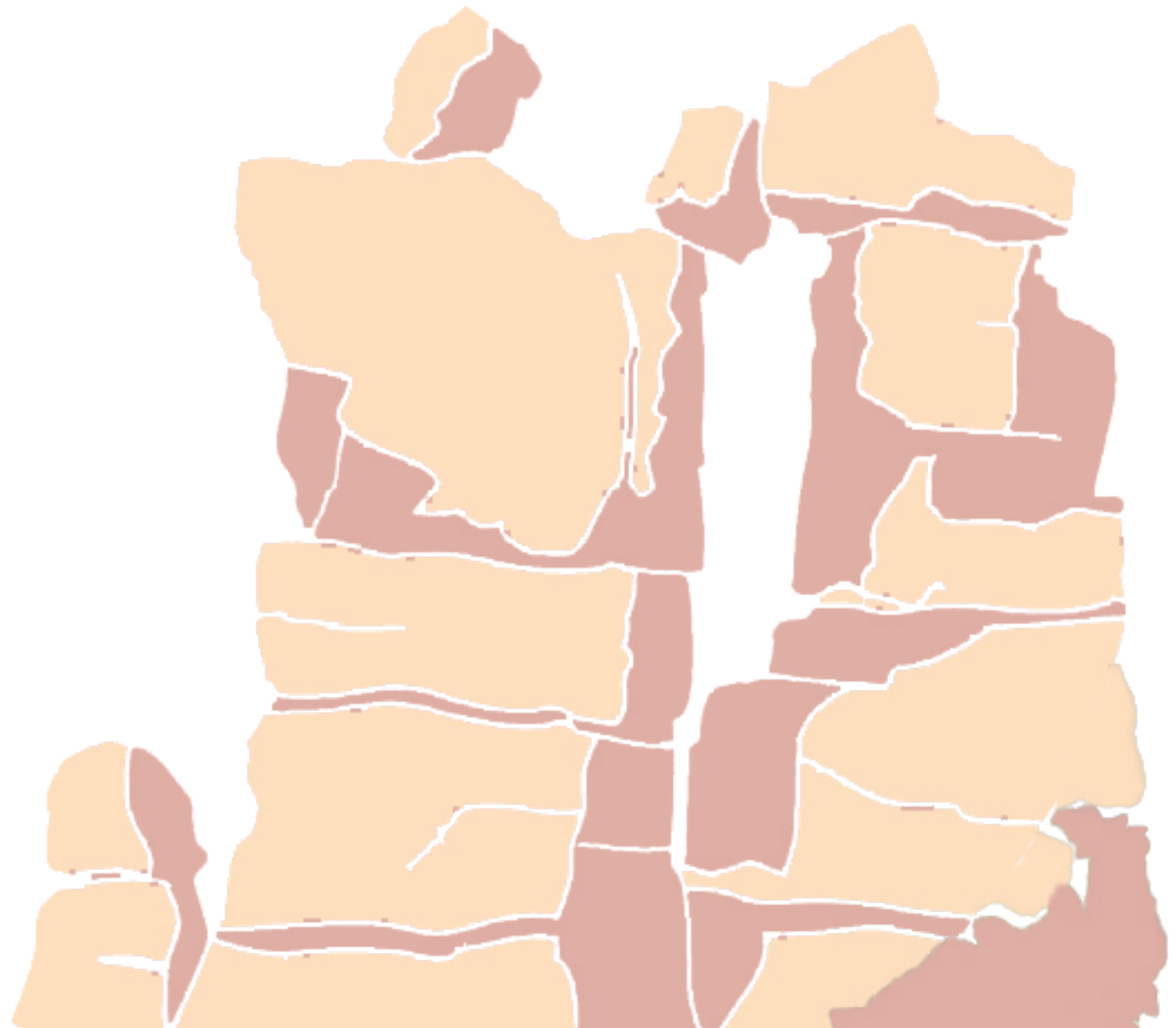


Eastside Corridor Study



Acknowledgments

Baraboo City Council

Mayor Mike Palm
Council President Joel Petty
Phil Wedekind
Tom Kolb
Michael Plautz
Scott Sloan

John Ellington
John Alt
Michael Zolper
Dennis Thurow

Baraboo City Staff

Ed Geick, City Administrator
Pat Cannon, Community Development Director
Tom Pinion, Director Public Works/City Engineer

Wisconsin Department of Transportation

MSA Professional Services, Inc.

Baraboo Plan Commission

Mayor Mike Palm
Tom Kolb - Council Rep.
Dennis Thurow - Council Rep.
Phil Wedekind - Mayor's Designee

Roy Franzen - Parks & Recreation Rep.
James O'Neill
Patrick Liston
Kate Fitzwilliams

Baraboo Economic Development Commission

Mayor Mike Palm
Musa Ayar
Andy Bingle
Sonja Stauffacher
Jim Bowers

Melanie Burgi
Dave Taylor
John Alt
Aural Umhoefer
Laura Jelle



1

Executive Summary

This Chapter provides an executive summary and details the organization of the Eastside Corridor Study.

1.1 Executive Summary

1.2 Study Organization

Page

1-2

1-5



1.1 Executive Summary

The Baraboo Eastside Corridor Study is a guide for the community to lead the revitalization of the eastern portion of 8th Street/Highway 33, from Elizabeth Street east past County Highway (CTH) T. The study provides the background, vision, reasoning, and a framework for reinvestment and growth of the Eastside Corridor.

The process of developing the study began in May, 2016 with a series of meetings designed to help gather stakeholders input. The planning process was led by the City of Baraboo Plan Commission and the Baraboo Economic Development Commission (BEDC). In June, 2016 a Corridor Workshop was held at the UW Baraboo/Sauk County Campus. The purpose of the workshop was to allow residents, business operators, property owners and others to provide input, before any plans or recommendations were formulated. The Plan Commission and BEDC assisted in developing the agenda for the Corridor Workshop and questions for a community survey.

During the first few months of the planning process stakeholders were also encouraged to provide input by completing an online survey and utilizing a crowdsourcing mapping tool. Chapter 2 of this study covers the engagement process for the plan and provides a summary of input from stakeholders. The feedback from the public engagement process provided valuable information identifying community issues that future planning for the corridor would need to address.

Chapter 3 of this study analyzes the retail market of the Eastside Corridor in context with the Baraboo community and region. The chapter also identifies economic incentives that would be of value to potential reinvestment along the corridor. Baraboo as a whole is a growing market for retail and service sectors and there is an opportunity for the Eastside Corridor to focus on attracting growth in those sectors. Economic development tools outlined included Tax Increment Financing and working with the Wisconsin Department of Transportation (WisDOT) to assist with funding for streetscape improvements when the Hwy 33 corridor is reconstructed.

An analysis of existing conditions for the corridor is presented in Chapter 4. The chapter opens with a review of existing plans that impact the corridor. Applicable goals, strategies and elements of those plans are noted and should be considered as growth and reinvestment occur. The chapter includes a review of existing land use, zoning, transportation networks, infrastructure, environmental features and the character of the corridor. Future land use for the corridor is defined by the 2005 Baraboo Comprehensive Plan. The majority of the undeveloped property to the east of CTH T is currently zoned as Agricultural (A-1 or A-2). The current zoning for the developed area is primarily Highway Oriented Business (B-3). The study area is served by public utilities that can be improved to service new growth and most redevelopment. The major areas of concern for growth planning include; improving transportation networks, protecting natural areas to the south of the corridor, enhancing the character of the corridor, and creating a sense of arrival to enhance the corridor.

The final chapter of this study, Chapter 5, includes recommendations for redevelopment of the corridor and an implementation matrix. Chapter 5's recommendations were developed during the planning process by assessing the feedback of stakeholders, the existing conditions of the study area and identifying the needs for corridor enhancement. The chapter opens by addressing opportunities for land redevelopment and growth. This section cites specific properties for redevelopment and development guidelines for improving the character of the corridor. This section also discusses the addition of a buffer zone along CTH T to help soften the transition from rural to urban that will happen as land along the corridor develops east of CTH T.

Chapter 5 also provides recommendations for improving the overall character of the Eastside Corridor to help foster reinvestment and enhance the sense of place. Potential improvements to streetscaping, signage, right-of-way, green space, public art and the fairgrounds are all discussed and included in the implementation matrix. Recommendations for transportation and mobility are covered next in Chapter 5. This section illustrates what a reconfiguration of 8th Street might look like and identifies some specific street realignments that would be beneficial to redevelopment. Most importantly, the City and stakeholders will need to be vocal and work closely with the WisDOT as they study and design improvements to the HWY 33 corridor. This study has many great ideas that can be leveraged to improve a WisDOT led reconstruction of Hwy 33 and should be utilized in any future planning efforts.

Chapter 5 concludes with the Action Plan for Implementation matrix. This matrix lists the recommendations for implementation from the study to achieve the overall goal for lasting redevelopment of the Eastside Corridor. Each recommendation listed is followed by a target completion year which includes several "ongoing" actions. Responsible parties and potential funding sources are also identified where applicable in the matrix for each recommendation. The matrix should be reviewed annually and updated based on priorities, new information and accomplishments.

Finally, the study includes two appendices. The first, Appendix A, is a collection of all of the maps created for the Eastside Corridor Study. There are five maps that cover the areas of land use, transit, utilities and property values ratios. The second, Appendix B, is the complete results of the Community Survey.

In summary, the Eastside Corridor Study is a guide to lead the decision making of the City of Baraboo, City Staff, WisDOT, developers, stakeholders, residents and other interested parties towards the improvement of the Eastside Corridor. The process and document were developed to identify the strengths and opportunities required to overcome the weaknesses and threats to reinvestment and growth of the corridor. The successful redevelopment of the Eastside Corridor is a priority for the City of Baraboo and the corridor will serve the region well as it continues to grow.

This page intentionally left blank

1.2 Study Organization

The organization of this study is based on the planning process and is divided into five chapters.

Chapter 1: Executive Summary

This Chapter provides an executive summary and details the organization for the Eastside Corridor Study.

Chapter 2: Public Engagement

This Chapter summarizes the public engagement activities that are a cornerstone of the planning process for the Eastside Corridor Study. The planning process involved multiple workshops, crowdsource mapping, an online survey, an open house and public hearings.

Chapter 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.

Chapter 4: Existing Conditions Inventory Analysis

This Chapter provides summarizes the issues and influences relevant to the development of the Corridor Study recommendations.

Chapter 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.

Appendix A: Maps

Appendix A includes six full page maps developed for the Eastside Corridor Redevelopment Study.

Appendix B: Survey Results

Appendix B contains the full results of the online survey completed by residents and stakeholders during the creation of the Eastside Corridor Study.

2

PUBLIC ENGAGEMENT

This Chapter summarizes the public engagement activities that are a cornerstone of the planning process for the Eastside Corridor Study. The planning process involved multiple workshops, crowdsource mapping, an online survey, and an open house.

2.1 Project Initiation Workshop

2.2 Corridor Workshop

2.3 Crowdsource Mapping

2.4 Online Corridor Survey for Residents and Businesses

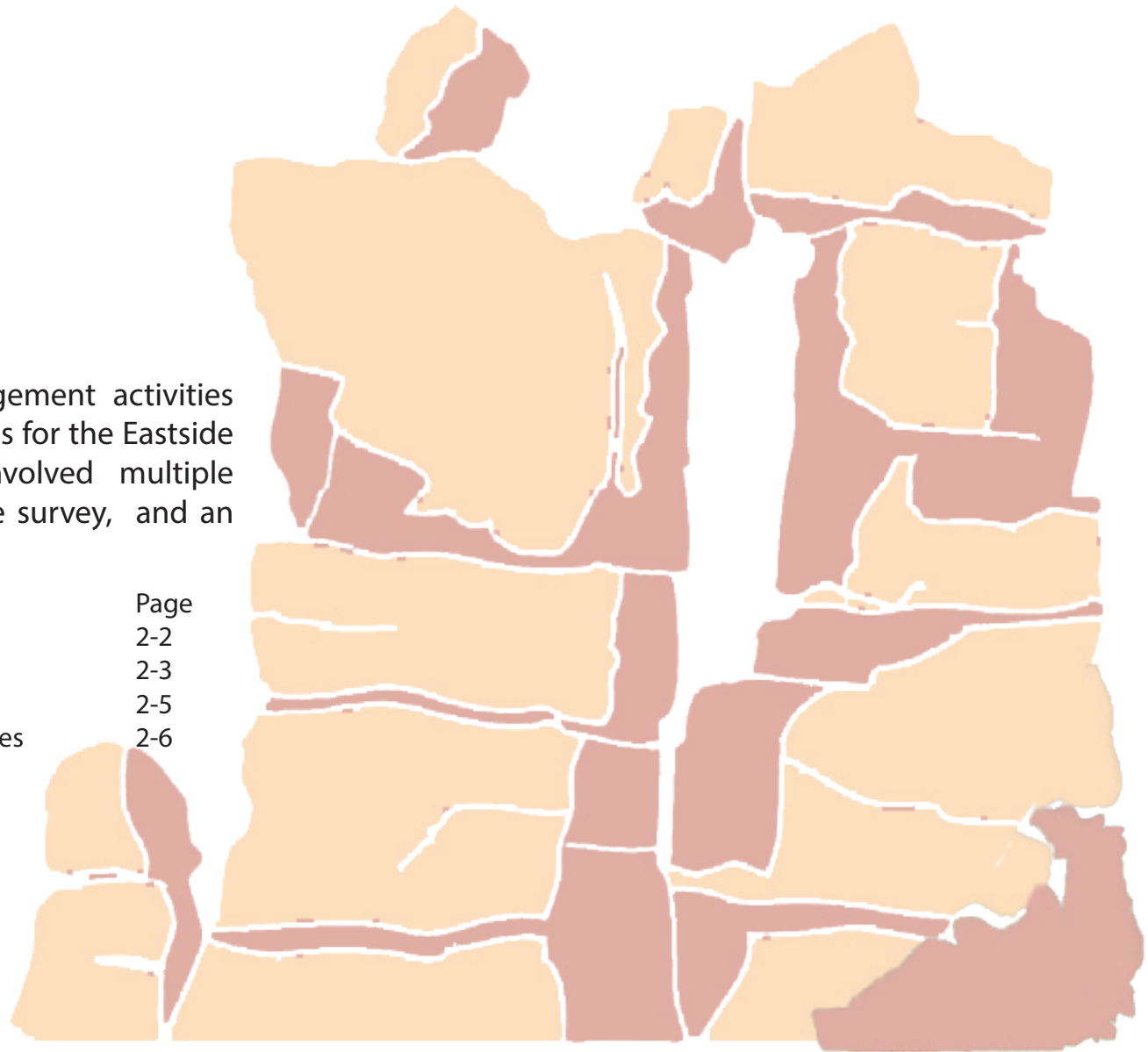
Page

2-2

2-3

2-5

2-6



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 nonconforming 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 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 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.

MONTH	TASKS/STEPS
April - October 2016	Beginning Through Adoption Ongoing Tasks/Steps provided by MSA <ul style="list-style-type: none"> Press Releases, Notice and Newsletter Articles Social Networking Updates
April & May 2016	Step 1: Project Initiation <ul style="list-style-type: none"> Staff Team Meeting via Skype – Week of April 26, 2016 Project Initiation Workshop with BEDC – May 5, 2016
May - July 2016	Step 2: Community Outreach <ul style="list-style-type: none"> On-line Corridor Survey for Residents & Businesses – Week of May 9, 2016 Corridor Workshop – Week of May 23, 2016 Step 3: Economic Development Opportunities Assessment <ul style="list-style-type: none"> Economic Development Incentives Analysis Preliminary Recommendations and Economic Development Report Step 4: Existing Conditions Inventory and Analysis <ul style="list-style-type: none"> Past Studies, Plans and Reports Zoning and Development Controls Existing Land Use and Development Transportation and Mobility Infrastructure, Utilities, Environmental Features and Open Space Corridor Character/Urban Design Assessment Staff Team Review Meeting via Skype – Week of June 27, 2016 Existing Conditions Overview via Skype with BEDC – July 7, 2016

Zoning and Development Controls

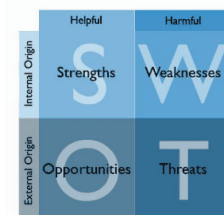
Existing Land Use and Development
Transportation and Mobility
Infrastructure, Utilities, Environmental Features and Open Space
Corridor Character/Urban Design

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 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:

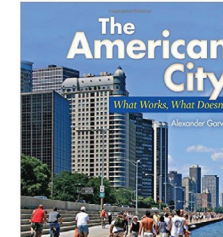
Beautification

Opportunities/Strengths (+)

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

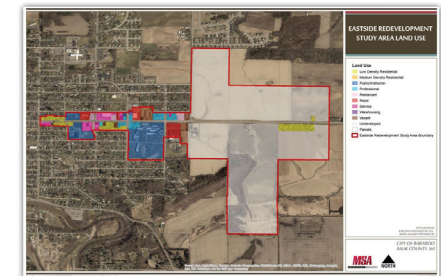
Issues/Threats/Weaknesses (-)

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



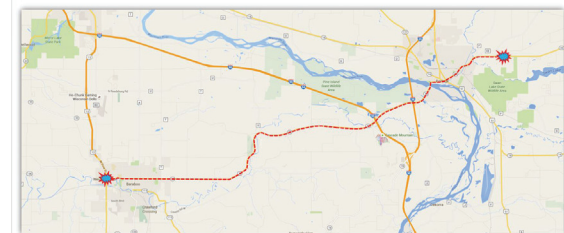
Successful City Planning: Public action that generates a desirable, widespread and sustained private market reaction.
-Alexander Garvin

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



Eastside Corridor Study

- 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

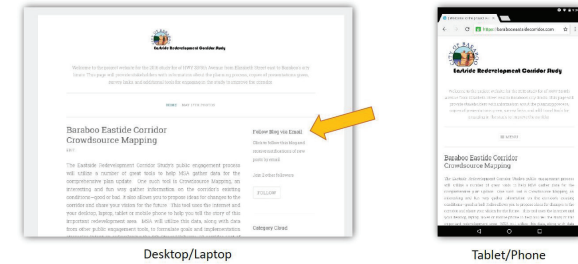
Opportunities/Strengths (+)

- + Left turn signal at East Street 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 midblock school crossing near Wheeler Street
- 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



Beautification

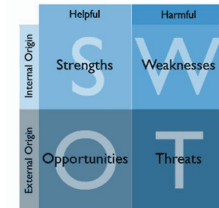
Development
Mobility

Issues/Threats/Weaknesses (-)

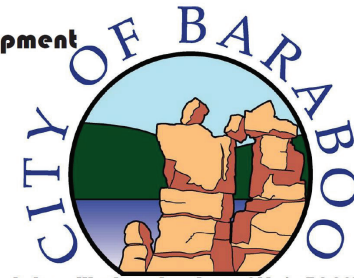
1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____



**Eastside
Redevelopment
Corridor
Study**



Corridor Workshop Wednesday June 8th 6:30PM

Return Address:
Baraboo City Hall
135 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 Kenyon 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.

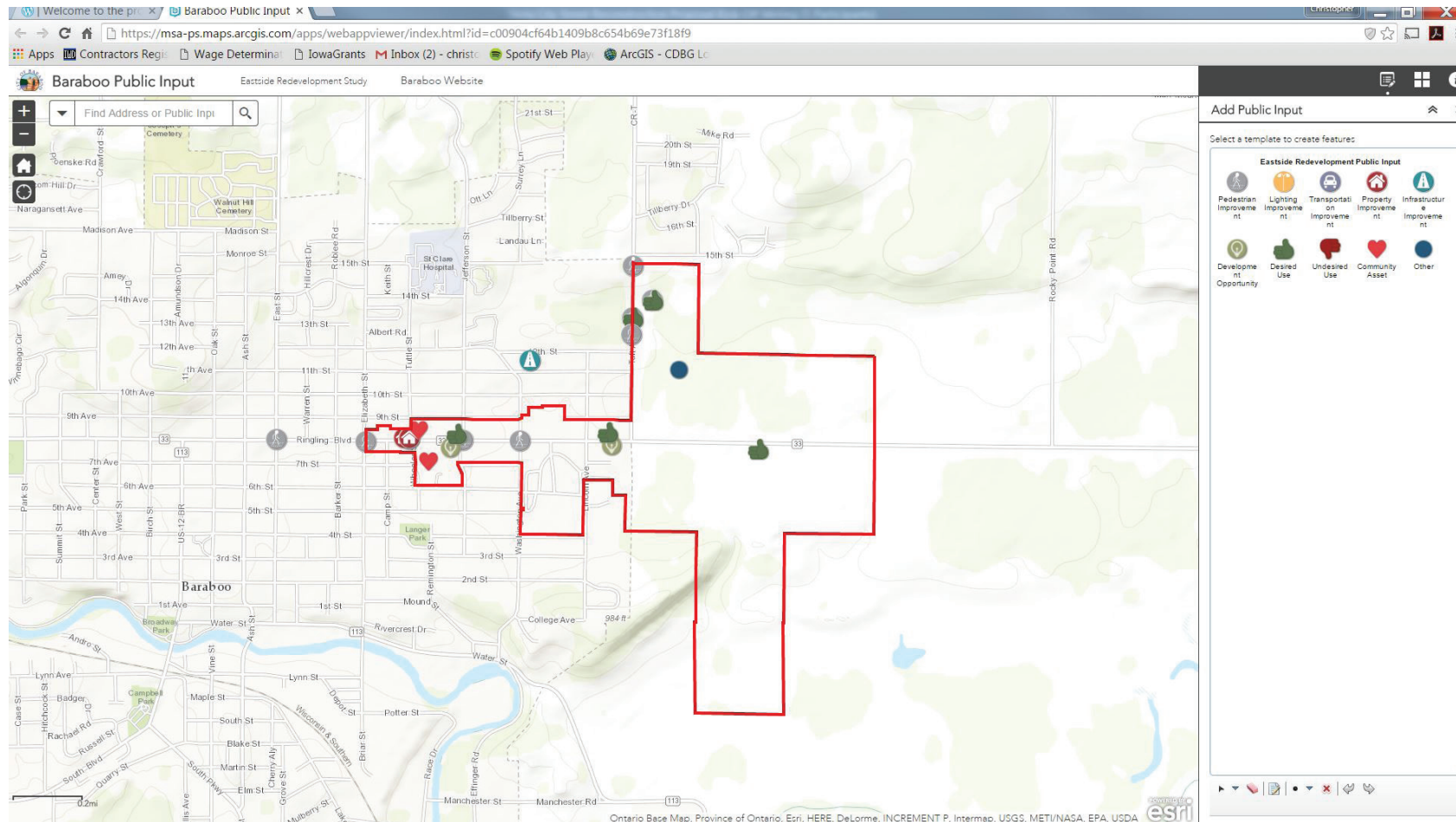
Please Join Us!

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

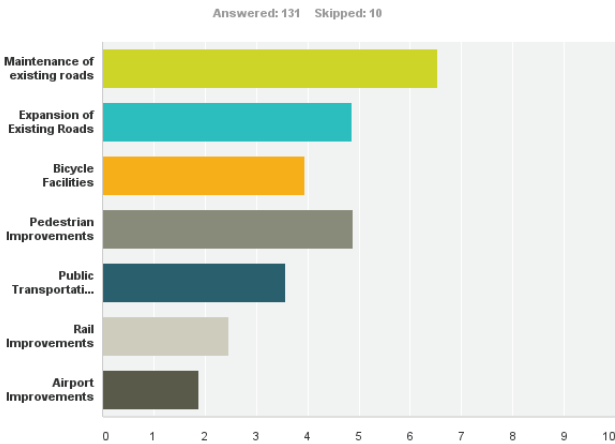
The Eastside Corridor Study's public engagement process included a Crowdsourcing Mapping tool, linked to the project website that provided participants online with an interesting and fun way gather information on the corridor's existing conditions—good or bad. The tool allowed online participants to 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.



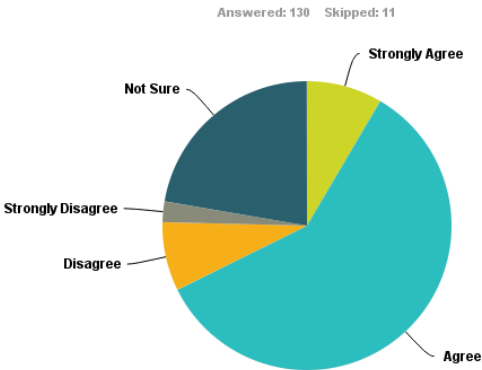
2.4 Online Survey for Residents and Businesses

To provide another means for community participation a web based questionnaire was deployed to solicit community-wide opinions on a range of topics and issues related to the City of Baraboo and the Eastside Corridor. The following pages present a selected summary of the survey results as a gauge of community priorities and issues regarding the Eastside Corridor. The results of the survey have been integrated into the content of this plan and its recommended actions for corridor redevelopment.

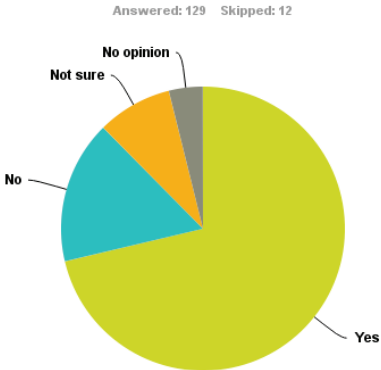
Q6 Please indicate the importance to you of the following transportation investments in the next 10 years. Please rank the investment most important to you FIRST, and the investment least important to you LAST.



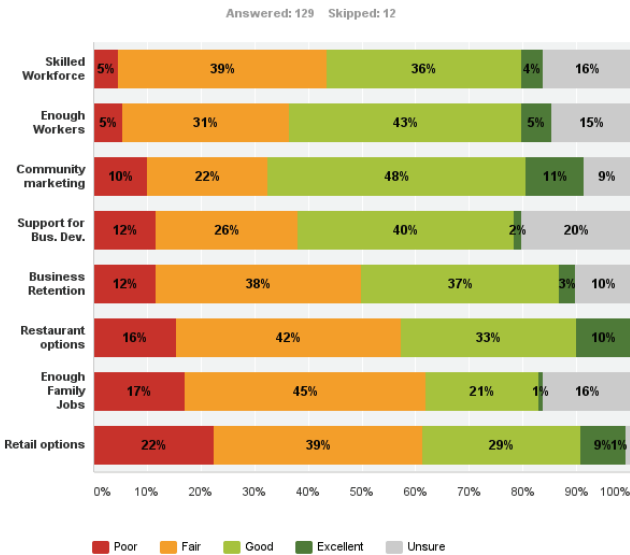
Q12 Please indicate your level of agreement with the following statement: Baraboo is a good place to start a business."



Q9 Do you believe Baraboo should commit funding to retain, attract or grow private sector businesses and jobs in the community?

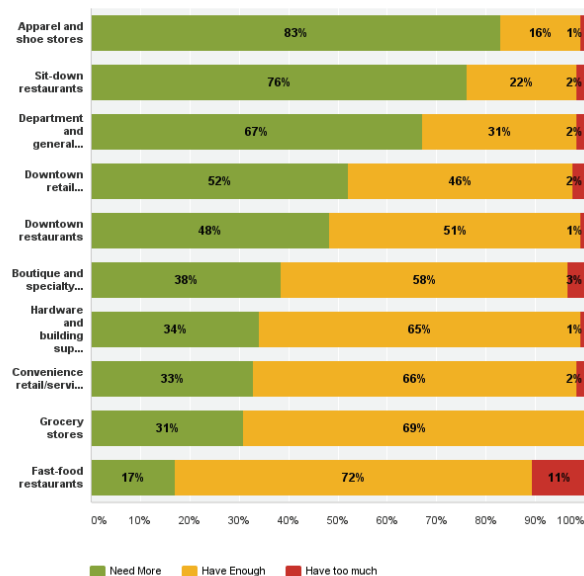


Q14 How would you rank the quality of each of the following regarding Baraboo's economic development/business environment?



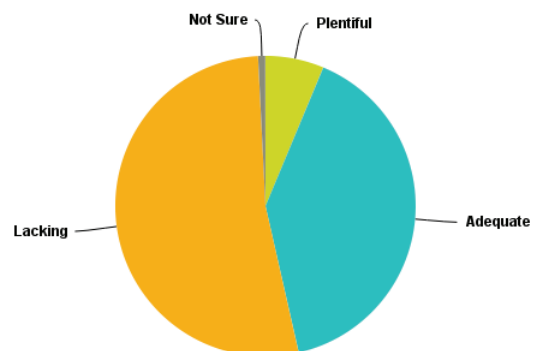
Q17 Please share your opinions about the supply of various retail and service businesses in the baraboo area.

Answered: 126 Skipped: 15



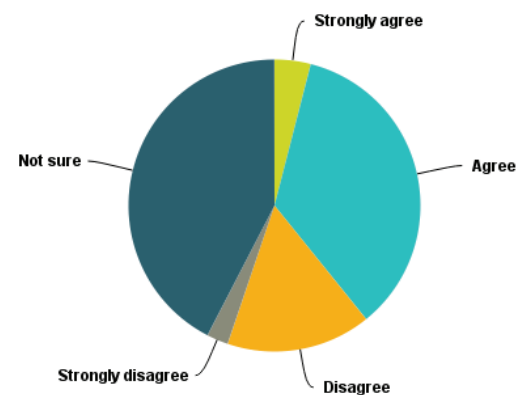
Q15 In your opinion, how would you describe the availability of places to shop or dine in Baraboo?

Answered: 127 Skipped: 14



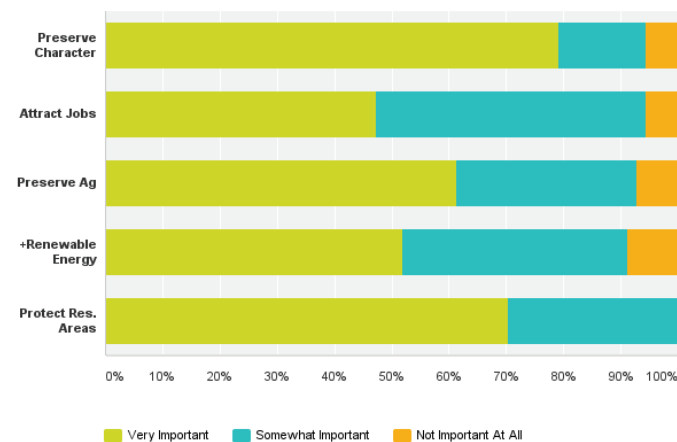
Q22 Current land use regulations have done an effective job in minimizing land use conflicts in Baraboo.

Answered: 125 Skipped: 16



Q23 Whenever a development project is proposed, be it new homes, new commercial or manufacturing uses, or mining or energy uses, cityleaders must balance competing interests. Please indicate the importance of each of the following to you:

Answered: 125 Skipped: 16



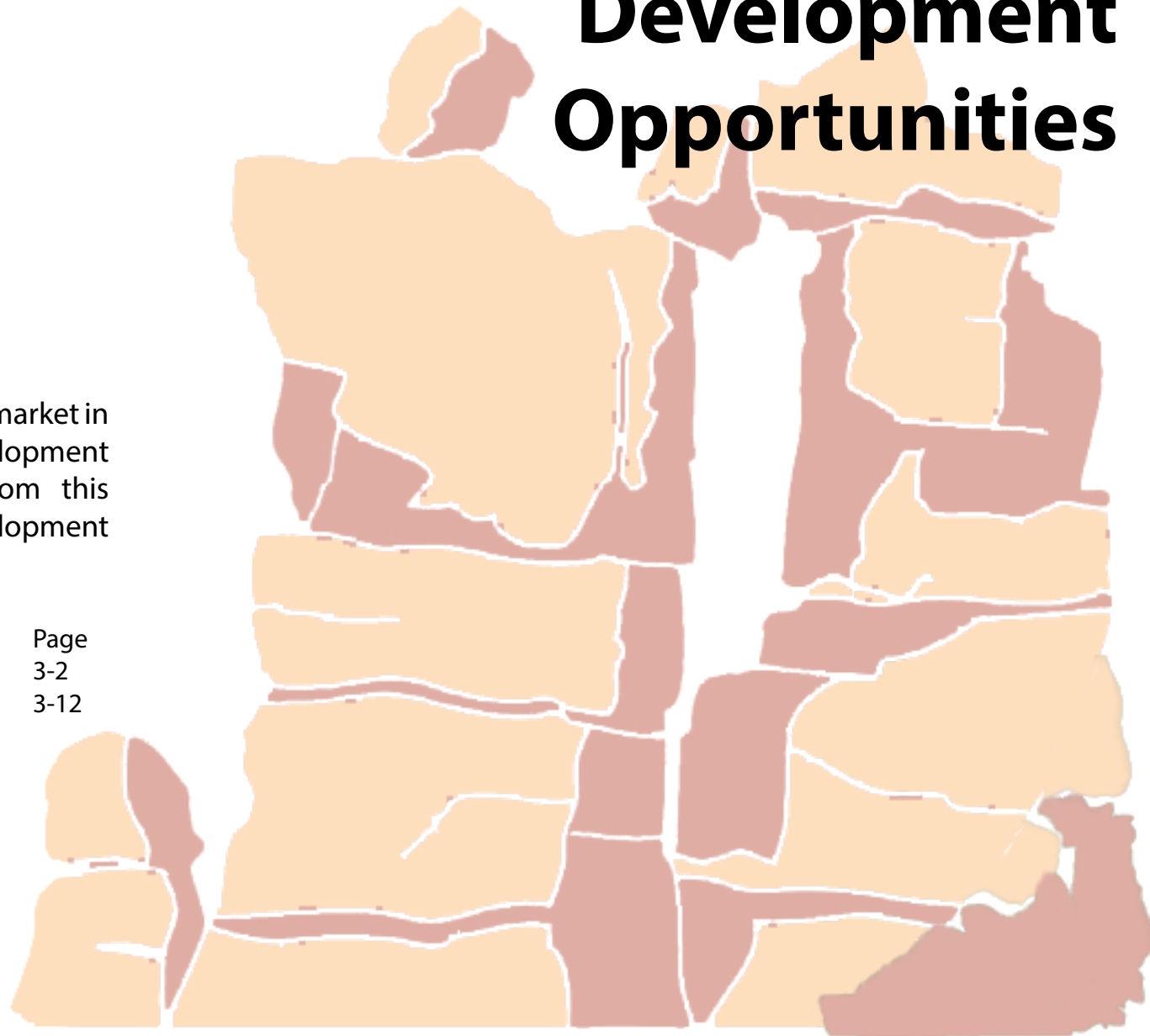
3

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. The CTA includes roughly 9,500 people (ESRI 2016). A majority of the recent residential development in Baraboo has occurred on the eastside, within the CTA, and sustained residential growth is planned within the area over the next 10 years.
- **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). The DTA includes roughly 18,000 people (ESRI 2016).

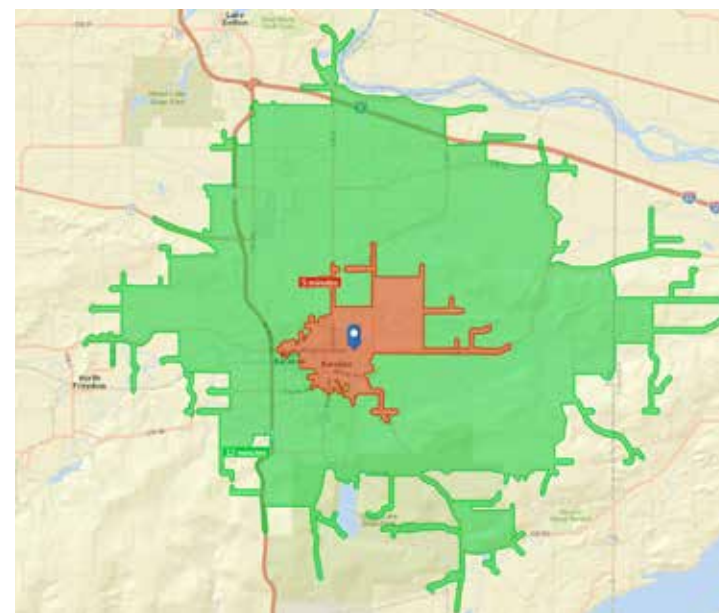


Figure 1. Baraboo Eastside CTA and DTA

Source: ESRI Business Analyst

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 residents within Baraboo and West Baraboo for whom the Hwy 12 corridor retail 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.

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/Surplu 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	<i>included in New Car Dealers</i>	
44121000	Recreational vehicle dealers	\$ 5,412,980	\$ 3,945,476	0.5
44122000	Motorcycle, boat, & other motor vehicles	\$ 2,813,701	<i>included in Recreational Vehicle Owners</i>	
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	<i>included in Pharmacies & drug stores</i>	
44613000	Optical goods stores	\$ 758,317	<i>included in Pharmacies & drug stores</i>	
44619000	Other health and personal care stores	\$ 844,325	<i>included in Pharmacies & drug stores</i>	
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 Corridor 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 Corridor 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.

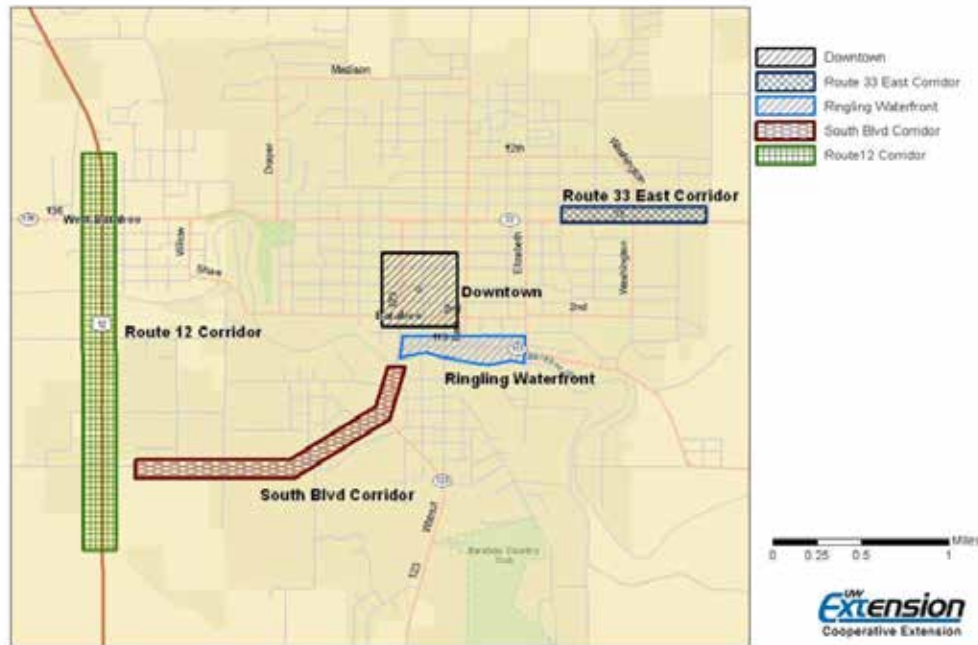
To identify what the Route 33 Gateway Corridor retail market could potentially build on, the Market Analysis identified the following strengths of the Corridor:

- 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 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 view of the Sauk County Fairgrounds during the County Fair, one of the few times each year that the site is fully utilized.

3.1 Baraboo Eastside Market Analysis

Key Findings of the 2016 and 2011 Analyses

- **Appliance Sales and Service:** There is a potential market for an appliance sales and service store in the Baraboo Eastside Corridor as there is an \$8 million leakage in the primary trade area. Keep in mind that appliance sales and service establishments 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. Again, the data in Table 4 (page 3-7) suggests that in the primary trade area there is capacity to add an additional electronics & appliance store.
- **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.
- **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.
- **Professional Office and Medical Services:** The close proximity of the St. Clare Hospital, just north of the west end of the Eastside Corridor Study area, presents a great opportunity for the development of additional medical offices and service agencies along the Eastside Corridor. New office developments would benefit from the ease of access to the corridor and the close proximity to existing medical facilities and services.



The Baraboo East Side Neighborhood's trade area could potentially a appliance sales and service establishment.

- **Health, Fitness and Recreation:** As the number of rooftops accessing the Eastside Corridor continues to increase there are also growing opportunities for businesses that offer health and fitness goods and services. Additionally, the region's great recreational amenities offer expanded opportunities for recreational goods and service providers.

- **Restaurants:** The Eastside Corridor is home to several outstanding restaurants that are easily accessible and add greatly to the corridor's viability. As the eastside of Baraboo continues to add rooftops and traffic continues to increase along the corridor, there will be additional opportunities for restaurant development. More restaurants will result in more consumer traffic for the area as a whole and will benefit the corridor's redevelopment and growth.

- **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.

- **Additional Development Opportunities:** The majority of commercial property on along the developed corridor is zoned B-3 Highway Oriented Business. Uses permitted either by right or through a conditional use permit would be encouraged to consider locating along the corridor. There may also be opportunities for multi-family developments and mixed use (multi-family residential/commercial) developments along the corridor. Light industrial development would also be considered. One potential location for multi-family housing development might be the southwest corner of Jefferson Street and 8th Street adjacent to East Elementary School. The development of additional affordable housing units along the corridor would benefit the existing business and services as well as grow the consumer market for future business development.



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

3.2 Economic Development Tools

Tax Incremental Financing

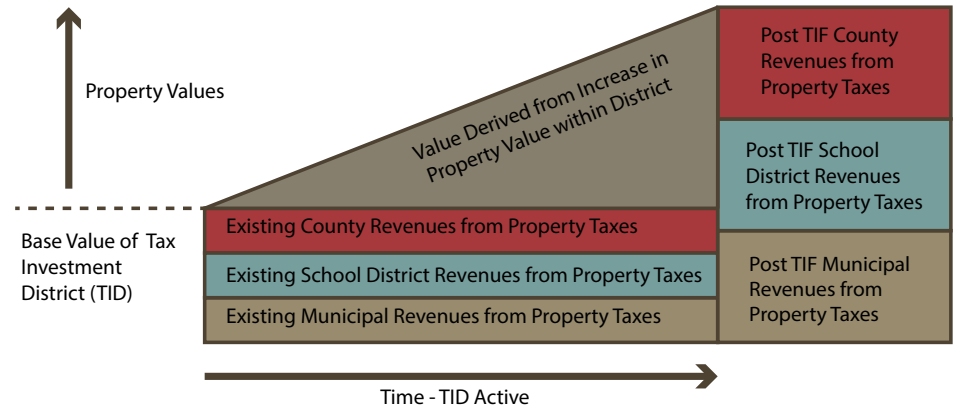
The most powerful and important economic development tool the City can utilize is Tax Incremental Financing (TIF). TIF is a funding mechanism whereby investments in new infrastructure and development are financed with loans, and the loans are paid off with the additional tax revenue from new development. 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 (2017) this funding is available through the Transportation Alternatives Program (TAP).

How Tax Increment Financing (TIF) Works



1. An area is designated as a Tax Incremental District (TID).
2. Projects are identified and funded to encourage and facilitate the desired development and increase tax value.
3. When property values rise, the private property tax paid is used to pay for the projects. Tax paid to the schools, county and also used..
4. After the costs of the projects are paid off, the TID is closed.
5. Full value of the new development gets shared by the taxing jurisdictions.

4

Existing Conditions Inventory and Analysis

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

- 4.1 Past Studies, Plan and Reports
- 4.2 Zoning and Development Guidelines
- 4.3 Existing Land Use and Development
- 4.4 Transportation and Mobility
- 4.5 Infrastructure, Utilities, Environmental
Features and Open Space
- 4.6 Corridor Character/Urban Design

Page
4-2
4-6
4-8
4-11
4-13
4-14



4.1 Past Studies, Plan and Reports

Introduction

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

An objective within the Grow Baraboo plan is to create an East Entrance Corridor Redevelopment Plan. Our current effort, the Eastside Corridor Study, 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 Study 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 Study 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 was 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 Study 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.

Chapter 4 includes a discussion regarding Planning Mixed Use commercial development along STH 33 in the Eastside Corridor Study planning area. The Planned Mixed Use future land use category provide 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 Eastside Corridor Study's planning area. The Plan then discusses the East Planned Neighborhood as one of several Detail Planned Neighborhood Plans. The Comprehensive Plan's guiding principles should be utilized when considering redevelopment proposals for the Eastside Corridor Study planning area.



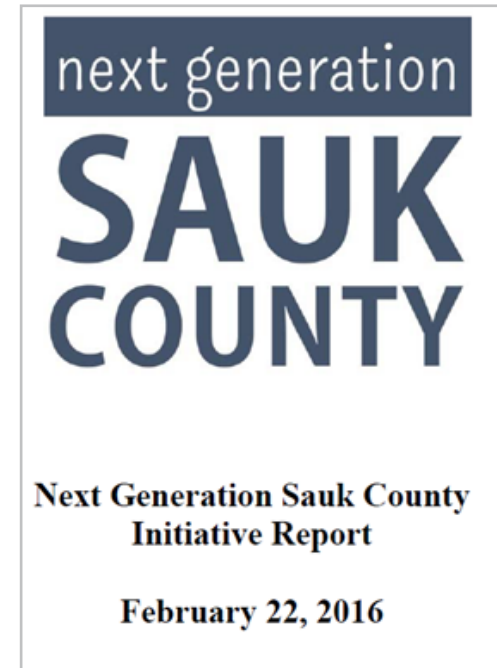
4.1 Past Studies, Plan and Reports

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.

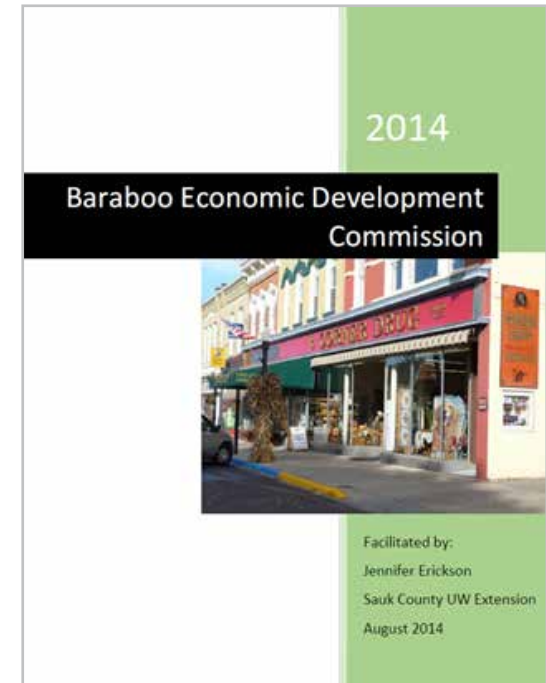
This recent planning effort outlines an important aspect of growth for the City of Baraboo, attracting and retaining a quality workforce that will be dominated statistically by Millennials. The strategies and concepts of the report are directly applicable to redevelopment pursuits in the Eastside Corridor 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 Study, 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.

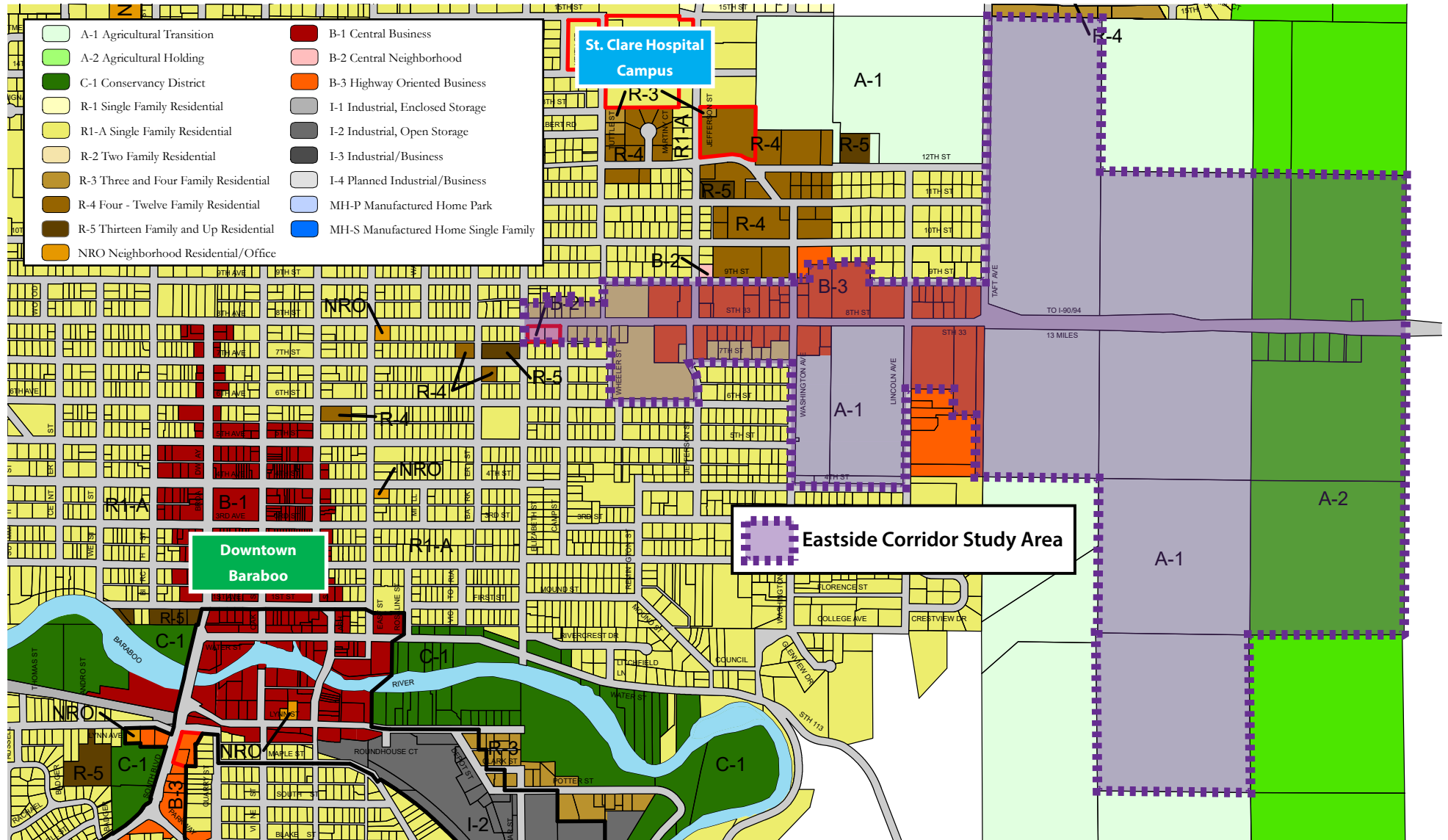
The vision areas, strategies and key SWOC's outlined in the 2014 BEDC Strategic Planning Report are very applicable to the current Eastside Corridor Study. These elements provided a good comprehensive summary on the BEDC's current assessment for the region and their plans to continue growing and improving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



4.2 Zoning and Development Guidelines

Zoning

Most of the existing developed parcels in the study area are zoned for commercial use, either B-2 or B-3. Undeveloped lands to the east are zoned A-1 or A-2 and will require rezoning before development proceeds. Rezoning and development proposals should be consistent with this study.



Development Guidelines

Throughout the Eastside Corridor Study process the community expressed a general concern for unsightliness in the City caused by low development standards for buildings, the poor screening of “backlot” operations, and presence of junk vehicles. Additionally, according to a preference survey conducted as part of the 2005 Baraboo Comprehensive Plan all developments should incorporate the following design elements:

- 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.

Chapter 2 of the 2005 Comprehensive Plan also identifies that the City should support developments by:

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



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 values greater than or equal to the value of the building (illustrated in dark green, 0.0-1.0 ratio).

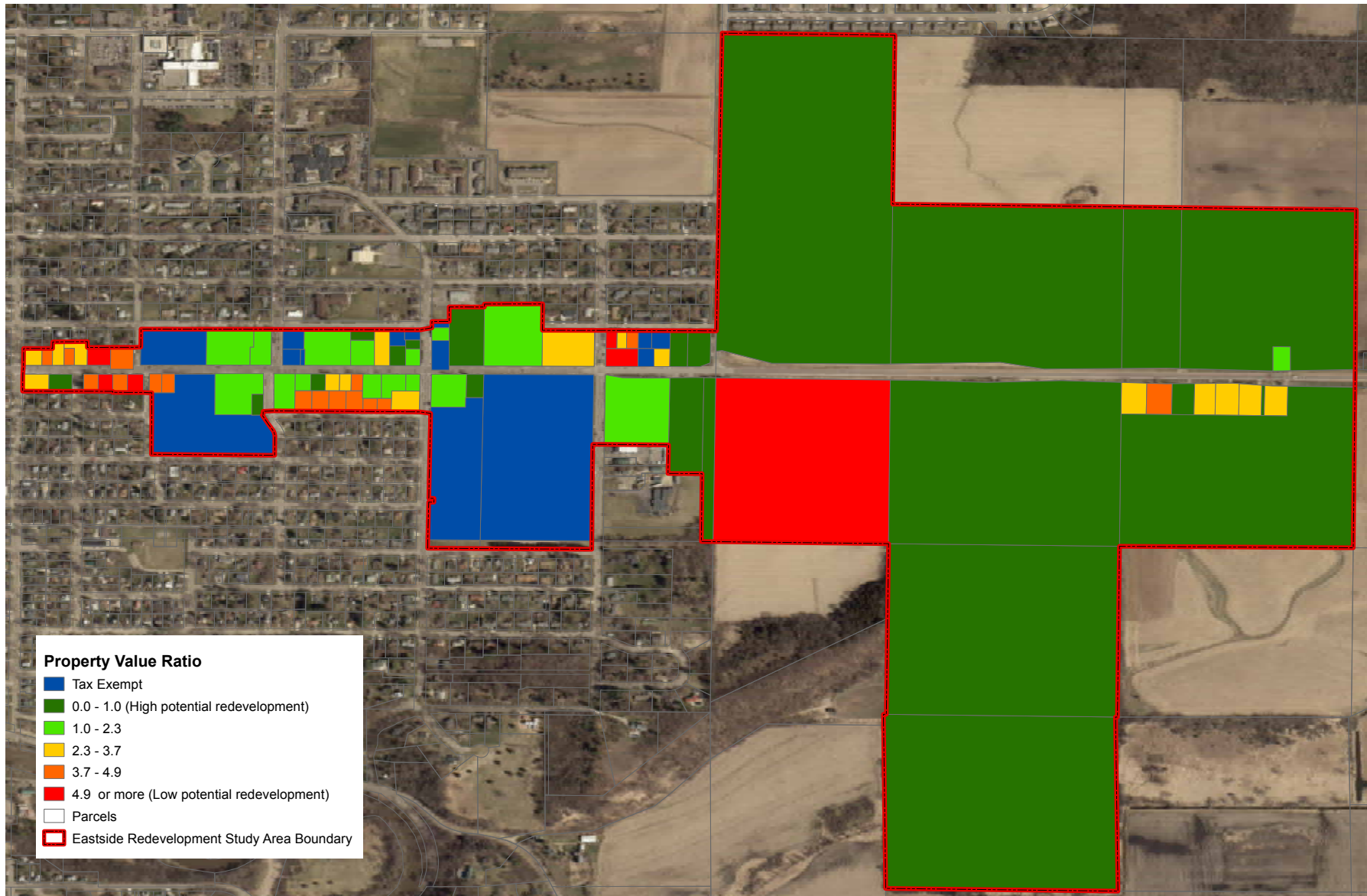
There are two important trends that are evident:

- Overall there are a 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 reinvestment of development (as they are not contributing significantly to the tax base). One of these areas is the undeveloped land on the east side of the County Highway T. Another is the vacant lumber yard between Washington Avenue and Lincoln Avenue. The former car lot on the northwest corner of Taft and 8th Street is also a good reinvestment opportunity.

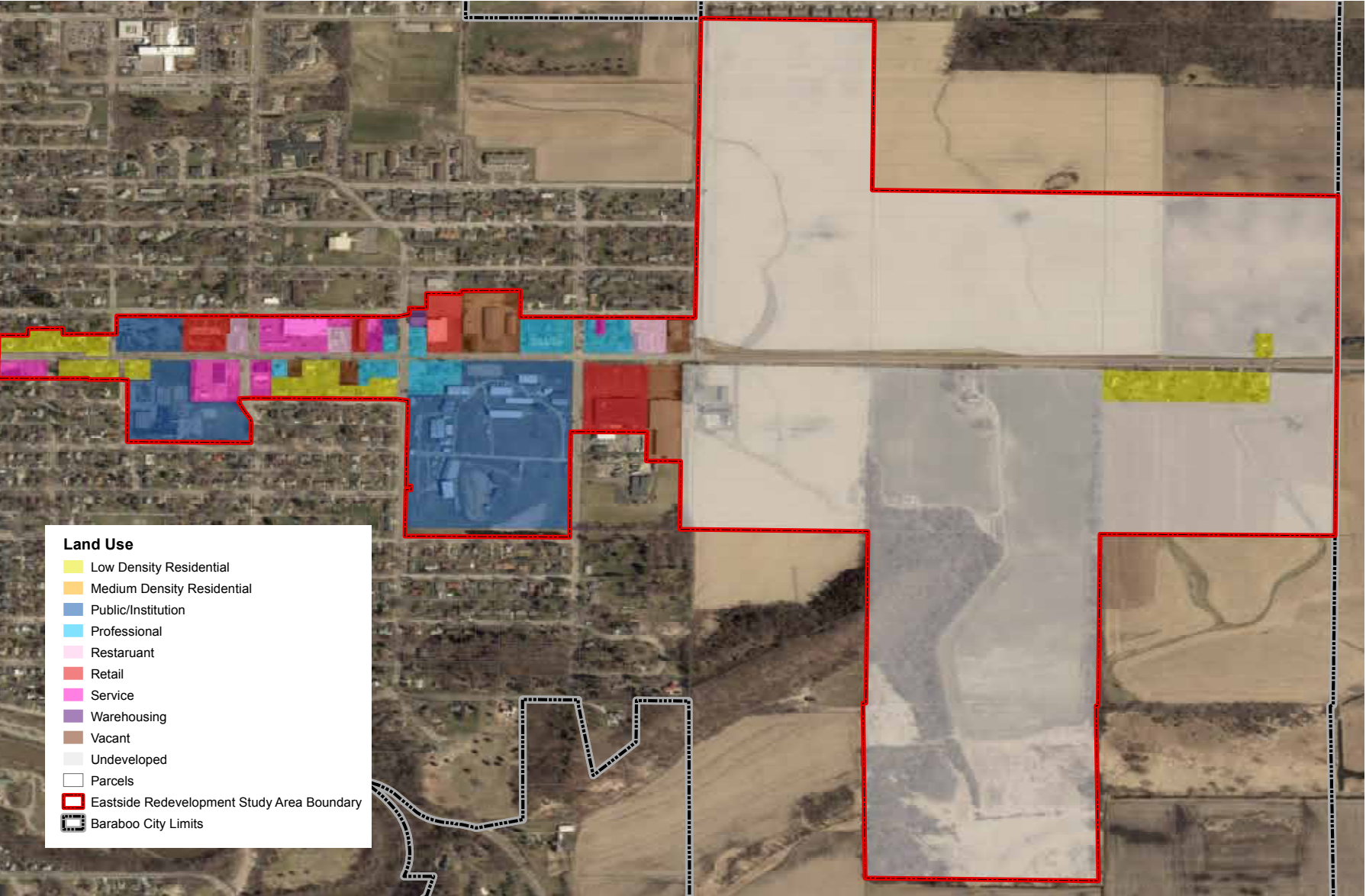


Undeveloped land east of County Highway T (Google Maps 2017)

Property Value Ratio Map



Existing Land Use Map



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 at right. 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 4-12 shows traffic counts from WisDOT 2014. It also indicates where some sidewalks are missing and potential additions to the current sidewalk network.

The map on page 4-12 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.

In the Fall of 2016 the City completed a resurfacing of the curbside lanes (both east and westbound) of STH 33 within the Eastside Corridor Study area. The City is waiting for WisDOT's completed study of the highway corridor before considering additional safety and travel improvements.

Street surface cracked and damaged

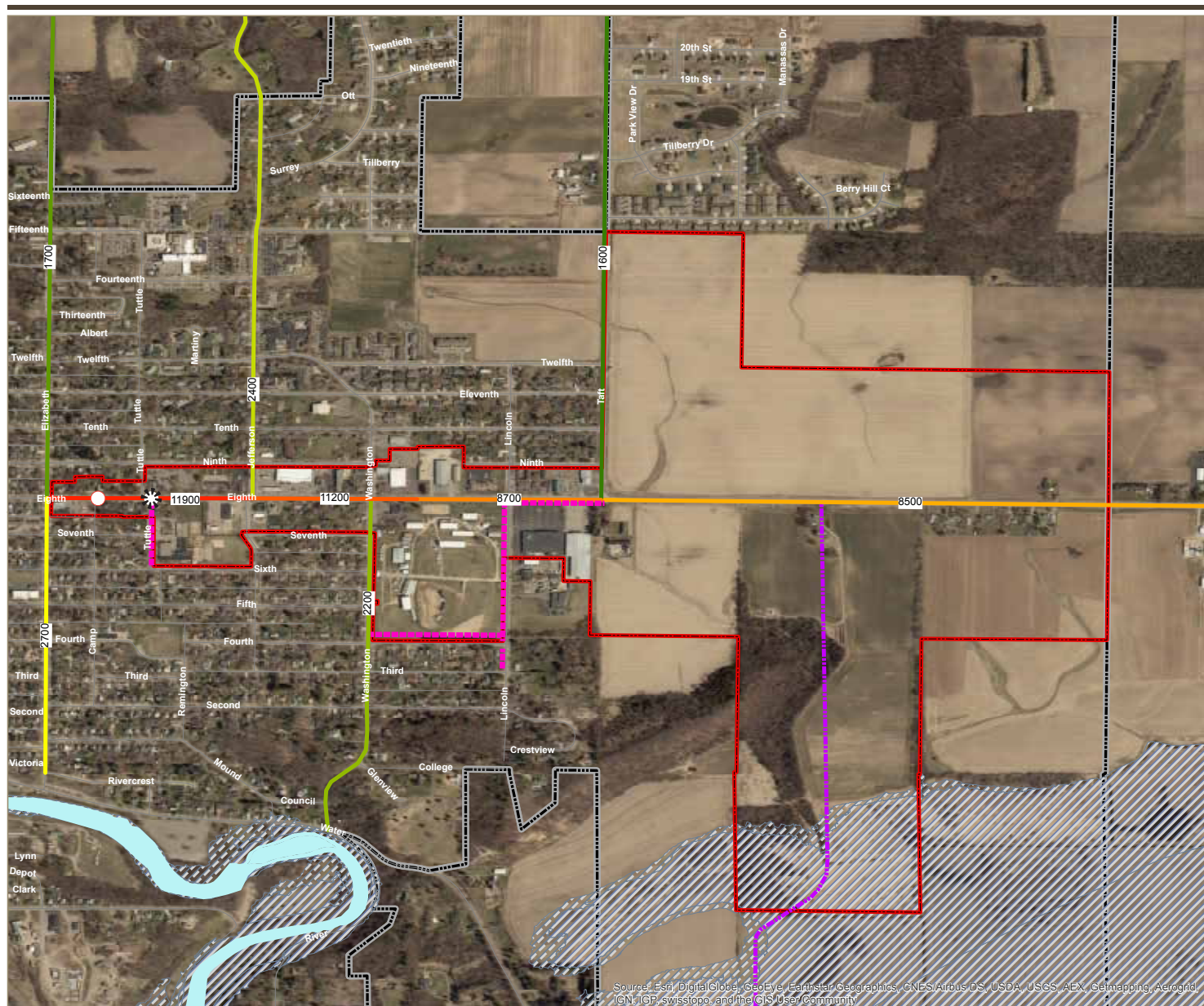


Sidewalks in need of repair



Potholes driver/pedestrian issue





EASTSIDE CORRIDOR STUDY AREA MOBILITY MAP

Transit

- Potential Collector
- 1600 Vehicles Per Day
- 1700 Vehicles Per Day
- 2200 Vehicles Per Day
- 2400 Vehicles Per Day
- 2700 Vehicles Per Day
- 5800 Vehicles Per Day
- 8500 Vehicles Per Day
- 8700 Vehicles Per Day
- 11200 Vehicles Per Day
- 11900 Vehicles Per Day
- 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



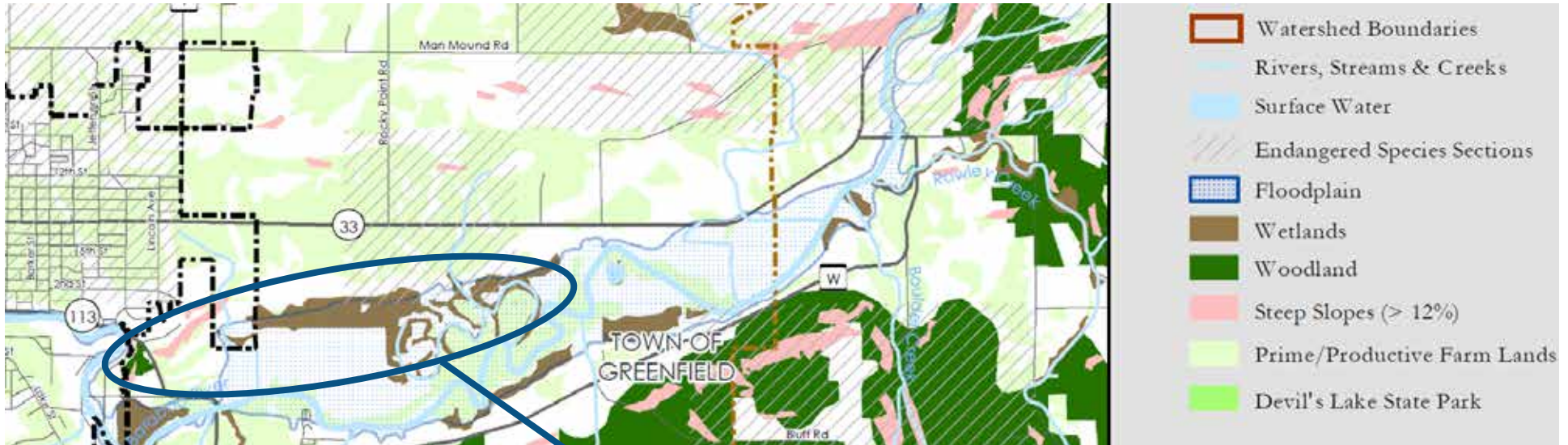
Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Geomapping, Aerialna, IGN, JGP, swisstopo, and the GIS User Community

4.5 Infrastructure, Utilities, Environmental Features

The community will continue to grow to the east along STH 33 and there are few impediments to new growth east of County Highway T.

Natural Areas

To the south, the Baraboo River and associated wetlands, floodplains, scenic areas and slopes define a growth barrier. Stakeholders' indicated the area is very scenic and felt that it would be attractive to residential development because of the views. The river corridor, as an environmental corridor, presents both opportunities to attract growth as well as challenges to managing growth in a manner that preserves environmental assets. Drainage patterns in the growth area indicate that most storm water runoff flows south, eventually entering the Baraboo River.



This is an environmental corridor and not suitable for development.

Utilities and Infrastructure

The City's sewer treatment plant and drinking water distribution system have been sized to support future development across the community including the area within the Eastside Corridor Study's planning area. Public utilities would be extended at such time as need to support new development.

4.6 Corridor Character/Urban Design

The design of a major street directly affects the quality of life in a community. A well-designed urban streetscape incorporates crosswalks, sidewalks, light fixtures and trees. Planters, trash receptacles, banners/flags, and benches are additional features that can be added to further enhance the quality of a street but are not essential. Streetscaping improvements will not necessarily result in the reinvestment in private property that the corridor requires but improving the appearance and function of the public right-of-way can positively or negatively influence the decisions and flow of investment from shoppers and property owners. Guidelines in this section are intended to assist in the design and 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” indicates whether the Eastside Corridor Study area currently meets these 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

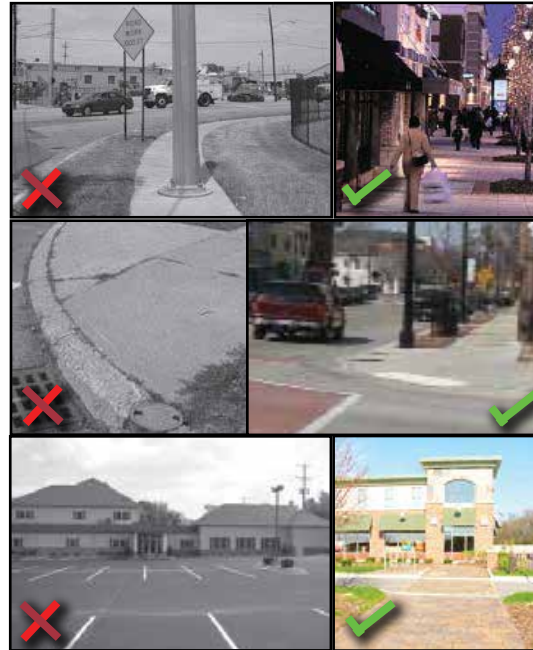
Good Examples



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



Dangerous crossing of 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 Corridor Character/Urban Design Assessment

Comfort

Human Scale Missing in Areas



SOME

SOME

Well Maintained Residential



SOME

Maintenance/Image Issues



NO

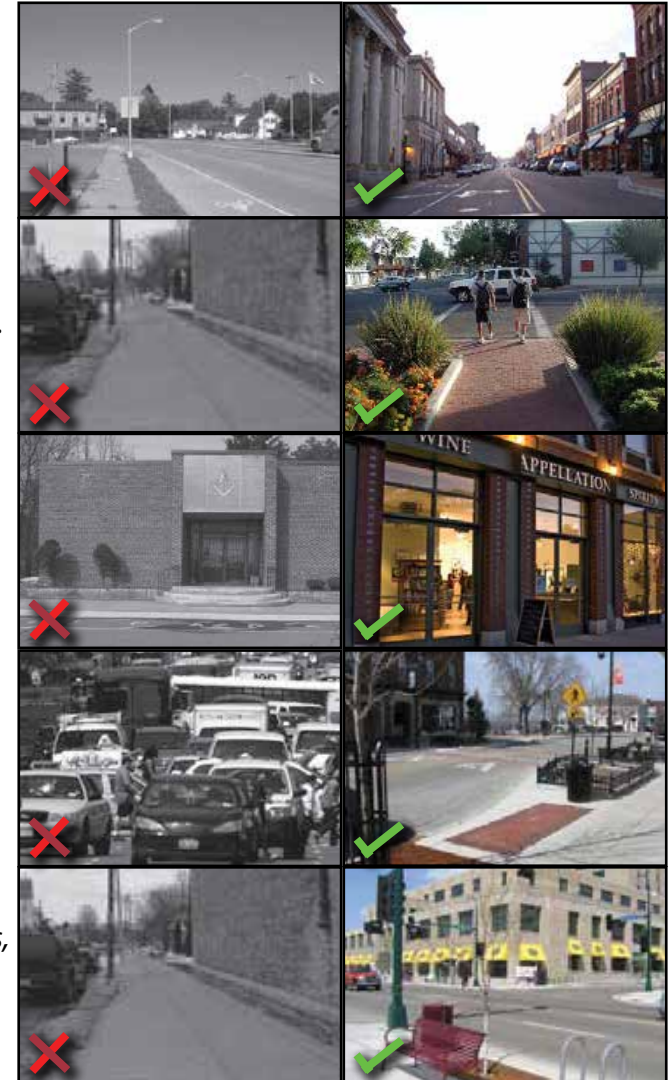
NO

YES & NO

- 1) Human Scale
 - *establish a 3:1-2:1 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 Issues



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 Sauk County Fair is moved from its current location on the corridor, the property could be a great large-scale redevelopment 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 activities and events. There is an opportunity for better utilization of this property.

4.6 Corridor Character/Urban Design Assessment

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 corridor and the community's character and identity. The existing gateway sign on the eastside of Baraboo is a nice sign of constructed of lasting and durable materials. The sign could be further improved by adding additional natural materials and landscaping around the sign's base. The gateway vision rendering shown below is from the 2005 City of Baraboo Comprehensive Plan. The rendering shows added vegetation, rocks and lush trees that could really make a more positive impact on the initial impression of those entering the community via the eastside corridor. A next step, on a bit larger scale, would be to establish a gateway landscape/streetscape plan that can be implemented in phases along the corridor.

Gateway vision from City of Baraboo Comprehensive Plan - 2005



Gateway Image 2016



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 seem to have a great deal of wayfinding signs and a possible next step should be to plan what signs should be added and where.

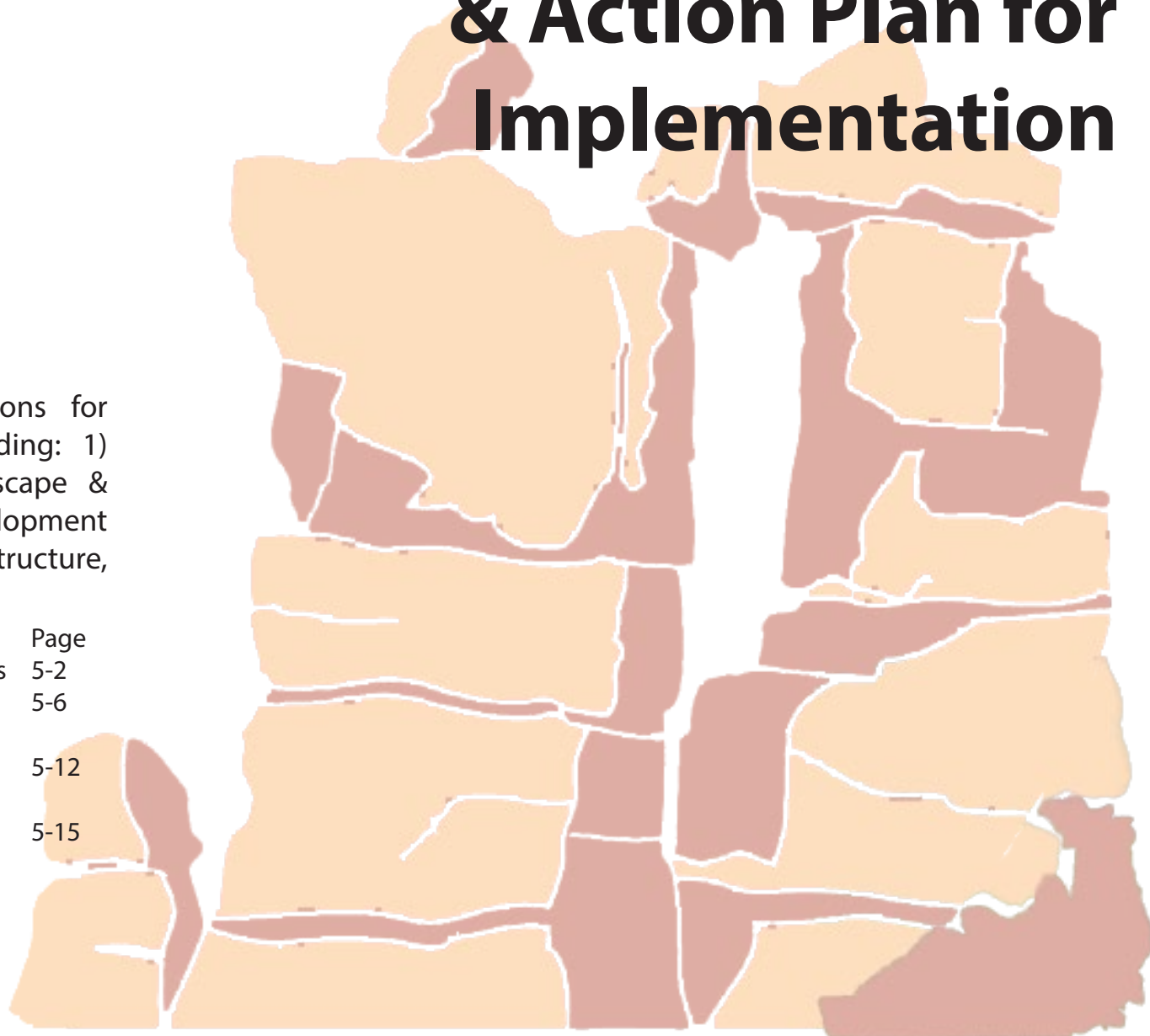


5

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.

	Page
5.1 Land Use & Development Recommendations	5-2
5.2 Corridor Character: Streetscape & Beautification Recommendations	5-6
5.3 Transportation, Access & Mobility Recommendations	5-12
5.4 Action Plan for Implementation	5-15



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 at 1139 8th Street.
- The former car lot at 1219 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.
- Old Viking Convenience Store at 818 8th Street.
- Former Kmart/Badger Ridge Complex at 1212 8th Street.

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 currently zoned for agricultural use 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 STH 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 fifteen feet) height

- Small to moderate commercial building footprint—less than 75,000 sq.ft.
- 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/STH 33 should be encouraged at full block depth where possible with adequate screening/buffering between the different uses.
- Reduce number of access points per parcel/property to reduce conflict points along the 8th Street corridor.

Land Use Designation

In accordance with the Baraboo Comprehensive Plan and the character of the corridor, the City should promote mixed use 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.

Badger Ridge Redevelopment Opportunity



Existing Site



There is a opportunity to improve the Badger Ridge site storefront. The facade has the potential to be more representative (visually) of multiple storefronts in one building. A good example of this is the reuse and redevelopment of the building below. This example was formerly a large grocery store. The building was divided into sections and a quick service restaurant was constructed in the front portion of the parking lot. Any facade improvements and potential infill building for the Badger Ridge site should be taller and have vertical design elements.



Building Front

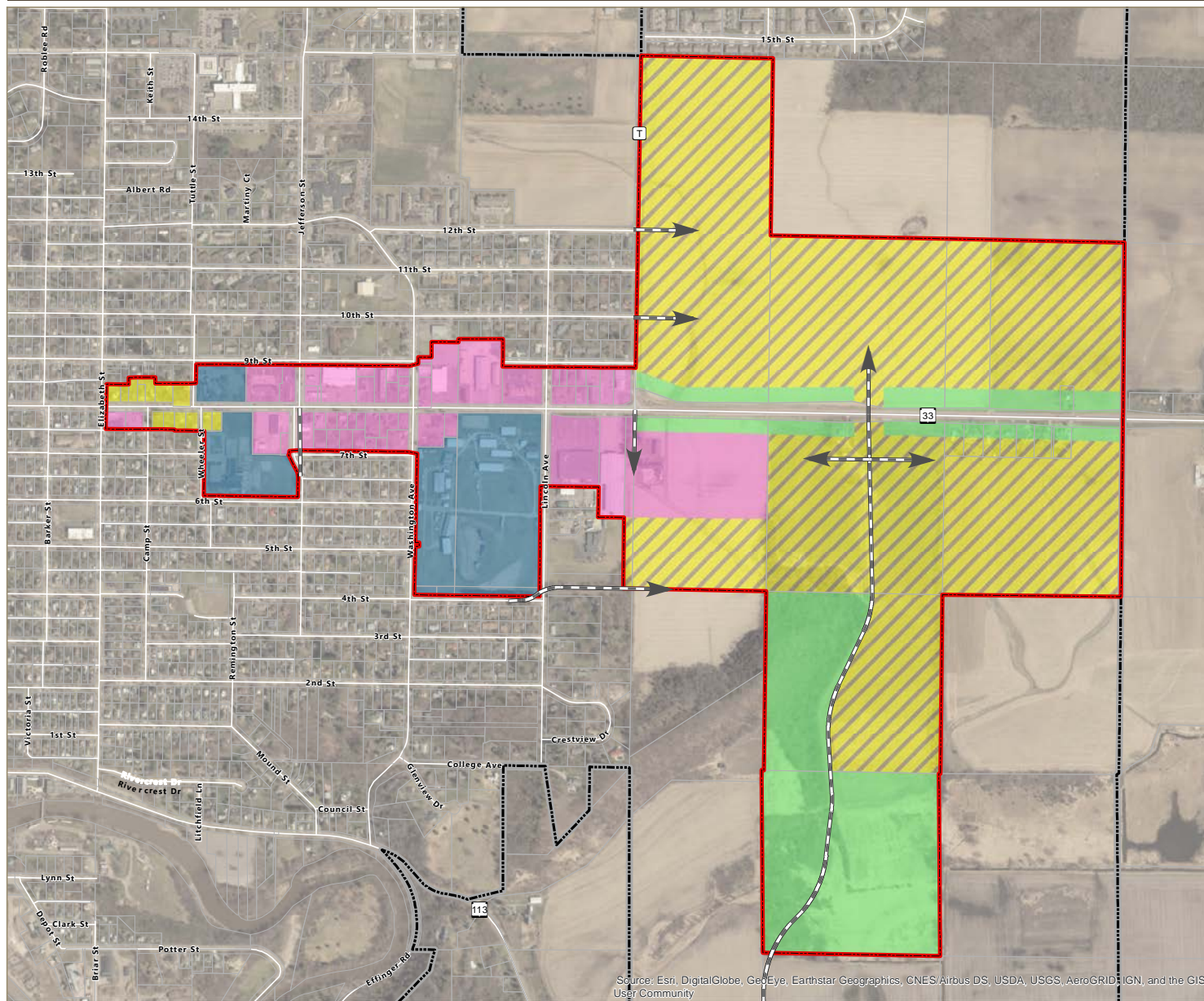


Building Side



Restaurant Added to Parking Lot





EASTSIDE CORRIDOR STUDY AREA FUTURE LAND USE

- Baraboo City Limits
- Eastside Redevelopment Study Area Boundary
- Parcels
- Future Land Use**
 - Parks/Open Space
 - Planned Mixed Use
 - Public/Institutional
 - Residential
 - Planned Neighborhood
- Proposed Road

DATA SOURCES:
BASE DATA PROVIDED BY SAUK COUNTY.
AERIAL IMAGERY PROVIDED BY ESRI.

CITY OF BARABOO
SAUK COUNTY, WI



0 875 Feet

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Eastside Redevelopment Study Area Future Land Use

This study proposes an amendment to the City of Baraboo Comprehensive Plan. As shown on the following page, most of the greenfield growth lands within the study area for this project should be in Planned Neighborhood Use (described below). A green buffer strip along STH 33/8th St. is proposed for any new development east of County Road T, including commercial uses, such that new structures are set back 100 feet or more from the highway and a more rural character is maintained (see page 5-11).

Planned Neighborhood

Single Family Home Example



Multi Family Example



As described in the 2005 Baraboo Comprehensive Plan, the Planned Neighborhood future land use designation is intended to result in a carefully planned mixture of predominantly single-family residential development, combined with one or more of the following land use categories: two-family/townhouse residential, mixed residential, neighborhood office, neighborhood commercial, institutional, and park and open space facilities. This category is intended to accommodate the Traditional Neighborhood Design (TDN) forms of development. Approximately 70 percent of the dwelling units in the Planned Neighborhood area should be single-family detached units, approximately 10 percent should be two-family units, and 20 percent multi-family units. A number of these units should be affordable for new families and Millennials looking to settle in this growing area of the community.

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:

Public Actions:

- Provide pedestrian amenities: add benches, tables and chairs, bike racks, etc.
- Separate and buffer pedestrian areas from other modes of travel through wider sidewalks, sidewalk terraces and limiting curb cuts
- Improve pedestrian visibility with additional street lighting.
- Limit pedestrian crossing distance reducing through traffic lanes, reducing corner radii and adding refuge medians.
- Provide clear sidewalks paths and limit all obstructions within areas of travel.
- Soften the urban hardscape by adding planters, street trees, landscaped spaces, etc.
- Provide traffic calming devices to limit automobile/truck traffic issues.
- Ensure sidewalks and building entrances are accessible to all citizens and are ADA compliant.

Private Actions:

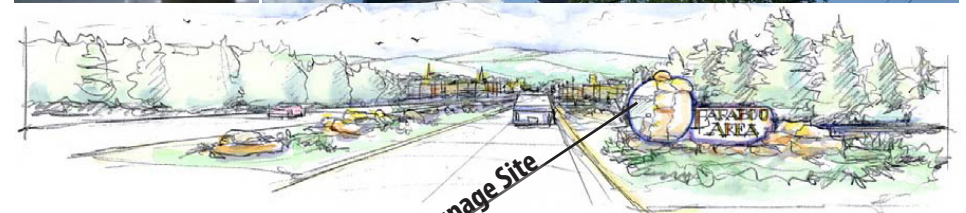
- Encourage new buildings to be closer to the street and taller to establish a more urban feel along the developed corridor.

Branding and Signage

5-6

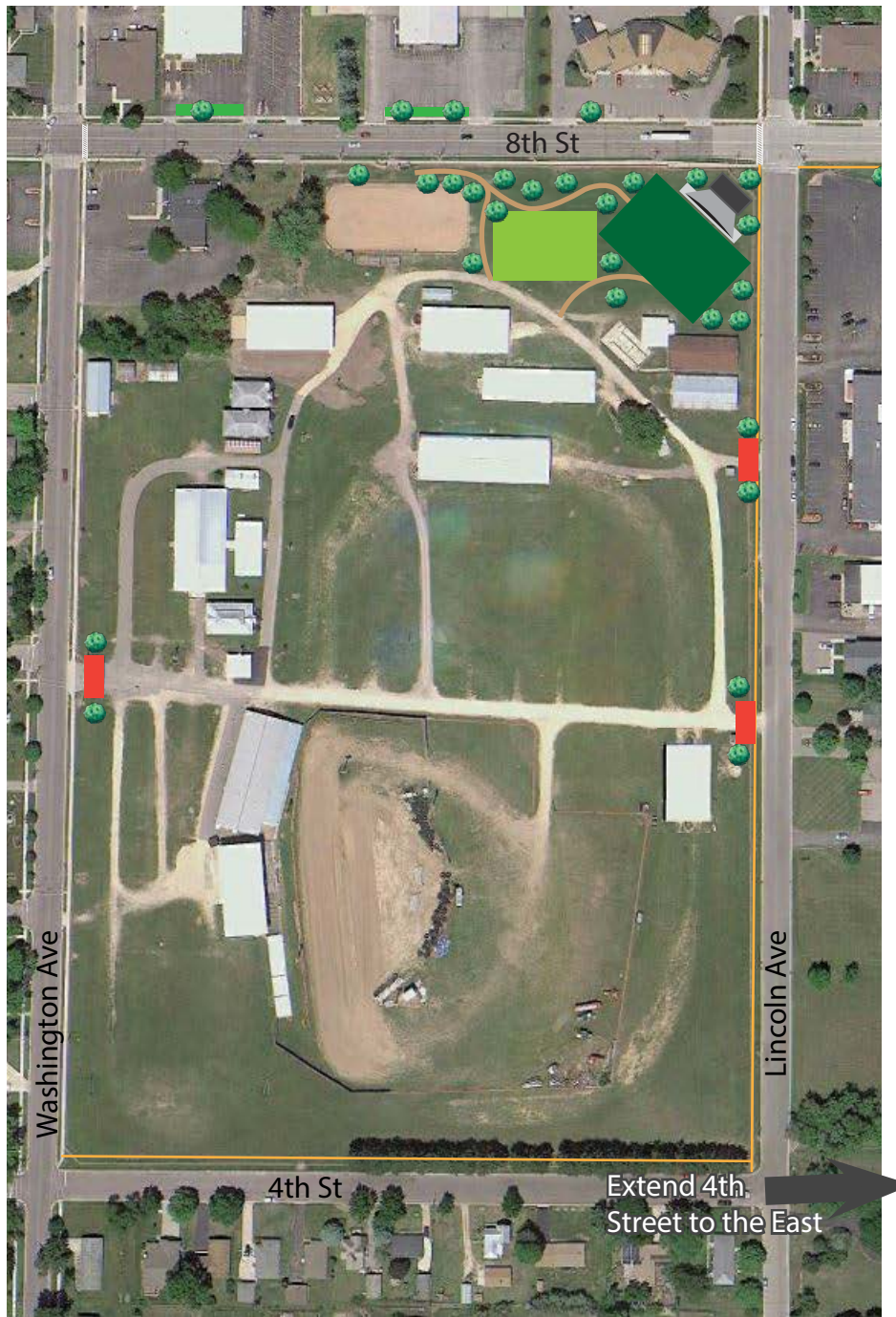
To building upon its existing branding and signage, the City of Baraboo should:

- Apply Baraboo's branding on wayfinding and street signage along 8th Street/STH 33.
- In concert with recommendations in the existing Comprehensive Plan the City should plan for and implement a phased 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 regulations (Chapter 17 of Baraboo's City Code) and potentially update those regulations to help enhance the character of the Eastside Corridor.



Potential Wayfinding Signage Locations

- Jefferson St. and 8th St. for Hospital
- Elizabeth St. and 8th St. for Circus World
- Jefferson St. and 8th St. for Steinhorst Park
- Camp St. and 8th St. for Langer Park
- Elizabeth St. and 8th St. for Ritzenthaler Park



Fairground Improvements

If the Sauk County Fairgrounds intends to stay at its current location 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 County and surrounding stakeholders should use this plan 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 Improvement Area
- Path
- Bandshell Event Area
- Community Event Area
- New Sidewalk
- Potential Tree
- Fairground Entrance Improvements



Public Streetscape Improvements - Existing Urbanized Area



Private Streetscape Improvements - Existing Urbanized Area

Potential Green Space Improvement



Existing Signage Example



Alternate Monument Sign with Improved Landscaping Example



Proposed Additional Street Trees to Soften Street Edge Where Missing

Landscape Improvements to Frontage

Encourage Private Owners to Install Canopy Trees Near The Sidewalk That Will Serve as "Street Trees"



8th St

Fairground Improvements Should Address Streetscape



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



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



East Gateway Entrance Feature

The City's east entrance would benefit from a more prominent gateway feature and community sign. This plan proposes such a feature for the northeast corner of the intersection of STH 33 and County T. While growth will continue east of this point in future years, new development to the east should be set back from the highway (see the following page), and this intersection will continue to be an appropriate gateway and point of arrival into the City.

The following design principles are recommended, and the illustration below is a sample of what might be built consistent with these principles.

MORE THAN A SIGN

A sign with the community name should be integrated with a landscape feature, incorporating earthwork and plantings, to enhance the visual impact and reinforce the City's connection to the surrounding landscape.

NATURAL MATERIALS

The feature should incorporate natural materials, such as the local quartzite stone. It may be acceptable to use concrete to mimic stone if necessary to achieve the desired shape and scale, but only with high-quality construction to produce realistic textures and colors.

LARGE SCALE

A large feature is encouraged, including a component at least 20 feet tall, to have a strong visual and placemaking impact.

RECREATION FEATURES

Outdoor recreation is important to Baraboo's identity. A multi-use off-street trail through the site and along the highway is encouraged. A stone feature such as the one shown below could be designed to allow rock climbing.

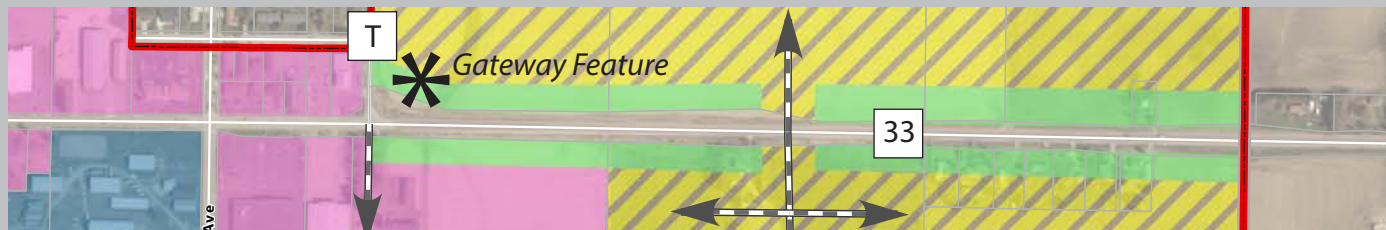
LOCAL HERITAGE

The Circus World Museum is important to Baraboo's identity and should be featured in some way, such as a notation on the sign.



East Gateway Green Buffer

As shown in the proposed future land use map amendment (excerpt at bottom of page), it is recommended that a deep, landscaped buffer be provided along STH 33 east of County T. When these lands develop, that development should be set back from the highway by at least 60 feet, preferably 100+ feet. The buffer space should be planted with grasses and trees and should incorporate a walking and biking trail to provide for safe recreation and transportation. This will preserve a more rural character for the highway and a more distinctive sense of arrival into the City upon reaching the City's gateway sign and the urban character development just beyond it.



Future land use map excerpt - STH 33 Entrance Corridor, showing green space buffer and gateway feature



5.3 Transportation, Access and Mobility Recommendations

Roadway Improvements

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

- Roadway realignments to eliminate awkward, and potentially dangerous off-set intersections.
 - 4th Street at Lincoln Street (when extended to the east)
 - Jefferson Street south of 8th Street

Intergovernmental Cooperation

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

- Support WisDOT's current study of STH 33.
- Advocate with the WisDOT to add the reconstruction of 8th Street to the State's Transportation Capital Improvement Plan.
- Engage in the design process of the WisDOT for 8th Street to encourage improvements that meet the goals of this study.

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 gaps.
- Repair sidewalks that are cracked, crumbling or uneven.

- Consider the addition of dedicated bike lanes and encourage the study of such improvements in the WisDOT STH 33 Study that is currently underway.
- Improve pedestrian crossing near school on STH 33.

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 portion of the Corridor as development occurs and/or resources allow.

Road Reconfiguration Concept Proposed Area

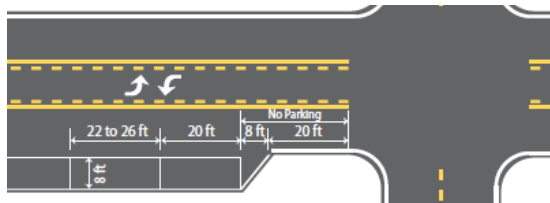


Road Reconfiguration Example (Washington Ave to Lincoln Ave)



Above is a rough cross section of 8th Street/STH 33 as it exists today with two lanes of traffic in each direction.

TWLTL with Parking/Bike Lane



Above is a hypothetical cross section of 8th Street/STH 33 reconfiguration. The reconfiguration might include the removal of one lane of traffic in each direction and the addition of a continuous Two-Way Left-Turn Lane (TWLTL) and bike lanes. This set up would allow for better access to businesses by traffic from both directions, improve bicycle connectivity, and reduce congestion caused by left turns.

Jefferson Street Realignment

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



Existing Street Alignment



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

5.4 Action Plan for Implementation

Land Use & Development Recommendations

Recommendation	Target Completion Year	Responsible Parties	Potential Funding Sources
<i>Promote development east of County Highway T</i>	<i>Ongoing</i>	<i>City, PO, Developer, BEDC</i>	<i>N/A</i>
<i>Redevelop the vacant lumber yard between Washington and Lincoln</i>	<i>2025</i>	<i>PO, Developer, City, BEDC</i>	<i>TID, Private Funds</i>
<i>Redevelop the former car lot on the northwest corner of Taft and 8th Street</i>	<i>2018</i>	<i>PO, Developer, City, BEDC</i>	<i>TID, Private Funds</i>
<i>Redevelop or improve the Sauk County Fairgrounds</i>	<i>2020</i>	<i>City, County, PO</i>	<i>County, City, Donations, Fees</i>
<i>Promote mixed use along the corridor</i>	<i>Ongoing</i>	<i>City, BEDC</i>	<i>N/A</i>
<i>Review zoning and building ordinances to ensure the design guidelines set forth in this plan document and the comprehensive plan are implemented and enforced</i>	<i>Ongoing</i>	<i>City, BEDC</i>	<i>N/A</i>

Abbreviations:

BEDC - Baraboo Economic Development Commission

BID - Business Improvement District

DNR - Department of Natural Resources

PO - Property Owner(s)

TID - Tax Increment District

WisDOT - Wisconsin Department of Transportation



Corridor Character: Streetscape & Beautification Recommendations

<i>Recommendation</i>	<i>Target Completion Year</i>	<i>Responsible Parties</i>	<i>Potential Funding Sources</i>
<i>Add additional lighting to corridor</i>	<i>2027</i>	<i>City, WisDOT, Alliant Energy</i>	<i>WisDOT, City, BID, Alliant Energy</i>
<i>Soften the urban hardscape by adding planters, street trees, landscaped spaces, etc.</i>	<i>2022</i>	<i>City, Businesses, PO</i>	<i>City, PO, BID</i>
<i>Provide traffic calming devices</i>	<i>N/A - WisDOT</i>	<i>WisDOT, City</i>	<i>WisDOT</i>
<i>Add pedestrian amenities: benches, tables and chairs, bike racks, etc.</i>	<i>2022</i>	<i>City, Businesses, PO</i>	<i>City, PO, BID</i>
<i>Continue to advocate with DOT for the reconstruction of STH 33</i>	<i>N/A - WisDOT</i>	<i>City, WisDOT, BEDC, PO</i>	<i>WisDOT, City, BID</i>
<i>Work with DOT to incorporate the recommendations of this plan into reconstruction plans for STH 33, including changes to the roadway, sidewalks, signage, lighting, crosswalks, etc.</i>	<i>N/A - WisDOT</i>	<i>City, WisDOT, Businesses, PO, BEDC</i>	<i>WisDOT, BID, City</i>

Abbreviations:

BEDC - Baraboo Economic Development Commission

BID - Business Improvement District

DNR - Department of Natural Resources

PO - Property Owner(s)

TID - Tax Increment District

WisDOT - Wisconsin Department of Transportation

5.4 Action Plan for Implementation

Corridor Character: Streetscape & Beautification Recommendations

Recommendation	Target Completion Year	Responsible Parties	Potential Funding Sources
<i>Apply the City of Baraboo's branding on wayfinding and street signage on 8th Street</i>	2018	City, BEDC	City
<i>Plan for and implement phase one of gateway landscape/streetscape plan</i>	2019	City, Consultant, BEDC	City, BID
<i>Enforce the City's signage ordinance and potentially update it as well</i>	Ongoing	City, PO, Businesses, Citizens	N/A

Abbreviations:

BEDC - Baraboo Economic Development Commission

BID - Business Improvement District

DNR - Department of Natural Resources

PO - Property Owner(s)

TID - Tax Increment District

WisDOT - Wisconsin Department of Transportation



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>N/A - WisDOT</i>	<i>City, WisDOT</i>	<i>WisDOT, City, TID</i>
<i>Realign Jefferson Street</i>	<i>N/A - As Situation Allows</i>	<i>City, WisDOT</i>	<i>City, WisDOT</i>
<i>Improve pedestrian crossing near school</i>	<i>2019</i>	<i>City, School District, WisDOT</i>	<i>City, School District, WisDOT</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>Ongoing</i>	<i>City, WisDOT</i>	<i>N/A</i>
<i>Increase connectivity in sidewalks where there are currently gaps</i>	<i>Ongoing CIP</i>	<i>City, PO</i>	<i>PO, City</i>
<i>Repair sidewalks that are in need of repair</i>	<i>Ongoing Enforcement</i>	<i>City, PO</i>	<i>City</i>
<i>Extend the Baraboo Riverwalk to the east</i>	<i>2027</i>	<i>City, WisDOT</i>	<i>City, DNR, Kiwanis</i>
<i>Extend utilities to the undeveloped land to the east of the Corridor</i>	<i>Ongoing with Development</i>	<i>City, PO, Developers</i>	<i>Private Funds, TID</i>

Abbreviations:

BEDC - Baraboo Economic Development Commission

BID - Business Improvement District

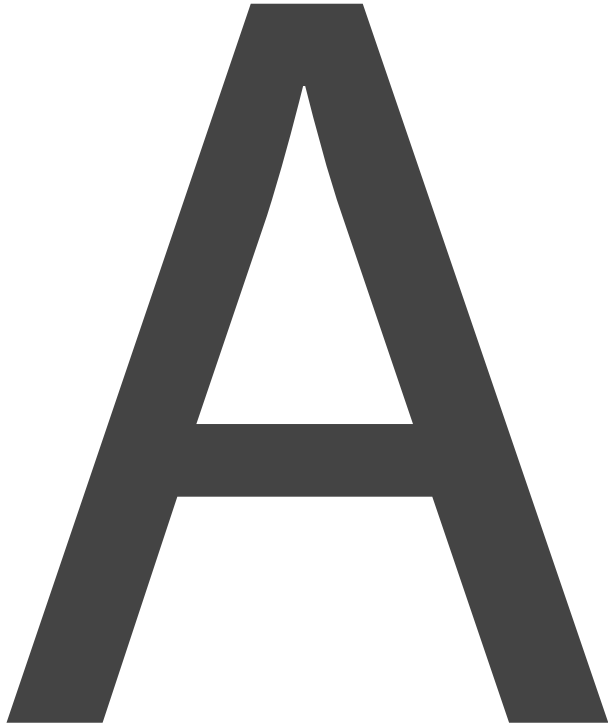
DNR - Department of Natural Resources

PO - Property Owner(s)

TID - Tax Increment District

WisDOT - Wisconsin Department of Transportation

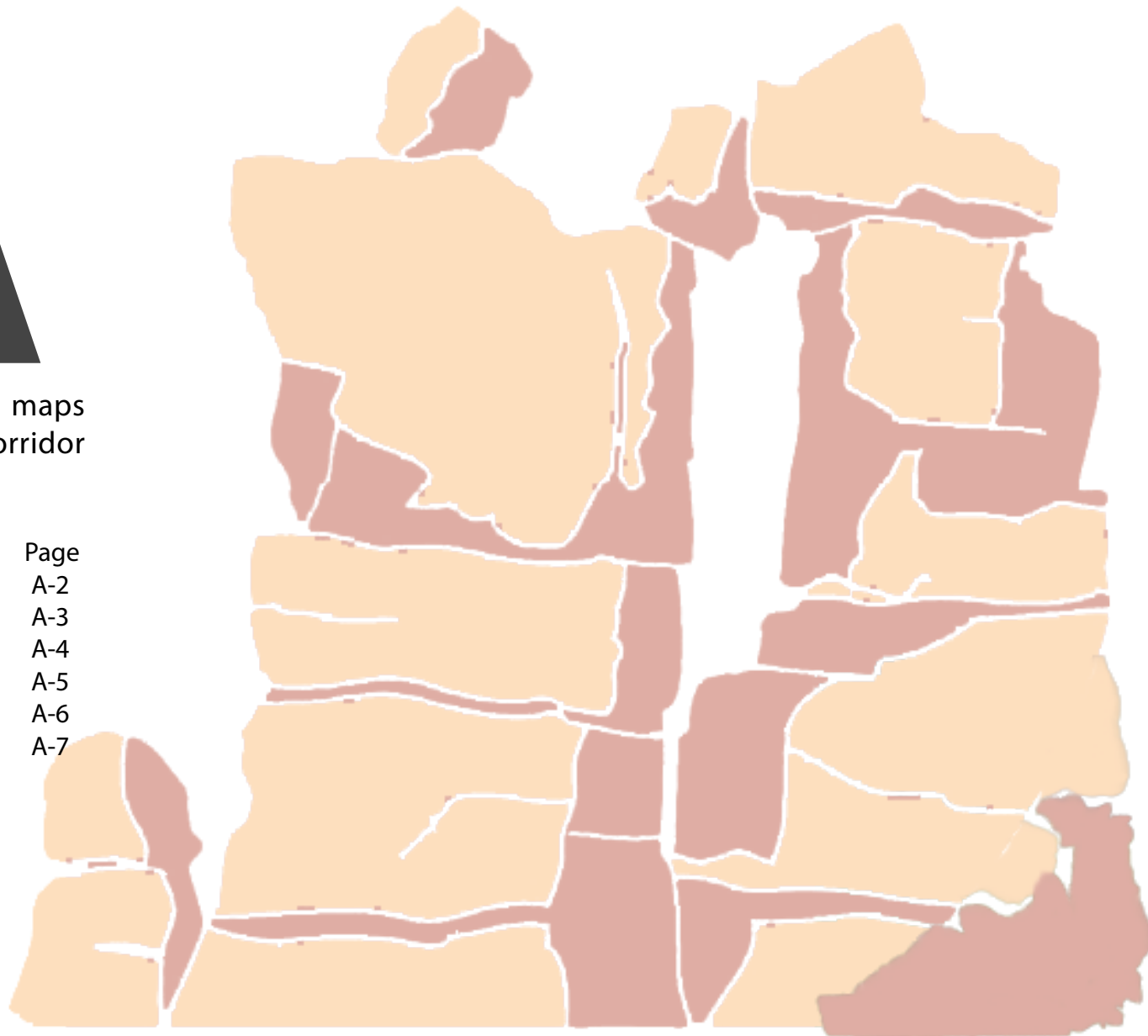
Appendix A: Maps

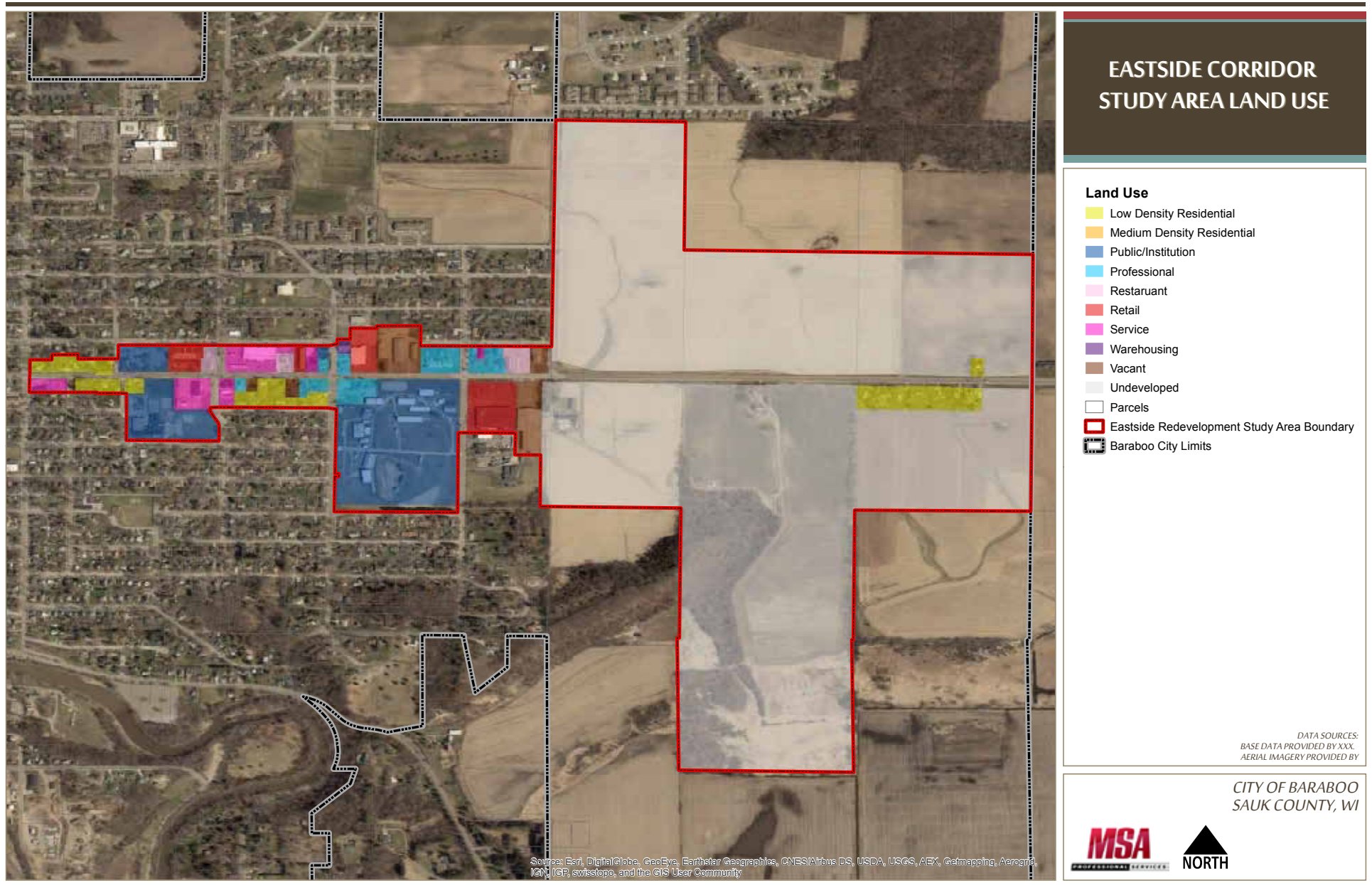


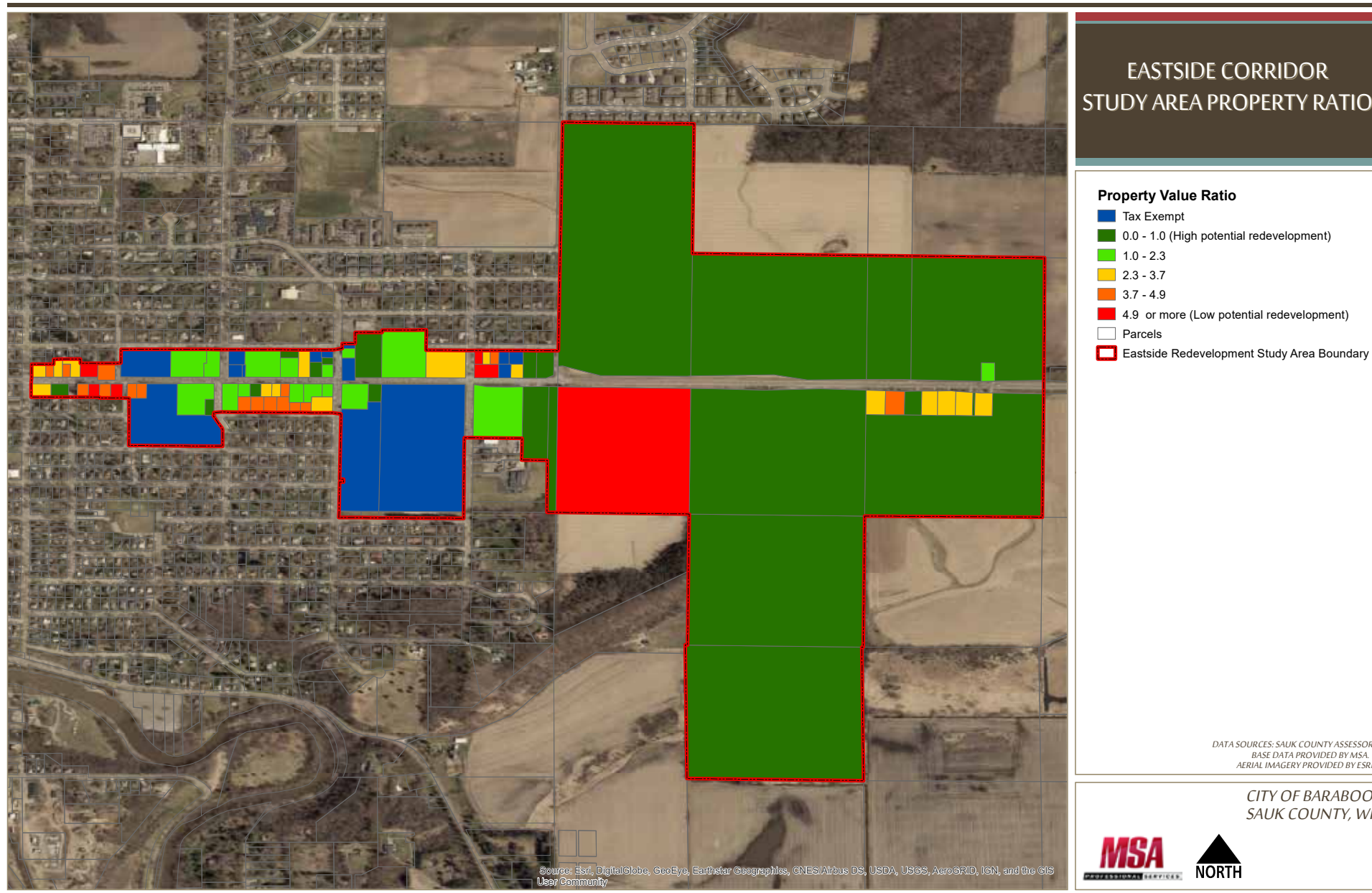
Appendix A includes six full page maps developed for the Eastside Corridor Redevelopment Study.

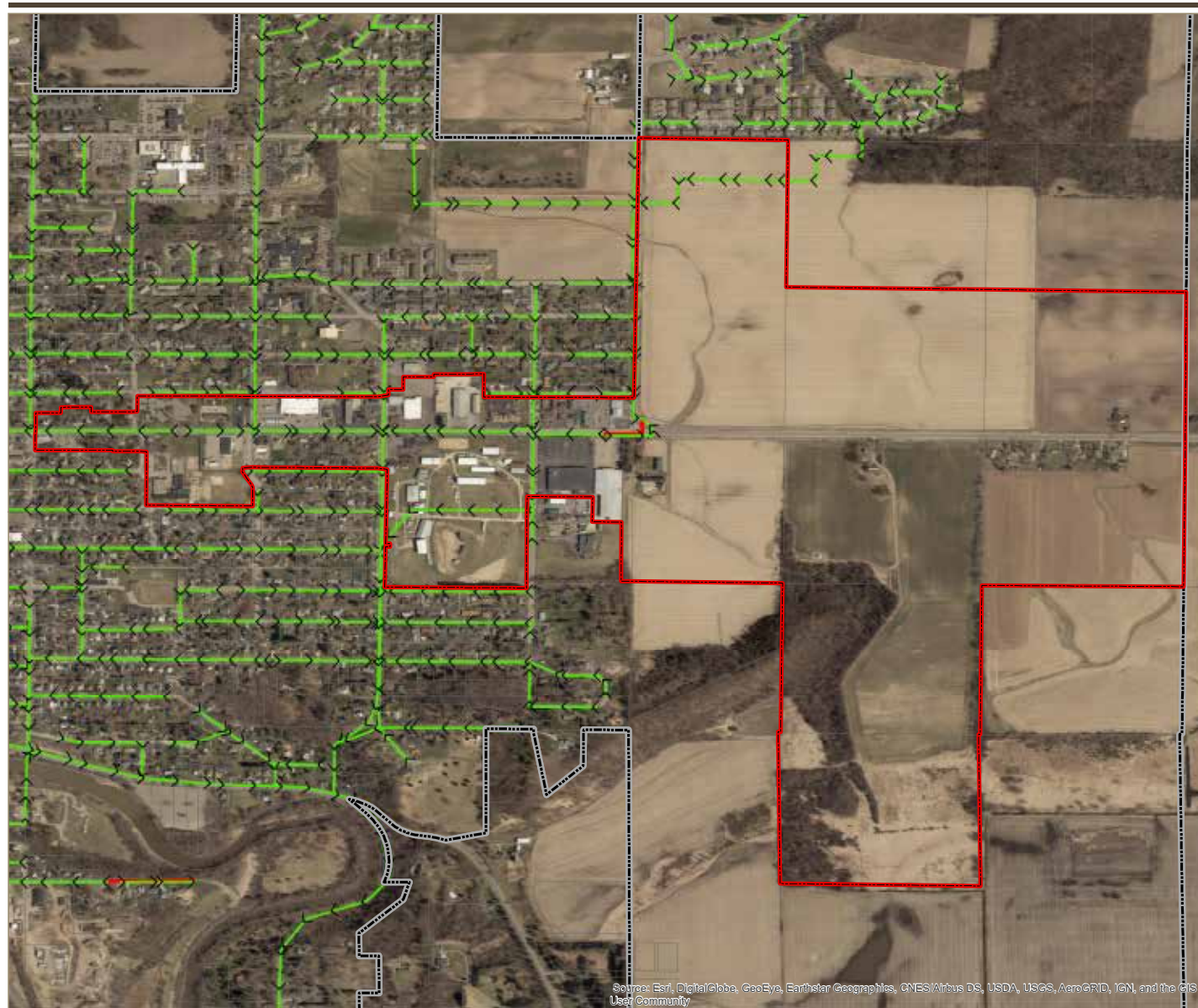
Existing Land Use
Property Value Ratio
Sanitary Sewer
Storm Sewer
Transit and Mobility
Future Land Use

Page
A-2
A-3
A-4
A-5
A-6
A-7









EASTSIDE CORRIDOR STUDY AREA SANITARY SEWER

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

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

CITY OF BARABOO
SAUK COUNTY, WI

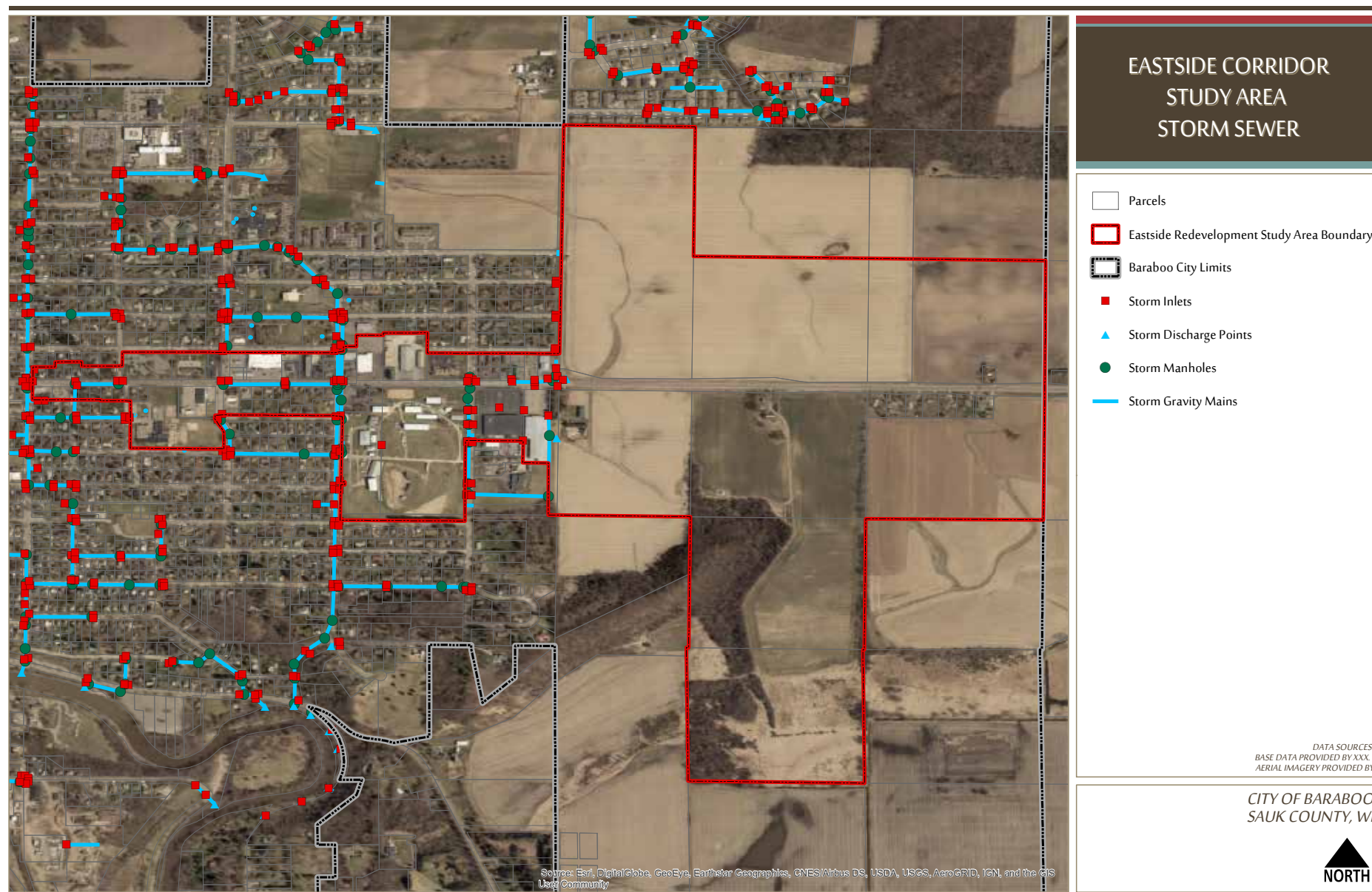
MSA
PROFESSIONAL SERVICES



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

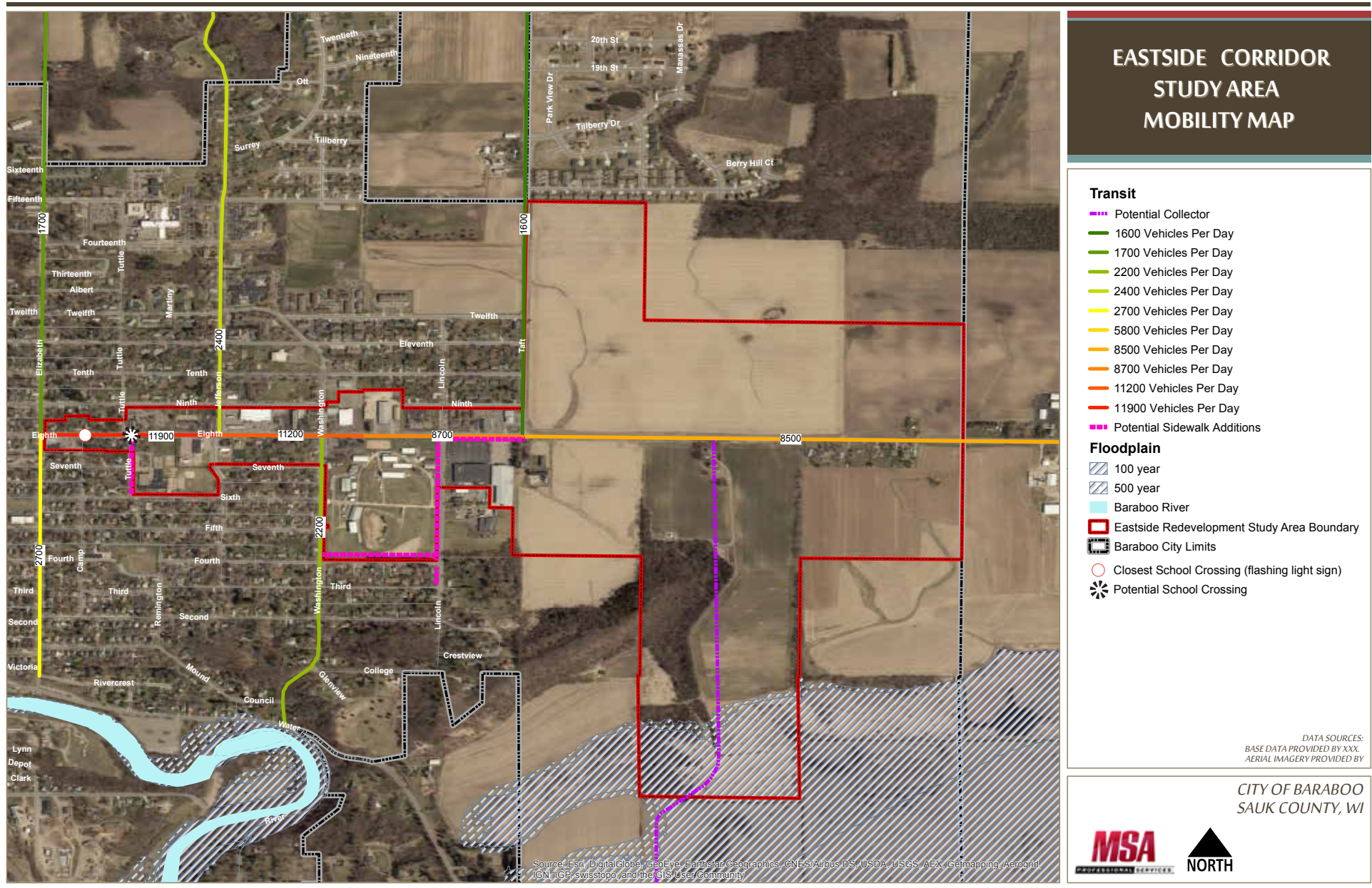
Printed By: ganson, File: \\dmnas2\projects\30s\35\00035090\GIS\Baraboo Eastside Redevelopment Study Sanitary Sewer.mxd

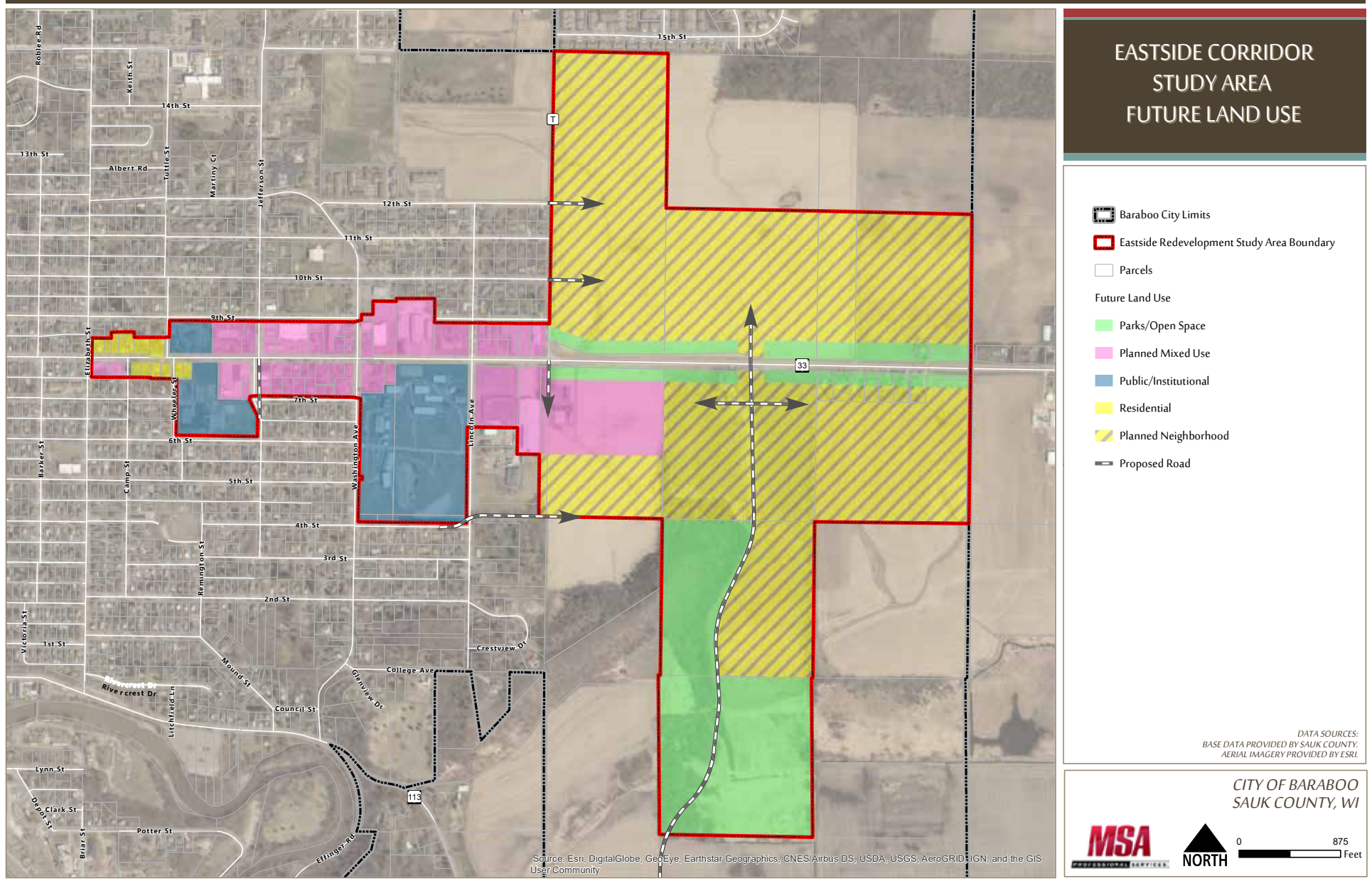
Print Date: 2/24/2017



Printed By: janson, File: \\dmnas2\projects\30s\35\00035090\GIS\Baraboo Eastside Redevelopment Study Storm Water.mxd

Print Date: 1/30/2017





B

Appendix B: Survey Results

Appendix B contains the full results of the online survey completed by residents and stakeholders during the creation of the Eastside Redevelopment Corridor Study. The survey was open between May 17th and June 30th of 2016.

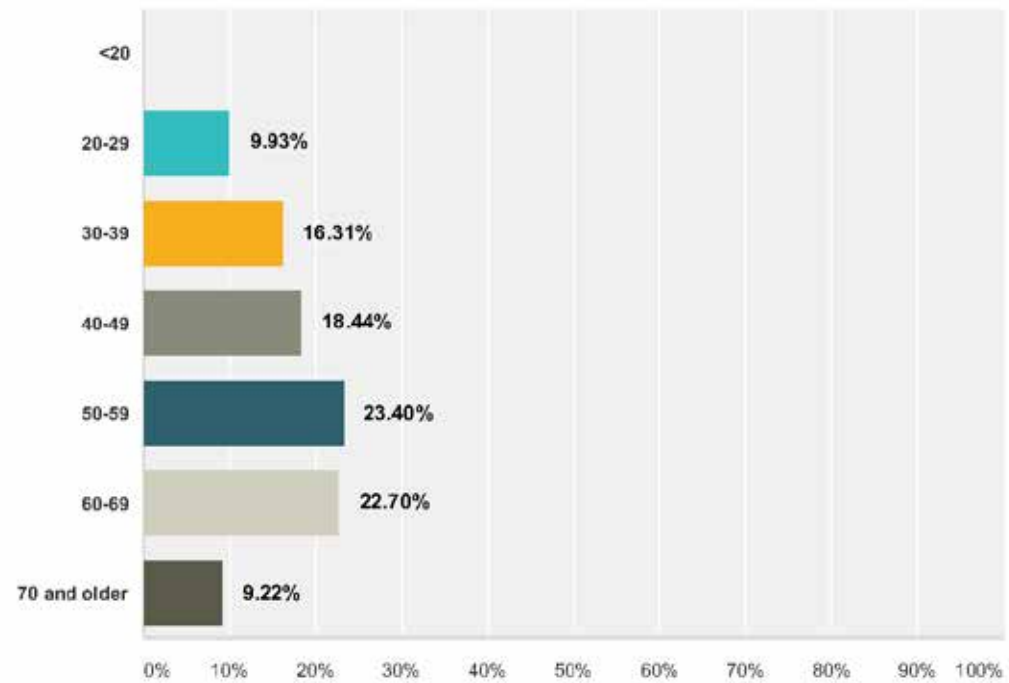
Full Survey Results

Page
B-2



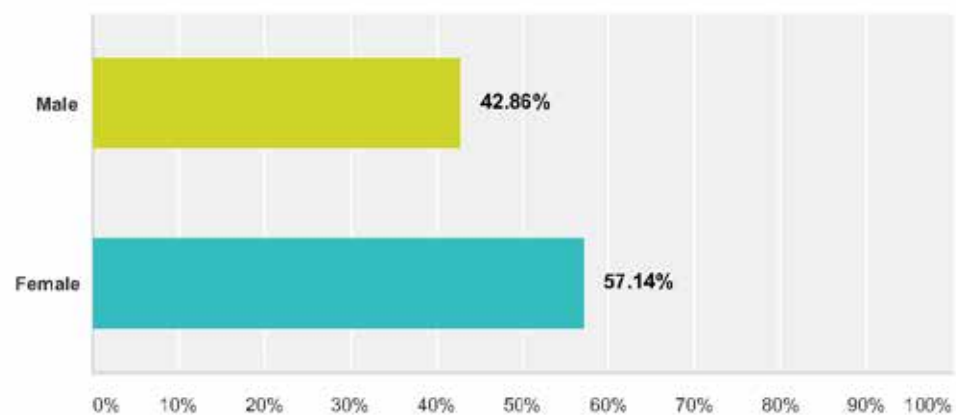
Q1 What is your age?

Answered: 141 Skipped: 0



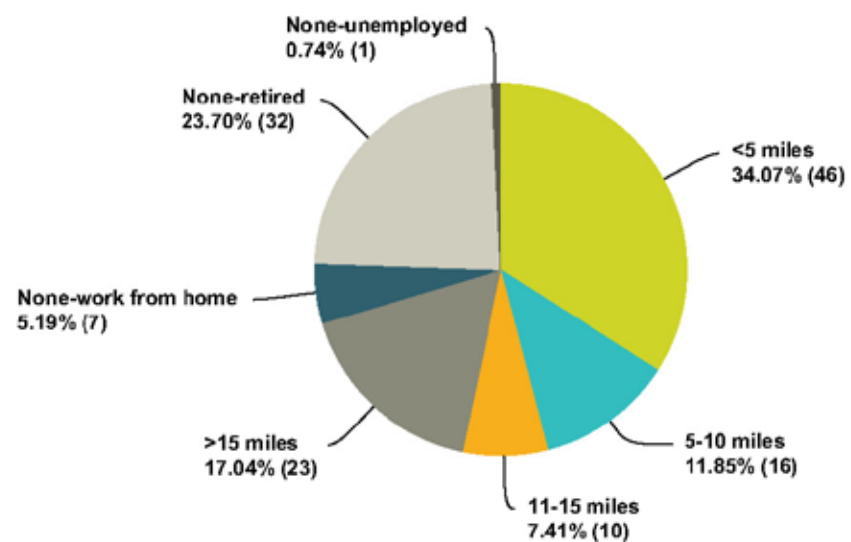
Q2 What is your gender?

Answered: 140 Skipped: 1



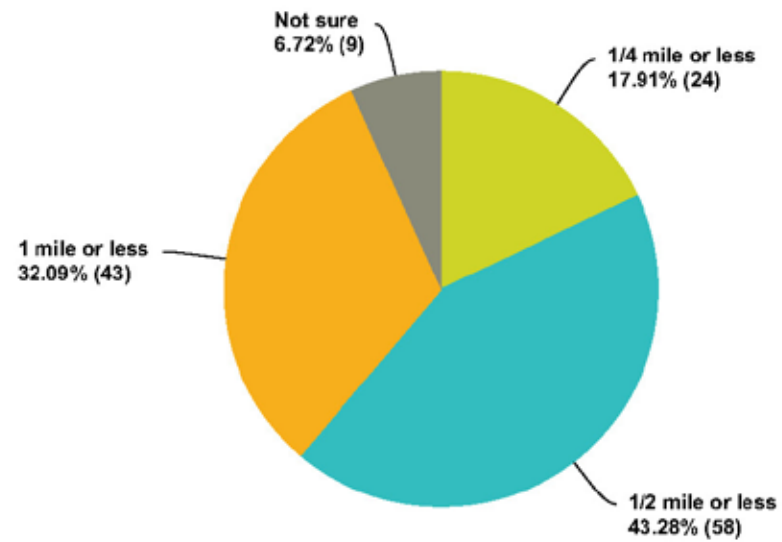
Q3 What is the approximate distance of your commute to work (each way)?

Answered: 135 Skipped: 6



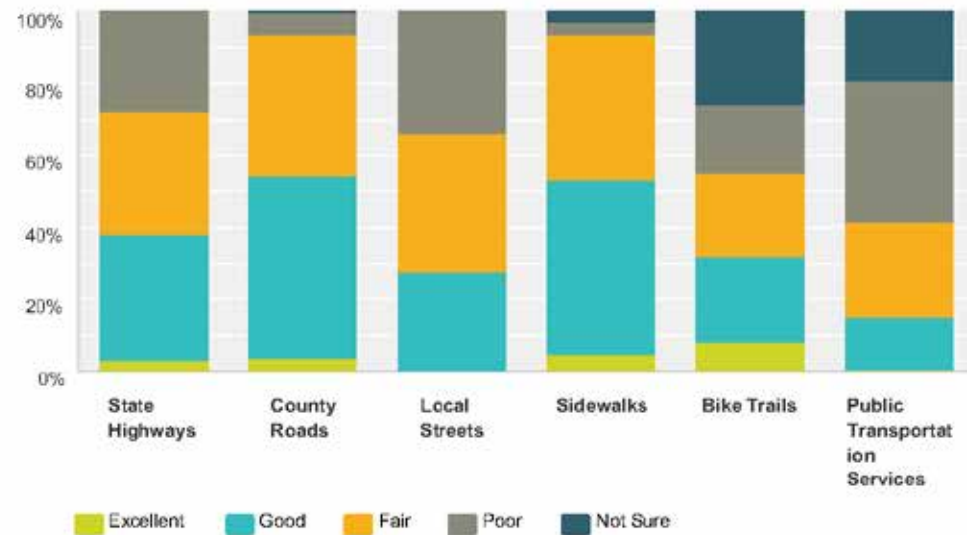
Q4 Assuming a safe route, what do you consider a reasonable distance to walk to daily retail needs businesses?

Answered: 134 Skipped: 7



Q5 Rate the following in Baraboo:

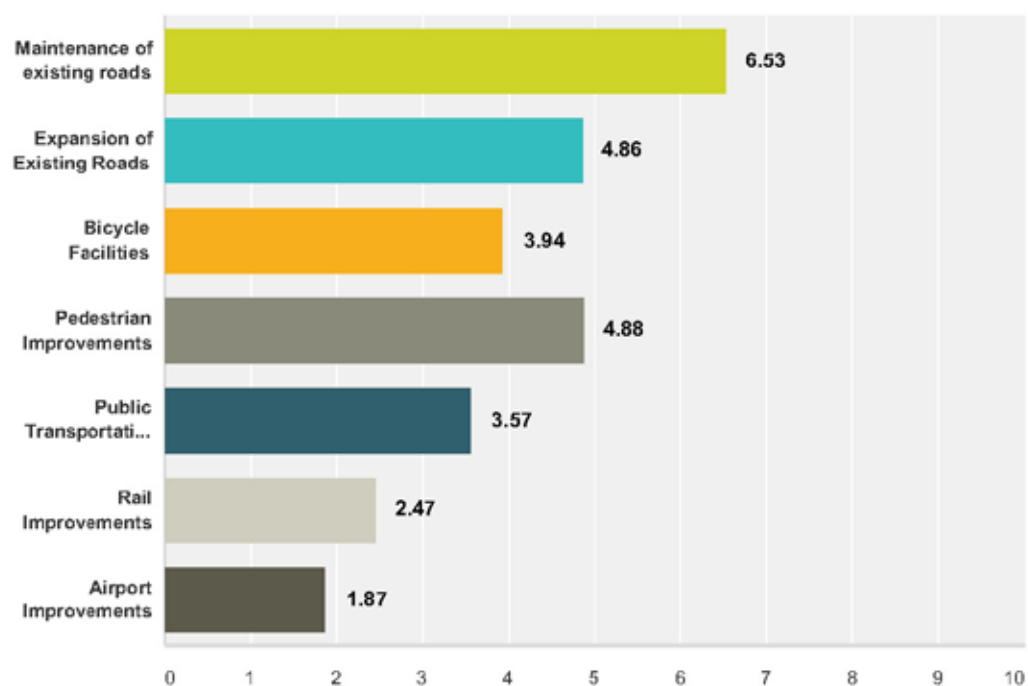
Answered: 135 Skipped: 6



	Excellent	Good	Fair	Poor	Not Sure	Total
State Highways	3% 4	35% 47	34% 46	28% 38	0% 0	135
County Roads	4% 5	50% 68	39% 53	6% 8	1% 1	135
Local Streets	0% 0	27% 37	39% 52	34% 46	0% 0	135
Sidewalks	4% 5	49% 66	40% 53	4% 5	3% 4	135

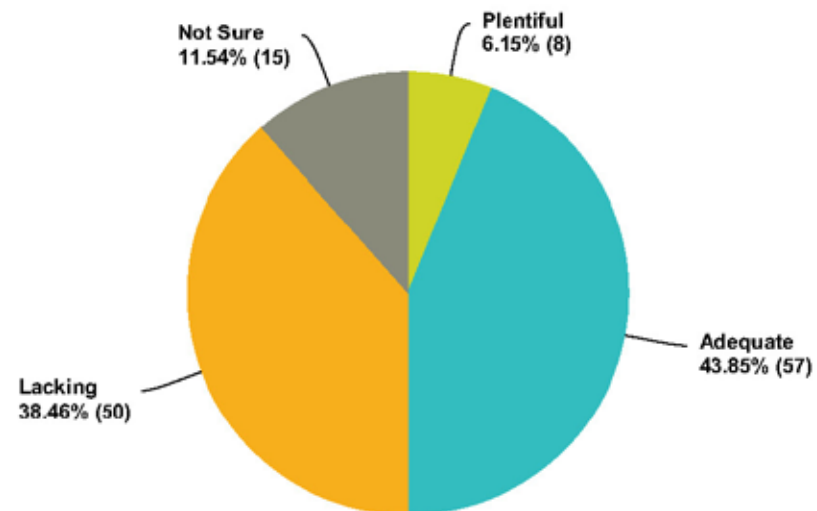
Q6 Please indicate the importance to you of the following transportation investments in the next 10 years. Please rank the investment most important to you FIRST, and the investment least important to you LAST.

Answered: 131 Skipped: 10



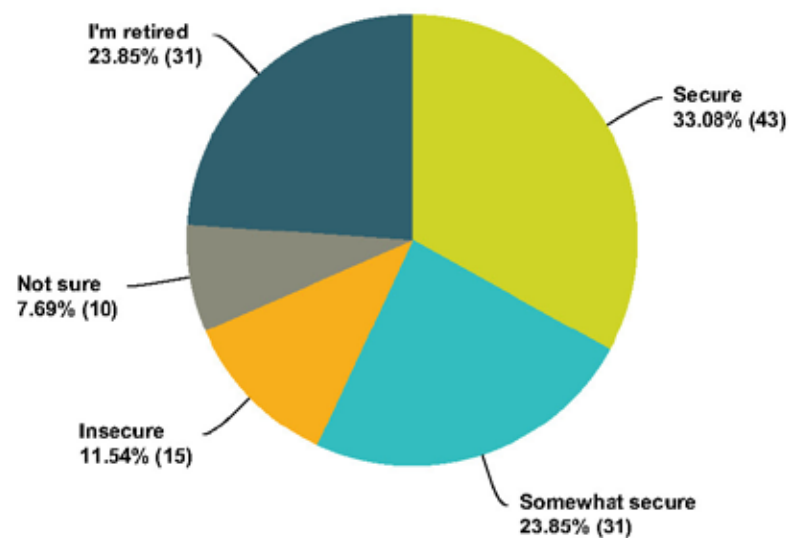
Q7 In your opinion, how would you describe the availability of employment opportunities in Baraboo?

Answered: 130 Skipped: 11



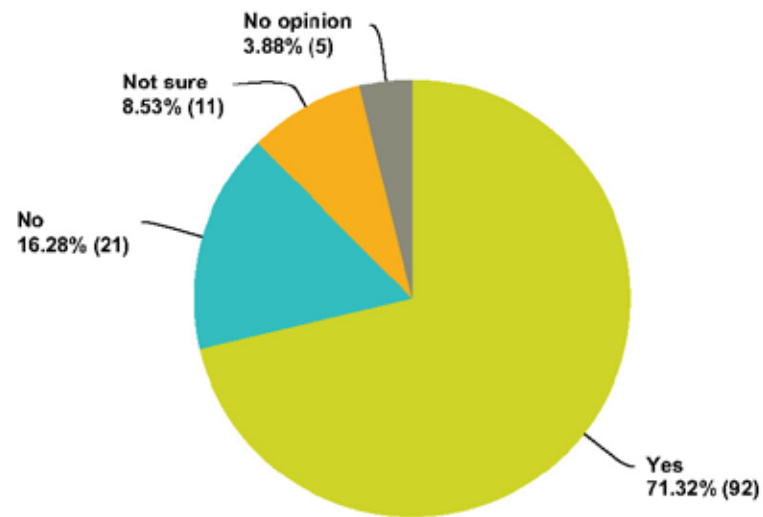
Q8 How secure do you believe your employment opportunities to be over the next 3-5 years?

Answered: 130 Skipped: 11



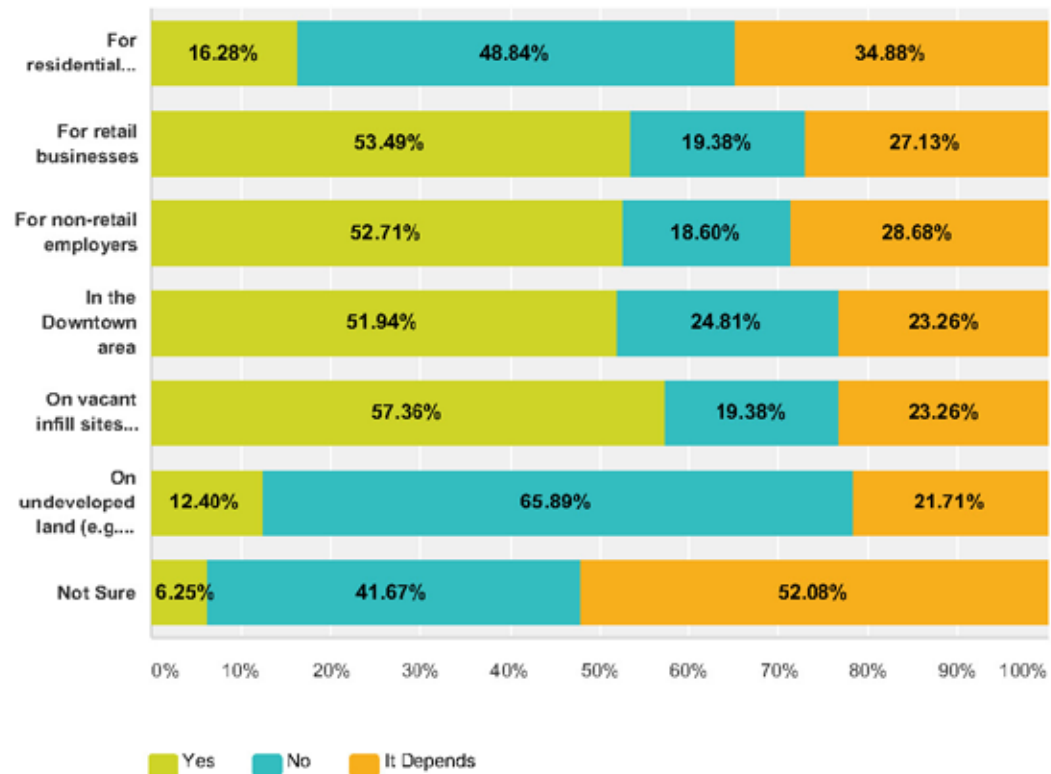
Q9 Do you believe Baraboo should commit funding to retain, attract or grow private sector businesses and jobs in the community?

Answered: 129 Skipped: 12



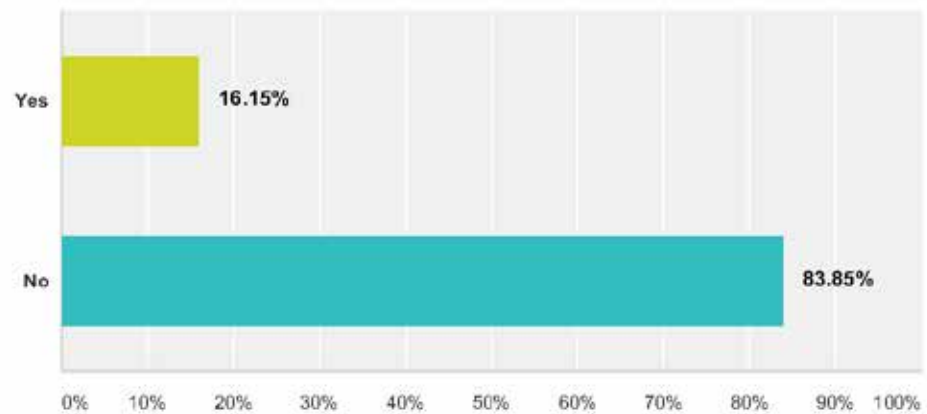
Q10 Should Baraboo offer financial incentives to encourage private sector development and investment?

Answered: 129 Skipped: 12



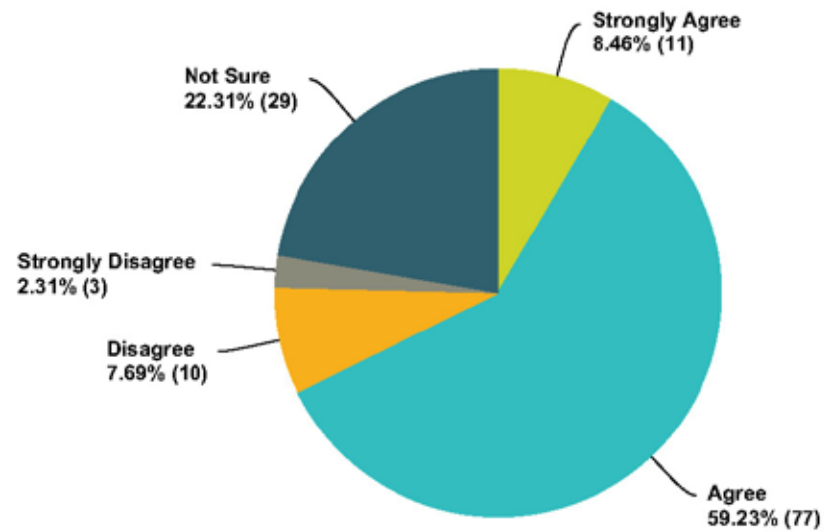
Q11 Do you own or operate a business in the area?

Answered: 130 Skipped: 11



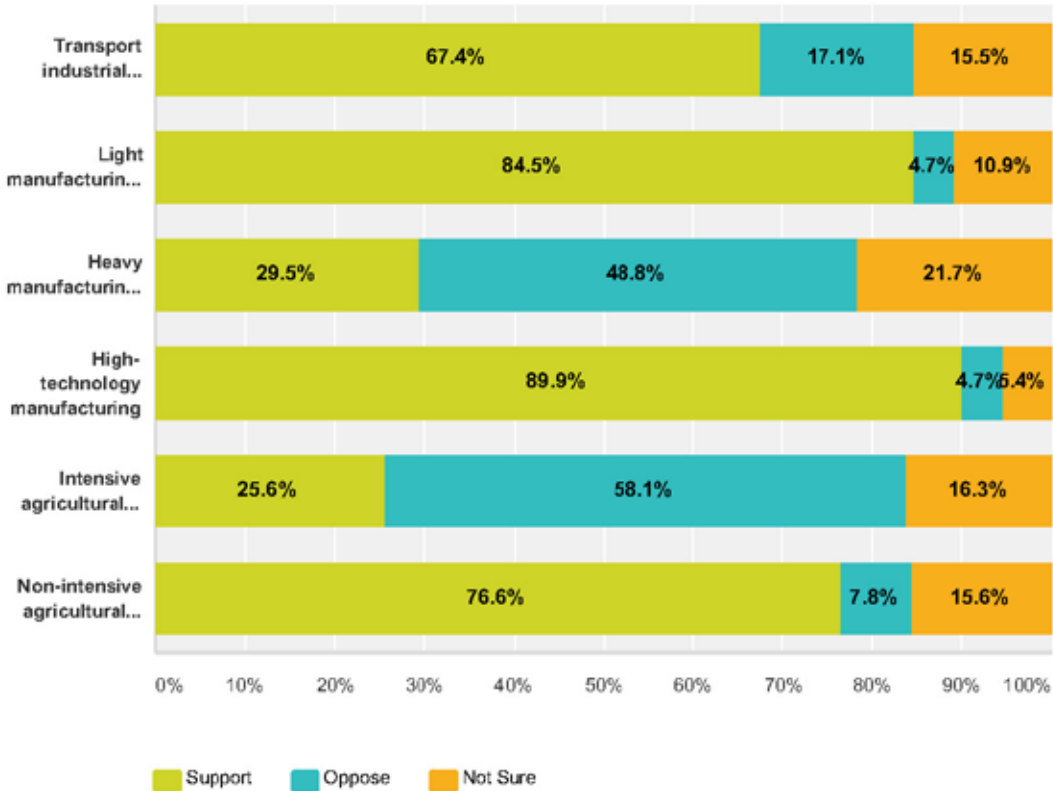
Q12 Please indicate your level of agreement with the following statement: Baraboo is a good place to start a business."

Answered: 130 Skipped: 11



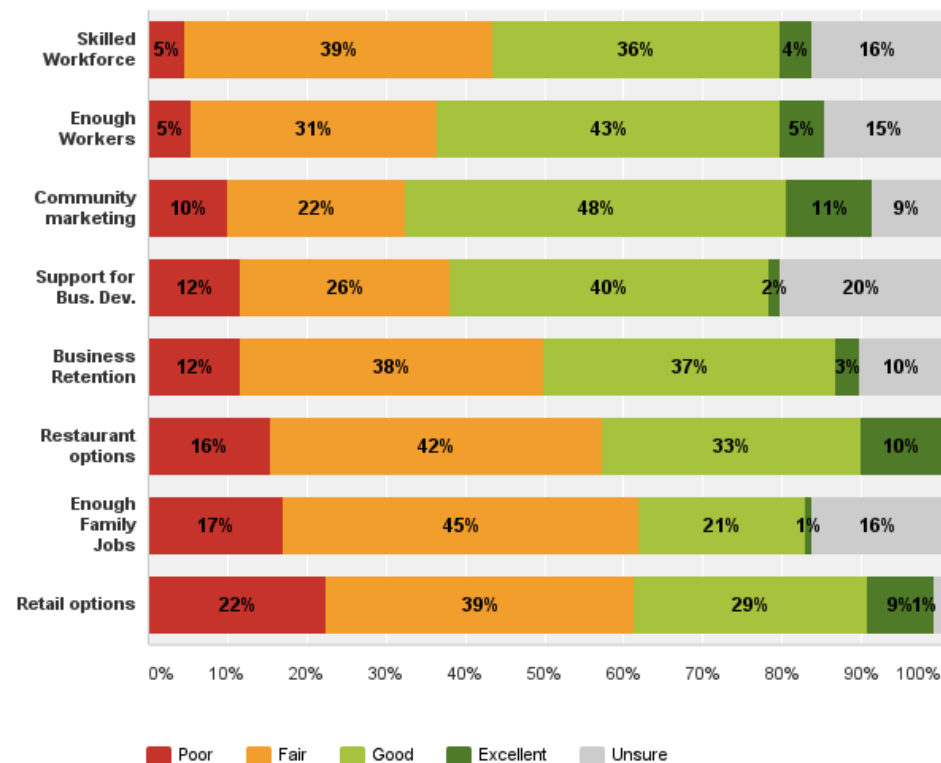
Q13 Do you support or oppose the development of the following types of industrial establishments in Baraboo?

Answered: 129 Skipped: 12



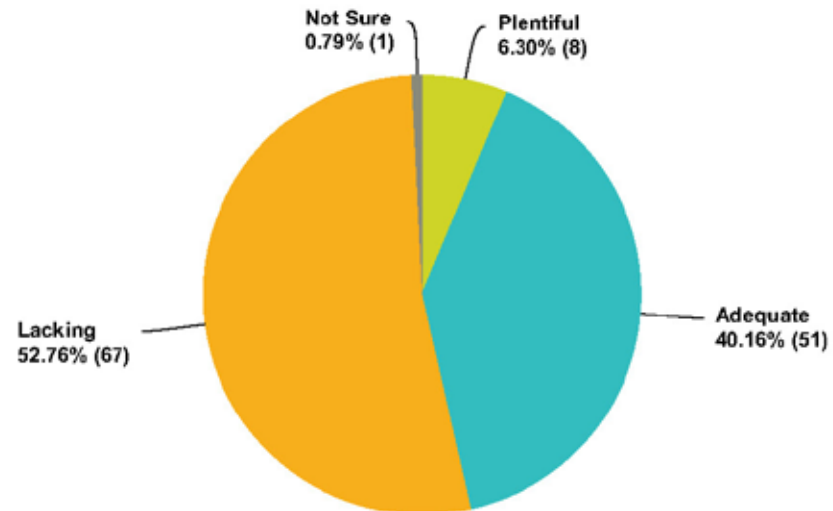
Q14 How would you rank the quality of each of the following regarding Baraboo's economic development/business environment?

Answered: 129 Skipped: 12



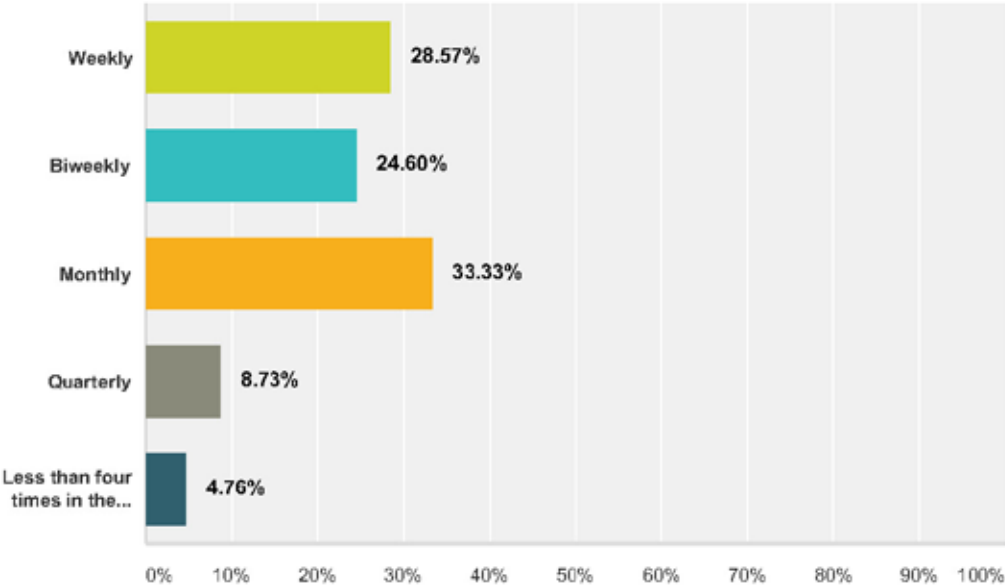
Q15 In your opinion, how would you describe the availability of places to shop or dine in Baraboo?

Answered: 127 Skipped: 14



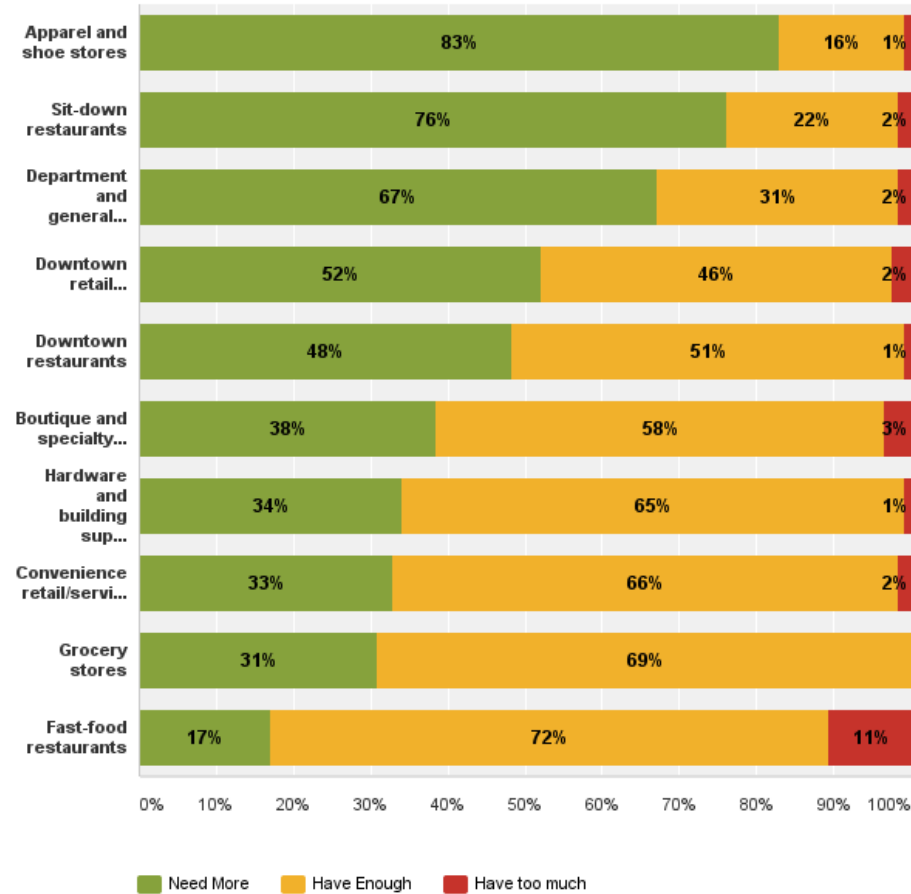
Q16 On average during the past year, how often did you leave the Baraboo area to intentionally shop or visit specific stores or restaurants?

Answered: 126 Skipped: 15



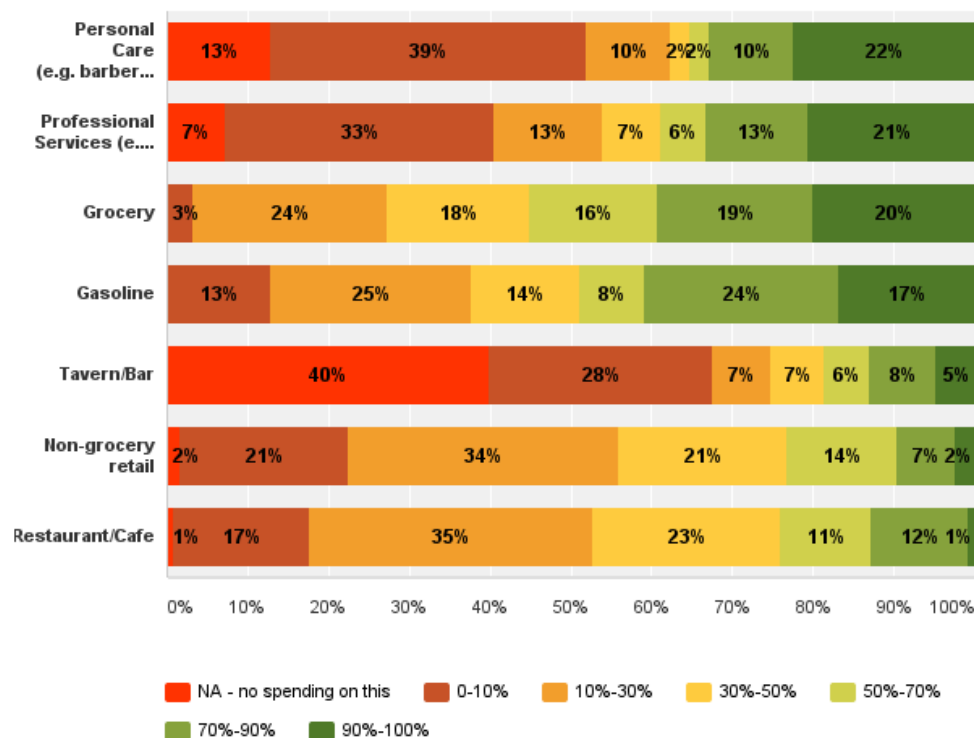
Q17 Please share your opinions about the supply of various retail and service businesses in the Baraboo area.

Answered: 126 Skipped: 15



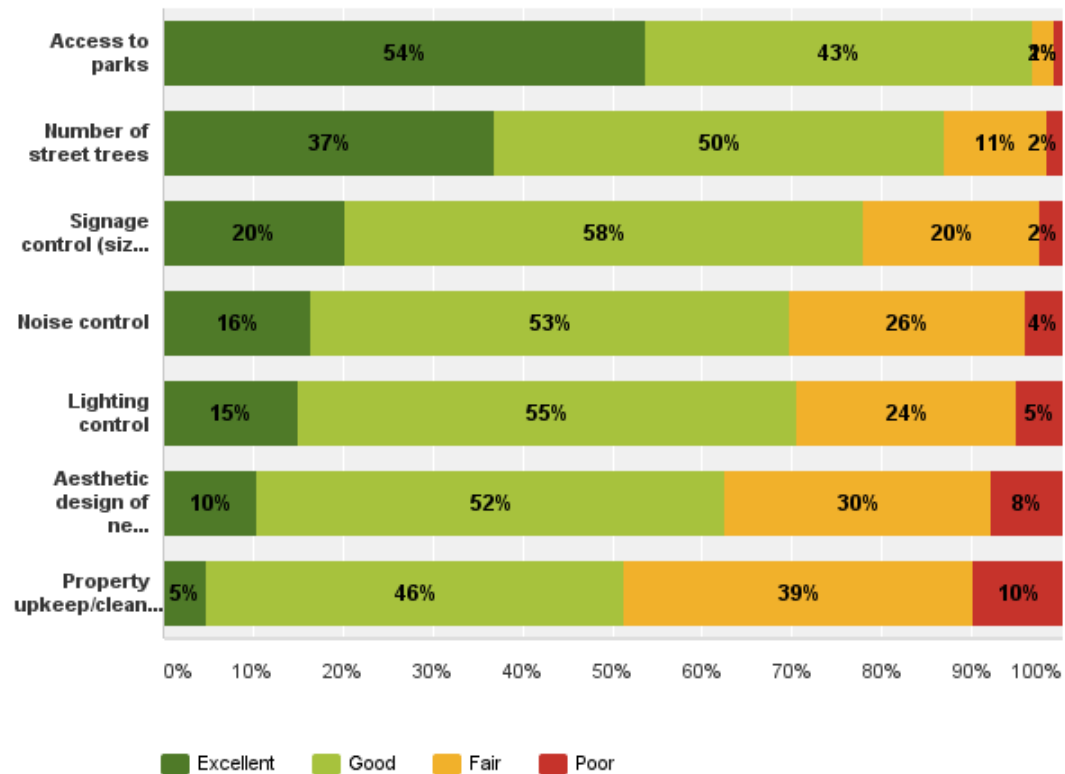
Q18 Please consider your use of the following business types and estimate the percentage of your total annual spending in each category that is spent with Baraboo businesses.

Answered: 126 Skipped: 15



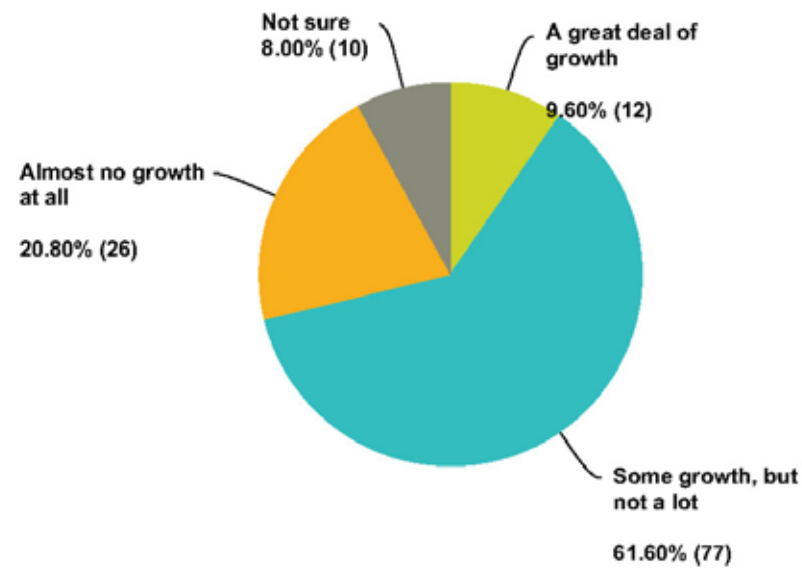
Q19 How do you rate the following aspects of Baraboo?

Answered: 125 Skipped: 16



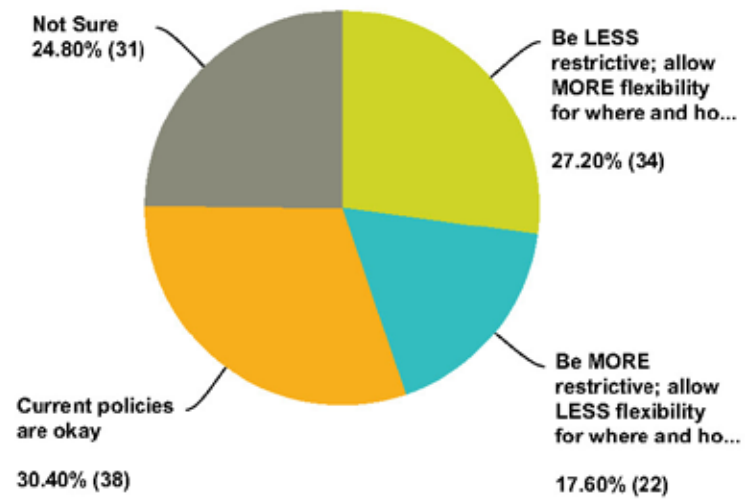
Q20 Over the past five years, how much growth do you think Baraboo has experienced?

Answered: 125 Skipped: 16



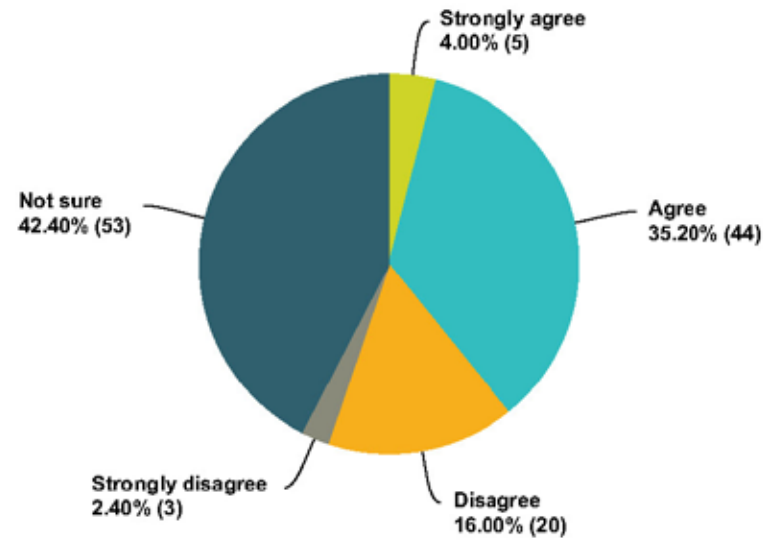
Q21 How would you direct your city leaders and planners with regard to land use policies and regulations?

Answered: 125 Skipped: 16



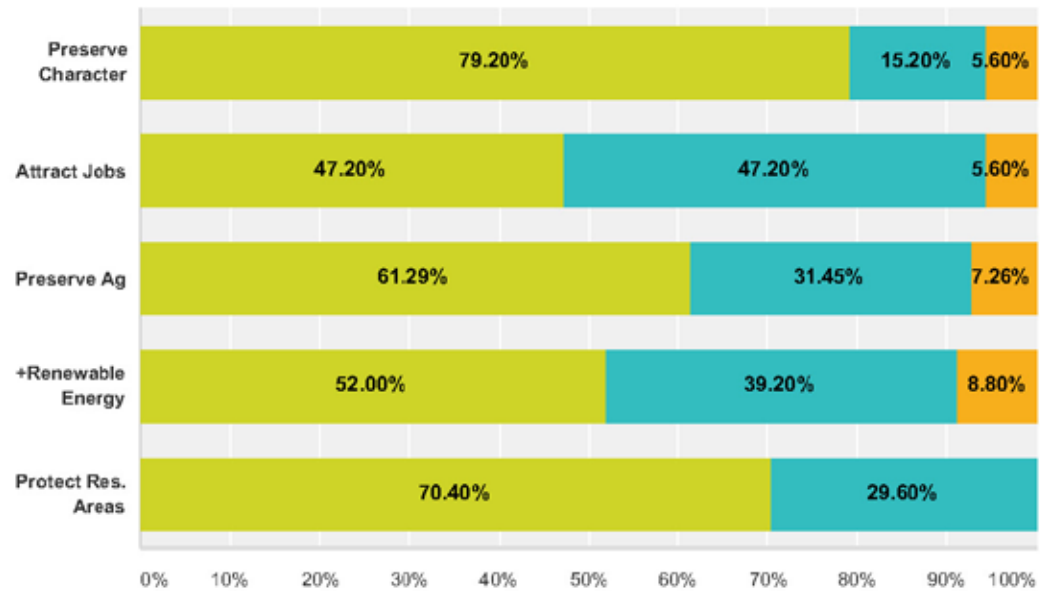
**Q22 Current land use regulations have
done an effective job in minimizing land use
conflicts in Baraboo.**

Answered: 125 Skipped: 16



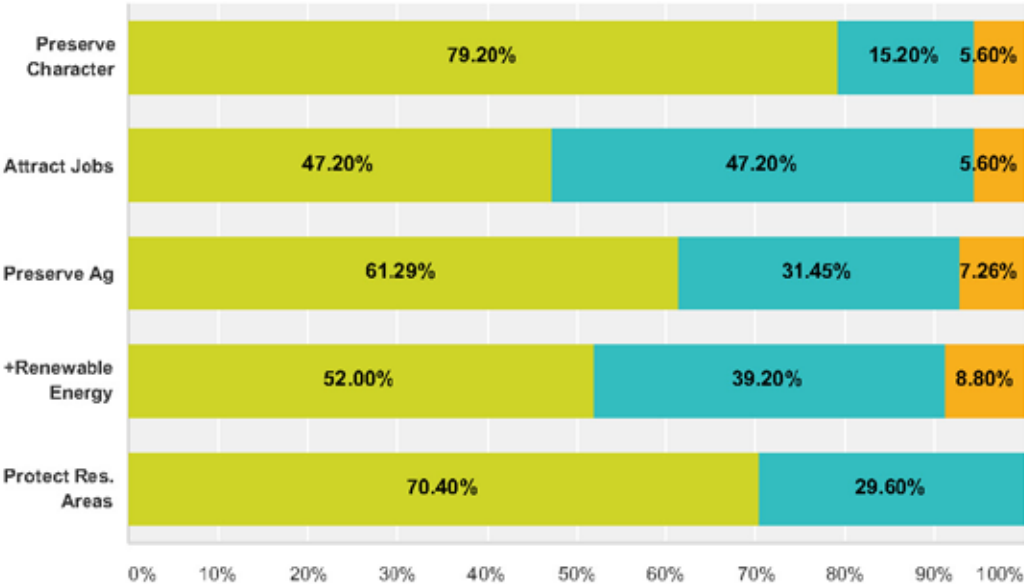
Q23 Whenever a development project is proposed, be it new homes, new commercial or manufacturing uses, or mining or energy uses, city leaders must balance competing interests. Please indicate the importance of each of the following to you:

Answered: 125 Skipped: 16



Q23 Whenever a development project is proposed, be it new homes, new commercial or manufacturing uses, or mining or energy uses, city leaders must balance competing interests. Please indicate the importance of each of the following to you:

Answered: 125 Skipped: 16



Q24 From the following list, what type of development would you support and want Baraboo to focus upon? (Select all that apply)

Answered: 125 Skipped: 16

