

The Village of Hortonville represents the heart of the WIS 15 study segment. Currently, WIS 15 functions as the Village's main street. As such, the majority of commercial development in Hortonville is currently located along this corridor. In addition, all three of the Village's public schools are located directly off the highway. In the future, Hortonville plans to keep commercial development centrally located and adjacent to WIS 15. An expanding industrial park will be located on the western side of the Village. Large lot residential development is planned for the northeastern and southeastern portions of the Village with multifamily residential planned for the southwestern perimeter of the Village. Hortonville's long-term goals are to maintain a small town atmosphere and to preserve the natural, cultural, and historic resources in the area.

The Town of Greenville is located southeast of the WIS 15 project corridor. Like its neighboring towns, Greenville is striving to maintain its rural character by directing future development to areas that already have existing infrastructure. Most urban development is occurring on the east side of the Town, with agricultural land uses located mostly to the west. Residential development is planned for areas south of County JJ, east and west of WIS 76 as well as areas south of WIS 15, east of Julius Road and north of WIS 96. Commercial and industrial development is planned for areas near County CB, WIS 15, and US 41. Commercial development is also targeted for the intersection of WIS 15 and County JJ. The Town Board recently developed a Greenprint Plan, which identifies the local environmental and cultural resources that should be preserved. This Plan will further assist the Town in making sound development decisions.

The Town of Liberty is located north of the WIS 15 study corridor. Separated from the Town of Hortonia by the Wolf River, land use in Liberty is primarily agricultural land, open space, and woodlands. Some single-family residential development is sparsely scattered throughout the Town and is primarily located to the south. Future development in the Town is strictly limited because of soil conditions. Therefore, most of the future residences and businesses that locate in the area will be directed to a narrow strip of land located just north of the Wolf River. The Town has a strong desire to maintain its agricultural land and significant natural resources.

Although comprehensive plans and future land use information is not yet available for the Towns of Lebanon, Mukwa, Caledonia, Hortonia, and Maple Creek, their existing land use is similar to the other towns in the area. Each of these communities are characterized by vast areas of agricultural open space and significant natural features, primarily woodlands and wetlands. The population of each of these towns is expected to remain small, and the preservation of their small town, rural atmosphere is an important aspect of their identity.

In Outagamie County, the Towns of Liberty, Maple Creek, Dale, and Ellington are regulated by county zoning. Hortonia and Greenville have town zoning ordinances. Both Hortonia and Maple Creek have instituted exclusive agricultural zoning regulations (35-acre minimum lot size). Liberty, Dale, Ellington, and Greenville have general agricultural districts (between 24,000 square feet and 1-acre minimum lot size).

#### I. Land Use Patterns

Existing land use for the study area is depicted in Figure 3.4-5 (page 3-29). Below is a summary of land use trends within the region.

Much of the land surrounding the WIS 15 corridor is currently nonirrigated cropland with scattered single-family residential development. Industrial and commercial land uses are mostly found adjacent to the WIS 15 corridor. Furthermore, as the Appleton Metropolitan area continues to grow, land in the region is gradually being converted from agricultural to commercial and residential land uses. This segment of WIS 15 is experiencing increased traffic demands, both in terms of through traffic and local traffic. As the level of through traffic increases, the quality of local traffic circulation is degraded

**J. Transportation**

WIS 15 is the only major highway serving the corridor study area. Several US, state, and county highways intersect WIS 15 within 10 miles of either end of the project area. These include US 41, US 45, WIS 96, WIS 76, County M, County T, County TT, County S, and County JJ.

The Canadian National Railroad line is in service from Appleton to New London. The cargo line is a B Branch which means it carries less than one million gross tons per mile per year. There are approximately 3 to 5 trains per week.

The Outagamie County Regional Airport is located on the west end of the Appleton Metropolitan area, approximately 2 miles west of US 41 and approximately 4 miles south east of the project corridor. This airport provides commercial passenger flights to six major hubs. The airport also provides hangars for single or twin engine aircrafts.

There are no regularly scheduled bus routes on WIS 15 between the town of Greenville and the City of New London. The Hortonville School district regularly operates buses throughout the area.