

Chapter 4

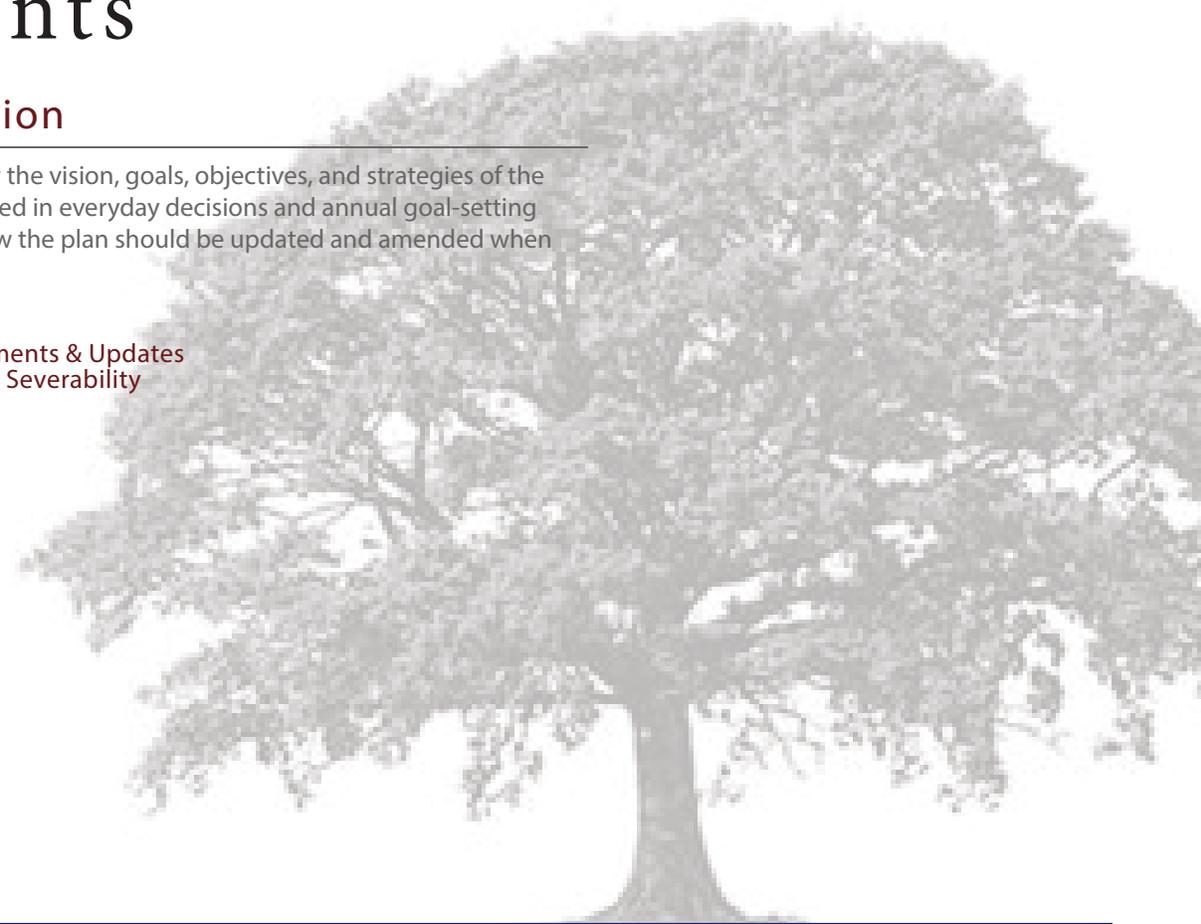
IMPLEMENTATION

Chapter 4 Contents

Implementation

Chapter 4 outlines how the vision, goals, objectives, and strategies of the plan will be implemented in everyday decisions and annual goal-setting and budgeting and how the plan should be updated and amended when necessary.

- » Guiding Decisions
- » Adoption, Amendments & Updates
- » Plan Consistency & Severability
- » Action Plan



Guiding Decisions

GUIDING DAILY DECISIONS

Responsibility for implementing this plan lies primarily with the Village Board, Plan Commission, and Village Staff.

VILLAGE BOARD

The Village Board sets priorities, controls budgets and tax rates, and often has the final say on key aspects of public and private development projects. The value and legitimacy of this plan is directly related to the degree to which Board members are aware of the plan and expect Village actions to be consistent with this plan. Each board member should have a copy of this plan and should be familiar with the major goals and objectives described herein. The Village Board should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

PLAN COMMISSION

Land use and development recommendations are a core component of this plan, and the Plan Commission has a major role in guiding those decisions. Plan Commission members must each have a copy of this plan and must be familiar with its content, especially Chapter 3, Future Land Use. It is generally the responsibility of the Plan Commission to determine whether proposed projects are consistent with this plan, and to make recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are deemed to be in the best interest of the Village, the Plan Commission should initiate efforts to amend the plan to better reflect Village interests. This will help to reinforce the legitimacy of the plan as an important tool in Village functions.

OTHER VILLAGE COMMITTEES/ COMMISSIONS

In some cases, particular initiatives and action items listed in this plan may be more appropriately carried out by another Village committee such as the WB Economic Development & Tourism Commission, or in cooperation with other units of government, business and service organizations, or non-profit agencies. In such cases, this plan should serve as a foundation for Village related decision making. Village staff and officials should take an active lead role in sharing this plan with other organizations, communicating the intent of relevant objectives and policies.

VILLAGE STAFF

Key Village staff have a significant influence on the selection and completion of all kinds of capital and operational projects. It is imperative that individuals in key roles know about, support, and actively work to implement the various strategies and actions in this plan. Specifically, the following people should consult and reference the comprehensive plan during goal-setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- Village Clerk/Treasurer
- Director of Public Works
- Village Engineer
- Village Building Inspector
- Village Zoning Administrator
- Village Attorney

These key staff members are expected to know and track the various goals, objectives, policies and actions laid out in this plan, and to reference that content as appropriate in communications with residents and elected and appointed officials. All of the Village's contracted staff should also be aware of the plan and the connections between the plan and Village projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to Village functions.

GUIDING ANNUAL DECISIONS

To provide lasting value and influence, this plan must be used and referenced regularly, especially during annual goal-setting, budgeting and capital planning processes. To inform these annual processes, the Plan Commission should prepare, with input from Village staff, a concise Comprehensive Plan Annual Report with the following information:

- Action items in progress or completed during the prior 12 months (celebrate success!)
- Plan Commission recommendations for action items to pursue during the next 12 months.
- Staff recommendations for any amendments to the adopted plan.

The Comprehensive Plan Annual Report/Working Action Plan should be maintained on an annual basis, starting with the actions in this plan and evolving over time. Completed actions should be celebrated and removed, while

those actions not yet carried out should be given new deadlines (if appropriate) and assigned to specific individuals, boards or committees for completion per the new schedule and Village Board directive. If the updated action plan is consistent with the goals, objectives, and policies of the comprehensive plan, updating the action plan should not require an amendment to the plan and can be approved simply by Village Board action.

- Fees & Special Assessments
- Fundraising
- Room Tax Revenue

ADOPTION, AMENDMENTS AND UPDATES

The procedures for comprehensive plan adoption or amendment are established by Wisconsin's Comprehensive Planning Law (66.1001, Stats.). This comprehensive plan and any future amendments must be adopted by the Village Board in the form of an adoption ordinance approved by a majority vote. Two important steps must occur before the Village Board may adopt or amend the plan: the Plan Commission must recommend adoption and the Village must hold an official public hearing.

PLAN COMMISSION RECOMMENDATION

The Plan Commission recommends adoption or amendment by passing a resolution that very briefly summarizes the plan and its various components. The resolution should also reference the reasons for creating or amending the plan and the public involvement process used during the planning process. The resolution must pass by a majority vote of the Plan Commission, and the approved resolution should be included in the adopted plan document.

PUBLIC HEARING

Prior to adopting this plan, or plan amendment, the Village (either Village Board or Plan Commission) must hold at least one public hearing to discuss the proposed plan. At least 30 days prior to the hearing a Class 1 notice must be published that contains, at minimum,

the following:

- The date, time and location of the hearing,
- A summary of the proposed plan or plan amendment,
- The local government staff who may be contacted for additional information,
- Where to inspect and how to obtain a copy of the proposed plan or amendment before the hearing.

The notice should also provide a method for submitting written comments, and those comments should be read or summarized at the public hearing.

DRAFT DISTRIBUTION AND PUBLIC HEARING NOTIFICATIONS

The Village is required to provide direct notice of the public hearing to all of the following as they apply to the municipal limits:

- An operator who has obtained, or made application for, a permit that is described under s. 295.12(3)(d).
- A person who has registered a marketable nonmetallic mineral deposit under s. 295.20.
- Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests in writing that the local government unit provide the property owner or leaseholder notice of the hearing.
- Any individuals who request, in

IMPLEMENTATION TOOLS

Many of the strategies identified in this plan presume the use of existing Village ordinances and programs. The Village's key implementation tools include:

OPERATIONAL TOOLS

- Annual Budget Process

REGULATORY TOOLS

- Land Use Regulations (including zoning, land division, subdivision and extraterritorial land use controls)
- Site Design Regulations
- Building Codes (including plumbing and electrical codes)
- Erosion and Stormwater Ordinances
- Official Maps

FUNDING TOOLS

- Tax Incremental Financing (TIF) Districts
- Grant Programs
- General Fund Revenues

Adoption, Amendments & Updates

writing, notification of the proposed comprehensive plan ordinance or public hearing. Each such individual must be sent a notice of the public hearing and a copy of the ordinance at least 30 days prior to the public hearing. The Village may charge a fee equal to the cost of providing such notice and copy.

Finally, the Village should send the notice and a copy of the proposed plan, or plan amendment, to the *Plan Distribution List* (see below). These draft distributions are not required by statute prior to adoption, but are strongly recommended as a matter of courtesy and good planning practice. The Village should coordinate directly with the Baraboo Public Library to make a copy of the proposed plan, or plan amendment, available for viewing by any interested party.

PLAN ADOPTION

This plan and any future amendments become official Village policy when the Village Board passes, by a majority vote of all elected members, an adoption ordinance. The Village Board may choose to revise the plan after it has been recommended by the Plan Commission and after the public hearing. It is not a legal requirement to consult with the Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

ADOPTED PLAN DISTRIBUTION

Following final adoption of this plan, and again following any amendments to the plan, a copy of the plan or amendment must be sent to each of the following:

1. Every governmental body that is located in whole or in part within the boundaries of the Village, including any school district, sanitary district, or other special district.
2. The clerk of every town, city, village, and county that borders the Village.
3. The regional planning commission in which the Village is located.
4. The public library that serves the area in which the Village is located.
5. The Comprehensive Planning Program at the Department of Administration.

PLAN AMENDMENT VS. PLAN UPDATE

From time to time the Village may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the Village. Should the Village wish to approve such an opportunity, it must first amend the plan so that the decision is consistent with the plan. Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threatens the integrity of the plan and the planning process and should be avoided.

Any change to the plan goals, objectives, polices or maps constitutes an amendment to the plan and must follow the adoption/amendment process described in this section. Amendments may be proposed by either the Village Board, Plan Commission, Village Staff, or village property owners. Amendments may be made at any time using this process; however, in most cases the Village should not amend the plan more than once per year. A common and recommended approach is to establish a consistent annual schedule for consideration of minor plan amendments. This process can begin with a meeting of the Plan Commission (January), followed by Plan Commission recommendation (February), then the 30-day public notice procedures leading to a public hearing and vote on adoption by the Village Board (March or April).

Wisconsin's comprehensive planning statute (66.1001) requires that this plan be updated at least once every 10 years. Unlike an amendment, the plan update is a major re-write of the plan document and supporting maps. The purpose of the update is to incorporate new data and ensure that the plan remains relevant to current conditions and decisions. The availability of new Census or mapping data and/or a series of significant changes in the community may justify an update after less than 10 years. Frequent requests for amendments to the plan should signal the need for a comprehensive update.

Plan Consistency & Severability

PLAN CONSISTENCY

Once formally adopted, the plan becomes a tool for communicating the Village’s land use policies and for coordinating legislative decisions. Per the requirements of Wisconsin’s Comprehensive Planning Law, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit’s comprehensive plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinances

An action will be deemed consistent if:

- It furthers, or at least does not interfere with, the goals, objectives, and policies of this plan,
- It is compatible with the proposed future land uses and densities/intensities contained in this plan,
- It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, other specific public actions, or actions proposed by nonprofit and for-profit organizations that are contained in the plan.

The State of Wisconsin planning legislation requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the plan. Prior to adoption of the plan, the Village reviewed, updated, and completed all elements of this plan together, and no inconsistencies were found.

SEVERABILITY

If any provision of this Comprehensive Plan will be found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional by court of law, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application. If any requirement or limitation attached to an authorization given under this Comprehensive Plan is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid.

Action Plan

ACTION PLAN

The following section provides a list of the top 10 actions items to pursue over the next 10 years in order to implement the vision, goals, and objectives of this plan. This list was developed in-part from the list of strategies outlined in Chapter 2 and from the results of the Community Survey (refer to Appendix B). These action items supplement other strategies described for each planning element within Chapter 2.

PRIORITIES AND TIMELINES

The 10 in 10 list is not listed by priority and multiple actions may be pursued at the same time. Decisions regarding the timing, budgeting, and coordination of each action item with the next 10 years will be reviewed at least once annual by the Village Board as part of the municipal budget setting process or the Comprehensive Plan Annual Report.

All action items are perceived to have a deadline of 10 years; the timeline before the next statutory update of this plan. The timing of when certain action items are completed will be decided by the Village Board and in many cases are variable since completion of certain actions may be dependent on market conditions or other forces outside of the Village's control. In addition, some actions may require continual efforts on behalf of the Village.

MEASURING SUCCESS

Success in implementing the 10 in 10 list will vary. In some cases, success is evaluated based on whether a facility is ultimately built (i.e. school forest park) or an study or zoning code amendment is completed. In other cases, success may be judged by whether interim implementation tasks have been completed or the degree to which

change has occurred. Change can be measured both quantitatively (e.g. the number of new business or jobs created since plan adoption) or qualitatively (e.g. degree to which residents are satisfied with improvements).

1. Increase the number of Village parks and access to park and recreational facilities.

- Acquire the School Forest Property from the City of Baraboo. Create a park master plan for this property and develop site appropriate recreational facilities.
- Implement recommendations contained in the Baraboo River Corridor Study. Improving water trails and access to the Baraboo River was the third highest rated type of recreational facility residents wanted to see expanded or improved in the Community Survey (refer to Appendix B, question 19).
- Implement recommendations contained in the Village of West Baraboo Comprehensive Outdoor Recreation Plan.

2. Adopt an updated Official Map under s. 62.23(6) Wis. Stat.

- The Future Land Use Map contains the conceptual location for a proposed north-south collector from Old 33 to WIS 136 to serve future development anticipated west of the US 12 bypass. The Village should complete a more in-depth study to determine the best location for this future collector street and other transportation facilities, utilities,

and parks. This process should include a review of the planned transportation routes identified in the US 12 Growth Management Plan for consistency with this plan and more recent trends and development patterns. The Village should update it's Official Map under s. 62.23(6) Wis. Stat. to protect these planned public improvements from development that would impede their construction.

3. Update the Village Zoning and Subdivision Codes for consistency with this plan. For example:

- Adopt regulations to improve the aesthetics of new development, especially along WIS 33, WIS 136, and CTH BD. Chapter 3 includes a number of images of best practice design strategies. The Village should amend the zoning code to adopt new regulations aimed at improving the future aesthetics of private development as related to signage, lighting, landscaping, building design, building materials, parking, screening, etc. New regulations could be adopted for specific zoning districts or added to the existing Highway Corridor Overlay Zone.
- Increase the number of dwelling units allowed per multi-family structure. Currently the R-3 district allows 3-8 dwelling units per structure, which is considerably restrictive. The Village should consider revising this standard or allow additional units beyond 8 as either a permitted or conditional use in order to provide greater design flexibility.

- Revise the zoning code to allow for mixed-use developments which include ground floor retail and upper story office or residential, particularly in the SRO-I and SRO-II zoning districts to facilitate the type of development envisioned for the areas identified as Neighborhood Mixed Use in Chapter 3. This should include revisiting the number of multi-family dwelling units allowed per building within each district.
- Revise the zoning code to lower the minimum number of parking spaces for commercial uses, or establish maximum requirements, in order to void future developments that have too much parking and not enough green space (for example Gander Mountain, Slumberland, Pierce's Market, former Sears building).
- Revise the title, purpose, and list of permitted and conditional uses for the SRO-1 and SRO-II districts to better differentiate the intent of these two zoning districts.
- Revise the Subdivision and Platting ordinance to increase the required number of acres of land to be dedicated to public park space, currently set at 5% of the land area to be subdivided, or one acre of land for each 25 proposed dwelling units, whichever is greater.
- Other amendments as described in Chapter 2, Strategies.

4. Create and maintain a Capital Improvements Plan.

- The Village should maintain a rolling five-year capital improvement plan to guide future transportation and utility improvement projects. Annual transportation projects should include both traditional roadway projects and bicycle and pedestrian improvement projects as part of a plan to achieve action item #9.

5. Complete a Public Facilities Needs Assessment.

- Future growth of the Village will require additional public infrastructure and capital expenditures to serve new development at the same level of service or better as is provided to existing residents and businesses. To ensure that new development pays its fair share of the costs for public capital expenditures necessitated by the development the Village should consider completing a public facilities needs assessment and adopting impact fees as appropriate under s. 66.0617 Wis. Stats.

6. Increase the number of retail businesses.

- Respondents to the Community Survey indicated a desire to increase the diversity of retail businesses in the Village. Common responses included additional sit-down restaurants and general merchandise stores such as a Target or Kohl's (refer to Appendix B, question 12 and question 21).

7. Redevelop and infill existing vacant or under utilized properties along WIS 33, 136 and CTH BD.

- This action item was the top response from the Community Survey (refer to Appendix B, question 1). There are a number of existing vacant or under utilized properties along WIS 33, 136 and CTH BD. The Village should continue to market these sites for redevelopment or reuse and work with property owners to breath new life to these properties.
- The Village should continue to maintain these existing commercial corridors within the boundaries of a tax increment finance district in order to provide one potential funding mechanism to provide incentives to redevelop or rehabilitate these areas. For example, the Village could provide TIF incentives to replace existing pole signs with higher decorative monument signs; update commercial facades; or add landscape islands to parking lots.
- The Village should consider acquisition of under utilized or blighted properties as may be necessary in order to proactively redevelop these sites.
- The Grow Baraboo Plan suggests creating a West Entrance Corridor Redevelopment Plan. The plan would assess the WIS 33, 136 and CTH BD intersection and environs for opportunities to improve functionality and aesthetic appeal. It would also develop strategies to connect traffic on the Highway 12 bypass

with the businesses located at this intersection. The plan also cites the Baraboo Retail Market Analysis (2011) which recommends developing a retail niche or cluster (possibly national retail and hospitality) along the Highway 12 Corridor. Those best practice design strategies illustrated in Chapter 3 should be built on as part of a more detailed West Entrance Corridor and Streetscaping Plan.

- Consider the use of both incentives (e.g. TIF) and regulatory tools (e.g. zoning) to soften the existing hardscape of existing highway commercial properties. For example, properties such as Gander Mountain, Slumberland, Pierce’s Market and the former Sear’s have large extensive parking lots with minimal landscaping. In order to improve the aesthetics of these properties, and increase

on-site stormwater retention, landscape islands should be incorporated into these parking lots. In addition, most of these properties have parking areas that abut US 12 or WIS 136. In order to improve aesthetics along these roadways these parking stalls could be removed to provide space for additional greenspace, sidewalks/trails, decorative lighting, and community gateway signs.

Example WIS 136 Public-Private Corridor Placemaking/Streetscaping/Development Improvements



» Add new Community Gateway sign

» Redevelop Vacant Buildings

» Add landscape islands to the rest of the parking lot areas

» Potential infill opportunity with small commercial outlet fronting WIS 136

» Remove parking
» Replace with landscaping

» Add sidewalk
» Add decorative street lighting and wayfinding signage

» Add landscape islands to the rest of the parking lot areas

» Infill vacant lot

Improvements such as these could be vetted throughout the US 12, WIS 33, WIS 136, and CTH BD corridors as part of an overall West Entrance Corridor and Streetscaping Plan.

8. Improve community aesthetics and develop a unique community brand.

- Respondents in the Community Survey indicated a strong desire to improve community aesthetics, especially along transportation corridors and gateways. Implementation of action items #3 and #7 should assist with improving the aesthetics of private property.
- Improvements to aesthetics of public property and rights-of-way can be achieved through the installation of community gateway signs, decorative street lights, street trees and wayfinding signs along major transportation corridors into the Village. The Village should consider completing a corridor streetscaping plan to identify the specific location and design of these public investments as part of a West Entrance Corridor Redevelopment Plan. Areas to focus on include WIS 33, WIS 136 and CTH BD corridors.
- New community gateway and wayfinding signs should incorporate a unique Village brand, such as the oak tree symbol used as the Village’s logo.
- Those best practice design strategies illustrated in Chapter 3 should be build on as part of a more detailed West Entrance Corridor and Streetscaping Plan.

9. Improve access and safety to bicycle and pedestrian facilities.

- Improving biking and walking trails was the highest rated type of recreational facility residents wanted to see expanded or improved in the Community Survey (refer to Appendix B, question 19). The Village should continue to implement bicycle and pedestrian facility improvements especially along WIS 33, 136 and CTH BD. Currently there are a number of gaps in the sidewalk system along these roadways that should be infilled. In addition, the Village should continue to enhance pedestrian crossing safety at major intersections and routes to schools through the installation of Rapid Flash Beacons or other cross walk safety enhancements.

10. Work with the City of Baraboo to adopt a formal boundary agreement and extraterritorial plat review agreement.

- The Village and City’s plat review jurisdictions currently overlap and there is an informal agreement regarding which community has plat review jurisdiction within overlapping areas (refer to Appendix D). The Village and City should revisit this map and discuss needed modifications.
- In addition, the Village and City should consider adopting an intergovernmental boundary agreement to identify which lands within overlapping extraterritorial jurisdictions should be deferred to one community or the other if future annexation petitions are submitted by landowners and developers. Both of these actions will provide better long-range planning and community collaboration.

Example WIS 136 Public-Private Corridor Placemaking/Streetscaping/Development Improvements



- » Potential infill opportunity with a small commercial building fronting corner of CTH BD and Tinkham Trail
- » Remove front row of parking
- » Replace with landscaping
- » Add decorative street lighting and wayfinding signage
- » Potential public access to Baraboo River from existing West Baraboo parcel

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