

# Embracing a Bypass without Being Passed By

APA WI Conference  
September 22, 2016

## Welcome!!!

- Tom Baron, Associate Planner, East Central WI RPC
- Nick Musson, Associate Planner, East Central WI RPC
- Diane Wessel, AICP, Administrator, Village of Hortonville
- Who is in the audience?



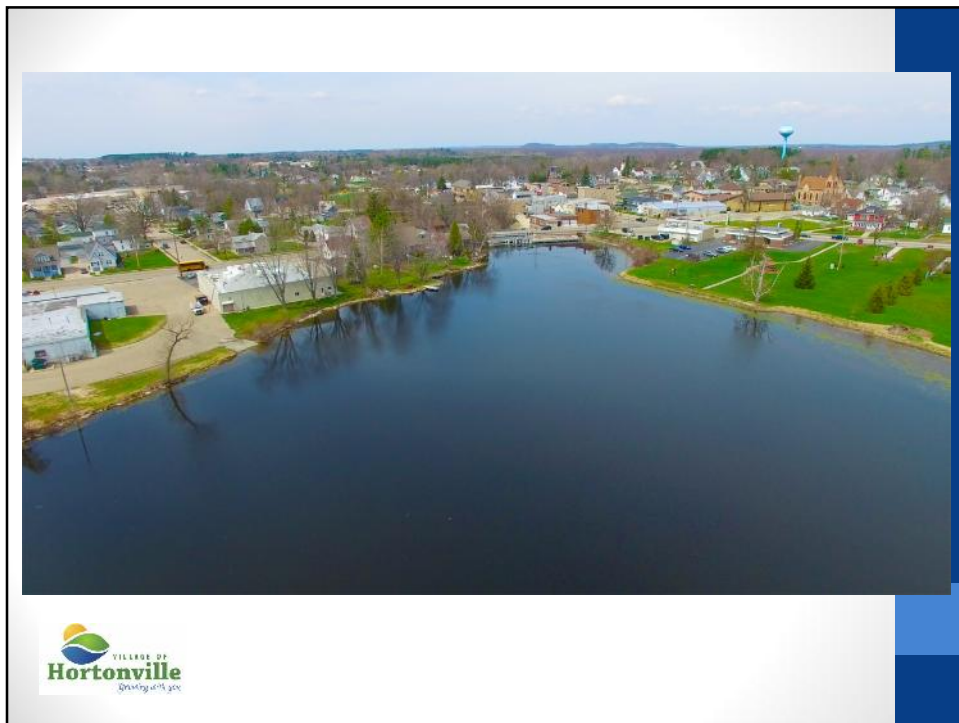
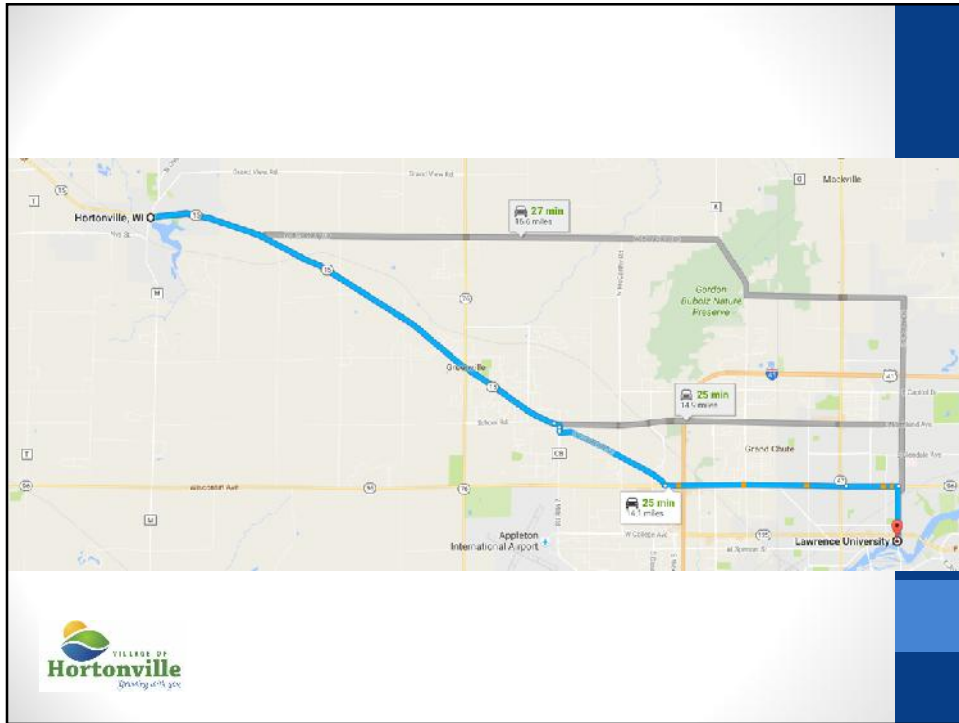
## Presentation Preview

- When and where we acted
- Why we acted
- Who we acted with
- How we acted and what else was happening
- What we developed
- Lessons learned
- Next steps
- Presentation takeaways



## Where is Hortonville?





## Who is Hortonville?

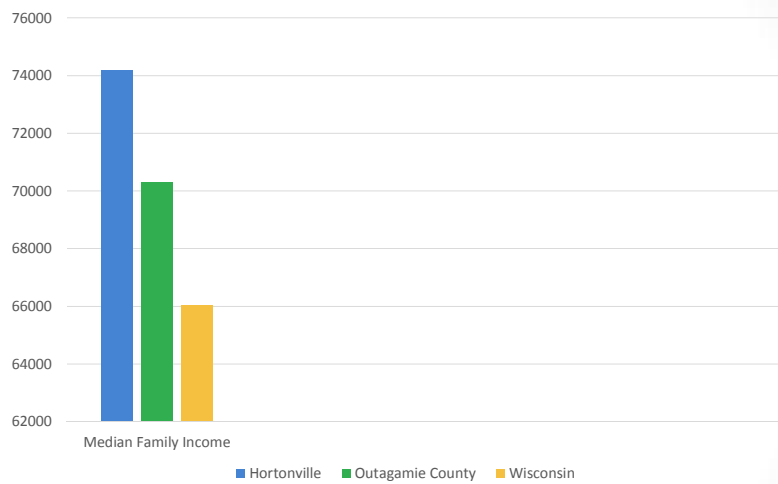



X






Median Family Income





It's a place you can be proud to say "I grew up here and my children will too".

Can't imagine living anywhere else. Proud to call it my hometown.

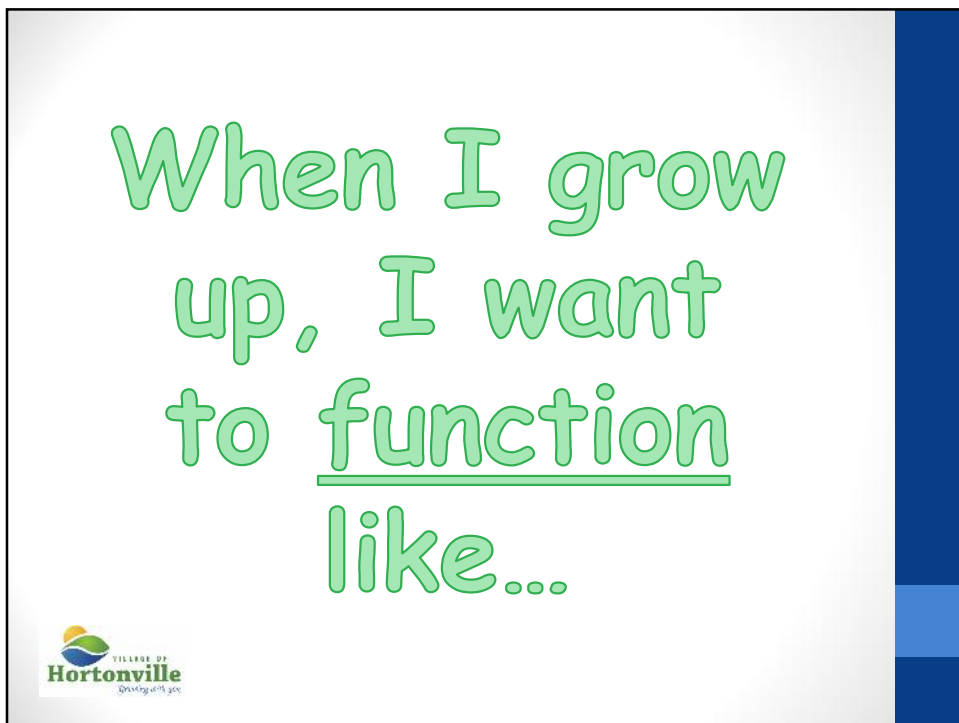
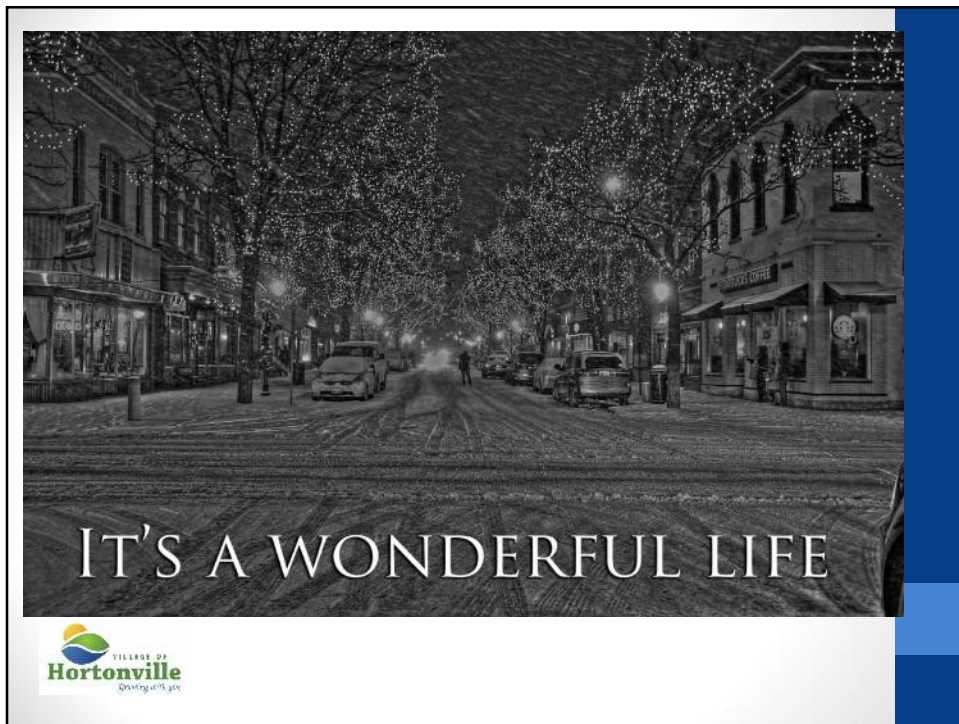


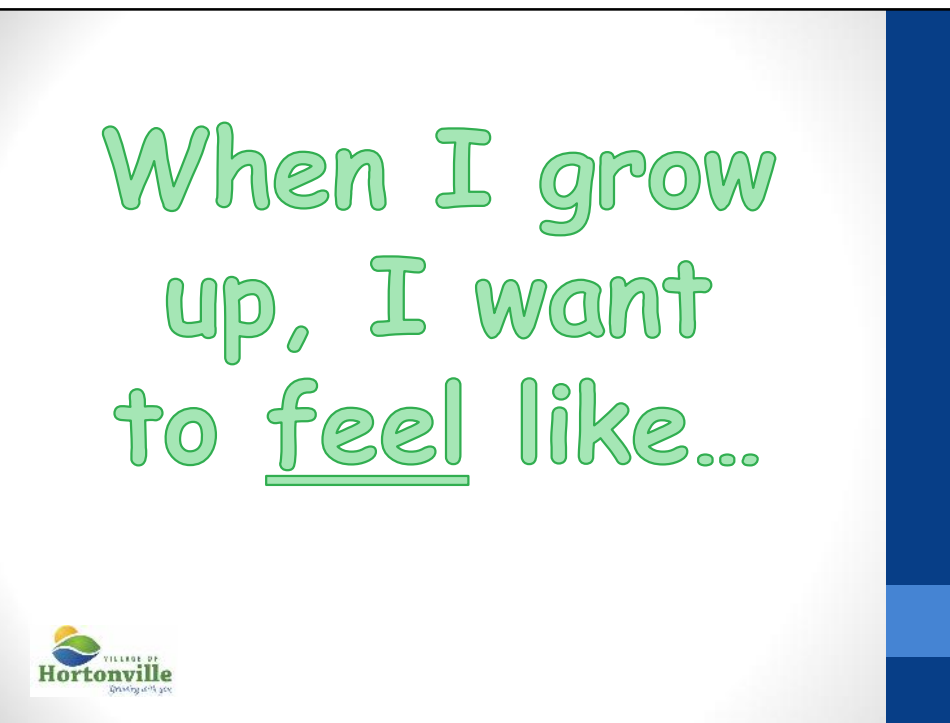
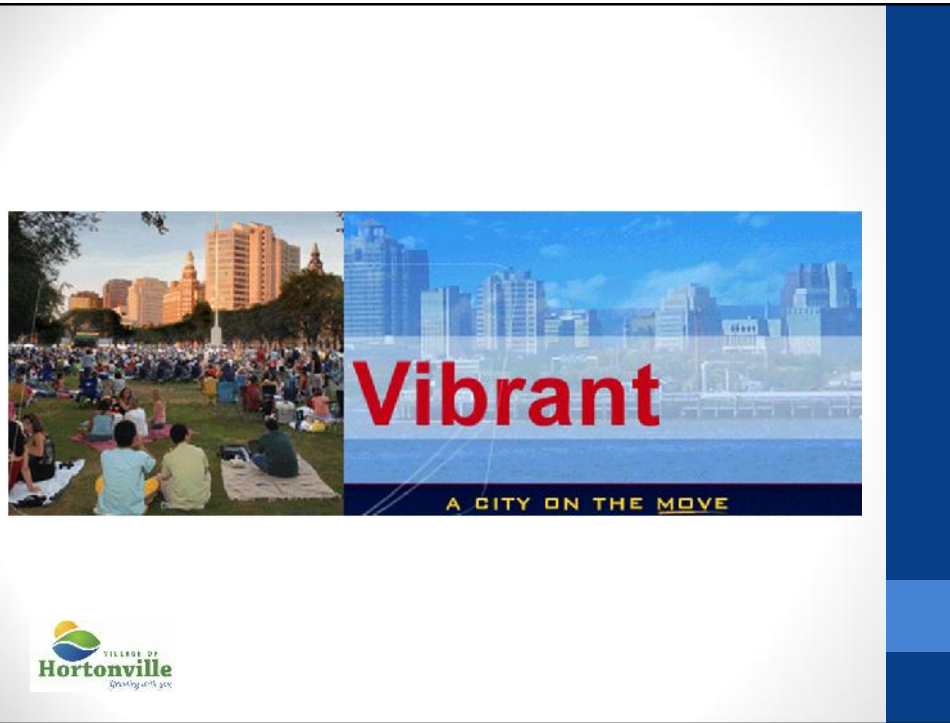
VILLAGE OF  
**Hortonville**  
Growing with you

When I grow up, I want to look like...

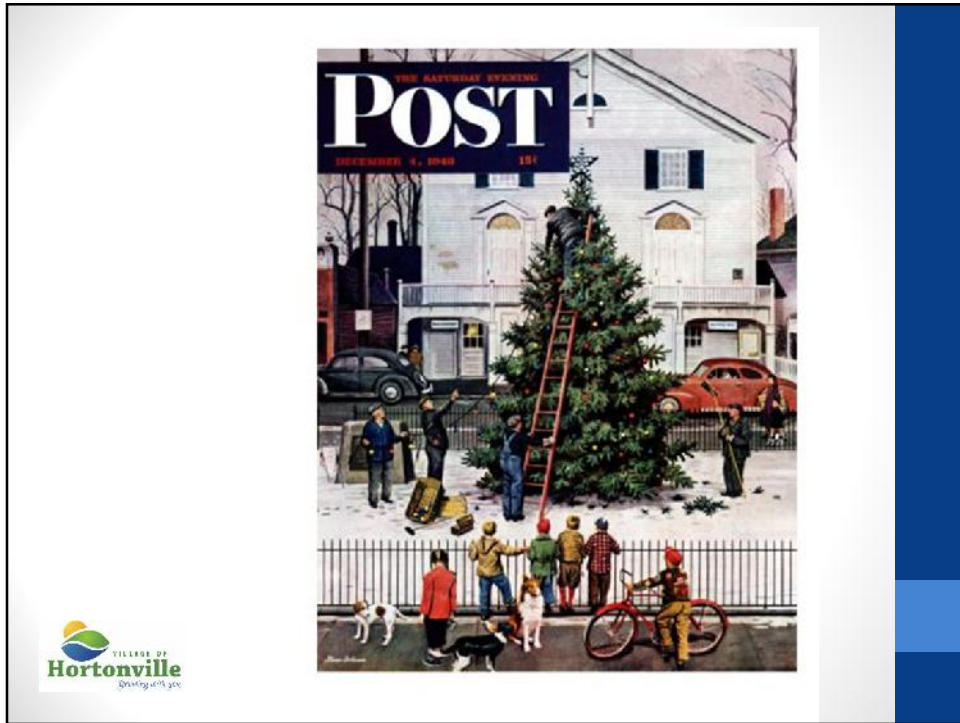


VILLAGE OF  
**Hortonville**  
Growing with you









## Downtown vacancies



Office Space  
For Rent  
920-858-8838



## Razed buildings



## Relocated village offices



## Divided community

**Waupaca County News**  
 County Post Tribune-Gazette PRESS STAR

Home News Sports Courts Opinion Outdoor Obits

Home | News | Around Waupaca County | Hortonville waits to raze old library |

◀ Previous

Next ▶

**Hortonville waits to raze old library**

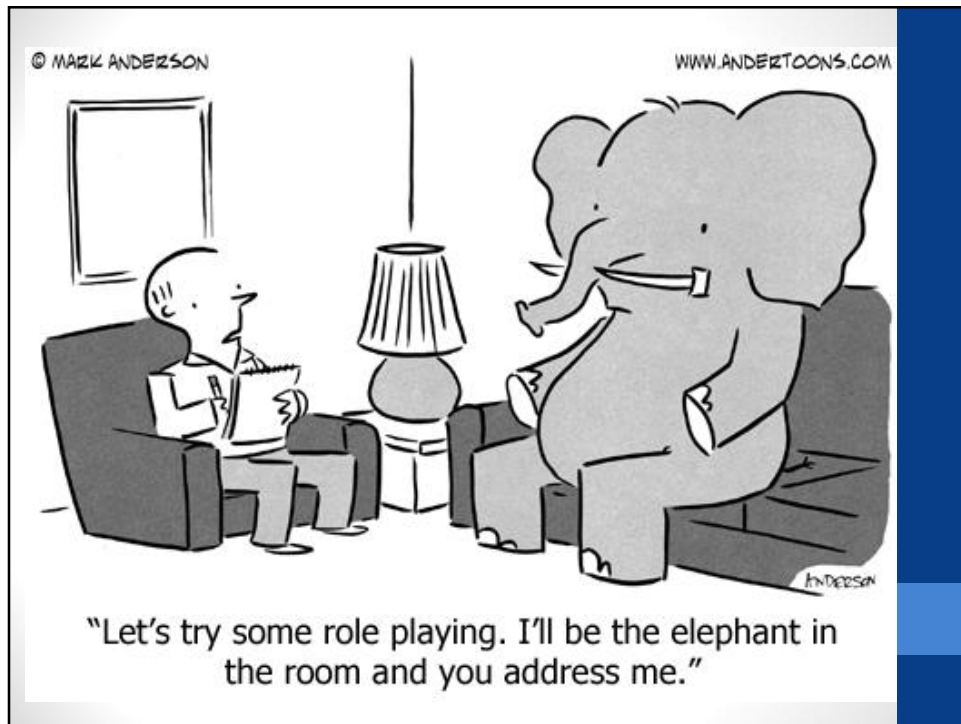


**FOR SALE**

**FOR SALE**

**FOR SALE**

**FOR SALE**



## Highway 15 bypass



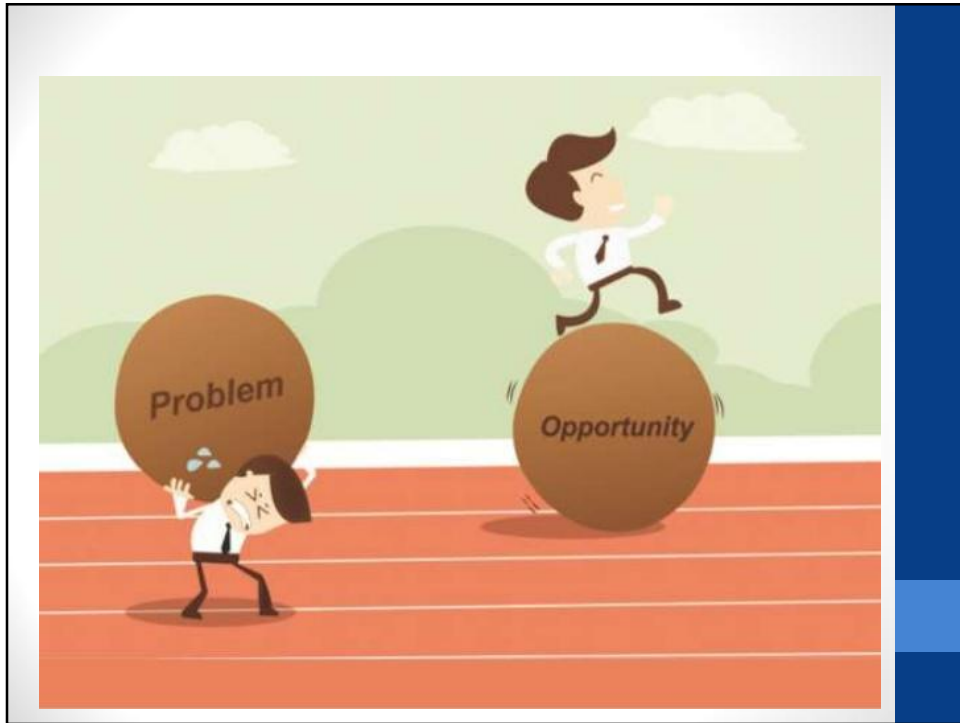


## Hortonville Main Street



## Radiator Springs





## Municipal Center



## New twist to old building...

FoxCities  
MAGAZINE



### DEPARTMENTS: ARTS & CULTURE

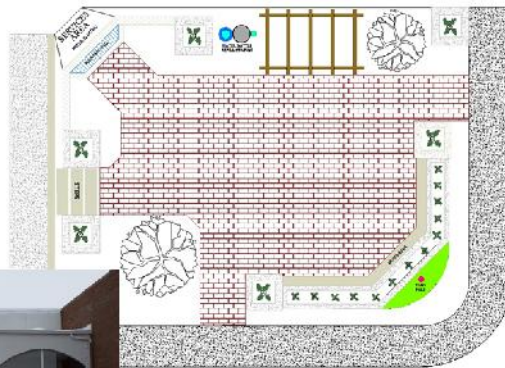
#### NEW ARTS SPACE, SHOP BRINGS CREATIVE VERVE

POSTED ON JANUARY 7, 2016 BY KATE MOYER

The one-story brick building in downtown Hortonville looks much like any other mid-century municipal building. Until recently, it was the police station for this village of less than 3,000, about 15 minutes west of Appleton. But in the last year, Standard Projects, located at 111 S. Nash St., has already established itself as an original, influential, creative and unique arts destination.



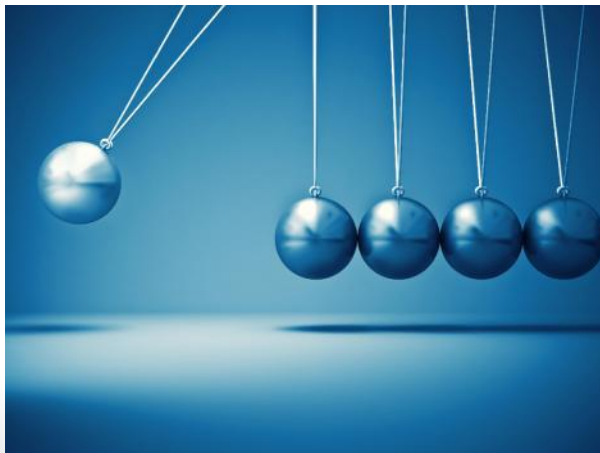
## Community gathering area...



Back to its roots...



How do we keep the momentum?





We inspire!



We visualize!

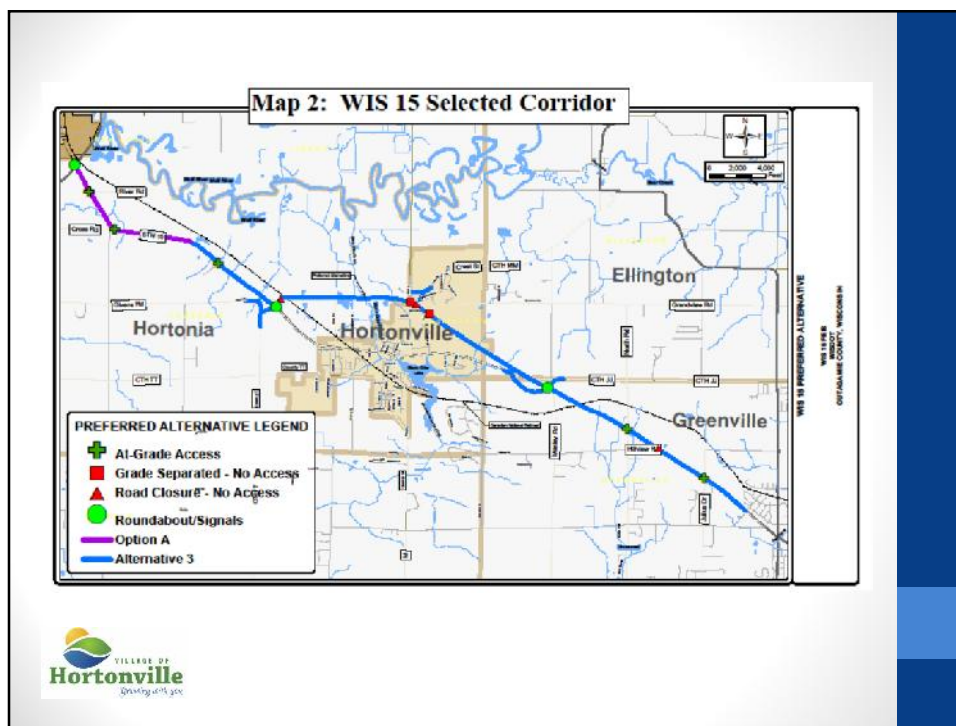


# Hortonville Vision 2020



## Collaboration





## Community Involvement

Visioning Session – took place in December of 2015

Present Hortonville:

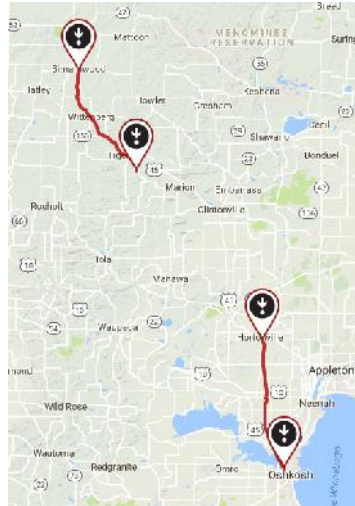
- Small town feel
- Great place to raise family
- Unique businesses
- Active community members

Future Hortonville:

- Green Spaces
- Restore old buildings
- Town square/areas to gather
- Walkable downtown
- Develop stream corridor
- Access to WIOUWASH Trail



## WIOUWASH Trail

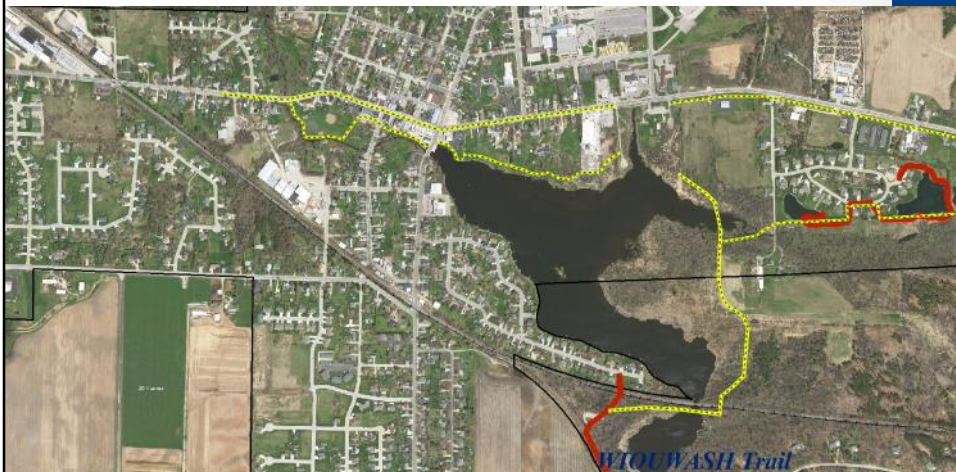


South trail dead ends in southern Hortonville

38 mile gap between south trail and north trail.



## WIOUWASH Trail



## WIOUWASH Trail Connection

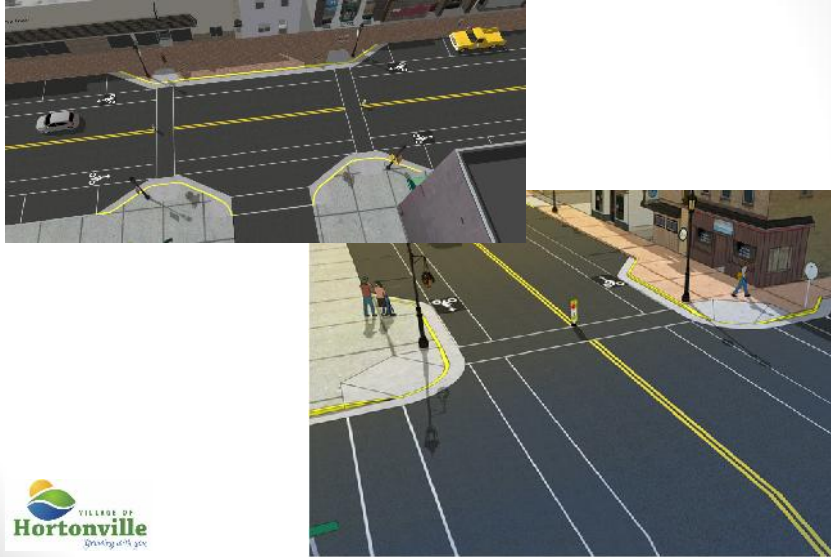


## Connecting to the Trail





## Bicycle & Pedestrian Friendly



## Pocket Park



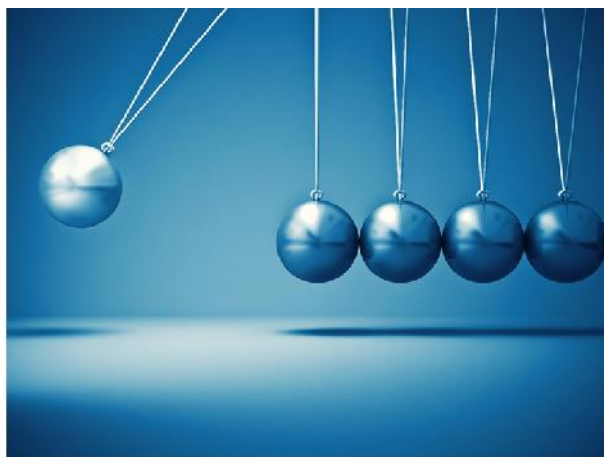
## Develop stream corridor



## Hortonville Rendering



## Is the momentum still going?



## What's up Alley Cat?





## Memorial Square



## Hardtails Saloon



**New London Hortonville**  
**PRESS STAR**  
 Serving New London, Hortonville and surrounding communities since 1882  
 Published by NWC LLC, a weekly newspaper serving Oregon County since 1882

**SPORTS**  
 HIT THE BAGS AT NEW BUSINESS  
 Page 12

**SPORTS**  
 FOOTBALL SEASON PREVIEW  
 Special insert

**When time means everything**

**Downtown Hortonville receives life-saving donation**  
 BY JOHN PARMEIAN  
 REPORTER

HORTONVILLE — As of the 2010 census, there are 1,000 people in the United States who are deaf-blind. According to the American Hearing Association, the number of people who are deaf-blind is expected to increase to 1.5 million by 2020. This is due to the fact that the number of people who are deaf-blind is increasing at a faster rate than the number of people who are hearing.

Steve Bledsoe, administrative director for Good Causes Association, prepares an AED unit for Hortonville Public Works Department employee Jeff Scamman back outside the case for the AED at Hardtails Saloon in Hortonville on Aug. 10. (Staff photo)

Prior to last week, the only AED in the village of Hortonville was located at the Hortonville Fire Department. The AED is a portable electronic device that is used to check a heart's rhythm and deliver an electric shock to restart a heart. The AED is a life-saving device that can be used by anyone, even someone who is not a medical professional. The AED is a portable electronic device that is used to check a heart's rhythm and deliver an electric shock to restart a heart. The AED is a life-saving device that can be used by anyone, even someone who is not a medical professional.

**Life-saving donation**  
 COURTESY OF THE PRESS STAR

## Back to the Creek



Tim and Mickey Guyette return to operating Otter Creek Sports Bar and Grill in Hortonville after more than a year away from the business. Scott Bellile photo

September 13, 2016

### Couple reopen the sports bar they sold

Two longtime restaurateurs in the Hortonville dining scene are back at it after leaving their business last year.



## Business expansions



Main Menu

MidCon Products Inc.



Welcome to Our Website!

**PSI**  
PIPING SYSTEMS, INC.

Home | About Us | Capabilities | Employment | Contact Us



## New businesses



Hortonville Industrial Park  
Phase 2 - Lots For Sale ph. 920-779-6011



## Residential development



## Challenges ahead.....

### Walker: 2-year delay for Zoo Interchange, but no tax hike

Jason Stein and Patrick Marley, Milwaukee Journal Sentinel 8:30 p.m. CDT September 14, 2016



(Photo: sam caravana, Milwaukee Journal Sentinel)

**Madison** — The state would provide more money for local roads and existing highways but delay by at least two years a series of major projects, including the rebuilding of the Zoo Interchange and a section of I-94 between Milwaukee and the Illinois border, according to a plan from Gov. Scott Walker's administration.

The 2017-19 budget proposal from the GOP governor's Department of Transportation would cut \$447.4 million over two years from state highway programs while providing \$69.7 million more for maintenance and \$66 million more for local governments and their roads.

**PDF:** [Budget proposal summary](#)



## Takeaways

- Be proactive. With the bypass the village took away the opportunity to be negative by acting early.
- Do not let self fulfilling prophecies full fill themselves!
- Action creates leverage.



## Questions?





## Contact Info:

Diane Wessel – [dwessel@vohortonville.com](mailto:dwessel@vohortonville.com)

Nick Musson – [nmusson@ecwrpc.org](mailto:nmusson@ecwrpc.org)

Tom Baron – [tbaron@ecwrpc.org](mailto:tbaron@ecwrpc.org)

