

AGENDA FOR A JOINT MEETING OF THE PLAN COMMISSION & BARABOO ECONOMIC DEVELOPMENT COMMISSION

Members noticed must notify the person who prepared agenda (see below) at least 24 hours before the meeting as to whether they will not be able to attend this meeting.

Date and Time: Tuesday, August 16, 2016, **5:15 PM**
Location: Council Chambers, Municipal Building, 135 4th Street, Baraboo, Wisconsin
Plan Comm Notices: Mayor Palm, P. Wedekind, D. Thurow, R. Franzen, P. Liston, J. O'Neill, T. Kolb, K. Fitzwilliams
Others Noticed: T. Pinion, E. Geick, Atty. A. Bolin, Dan Gander, Roger Mislivecek, Scott Hewitt, Chris Janson, Jason Valerius, Pat Cannon, BEDC Members, Library, and Media.

PETITIONERS OR REPRESENTATIVES MUST BE PRESENT OR SUBJECT WILL NOT BE HEARD BY THE COMMISSION!

1. **Call to Order**
 - a. Note compliance with the Open Meeting Law.
 - b. Approve agenda.
 - c. Approve June 21, 2016 meeting minutes.
2. **Public Invited to Speak** (Any citizen has the right to speak on any item of business that is on the agenda for Commission action if recognized by the presiding officer.)
3. **Public Hearing**
 - a. Public Hearing to consider request of Daniel R and Tiffany A Gander for a Conditional Use Permit to allow the sale of limited sporting goods and firearms as a Home Occupation at 209 Lynn Avenue, Baraboo, Wisconsin.
4. **New Business**
 - a. Consideration of Daniel R and Tiffany A Gander's request for a Conditional Use Permit to allow the sale of limited sporting goods and firearms as a Home Occupation at 209 Lynn Avenue, Baraboo, Wisconsin.
 - b. Consideration of a two-lot Certified Survey Map of Lots 7 (208 Madison St) and 11 (207 Monroe St) in Walnut Hill subdivision, located in the SE ¼ of the SE ¼ of Section 26, T12N, R6E, in the City of Baraboo, Sauk County, Wisconsin, for Roger Mislivecek.
 - c. Consider updating the City of Baraboo Official Map.

Joint Meeting of the Plan Commission and BEDC:

1. **Call to Order**
 - a. Approve Phil Wedekind as Chair of Joint Meeting.
2. **New Business:**
 - a. Review Draft of Eastside Corridor Plan Components and Recommendations with the Baraboo Economic Development Commission.
3. **Adjournment**

Phil Wedekind, Mayor Designee
Agenda prepared by Kris Jackson, 355-2730, Ext. 309
Agenda Posted by Kris Jackson on August 10, 2016

PLEASE TAKE NOTICE, that any person who has a qualifying as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact the Municipal Clerk, 135 4th St., or phone 355-2700, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the City of Baraboo who are not members of the above Council, committee, commission or board may be in attendance at the above stated meeting to gather information. However, no formal action will be taken by any governmental body at the above stated meeting, **other than the Council, committee, commission, or board identified in the caption of this notice.**

FOR INFORMATION ONLY, NOT A NOTICE TO PUBLISH.

Minutes of Plan Commission Meeting June 21, 2016

Call to Order – Phil Wedekind called the meeting of the Commission to order at 5:15 PM.

Roll Call – Present were Phil Wedekind, Dennis Thurow, Roy Franzen, Pat Liston, Jim O'Neill, Tom Kolb, and Kate Fitzwilliams.

Also in attendance were Tom Pinion, A. Bolin, Mike Bisbach, Brett Schwartz, and Don and Karen Stanley.

Call to Order

- a. Note compliance with the Open Meeting Law. Palm noted compliance with the Open Meeting Law.
- b. Agenda Approval: Liston moved, Kolb seconded to approve the agenda as posted. Motion carried unanimously.
- c. Minutes Approval: It was moved by Kolb, seconded by Franzen to approve the minutes of the May 17, 2016 meeting. Motion carried unanimously.

Public Invited to Speak (*Any citizen has the right to speak on any item of business that is on the agenda for Commission action if recognized by the presiding officer.*) There were no speakers.

New Business

- a. Consideration of a 2-lot Certified Survey Map on the 15.58-acre parcel north of Pleasant View Subdivision, located in the SW¹/₄ of Section 30, T12N, R7E, in the City of Baraboo for Don and Karen Stanley – Mike Bisbach of Jewel Associates addressed the Commission. Engineer Pinion said that this is the NE corner of Pleasant View Subdivision, Lot 1 is 14.8 acres and Lot 2 is on the corner of Valley View Drive. As part of Lot 2, the Stanley's are conveying an easement for a hammer-head turn-around so that the City can safely and efficiently plow snow and collect refuse. He said that the CSM meets the minimum requirements for the City. Kolb asked if the Stanley's would be building a home on Lot 1 and it was answered in the affirmative. Bisbach said that they have sited their house such that it doesn't preclude the eventual connection, if they so desire to Pleasant View, Tillberry, and with the development that is to the north in the future. He said that part of moving the house down was because the sanitary sewer that was on Tillberry was a block into the street so it would require a lot of street construction and was very deep; therefore it was a lot more economical. Liston said that he feels the City should be promoting density, what they are doing is perfectly legal according to the City ordinance; however, he can't vote for it because he feels that there should not be 14 acre parcels in the City. Karen Stanley said that part of the reason they are going off just the one street route at the end of Valley View is to leave open the potential connectivity of Tillberry and Pleasant View Drive, so that if those roads connect, eventually there will be more in that proposed development and will be homes on both sides of the street. Don Stanley said that originally they had over 20 some lots plotted that this would reduce that number if they wanted to develop around their home site. Kolb said that he agrees with Liston and feels that the City should be promoting density. He said he wouldn't vote against it, but if the potential is to have buildable lots. O'Neill asked if their intention was to develop it in the future. Karen Stanley said that it wouldn't be them, but eventually if they kept 3 acres for themselves, they could look at selling the remaining property. She said that there is a lot of building going on in Rolling Meadows at this time, so there will be a lot of homes for sale, so she doesn't feel that there will be a huge need for the remaining 12 acres to be developed within the next ten years. It was moved by O'Neill, seconded by Kolb to approve the 2-lot CSM on the 15.58-acre parcel north of Pleasant View Subdivision as presented. On roll call vote for the motion, Ayes – Thurow, Franzen, O'Neill, Kolb, Fitzwilliams, and Wedekind. Nay – 0. Liston abstained. Motion carried.
- b. Consideration of a 1-lot Certified Survey Map on the 3.494-acre parcel on the northeast corner of Lynn Street (bounded by South Blvd on the west, the Baraboo River on the north, Vine Street on the east, and Lynn Street on the south), located in the NE¹/₄ of Section 2, T11N, R6E, in the City of Baraboo for the City of Baraboo – Pinion said that this is the former Boo Canoe site and the western portion of the Alliant property. He said that the CSM is combining the half dozen parcels west of Vine Street that are all under City ownership. He said that the CSM also cleans up a little bit of the ROW along the southern boundary, when Lynn Street was rebuilt several years ago the curve was softened, encroached into the City-owned land, knowing that at some point it was to be dedicated. Liston said that he can't believe that a government building is being built on the best piece of land in the City. It was moved by Kolb, seconded by Franzen to approve the CSM as presented. On roll call vote for the motion, Ayes – Franzen, O'Neill, Kolb, Fitzwilliams, Wedekind, and Thurow. Nay – Liston. Motion carried 6-1.
- c. Consider defining, adjusting uses, and providing consistency to the regulation of warehouses, self-storage rental sheds, mini-storage facilities, and mini-warehouses in the City's Zoning Code – Attorney Bolin said that it was pointed out to Pinion that there were many inconsistencies in the ordinance as to where mini-warehouses, or storage facilities were allowed. She said that in one section of the ordinance said a mini-warehouse was permitted, but it also said that it was prohibited; therefore, it was decided that the ordinance needs to be cleaned up. She said that there are four different terms used in the ordinance that are similar uses, and what it being done is defining warehouse and taking away the three terms, mini-warehouse, the mini-storage facility, and the self-storage rental sheds, and replacing them with the term self-service storage facility. She stated the reason that this term is being used is because it is a State-defined term so it is referenced in State Stats and it is usually good to be consistent with that. The ordinance will then be cleaned up where the use is allowed. Kolb said that it would just be allowed in I-3 and I-4 and only by conditional use. Bolin confirmed that as correct. Liston moved, Kolb seconded to approve. On roll call vote for the motion, Ayes – Liston, O'Neill, Kolb, Fitzwilliams, Wedekind, Thurow, Franzen. Nay – 0,

and the motion carried.

- d. Consider amending the Zoning Code to regulate short-term rentals of residential dwellings as a Conditional Use in residential zoning districts – Pinion said that this is a continuation of the short-term rental saga, which started over a year ago. He said the last directive given by the Commission was to try to regulate them as conditional uses, which seemed to be the most appropriate, so Attorney Bolin has crafted language to try to do that. Bolin said that the existing language will be cleaned up just a little bit. She said dwelling was defined as a one family dwelling; however, throughout the ordinance it referred to a single family dwelling; therefore, she will go through the ordinance and make it single-family dwelling to be consistent. She then said that dwelling, short-term rental will be added and the short-term rental dwelling will be a conditional use in the residential districts. Kolb said that when this issue was originally talked about, the only thing talked about was the single-family dwellings, and now there is a potential, through conditional use to have them in every one of the residential districts, which he strongly objects to and would never vote for. He said that he could live with the two-family occupied duplex and none of the rest of them. O'Neill asked if this ordinance would permit an absentee landlord renting to a second party and then the second party vacating it and renting it a third party. Bolin said that there are two layers of that, first of all that could happen right now, but if a house was rented and that person who is renting it decided to sub-lease it for short-term rentals, that person who wants to sub-lease it for short-term rentals under this ordinance would have to get a conditional use permit in order to do so. Pinion said that the conditional use would need the owner's consent as well. Pinion said that in addition to a conditional use permit, the City also would issue a separate permit for a room tax permit. Pinion said that if there are concerns whether people could rent their apartments as a short-term rental, at this time the way the ordinance is drafted, technically they could do that; therefore, if the Commission wanted to limit it more, single family homes are not located exclusively in single-family zoning district, they are allowed in any residential district, so if the Commission wants to allow them in a single-family home, it could be drafted to say a single-family home only, or single and two-family homes only. However, if the Commission were to do that Pinion feels that they should be allowed in other residential districts by conditional use. Kolb said that his preference would be that it would be tied to the type of housing, rather than the zoning district. Attorney Bolin asked what the Commission's concerns are if this goes beyond a single family, or owner-occupied. Kolb stated an absentee landlord that has a 4-plex or an 8-plex and rents one apartment; he doesn't think it would be fair to the other renters. Attorney Bolin thought the best way to do this is to restrict it to a single-family dwelling, a two-family, or two-flat dwelling and then at the conditional use stage have the Commission consider whether or not it is appropriate given the configuration. After more length discussion, Kolb moved that short-term rental dwellings be limited to single-family dwellings only as a conditional use. Liston seconded. After more discussion, O'Neill moved to amend the motion that short-term rentals be limited to a detached single-family dwelling. Kolb and Franzen both agreed to the amended motion. On roll call vote for the motion, Ayes – O'Neill, Kolb, Fitzwilliams, Wedekind, Thurow, Franzen, and Liston. Nay – 0, and the motion carried.
- e. Consideration of revising the Height Limitation Zoning Ordinance and corresponding Height Limitation Zoning Map for the Baraboo-Dells Airport – Liston moved, Franzen seconded to revise the Height Limitation Zoning Ordinance and corresponding Height Limitation Zoning Map for the Baraboo-Dells Airport. On roll call vote for the motion, Ayes – Kolb, Fitzwilliams, Wedekind, Thurow, Franzen, Liston, and O'Neill. Nay – 0, and the motion carried.
- f. Consideration of a proposed parking lot expansion at 129 8th Avenue for Community First Bank – Brett Schwartz, Community First Bank introduced himself to the Commission. Pinion gave the Commission the background on this issue and said that the applicant is asking for the southern eight stalls that were originally proposed. He said that the bank has said that this is a final solution to their parking and would not intend to build anything further and maintain the area north of the parking lot as green space. Kolb asked Schwartz if the bank would be willing to put in some landscaping on the north side of the proposed parking lot. He said he would definitely take it to the board, but it would all depend on cost. He said that they would like to work with the City to get the request approved. Liston moved to approve the request subject to the submission of an updated landscaping plan and a stormwater management plan. Kolb seconded the motion. On roll call vote for the motion, Ayes – Fitzwilliams, Wedekind, Thurow, Franzen, Liston, O'Neill, and Kolb. Nay – 0, and the motion carried.

Adjournment - It was moved by Liston and seconded by Kolb to adjourn at 5:58 p.m. The motion carried unanimously.

Phil Wedekind,
Mayor Designee

PLAN COMMISSION ITEM SUMMARY
August 16, 2016

SUBJECT: CONSIDERATION OF DANIEL R AND TIFFANY A GANDER'S REQUEST FOR A CONDITIONAL USE PERMIT TO ALLOW THE SALE OF LIMITED SPORTING GOODS AND FIREARMS AS A HOME OCCUPATION AT 209 LYNN AVENUE, BARABOO, WISCONSIN.

SUMMARY OF ITEM A: The Ganders are requesting permission to establish a Home Occupation at their residence at 209 Lynn Avenue. The Ganders met with Chief Schauf and me last month to discuss their proposed operation. As it has been described, it meets the definition of a Home Occupation as contained in the Zoning Code. The Ganders will be licensed by ATF

COMPLIANCE/NONCOMPLIANCE:

Pursuant to Section 17.37 – *Conditional Use Review and Approval*, I have found the application to be complete and have reviewed it for compliance with the ordinance.

ACTION: Approve / Deny Conditional Use Permit (with certain conditions?)

SUBJECT: CONSIDERATION OF A TWO-LOT CERTIFIED SURVEY MAP OF LOTS 7 (208 MADISON ST) AND 11 (207 MONROE ST) IN WALNUT HILL SUBDIVISION, LOCATED IN THE SE ¼ OF THE SE ¼ OF SECTION 26, T12N, R6E, IN THE CITY OF BARABOO, SAUK COUNTY, WISCONSIN, FOR ROGER MISLIVECEK.

SUMMARY OF ITEM B: Mr. Mislivecek owns two lots, back-to-back, between Madison Street and Monroe Street. His house is located on the Madison Street lot and the other is vacant. In order to put up the accessory structure he wants, Mr. Mislivecek is adjusting the lot line between these two lots. Both lots meet the minimum size and frontage requirements of the City's Subdivision and Platting regulations and the existing R-1A Single-Family Residential zoning classification.

COMPLIANCE/NONCOMPLIANCE:

Pursuant to Chapter 18 – *Subdivision and Platting*, I have found the CSM to be complete and have reviewed it for compliance with the ordinance.

ACTION: Approve/Conditionally Approve / Deny the CSM

SUBJECT: CONSIDER UPDATING THE CITY OF BARABOO OFFICIAL MAP.

SUMMARY OF ITEM C: Pursuant to Section 62.23(60) of the Wisconsin State Statutes, the Council of any city may by ordinance or resolution establish an official map of the City or any part thereof showing street, highways, historic districts, parks, railroad rights-of-way, and waterways. The official map is declared to be established to conserve and promote the public health, safety, convenience and general welfare of the city.

The City of Baraboo first adopted an Official Map dated September 28, 1993. It appears the last formal amendment occurred in 2005 so the time has certainly come to formally amend the Official Map with up to date information.

COMPLIANCE/NONCOMPLIANCE: N/A

ACTION: Recommend / not recommend / modify the proposed 2016 version of the Official Map.

Joint Meeting of the Plan Commission and Baraboo Economic Development Commission

SUBJECT: REVIEW DRAFT OF EASTSIDE CORRIDOR PLAN COMPONENTS AND RECOMMENDATIONS WITH THE BARABOO ECONOMIC DEVELOPMENT COMMISSION.

SUMMARY OF ITEM A: In 2015, the City of Baraboo and the Baraboo Economic Development Commission (BEDC) worked together to amend Chapter 8 of the City's Comprehensive Plan – GROW BARABOO. This chapter deals specifically with local economic development and ways in which the City can grow. The Commission analyzed several areas of concern and developed a workplan that has both long term and short term goals.

One of the initial tasks associated with the implementation of this workplan was the development of a Request for Proposal (RFP) for an Eastside Corridor Study. Staff worked together to develop the RFP and review the three Proposals that were submitted. MSA Professional Services was selected for the project and Chris Janson and Shawn O'Shea from MSA were at our May meeting to discuss the project and schedule.

Chris Janson will be at Tuesday's meeting to review the draft Plan Components and Recommendations. If you want to review the information in advance of the meeting, here is a link to the Project Website:

<https://barabooeastsidecorridor.com/draft-chapters/>

ACTION: Provide Feedback to MSA regarding your Forward to Common Council with a recommendation to Approve/Conditionally Approve/or Deny the Plan.

For Office Use:	Date		Date
<input type="checkbox"/> Application given by _____	_____	<input type="checkbox"/> Referred to Council	_____
<input type="checkbox"/> Received by Bldg. Inspector	_____	<input type="checkbox"/> Public Hearing Set	_____
<input type="checkbox"/> Fee received by Treasurer	_____	<input type="checkbox"/> Date Notices Mailed	_____
<input type="checkbox"/> Building Insp. Certified	_____	<input type="checkbox"/> Public Hearing Published	_____
<input type="checkbox"/> Filed with City Clerk	_____	<input type="checkbox"/> Public Hearing Held	_____
<input type="checkbox"/> Referred for Staff Review	_____	<input type="checkbox"/> Plan Meeting Action	_____

City of Baraboo
 135 4th Street
 Baraboo, WI 53913
 (608) 355-2730 phone
 608 355-2719 fax

APPLICATION FOR CONDITIONAL USE PERMIT

(A non-refundable \$250 fee must accompany this application upon filing.)

FOR TREASURER USE ONLY
Receipt # _____
Account # 100-22-4440

Date of Petition: 7/22/2016

The undersigned, being all the owners of the real property covered by this conditional use request hereby petition the City of Baraboo Plan Commission as follows:

1. Name and address of each owner: (Please attach additional pages as necessary.)

Daniel R. Gauder and Tiffany A. Gauder
209 Lynn Ave.
Baraboo, WI 53913

2. Name and address of applicant if not an owner. Describe interest in site (if tenancy, attach copy of current lease):

N/A

3. Address of site: 209 Lynn Ave., Baraboo, WI 53913

4. Tax parcel number of site: 206-0972-00000

5. Accurate legal description of site (state lot, block and recorded subdivision or metes and bounds description) (Attach copy of owner's deed): see copy of deed

6. Present zoning classification: Neighborhood Residential Office

7. Requested conditional use: Firearms and Sporting Goods retail with limited inventory. Home Occupation.

8. Brief description of each structure presently existing on site:

Two story house, approximately 1550 square feet.
Detached garage

9. Brief description of present use of site and each structure on site:

House- primary residence
Garage- storage of vehicles, etc.,

10. Brief description of any proposed change in use of structures if request for conditional use is granted: (include change in number of employees on site)

Small portion of the house will be used for conducting transactions
and storing orders.

11. The following arrangements have been made for serving the site with municipal sewer and water:

The site is already served with municipal sewer and water.

12. Name, address, and tax parcel number of the owners of each parcel immediately adjacent to the boundaries of the site and each parcel within 200 feet including street and alley right-of-way of each exterior boundary of the site (see section 17.37(3)(a) of City Code.)

See attached.

13. A scale map or survey map must be attached showing the following: (Note: This section is not required for home occupation requests; skip to 14.) (see section 17.37(2)(a) of City Code.)

a. Location, boundaries, dimensions, uses, and size of the site and structures and its relationship to adjoining lands.

b. The approximate location of existing structures on the site, easements, streets, alleys, off street parking, loading areas and driveways, highway access and access restrictions, existing street, side and rear yards, proposed surface drainage, grade elevations.

14. State in detail, the evidence indicating proof that the proposed conditional use shall conform to each of the standards for conditional uses set forth in section 17.37(2)(b) of the City Zoning Code.

see attached

WHEREFORE, the undersigned property owners hereby state that the foregoing information and all attachments to this Petition are true and correct to the best of our knowledge.

Notice to Property Owner: Conditional use permits, if granted, are subject to a 10 day appeal waiting time.

Dated this 22nd day of July, 2016.

[Signature]
Property owner
[Signature]
Property owner

I certify that that I have reviewed this application for completeness.
Date: _____ Zoning Administrator: _____

#12: Name, address, and tax parcel number of the owners of each parcel immediately adjacent to the boundaries of the site and each parcel within 200 feet including street and alley right-of-way of each exterior boundary of the site (see section 17.37(3)(a) of City Code.)

Name	Address	Tax parcel number
Pointon Properties LLC	520 Carignan Ct. Baraboo, WI 53913	206-0975-00000
Jane Fry	W8972 Quinn Rd. Wonewoc, WI 53968	206-0974-00000
David Holmen	1130 Hill St. Baraboo, WI 53913	206-0970-00000
Jesse Philips Tauna Rinderman	233 Lynn Ave. Baraboo, WI 53913	206-0969-00000
Scott Roblee Becky Roblee	303 Lynn Ave. Baraboo, WI 53913	206-0968-00000
City of Baraboo Swimming Pool	135 4 th St. Baraboo, WI 53913	206-0971-00000
Kermit Singer Dorothy Singer	222 Lynn Ave. Baraboo, WI 53913	206-0959-00000
Terry Christian	250 Lynn Ave. Baraboo, WI 53913	206-0959-10000 206-0959-20000
WIS DEPT Transportation (RR)	WIS DEPT Transportation (RR) ATTN Railroads & Harbors Section 4802 Sheboygan Ave Rm 701 Madison, WI 53705	206-1031-00000

#14: State in detail, the evidence indicating proof that the proposed conditional use shall conform to each of the standards for conditional uses set forth in section 17.37(2)(b) of the City Zoning Code.

Our proposed conditional use of our property will be completely in harmony with the City of Baraboo's Comprehensive Plan, the zoning code, and any other plan, program, or ordinance, current or proposed. We have sufficient off-street parking to accommodate any customers we may get at a given time, and paved sidewalks on our property for safe pedestrian access to our house, either from the street, or the aforementioned parking area. There is sufficient lighting on the property to ensure the safety of our patrons, and there are lighting improvements in the works for the area around our garage and parking area. There will be no extra accommodations necessary for snow removal, as we will already be removing snow for the purpose of living here. The traffic impact will be extremely minimal, and most likely unnoticeable. There will be no environmental impact of any kind, and the property will be maintained properly, as it is first and foremost our residence. We have no plans to construct additional buildings, or build any addition to the existing structures as part of the conditional use. We will not hire any employees, and all business conducted will be by residents of the property (Daniel and Tiffany Gander). The burden on public utilities will be no more than an occasional dinner guest would impose, and no improvements or other accommodations will be necessary. The conditional use will not impact any of the surrounding properties, or uses thereof in a negative way, and the only way that the conditional use will even be noticed by neighbors or passersby will be by the small sign that we will place on our front door. We will be providing an in demand service to a large portion of the public, and our business will add to the tax revenue of the community. We firmly believe and present to you that our proposed conditional use will fit into this location, the city, and the surrounding community flawlessly with the public benefits drastically outweighing any adverse impacts, if any exist.

As prepared by:

G GROTHMAN & ASSOCIATES S.C. LAND SURVEYORS

625 EAST SLIFER STREET, P.O. BOX 373 PORTAGE, WI 53901
PHONE: PORTAGE: (608) 742-7788 SAUK: (608) 644-8877
FAX: (608) 742-0434 E-MAIL: surveying@grothman.com
(RED LOGO REPRESENTS THE ORIGINAL MAP)

G & A FILE NO. 616-288

DRAFTED BY: T. JONES

CHECKED BY: TG

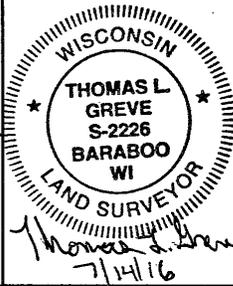
PROJ. 605-453

DWG. 616-288

SHEET 1 OF 2



SEAL:



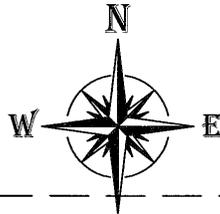
SAUK COUNTY CERTIFIED SURVEY MAP NO. _____ GENERAL LOCATION

Volume _____, Page _____

BEING LOTS 7 AND 11, WALNUT HILL, LOCATED IN THE SE1/4 OF THE SE1/4 SECTION 26 T. 12 N., R. 6 E, CITY OF BARABOO, SAUK COUNTY, WISCONSIN. CONTAINING: 33,210 SQ.FT. - 0.76 ACRES

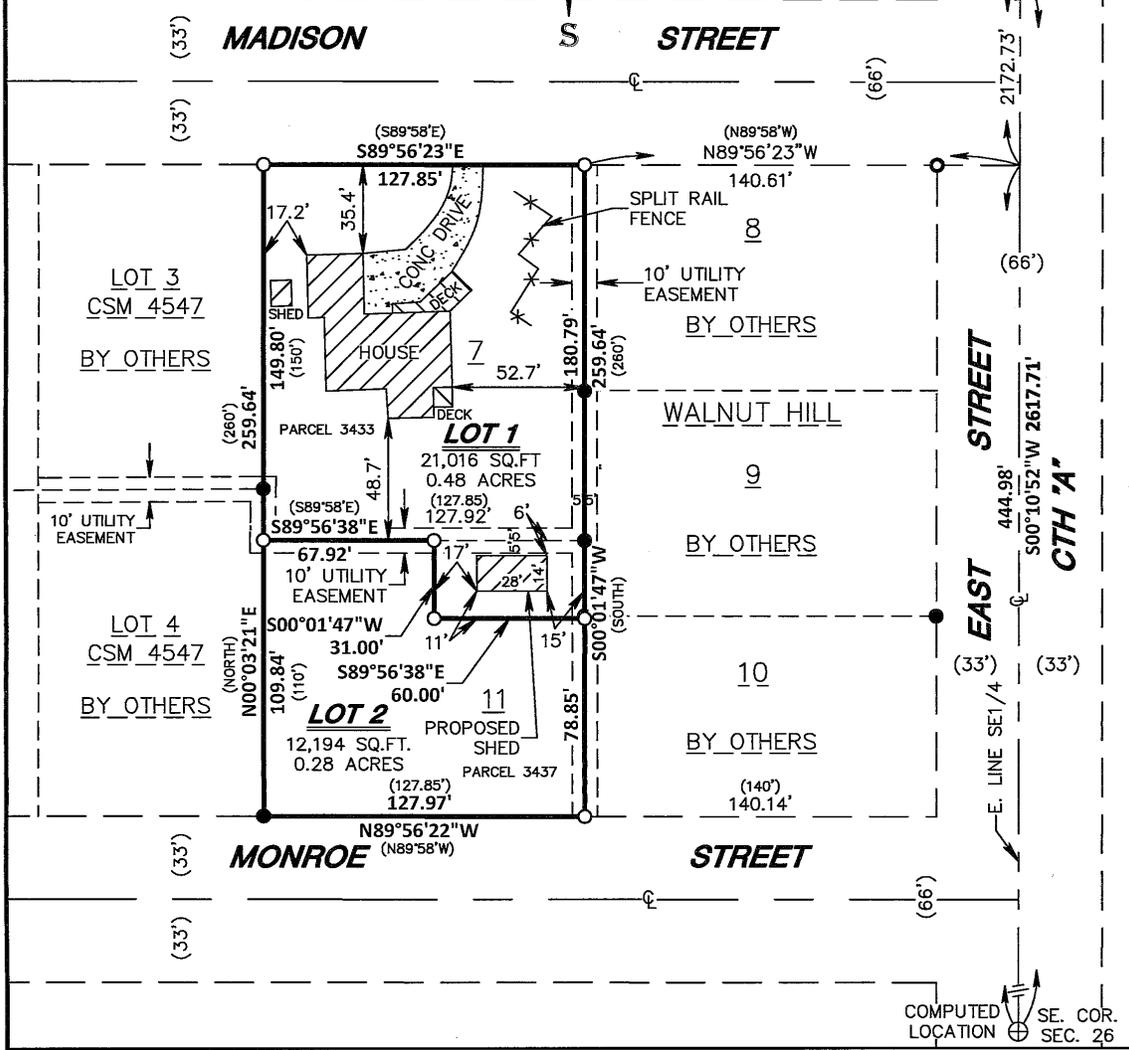
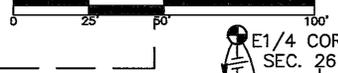
LEGEND

- 3/4" X 24" IRON ROD SET (WT. = 1.5 LBS. / L.F.)
- 3/4" IRON ROD FND.
- 2" IRON PIPE FND.
- ⊕ 3 1/2" ALUM. MON. FND.
- () PREVIOUS SURVEY OR RECORD INFO.



BASIS OF BEARINGS: IS THE SOUTH WIGHT OF WAY LINE OF MADISON STREET WHICH IS ASSUMED TO BEAR S89°56'23"E

SCALE: 1" = 50'



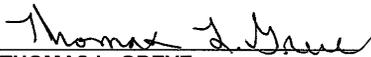
OWNER/CLIENT: ROGER MISLIVECEK
208 MADISON STREET
BARABOO, WI 53913

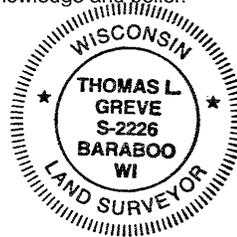
SURVEYOR'S CERTIFICATE

I, **THOMAS L. GREVE**, Professional Land Surveyor, do hereby certify that by the order of **Roger Mislivecek**, I have surveyed, monumented, mapped and divided Lots 7 and 11, Walnut Hill located in the Southeast Quarter of the Southeast Quarter of Section 26, Town 12 North, Range 6 East, City of Baraboo, Sauk County, Wisconsin, described as follows:

Commencing at the East Quarter corner of Section 26;
thence South 00°10'52" West along the East line of the Southeast Quarter of said Section 26, 2,172.73 feet;
thence North 89°56'23" West along the North line of Lot 8, Walnut Hill and the South right-of-way line of Madison Street and the Easterly extension thereof, 173.58 feet to the Northeast corner of Lot 7, Walnut Hill and the point of beginning;
thence South 00°01'47" West along the East line of Lots 7 and 11, Walnut Hill, 259.64 feet to the Southeast corner of said Lot 11, said point also being in the North right-of-way line of Monroe Street;
thence North 89°56'22" West along the South line of said Lot 11 and the North right-of-way line of Monroe Street, 127.97 feet to the Southwest corner thereof;
thence North 00°03'21" East along the West line of said Lots 7 and 11, 259.64 feet to the Northwest corner of said Lot 7, said point being in the South right-of-way line of Madison Street;
thence South 89°56'23" East along the North line of said Lot 7 and the South right-of-way line of Madison Street, 127.85 feet to the point of beginning;
Containing 33,210 square feet (0.76 acres), more or less. Being subject to servitudes and easements of record, if any.

I DO FURTHER CERTIFY that this is a true and correct representation of the boundaries of the land surveyed and that I fully complied with the Provisions of Chapter 236.34 of the Wisconsin State Statutes and the City of Baraboo Subdivision Ordinance to the best of my knowledge and belief.


THOMAS L. GREVE
Professional Land Surveyor, No. 2226
Dated: July 14, 2016
File No.: 616-288



PLAN COMMISSION RESOLUTION

RESOLVED that this Certified Survey Map in the **City of Baraboo**, Sauk County, Wisconsin is hereby approved and dedication accepted by the Plan Commission.

Mayor

Date

City Engineer

Date

I **HEREBY** certify that the foregoing is a copy of a Resolution adopted by the Plan Commission of the **City of Baraboo**, Wisconsin, this _____ day of _____, 20_____.

City Clerk

Date

For Office Use:	Date		Date
<input type="checkbox"/> Application given by _____	_____	<input type="checkbox"/> Referred to Council	_____
<input type="checkbox"/> Received by Bldg. Inspector	_____	<input type="checkbox"/> Public Hearing Set	_____
<input type="checkbox"/> Fee received by Treasurer	_____	<input type="checkbox"/> Date Notices Mailed	_____
<input type="checkbox"/> Building Insp. Certified	_____	<input type="checkbox"/> Public Hearing Published	_____
<input type="checkbox"/> Filed with City Clerk	_____	<input type="checkbox"/> Public Hearing Held	_____
<input type="checkbox"/> Referred for Staff Review	_____	<input type="checkbox"/> Plan Meeting Action	_____

City of Baraboo
 135 4th Street
 Baraboo, WI 53913
 (608) 355-2730 phone
 608 355-2719 fax

APPLICATION FOR CONDITIONAL USE PERMIT

(A non-refundable \$250 fee must accompany this application upon filing.)

FOR TREASURER USE ONLY
Receipt # _____
Account # 100-22-4440

Date of Petition: 7/22/16

The undersigned, being all the owners of the real property covered by this conditional use request hereby petition the City of Baraboo Plan Commission as follows:

1. Name and address of each owner: (Please attach additional pages as necessary.)

Debra & Harry Nelson - 12250 City Rd. W
Baraboo, WI. 53913

2. Name and address of applicant if not an owner. Describe interest in site (if tenancy, attach copy of current lease):

3. Address of site: 844 8th Ave. Baraboo, WI. 53913

4. Tax parcel number of site: 0158-00000

5. Accurate legal description of site (state lot, block and recorded subdivision or metes and bounds description) (Attach copy of owner's deed):

See Attachments

6. Present zoning classification: B2 / Com

7. Requested conditional use: Drive-Thru

8. Brief description of each structure presently existing on site:

N/A

9. Brief description of present use of site and each structure on site: empty lot

N/A

10. Brief description of any proposed change in use of structures if request for conditional use is granted: (include change in number of employees on site)

Drive-Thru. ~~5~~ 5 Full time Employees for one unit.

11. The following arrangements have been made for serving the site with municipal sewer and water:

ADCJ - Bill Ryan

12. Name, address, and tax parcel number of the owners of each parcel immediately adjacent to the boundaries of the site and each parcel within 200 feet including street and alley right-of-way of each exterior boundary of the site (see section 17.37(3)(a) of City Code.)

13. A scale map or survey map must be attached showing the following: (Note: This section is not required for home occupation requests; skip to 14.) (see section 17.37(2)(a) of City Code.)

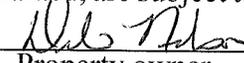
- a. Location, boundaries, dimensions, uses, and size of the site and structures and its relationship to adjoining lands.
- b. The approximate location of existing structures on the site, easements, streets, alleys, off street parking, loading areas and driveways, highway access and access restrictions, existing street, side and rear yards, proposed surface drainage, grade elevations.

14. State in detail, the evidence indicating proof that the proposed conditional use shall conform to each of the standards for conditional uses set forth in section 17.37(2)(b) of the City Zoning Code.

WHEREFORE, the undersigned property owners hereby state that the foregoing information and all attachments to this Petition are true and correct to the best of our knowledge.

Notice to Property Owner: Conditional use permits, if granted, are subject to a 10 day appeal waiting time.

Dated this 21 day of July, 2016.



 Property owner



 Property owner

I certify that that I have reviewed this application for completeness.

Date: _____ Zoning Administrator: _____

Sauk County

Owner (s):
BARABOO NATIONAL BANK

Location:
SW-NW,Sect. 1, T11N, R6E

Mailing Address:
**BARABOO NATIONAL BANK
PO BOX 50
BARABOO, WI 53913**

School District:
0280 - Sch D of Baraboo

Tax Parcel ID Number:
2446-00000

Tax District:
206-City Of Baraboo

Status:
Active

Acres:
0.0000

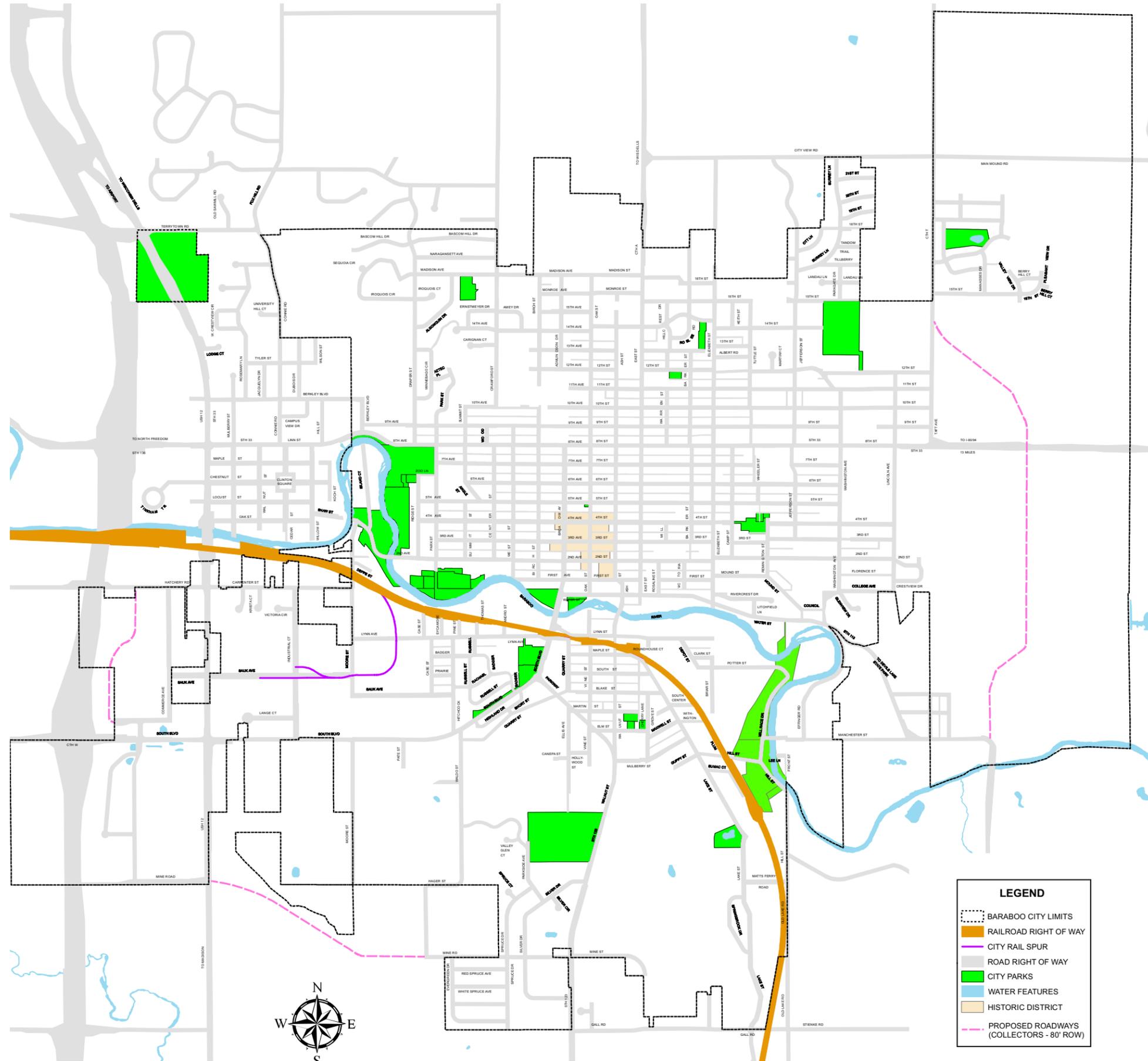
Description - Comments (Please see Documents tab below for related documents. For a complete legal description, see recorded document.):

CITY OF BARABOO LANGDON SUB-DIV.BLK 1 LOT 4 OF SUB-DIV.OF LOTS 1,2 & 3 BLK 1

Site Address (es): *(Site address may not be verified and could be incorrect. DO NOT use the site address in lieu of legal description.)*

4 S CENTER ST BARABOO, WI 53913

CITY OF BARABOO - OFFICIAL MAP



- LEGEND**
- BARABOO CITY LIMITS
 - RAILROAD RIGHT OF WAY
 - CITY RAIL SPUR
 - ROAD RIGHT OF WAY
 - CITY PARKS
 - WATER FEATURES
 - HISTORIC DISTRICT
 - PROPOSED ROADWAYS (COLLECTORS - 80' ROW)

1

2 Public Engagement

3

This Chapter summarizes the public engagement activities that are a cornerstone of the planning process for the Eastside Corridor redevelopment Study. The planning process involved multiple workshops, crowdsource mapping, an online survey, an open house and public hearings. It is important to note that the information summarized in this Chapter informed the development of goals and strategies for Chapter 5 but there is no policy content in this Chapter.

4

5

Appendix A

Appendix B

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2.1 Public Engagement Overview	2-X
2.2 Project Initiation Workshop	2-X
2.2 Corridor Workshop	2-X
2.3 Crowdsource Mapping	2-X
2.4 Online Corridor Survey for Residents and Businesses	2-X
2.5 Open House	2-X
2.6 Public Hearing	2-X

2.1 Project Initiation Workshop

On May 17th, 2016 the Baraboo Plan Commission and Baraboo Economic Development Commission held a joint project initiation meeting for the Eastside Corridor Study. The purpose of the meeting was to set the foundation for the planning program and review and discuss the overall direction and policy issues facing the City and the Eastside Corridor. A brief introduction to the planning process as well as a tour of the project website and was given. A draft of the online survey was also reviewed and attendees were asked to do a quick Strengths, Weakness, Opportunities and Threats (SWOT) analysis that would also be used in the upcoming Corridor Workshop. Participants were also asked to respond to the following questions: Which properties do you think should be redeveloped/developed and which are likely to be redeveloped? Do you envision functions/aesthetic streetscape improvements in the ROW? What existing building and site design elements do you want to see more of along the corridor? What new uses do you think should be added to the corridor?

The following comments were gathered from attendees during the SWOT analysis.

Issues/Threats/Weaknesses (-)

- Pole buildings along corridor, old and new
- Blighted properties along corridor
- Legal non-conforming uses
- Parking
- Encroachment of building to street
- No longer the tree lined boulevard it once was
- Highway 33 traffic is bad and continues to get worse.

Opportunities/Strengths (+)

- + Properties for development and redevelopment are available now
- + Healthcare related business opportunities because of close proximity to hospital campus
- + Residences that are coming up along HWY T mean additional customers/clients
- + Future land use plan shows mixed use and planned neighborhood development
- + Fairgrounds is an opportunity for further use or complete redevelopment
- + The completion of the 4 lane expansion of HWY 12 will have a positive impact
- + City owned property on the east side of the corridor



Eastside Redevelopment Corridor Study

Project Initiation Workshop Agenda – BEDC & Plan Commission
May 17th, 2016

Tentative Project Schedule

We propose a 6-7 month timeline for completion of the Eastside Redevelopment Corridor Study and have included a detailed schedule of activities based on our proposed scope of work. We have also color coded Staff Team Meetings, BEDC Meetings, and Public Meetings/Workshops for quick reference.

DATE	ACTIVITY
April - October 2016	Bringing through Adoption Changing Task Steps provided by USA <ul style="list-style-type: none"> Press Release, News and Newsletter Article Social Media Marketing Success
April 8, May 2016	Step 1: Project Initiation <ul style="list-style-type: none"> Staff Team Meetings (4) - Weeks 1-4 (4/25-5/20) Final Presentation to the BEDC - May 20, 2016
May - July 2016	Step 2: Community Outreach <ul style="list-style-type: none"> Online Corridor Survey for Residents & Businesses - Week of May 9, 2016 Corridor Workshops - Week of May 23, 2016 Step 3: Economic Development Opportunities Assessment <ul style="list-style-type: none"> Economic Development Literature Analysis Preliminary Business Location and Economic Development Report Step 4: Existing Conditions Inventory and Analysis <ul style="list-style-type: none"> Public Stakeholder Meetings Zoning and Development Controls Existing Land Use and Development Transportation and Mobility Historic Value, History, Environmental Features and Open Space Corridor Character/Urban Design Assessment Final Report/Plan/Map/Design - Week of June 13, 2016 Online Eastside Corridor Study - Week of June 13, 2016

Zoning and Development Controls

Existing Land Use and Development
Transportation and Mobility
Infrastructure, Utilities, Environmental Features, and Open Space
Corridor Character/Urban Design

Issues/Threats/Weaknesses(-)

1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____



2.2 Corridor Workshop

On the evening of Wednesday, June 8th, 2016 a public workshop for the corridor was held in Kenyon Hall on the UW Baraboo/Sauk County Campus in Baraboo. The purpose of the workshop was to allow residents, businesses, and property owners to provide input, before any plans or recommendations are formulated. The workshop was very well attended with over 30 participants. The event was well noticed through the use of flyers citywide and postcards mailed directly to property owners and business in the study area.

The workshop began with introductions and a review of the purpose and desired results of the Eastside Redevelopment Corridor Study. The process to be undertaken was presented along with the schedule of meetings and other public engagement activities. Attendees were also introduced to the project website, crowdsource mapping tool and online survey. A representative from the Wisconsin Department of Transportation attended the meeting and talked briefly about their concurrent study of HWY 33 from HWY 12 through Baraboo to Garrison Road east of Portage, WI. That study will not be completed until late 2016 and will focus on evaluating the long-term safety and mobility needs for the corridor as well as identifying opportunities to extend the function life of the existing highway infrastructure.

The bulk of this meeting included a Strengths, Weakness, Opportunities and Threats (SWOT) analysis similar to the SWOT analysis at the Project Initiation Workshop. Attendees were asked to discuss their issues and opportunities regarding 1) Beautification, 2) Development and 3) Mobility for the Eastside Corridor. Overall, attendees were tasked with consider the following questions to help guide discussion: Which areas provide an opportunity for redevelopment/development? Do you envision functional/aesthetic streetscape improvements in the ROW? What existing building and site design elements do you want to see more of along the corridor? What new uses do you think should be added to the corridor?

The following comments were gathered from attendees during the SWOT analysis:

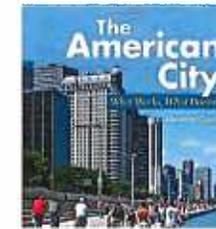
Beautification

Opportunities/Strengths (+)

- + Improve street conditions
- + Improve entrance sign - landscaping around sign
- + Bluff views (preserve)

Issues/Threats/Weaknesses (-)

- Loss of trees
- Building are plain, need more character and improved quality



Successful City Planning: Public action that generates a desirable, widespread and sustained private market reaction.
-Alexander Garvin

Study Area & Draft Existing Land Use



Wisconsin 33 Corridor Preservation Study

Study of Highway 33 between US 12 and Garrison Road east of Portage, WI



- Underutilized vacant buildings
- Poor curb appeal
- Improved signage is needed
- Need consistency in signage
- Less yard sale signs
- Temporary signs are an issue

Development

Opportunities/Strengths (+)

- + Lots of traffic and exposure for businesses
- + Civic uses in a vacant/underutilized big box?
- + Varied housing types are an option
- + Unique businesses (not chains)
- + More activity/use of Fairgrounds year round would draw locals and visitors
- + Fairgrounds are a "Sauk County" asset
- + Want/need more anchor stores, destination businesses
- + Redevelop excess parking areas in front of larger underutilized/vacant properties
- + Want more retail, including clothing

Issues/Threats/Weaknesses (-)

- Need to direct people here from HWY 12
- Lack of retail density

Mobility

Opportunities/Strengths (+)

- + Left turn signal at East and 8th
- + New pedestrian crossing
- + Safety and placemaking improvements
- + Possibility for pedestrian bridge for crossing near school
- + Expect some relief from traffic congestion with completion of HWY 12 bypass completion

Issues/Threats/Weaknesses (-)

- Congestion and safety issues surround during the County Fair
- Entrance and egress chaos along entire corridor, safety issues
- Unsafe crossing for kids at Wheeler
- High truck traffic does not mix well with kids walking to and from school
- Traffic speed at edge are high/over-limits (not enough enforcement)

barabooeastsidecorridor.com



Desktop/Laptop



Tablet/Phone

Beautification

Development

Mobility

Issues/Threats/Weaknesses(-)

1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____



Eastside
Redevelopment
Corridor
Study



Corridor Workshop Wednesday June 8th 6:30PM

Return Address:
Baraboo City Hall
125 4th Street
Baraboo, WI 53913

The City of Baraboo and the Baraboo Economic Development Commission will host a public meeting on the UW Baraboo/Sauk County Campus Wednesday June 8th beginning at 6:30pm at the Administration Building Lower Level in Room A4 Canyon Giese Lecture Hall.

This meeting is an opportunity for area property owners, business owners and the general public to review the purpose and desired results of the study. The attendees will also have the ability to share their thoughts on Issues and opportunities within the community and corridor.

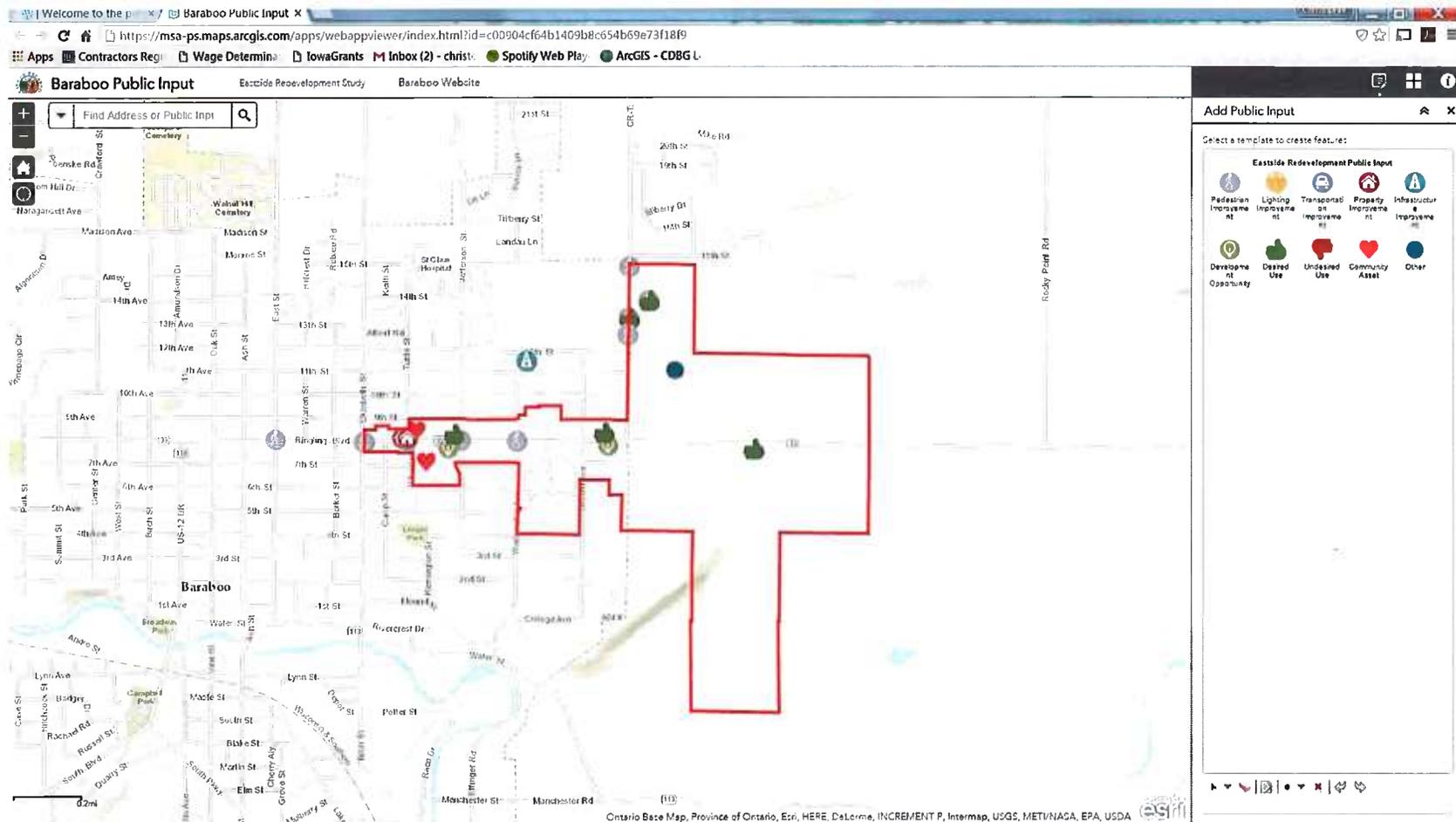
Please Join Us!

Address

For project updates please visit the project website at:
www.barabooeastsidecorridor.com
Please take the Eastside Corridor Survey online at:
<https://www.surveymonkey.com/r/BarabooEastCorridor>

2.3 Crowdsourcing Mapping

The Eastside Redevelopment Corridor Study’s public engagement process included a Crowdsourcing Mapping tool, linked to the project website that provided participants online with an interesting and fun way gather information on the corridor’s existing conditions—good or bad. The tool allowed online participants to pose ideas for changes to the corridor and share information on their visions for the future. The data collected from the Crowdsourcing Mapping tool was used along with other public feedback to formulate goals and implementation strategies intent on redeveloping the 8th Street/Highway 33 corridor east of Elizabeth Street.



2.4 Online Survey for Residents and Businesses

To provide another means for community participation, we will prepare a web based questionnaire for residents of Baraboo to solicit community wide opinion on a range of topics and issues. We will also provide a web based questionnaire for business owners designed to gather information on those issues and concerns most important to the City's business community. At the close of the survey response period, we will review and summarize results as a gauge of community priorities and issues regarding the Eastside Redevelopment Corridor.

3

Market Analysis & Economic Development Opportunities

This Chapter discusses the existing retail market in the City of Baraboo and economic development incentives available to businesses. From this discussion, preliminary economic development recommendations will be made.

- 3.1 Baraboo Eastside Market Analysis
- 3.2 Economic Development Tools

Page
3-2
3-12



3.1 Baraboo Eastside Market Analysis

The Eastside Corridor study area is one of Baraboo's retail trade districts, and this plan seeks to bolster the economic success of this district. This section is an evaluation of supply and demand for various retail and service business types. It compares data on business revenues within a defined trade area to the likely purchasing power of households within that area, relative to national average data describing typical demand for those various business types.

A trade area is the geographic region that generates the majority of customers to a shopping area. A trade area can vary depending on the type of business; however, in general retail spending is broken into two trade areas - Convenience Trade Areas and Destination Trade Areas. These trade areas evaluate demand based on households within that area, and therefore do not account for purchasing by tourists or commuters living outside the trade area.

- **A convenience trade area (CTA)** is the geographic area from which most consumers are coming in order to make routine, weekly purchases. Convenience and proximity are the major drivers, especially on purchases that are made frequently (e.g. gas and groceries). The convenience trade area for a specific retail district should consider the location of competing districts with similar convenience retail offerings, and generally include only those households for whom the study area is the most convenient location.
- **A destination trade area (DTA)** is a larger geographic area from which customers can be drawn greater distances for less frequent, destination shopping influenced by comparison shopping, brand loyalty, and price point. The DTA also typically includes consumers in rural areas who, out of necessity, drive further to get their convenience-type shopping (as none are located closer)

Baraboo Eastside Trade Areas

A trade area is typically defined by drive time or distance from a single point. For the Baraboo Eastside Retail Market Study, 900 8th Street is used as the central point for the Baraboo Eastside Neighborhood. For the convenience trade area (CTA), a drive time area of 5 minutes was selected, capturing households in the central and east areas of the City but omitting most areas within Baraboo and West Baraboo for whom the Hwy 12 corridor retail

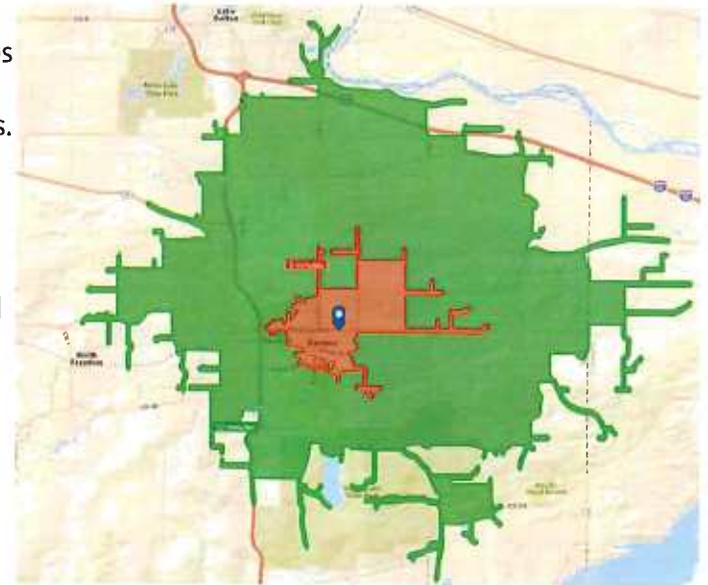


Figure 1. Baraboo Eastside CTA and DTA

Source: ESRI Business Analyst

offerings are more convenient . For the destination trade area (DTA), a 12-minute drive time was selected, capturing all of Baraboo and West Baraboo and the surrounding rural areas, and touching on the southern extents of Lake Delton. See Figure 1. In total, the CTA includes roughly 9,500 people and the DTA includes roughly 18,000 people (ESRI 2016).

Retail Gap Analysis

Retail gap is the difference between the demand (potential) sales and actual retail sales. The demand is the expected amount spent by consumers at retail establishments, and the total supply is the estimated sales to consumers by establishments.

As illustrated in the retail gap summary shown in Table 1, the Baraboo Eastside Neighborhood’s CTA marketplace is seeing some leakage of retail sales to other convenience-oriented marketplaces, including about \$13.5 million of leakage in the Retail Trade category, excluding food and drink (leakages are highlighted green), but the DTA appears to have surpluses of supply in each of the major categories (surpluses are highlighted in red).

Table 1. Baraboo Eastside Market Summary Table

Source: ESRI Business Analyst

Retail Market (Industry Summary)	Convenience Trade Area (5 minutes)	Destination Trade Area (12 minutes)
Retail Trade (NAICS 44-45)		
Demand	\$108,188,403	\$198,464,050
Supply	\$94,772,246	\$256,945,141
Retail Gap	\$13,416,157	(\$58,481,091)
Number of Businesses	70	130
Food & Drink (NAICS 722)		
Demand	\$12,137,438	\$22,230,326
Supply	\$15,267,648	\$27,125,482
Retail Gap	(\$3,130,210)	(\$4,895,156)
Number of Businesses	28	47
Retail Trade and Food & Drink (NAICS 44-45, 722)		
Demand	\$120,325,841	\$220,694,376
Supply	\$110,039,894	\$284,070,623
Retail Gap	\$10,285,947	(\$63,376,247)
Number of Businesses	98	177



3.1 Baraboo Eastside Market Analysis

Tables 2 and 3 illustrate the supply and demand for specific industry groups within the Baraboo Eastside Neighborhood's CTA and DTA, respectively.

When an industry group is found to have a surplus of supply as compared to demand, and a negative retail gap, it is an indication that those businesses are succeeding by attracting shoppers who live outside the identified trade area. When there is less supply than demand, it is an indication that residents within that area are, to some degree, meeting those shopping or service needs outside the analysis area, and there may be opportunity to offer more supply of that type within the trade area.

Within the Convenience Trade Area, the industry groups with "excess" supply seeing the greatest influx of customer spending from outside of the area include, among others: furniture stores, florists, and drinking places. Of the various industry groups showing gaps (not meeting the needs of nearby residents) within the CTA, it is only the convenience businesses that matter. With this in mind, the most important opportunities are in grocery, food and beverage stores, general merchandise stores, and full-service restaurants.

Within the Destination Trade Area, the supply and demand profiles are a bit different. At this more regional scale, considering residents and businesses throughout the Baraboo area, there are more categories with surplus supply, examples including automobile dealers, clothing stores, specialty food stores, and department stores. Categories for which there are gaps between supply and demand, and opportunity to add more businesses that serve the larger Baraboo market, include electronics and appliance stores; jewelry, luggage and leather goods stores; and lawn and garden equipment and supply stores.

Most notable for this analysis are the categories that have inadequate supply at both the "local" CTA scale and within the larger "DTA" area. These include "other motor vehicle dealers" (e.g. motor homes, all-terrain vehicles, recreation boats, etc.), grocery stores, electronics and appliance stores, and lawn and garden equipment and supply stores.

It should be noted that there are a few categories in these analyses that show supply gaps but which are generally not considered strong opportunities today, or in smaller communities such as Baraboo. Examples include mail order houses and vending machine operators.

Table 2. Retail Gap, Convenience Trade Area (5 minutes)

Source: ESRI Business Analyst

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,902,564	\$12,855,819	\$14,046,745	35.3	5
Automobile Dealers	4411	\$21,877,000	\$11,294,215	\$10,582,785	31.9	3
Other Motor Vehicle Dealers	4412	\$3,387,041	\$559,520	\$2,827,521	71.6	1
Auto Parts, Accessories & Tire Stores	4413	\$1,638,523	\$1,002,085	\$636,438	24.1	2
Furniture & Home Furnishings Stores	442	\$3,306,433	\$5,440,498	-\$2,134,065	-24.4	3
Furniture Stores	4421	\$2,153,958	\$4,969,522	-\$2,815,564	-39.5	2
Home Furnishings Stores	4422	\$1,152,475	\$470,976	\$681,499	42.0	1
Electronics & Appliance Stores	443	\$6,755,318	\$3,162,944	\$3,592,374	36.2	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,530,468	\$12,693,510	-\$7,163,042	-39.3	7
Bldg Material & Supplies Dealers	4441	\$4,458,354	\$12,485,504	-\$8,027,150	-47.4	6
Lawn & Garden Equip & Supply Stores	4442	\$1,072,114	\$0	\$1,072,114	100.0	0
Food & Beverage Stores	445	\$20,103,844	\$10,570,397	\$9,533,447	31.1	7
Grocery Stores	4451	\$17,916,728	\$8,504,707	\$9,412,021	35.6	3
Specialty Food Stores	4452	\$1,390,856	\$2,047,591	-\$656,735	-19.1	4
Beer, Wine & Liquor Stores	4453	\$796,260	\$0	\$796,260	100.0	0
Health & Personal Care Stores	446,4461	\$8,622,005	\$5,922,073	\$2,699,932	18.6	7
Gasoline Stations	447,4471	\$9,331,915	\$7,566,719	\$1,765,196	10.4	2
Clothing & Clothing Accessories Stores	448	\$5,080,975	\$7,156,202	-\$2,075,227	-17.0	4
Clothing Stores	4481	\$3,073,565	\$5,285,298	-\$2,211,733	-26.5	2
Shoe Stores	4482	\$886,862	\$1,773,987	-\$887,125	-33.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,120,547	\$0	\$1,120,547	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,981,242	\$2,925,193	\$56,049	0.9	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,287,040	\$1,836,454	\$450,586	10.9	8
Book, Periodical & Music Stores	4512	\$694,202	\$1,088,739	-\$394,537	-22.1	3
General Merchandise Stores	452	\$21,981,890	\$28,186,380	-\$6,204,490	-12.4	1
Department Stores Excluding Leased Depts.	4521	\$18,448,050	\$0	\$18,448,050	100.0	0
Other General Merchandise Stores	4529	\$3,533,840	\$435,902	\$3,097,938	78.0	1
Miscellaneous Store Retailers	453	\$4,313,185	\$4,826,545	-\$513,360	-5.6	20
Florists	4531	\$172,648	\$622,077	-\$449,429	-56.6	3
Office Supplies, Stationery & Gift Stores	4532	\$1,177,572	\$759,627	\$417,945	21.6	5
Used Merchandise Stores	4533	\$690,219	\$1,367,998	-\$677,779	-32.9	6
Other Miscellaneous Store Retailers	4539	\$2,272,746	\$2,076,842	\$195,904	4.5	6
Nonstore Retailers	454	\$2,610,482	\$1,032,683	\$1,577,799	43.3	1
Electronic Shopping & Mail-Order Houses	4541	\$1,868,257	\$0	\$1,868,257	100.0	0
Vending Machine Operators	4542	\$299,819	\$0	\$299,819	100.0	0
Direct Selling Establishments	4543	\$442,406	\$1,032,683	-\$590,277	-40.0	1
Food Services & Drinking Places	722	\$12,137,438	\$15,267,648	-\$3,130,210	-11.4	28
Full-Service Restaurants	7221	\$6,464,719	\$5,166,600	\$1,298,119	11.2	11
Limited-Service Eating Places	7222	\$4,751,304	\$7,610,730	-\$2,859,426	-23.1	7
Special Food Services	7223	\$258,193	\$0	\$258,193	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$663,222	\$2,490,318	-\$1,827,096	-57.9	10



3.1 Baraboo Eastside Market Analysis

Table 3. Retail Gap, Primary (Destination) Trade Area (12 minutes)

Source: ESRI Business Analyst

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$49,660,748	\$56,000,444	-\$6,339,696	-6.0	16
Automobile Dealers	4411	\$40,260,155	\$51,023,322	-\$10,763,167	-11.8	9
Other Motor Vehicle Dealers	4412	\$6,392,921	\$2,447,445	\$3,945,476	44.6	2
Auto Parts, Accessories & Tire Stores	4413	\$3,007,672	\$2,529,677	\$477,995	8.6	4
Furniture & Home Furnishings Stores	442	\$6,078,832	\$16,383,911	-\$10,305,079	-45.9	10
Furniture Stores	4421	\$3,944,612	\$12,952,728	-\$9,008,116	-53.3	5
Home Furnishings Stores	4422	\$2,134,221	\$3,431,183	-\$1,296,962	-23.3	4
Electronics & Appliance Stores	443	\$12,426,086	\$4,474,196	\$7,951,890	47.1	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,298,227	\$34,425,316	-\$24,127,089	-53.9	16
Bldg Material & Supplies Dealers	4441	\$8,310,188	\$33,999,398	-\$25,689,210	-60.7	15
Lawn & Garden Equip & Supply Stores	4442	\$1,988,039	\$425,918	\$1,562,121	64.7	1
Food & Beverage Stores	445	\$36,598,429	\$18,424,954	\$18,173,475	33.0	12
Grocery Stores	4451	\$32,609,085	\$13,901,172	\$18,707,913	40.2	5
Specialty Food Stores	4452	\$2,531,521	\$3,854,074	-\$1,322,553	-20.7	6
Beer, Wine & Liquor Stores	4453	\$1,457,823	\$669,708	\$788,115	37.0	1
Health & Personal Care Stores	446,4461	\$15,665,252	\$9,573,763	\$6,091,489	24.1	11
Gasoline Stations	447,4471	\$17,058,531	\$18,246,639	-\$1,188,108	-3.4	5
Clothing & Clothing Accessories Stores	448	\$9,303,146	\$14,539,214	-\$5,236,068	-22.0	8
Clothing Stores	4481	\$5,610,992	\$11,074,325	-\$5,463,333	-32.7	5
Shoe Stores	4482	\$1,621,734	\$3,119,767	-\$1,498,033	-31.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,070,420	\$345,122	\$1,725,298	71.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$5,523,526	\$10,915,943	-\$5,392,417	-32.8	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,262,285	\$9,766,658	-\$5,504,373	-39.2	12
Book, Periodical & Music Stores	4512	\$1,261,241	\$1,149,285	\$111,956	4.6	4
General Merchandise Stores	452	\$40,220,782	\$80,132,142	-\$39,911,360	-33.2	4
Department Stores Excluding Leased Depts.	4521	\$33,769,821	\$78,388,300	-\$44,618,479	-39.8	1
Other General Merchandise Stores	4529	\$6,450,961	\$1,743,842	\$4,707,119	57.4	2
Miscellaneous Store Retailers	453	\$7,891,461	\$9,960,717	-\$2,069,256	-11.6	30
Florists	4531	\$318,046	\$792,449	-\$474,403	-42.7	4
Office Supplies, Stationery & Gift Stores	4532	\$2,164,178	\$1,085,967	\$1,078,211	33.2	6
Used Merchandise Stores	4533	\$1,260,770	\$2,963,216	-\$1,702,446	-40.3	9
Other Miscellaneous Store Retailers	4539	\$4,148,465	\$5,119,084	-\$970,619	-10.5	11
Nonstore Retailers	454	\$4,797,561	\$2,114,542	\$2,683,019	38.8	2
Electronic Shopping & Mail-Order Houses	4541	\$3,424,197	\$0	\$3,424,197	100.0	0
Vending Machine Operators	4542	\$545,933	\$0	\$545,933	100.0	0
Direct Selling Establishments	4543	\$827,431	\$2,114,542	-\$1,287,111	-43.7	2
Food Services & Drinking Places	722	\$22,230,326	\$27,125,482	-\$4,895,156	-9.9	47
Full-Service Restaurants	7221	\$11,840,658	\$10,507,684	\$1,332,974	6.0	20
Limited-Service Eating Places	7222	\$8,704,282	\$12,834,857	-\$4,130,575	-19.2	13
Special Food Services	7223	\$478,610	\$0	\$478,610	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,206,776	\$3,782,941	-\$2,576,165	-51.6	14

Trade Area Business Demand

As illustrated and described in the previous section, there are several retail and service categories with supply gaps. However, these categories are not automatically candidates for recruitment to the Baraboo Eastside Neighborhood. One reason is certain businesses almost always see leakage of sales due to comparison shopping (e.g. car dealerships) or have brand/store loyalty (e.g. clothing stores). Another reason is that the gap in demand may not be large enough to sustain an additional store in that category. Table 4 uses data on average US Sales per business/store to show which categories within Baraboo Eastside Neighborhood’s destination trade area have the capacity to accommodate at least one more full business in that category. With this added layer of analysis, it is grocery stores and electronics and appliance stores that look most promising, with the important caveat that Walmart, located on the south side of the City, carries those goods and is likely not showing up in those categories. Also noteworthy is several industry groups lack enough sales for a new store, but could be targeted by existing business as a supplementary good or service (e.g. beer, wine & liquor stores).

Table 4. Primary Trade Area Business Demand

		U.S. Sales Data	Primary Trade Area (12 minutes)	
NAICS	Business Type	Average Sales / Store	Retail Gap	# of Businesses (Demand)
44111000	New car dealers	\$ 31,614,997	\$ (10,763,167)	-0.3
44112000	Used car dealers	\$ 2,807,851	included in New Car Dealers	
44121000	Recreational vehicle dealers	\$ 5,412,980	\$ 3,945,476	0.5
44122000	Motorcycle, boat, & other motor vehicles	\$ 2,813,701	included in Recreational Vehicle Owners	
44130000	Automotive parts, accessories, & tire stores	\$ 1,437,129	\$ 477,995	0.3
44210000	Furniture stores	\$ 2,060,605	\$ (9,008,116)	-4.4
44220000	Home furnishings stores	\$ 1,443,586	\$ (1,296,962)	-0.9
44310000	Electronics and appliance stores	\$ 2,123,245	\$ 7,951,890	3.7
44400000	Building material and garden equipment and supplies	\$ 3,587,059	\$ (24,127,089)	-6.7
44510000	Grocery stores	\$ 6,043,286	\$ 18,707,913	3.1
44520000	Specialty food stores	\$ 790,264	\$ (1,322,553)	-1.7
44530000	Beer, wine, & liquor stores	\$ 1,322,900	\$ 788,115	0.6
44611000	Pharmacies & drug stores	\$ 5,307,817	\$ 6,091,489	0.8
44612000	Cosmetics, beauty supplies, perfume	\$ 958,793	included in Pharmacies & drug stores	
44613000	Optical goods stores	\$ 758,317	included in Pharmacies & drug stores	
44619000	Other health and personal care stores	\$ 844,325	included in Pharmacies & drug stores	
44710000	Gasoline stations	\$ 4,852,276	\$ (1,188,108)	-0.2
44800000	Clothing and clothing accessories stores	\$ 1,578,857	\$ (5,236,068)	-3.3
45100000	Sporting goods, hobby, musical instrument, book stores	\$ 1,684,299	\$ (5,392,417)	-3.2
45200000	General merchandise stores	\$ 13,022,934	\$ (39,911,360)	-3.1
45300000	Miscellaneous store retailers	\$ 917,688	\$ (269,256)	-0.3
72200000	Food services and drinking places	\$ 861,490	\$ (4,895,156)	-5.7



3.1 Baraboo Eastside Market Analysis

Recommendations from the Baraboo Retail Market Analysis (2011)

This is not the first time such a retail analysis was completed for the Eastside neighborhood study area. In 2011 the City of Baraboo completed an extensive Retail Market Analysis which examined five retail districts within the City, including the Route 33 East Corridor. This retail district includes most of the Baraboo Eastside Redevelopment Study area. The study included a trade area analysis similar to the present study.

One of the conclusions from the 2011 Baraboo Retail Market Analysis is that a large number of people are coming into Baraboo from surrounding communities to work and there are a number of tourists that come to the area from nearby attractions such as the Wisconsin Dells and other places that offer outdoor recreation. When looking at retail surpluses and leakages in Baraboo, analysis showed that supply (estimated sales) was 27 percent higher than demand (resident spending potential) for both the CTA and DTA. These results, consistent with the more recent analysis, show the importance of tourists to the success of the local market.

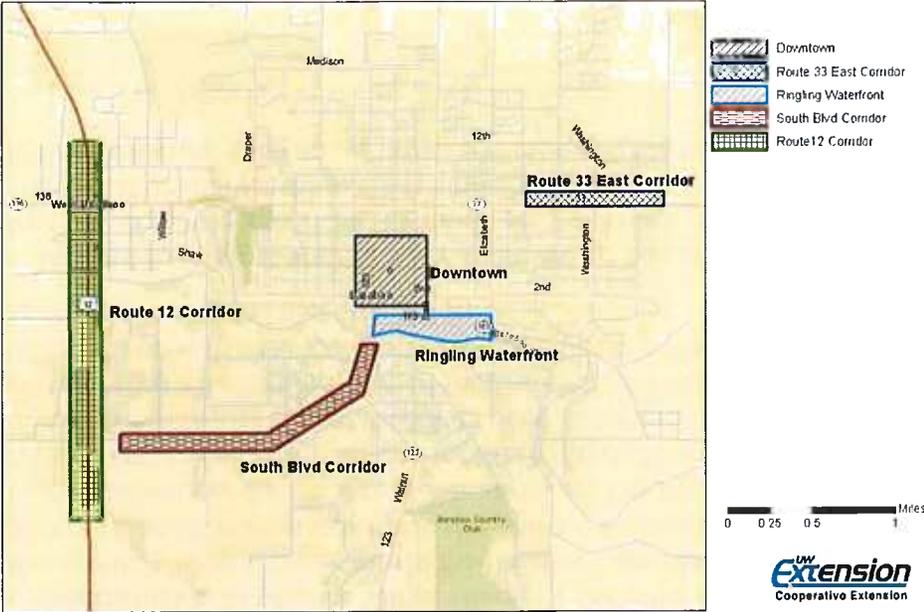
To identify what the Route 33 Gateway Corridor retail market could potentially build on, the Market Analysis identified the following strengths of the Corridor:

- Traffic flow/high traffic count
- Proximity to hospital and clinic (health care niche opportunity)
- Proximity to new housing development
- Gateway to interstate
- Available buildings
- Viking Store/gas, etc.
- County fairgrounds (underutilized)
- Easy access by car
- Availability of stores
- Restaurants
- Future development of the 120 acre Jackson Property
- Most new residential development will be near the east side

The study included a survey of existing retail operators within Baraboo. When asked which types of businesses should be added to the Route 33 East Corridor District, the top choices included full service restaurants, grocer and limited service eating places. The top five restaurant choices for the City were steakhouse, brew pub, deli, Italian and American. The study also identified opportunities that could form a retail cluster/niche in each of the five retail districts. The suggestions for the Route 33 Gateway Corridor included a cluster of neighborhood retail and health care support.

Figure 2. Baraboo Retail Districts

Source: Baraboo Retail Market Analysis (2011)



Aerial of the underutilized Sauk County Fairgrounds.



3.1 Baraboo Eastside Market Analysis

Key Findings of the 2016 and 2011 Analyses

- **Grocery Store:** There is a potential market for a grocery store or specialty food store in the Baraboo Eastside Neighborhood. However, there are already three grocery stores in Baraboo (i.e. Viking Express Market, Aldi and Pierce's Marketplace) and a Walmart Supercenter which sells groceries. Within both the CTA and primary trade area, there are retail gaps for grocery stores (\$9.4 million and \$18.7 million respectively). Keep in mind that Walmart is considered a "General Merchandise Store" so these gaps in grocery stores are overstated because they don't include Walmart. The addition of a grocery store in this area was also mentioned in the 2011 study.
- **Electronics & Appliance Store:** There is a potential market for an electronics and appliance store in the Baraboo Eastside Neighborhood as there is an \$8 million leakage in the primary trade area. Keep in mind that electronics and appliance stores are more difficult to support as consumers typically shop around for these goods. Therefore, consumers from more than just the Baraboo area need to be targeted. Baraboo currently has a Radio Shack which sells wireless and small electronics. Walmart also sells electronics and is not included in the electronics and appliance store retail gap calculation.
- **Expand Existing Good/Service:** There are additional industry groups that are adequately servicing the trade area, but have potential to increase their market share. These industry groups include beer, wine & liquor stores and automotive parts, accessories & tire stores.



The Baraboo East Side Neighborhood's trade area could potentially support a grocery store and an electronics and appliance store



- **Add Supplementary Good/Service:** In some cases there are industry groups that cannot be sustained on their own, but could be added to an existing business to make it a viable option, such as a pharmacy and drug store (\$6 million retail gap) to a grocery store. This would be consistent with the recommendation from the 2011 Market Analysis for a health care cluster in the area. Though Baraboo does already have two pharmacies (i.e. Corner Drug Store and Walgreens). Walmart also has a pharmacy and is not counted in the retail gap calculation.
- **Tourists and Commuters:** As stated in the City of Baraboo’s 2011 Market Analysis, many of the retail and food businesses within the City have patrons beyond just local residents (i.e. commuters and tourists) that sustain local businesses. New businesses that cater to those consumers are more likely to be viable than the data in this section otherwise indicates.



Tourists will continue to play an important role in the City of Baraboo and regional economy.



3.2 Economic Development Tools

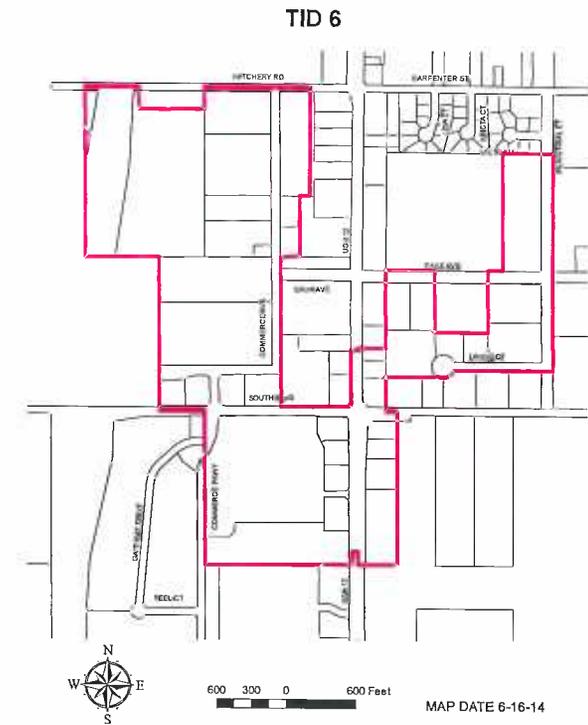
Tax Incremental Financing

The most powerful and important economic development tool the City can utilize is Tax Incremental Financing (TIF). TIF is a funding mechanism whereby investments in new infrastructure and development are financed with loans, and the loans are paid off with the additional tax revenue from new development. Baraboo has several active TIF districts (see images to the right), though none within or near to the study area. Wisconsin communities are limited to having just 12% of total taxable value as “increment” within TIF districts, and Baraboo is well below this threshold.

The City should strongly consider creating a new TIF district to facilitate and encourage new development. TIF expenditures could include public infrastructure improvements that enhance the function and appearance of the district and thereby encourage investment, and also direct development incentives to landowners and developers, for projects consistent with this plan. However, the City should not create the district “speculatively”, before a likely taxable development project is identified. By waiting to create the TID until new value is likely, the City can get the most leverage out of that and other investments over the limited time period that the TID may remain active.

Other Tools

At some point, the Hwy 33 corridor will be reconstructed. When that happens, the City should invest in streetscaping improvements as described in Chapter 5. The Wisconsin Department of Transportation often has grant funding available to help local communities cover the cost of enhancements such as sidewalks, street lights, street trees, etc. At present (2016) this funding is available through the Transportation Alternatives Program (TAP).



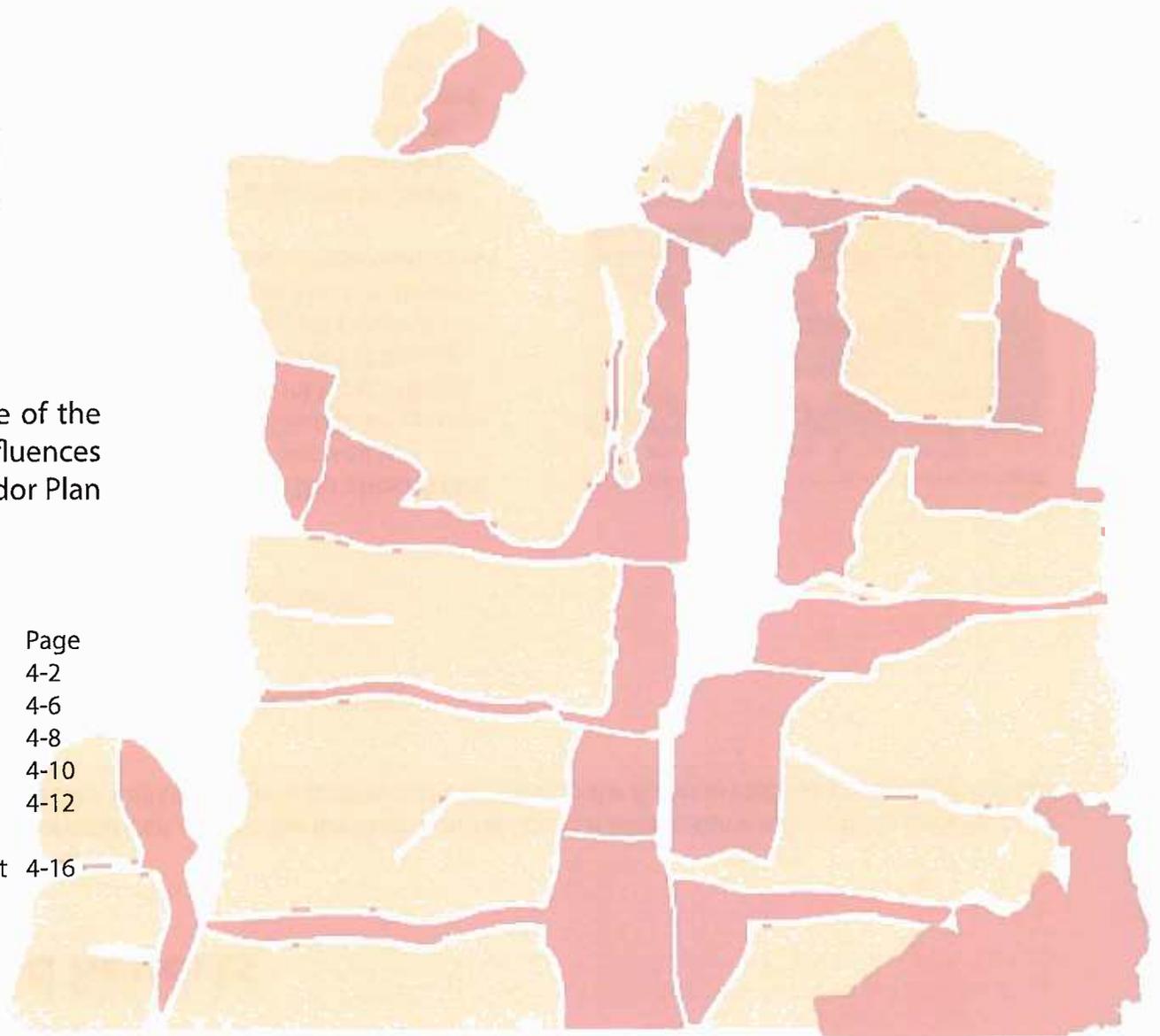
Map of one of Baraboo's active TIF districts.

Existing Conditions Inventory and Analysis

4

This Chapter provides a snapshot in time of the corridor and summarizes the issues and influences relevant to the development of the Corridor Plan recommendations.

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4.1 Past Studies, Plan and Reports

Introduction

There have been many planning efforts over the last decade that address the Baraboo Eastside Corridor Area in some way. The documents from these planning efforts are acknowledged here. This section highlights the importance of each plan to the Baraboo Eastside Redevelopment Corridor Study planning process.

- Grow Baraboo: An Economic Development Work plan for the Baraboo Area (2015)
- City of Baraboo Comprehensive Plan (2005)
- Next Generation Sauk County Initiative Plan (2016)
- Baraboo Economic Development Commission Strategic Planning Report (2014)

Grow Baraboo: An Economic Development Work plan for the Baraboo Area

In 2015 the Baraboo Economic Development Commission, The City of Baraboo and surrounding cities collaborated to provide an update to Chapter 8 of the 2005 Baraboo Comprehensive Plan. This update, entitled Grow Baraboo: An Economic Development Work plan for the Baraboo Area, identifies the collaborative area effort to achieve the goals of 1) Business Development: Supporting and Growing Business; 2) Community Development: Creating a Place to Visit, Live, Work and Play; 3) Redevelopment: A Commitment to Revitalizing the area. Each goal has corresponding objectives and strategies to help with the plan implementation and goal achievement.

Under the Redevelopment: A Commitment to Revitalization Goal is the Objective to Create and East Entrance Corridor Redevelopment Plan. Our current effort, the Eastside Corridor Plan, is an implementation piece of Grow Baraboo. The strategies for this objective include 1) Conduct a Redevelopment Study, 2) Implement a beautification initiative (including weed control, street tree plantings, public art placement, nuisance ordinance enforcement, etc.) and; 3) reassess the Utilization of the Jackson Property. Another objective that is applicable the Eastside Corridor Plan is Enhancing the Appearance of the Area by 1) Create attractive entrances and update community wayfinding signage, 2) Encourage attractive storefronts, signage and new façade designs, and 3) Implement a beautification initiative- area wide. Embracing these strategies as part of the Eastside Corridor Plan will follow the Grow Baraboo implementation plan and allow for greater investment within the existing business corridors and further the Grow Baraboo Plan efforts.



City of Baraboo Comprehensive Plan 2005-2025

In 2005 the City adopted Comprehensive Plan in accordance with Wisconsin's "Smart Growth" legislation. The plan has ten chapters: 1) Introduction; 2) Issues & Opportunities; 3) Agricultural, Natural and Cultural Resources; 4) Land Use; 5) Transportation; 6) Utilities & Community Facilities; 7) Housing and Neighborhood Development; 8) Economic Development; 9) Intergovernmental Cooperation; and 10) Implementation. The 178 page plan, created with assistance from Vandewalle & Associates, took about a year to complete and included a robust public engagement strategy to help establish goals, objectives, policies and recommendations for each of the above chapters/elements.

Overall planning goals that are applicable to the Eastside Corridor Plan (ECP) include:

- Preserve the historic, small-town atmosphere and quality of life in Baraboo while accommodating planned, orderly, and coordinated growth;
- Establish a growth strategy that maintains, preserve, and enhances the beauty of the Baraboo-area natural environment.
- Promote an efficient and sustainable development pattern.
- Strengthen and diversify the employment and retail opportunities and the local tax base. Coordinate transportation and utility planning with land use decisions;
- Maintain/enhance quality community facilities and services.
- Establish mutually beneficial intergovernmental relations.
- Enhance/further economic development opportunities in the City.
- Maintain the balance of types and affordability levels in the City's housing stock.

More specifically, the Chapter 4: Land Use included several ideas that are important to the ECP. The plan mentioned that the east gateway area is no longer desired to contain any planned land use related to industrial development as discussed in General and Planned Industrial Areas. Chapter 4 recommends residential growth across the community but that growth occur in Planned Neighborhoods consisting of single-family (65%+), two-family and multi-family housing. The east side, along with the north side of Baraboo are the most cost effective areas for urban expansion and will help strengthen the downtown area as the physical and activity center for the community.

Chapter 4 also includes a discussion regarding Planning Mixed Use commercial development along STH33 in the ECP planning area. The Planned Mixed Use future land use category provides the community with the ability to respond to evolving market conditions along STH 33 and review proposals for carefully-planned blends of high-quality office, professional service, commercial and residential development in the ECP's planning area. The Plan then discusses the East Planned Neighborhood as one of several Detail Planned Neighborhood Plans. The Comprehensive Plan also includes many guiding policies on how to evaluate development proposals, for all planning elements, that should be utilized when considering redevelopment proposals for the ECP area.



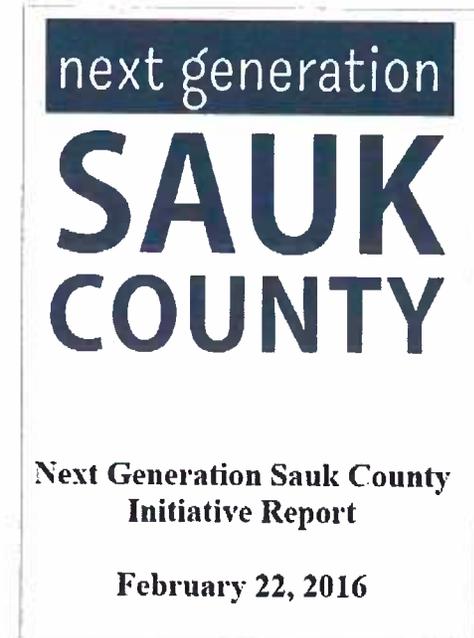
4.1

Next Generation Sauk County Initiative Report

In February of 2016 Sauk County and the Sauk County Economic Development Committee completed the Next Generation Sauk County Initiative Report. The purpose of the effort was to learn more about the desires of adults, ages 25-35, and how to attract and retain them to live and work in the county. The initiative was the County's first effort concentrating on placemaking as the area of focus. Placemaking has been described as the process of creating quality places in which people want to live, work, play and learn.

The report developed strategies based on data gathered through a survey of adults, ages 18-35, currently residing or attending school in Sauk County, as well as through peer interviews and a brainstorming session of small table discussions with approximately 60 community leaders from throughout Sauk County. Two main strategies of the report are 1) Develop a Place Brand to Attract and Retain Young Adults to Sauk County and 2) Foster an Educational and Business Environment in Sauk County That is Attractive to Young Adults.

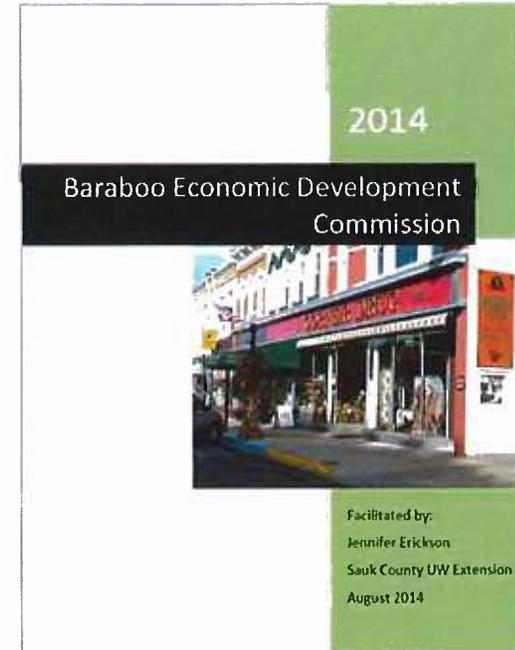
This recent planning effort outlines an important aspect of growth for the City of Baraboo, attracting and retaining a quality workforce that will be dominated statistically by Millennials. The strategies and concepts of the report are directly applicable to redevelopment pursuits in the Eastside Corridor planning area. The efforts to redevelop the Eastside Corridor should take into account the placemaking process outlined in the initiative's report. Aesthetics, walkability, amenities, quality businesses and access to education resources are important piece of creating quality places. Attention to these elements will help guide quality redevelopment along the Eastside Corridor, especially in the new Planned Neighborhoods and Planned Mixed Use areas.



Baraboo Economic Development Commission Strategic Planning Report

In 2014 the Baraboo Economic Development Commission (BEDC) a key stakeholder in this Eastside Corridor Plan (ECP) project, worked with Sauk County Extension to develop the BEDC Strategic Planning Report. This report includes the following vision areas with strategies for each area: 1) Diverse Regional Economy, 2) Community Engagement and Partnerships; 3) Unique Place Characteristics, 4) Amenities. 5) Education. The report also identifies key strengths, weaknesses, opportunities and challenges (SWOC) to Baraboo's economic development.

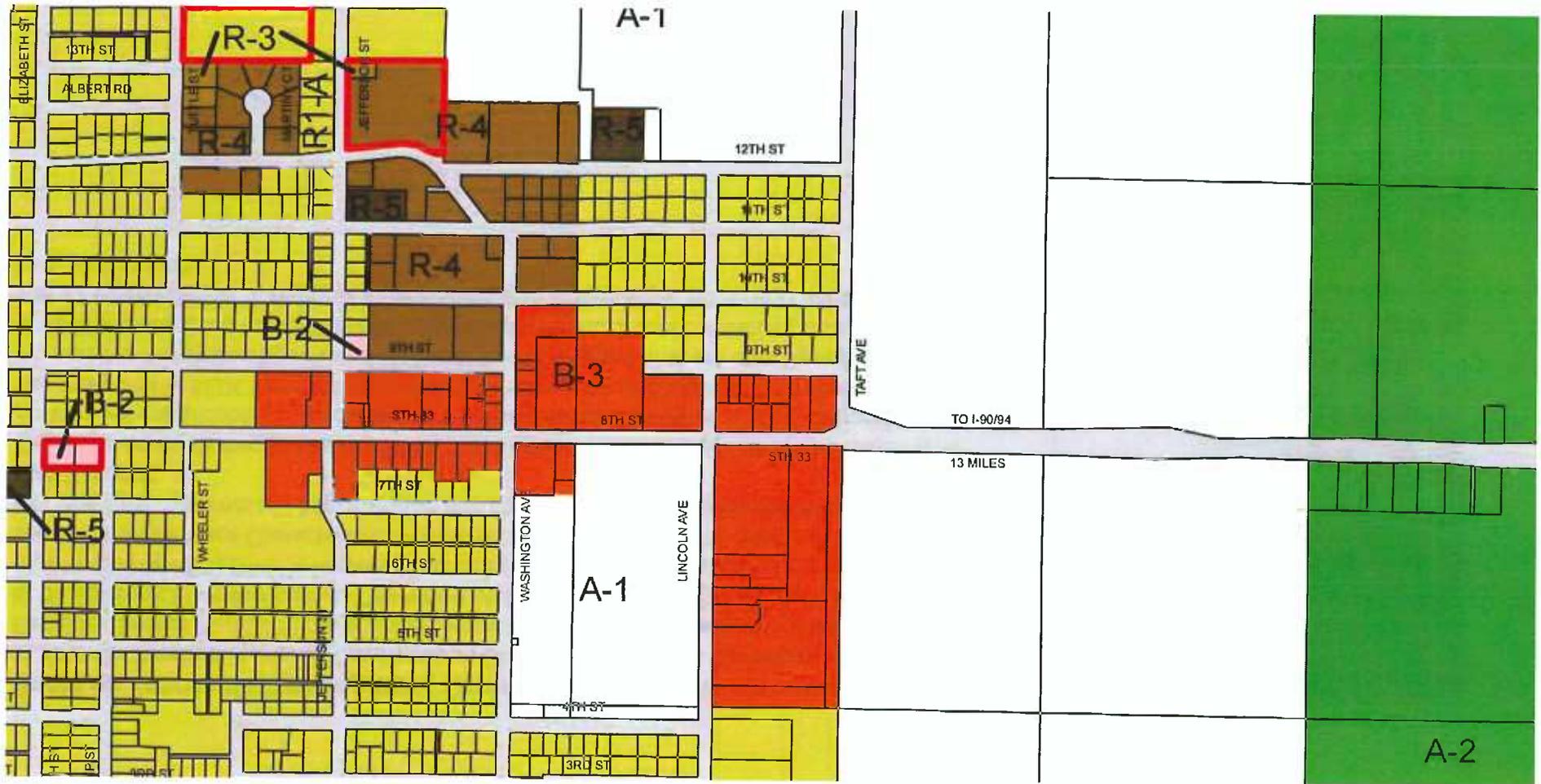
The vision areas, strategies and key SWOC's outlined in the 2014 BEDC Strategic Planning Report are very applicable to the current ECP. These elements provided a good comprehensive summary on the BEDC's current assessment for the region and their plans to continue growing and improving Baraboo. Noted elements from the report that are directly applicable to the ECP include need for aesthetic improvements, infrastructure conditions, potential Highway 12 by-pass impacts, regional partnerships, and enhancing community character/identify with new growth.



4.2 Zoning and Development Controls

Zoning

Currently the area is zoned primarily for commercial use either B-2 or B-3. There is a good portion of the land to the east that is zoned A-1 which will start a rezoning process of the land for any new development that could be either residential, commercial or industrial. That is a good placeholder for the city since the rezoning process will help establish the look and feel of the proposed new development and if the use is a good fit based on the current future land use plan.



Development Controls

In general, developments—regardless if use was multi-family, commercial, office, or industrial should incorporate:

- Natural building materials, such as wood, brick or stone;
- Awnings, covered walkways, and other pedestrian amenities;
- Pitched roofs, often multi-planed with pronounced gable sections;
- 1½ to three story building appearance—with each story being of “normal” (ten to eighteen feet) height;
- Small to moderate commercial building footprint—no “mega-box” retail buildings;
- Articulated building façades (protrusions and recesses in exterior walls);
- Architectural details such as porches, arches, columns, dormer windows, and geometric design details in commercial buildings walls and windows;
- Attractive landscaping.

Development guidelines that were established in the 2005 Baraboo Comprehensive Plan to follow include:

Ensuring that there is available land for development; offer educational opportunities to employers that are already in Baraboo (offer on site if possible); identify sources of venture capital for new and existing industry/business; determine what businesses and industries will create the jobs; foster business friendly policies including local government; assure reliable infrastructure (housing, power, water, communication, transportation); and educate students and prepare them for the business world.

Ensure that zoning and building ordinances are promoting new buildings that are of high quality, and that blend with the character of existing development.

Note: Not following proper development guidelines in the past has let some of the community to feel a general unsightliness in the City caused by low development standards for buildings, the poor screening of “backlot” operations, and presence of junk vehicles.



The Log Cabin Restaurant is a good example of high quality materials and good landscaping.



4.3 Existing Land Use and Development

Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of properties within the city; with the exception of tax exempt properties for which no data exists. The map on page 4-9 illustrates the ratio of improvement value to land value within the corridor study area. Strong candidates for redevelopment are properties with land that is more, or equal to the value of the building (illustrated in green, 0-2.3 ratio).

There are two important trends that are evident:

- Overall there are significant number of parcels contributing significantly to the tax base (3.7 or more orange and red).
- There are a number of parcels that are strong candidates for redevelopment/reinvestment (as they are not contributing significantly to the tax base). One of these areas is the undeveloped land to the far east side of the study area. Another is the vacant lumber yard between Washington and Lincoln. The former car lot on the northwest corner of Taft and 8th Street is also a good reinvestment opportunity.



Undeveloped land on the far eastside of the study area.



- Land Use**
- Low Density Residential
 - Medium Density Residential
 - Public/Institution
 - Professional
 - Restaruant
 - Retail
 - Service
 - Warehousing
 - Vacant
 - Undeveloped
 - Parcels
 - Eastside Redevelopment Study Area Boundary
 - Baraboo City Limits



- Property Value Rangs**
- 700-800K
 - 0.0- 1.0 (High potential redevelopment)
 - 1.0-2.0
 - 2.0-3.0
 - 3.0-4.0
 - 4.0 or more (Low potential redevelopment)
 - Parcels
 - Eastside Redevelopment Study Area Boundary



4.4 Transportation and Mobility

A street is a public thoroughfare, but it is also a public space that evokes a feeling. The streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include features that break up the harsh hardscape that exists within a downtown (i.e. trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures). A decorative style light fixture could be installed to evoke a historic sense of place and make a corridor distinct from other areas of town.

The sidewalks appear to be in fair to good condition in most places. There are areas that are in need of repair and do not meet the current ADA standards as in the image below. The street has potholes, cracks and damage in some areas that has removed the surface all together. These issues are a problem for motorists and pedestrians alike.

The map on page 4-11 shows traffic counts from WisDOT 2014. It also indicates where some sidewalks are missing and potential additions to the current sidewalk network. There is also a concept for the addition/moving of a school crossing. Currently the only designated school crossing is at midblock west of East Elementary School. There is an area on the map that is a proposed potential new school crossing at the school grounds along 8th Street. The map also shows a potential new collector street on the east side of the study area. This potential collector street comes directly from the 2005 City of Baraboo Comprehensive plan.



New School Crossing

This proposed crossing would cross 8th St. along Tuttle Street. A new sidewalk would be needed on the eastside of Tuttle that leads to the school.

Street surface cracked and damaged

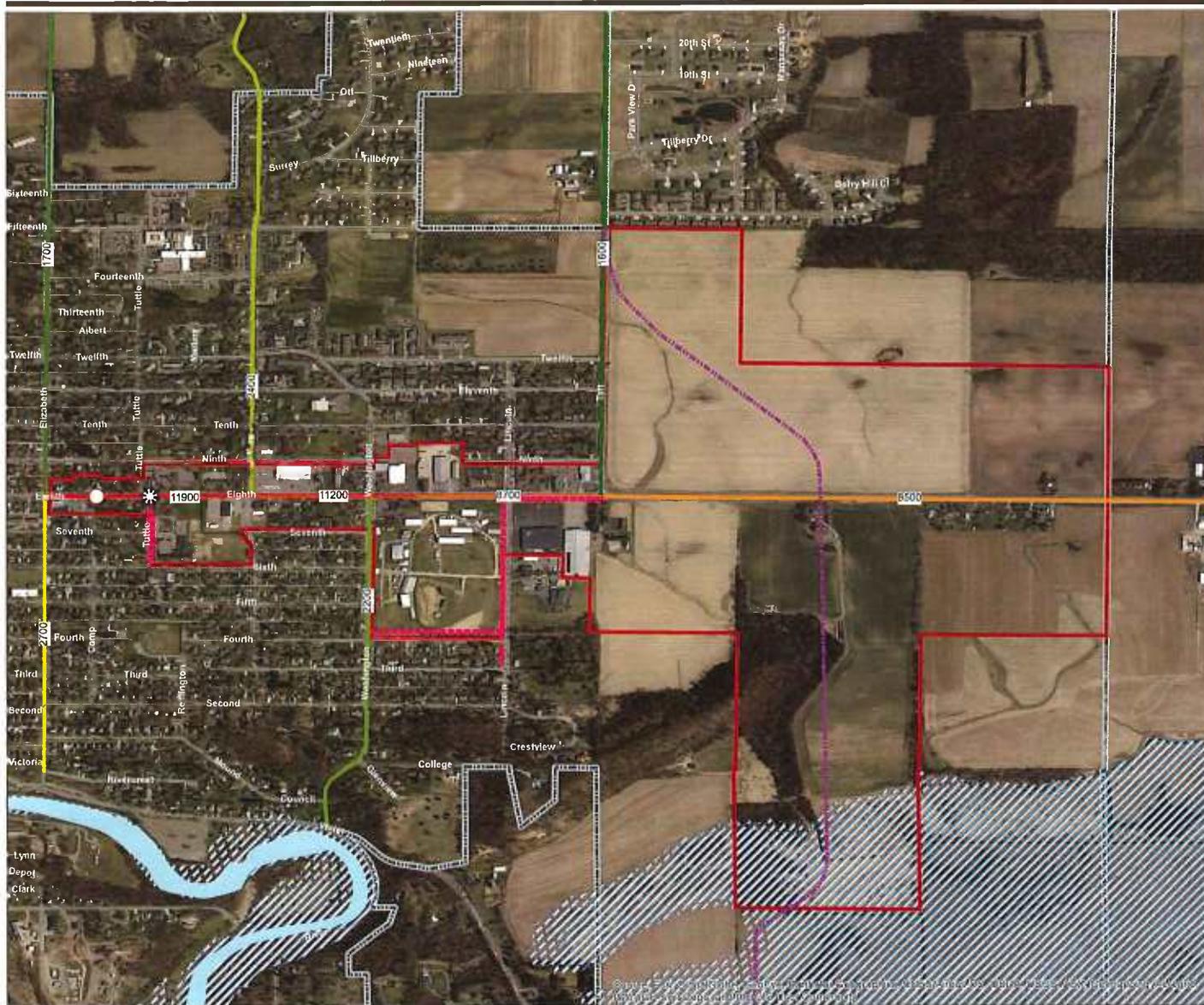


Sidewalks in need of repair



Potholes driver/pedestrian issue





EASTSIDE REDEVELOPMENT STUDY AREA MOBILITY MAP

- Transit**
- Potential Collector
 - 1600
 - 1700
 - 2200
 - 2400
 - 2700
 - 5800
 - 8500
 - 8700
 - 11200
 - 11900
 - Potential Sidewalk Additions
- Floodplain**
- ▨ 100 year
 - ▨ 500 year
 - Baraboo River
 - ▭ Eastside Redevelopment Study Area Boundary
 - ▭ Baraboo City Limits
 - Closest School Crossing (flashing light sign)
 - ✱ Potential School Crossing

DATA SOURCES:
BASE DATA PROVIDED BY XXX
AERIAL IMAGERY PROVIDED BY

CITY OF BARABOO
SAUK COUNTY, WI




Prepared By: soshca, File: C:\Users\soshca\Desktop\00035090\GIS\Baraboo Eastside Redevelopment Study Transit and Mobility.mxd

Print Date: 7/7/2016

4.5 Infrastructure, Utilities, Environmental Features and Open Space

As the community continues to grow to the eastside of this corridor, there are many things to consider. There are some natural barriers to the south of the project study area. The Baraboo River, wetlands, floodplain and some potential higher slopes could make the development of that area challenging and should be considered as the development along Highway 33 continues east. Depending on the type of development that happens in this area parks and open space should be considered when developing residential or commercial. Most successful neighborhoods have a park or open space that is within roughly a 1/4 mile walking distance. The closest parks in the area are Steinhorst and Langer Parks which are not within walking distance for most on the far eastside of the city. This is a nice amenity for both employees and customers in a commercial setting as well. Development in the area of undeveloped land to the east will be easily and efficiently served with municipal services because of the close proximity of the existing utilities. Infill and redevelopment should be a priority to build the corridor from the core out to the east.

Natural Areas



Development along Highway 33 is very feasible but keep the south wetland/floodplain area into consideration as the corridor continues to grow that direction.

Existing Sanitary Sewer



- Parcels
- ▭ Eastside Redevelopment Study Area Boundary
- ▭ Baraboo City Limits
- Sanitary Manholes
- Gravity Mains
- Force Mains

Existing infrastructure in relative close proximity to undeveloped land for convenient access to future development.

Existing Storm Sewer



- Parcels
- ▭ Eastside Redevelopment Study Area Boundary
- ▭ Baraboo City Limits
- ▭ Storm Inlets
- ▲ Storm Discharge Points
- Storm Manholes



4.6 Corridor Character/Urban Design Assessment

The design of a major street directly affects the quality of life in a community. A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right of way. There is no single component that will meet the preceding goals, but a balanced mix of these components can lead to a successful revitalization of the eastside corridor. Guidelines in this section are intended to assist in the design reconstruction of streets. In general, a "friendly" street has features that provide safety, comfort, and mobility. Examples of these features are described and illustrated on the following pages and a yes or no designates whether the Baraboo Eastside Corridor Study Area meets this criteria.

Areas with Little Pedestrian Separation

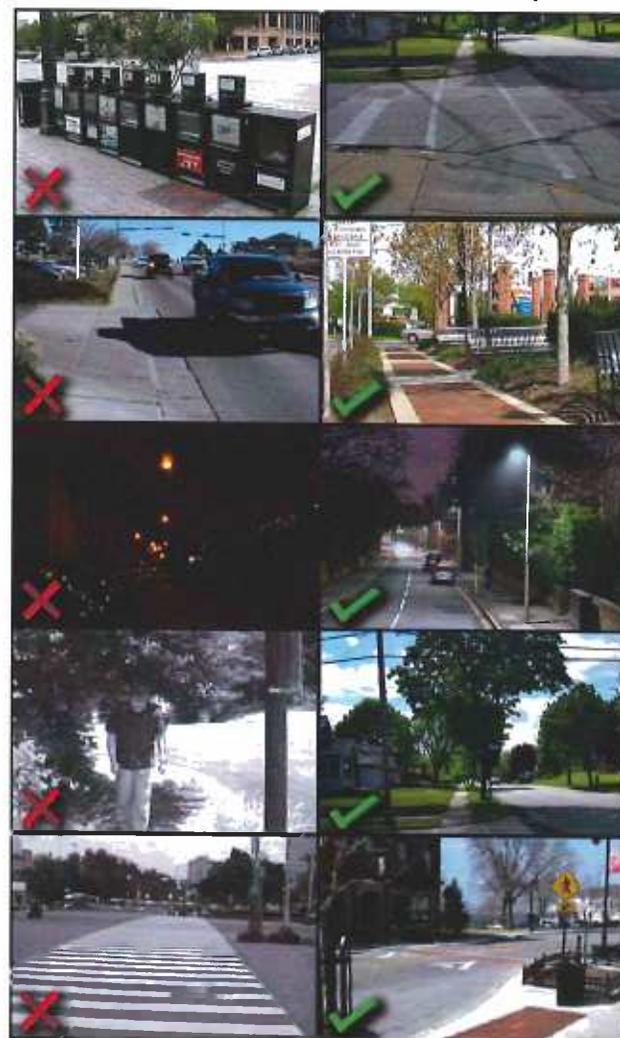


Safety

- YES** 1) Good Sight Distance
 - *limit obstructions at crossings (newspaper/ advertising & electric boxes, over-grown vegetation, etc.)*
- NO** 2) Separation & Buffering from Other Modes of Travel
 - *wide sidewalks*
 - *parking areas*
 - *sidewalk terrace*
 - *limit curb-cuts*
- SOME** 3) Pedestrian Visibility
 - *adequate lighting*
- YES** 4) Adequate Height Clearance
 - *well maintained landscaping*
 - *adequate awning heights*
- NO** 5) Limit Crossing Distance
 - *provide bump outs*
 - *reduce corner radii*
 - *provide refuge medians at pedestrian crossings*

Bad Examples

Good Examples



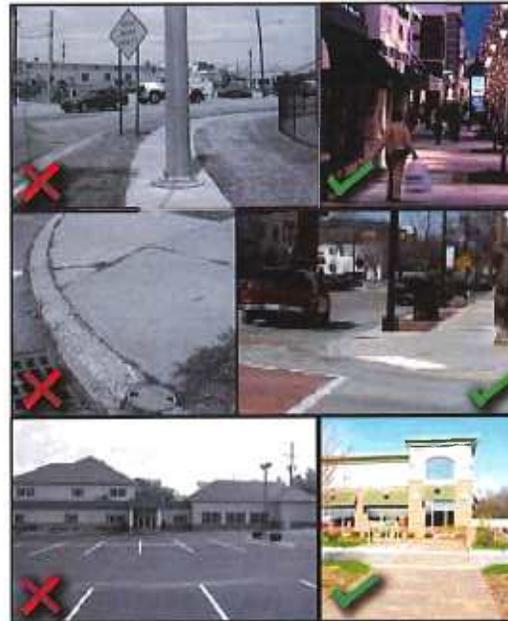
Mobility

- NO** 1) Clear Path
 - *no obstructions within areas of travel*

- NO** 2) Accessible to All Citizens
 - *ADA-compliant sidewalks and building entrances*

- YES** 3) Clear Connections
 - *pedestrian pathways to building entrances*

Bad Examples **Good Examples**



Sidewalk Obstructions



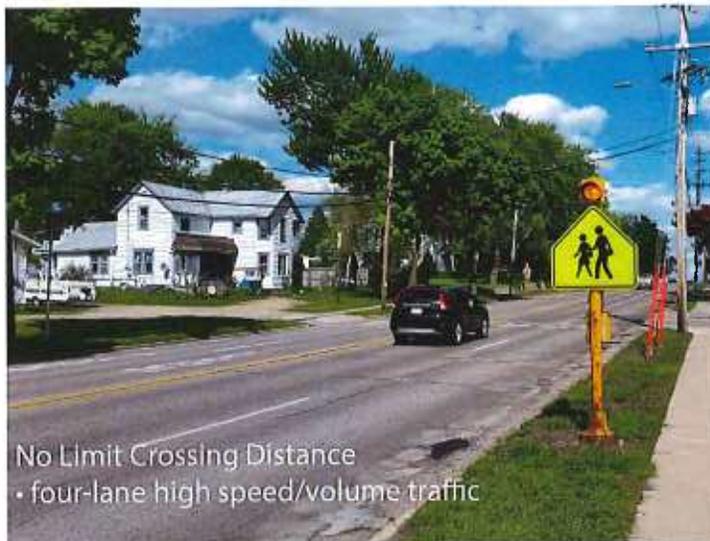
Missing Sidewalks



Crosswalk/Ramp Issues



Northeast corner of 8th and Jefferson



No Limit Crossing Distance
 • four-lane high speed/volume traffic

Pedestrian Crossing Hazards

In this area in particular there is a grate on the walking portion of the crosswalk and no curb cut/entrance to the south requiring access to the west end of this corner.



4.6

Comfort

Human Scale Missing in Areas



SOME

Well Maintained Residential



SOME

Maintenance/Image Issues

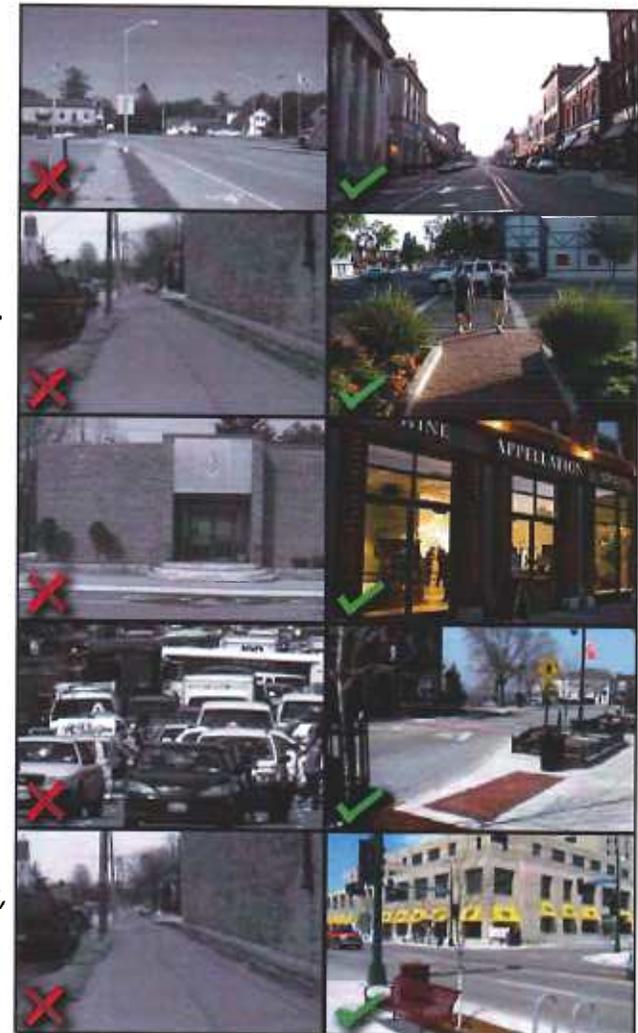


YES & NO

- 1) Human Scale
 - *establish a 1:3-1:2 street width to building ratio*
- 2) Soften the Urban Hardscape
 - *add planters, street trees, landscaped spaces, etc.*
- 3) Buildings Designed with Quality Materials
 - *building built with quality materials and the main facade is street facing*
- 4) Limit Automobile/Truck Traffic Issues
 - *lower vehicle speed limits*
 - *provide traffic calming devices*
- 5) Provide Pedestrian Amenities
 - *add benches, tables and chairs, bike racks, etc.*
- 6) Well-maintained Infrastructure
 - *well-maintained sidewalks, streets, street fixtures, and street trees*

Bad Examples

Good Examples



Potential Signage Ordinance Update/Enforcement Issue

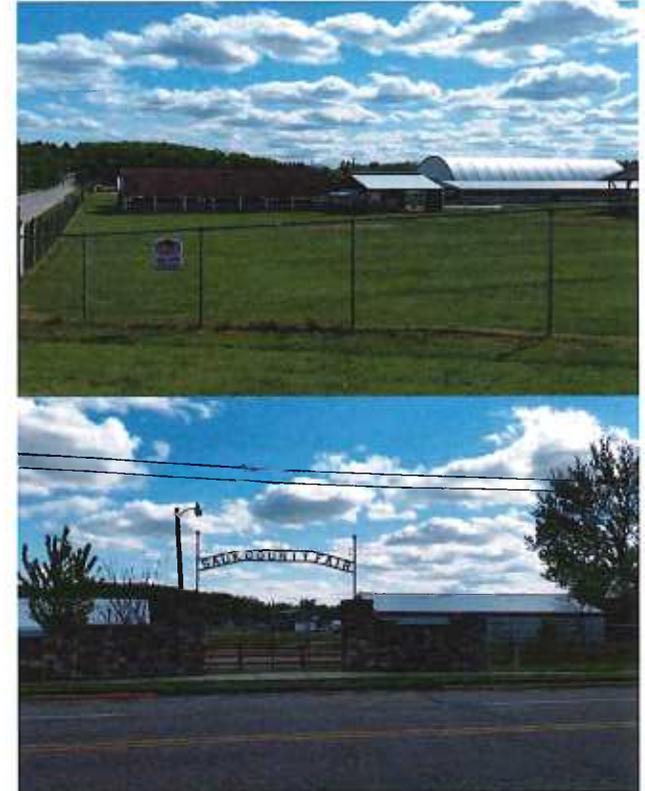


Large and Small Vacant Commercial Space for Development/Redevelopment



Some of the larger commercial properties that are vacant pose a challenge finding a good fit with a future owner/tenant, particularly the vacant lumber yard.

Sauk County Fair Grounds Future



- If the it is moved to a place outside of this City this property could be a great development opportunity.
- If the fairgrounds intends to stay there is an opportunity to better integrate it into the surrounding community and make it a spot for weekly community actives and events. There is an opportunity for better utilization of this property



4.6

Branding and Signage

The community gateway sets the first impression to all entering the City. This is a vitally important area to set the tone for the community character and identity. The gateway sign on the eastside of Baraboo is a nice sign of lasting and durable materials. However the sign could be made better and the entrance to town could be made better through the use of landscaping. As in the gateway vision below from the 2005 City of Baraboo Comprehensive Plan, added vegetation, rocks and lush trees can really make an impact to the initial impressions of those entering the community. Next steps could be to establish a gateway landscape/streetscape plan that can be implemented in phases.

Gateway Image 2016

Gateway vision from City of Baraboo Comprehensive Plan - 2005



The City of Baraboo has done a good job of creating graphic wayfinding signage. The use of branding on street signs and the wayfinding signs is also a very nice touch. This part of 8th street does not see to have a great deal of wayfinding signs and a possible next step should be to plan what signs should be added and where.



5

Development Recommendations & Action Plan for Implementation

This Chapter includes recommendations for Corridor planning components, including: 1) Land Use & Development; 2) Streetscape & Beautification Framework; 3) Development Regulations; and 4) Transportation, Infrastructure, Access & Mobility Plan.

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5.3 Transportation, Access & Mobility Recommendations	5-6
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5.1 Land Use & Development Recommendations

Redevelopment Opportunities

While new developments offer new opportunity for the corridor, the analysis in Chapter 4 revealed that there are several parcels that are strong candidates for redevelopment/reinvestment. These areas include:

- The vacant lumber yard between Washington and Lincoln
- The former car lot on the northwest corner of Taft and 8th street
- Sauk County fair grounds (could potentially be a development opportunity, or it could be an opportunity to make improvement to increase utilization). To increase utilization of the fairgrounds and make it a year-round traffic generator, the City could add a permanent band shell, improve existing sidewalks around the perimeter and enhance entrance features.

Development and Overall Character

In addition to redevelopment, infill is also a priority to build the corridor from the core out to the east. The current study area is zoned primarily for commercial use. The land to the far east of the study area is zoned A-1 but will be rezoned eventually and should be developed with guidance from the Baraboo Comprehensive Plan and this Corridor Redevelopment Study. To improve the overall feeling when entering the Highway 33 Corridor, the City of Baraboo can ensure all developments, regardless of use type, incorporate:

- Natural building materials, such as wood, brick or stone
- Awnings, covered walkways, and other pedestrian amenities
- Pitched roofs, often multi-planed with pronounced gable sections
- 1½ to three story building appearance—with each story being of

“normal” (ten to eighteen feet) height

- Small to moderate commercial building footprint—no “mega-box” retail buildings
- Articulated building façades (protrusions and recesses in exterior walls)
- Architectural details such as porches, arches, columns, dormer windows, and geometric design details in commercial buildings walls and windows
- Attractive landscaping and adequate buffering of parking areas and drive -thru lanes.
- Commercial depth for development fronting 8th Street/Highway 33 should be encouraged at full block depth where possible with adequate screening/buffering between the different uses.

Land Use Designation

In accordance with the Baraboo Comprehensive Plan and the character of the corridor, the City should promote mixed use commercial along the corridor to provide the neighborhood and community with high quality office, commercial and residential development and avoid industrial uses. The City should also ensure that its zoning and building ordinances are promoting the high-quality development it desires.

The identification of potential land use conflicts, especially between business and residential uses, should be completed early in the development review process so that amicable solutions can be developed prior to construction. A sound mixed use approach allows for a compatible mix of uses and shall follow the character guidelines listed under Development and Overall Character.

5.2 Corridor Character: Streetscape & Beautification Recommendations

Streetscape & Beautification Improvements

In order to establish an overall positive visual character and improve the marketability of the Eastside Corridor, the City should focus on improving the aesthetics of the Corridor and incorporating consistent streetscape improvements. However, there should be some flexibility in streetscaping requirements to respond to any unique or challenging areas. The following general streetscaping requirements should be adhered to:

- Separate and buffer pedestrian areas from other modes of travel through wider sidewalks, parking areas, sidewalk terraces and limiting curb cuts
- Improve pedestrian visibility through adding additional lighting.
- Limit pedestrian crossing distance by possibly providing bump outs, reducing through traffic lanes, reducing corner radii and adding refuge medians.
- Provide clear sidewalks paths and limit all obstructions within areas of travel.
- Ensure sidewalks and building entrances are accessible to all citizens and are ADA compliant.
- Establish a 1:3-1:2 street width to building ratio to improve human scale.
- Soften the urban hardscape by adding planters, street trees, landscaped spaces, etc.
- Lower vehicle speed limits and/or provide traffic calming devices to limit automobile/truck traffic issues.
- Provide pedestrian amenities: add benches, tables and chairs, bike racks, etc.
- Provide regular maintenance of sidewalks, streets, street fixtures and street trees.

Branding and Signage

To building upon its existing branding and signage, the City of Baraboo should:

- Apply Baraboo's branding on wayfinding and street signage along 8th Street/Highway 33.
- Plan for and implement phase one of a three phase gateway landscape/streetscape plan. The gateway should incorporate the City's existing logo and could incorporate other amenities that are important to the community including the Baraboo River.
- Enforce Baraboo's signage ordinance and potentially update it as well to help enhance the character of the Eastside Corridor.



Community Gateway Experience



Fairground and Landscaping Improvements



Fairground Improvements

If the Sauk County Fairgrounds intends to stay there is an opportunity to better integrate it into the surrounding community and make it a spot for weekly community activities and events. Corridor planning participants identified a great opportunity for better and more frequent utilization of this regional facility. The northeast corner of the grounds is a great location for an area that activates the residential and commercial uses that surround the fairgrounds. There is also an opportunity to improve aesthetics, access and utilization of the property. The City, County and surrounding stakeholders should use this plan's potential improvements as a starting point to discuss upgrades leading to more frequent use of the Sauk County Fairgrounds to help attract additional traffic, revenue and reinvestment to the Eastside Corridor.



Streetscape Improvements

Existing Signage Example



Alternate Monument Sign Example



Missing Sidewalks



Proposed Additional Street Trees to Soften Street Edge Where Missing

Landscape Improvements to Frontage



Fairground Improvements Should Address Streetscape

Additional Sidewalks to Fill Missing Areas

Human Scale/Corridor Framing
Good Tree Canopy Example
Further Down 8th Street



Opportunity for Improved Green Space, Tree Canopy and Monument Style Signs

8th Street Gate



5.3 Transportation, Access and Mobility Recommendations

Roadway Improvements

The following roadway improvements should be completed to improve transportation across the Eastside Corridor:

- Implement a Complete Streets strategy including “skinny” streets with sidewalks, buffered bike lanes, angled parking and roundabouts when applicable.
- Roadway realignments to eliminate awkward, traffic hindering and potentially dangerous off-set intersections.
- Improve pedestrian crossing near school by installing a raised crosswalk with visible warning signs, reducing traffic speed or providing a curb extension to increase pedestrian visibility and decrease walking distance.

Intergovernmental Cooperation

The City of Baraboo should continue to coordinate with WisDOT, the County and neighboring communities. Specifically the City should:

- Recommend WisDOT use traffic calming measures such as speed humps, travel lane reductions and roadway narrowing.
- Support WisDOT’s current study which is evaluating the feasibility of a left-only center turn lane, two lanes of traffic (one each way) and on street bike lanes

Bike and Pedestrian Mobility

The City should ensure that bicyclists and pedestrians are able to move safely and efficiently throughout the Corridor. Specifically the City should:

- Increase connectivity in sidewalks where there are currently disconnects.
- Repair sidewalks that are cracked, crumbling or spalling.
- Consider the addition of dedicated bike lanes and encourage the study of such improvements in the WisDOT Hwy 33 Study that is currently underway.

Trails

The City should build upon trail systems that are near the Eastside Corridor and focus on providing connections to these trails. Specifically the City should:

- Extend the Baraboo Riverwalk east to the portion of the River that is adjacent and South of the Eastside Corridor study area.

Infrastructure Improvements

To facilitate development to the east of the Corridor, the City should:

- Extend utilities to the undeveloped land to the east of the Corridor as development occur and/or resources allow.

Road Diet Concept Proposed Area



Road Diet Example (Washington Ave to Lincoln Ave)





Jefferson Street realignment between 6th Street and 8th Street.

Jefferson Street Realignment

The Jefferson Street Realignment and intersection improvement is beneficial to pedestrians and traffic alike.

Existing Street Alignment



5.4 Action Plan for Implementation

Land Use & Development Recommendations

<i>Recommendation</i>	<i>Target Completion Year</i>	<i>Responsible Parties</i>	<i>Potential Funding Sources</i>
<i>Develop the far east side of the study area</i>	<i>Text</i>	<i>City, Developer</i>	<i>Text</i>
<i>Redevelop the vacant lumber yard between Washington and Lincoln</i>	<i>Text</i>	<i>City, Developer</i>	<i>Text</i>
<i>Redevelop the former car lot on the northwest corner of Taft and 8th Street</i>	<i>Text</i>	<i>City, Developer</i>	<i>Text</i>
<i>Redevelop or improve the Sauk County Fairgrounds</i>	<i>Text</i>	<i>City, County</i>	<i>Text</i>
<i>Ensure all development and redevelopment incorporates design and materials that are consistent with the overall character of the corridor</i>	<i>Text</i>	<i>City, Developer</i>	<i>Text</i>
<i>Promote mixed use along the corridor</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Review zoning and building ordinances to ensure they are promoting high-quality development</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>

Corridor Character: Streetscape & Beautification Recommendations

<i>Recommendation</i>	<i>Target Completion Year</i>	<i>Responsible Parties</i>	<i>Potential Funding Sources</i>
<i>Separate and buffer pedestrian areas from other modes of travel through wider sidewalks, parking areas, sidewalk terraces and limiting curb cuts</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Add additional lighting to corridor</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Limit pedestrian crossing distance through providing bump outs, reducing corner radii and providing refuge medians</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Provide clear sidewalks paths and limit all obstructions within areas of travel</i>	<i>Text</i>	<i>City, Business Owners</i>	<i>N/A</i>
<i>Ensure sidewalks and entrances to businesses are accessible to all citizens and are ADA compliant</i>	<i>Text</i>	<i>City, Business Owners</i>	<i>Text</i>
<i>Establish 1:3-1:2 street width to building ratio guideline for new development</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Soften the urban hardscape by adding planters, street trees, landscaped spaces, etc.</i>	<i>Text</i>	<i>City, Business Owners</i>	<i>text</i>
<i>Lower vehicle speed limits and/or provide traffic calming devices</i>	<i>text</i>	<i>City</i>	<i>N/A</i>
<i>Add pedestrian amenities: benches, tables and chairs, bike racks, etc.</i>	<i>text</i>	<i>City, Business Owners</i>	<i>text</i>



5.4 Action Plan for Implementation

Corridor Character: Streetscape & Beautification Recommendations

<i>Recommendation</i>	<i>Target Completion Year</i>	<i>Responsible Parties</i>	<i>Potential Funding Sources</i>
<i>Provide regular maintenance of sidewalks, streets, street fixtures and street trees</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Apply the City of Baraboo's branding on wayfinding and street signage on 8th Street</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Plan for and implement phase one of a three phase gateway landscape/streetscape plan</i>	<i>Text</i>	<i>City, Consultant</i>	<i>TExt</i>
<i>Enforce the City's signage ordinance and potentially update it as well</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>

Transportation, Access & Mobility Recommendations

<i>Recommendation</i>	<i>Target Completion Year</i>	<i>Responsible Parties</i>	<i>Potential Funding Sources</i>
<i>Plan, design, construct and maintain streets to provide safe access for all users (implement "Complete Streets")</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Realign roadways (list)</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Improve pedestrian crossing near school</i>	<i>Text</i>	<i>Text</i>	<i>N/A</i>
<i>Recommend WisDOT use traffic calming measures such as speed humps or roadways narrowings</i>	<i>Text</i>	<i>City, WisDOT</i>	<i>N/A</i>
<i>Support WisDOT's current study which is evaluating the feasibility of a left-only center turn lane, two lanes of traffic (one each way) and on street bike lanes</i>	<i>Text</i>	<i>WisDOT</i>	<i>N/A</i>
<i>Increase connectivity in sidewalks where there are currently disconnects</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Repair sidewalks that are cracked, crumbling or spalling</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>
<i>Extend the Baraboo Riverwalk to the east</i>	<i>Text</i>	<i>City</i>	<i>Stewardship</i>
<i>Extend utilities to the undeveloped land to the east of the Corridor</i>	<i>Text</i>	<i>City</i>	<i>N/A</i>

