-60	15.4%	23,465	+/-759	20.3%	791,771	+/-4,440	21.0%
Associate's degree	238	+/-53	14.1%	12,551	+/-763	10.9%	344,341	+/-3,627	9.1%
Bachelor's degree	325	+/-75	19.3%	21,427	+/-918	18.5%	651,003	+/-5,828	17.3%
Graduate or professional degree	64	+/-27	3.8%	8,455	+/-549	7.3%	330,966	+/-3,622	8.8%
Percent high school graduate or higher	-	-	90.2%	-	-	92.5%	-	-	89.8%
Percent bachelor's degree or higher	-	-	23.1%	-	-	25.8%	-	-	26.0%

Source: U.S. Census, 2007-2011 American Community Survey 5-Year Estimates, DP02



Appendix G

Land Use

APPENDIX G: LAND USE

TABLE OF CONTENTS

Table G-1	Village of Hortonville Land Use Trends, 2000-2010	G-1
Table G-2	Village of Hortonville + Buffer Land Use Trends, 2000-2010.....	G-2

Page intentionally left blank.

Table G-1: Village of Hortonville Land Use Trends, 2000-2010

Land Use	2000			2010			Change 2000-2010		
	Total Acres	Percent of Developed Land	Percent of Total	Total Acres	Percent of Developed Land	Percent of Total	Total Acres	Percent of Developed Land	Percent of Total
Single Family Residential	355.5	45.4%	18.8%	451.0	47.1%	20.4%	95.4	0.0%	1.6%
Farmsteads	11.0	1.4%	0.6%	13.8	1.4%	0.6%	2.8	0.0%	0.0%
Multi-Family Residential	10.5	1.3%	0.6%	12.0	1.2%	0.5%	1.5	-0.1%	0.0%
Mobile Home Parks	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%
Commercial	40.7	5.2%	2.1%	52.2	5.4%	2.4%	11.5	0.3%	0.2%
Industrial	53.8	6.9%	2.8%	63.1	6.6%	2.9%	9.3	-0.3%	0.0%
Recreational Facilities	85.2	10.9%	4.5%	86.9	9.1%	3.9%	1.6	-1.8%	-0.6%
Institutional Facilities	69.7	8.9%	3.7%	86.9	9.1%	3.9%	17.2	0.2%	0.2%
Utilities/Communications	3.2	0.4%	0.2%	6.3	0.7%	0.3%	3.1	0.3%	0.1%
Transportation	154.2	19.7%	8.1%	185.6	19.4%	8.4%	31.4	-0.3%	0.2%
Total Developed	783.6	100.0%	41.4%	957.5	100.0%	43.3%	174.0		1.8%
Non-irrigated Cropland	431.3		22.8%	501.6		22.7%	70.4		-0.1%
Planted Woodlands	58.7		3.1%	75.6		3.4%	16.9		0.3%
General Woodlands	327.1		17.3%	328.6		14.9%	1.5		-2.4%
Quarries	6.7		0.4%	6.7		0.3%	0.0		-0.1%
Other Open Land	231.3		12.2%	275.4		12.4%	44.1		0.2%
Water Features	52.8		2.8%	67.3		3.0%	14.5		0.2%
Total Acres	1,891.5		100.0%	2,212.8		100.0%	321.3		

Source: East Central Wisconsin Regional Planning Commission, 2013

Table G-2: Village of Hortonville + 1.5 Mile Buffer Land Use Trends, 2000-2010

Land Use	2000			2010			Change 2000-2010		
	Total Acres	Percent of Developed Land	Percent of Total	Total Acres	Percent of Developed Land	Percent of Total	Total Acres	Percent of Developed Land	Percent of Total
Single Family Residential	948.9	45.4%	6.4%	1,385.9	50.0%	8.4%	437.0	-0.2%	2.0%
Farmsteads	194.9	9.3%	1.3%	251.9	9.1%	1.5%	57.0	-0.2%	0.2%
Multi-Family Residential	10.5	0.5%	0.1%	12.0	0.4%	0.1%	1.5	-0.1%	0.0%
Mobile Home Parks	2.6	0.1%	0.0%	2.6	0.1%	0.0%	0.0	0.0%	0.0%
Commercial	55.4	2.6%	0.4%	68.5	2.5%	0.4%	13.1	-0.2%	0.0%
Industrial	59.8	2.9%	0.4%	70.0	2.5%	0.4%	10.2	-0.3%	0.0%
Recreational Facilities	148.4	7.1%	1.0%	204.2	7.4%	1.2%	55.8	0.3%	0.2%
Institutional Facilities	72.6	3.5%	0.5%	85.6	3.1%	0.5%	13.1	-0.4%	0.0%
Utilities/Communications	12.6	0.6%	0.1%	14.0	0.5%	0.1%	1.4	-0.1%	0.0%
Transportation	585.7	28.0%	3.9%	678.0	24.5%	4.1%	92.3	-3.6%	0.2%
Total Developed	2,091.3	100.0%	14.1%	2,772.6	100.0%	16.8%	681.3		2.7%
Non-irrigated Cropland	5,209.7		35.0%	5,888.8		35.7%	679.1		0.7%
Planted Woodlands	226.4		1.5%	235.0		1.4%	8.7		-0.1%
General Woodlands	4,528.9		30.4%	4,761.2		28.9%	232.2		-1.6%
Quarries	6.7		0.0%	6.7		0.0%	0.0		0.0%
Other Open Land	2,215.8		14.9%	2,237.9		13.6%	22.1		-1.3%
Water Features	596.8		4.0%	593.5		3.6%	-3.3		-0.4%
Total Acres	14,875.6		100.0%	16,495.7		100.0%	1,620.1		
Source: East Central Wisconsin Regional Planning Commission, 2013									



Appendix H

Economic Development

APPENDIX H: ECONOMIC DEVELOPMENT

TABLE OF CONTENTS

Table H-1	Employment Status, 16 Years and Older, 2000	H-1
Table H-2	Employment Status, 16 Years and Older, 2007-2011 ACS 5-Year Estimates ..	H-2
Table H-3	Travel Time to Work, 2000 and 2007-2011 5 Yr. Estimates	H-3
Figure H-1	Percent of Travel Time to Work, 2000.....	H-3
Table H-4	Employment by Occupation, 2007-2011 ACS 5-Year Estimates	H-4
Table H-5	Employment by Industry, 2007-2011 ACS 5-Year Estimates	H-5
Table H-6	WDNR BRRTS on the Web Search Results 08/26/2013 11:08	H-6

Page intentionally left blank.

Table H-1: Employment Status, 16 Years and Older, 2000

	Total Civilian Labor Force			Employed Persons					
				Total		Male		Female	
	Total	Men	Women	Number	Percent	Number	Percent	Number	Percent
Village of Hortonville	1,268	666	602	1,248	98.4%	649	97.4%	599	99.5%
T. Dale	1,326	763	563	1,309	98.7%	749	98.2%	560	99.5%
T. Ellington	1,513	803	710	1,466	96.9%	778	96.9%	688	96.9%
T. Greenville	3,848	2,141	1,707	3,750	97.5%	2,073	96.8%	1,677	98.2%
T. Hortonia	576	301	275	570	99.0%	295	98.0%	275	100.0%
Outagamie County	88,426	47,418	41,008	85,596	96.8%	45,782	96.5%	39,814	97.1%
Wisconsin	2,869,236	1,505,853	1,363,383	2,734,925	95.3%	1,428,493	94.9%	1,306,432	95.8%

Source: U.S. Census 2000, DP-3

Table H-2: Employment Status, 16 Years and Older, 2007-2011 ACS 5-Year Estimates

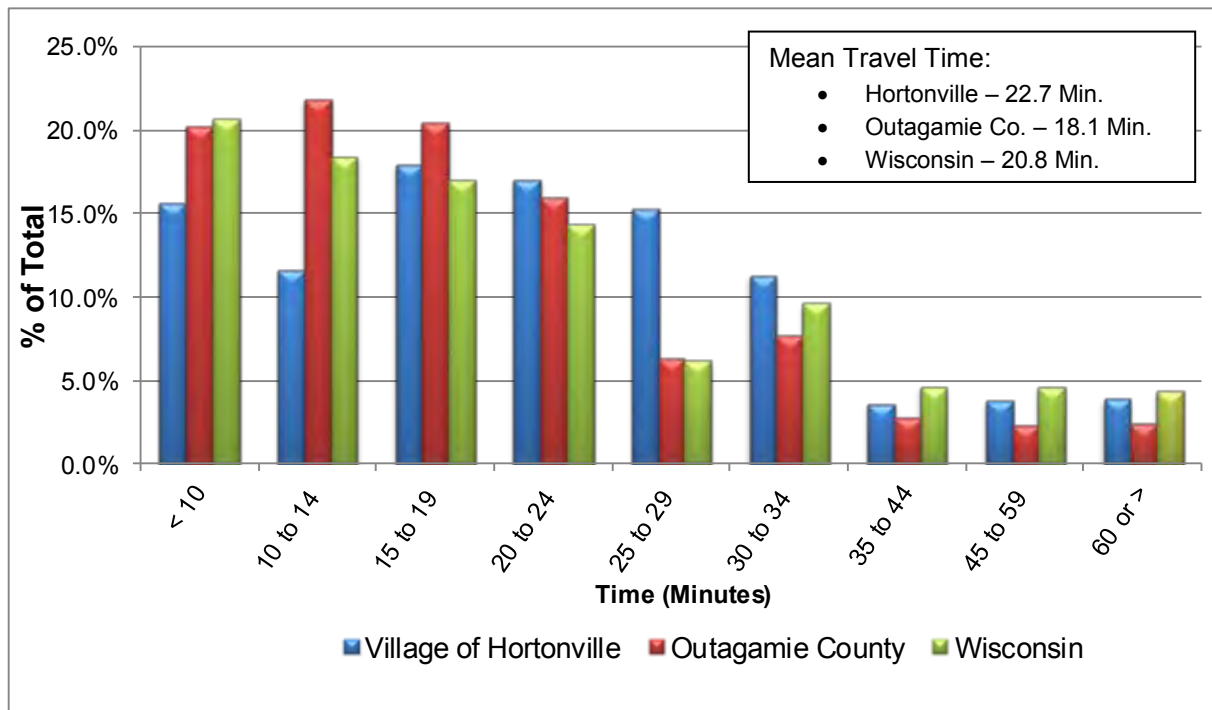
	Total Civilian Labor Force			Employed Persons								
				Total			Male			Female		
	Total	Male	Female	Number	MOE +/-	Percent	Number	MOE +/-	Percent	Number	MOE +/-	Percent
Village of Hortonville	1,598	866	732	1,496	113	93.6%	819	136	94.6%	677	76	92.5%
T. Dale	1,643	925	718	1,606	121	97.7%	898	147	97.1%	708	84	98.6%
T. Ellington	1,564	848	716	1,425	105	91.1%	753	129	88.8%	672	75	93.9%
T. Greenville	5,781	3,234	2,547	5,484	267	94.9%	3,086	330	95.4%	2,398	194	94.1%
T. Hortonville	630	351	279	614	92	97.5%	342	104	97.4%	272	49	97.5%
Outagamie County	98,899	51,879	47,020	93,400	904	94.4%	48,743	1,114	94.0%	44,657	651	95.0%
Wisconsin	3,079,790	1,604,258	1,475,532	2,859,925	6,870	92.9%	1,475,922	7,984	92.0%	1,384,003	4,068	93.8%

Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP03

Table H-3: Travel Time to Work, 2000 and 2007-2011 5 Yr. Estimates

Travel Time (Minutes)	2000		2007-2011 5 yr Est.		
	Estimate	Percent	Estimate	MOE +/-	Percent
Total	1,187	100.0%	1,436	+/-115	100.0%
Less than 5	185.0	15.6%	47	+/-29	3.3%
5 to 9			158	+/-54	11.0%
10 to 14	138	11.6%	107	+/-48	7.5%
15 to 19	213	17.9%	194	+/-60	13.5%
20 to 24	202	17.0%	288	+/-102	20.1%
25 to 29	181	15.2%	205	+/-58	14.3%
30 to 34	134	11.3%	302	+/-80	21.0%
35 to 39	43.0	3.6%	23	+/-16	1.6%
40 to 44			12	+/-9	0.8%
45 to 59	45	3.8%	64	+/-32	4.5%
60 to 89	8	0.7%	12	+/-10	0.8%
90 or more	38	3.2%	24	+/-21	1.7%
Mean Travel Time	22.7	-	23.6	+/-2.6	-

Source: U.S. Census, 2000 DP-3; 2007-2011 ACS 5-Year Estimates, DP03, B083

Figure H-1: Percent of Travel Time to Work, 2000

Source: U.S. Census 2000, SF-3

Table H-4: Employment by Occupation, 2007-2011 ACS 5-Year Estimates

	Village of Hortonville			Outagamie County			Wisconsin		
	Estimate	MOE +/-	Percent	Estimate	MOE +/-	Percent	Estimate	MOE +/-	Percent
OCCUPATION									
Civilian employed population 16 years and over	1,496	+/-113	100.0%	93,400	+/-904	100.0%	2,859,925	+/-6,870	100.0%
Management, business, science, and arts occupations	410	+/-78	27.4%	29,176	+/-881	31.2%	952,574	+/-7,367	33.3%
Service occupations	200	+/-58	13.4%	13,773	+/-714	14.7%	468,040	+/-4,217	16.4%
Sales and office occupations	314	+/-65	21.0%	24,358	+/-821	26.1%	692,551	+/-4,882	24.2%
Natural resources, construction, and maintenance occupations	212	+/-91	14.2%	8,329	+/-503	8.9%	257,369	+/-2,231	9.0%
Production, transportation, and material moving occupations	360	+/-85	24.1%	17,764	+/-725	19.0%	489,391	+/-3,518	17.1%
<i>Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP03</i>									

Table H-5: Employment by Industry, 2007-2011 ACS 5-Year Estimates

	Village of Hortonville			Outagamie County			Wisconsin		
	Estimate	MOE +/-	Percent	Estimate	MOE +/-	Percent	Estimate	MOE +/-	Percent
INDUSTRY									
Civilian employed population 16 years and over	1,496	+/-113	100.0%	93,400	+/-904	100.0%	2,859,925	+/-6,870	100.0%
Agriculture, forestry, fishing and hunting, and mining	84	+/-86	5.6%	1,372	+/-240	1.5%	70,734	+/-1,451	2.5%
Construction	111	+/-37	7.4%	5,987	+/-362	6.4%	165,937	+/-2,063	5.8%
Manufacturing	370	+/-74	24.7%	20,924	+/-777	22.4%	530,612	+/-3,758	18.6%
Wholesale trade	19	+/-15	1.3%	2,816	+/-271	3.0%	82,578	+/-1,774	2.9%
Retail trade	202	+/-64	13.5%	10,737	+/-643	11.5%	327,344	+/-3,882	11.4%
Transportation and warehousing, and utilities	49	+/-34	3.3%	4,407	+/-465	4.7%	130,954	+/-1,888	4.6%
Information	29	+/-21	1.9%	1,613	+/-211	1.7%	53,867	+/-1,365	1.9%
Finance and insurance, and real estate and rental and leasing	114	+/-43	7.6%	7,117	+/-465	7.6%	180,467	+/-2,374	6.3%
Professional, scientific, and management, and administrative and waste management services	91	+/-36	6.1%	7,554	+/-515	8.1%	223,502	+/-2,824	7.8%
Educational services, and health care and social assistance	268	+/-71	17.9%	16,844	+/-746	18.0%	639,732	+/-4,992	22.4%
Arts, entertainment, and recreation, and accommodation and food services	116	+/-42	7.8%	7,801	+/-631	8.4%	237,538	+/-3,087	8.3%
Other services, except public administration	30	+/-26	2.0%	3,993	+/-330	4.3%	116,373	+/-1,874	4.1%
Public administration	13	+/-13	0.9%	2,235	+/-297	2.4%	100,287	+/-1,981	3.5%
<i>Source: U.S. Census 2007-2011 ACS 5-Year Estimates, DP03</i>									

Table H-6: WDNR BRRTS on the Web Search Results 08/26/2013 11:08

Municipality begins with HORTONVILLE
Outagamie County

Activity Name	Address	Municipality	Status	Jurisdiction	Activity Type
FOX VALLEY STEEL & WIRE	111 N DOUGLAS ST	HORTONVILLE	OPEN	DNR	ERP
KEYSTONE CONSOLIDATED INDUSTRIES INC	111 N DOUGLAS ST	HORTONVILLE	OPEN	DNR	ERP
HORTONVILLE COMMUNITY SCHOOLS	246 N OLK ST	HORTONVILLE	CLOSED	DNR	LUST
DEAN FOODS VEGETABLE CO HORTONVILLE	302 S LINCOLN ST	HORTONVILLE	CLOSED	DNR	SPILL
AMERICAN TOY & FURNITURE - LGU	825 W MAIN ST	HORTONVILLE VL	CLOSED	DNR	ERP
AMERICAN TOY & FURNITURE	825 W MAIN ST	HORTONVILLE VL	GEN PROP	DNR	GP
AMERICAN TOY & FURNITURE - SITE 2	825 W MAIN ST	HORTONVILLE VL	CLOSED	DNR	LUST
AMERICAN TOY & FURNITURE (VPLE)	825 W MAIN ST	HORTONVILLE VL	OPEN	DNR	VPLE
OUTAGAMIE CNTY MAINTENANCE BLDG	115 S OAK ST	HORTONVILLE VIL	CLOSED	DNR	LUST
OUTAGAMIE CNTY HWY DEPT - HORTONVILLE GAF	115 S OAK ST	HORTONVILLE VIL	CLOSED	DNR	LUST
HORTONVILLE LF	HWY 45	HORTONVILLE	CLOSED	DNR	LUST
HORTONVILLE VIL LF (FORMER) - WI DOT	HWY 45	HORTONVILLE	NAR	DNR	NAR
SCHWAN OIL CO - BULK PLT	ALLEY NO 2	HORTONVILLE	OPEN	DNR	LUST
SCHWAN OIL STORAGE - ALLEY #2 [HISTORIC]	ALLEY NO 2	HORTONVILLE	HISTORIC SPILL	DNR	SPILL
BREITRICKS GARAGE	245 E MAIN ST	HORTONVILLE	CLOSED	DNR	LUST
R & B ROOFING	253 E MAIN ST	HORTONVILLE	CLOSED	DNR	LUST
KRINGEL PROPERTY - HWY 45 R-O-W	609 W MAIN ST	HORTONVILLE	OPEN	DNR	LUST
HORTONVILLE COMMUNITY CENTER	312 W MAIN ST	HORTONVILLE VIL	CLOSED	DNR	LUST
HORTONVILLE SCHOOL DIST - BUS GARAGE	233 TOWNE DR	HORTONVILLE VIL	CLOSED	DNR	LUST
GRANDVIEW RD .5' W OF MANLEY [HISTORIC]	GRANDVIEW RD .5' W OF MANLEY	HORTONVILLE	HISTORIC SPILL	DNR	SPILL
HORTONVILLE TOY FACTORY [HISTORIC SPILL]	HORTONVILLE TOY FACTORY	HORTONVILLE	HISTORIC SPILL	DNR	SPILL
ELLINGTON TN - N SIDE OF BEAR CK [HISTORIC]	ELLINGTON TN - N SIDE OF BEAR	HORTONVILLE	HISTORIC SPILL	DNR	SPILL
NASH ST ACROSS FROM POLICE STATION	NASH ST ACROSS FROM POLICE	HORTONVILLE	CLOSED	DNR	SPILL
W7474 GRANDVIEW RD	W7474 GRANDVIEW RD	HORTONVILLE	CLOSED	DNR	SPILL
JEFFREY STEINACHER	8171 W SCHOOL RD	HORTONVILLE	CLOSED	DATCP	SPILL
AGRILINK	BATH & CTH M	HORTONVILLE	CLOSED	DNR	SPILL
FANNIN OIL CO (FORMER)	336 S LINCOLN ST	HORTONVILLE	CLOSED	DNR	ERP
MARTEN MICHAEL L	N3655 ELM ST	HORTONVILLE/STEF	CLOSED	DNR	SPILL
WOLF PROPERTY	N2797 STH 15	HORTONVILLE	CLOSED	DNR	SPILL
AT&T RADIO RELAY FACILITY	GRANDVIEL RD	HORTONVILLE	NAR	DNR	NAR
RIESTERER & SCHNELL INC	N2225 HWY 45	HORTONVILLE	NAR	DNR	NAR
HORTONVILLE VIL WWTP	521 CEDAR ST	HORTONVILLE	NAR	DNR	NAR
HORTONVILLE VIL	521 CEDAR ST	HORTONVILLE	CLOSED	DNR	SPILL
RISER PROPERTY	N2203 GREENDALE RD	HORTONVILLE	NAR	DNR	NAR
ORT LUMBER	ROUTE 1 BOX 239 DRIER RD	HORTONVILLE	CLOSED	DNR	SPILL
STEINACKER JEFFREY	W8171 SCHOOL RD	HORTONVILLE	CLOSED	DATCP	SPILL
HORTONVILLE AMOCO	102 E MAIN ST	HORTONVILLE	CLOSED	DNR	LUST
MURPHY CONCRETE & CONST	W8326 WISCONSIN AVE	HORTONVILLE	CLOSED	DNR	SPILL
MURPHY CONCRETE & CONST INC	W8326 WISCONSIN AVE	HORTONVILLE	CLOSED	DNR	SPILL
MCC INC	W8326 WISCONSIN AVE	HORTONVILLE	CLOSED	DNR	SPILL
KWIK TRIP STORE #740	261 E MAIN ST	HORTONVILLE	CLOSED	DNR	LUST
FULCER PROPERTY	818 W MAIN ST	HORTONVILLE VIL	OPEN	DNR	LUST
WE ENERGIES - HORTONVILLE SUBSTATION	135 W DEWEY ST	HORTONVILLE VIL	CLOSED	DNR	ERP
MIKE MURPHY FORD	109 N MILL ST	HORTONVILLE VIL	NAR	DNR	NAR



Appendix I

Housing

APPENDIX I: HOUSING

TABLE OF CONTENTS

Table I-1	Housing Units by Structure Type, 2007-2011 ACS 5-Year Estimates	I-1
Table I-2	Housing Units by Structure Type, 2007-2011 ACS 5-Year Estimates, Percentages	I-2

Page intentionally left blank.

Table I-1: Housing Units by Structure Type, 2007-2011 ACS 5-Year Estimates

	Village of Hortonville		T. Dale		T. Ellington		T. Greenville		T. Hortonia		Outagamie County		Wisconsin	
	Est.	MOE	Est.	MOE	Est.	MOE	Est.	MOE	Est.	MOE	Est.	MOE	Est.	MOE
Total	993	+/-52	982	+/-86	985	+/-55	3,646	+/-194	388	+/-44	72,822	+/-208	2,609,819	+/-4,796
1-unit, detached	781	+/-71	923	+/-83	972	+/-55	3,034	+/-191	349	+/-40	51,243	+/-616	1,732,919	+/-7,104
1-unit, attached	24	+/-17	0	+/-69	0	+/-69	203	+/-85	2	+/-4	3,039	+/-254	113,851	+/-2,132
2 units	83	+/-44	20	+/-33	13	+/-13	81	+/-44	23	+/-19	6,137	+/-523	180,413	+/-2,741
3 or 4 units	25	+/-15	0	+/-69	0	+/-69	12	+/-18	9	+/-15	1,750	+/-260	98,655	+/-1,727
5 to 9 units	49	+/-27	0	+/-69	0	+/-69	82	+/-47	0	+/-69	3,446	+/-377	123,839	+/-2,395
10 to 19 units	16	+/-13	0	+/-69	0	+/-69	30	+/-28	0	+/-69	2,763	+/-375	87,288	+/-2,063
20 or more units	15	+/-12	0	+/-69	0	+/-69	9	+/-16	0	+/-69	3,459	+/-373	173,490	+/-2,226
Mobile home	0	+/-69	39	+/-39	0	+/-69	195	+/-75	5	+/-7	976	+/-168	99,016	+/-1,376
Boat, RV, van, etc.	0	+/-69	0	+/-69	0	+/-69	0	+/-69	0	+/-69	9	+/-14	348	+/-89

Source: 2007-2011 American Community Survey 5-Year Estimates, DP04

Table I-2: Housing Units by Structure Type, 2007-2011 ACS 5-Year Estimates, Percentages

	Village of Hortonville		T. Dale		T. Ellington		T. Greenville		T. Hortonville		Outagamie County		Wisconsin	
	Percent	MOE	Percent	MOE	Percent	MOE	Percent	MOE	Percent	MOE	Percent	MOE	Percent	MOE
Total	100.0%	(X)	100.0%	(X)	100.0%	(X)	100.0%	(X)	100.0%	(X)	100.0%	(X)	100.0%	(X)
1-unit, detached	78.7%	+/-4.9	94.0%	+/-5.1	98.7%	+/-1.3	83.2%	+/-3.7	89.9%	+/-6.3	70.4%	+/-0.8	66.4%	+/-0.2
1-unit, attached	2.4%	+/-1.8	0.0%	+/-2.0	0.0%	+/-2.0	5.6%	+/-2.3	0.5%	+/-1.1	4.2%	+/-0.4	4.4%	+/-0.1
2 units	8.4%	+/-4.6	2.0%	+/-3.3	1.3%	+/-1.3	2.2%	+/-1.2	5.9%	+/-4.8	8.4%	+/-0.7	6.9%	+/-0.1
3 or 4 units	2.5%	+/-1.5	0.0%	+/-2.0	0.0%	+/-2.0	0.3%	+/-0.5	2.3%	+/-3.8	2.4%	+/-0.4	3.8%	+/-0.1
5 to 9 units	4.9%	+/-2.7	0.0%	+/-2.0	0.0%	+/-2.0	2.2%	+/-1.3	0.0%	+/-5.0	4.7%	+/-0.5	4.7%	+/-0.1
10 to 19 units	1.6%	+/-1.3	0.0%	+/-2.0	0.0%	+/-2.0	0.8%	+/-0.7	0.0%	+/-5.0	3.8%	+/-0.5	3.3%	+/-0.1
20 or more units	1.5%	+/-1.2	0.0%	+/-2.0	0.0%	+/-2.0	0.2%	+/-0.4	0.0%	+/-5.0	4.7%	+/-0.5	6.6%	+/-0.1
Mobile	0.0%	+/-2.0	4.0%	+/-3.9	0.0%	+/-2.0	5.3%	+/-2.0	1.3%	+/-1.7	1.3%	+/-0.2	3.8%	+/-0.1
Boat, RV, van, etc.	0.0%	+/-2.0	0.0%	+/-2.0	0.0%	+/-2.0	0.0%	+/-0.5	0.0%	+/-5.0	0.0%	+/-0.1	0.0%	+/-0.1

Source: 2007-2011 American Community Survey 5-Year Estimates, DP04



Appendix J

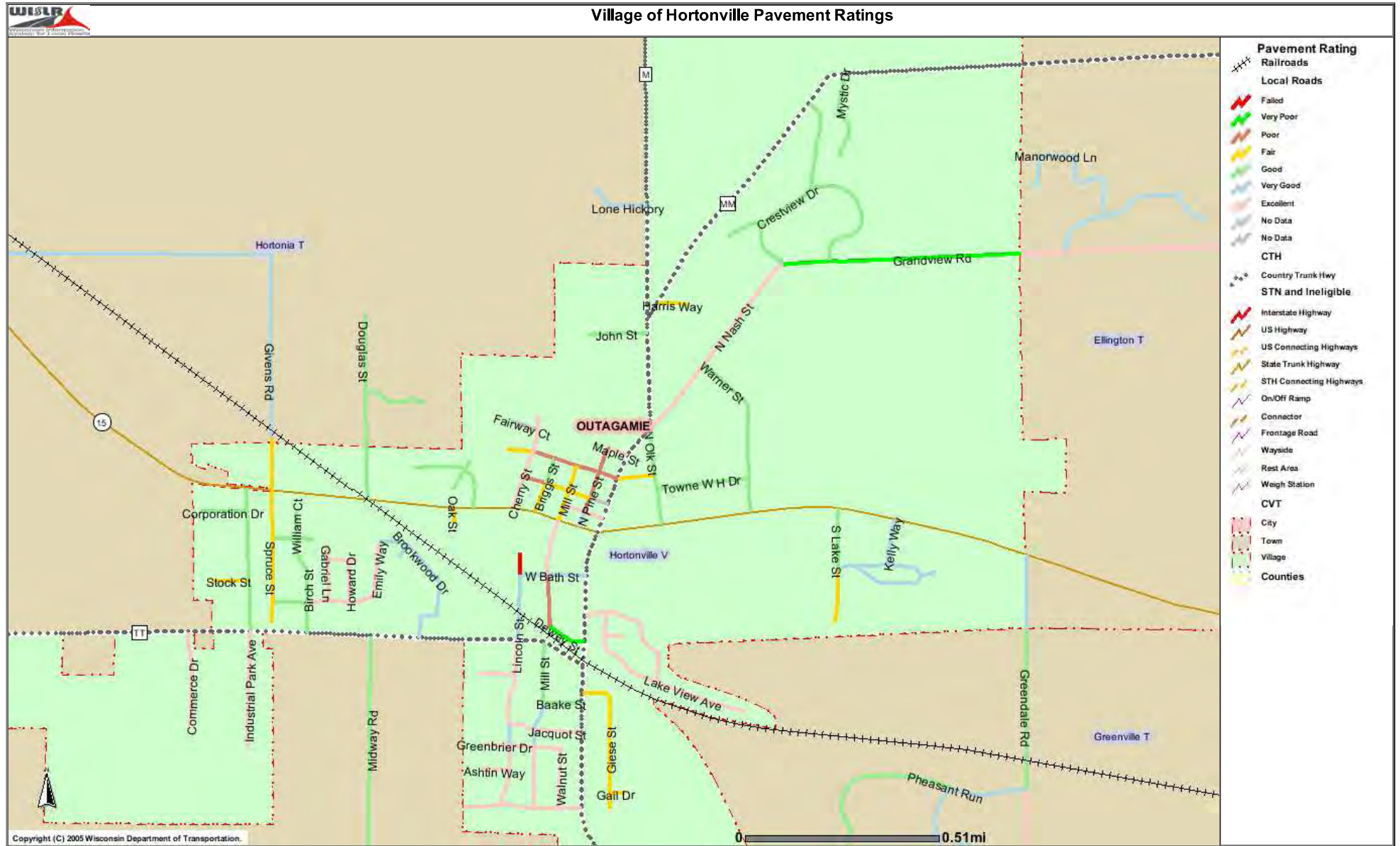
Transportation

APPENDIX J: TRANSPORTATION

TABLE OF CONTENTS

Village of Hortonville Pavement Ratings	J-1
---	-----

Page intentionally left blank.



Page intentionally left blank.



Appendix K

Utilities and Community Facilities

APPENDIX K: UTILITIES AND COMMUNITY FACILITIES

TABLE OF CONTENTS

Table K-1	Area Hospitals, Level of Service	K-1
Table K-2	Area School District Enrollment	K-2

Page intentionally left blank.

Table K-1: Area Hospitals, Level of Service

Inpatient Service Area	St. Elizabeth Hospital (Appleton)	Appleton Medical Center (Appleton)	Theda Clark Medical Center (Neenah)	Children's Hospital of WI - Fox Valley (Neenah)	New London Family Medical Center (New London)	Aurora Medical Center (Oshkosh)	Mercy Medical Center (Oshkosh)	Riverside Medical Center (Waupaca)
Distance	15	15	19	19	6	26	28	27
Beds	206	147	147	42	25	61	172	25
General Medical-Surgical:								
Adult Med-Sur, Acute	1	1	1	5	1	1	1	1
Orthopedic	2	2	2	2	2	2	2	2
Rehab & Phy. Med.	5	3	1	2	2	5	1	2
Hospice	4	2	2	5	3	2	4	2
Acute Long-Term	4	3	3	5	5	5	4	5
Other Acute	5	5	5	5	5	5	5	5
Pediatric, Acute	2	2	4	1	2	1	2	2
Obstetrics	1	1	1	5	1	1	1	1
Psychiatric	1	3	1	5	5	5	1	5
Alcoholism/Chem. Dep	2	2	1	5	3	5	2	5
ICU/CUU:								
Med-Sur. IC	2	2	2	5	3	2	2	2
Cardiac IC	2	2	2	3	3	2	2	2
Pediatric IC	2	2	2	3	3	5	2	2
Burn Care	5	5	5	3	5	5	2	4
Mixed IC	1	1	1	5	3	1	1	1
Step-Down (Special Care)	1	2	2	3	3	5	2	5
Neonatal Intensive/Interm. Care	1	4	4	3	3	5	4	5
Other IC	5	5	5	3	5	5	5	5
Subacute	5	3	3	2	2	5	1	5
Other Inpatient	5	5	5	5	5	5	5	5
Source: Wisconsin Hospital Association: InfoCenter Guide to Wisconsin Hospitals, FY2011								
Note: 1 = Provided-Distinct Unit, 2 = Provided-Not Distinct Unit, 3 = Available in Network,								
4 = Contracted, 5 = Service Not Provided								

Table K-2: Area School District Enrollment

	2006	2007	2008	2009	2010	2011	2012
Hortonville Area School District							
Hortonville Elementary School (Hortonville)	435	434	458	492	502	572	573
Greenville Elementary School (Greenville)	721	752	737	720	727	733	755
Hortonville Middle School (Hortonville)	475	470	475	478	492	424	417
Greenville Middle School (Greenville)	517	504	526	547	570	555	552
Hortonville High School (Hortonville)	1,152	1,169	1,131	1,118	1,087	1,076	1,068
Fox West Academy	-	-	-	-	-	60	58
Hortonville Area K4 School	-	-	-	-	179	150	132
Total Hortonville Area School District	3,300	3,329	3,327	3,355	3,378	3,570	3,555
Private Schools							
Bethlehem Lutheran School (Hortonville)	176	162	112	137	90	91	98
Grace Christian School	41	31	-	-	-	-	-
Immanuel Lutheran School (Greenville)	221	227	223	224	227	238	221
St. Edward Catholic School (Appleton)	52	46	43	45	43	78	69
St. Mary Catholic School (Greenville)	191	168	173	158	161	161	150
Total Private Schools	681	634	551	564	521	568	538

Source: Wisconsin Department of Public Instruction, 2006-2012. Enrollments reported September of each school year for public schools. Enrollment reported prior to the end of December for private schools.



Appendix L

Agricultural, Natural and Cultural Resources

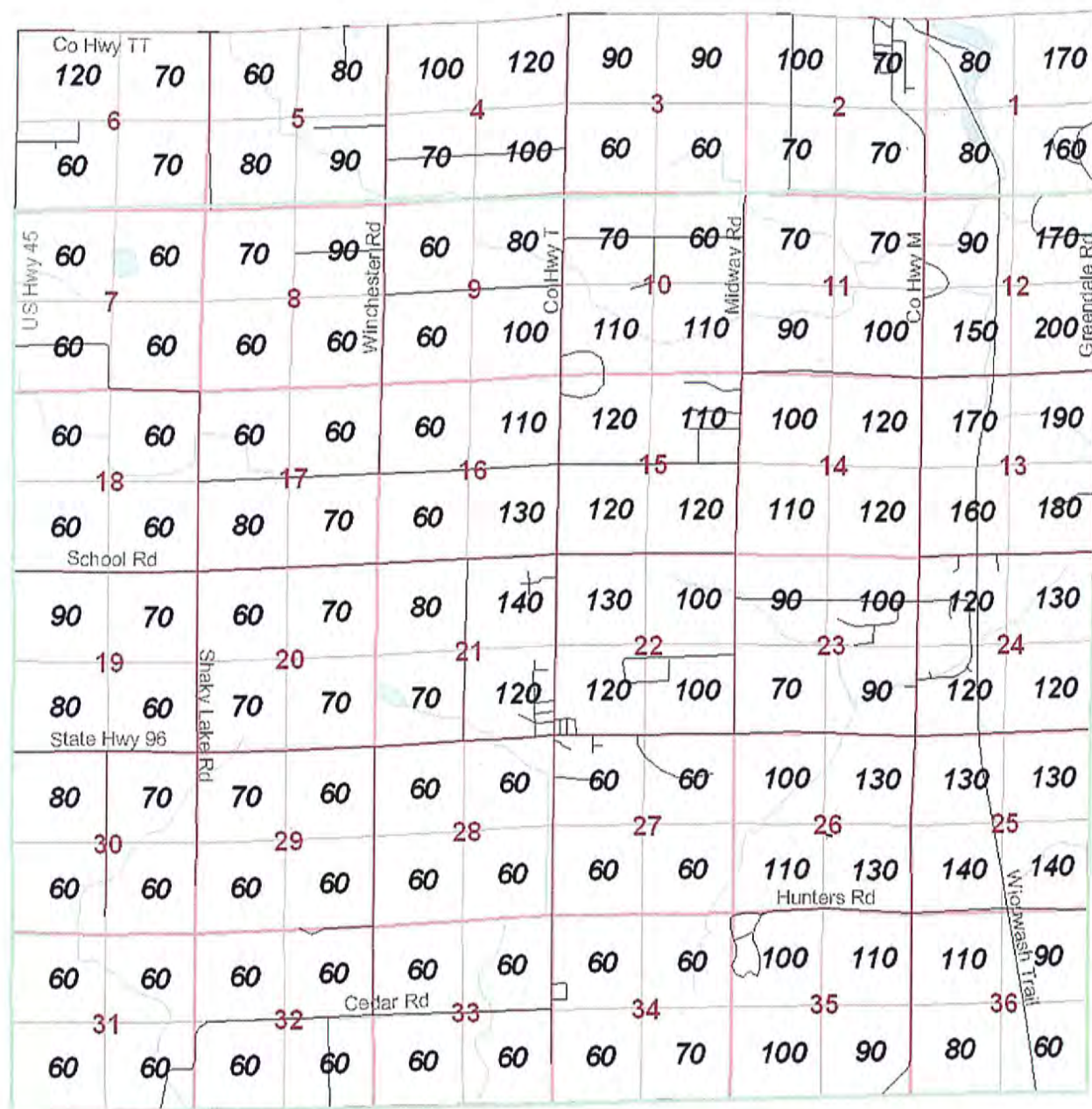
APPENDIX L: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

TABLE OF CONTENTS

Arsenic Casing Area – Towns of Dale and Hortonia	L-1
Arsenic Casing Area – Town of Greenville	L-2
Arsenic Casing Area – Towns of Liberty and Hortonia	L-3
Arsenic Casing Area – Town of Ellington	L-4
Natural Heritage Inventory by Town and Range for Outagamie County	L-5
Solid and Hazardous Waste Active Sites	L-10
WDNR Waste Facilities	L-14
Wisconsin Architecture of History Inventory Sites in the Village of Hortonville	L-23
Wisconsin Architecture of History Inventory Sites in the Town of Dale	L-24
Wisconsin Architecture of History Inventory Sites in the Town of Ellington	L-25
Wisconsin Architecture of History Inventory Sites in the Town of Greenville	L-25
Wisconsin Architecture of History Inventory Sites in the Town of Hortonia	L-25
Wisconsin Architecture of History Inventory Sites in the Town of Liberty	L-26

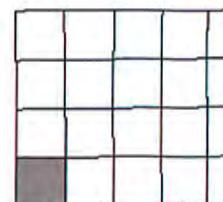
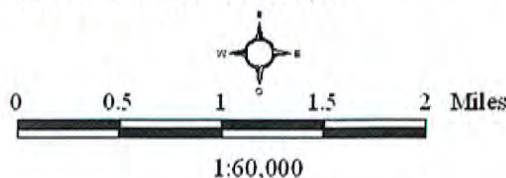
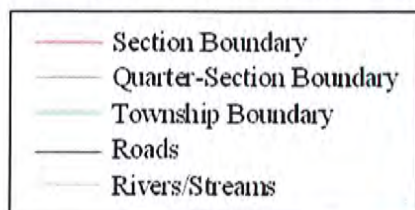
Page intentionally left blank.

Minimum Well Casing & Cement Grout Depth* For Bedrock Wells Within the Arsenic "Special Well Casing Pipe Depth Area" Towns of Dale & Hortonia, Outagamie County T21N, R15E



*Within each quarter section the minimum depth of the upper-enlarged drillhole, casing pipe and cement grout is indicated by the number provided. Although unlikely, the minimum casing/grout depths provided above may not get you down to the Cambrian Sandstone. However, in any case, the casing and grout shall extend at least to the top of the Cambrian Sandstone.

Note: The first 10-15 feet of the Cambrian Sandstone is usually reddish in color and can produce water with a high iron content. You may want to also case and grout through this top layer.



Effective Date: October 1, 2004

Wisconsin Department of Natural Resources
Bureau of Drinking Water & Groundwater

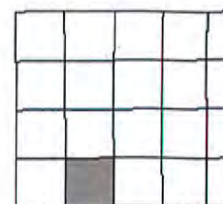
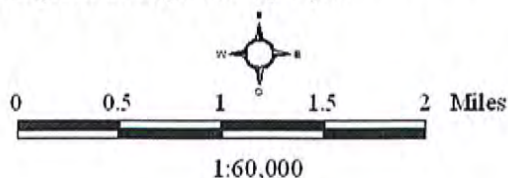
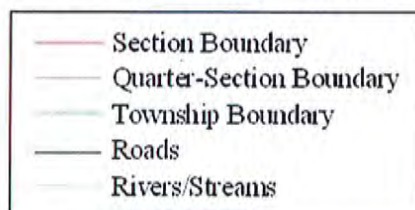
Outagamie County

Minimum Well Casing & Cement Grout Depth* For Bedrock Wells Within the Arsenic "Special Well Casing Pipe Depth Area" Town of Greenville, Outagamie County T21N, R16E



*Within each quarter section the minimum depth of the upper-enlarged drillhole, casing pipe and cement grout is indicated by the number provided. Although unlikely, the minimum casing/grout depths provided above may not get you down to the Cambrian Sandstone. However, in any case, the casing and grout shall extend at least to the top of the Cambrian Sandstone.

Note: The first 10-15 feet of the Cambrian Sandstone is usually reddish in color and can produce water with a high iron content. You may want to also case and grout through this top layer.

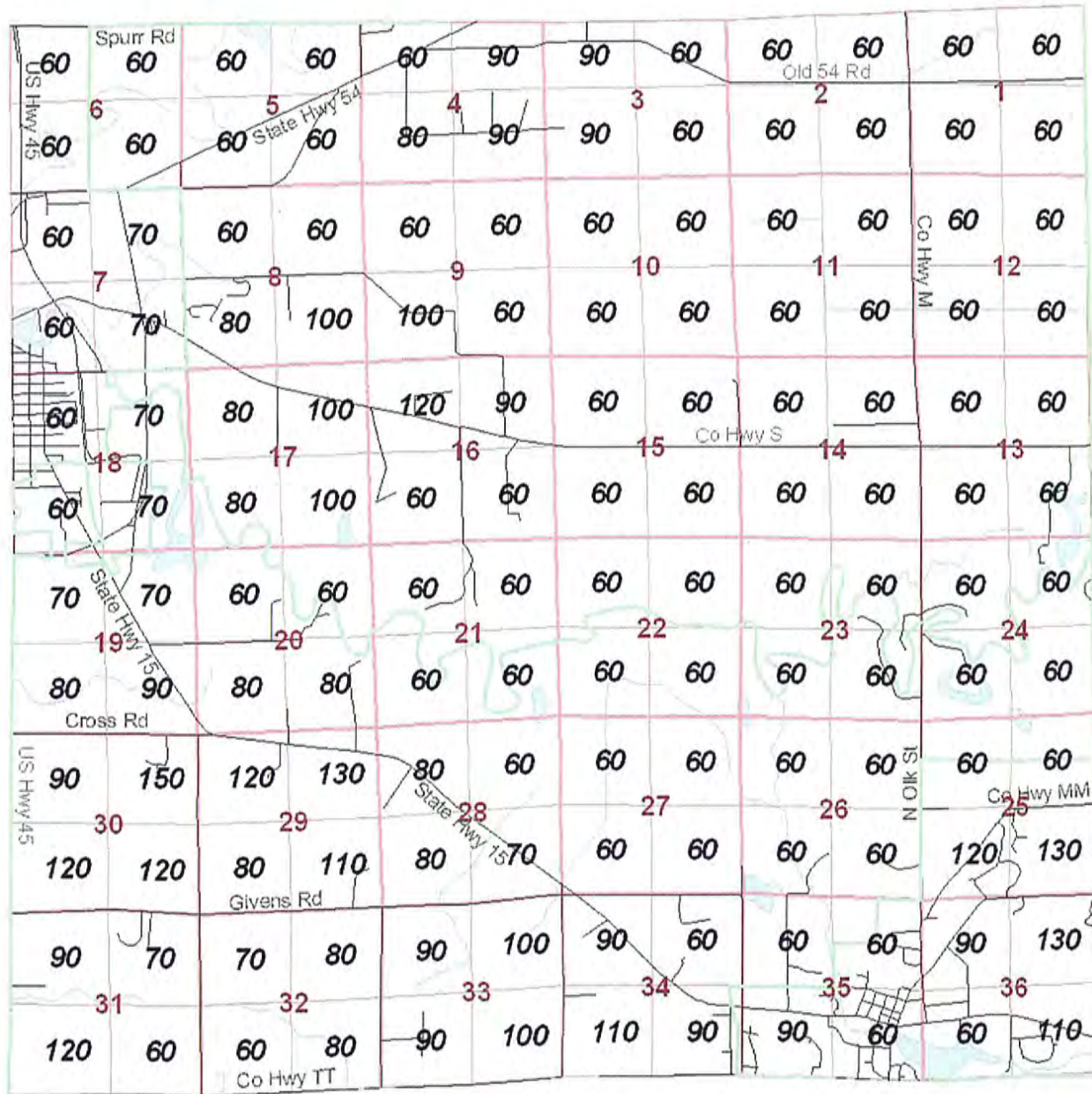


Effective Date: October 1, 2004

Wisconsin Department of Natural Resources
Bureau of Drinking Water & Groundwater

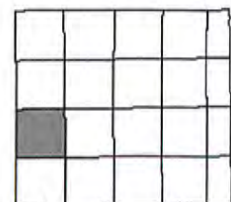
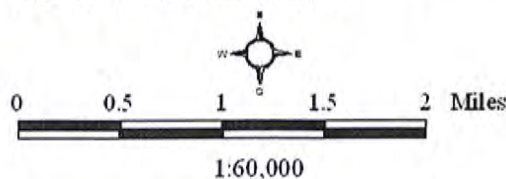
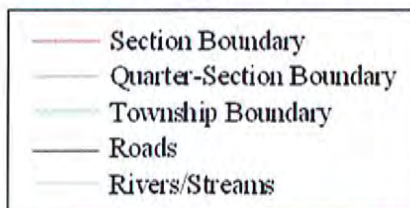
Outagamie County

Minimum Well Casing & Cement Grout Depth* For Bedrock Wells Within the Arsenic "Special Well Casing Pipe Depth Area" Towns of Liberty & Horton, Outagamie County T22N, R15E



*Within each quarter section the minimum depth of the upper-enlarged drillhole, casing pipe and cement grout is indicated by the number provided. Although unlikely, the minimum casing/grout depths provided above may not get you down to the Cambrian Sandstone. However, in any case, the casing and grout shall extend at least to the top of the Cambrian Sandstone.

Note: The first 10-15 feet of the Cambrian Sandstone is usually reddish in color and can produce water with a high iron content. You may want to also case and grout through this top layer.

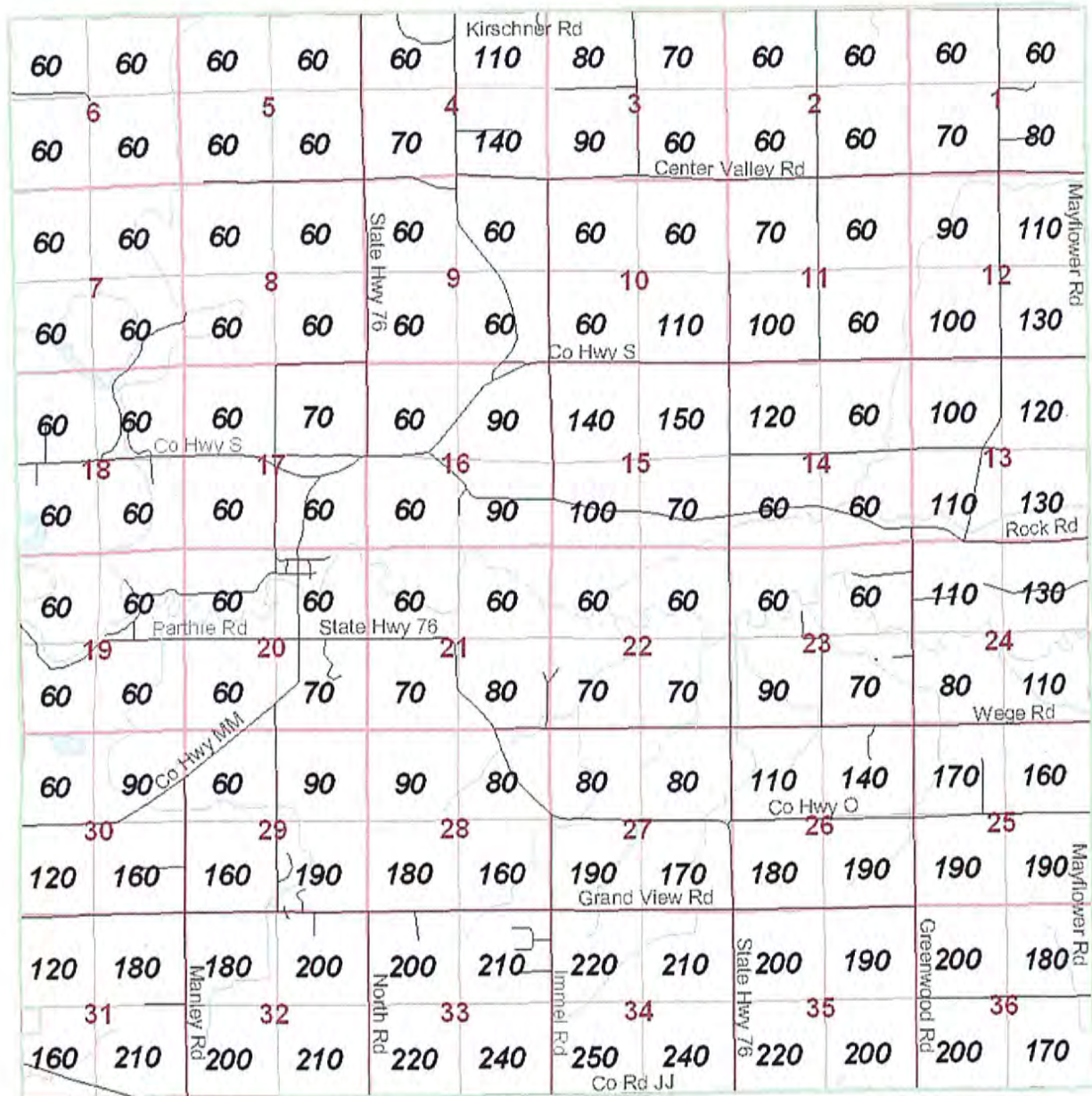


Effective Date: October 1, 2004

Wisconsin Department of Natural Resources
Bureau of Drinking Water & Groundwater

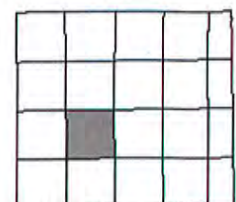
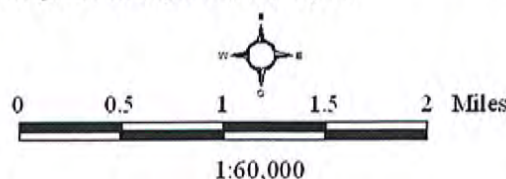
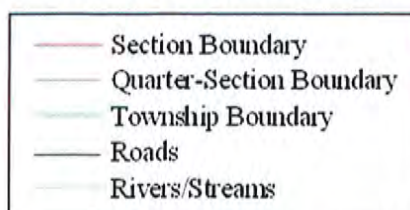
Outagamie County

Minimum Well Casing & Cement Grout Depth* For Bedrock Wells Within the Arsenic "Special Well Casing Pipe Depth Area" Town of Ellington, Outagamie County T22N, R16E



*Within each quarter section the minimum depth of the upper-enlarged drillhole, casing pipe and cement grout is indicated by the number provided. Although unlikely, the minimum casing/grout depths provided above may not get you down to the Cambrian Sandstone. However, in any case, the casing and grout shall extend at least to the top of the Cambrian Sandstone.

Note: The first 10-15 feet of the Cambrian Sandstone is usually reddish in color and can produce water with a high iron content. You may want to also case and grout through this top layer.



Effective Date: October 1, 2004

Wisconsin Department of Natural Resources
Bureau of Drinking Water & Groundwater

Outagamie County

Natural Heritage Inventory by Town and Range for Outagamie County

The Natural Heritage Inventory (NHI) database contains recent and historic element (rare species and natural community) observations. A generalized version of the NHI database is provided below as a general reference and should not be used as a substitute for a WI Dept. of Natural Resources NHI review of a specific project area. The NHI database is dynamic; records are continually being added and/or updated. The following data are current as of 03/29/2013:

T. 21 N., R. 15 E. (Towns of Dale and Horton)

Scientific Name	Common Name	State Status	State Rank	Global Rank	Group Name
<i>Acipenser fulvescens</i>	Lake Sturgeon	SC/H	S3	G3G4	Fish
<i>Alasmidonta marginata</i>	Elktoe	SC/P	S3	G4	Mussel
Black spruce swamp	Black Spruce Swamp	NA	S3	G5	Community
<i>Buteo lineatus</i>	Red-shouldered Hawk	THR	S3S4B,S1	G5	Bird
<i>Chlosyne gorgone</i>	Gorgone Checker Spot	SC/N	S3	G5	Butterfly
<i>Dendroica cerulean</i>	Cerulean Warbler	THR	S2S3B	G4	Bird
Emergent marsh –wild rice	Emergent Marsh – Wild Rice	NA	S3	G3G4	Community
<i>Emydoidea blandingii</i>	Blanding's Turtle	THR	S3S4	G4	Turtle
<i>Epioblasma triquetra</i>	Snuffbox	END	S3S4	G4	Mussel
<i>Erynnis lucilius</i>	Columbine Dusky Wing	SC/N	S2S3	G4	Butterfly
Floodplain forest	Floodplain Forest	NA	S3	G3	Community
<i>Haliaeetus leucocephalus</i>	Bald Eagle	SC/P	S4B,S4N	G5	Bird
<i>Lycaeides Melissa samuelis</i>	Karner Blue	SC/FL	S3	G5T2	Butterfly
<i>Myotis lucifugus</i>	Little Brown Bat	THR	S2S4	G3	Mammal
Northern wet-mesic forest	Northern Wet-mesic Forest	NA	S3S4	G3	Community
<i>Notropis texanus</i>	Weed Shiner	SC/N	S3	G5	Fish
Open bog	Open Bog	NA	S4	G5	Community
<i>Protonotaria citrea</i>	Prothonotary Warbler	SC/M	S3B	G5	Bird
<i>Quadrula quadrula</i>	Mapleleaf	SC/P	S3	G5	Mussel
<i>Stenelmis fascata</i>	A Riffle Beetle	SC/N	S2S3	GNR	Beetle
<i>Tritogonia verrucosa</i>	Buckhorn	THR	S2	G4G5	Mussel
Source: WDNR Natural Heritage Inventory; Outagamie County, 3/2013					

T. 21 N., R. 16 E. (Town of Greenville)

Scientific Name	Common Name	State Status	Federal Status	State Rank	Global Rank	Group Name
Migratory Bird Concentration Site	Migratory Bird Concentration Site	SC		SU	G3	Other

Source: WDNR Natural Heritage Inventory; Outagamie County, 3/2013

T. 22 N., R. 15 E. (Towns of Liberty and Horton)

Scientific Name	Common Name	State Status	Federal Status	State Rank	Global Rank	Group Name
Acipenser fulvescens	Lake Sturgeon	SC/H		S3	G3G4	Fish
Alasmidonta marginata	Elktoe	SC/P		S3	G4	Mussel
Black spruce swamp	Black Spruce Swamp	NA		S3?	G5	Community
Buteo lineatus	Red-shouldered Hawk	THR		S3S4B,S1	G5	Bird
Chlosyne gorgone	Gorgone Checker Spot	SC/N		S3	G5	Butterfly
Dendroica cerulea	Cerulean Warbler	THR		S2S3B	G4	Bird
Emergent marsh - wild rice	Emergent Marsh - Wild Rice	NA		S3	G3G4	Community
Emydoidea blandingii	Blanding's Turtle	THR		S3S4	G4	Turtle
Epioblasma triquetra	Snuffbox	END	LE	S1	G3	Mussel
Erynnis lucilius	Columbine Dusky Wing	SC/N		S2S3	G4	Butterfly
Floodplain forest	Floodplain Forest	NA		S3	G3?	Community
Haliaeetus leucocephalus	Bald Eagle	SC/P		S4B,S4N	G5	Bird
Lycaides melissa samuelis	Karner Blue	DC/FL	LE	S3	G5T2	Butterfly
Myotis lucifugus	Little Brown Bat	THR		S2S4	G3	Mammal
Northern wet-mesic forest	Northern Wet-mesic Forest	NA		S3S4	G3?	Community
Notropis texanus	Weed Shiner	SC/N		S3	G5	Fish
Open bog	Open bog	NA		S4	G5	Community
Protonotaria citrea	Prothonotary Warbler	SC/M		S3B	G5	Bird
Quadrula quadrula	Mapleleaf	SC/P		S3	G5	Mussel
Stenelmis fuscata	A Riffle Beetle	SC/N		S2S3	GNR	Beetle
Tritogonia verrucosa	Buckhorn	THR		S2	G4G5	Mussel

Source: WDNR Natural Heritage Inventory; Outagamie County, 3/2013

T. 22 N., R. 16 E. (Town of Ellington)

Scientific Name	Common Name	State Status	Federal Status	State Rank	Global Rank	Group Name
<i>Acipenser fulvescens</i>	Lake Sturgeon	SC/H		S3	G3G4	Fish
<i>Alasmodonta marginata</i>	Elktoe	SC/P		S3	G4	Mussel
<i>Buteo lineatus</i>	Red-shouldered Hawk	THR		S3S4B,S1	G5	Bird
<i>Carex formosa</i>	Handsome Sedge	THR		S2	G\$	Plant
<i>Dendroica cerulea</i>	Cerulean Warbler	THR		S2S3B	G4	Bird
<i>Epioblasma triquetra</i>	Snuffbox	END	LE	S1	G3	Mussel
Floodplain forest	Floodplain Forest	NA		S3	G3?	Community
<i>Notropis texanus</i>	Weed Shiner	SC/N		S3	G5	Fish
<i>Quadrula quadrula</i>	Mapleleaf	SC/P		S3	G5	Mussel
Southern mesic forest	Southern Mesic Forest	NA		S3	G3?	Community
<i>Stenelmis antennalis</i>	A Riffle Beetle	SC/N		S2S3	GNR	Beetle
<i>Stenelmis fuscata</i>	A Riffle Beetle	SC/N		S2S3	GNR	Beetle
<i>Tritogonia verrucosa</i>	Buckhorn	THR		S2	G4G5	Mussel
<i>Source: WDNR Natural Heritage Inventory; Outagamie County, 3/2013</i>						

Key to the working list

Global Element Ranks:

G3 = Either very rare and local throughout its range or found locally (even abundantly at some of its locations) in a restricted range (e.g., a single state or physiographic region) or because of other factors making it vulnerable to extinction throughout its range; in terms of occurrences, in the range of 21 to 100.

G4 = Apparently globally secure, though it may be quite rare in parts of its range, especially at the periphery.

G5 = Demonstrably secure globally, though it may be quite rare in parts of its range, especially at the periphery.

GNR = Not ranked. Replaced G? rank and some GU ranks.

Subspecies and varieties are given subranks composed of the letter "T" plus a number or letter. The definition of the second character of the subrank parallels that of the full global rank. (Examples: a rare subspecies of a rare species is ranked G1T1; a rare subspecies of a common species is ranked G5T1.)

State Element Ranks:

S1 = Critically imperiled in Wisconsin because of extreme rarity (five or fewer occurrences or very few remaining individuals or acres) or because of some factor(s) making it especially vulnerable to extirpation from the state.

S2 = Imperiled in Wisconsin because of rarity (6 to 20 occurrences or few remaining individuals or acres) or because of some factor(s) making it very vulnerable to extirpation from the state.

S3 = Rare or uncommon in Wisconsin (21 to 100 occurrences).

S4 = Apparently secure in Wisconsin, with many occurrences.

SU = Possibly in peril in the state, but their status is uncertain. More information is needed.

State ranking of long-distance migrant animals:

Ranking long distance aerial migrant animals presents special problems relating to the fact that their non-breeding status (rank) may be quite different from their breeding status, if any, in Wisconsin. In other words, the conservation needs of these taxa may vary between seasons. In order to present a less ambiguous picture of a migrant's status, it is necessary to specify whether the rank refers to the breeding (B) or non-breeding (N) status of the taxon in question. (e.g. S2B,S5N).

US Status:

Federal protection status designated by the U.S. Fish and Wildlife Service's Endangered Species Program indicating the biological status of a species in the United States.

LE = listed endangered

LT = listed threatened

LE-LT = listed endangered in part of its range, threatened in another part

XN = nonessential experimental population(s) in part of its range

LT,PD = listed threatened, proposed for de-listing

C = candidate for future listing.

WI Status: Protection category designated by the DNR.

END = endangered

THR = threatened

SC = special concern.

Wisconsin Department of Natural Resources and federal regulations regarding special concern species range from full protection to no protection. The current categories and their respective level of protection are:

SC/P = fully protected

SC/N = no laws regulating use, possession, or harvesting

SC/H = take regulated by establishment of open closed seasons

SC/FL = federally protected as endangered or threatened, but not so designated by DNR

SC/M = fully protected by federal and state laws under the Migratory Bird Act.

Solid and Hazardous Waste Active Sites

Village of Hortonville

Waste Management Facility Search

Results :

Status	Facility Name	Address	Municipality	State	Zip	FID	County	Region
OPERATING	BORSCH ROOFING PROFESSIONALS INC	N2971 HWY 15	HORTONVILLE	WI	54944	445102350	OUTAGAMIE	NORTHEAST
OPERATING	HORTONVILLE COMPOST SITE	453 E MAIN ST	HORTONVILLE	WI	54944	445180780	OUTAGAMIE	NORTHEAST
OPERATING	JBC MACHINE	145 INDUSTRIAL PARK AVE	HORTONVILLE	WI	54944	445128640	OUTAGAMIE	NORTHEAST
OPERATING	MID VALLEY INDUSTRIAL SERVICES INC	718 INDUSTRIAL PARK AVE	HORTONVILLE	WI	54944	445144260	OUTAGAMIE	NORTHEAST
OPERATING	MIDCON PRODUCTS INC	262 E MAIN ST	HORTONVILLE	WI	54944	445098170	OUTAGAMIE	NORTHEAST
OPERATING	T R DISPOSAL SERVICE	N883 NORTH RD	HORTONVILLE	WI	54944	445152510	OUTAGAMIE	NORTHEAST
OPERATING	TOM-CIN METALS INC	320 INDUSTRIAL PARK AVE	HORTONVILLE	WI	54944	445036790	OUTAGAMIE	NORTHEAST
OPERATING	VALLEY RESTORATION	428 E MAIN ST	HORTONVILLE	WI	54944	445139420	OUTAGAMIE	NORTHEAST
OPERATING	WEPCO WOLF RIVER SRVC CTR	STH 45, 2 MI NW OF HORTONVILLE	HORTONVILLE	WI	54944	445026010	OUTAGAMIE	NORTHEAST

Source: WDNR, SHWIMS on the Web. <http://dnr.wi.gov/sotw/BasicSearchAction.do>

Town of Greenville

Waste Management Facility Search Results :

Status	Facility Name	Address	Municipality	State	Zip	FID	County	Region
OPERATING	AFFINITY MEDICAL GROUP	W6981 PARKVIEW DRIVE	GREENVILLE	WI	54942	445164720	OUTAGAMIE	NORTHEAST
OPERATING	BALCO SVCS INC	N961 TOWERVIEW DR	GREENVILLE	WI	54942	445128530	OUTAGAMIE	NORTHEAST
OPERATING	CORCORAN PAINT	N1000 CRAFTSMEN DR	GREENVILLE	WI	54942	445166700	OUTAGAMIE	NORTHEAST
OPERATING	FINISHING PLUS	N1009 QUALITY DR	GREENVILLE	WI	54942	445180010	OUTAGAMIE	NORTHEAST
OPERATING	FIRELINE SPRINKLER CORP	N1043 TOWERVIEW DR	GREENVILLE	WI	54942	445160980	OUTAGAMIE	NORTHEAST

OPERATING	GRAPHIC COMPOSITION	N1246 TECHNICAL DR	GREENVILLE	WI	54942	445166920	OUTAGAMIE	NORTHEAST
OPERATING	H J JENNERJOHN-WI DOT-OEA 6430-01-00	N899 MUNI DR USH 45	GREENVILLE	WI	54911	445110490	OUTAGAMIE	NORTHEAST
OPERATING	HANSEL TRUCKING LLC	W6625 CTH JJ	GREENVILLE	WI	54942	445175390	OUTAGAMIE	NORTHEAST
OPERATING	INDUSTRIAL VENTILATION INC	N1001 TOWER VIEW DR	GREENVILLE	WI	54942	445129520	OUTAGAMIE	NORTHEAST
OPERATING	INDUSTRIAL VENTILATION INC	W6395 SPECIALTY DR	GREENVILLE	WI	54942	445153500	OUTAGAMIE	NORTHEAST
OPERATING	INSTRUMENT & VALVE SERVICES CO	N992 QUALITY DR STE A	GREENVILLE	WI	54942	345000260	OUTAGAMIE	NORTHEAST
OPERATING	IVI NORTH INC PLANT 3	W6447 LEVI DR	GREENVILLE	WI	54942	445186390	OUTAGAMIE	NORTHEAST
OPERATING	JANSPORT INC	N850 CTH CB	GREENVILLE	WI	54915	445123140	OUTAGAMIE	NORTHEAST
OPERATING	JOES COLLISION & RESTORATION LLC	N966 QUALITY DR	GREENVILLE	WI	54942	445139640	OUTAGAMIE	NORTHEAST
OPERATING	KORTH INC	W7002 SPRING RD	GREENVILLE	WI	54942	445122480	OUTAGAMIE	NORTHEAST
OPERATING	MILLER ELECTRIC MANUF CO - ADV TECH PLT	N822 COMMUNICATION DR	GREENVILLE	WI	54914	445167800	OUTAGAMIE	NORTHEAST
OPERATING	MILLER ELECTRIC MANUF CO - LIGHT IND PLT	N855 MAYFLOWER DR	GREENVILLE	WI	54914	445167910	OUTAGAMIE	NORTHEAST
OPERATING	MILLER ELECTRIC MANUF CO - PORTABLE PWR PROD	N675 MAYFLOWER DR	GREENVILLE	WI	54914	445168020	OUTAGAMIE	NORTHEAST
OPERATING	MILLER ELECTRIC MANUF CO 3-PHASE PLT	N720 COMMUNICATION DR	GREENVILLE	WI	54914	445167690	OUTAGAMIE	NORTHEAST
OPERATING	MILLER ELECTRIC MFG CO - ISG SOUTH	N676 COMMUNICATION DR	GREENVILLE	WI	54914	445119400	OUTAGAMIE	NORTHEAST
OPERATING	OMNICARE OF APPLETON	N926 TOWER VIEW DR UNIT A	GREENVILLE	WI	54942	445185620	OUTAGAMIE	NORTHEAST
OPERATING	OUTAGAMIE CNTY AIR-GULFSTREAM AEROSPACE CORP	W6365 DISCOVERY DR	GREENVILLE TN	WI	54914	445023810	OUTAGAMIE	NORTHEAST
OPERATING	OUTAGAMIE CO AIRPORT (FEDERAL EXPRESS CORP)	OUTAGAMIE CNTY AIRPORT	GREENVILLE TN	WI	54911	445097510	OUTAGAMIE	NORTHEAST
OPERATING	PLEXUS CORP - APPLETON 1	N800 CTH CB	GREENVILLE	WI	54914	445000160	OUTAGAMIE	NORTHEAST
OPERATING	RED TOP CAB CO INC	N497 CTH CB	GREENVILLE	WI	54915	445153610	OUTAGAMIE	NORTHEAST
OPERATING	SCHAETZEL EDMUND FARM	W7045 SPENCER RD	GREENVILLE TN	WI	54915	445128970	OUTAGAMIE	NORTHEAST
OPERATING	STERLING COLORS LLC	W6166	GREENVILLE	WI	54942	445186500	OUTAGAMIE	NORTHEAST

OPERATING	THE DISPLAY SHOP INC	GREENVILLE DR W6357 DESIGN DR UNIT B	GREENVILLE	WI	54942	445141950	OUTAGAMIE	NORTHEAST
OPERATING	TJWELS CO	W6570 QUALITY CT	GREENVILLE	WI	54942	445180450	OUTAGAMIE	NORTHEAST
OPERATING	TOYS FOR TRUCKS	W6411 GREENVILLE DR	GREENVILLE	WI	54942	445137660	OUTAGAMIE	NORTHEAST

Source: WDNR, SHWIMS on the Web. <http://dnr.wi.gov/sotw/BasicSearchAction.do>

Town of Hortonia

Waste Management Facility Search Results :

Status	Facility Name	Address	Municipality	State	Zip	FID	County	Region
OPERATING	AHLGRIMM EXPLOSIVES CO INC	W9899 GIVENS RD	HORTONIA TN	WI	54944	445184080	OUTAGAMIE	NORTHEAST

Source: WDNR, SHWIMS on the Web. <http://dnr.wi.gov/sotw/BasicSearchAction.do>

Town of Ellington

[HELP](#) | [DOWNLOAD](#)

No Facilities Found

Searching For:

Municipality begins with ELLINGTON
Facility in State of WI
Outagamie County
Facilities with Activities having Active Status

Sorted by Facility Name

Try broadening your search by entering fewer criteria values or less exacting ones. For example, if you enter 100 South Main Street and the address in the database is 100 S Main St, your search may not find the correct location. Try entering just Main. You may then narrow your search by selecting the county, municipality, activity type, etc. Check out Search Help for more information and standard abbreviations used in the database.

Source: WDNR, SHWIMS on the Web. <http://dnr.wi.gov/sotw/BasicSearchAction.do>

Town of Dale

Waste Management Facility Search Results :

Status	Facility Name	Address	Municipality	State	Zip	FID	County	Region
OPERATING	H2O UNDER PRESSURE INC	N892 DEPOT RD	DALE	WI	54931	469099620	OUTAGAMIE	NORTHEAST

Town of Liberty

[HELP](#) | [DOWNLOAD](#)

No Facilities Found

Searching For:

Municipality begins with LIBERTY
Facility in State of WI
Outagamie County
Facilities with Activities having Active Status

Sorted by Facility Name

Try broadening your search by entering fewer criteria values or less exacting ones. For example, if you enter 100 South Main Street and the address in the database is 100 S Main St, your search may not find the correct location. Try entering just Main. You may then narrow your search by selecting the county, municipality, activity type, etc. Check out Search Help for more information and standard abbreviations used in the database.

WDNR Waste Facilities

28 Facilities Found Searching For:

Municipality begins with HORTONVILLE

Facility in State of WI

Sorted by Facility Name

Facility Status	Facility Name Address	FID	County	Region
CLOSED	AGRILINK FOODS HORTONVILLE 302 S LINCOLN ST HORTONVILLE, WI 54944	445030630	OUTAGAMIE	NORTHEAST
CLOSED	AMERITECH HORTONVILLE P1106 209 HILL ST HORTONVILLE, WI 54944	445021280	OUTAGAMIE	NORTHEAST
CLOSED	AMERITECH HORTONVILLE P1130D CTH M 3/4 MI S OF HORTONVILLE HORTONVILLE, WI 54944	445020730	OUTAGAMIE	NORTHEAST
OPERATING	AT&T HORTONVILLE LMD 2 MI N OF HORTONVILLE HORTONVILLE, WI 54944	445022380	OUTAGAMIE	NORTHEAST
OPERATING	BORSCH ROOFING PROFESSIONALS INC N2971 HWY 15 HORTONVILLE, WI 54944	445102350	OUTAGAMIE	NORTHEAST
OPERATING	FANNIN OIL CO 336 S LINCOLN ST HORTONVILLE, WI 54944	445003790	OUTAGAMIE	NORTHEAST
OPERATING	FOX VALLEY STEEL & WIRE 111 N DOUGLAS ST HORTONVILLE, WI 54944	445031620	OUTAGAMIE	NORTHEAST
OPERATING	HORTONVILLE AMOCO (C-STORE) 102 E MAIN ST HORTONVILLE, WI 54944	445073750	OUTAGAMIE	NORTHEAST

Facility Status	Facility Name Address	FID	County	Region
OPERATING	HORTONVILLE COMPOST SITE 453 E MAIN ST HORTONVILLE, WI 54944	445180780	OUTAGAMIE	NORTHEAST
OPERATING	HORTONVILLE SCHOOL DIST 246 N OLK ST HORTONVILLE, WI 54944	445083650	OUTAGAMIE	NORTHEAST
CLOSED	HORTONVILLE VIL LF HWY 45 HORTONVILLE, WI 54944	445017210	OUTAGAMIE	NORTHEAST
OPERATING	HORTONVILLE WASTEWATER TREATMENT PLT 111 S NASH ST HORTONVILLE, WI 54944	445005330	OUTAGAMIE	NORTHEAST
OPERATING	ILLINOIS TIRE RECYCLING N1939 MANLEY RD HORTONVILLE, WI 54944	445175060	OUTAGAMIE	NORTHEAST
OPERATING	JBC MACHINE 145 INDUSTRIAL PARK AVE HORTONVILLE, WI 54944	445128640	OUTAGAMIE	NORTHEAST
OPERATING	JIM BINVERSIE TRUCKING INC N1572 MIDWAY RD HORTONVILLE, WI 54944	998210400	OUTAGAMIE	NORTHEAST
OPERATING	KWIK TRIP STORE #740 261 E MAIN ST HORTONVILLE, WI 54944	445166260	OUTAGAMIE	NORTHEAST
OPERATING	MID VALLEY INDUSTRIAL SERVICES INC 718 INDUSTRIAL PARK AVE HORTONVILLE, WI 54944	445144260	OUTAGAMIE	NORTHEAST
OPERATING	MIDCON PRODUCTS INC 262 E MAIN ST HORTONVILLE, WI 54944	445098170	OUTAGAMIE	NORTHEAST

Facility Status	Facility Name Address	FID	County	Region
OPERATING	HORTONVILLE COMPOST SITE 453 E MAIN ST HORTONVILLE, WI 54944	445180780	OUTAGAMIE	NORTHEAST
OPERATING	OUTAGAMIE CNTY HWY DEPT - HORTONVILLE GARAGE 115 S OAK ST HORTONVILLE VIL, WI 54944	445103890	OUTAGAMIE	NORTHEAST
OPERATING	REFUSE REMOVAL SERVICE CO HWY 10 & NORTH RD HORTONVILLE, WI	445014570	OUTAGAMIE	NORTHEAST
OPERATING	SAMSONS TIRE RECYCLING 7941 W GRANDVIEW RD HORTONVILLE, WI 54944	998269580	OUTAGAMIE	NORTHEAST
OPERATING	SCHWAN OIL CO ALLEY NO 2 HORTONVILLE, WI 54944	445115330	OUTAGAMIE	NORTHEAST
OPERATING	T R DISPOSAL SERVICE N883 NORTH RD HORTONVILLE, WI 54944	445152510	OUTAGAMIE	NORTHEAST
OPERATING	TOM-CIN METALS INC 110 N NASH ST HORTONVILLE, WI 54944	445028100	OUTAGAMIE	NORTHEAST
OPERATING	TOM-CIN METALS INC 320 INDUSTRIAL PARK AVE HORTONVILLE, WI 54944	445036790	OUTAGAMIE	NORTHEAST
OPERATING	VALLEY RESTORATION 428 E MAIN ST HORTONVILLE, WI 54944	445139420	OUTAGAMIE	NORTHEAST
OPERATING	WEPCO WOLF RIVER SRVC CTR STH 45, 2 MI NW OF HORTONVILLE HORTONVILLE, WI 54944	445026010	OUTAGAMIE	NORTHEAST

Facility Status	Facility Name Address	FID	County	Region
OPERATING	WISCONSIN PAINT & POWDER COAT INC 825 W MAIN ST HORTONVILLE VL, WI 54944	445093220	OUTAGAMIE	NORTHEAST

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

HELP DOWNLOAD				
4 Facilities Found Searching For: Municipality begins with DALE Facility in State of WI Outagamie County Sorted by Facility Name				
<u>Facility Status</u>	Facility Name Address Municipality State Zip	FID	County	Region
CLOSED	DALE TN DEPOT RD DALE, WI	445015340	OUTAGAMIE	NORTHEAST
MOVED	DISPLAY SHOP INC 1353 W MAIN ST DALE, WI 54931	445092120	OUTAGAMIE	NORTHEAST
OPERATING	H2O UNDER PRESSURE INC N892 DEPOT RD DALE, WI 54931	469099620	OUTAGAMIE	NORTHEAST
OPERATING	SERVICE MOTOR CO W9614 HWY 10 DALE, WI 54931	445021940	OUTAGAMIE	NORTHEAST

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

HELP DOWNLOAD				
2 Facilities Found Searching For: Municipality begins with ELLINGTON Facility in State of WI Outagamie County Sorted by Facility Name				
<u>Facility Status</u>	Facility Name Address Municipality State Zip	FID	County	Region
CLOSED	ELLINGTON TN CTH MM ELLINGTON TN, WI	445015450	OUTAGAMIE	NORTHEAST
UNKNOWN	ELMER WOEHLE PROPERTY MAYFLOWER ELLINGTON TN, WI	445159000	OUTAGAMIE	NORTHEAST

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

4 Facilities Found Searching For:

Municipality begins with HORTONIA

Facility in State of WI

<u>Facility Status</u>	Facility Name Address	FID	County	Region
OPERATING	AHLGRIMM EXPLOSIVES CO INC W9899 GIVENS RD HORTONIA TN, WI 54944	445184080	OUTAGAMIE	NORTHEAST
OPERATING	HILLSHIRE FARM CO INCINERATOR ADDRESS UNKNOWN HORTONIA TN, WI 54961	445025900	OUTAGAMIE	NORTHEAST
CLOSED	HORTONIA TN USH 45-1 MI W OF HORTONVILLE HORTONIA TN, WI	445015670	OUTAGAMIE	NORTHEAST
OPERATING	MURPHY CONCRETE & CONST -NEW LONDON QUARRY N3144 CTH D HORTONIA TN, WI 54915	445111260	OUTAGAMIE	NORTHEAST

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

41 Facilities Found Searching For:

Municipality begins with GREENVILLE

Facility in State of WI

Outagamie County

Displaying Records 1 through 30 - Page 1 of 2

Sorted by Facility Name

[FIRST PAGE](#) [PREV PAGE](#) [NEXT PAGE](#)

<u>Facility Status</u>	Facility Name Address Municipality State Zip	FID	County	Region
OPERATING	<u>AFFINITY MEDICAL GROUP</u> W6981 PARKVIEW DRIVE GREENVILLE, WI 54942	445164720	OUTAGAMIE	NORTHEAST
CLOSED	<u>AIRBORNE EXPRESS</u> N740 ENDEAVOR DR GREENVILLE, WI 54942	445035030	OUTAGAMIE	NORTHEAST
OPERATING	<u>BALCO SVCS INC</u> N961 TOWERVIEW DR GREENVILLE, WI 54942	445128530	OUTAGAMIE	NORTHEAST
CLOSED	<u>BIO-RESOURCE PRODUCTS DIV OF DC WIEGMAN</u> N2023 GREENVILLE DR GREENVILLE , WI 54942	345000810	OUTAGAMIE	NORTHEAST
OPERATING	<u>CITY DISPOSAL SERVICES INC</u> N1385 HIGHGREEN DR GREENVILLE, WI 54942	445151410	OUTAGAMIE	NORTHEAST
OPERATING	<u>CORCORAN PAINT</u> N1000 CRAFTSMEN DR GREENVILLE, WI 54942	445166700	OUTAGAMIE	NORTHEAST
OPERATING	<u>FINISHING PLUS</u> N1009 QUALITY DR GREENVILLE, WI 54942	445180010	OUTAGAMIE	NORTHEAST
OPERATING	<u>FIRELINE SPRINKLER CORP</u> N1043 TOWERVIEW DR GREENVILLE, WI 54942	445160980	OUTAGAMIE	NORTHEAST
OPERATING	<u>GRAPHIC COMPOSITION</u> N1246 TECHNICAL DR GREENVILLE, WI 54942	445166920	OUTAGAMIE	NORTHEAST
OPERATING	<u>GREENVILLE COOP</u> N1868 MUNICIPAL DR (STH 76) GREENVILLE, WI 54942	445060110	OUTAGAMIE	NORTHEAST
CLOSED	<u>GREENVILLE TN</u> ISLAND RD GREENVILLE, WI	445015560	OUTAGAMIE	NORTHEAST

OPERATING	<u>H J JENNERJOHN-WI DOT-OEA 6430-01-00</u> N899 MUNI DR USH 45 GREENVILLE, WI 54911	445110490	OUTAGAMIE	NORTHEAST
OPERATING	<u>HANSEL TRUCKING LLC</u> W6625 CTH JJ GREENVILLE, WI 54942	445175390	OUTAGAMIE	NORTHEAST
OPERATING	<u>INDUSTRIAL VENTILATION INC</u> N1001 TOWER VIEW DR GREENVILLE, WI 54942	445129520	OUTAGAMIE	NORTHEAST
OPERATING	<u>INDUSTRIAL VENTILATION INC</u> W6395 SPECIALTY DR GREENVILLE, WI 54942	445153500	OUTAGAMIE	NORTHEAST
OPERATING	<u>INSTITUTE OF PAPER SCIENCE & TECH</u> BROADWAY RD GREENVILLE, WI 54942	445141290	OUTAGAMIE	NORTHEAST
OPERATING	<u>INSTRUMENT & VALVE SERVICES CO</u> N992 QUALITY DR STE A GREENVILLE, WI 54942	345000260	OUTAGAMIE	NORTHEAST
OPERATING	<u>IVI NORTH INC PLANT 3</u> W6447 LEVI DR GREENVILLE, WI 54942	445186390	OUTAGAMIE	NORTHEAST
OPERATING	<u>JANSPORT INC</u> N850 CTH CB GREENVILLE, WI 54915	445123140	OUTAGAMIE	NORTHEAST
OPERATING	<u>JOES COLLISION & RESTORATION LLC</u> N966 QUALITY DR GREENVILLE, WI 54942	445139640	OUTAGAMIE	NORTHEAST
OPERATING	<u>KORTH INC</u> W7002 SPRING RD GREENVILLE, WI 54942	445122480	OUTAGAMIE	NORTHEAST
OPERATING	<u>MATERIAL PLACEMENTS INC</u> N1004 TOWER VIEW DR GREENVILLE, WI 54942	445164610	OUTAGAMIE	NORTHEAST
OPERATING	<u>MILLER ELECTRIC MANUF CO - ADV TECH PLT</u> N822 COMMUNICATION DR GREENVILLE, WI 54914	445167800	OUTAGAMIE	NORTHEAST
OPERATING	<u>MILLER ELECTRIC MANUF CO - LIGHT IND PLT</u> N855 MAYFLOWER DR GREENVILLE, WI 54914	445167910	OUTAGAMIE	NORTHEAST
OPERATING	<u>MILLER ELECTRIC MANUF CO - PORTABLE PWR PROD</u> N675 MAYFLOWER DR GREENVILLE, WI 54914	445168020	OUTAGAMIE	NORTHEAST
OPERATING	<u>MILLER ELECTRIC MANUF CO - PORTABLE PWR PROD</u> N675 MAYFLOWER DR GREENVILLE, WI 54914	445168020	OUTAGAMIE	NORTHEAST
OPERATING	<u>MILLER ELECTRIC MANUF CO 3-PHASE PLT</u> N720 COMMUNICATION DR GREENVILLE, WI 54914	445167690	OUTAGAMIE	NORTHEAST
OPERATING	<u>MILLER ELECTRIC MFG CO - ISG SOUTH</u> N676 COMMUNICATION DR GREENVILLE, WI 54914	445119400	OUTAGAMIE	NORTHEAST
OPERATING	<u>OMNICARE OF APPLETON</u> N926 TOWER VIEW DR UNIT A GREENVILLE, WI 54942	445185620	OUTAGAMIE	NORTHEAST

OPERATING	<u>OUTAGAMIE CNTY AIR-GULFSTREAM AEROSPACE CORP</u> W6365 DISCOVERY DR GREENVILLE TN, WI 54914	445023810	OUTAGAMIE	NORTHEAST
OPERATING	<u>OUTAGAMIE CNTY AIRPORT (MAXAIR INC)</u> W6381 COLUMBIA DR GREENVILLE TN, WI 54915	445066380	OUTAGAMIE	NORTHEAST
FIRST PAGE PREV PAGE NEXT PAGE				

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

HELP DOWNLOAD				
2 Facilities Found Searching For: Municipality begins with LIBERTY Facility in State of WI Outagamie County Sorted by Facility Name				
<u>Facility Status</u>	Facility Name Address Municipality State Zip	FID	County	Region
OPERATING	<u>NEW LONDON CTY TRANSFER FACILITY</u> ADDRESS UNKNOWN LIBERTY TN, WI 54961	445013250	OUTAGAMIE	NORTHEAST
CLOSED	<u>NEW LONDON CTY/LIBERTY TN</u> CTH S LIBERTY TN, WI 54961	445013140	OUTAGAMIE	NORTHEAST

L-22

Source: WDNR Solid and Hazardous Waste Information System (SHWIMS); <http://prodoasjava.dnr.wi.gov/sotw/Welcome.do>

Wisconsin Architecture & History Inventory Sites in the Village of Hortonville			
Historic Name	Address	Resource Type	Status
V. Hortonville			
Unnamed House	716 W. Main Street	House	
Saints Peter and Paul Catholic Church Rectory	167 E. Main Street	Building	Demolished
Unnamed Building	503 W. Main Street	Water Utility	Demolished
Unnamed House	133 Bath Street	House	
Hardtails Saloon	208-212 W. Main Street	Retail Building	
Hortonville Canning	302 S Lincoln Street	Industrial Building	
Unamed House	419 N. Crest Street	House	
Farmers and Merchants State Bank	202 W. Main Street	Bank/Financial Institution	
Jumpin Jack's Tavern	Main Street, NE corner with Pine Street	Retail Building	Demolished
Mark Pribbenow Agency Insurance	204 W. Main Street	Automobile Showroom	
Peter Olk Grain Elevator	136 W. Dewy Street	Grain Elevator	
Unnamed House	419 Nash Street	House	
Evangelical Lutheran Bethlehems Kirche	N. Nash and Embarrass Street	Church	
Hortonville Community Hall	312 W. Main Street	Meeting Hall	
Unnamed House	411 S. Nash Street	House	
Hauk Hardware	215 W. Main Street	Retail Building	
Farm Complex	473 N. Crest Street	House	
Unnamed Building	209 W. Main Street	Retail Building	
Lang DentalOffice/Nieuwenhuis Chiropractic	201 W. Main Street	Retail Building	
Village Laundry	109 E. Main Street	Retail Building	
Nye, Charles, House	124 Bath Street	House	
S.S. Peter and Paul Catholic Church	E. Main Street at Olk Street	Church	Demolished
Unnamed Retail Building	207 W. Main Street	Retail Building	
American Telephone and Telegraph Co.	804 S. Nash Street	Telephone/telegraph building	
H.J. JennerJohn Auctioneer - Realtor	226 W. Main Street	Retail Building	
House	122 S. Mill Street	House	
Saints Peter and Paul Church	100 Block of Main Street & Polk Street, NW Corner	Church	Demolished
Unnamed Retail Building	219, 221, 223 W Main Street	Retail Building	

Wisconsin Architecture & History Inventory Sites in the Village of Hortonville (Continued)

Schneider's Feed and Seed	424 S. Mill Street	Retail Building	
The Black Otter	503 S. Nash Street	Hotel/motel	
Garriot Chiropractors	216 W. Main Street	Retail Building	
Unnamed Retail Building	213 W. Main Street	Retail Building	
J-Dog Studios	203 & CA.205 W Main Street	Retail Building	
House	137 E. Main Street	House	
Unnamed Elementary, middle, jr.high, or high	Pine at Embaras	Elementary, middle, jr.high, or high	
Hortonville Tax Service	113 W. Main Street	House	
Unnamed House	327 W. Main Street	House	
Community Baptist Church	Briggs Street & Embarrass Street, NE Corner	Church	
Unnamed House	422 W. Main Street	House	

Source: Wisconsin Architectural and History Inventory. <http://www.wisconsinhistory.org/ahi/>. Accessed 6/26/13.

Wisconsin Architecture & History Inventory Sites in the Town of Dale (Partial List)

Historic Name	Address	Resource Type	Status
T. Dale (Partial List)			
Agricultural - outbuilding	CTH TT, eastside, just south of intersection with Spring Road	Agricultural - outbuilding	
Unnamed House	CTH T, westside, 200' south of Lonely Road	House	
Farm Complex	W8707 Spring Road	House	
Farm Complex	W8707 Spring Road	Animal barn/stable	
Unnamed House	W8657 Spring Road	House	

Source: Wisconsin Architectural and History Inventory. <http://www.wisconsinhistory.org/ahi/>. Accessed 6/26/13.

Note: Information contained within this table is for sites listed within the 1.5 mile buffer area.

Wisconsin Architecture & History Inventory Sites in the Town of Ellington (Partial List)

Historic Name	Address	Resource Type	Status
T. Ellington (Partial List)			
Emmett Root Barn	W8498 Grand View Road	Wisconsin dairy barn	
Stevensville Cheese Factory	2.5 MI. NE of Hortonville on CTH MM	Cheese Factory	
Anton & Francisca Weiss Farmstead	W7892 CTH JJ	House	
Anton & Francisca Weiss Farmstead Barn	W7892 CTH JJ	Barn	

Source: Wisconsin Architectural and History Inventory. <http://www.wisconsinhistory.org/ahi/>. Accessed 6/26/13.

Note: Information contained within this table is for sites listed within the 1.5 mile buffer area.

Wisconsin Architecture & History Inventory Sites in the Town of Greenville (Partial List)

Historic Name	Address	Resource Type	Status
T. Greenville (Partial List)			
Unnamed House	W8344 Spring Road	House	

Source: Wisconsin Architectural and History Inventory. <http://www.wisconsinhistory.org/ahi/>. Accessed 6/26/13.

Note: Information contained within this table is for sites listed within the 1.5 mile buffer area.

Wisconsin Architecture & History Inventory Sites in the Town of Hortonia (Partial List)

Historic Name	Address	Resource Type	Status
T. Hortonia (Partial List)			
Farm Complex	N2396 CTH T	House	
Unnamed House	N2642 CTH T	House	
Hortonia Town Hall	W9702 Givens Road, NW Corner of CTH T & Givens Road	One to six room school	
Unnamed House	N2747 STH 15, Southside, 1/4 MI. of Givens Road	House	
Farm Complex	W9239 CTH TT	House	
Unnamed House	W9385 CTH TT	House	
Unnamed House	N2809 Givens Road	House	

Source: Wisconsin Architectural and History Inventory. <http://www.wisconsinhistory.org/ahi/>. Accessed 6/26/13.

Note: Information contained within this table is for sites listed within the 1.5 mile buffer area.

Wisconsin Architecture & History Inventory Sites in the Town of Liberty (Partial List)			
Historic Name	Address	Resource Type	Status
T. Liberty (Partial List)			
None Listed			
Source: Wisconsin Architectural and History Inventory. http://www.wisconsinhistory.org/ahi/ . Accessed 6/26/13.			
Note: Information contained within this table is for sites listed within the 1.5 mile buffer area.			

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Robert Hermes, Chair
Donna Kalata, Vice-Chair
Eric Fowle, Secretary-Treasurer

COMMISSION MEMBERS - 2013/2014

CALUMET COUNTY

Bill Barribeau
Pat Laughrin
Merlin Gentz
DuWayne Federwitz

MENOMINEE COUNTY

Muriel Bzdawka
(Jeremy Johnson, Alt.)
Ruth Winter
Robert Hermes, Chair

OUTAGAMIE COUNTY

Tom Nelson
Judy Schuette
(Peter Stueck, Alt.)
Tim Hanna
Carl Anthony
Kevin Sturn
Michael Thomas

SHAWANO COUNTY

Jerry Erdmann
Ken Capelle
Marshal Giese

WAUPACA COUNTY

Dick Koeppen
Gary Barrington
Brian Smith

WAUSHARA COUNTY

Donna Kalata
Larry Timm
Neal Strehlow

WINNEBAGO COUNTY

Mark Harris
David Albrecht
Ernie Bellin
Burk Tower
(Mark Rohloff, Alt)
Jim Erdman
Ken Robl

