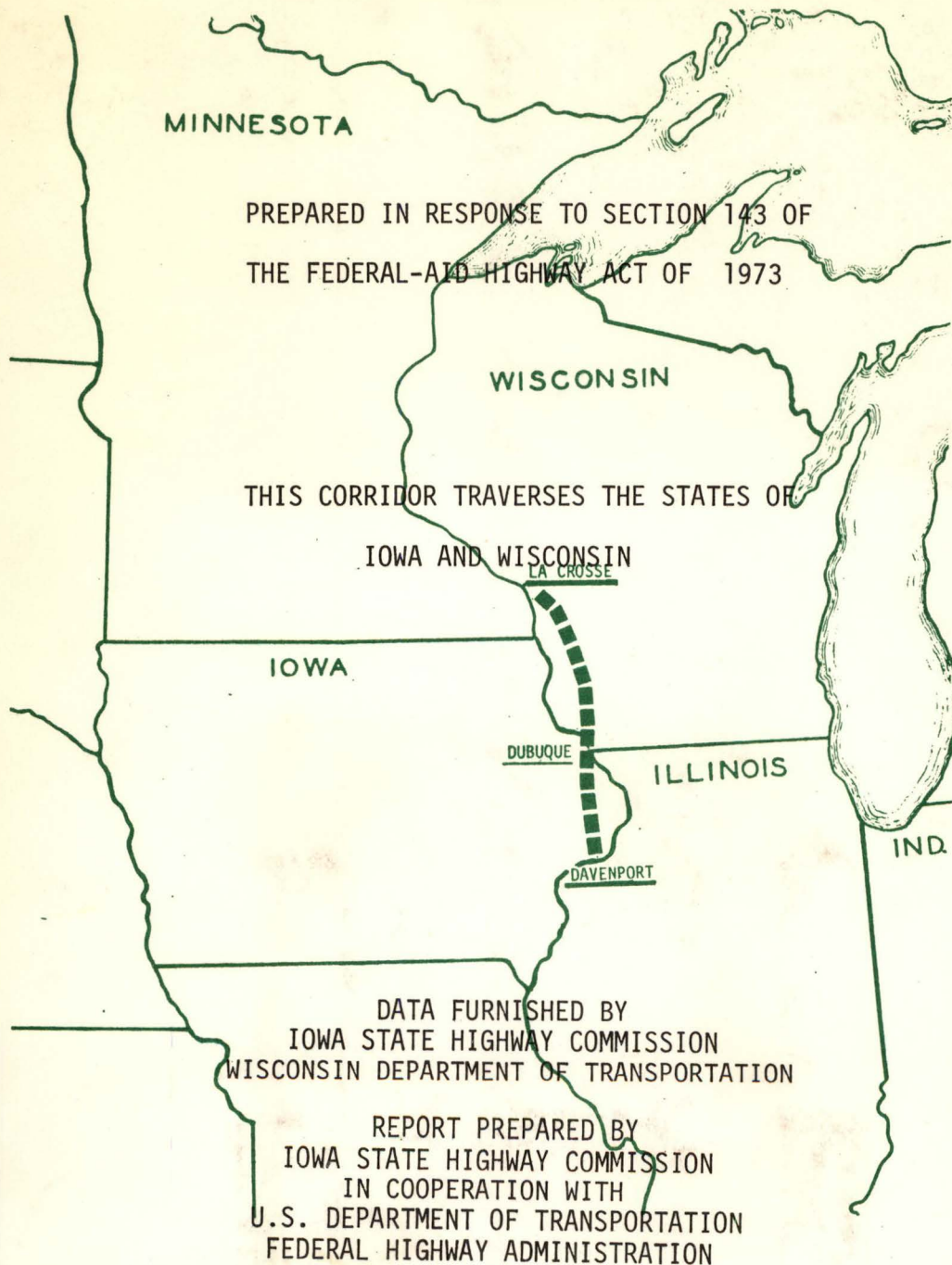


DAVENPORT, IOWA TO LA CROSSE, WISCONSIN HIGHWAY CORRIDOR STUDY



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Davenport, Iowa to LaCrosse, Wisconsin
Highway Corridor Study

Prepared in Response to Section 143 of
the Federal-Aid Highway Act of 1973

This corridor traverses the states of
Iowa and Wisconsin

Data furnished by
Iowa State Highway Commission
Wisconsin Department of Transportation

Report Prepared By
Iowa State Highway Commission
in cooperation with
U.S. Department of Transportation
Federal Highway Administration

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INTRODUCTION

Section 143 of the Federal Highway Act of 1973 states: "The Secretary of Transportation shall report to Congress by January 1, 1975, on the feasibility and necessity for construction to appropriate standards proposed highways along the following routes:

(7).... and an extension of Interstate Highway 74 from Davenport, Iowa - Moline, Illinois, area through Dubuque, Iowa to Interstate 90 at LaCrosse, Wisconsin."

The affected states were thus asked to report the estimated cost and consequences of developing the specified routes to minimum AASHTO standards, consistent with the states' plans and forecasted traffic volumes. It should be noted that the states' responses will not be viewed as a commitment, since the consolidated report to Congress is expected to be principally informational in nature.

This feasibility and necessity study report includes separate, complete sections for the Iowa portion and the Wisconsin portion of the route. Tables (1, 2, 3), and a location map are included for the complete route from Davenport, Iowa to LaCrosse, Wisconsin.

Two alternate routes were considered by Iowa, and one by Wisconsin for this study.

In both states the staff responsible for the study concluded for their respective portion of the route that it is feasible and necessary.

Projected traffic volumes would require freeway development for the Iowa portion, while Wisconsin recommends freeway from Dubuque to Dickeyville and in the LaCrosse area and two-lane highway for the rest of their portion of the route.

**ROUTE FEASIBILITY STUDY
FEDERAL AID HIGHWAY ACT OF 1973
DAVENPORT, IOWA TO LA CROSSE, WISCONSIN**

LEGEND

<p>LEGISLATIVELY DESIGNATED CONTROL POINTS</p> <p>TERMINAL POINT DAVENPORT</p> <p>INTERMEDIATE CONTROL POINT DUBUQUE</p> <p>SECTION BREAKPOINTS 02</p> <p>STUDY REGION</p> <p>STUDY ROUTE</p> <p>STUDY ROUTE-ALREADY PLANNED OR COMPLETED TO AASHTO STANDARDS -1995 NEEDS</p>	<p>CITIES</p> <p>URBANIZED AREAS</p> <p>SMALL URBAN AREAS:</p> <p>25,000-49,999</p> <p>10,000-24,999</p> <p>5,000- 9,999</p> <p>UNDER 5,000</p> <p>INTERSTATE ROUTES</p> <p>OTHER FAP</p>
---	---

<p>STATE PARK</p> <p>RAILROAD</p> <p>AIRPORT-COMplete FACILITY</p> <p>AIRPORT-GENERAL AVIATION ONLY</p>	<p>(RP) OTHER TERMINALS-RAIL</p> <p>WATER</p> <p>PASSENGER</p> <p>FREIGHT</p>
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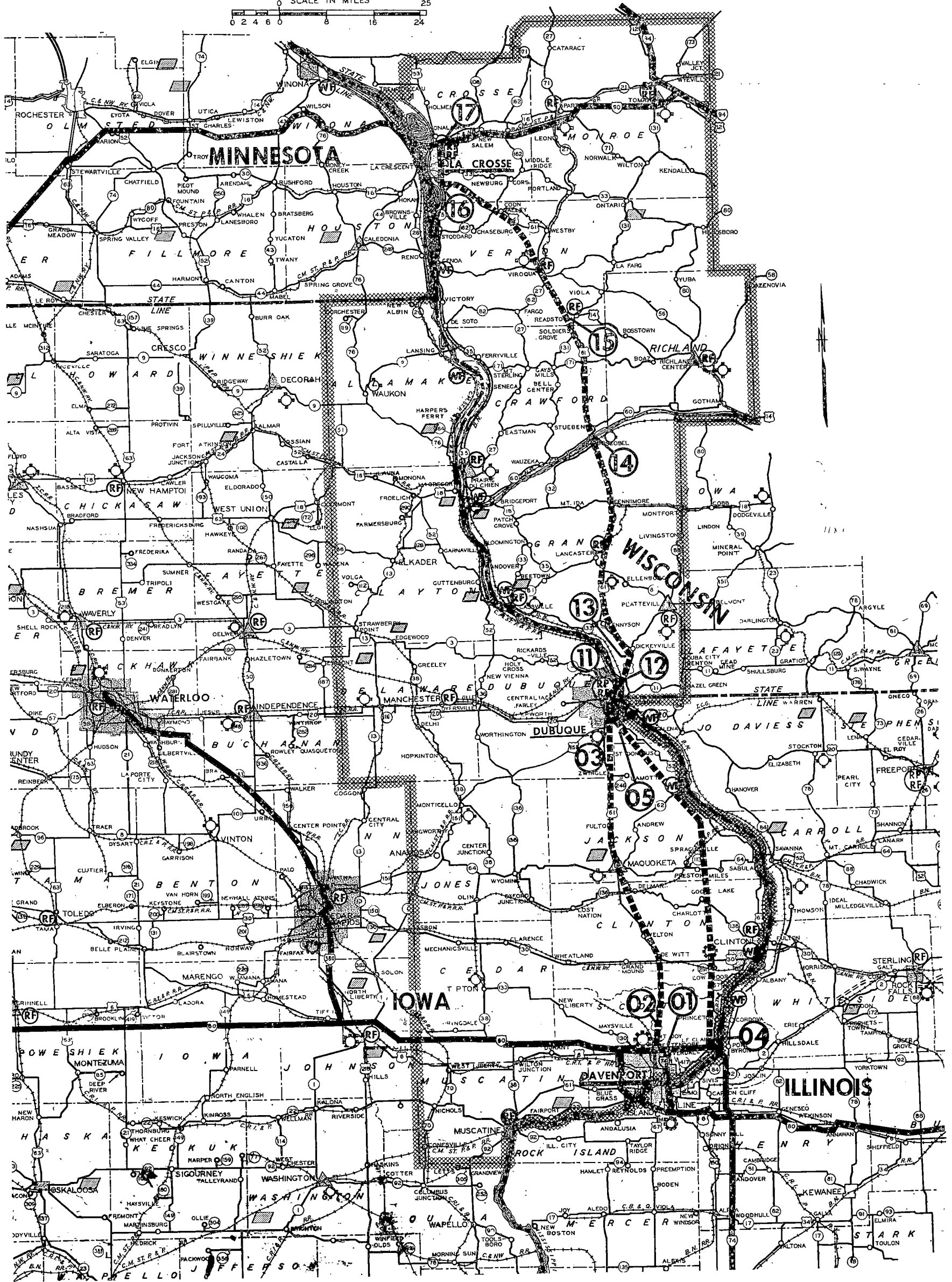
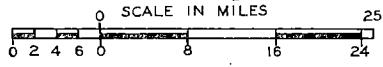


TABLE 1 - ROUTE DESCRIPTION

Approval Expires March, 1975

OMB No. 04-S-74006

Sheet 1 of 2 Sheets

Route and Alternative Number	Breakpoint Sequence and Number	Route Description	Length	
			Section	Route
11 A	<u>01</u>	<u>From Intersection I-74 and I-80 at Davenport via I-80 west to intersection with US 61 then northerly to</u>		
	<u>02</u>	<u>1990 north urban limits of Davenport, then northerly to</u>	6.4	
	<u>03</u>	<u>1990 south urban limits of Dubuque, then via proposed route through Dubuque to</u>	55.2	
	<u>11</u>	<u>Iowa-Wisconsin state line, then to</u>	9.5	
	<u>12</u>	<u>Approximately one mile north of intersection US 61 & Wisc. 11, then via US 61 to</u>	2.1	
	<u>13</u>	<u>Junction of US 61 and Co. "HH" near Dickeyville then via US 61 to</u>	5.9	
	<u>14</u>	<u>The Grant-Crawford county line, then via US 61 to</u>	42.8	
	<u>15</u>	<u>Junction of US 61 and US 14 at Readstown, then via US 61 and US 14 to</u>	23.0	
	<u>16</u>	<u>Junction of US 61, US 14, Wisc. 35 approximately ¼ mile south of the LaCrosse city limits then via a proposed route through the city of LaCrosse to</u>	38.0	
	<u>17</u>	<u>An existing interchange with I-90 northeast of LaCrosse Wisc.</u>	10.6	
				193.5

TABLE 1 - ROUTE DESCRIPTION

QMB No. 04-S-74006
Sheet 2 of 2 Sheets

Route and Alternative Number	Breakpoint Sequence and Number	Route Description	Length	
			Section	Route
11 B	01	via I 80 east to intersection with U.S. 67 then northerly to		
	<u>04</u>	<u>1990 north urban limits of Davenport</u> then north & northwesterly to	10.0	
	<u>05</u>	<u>1990 south urban limits of Dubuque</u> then via proposed route through Dubuque to	62.3	
	11		9.7	
	12		2.1	
	13		5.9	
	14		42.8	
	15		23.0	
	16		38.0	
17		10.6		
				204.4

TABLE 2 - ROUTE SUMMARY DATA

1. Study Route Number	11A				11A,				11A			
	ALL				IOWA				WISCONSIN			
2. State	RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL
5. Total Length	167.0		26.5	193.5	55.2		15.9	71.1	111.8		10.6	122.4
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)			2.2	2.2			2.2	2.2				
7. (a) 1973 Weighted ADT (DVMT/Mile)	3367		13,640	4676	3964		9492	5063	3073		19,000	4452
(b) 1995 Weighted ADT (DVMT/Mile)	5895		26,600	8533	5935		22,423	9213	5876		32,000	8139
8. (a) Average Annual Injuries - (1970-1972)	284		184	468	100		70	170	184		114	298
(b) Average Annual Fatalities - (1970-1972)	30		2	32	19		1	20	11		1	12
9. Present Road Type Mileage												
(a) <4 Lane	165.9		16.7	182.6	54.1		10.6	64.7	111.8		6.1	117.9
(b) 4 or More W/O FAC ^{1/}	1.1		7.6	8.7	1.1		3.1	4.2			4.5	4.5
(c) Freeways												
10. Condition - Miles Critically Deficient	25.1		1.6	27.2	25.6		1.6	27.2				
11. Mileage of Proposed Improvements by Location												
(a) AASHTO Standards												
(1) Existing Location	104.1			104.1	3.4			3.4	100.7			100.7
(2) New Location	62.9		24.3	87.2	51.8		13.7	65.5	11.1		10.6	21.7
(b) 1990 Plan												
(1) Existing Location	113.1			113.1	3.4			3.4	109.7			109.7
(2) New Location	53.9		24.3	78.2	51.8		13.7	65.5	2.1		10.6	12.7
12. Future Road Type Mileage												
(a) AASHTO Standards												
(1) <4 Lane	73.4			73.4					73.4			73.4
(2) 4 or More W/O FAC ^{1/}	30.4			30.4					30.4			30.4
(3) Freeways - 4 Lane	63.2		17.1	80.3	55.2		13.7	68.9	8.0		3.4	11.4
6 or More			7.2	7.2							7.2	7.2
(b) 1990 Plan												
(1) <4 Lane	103.0			103.0					103.8			103.8
(2) 4 or More W/O FAC ^{1/}												
(3) Freeways - 4 Lane	63.2		17.1	80.3	55.2		13.7	68.9	8.0		3.4	11.4
6 or More			7.2	7.2							7.2	7.2
13. Improvement Costs (\$000)												
(a) AASHTO Standards	127,419		127,709	255,128	43,331		73,687	117,018	84,088		54,022	138,110
(b) 1990 Plan	61,431		127,709	189,140	43,331		73,687	117,018	18,100		54,022	72,122

^{1/}W/O FAC - Without Full Access Control

*Items 3 and 4 intentionally omitted from this form for line number consistency with Table 3.

TABLE 2 - ROUTE SUMMARY DATA

Approval Expires March, 1975
 OMB No. 04-S-74006
 SHEET 2 OF 2 SHEETS

1. Study Route Number	11B				11B				11B					
	All				IOWA				WISCONSIN					
2. State	RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL		
5. Total Length	174.1		30.3	204.4	62.3		19.7	82.0	111.8		10.6	122.4		
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)			8.2	8.2			8.2	8.2						
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)	3076		13719	4241	3080		8535	3886	3073		19000	4452	
	(b) 1995 Weighted ADT (DVMT/Mile)	5538		27647	7958	4931		23,374	7656	5876		32000	8139	
	8. (a) Average Annual Injuries - (1970-1972)	349		169	518	165		55	220	184		114	298	
	(b) Average Annual Fatalities - (1970-1972)	16		2	18	5		1	6	11		1	12	
	9. Present Road Type Mileage	(a) <4 Lane	174.1		15.6	189.7	62.3		9.5	71.8	111.8		6.1	117.9
		(b) 4 or More W/O FAC ^{1/}			6.5	6.5			2.0	2.0			4.5	4.5
		(c) Freeways												
	10. Condition - Miles Critically Deficient	26.9			26.9	26.9			26.9					
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards												
		(1) Existing Location	100.7			100.7				100.7			100.7	
		(2) New Location	73.4		22.1	95.5	62.3		11.5	73.8	11.1		10.6	21.7
		(b) 1990 Plan												
	(1) Existing Location	109.7			109.7				109.7				109.7	
(2) New Location	64.4		22.1	86.5	62.3		11.5	73.8	2.1		10.6	12.7		
12. Future Road Type Mileage	(a) AASHTO Standards													
	(1) <4 Lane	73.4			73.4				73.4			73.4		
	(2) 4 or More W/O FAC ^{1/}	30.4			30.4				30.4			30.4		
	(3) Freeways - 4 Lane	70.3		14.9	85.2	62.3		11.5	73.8	8.0		3.4	11.4	
	6 or More			7.2	7.2							7.2	7.2	
	(b) 1990 Plan													
	(1) <4 Lane	103.8			103.8				103.8				103.8	
	(2) 4 or More W/O FAC ^{1/}	70.3		14.9	85.2	62.3		11.5	73.8	8.0		3.4	11.4	
6 or More				7.2							7.2	7.2		
13. Improvement Costs (\$000)	(a) AASHTO Standards	132,993		124,642	257,635	48,905		70,620	119,525	84088		54022	138110	
	(b) 1990 Plan	67,005		124,642	191,647	48,905		70,620	119,525	18100		54022	72122	

^{1/}W/O FAC - Without Full Access Control
 *Items 3 and 4 intentionally omitted from this form for line number consistency with Table 3.

Route Feasibility Study
Davenport, Iowa to La Crosse, Wisconsin
Iowa Segment

Prepared by
The Iowa State Highway Commission
August, 1974

SECTION I
STUDY SYNOPSIS

The proposed Davenport to LaCrosse route corridor includes the Iowa counties of Scott, Clinton, Jackson, and Dubuque. In addition, an influence region has been defined which includes six additional counties. The region is predominantly agricultural, however, following the national trend, movement away from the small farm to large mechanized operations has created an adequate labor force for the two major industrial cities of Davenport and Dubuque. From a total 1971 regional work force of 186,990, only 23,190, or slightly over 12% were engaged in agriculture, 91% of the land area being agricultural notwithstanding. It is forecasted that the urban population of the two counties containing the above cities will increase by 26% between 1970 and 1990, while the population of the remaining region counties can expect only a 3% increase.

The terrain of the region can be separated into two categories. The counties of Allamakee, Clayton, Dubuque, and Jackson are classed as very hilly, containing land slopes of 16% to 50%. The remaining counties are classed as level to rolling, containing land slopes of 0 to 16%. In addition, the four very hilly counties have large areas of timber, which further reduces their crop acreage.

Negative environmental impacts this highway would create are removal of farm land from production, and dislocation of homes and businesses. Offsetting these negative impacts would be the upgrading of transportation facilities in the area.

12 The terrain will have little or no effect on the feasibility of constructing the highway, however, it will be difficult to relocate the businesses and homes in the metropolitan area of Dubuque. Local planning organizations, while cognizant of these difficulties, recognize the need for a freeway through Dubuque, and have endorsed this concept.

U.S. 61, U.S. 67, and U.S. 52, the nearest underlying routes for this study are inadequate for today's traffic. Table III-1 shows the sufficiency ratings for the sections of these highways within the study corridors. Approximately 27 miles of U.S. 61 and an equal number of miles on U.S. 67 and U.S. 52 are at the "critical" level, and an additional 25 + miles on U.S. 61 and 21 + miles on U.S. 67 and U.S. 52 are below the tolerable level. The Iowa State Highway Commission, aware of the need for a modern highway between the two cities of Davenport and Dubuque, has included sections of Freeway 561, U.S. 67, and U.S. 52, in the current 5-Year Construction Program.

A public meeting held to discuss the necessity and feasibility of a highway between Davenport and Dubuque showed the majority of the citizenry not only in favor of such a facility, but also interested in its early completion.

One railroad serves the study corridor, however, it does not offer passenger service through Iowa. Bus service to cities along the corridor is provided by one bus line. Scheduled air transportation is available from Clinton, and Dubuque airports.

After weighing all factors involved, it is the conclusion of the Iowa State Highway Commission staff that a modern highway facility from Davenport to Dubuque is both feasible and necessary for the people of eastern Iowa. The staff would, however, defer selecting one alternate over the other until a more in-depth study can be made.

STATE OF IOWA

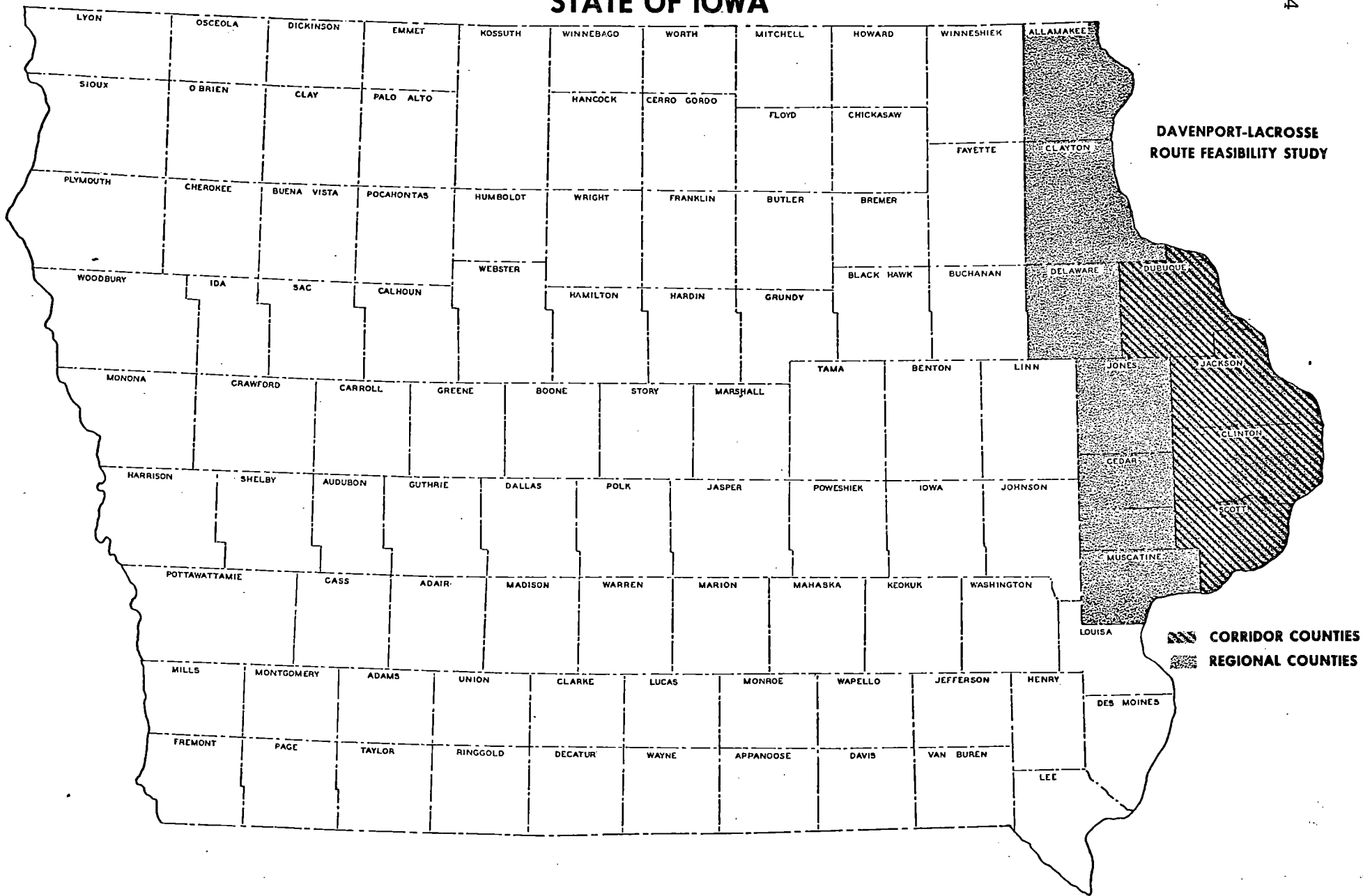


FIGURE I-1

CHARACTERISTICS OF THE REGION

For the purpose of discussing the "feasibility and necessity" of constructing the Iowa portion of an extension of Interstate 74 from Davenport, Iowa to LaCrosse, Wisconsin, the region for analysis has been defined as a ten county, 6,003 square mile portion of eastern Iowa. This area, bounded by the Mississippi River along its entire eastern edge, is composed of the following counties: Allamakee, Cedar, Clayton, Delaware, Dubuque, Jackson, Jones, Muscatine, and Scott.

Population Characteristics and Distribution

Tables II-1, II-2, and II-3 illustrate the regional distribution of population by county, age, and place.

TABLE II-1
POPULATION DISPERSION BY COUNTY

County	Population	Land Area ^{1/}	Density ^{2/}
Clinton	56,749	693	81.9
Dubuque	90,609	612	148.1
Jackson	20,839	644	32.4
Scott	142,687	454	314.3
"Corridor"	310,884	2,403	129.4
Allamakee	14,968	636	23.5
Cedar	17,655	585	30.2
Clayton	20,606	779	26.5
Delaware	18,770	572	32.8
Jones	19,868	585	34.0
Muscatine	37,181	443	83.9
"Other Counties"	129,048	3,600	35.8
"Region"	439,932	6,003	73.3
State Average	28,536	565	50.5

SOURCE: 1970 Census Documents

^{1/} Square Miles

^{2/} Persons per square mile

TABLE II-2

DISTRIBUTION OF POPULATION BY AGE GROUPS ^{1/}

County	(a) Under 18	(b) 18-64	(c) 65 & Over	%(a) ^{2/}	%(b) ^{2/}	%(c) ^{2/}
Clinton	20,429	29,811	6,509	36%	53%	11%
Dubuque	36,072	45,521	9,016	40%	50%	10%
Jackson	8,066	10,062	2,711	39%	48%	13%
Scott	53,122	76,650	12,915	37%	54%	9%
"Corridor"	117,689	162,044	31,151	38%	52%	10%
Allamakee	5,480	7,094	2,394	37%	47%	16%
Cedar	6,085	9,092	2,478	34%	51%	14%
Clayton	7,279	10,257	3,070	35%	50%	15%
Delaware	7,752	8,769	2,249	41%	47%	12%
Jones	7,046	10,354	2,468	35%	52%	12%
Muscatine	13,177	19,445	4,559	35%	52%	12%
"Other Counties"	46,819	65,011	17,218	36%	50%	13%
"Region"	164,508	227,055	48,369	37%	52%	11%

^{1/} SOURCE: 1970 Census Documents

^{2/} Detail may not add to 100% due to rounding

TABLE II-3

DISTRIBUTION OF POPULATION BY PLACE ^{1/}

County	Urbanized	Other Urban	Total	Places 1,000-2,500	Other Rural	Total	County Total
Clinton	-	41,836	41,836	-	14,913	14,913	56,749
Dubuque	63,142	3,364	66,506	3,572	20,531	24,103	90,609
Jackson	-	5,677	5,677	2,336	12,826	15,162	20,839
Scott	126,295	-	126,295	2,572	13,820	16,392	142,687
"Corridor"	189,437	50,877	240,314	8,480	62,090	70,570	310,884
Allamakee	-	3,883	3,883	2,764	8,321	11,085	14,968
Cedar	-	2,877	2,877	2,785	11,993	14,778	17,655
Clayton	-	-	-	6,445	14,161	20,606	20,606
Delaware	-	4,714	4,714	-	14,056	14,056	18,770
Jones	-	7,898	7,898	-	11,970	11,970	19,868
Muscatine	-	22,405	22,405	4,173	10,603	14,776	37,181
"Region"	189,437	92,654	282,091	24,647	133,194	157,841	439,932

^{1/} SOURCE: 1970 Census Documents

The nationwide migration trend of persons from the rural to the urban setting has had a profound effect on the dispersion of population in the study region. At the turn of the century, the great bulk of the region's population was scattered throughout the countryside, living on a seemingly endless number of small farms, and in towns which are now, in some cases, nearly deserted. According to 1970 census figures, the two "urban" counties, Dubuque and Scott, contain 53% of the entire region's population. If past migration patterns continue, this number should reach 58% by 1990. While population for the 20 year period is expected to increase 26% in total for the urban counties, the rural counties (those not containing an urbanized area) are expected to gain only 3% in total. For additional detail, the reader is referred to table II-4.

TABLE II-4

POPULATION: 1970-1990, URBAN VS. RURAL COUNTIES

County	1970 ^{1/}	1990 ^{2/}	Change	Percent Change
Dubuque	90,609	108,535	+ 17,926	+ 20%
Scott	142,687	184,813	+ 42,126	+ 30%
"Urban Counties"	233,296	293,348	+ 60,052	+ 26%
% of Region	53%	58%	-	-
Allamakee	14,968	13,841	- 1,127	- 8%
Cedar	17,655	17,693	+ 38	-
Clayton	20,606	19,107	- 1,499	- 7%
Clinton	56,749	59,908	+ 3,159	+ 6%
Delaware	18,770	19,378	+ 608	+ 3%
Jackson	20,839	21,213	+ 374	+ 2%
Jones	19,868	19,017	- 851	- 4%
Muscatine	37,181	42,758	+ 5,577	+ 15%
"Rural Counties"	206,636	212,915	+ 6,279	+ 3%
% of Region	47%	42%	-	-
Clinton	56,749	59,908	+ 3,159	+ 6%
Dubuque	90,609	108,535	+ 17,926	+ 20%
Jackson	20,839	21,213	+ 374	+ 2%
Scott	142,687	184,813	+ 42,126	+ 30%
"Corridor Counties"	310,884	374,469	+ 63,585	+ 20%
% of Region	71%	74%	-	-

^{1/} SOURCE: 1970 Census Documents

^{2/} SOURCE: Projections by Iowa Office for Planning and Programming (O.P.P.)

Population density varies from a low of 23.5 persons per square mile in Allamakee county to a high of 314.3 persons per square mile in Scott county, in Iowa second only to Polk County in terms of population density. As in most areas of Iowa, the regional distribution of population by age tends toward the younger years in the more densely populated counties, a reflection of the mobile job seeking behavior of today's workers.

During the period from 1970 to 1990, population in the "corridor counties" (Dubuque, Jackson, Clinton, and Scott) is expected to increase by 20%, climbing from 71% to 74% of the total regional population (see table II-4).

Data covering historic and projected population for counties in the region are presented in Table II-5. The projected 524,800 inhabitants by the turn of the century is an increase of 44% over the 1950 regional population level. Growth of population in the corridor counties for the same 50 year period is expected to be 66%.

TABLE II-5
POPULATION, HISTORIC AND PROJECTED

County \ Year	Decennial Census			O.P.P. Projections				Estimate 2000
	1950	1960	1970	1975	1980	1985	1990	
Clinton	49,664	55,060	56,749	57,420	58,276	59,062	59,908	-
Dubuque	71,337	80,048	90,609	95,758	100,617	105,033	108,535	-
Jackson	18,622	20,754	20,839	20,828	20,909	21,060	21,213	-
Scott	100,698	119,067	142,687	154,837	166,279	176,624	184,813	-
"Corridor"	240,321	274,929	310,884	328,843	346,081	361,779	374,469	390,800
Allamakee	16,351	15,982	14,968	14,477	14,162	13,951	13,841	-
Cedar	16,910	17,791	17,655	17,567	17,535	17,594	17,693	-
Clayton	22,522	21,962	20,606	19,941	19,513	19,253	19,107	-
Delaware	17,734	18,483	18,770	18,825	18,989	19,194	19,378	-
Jones	19,401	20,693	19,868	19,426	19,164	19,075	19,017	-
Muscatine	32,148	33,840	37,181	38,767	40,276	41,646	42,758	-
"Region"	365,387	403,680	439,932	457,846	475,720	492,492	506,263	524,800

Economic Characteristics, Land Usage, and Industry

Land use patterns in the study region are largely agricultural according to the Iowa Department of Agriculture's 1972 Annual Farm Census; 3,513,893 acres, or 91% of the total regional land area, were "in farms" during that year. Table II-6 displays agricultural land use for each of the counties in the region.

TABLE II-6
AGRICULTURAL LAND USAGE, 1972

County	Total Land in *Farms (Acres)	Total County Land Area (Acres)	% of Land Area in Farms
Clinton	413,392	443,520	93%
Dubuque	348,877	391,680	89%
Jackson	378,898	412,160	92%
Scott	250,459	290,560	86%
"Corridor"	1,391,626	1,537,920	90%
Allamakee	368,489	407,040	91%
Cedar	352,909	374,400	94%
Clayton	456,317	498,560	92%
Delaware	342,984	366,080	94%
Jones	346,973	374,400	93%
Muscatine	254,595	283,520	90%
"Region"	3,513,893	3,841,920	91%

* A "Farm" is defined as "any tract of land consisting of three acres or more, used for agricultural purposes and operated by one individual with or without the assistance of family and hired labor. "Individual" includes partnerships, corporations and institutions."

SOURCE: Iowa Annual Farm Census

The production of agricultural commodities was at one time a highly labor intensive enterprise; with the demise of the small family farm and the coming of age of mechanized farming, agricultural employment in the region has dwindled to a relatively small 12% of the work force. By far the largest single sector of employment in the region, manufacturing industries provide jobs for over 45,000 workers, about 25% of the total employment in the region; manufacturing employment for the state during the same year, 1971, accounted for only 16.6% of the work force. A summary of the regional work force is presented in Table II-7.

TABLE II-7
REGIONAL WORK FORCE SUMMARY (1971 ANNUAL AVERAGE)

Work Force	186,990
Unemployment	8,090
Employment	178,900
Unemployment Rate	4.3%
Manufacturing	45,060
Construction	5,910
Trans., Communication, & Public Utilities	6,720
Wholesale & Retail Trade	31,140
Finance, Ins., & Real Estate	5,010
Service & Mining	23,130
Government	19,850
All Other Non-Ag.	18,740
Agriculture	23,190
Unclassified Non-Mfg.	80
Strikers	70

SOURCE: Iowa Employment Security Commission

A few of the largest employers in the "corridor counties" (Clinton, Dubuque, Jackson, and Scott) are: Standard Brands, Inc., E.I. Dupont, A.C. Nielsen Co., and the International Paper Co., all of Clinton county; John Deere, Dubuque Packing Co., and Flexsteel Industries in Dubuque county; Clinton Engines in Jackson County; and in Scott County the four largest companies are Alcoa, Oscar Mayer & Co., J.I. Case, and Caterpillar Tractor.

A partial list of large companies in other regional counties includes: Northern Decoratives and the Good Samaritan Society in Allamakee County; Henderson Manufacturing Co. of Delaware County; finally, Hon Industries, Grain Processing Corporation, Thatcher Glass Manufacturing Co., and Lewis Rich Foods Inc., are based in Muscatine County.

The 20 companies listed above provide jobs for 15% (about 26,700 workers) of those persons employed in the region.

Adjusted gross income in the region totaled nearly 1 and 1/2 billion dollars during 1972; 74% of which was reported by persons in the corridor counties. Taxable retail sales for the same period amounted to over one billion dollars, with 76% of that amount spent in the corridor counties. A detailed breakdown of adjusted gross income and taxable retail sales may be found in table II-8.

TABLE II-8
ADJUSTED GROSS INCOME AND TAXABLE RETAIL SALES BY COUNTY

County	Adjusted Gross Income ^{1/}	Taxable Retail Sales ^{2/}
Clinton	\$ 183,870,000	\$ 133,147,000
Dubuque*	290,588,000	237,200,000
Jackson	55,721,000	37,603,000
Scott*	519,622,000	405,862,000
"Corridor"	\$1,049,801,000	\$ 813,812,000
Allamakee	33,894,000	29,949,000
Cedar	53,482,000	30,861,000
Clayton	47,825,000	37,467,000
Delaware	44,464,000	30,934,000
Jones	54,172,000	39,337,000
Muscatine	131,288,000	88,639,000
"Urban Counties"*	810,210,000	643,062,000
"Rural Counties"	604,716,000	427,937,000
"Region"	\$1,414,926,000	\$1,070,999,000

^{1/} Calendar 1972

^{2/} Fiscal 1973 - for sales year ending March 31, 1973

SOURCE: Iowa Department of Revenue

Any discussion of a portion of Iowa must, of course, deal with its most important industry - agriculture, a business which has evolved from local to international significance. Land use patterns in the region, as discussed earlier, are largely agricultural even though agriculture does not employ a large share of the area's workers. The regional economy would be hard pressed by any extended period of poor crop production. The production of selected agricultural commodities in the

region during 1972 is displayed in Table II-9.

TABLE II-9
SELECTED AGRICULTURAL COMMODITY PRODUCTION FOR 1972

County	(Bu) ^{1/} Fieldcorn	(Bu) Oats	(Bu) ^{2/} Soybeans	(Number) ^{3/} Hogs	(Number) ^{4/} Cattle
Clinton	16,719,311	992,571	1,799,173	312,934	107,888
Dubuque	9,742,712	1,627,854	54,822	315,387	27,738
Jackson	8,871,771	998,912	235,251	185,593	41,810
Scott	11,656,235	596,949	1,344,870	235,637	32,054
"Corridor"	46,990,029	4,216,286	3,434,116	1,049,551	209,490
Allamakee	6,110,677	1,017,054	119,144	144,357	7,384
Cedar	14,460,187	940,941	2,280,524	344,006	53,297
Clayton	12,462,736	1,468,975	141,531	296,923	16,772
Delaware	14,063,411	1,330,651	832,953	393,324	20,917
Jones	12,065,086	786,923	1,031,906	280,920	53,555
Muscatine	8,676,484	390,328	1,453,461	174,007	18,991
"Region"	114,828,610	10,151,158	9,293,635	2,683,088	380,406

^{1/} Harvested for grain only

^{2/} Soybeans for beans only

^{3/} Hogs marketed in 1972

^{4/} Grain fed cattle marketed in 1972

SOURCE: Iowa Department of Agriculture, Annual Farm Census

Foodstuff production in the region, as suggested by the table, is indeed enormous. Delivering such huge quantities of goods to national and international markets thus becomes an operation which taxes all but the most modern transportation systems. By way of illustration, if the region's 1972 crop of fieldcorn produced for grain were loaded on railroad hopper cars, the resulting train would be over 32,100 cars long.

Regional Terrain

Production of the grains listed in Table II-9, in terms of bushels per unit of total land area in a county, varies considerably from one area of the region to another. This phenomenon may be explained, to a large extent, by differences in terrain features within the region. Yields of grain per square mile of total county area tend to be lower in the four northernmost, Mississippi River adjacent counties with their hilly to steep terrain (up to 50% grade) and abundant timber areas. Other counties in the region are characterized by mostly level to rolling terrain (up to 16% grade) and fewer areas of dense timberland, thus allowing greater utilization of land for agricultural purposes. Additional economic data, such as median family income for regional counties, are displayed in Table II-10.

TABLE II-10

MEDIAN FAMILY INCOME, MEDIAN HOUSEHOLD VALUE,
AND MEDIAN GROSS RENT

County	Median Family Income ^{1/}	Median Household Value ^{2/}	Median Gross Rent ^{3/}
Clinton	\$ 9,661	\$14,500	\$108
Dubuque	10,168	17,900	95
Jackson	8,216	11,800	91
Scott	10,775	18,800	117
Allamakee	6,697	11,600	81
Cedar	8,820	12,800	102
Clayton	7,120	9,600	75
Delaware	7,820	10,700	87
Jones	8,081	12,800	99
Muscatine	9,729	14,500	92

^{1/} Per year, 1969

^{2/} 1970, owner occupied

^{3/} 1970, renter occupied, excluding 1 family homes on 10 acres or more (per month)

SOURCE: 1970 Census Documents

Transportation and Commerce

The flow of goods in the region and to markets elsewhere in Iowa and the United States, although multi-modal, is accomplished largely by trucking.

Scheduled north and south passenger and light air freight service is provided in the corridor by Ozark Airlines, Inc. Terminals are located at Dubuque and Clinton in Iowa, and in Moline, Illinois across the Mississippi River from Davenport.

A single set of tracks paralleling the Mississippi River carries all of the north and south rail freight in the corridor, most of which is characterized by extreme weight or bulk, e.g., grain, coal, or heavy machinery.

Between the extremes of air and rail cargo is a vast number of products, the transportation of which, as a matter of economics, is accomplished by the trucking industry. The three largest urban areas in the corridor, Dubuque, Clinton, and Davenport-Bettendorf, are host to over 50 separate motor carriers (excluding local-cartage, and sand and gravel haulers, etc.) which are engaged in the vital task of supporting corridor and regional commerce.

Lying adjacent to the largest river in the United States has made water transportation a practical method of moving a number of commodities in and out of the study region, particularly those goods which can only be shipped economically in large quantities. Companies operating the slightly less than 50 dock facilities located on the Mississippi in the region, include: Cargill Inc., American Oil Co., Pillsbury, Mobil Oil, Shell Oil, Phillips Petroleum Co., E.I. Dupont, and Olin-Mathieson. Commodities moving through these terminals include grain, steel, coal, molasses, alcohol, salt, sand, gravel, stone, petroleum products, cement, chemicals, and fertilizers. Much of the grain bound from New Orleans to overseas ports was harvested from fields in the study region and loaded on barges at area dock facilities.

Bus service between Dubuque and Davenport is presently available on U.S. 61, the approximate route for the proposed Iowa Freeway 561.

Regional Defense Activities

Defense activities in the region are limited to reserve units located in Allamakee, Dubuque, Clinton, Scott, and Muscatine counties. Although reserve units in Scott county have direct access to Interstate 80, large numbers of defense personnel in other regional counties are handicapped by inadequate two lane highway facilities.

Recreational Facilities

Recreational opportunities are abundant; in addition to 10 state parks and numerous county parks and recreational areas, the region contains the Effigy Mounds National Monument and many other points of scenic and historic interest, such as the birthplace and homestead of Buffalo Bill Cody. The Mississippi River is a summer haven for thousands of regional residents seeking water oriented recreational activities. Every year thousands of Iowan's take the great river road scenic drive to witness the attractive fall colors displayed by the timber studded Mississippi River bluffs.

Natural Resources

Basic natural resources in the study region are similar to those elsewhere in Iowa. As in other areas of the state, much of the cropland is some of the world's finest. Mineral resources, particularly limestone, tend to be more highly concentrated in the region than in other areas of the state; there are a total of 172 rock quarries, and sand and gravel pits in the ten county area. The reader is referred to table II-11 for a breakdown of the number of registered mines by type and county.

TABLE II-11
 NUMBER OF REGISTERED MINES BY TYPE
 AND COUNTY

County	Rock Quarry	Sand & Gravel	Other
Clinton	12	6	0
Dubuque	11	0	1*
Jackson	21	4	0
Scott	5	3	0
"Corridor"	49	13	1
Allamakee	27	1	0
Cedar	13	0	0
Clayton	24	7	1**
Delaware	9	1	0
Jones	14	9	1*
Muscatine	0	5	0
"Region"	136	36	3

* Building Stone

** Silica Sand

SOURCE: Iowa Department of Soil Conservation, Mines and Minerals Division

Environmental Considerations

A draft environmental impact statement is available for the section of proposed Freeway 561 in Scott and Clinton counties from I-80 to the proposed Expressway 30; the main text of the statement is presented below:

"The primary negative impacts of the project would be the removal of high quality agricultural land from productivity and the dislocation of a number of residences and businesses. The clearing of wooded areas within the freeway corridor would also constitute

a disruption of wildlife habitat. Noise and air pollution would increase in the immediate areas where the project is on new location. No parks, refuges or historic sites are located within the project corridor. Overall upgrading of transportation facilities in the area now served primarily by substandard U.S. 61 would be the major positive impact of the project."

The only other draft environmental impact statement available concerns the north-south segment of the freeway in the city of Dubuque; according to the statement, the major impact of constructing that segment will be the displacement of homes and businesses. Providing adequate replacement housing and new business locations will, the statement continues, be difficult. Noise levels along the corridor are expected to increase, especially at elevated sections. A comparison of carbon monoxide emissions along existing streets and the proposed freeway, indicates that air pollution will actually decrease, using the same forecast traffic volumes in each case. One of the project alignments being considered requires the use of one acre of land from a park, the project will not, however, affect the use of existing facilities or activities.

Regional Development Plans

Iowa Freeway 561 is an integral part of the freeway-expressway plan adopted by the State Highway Commission in 1968 and subsequently endorsed by the state legislature.

Both the East Central Intergovernmental Association (serving Dubuque, Delaware, Jackson, Clinton and Cedar Counties in Iowa) and the Bi-State Metropolitan Planning Commission (serving Scott and Muscatine Counties in Iowa, and Rock Island and Henry Counties in Illinois) recognize the need for an extension of I-74 (Ia. Fwy. 561) in their short range capital improvement programs. Studies concerning sections of the proposed Freeway 561 alignment in Dubuque, Clinton, and Scott Counties are in progress or have been completed by consulting firms or the Iowa Highway Commission.

Finally, a route location study dated April, 1973, is available for a 21 mile section of U.S. 52 from Bellevue in Jackson County northwesterly to the junction of U.S. 61 and U.S. 151 in Dubuque County. This section, a part of the Great River Road, is the nearest underlying route to study alternate 11B.

Highway Transportation

The study corridor between Davenport and Dubuque for Iowa's alternate 11A follows the general alignment of U.S. 61, a north-south transcontinental highway connecting Mississippi River cities from New Orleans to St. Paul, Minnesota. It continues northeasterly from St. Paul to Duluth, Minnesota, and then follows the shore of Lake Superior to the Canadian border. U.S. 61 enters Iowa at Keokuk and extends through the urban areas of Ft. Madison, Burlington, Muscatine, Davenport, and Dubuque where it crosses the Mississippi River into Wisconsin.

The nearest underlying route for the section of Iowa's 11B alternate from the U.S. 67 Interchange on I-80 north to near Green Island, Iowa is U.S. 67, a north-south transcontinental highway that extends from Little Rock, Arkansas through St. Louis, Missouri to Sabula, Iowa. It enters Iowa at Davenport, and follows the Mississippi River through Clinton to Sabula. From near Green Island northwesterly to its intersection with U.S. 61 and U.S. 151, Alternate 11B follows the general alignment of U.S. 52, a north-south transcontinental highway that extends from Charleston, South Carolina northwesterly to Portal, North Dakota on the Canadian border. It enters Iowa at Sabula, and extends northwesterly through Dubuque and Decorah to the Minnesota state line.

Functional classification, a requirement of the 63rd General Assembly of the Iowa Legislature, requires that all roads and streets in Iowa be grouped into systems according to the character of service they will be expected to provide. Iowa's primary highways were grouped into three categories: Freeway-Expressway System, Arterial System, and Arterial Connector System. Freeway 561 from Davenport to Dubuque is part of the Freeway network of the Freeway-Expressway System. Iowa's Freeway network has the same design standards as its Interstate. The proposed Freeway network now contains approximately 750 miles. U.S. 61 between Davenport and Dubuque presently serves the corridor which will be served by the 561 Freeway. Figure III-1 shows Iowa's proposed Freeway-Expressway System. U.S. 67 from Davenport to Sabula, and U.S. 52 from Sabula to its junction with U.S. 61 and US 151 are part of the Arterial System.

In Iowa a numerical system has been developed for rating the adequacy of a particular section of primary road in its proper perspective with all other primary roads in the state. The numerical system is called a sufficiency rating. Three basic factors are considered in rating the adequacy of a section of rural primary highway: structural adequacy, safety and service. The sufficiency rating on a municipal extension of a primary road is based on two main considerations: structural adequacy and service. The numerical rating groups are as follows:

<u>Points</u>	<u>Rating</u>
90-100	Excellent
80-89	Good
65-79	Tolerable
50-64	Poor
0-49	Critical

The adjusted sufficiency ratings for those sections of underlying routes within our study area are shown on Table III-1.

TABLE III-1
SUFFICIENCY RATINGS

Rating	MILES IN EACH CATEGORY				
	<u>Route</u>	<u>Critical</u>	<u>Poor</u>	<u>Tolerable</u>	<u>Good</u>
U.S. 52	0.7	18.7	9.1	1.2	10.6
U.S. 61	27.2	25.7	1.0	1.5	5.0
U.S. 67	26.2	1.9	4.3	3.9	5.2

The table shows that 52.9 miles of U.S. 61, the nearest underlying route for alternate 11A, have sufficiency ratings below the tolerable rating, and over 27 miles of these are in the critical range. The table also shows that 47.5 miles of US 52 and US 67, the nearest underlying routes for alternate 11B, have sufficiency ratings below the tolerable rating, and almost 27 miles of these are in the critical range.

U.S. 61 in its present condition is not adequate for today's traffic. The personal injury rate between Davenport and Dubuque on this highway is double the state primary road average, and the fatality rate is over twice as great. U.S. 52 and U.S. 67 appear to be just as inadequate. The personal injury rate on these two routes in our study area is three times as great as the state primary road

34 average, while the fatality rate is about equal to the state average.

The Federal Highway Act of 1973 established a new program for selection and improvement of priority primary routes. Such routes are to be high traffic sections of the Federal-Aid Primary System which connect to the Interstate System. They are to be selected for priority of improvement to supplement the service provided by the Interstate System by furnishing needed adequate traffic collector distributor facilities. The routes are to be selected by state highway departments in consultation with appropriate local officials. U.S. 61 from Davenport to Dubuque was chosen as one of Iowa's priority primary routes. It was designated Priority Primary Route "K" and is the subject of alternate 11A for this study. Iowa's current 5-Year Construction Program has 21.9 miles of this route scheduled for purchase of right-of-way, grading or paving. Also, listed under "other critical needs" in the 5-Year Program are 20.6 additional miles, including a bridge over the Mississippi River at Dubuque.

The current 5-year construction program also includes work on U.S. 67 and U.S. 52, the nearest underlying route for alternate 11B. Over 17 miles of U.S. 67 in Clinton County are scheduled for construction and right-of-way acquisition, and funds are earmarked for 8.3 miles of right-of-way acquisition along U.S. 52 in Dubuque County.

At an information meeting held at Dubuque concerning this feasibility study, thirteen persons took the opportunity to speak.

All but three were in favor of the proposed highway. The three persons speaking against the highway were all of the opinion that rehabilitation of the railroads would accomplish the same result with ten percent of the expenditure. They also mentioned that railroads used less energy to transport freight per ton mile than trucks. In addition to the speakers at the meeting, nine letters were received by the Iowa State Highway Commission relative to this meeting. Eight of these were from organizations or corporations. The only one of the nine opposing the highway project was from an individual, who also favored reconstruction of the railroads.

Based on the preceeding, it is the conclusion of the Iowa State Highway Commission staff that this route is indeed necessary to provide a safe, modern highway connection between Davenport and Dubuque, Iowa.

Railroad Transportation

One railroad serves the corridor of this feasibility study. The Chicago, Minneapolis, St. Paul and Pacific Railroad closely follows the Mississippi River from Davenport north to Minneapolis. The railroad does not offer passenger service in Iowa.

River Transportation

River transportation on the Mississippi River is used mostly for high bulk non-perishable freight such as petroleum products, grain, fertilizer, coal and steel.

The U.S. Corps of Engineers maintains a 9' channel on the Mississippi from St. Paul, Minnesota to Cairo, Illinois. Over the years, commercial use of the river has declined. The navigation season from St. Paul south is normally from March to November, but high water can curtail operations through June.

Air Transportation

Scheduled north-south passenger and air freight service is provided in the corridor by Ozark Airlines, Inc. Terminals are located at Dubuque and Clinton in Iowa, and Moline, Illinois, across the Mississippi River from Davenport. Ozark does not provide service north of Dubuque in the study corridor. From Dubuque north to LaCrosse, scheduled passenger and freight service is provided by Mississippi Valley Airways. Mississippi Valley Airways does not provide service south of Dubuque.

Bus Transportation

Bus service to cities along the U.S. 61 corridor is provided by River Trails Lines, Inc. No regular bus service is available from Davenport to Dubuque via US 67 and US 52. Bus service to Clinton from Davenport is via U.S. 61 to DeWitt then via U.S. 30 to Clinton. Bus service to Dubuque from Clinton is via Iowa 136 through Goose Lake and Delmar to U.S. 61 then north to Dubuque on U.S. 61.

SECTION IV

SELECTION OF STUDY ALTERNATIVES

Two alternate routes were considered for this feasibility and necessity study. The first alternate (11A) follows the corridor now served by U.S. 61. It leaves I-80 at the U.S. 61 interchange 2.2 miles west of I-74 interchange, the point of beginning, and extends northerly to Dubuque. The second alternate (11B) follows the corridor now served by U.S. 67 and U.S. 52. It leaves I-80 at the U.S. 67 interchange 8.2 miles east of I-74 interchange, and extends north and northwesterly to Dubuque. Both alternates are identical from the proposed Freeway 520, U.S. 61, U.S. 151 intersection, north to the Wisconsin-Iowa state line at Dubuque.

Alternate 11A and Iowa's proposed 561 Freeway are one and the same. Alternate 11B alignment brings the route ten miles closer to Clinton than alternate 11A.

Both alternates are feasible. The Iowa State Highway Commission staff, therefore, feels the Davenport to Dubuque portion of the study route is feasible and necessary, however, would defer selecting one alternate over the other until a more in-depth study can be made.

Approval Expires March, 1975

TABLE 1 - ROUTE DESCRIPTION.

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Sheet 1 of 1 Sheets

Route and Alternative Number	Breakpoint Sequence and Number	Route Description	Length	
			Section	Route
11A	<u>01</u>	From intersection <u>I-74 and I-80 at Davenport</u> via I-80 west to intersection with US 61 then northerly to		
	<u>02</u>	<u>1990 north urban limits of Davenport</u> then northerly to	6.4	
	<u>03</u>	<u>1990 south urban limits of Dubuque</u> then via proposed route through Dubuque to	55.2	
	<u>11</u>	<u>Iowa-Wisconsin state line</u>	9.5	— 71.1
11B	01	via I-80 east to intersection with US 67 then northerly to		
	<u>04</u>	<u>1990 north urban limits of Davenport</u> then north and northwesterly to	10.0	
	<u>05</u>	<u>1990 south urban limits of Dubuque</u> then via proposed route through Dubuque to	62.3	
	11		9.7	— 82.0

ROUTE IMPROVEMENT STANDARDS, COSTS, AND IMPACTS

Alternate 11 A of this feasibility and necessity study is identical with Iowa's proposed Freeway 561. Almost 22 miles of this route are scheduled to receive some funding during the current 5-Year construction period. It is estimated that the cost to complete Iowa's 71.1 miles of this route to AASHTO standards will be \$117,018,000 in 1973 dollars.

Alternate 11 B would include 62.3 miles of rural freeway estimated to cost the same per mile as the average per mile cost of 11 A rural freeway, 1.8 miles of Davenport urban freeway estimated to cost the same per mile as the average per mile cost of 11A Davenport urban freeway, 1.3 mile of Dubuque urban freeway, estimated to cost the same per miles as the average per mile cost of 11A Dubuque urban freeway, plus the same 8.4 miles of the Dubuque urban freeway and Mississippi River crossing as 11A. Using these calculations, it is estimated that the cost to complete Iowa's 82.0 miles of this route to AASHTO standards will be \$119,525,000 in 1973 dollars.

It is assumed that only one of the alternate routes proposed for the Iowa segment of the Davenport to LaCrosse route will be built. This route segment was included as a part of Iowa's 1990 plan developed for the 1974 National Transportation Study, and as such was considered to be financially feasible under the assumptions used in that study. However, the recent extreme upward trend in the cost of highway

42 construction (approximately 40% increase from 1973 to 1974 in Iowa) raised concern as to the financial feasibility of many elements of Iowa's proposed future highway transportation plan.

TABLE 2 - ROUTE SUMMARY DATA.

Approval Expires March, 1975
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 SHEET 1 OF 1 SHEETS

1. Study Route Number		11A				11B							
2. State		IOWA				IOWA							
5. Total Length		RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)		55.2		15.9	71.1	62.3		19.7	82.0				
7. (a) 1973 Weighted ADT (DVMT/Mile)		3964		9492	5063	3080		8535	3886				
(b) 1995 Weighted ADT (DVMT/Mile)		5935		22423	9213	4931		23,374	7656				
8. (a) Average Annual Injuries - (1970-1972)		100		70	170	165		55	220				
(b) Average Annual Fatalities - (1970-1972)		19		1	20	5		1	6				
9. Present Road Type Mileage													
(a) < 4 Lane		54.1		10.6	64.7	62.3		9.5	71.8				
(b) 4 or More W/O FAC ^{1/}		1.1		3.1	4.2			2.0	2.0				
(c) Freeways													
10. Condition -- Miles Critically Deficient		25.6		1.6	27.2	26.9			26.9				
11. Mileage of Proposed Improvements by Location													
(a) AASHTO Standards													
(1) Existing Location		3.4		—	3.4								
(2) New Location		51.8		13.7	65.5	62.3		11.5	73.8				
(b) 1990 Plan													
(1) Existing Location		3.4			3.4								
(2) New Location		51.8		13.7	65.5	62.3		11.5	73.8				
12. Future Road Type Mileage													
(a) AASHTO Standards													
(1) < 4 Lane													
(2) 4 or More W/O FAC ^{1/}													
(3) Freeways - 4 Lane		55.2		13.7	68.9	62.3		11.5	73.8				
6 or More													
(b) 1990 Plan													
(1) < 4 Lane													
(2) 4 or More W/O FAC ^{1/}													
(3) Freeways - 4 Lane		55.2		13.7	68.9	62.3		11.5	73.8				
6 or More													
13. Improvement Costs (\$000)													
(a) AASHTO Standards		43,331		73,687	117,018	48,905		70,620	119,525				
(b) 1990 Plan		43,331		73,687	117,018	48,905		70,620	119,525				

^{1/}W/O FAC - Without Full Access Control

*Items 3 and 4 intentionally omitted from this form for line number consistency with Table 3.

REVISED FORM

Route Feasibility Study
Davenport, Iowa to La Crosse, Wisconsin
Wisconsin Segment

Prepared by
The Wisconsin Department of Transportation
July, 1974

SECTION I
STUDY SYNOPSIS

Basis for Route Selection

Statewide transportation planning in Wisconsin currently is in a transitional period from individual mode plans via the action plan to a state transportation plan and therefore previously completed planning efforts had to be used as a guide in determining a highway corridor from Dubuque, Iowa to La Crosse, Wisconsin. At this point in time, the State Highway Plan provides the best corridor analysis and thus was used for this feasibility study. That plan, adopted in 1966 and updated in 1972, related the movement of people and goods by highway to land use, economic, and population factors. It identified travel corridors and projected future travel demands to the year 1990. In this plan, the USH 61-USH 14 corridor between Dubuque and La Crosse has been identified as the most important route between these two cities and therefore was selected as the underlying route for this study. However, because traffic volumes, on many sections of the route, do not warrant a freeway facility by 1990 and because of other potential facilities in this corridor that may be available to handle future demand, namely the Great River Road, the Mississippi River, and parallel railroad lines, Wisconsin has chosen not to premise this feasibility and needs study on an Interstate type facility but rather to indicate to the Federal Highway Administration and subsequently to Congress the type of facility which is required based strictly on AASHTO standards for a route with the type and volumes of traffic anticipated to be travelling between La Crosse and Dubuque in 1990.

Study Findings

Based on the AASHTO standards, it was determined that a freeway will be required from Dubuque to Dickeyville in Grant County but from that point north to near Viroqua in Vernon County, the present two lanes will generally be adequate until 1990 except for possible spot improvements such as urban bypasses and safety improvements. From Viroqua to just south of La Crosse, a four lane facility with some access control would be necessary by 1990. Through the City of La Crosse to Interstate 90 northeast of the city, the La Crosse Area Transportation Study indicates the need for a four to six lane freeway to handle the projected traffic volumes. The total cost of these improvements is estimated at \$138,000,000.

As a result of a public informational meeting held to solicit public opinion on the route, it was learned that there would be considerable public opposition to any immediate improvements north of Dickeyville to Viroqua which would be aimed at providing four lane divided facilities. On the other hand, there is great public support for a major improvement with a new bridge over the Mississippi, from Dickeyville to Dubuque. A report on the public informational meeting is contained in Appendix B.

Current Highway Engineering Activities

The only portion of the corridor presently undergoing engineering studies of any sort is the Dubuque to Dickeyville section. The Dubuque Area Transportation Study has established the need of a new Mississippi River bridge and has given this facility number one priority of need in the urban area. A corridor location for such a bridge has been established and has been generally accepted locally. Problems exist with respect to the

development of needed approach facilities on the Dubuque side, however, and for this reason the project has not received all needed clearances and approval, and has thus moved slowly in recent years. Wisconsin did, however, initiate design investigation activities for the Wisconsin approaches to this needed Mississippi River bridge in fiscal 1975 and it is expected that public involvement on the concepts and corridor aspects of this facility from the bridge approach northerly to the vicinity of the village of Dickeyville will be initiated soon.

Future Planning

It should be emphasized again that highway planning and development in Wisconsin must comply with the State's recently approved Action Plan, and, as such, must provide for broad consideration of alternatives, and broad public involvement. In accordance with the Action Plan, the Wisconsin Department of Transportation is currently developing an all-mode state transportation plan. As a part of the process of developing this multi-modal State Transportation Plan, the Wisconsin Transportation Planning Council will be conducting area planning conferences and subsequent community needs conferences beginning this year. It should therefore be noted that while this study is limited to questions of "necessity and feasibility" that similar issues of need and feasibility, as well as public input into these issues, will be sought by the Wisconsin Department of Transportation on a statewide basis in the near future through the Action Plan process and thus make the results of this study subject to change pending the outcome of that more comprehensive study. Likewise the location through or around any community is subject to change to be made compatible with future individual local planning efforts.

A case in point is the La Crosse Urbanized Area where the feasibility study has accepted a freeway corridor as identified in the La Crosse General Plan. However, due to recent controversies concerning that proposed freeway, it is recognized as a part of the continuing planning effort that the local transportation plan may be changed in which case the route for this feasibility study would change accordingly.

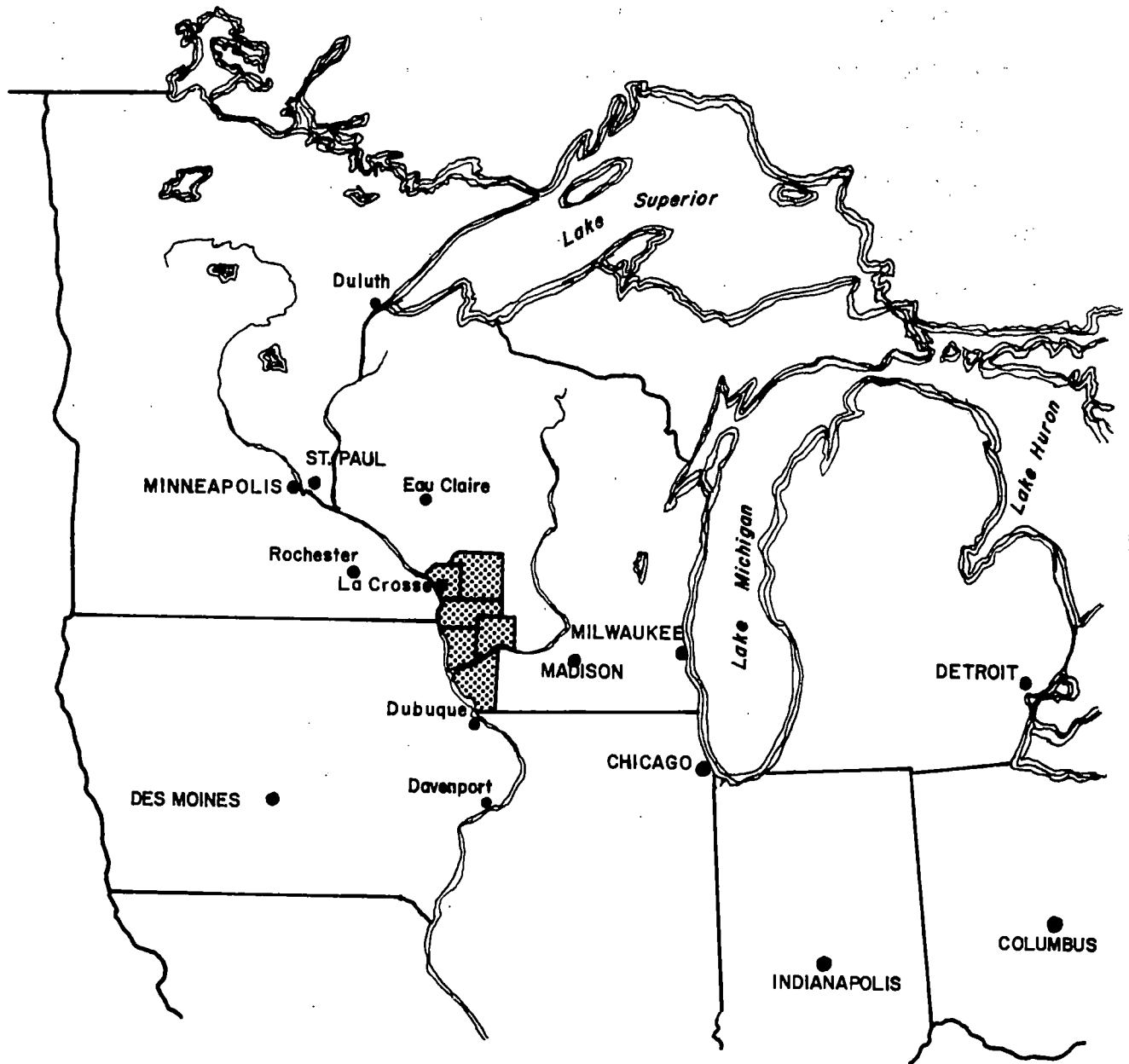
The Region

A six-county region was selected in Wisconsin for study purposes. (See Figure I-1). In this region population density is low, transportation facilities are not extensive and the terrain is rough and hilly. Very few water bodies are located in the region. The Wisconsin River divides the area in two, but along its course, within the area, does not broaden into any major water bodies.

The most important highways in the region are Interstate 90 which crosses the northern edge of the area, USH 61 which joins Dubuque and La Crosse, USH 151 which connects Dubuque, Platteville, Dodgeville, and Madison, USH 14 which connects La Crosse to Madison and USH 18 which connects Prairie du Chien to Madison. State Trunk Highway 35, which in general is the present marked routing of the Great River Road, runs along the Mississippi River north of Prairie du Chien providing a beautiful scenic route for tourists.

Only the airport at La Crosse has air carrier service, although Dubuque's airport which is outside of Wisconsin actually serves part of the region. None of the other communities are large enough to support such service, but several have airports to serve general aviation only. La Crosse, Prairie du Chien, and Cassville have river ports serving the area. Major railroads parallel the Mississippi River, the Wisconsin River, and Interstate 90. Intercity bus service is provided by nine different companies.

REGIONAL LOCATION



 THE SIX COUNTIES OF THE STUDY CORRIDOR

The area is not densely populated. It has only one city of more than 10,000 people, and one county with over 50,000 people. Generally its pattern of development is what would be expected of a predominately agricultural area. Of the six counties involved, three counties have lost population for every census since 1940. The other three have gained population but at less than the state average.

This part of Wisconsin was not covered by glaciers and thus contains the most rugged terrain in the state. Erosion is a serious problem so soils must be carefully protected or the good topsoil will wash into the streams.

SECTION II
CHARACTERISTICS OF THE REGION

A region (corridor) consisting of six counties has been created for the purposes of characterizing the area and providing sufficient background information to put the potential need for additional highway improvements in proper perspective. The specific route being studied traverses four of these counties and lies within three miles of the other two.

The following pages describe the region in terms of significant terrain features and land use patterns; population distribution and growth; economic characteristics and potentials; major industry, commerce, resource, recreational, defense, and employment activities; areas of special concern because of environmental considerations; and recognized development plans. In addition county by county economic profiles are contained in Appendix C.

Significant Terrain Features and Land Use Patterns

The region contains the most rugged terrain in the State. It is often referred to as the "Driftless Area" because glaciers went around and not over it. The primary factors altering the land surface have been weathering and erosion. The hills and ridges are generally capped with limestone and few lakes are found in the area. High bluffs border the Mississippi River the length of the corridor and combined with the river create a scenic corridor.

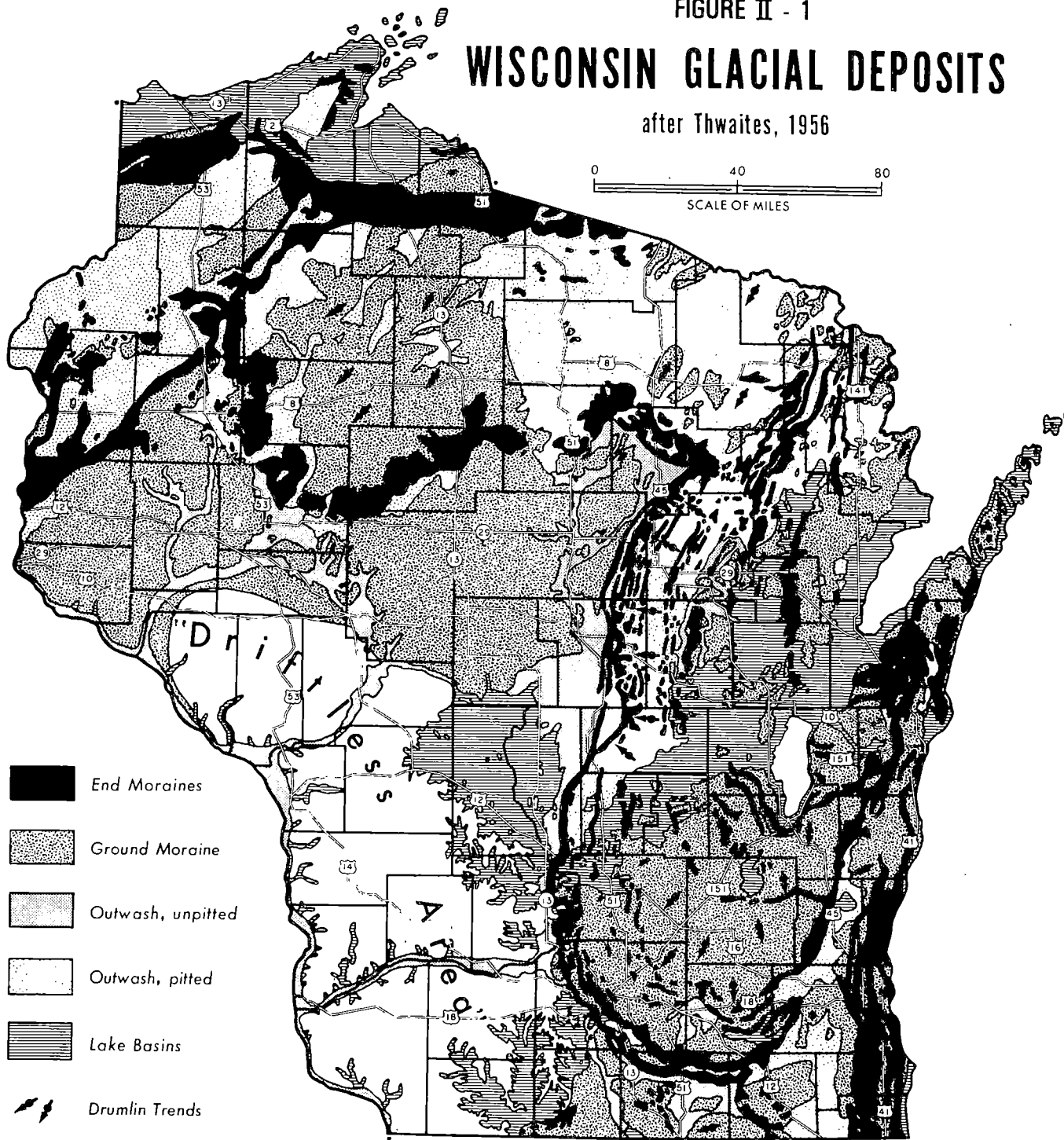
Most of the soils are grayish-brown hilly silt loams underlain with loess. Limestone bedrock lies about 5 feet deep. These soils are well suited to livestock and dairying, woodlands, and some grains. Due to the steep topography there is excellent drainage but contour farming and strip cropping is required to prevent erosion. The rugged terrain also acts to sharply reduce the proportion of tillable land in the region.







Wisconsin's terrain, soils, and land use are depicted graphically on Figures II-1, II-2, and II-3.

FIGURE II - 1

WISCONSIN GLACIAL DEPOSITS

after Thwaites, 1956



-  End Moraines
-  Ground Moraine
-  Outwash, unpitted
-  Outwash, pitted
-  Lake Basins
-  Drumlin Trends

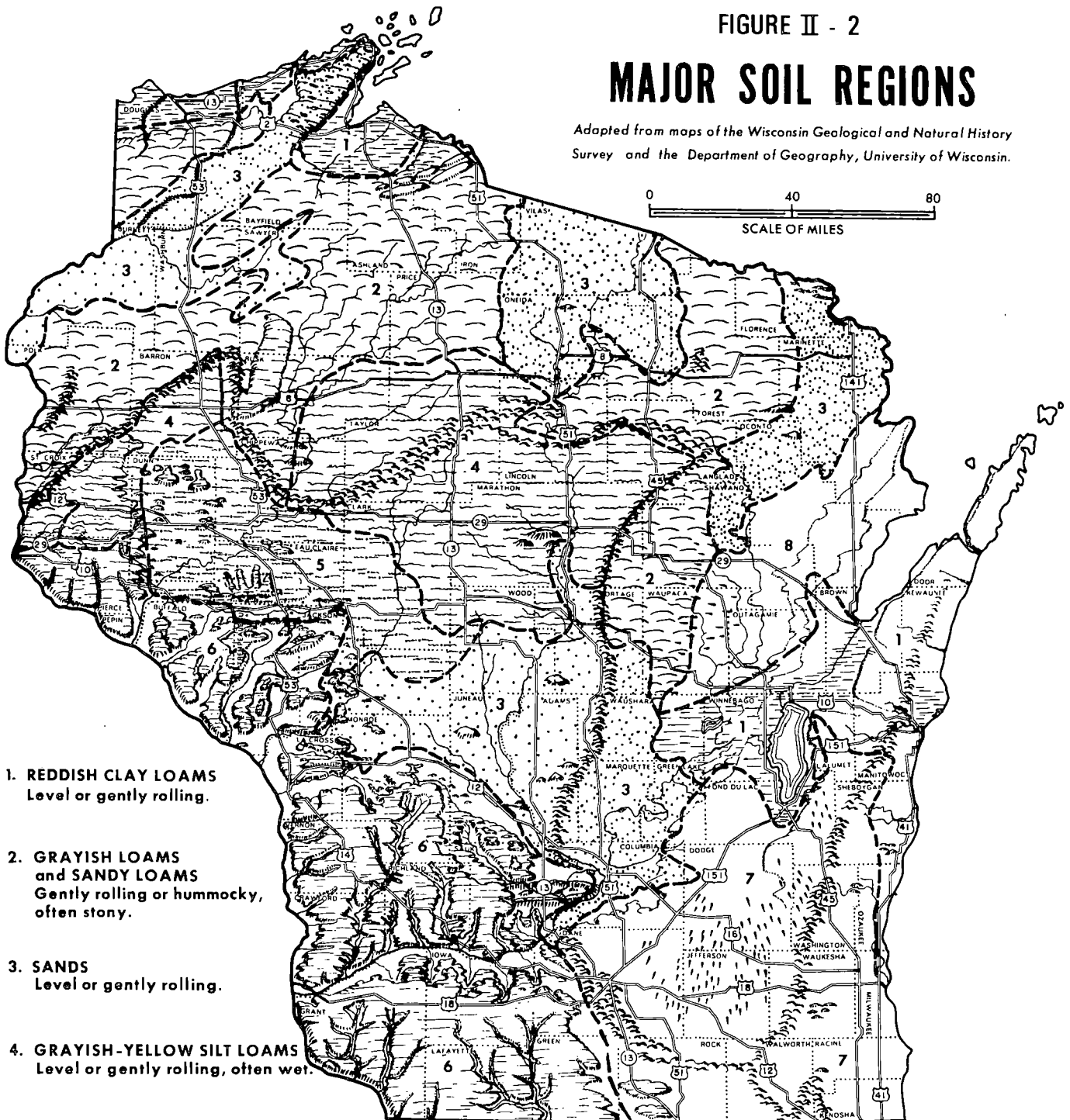
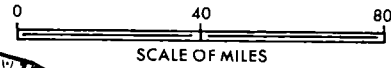
University of Wisconsin

Wisconsin Geological and Natural History Survey

FIGURE II - 2

MAJOR SOIL REGIONS

Adapted from maps of the Wisconsin Geological and Natural History Survey and the Department of Geography, University of Wisconsin.



1. REDDISH CLAY LOAMS
Level or gently rolling.

2. GRAYISH LOAMS and SANDY LOAMS
Gently rolling or hummocky, often stony.

3. SANDS
Level or gently rolling.

4. GRAYISH-YELLOW SILT LOAMS
Level or gently rolling, often wet.

5. SANDY LOAMS
Gently rolling, hilly or steep.

7. GRAYISH-BROWN GLACIATED SILT LOAMS
Nearly level or rolling.

6. GRAYISH-BROWN UNGLACIATED SILT LOAMS
Hilly or steep.

8. PINK LOAMS
Nearly level or rolling.

Population Distribution and Growth

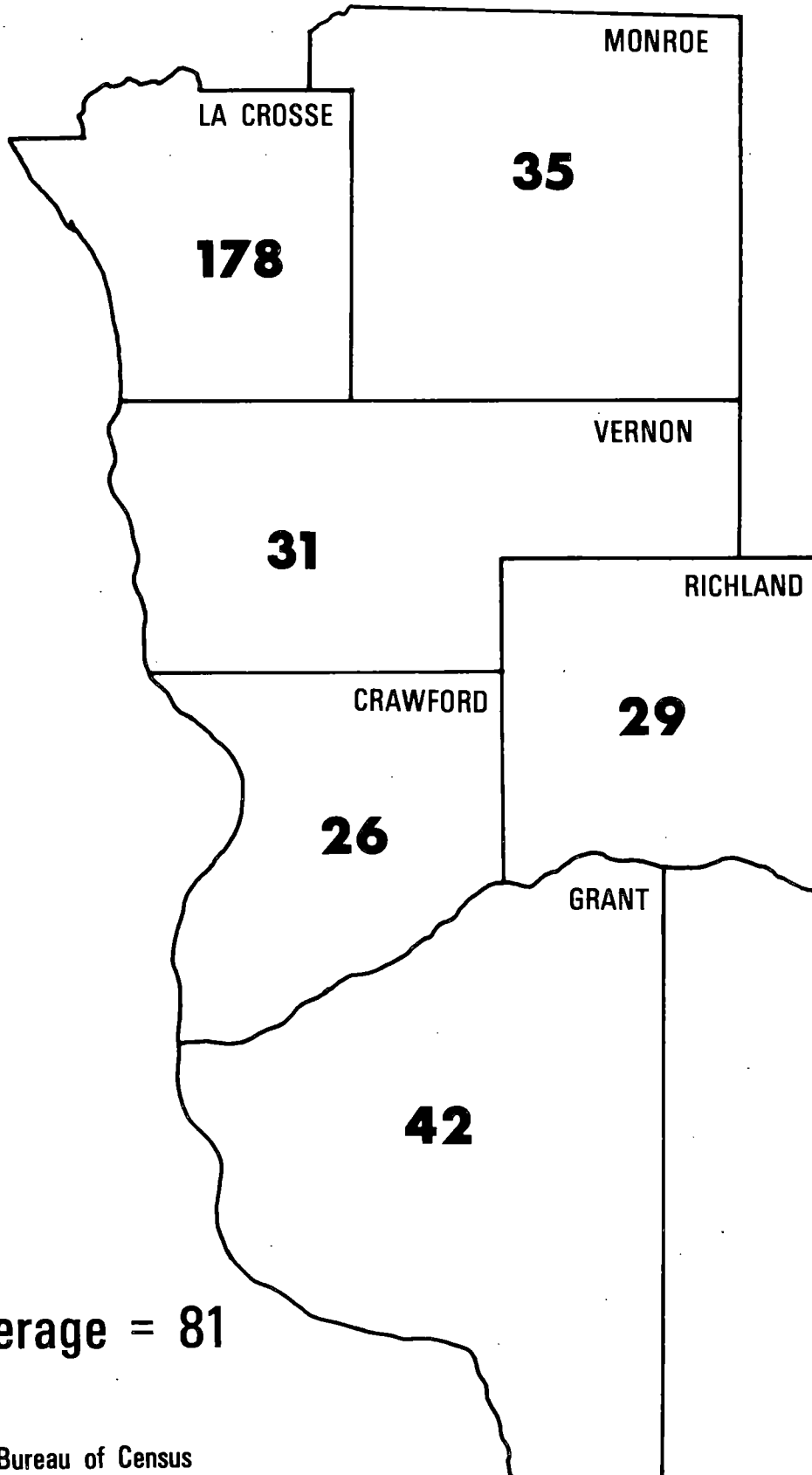
The six county corridor which has a 1970 total population of 217,364 is not densely populated. It has only one city of more than 10,000 people, and only one county with over 50,000 people. Generally its pattern of cities is what would be expected of a predominantly agricultural area.

The population growth in the corridor has been substantially below the growth of the State of Wisconsin. The low rate of population growth has been attributable to outmigration. This outmigration has been concentrated in the 15-39 year age group which reflects the lack of employment opportunities in the region.

Population density by county can be seen in Figure II-4. The percentage change in population between 1960 and 1970 is depicted in Figure II-5.

POPULATION DENSITY - 1970

(NUMBER OF PEOPLE PER SQUARE MILE)

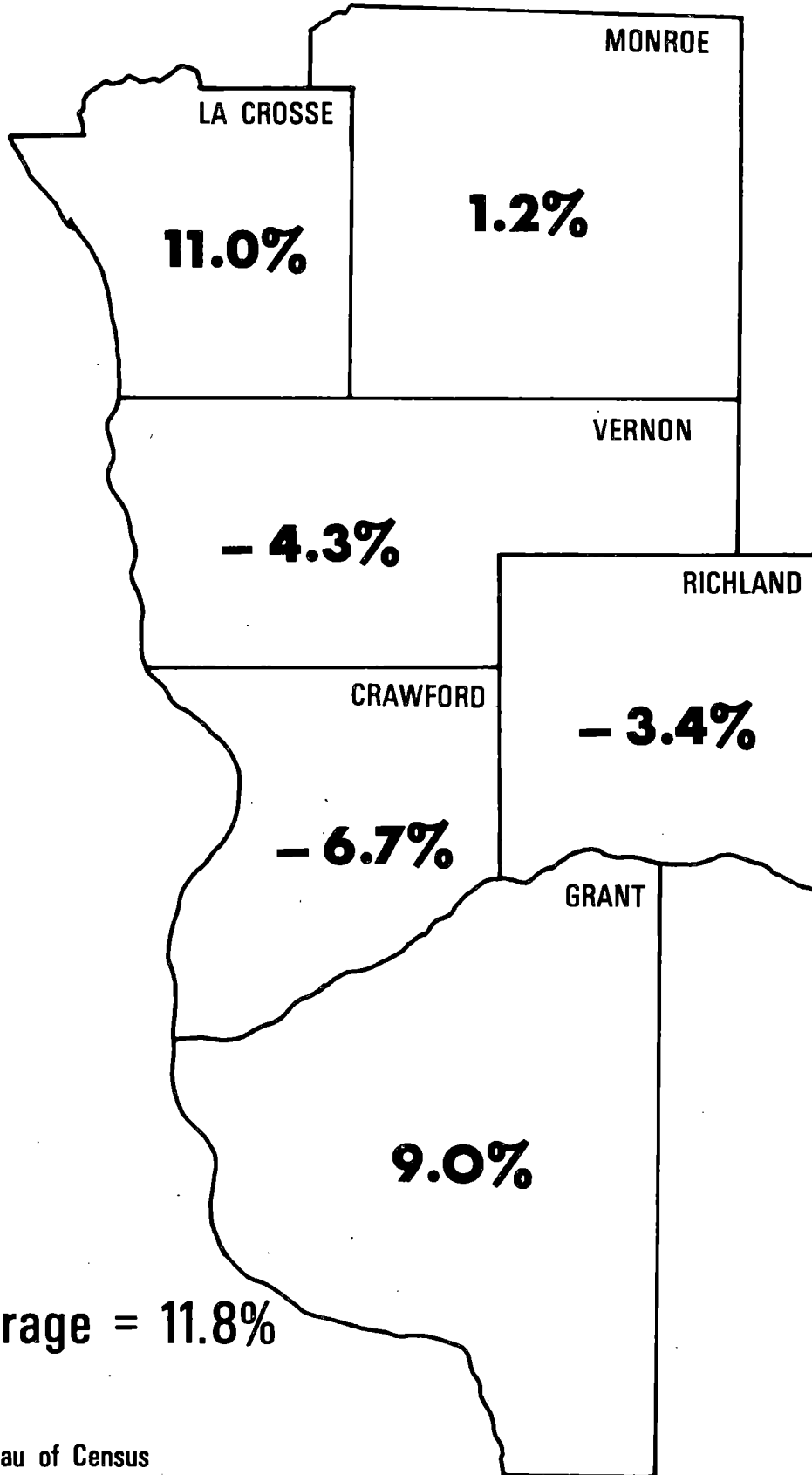


State Average = 81

Source: Bureau of Census

FIGURE II-5

PERCENT CHANGE IN POPULATION, 1960-1970



State Average = 11.8%

Source: Bureau of Census

Economic Characteristics and Potentials

Mining and lumbering were initially the most important industries of the region. Mining was predominant in Grant County and lumbering in La Crosse, Vernon, and Richland Counties. Agriculture has since replaced these industries as the principal economic activity.

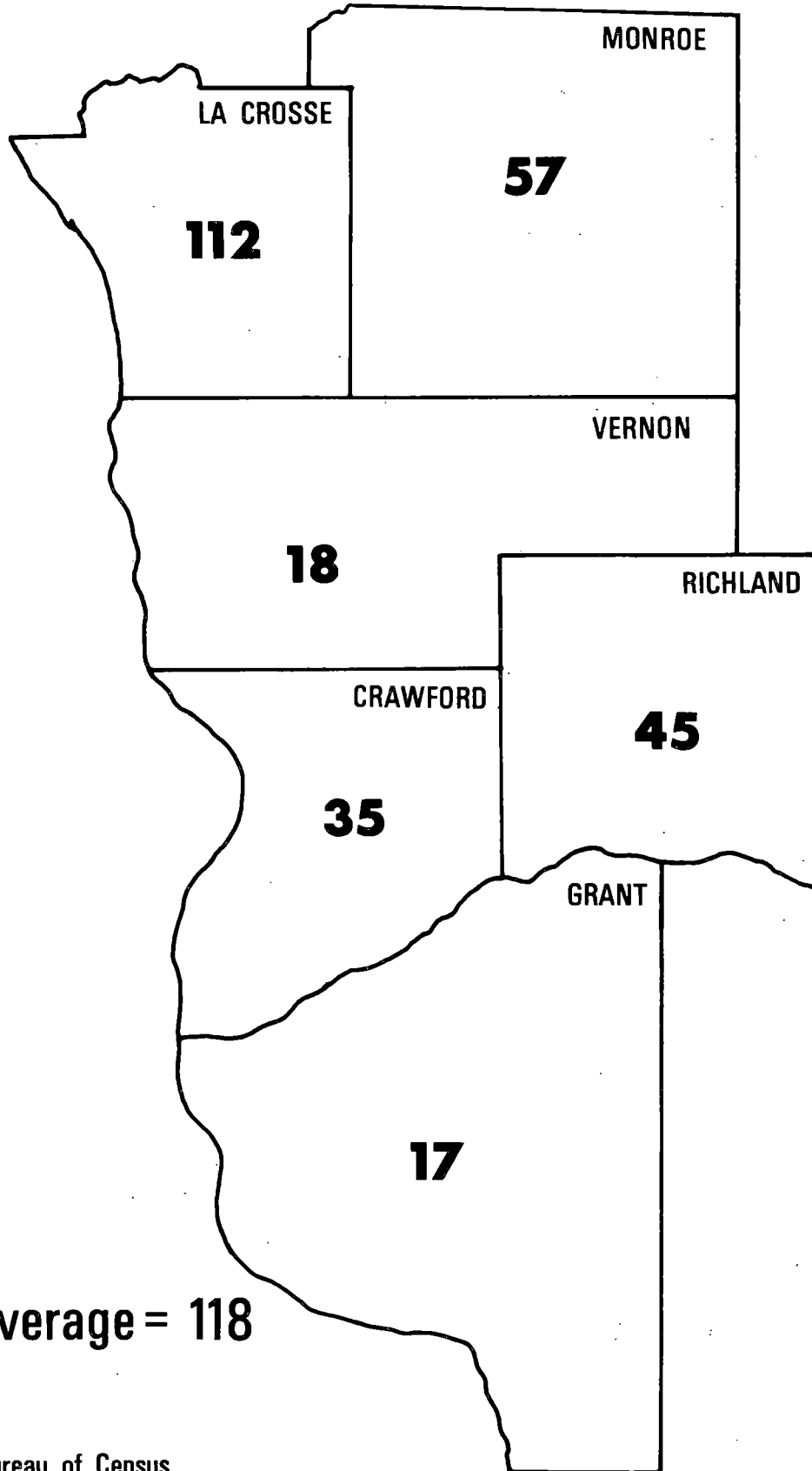
The City of La Crosse, like many others on the Mississippi River, originated as a sawmill site, and in the late 1890's became one of the nation's most important lumber centers. When depletion of the forests removed the city's economic base, it saved itself by turning to other types of economic activity. Now La Crosse serves a large rural area as a trading, supply, and processing center for the agricultural activity that followed deforestation. In addition, it has extensive manufacturing facilities for making air conditioning and heating equipment, gauges and other parts for automobiles, farm machinery, rubber footwear, and beer. The presence of La Crosse is extremely important to the entire area.

The smaller cities of the region have a definite need for new economic activity. However, the region lacks in positive advantages to attract new industry and in addition possesses the disadvantages of remoteness from markets and the Interstate highway system. It has been suggested that if the area replaces its hardwoods with softwoods, it could gain the potential of developing a pulp and paper manufacturing industry since the abundant water supply supports this possibility. The water supply might also be utilized to develop artificial lakes for more recreation activity. Spawning of new small industries linked to the Southeastern Wisconsin industrial complex also offer some promise of growth. However, agriculture, though declining in employment, will continue to serve as the backbone of the area's economy.

Figure II-6 depicts the factory jobs per 1000 population by county and Figure II-7 the percent of land in farms by county.

FACTORY JOBS PER 1000 POPULATION

JUNE 1969

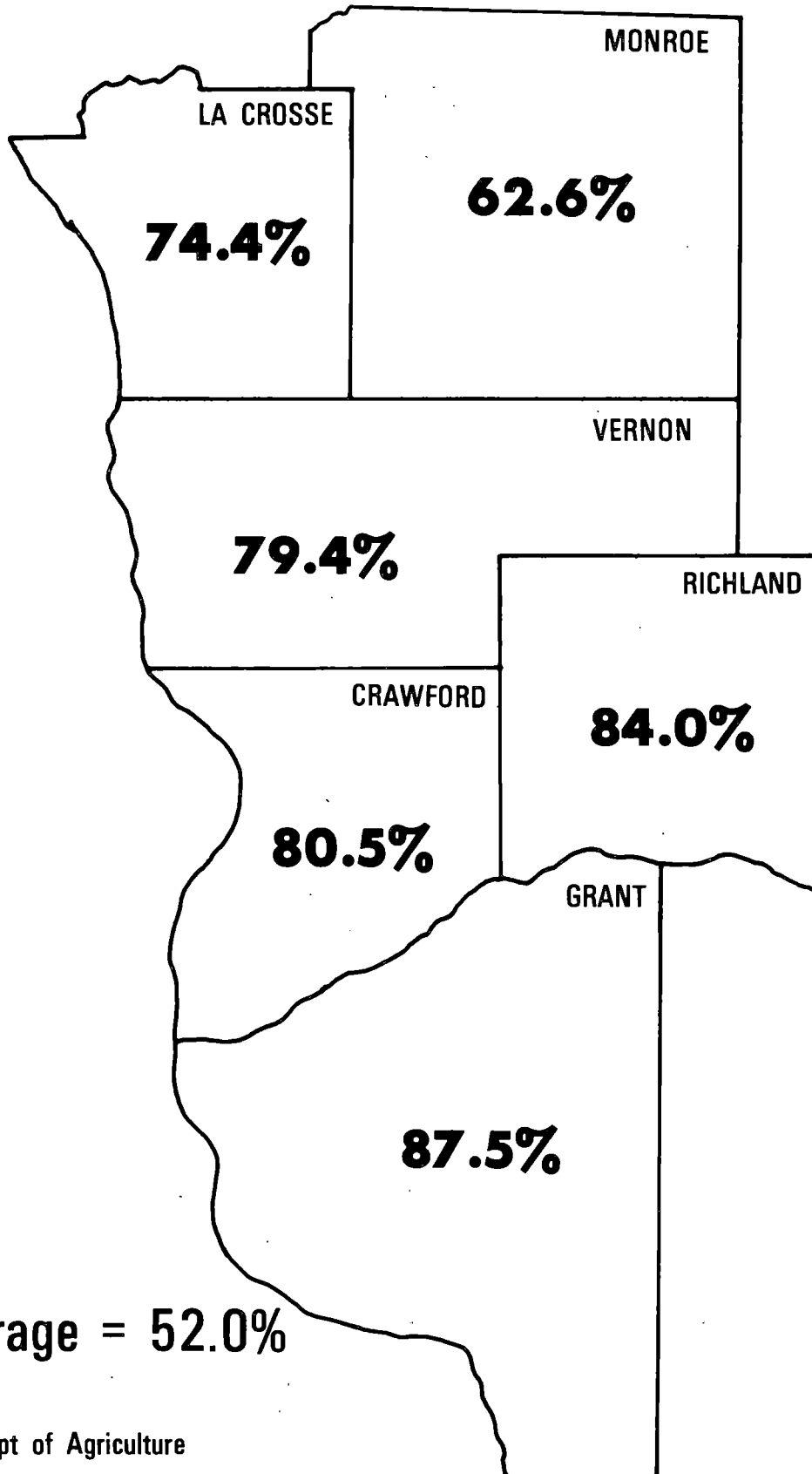


State Average = 118

Source: Bureau of Census

FIGURE II-7

PERCENT OF LAND IN FARMS - 1969



State Average = 52.0%

Source: Dept of Agriculture

Major Industry, Commerce, Resource, Recreational, Defense, and Employment
Activities of State or National Significance

The majority of traffic generators of statewide or national significance are concentrated at the ends of the corridor. As reported earlier in the discussion of economic characteristics, the urbanized area of La Crosse contains most of the major industrial, commercial, and employment activities.

There are nine state parks in or near the corridor, five of which are located near the Mississippi River. One of the parks is a bicycle trail which follows an abandoned railroad bed.

Three military reservations are contained in or near the corridor. Camp McCoy in Monroe County and Camp Douglas-Volk Field nearby in Juneau County are used primarily for Reserve and National Guard training. The Badger Army Ammunition Plant near Baraboo in Sauk County manufactures explosives and draws many of its employees from Vernon and Richland Counties.

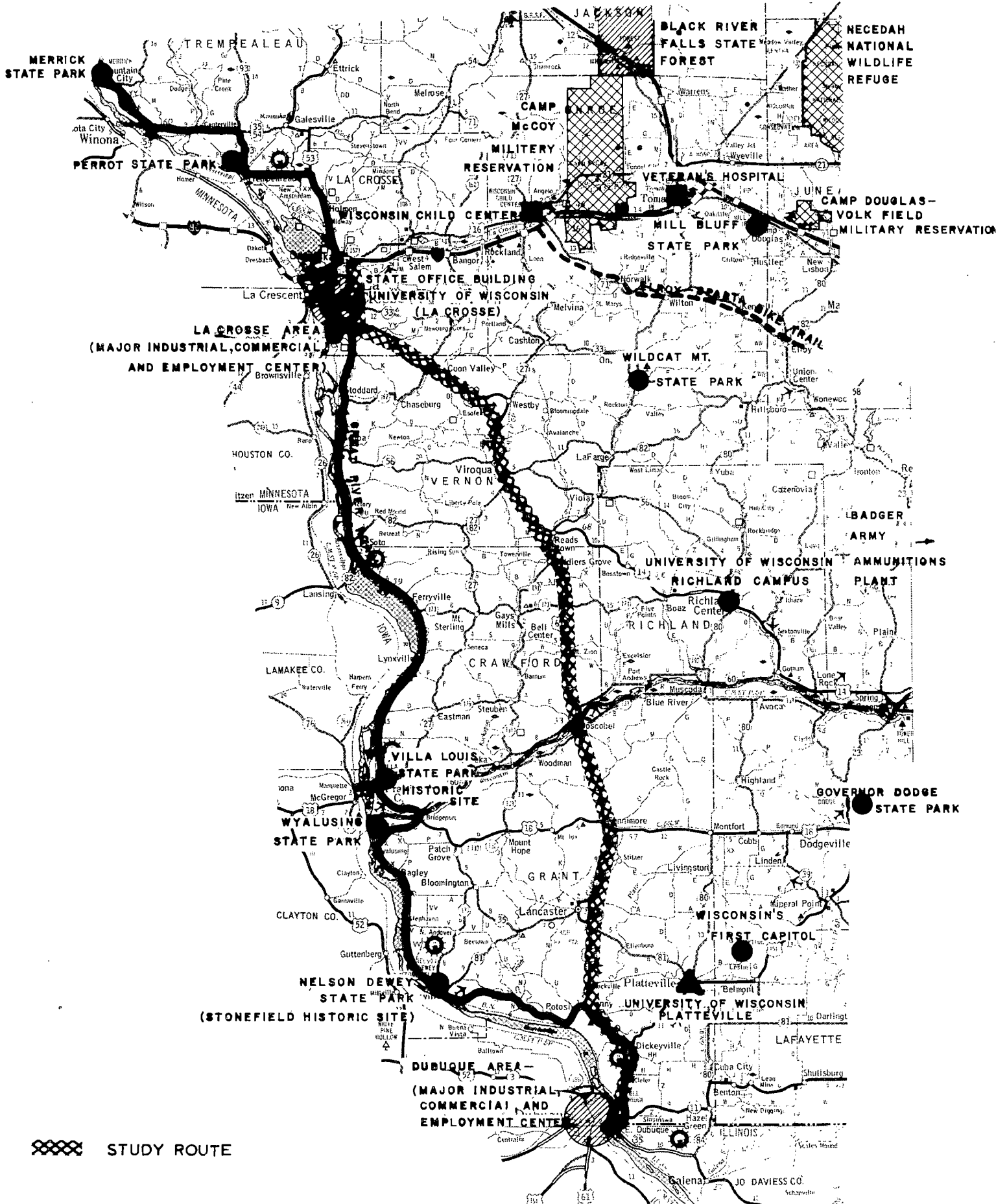
The University of Wisconsin has four year campuses at La Crosse and Platteville and a two year campus at Richland Center.

Other major traffic generators include the Wisconsin Child Center at Sparta and a V.A. Hospital at Tomah. The potential exists for the Great River Road to also be a major traffic generator.

The locations of all these places are shown in Figure II-8.

FIGURE II - 8

TRAFFIC GENERATORS OF STATE OR NATIONAL SIGNIFICANCE



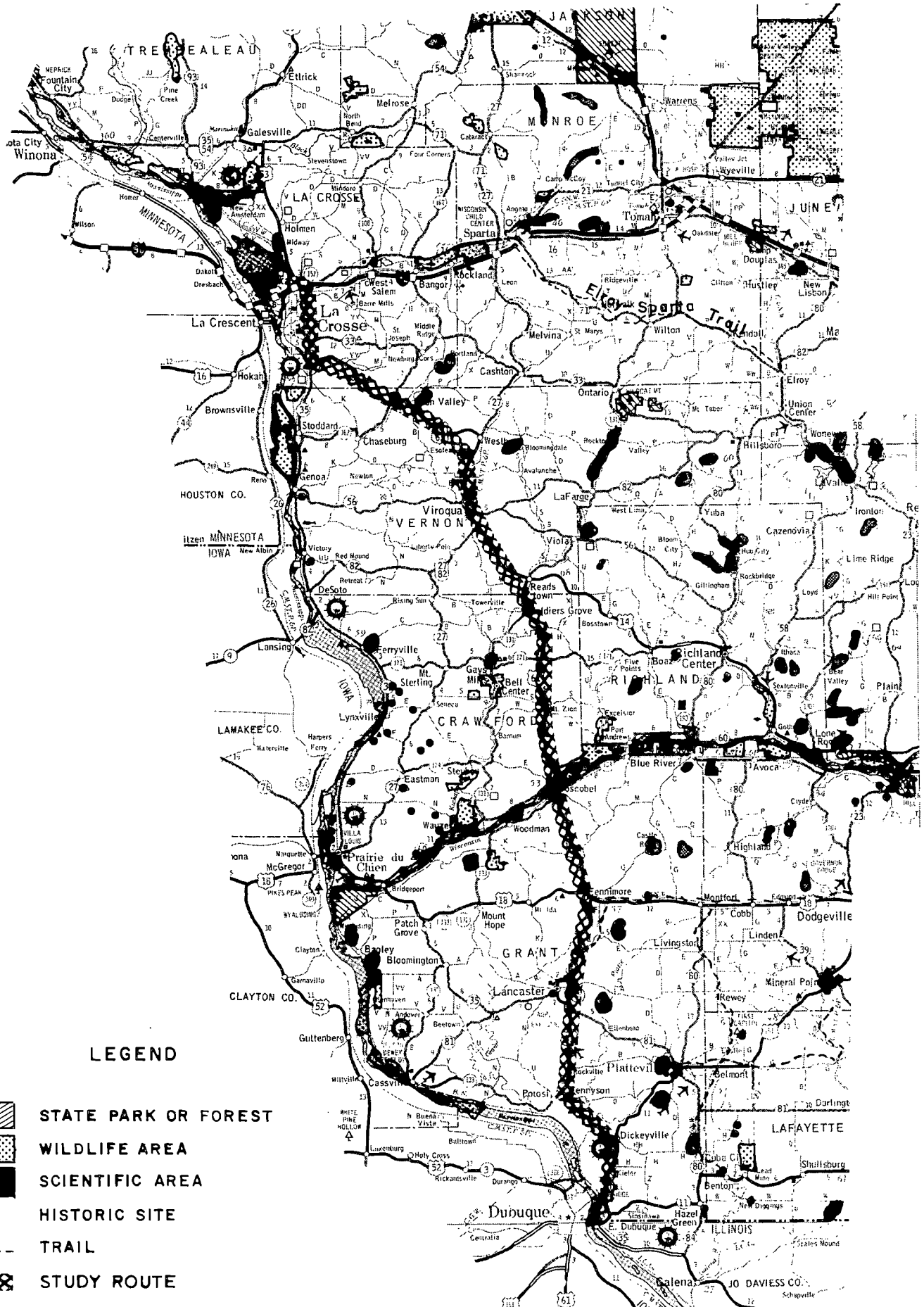
SOURCE: WISCONSIN DEPARTMENT OF TRANSPORTATION ANALYSIS
 DATE OF MAP: JUNE 1974

Areas of Special Concern Because of Environmental Considerations







As part of other transportation planning efforts, the Wisconsin Department of Transportation has made inquiries of twenty-one federal, state, local, and private organizations to solicit information as to sites that those agencies consider worth preserving or protecting from the problems and impacts of transportation facilities. The response provided approximately 1700 sites statewide, of which 166 are included in the six county region under study. The general location of these are shown on Figure II-9. The exact location of each site is available on larger scale maps on file with the Wisconsin Department of Transportation. Understandably, the sites are limited to those locations that are specifically recognized by other agencies as having qualities worthy of preservation. There will undoubtedly be other sites upon which transportation facilities could have a detrimental environmental impact.

FIGURE II - 9
 ENVIRONMENTALLY SENSITIVE LOCATIONS

68



LEGEND

-  STATE PARK OR FOREST
-  WILDLIFE AREA
-  SCIENTIFIC AREA
-  HISTORIC SITE
-  TRAIL
-  STUDY ROUTE

SOURCE: DEPTMENT OF NATURAL RESOURCES, SCIENTIFIC AREA
 PRESERVATION COUNCIL, STATE HISTORICAL SOCIETY
 DATE OF MAP: JANUARY-1973

Recognized Development Plans

Comprehensive planning for the region is conducted by the Southwestern Wisconsin Regional Planning Commission for Grant and Richland Counties and by the Mississippi River Regional Planning Commission for Crawford, Vernon, La Crosse and Monroe Counties. The La Crosse City Planning Department provides planning services for the city of La Crosse and since it provides staff for the Area Transportation Study actually does some planning for the suburban area around La Crosse.

Although both regional planning commissions have accomplished a great deal in their brief histories, neither has reached the point of producing an overall development plan. Generally the planning commissions have accepted the plans of the Wisconsin Department of Transportation as the transportation plans for their regions.

In the La Crosse Urbanized Area, a transportation plan was adopted in 1970. The route included in this feasibility study follows the alignment of a proposed route included in that plan which is known locally as the "La Crosse Freeway". However, it should be noted that considerable public opposition has developed in recent years toward construction of such a facility.

SECTION III
TRANSPORTATION SYSTEMS AND SERVICE IN THE CORRIDOR

An objective in Wisconsin is balanced transportation. The effort in the state is not only to achieve a balance of highway facilities, but to gain balance between highways and other modes. The nature and extent of the existing transportation service in the six county corridor and the plans for the future are described on the following pages.

Highways

The highway system in this part of Wisconsin deviates from the normal grid pattern predominant throughout much of the rest of the state. Because of the hilly terrain, the highways are forced to follow valleys or ridges resulting in a very irregular pattern. As can be expected, highway construction in this type of terrain is usually more expensive than in other parts of the state.

The Wisconsin Department of Transportation has adopted a State Highway Plan as a basis for future development of highways throughout the state. The functional classification portion of that plan divides all public roads in the state into classes based on the character of their future use. These classes, which are called arterials, collectors, and locals, consist of highways which carry long distance trips between activity areas, intra-area trips and local trips, respectively. The highway functional classification plan is shown on Figure III-1. The present structural, safety and service adequacy of the principal arterials is shown on Figure III-2.

The Freeway-Expressway Plan is a refinement of the "functional systems" portion of the State Highway Plan. The Freeway-Expressway Plan details the functional systems in terms of the appropriate facility types - it shows the corridors of future divided highways (four lanes or more) and the type of access control and intersection treatment planned for each facility. The major routes planned as divided highways include Interstate 90, which has been completed, running east-west along the northern portion of the six county corridor and which would be the likely northern terminus of the route being studied. Other potential east-west divided highways include USH 18 which connects Prairie du Chien to Madison and STH 11 which connects Dubuque to Janesville.

The only north-south route in the six county area proposed as a divided highway is USH 61 (the underlying route for this study).

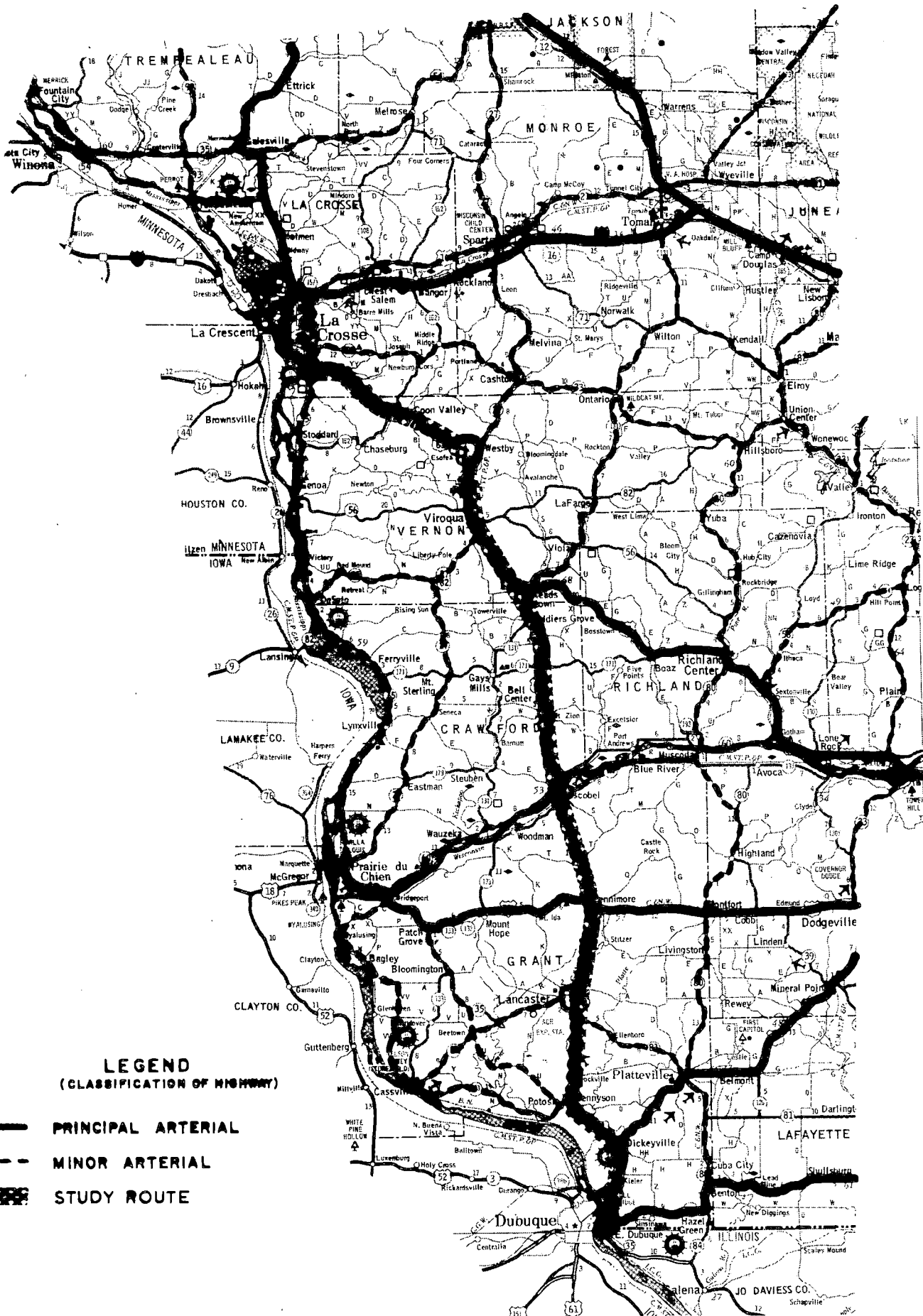
Other proposed divided facilities include USH 14, which is concurrent with USH 61 in Vernon and La Crosse Counties and connects La Crosse to Madison; USH 151 which is concurrent with USH 61 for about 5 miles in Grant County and connects Dubuque to Madison; and a short piece of USH 53 from La Crosse to its commuter community of Holmen. The entire freeway expressway plan can be seen in Figure III-3.

Based on traffic projections, four lanes are required by 1990 on Interstate 90, USH 53 from La Crosse to Holmen, a short piece of USH 18 near Prairie du Chien, the concurrent section of USH 61 and USH 151 from Dubuque, Iowa to Dickeyville, the concurrent section of USH 61 and USH 14 from the intersection of STH 27 south of Viroqua to the intersection of STH 35 at La Crosse, and the connecting link of USH 61 and 14 through the City of La Crosse to Interstate 90. On all remaining routes proposed in the freeway-expressway plan, a two-lane facility will generally remain adequate through 1990.

Another important route in the corridor is the Great River Road along the Mississippi River. The proposed routing follows STH 35 in La Crosse, Vernon, and Crawford Counties and various state and county and local roads in Grant County.

FIGURE III-1

PROPOSED 1990 HIGHWAY FUNCTIONAL CLASSIFICATION



LEGEND
(CLASSIFICATION OF HIGHWAY)




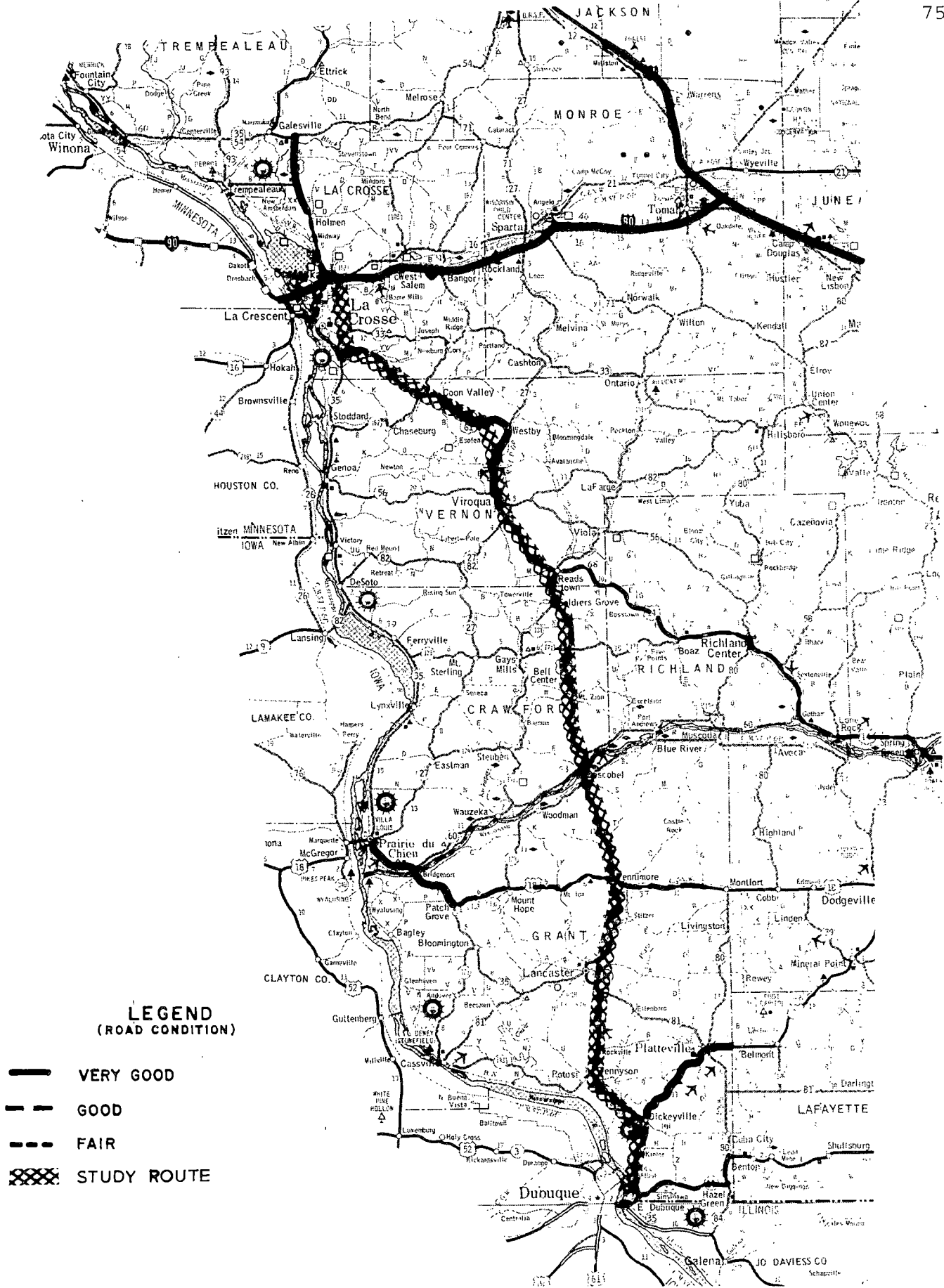
-  PRINCIPAL ARTERIAL
-  MINOR ARTERIAL
-  STUDY ROUTE

FIGURE III-2
 STRUCTURAL, SAFETY, AND SERVICE ADEQUACY OF PRINCIPAL ARTERIALS

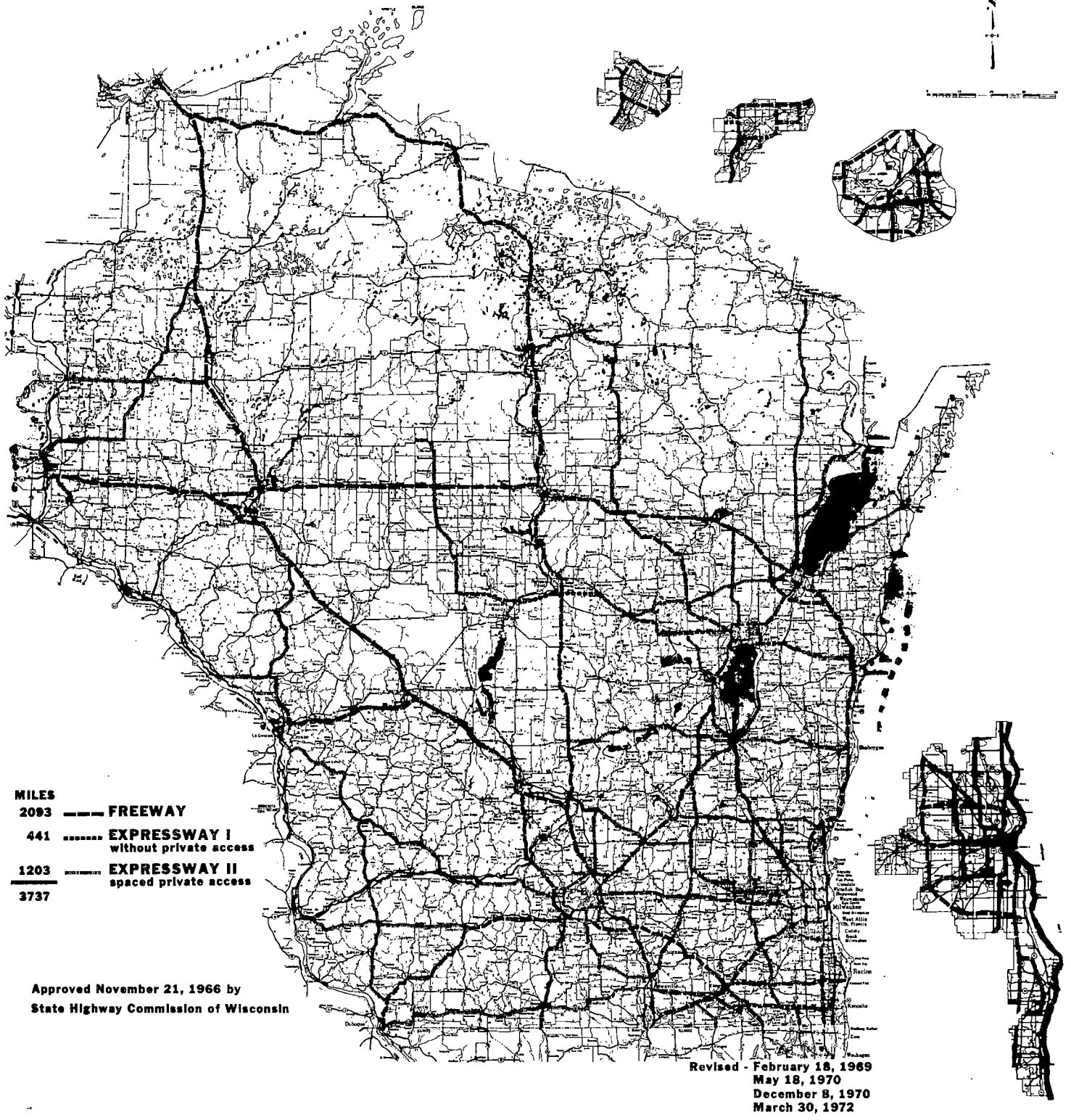


LEGEND
 (ROAD CONDITION)

- VERY GOOD
- - - GOOD
- · · FAIR
- ▣ STUDY ROUTE

FIGURE III-3

1990 FREEWAY - EXPRESSWAY PLAN



Air Transportation

The corridor is located 200 to 250 miles from its major industrial and recreational markets which are the Chicago, Milwaukee, and Minneapolis/St. Paul areas. This makes air transportation an economic necessity because of its characteristic of rapid movement of people and cargo between the corridor and major markets.

Even though air transportation is increasing in terms of people and cargo carried into and out of the corridor, the area lags in the development of its airports to meet today's air transportation needs of business, industry, and recreation.

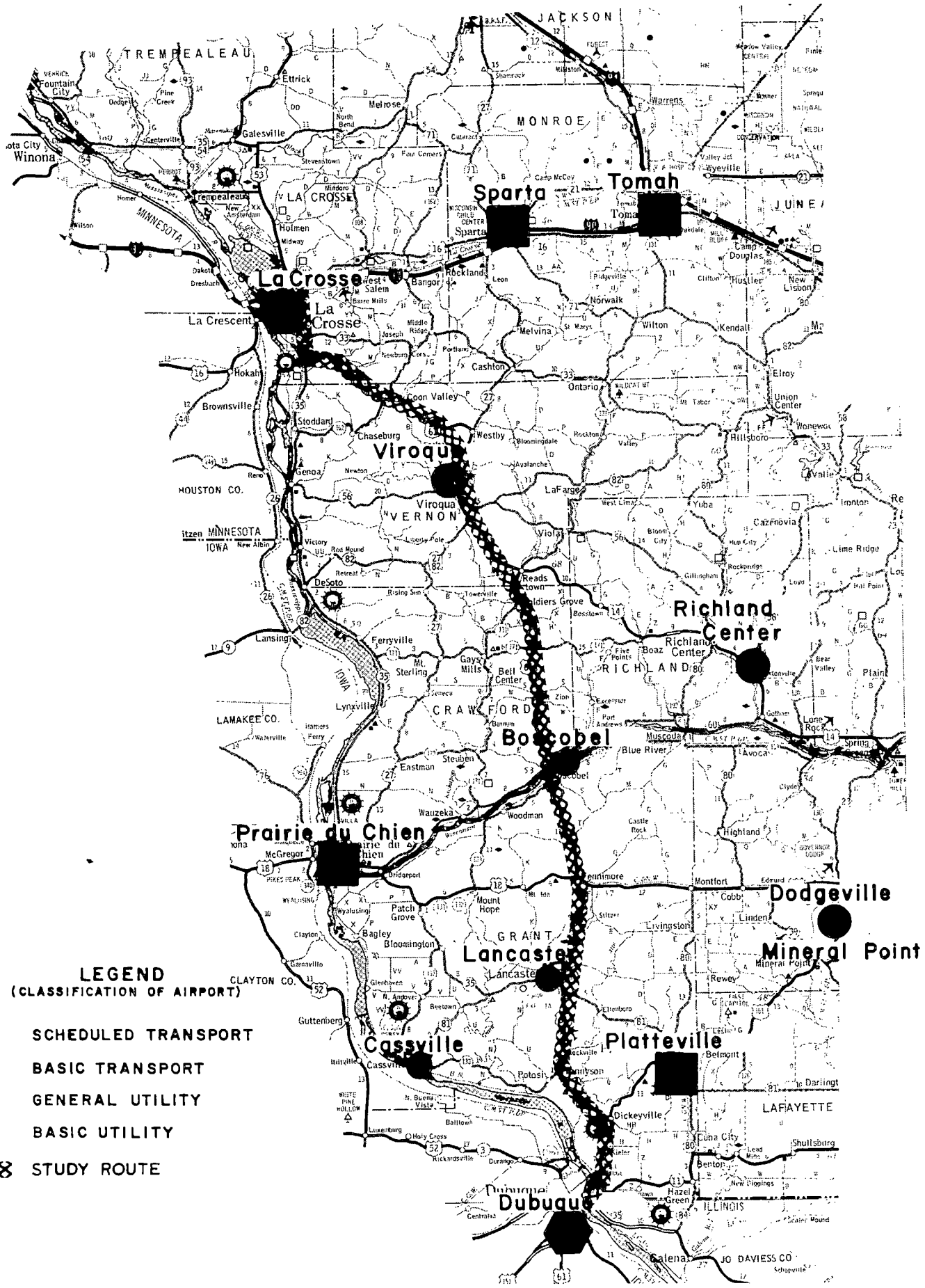
The unavailability of capital and lack of awareness of the economic importance of air transportation appear to be at the root of the problem.

Except for the air carrier airports at Dubuque and La Crosse, only the airport at Platteville could be considered adequate for its present demand. Airports at Cassville and Prairie du Chien also have paved runways but they are relatively short and other necessary facilities are lacking. Boscobel, Richland Center, Lancaster, Viroqua, Sparta and Tomah are other locations included in the state and national airport system plans, but they are all presently served by airports with short, unpaved runways.

Commercial air carrier service is provided at La Crosse by North Central Airlines and Mississippi Valley Airways and at Dubuque by Ozark Airlines and Mississippi Valley Airways. Prior to the spring of 1974, Mississippi Valley Airways also served Prairie du Chien but has since stopped serving that location.

The locations of airports and air carrier service are shown on Figure III-4.

FIGURE III-4
AIRPORTS ON THE STATE AIRPORT PLAN



LEGEND
(CLASSIFICATION OF AIRPORT)

- SCHEDULED TRANSPORT
- BASIC TRANSPORT
- GENERAL UTILITY
- BASIC UTILITY
- ▨ STUDY ROUTE

Bus Transportation

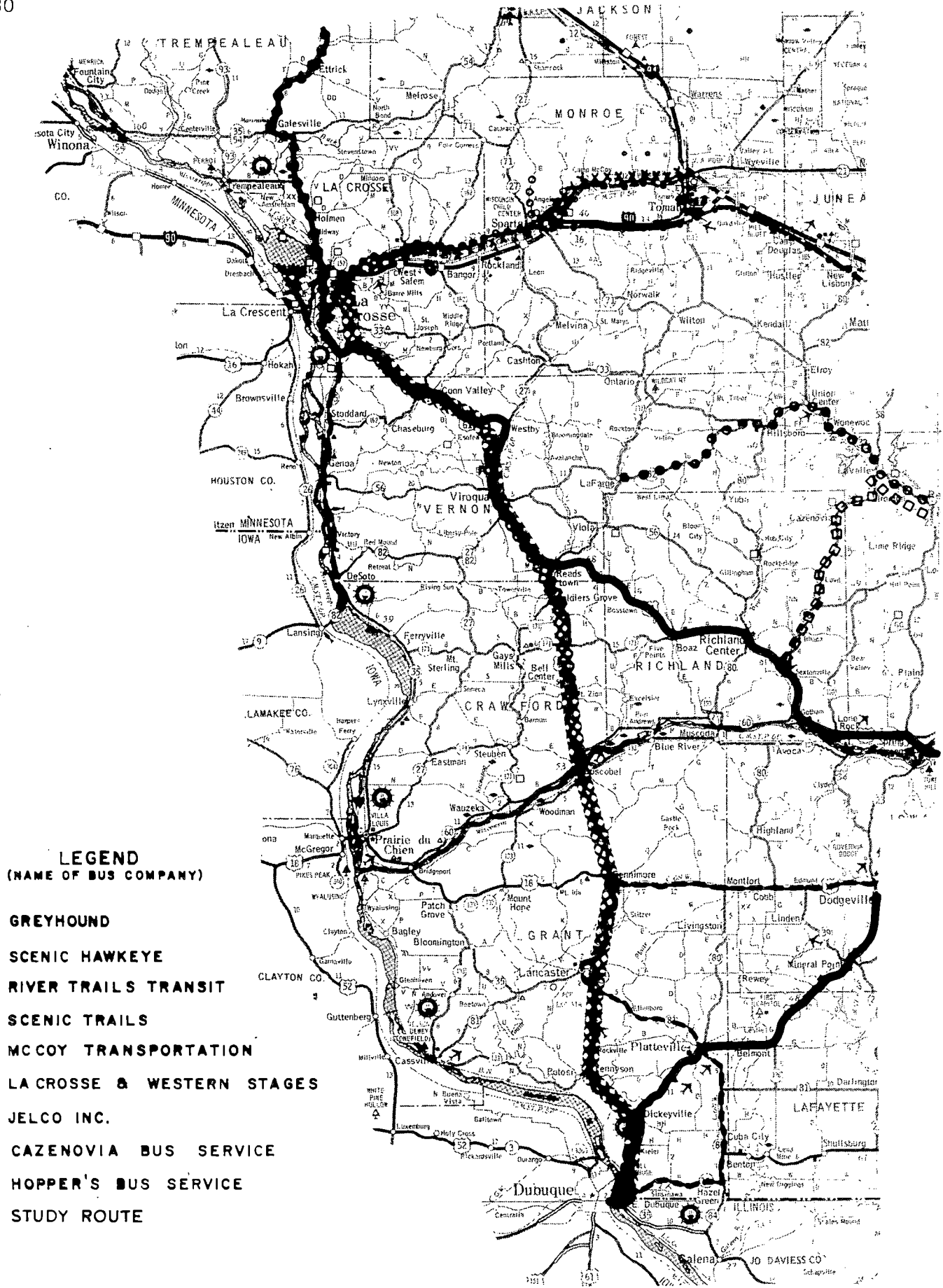
Nine intercity bus companies operate in the six counties composing the study corridor. These include several small companies serving a specific purpose, such as McCoy Transportation Co., La Crosse & Western Stages, and Jelco, Inc. which connect the military reservations at Camp McCoy and Camp Douglas with nearby cities; and Cazenovia Bus Service and Hopper's Bus Service which connect communities in Richland and Vernon Counties with the Badger Army Ammunition Plant in Sauk City. The other companies such as Greyhound, Scenic Hawkeye Stages, River Trails Transit, and Scenic Trails operate the traditional type of intercity bus service.

There is no intercity bus service over the entire length of the route between Dubuque and La Crosse. There is also a definite lack of service in Crawford County especially at Prairie du Chien, a city of 5540 population which since losing its rail passenger and commuter airline service over the last few years is now faced with no public transportation at all.

The routes traveled by all companies are depicted on Figure III-5.

FIGURE III-5 INTERCITY BUS SERVICE IN THE STUDY REGION

80



LEGEND
(NAME OF BUS COMPANY)

- GREYHOUND
- - - SCENIC HAWKEYE
- · · RIVER TRAILS TRANSIT
- ○ ○ SCENIC TRAILS
- □ □ MCCOY TRANSPORTATION
- × × × LA CROSSE & WESTERN STAGES
- ● ● JELCO INC.
- □ □ CAZENOVIA BUS SERVICE
- ○ ○ HOPPER'S BUS SERVICE
- × × × STUDY ROUTE

Railroads

The Burlington Northern; the Chicago and Northwestern; the Chicago, Milwaukee, St. Paul and Pacific; and the Hillsboro and Northeastern Railroads operate in the six counties composing the study corridor.

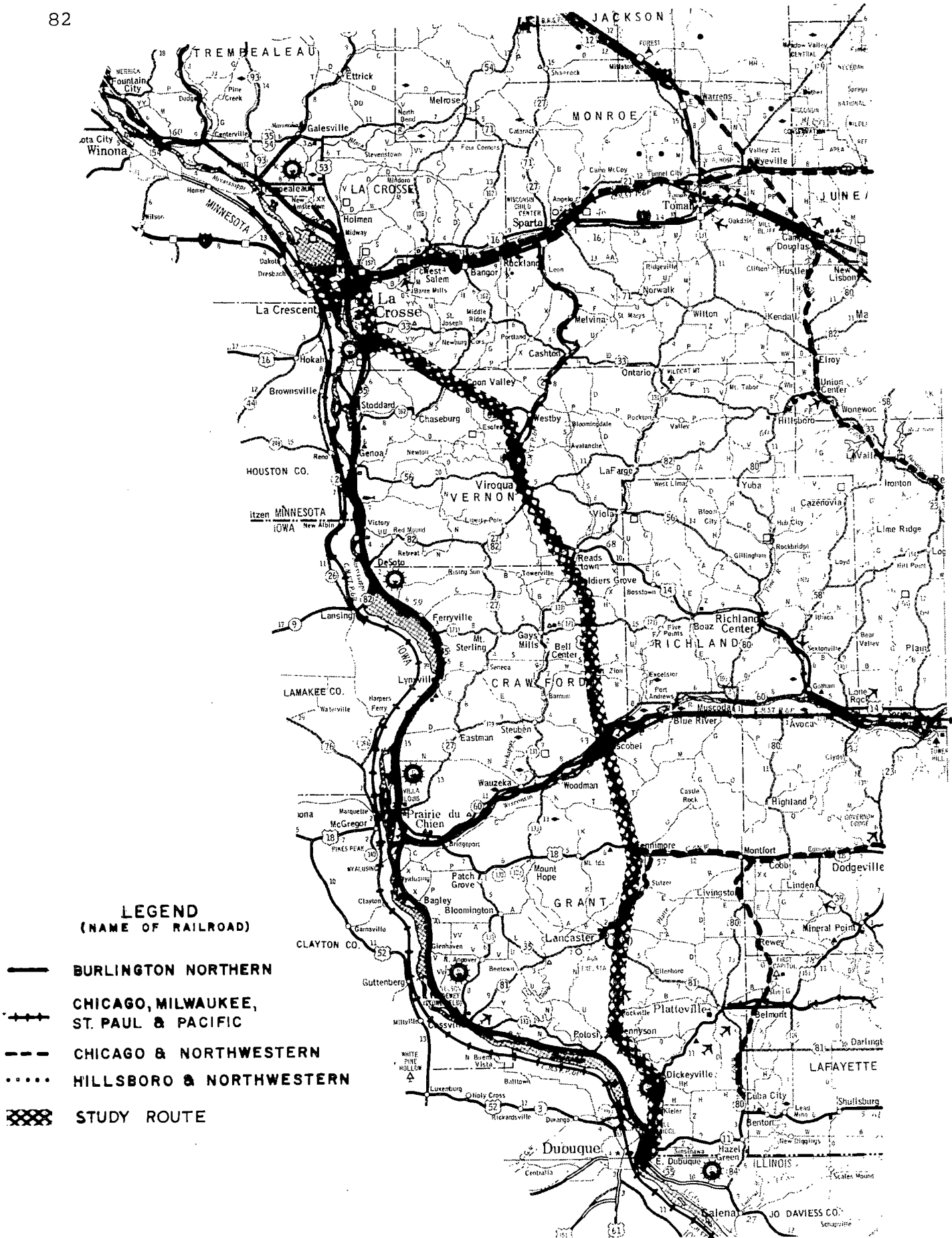
The Burlington Northern route paralleling the Mississippi River carries one of the largest volumes of freight traffic in Wisconsin.

The Hillsboro and Northeastern is a very short connecting line with the Chicago and Northwestern and has only a little over two miles of track.

Rail passenger service is provided by Amtrak only over the Chicago, Milwaukee, St. Paul and Pacific tracks paralleling Interstate 90 with stops within the corridor at La Crosse and Tomah.

Trackage location for all four railroads is shown on Figure III-6.

FIGURE III-6
RAILROADS IN THE STUDY REGION



LEGEND
(NAME OF RAILROAD)

- BURLINGTON NORTHERN
- +—+—** CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC
- - -** CHICAGO & NORTHWESTERN
-** HILLSBORO & NORTHWESTERN
- XXXXX** STUDY ROUTE

Water Transportation

The Mississippi River provides another means of transportation paralleling the study corridor. However, it is probably one of the greatest underutilized resources. The Corps of Engineers maintains a nine foot channel running the length of the corridor in the Mississippi River. The navigation season normally extends from March to December.

There are three Wisconsin communities along the river which are considered ports. Each of these is discussed below:

LA CROSSE - Most of the goods moving into La Crosse by barge consist of coal, petroleum products, and steel, while scrap metal and grains are shipped out. There is a grain elevator which has a capacity of 629,000 bushels, and the municipal dock has an open storage area of 2 1/2 acres with private facilities providing 7 1/2 more acres of open storage. Up to 60 tons can be placed on any dock at La Crosse. Three railroad lines and 21 trucking firms continue the journey for goods received or dispatched by water at La Crosse.

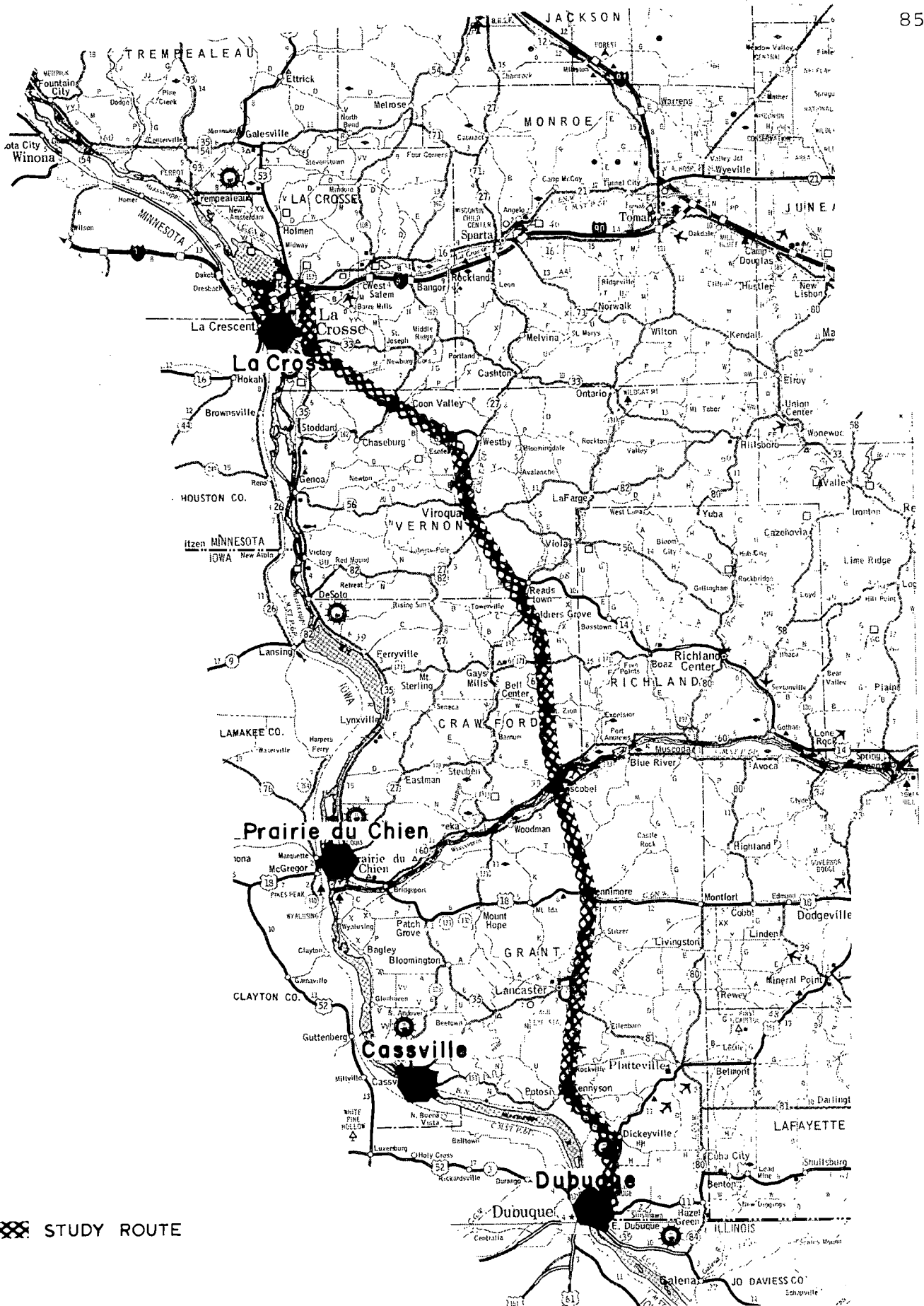
CASSVILLE - Cassville is the home port of the Wisconsin Barge Line which is estimated to have the largest payroll in Cassville, although not all of its employees live in Cassville. Most of the southbound barges from Cassville carry grain. On their return trip, they carry coal, salt and fertilizer. The scope of their operations ranges from New Orleans to the Minneapolis-St. Paul area.

The port of Cassville is served by one railroad line and three trucking lines. The port has a 6-ton lift and also provides a harbor switch boat and barge cleaning and covering facilities.

PRAIRIE DU CHIEN - The principal commodities transported by barge to Prairie du Chien are phosphates for the manufacture of fertilizer, salt for highways, and some coal. The port is equipped with a 10 ton lift and has barge cleaning and covering services available. The port is served by two railroads (one on the West bank of the Mississippi in Iowa) and eight trucking lines.

The location of water transportation facilities is shown on Figure III-7.

FIGURE III-7
 MISSISSIPPI RIVER PORTS IN THE STUDY REGION



SECTION IV
SELECTION OF ALTERNATIVES

Rationale for Route Selection

For the purposes of this study, only one route has been analyzed. This selected route is classified as a Primary Arterial by the Wisconsin State Highway Plan and was classified as a Principal Arterial in the 1990 National Functional Classification Study. Because the State Highway Plan already studied several alternatives and determined that the highest functional route between Dubuque and La Crosse should generally be along USH 61, further evaluation of alternative corridors was considered unnecessary. However, it should be recognized that the route included herein and used for estimating purposes represents a corridor at least several miles wide and that more detailed future studies, such as those undertaken prior to actual design, will indicate additional and more detailed alignments within this corridor than that shown in this report.

Route Description

The route begins at the Iowa-Wisconsin State Line in Grant County and follows USH 61 and 151 from Dubuque to Dickeyville and then USH 61 from Dickeyville to Boscobel. An exception is at Lancaster where the route follows STH 129 around rather than through Lancaster. The route then crosses the Wisconsin River and continues on USH 61 through Crawford County into Vernon County to the junction of USH 14 at Readstown. From Readstown the route follows the concurrent routing of USH 61 and 14 throughout Vernon County and into La Crosse County to the junction with STH 35 just south of the City of La Crosse. A new location as proposed by the La Crosse General Plan is then followed through the city to Interstate 90 northeast of the city.

A detailed section by section description of the route selected for study purposes is as follows:

Wisconsin-Iowa Border to Dickeyville - (Breakpoint 11 to Breakpoint 13, 8.0 miles) - The Wisconsin section of the route begins at the Iowa-Wisconsin border where the proposed City Island Bridge would link Dubuque, Iowa with Grant County, Wisconsin. The route would be on a new location to approximately one mile north of the USH 61-151 and STH 11 intersection. The route then follows existing USH 61 and 151 to a point south of the Village of Dickeyville.

Beginning approximately one-half mile south of the Village of Dickeyville, a bypass on the west side of that community was included in the estimate. An alternative to a bypass would be an urban type facility through the village on the existing routing of USH 61.

Dickeyville to the Crawford County Line - (Breakpoint 13 to Breakpoint 14, 42.8 miles) - Beginning with the bypass of Dickeyville and continuing throughout this section, the present two lanes are considered adequate to 1990 except for possible spot improvements such as urban bypasses and truck climbing lanes. The route follows USH 61 from Dickeyville to Tennyson where alternatives exist for either bypassing the residential and business development along existing USH 61, or providing a high type urban facility through the village. This estimate is based on bypassing the village.

From Tennyson, the route follows USH 61 to a point south of Lancaster where it follows STH 129 around Lancaster. Redesign of the intersections at both ends of the bypass of Lancaster is shown in order to facilitate the thru bypass movements.

Between Lancaster and Fennimore the designated route again follows the existing alignment of USH 61 with minimal changes.

Beginning approximately one-half mile south of Fennimore a western bypass of the city is indicated. This bypass would carry traffic for two major arterials that presently are routed through the city; USH 61, in the north-south direction and USH 18 in the east-west direction. (A southern bypass would also be required to accomplish a USH 18 bypass routing). The USH 61 bypass would rejoin the existing highway approximately one-half mile north of the city.

Between Fennimore and Boscobel the route again follows the existing alignment of USH 61. Acquisition of appropriate access controls may be required, however.

A bypass at Boscobel has been included. While an eastern bypass of Boscobel is feasible, there could be several problems due to a very narrow corridor. A western bypass would permit utilization of the best location for a new Wisconsin River Bridge. An alternative to the bypass would be an improved urban facility along the existing routing of USH 61. This present route does not penetrate the downtown area but does traverse some residential and commercial development. However, the main problem with this alignment would be the inadequacy of the existing bridge which intersects with STH 60 via a "T" intersection north of the river near the river bluffs.

Crawford County Line to Readstown - (Breakpoint 14 to Breakpoint 15, 23.0 miles) - After crossing the Wisconsin River, the route follows USH 61 where it runs concurrently with STH 60 along the bluff for about

a mile before USH 61 turns north through the valley in western Crawford County. The route continues on USH 61 thru the valley and onto the ridge near Mt. Zion. It follows the ridge for several miles then returns to the valley where it passes through Soldiers Grove on existing location and joins USH 14 at Readstown.

Three difficult topographic areas will be encountered in this segment. This includes the short section of concurrent USH 61 and STH 60 where the bluffs and river provide a very narrow corridor, and the two steep grades where the route transitions from the valley to the ridge and back again. In these areas, it is expected that the maximum AASHTO standards for grades would be exceeded in order to keep the cost reasonable. Generally, however, the existing two lanes would be adequate until 1990.

Readstown to STH 35 (Breakpoint 15 to Breakpoint 16, 38.0 miles) - For the first 7.6 miles of this section, the route follows existing USH 61 and 14 with only minor exceptions. The route in this area gradually moves from the valley to the ridge along this entire segment and with a few exceptions where the stream in the area is adjacent to the existing roadway no major problems are anticipated.

From the intersection of STH 27 south of Viroqua to the intersection of STH 35 where the route connects with the La Crosse Freeway, a four-lane divided facility with spaced private access and some at grade intersections is indicated.

Bypasses of Viroqua, Westby and Coon Valley are included. However, it would be possible to expand the existing facility through these urban areas.

At Viroqua an eastern bypass was included since a bypass on the west side would be considerably longer to go around the Viroqua Airport. At Westby and Coon Valley, western bypasses were included because they would be shorter and also because they would avoid two railroad crossings at Westby and considerable new development on the east side of Coon Valley.

In the Mormon Coulee area just south of the junction of STH 35 approximately a mile and one-quarter relocation is shown to provide an improved alignment and to avoid a school, a cemetery, and an adjacent stream.

The three long hills in this segment will be difficult topographic areas and again it would be necessary that the maximum AASHTO standards for steepness of grades be exceeded in order to keep costs reasonable. In addition, some modification of median widths may also be necessary. These hills are located on both sides of Coon Valley and at the entry to Mormon Coulee from the south.

STH 35 to I-90 - (Breakpoint 16 to Breakpoint 17, 10.6 miles) - In this segment the route follows the alignment of the "La Crosse Freeway" as proposed in the General Plan for the La Crosse Area. This plan completed the initial phase of an area-wide transportation planning program in conformance with the planning requirements of the 1962 Highway Act. The plan was adopted by the La Crosse Area Planning Committee in 1970 and was subsequently approved by the cities of La Crosse and Onalaska and the Towns of Campbell, Medary, Onalaska and Shelby after evaluation of alternative land use and transportation plans.

The routing follows the southwestern boundary of the La Crosse Urban Area from the junction of STH 35 to the junction of South Avenue at 6th and 7th Streets. It then follows 6th and 7th Streets to Cass Street where it follows 9th and 10th Streets before crossing the La Crosse River marsh. The design of the route across the marsh would be coordinated with the Corps of Engineers so that the roadbed could be used as part of the dike system for flood-proofing of the area. It would terminate at the Onalaska Interchange with Interstate 90. This section would consist of four and six lane freeway cross-sections depending on traffic volumes.

TABLE 1 - ROUTE DESCRIPTION

OMB No. 04-S-74006Sheet 1 of 1 Sheets

Route and Alternative Number	Breakpoint Sequence and Number	Route Description	Length	
			Section	Route
11	<u>11</u>	From the <u>Iowa-Wisconsin State Line</u> on a new location to		
	<u>12</u>	<u>Approximately one mile north of the intersection of USH 61 & STH 11, then via USH 61 to</u>	2.1	
	<u>13</u>	<u>Junction of USH 61 and CTH "HH" near Dickeyville, then via USH 61 to</u>	5.9	
	<u>14</u>	<u>The Grant-Crawford County Line, then via USH 61 to</u>	42.8	
	<u>15</u>	<u>Junction of USH 61 and USH 14 at Readstown, then via USH 61 and USH 14 to</u>	23.0	
	<u>16</u>	<u>Junction of USH 61, USH 14, and STH 35 approximately one quarter mile south of the La Crosse city limits, then via a proposed route through the City of La Crosse to</u>	38.0	
	<u>17</u>	<u>An existing interchange with Interstate 90, northeast of La Crosse, Wisconsin</u>	10.6	
				122.4

SECTION V
ROUTE IMPROVEMENT STANDARDS, COSTS AND IMPACTS

Standards and Costs

Two cost estimates are required by the Federal Highway Administration. The first estimate is for a facility designed to minimum AASHTO standards. Based on those standards a freeway from the Iowa-Wisconsin line to a point south of Dickeyville, spot improvements to the existing two lanes from Dickeyville to the junction of STH 27 south of Viroqua, a four-lane expressway from there to La Crosse and a freeway through the City of La Crosse to connect to I-90 at the Onalaska Interchange are warranted. The estimated cost for completion of these improvements is \$138,110,000.

The second cost estimate includes only that portion of the first estimate deemed feasible based upon funding capabilities and financial resources, assuming continuation of past trends with respect to revenues. Under these assumptions, only the freeway and bridge from the Iowa State Line to Dickeyville and the freeway thru La Crosse would likely be completed. Continued severe inflation and declines in revenues due to energy shortages could make even the second estimate optimistic. The estimated cost for those improvements is \$72,122,000.

Throughout the length of the route, maximum use of the existing right of way is intended so that relocation could be held to a minimum and used only as a last resort. Costs are shown on Table 3 of Appendix A.

Typical cross-sections used for each section of the route for completing the cost estimates are as follows:

TABLE 2 - ROUTE SUMMARY DATA

Approval Expires March, 1976

OMB No. 04-S-74006

SHEET 1 OF 1 SHEETS

1. Study Route Number		11												
2. State		Wisconsin												
5. Total Length		RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL	RURAL	SMALL URBAN	URBANIZED	TOTAL	
		111.8	0	10.6	122.4									
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)		0	0	0	0									
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)	3,073	-	19,000	4,452									
	(b) 1995 Weighted ADT (DVMT/Mile)	5,876	-	32,000	8,139									
	8. (a) Average Annual Injuries - (1970-1972)	184	-	114	298									
	(b) Average Annual Fatalities - (1970-1972)	11	-	1	12									
	9. Present Road Type Mileage	(a) <4 Lane	111.8	-	6.1	117.9								
		(b) 4 or More W/O FAC ^{1/}	0	-	4.5	4.5								
		(c) Freeways	0	-	0	0								
	10. Condition - Miles Critically Deficient	0	-	0	0									
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards												
		(1) Existing Location	100.7	-	0	100.7								
		(2) New Location	11.1	-	10.6	21.7								
		(b) 1990 Plan												
		(1) Existing Location	109.7	-	0	109.7								
		(2) New Location	2.1	-	10.6	12.7								
	12. Future Road Type Mileage	(a) AASHTO Standards												
		(1) <4 Lane	73.4	-	0	73.4								
		(2) 4 or More W/O FAC ^{1/}	30.4	-	0	30.4								
		(3) Freeways - 4 Lane	6 or More	8.0	-	3.4	11.4							
6 or More			0	-	7.2	7.2								
(b) 1990 Plan														
(1) <4 Lane		103.8	-	0	103.8									
(2) 4 or More W/O FAC ^{1/}		0	-	0	0									
(3) Freeways - 4 Lane	8.0	-	3.4	11.4										
	6 or More	0	-	7.2	7.2									
13. Improvement Costs (\$000)	(a) AASHTO Standards	84,088	-	54,022	138,110									
	(b) 1990 Plan	18,100	-	54,022	72,122									

^{1/}W/O FAC - Without Full Access Control
 *Items 3 and 4 intentionally omitted from this form for line number consistency with Table 3.

Dubuque to Dickeyville Section - Two 24-foot concrete pavements with bituminous paved shoulders separated by a sixty foot median. The 30-foot safety section would be provided.

Dickeyville to STH 27 Section - A twenty-four foot pavement with ten foot unpaved shoulders. A thirty-foot safety section would also be provided except where topography or existing development would financially prohibit its inclusion.

STH 27 to La Crosse Section - Two 24-foot concrete pavements with bituminous paved shoulders separated by a sixty-foot median except where topography or development prevent providing this width of median. In these areas, either a lesser median width with a median barrier would be provided or as is the case for two of the long hills in this section, separate roadways would be provided.

La Crosse Freeway Connection to I-90 - A rural type section would be used throughout the urbanized area. The 4-lane portion of the facility would have two 24-foot pavements with bituminous paved shoulders separated by a 60-foot median while the six lane facility would have two 36-foot pavements with paved shoulders separated by a 60-foot median. The 30-foot safety section would be provided throughout.

Service Provided by the Improved Route

Although the route penetrates only four counties, it actually provides long distance arterial service for six counties which include Crawford, Grant, La Crosse, Monroe, Richland, and Vernon. It provides a direct connection between the urbanized areas of La Crosse, Wisconsin and Dubuque, Iowa

but looking beyond the study area, it is a portion of a much longer route from St. Louis to Minneapolis, which is not duplicated by an Interstate highway.

In southern Grant County, the route would provide an improved transportation link for residents who work and shop and participate in social and recreational activities in Dubuque.

In La Crosse it would provide a safer and more efficient route through the city to Interstate 90. As a result much of the north-south traffic would be removed from the present arterial routes enabling them to provide a better level of service for the remaining travel. Since the route would intersect with most of the major arterials that serve the La Crosse area, it would be a convenient connection to and through the city for the users of all these other routes. It would also provide good access from the city to the many recreational areas along the Mississippi River both north and south of La Crosse and greatly improve the access travel time to the La Crosse Municipal Airport where North Central Airlines and Mississippi Valley Airways provide scheduled service.

Impacts

Highway transportation at the present appears to be the most feasible mode of transportation for this relatively sparsely populated area. An improved USH 61 corridor would generally have a positive impact on the region, although there will be some adverse effects in developing the route.

Outside of La Crosse these impacts would mostly consist of the removal of farm land from agricultural use and the alteration of future development where access rights are acquired along the present route. On the other hand, the highway could stimulate much-needed economic growth for the area by making it easier to attract new industry and recreational development.

The impacts in the La Crosse Urbanized Area would be more varied. For example, the freeway would encroach on some of the wildlife and recreational areas along the Mississippi River and may cause other changes in land use and neighborhood characteristics which in turn could cause changes in the tax base. There may also be "proximity" damage to those located next to the facility. Overall noise levels and air quality throughout the city would not greatly change but the location of such problems would change.

On the other hand, the freeway is part of the La Crosse General Plan and is intended to play a key role in promoting the desired land use pattern as set forth in that plan. It will relieve the existing arterial streets of much of the through traffic that now passes through the city making travel within the area much easier and the neighborhoods relieved of undesirable traffic. Efforts would continue to minimize any of the adverse impacts in the design of such a facility and practices considerate of the environment would be utilized during construction.

LIST OF SOURCE DOCUMENTS

Wisconsin Department of Transportation reports

1. Highway II - The Plan
2. Interim Wisconsin Airport System Plan
3. Wisconsin Transportation Facts

Other State Agencies reports

1. Facts for Industry - Department of Business Development
2. Economic Profiles - Department of Business Development
3. The Economy of Southwestern Wisconsin - Department of Resource Development
4. A Map Story of Wisconsin's Economy - Department of Business Development
5. Reading Wisconsin's Landscape - Department of Public Instruction

Regional Planning Commission reports

1. An analysis of the Manufacturing Sector in the Southwestern Wisconsin Planning Area - SWWRPC
2. Population Analysis of Southwestern Wisconsin - SWWRPC
3. Background Report - Mississippi River Region - MRRPC
4. The General Plan for the La Crosse Area - La Crosse City Planning Department

APPENDIX A

TABLE 3, ROUTE SECTION DATA

TABLE 3 - ROUTE SECTION DATA

OMB NO. 04-S-74006
 Sheet 1 of 2 Sheets

1. Study Route Number	11A			11 A			11 A					
	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized
2. State	IOWA			IOWA			IOWA					
3. Section Breakpoints (beginning - end)	01-02			02-03			03- 11					
4. Closest Underlying Route(s)	US 61			US 61			US61- US 151					
5. Total Length			6.4	55.2					9.5			
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)			2.2									
7. (a) 1973 Weighted ADT (DVMT/Mile)			10466	3964					9062			
(b) 1995 Weighted ADT (DVMT/Mile)			14662	5935					25,854			
8. (a) Average Annual Injuries - (1970-1972)			16	100					54			
(b) Average Annual Fatalities (1970-1972)				19					1			
9. Present Road Type Mileage	(a) <4 Lane		4.2	54.1					6.4			
	(b) 4 or More W/O FAC ^{1/}			1.1					3.1			
	(c) Freeways											
10. Condition - Miles Critically Deficient			1.6	25.6								
11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards											
	(1) Existing Location				3.4				-			
	(2) New Location			4.2	51.8				9.5			
	(b) 1990 Plan											
	(1) Existing Location				3.4							
	(2) New Location			4.2	51.8				9.5			
12. Future Road Type Mileage	(a) AASHTO Standards											
	(1) < 4 Lane											
	(2) 4 or More W/O FAC ^{1/}											
	(3) Freeways - 4 Lane			4.2	55.2				9.5			
		6 or More										
	(b) 1990 Plan											
	(1) <4 Lane											
	(2) 4 or More W/O FAC ^{1/}											
	(3) Freeways - 4 Lane			4.2	55.2				9.5			
	6 or More											
13. Improvement Costs (\$000)	(a) AASHTO Standards		5714	43,331					67,973			
	(b) 1990 Plan		5714	43,331					67,973			

^{1/}W/O FAC - Without Full Access Control

TABLE 3 - ROUTE SECTION DATA

OMB NO. 04-S-74006
 Sheet 2 of 2 Sheets

1. Study Route Number		11B			11B			11B						
2. State		Iowa			Iowa			Iowa						
3. Section Breakpoints (beginning - end)		01-04			04-05			05-11						
4. Closest Underlying Route(s)		U.S. 67			U.S. 67 - U.S. 52			U.S. 61 - U.S. 51						
5. Total Length		Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)				10.0	62.3					9.7				
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)			5751	3080					9062				
	(b) 1995 Weighted ADT (DVMT/Mile)			10,975	4931					25,854				
	8. (a) Average Annual Injuries - (1970-1972)			1	165					54				
	(b) Average Annual Fatalities - (1970-1972)				5					1				
	9. Present Road Type Mileage	(a) < 4 Lane			1.8	62.3					7.7			
		(b) 4 or More W/O FAC ^{1/}									2.0			
		(c) Freeways												
	10. Condition - Miles Critically Deficient					26.9								
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards												
		(1) Existing Location												
		(2) New Location			1.8	62.3					9.7			
		(b) 1990 Plan												
	12. Future Road Type Mileage	(1) Existing Location												
(2) New Location				1.8	62.3					9.7				
(a) AASHTO Standards														
(1) < 4 Lane														
(2) 4 or More W/O FAC ^{1/}														
(3) Freeways - 4 Lane				1.8	62.3					9.7				
6 or More														
(b) 1990 Plan														
(1) < 4 Lane														
(2) 4 or More W/O FAC ^{1/}														
(3) Freeways - 4 Lane			1.8	62.3					9.7					
6 or More														
13. Improvement Costs (\$000)	(a) AASHTO Standards			2448	48,905					68,172				
	(b) 1990 Plan			2448	48,905					68,172				

^{1/}W/O FAC - Without Full Access Control

TABLE 3 - ROUTE SECTION DATA

Approval Expires March, 1975

OMB NO. 04-S-74006
Sheet 1 of 2 Sheets

1. Study Route Number		11			11			11			11			
2. State		Wisconsin			Wisconsin			Wisconsin			Wisconsin			
3. Section Breakpoints (beginning - end)		11-12			12-13			13-14			14-15			
4. Closest Underlying Route(s)		US 61			US 61			US 61			US 61			
5. Total Length		Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	
		2.1	0	0	5.9	0	0	42.8	0	0	23.0	0	0	
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)		0	0	0	0	0	0	0	0	0	0	0	0	
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)	3,510	-	-	7,185	-	-	2,725	-	-	1,300	-	-	
	(b) 1995 Weighted ADT (DVMT/Mile)	13,000	-	-	11,000	-	-	5,425	-	-	2,400	-	-	
	8. (a) Average Annual Injuries - (1970-1972)	12	-	-	29	-	-	55	-	-	17	-	-	
	(b) Average Annual Fatalities - (1970-1972)	1	-	-	1	-	-	3	-	-	1	-	-	
	9. Present Road Type Mileage	(a) < 4 Lane	2.1	-	-	5.9	-	-	42.8	-	-	23.0	-	-
		(b) 4 or More W/O FAC ^{1/}	0	-	-	0	-	-	0	-	-	0	-	-
		(c) Freeways	0	-	-	0	-	-	0	-	-	0	-	-
	10. Condition - Miles Critically Deficient		0	-	-	0	-	-	0	-	-	0	-	-
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards												
		(1) Existing Location	0	-	-	5.9	-	-	42.8	-	-	23.0	-	-
		(2) New Location	2.1	-	-	0	-	-	0	-	-	0	-	-
		(b) 1990 Plan												
	(1) Existing Location	0	-	-	5.9	-	-	42.8	-	-	23.0	-	-	
	(2) New Location	2.1	-	-	0	-	-	0	-	-	0	-	-	
	12. Future Road Type Mileage	(a) AASHTO Standards												
		(1) < 4 Lane	0	-	-	0	-	-	42.8	-	-	23.0	-	-
		(2) 4 or More W/O FAC ^{1/}	0	-	-	0	-	-	0	-	-	0	-	-
		(3) Freeways - 4 Lane	2.1	-	-	5.9	-	-	0	-	-	0	-	-
		6 or More	0	-	-	0	-	-	0	-	-	0	-	-
		(b) 1990 Plan												
(1) < 4 Lane		0	-	-	0	-	-	42.8	-	-	23.0	-	-	
(2) 4 or More W/O FAC ^{1/}		0	-	-	0	-	-	0	-	-	0	-	-	
(3) Freeways - 4 Lane	2.1	-	-	5.9	-	-	0	-	-	0	-	-		
6 or More	0	-	-	0	-	-	0	-	-	0	-	-		
13. Improvement Costs (\$000)	(a) AASHTO Standards	11,900	-	-	6,200	-	-	20,400	-	-	14,681	-	-	
	(b) 1990 Plan	11,900	-	-	6,200	-	-	0	-	-	0	-	-	

^{1/}W/O FAC - Without Full Access Control

TABLE 3 - ROUTE SECTION DATA

OMB NO. 04-S-74006
 Sheet 2 of 2 Sheets

1. Study Route Number		11			11									
2. State		Wisconsin			Wisconsin									
3. Section Breakpoints (beginning - end)		15-16			16-17									
4. Closest Underlying Route(s)		US 61			US 61 & 16									
5. Total Length		Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	
		38.0	0	0	0	0	10.6							
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)		0	0	0	0	0	0							
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)	3,875	-	-	-	-	19,000							
	(b) 1995 Weighted ADT (DVMT/Mile)	7,300	-	-	-	-	32,000							
	8. (a) Average Annual Injuries - (1970-1972)	71	-	-	-	-	114							
	(b) Average Annual Fatalities - (1970-1972)	5	-	-	-	-	1							
	9. Present Road Type Mileage	(a) < 4 Lane	38.0	-	-	-	-	6.1						
		(b) 4 or More W/O FAC ^{1/}	0	-	-	-	-	4.5						
		(c) Freeways	0	-	-	-	-	0						
	10. Condition - Miles Critically Deficient		0	-	-	-	-	0						
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards												
		(1) Existing Location		29.0	-	-	-	-	0					
		(2) New Location		9.0	-	-	-	-	10.6					
		(b) 1990 Plan												
		(1) Existing Location		38.0	-	-	-	-	0					
		(2) New Location		0	-	-	-	-	10.6					
	12. Future Road Type Mileage	(a) AASHTO Standards												
		(1) < 4 Lane		7.6	-	-	-	-	0					
		(2) 4 or More W/O FAC ^{1/}		30.4	-	-	-	-	0					
		(3) Freeways - 4 Lane		0	-	-	-	-	3.4					
		6 or More		0	-	-	-	-	7.2					
		(b) 1990 Plan												
(1) < 4 Lane		38.0	-	-	-	-	0							
(2) 4 or More W/O FAC ^{1/}		0	-	-	-	-	0							
(3) Freeways - 4 Lane		0	-	-	-	-	3.4							
6 or More		0	-	-	-	-	7.2							
13. Improvement Costs (\$000)	(a) AASHTO Standards		30,907	-	-	-	-	54,022						
	(b) 1990 Plan		0	-	-	-	-	54,022						

^{1/}W/O FAC - Without Full Access Control

TABLE 3 - ROUTE SECTION DATA

OMB NO. 04-S-74006
 Sheet 1 of 3 Sheets

1. Study Route Number	11 A			11 A			11 A			11 A & B			
	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	
2. State	IOWA			IOWA			IOWA			WISCONSIN			
3. Section Breakpoints (beginning - end)	01-02			02-03			03-11			11-12			
4. Closest Underlying Route(s)	US 61			US 61			US 61-Ug 151			US. 61			
5. Total Length			6.4	55.2					9.5	2.1			
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)			2.2										
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)		10466	3964					9062	3510			
	(b) 1995 Weighted ADT (DVMT/Mile)		14662	5935					25854	13000			
	8. (a) Average Annual Injuries - (1970-1972)			16	100					54	12		
	(b) Average Annual Fatalities - (1970-1972)				19					1	1		
	9. Present Road Type Mileage	(a) < 4 Lane		4.2	54.1					6.4	2.1		
		(b) 4 or More W/O FAC ^{1/}			1.1					3.1			
		(c) Freeways											
	10. Condition - Miles Critically Deficient			1.6	25.6								
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards											
		(1) Existing Location				3.4							
		(2) New Location			4.2	51.8				9.5	2.1		
		(b) 1990 Plan											
	12. Future Road Type Mileage	(1) Existing Location				3.4							
(2) New Location				4.2	51.8				9.5	2.1			
(a) AASHTO Standards													
(1) < 4 Lane													
(2) 4 or More W/O FAC ^{1/}													
(3) Freeways - 4 Lane				4.2	55.2				9.5	2.1			
6 or More													
(b) 1990 Plan													
(1) < 4 Lane													
(2) 4 or More W/O FAC ^{1/}													
(3) Freeways - 4 Lane			4.2	55.2				9.5	2.1				
6 or More													
13. Improvement Costs (\$000)	(a) AASHTO Standards		5714	43,331					67,973	11,900			
	(b) 1990 Plan		5714	43,331					67,973	11,900			

^{1/}W/O FAC - Without Full Access Control

TABLE 3 - ROUTE SECTION DATA

OMB NO. 04-S-74006
 Sheet 2 of 3 Sheets

1. Study Route Number	11 A & B			11A & B			11A & B			11 A & B			
	WISCONSIN			WISCONSIN			WISCONSIN			WISCONSIN			
2. State													
3. Section Breakpoints (beginning - end)	12-13			13-14			14-15			15-16			
4. Closest Underlying Route(s)	US 61			US 61			US 61			US 61			
5. Total Length	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	
	5.9			42.8			23.0			38.0			
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)													
7. (a) 1973 Weighted ADT (DVMT/Mile)	7185			2725			1300			3875			
	(b) 1995 Weighted ADT (DVMT/Mile)	11000			5425			2400			7300		
8. (a) Average Annual Injuries - (1970-1972)	29			55			17			71			
	(b) Average Annual Fatalities - (1970-1972)	1			3			1			5		
9. Present Road Type Mileage	(a) < 4 Lane	5.9			42.8			23.0			38.0		
	(b) 4 or More W/O FAC ^{1/}												
	(c) Freeways												
10. Condition - Miles Critically Deficient													
11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards												
	(1) Existing Location	5.9			42.8			23.0			29.0		
	(2) New Location										9.0		
	(b) 1990 Plan												
(1) Existing Location	5.9			42.8			23.0			38.0			
(2) New Location													
12. Future Road Type Mileage	(a) AASHTO Standards												
	(1) < 4 Lane				42.8			23.0			7.6		
	(2) 4 or More W/O FAC ^{1/}										30.4		
	(3) Freeways - 4 Lane	5.9											
	(3) Freeways - 6 or More												
	(b) 1990 Plan												
(1) < 4 Lane				42.8			23.0			38.0			
(2) 4 or More W/O FAC ^{1/}													
(3) Freeways - 4 Lane	5.9												
(3) Freeways - 6 or More													
13. Improvement Costs (\$000)	(a) AASHTO Standards	6200			20,400			14,681			30,907		
	(b) 1990 Plan	6200			0			0			0		

For Non-Interstate Section Mileage Only

^{1/}W/O FAC - Without Full Access Control

TABLE 3 - ROUTE SECTION DATA

OMB NO. 04-S-74006

Sheet 3 of 3 Sheets

1. Study Route Number	11 A & B			11 B			11B			11B			
	WISCONSIN			IOWA			IOWA			IOWA			
2. State	16-17			01- 04			04-05			05-11			
3. Section Breakpoints (beginning - end)	US 61 & 16			U.S. 67			U.S. 67-U.S. 52			U.S. 61- U.S. 151			
4. Closest Underlying Route(s)	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	Rural	Small Urban	Urbanized	
5. Total Length			10.6			10.0	62.3					9.7	
6. Interstate Mileage Included (Note: Exclude data on this mileage for all subsequent lines)						8.2							
For Non-Interstate Section Mileage Only	7. (a) 1973 Weighted ADT (DVMT/Mile)		19,000			5751	3080					9062	
	(b) 1995 Weighted ADT (DVMT/Mile)		32,000			10975	4931					25854	
	8. (a) Average Annual Injuries - (1970-1972)		114			1	165					54	
	(b) Average Annual Fatalities - (1970-1972)		1				5					1	
	9. Present Road Type Mileage	(a) < 4 Lane		6.1			1.8	62.3					7.7
	(b) 4 or More W/O FAC ^{1/}		4.5										2.0
	(c) Freeways												
	10. Condition - Miles Critically Deficient							26.9					
	11. Mileage of Proposed Improvements by Location	(a) AASHTO Standards											
		(1) Existing Location											
	(2) New Location			10.6			1.8	62.3					9.7
	(b) 1990 Plan												
	(1) Existing Location												
(2) New Location			10.6			1.8	62.3					9.7	
12. Future Road Type Mileage	(a) AASHTO Standards												
	(1) < 4 Lane												
	(2) 4 or More W/O FAC ^{1/}												
	(3) Freeways - 4 Lane			3.4			1.8	62.3				9.7	
	6 or More			7.2									
	(b) 1990 Plan												
(1) < 4 Lane													
(2) 4 or More W/O FAC ^{1/}													
(3) Freeways - 4 Lane			3.4			1.8	62.3					9.7	
6 or More			7.2										
13. Improvement Costs (\$000)	(a) AASHTO Standards		54022			2448	48905					68172	
	(b) 1990 Plan		54022			2448	48905					68172	

¹/W/O FAC - Without Full Access Control

APPENDIX B
SUMMARY OF IOWA'S PUBLIC INFORMATION
MEETING

SUMMARY OF COMMENTS AT PUBLIC
INFORMATION MEETING IN
DUBUQUE, IOWA

On April 23, 1974, a public information meeting was conducted in Dubuque, Iowa, with the express purpose of discussing the necessity and feasibility of constructing an extension of Interstate Highway 74 from the Davenport, Iowa - Moline, Illinois area through Dubuque, Iowa to Interstate 90 at LaCrosse, Wisconsin. The meeting was attended by approximately fifty persons.

Ronald R. Fiedler, District Engineer for the Wisconsin Division of Highways District Office at Madison, presented a statement for the State of Wisconsin. Mr. Fiedler indicated that the U.S. 61 - U.S. 14 corridor between Dubuque and LaCrosse has been identified in Wisconsin's State Highway Plan as a primary arterial facility, one of the highest type arterial facilities.

Francis Murray of the City of Dubuque offered a resolution passed by the City Council "approving the concept of the proposed freeway 561 in the vicinity of the City of Dubuque, Iowa", and urging appropriate state and federal action toward implementation of the freeway 561 plan.

Karl Biasi, Executive Director of the Dubuque County Metropolitan Area Planning Commission, stated that the Commission strongly encourages the interstate designation of the proposed route in order to provide local, inter- and intra-state transportation facilities.

Duane Mortensen, Chairman of the Dubuque Industrial Bureau, extolled the economic importance of Dubuque and urged that the Industrial Bureau's plea to build the Davenport - LaCrosse highway to interstate standards be conveyed to federal authorities.

Leo A. McCarthy, the President of the Dubuque area Chamber of Commerce, alluded to inadequate highway facilities in the Dubuque area in presenting the Chamber's endorsement of the interstate extension. Mr. McCarthy also presented a supportative statement prepared by Nicholas J. Schrup of the American Trust and Savings Bank, who was unable to attend.

George Lipper, Chairman of the Task force on State and Federal Highways to Serve the Dubuque Area, reiterated a portion of his testimony given at the afternoon meeting, which suggested that the construction of the highway would offer a solution to the problem of paying for a bridge connecting Dubuque and Wisconsin.

Richard Marcus, Chairman of the Grant County (Wisconsin) Board of Supervisors and the Southwest Wisconsin Regional Planning Commission, spoke in favor of the proposed corridor in general, particularly the need for a bridge connecting Dubuque and Wisconsin. A Board of Supervisors Resolution passed in 1971 supporting the construction of a four-lane facility from Dickeyville south to the "Sandy Hook interchange", was presented. Mr. Marcus stated that the 1990 plan for Grant County does not indicate the necessity for a freeway beyond Dickeyville to the north on Highway 61.

Bob Kraye, representing the John Deere Dubuque Works, read a prepared statement in favor of the interstate extension.

Mrs. Patricia Heidenreich expressed opposition to the proposed freeway because of an alleged increase in pollution and truck traffic; she suggested the money be spent for rail improvements and other methods of transportation.

Jack F. Romine, Executive Director of the Clinton Chamber of Commerce, submitted statements prepared by the Chamber of Commerce and the cities of Clinton, Iowa and Cammanche, Iowa. The statements requested that consideration be given alignments which would closely skirt these communities.

Ann Frasi of Dubuque encouraged the development of a balanced, multi-modal transportation system (emphasizing rail and river), alluding to the fuel crisis, deterioration of the environment, and the value of Iowa cropland.

Laura Hendrichs stated that she concurred with the views of Mrs. Heidenreich and Anne Frasi.

Frank Pancras of the Eldridge town council voiced support for the highway corridor in behalf of the Town of Eldridge. Mr. Pancras also expressed the council's consternation concerning the apparent close proximity of the proposed I-74 and freeway 561 routes.

Jerry Farrell, owner of a farm in the corridor, expressed concern about freeway alignment through farmland.

Several unidentified persons asked questions relating to the corridor, route alignment, when the highway could be open to traffic, future steps to be taken in the planning stages of the highway, right-of-way width, and when right-of-way acquisition would begin.

A letter was received from H & W Motor Express Company, relaying their support of the highway feasibility and necessity study, and expressing the hope that the interstate extension become a reality in the future.

A letter from the Bi-State Metropolitan Planning Commission indicated that the proposed freeway improvement was consistent with their 1985 Street and Highway Plan. A copy of the A-95 review for the freeway 561 project was attached; the review found the project consistent with the area-wide planning activities.

Support for the highway was also expressed in a letter from the Quad-City Development Group of Rock Island, Illinois.

APPENDIX C

REPORT ON WISCONSIN'S PUBLIC INFORMATIONAL MEETING

Davenport to La Crosse Route Feasibility Study
Report of the Public Informational Meeting
Soldiers Grove, Wisconsin
September 12, 1974

A public informational meeting was held on September 12, 1974 beginning at 7:30 P.M. at the North Crawford Junior High School in Soldiers Grove to present the tentative draft of the feasibility and needs study for the Wisconsin segment of the Davenport to La Crosse route which is included as part of Section 143 of the 1973 Federal Highway Act. Soldiers Grove was chosen as the location because it is located at about the midway point of the Wisconsin portion of the route. A total of 147 citizens signed the sign-in sheet. However, some people did not bother to sign-in and some came in the back door so the attendance was approximately 170.

Mr. Ronald Fiedler, the District Engineer from District 1, which includes Grant County, chaired the meeting. Mr. Fiedler's opening remarks explained the requirements of the 1973 Federal Highway Act as it pertains to the subject study and emphasized that the meeting is not intended to be a location hearing but rather a public informational meeting to discuss the long range highway needs from Dubuque to La Crosse. He indicated that the viewpoints expressed at the meeting would be reflected in the final report to the Federal Highway Administration. He asked all those who wished to speak to complete one of the speaker identification forms which were available at the sign-in table and to submit it to one of the staff members. He also asked those who did not wish to speak, but who wished to express their opinion, to either submit a written statement before leaving the meeting or to write the Department within ten days.

Mr. Roger Winter, substituting for Mr. Schneider - the District 5 Engineer, then explained that while the State of Wisconsin has a long range highway systems plan, highway planning and development in Wisconsin must comply with the recently approved Action Plan. As such the Department must provide for broad consideration of alternatives and public involvement. He explained that in accordance with the Wisconsin Action Plan, an all-mode state transportation plan is being developed. As part of the process of developing this plan, the Wisconsin Transportation Planning Council will be conducting three series of public meetings. These include a series of area planning conferences scheduled for September and October which later will be followed by community needs conferences during 1975. These would then be followed by conferences to review the draft plan by late 1976. He noted that while the study being discussed at this meeting is compatible with Wisconsin's transportation planning to date, these all-mode statewide planning efforts will result in a further evaluation of the needs, including those for this corridor.

Mr. Winter also explained how comments from the regional planning commissions and the counties were solicited and the extent of news releases. In addition he mentioned the long history of public support for the Dubuque to Dickeyville section where pressure has been exerted on the State Highway Commission by area leaders and citizens for construction of a four-lane facility within the area and to replace the bridge over the Mississippi.

Mr. Gundersen, Chief of Statewide Planning of the Division of Planning of the Wisconsin Department of Transportation explained how the report which will be submitted to the Federal Highway Administration is organized and what is contained in each section. Then Mr. Gundersen, speaking with frequent

references to the three exhibits which were on display (a State Highway Plan map, a regional location map showing the corridor and other major highways in a three state area, and a map showing the alignment used for study purposes), explained that the corridor is based on the State Highway Plan which identifies the USH 61-14 corridor between Dubuque and La Crosse as a primary arterial, one of the highest type arterials. He emphasized that this designation does not directly indicate what type of highway is needed because traffic volumes are the main criteria for determining the number of lanes required. He indicated that since volumes on most sections of USH 61 and 14 do not require four lanes, the State has chosen not to premise this study on an Interstate type facility. Instead the needs have been based on AASHTO standards for a route with the type and volumes of traffic anticipated to be travelling the route by 1995. Based on those traffic volumes and standards, he explained that a four-lane freeway would be required from Dubuque to Dickeyville but from that point north to near Viroqua only two lanes would be required. From Viroqua to just south of La Crosse a four-lane expressway would be required and through the City of La Crosse a four- to six-lane freeway would be required.

In closing, Mr. Gundersen emphasized again that the all-mode state transportation plan could change the results of this study.

Mr. Fiedler then called on the people who had previously completed and submitted a speaker identification form to come up to the podium one at a time to present their view. A total of seventeen speakers did so, of which nine expressed opposition to the study findings, six expressed no opposition and their acceptance of at least a portion of the route, and two made statements

122 which were neither for nor against the tentative study findings. In addition, thirty-three other persons submitted a statement in opposition to the proposal but did not speak. Some of the statements cited the reasons listed below. Following the meeting, an additional twenty-eight letters were received with all but one opposed to any four-lane construction primarily from Dickeyville to Viroqua.

In general, it could be said that most of those in support of the study findings were most interested in the Dubuque to Dickeyville section and did not pass judgment about the northern sections of the route. These speakers included the Director of the Southwestern Wisconsin Regional Planning Commission, the Chairman of the Grant County Board, and an employee of the John Deere plant in Dubuque who lives in Boscobel. A speaker from Prairie du Chien indicated his approval in principal for an improved highway but indicated that it should be closed to the City of Prairie du Chien.

Conversely, most of those who expressed their opposition sympathized with the need for the Dubuque to Dickeyville freeway but felt that the other improvements are not justified. Those expressing their opposition included a representative of the Sierra Club, a member of the Viroqua City Council, six individuals speaking for themselves, and the Vernon County Highway Commissioner speaking on behalf of the public that called him. The expressed criticism included the following:

- (a) the acquisition of right-of-way for four lanes for the Dickeyville to Viroqua section even though only two lanes are required by 1995.
- (b) the bypassing of several communities which might seriously hurt their economy by destroying small businesses.
- (c) the lack of consideration of other modes of transportation.

- (d) the destruction of good farm land and the disruption of those farms.
- (e) the building of a freeway through the City of La Crosse.
- (f) the lack of traffic to warrant a high type facility.
- (g) the price tag is prohibitive and this is a good place to cut back on government spending.
- (h) the existing highway can be made adequate without the costs proposed.

Questions asked by the audience and the staff responses to those questions were as follows:

- (1) Who decided that the route would be in Wisconsin rather than the west side of the Mississippi River?

It was interpreted by the Federal Highway Administration that this was the intent of the Congressman who included the route in the law.

- (2) Why is Soldiers Grove the only community not bypassed?

Bypasses of any of the communities are not firmly established because this study did not go to the level of detail required for such a determination. However, for the purposes of this study a decision was made based on a combination of community size and traffic volume.

- (3) What is the ultimate cost of the project if you consider that two more lanes would eventually be built between Dickeyville and Viroqua?

No estimates of costs for improvements after the target year of 1990 have been made.

- (4) Why wasn't information about the project more readily available?

News releases were issued on August 8th and 30th to eleven media in the Dubuque and Grant County area. On August 16 and September 6, 44 news releases were issued to all media in the corridor north of Grant County. These releases advised of the availability of the draft report in the offices of the Southwestern Wisconsin Regional Planning Commission, the Mississippi River Regional Planning Commission, all county highway departments in the area, and the State's district highway office in La Crosse.

- (5) How will farm tractor access to the road be handled?

The road between Dickeyville and La Crosse will not be a limited access freeway, although private access points might be regulated. Individual problems would be worked out in the design stage of the highway development.

- (6) Is this the last chance to voice an opinion before a decision is made to build the project?

According to federal law, two more public hearings would be required before any construction begins.

During the question and answer period, a member of the audience asked for a vote or some other way that all those who attended the meeting but did not speak could voice their opinion. While Mr. Fiedler was explaining that he had no objection to a vote but that such a thing usually serves no purpose unless a person's reasons are explained, another member of the audience shouted "all those opposed raise your hand". No count was made but it was estimated that at least seventy-five percent were in opposition.

It would appear that the public viewed the public information meeting, not as an opportunity to exchange information on needs in a corridor based on specified standards, but as an opportunity to express their views on the implementation of a project. A number of the citizens present at the meeting expressed opposition to any improvement along the route that would increase the capacity in the corridor.

APPENDIX D
COUNTY ECONOMIC PROFILES

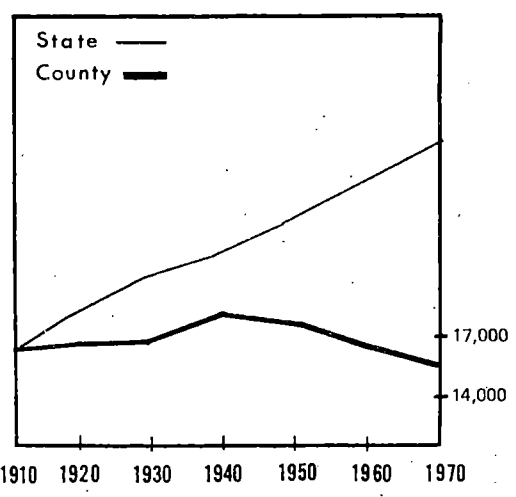
Economic Profile

CRAWFORD COUNTY



Dept. of Business Development
 123 West Washington Avenue
 Madison, Wisconsin 53702

This scenic, delightful area has felt the impact of job shrinkage in manufacturing as well as agriculture. The jobs are needed locally, because no other significant job center is within commuting distance. Timber resources of the larger region are great; river barges might light a spark in someone's mind.



POPULATION

1970 population 15,252 ; % of state .35
 1960-70 change (%) -6.7 ; state avg. 11.8
 Density: 26.0 per sq. mi. ; state avg. 80.8
 Net migration 1960-70 2,404 out
 Net migration 1950-60 3,728 out

Comparative Population Change

LABOR FORCE

Employees Covered by OASI Mid-March 1970

	Em-ploy-ees	Jan.-Mar. Payroll ('000)	Busi-nesses
Total	2,192	\$ 2,588	312
Construction	80	87	23
Manufacturing	634	972	35
Transp., util.	77	88	20
Wholesale trade	95	165	16
Retail trade	686	631	134
Finance, ins., etc.	136	178	24
Services	458	439	54

% Distribution
(Wis. in parens.)

Ages:	Male	Female	Male	Female
Under 18	2,944	2,803	(37) 38	(34) 37
18-44	1,983	2,035	(33) 26	(34) 27
45-64	1,712	1,626	(20) 22	(20) 21
65 & over	1,025	1,124	(10) 14	(12) 15
Total	7,664	7,588	100%	100%

Employment Trends (Residents)

	1960	1970	1970 % Distr. (Wis. in parens.)
Agri., forestry	2,181	1,562	28.0 (6.5)
Mining	0	12	0.2 (0.2)
Construction	332	432	7.8 (5.0)
Manufacturing	1,067	685	12.3 (31.0)
Transp., util.	204	194	3.5 (5.2)
Other services	2,217	2,684	48.2 (52.0)

Median age 30.3 ; state avg. 27.2
 Births (avg.) 1960-64 368 ; 1965-69 254

INCOME

Family income, 1969 (Census)

Median: County \$ 6,589 ; State avg. \$ 10,068

Family income groups:	County %	State %
Under \$4,000	27	13
\$4,000 - 5,999	18	9
\$6,000 - 7,999	16	12
\$8,000 - 9,999	12	16
\$10,000 & over	26	51

County 1970 buying income 1/ \$ 36,457,000
 % of state .26

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AGRICULTURE

	1969	1964
Number of farms:	1,207	1,344
Class 1-5 farms:*	1,009	1,104
Land in farms (acres):	292,480	315,585
% land in farms:	80.5	84.1
Avg. size of farm (acres):	242.3	234.8
Avg. cropland harvested per farm reporting any:	79.9	78.7
Value of land & bldgs./ farm:	\$ 28,946	\$ 19,323
Operators working off farms 100 days or more:	275	231
<u>Products Sold (to nearest thous.)</u>		
Total	\$ 15,301	\$ 10,662
Avg. per farm:	\$ 13	\$ 8
State avg.:	\$ 15	\$ 9
Crops, incl. nursery products and hay:	\$ 1,982	\$ 1,739
Forest products:	\$ 74	\$ 112
Livestock, poultry, and their products:	\$ 13,245	\$ 8,788
Dairy products:	\$ 7,477*	\$ 5,345

* Farms with total sales of \$2,500 and over.

FORESTRY ^{1/}

Area in forest	131,500	(acres)
% of land area	36	State avg. 43
Major species:	Growing Stock (1000 cu. ft.)	Sawlogs (1,000 bd. ft.)
Pine (inc. below)	--	--
All softwoods	1,130	3,327
Oak	50,947	171,013
Maple (hard)	4,945	15,247
Aspen	13,027	20,896
Other hardwoods	37,881	78,212

^{1/} North Central Forest Experiment Station,
1968, in cooperation with Wisconsin
Department of Natural Resources.

MINERALS

Kinds quarried, processed:

Sand	
Gravel	
Crushed limestone - some aglime	
Value of production, 1968	\$ 294,000
% of state	.41

RETAIL TRADE

No. of stores:	1967	234
	1963	258
Sales (add 000):		% of state
1967	\$ 21,781	0.33
1963	\$ 18,594	0.36
1958	\$ 15,059	0.34
Per capita, '67, county	\$ 1,447	
State avg.	\$ 1,577	
By Kind of Business (1967):		% of state
Lumber, hdw., farm equip.	\$ 1,849	.34
Gen. mdse.	\$ 1,428	.17
Foods	\$ 4,603	.32
Automotive	\$ 6,026	.53
Gas stations	\$ 1,285	.27
Apparel	\$ 671	.22
Furnit., house equip.	\$ 689	.22
Eating, drinking places	\$ 2,129	.35
Drug stores	\$ w	w

WHOLESALE TRADE

No. of establishments:	1967	24
	1963	27
Sales (add 000):		% of state
1967	\$ 7,584	.104
1963	\$ 6,281	.114

SERVICE INDUSTRIES

<u>No. of establishments (1967)</u>			
Total		<u>115</u>	
Hotels, motels, rec. camps		<u>19</u>	
Business services		<u>18</u>	
<u>Receipts: (add 000)</u>			
	<u>Total</u>	<u>% of state</u>	<u>Hotels, (etc.)</u>
1967	\$ <u>1,813</u>	<u>.22</u>	\$ <u>NA</u>
1963	<u>1,736</u>	<u>.27</u>	<u>NA</u>
1958	<u>1,092</u>	<u>.20</u>	<u>NA</u>

GOVERNMENT FINANCE

<u>Property assessment-Full value (1969)</u>		<u>% of state</u>
* All property	\$ <u>77,604</u>	<u>.25</u>
Per capita	\$ <u>5,088</u>	
State avg.	\$ <u>7,115</u>	
* Mfg. real estate	\$ <u>3,339</u>	<u>.11</u>

* To nearest thousand.

POPULATION OF INCORPORATED PLACES

	1970	1960		1970	1960
Bell Center, vil.	110	155	Mount Sterling, vil.	181	161
De Soto, vil. (total)	295	357	Prairie du Chien, city	5,540	5,649
Eastman, vil.	319	348	Soldiers Grove, vil.	514	663
Ferryville, vil.	183	194	Steuben, vil.	179	193
Gays Mills, vil.	623	634	Wauzeka, vil.	437	494
Lynxville, vil.	149	183			

OUTDOOR RECREATION HIGHLIGHTS *

Total Acreage (Co.) 384,000; Gt. Lakes/Mississippi shoreline: 33 mi.
 Acreage of named lakes: 0; Lakes over 100 acres: 0; Lakes with public access: 0;
 Land designated for recreation use: 17,393 acres.

Developed Recreation areas - facilities (partial listing)

Total Acreage: 315
 Swimming: 6 areas.

Golfing: 2 ninehole courses
 Canoe trails (no., mi.): 1, 72;
 Camping: 10 areas, 55 acres, 296 sites. Hiking: 2 areas, 6 trails, 12 mi.
 Snowmobile: 1 areas, 1 trails, 2 mi. Open area: 2 acres.
 Skiing: 1 areas, 1 runs, lift capacity/hr. 720.
 Fishing: sample of fish sought -- Panfish, bass, walleye
 Trout streams (no., mi.) 13, 62.5; Smallmouth bass streams (no., mi.) -, -;

Undeveloped Recreation areas --

Total Acreage: 17,077

(Although these lands are not specifically so designated, they may be used for many of the activities listed above as well as others, e.g. hunting.)

Federal:	1 wildlife area	<u>6,842</u>	acres.
State:	1 forest, 14 parks, 3 wildlife	<u>9,141</u>	acres.
County:	Nothing		acres.
Private:	1 park, 12 private, 5 regional areas	<u>1,444</u>	acres.

Of Special Interest --

Kickapoo River Water Trail (Ontario to Wisconsin River)
Upper Mississippi National Wildlife Refuge - over 14,000 acres here.
Museum of Medical progress and the Villa Louis both in Prairie du Chien.
Kickapoo Orchards - Gays Mills area.

* Courtesy Bureau of Planning, DNR
 1000-5-4D20380

GOVERNMENT (contd.)

(1969)	Tax levy	\$ <u>2,821</u>	* State avg.
	Per capita	\$ <u>184.98</u>	<u>238.94</u>
**	Full value rate (per \$1,000)	<u>30.65</u>	<u>29.44</u>
	County rate	<u>11.33</u>	<u>7.31</u>
	Local rate	<u>7.40</u>	<u>7.15</u>
	School rate	<u>17.42</u>	<u>18.93</u>
**	After tax relief--this row only.		
*Income tax collected (1969)			% of state
Personal	\$ <u>890</u>		<u>.19</u>
Corporate	\$ <u>158</u>		<u>.16</u>
*State shared taxes (1970)			
Total	\$ <u>469</u>		<u>.19</u>
*State aids (1970)			
Total	\$ <u>2,549</u>		<u>.46</u>
Welfare	\$ <u>401</u>		<u>.31</u>
Educational	\$ <u>1,526</u>		<u>.46</u>
Highway	\$ <u>599</u>		<u>.68</u>

MANUFACTURING DATA

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	1967	1963	No. of establishments, by employment size: 1967			
			Under 20	20- 99	100- 249	250 & over
No. of estab.	42	51				
Employees	500	742				
% of state	0.14	0.16	23			
Total payroll (add 000)	\$ 2,400	3,334				
% of state	0.07	0.12				
Avg. earnings/hr, prod. workers	\$ 2.25	2.08				
State avg.	\$ 3.09	2.65				
Value added, mfg. (add 000)	\$ 10,300	6,433				
% of state	0.15	0.12				
Jobs, June 1969, per 1000 population: 1/						
County <u>35</u> ; state avg. <u>118</u>						
			Foods, beverages			
			Textiles, apparel, leather			
			Wood products, furniture	7	3	
			Paper, paper prods.			
			Chemicals, petrol., rubber & plastics	1	1	
			Metalworking, mach., transport. equip.	1		
			Instruments			
			Other: <u>Stone</u>	2		1
			All other types	3		

Eight Largest Manufacturing Employers -- Data as of March 1970 2/

Name	Location	Product or Business	Employment
Hutchison Log & Lumber Co.	Prairie du Chien	Sawmill products	20-49
Hiram Walker & Sons, Inc.	Prairie du Chien	Cooperage	20-49
Design Homes, Inc.	Prairie du Chien	Modular & mobile homes	50-99
F. S. Services, Inc.	Prairie du Chien	Fertilizer mixing	20-49
Prairie Concrete Products	Prairie du Chien	Concrete products	10-19
Minnesota Mining & Mfg. Co.	Prairie du Chien	Floor maintenance products, etc.	300-350
Prairie Tool Co., Inc.	Prairie du Chien	Metal cutting machine tools	20-49
Wolf Machine Co.	Prairie du Chien	Miscellaneous machinery	10-19

Three Largest Nonmanufacturing Employers (Private) 2/

Ben Franklin Store	Prairie du Chien	Retail	20-49
Prairie City Bank	Prairie du Chien	Banking	20-49
Peoples State Bank	Prairie du Chien	Banking	20-49

Manufacturing -- Analysis and Suggestions

Crawford County lost a large plant between 1963 and 1967, but there has been expansion more recently. 3-M has taken up much of the slack. Another relatively new company is Design Homes. The county has a great many small cheesemaking operations. There are barge services at Prairie du Chien that should interest some manufacturers. The area could provide workers for small industries. It is very little industrialized.

As this is being written (May 1972), Hiram Walker & Sons announced that it would be phasing out its cooperage plant.

(1) Employment covered by Unemployment Compensation divided by 1970 population. (2) Adapted from Division of Unemployment Compensation data. Plant openings, expansions, or closings since March 1969 taken into account where information was secured. Some unnamed plants may have larger work forces seasonally (e.g., canning).

Crawford County is situated on the Mississippi. The county seat, Prairie du Chien, is about 225 miles, by river, below St. Paul, and about 500 miles upstream from St. Louis. It is approximately 100 miles west, by highway, from Madison. The county is part of scenic southwestern Wisconsin. Rolling ridges and narrow valleys form the characteristic landscape. The area has a great deal of historical interest, because of early French settlement and successive struggles for control by French, British, and American forces, with their Indian associates.

Crawford County remains rural in character. The population density, 26 persons per square mile, is typical of an agricultural section with little industry. Population declined between 1960 and 1970. It had peaked in 1940. Decline in farm population accounts for most of the decrease since 1940. Some rural trading centers are feeling the effects and getting smaller.

The Crawford County population has a higher median age than the state's, and is low in the proportion of persons 18-44. Fertility is relatively high. Outmigration of 3,728 in the 1950's represents a severe rate of loss, and the 1960-1970 experience was more of the same—2,400 loss.

Incomes are substantially below the state average, and below most rural counties in western Wisconsin. With about .35 per cent of the state's population the county is estimated to have had .26 per cent of the state's buying income in 1970.

Agriculture employed 28 per cent of the residents in 1970, compared with 6.5 per cent in Wisconsin as a whole. Only 685 persons reported that they worked in manufacturing. There are about 600 factory jobs in the county. The decrease in factory workers from 1960 to 1970 was quite noteworthy. This area does not provide many opportunities to those who might want to live here and commute to jobs.

Crawford County, despite its hilly terrain, has a relatively high percentage of its land in farms, but this declined from 90 to 80 per cent between 1950 and 1969. Farms are growing in size, to an average of some 242 acres, but cropland tends to be relatively small—understandable in this type of topography. Pasture lands are utilized by both dairy cattle and beef cattle in this area—beef much more important in the farm program here than in most of Wisconsin. However, recently dairying seems to be on the increase. The Gays Mills community in Crawford County is an important apple-growing center. There are about 75,000 apple trees—second to Door County.

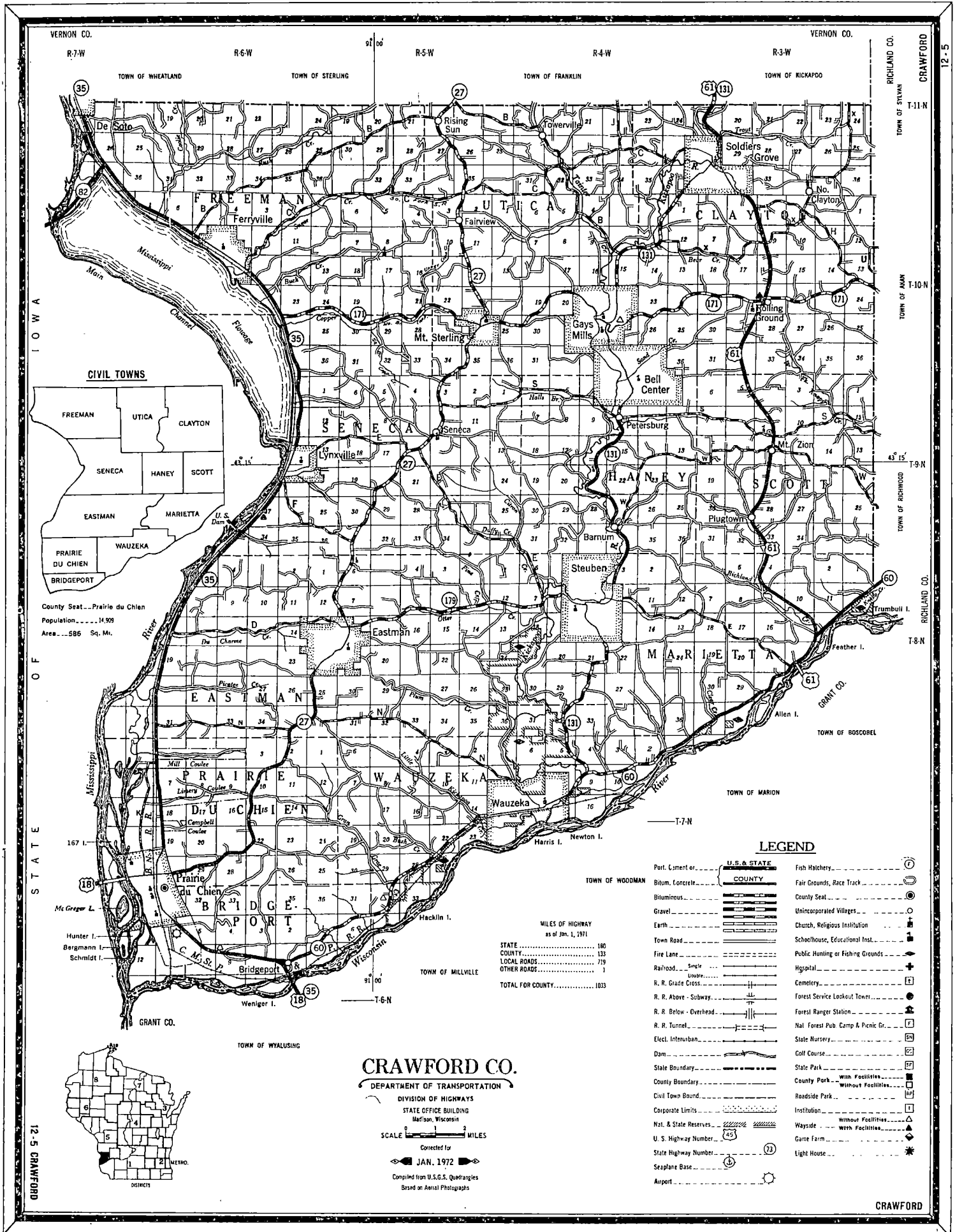
Over one-third of the county, some 132,000 acres, has tree cover. Leading species are red oak, white oak and elm. There seems to be a surplus of sawtimber at this time, a condition characteristic of the western Wisconsin uplands. Mineral production is limited. Limestone (dolomite) outcrops over much of the county.

Retail trade is fairly strong, partly due to tourist travel. Service industries also stand out. The bridge at Prairie du Chien is a significant channeler of travel, as is the steep bluff above the Mississippi River that channels highway traffic along the river. Eating and drinking places are comparatively large gainers from tourism, the retail figures show. The automotive sector is the strongest.

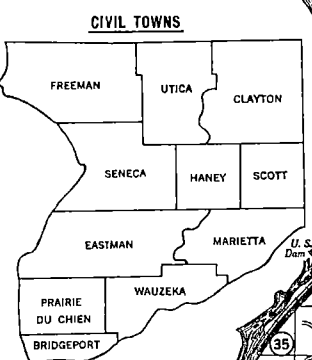
Manufacturing jobs are about 35 per thousand population, compared with 118 in the state. There are many small foods industries, mostly cheese plants. Wood-products plants are numerous, and some are of fair size. The 1967 Census of Manufactures counted fewer establishments than the 1963 one. Employment declined with the closing of a sizable stamping plant. The new 3M plant has been a major addition and support to the area. As this is being written a news release tells of the closing of a sizable cooperage plant.

Prairie du Chien is one of the oldest settlements in Wisconsin. Marquette and Joliet were among the first white visitors. French settlers bought land from the Indians and started the first permanent white settlement in 1781. French influence (land surveying, culture) remained strong in this area, even when the British nominally took over. Historical interest is combined with architecture of an earlier period to make Prairie du Chien a tourist attraction. The Villa Louis, home of Hercules Dousman, a fur trader and promoter, is chief of these attractions.

Rail service is provided by the Burlington-Northern (Chicago-Twin Cities) and by the Milwaukee Road (from Prairie du Chien to Madison and beyond). The Great River Road (State No. 35) follows the River, and U.S. No. 18 is a major east-west highway. There is a barge terminal at Prairie du Chien. Commuter flight service is available at Prairie du Chien.



VERNON CO. R-7-W R-6-W R-5-W R-4-W R-3-W VERNON CO.
 TOWN OF WHEATLAND TOWN OF STERLING TOWN OF FRANKLIN TOWN OF KICKAPOO
 RICHLAND CO. CRAWFORD
 T-11-N
 TOWN OF STAN
 TOWN OF ANAN
 T-10-N
 TOWN OF RICHWOOD
 T-9-N
 RICHLAND CO.
 T-8-N
 TOWN OF BOSCOBEL
 TOWN OF MARION
 TOWN OF WOODMAN
 TOWN OF MILLVILLE
 TOWN OF WYALUSING
 T-7-N
 T-6-N



County Seat...Prairie du Chien
 Population...14,909
 Area...586 Sq. Mi.

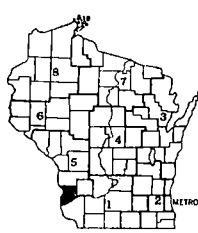
MILES OF HIGHWAY
as of Jan. 1, 1971

STATE	180
COUNTY	133
LOCAL ROADS	719
OTHER ROADS	1
TOTAL FOR COUNTY	1033

LEGEND

Port. Cement or U.S. & STATE	Fish Hatchery
Bitum. Concrete COUNTY	Fair Grounds, Race Track
Bituminous	County Seat
Gravel	Unincorporated Villages
Earth	Church, Religious Institution
Town Road	Schoolhouse, Educational Inst.
Fire Lane	Public Hunting or Fishing Grounds
Railroad - Single	Hospital
R. R. Grade Cross	Cemetery
R. R. Above - Subway	Forest Service Lookout Tower
R. R. Below - Overhead	Forest Ranger Station
R. R. Tunnel	Nat. Forest Pub. Camp & Picnic Gr.
Elect. Interurban	State Nursery
Dam	Golf Course
State Boundary	State Park
County Boundary	County Park with Facilities
Civil Town Bound.	Roadside Park without Facilities
Corporate Limits	Institution
Nat. & State Reserves	Wayside without Facilities
U. S. Highway Number	Wayside with Facilities
State Highway Number	Game Farm
Seaplane Base	Light House
Airport	

CRAWFORD CO.
 DEPARTMENT OF TRANSPORTATION
 DIVISION OF HIGHWAYS
 STATE OFFICE BUILDING
 Madison, Wisconsin
 SCALE 0 1 2 MILES
 Corrected for
 JAN. 1972
 Compiled from U.S.G.S. Quilangles
 Based on Aerial Photographs



12-5 CRAWFORD

CRAWFORD

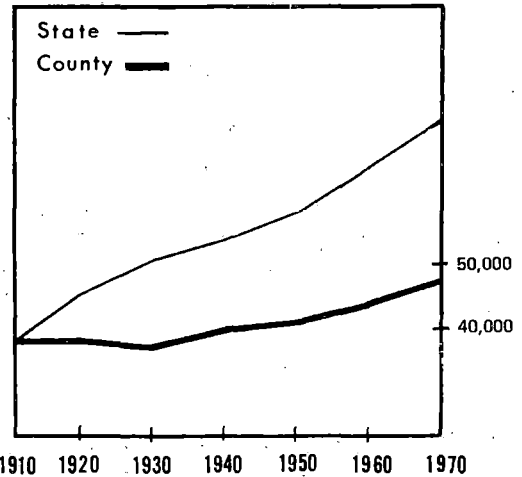
Economic Profile

GRANT COUNTY



Dept. of Business Development
123 West Washington Avenue
Madison, Wisconsin 53702

Grant County is still lightly industrialized, but recently it has obtained several good firms. Agriculture is strong. The southwestern corner is becoming suburban to Dubuque. Large numbers of residents work there. Recreation potential is significant.



POPULATION

1970 population	48,398	;	% of state	1.10
1960-70 change (%)	9.0	;	state avg.	11.8
Density:	41.4	per sq. mi.	;	state avg. 80.8
Net migration 1960-70	863 out			
Net migration 1950-60	3,305 out			

% Distribution
(Wis. in parens.)

Ages:	Male	Female	Male	Female
Under 18	9,013	8,679	(37) 37	(34) 36
18-44	8,617	7,741	(33) 35	(34) 32
45-64	4,251	4,336	(20) 18	(20) 18
65 & over	2,397	3,364	(10) 10	(12) 14
Total	24,278	24,120	100%	100%

Median age	24.4	;	state avg.	27.2
Births (avg.) 1960-64	1,126	;	1965-69	855

INCOME

Family income, 1969 (Census)	
Median: County	\$ 8,464
State avg.	\$ 10,068

Family income groups:	County %	State %
Under \$4,000	18	13
\$4,000 - 5,999	14	9
\$6,000 - 7,999	14	12
\$8,000 - 9,999	16	16
\$10,000 & over	38	51

County 1970 buying income 1/	\$ 126,002,000
% of state	.91

Comparative Population Change

LABOR FORCE

Employees Covered by OASI Mid-March 1970.

	Employees	Jan.-Mar. Payroll (000)	Businesses
Total	6,218	\$ 6,876	896
Construction	310	424	70
Manufacturing	748	887	66
Transp., util.	574	797	49
Wholesale trade	308	487	49
Retail trade	2,229	2,100	389
Finance, ins., etc.	NA	NA	52
Services	1,263	939	197

Employment Trends (Residents).

	1960	1970	1970 % Distr. (Wis. in parens.)
Agri., forestry	4,847	3,502	20.3 (6.5)
Mining	95	105	0.6 (0.2)
Construction	768	871	5.0 (5.0)
Manufacturing	2,130	3,073	17.8 (31.0)
Transp., util.	756	870	5.0 (5.2)
Other services	6,280	8,868	51.3 (52.0)

1/ Copyright Sales Management Survey of Buying Power. Further reproduction is forbidden.

AGRICULTURE

	1969	1964
Number of farms:	<u>2,840</u>	<u>3,012</u>
Class 1-5 farms:*	<u>2,527</u>	<u>2,601</u>
Land in farms (acres):	<u>641,980</u>	<u>653,205</u>
% land in farms:	<u>87.5</u>	<u>87.3</u>
Avg. size of farm (acres):	<u>226.0</u>	<u>216.9</u>
Avg. cropland harvested per farm reporting any:	<u>107.4</u>	<u>98.3</u>
Value of land & bldgs./ farm:	\$ <u>48,670</u>	\$ <u>30,800</u>
Operators working off farms 100 days or more:	<u>608</u>	<u>503</u>

Products Sold (to nearest thous.)

Total	\$ <u>58,200</u>	\$ <u>34,638</u>
Avg. per farm:	\$ <u>20</u>	\$ <u>12</u>
State avg.:	\$ <u>15</u>	\$ <u>9</u>
Crops, incl. nursery products and hay:	\$ <u>3,879</u>	\$ <u>2,560</u>
Forest products:	\$ <u>114</u>	\$ <u>151</u>
Livestock, poultry, and their products:	\$ <u>54,207</u>	\$ <u>31,926</u>
Dairy products:	\$ <u>23,218</u> *	\$ <u>15,041</u>

* Farms with total sales of \$2,500 and over.

FORESTRY ^{1/}

Area in forest	<u>150,500</u>	(acres)
% of land area	<u>20</u>	State avg. <u>43</u>

Major species:	Growing Stock (1000 cu. ft.)	Sawlogs (1,000 bd. ft.)
Pine (inc. below)	<u>--</u>	<u>--</u>
All softwoods	<u>1,667</u>	<u>3,943</u>
Oak	<u>58,247</u>	<u>195,808</u>
Maple (hard)	<u>5,601</u>	<u>17,341</u>
Aspen	<u>13,754</u>	<u>23,543</u>
Other hardwoods	<u>41,024</u>	<u>84,202</u>

^{1/} North Central Forest Experiment Station,
1968, in cooperation with Wisconsin
Department of Natural Resources.

MINERALS

Kinds quarried, processed:	
<u>Sand & gravel</u>	<u>Lead</u>
<u>Zinc</u>	<u>Crushed limestone</u>
Value of production, 1968	\$ <u>3,001,000</u>
% of state	<u>4.19</u>

RETAIL TRADE

No. of stores:	1967 <u>675</u>	
	1963 <u>669</u>	
Sales (add 000):		% of state
1967	\$ <u>72,501</u>	<u>1.09</u>
1963	\$ <u>54,440</u>	<u>1.05</u>
1958	\$ <u>52,482</u>	<u>1.18</u>
Per capita, '67, county	\$ <u>1,644</u>	
State avg.	\$ <u>1,577</u>	

By Kind of Business (1967):		% of state
Lumber, hdw., farm equip.	\$ <u>11,415</u>	<u>2.12</u>
Gen. mdse.	\$ <u>4,216</u>	<u>.50</u>
Foods	\$ <u>17,326</u>	<u>1.20</u>
Automotive	\$ <u>12,276</u>	<u>1.08</u>
Gas stations	\$ <u>5,169</u>	<u>1.09</u>
Apparel	\$ <u>1,583</u>	<u>.51</u>
Furnit., house equip.	\$ <u>2,310</u>	<u>.74</u>
Eating, drinking places	\$ <u>5,972</u>	<u>.97</u>
Drug stores	\$ <u>1,670</u>	<u>.86</u>

WHOLESALE TRADE

No. of establishments:	1967 <u>79</u>	
	1963 <u>79</u>	
Sales (add 000):		% of state
1967	\$ <u>39,037</u>	<u>.535</u>
1963	\$ <u>25,749</u>	<u>.468</u>

MANUFACTURING DATA

	1967	1963	No. of establishments, by employment size: 1967				
			Under 20	20-99	100-249	250 & over	
No. of estab.	82	86					
Employees	600	540					
% of state	0.12	0.12	Foods, beverages	41	3		
Total payroll (add 000)	\$ 2,500	1,729	Textiles, apparel, leather				
% of state	.07	0.06	Wood products, furniture	6	1		
Avg. earnings/hr, prod. workers	\$ 1.82	1.61	Paper, paper prods.				
State avg.	\$ 3.09	2.65	Chemicals, petrol., rubber & plastics	4			
Value added, mfg. (add 000)	\$ 5,700	4,610	Metalworking, mach., transport. equip.	6	3		
% of state	0.08	0.09	Instruments	1			
Jobs, June 1969, per 1000 population: 1/			Other: Printing	9			
County <u>17</u> ; state avg. <u>118</u>			All other types	7			

Eight Largest Manufacturing Employers -- Data as of March 1970 2/

Name	Location	Product or Business	Employment
Platteville Dairy, Inc.	Platteville	Natural cheese	20-49
Milk Specialties, Inc.	Boscobel	Crude lactose	50-99
Potosi Brewing Co.	Potosi	Beer	20-49
Advance Transformer Co.	Boscobel	Small transformers	100-200
Rapid Die & Molding Co.	Cassville	Radio equipment	50-99
Loudspeaker Component Corp.	Lancaster	Loudspeakers	50-99
Ray-O-Vac Div. of ESB, Inc.	Fennimore	Drycell batteries	50-99
Lenscraft, Inc.	Platteville	Safety glasses	50-99

Three Largest Nonmanufacturing Employers (Private) 2/

Wisconsin Barge Line, Inc.	Cassville	Barge company	100-199
Parkview Terrace	Platteville	Nursing home	100-199
Dick's Super Market	Platteville	Grocery stores	100-199

Manufacturing -- Analysis and Suggestions

There has been considerable industrial growth in the county recently. The 1967 data are somewhat behind the times. The battery plant and the one making small transformers are among the newest. There are still many cheese plants, but they no longer dominate the local situation. A sort of complex of communications equipment - electronics is developing, evidently to utilize the potential female labor force. Dubuque, across the river, has a heavy-industry base. The region is still little industrialized, but it has become attractive to industrialists who have recognized its potential.

(1) Employment covered by Unemployment Compensation divided by 1970 population. (2) Adapted from Division of Unemployment Compensation data. Plant openings, expansions, or closings since March 1969 taken into account where information was secured. Some unnamed plants may have larger work forces seasonally (e.g., canning).

Grant County, bordered on the west by the Mississippi River and its magnificent bluffs, is a land of rich upland prairies and deep, wooded coulees. On the north its boundary is the Wisconsin River, which flows into the Mississippi at the extreme northwest corner of the county. The land was untouched by the last glaciers.

Farming is the mainstay of the economy; Grant ranks among the top 100 counties in the United States in value of farm products sold, and second among Wisconsin counties. Agriculture here shows characteristics of the neighboring corn belt states of Iowa and Illinois. Swine and fat cattle are more important than in typical Wisconsin agricultural counties, where dairying predominates.

Population density is approximately half of the statewide average, and population growth during the 1950's was at half the rate of the Wisconsin average. However, in comparison with other agricultural counties, its growth was impressive, for Grant was one of the few rural type counties outside the the southeastern part of the state to gain in population during the decade. Population increase was a little larger in the 1960's. Growth of the state university at Platteville explains part of the gain in population in both the fifties and sixties.

The statistics show that the county has more inhabitants under 18 and over 65 than the state average. The net outmigration for the decade of the 1950's was just over three thousand persons, mostly because of the declining opportunities for employment in agriculture resulting from farm mechanization. Farm employment dropped again in the 1960's, but outmigration decreased to about 900. (Recall effects of the college immigrants.)

The county's median family income at \$8,464 is considerably below the state average, as is characteristic of rural lightly industrialized areas.

A high per capita retail trade figure indicates that the county's trade area extends beyond the borders. Unusual strength is displayed by the lumber, hardware, farm equipment group.

Twenty per cent of Grant County is classified as forest land. Oak is the predominant species.

Grant is one of only two Wisconsin counties producing zinc and lead. Output and employment fluctuate with market conditions. It is weak as of 1971-72.

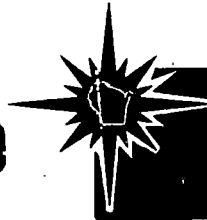
Grant County is only lightly industrialized and plants are generally small. In 1969 the county had 17 residents per thousand engaged in factory employment, compared with the state average of 118. Six new manufacturing plants were established in the county during 1965 and 1966. Three of the eight largest companies are even newer than that. The majority of county residents who said they worked in manufacturing had jobs outside the county—mainly at Dubuque.

The number of farms and the amount of land devoted to farming declined in 1959-69, while the average size of farms rose. The careful reader will notice something strange about the statistics on "per cent of land in farms." The figure was higher in 1969 than in 1964, even though farm acreage declined. The reason is that the Census Bureau decided that Grant County's total land area was smaller in 1969 than they estimated for 1964. In any event, not much land is being abandoned for nonagricultural purposes. The number of operators working 100 days or more per year off the farm has been increasing. This pronounced trend means that a pool of workers is being trained for nonfarm jobs.

The physical aspect of Grant County is impressive. The natural beauty of the terrain has been pretty much preserved. Cities and villages generally are well kept. Farms also are well maintained. Highways, as is the case in most of the state, are very good. The Milwaukee Road, the Burlington-Northern, and the Chicago & North Western Railway serve the county. Scheduled flights are available at Dubuque and at Prairie du Chien.

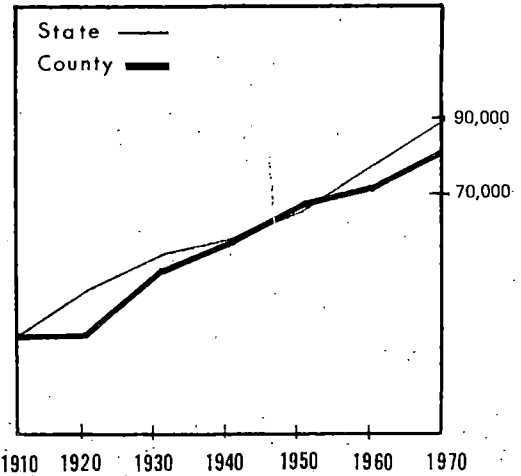
Economic Profile

LA CROSSE COUNTY



Dept. of Business Development
123 West Washington Avenue
Madison, Wisconsin 53702

La Crosse County's major city is a natural center for transportation and is the metropolis for a large area encompassing three states. Two major plant closings have had a negative influence on economic growth, but the plus factors in the area promise realization of noteworthy potentials.



POPULATION

1970 population 80,468 ; % of state 1.82
 1960-70 change (%) 11.0 ; state avg. 11.8
 Density: 171.6 per sq. mi. ; state avg. 80.8
 Net migration 1960-70 424 in
 Net migration 1950-60 6,149 out

% Distribution
(Wis. in parens.)

Ages:	Male	Female	Male	Female
Under 18	13,580	13,036	(37) 35	(34) 31
18-44	13,703	15,200	(33) 36	(34) 36
45-64	7,427	8,289	(20) 19	(20) 20
65 & over	3,766	5,457	(10) 10	(12) 13
Total	38,486	41,982	100%	100%

Median age 26.4 ; state avg. 27.2
 Births (avg.) 1960-64 1,584 ; 1965-69 1,400

INCOME

Family income, 1969 (Census)

Median: County \$ 9,182 ; State avg. \$ 10,068

Family income groups:	County %	State %
Under \$4,000	13	13
\$4,000 - 5,999	11	9
\$6,000 - 7,999	16	12
\$8,000 - 9,999	17	16
\$10,000 & over	43	51

County 1970 buying income ^{1/} \$ 255,610,000
 % of state 1.84

LABOR FORCE

Employees Covered by OASI Mid-March 1970

	Employees	Jan.-Mar. Payroll (000)	Businesses
Total	25,063	\$ 36,673	1,583
Construction	1,031	2,113	149
Manufacturing	9,116	16,183	110
Transp., util.	1,890	3,511	66
Wholesale trade	1,560	2,554	128
Retail trade	5,538	5,078	560
Finance, ins., etc.	730	1,120	121
Services	5,125	6,015	431

Employment Trends (Residents)

	1960	1970	1970 % Distr. (Wis. in parens.)
Agri., forestry	1,892	1,121	3.7 (6.5)
Mining	4	32	0.1 (0.2)
Construction	1,206	1,500	5.0 (5.0)
Manufacturing	7,565	7,769	25.9 (31.0)
Transp., util.	1,806	2,167	7.2 (5.2)
Other services	13,568	17,416	58.0 (52.0)

^{1/} Copyright Sales Management Survey of Buying Power. Further reproduction is forbidden.

AGRICULTURE

	1969	1964
Number of farms:	1,024	1,141
Class 1-5 farms:*	799	906
Land in farms (acres):	214,628	233,975
% land in farms:	74.4	77.9
Avg. size of farm (acres):	209.5	205.1
Avg. cropland harvested per farm reporting any:	83.5	77.9
Value of land & bldgs./ farm:	\$ 44,674	\$ 25,466
Operators working off farms 100 days or more:	310	268

Products Sold (to nearest thous.)

Total	\$ 14,813	\$ 11,208
Avg. per farm:	\$ 14	\$ 10
State avg.:	\$ 15	\$ 9
Crops, incl. nursery products and hay:	\$ 1,657	\$ 1,113
Forest products:	\$ 93	\$ 86
Livestock, poultry, and their products:	\$ 13,063	\$ 10,008
Dairy products:	\$ 8,738*	\$ 6,649

* Farms with total sales of \$2,500 and over.

FORESTRY ^{1/}

Area in forest	94,700	(acres)
% of land area	33	State avg. 43

Major species: Growing Stock (1000 cu. ft.) Sawlogs (1,000 bd. ft.)

Pine (inc. below)	--	--
All softwoods	1,130	2,470
Oak	38,907	133,883
Maple (hard)	3,705	11,612
Aspen	8,303	15,790
Other hardwoods	29,759	66,564

^{1/} North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

MINERALS

Kinds quarried, processed:	
Crushed limestone	_____
Sand	_____
Gravel	_____
Value of production, 1968	\$ 540,000
% of state	.75

RETAIL TRADE

No. of stores:	1967	845
	1963	816
Sales (add 000):		
		% of state
1967	\$ 140,445	2.12
1963	\$ 100,494	1.94
1958	\$ 91,347	2.04
Per capita, '67, county	\$1,864	
State avg.	\$1,577	

By Kind of Business (1967):		
		% of state
Lumber, hdw., farm equip.	\$ 9,038	1.68
Gen. mdse.	\$ 23,835	2.83
Foods	\$ 26,753	1.85
Automotive	\$ 23,423	2.07
Gas stations	\$ 8,814	1.85
Apparel	\$ 6,565	2.12
Furnit., house equip.	\$ 9,124	3.01
Eating, drinking places	\$ 16,390	2.67
Drug stores	\$ 4,213	2.16

WHOLESALE TRADE

No. of establishments:	1967	154
	1963	153
Sales (add 000):		
		% of state
1967	\$ 130,382	1.786
1963	\$ 94,642	1.720

SERVICE INDUSTRIES

<u>No. of establishments (1967)</u>				
Total		<u>467</u>		
Hotels, motels, rec. camps		<u>44</u>		
Business services		<u>65</u>		
<u>Receipts: (add 000)</u>				
	<u>Total</u>	<u>% of state</u>	<u>Hotels, (etc.)</u>	<u>% of state</u>
1967	\$ <u>17,012</u>	<u>2.03</u>	\$ <u>1,971</u>	<u>1.78</u>
1963	<u>14,417</u>	<u>2.22</u>	<u>1,839</u>	<u>2.04</u>
1958	<u>10,423</u>	<u>2.10</u>	<u>985</u>	<u>1.40</u>

GOVERNMENT FINANCE

<u>Property assessment-Full value (1969)</u>		<u>% of state</u>
* All property	\$ <u>511,880</u>	<u>1.63</u>
Per capita	\$ <u>6,361</u>	
State avg.	\$ <u>7,115</u>	
* Mfg. real estate	\$ <u>44,645</u>	<u>1.43</u>

* To nearest thousand.

POPULATION OF INCORPORATED PLACES

	<u>1970</u>	<u>1960</u>		<u>1970</u>	<u>1960</u>
Bangor, vil.	<u>974</u>	<u>928</u>	Onalaska, city	<u>4,909</u>	<u>3,161</u>
Holmen, vil.	<u>1,081</u>	<u>635</u>	Rockland, vil.	<u>278</u>	<u>257</u>
La Crosse, city	<u>51,153</u>	<u>47,575</u>	West Salem, vil.	<u>2,180</u>	<u>1,707</u>

OUTDOOR RECREATION HIGHLIGHTS *

Total Acreage (Co.) 303,400; Gt. Lakes/Mississippi shoreline: Approx. 20 mi.
 Acreage of named lakes: 8,690; Lakes over 100 acres: 2; Lakes with public access: 3;
 Land designated for recreation use: 22,248 acres.

Developed Recreation areas - facilities (partial listing) Total Acreage: 2,005
 Golfing: 2 eighteen hole, 2 ninehole, 1 par three course Swimming: 9 areas.
 Canoe trails (no., mi.): 1, 58; Canoe pickup service: 2.
 Camping: 8 areas, 196 acres, 422 sites. Hiking: 4 areas, 10 trails, 15 mi.
 Snowmobile: 1 areas, 1 trails, 1 mi. Open area: 200 acres.
 Skiing: 1 areas, 12 runs, lift capacity/hr. 3,600.
 Fishing: sample of fish sought -- Panfish, catfish, bullhead, walleye, trout
 Trout streams (no., mi.) 23, 100; Smallmouth bass streams (no., mi.) 2, 30;

Undeveloped Recreation areas -- Total Acreage: 20,243
 (Although these lands are not specifically so designated, they may be used for many of the activities listed above as well as others, e.g. hunting.)
 Federal: 1 wildlife 11,062 acres.
 State: 2 forests, 8 parks, 2 wildlife 5,822 acres.
 County: 1 regional, 1 forest, 7 parks 1,279 acres.
 Private: 4 regional, 1 forest, 8 private 2,073 acres.

Of Special Interest -- Upper Mississippi National Wildlife Refuge: 11,600 acres
Grandad Bluff in La Crosse - a massive crag rising 750 ft. above the city.

* Courtesy Bureau of Planning, DNR

GOVERNMENT (contd.)

(1969)		
Tax levy	\$ <u>13,472</u>	* State avg.
Per capita	\$ <u>167.42</u>	<u>238.94</u>
** Full value rate (per \$1,000)	<u>23.35</u>	<u>29.44</u>
County rate	<u>5.53</u>	<u>7.31</u>
Local rate	<u>4.73</u>	<u>7.15</u>
School rate	<u>15.86</u>	<u>18.93</u>
** After tax relief--this row only.		
*Income tax collected (1969)		% of state
Personal	\$ <u>7,518</u>	<u>1.62</u>
Corporate	\$ <u>2,651</u>	<u>2.62</u>
*State shared taxes (1970)		
Total	\$ <u>3,993</u>	<u>1.62</u>
*State aids (1970)		
Total	\$ <u>8,352</u>	<u>1.51</u>
Welfare	\$ <u>1,526</u>	<u>1.20</u>
Educational	\$ <u>5,428</u>	<u>1.65</u>
Highway	\$ <u>1,247</u>	<u>1.42</u>

MANUFACTURING DATA

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	1967	1963	No. of establishments, by employment size: 1967			
No. of estab.	111	114				
Employees	8,300	7,613	Under 20	20- 99	100- 249	250 & over
% of state	1.62	1.64	Foods, beverages	19	8	1 1
Total payroll (add 000)	\$ 54,300	43,297	Textiles, apparel, leather			1
% of state	1.52	1.55	Wood products, furniture	5	1	
Avg. earnings/hr, prod. workers	\$ 2.95	2.55	Paper, paper prods.	1		
State avg.	\$ 3.09	2.65	Chemicals, petrol., rubber & plastics	3	1	2
Value added, mfg. (add 000)	\$ 108,600	82,586	Metalworking, mach., transport. equip.	21	8	2 3
% of state	1.55	1.54	Instruments	1	1	
Jobs, June 1969, per 1000 population: 1/			Other: <u>Printing</u>	15	1	1
County <u>112</u> ; state avg. <u>118</u>			All other types	12	3	1

Eight Largest Manufacturing Employers -- Data as of March 1970 2/

Name	Location	Product or Business	Employment
G. Heileman Brewing Co.	La Crosse	Beer, malt	500-599
Riviera Sportswear Co.	La Crosse	Sportswear, blouses, dresses	400-499
La Crosse Rubber Mills Co.	La Crosse	Footwear: rubber, canvas, vinyl	700-799
Universal Oil Products Co.	La Crosse	Laminated plastics products	300-399
Metallics, Inc.	Onalaska	Metal engraving	200-299
La Crosse Cooler Co.	La Crosse	Coolers, ice-making machines	300-399
The Trane Co.	La Crosse	Air conditioning, refrigeration	3000-3999
Outers Laboratories, Inc.	Onalaska	Lubrication products	300-399

Three Largest Nonmanufacturing Employers (Private) 2/

Gateway Transportation Co.	La Crosse	Trucking	400-499
La Crosse Telephone Co.	La Crosse	Telephone service	300-399
Gunderson Clinic, Ltd.	La Crosse	Health service	300-399

Manufacturing -- Analysis and Suggestions

La Crosse County is industrialized about as much as is the average Wisconsin county. The big firms tend to be in differing specialties. In The Trane Company La Crosse has one of the giants in refrigeration machinery. A farm-machinery plant of significant size closed down over 1969-70. Transportation facilities are outstanding locally. River transportation potentials should interest some users of bulk commodities. Available labor in the region is a big asset.

(1) Employment covered by Unemployment Compensation divided by 1970 population. (2) Adapted from Division of Unemployment Compensation data. Plant openings, expansions, or closings since March 1969 taken into account where information was secured. Some unnamed plants may have larger work forces seasonally (e.g., canning).

The name is of French origin. Explorers saw Indians playing a game on a prairie that stretched for two miles from the Mississippi River to the bluffs. It reminded them of a French game called "la crosse" and hence the name of the county and the city.

The early settlers engaged in lumbering. This was started on the Black River in 1841. By 1853 there were more than thirty sawmills operating. The lumber business gave rise to many settlements, of which La Crosse was the largest. By the 1850's La Crosse was known as the "Gateway City," a focal point for roads and river traffic.

The Milwaukee Road was completed to La Crosse in 1858, linking the Mississippi and Lake Michigan. The following decade, the Burlington was built into the city from the south, and in the 1870's, the Chicago & North Western came in from the southeast. The county, thus, was on the main line of three major railroads between the Twin Cities, Milwaukee, and Chicago. With the river, the railroads, and the road network (including I-90), La Crosse county continues to hold a strategic position as a transportation center. One of the nation's largest trucking firms is headquartered at La Crosse.

The county has spectacular scenery, a panorama of the great river, of coulees and rolling hills and valleys, characterized by the patterns of contoured farms. The scenery attracts tourists.

Although the proportion of the population engaged in agriculture is below the state average, farming is still important. Sales per farm in 1969 were near the state average. In most measures the pattern of agricultural change is consistent with the state as a whole. There are fewer farms than formerly, and these are larger in size, realizing higher sales per farm. Dairying is the main source of farm income.

Retail trade surpassed 140 million dollars in 1967. Per capita sales were almost \$300 above the state average. La Crosse is an important trading center, serving adjacent counties in Minnesota and Iowa as well as Wisconsin. Sales of general merchandise and furniture stores appear to be especially strong.

Foresters classify 33 per cent of the land as forested. Red oak, white oak, and elm are the leading species. Earlier studies have indicated that this county, with its neighbors, has a sizable surplus of sawtimber.

At this time the only mineral production reported is sand and gravel and crushed limestone.

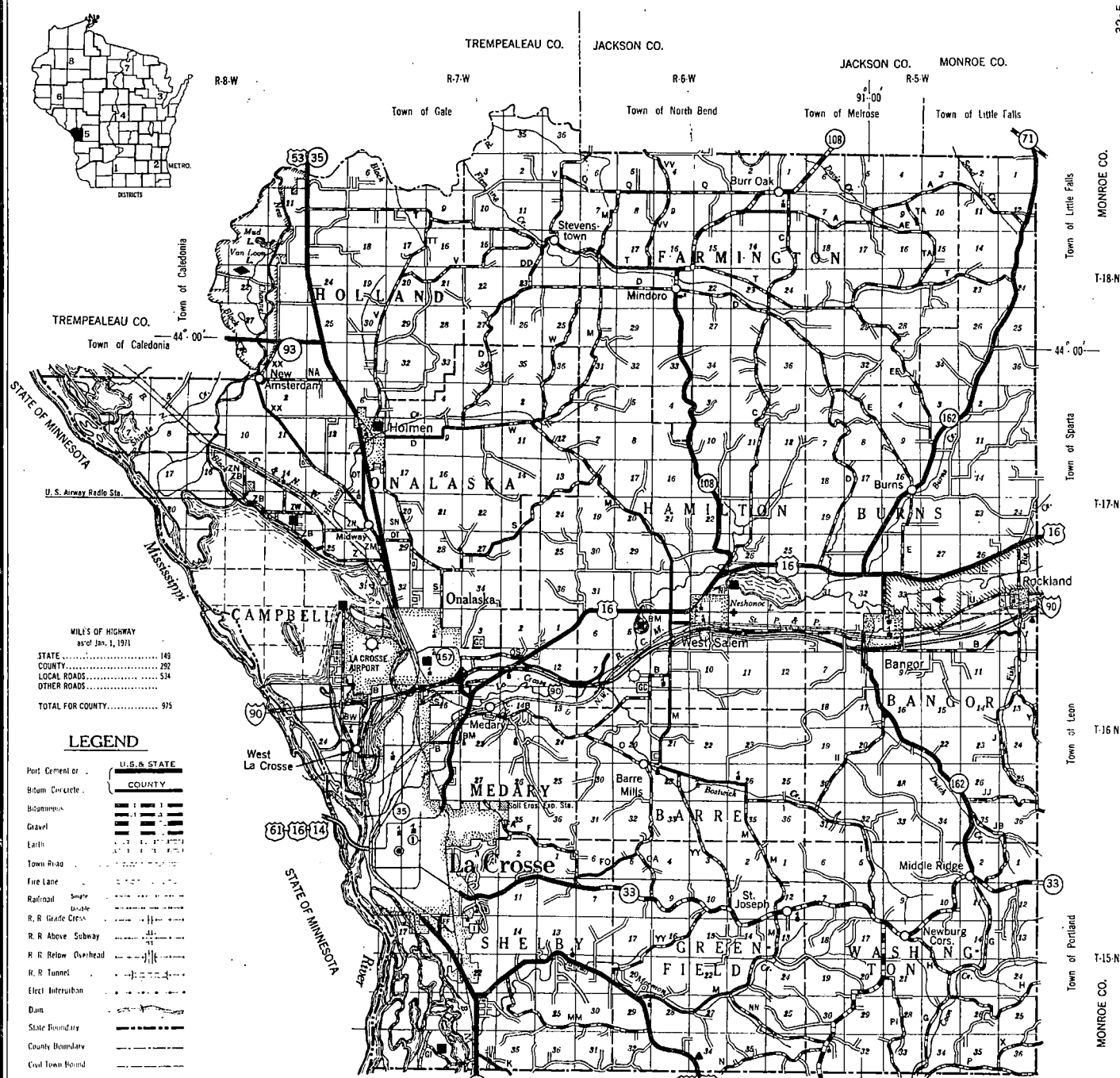
La Crosse County was at the turn of the century a great woodworking center. Some of the leading firms held on until fairly recent times. Metalworking is now predominant. Metalworking is supplemented by food industries, rubber goods, plastics items, apparel, and various others. The heating and air conditioning firm is much the largest employer.

The La Crosse area was hit severely in the late 1950's by closing of the Electric Auto-Lite plant. For several years the local economy was characterized by high and persistent unemployment. In the late 1960's Allis-Chalmers closed a sizable farm machinery plant. This led to what is termed "persistent" unemployment. Comparison of the 1970 data on county jobs (9,116) and residents working in manufacturing (7,769) indicates that a number of outsiders drive to the county to work. Several of the county's plants have been expanding.

The county registered a severe outmigration during the 1950's. About 6,100 more persons moved out than moved into the county. In the sixties a small immigration was recorded. Nonresident students would account for much of this.

Wisconsin State University, La Crosse, is a major economic as well as educational asset. La Crosse has a Vocational and Adult Education technical institute.

Scheduled flights are available at La Crosse.

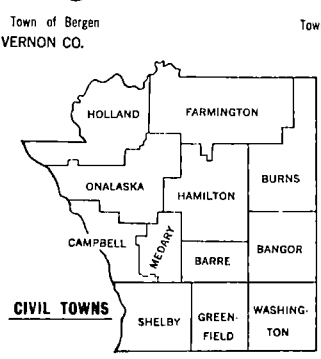


MILES OF HIGHWAY as of Jan. 1, 1971

STATE	149
COUNTY	292
LOCAL ROADS	534
OTHER ROADS	
TOTAL FOR COUNTY	975

LEGEND

- | U.S. & STATE | |
|------------------------------------|----|
| COUNTY | |
| Port Cement or Bitum Concrete | 1 |
| Bitumenes | 2 |
| Gravel | 3 |
| Earth | 4 |
| Town Road | 5 |
| Fire Lane | 6 |
| Railroad Single Track | 7 |
| R. R. Grade Cross | 8 |
| R. R. Above Subway | 9 |
| R. R. Below Overhead | 10 |
| R. R. Tunnel | 11 |
| Elect. Interurban | 12 |
| Dam | 13 |
| State Boundary | 14 |
| County Boundary | 15 |
| Civil Town Bound | 16 |
| Corporate Limits | 17 |
| Nat. & State Reserves | 18 |
| U. S. Highway Number | 19 |
| State Highway Number | 20 |
| Scraplane Base | 21 |
| Airport | 22 |
| Fish Hatchery | 23 |
| Fur Game, Race Track | 24 |
| County Seat | 25 |
| Unincorporated Village | 26 |
| Church, Religious Institution | 27 |
| Schoolhouse, Educational Inst. | 28 |
| Public Hunting or Fishing Grounds | 29 |
| Hospital | 30 |
| Cemetery | 31 |
| Forest Service Lookout Tower | 32 |
| Interstate Highway Number | 33 |
| Highway Separation | 34 |
| Freeway | 35 |
| Forest Ranger Station | 36 |
| Nat. Forest Pub. Camp & Picnic Gr. | 37 |
| State Nurserie | 38 |
| Cell Course | 39 |
| State Park | 40 |
| County Park Without Facilities | 41 |
| County Park With Facilities | 42 |
| Roadside Park | 43 |
| Institution | 44 |
| Wayside With Facilities | 45 |
| Wayside Without Facilities | 46 |
| Game Farm | 47 |
| Light House | 48 |
| Wisconsin State University | 49 |

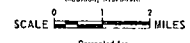


AREA...469 Sq. Mi.
 POPULATION...79,537
 CO. SEAT...LA CROSSE

LA CROSSE CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS
 STATE OFFICE BUILDING
 Madison, Wisconsin



Corrected for

JAN. 1972

Compiled from U.S.G.S. Quadrangles
 Based on Aerial Photographs

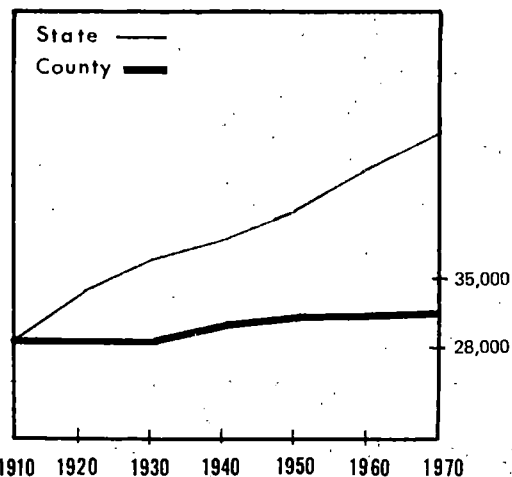
Economic Profile

MONROE COUNTY


Dept. of Business Development

 123 West Washington Avenue
 Madison, Wisconsin 53702

A strategic transportation position in west-central Wisconsin should insure further economic development. It appears as if a recent shrinkage of factory jobs will prove to be short-term. High service employment is due to federal and state installations.


Comparative Population Change

POPULATION

1970 population 31,610 ; % of state .72
 1960-70 change (%) 1.2 ; state avg. 11.8
 Density: 34.5 per sq. mi. ; state avg. 80.8
 Net migration 1960-70 2,327 out
 Net migration 1950-60 5,009 out

 % Distribution
 (Wis. in parens.)

Ages:	Male	Female	Male	Female
Under 18	<u>5,922</u>	<u>5,587</u>	(37) 37	(34) 36
18-44	<u>4,434</u>	<u>4,394</u>	(33) 27	(34) 28
45-64	<u>3,643</u>	<u>3,337</u>	(20) 23	(20) 21
65 & over	<u>2,073</u>	<u>2,220</u>	(10) 13	(12) 14
Total	<u>16,072</u>	<u>15,538</u>	100%	100%

Median age 30.6 ; state avg. 27.2
 Births (avg.) 1960-64 672 ; 1965-69 524

INCOME

Family income, 1969 (Census)

Median: County \$ 8,223 ; State avg. \$ 10,068

Family income groups:	County %	State %
Under \$4,000	<u>18</u>	<u>13</u>
\$4,000 - 5,999	<u>14</u>	<u>9</u>
\$6,000 - 7,999	<u>16</u>	<u>12</u>
\$8,000 - 9,999	<u>15</u>	<u>16</u>
\$10,000 & over	<u>37</u>	<u>51</u>

County 1970 buying income $\frac{1}{2}$ \$ 85,155,000
 % of state .62

LABOR FORCE

Employees Covered by OASI Mid-March 1970

	Employees	Jan.-Mar. Payroll (000)	Businesses
Total	<u>4,672</u>	<u>\$ 5,363.</u>	<u>542</u>
Construction	<u>163</u>	<u>209</u>	<u>38</u>
Manufacturing	<u>1,110</u>	<u>1,713</u>	<u>35</u>
Transp., util.	<u>352</u>	<u>563</u>	<u>38</u>
Wholesale trade	<u>644</u>	<u>592</u>	<u>37</u>
Retail trade	<u>1,320</u>	<u>1,231</u>	<u>233</u>
Finance, ins., etc.	<u>187</u>	<u>254</u>	<u>33</u>
Services	<u>858</u>	<u>770</u>	<u>115</u>

Employment Trends (Residents)

	1960	1970	1970 % Distr. (Wis. in parens.)
Agri., forestry	<u>2,946</u>	<u>2,012</u>	<u>18.6 (6.5)</u>
Mining	<u>4</u>	<u>7</u>	<u>0.1 (0.2)</u>
Construction	<u>341</u>	<u>553</u>	<u>5.1 (5.0)</u>
Manufacturing	<u>988</u>	<u>1,250</u>	<u>11.6 (31.0)</u>
Transp., util.	<u>841</u>	<u>675</u>	<u>6.3 (5.2)</u>
Other services	<u>5,174</u>	<u>6,294</u>	<u>58.3 (52.0)</u>

$\frac{1}{2}$ Copyright Sales Management Survey of Buying Power.
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AGRICULTURE

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	<u>1969</u>	<u>1964</u>
Number of farms:	<u>1,883</u>	<u>2,283</u>
Class 1-5 farms:*	<u>1,440</u>	<u>1,721</u>
Land in farms (acres):	<u>366,490</u>	<u>415,185</u>
% land in farms:	<u>62.6</u>	<u>70.9</u>
Avg. size of farm (acres):	<u>194.6</u>	<u>181.9</u>
Avg. cropland harvested per farm reporting any:	<u>70.9</u>	<u>67.6</u>
Value of land & bldgs./ farm:	\$ <u>31,678</u>	\$ <u>17,901</u>
Operators working off farms 100 days or more:	<u>567</u>	<u>565</u>
<u>Products Sold (to nearest thous.)</u>		
Total	\$ <u>22,938</u>	\$ <u>17,284</u>
Avg. per farm:	\$ <u>12</u>	\$ <u>8</u>
State avg.:	\$ <u>15</u>	\$ <u>9</u>
Crops, incl. nursery products and hay:	\$ <u>3,657</u>	\$ <u>2,126</u>
Forest products:	\$ <u>132</u>	\$ <u>169</u>
Livestock, poultry, and their products:	\$ <u>19,149</u>	\$ <u>14,979</u>
Dairy products:	\$ <u>14,264</u> *	\$ <u>11,068</u>

* Farms with total sales of \$2,500 and over.

FORESTRY ^{1/}

Area in forest	<u>219,400</u>	(acres)
% of land area	<u>37</u>	State avg. <u>43</u>
Major species:	Growing Stock	Sawlogs
	(1000 cu. ft.)	(1,000 bd. ft.)
Pine (inc. below)	<u>--</u>	<u>--</u>
All softwoods	<u>21,093</u>	<u>65,568</u>
Oak	<u>54,984</u>	<u>135,592</u>
Maple (hard)	<u>4,361</u>	<u>11,508</u>
Aspen	<u>18,533</u>	<u>15,734</u>
Other hardwoods	<u>29,001</u>	<u>49,681</u>

^{1/} North Central Forest Experiment Station,
1968, in cooperation with Wisconsin
Department of Natural Resources.

MINERALS

Kinds quarried, processed:

<u>Sand & gravel</u>	<u> </u>
<u>Limestone</u>	<u> </u>

Value of production, 1968: \$ 359,000

% of state .50

RETAIL TRADE

No. of stores:	1967 <u>406</u>
	1963 <u>396</u>

Sales (add 000):

		% of state
1967	\$ <u>43,649</u>	<u>0.66</u>
1963	\$ <u>33,090</u>	<u>0.64</u>
1958	\$ <u>29,848</u>	<u>0.67</u>
Per capita, '67, county	\$ <u>1,383</u>	
State avg.	\$ <u>1,577</u>	

By Kind of Business (1967): % of state

Lumber, hdw., farm equip.	\$ <u>6,233</u>	<u>1.16</u>
Gen. mdse.	\$ <u>2,201</u>	<u>.26</u>
Foods	\$ <u>9,229</u>	<u>.64</u>
Automotive	\$ <u>5,733</u>	<u>.51</u>
Gas stations	\$ <u>6,753</u>	<u>1.42</u>
Apparel	\$ <u>1,888</u>	<u>.61</u>
Furnit., house equip.	\$ <u>1,248</u>	<u>.40</u>
Eating, drinking places	\$ <u>4,549</u>	<u>.74</u>
Drug stores	\$ <u>846</u>	<u>.43</u>

WHOLESALE TRADE

No. of establishments:	1967 <u>45</u>
	1963 <u>49</u>

Sales (add 000):

		% of state
1967	\$ <u>19,104</u>	<u>.262</u>
1963	\$ <u>18,741</u>	<u>.341</u>

SERVICE INDUSTRIES

No. of establishments (1967)			
Total		166	
Hotels, motels, rec. camps		23	
Business services		30	
Receipts: (add 000)			
	Total	% of state	Hotels, (etc.) % of state
1967	\$ 3,374	.40	\$ NA -
1963	2,706	.42	NA -
1958	1,970	.39	NA -

GOVERNMENT FINANCE

Property assessment-Full value (1969)		% of state
* All property	\$ 151,111	.48
Per capita	\$ 4,780	
State avg.	\$ 7,115	
* Mfg. real estate	\$ 5,694	.18

* To nearest thousand.

GOVERNMENT (contd.)

149

(1969)	Tax levy	\$ 5,105	* State avg.
Per capita	\$ 161.49		238.94
** Full value rate (per \$1,000)	28.52		29.44
County rate	8.97		7.31
Local rate	5.68		7.15
School rate	18.93		18.93
** After tax relief--this row only.			
*Income tax collected (1969)		% of state	
Personal	\$ 2,192		.47
Corporate	\$ 447		.44
*State shared taxes (1970)			
Total	\$ 1,094		.44
*State aids (1970)			
Total	\$ 5,169		.94
Welfare	\$ 808		.63
Educational	\$ 3,465		1.05
Highway	\$ 839		.96

POPULATION OF INCORPORATED PLACES

	1970	1960		1970	1960
Dashton, vil.	824	828	Sparta, city	6,258	6,080
Dendall, vil.	468	528	Tomah, city	5,647	5,321
Melvina, vil.	116	111	Wilton, vil.	516	578
Norwalk, vil.	432	484	Wyeville, vil.	203	220

OUTDOOR RECREATION HIGHLIGHTS *

Total Acreage (Co.) 585,600; Gt. Lakes/Mississippi shoreline: 0 mi.
 Acreage of named lakes: 3,135; Lakes over 100 acres: 7; Lakes with public access: 9
 Land designated for recreation use: 28,005 acres.

Developed Recreation areas - facilities (partial listing)

Total Acreage: 728
 Golfing: 4 ninehole courses
 Swimming: 5 areas.
 Canoe trails (no., mi.): 1, 3; Canoe pickup service: 0
 Camping: 8 areas, 68 acres, 197 sites. Hiking: 3 areas, 3 trails, 34 mi.
 Snowmobile: 2 areas, 3 trails, 35 mi. Open area: 80 acres.
 Skiing: 0 areas, 0 runs, lift capacity/hr. 0
 Fishing: sample of fish sought -- Panfish, bass, trout, northern
 Trout streams (no., mi.) 51, 303.1; Smallmouth bass streams (no., mi.) 1, -;

Undeveloped Recreation areas --

(Although these lands are not specifically so designated, they may be used for many of the activities listed above as well as others, e.g. hunting.)
 Total Acreage: 27,227
 Federal: 1 wildlife, 1 private 18,583 acres.
 State: 1 forest, 8 parks, 1 wildlife 2,307 acres.
 County: 1 forest, 1 co. park, 2 city wide 4,985 acres.
 Private: 1 forest, 11 private 2,027 acres.

Of Special Interest -- Central Wisconsin Conservation Area - 15,250 acres.

Mill Bluff State Park
Sparta - Elroy bicycle trail
Camp Douglas and Camp McCoy - air national guard and national guard training camps.

* Courtesy Bureau of Planning, DNR

1000-4D20960

MANUFACTURING DATA

	1967	1963	No. of establishments, by employment size: 1967			
			Under 20	20-99	100-249	250 & over
No. of estab.	39	43				
Employees	1,500	1,256				
% of state	0.29	0.27	Foods, beverages	7	3	
Total payroll (add 000)	\$ 7,400	4,732	Textiles, apparel, leather			
% of state	0.21	0.17	Wood products, furniture	8		
Avg. earnings/hr, prod. workers	\$ 1.96	1.61	Paper, paper prods.		1	
State avg.	\$ 3.09	2.65	Chemicals, petrol., rubber & plastics	1		
Value added, mfg. (add 000)	\$ 16,000	9,952	Metalworking, mach., transport. equip.	5	2	1
% of state	0.23	0.19	Instruments			
Jobs, June 1969, per 1000 population: 1/			Other: Printing	5	1	
County <u>57</u> ; state avg. <u>118</u>			All other types	5		

Eight Largest Manufacturing Employers -- Data as of March 1970 2/

Name	Location	Product or Business	Employment
Tillman Produce Co., Inc.	Wilton	Poultry dressing & packing	20-49
Hiawatha Valley Dairies	Sparta	Creamery butter	50-99
Seven-Up Bottling Co.	Tomah	Soft drinks	20-49
Vanpak Products Inc.	Tomah	Packaging products	100-199
Southside Machine, Inc.	Sparta	Lithographic plates, tools & dies	20-49
Northern Engraving Co., Inc.	Sparta	Metal stampings, etc.	300-399
Spartek, Inc.	Sparta	Metal plating, finishing	50-99
Sparta Mfg. Co., Inc.	Sparta	Gray iron sleeves, machine shop	50-99

Three Largest Nonmanufacturing Employers (Private) 2/

Food Facilities Mgt. Corp.	Tomah	Restaurant	50-99
Northwest Telephone Co.	Tomah	Telephone service	50-99
Oakdale Co-op. Electric Assn.	Oakdale	Electric service	50-99

Manufacturing -- Analysis and Suggestions

Monroe County gained factory jobs rapidly during the 1960's, mainly from getting the engraving company. Recently (1970-1) employment in this firm has declined sharply, and the picture has changed somewhat. The area is still lightly industrialized, and offers a sizable labor supply. The interstate network provides great long-term advantages.

(1) Employment covered by Unemployment Compensation divided by 1970 population. (2) Adapted from Division of Unemployment Compensation data. Plant openings, expansions, or closings since March 1969 taken into account where information was secured. Some unnamed plants may have larger work forces seasonally (e.g., canning).

Monroe County, in west-central Wisconsin, owes much of its past development to transportation systems, and its economic future is buttressed by recent federal highway developments. Interstate highways 94 and 90 follow two long established natural thoroughfares. The La Crosse River provides a natural east-west roadbed in this hilly section of the western Wisconsin uplands. Mainline rail lines and highway systems that connect the Great Lakes with the prairies to the west make use of this corridor. Also, heavy-duty rail and highway traffic between Chicago and the Twin Cities follows the western edge of Wisconsin's central sandy plain, which extends into the northeast quarter of Monroe County. Sparta, the county seat, is 114 miles northwest of Madison and 152 miles southeast of St. Paul, Minnesota.

Transportation provides a greater proportion of jobs in this county than in the state, but is much less important than in an earlier day when Tomah had major rail shops (Chicago & North Western).

A large part of Monroe County (the north-central part north from U. S. highway 16) is occupied by the Camp McCoy military reservation. An important training camp during wartime, its peacetime use is mainly for training reserve units during the summer season. The economy of the area has long felt the ebb and flow of income associated with this facility.

County employment is heavy in service jobs, many at the Veterans Hospital and, seasonally, at Camp McCoy. Fifty-eight per cent of county residents were employed in services at the time of the 1970 census. Nineteen per cent of county residents work in agriculture, while agriculture accounts for only 6.5 per cent of state employment. Manufacturing gave work to 12 per cent of county residents, while providing 31 per cent of the jobs in the state. This indicates some gain over the state in the last decade.

Median family income is well below the state average, but it is above the general average for the western uplands section of the state. Although the county has a large number of farms, it is relatively less dependent on farm employment than most of its neighbors are.

County population reached a peak of 31,610 in 1970. There has been little change since 1900. The median age (half older, half younger) was 30.6, which is noticeably above the state average of 27.2. The Veterans Hospital at Tomah (Federal) has a relatively large number of older people who would be allocated at least in part to Monroe County. Children at the Wisconsin Child Center (Sparta) would be similarly counted. It is estimated that 5,009 more persons left Monroe County than moved in, 1950 to 1960, but this was pared to 2,327 in the sixties.

With .72 per cent of the state's population, Monroe had only .62 per cent of state income available for consumer spending. Yet retail trade is relatively strong in Monroe County. Sales in 1967 were about .66 per cent of the state total. The importance of tourism and business travel is clearly revealed in the data for gas stations and eating and drinking places. Groups such as general merchandise and furniture (etc.), ordinarily called shoppers goods, are evidently held down by competition from such retail centers as La Crosse.

The 1969 Census of Agriculture counted 1,883 farms, compared with a total of 2,453 in 1959. Only 63 per cent of the county is now in farms. Large acreages are occupied by Camp McCoy and the Central Wisconsin Conservation Area. Following national trends, farms have become larger as numbers have declined. Dairying is the predominant source of farm income, which is below the state average per farm.

The county has been an important butter-making location since the 1880's. In the transition from pioneer general farming to dairying, there was a period of emphasis on wheat, but also a great deal of interest in tree fruits, strawberries, and other horticultural specialties.

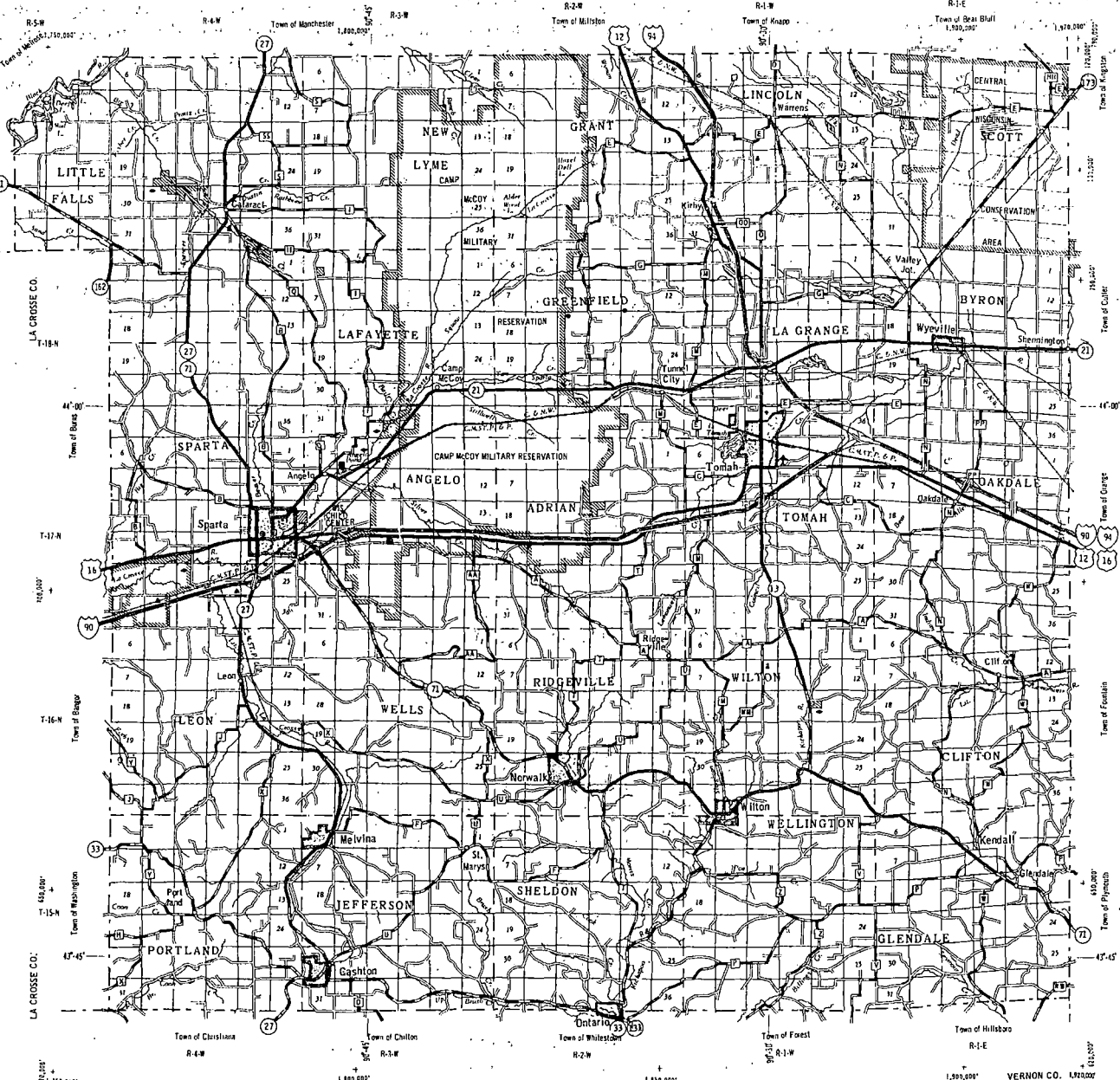
About 37 per cent of the county is considered to have a forest cover. Leading species are oak of various kinds and jack pine.

Monroe County lies mainly in the southwestern Wisconsin upland region. The northeastern part of the county is a sandy plain, part of Glacial Lake Wisconsin. Isolated limestone-capped hills, often butte-like, rise 100 to 300 feet above the level plain, lending scenic interest to the region.

Scheduled flights are available at La Crosse.

JACKSON CO.

JACKSON CO.



VERNON CO.

VERNON CO.

VERNON CO.

VERNON CO.

LEGEND

- Ported Cement..... U.S. & STATE
- County Boundary..... COUNTY
- Shaded.....
- Gravel.....
- Earth.....
- Town Road.....
- Few Low.....
- Multiline Divided.....
- Freeways.....
- Interchange.....
- Highway Separation.....
- Interstate Highway No.....
- U.S. Highway No.....
- State Highway No.....
- County Hwy. Let/W.....
- Roadbed.....
- Dike.....
- State Boundary.....
- County Boundary.....

LITTLE FALLS	NEW LYME	GRANT	LINCOLN	SCOTT
SPARTA	LAFAYETTE	GREENFIELD	LA GRANGE	BYRON
LEON	ANGELO	ADRIAN	TOMAH	DARDALE
PORTLAND	JEFFERSON	WELLS	RIDGEVILLE	WILTON
			WELLINGTON	CLIFTON
				GLENDALE

CIVIL TOWNS

6	3	4	5	2	7
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
10	29	28	27	26	25
31	32	33	34	35	36

TOWNSHIP NUMBERING

MILES OF HIGHWAY

STATE	240
COUNTY	340
LOCAL ROADS	1,000
OTHER ROADS	1
TOTAL FOR COUNTY	1,581

Land Area 915 Sq. Mi.
Population 31241
City Sparta



MONROE CO.

DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
MADISON, WISCONSIN
SCALE 1" = 10 MILES
Corrected for
JAN. 1972
Compiled from U.S.C.S. Quadrangle
Based on Aerial Photographs

+ Grid based on Wisconsin coordinate system, North Zone

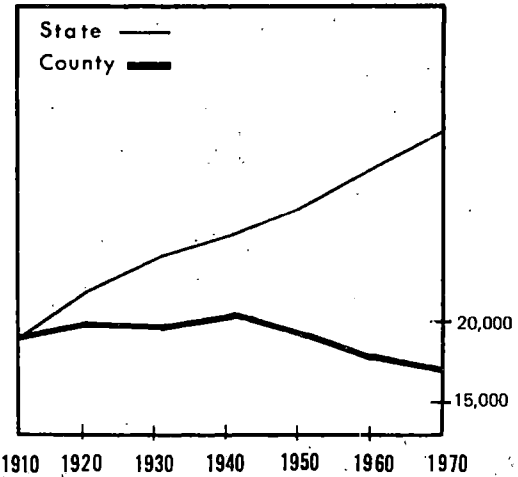
Economic Profile

RICHLAND COUNTY



Dept. of Business Development
123 West Washington Avenue
Madison, Wisconsin 53702

Richland, in southwestern Wisconsin, is one of the state's most agricultural counties, with about 24 per cent of the labor force engaged in farming and forestry. Retail trade is rather strong. Manufacturing employment has gained significantly.



Comparative Population Change

POPULATION

1970 population	17,079	; % of state	.39
1960-70 change (%)	-3.4	; state avg.	11.8
Density:	29.2	per sq. mi.	; state avg. 80.8
Net migration 1960-70	2,637 out		
Net migration 1950-60	4,109 out		

% Distribution
(Wis. in parens.)

Ages:	Male	Female	Male	Female
Under 18	3,116	2,962	(37) 37	(34) 34
18-44	2,401	2,435	(33) 29	(34) 28
45-64	1,863	1,913	(20) 22	(20) 22
65 & over	1,051	1,338	(10) 12	(12) 16
Total	8,431	8,648	100%	100%

Median age	30.7	; state avg.	27.2
Births (avg.) 1960-64	351	; 1965-69	269

INCOME

Family income, 1969 (Census)

Median: County \$	7,373	; State avg. \$	10,068
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Family income groups:	County %	State %
Under \$4,000	27	13
\$4,000 - 5,999	14	9
\$6,000 - 7,999	15	12
\$8,000 - 9,999	15	16
\$10,000 & over	30	51

County 1970 buying income ^{1/}	\$	40,673,000
---	----	------------

% of state .29

LABOR FORCE

Employees Covered by OASI Mid-March 1970

	Employees	Jan.-Mar. Payroll (000)	Businesses
Total	2,248	\$ 2,572	311
Construction	85	143	22
Manufacturing	595	729	33
Transp., util.	103	92	17
Wholesale trade	118	154	21
Retail trade	735	780	121
Finance, ins., etc.	136	211	20
Services	463	451	72

Employment Trends (Residents)

	1960	1970	1970 % Distr. (Wis. in parens.)
Agri., forestry	2,596	1,502	24.2 (6.5)
Mining	8	5	0.1 (0.2)
Construction	265	416	6.7 (5.0)
Manufacturing	771	1,280	20.7 (31.0)
Transp., util.	242	152	2.5 (5.2)
Other services	2,605	2,843	45.9 (52.0)

^{1/} Copyright Sales Management Survey of Buying Power. Further reproduction is forbidden.

AGRICULTURE

	1969	1964
Number of farms:	<u>1,515</u>	<u>1,755</u>
Class 1-5 farms:*	<u>1,204</u>	<u>1,413</u>
Land in farms (acres):	<u>313,416</u>	<u>348,295</u>
% land in farms:	<u>84.0</u>	<u>93.1</u>
Avg. size of farm (acres):	<u>206.8</u>	<u>198.5</u>
Avg. cropland harvested per farm reporting any:	<u>71.3</u>	<u>70.4</u>
Value of land & bldgs./ farm:	\$ <u>31,515</u>	\$ <u>20,201</u>
Operators working off farms 100 days or more:	<u>455</u>	<u>339</u>

Products Sold (to nearest thous.)

Total	\$ <u>19,412</u>	\$ <u>14,370</u>
Avg. per farm:	\$ <u>13</u>	\$ <u>8</u>
State avg.:	\$ <u>15</u>	\$ <u>9</u>
Crops, incl. nursery products and hay:	\$ <u>1,385</u>	\$ <u>1,092</u>
Forest products:	\$ <u>62</u>	\$ <u>126</u>
Livestock, poultry, and their products:	\$ <u>17,965</u>	\$ <u>13,150</u>
Dairy products:	\$ <u>11,192</u> *	\$ <u>8,619</u>

* Farms with total sales of \$2,500 and over.

FORESTRY ^{1/}

Area in forest	<u>104,200</u>	(acres)
% of land area	<u>28</u>	State avg. <u>43</u>
Major species:	Growing Stock	Sawlogs
	(1000 cu. ft.)	(1,000 bd. ft.)
Pine (inc. below)	<u>--</u>	<u>--</u>
All softwoods	<u>1,438</u>	<u>3,632</u>
Oak	<u>40,100</u>	<u>139,349</u>
Maple (hard)	<u>5,388</u>	<u>16,813</u>
Aspen	<u>8,177</u>	<u>14,728</u>
Other hardwoods	<u>28,921</u>	<u>60,768</u>

^{1/} North Central Forest Experiment Station,
1968, in cooperation with Wisconsin
Department of Natural Resources.

MINERALS

Kinds quarried, processed:

Stone	<u> </u>
Sand	<u> </u>
Gravel	<u> </u>

Value of production, 1968 \$ 352,000% of state .49

RETAIL TRADE

No. of stores:	1967 <u>212</u>
	1963 <u>233</u>

Sales (add 000):

		% of state
1967	\$ <u>26,740</u>	<u>0.40</u>
1963	\$ <u>21,961</u>	<u>0.42</u>
1958	\$ <u>19,568</u>	<u>0.44</u>
Per capita, '67, county	\$ <u>1,616</u>	
State avg.	\$ <u>1,577</u>	

By Kind of Business (1967): % of state

Lumber, hdw., farm equip.	\$ <u>3,726</u>	<u>.69</u>
Gen. mdse.	\$ <u>3,524</u>	<u>.42</u>
Foods	\$ <u>4,025</u>	<u>.28</u>
Automotive	\$ <u>4,968</u>	<u>.44</u>
Gas stations	\$ <u>1,450</u>	<u>.30</u>
Apparel	\$ <u>654</u>	<u>.21</u>
Furnit., house equip.	\$ <u>1,676</u>	<u>.54</u>
Eating, drinking places	\$ <u>1,132</u>	<u>.18</u>
Drug stores	\$ <u>564</u>	<u>.29</u>

WHOLESALE TRADE

No. of establishments:	1967 <u>26</u>
	1963 <u>26</u>

Sales (add 000):

		% of state
1967	\$ <u>13,771</u>	<u>.189</u>
1963	\$ <u>10,542</u>	<u>.192</u>

SERVICE INDUSTRIES

No. of establishments (1967)	
Total	89
Hotels, motels, rec. camps	7
Business services	15
Receipts: (add 000)	
Total	% of state
Hotels, (etc.)	% of state
1967 \$ 1,810	.22
1963 1,249	.19
1958 1,069	.21

GOVERNMENT FINANCE

Property assessment-Full value (1969)	% of state
* All property \$ 87,817	.28
Per capita \$ 5,142	
State avg. \$ 7,115	
* Mfg. real estate \$ 2,202	.07

* To nearest thousand.

GOVERNMENT (contd.)

155

(1969)	Tax levy	* State avg.
	\$ 3,487	
Per capita	\$ 225.23	238.94
** Full value rate (per \$1,000)	33.41	29.44
County rate	14.06	7.31
Local rate	4.35	7.15
School rate	21.09	18.93
** After tax relief--this row only.		
*Income tax collected (1969)		% of state
Personal	\$ 1,172	.25
Corporate	\$ 119	.12
*State shared taxes (1970)		
Total	\$ 506	.20
*State aids (1970)		
Total	\$ 2,628	.48
Welfare	\$ 534	.42
Educational	\$ 1,476	.45
Highway	\$ 563	.64

POPULATION OF INCORPORATED PLACES

	1970	1960	1970	1960
Boaz, vil.	126	117	Richland Center, city	5,086
Cazenovia, vil. (total)	335	351	Viola, vil. (total)	659
Lone Rock, vil.	506	563	Yuba, vil.	79
				4,746
				721
				91

OUTDOOR RECREATION HIGHLIGHTS *

Total Acreage (Co.) 377,000 ; Gt. Lakes/Mississippi shoreline: 0 mi.
 Acreage of named lakes: 667 ; Lakes over 100 acres: 2 ; Lakes with public access: 4 ;
 Land designated for recreation use: acres.

Developed Recreation areas - facilities (partial listing)

Total Acreage: 203
 Swimming: 2 areas.

Golfing: 1 ninehole course
 Canoe trails (no., mi.): 1, 22 ;
 Camping: 4 areas, 42 acres, 94 sites. Hiking: 2 areas, 3 trails, 21 mi.
 Snowmobile: 0 areas, 0 trails, 0 mi. Open area: 0 acres.
 Skiing: 0 areas, 0 runs, lift capacity/hr. 0 .
 Fishing: sample of fish sought -- Panfish, trout, bass
 Trout streams (no., mi.) 11, 66.5 ; Smallmouth bass streams (no., mi.) , ;

Undeveloped Recreation areas --

Total Acreage: 7,393

(Although these lands are not specifically so designated, they may be used for many of the activities listed above as well as others, e.g. hunting.)

Federal: Nothing
 State: 1 community, 3 park, 2 wildlife 6,718 acres.
 County: 1 co., 1 local park 13 acres.
 Private: 7 private 694 acres.

Of Special Interest --

Wisconsin River Water Trail - (Prairie du Sac - Sauk City to Mississippi River)
Natural Bridge, near Rockbridge. Stream flows under 12' arch having span of 20'.

* Courtesy Bureau of Planning, DNR
 1000-5 4D20382

MANUFACTURING DATA

	1967	1963	No. of establishments, by employment size: 1967			
No. of estab.	42	46				
Employees	600	460	Under 20	20- 99	100- 249	250 & over
% of state	0.12	0.10	Foods, beverages	20	2	
Total payroll (add 000)	\$ 3,400	1,460	Textiles, apparel, leather		1	
% of state	0.10	0.05	Wood products, furniture	6	3	
Avg. earnings/hr, prod. workers	\$ 2.27	1.64	Paper, paper prods.			
State avg.	\$ 3.09	2.65	Chemicals, petrol., rubber & plastics			
Value added, mfg. (add 000)	\$ 8,000	2,987	Metalworking, mach., transport. equip.	2	1	
% of state	0.11	0.06	Instruments			
Jobs, June 1969, per 1000 population: 1/			Other: Printing	3		
County 45; state avg. 118			All other types	2	1	

Eight Largest Manufacturing Employers -- Data as of March 1970 2/

Name	Location	Product or Business	Employment
Wisconsin Dairies Co-op.	Richland Center	Milk products	20-49
O'Bryan Brothers, Inc.	Richland Center	Lingerie	200-299
Owen Smith	Richland Center	Sawmill	20-49
Readwood, Inc.	Richland Center	Lumber, railroad ties, veneer logs, etc.	20-49
Grell Lumber Co., Inc.	Gotham	Millwork	20-49
Martens Mfg., Inc.	Richland Center	Counter tops, work bench tops	50-99
Richland Center Foundry Co.	Richland Center	Gray iron castings	100-199
Richland Industries, Inc.	Richland Center	Cylinder sleeves	20-49

Three Largest Nonmanufacturing Employers (Private) 2/

John Kirkpatrick, Inc.	Richland Center	Wholesale food products	20-49
J. C. Penney Co., Inc.	Richland Center	Department store	20-49
Richland Medical Center, Ltd.	Richland Center	Health service	20-49

Manufacturing -- Analysis and Suggestions

Industrial development leaders have been successful in helping to bring several companies to the county during the past decade or so. Except for the dairy plants and most of the wood-working firms the industries are relatively new. In 1970 Allen-Bradley Co. took over a plant that was closed by another electrical equipment maker; it may grow significantly. Indications are that there is room for substantially more industry. Past growth did not stop population outmigration, suggesting available labor.

(1) Employment covered by Unemployment Compensation divided by 1970 population. (2) Adapted from Division of Unemployment Compensation data. Plant openings, expansions, or closings since March 1969 taken into account where information was secured. Some unnamed plants may have larger work forces seasonally (e.g., canning).

Richland County is one of the most agricultural of Wisconsin's 72 counties, like the other counties in the hilly upland section of southwestern Wisconsin. A large proportion of the land is in farms, and dairying is the chief source of income. There is a fair amount of cropland on the gently rolling ridge tops and in the valleys, including the bottoms along the Wisconsin River. Streams have dissected the limestone bedrock of this part of Wisconsin and left a scenic, hilly landscape.

The county seat and largest community, Richland Center, is about 61 miles northwest of Madison. Although Richland Center grew by about 340 during the last decade the county as a whole lost about 600 persons in that period. The population peak was experienced before World War II. The 1970 density is 29 persons per square mile, which is typical of an agricultural area.

Richland County residents have an age pattern unlike the state's but like those of similarly situated counties, which is briefly this: relatively more old people and fewer persons in the late teens to middle-aged group. Outmigration takes its toll largely from the youths. Over 4,000 more residents left the county between 1950 and 1960 than moved into it, but this was reduced to 2,600 in the 1960's.

Income levels are considerably below the state average, but not unlike those in the agricultural sections of western (and many other parts of) Wisconsin. The county's approximately .39 per cent of the state's population was estimated to have .29 per cent of the state's buying power. Retail sales in 1967, however, were about .40 per cent of Wisconsin's, or almost exactly average on a per capita basis. Strongest retail group was lumber, hardware and farm equipment. It would appear that Richland Center has relatively strong drawing power from outside the county for some kinds of shopper's goods.

Twenty-four per cent of the resident labor force was employed in agriculture at the time of the 1970 census, compared with 6.5 per cent in the state. There were probably no more than 650 factory jobs in the county, but 1,280 residents gave manufacturing as their type of work attachment at the time of the census. Several hundred Richland County residents were employed outside the county.

The 1969 Census of Agriculture counted 1,515 farms compared with 2,328 in 1950. This trend is found everywhere in this part of the nation, but decline in Richland County has been slower than some places. The percentage of land area in farms is higher than average for this section. Cropland per farm increased by 14 acres between 1950 and 1969, but it is still not a large amount. Dairying is the main source of income, and accounted for most of the increase in sales between 1959 and 1969. Average sales per farm are below the state average.

Twenty-eight per cent of the land area of Richland County is considered to have a forest cover. The leading species are red oak, white oak, and elm. There is considerable hard maple. Mineral production reported consists of crushed limestone and sand and gravel.

Richland County's factory employment has increased considerably in recent years. Milk products plants are the most numerous type of establishment, followed by logging and woodworking operations. One metalworking plant has been in operation for a number of years, and a foundry was obtained more recently. A maker of apparel began operations in Richland Center in 1961, and has expanded since the 1970 census was taken.

Richland County was created from parts of Sauk and Crawford Counties in 1842. The early settlers chose the name to indicate the character of the soil. The 1850's were the decade of rapid settlement. Farming more or less preceded lumbering in the county, but the railroads, coming about 1875-1880, gave a strong impetus to lumbering. After a period of general farming there was a concentration on wheat raising, then a transformation to a basically dairying economy. Specialty crops of early years included hops and ginseng. The county has a distinctly native-born makeup. Of the relatively few foreign-born counted in 1905 the Germans were the most numerous.

Richland County is served by the Milwaukee Road. The principal highway through the county is U.S. 14. State highway 60 along the Wisconsin River is a particularly scenic route. Scheduled flights are available at Madison or LaCrosse.

VERNON CO.

VERNON CO.

SAUK CO.

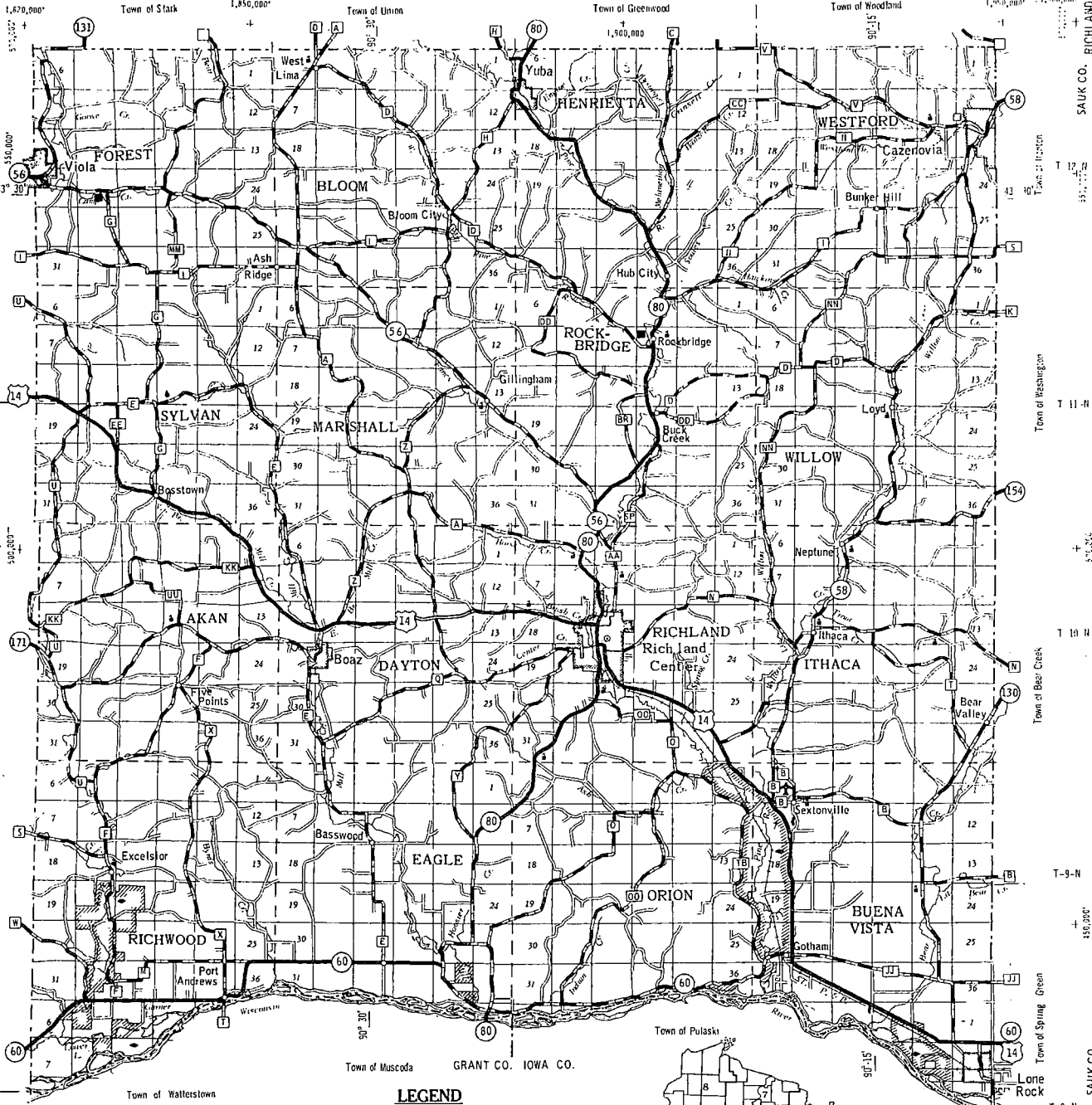
RICHLAND CO.

R-2-W
Town of Stark

R-1-W
Town of Union

R-1-E
Town of Greenroad

R-2-E
Town of Woodland

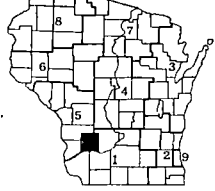


LEGEND

- | | | |
|------------------------|--------------|----------------------------|
| Portland Cement | U.S. & STATE | Civil Town Boundary |
| or | COUNTY | Corporate Limits |
| Bituminous | | Nat. & State Forests |
| Gravel | | Airport |
| Earth | | Fish Hatchery |
| *Town Road | | Game Farm |
| Fire Lane | | County Seal |
| Multilane Divided | | Unincorp. Village |
| Freeway | | Schools |
| Interchange | | Public Hunt or Fish Grds. |
| Highway Separation | | Hospital |
| Interstate Highway No. | | Lookout Tower |
| U.S. Highway No. | | Ranger Station |
| State Highway No. | | Public Camp & Picnic Grds. |
| County Hwy. Letter | | State Park |
| Railroad | | Without Composites |
| Dom. | | With Facilities |
| State Boundary | | Wayside |
| County Boundary | | Without Facilities |

FOREST	BLOOM	HENRIETTA	WESTFORD
SYLVAN	MARSHALL	ROCKBRIDGE	WILLOW
AKAN	DAYTON	RICHLAND	ITHACA
RICHLAND	EAGLE	ORION	BUENA VISTA

CIVIL TOWNS



TOWNSHIP NUMBERING

6	5	4	3	2	1
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
30	29	28	27	26	25
37	32	33	34	35	36

MILES OF HIGHWAY
as of Jan. 1, 1971

STATE	153
COUNTY	797
LOCAL ROADS	661
OTHER ROADS	
TOTAL FOR COUNTY	1111

Land Area 584 Sq MI
Population 16,107
Co. Seat Rich Center

RICHLAND CO.
DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin

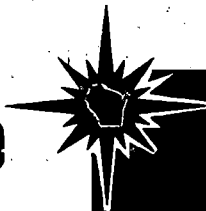
SCALE 0 1 2 MILES
Corrected for

JAN. 1972
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs

*Surface types on town roads not shown. Grid based on Wisconsin coordinate system, south zone +

Economic Profile

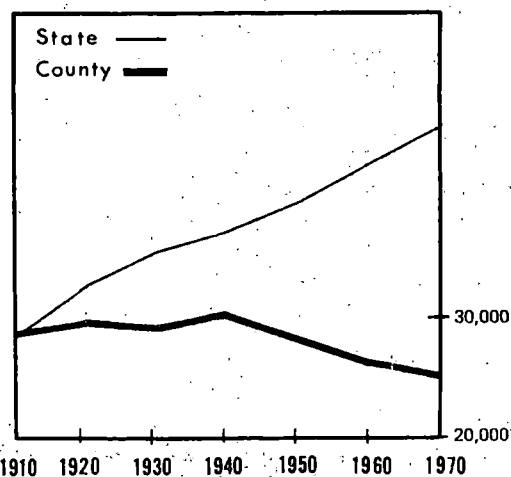
VERNON COUNTY



Dept. of Business Development

123 West Washington Avenue
Madison, Wisconsin 53702

Vernon is one of Wisconsin's most completely agricultural counties. Most manufacturing is related to processing of local farm products or timber. The county is bordered by the Mississippi River, and lies in an extremely scenic portion of the state. There is some new industry.



Comparative Population Change

POPULATION

1970 population	24,557	% of state	.56
1960-70 change (%)	-4.3	state avg.	11.8
Density:	30.5	per sq. mi.	state avg. 80.8
Net migration 1960-70	2,099 out		
Net migration 1950-60	5,393 out		

% Distribution
(Wis. in parens.)

Ages:	Male	Female	Male	Female
Under 18	4,292	4,112	(37) 35	(34) 33
18-44	3,251	3,277	(33) 26	(34) 27
45-64	2,915	2,825	(20) 24	(20) 23
65 & over	1,833	2,052	(10) 15	(12) 17
Total	12,291	12,266	100%	100%

Median age	34.3	state avg.	27.2
Births (avg.) 1960-64	453	1965-69	343

INCOME

Family income, 1969 (Census)

Median: County \$	6,652	State avg. \$	10,068
-------------------	-------	---------------	--------

Family income groups:	County %	State %
Under \$4,000	29	13
\$4,000 - 5,999	16	9
\$6,000 - 7,999	14	12
\$8,000 - 9,999	13	16
\$10,000 & over	27	51

County 1970 buying income ^{1/}	\$	56,682,000
% of state		.41

LABOR FORCE

Employees Covered by OASI Mid-March 1970

	Employees	Jan.-Mar. Payroll (000)	Businesses
Total	2,809	\$ 3,141	422
Construction	66	86	26
Manufacturing	470	524	38
Transp., util.	257	476	31
Wholesale trade	271	354	32
Retail trade	790	726	175
Finance, ins., etc.	146	190	31
Services	645	485	84

Employment Trends (Residents)

	1960	1970	1970 % Distr. (Wis. in parens.)
Agri., forestry	4,313	2,793	31.5 (6.5)
Mining	0	15	0.2 (0.2)
Construction	460	525	5.9 (5.0)
Manufacturing	900	1,316	14.8 (31.0)
Transp., util.	416	418	4.7 (5.2)
Other services	3,180	3,799	42.8 (52.0)

^{1/} Copyright Sales Management Survey of Buying Power. Further reproduction is forbidden.

AGRICULTURE

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	<u>1969</u>	<u>1964</u>
Number of farms:	<u>2,503</u>	<u>2,968</u>
Class 1-5 farms:*	<u>1,991</u>	<u>2,339</u>
Land in farms (acres):	<u>407,404</u>	<u>462,975</u>
% land in farms:	<u>79.4</u>	<u>89.8</u>
Avg. size of farm (acres):	<u>162.7</u>	<u>156.0</u>
Avg. cropland harvested per farm reporting any:	<u>60.6</u>	<u>59.6</u>
Value of land & bldgs./ farm:	<u>\$ 26,572</u>	<u>\$ 17,322</u>
Operators working off farms 100 days or more:	<u>660</u>	<u>583</u>
 <u>Products Sold (to nearest thous.)</u>		
Total	<u>\$ 26,409</u>	<u>\$ 21,432</u>
Avg. per farm:	<u>\$ 11</u>	<u>\$ 7</u>
State avg.:	<u>\$ 15</u>	<u>\$ 9</u>
Crops, incl. nursery products and hay:	<u>\$ 2,947</u>	<u>\$ 3,393</u>
Forest products:	<u>\$ 98</u>	<u>\$ 155</u>
Livestock, poultry, and their products:	<u>\$ 23,364</u>	<u>\$ 17,866</u>
Dairy products:	<u>\$ 16,096*</u>	<u>\$ 12,590</u>

* Farms with total sales of \$2,500 and over.

FORESTRY ^{1/}

Area in forest	<u>141,800</u>	(acres)
% of land area	<u>28</u>	State avg. <u>43</u>
 Major species:		
	Growing Stock (1000 cu. ft.)	Sawlogs (1,000 bd. ft.)
Pine (inc. below)	<u>--</u>	<u>--</u>
All softwoods	<u>1,304</u>	<u>3,926</u>
Oak	<u>62,236</u>	<u>212,144</u>
Maple (hard)	<u>6,794</u>	<u>21,339</u>
Aspen	<u>13,193</u>	<u>24,143</u>
Other hardwoods	<u>36,197</u>	<u>71,001</u>

^{1/} North Central Forest Experiment Station,
1968, in cooperation with Wisconsin
Department of Natural Resources.

MINERALS

Kinds quarried, processed:

<u>Sand & gravel</u>	
<u>Crushed limestone</u>	

Value of production, 1968 \$ 313,000

% of state .44

RETAIL TRADE

No. of stores:	1967 <u>323</u>
	1963 <u>339</u>

Sales (add 000):

		<u>% of state</u>
1967	<u>\$ 26,167</u>	<u>0.39</u>
1963	<u>\$ 20,672</u>	<u>0.40</u>
1958	<u>\$ 20,518</u>	<u>0.46</u>
Per capita, '67, county	<u>\$ 1,097</u>	
State avg.	<u>\$ 1,577</u>	

By Kind of Business (1967): % of state

Lumber, hdw., farm equip.	<u>\$ 4,021</u>	<u>.75</u>
Gen. mdse.	<u>\$ 842</u>	<u>.10</u>
Foods	<u>\$ 5,949</u>	<u>.41</u>
Automotive	<u>\$ 3,775</u>	<u>.33</u>
Gas stations	<u>\$ 2,139</u>	<u>.45</u>
Apparel	<u>\$ 1,412</u>	<u>.46</u>
Furnit., house equip.	<u>\$ 359</u>	<u>.11</u>
Eating, drinking places	<u>\$ 2,002</u>	<u>.33</u>
Drug stores	<u>\$ 1,236</u>	<u>.63</u>

WHOLESALE TRADE

No. of establishments:	1967 <u>47</u>
	1963 <u>46</u>

Sales (add 000):

		<u>% of state</u>
1967	<u>\$ 29,479</u>	<u>.404</u>
1963	<u>\$ 22,163</u>	<u>.403</u>

SERVICE INDUSTRIES

No. of establishments (1967)			
Total	145		
Hotels, motels, rec. camps	18		
Business services	18		
Receipts: (add 000)			
	Total	% of state	Hotels, (etc.)
			% of state
1967	\$ 1,598	.19	\$ NA
1963	1,287	.20	NA
1958	1,198	.24	

GOVERNMENT FINANCE

Property assessment-Full value (1969)		% of state
* All property	\$ 122,072	.39
Per capita	\$ 4,971	
State avg.	\$ 7,115	
* Mfg. real estate	\$ 1,777	.06

* To nearest thousand.

GOVERNMENT (contd.)

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(1969)		
Tax levy	\$	* State avg.
	4,546	
Per capita	\$ 185.11	238.94
** Full value rate (per \$1,000)	31.02	29.44
County rate	8.44	7.31
Local rate	6.44	7.15
School rate	22.15	18.93
** After tax relief--this row only.		
*Income tax collected (1969)		% of state
Personal	\$ 1,404	.30
Corporate	\$ 96	.09
*State shared taxes (1970)		
Total	\$ 678	.27
*State aids (1970)		
Total	\$ 5,576	1.01
Welfare	\$ 924	.72
Educational	\$ 3,554	1.08
Highway	\$ 1,021	1.17

POPULATION OF INCORPORATED PLACES

	1970	1960		1970	1960
Chaseburg, vil.	224	242	Ontario, vil.	392	448
Coon Valley, vil.	596	536	Reedstown, vil.	395	469
De Soto, vil.(t)*	295	357	Stoddard, vil.	750	552
Genoa, vil.	305	325	Viola, vil(t)*	659	721
Hillsboro, city	1,231	1,366	Viroqua, city	3,739	3,926
La Farge, vil.	748	833	Westby, city	1,568	1,544

* 216 in this county.

* 215 in this county.

OUTDOOR RECREATION HIGHLIGHTS *

Total Acreage (Co.) 518,400; Gt. Lakes/Mississippi shoreline: Approx. 20 mi.
 Acreage of named lakes: 130; Lakes over 100 acres: 0; Lakes with public access: 5;
 Land designated for recreation use: 7,539 acres.

Developed Recreation areas - facilities (partial listing)

Golfing: 1 eighteen hole course
 Canoe trails (no., mi.): 1, 25;
 Camping: 8 areas, 33 acres, 157 sites. Hiking: 4 areas, 8 trails, 16 mi.
 Snowmobile: 0 areas, 0 trails, 0 mi. Open area: 0 acres.
 Skiing: 0 areas, 0 runs, lift capacity/hr. 0.
 Fishing: sample of fish sought -- Panfish, trout, bass
 Trout streams (no., mi.) 28, 165.5; Smallmouth bass streams (no., mi.) 4, 42;

Total Acreage: 379
 Swimming: 3 areas.

Undeveloped Recreation areas --

(Although these lands are not specifically so designated, they may be used for many of the activities listed above as well as others, e.g. hunting.)

Federal: 2 wildlife, 1 local park
 State: 1 forest, 7 parks, 1 wildlife, 2 co. parks
 County: 1 co. park
 Private: 1 co. park, 7 private

Total Acreage: 7,160
2,684 acres.
4,064 acres.
5 acres.
1,000 acres.

Of Special Interest --

Kickapoo River Water Trail (Ontario to Wisconsin River)
Upper Mississippi National Wildlife Refuge - 6,464 acres in Vernon Co.
Contour Farming in Coon Valley. The Nation's first such conservation project.

* Courtesy Bureau of Planning, DNR

MANUFACTURING DATA

	1967	1963	No. of establishments, by employment size: 1967			
			Under 20	20-99	100-249	250 & over
No. of estab.	42	38				
Employees	300	403				
% of state	0.06	0.09				
Total payroll (add 000)	\$ 1,200	1,129				
% of state	0.03	0.04				
Avg. earnings/hr, prod. workers	\$ 1.80	1.34				
State avg.	\$ 3.09	2.65				
Value added, mfg. (add 000)	\$ 3,600	3,330				
% of state	0.05	0.06				
Jobs, June 1969, per 1000 population: 1/						
County <u>18</u> ; state avg. <u>118</u>						
			Foods, beverages	23	2	
			Textiles, apparel, leather	1		
			Wood products, furniture	6	1	
			Paper, paper prods.			
			Chemicals, petrol., rubber & plastics	1		
			Metalworking, mach., transport. equip.	2		
			Instruments			
			Other: <u>Printing</u>	3		
			All other types	1		

Eight Largest Manufacturing Employers -- Data as of March 1970 2/

Name	Location	Product or Business	Employment
Westby Co-op. Creamery Co.	Westby	Milk products	20-49
Coon Valley Co-op. Creamery Co.	Coon Valley	Milk products	10-19
La Farge Creamery Co.	La Farge	Cheese	10-19
Liberty Pole Cheese Factory	Viroqua	Cheese	10-19
Nelson Muffler Co.	Viroqua	Mufflers	10-19
Gillespie & Robertson Lumber Co.	De Soto	Wood products	20-49
Hess Lumber Co.	Coon Valley	Wood products	20-49
National Cash Register Co.	Viroqua	Printed business forms	50-99

Three Largest Nonmanufacturing Employers (Private) 2/

Sloane Foods, Inc.	Westby	Wholesale foods	20-49
Wisconsin Tobacco Co., Inc.	Viroqua	Leaf tobacco dealer	50-99
Viroqua Telephone Co.	Viroqua	Telephone services	20-49

Manufacturing -- Analysis and Suggestions

Vernon County's job figures have bounced around. Changes occur in lightly-industrialized areas like this one, and make it hard to define any trends. A branch plant that made parachutes closed early in 1971. A company was reclassified from manufacturing to tobacco distribution as its operations changed. There have been some positive accomplishments, such as obtaining the NCR plant. The large rural work force could provide a basis for countless small industries.

(1) Employment covered by Unemployment Compensation divided by 1970 population. (2) Adapted from Division of Unemployment Compensation data. Plant openings, expansions, or closings since March 1969 taken into account where information was secured. Some unnamed plants may have larger work forces seasonally (e.g., canning).

Vernon is one of the most completely agricultural of all Wisconsin counties. It has a landscape characterized by generally narrow ridges and valleys. The sides of the valleys are usually steep and wooded. There are some broader ridges, such as the north-south one through the center of the county, on which Viroqua and Westby are located. This part of the county has an extensive area with black prairie soil, which accounts for a sizable tobacco-growing industry.

Population declined rather noticeably in this part of Wisconsin in the 1950-60 decade. Vernon County reached a peak population of 29,940 in 1940, after having had a nearly stable population since 1900. There was some tendency for former residents to return to this section during the Depression, but outmigration has been relatively large since 1940. Over 5,000 more persons moved out than moved into the county in the 1950-60 period. In the sixties this was reduced to about 2,000. The population losses were concentrated among youths and young adults, so that the proportion of residents 18 to 44 years of age is below the state average--though not unlike the proportion in most rural counties of Wisconsin. The proportion of older persons is considerably above the state average.

Incomes are a little low even for the southwestern Wisconsin upland section. The 1969 median family income was \$6,652, compared with a statewide figure of \$10,068. Retail sales in 1967 of county stores were .39 per cent of all Wisconsin sales. (The total county buying income was estimated at .41 per cent.) As is typical of counties of this type, the sales of lumber, hardware and farm equipment stores have been noticeably large, whereas general merchandise and furniture are groups that are relatively weak in sales.

Of all employed residents at the time of the 1970 census, 31.5 per cent were engaged in agricultural pursuits, compared with 6.5 per cent in the state as a whole. A total of 1,316 residents said they worked in manufacturing industries, but there were only 450 to 500 such jobs within the county. Thus, several hundred workers commuted daily or periodically to other counties of Wisconsin or to neighboring states.

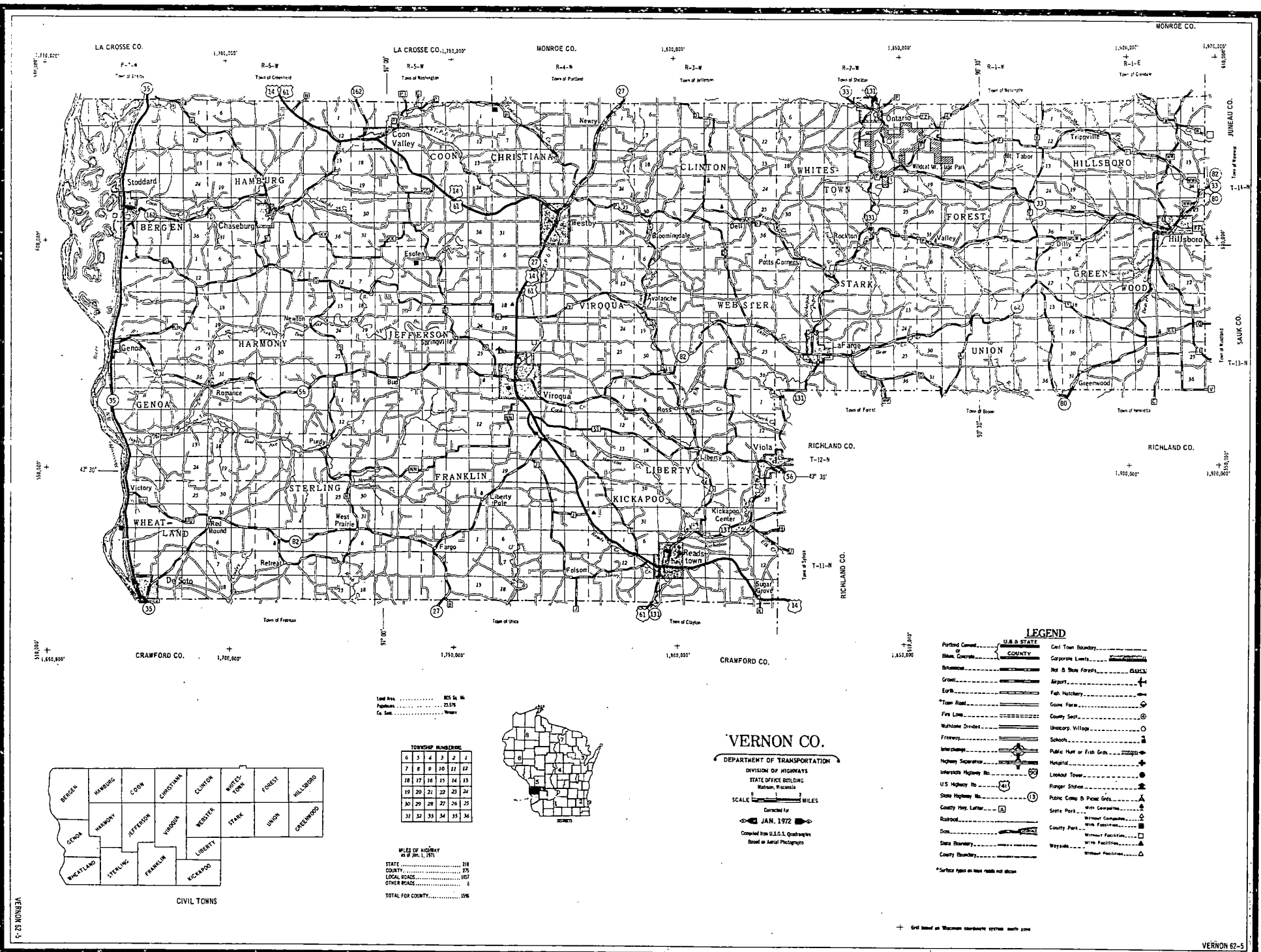
The 1969 Census of Agriculture counted 2,503 farms, which was 712 fewer than in 1959. The average size of the farms has increased, and average cropland per farm has gained. Cropland per farm is still relatively small (about 60 acres), because of the hilly terrain. Dairying is the chief source of farm income, but beef cattle are another important source of income and tobacco is a significant cash crop. The average sales per farm are below the state average. About 660 farm operators reported that they worked off their farms more than 100 days.

Forested area is estimated to be 141,800 acres, or less than one-third of the county's land area. The principal species are red oak, white oak and elm. Mineral production consists mainly of crushed limestone (dolomite) for road construction and agricultural uses, and sand and gravel. Dimension limestone for building purposes is quarried periodically.

Manufacturing jobs in Vernon County are limited largely to food products (principally dairy) and lumber products. The processing of tobacco is an important industry locally, and some metalworking has been added to the industrial base. The NCR plant is a significant recent addition.

Settlement began after the Black Hawk War, a final phase of which is identified with the Bad Axe River section. The county was called Bad Axe originally, but the name "Vernon" was suggested to convey the impression of greenness that wheat fields (of the early decades of settlement) and trees gave the viewers. The county had a period of wheat raising before dairying took the predominant role, in the 1880's. The main immigrant group here was Norwegians.

The Burlington-Northern provides rail service to towns along the river, and the Milwaukee Road serves Viroqua and several other localities in the central part of the county. Important highways include U.S. 14 (Madison-LaCrosse) and the Great River Road (State 35). Scheduled flights are available at LaCrosse.



LEGEND

- | | | |
|--------------------|--------------|--------------------------|
| Portland Cement | U.S. & STATE | Cell Town Boundary |
| Blue Concrete | COUNTY | Corporate Limits |
| Shaded | | Har & Show Forests |
| Green | | Airport |
| Earth | | Fish Hatchery |
| *Town Road | | Game Farm |
| Fire Line | | County Seat |
| Multiple Divided | | Unincorp. Village |
| Ferryway | | School |
| Interchange | | Public Hut or Fish Gr. |
| Highway Separation | | Hospital |
| U.S. Highway No. | | Lookout Tower |
| State Highway No. | | Ranger Station |
| County Hwy. Letter | | Public Camp & Picnic Gr. |
| Roadpost | | State Park |
| Dam | | County Park |
| Data Boundary | | State Boundary |
| County Boundary | | |

VERNON CO.

DEPARTMENT OF TRANSPORTATION
 DIVISION OF HIGHWAYS
 STATE OFFICE BUILDING
 MADISON, WISCONSIN

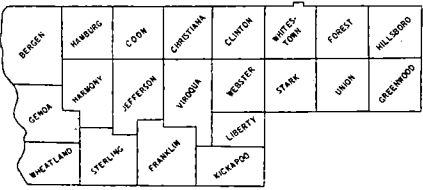
Corrected for
JAN. 1972

Compiled from U.S.G.S. Quadrangles
 Based on Aerial Photographs

SCALE 1" = 1 MILE

Land Area 855 Sq. Mi.
 Population 25,578
 Co. Seat Viroqua

TOWNSHIP NUMBERS						
6	3	4	3	2	1	
7	8	9	10	11	12	
18	17	16	15	14	13	
19	20	21	22	23	24	
30	29	28	27	26	25	
31	32	33	34	35	36	



CIVIL TOWNS

MILES OF HIGHWAY
 (AS OF JAN. 1, 1971)

STATE	318
COUNTY	875
LOCAL ROADS	807
OTHER ROADS	6
TOTAL FOR COUNTY	1,906