

Appendix B

COMMUNITY SURVEY

Appendix B Contents

Community Survey

Appendix B summarizes the West Baraboo Community Survey Results which were collected during April 2016. The survey was hosted online on Survey Monkey and hard copies were available at Village Hall. Information regarding the availability of the survey was provided at the Village Hall during the April 5th Spring Election, via press release, and newspaper advertisement. In total 58 individuals responded to the survey. Approximately 79% of those who took the survey were from the Village of West Baraboo, the remaining 20% were primarily from the City or Town of Baraboo.

The survey represents a diverse group demographically, though certain groups were under- or over-represented. Generally younger members of the community were under-represented and older members were over-represented. The figure depicting respondents' answers to their corresponding age group compared to 2010 US Census data is shown under question 2 on page B2.

A comprehensive list of open-ended questions and comments is found at the end of this appendix. Questions with additional comment/open-ended responses will be marked with an asterisk (e.g. Q1).

Q1*

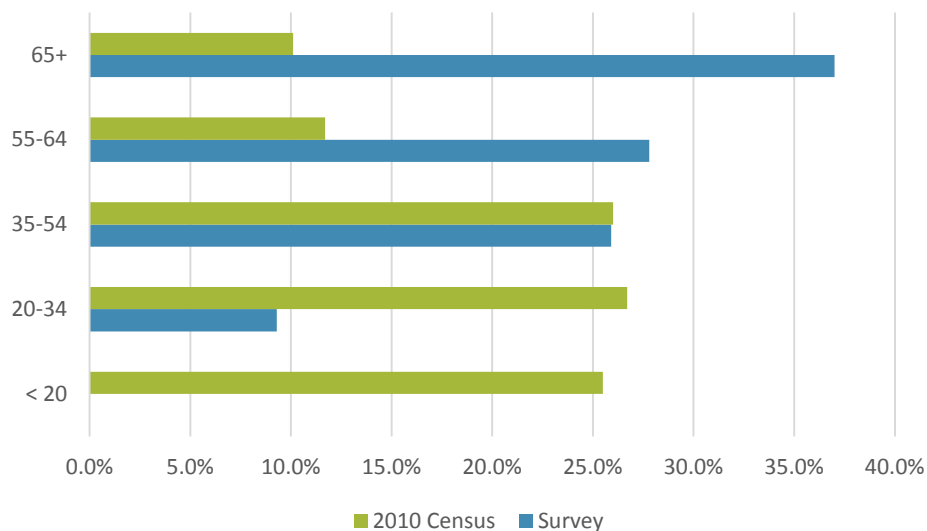
Imagine if we as a community could change/fix/bring/do one thing in the community that would have a long-lasting impact in making West Baraboo a better place to live, work, shop, play and stay. What should we do? You can be as specific or as general as you like. Ideas can be small to big, inexpensive to expensive. However, please limit your response to your top idea.

COMMON RESPONSES



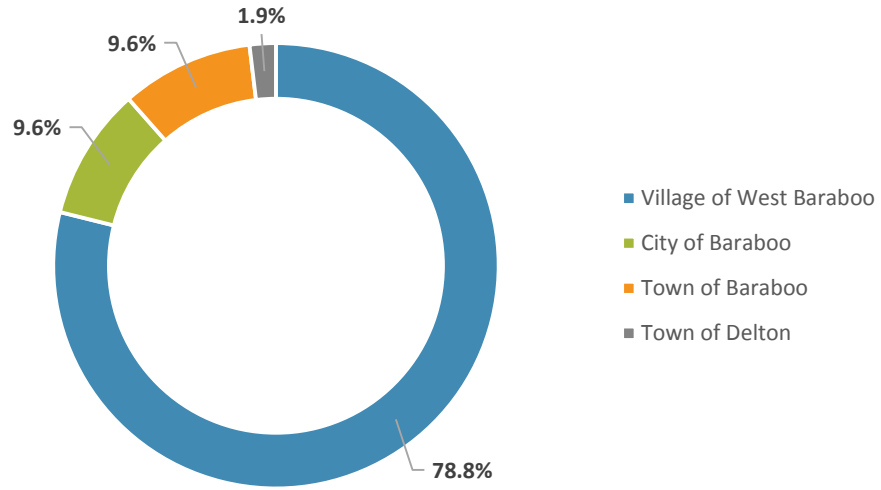
Q2

What is your age?



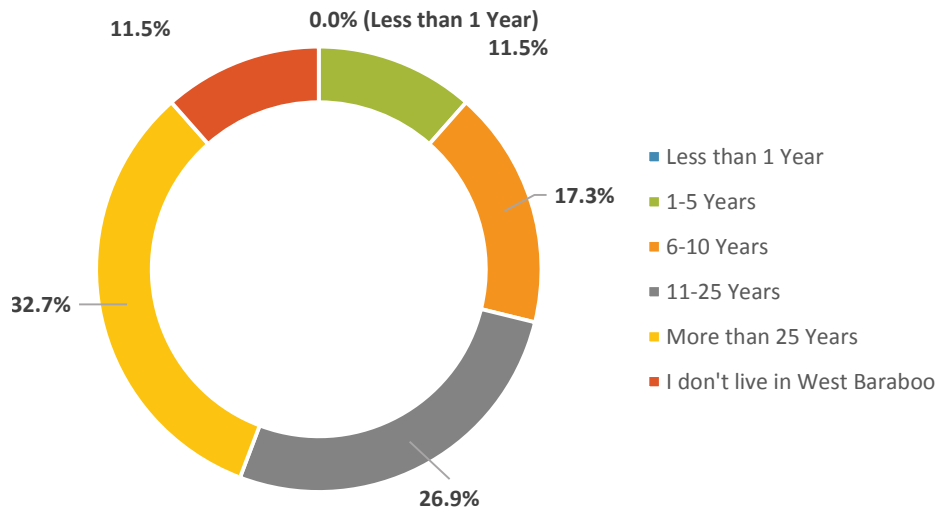
Q3

Where do you currently live? (Check one)



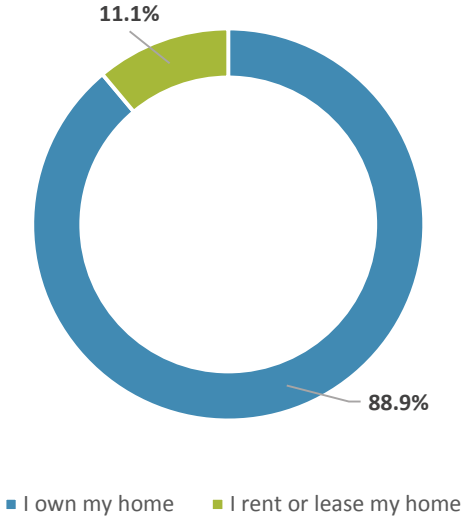
Q4

How long have you lived in West Baraboo?



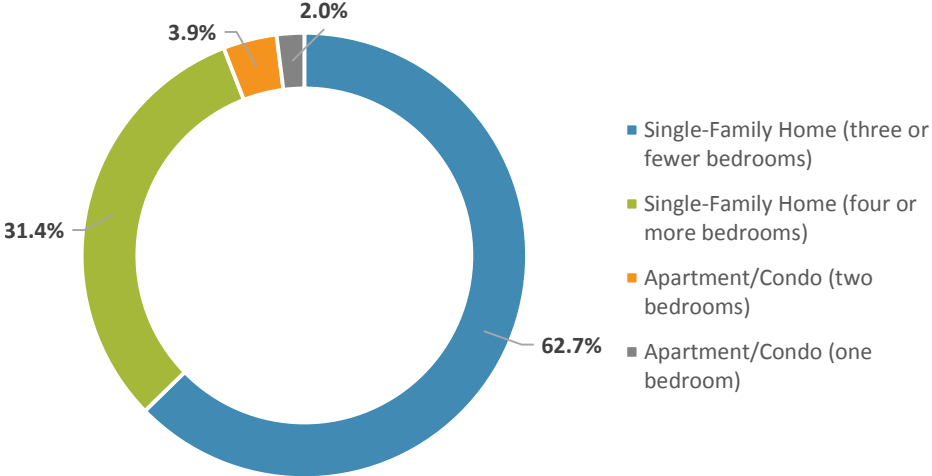
Q5

Do you rent or own your dwelling?



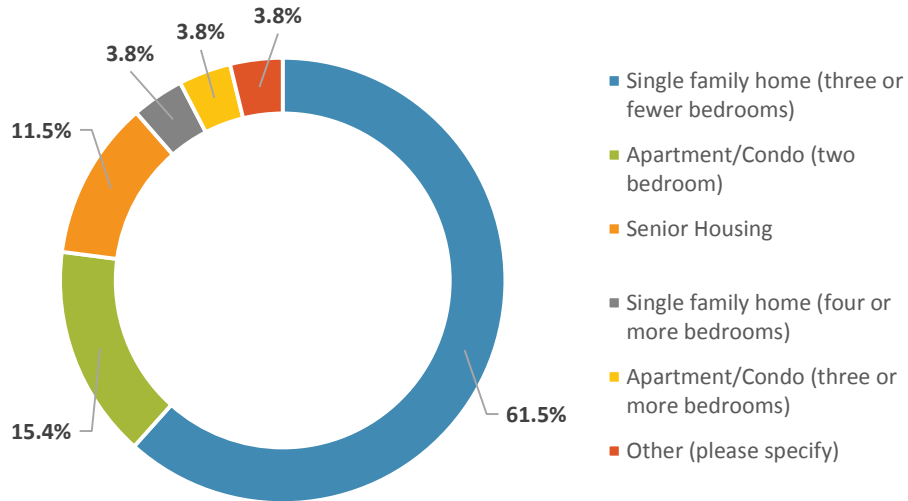
Q6

What type of dwelling do you live in?



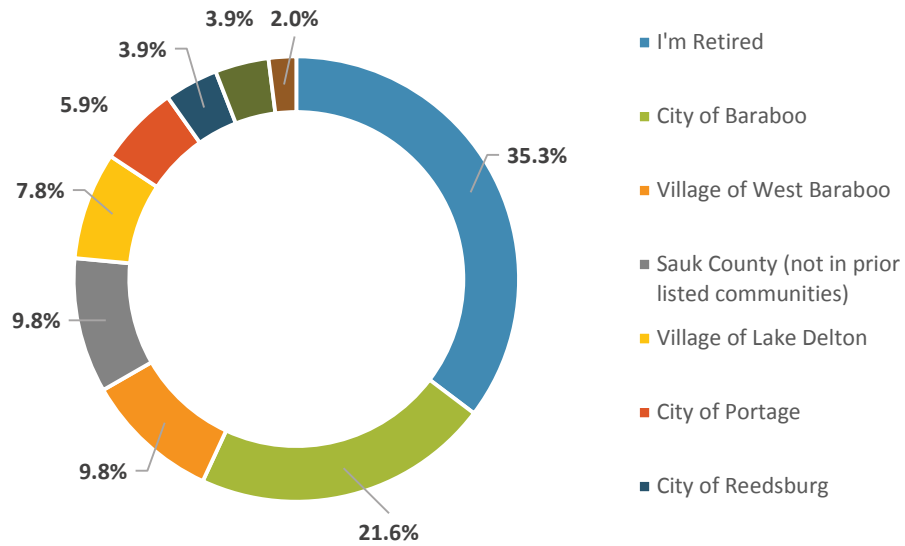
Q7*

If you were to move (within or outside of West Baraboo) in the next 10 years, what type of housing would you be likely to seek?



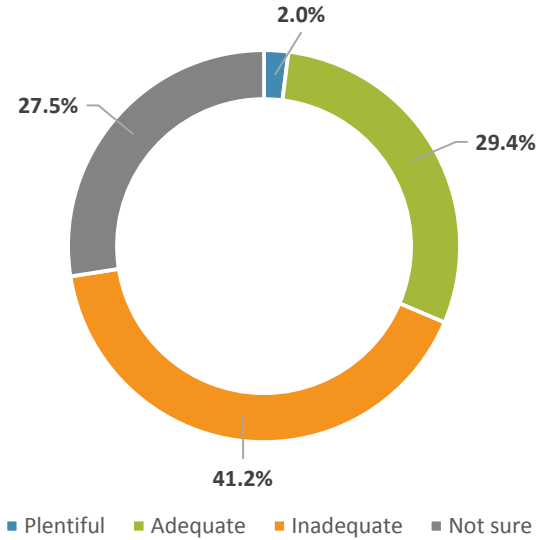
Q8*

Where is your place of employment?



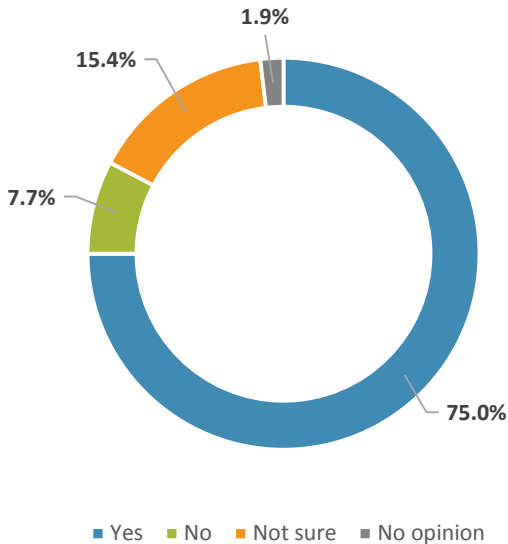
Q9

How would you describe the availability of employment opportunities in the West Baraboo area?



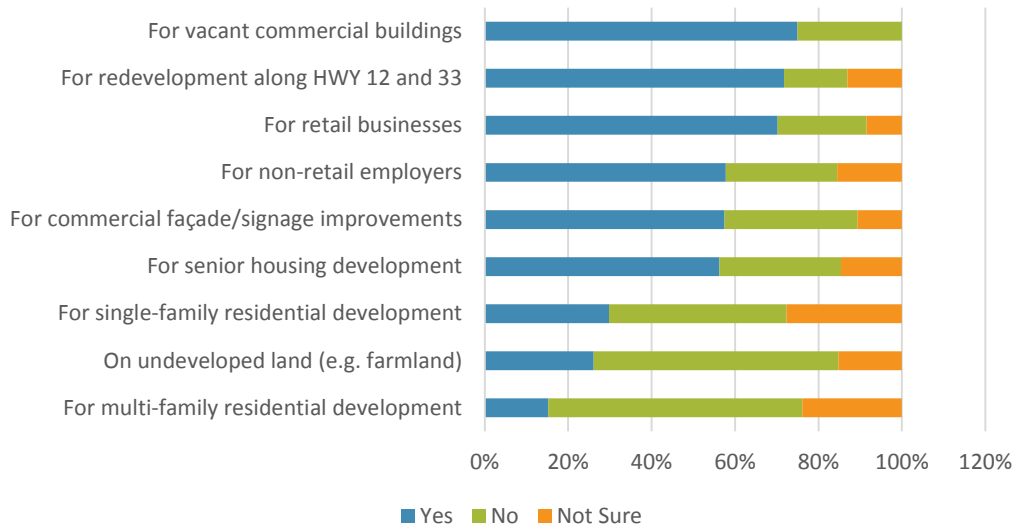
Q10

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



Q11

Should the Village offer financial incentives to encourage private sector development and investment?

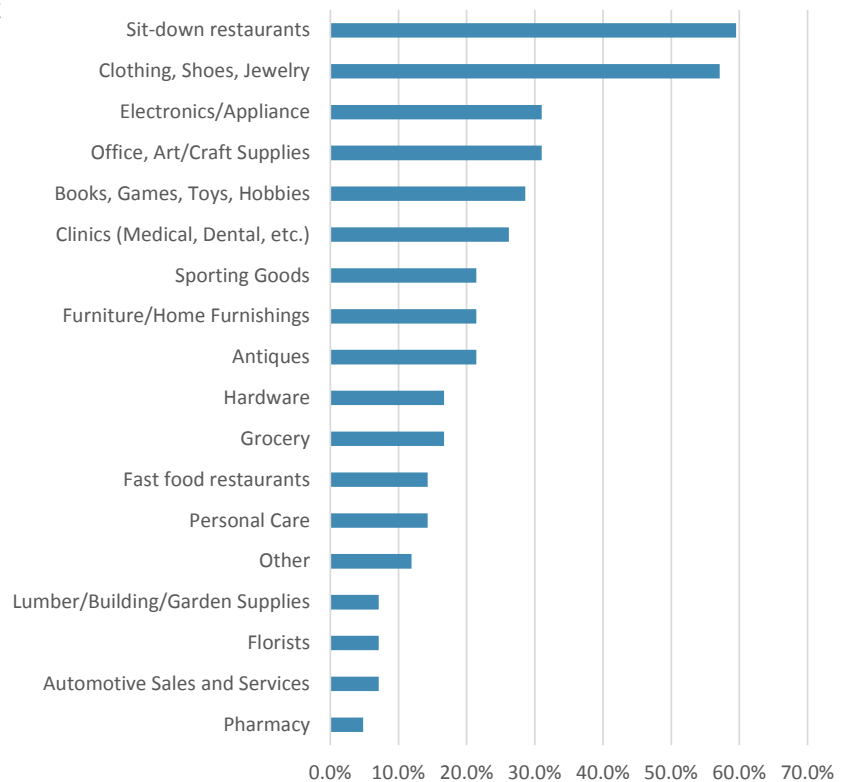


Q12*

Are there any specific new businesses or business types you think we need, or need more of, in West Baraboo (check all that apply)?

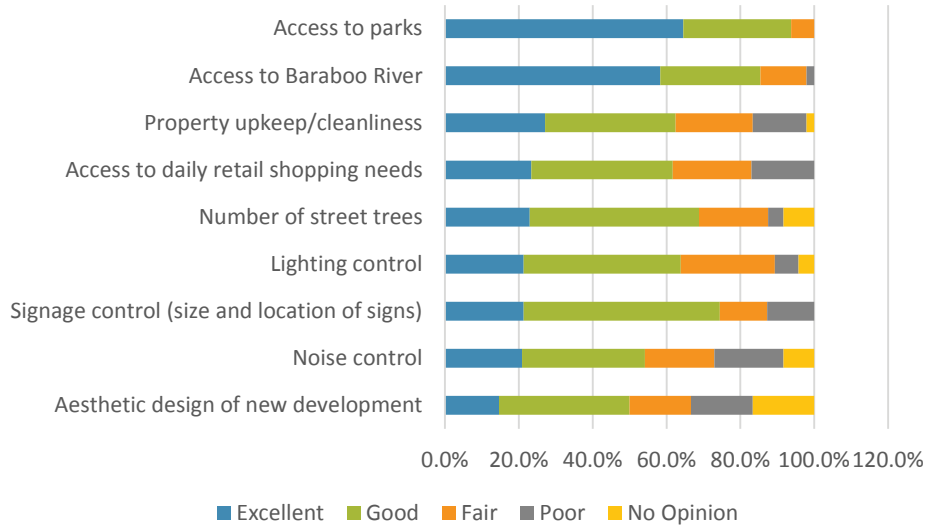
COMMON "OTHER" RESPONSES

- Target or Kohl's
- Pet Store



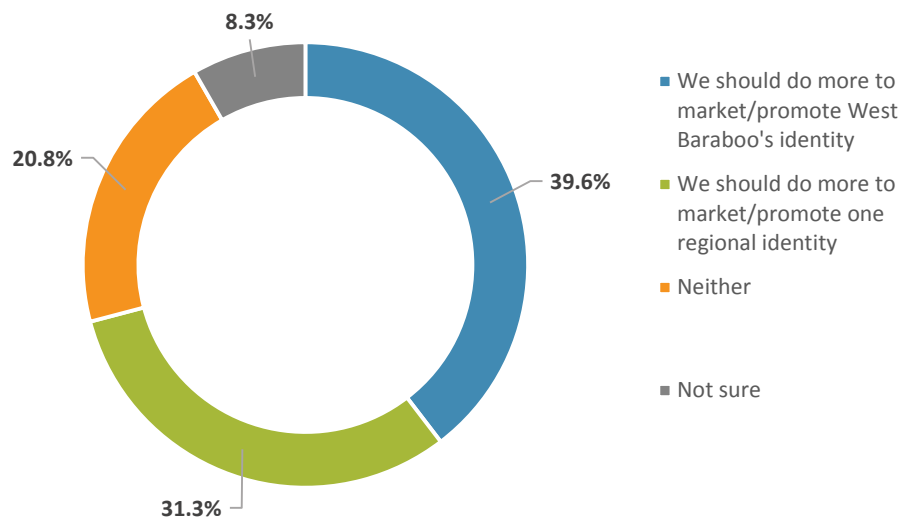
Q13*

How do you rate the following aspects of the Village of West Baraboo?



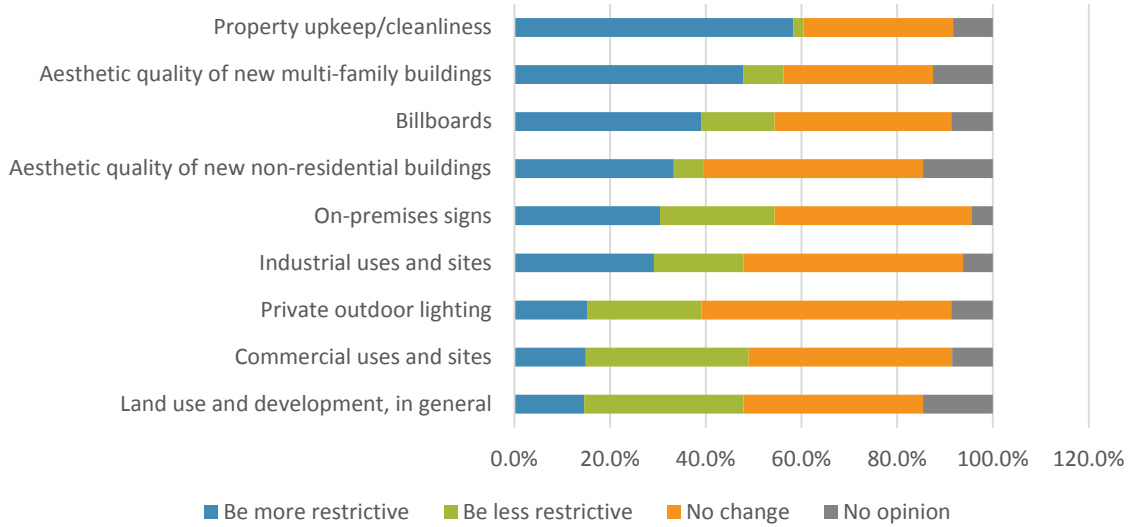
Q14*

As development progresses it is sometimes difficult to discern whether you're in West Baraboo. How do you feel about this?



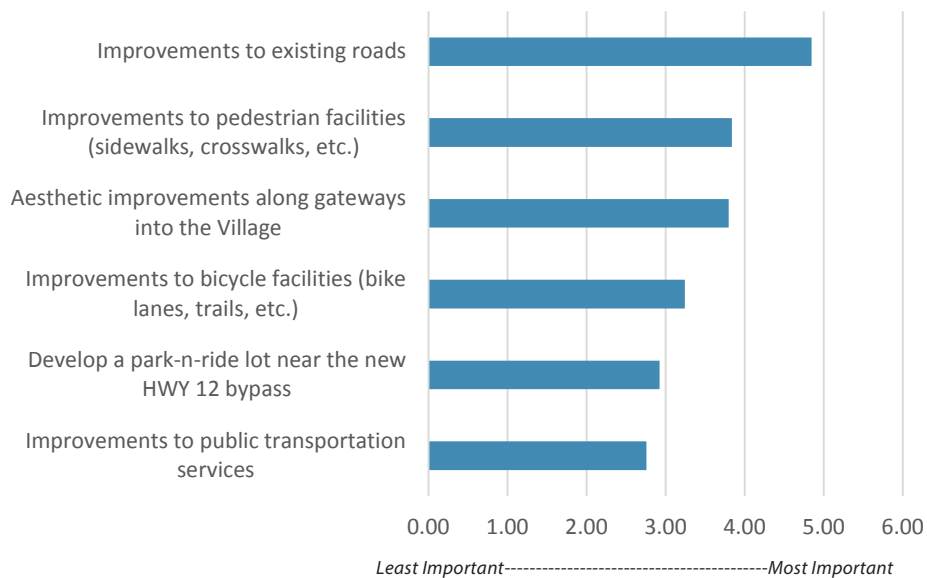
Q15

How would you direct Village leaders with regard to regulation of the following?



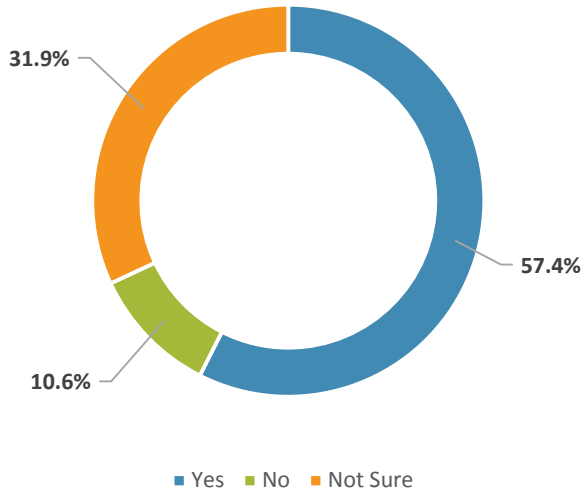
Q16

Please rank the importance of the following transportation investments over the next 10 years with “1” being the least important and “6” being the most important.



Q17*

Are there any locations in West Baraboo that need improved pedestrian or bicycle safety?

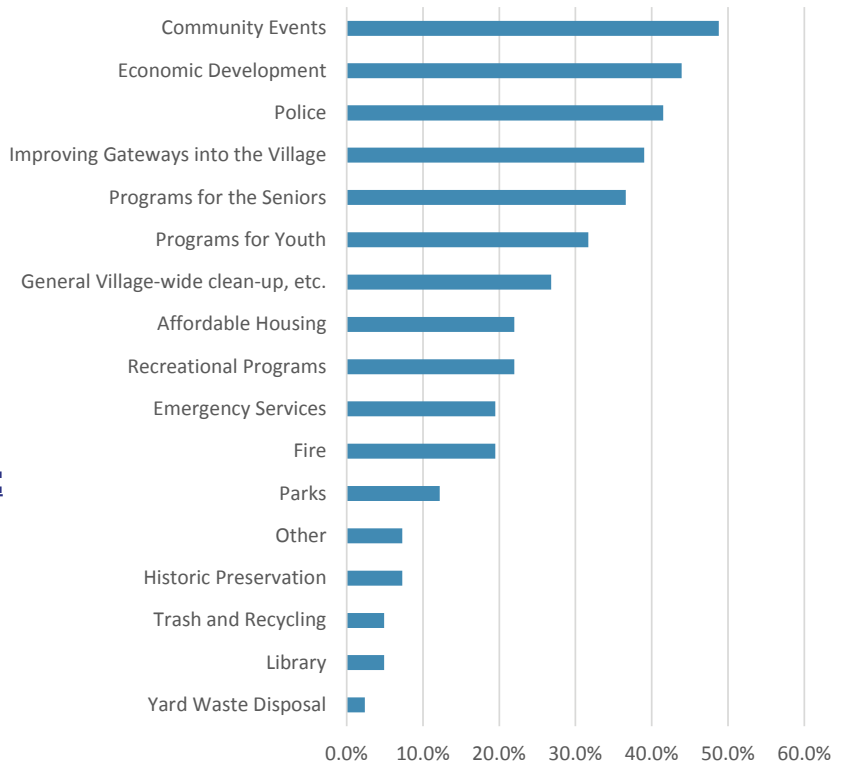


COMMON LOCATIONS

- Intersection of US 12 & WI 136
- Connie Road
- Near Kwik Trip
- Chestnut & US 12

Q18*

Should our community invest more funding to improve the quality of any of the following public facilities or services?



COMMON "OTHER" RESPONSE

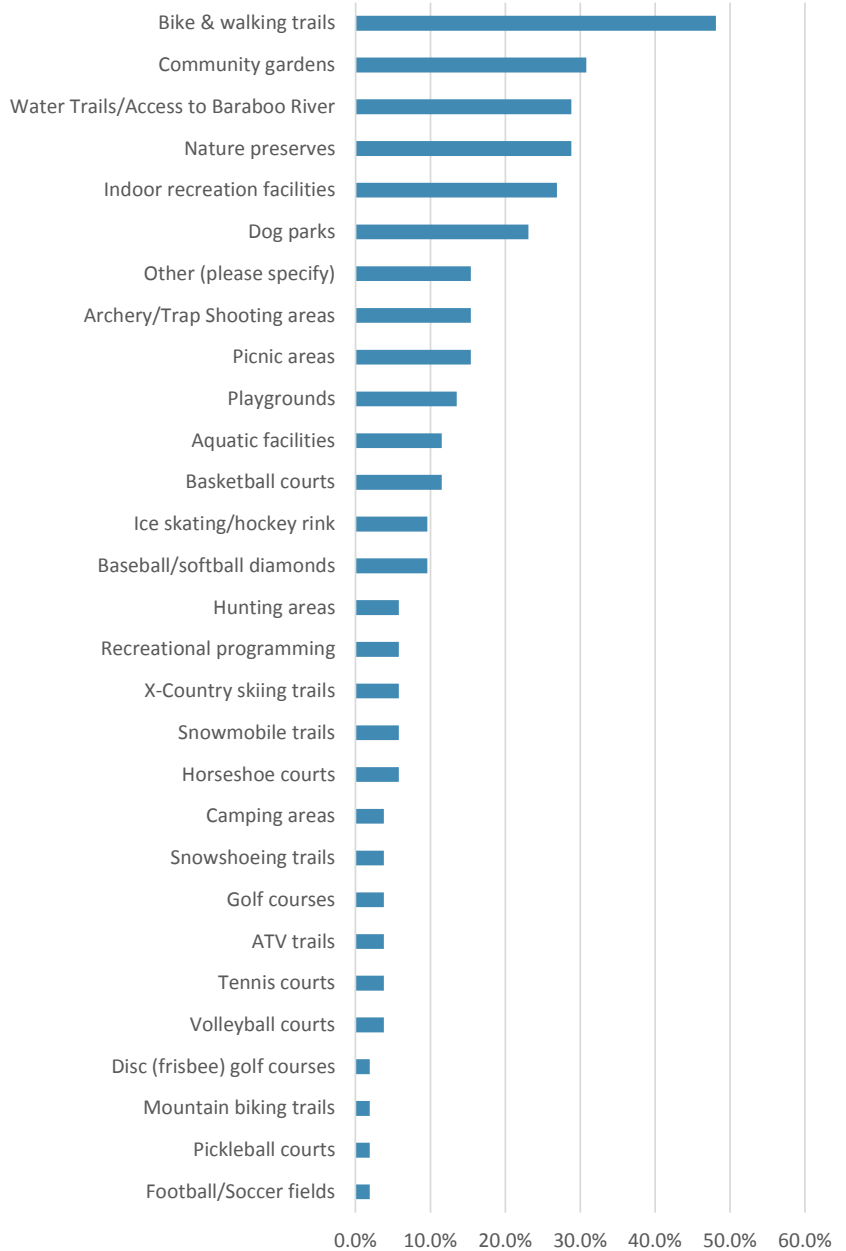
Partner with the City of Baraboo

Q19*

Please indicate the types of recreational amenities that you would like to see expanded or improved in the West Baraboo area, either by the Village or other public or private entities. (Select up to 6)

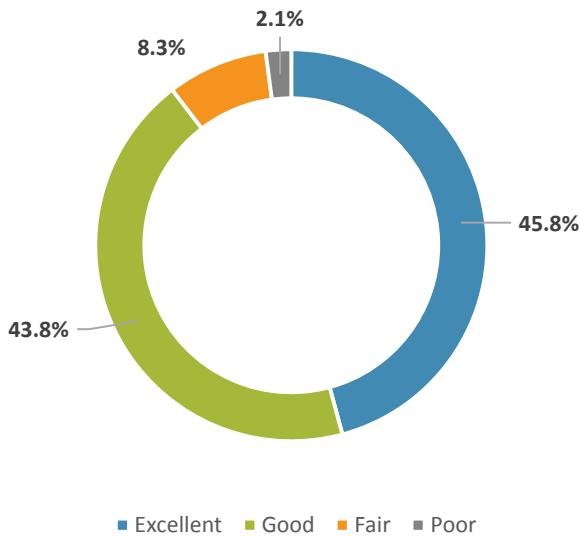
“OTHER” RESPONSES

- Archery/shooting areas**
- Fourth of July fireworks**
- Partner with the City of Baraboo**
- Add fishing locations along Baraboo River**
- Batting cage/tennis facility**



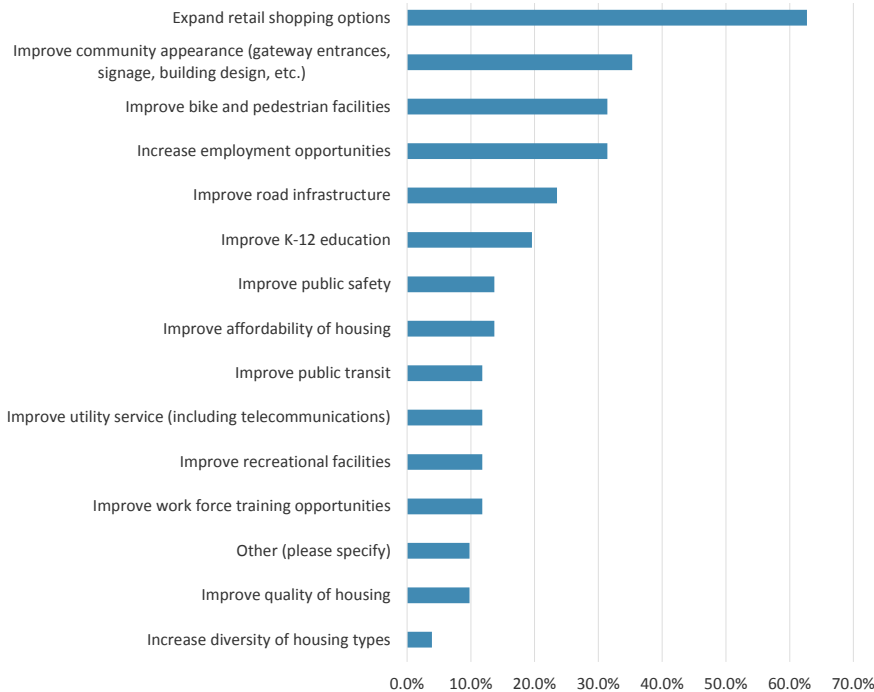
Q20

Overall, how would you rate the quality of life in the West Baraboo area?



Q21*

Please indicate your top changes you think would improve the quality of life in the West Baraboo area. (Select up to 4)



“OTHER” RESPONSES

- Improve WI 33
- Fill empty stores



Are there any improvements you would like to see in West Baraboo's future that were not covered in this survey?

COMMON RESPONSES

Emphasis on attracting businesses to vacant buildings

Historical emphasis so people are aware of the heritage of where they live

Open-Ended Responses

Question 1: Imagine if we as a community could change/fix/bring/do one thing in the community that would have a long-lasting impact in making West Baraboo a better place to live, work, shop, play and stay. What should we do? You can be as specific or as general as you like. Ideas can be small to big, inexpensive to expensive. However, please limit your response to your top idea.

- In June 2015, it was reported in the Baraboo paper that West Baraboo wants the Sauk County Highway Department to relocate. I say NO, leave them where they are. The historical brick building looks nice and is impressive with the American flag flying high. What a nice way for people driving by to see how we value our freedom flying the American flag at our county shop. The Sauk County Highway Department is a business that offers a great service to our community and the surrounding area. A lot of these employees spend their money in our West Baraboo businesses. They stop at the grocery store, buy gas at the gas station, shop at the Walgreen's and other businesses located right in West Baraboo. Why would you want to discourage those employees from doing business in West Baraboo? There are too many empty buildings in the area. Focus should be on encouraging new business in these vacant buildings which do not look good to visitors to West Baraboo. I have spoken with a lot of other people about the appearance of this area and the consensus is there is nothing wrong with the way the Sauk County Highway Department area looks. If you do not like the tarp with the tires on it, then let the Sauk County Highway Department build a building for storage. But do not make them move and cost the taxpayer unnecessary expense. We should be happy to have the shop in our community. We need to appreciate the Sauk County Highway Department and its employees.
- I think a dog park would be great. A lot of us have dogs and we need a good place for them to have fun.
- "Build a sidewalk from Culvers up to the Kwik Trip store on 8th Ave.
- Find businesses to fill up the vacant stores."
- Another park with a dog park or adding a dog park on to one of our existing parks.
- I would like to see an effective plan to revitalize the area that once housed K-Mart, JC Penney, and others. Something that would be supported by local patrons, as well as a draw from the new four lane. Sport facility?
- The by-pass is going to really hurt west Baraboo businesses! Look at all the empty buildings we have. Some kind of promotion will have to be made for businesses to come back. Trying to get these people who own the buildings at Westdale to lower their rent would be a start! We will have to do something soon or west Baraboo will become like the east side of town!
- I would to see a river walk connected to the Baraboo River Walk all the way to Haskins Park and even beyond."
- "Make arriving in our community more appealing.
- Too many vacant buildings along with several unkept, run-down and unsightly businesses along main corridors give visitors a poor first impression of the area.
- "Get vacant buildings filled and improve the overall appearance of the Village.
- In addition to the empty buildings several businesses on main corridors are unkept, run-down and unsightly."
- "I think that one of the major things that needs to be done is to find a way to fill the vacant commercial property. With the bypass set to open in 2017, people exiting at the Highway 136 interchange coming into the village will see a almost empty shopping center to start with. Next they will see 2 empty buildings on the corner.
- When seeing this, it would make people think why are these properties empty and it may cause them to think negative about West Baraboo."
- Bring businesses to empty retail shops.
- Bring businesses to empty retail shops.
- Fill the business places that are empty with some good retail stores. We could stay in our own community instead of going out of town to shop.
- "I would pursue the acquisition of the school forest from the City of Baraboo for use as a park.
- Benefits would include:
 - - a recreational area on the north side of the village that would be accessible to the residents of the single family housing areas, multi-family housing areas and college students at Boo-U, along with people from the rest of the village and outside the community.
 - - it would be large enough to offer a variety of uses, such as a hiking path, picnic grounds, play ground, dog park.
 - - it is the logical extension of the Ice Age trail that currently terminates at the Boo-U parking lot and would be a perfect spot for a pedestrian overpass as a safe crossing over the existing USH 12 to continue the trail to the west. It could also act as a trailhead for hikers using the Ice Age trail
- Get renters for vacant buildings. Think out of the box for tenants, for example paintball in old Sears.
- Reduce the visual clutter along USH 12 (CTH BD) and along Lynn Avenue (STH 33). Where possible, replace the clutter with a unified design theme(s) emphasizing the Baraboo River and Circus World.
- Shopping in the empty buildings around town. We need to get more people invested in the community by providing shopping so that we do not need to leave to go to the Dells or Madison to shop for things.
- West Baraboo needs to be inclusive with the other municipalities and the school district. West Baraboo alone does not have enough of an economic base and attraction to be viable on its own. A real discussion on the potential to merge with the city seems apparent and needed. Outsiders and many residents do not see the Village and City as separate, similar to other adjacent communities in the state.

- Improve retail areas to attract new stores to the area.
- There are too many vacant businesses on Hy 136/Hy 12 and the Baraboo area in general. We need to find and encourage entrepreneurs to establish new businesses. Hand and hand with that is the need to improve the overall appearance of this area, it is one of only two entrances to Baraboo and we are lucky to have it. The streets look barren, no trees, shrubs, or other plantings. In addition the parking lots at Westdayl Plaza, Slumberland, and Gander Mountain are broad expanses of plain asphalt with an excess of parking space that just sprouts weeds. The lots never approach capacity, especially Slumberland/Gander Mtn. Could they be made more attractive with plantings of small trees, shrubs, flower boxes, and maybe more distinctive lighting? What about some of the unused parking at Gander Mountain being turned into green space with access to the Baraboo River. Fishermen already make their way down to the river's edge. They could try out their new purchases, maybe Gander Mountain would participate in some way? The Visitor Center is an ok building but very uninviting outside, just a couple of trees, some grass and concrete for landscaping. The sign does a poor job of attracting attention to the center when driving past. What is the purpose of the asphalt parking area directly north of the center? I never see cars parked there and it could be put to better use, perhaps attractive signage pointing the way to local attractions since this is an entryway to the entire area. Signage could include businesses to the north on BD. More attractive and distinctive lighting along that whole corridor would be inviting and welcoming. Shopping is very limited in the entire area unless you are a fan of Walmart. I usually end up driving to Madison but would prefer to shop local as much as possible to support small businesses. We have enough fast food restaurants, but no pleasant sit downs moderately priced.
- a safe passage to walk or bike over/ under hwy 12
- Combine with the City of Baraboo
- How about a river walk extension.
- Lynn Street needs to be improved. Concrete segments have large gaps, creating a disturbance for any vehicle coming in to town---. The first step in making us look inviting.
- merge with city of Baraboo to assist the residents in a way of keeping expenses lower. The duplication of a secondary structure is unnecessary and expensive.
- Completely fill the empty buildings on US 12 and 136 and landscape both roads with large numbers of trees and other landscaping plants. In this process, we need to make sure where the weeds are growing up between cracks and slab borders on the roads and the sidewalks are destroyed and removed. I have had more people mention to me what was going with all the raggy looking streets. Many of these are visitors and get a really bad impression about our community. Many of them compared it to south Chicago and that is very bad. They ask if the community has lost it's pride.
- More clothing stores/mini mall.
- "How about a Target Here maybe were the old sears building is.
- How about the town setting rates on the towing company's in town

- they are absolutely outrageous with there rates.
- Repave hwy 33/Lynn street.
- I would love to see a Target Store in W Baraboo
- "I'm sure many of us are concerned about how the movement of the highway will effect the businesses in West Baraboo, especially the small business. When HWY 12 made it's move between Baraboo and the Dells, one of the biggest things that I noticed is that none (nearly none) of the business had the wherewithal to place any advertisement signs along the new stretch to bring people back to the existing business.
- Perhaps the Village could give some thought to this and look at a way to ""advertise"" as a part of the greater good of everyone in the Village. I guess I think similar to the way that Baraboo promotes Down Town Baraboo. It seems like they make the promotion an event to it's self. Maybe a unique sign along the new stretch of highway that will serve as a landmark or minor tourist attraction as people are driving by and it will prompt them to swing in and see our quaint little corner of beautiful Sauk Co. !!"
- Be more aggressive in attracting businesses to the current deserted mall area. More knowledgeable office staff.
- Law enforcement presence. Drivers speed through West Baraboo and there are never police present unless we call them. Also, there is shady activity that goes on at Haskins Park and it's allowed to happen because we are basically an un-monitored. As we grow and new people move into the community, we will need law enforcement to have a bigger presence in the community to help protect the citizens and prohibit blatant unlawful activity.
- Get some businesses in the Westdayl plaza
- Find businesses to fill vacant buildings in West Baraboo.

Question 7: If you were to move (within or outside of West Baraboo) in the next 10 years, what type of housing would you be likely to seek?

- Single family home with two bedrooms (1200-1600 sq. ft.)
- I wish there were "higher end" condos in the Village

Question 8: Where is your place of employment?

- I am also retired.

Question 12: Are there any specific new business types you think we need, or need more of, in West Baraboo (check all that apply)?

- We are a small community and need to support and encourage the businesses already here
- manufacturing
- Organic food market and/or farmers market
- Target Store
- Thrift Stores, Pet Stores, Big Box to compete with Walmart, Department Stores
- Pet supply store that offers some variety not just cheap brands
- taverns
- Target, Kohls, get County Garage out of it's present location and make that entire area a new style external mall that could include

shops like Target and Kohl's because they would come because of the interchange at that location--swap land with the County to get them to move.

- I have been trying to start a towing business here for over a year. The local companys are just out of this world with there rates to charge the insurance companys it hurts ppl rates and the rates of bussiness or people moving here. My rates went up 75 amonth when I moved here from madison. cause the rates your local companys are charging.

Question 13: How do you rate the following aspects of the Village of West Baraboo?

- This is a wonderful small community that could use more development. But be careful not to take away our rural atmosphere.
- "The summer noise level outdoors seems to be increasing from year to year - motorcycles with no or little sound reduction/ mufflers. Many pickup trucks are becoming noisier also.
- Several signs are too high (McD's, West Dayle, etc.) Would like to see off-site billboard advertising eliminated (e.g., along west side of USH 12 north of Lynn Avenue.).
- Willow Street could use some trees."
- The river is an asset, we need more access; noise and air quality will be an issue when the bypass opens; too many structures look like pole barns or a bunch of plain concrete blocks, they have no character; some very visible properties are poorly maintained, unkempt yards with junk scattered about.
- See other comments I have already made.
- Village of West Baraboo does an excellent job of picking up leafs/ brush on curbside.
- There needs to be more speed control in the city esp by willow and locust street there is a park and kids around all the time and car fly down the road towards the park or coming from the past the park to locust street. some people are using there yards as auto selvage and rebuilding cars and trucks and parts all over.
- Access to parks would be excellent but I don't feel safe sending my kids to parks in the village.

Question 14: As development progresses it is sometimes difficult to discern whether you're in West Baraboo or Baraboo. How do you feel about this?

- West Baraboo northwest gateway to Circus World Museum and Devils Lake. "Little Village, Great People, Good Place to Stop at"
- both communities are in this together
- Both communities are in this together
- Just do not make it too commercial. Keep our rural atmosphere appeal
- The Baraboo Chamber of Commerce should acknowledge our community.
- One Identity is the best way to help growth and viability.
- Signage as you come in from bypass on Hy 136 would help. Maybe this is where the unused parking area north of the Visitor

Center could be put to better use.

- Study the cost effectiveness of combining with Baraboo
- Develop a marketing program modeled after WI Dells and Lake Delton. Our selling point is proximity to City of Baraboo. There is a lot to learn from our neighbors to the north that can be applied to our situation. It will take a lot of work to get rid of the egos and look what is best for all of us.
- I really don't care. I do want to retain our Village Status and not merge with Baraboo but do not see any reason to put money into marketing or promoting this.

Question 17: Are there any locations in West Baraboo that need improved pedestrian or bicycle safety?

- The stop light a Chestnut and Hwy 12 there should definitely be a green arrow for turning left going north onto Hwy 12 and the stop light on Chestnut southbound more than 12 seconds.
- Along 8th Avenue up to Kwik Trip. Should be a sidewalk all the way up to the college along Connie Road.
- pine st
- Along the university on Connie Road
- We always seem to have a problem with the crosswalk across highway 33 to Gordon Wilson school. Traffic going way to fast going through west Baraboo on 33!!! I see it all the time.
- I see pedestrians attempting with great difficulty to cross the intersection at Ritz Corner.
- There needs to be a sidewalk on the east side of Hwy 12 at least from the complex at the top of the hill down to Hwy 33 (Linn St.)
- The entire area (and county) needs to be more assertive in establishing bike routes and promote accordingly - in addition to safety, this would attract visitors/tourism.
- Line street by culverts going east to kwik trip there is no sidewalk
- Sidewalks on Mulberry street
- Rosemary Lane, Zajak
- "Existing USH 12/STH 136/STH 33 intersection and adjacent blocks north, south, east and west
- Not in the Village, but the east side of Connie Road from the Boo U driveway north to Zajak
- Linn Street
- USH 12 and STH 33 intersection. Some kind of crosswalk needed across USH 12 between Taco Bell area to the west and the hotel area to the east.
- Connie Road sidewalks are inconsistent with quality, size and side of the street.
- crossing highway 33 is difficult
- Willow street to schools
- Intersection at Chestnut and Hy 12. You better be able to move fast to make it across in the allotted time. If you are in a vehicle you have only a few seconds and even though through traffic has the right of way oncoming cars turn right in front of you. McDonalds make it a busy intersection. It is not safe if you are trying to walk. The same could be said of Hy 136/Hy 12
- across hwy 12 near 33 and 136 intersection

- Areas above to below 33 and areas east and west of current 12
- Crossing 33 by Culvers to get to bank, medical, residential uses, or vice versa to cross there to get to Aldi's, Culvers, etc.
- hwy 12 and the side streets in town the paths by the river would be better used if they were lit for safety.
- Crossing at Willow and Lynn Street before and after school. This is not a drag racing track.
- Around Kwik Trip
- Highway 33 snow removal enforcement especially at the former Shoe Box. More Hwy 12 sidewalks
- BD maybe ? I hear constant requests for bike trails in our line of work.
- Intersection of hwy 12 and 136

Question 18: Should our community invest more funding to improve the quality of any of the following public facilities or services? Check all that apply.

- Utilize the programming that Baraboo offers.
- Work with Baraboo on all items as not to replicate efforts and cost.
- Police, fire, emergency services, schools will need to be considered as population grows.
- really doing a great job already taking care of the residents.
- More lighting on streets

Question 19: Please indicate the types of recreational amenities that you would like to see expanded or improved in the West Baraboo area, either by the Village or other public or private entities (Select up to 6).

- archery/shooting areas
- I feel our village is adequate considering the size of our existing perimeters
- 4th of July fireworks- will that return or have we lost the hotel taxes to the Baraboo Chamber of Commerce?
- As in the previous question many of these things will need to be considered for future planning
- work with Baraboo on this
- All ok
- Locations along the river to allow safe fishing (w/some docks or boardwalks);
- Batting cage/tennis facility like Hitters in Middleton

Question 21: Please indicate your top changes you think would improve the quality of life in the West Baraboo area. (Select up to 4).

- none
- Highway 33 needs to be fixed!
- The empty stores by Pierces hopefully will find occupants!
- The school district here is not allowing younger students to learn through play and be creative. The superintendent needs to allow our highly educated teachers to use their expertise to do what is best for children.
- All ok

Question 22: Are there any improvements you would like to see in West Baraboo's future that were not covered in this survey?

- More emphasize on attracting businesses for the vacant buildings that previously had businesses and less time spent on increasing tourism. With Baraboo and Wisconsin Dells spending a lot of money on tourism, tourism should naturally increase in West Baraboo. The empty buildings are eye sores.
- We love it here. Help us maintain the beauty of this tiny wholesome village. Great survey. Well thought out. Keep up the good work.
- internet choices
- Great job with plowing streets in the winter! Picking up brush and leaves outstanding. Love living in west Baraboo just afraid with all the vacant buildings! Warnings to residents with junk in their yards.
- "This survey was advertised in the Baraboo newspaper. Was it mentioned in the water bill? Won't you receive survey results from a small group?"
- I would like to see more newspaper coverage of meetings. Definitely the minutes to all meetings must be up-to-date on the village webpage. Transparency and good communication is important at all levels of government!!"
- I would like to see a more historical emphasis on Lyons/West Baraboo so people will be more aware of the heritage of where they live.
- no
- None.
- No
- Fill all the vacant building. It looks like a community dying to the outside world.
- "make it a little easier for new business to come to the town. More patrols in the city would be great. Do what Alaska troopers do to help with policing or start a local neighborhood watch program
- I used to live by Milwaukee one of the smaller police dept used volunteers that passed insurance requirements to drive a squad in busy time or when they were short handed late at night to block traffic or sit with a disabled car till the tow truck showed up to free up the officers. The allowed the officers to do more important matters."
- No
- No

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