

Industry	Town of Dale		Town of Ellington		Town of Greenville		Town of Hortonia		Village of Hortonville	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, forestry, fishing and hunting, and mining	62	5%	109	7%	111	3%	19	3%	12	1%
Construction	102	8%	111	8%	218	6%	59	10%	94	8%
Manufacturing	356	27%	471	32%	1262	34%	170	30%	415	33%
Wholesale trade	66	5%	41	3%	128	3%	18	3%	29	2%
Retail trade	167	13%	172	12%	352	9%	51	9%	126	10%
Transportation, warehousing, and utilities	74	6%	70	5%	207	6%	18	3%	77	6%
Information	13	1%	13	1%	18	0%	3	1%	10	1%
Finance, insurance, real estate, rental, and leasing	79	6%	65	4%	291	8%	33	6%	77	6%
Professional, scientific, management, administrative, and waste management services	106	8%	76	5%	263	7%	27	5%	87	7%
Educational, health, and social services	187	14%	188	13%	523	14%	109	19%	230	18%
Arts, entertainment, recreation, accommodation, and food services	44	3%	78	5%	151	4%	21	4%	27	2%
Other services (except public administration)	35	3%	60	4%	182	5%	34	6%	37	3%
Public administration	18	1%	12	1%	44	1%	8	1%	27	2%

Source: Census 2000 Summary Tape File 3

**Table 3.3-2 2000 Employment by Industry**

E. Other Economic Characteristics

1. Location Quotients

Table 3.3-3 displays location quotients. The location quotient measures an industry's approximate export activity. Export industries contribute to a community's economic foundation. Industries produce exports when the location quotient is greater than 1.00. Local consumption is satisfied by local production when the location quotient is equal to 1.00. Local consumption is not satisfied by local industries when the location quotient is less than 1.00. Agriculture is an important economic activity for the Towns of Ellington and Dale. The agriculture location quotients are 2.70 and 1.72, respectively. The construction industry created the largest amount of export activity in the Town of Hortonia. Manufacturing was the biggest export activity in the Village of Hortonville and Town of Greenville. Manufacturing, agriculture, and construction industries are the study area's economic foundation.

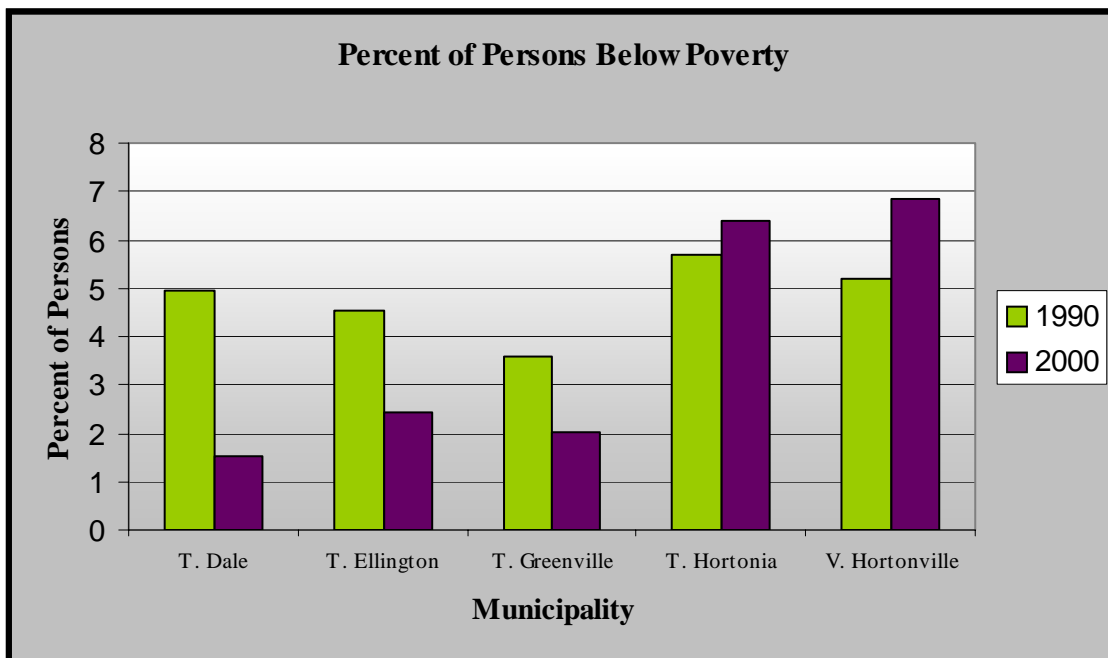
Industry	Town of Dale	Town of Ellington	Town of Greenville	Town of Hortonia	Village of Hortonville
Agriculture, forestry, fishing, hunting, and mining	1.72	2.70	1.07	1.21	0.35
Construction	1.32	1.28	0.98	1.75	1.27
Manufacturing	1.23	1.45	1.52	1.34	1.50
Wholesale trade	1.57	0.87	1.06	0.98	0.72
Retail trade	1.10	1.01	0.81	0.77	0.87
Transportation, warehousing, and utilities	1.25	1.06	1.22	0.70	1.36
Information	0.45	0.40	0.22	0.24	0.36
Finance, insurance, real estate, rental, and leasing	0.98	0.72	1.26	0.94	1.00
Professional, scientific, management, administrative, and waste management services	1.23	0.79	1.07	0.72	1.06
Educational, health, and social services	0.71	0.64	0.70	0.95	0.92
Arts, entertainment, recreation, accommodation, and food services	0.46	0.73	0.55	0.51	0.30
Other services (except public administration)	0.66	1.01	1.20	1.47	0.73
Public administration	0.39	0.23	0.33	0.40	0.62

\*Compared to Wisconsin employment by industry.  
Source: WisDOT, District 3

**Table 3.3-3 2000 Location Quotient**

2. Incomes

Figure 3.3-8 displays the percentage of persons below poverty. The Town of Hortonia and Village of Hortonville experienced a slight increase in the percentage of persons below poverty. Less than seven percent of the study area population is below poverty.



Source: Department of Administration

**Figure 3.3-8 Percent of Persons Below Poverty**

3.4 LAND USE AND RELATED CHARACTERISTICS

A. Residential

Residential development is rapidly spreading throughout the study area. Most new development is occurring in large lot, rural subdivisions in the Towns of Dale, Ellington, Hortonia, and Greenville. The Village of Hortonville is also experiencing residential growth in the southern, northern, and western portions of the Village and has recently annexed adjacent developments. Additionally, individual residences are being built throughout the corridor area, intermixed with existing farm residences.

B. Commercial/Industrial

The majority of the industrial development in the study area is located in the southwestern corner of the Village of Hortonville. Minimal industrial development exists in the study area between the Towns of Greenville and Hortonia. Commercial development is primarily located adjacent to the Highway 15 corridor in the Village of Hortonville and the Town of Greenville.

C. Area Communities

The Highway 15 project study area for secondary and cumulative effects is centered on the Village of Hortonville and encompasses the Towns of Lebanon, Mukwa, and Caledonia in Waupaca County and Maple Creek, Liberty, Hortonia, Dale, Greenville, and Ellington in Outagamie County. The City of New London is located in the western portion of the study area. See Figure 3.4-1 for the location of these communities.

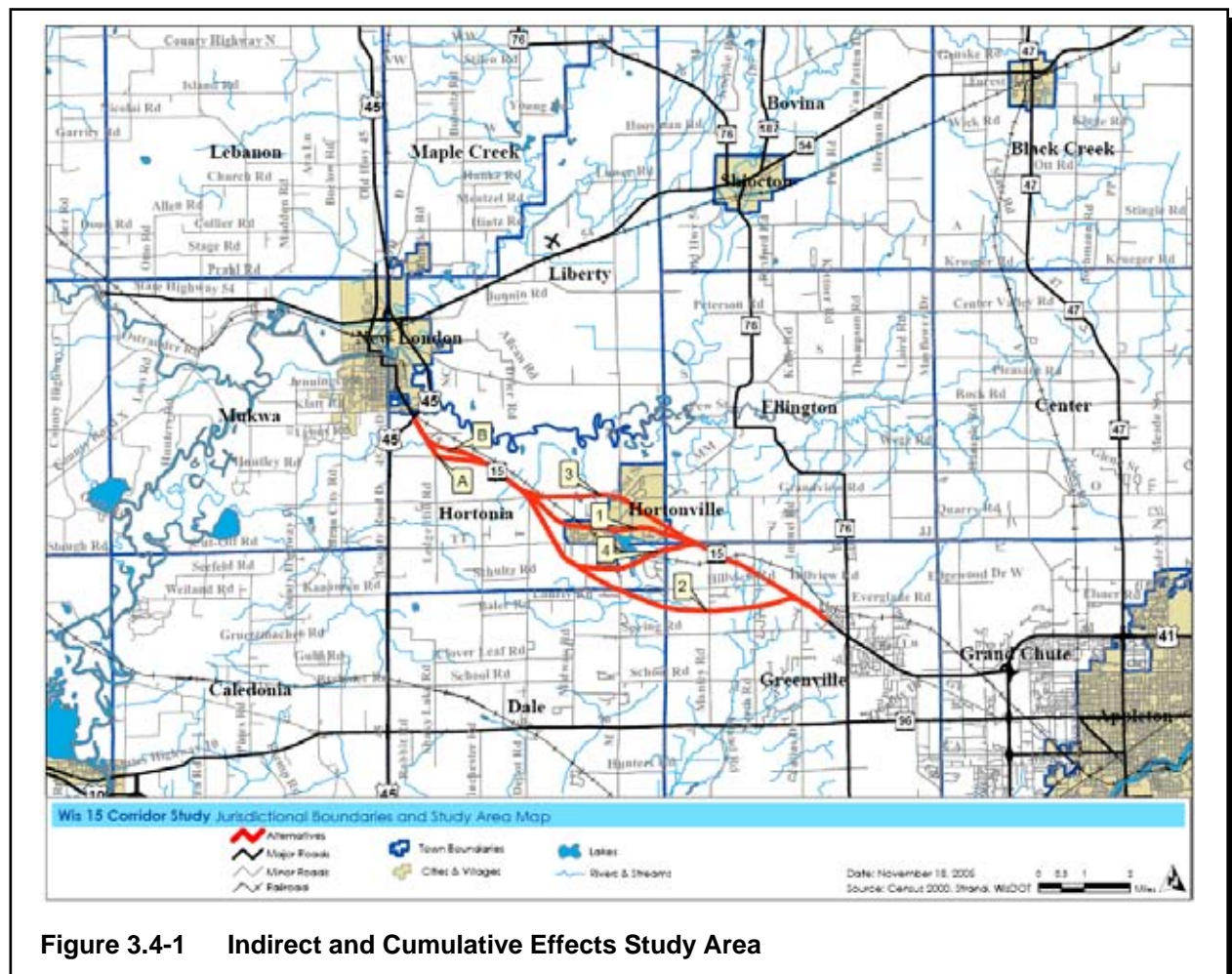


Figure 3.4-1 Indirect and Cumulative Effects Study Area

#### D. Public Use Lands

Outagamie County does not contain any state forest lands. The Wiouwash State Trail (see Figure 3.4-2) connects the Village of Hortonville and the City of Oshkosh. The trail is 19 miles long, six of which are within Outagamie County. The trail runs parallel to County M and ends at the railroad tracks just south of WIS 15 in the Village of Hortonville. The trail is used for snowmobiles and cross-country skiing in the winter and horseback riding, biking, and jogging in the summer. Public access is located at the northern end near the Village of Hortonville with a 5.5-acre parcel. This trailhead also provides a small picnic area and parking.



**Figure 3.4-2 Wiouwash State Trail**

There are several county parks near the WIS 15 corridor. Black Otter Lake Park is located in the Village of Hortonville along the north shore of Black Otter Lake. The Village's Alonzo Park is directly east of the park linked by a pedestrian bridge. Buchman Access is a 6-acre parcel just north of Hortonville, along County M. The access is along the Wolf River and provides a boat launch, parking, and a small picnic area. The Mosquito Hill Nature Center is 428 acres of land located just east of the City of New London. This is the largest recreational facility owned by Outagamie County. Another Outagamie County Park, Stephenville Access, is located along the Wolf River, approximately 1 mile west of the unincorporated community of Stephenville. The access provides a boat launch, picnic area, and parking. View Ridge Park is located east of the City of New London on 36 acres of land. The former downhill ski facility is used for overnight camping for nonprofit groups and organizations.

There are three state recreational areas in the WIS 15 corridor. The Liberty Wildlife Area is located approximately 2 miles east of the city of New London. The 640-acre site is mostly made up of wooded wetland and the Embarrass River tributaries. Shaky Lake Wildlife Area is located in the Town of Dale. The wildlife area is 220 acres including Shaky Lake. The Wolf River Wildlife Area is located in the Town of Hortonville along the south side of the Wolf River. The wildlife area only covers 46.6 acres, which makes it the smallest recreational resource in the County.

There are approximately five lakes in the area. Black Otter Lake is a 74.7-acre impoundment lake located in the Village of Hortonville. Two lakes, Shaky and Squaw Lake, are located in the Town of Dale. Both are pothole lakes. Shaky Lake is only 1.9 acres while Squaw Lake is 5.5 acres. The main stream or river in the area is the Wolf River. The 536.4-acre river is located just east of New London. Black Otter Creek is located in the Village of Hortonville. The creek crosses WIS 15 and empties into the Black Otter Lake. On the opposite end of the corridor is the Rat River. The 19.4-acre river is located in Greenville. There is also an unnamed 0.6-acre stream located in the Town of Hortonville.

There are no public hunting and fishing lands in the study area.

#### E. Agricultural Land

The majority of the land on either side of the Village of Hortonville is cropland as shown in Figure 3.4-3. Farmsteads are scattered throughout the study area. See Section 7.0, Comments and Coordination, to view the December 8, 2004 Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) correspondence regarding existing conditions.



**Figure 3.4-3 Agricultural Land in the Corridor Area**

### F. Institutions

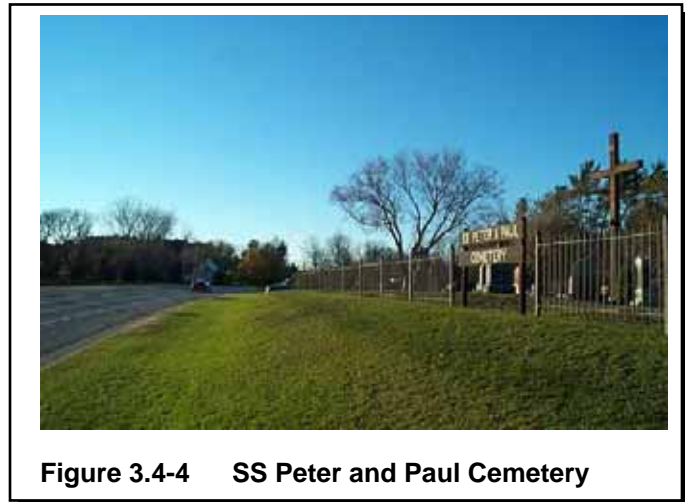
The Hortonville School District serves the project study area. There is one high school, two middle schools, two elementary schools, and one private elementary school in the district. The school district uses school buses. The Bethlehem Evangelical Lutheran School is located on the corner of North Pine Street and WIS 15 (See Figure 3.3-6).

The project area is served by the University of Wisconsin–Green Bay (1 hour); University of Wisconsin–Oshkosh (45 minutes); University of Wisconsin–Stevens Point (1 1/2 hours); University of Wisconsin Fox Valley Center, Menasha (20 minutes); Lawrence University (20 minutes); St. Norbert College, DePere (45 minutes); and the Fox Valley Technical College; Appleton (15 minutes).

LaSalle Clinics in New London and Appleton, New London Family Medical Center, Appleton Medical Center, and Theda Care Regional Medical Center all serve the corridor.

### G. Cemeteries

Dale Cemetery is on Wisconsin Road about 4 miles south of WIS 15. Ellington Cemetery is about 2 miles north of WIS 15 on Parthie Road. Hortonville Union Cemetery is located on Maple Street in Hortonville just north of WIS 15. Saint Peter and Paul Cemetery is located on Hortonville's western outskirts and is shown in Figure 3.4-4.



**Figure 3.4-4 SS Peter and Paul Cemetery**

### H. Planning and Zoning

The Village of Hortonville and towns of Dale, Greenville, and Liberty in Outagamie County have all adopted comprehensive plans. Such plans help communities identify land use and development goals. Planned Land Use Maps, prepared as part of the comprehensive planning process, depict future development patterns within the community and illustrate the conversion of one type of land use to another based upon projected changes in demographics, transportation corridors, economic growth, and the location of natural resources.

The Towns of Hortonville and Ellington, in Outagamie County, and the Towns of Mukwa, Lebanon, and Caledonia in Waupaca County are all in the process of writing comprehensive plans. The Town of Maple Creek and the City of New London do not currently have comprehensive plans.

The Town of Dale, located southwest of the WIS 15 corridor, is primarily a bedroom community. The number of family farms is decreasing as land is being converted to residential subdivisions. As with most rural towns, small lot, two-family and multifamily residential housing is planned to be developed within the sanitary sewer district. The Town is encouraging the preservation of farmland, as well as its other natural resources, by planning for compact service, retail, and manufacturing businesses. In addition, the Town plans to encourage the development of an incubator park to attract new businesses and industry to the area. However, the Town does not intend to market its land for use as more intensive industrial/business park development.

The Town of Ellington is located to the northeast of the WIS 15 corridor. Characterized by a diversity of natural resources and a wealth of agricultural open space, this Town's land use goals reflect the need to preserve the Wolf River Basin, Bear Creek, and the LaSage Bottomlands from urban development encroachment. The Town will continue to encourage residential development within Stephenville, the boundaries of the Stephenville Sanitary District, and also within approved and platted subdivisions in the rural areas of the Town.