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# RINGLING RIVERFRONT DESIGN GUIDELINES

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City of Baraboo, Wisconsin

September 6, 2007

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## ACKNOWLEDGEMENTS

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## INTRODUCTION

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### Purpose

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The City of Baraboo, along with business owners, residents and river enthusiasts, recognized the importance of revitalizing the Baraboo River area. Steps have already been made to plan for the revitalization of the riverfront. The area is located within TID #8. The Department of Commerce awarded the City a grant to aid in redevelopment, the area is recommended for redevelopment in the *City of Baraboo Comprehensive Plan*, and the City has completed initial planning efforts. The *Riverfront Redevelopment Area Plan*, which was adopted in August of 2006, provides a future redevelopment vision for the riverfront including entertainment, commercial, residential and civic uses. The *Ringling Riverfront Design Guidelines* document should be used as a companion piece to the vision document.

These guidelines will provide developers with a clear understanding of the City's expectations for development form, architectural styles, and treatment of the river edge. These guidelines are not rigid requirements, such as ordinances. Developers should understand the City is willing to work with developers using these guidelines as a tool to aid the design of potential projects with the intent to foster creative, high-quality development.

### City's Role

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The role of the City of Baraboo in the revitalization of the Ringling Riverfront Area is to:

- Review development proposals and modification to existing properties
- Apply design standards and existing zoning code to all future projects
- Establish cooperative planning efforts between City and redevelopment area property owners
- Communicate the desired vision and character of the riverfront area to prospective developers

The City's contribution to the redevelopment of the district may also include the following public improvements:

- Construct a riverwalk on both sides of the river
- Restore and naturalize riverbanks
- Improve Water and Lynn Streets roadways and streetscape
- Create a public park and overlook on Water Street
- Bury overhead power lines
- Improve and replace water utilities
- Construct public parking lots
- Create and install a wayfinding and signage program
- Relocate businesses as necessary to create development sites

### How to Use This Document

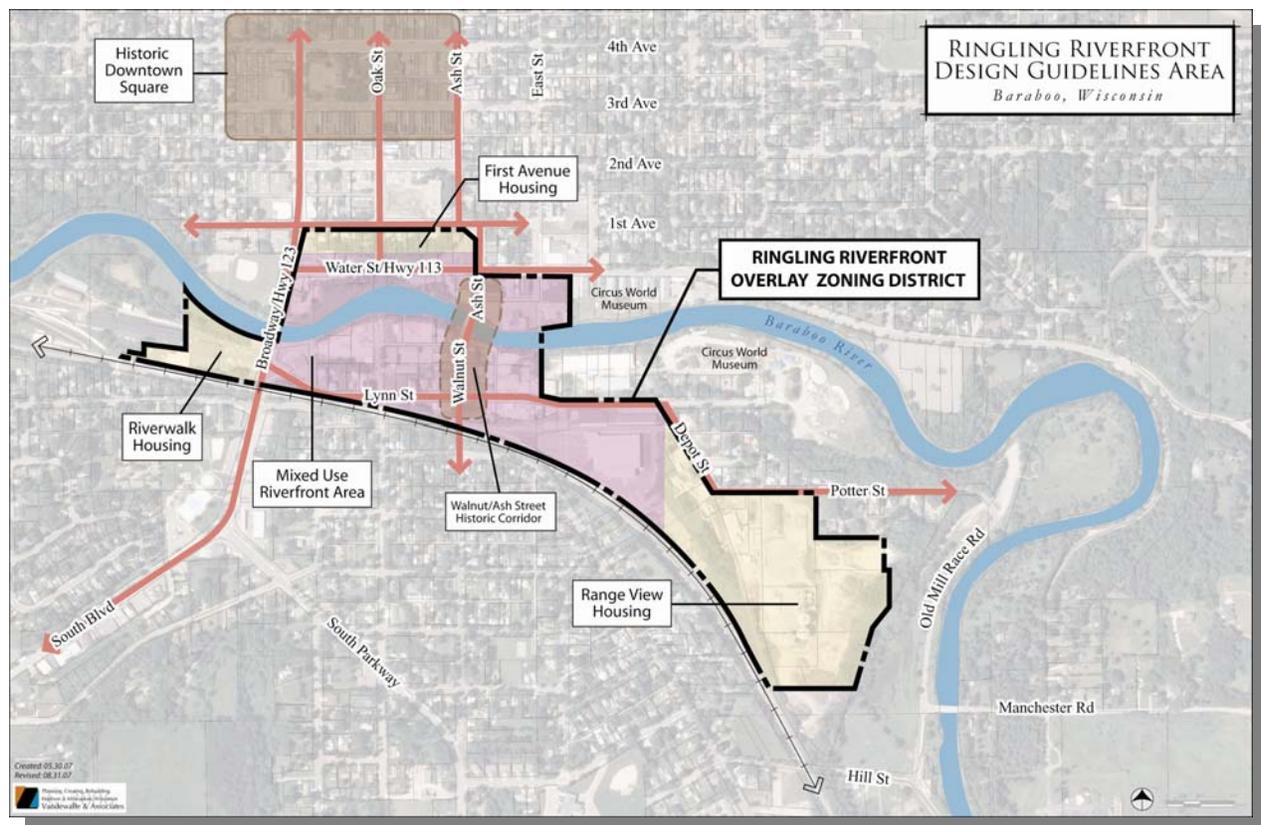
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The *Ringling Riverfront Design Guidelines* document should be used to plan, design and review development proposals. This document provides building and site design requirements in addition to the City of Baraboo Zoning Ordinance requirements. All development projects occurring within the Ringling Riverfront Overlay Zoning District (see Area Map on page 3) are subject to these requirements.

This Design Guidelines document is organized into six design standards areas: District-Wide Guidelines, Mixed Use Riverfront Area Guidelines, Riverwalk Housing Guidelines, First Avenue Housing Guidelines, Range View Housing Guidelines, and the Ash/Walnut Street Historic Corridor Guidelines. These areas can be located below on the Area Map. District-Wide Guidelines describe the primary design principles that apply to all areas within the Overlay Zoning District. The Mixed Use Riverfront Area Guidelines describe desired characteristics for the majority of the Overlay Zoning District. The last four design standard areas offer standards that are unique to other areas in the District, most of which are residential standards. Unless noted otherwise, the Mixed Use Riverfront Area Guidelines also apply to the Riverwalk Housing, First Avenue Housing, Range View Housing, and Ash/Walnut Historic Corridor Guidelines.

The Mixed Use Riverfront Area section of the document is broken into the following categories: Architectural Guidelines, Site Design Guidelines and Riverwalk Guidelines. Architectural Guidelines describe desired architectural style, massing, materials and colors of buildings. Site Design Guidelines describe desired locations of buildings and characteristics of areas surrounding buildings. Riverwalk Guidelines explain the appearance, materials and furnishings of the proposed riverwalk.

## Area Map



## Development Guidelines Checklist

The Development Guidelines Checklist, which is located at the end of this document, can be used by review committees to analyze proposals against the design guidelines. Reviewers first determine if a design guideline applies to a proposed project, then determines if the guideline has been satisfied.

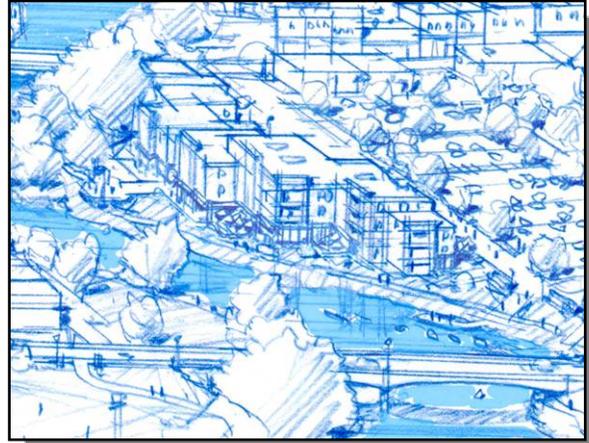
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## DISTRICT-WIDE GUIDELINES

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### River Orientation

New development along the Baraboo River should contain buildings and uses that promote interaction with the river and riverwalk. Building activities should be oriented toward the river and open onto the public riverwalk. Buildings should be designed to capture river views. Large walls without windows, service areas, and utilities should be located away from these river-oriented portions of sites.



### Street Orientation

Buildings not located along the river, should orient toward public streets. The location of buildings and parking areas, building setbacks, and façade treatments all strengthen the definition of the street face. Retail storefronts and residential entries should be located at the street edge and add interest and activity to the streetscape.



### Integration with Existing Neighborhoods

New development, located adjacent to existing neighborhoods and commercial areas, should complement existing uses, parking, building height, building scale, and materials. Existing circulation and building patterns should be respected and continued into new projects. Connections between the neighborhood and the river should be maintained. Pedestrian pathways between the downtown and riverfront should be enhanced.

## Sustainable Development

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The City of Baraboo and Sauk County have a long history of leading conservation efforts and sustaining a high quality of life for its residents. National environmental groups such as The Nature Conservancy and International Crane Foundation have offices in Sauk County. The recent construction of the Leopold Legacy Center and the removal of the dams along the Baraboo River enforce this conservation ethic and will attract visitors to the area. New development in the Ringling Riverfront area must promote sustainability and new buildings shall be LEED certified.

### What is Sustainability?

There are many definitions of sustainability. This Design Guidelines document will use the following definition:

The term sustainability refers to a community's capacity to support the long-term health and welfare of its natural and man-made environment, as well as all forms of life that depend on that environment. A sustainable community is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. To achieve an increased level of sustainability, a community must recognize the interconnectedness of all things, as well as the impact their actions have on the greater region and the world.

A community can advance sustainability through a variety of strategies such as promoting comprehensive transportation networks and services; ensuring a variety of housing options throughout the community; investing in a strong economy that provides a diversity of local jobs, goods, and services; supporting well designed development that preserves high-quality farmland and complements the natural environment; seeking out opportunities to reduce non-renewable energy consumption and waste; and generally by developing comprehensive solutions to resolving complex issues.

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## MIXED USE RIVERFRONT AREA GUIDELINES

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### Architectural Guidelines

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#### Historic Mill and Circus Era Architecture

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These guidelines describe desired architectural style of buildings.

**Guideline:** Proposed buildings should contain architectural details which are representative of the historic mill and circus architecture of the Ringling Riverfront Area.

Baraboo's riverfront has a rich history. Like many Wisconsin communities in the 1800's, the riverfront was a working waterfront. The area was the home to saw, textile, and flour mills for over a century. Unlike any other Wisconsin community, the riverfront was also the home to the Ringling Brothers Circus grounds into the early 1900's.



To celebrate this rich history, new buildings located along the riverfront should have architecture that reflects the historic architectural of the mills and circus buildings of the past. Mill architecture generally displayed a simple, utilitarian form with repetitive window patterns and punched openings. Typically, these buildings were either rectangular brick with "flat" roofs or wood frame with gable roofs and had clapboard or shingle siding. Many of the Ringling Brothers Circus buildings have been preserved and are located at the Circus World Museum, along the riverfront. These buildings were used to store circus wagons, costumes, and animals and have a utilitarian aesthetic. Typically, the buildings have pitched roofs, arched windows and ornamental detailing. These buildings were constructed with wood frame and siding.

Specific recommendations regarding historic architecture are the following:

- Buildings located adjacent to the Circus World Museum should have circus-type architectural details
- Buildings located along the Baraboo River should have mill-type architectural detail

- Existing buildings located within the Walnut/Ash Street Historic Corridor should be renovated and circus-type architectural details (such as windows, arches & cornices) should be highlighted and restored to their original appearance
- The proposed hotel and restaurant located on the current Veolia Site should have architecture that compliments the Circus World Museum
- Building architecture should not be “kitsch” in appearance, but should be historic
- New buildings should avoid the use of bold primary colors
- Renovated buildings may contain primary colors if historically accurate
- Proposed buildings should not be designed as exact copies of mill or circus buildings, but should have architectural elements that reflect these historic building styles

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## Green Architecture

These guidelines describe desired building characteristics to reduce the consumption of energy and greenhouse gas generation.

**Guideline:** All new development shall be LEED-NC certified.

The City of Baraboo has a strong heritage of environmental preservation and activism. Protecting the environment is in the forefront of public concern. For these reasons, new development shall be LEED-NC certified and should utilize the following green architecture techniques:

- Utilize low energy heating and cooling systems
- Maximize day-lighting to illuminate rooms
- Install energy efficient lighting
- Insulate buildings for energy efficiency
- Construct with renewable or recycled materials
- Site the building to maximize solar access
- Collect rainwater and infiltrate into the ground or planting areas, not the river
- Install green roofs on new and existing buildings
- Use local construction materials

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## Building Heights

These guidelines describe desired building heights of buildings.

**Guideline:** Buildings should be between two and four stories.

Specific guidelines include:

- Buildings should be a minimum of 20 feet or two stories in height
- Buildings should be a maximum of 50 feet or four stories in height
- Per the City of Baraboo Zoning Code, building height is defined as the vertical distance measured from the mean elevation of the finished lot grade along the street yard face of the structure or from the curb level in the front of lot, whichever is higher, to the highest point of flat roofs; to the mean height level between the eaves and ridges of gable, gambrel hip and pitch roofs; or to the deckline of the mansard roofs
- Buildings are encouraged to be built with lower levels exposed to the river. Heights of these buildings will be measured from the street-side
- Mixed-use buildings along the river are encouraged to be three or more stories in height

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## Building and Roof Form

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These guidelines describe desired building shape and massing, as well as, roof appearance.

**Guideline:** The shape and form of buildings and roofs should reflect the history of the working waterfront and respect the shape and form of surrounding buildings.

### Appropriate

- Construct rectangular buildings to maximize exposure to the river
- Use flat or gently pitched back-sloped roofs for buildings of three or more stories
- Use gabled or flat roofs for buildings of two stories
- Use gabled roofs for residential buildings along First Avenue to blend with the surrounding neighborhood
- Articulate parapets
- Screen roof-top mechanicals
- Enhance building corners when located at street intersections. Face the street intersection with distinctive architectural features such as towers, rounded walls, recessed entries, or other features
- Complement the form, proportion, and scale of adjacent historic structures
- Building of three or more stories should have recessed upper stories to reduce building massing
- Modify building designs to fit above requirements

### Inappropriate

- Massive sections of pitched roofs, which create a highly visible roof line
- Bold, geometric façades
- Large unarticulated walls
- Franchise corporate “trademark” architecture or architectural features
- Monolithic building form
- Exposed mechanicals

## Building Location and Orientation

These guidelines describe the desired orientation of buildings in relation to streets, the Baraboo River, activity areas, service areas, and surrounding land uses.

**Guideline:** Buildings should be primarily oriented toward the Baraboo River. If a building is not adjacent to the river, then the building should be oriented toward a public street. Building entries and activity areas should be directed toward the riverwalk or street activity areas.

### Appropriate

- Provide two building entries, one on the riverwalk side and one convenient to parking, for buildings adjacent to the Baraboo River
- Provide two building entries, one on the street side and one convenient to parking, for buildings located on a public street
- Connect building entries to pedestrian pathways such as the riverwalk or sidewalk
- Orient building so primary activities face river, Riverwalk, and street frontage
- Orient service areas to avoid visibility from the street, riverfront, and entry areas
- When siting franchise corporate/trademark buildings, orient appropriate functions and façades to street and riverfront
- Modify franchise corporate/trademark building designs to complement surrounding buildings
- Refer to Vehicular Access & Parking section for parking lot location guidelines



### Inappropriate

- Drive up facilities. This use is incompatible with a pedestrian scale neighborhood
- Orientation of service areas to the river or public streets
- Public street facades without building entrances
- Buildings with non-transparent first story facades

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## Building Setbacks

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These guidelines describe the desired location of buildings in relation to streets and the Baraboo River.

**Guideline:** Buildings should be located along public streets or the river with limited setbacks.

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### Appropriate

- For “infill” type projects, match historic context for building setback distance
- Set back building face far enough for pedestrian comfort and site function while maintaining the definition of the streetscape and the interaction between street, sidewalk and building activities. (Setback requirements include minimum and maximum distances)
- Create minimal setbacks at most urban streets
- Create larger setbacks on thoroughfares and in more residential areas
- Residential buildings may have porches that encroach into the setback
- Buildings facades and outdoor activity areas should be located 5-30 feet from the land-side edge of the riverwalk
- At least 80% of building frontage should be located within the following setbacks on streets:
  - Broadway (5-20 feet)
  - First Avenue (5-15 feet)
  - Water Street (0-5 feet)
  - Ash Street (0-5 feet)
  - Walnut Street (0-5 feet)
  - Lynn Street (0-15 feet)
  - Depot Street (5-15 feet)
  - Future Range View Housing Roads (5-15 feet)

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## Façade Character

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These guidelines explain preferred building façade treatments on the ground and upper story levels.

**Guideline:** Building facades should be articulated to fit into a pedestrian scale riverfront district.

### Appropriate

- Differentiate the upper and lower stories of buildings
- In order to “break up” façades of larger buildings and create pedestrian interest at the street level, vary the building face through the use of materials and color, small variations in setback of structural bays, and/or incorporating features such as balconies and reveals
- Articulate the upper portion of the street level façade and use this area “band” for signage
- Create a visual termination (such as decorative cornices, parapets, crowns, medallions, etc.) at the top of building façades
- Respect adjacent structures through the use of similar proportions, materials, colors, and other design elements
- Provide architectural details at the ground floor to enhance the pedestrian character of the street. Details include window and door trim, recessed entries, awnings, and/or other features
- Incorporate other detailing that articulates “bases” and “edges” of architectural elements
- Use quality detailing and materials that will withstand effects of weather.
- Detail all sides of the building visible from street, riverfront, and primary parking areas to complement the front façade
- Respect adjacent structures through the use of similar proportions, materials, colors, and other design elements

### Inappropriate

- Large unarticulated wall planes
- Excessive signage
- Vinyl or synthetic fabric awnings
- Backlit awnings

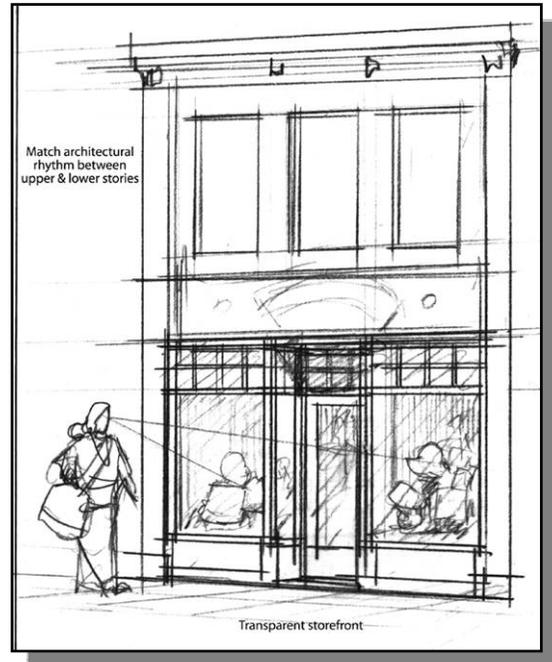
## Building Transparency

These guidelines describe desired arrangements of windows and doors on building ground and upper levels.

**Guideline:** Enhance the function and appearance of building facades through the use of ground level glass doors and windows.

### Appropriate

- Utilize transparent glazing in all windows, allowing a high level of visibility from the outside to the inside spaces
- Utilize a simple palette of window types
- For commercial buildings, utilize more transparent façades that are interactive with the street or riverwalk on the lower stories and utilize more “punched” openings on the upper façades
- For ground floor retail uses and ground floor areas without retail use (such as customer lobbies, waiting rooms, offices, and employee lounges), devote at least sixty (60) percent of the street wall area to windows in order to enhance the pedestrian character of the primary street or riverwalk
- At upper level floors, devote at least thirty (30) percent of the street or river wall area to windows
- At upper level floors, utilize individual or small groups of similarly shaped and proportioned windows in a regular rhythm to reflect the historic mill architecture
- On facades facing secondary streets and primary parking areas, enhance facades with windows and doors to avoid large areas of unarticulated facades



### Inappropriate

- Large monolithic areas of windows or doors
- Use of excessive signage (paint, paper, or neon) covering windows or door negating the transparent ground level
- Continuous bands of windows
- Opaque doors
- Windows or doors flush with the building façade
- Reflective or dark tinted glass windows
- Residential scaled doors or windows at street level commercial buildings

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## Building Materials and Colors

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The guidelines describe building materials and colors which are appropriate to the riverfront area.

**Guideline:** Select materials and colors that reflect the history of the working waterfront. Selections should create a cohesive neighborhood and promote a sense of permanence through use of high-quality materials.

### Appropriate

- Use brick and clapboard siding as the two primary façade materials on all building sides
- Use brick as the primary exterior finish material in most commercial and street-oriented projects. Detail and trim with brick, limestone, or pre-cast elements
- Use high-quality (e.g. stable, long-lasting, and resistant to rot, UV, insects, freeze/thaw, etc.) wood, fiber cement, or “hardboard” horizontal clapboard siding for river-oriented “mill” type structures and for neighborhood-scaled residential projects
- Use durable, high-quality exterior materials to convey a sense of permanence
- Use smaller-scale exterior building materials and building surfaces at lower levels and areas of pedestrian contact
- Use materials and colors that help differentiate building features such as window and door trims and cornices, signs, awnings, and other architectural details from the majority of the building surface
- Use colors that are compatible with the existing and historic palette of the riverfront (e.g. prominent brick colors)
- Limit accent colors to trim and/or detailing
- Use primarily natural or subdued building colors

### Inappropriate

- Simulated stone, prefabricated metal and concrete panels, large scale metal siding, thin brick, obviously false materials, or faux finishes
- Vinyl and aluminum siding
- Primary, bright, high-intensity, metallic and neon colors or bright corporate trademark colors
- Unfinished concrete block and similar exposed structural materials that are low quality
- Wood shingles, rough wood siding, and other “rustic” materials

## Building Mounted Signage

These guidelines refer to signage that is mounted as an integrated fixture of the building.

**Guideline:** Signage should function as a marketing device and complement the building architecture. All signage must comply with these guidelines and the City of Baraboo Ordinances: Zoning Code: Chapter 17; Subchapter III: Sign Code.

### Appropriate

- Building mounted signs can be either flush mounted, projecting perpendicular to the building façade, or awning signs
- Install one building mounted sign per business
- Businesses may have two building mounted signs if the business faces the riverwalk – one on the riverwalk side and one on the street side
- Locate signage in “signage band” (horizontal area at upper portion of storefront) or in windows if appropriately sized
- Sign should have a maximum height of two-thirds of the height of the signage band
- Street-side building mounted signs should have a maximum area of 75 square feet or one square foot for each linear foot of store frontage along the street, whichever is less
- River-side building mounted signs should have a maximum area of 50 square feet or one square foot for each linear foot of store frontage along the river, whichever is less
- Projecting signs should be located at least 10 feet above grade
- Use neon signage only up to twenty percent of the window area
- Integrate signage with building architecture
- Incorporate sign designs, locations and colors to fit the character of the building
- Utilize pedestrian-scaled signage in all pedestrian areas
- Use durable and long-lasting signage materials
- Utilize on-site and on-building historic interpretive signage and markers



### Inappropriate

- LED, animated, flashing, and video signs, internally-lit, plastic box signs, or internally lit individual letter signage
- Large temporary signage located in windows that reduces the transparency
- Signs projecting from rooftops
- Large-scale signage that overwhelms the pedestrian environment
- Wall mounted signs above the first floor of the building
- Billboards

## Building Mounted Lighting

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These guidelines refer to lighting that is mounted as an integrated fixture of the building.

**Guideline:** Building mounted lighting should provide a safe environment but not dominate building architecture.

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### Appropriate

- Use cut-off light fixtures that direct light downward and minimize spillage onto adjoining properties
- Use lighting to emphasize building entrances
- Adequately, but not excessively, light building entries, pedestrian walkways, stairs, and outdoor use areas
- Lighting may be incandescent or metal halide (MH) to render accurate architectural colors and textures
- Incorporate low-level landscape accent lighting
- Select and locate lighting to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk
- Highlight building detailing and signage with indirect wall-washing, sconce, and up lighting-type fixtures

### Inappropriate

- Flood lighting causing light pollution
- Motion-detected lighting
- Lighting fixtures that do not complement architectural style or historic character

## Building Reuse and Historic Preservation

These guidelines refer to preferred treatment of historic structures.

**Guideline:** Preserve and respect historic structures and their scale, character, style, articulation, and detailing while adapting them to new uses.

### Appropriate

- Reuse historic structure where feasible and maintain their architectural integrity
- Preserve the distinguishing features of historic buildings such as cornices, windows, or arches
- Restore original masonry walls and reconstruct missing elements such as cornices, windows and storefronts that were part of the original building design. If restoration is not feasible, utilize new elements to compliment the character, materials and design of the original building
- Remove inappropriate elements, signs, canopies, etc. that cover details and features of the original historic building



### Inappropriate

- Removal or alteration of historic materials or distinctive architecture features
- Additions that do not complement the original architecture
- Addition of elements that cover historic features
- Painting of natural brick or stone when those materials are in good condition

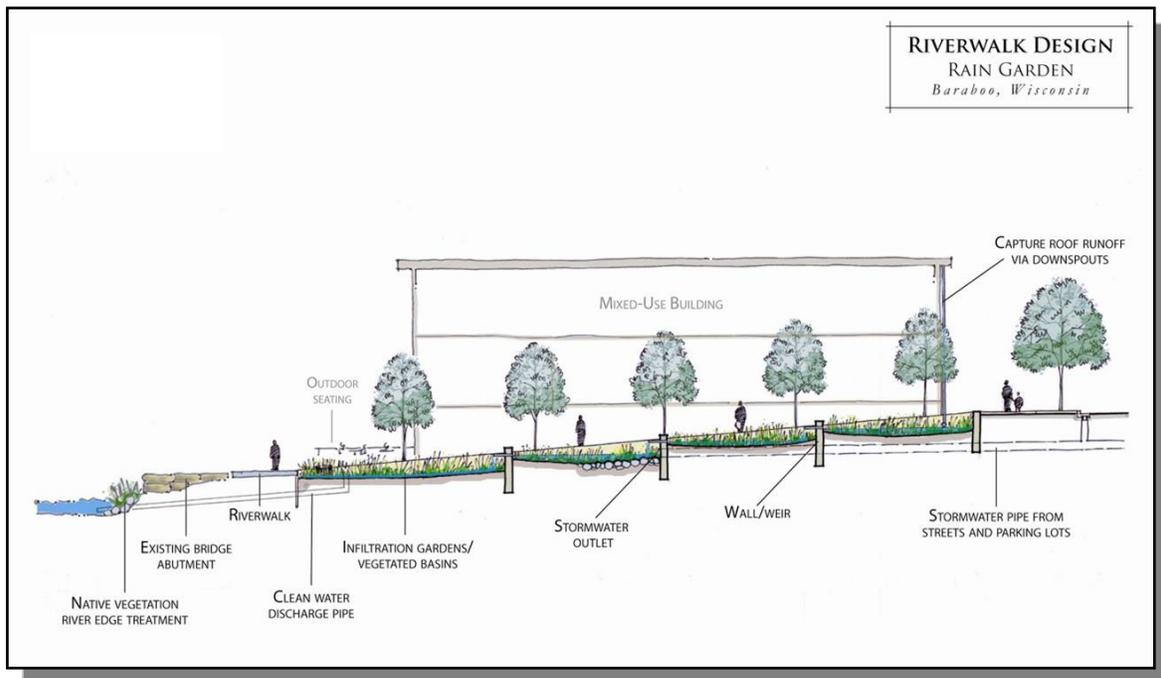


## Site Development Standards

### Stormwater Infiltration

These guidelines provide desired techniques for collecting and infiltrating stormwater.

**Guideline:** Great efforts have been taken to restore the Baraboo River into a free-flowing waterway. New development must not contribute sedimentation or pollution to the river. New development shall include the strictest stormwater management practices to preserve the natural integrity of the Baraboo River.



#### Appropriate

- Utilize best management practices for stormwater management and erosion control
- All projects must comply the City of Baraboo Ordinances: Zoning Code: Chapter 14; Subchapter IV: Stormwater Management
- Construct a central rain garden feature to filter surface run-off before the water enters the Baraboo River
- Install urban stormwater management techniques such as underground cisterns, porous pavement, and grass pavers
- Direct stormwater into rain gardens instead of directly into the Baraboo River
- Incorporate bio-swales into parking areas to collect surface water and infiltrate into the ground
- Direct building water run-off into planting areas or rain barrels

#### Inappropriate

- Direct stormwater into the Baraboo River
- Collect stormwater on a multi-site level and direct into a detention pond

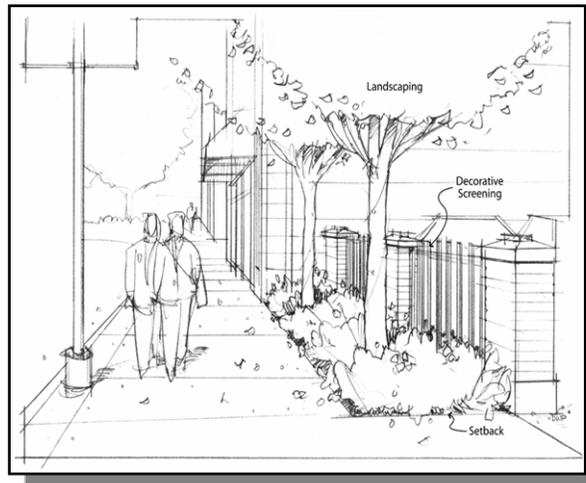
## Landscaping

These guidelines provide desired landscaping attributes along the river and adjacent to new buildings.

**Guideline:** Landscaping should be used to enhance the natural setting of the riverfront area, while not interfering with the function of buildings in the area. All landscapes must comply with these guidelines and the City of Baraboo Ordinances: Zoning Code: Chapter 17; Subchapter IV: Landscaping Code.

### Appropriate

- Native plants should be installed whenever possible
- Limit installation of turf grass to reduce maintenance and associated lawn mower pollution
- Replace turf grass with ground covers or low-mow grasses
- Install landscaping to the minimum points for foundations, developed lots, street frontages, paved areas, permanently protected green space areas, reforestation areas, and buffer yards per the City Ordinance.
- Incorporate landscape elements that complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk
- Use appropriate landscape elements to establish continuity between buildings and to define the block face where there are no buildings
- Plant shade trees in surface parking lots to reduce heat islands and maintain river fauna habitat
- Incorporate mid-level plantings and ground covers into parking planting areas
- Install bioswales in parking areas for stormwater infiltration
- Use plant materials that are compatible with urban environments, provide year round interest, and will maintain their health with the expected amount of care
- Efficiently lay out parking lots, walkways and other paved areas to minimize the amount of impervious surfaces, minimizing run off and maximizing storm water infiltration
- Install plants to screen parking areas from public streets
- Install plants to screen building mechanicals
- Use natural shredded bark mulch in planting beds



*Setback, screen, and buffer parking areas*

- Earthwork and structural work for foundations and parking facilities must be coordinated with shoreline and flood protection infrastructure

**Inappropriate**

- Turf grass up to the river edge
- Non-native plant species
- Rock planting beds

## Vehicular Access & Parking

These guidelines provide desired locations for parking areas and access into sites.

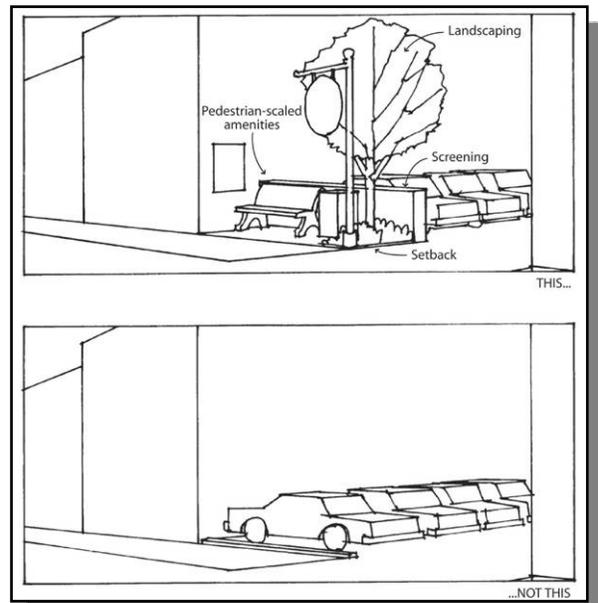
**Guideline:** Parking should not be visible from public areas, such as the streets and the riverwalk. Vehicles should not have access to the river.

### Appropriate

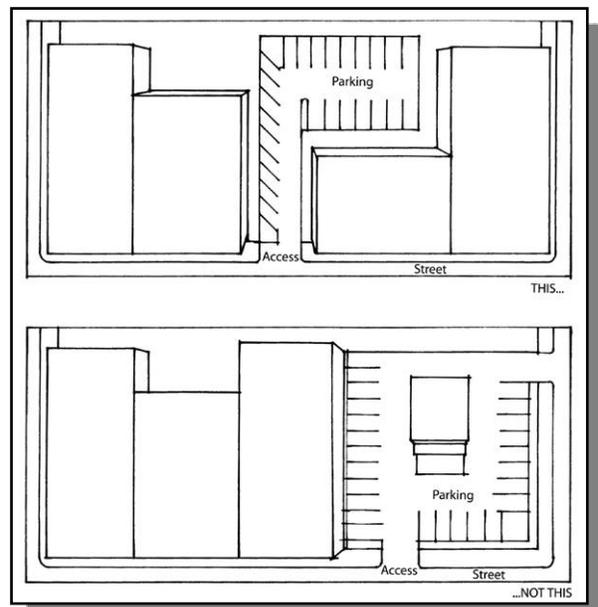
- Locate parking underground, at the rear of a site, or internally on a site with no frontage on or with minimal visual exposure to the riverwalk or street
- Parking at the side of buildings must be screened and buffered from the riverwalk and street
- Parking should be shared between businesses, buildings and property owners whenever possible to increase density, reduce redundant parking areas, and improve internal circulation
- Any parking areas with visual exposure to the riverwalk or a street must be set back, screened, and buffered
- Provide landscape islands, each with a minimum size of 200 square feet, and at a minimum rate of one island for every 20 parking spaces
- Plant canopy trees in parking islands
- Minimize the number and size of access drives from streets in order to reduce conflicts with pedestrian walkways

### Inappropriate

- Vehicles or parking areas along the river or street
- Parking areas located on corners, unless site constraints dictate this location
- Individual parking lots for each development
- Numerous access drives for disconnected parking lots
- No landscaping



*Provide screening, setback, landscaping and amenities where parking abuts street.*



*Locate parking to minimize impact on street*

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## Pedestrian Site Circulation

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These guidelines provide desired standards for pedestrian pathways.

**Guideline:** The riverfront area should be a pedestrian friendly environment. Development should be highly integrated into this environment by connecting private pedestrian paths to the riverwalk and sidewalks.

### Appropriate

- Connect pedestrian walkways and street sidewalks with the river
- Provide adequate bicycle and moped storage facilities and locate them near building entrances in a manner that does not obstruct pedestrians
- Include walkways in all parking areas to allow safe pedestrian access to the building entrance
- Design all walkways with slopes that are ADA compliant
- Provide access to buildings for persons with disabilities including ramps, special walkways or entries. Integrate these facilities with the site and building configuration
- Provide public space and amenities at riverwalk and river's edge
- Incorporate outdoor gathering and activity areas consistent with primary building entry points and the ground floor uses in the building as well as the Riverwalk
- Incorporate artwork specifically designed for and integrated with the site, and coordinate with riverwalk public art
- Utilize decorative fences, walls and/or landscaped edges to screen surface parking and service areas from sidewalks and streets
- Where security fencing is necessary and permitted, use decorative materials (such as wrought iron, brick or stone). Do not use chain link, metal mesh, wire or barbed wire fencing
- Select and locate site furnishings (benches, trash receptacles, bicycle racks, etc.) to complement the character of the building and provide a pleasing relationship with adjoining properties, the public sidewalk, and Riverwalk
- Provide seating for retail establishments and to take advantage of nearby public places

## Service, Storage, and Utility Areas

These guidelines provide desired locations and screening of services, storage and utility areas.

**Guideline:** Service, storage, and utility areas, while necessary for business operation, should not be located in view from the river or building entrances.

### Appropriate

- Locate service areas to minimize impact on views from streets, Riverwalk, public/customer users, seating, and adjacent residential users
- Screen parking and service areas from view of streets, sidewalks, and adjacent properties with decorative fences, walls and/or landscaped edges
- Physically separate delivery, service, and drive-through areas from pedestrian areas and customer parking areas. Use walls and/or landscaped areas where necessary
- Ideally all waste containers would be located within the building, directly accessible from the exterior
- Conceal waste containers with enclosures that compliment the colors and materials of the building it serves
- Separate ground-mounted mechanical and utility equipment from customer parking and pedestrian areas
- Screen mechanicals with walls and/or landscaping
- Screen roof top and ground mounted mechanical and utility equipment so that it is not visible from ground level or from the Water Street overlook



### Inappropriate

- Service areas along the river or street
- Prefabricated storage sheds
- Visible garbage dumpsters

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## Site Lighting and Signage

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These guidelines describe standards for free-standing lighting and signage, not located on buildings.

**Guideline:** Install adequate, but not excessive, lighting to promote a safe environment along pedestrian walkways, parking areas, and gathering spaces. Install pedestrian scale signage to advertise businesses. All lighting must comply with these guidelines and the City of Baraboo Ordinances: Zoning Code: Chapter 17 and signage must comply with Subchapter III: Sign Code.

### Appropriate

- Install low-level lighting to illuminate buildings and landscaping
- Visible light fixtures should compliment building architecture
- Use cut-off lighting fixtures which direct light to the ground and minimizes light falling outside of the property
- Lighting levels at lot lines should not exceed 0.5 footcandles
- Locate exterior light fixtures at least three feet from all lot lines and within landscaped parking islands or outside of parking lot edges whenever possible to minimize the need for tall concrete bases
- Utilize incandescent or high-pressure sodium (HPS) light fixtures for parking lot and pedestrian path lighting
- Accent lighting of building entrances and landscaping areas may be metal halide (MH) to render accurate plant and architectural colors and textures
- Install lights no greater than 20 feet in height, measured from grade to top of fixture
- Pole lights should match existing light poles and fixtures located in the downtown area
- Avoid lighting “hot spots”
- Average illumination levels in parking lots should not exceed 5 footcandles
- Install a maximum of one freestanding monument sign per lot
- Freestanding monument signs shall have a maximum height of 6 feet, a maximum area of 48 square feet, and a maximum width of 10 feet
- Combine business signs onto one monument sign
- Monument signs should reflect the architecture and materials of the building
- Locate monument signs as to not interfere or create visual clutter with adjacent properties
- The bases of monument signs shall be screened by landscaping
- Site mounted signs should not be located on the river side of buildings
- Install pedestrian scale signs

### Inappropriate

- High mast lighting
- Pylon signs
- Large temporary signs that impede pedestrian traffic
- Monument signs on the river side of buildings
- Signs with electronic message systems
- Signs with animated or flashing video features
- Internally illuminated or plastic box signs
- Billboards

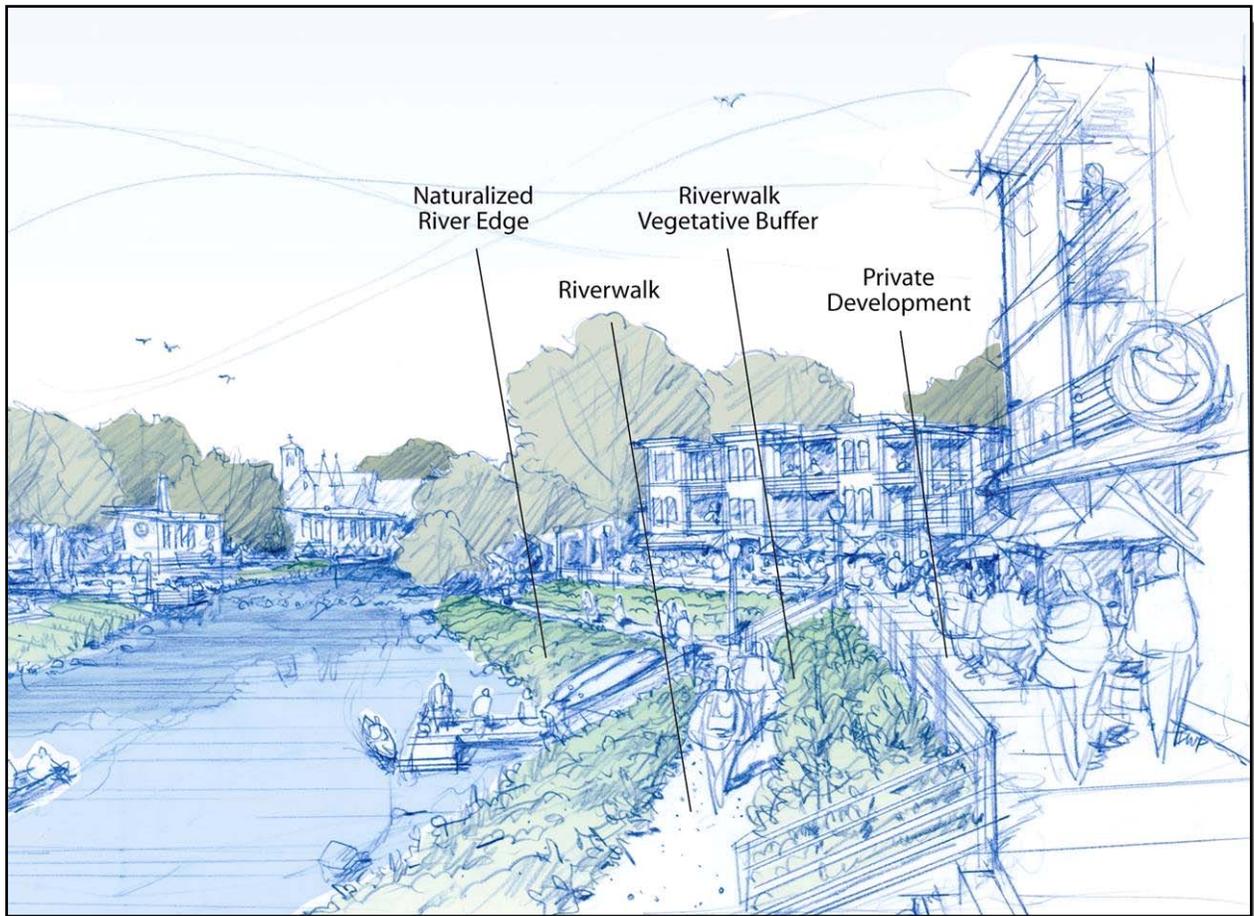
## Riverwalk Guidelines

These guidelines provide desired attributes of the public riverwalk.

**Guideline:** The riverwalk should maintain a natural appearance, and should contain access from the riverwalk to private development.

The City of Baraboo currently has a small riverwalk located on the north bank of the Baraboo River just west of Broadway. The riverwalk has been planned to extend to the east and south bank of the Baraboo River.

During the public input collection process of the *Riverfront Redevelopment Area Plan*, Baraboo citizens expressed their desire to maintain a natural appearance along the Baraboo River. When possible the riverwalk should be constructed with the following standards:



- Stabilize the riverbank with native vegetation including low growing grasses and groundcovers
- Construct the riverwalk to an 8' wide minimum path
- The riverwalk path should be constructed of concrete or pavers (asphalt may be allowed in park areas)
- Accent pavers and colored concrete should be used to highlight activity areas

- Install a vegetative buffer between the riverwalk and private development
- Provide pedestrian access between the riverwalk and private building entrances and outdoor gathering spaces
- Preserve existing quality tree species along the riverbank
- Install railings, where necessary by site design code, to provide a safe walking environment
- Railings should be open visually, with the use of cables, to blend into the natural environment
- Site features such as lighting, benches, and trash receptacles should be consistent with the riverwalk palette identified by the City
- Utilize historic bridge abutment stones for retaining walls or entrance features
- Private activity areas, off of the riverwalk, should be constructed of materials that compliment the public riverwalk materials palette

## RIVERWALK HOUSING GUIDELINES

These guidelines provide desired development attributes for the Riverwalk Housing Area designated on the Area Map on page 3.

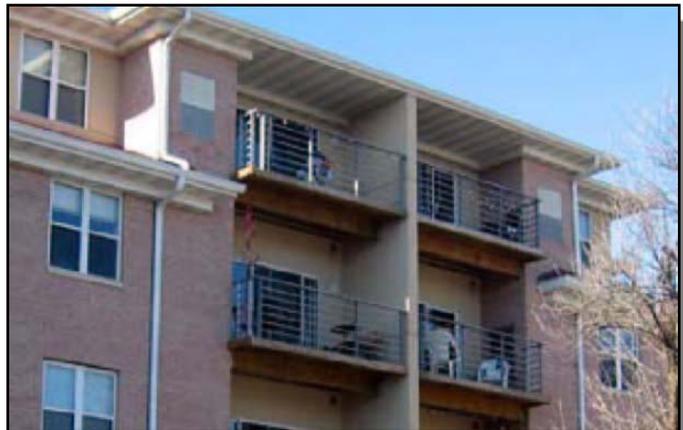
**Guideline:** New Riverwalk Housing projects should orient toward the Baraboo River

Specific recommendations include:

- Orient buildings toward the Baraboo River
- Construct balconies on buildings, positioned to maximize views down the river
- Use a variety of materials such as brick, stone or hardi plank
- Use earth-tone colors that will complement the natural setting
- Avoid large areas of primary colors
- Locate a public riverwalk between the buildings and the river
- Locate parking on the non-riverside of the buildings
- Provide access to the historic Circus World storage barn through the site
- Project signage is limited to one monument sign per development project
- Utilize green architectural techniques
- Utilize best management practices for stormwater management
- All Mixed-Use Riverfront Area Guidelines also apply to the Riverwalk Housing area except Building Transparency.



*Orient buildings toward the Baraboo River*



*Install balconies to maximize views down the river*

## FIRST AVENUE HOUSING GUIDELINES

These guidelines provide desired development attributes for the First Avenue Housing Area designated on the Area Map on page 3.

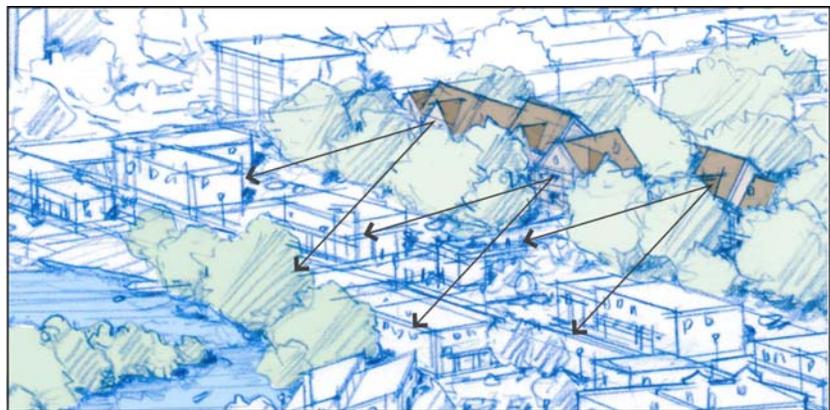
**Guideline:** New First Avenue Housing projects should capture views of the Baraboo River and relate to First Avenue.

Specific recommendations include:

- Locate within 5-15 feet of the First Avenue rights-of-way
- Build porches on the First Avenue side of the buildings, with access from the porches to the sidewalk
- Build balconies/patios on the south side of the buildings to allow for views of the Baraboo River.
- Use a variety of materials such as brick, stone or hardi plank
- Use earth-tone colors that will complement the natural setting
- Avoid large areas of primary colors
- Use gabled roofs to blend with the surrounding neighborhood
- Provide dedicated access to the outside for individual living units, when possible
- Utilize the grade for underground parking
- Project signage is limited to one monument sign per development project
- Preserve existing trees and slope
- Utilize green architectural techniques
- Utilize best management practices for stormwater management
- All Mixed-Use Riverfront Area Guidelines also apply to the First Avenue Housing area except Building Transparency



*Locate buildings along the street with porches and sidewalk access*



*Capture views of the Baraboo River*

## RANGE VIEW HOUSING GUIDELINES

These guidelines provide desired development attributes for the Range View Housing Area designated on the Area Map on page 3.

**Guideline:** The Range View Housing area may contain a variety of housing styles which take advantage of the Baraboo Range vistas.

Specific recommendations include:

- Construct a variety of housing styles and forms – the project is sufficient in size to create its own identity
- Buildings should be a maximum of 50 feet or four stories in height
- Single story buildings are permitted
- Construct balconies on buildings, positioned to maximize views of the Baraboo Range and Devil's Lake
- Use a variety of materials such as brick, stone or hardi plank
- Use earth-tone colors that will complement the natural setting
- Avoid large areas of primary colors
- Utilize green architectural techniques
- Utilize best management practices for stormwater management
- All Mixed-Use Riverfront Area Guidelines also apply to the Range View Housing area except Building Transparency



*Orient buildings to capture Baraboo Range and Devil's Lake views*



*Baraboo Range views*

## WALNUT/ASH STREET HISTORIC CORRIDOR GUIDELINES

These guidelines provide desired development attributes for the Walnut/Ash Street Historic Corridor designated on the Area Map on page 3.

**Guideline:** The Walnut/Ash Street Historic Corridor should become a mixed use corridor with a river-related retail ground level. The corridor should be enhanced through renovations and infill buildings.

Specific recommendations include:

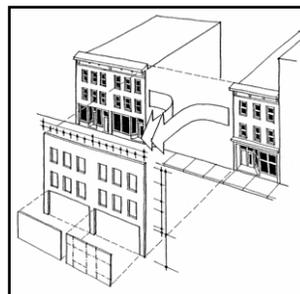
- Preserve or renovate existing historic façades
- Restore existing building windows to their original shapes
- New buildings should match the historic architecture and massing of surrounding buildings
- New buildings should be located to match the setbacks of adjacent buildings
- Use flat roofs
- Install parapets to match surrounding buildings
- Use brick on all buildings sides visible from public streets
- Develop retail uses on the ground level of all buildings
- Buildings should have transparent windows on the ground level (see page 12 for more information)
- Locate parking at the rear of buildings
- Utilize green architectural techniques
- Utilize best management practices for stormwater management
- All Mixed-Use Riverfront Area Guidelines also apply to the Walnut/Ash Street Historic Corridor



*Renovate historic façades*



*Restore existing windows to their original shapes*



*Match existing Walnut/Ash Street architecture*



*Example of preserved architectural detail*

## RINGLING RIVERFRONT DEVELOPMENT GUIDELINES CHECKLIST

Project and Applicant Name: \_\_\_\_\_

Zoning: \_\_\_\_\_

Building Use: \_\_\_\_\_

Other: \_\_\_\_\_

Submission Date: \_\_\_\_\_

### Development Guidelines

	Applies		Complies	
	Yes	No	Yes	No
<b>1. General</b>				
River Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration with Existing Neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. Architecture</b>				
Historic Mill or Circus Era Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Building Qualities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LEED Certified	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Height	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building & Roof Form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location & Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Setback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Façade Character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials & Colors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation/Restoration/Reuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3. Site Design</b>				
Stormwater Infiltration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicular Access & Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian Site Circulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service/Storage/Utility Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Lighting and Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4. Riverwalk</b>				
Cross-Section	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access To and From Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Site Furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5. Riverwalk Housing</b>	<hr/>			
Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6. First Avenue Housing</b>	<hr/>			
Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7. Range View Housing</b>	<hr/>			
Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>8. Walnut/Ash Street Historic Corridor</b>	<hr/>			
Historic Preservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land Use Mix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>