

Chapter 2

GOALS, OBJECTIVES, STRATEGIES

Chapter 2 Contents

Goals, Objectives, Strategies

Chapter 2 presents a general vision for the future of the community and describes the goals, objectives and strategies to achieve the vision for various planning elements including:

- » Housing
- » Mobility & Transportation
- » Economic Prosperity
- » Agriculture & Natural Resources
- » Community Facilities & Services
- » Community Character
- » Collaborations & Partnership
- » Land Use

Vision Statement

Chapter Two identifies the overall planning vision to guide West Baraboo land use related decisions over the next ten to twenty years, along with goals, objectives and strategies to assist the community in achieving the vision. Housing, Transportation, Economic Prosperity, Agriculture, Natural & Cultural Resources, Community Facilities & Services, Community Character, Collaboration and Partnerships and Land Use are addressed. Refer to Chapter 3 for specific policies related to the Village's Future Land Use Map.

Each element of the comprehensive plan contains goals, objectives, strategies and policies established during the planning process based on public input and the information contained in Appendix C: Community Indicators. This section defines the goals, objectives, strategies and policies as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Objective: An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Strategy: A strategy is a plan of action or policy statement designed to achieve the goals and objectives of the plan. Not all strategies will be implemented by the Village and some may require collaboration with other entities. Policies typically use words like "shall" or "will" to designate firm commitments by the Village. All future actions and decisions made by the Village should be consistent with these policies, unless unforeseen circumstances arise which make a policy impractical or impossible to adhere to. Such occasions should be rare and probably indicate a need to amend this plan according to the procedures identified in Chapter 4. Policies using the words "should," "encourage," "discourage," or "may" are intended to serve as a guide for Village decisions and actions.

LAND USE VISION STATEMENT

The Village's planning and land use related decisions will lead to West Baraboo being an exceptional place to live, work, shop, play, and stay. Community investments, economic development initiatives and land use related decisions place an emphasis on promoting business opportunities, improving community aesthetics and redevelopment and reuse of vacant and under utilized properties along the US 12, WIS 33, WIS 136, and CTHBD corridors. The WIS 33, WIS 136, and CTHBD transportation corridors will include safe bicycle and pedestrian facilities; decorative community gateway and wayfinding signs, street lights, and landscaping that emphasis West Baraboo's unique brand and identity while complimenting the greater Wisconsin Dells-Baraboo region. Public use and enjoyment of the Baraboo River will increase, while maintaining and improving the ecological health of the river, as part of an overall growth in the number of parks and recreational facilities in the Village.

Housing

GOAL

West Baraboo offers safe, attractive, and diverse housing options to people of all income levels, age groups, and people with varied needs.

OBJECTIVES

1. Plan for new housing that includes a variety of housing types to meet the changing and diverse housing needs of the population.
2. Maintain attractive neighborhoods that have safe and convenient access to daily educational, retail and recreational needs.
3. Promote housing on municipal utilities within the Village's planning area.
4. Maintain the existing housing stock in a safe, healthy and attractive manner.
5. Take an active role in the planning and promotion of affordable housing within the Village.
6. Partner with Sauk County, other governmental agencies, and private organizations to promote housing rehabilitation and energy conservation projects.

STRATEGIES

1. Review, revise and adopt subdivision and zoning ordinances that allow planned unit developments, accessory dwelling units, community based residential facilities, and varied minimum lot sizes and uses in appropriate locations in an effort to promote and expand the diversity of affordable housing options in the Village.
2. Direct and encourage residential development to take place first at in-fill areas and then at greenfield sites as appropriate to the proposed development.
3. When new residential developments are proposed require a cohesive mix of lot sizes, unit types, and residential zoning districts in an effort to promote and expand the diversity of housing options in the Village. For example, rather than create uniform single-family residential subdivisions, incorporate

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **housing** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- Approximately 32% of the Village's housing stock was built prior to 1970. These older homes are prone to needing more maintenance and are likely to have components known to be unsafe due to structure/product make-up (e.g. lead pipes, lead paint and asbestos).
- There is a lack of available lots for new housing within the Village.
- The completion of the Highway 12 bypass has the potential to increase housing demand in West Baraboo as commuting times to the west side of Madison will be reduced.
- The Wisconsin Department of Administration projects the Village will add 170 households between 2010 and 2040.
- There is a shortage of affordable housing in the Village. Approximately 16% of homeowners and 39% of renters monthly housing costs exceed 30% of their gross monthly income, the generally accepted standard for affordability.
- 95% of survey respondents indicated that they currently live in a single-family home (question 6). However, only 64% of respondents indicated that they would likely be seeking a single-family home if they were to move in the next 10 years. 17% of respondents indicated they would be seeking an apartment/condo (two bedrooms) and 12.8% would be seeking senior housing (question 7).

Housing

- higher density developments such as duplexes, triplexes or fourplexes along major roadways/intersections into a single family subdivision. When new multi-family apartment buildings are proposed require inclusion of a mixture of efficiency, one-bedroom, two-bedroom and three-bedroom units.
4. The residential component of the Future Land Use Plan (Chapter 3) shall indicate the general potentially acceptable zoning categories, residential densities and typical ancillary uses allowed in the Village, and within the Village's planning area. These housing characteristics shall be adhered to unless there is a compelling overall community reason to change the Future Land Use Plan.
 5. Higher density residential uses should typically be placed along collector roads and as transitions between single-family and commercial developments.
 6. The Village will work to improve walkability, lighting and sidewalks in existing neighborhoods that lack these amenities, with a priority toward collector streets.
 7. New residential development should be located in areas where there is safe pedestrian and bicycle access to parks, schools, and daily retail needs. Sidewalks or multi-use trails should be integrated and provided by developers in new subdivision proposals.
 8. Urban services will be required for all new housing developments in the Village, including municipal water, wastewater and stormwater management systems.
 9. Areas not within the Village, but within the Village's extraterritorial plat review area, should not be subdivided or developed for housing in a manner which will prevent the logical and cost efficient expansion of the Village. Preserving land areas around the Village for urban development will allow more logical and cost efficient extensions of municipal utilities and will help to avoid suburban sprawl and leap frog development.
 10. Consider the use of both regulatory measures and incentives to encourage the development of affordable and senior housing integrated with market-rate housing. Inclusionary housing ordinances can provide incentives to development with certain percentages of affordable or senior housing units (e.g. a density bonus allowing for more total units than otherwise permitted, or waiving Village impact fees on affordable or senior percentages of new development).
 11. Promote the use of Community Development Block Grant (CDBG) revolving loan dollars for housing rehabilitation. Send information about the CDBG for housing revolving loan fund with water bills or another Village-wide mailing. Gauge the amount of interest in applying for another housing CDBG and do so if feasible.
 12. Work cooperatively with Renewal Unlimited, Sauk County, and similar organizations, in any of its efforts to promote affordable housing development in the Baraboo/West Baraboo area or home energy conservation projects.

Mobility & Transportation

GOAL

West Baraboo provides a safe, efficient, multi-modal, well-maintained, and attractive transportation network that balances the needs of all users.

OBJECTIVES

1. Manage access and design of the transportation network in order to effectively maintain the safety and functional integrity of Village streets for all users.
2. The street network will safely balance the needs of all users. Biking and walking in West Baraboo will be safe, enjoyable and efficient.
3. Maintain the local transportation network in good condition.
4. CTH BD, WIS 33, and WIS 136 will be redeveloped to correspond to changes in traffic patterns after the Highway 12 bypass is completed.
5. Local transportation systems will be well coordinated with regional systems and investments.
6. Future land uses should be located to compliment adjacent existing and proposed transportation facilities.

STRATEGIES

1. Encourage a connected, flexible street grid that promotes Complete Street principles and Safe Routes to Schools. New roads shall be built according to Village standards and inspected before accepted for dedication. The Village will continue to map the preferred routes and connection points for major streets and recreational trails and will ensure adequate and appropriate right-of-way dedication as land is platted. The Village will utilize its official mapping powers to coordinate long-term facility planning in the Village and surrounding extraterritorial plat review area.
2. When considering new development proposals the Village may require development agreements that define the responsibilities of the Village, the developer and other agencies regarding any required improvements to Village streets and funding of such improvements. The Village may also require that the property owner, or their agent, fund the preparation

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **mobility and transportation** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- The completion of the Highway 12 bypass on the west side of the Village is scheduled to occur in 2017. Completion of this roadway will have a significant impact on traffic patterns within the Village. Highway 136 will become an increasingly traveled gateway into the community.
- A large number of tourists pass through the Village, but there are no major tourism destinations in the Village.
- According to the community survey (question 16), respondents indicated that maintenance of existing roads was their highest transportation priority over the next 10 years followed by improvements to pedestrian facilities, aesthetic improvements along gateways into the Village, and improvements to bicycle facilities.
- There are many gaps in the Village's existing sidewalk network.
- The following locations were frequently cited in the community survey (question 17) as needing pedestrian or bicycle safety improvements:
 - Crossings on Highway 33, particularly at Hill and Willow Streets.
 - Sidewalks along both sides of Highway 12.
 - Sidewalk on the north side of Highway 33 from Mulberry St. to Highway 12.
 - Highway 12 & Chestnut intersection.
 - Highway 12, 136, and 33 intersection.

Mobility & Transportation

- of a traffic impact analysis by an independent professional prior to approving new development to assess traffic impacts from proposed development.
3. Where appropriate, the Village may designate weight restrictions, truck routes, access restrictions and speed limits to protect local streets and improve traffic flow and safety.
4. Maintain a Capital Improvement Plan to plan for the annual construction and maintenance of roads and other transportation facilities. Annual transportation investments should include funding for both traditional road improvements and alternative transportation modes such as bike trails or sidewalks.
5. Place attractively designed Village gateway signs at all entryways to and exits from the municipality. Use landscaping techniques to call attention to these signs. Place attractively designed wayfinding signs along major transportation corridors denoting key civic and business locations in the Village.
6. Provide crossing, especially at the intersection of Highways 12, 33, and 136 that are safe for pedestrians including disable, elderly, young people, and bicyclists.
7. Seek to add pedestrian paths/ bikeways along Highways 12, 33, and 136 and along the Baraboo River.
8. Determine the major pedestrian routes within the Village (i.e. near schools, from Oschner Park to the Village, near Haskins Park). Add pedestrian paths along all of these routes that do not have them. Provide enhanced pedestrian crossings where necessary, including installation of Rectangular Rapid Flash Beacons (RRFB) at high traffic/high profile pedestrian and bicycle crossings.
9. Review, revise, and adopt an ordinance requiring new development (especially residential development) to include pedestrian paths or sidewalks within new developments with an emphasis on providing these facilities along collector streets within new development.
10. Create a CTH BD (Business Highway 12) Transportation Corridor Plan. Such a plan should consider whether there are opportunities to conduct a road diet to reduce the number of travel lanes in order to provide additional space for pedestrian and bicycle facilities and enhanced street tree plantings. This plan should also address opportunities to improve access to existing businesses, redevelopment opportunities, signage, wayfinding, and street lighting in an effort to rebrand the CTH BD corridor.
11. Maintain frequent contact with the State Department of Transportation regarding WisDOT plans for Highway 12 bypass, STH 33, 136 and CTH BD.
12. Work with representatives from the WisDOT and Sauk County to raise awareness of local concerns when State and County highways in the area are slated for improvement. The Village will coordinate improvements to adjacent local roads, when appropriate. New private access points on to state and county highways should be avoided when possible, particularly those intended to serve only one property.
13. Discourage those uses that are incompatible with aviation from locating within close proximity to the Baraboo-Dells Airport.

Economic Prosperity

GOAL

Retain, expand, create and attract businesses that strengthen and diversify the local economy, grow the tax base and enhance employee wages and benefits.

OBJECTIVES

1. Existing West Baraboo businesses will retain and expand employment.
2. West Baraboo's retail sector will continue to expand and diversify thereby reducing consumer spending leakage, increasing consumer choices, and enhancing the quality of life of the community.
3. Tourism will continue to grow in West Baraboo and will be coordinated as part of the greater Baraboo-Lake Delton-Wisconsin Dells marketing efforts.
4. New land will be available for business growth in West Baraboo, particularly adjacent to new Highway 12 interchanges.
5. Existing vacant, or under utilized businesses, along existing US 12, WIS 33, WIS 136, and CTH BD will be revitalized/redeveloped.
6. The average per capita, median family and median household income for West Baraboo will increase as a percentage of County and State averages. The percentage of families living below the poverty line will also decrease.

STRATEGIES

1. Maintain a Future Land Use Plan (Chapter 3) to identify appropriate areas for commercial and industrial uses.
2. Continue to promote CTH BD, STH 33 and 136 as a commercial corridor. Infill or redevelop existing vacant or under utilized sites.
3. Ensure industrial or commercial businesses that generate large volumes of traffic or wastewater, or have a high water demand locate where a full range of compatible utilities, services, roads, and other infrastructure can be provided to adequately support such developments.

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **economic prosperity** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- The completion of the Highway 12 bypass on the west side of the Village is scheduled to occur in 2017. Completion of this roadway may negatively impact existing businesses along Business Highway 12. On the other hand, the proposed bypass is likely to create new demand for commercial and industrial land uses along and at new interchanges with the Highway 12 bypass.
- Per capita, median family, and median household incomes on average lag behind those averages for Sauk County and the State.
- There are several existing vacant commercial buildings along Highway 12 and 33 in need of revitalization.
- The Village currently has one active Tax Increment Finance District (TID #4). The ratio of the tax increment value to total municipal value exceeds 12% and limits the Village's ability to add territory to TID #4 or to create a new TID.
- According to question 21 of the community survey, 61.7% of respondents indicated "expanding retail shopping options" was one of their top four changes they would make to improve quality of life in the West Baraboo area. The highest rated response.
- 75% of survey respondents believe the Village should commit funding to retain, attract or grow private sector businesses and jobs in the Village.

Economic Prosperity

4. Urban services will be required for all new business developments in the Village, including municipal water, wastewater, and stormwater management systems.
5. Areas not within the Village, but within the Village's extraterritorial plat review area, should not be subdivided or developed for non-agricultural based businesses in a manner which will prevent the logical and cost efficient expansion of the Village. Preserving land areas around the Village for urban development will allow more logical and cost efficient extensions of municipal utilities and will help to avoid urban sprawl and leap frog development.
6. Support the development of farm-based businesses and cottage industries within the Village's extraterritorial area to support farm families and enhance the agricultural economy and identity of the area.
7. The Village may offer incentives such as grants, low interest loans, low cost land sales, public infrastructure improvements, and tax increment financing to encourage economic development. Financial incentives generally should not play a major role in development projects that relocate retail business from neighboring communities, involve only single-family residential uses, result in the development of active/prime agricultural land, do not result in higher paying jobs with benefits, or involve companies with a poor history of environmental stewardship and community involvement.
8. The Village may consider the use of public land acquisition to expand the industrial and commercial tax base of West Baraboo.
9. Clean up contaminated or blighted sites that threaten the public health, safety and welfare and to redevelop these sites to productive uses.
10. Encourage and support reinvestment of older and vacant industrial and commercial uses and sites in the Village. Older business sites with dilapidated buildings should be targeted for redevelopment into new business or residential uses through the use of all economic development tools at the Village's disposal.
11. Develop a cohesive and attractive "feel" along community gateways (Highway 136, 12, and 33) through unique streetscaping, signage, lighting, branding, outdoor art, and other public infrastructure improvements.
12. Support home occupations and home-based businesses in residential districts as a means to enhance residents' income opportunities and foster business creation and entrepreneurship. However, activities that alter the residential character of the neighborhood, such as objectionable changes in traffic, noise, odor, light, or appearance of the home and property, will not be permitted.
13. Retail commercial areas should generally be served by a contiguous sidewalk network and safe bike routes.
14. Adopt ordinances that encourage good quality commercial development without putting an uncommon burden on new businesses.
15. Collaborate with the Sauk County Development Corporation and Baraboo Chamber of Commerce, neighboring municipalities, and other economic development organizations to promote economic prosperity for the West Baraboo region. The Village and its partners should promote local businesses, products, and community festivals in promotional materials.
16. Establish an economic development committee to maintain contacts with local businesses and development agencies such as the Chamber of Commerce and the Sauk County Development Corporation, and to market the Village to potential new businesses.
17. Establish a committee of at least two or three members to:
 - Maintain and promote information on West Baraboo in cooperation with the Chamber of Commerce and the Sauk County Development Corporation.
 - Decide how the local government will respond to business leads. Help businesses through the permitting process and helping them to get loans or other necessary assistance.
 - Court businesses and promote and market the Village in general, including available business sites.

Agricultural & Natural Resources

GOAL

Reinforce the character of the surrounding landscape by preserving rural vistas and natural areas.

OBJECTIVES

1. Preserve the region's productive agricultural resources and heritage.
2. Protect, improve and sustain the areas natural resources.
3. Maintain and improve the water quality and public access/use of the Baraboo River.

STRATEGIES

1. Discourage the development of prime agricultural areas for nonagricultural uses, particularly when viable alternative sites exist or when such sites are not proposed for annexation to the Village for higher density uses which in turn reduces suburban sprawl. Alternative development techniques such as conservation or cluster development may be permissible to limit development of prime agricultural lands (Refer to Chapter 3).
2. Explore ways of creating and supporting community gardens, greenhouses, farmers markets, food pantries and other similarly community based food product alternatives.
3. Encourage local institutions with large food services responsibilities, such as schools, hospitals, etc. to seek local food procurements options.
4. Plan for a connected greenway system in which parks and opens spaces are linked and offer connected ecological habitats.
5. Support and encourage educational programming targeted at preservation and appreciation of the environment.
6. Promote the conservation of the urban forest and require urban streets, parking lots and other hardscapes to be enhanced with native vegetation.
7. Create and implement a plan to manage the impacts of the Emerald Ash Borer on ash trees within the Village.

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **agricultural & natural resources** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- The Baraboo River is the most significant natural feature within the Village. Improving water quality and public access/use of this natural resource is of continual importance to the Village.
- The Village recently completed a multi-jurisdictional Baraboo River Corridor Plan which outlines opportunities to improve public use of the Baraboo River.
- 61.4% of survey respondents indicated that access to the Baraboo River was "excellent". 27.3% indicated access was "good". (question 13)
- There is a desire to work cooperatively with other municipalities to preserve the Baraboo Bluffs and scenic vistas of the bluffland.

Agricultural & Natural Resources

8. Create and maintain a list of preferred native plants and trees for installation on public and private properties in the Village.
9. When installing new street terrace trees, or trees within parkland areas, include a mix of three or more types of tree species to avoid future complete tree loss from one specific insect or disease.
10. Use zoning and subdivision powers to preserve waterways, shorelines, wetlands, steep slopes and floodplain areas within the Village and its extraterritorial area plat review jurisdiction. Restrict building in areas with unsuitable soils.
11. Follow Wisconsin Department of Natural Resources (WDNR) requirements for protection of endangered and threatened species or habitats.
12. Discourage the construction of housing or businesses on ridge tops, or on their upper slopes, to protect scenic vistas.
13. Seek to reduce non-point and point source pollution to the Baraboo River, and its tributary streams, through best management practices. Partner with local agencies such as UWEX, WDNR, and the Farm Bureau to maintain a healthy Baraboo River.

Community Facilities & Services

GOAL

Provide residents and businesses within the corporate limits of the Village and future annexation areas within the Village's extraterritorial plat and land division approval jurisdiction with reliable and high quality public services, utilities and facilities.

OBJECTIVES

1. Public/private utilities and facilities will be managed to meet or exceed professional and governmental standards to protect and enhance public health and the natural environment.
2. Public facilities and services will continue to meet the needs of residents and businesses, especially as new development increases demand for those facilities and services.
3. Land use planning and development will support the efficiency and fiscal sustainability of energy, sewer, water, and stormwater systems.
4. Mitigate the risk of impacts before a disaster, protect residents and assets as best as possible during a disaster, and successfully and efficiently recover from disasters.
5. Ensure that all residents have access to open space and recreational activities.
6. Infrastructure maintenance and construction projects will be scheduled and financed to maximize cost efficiency and minimize cost fluctuation for taxpayers.

STRATEGIES

1. **Sanitary Sewer.** The Village encourages logical, cost-efficient expansion of sanitary sewer to serve compact development patterns. The Village will plan for sewer extensions on a system basis, rather than as a series of individual projects and will locate and size utilities with enough capacity to serve adjacent future growth. The Village will continue to clean, repair or replace existing sewer mains in response to televising and capital improvement plans. The Village will review annually intergovernmental agreements with the City of Baraboo to ensure that sewer service treatment capacity will not be a constraint on economic or population growth and will monitor connections to ensure that flow rates do not exceed the capacity of connections.

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **community facilities & services** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- Extension of utilities to serve planned development around the Highway 12 bypass is both an issue (e.g. cost/logistics) and opportunity (residential/commercial expansion) for the community.
- According to question 18 of the community survey, the top six public facilities or services that respondents thought the community should invest more funding to improve quality are: Community Events, Police, Economic Development, Improving Community Gateways, Programs for Seniors, and General Village-Wide Clean-up.
- According to question 19 of the community survey the top six types of recreational amenities respondents would like to see expanded or improved in West Baraboo area: Bike and Walking Trails, Community Gardens, Water Trails/ Access to the Baraboo River, Nature Preserves, and Dog Parks.
- As the Village grows toward the north and west demand for park space will emerge in these areas because the Village's park resources are principally located in the south. A portion of undeveloped property owned by the City of Baraboo known as the former School Forest is located adjacent to the Village and could be used to address parkland deficiencies in this area of the Village.

Community Facilities & Services

- 2. Municipal Water.** Water quality standards will be strictly adhered to, including both drinking water standards and standards for stormwater returned to the Baraboo River. The Village will continue to monitor the quality and quantity of water pumped from the Village's well to ensure the needs of the community are met in terms of health and sustainability. The Village encourages programs and development techniques that support water conservation and both groundwater protection and recharge. The Village may restrict certain types of land uses from locating within proximity of the Village's municipal well if they pose a threat to the Village's water supply. The Village will continue to repair and replace undersized water mains and old water meters following a capital improvement plan.
- 3. Storm Water.** The Village requires new development to include storm drainage as part of the development proposal. Developers will be responsible for erosion control and stormwater quality and quantity control both during and after site preparation and construction activities in accordance with applicable local and state regulations. The Village encourages the use of best practice stormwater management devices that improve the quality and reduce the quantity of runoff (e.g. rain gardens, infiltration basins, vegetated swales) in the design of stormwater management plans and a general effort to reduce the amount of impervious surfaces within new or existing developments.
- 4. Utility Services and Extensions.** New utilities and municipal infrastructure will not represent an unreasonable cost to the Village - development will pay its fair share. The Village generally requires all development that relies on municipal services to be located within West Baraboo's corporate limits unless a boundary or developer's agreement has been executed for a development site. Non-farm development not served by public sanitary sewer and water is discouraged within areas planned for Village growth, except as approved through intergovernmental planning or related agreements, consistent with adopted comprehensive plans, and designed to potentially accommodate the long-term retrofitting of public services into the development. In areas not served by municipal sewer and water, the Village requires adherence to the Wisconsin Sanitary Code and Sauk County Sanitary Code.
- 5. Solid Waste and Recycling.** The Village annually reviews levels of service provided by the contracted solid waste disposal and recycling services and will meet with them as necessary to address any concerns raised by residents or local businesses. The Village encourages participation in recycling and clean sweep programs for the disposal of expired medicines, paint and hazardous materials.
- 6. Power Plants, Transmission Lines, and Telecommunication Facilities.** The Village will work with representatives from the Public Service Commission and energy providers to raise awareness of local concerns during the planning and siting of any major transmission lines, facilities, natural gas lines, wind towers or telecommunication towers in the area. If such facilities are proposed, they should be located in an area safely away from existing or planned residential areas and should avoid environmentally sensitive areas. Underground placement and co-location (or corridor sharing) of utilities is encouraged and the Village will investigate the costs of burying utility lines as part of street reconstruction projects to improve the aesthetics of the community.
- 7. Energy Conservation.** The Village supports the efforts of energy providers, government agencies and others, to inform residents about energy conservation measures. The use of energy-efficient materials or designs is highly encouraged for new building construction. The Village will consider the use of energy efficient alternatives when upgrading public buildings or equipment. The Village will work with energy providers and land owners to support appropriate applications of renewable energy and utilization of on-site distributed energy generation (e.g., solar, wind, geothermal, biomass, solid waste) as a means of protecting the Village against future fluctuations in energy costs. The Village allows the installation of solar and wind energy systems in accordance with WI State Statute 66.0401.
- 8. Schools.** The Village collaborates with the Baraboo School District and post-secondary institutions,

Community Facilities & Services

such as UW Baraboo-Sauk County, to provide high quality educational facilities and opportunities for Village residents, and will actively participate in the planning and siting of any new school facility in the community or the adaptive reuse of decommissioned school properties. The Village will collaborate with area schools to maximize the community's capital investment in school facilities by making those facilities readily available, as feasible, for other uses that support social interaction and health within the community, such as community meetings, neighborhood festivals, youth and adult sports. The Village supports community improvement projects that promote Safe Routes to Schools.

9. Libraries. The Village will continue to collaborate with the Baraboo Public Library to maintain and improve access to public library facilities and services for West Baraboo residents.

10. Emergency Services. The Village will continue to contract with Sauk County for Police services and will monitor the need to create a West Baraboo Police Department through annual reporting. The Village will continue to collaborate with all area police, fire and emergency service providers to ensure residents and business are adequately provided with high quality emergency services. The Village will review service provision levels with the appropriate departments/agencies annually. The Village encourages opportunities for intergovernmental cooperation on emergency service.. Continue to participate in Sauk County Hazard Mitigation Planning.

11. Special Needs Facilities. The Village will continue to work with Sauk County and adjacent communities to maintain and improve access to special needs facilities (e.g. health care, senior care, etc.) for area residents. The Village should collaborate with local non-profits and social service agencies to ensure there are adequate resources for all residents and that service is fair and equitable.

12. Parks. The Village will maintain a five-year Comprehensive Outdoor Recreation Plan to coordinate and prioritize park and recreation improvements, and to maintain eligibility for park acquisition and improvement grants. Refer to the CORP for additional guidance on park policies and strategies. The Village encourages the connectivity of local parks and recreational facilities with regional facilities, via bicycle trails or marked routes on existing roads. The Village will require all proposed residential subdivision developments to dedicate land, or pay a fee in lieu thereof, for public parks, recreation and open space acquisition and development (in accordance with State Statute) to ensure all neighborhoods have access to public park facilities or trails. The Village will pursue the acquisition of the former School Forest property from the City of Baraboo for development of a new Village Park and determine best use of the property with respect to Village needs through creation of a Park Master Plan. The Village will collaborate with other local units of government to improve access to and recreational use of the Baraboo River as part of a unified river corridor plan.

13. Capital Improvement Planning. The Village will maintain a Capital Improvement Plan to assist with annual scheduling and budgeting of infrastructure maintenance, repair, and replacement.

14. Official Map. The Village will maintain an Official Map to coordinate long-term facility planning (e.g. roads, utilities, parks, drainage areas, etc.) in the Village and surrounding extraterritorial plat review area and to protect these areas from development.

15. Village Facilities. The Village annually evaluates the condition of the Village's facilities and associated equipment to ensure that it will continue to meet Village needs. Upgrades for handicap accessibility will be considered for all Village facilities (including parks) whenever changes are made to those facilities. The Village will continue to use its Five-Year Capital Improvement Plan to coordinate and prioritize long-term public facility needs.

16. Village Fees and Finances. The Village may require developer agreements or fees to recoup the costs associated with processing, reviewing or inspecting building or land use proposals and permits, including pass through fees of consultants hired by the Village to perform these services. The Village may also assess impact fees to recoup the measurable capital costs necessary to support new developments (in accordance with State Statutes). The Village will manage the ratio of general obligation debt to overall revenues as appropriate within State requirements.

Community Character

GOAL

Ensure high quality site and building designs within the community for both public and private property to improve community aesthetics, uphold property values, attract new development, and reinforce the character of the Village.

OBJECTIVES

1. Guide the design of new development such that new development and existing development can coexist in an attractive manner.
2. Improve the aesthetics and quality of new and existing sites and buildings within the Village.
3. Improve the aesthetics along community gateways and commercial corridors such as US 12, WIS 33, WIS 136, and CTH BD.

STRATEGIES

1. Maintain and enforce zoning and building codes that requires inspection of new structures and report of unsafe and unsanitary housing conditions. The Village will work with property owners to improve the appearance of properties including removal of “junk” materials. The Village will actively enforce code violations related to housing standards and property maintenance.

2. Transportation corridors and gateways will be aesthetically attractive and enhance the image of the community. Place attractively designed street lighting and Village gateway and wayfinding signs along Highways BD, 33, and 136. Create a streetscaping plan to develop a unified approach to these efforts. Consider the use of the Oak Tree symbol as a branding theme.
3. Maintain and enforce development design guidelines and standards for new development, especially multi-family, commercial, and industrial developments to ensure high quality design that will maintain neighborhood character, property values and aesthetics over time. Review and revise the Zoning Ordinance to incorporate new site and building design standards for properties along Highways BD, 33, and 136, including landscaping and signage.
4. Place street furniture, benches, bike racks, planters, pedestrian scale lighting, and trash baskets in commercial areas and along major pedestrian routes.
5. The support community events and programs that celebrate the history of West Baraboo and promote community pride through placemaking.

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **community character** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- Highway corridors into the Village lack an identity (e.g. gateway and community wayfinding signage). It can be difficult to discern whether you are in West Baraboo or Baraboo.
- Some of the buildings and parking lots around Highways 12, 33, 136 and BD are showing their age, have cluttered pole signage, unlandscaped parking lots, under utilized parking lots (i.e. too large given parking demand), or are just vacant. Together these factors can contribute to a negative or unwelcoming look and feel for the community.
- According to question 21 of the community survey, respondents ranked Improving Community Appearance (gateway entrances, signage, building design, etc.) as the second highest rated change that they thought would improve the quality of life in West Baraboo.
- There are no Wisconsin Historical Markers and no State or National Historic Places within the Village. However, there are many historically significant features in the Baraboo region such as the Baraboo Circus World Museum.
- The Plan Commission expressed interest in using the “Oak Tree” symbol found on the Village’s website for future community signage projects. This symbol will be used to accent new Highway 12 bypass bridges through West Baraboo.

Collaborations & Partnerships

GOAL

Maintain mutually beneficial relationships and partnerships with neighboring municipalities, Sauk County, State and Federal Agencies, and the schools, colleges and universities serving West Baraboo residents.

OBJECTIVES

1. Reduce costs and improve quality of municipal services through partnerships with neighboring towns, municipalities, and Sauk County.
2. Work with neighboring communities to protect natural resources and the beauty of the West Baraboo/Baraboo/Lake Delton area.
3. Work with neighboring communities to limit sprawl and promote orderly development, especially along the highway corridors.
4. Work with neighboring communities to foster appropriate economic development in the region, especially along the highway corridors.

STRATEGIES

1. Continue to work with neighboring municipalities and Sauk County to identify opportunities for shared services or other cooperative planning efforts. Contact leaders from neighboring communities to let them know of West Baraboo's goals and its interest in intercommunity cooperation. Provide adjacent municipalities and Sauk County with a copy of this land use plan.
2. Establish the groundwork necessary to make it easy for the communities to work together on any unforeseen issue that might affect the region. Schedule regular meetings to discuss issues of mutual interest and to address problems that affect more than one community.
3. The Village will actively participate, review, monitor, and comment on pending plans from neighboring municipalities, Sauk County and State or Federal agencies on land use or planning activities that would affect West Baraboo.

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **collaborations & partnerships** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- The Village currently cooperates with the City of Baraboo to provide a number of services to Village residents including: wastewater treatment, library service, fire and rescue service, and access to park facilities. These existing areas of cooperation are expected to be maintained or enhanced during the timeframe of this plan.
- The Village collaborates with the City of Baraboo and the Chamber of Commerce to promote regional economic development initiatives. The Village is considering becoming a board member with the Chamber of Commerce.
- The Village currently contracts with Sauk County for police service. As long as this arrangement continues to be beneficial for both parties, this is fine. Wisconsin statutes require Villages with 5,000 or more residents to provide police protection through one of several methods outlined in the Community Indicators Report. Although not required by State statutes, it is expected that the creation of a Village police department will be an ongoing community discussion.
- There is an opportunity to acquire the former School Forest property from the City of Baraboo to use as a new Village Park.
- A new West Baraboo Economic Development & Tourism Commission was formed with the goal to promote vibrant economic development opportunities and increased tourism.

Collaborations & Partnerships

4. Participate in any regional land use planning effort that focuses on the Highway 12/BD corridor from County Highway W to Lake Delton.
5. Encourage an efficient and compatible land use pattern that minimizes conflicts between land uses across municipal boundaries and preserves natural resources in mutually agreed areas.
6. Work with the City of Baraboo, and surrounding Towns as applicable, to establish boundary agreements to guide future plat review and annexations between the two communities.
7. Where intergovernmental cooperation efforts do not yield mutually agreeable results, the Village may utilize its zoning, subdivision, official mapping and extraterritorial zoning and plat review powers where necessary to protect Village interests and coordinate development in the Village's extraterritorial plat review area.
8. Coordinate tourism promotion with neighboring communities, Chamber of Commerce and Sauk County.

Land Use

GOAL

West Baraboo will have an adequate supply of municipal serviced land to accommodate growth, in residential, commercial and industrial uses, located in appropriate places.

OBJECTIVES

1. Grow the tax base and population of the Village.
2. Protect areas identified in this plan for future Village expansion from development that is incompatible with this plan or that would be an encumbrance to orderly Village expansion.
3. Use land, utilities, and community services as efficiently as possible.
4. Ensure high quality and aesthetically pleasing development compatible with surrounding land uses.
5. Redevelop vacant and under utilized parcels in the Village.

STRATEGIES

1. Develop and maintain a future land use map that provides areas to grow the Village's residential, commercial, and industrial tax base to address projected population and land use needs.
2. Use zoning and subdivision powers to preserve waterways, shorelines, wetlands, steep slopes and floodplain areas within the Village and its extraterritorial area plat review jurisdiction. Restrict building in areas with unsuitable soils.
3. Maintain land use and subdivision ordinances that encourage high quality, attractive development within both the corporate limits and the Village's extraterritorial plat approval and land division jurisdiction. Strengthen the Village's zoning ordinances relating to site and building design, landscaping and signage to promote higher quality design and aesthetics especially for properties along Highways BD, 12, 33, and 136.
4. Strengthen the buffers and screening ordinance to require landscaping between all adjacent incompatible uses - especially between commercial or industrial and residential. Require that fencing materials be aesthetically pleasing.

Issues & Opportunities

The planning process revealed the following issues and opportunities related to **land use** that inform this plan for the future of West Baraboo. These statements are drawn from survey results, the Community Indicator Report, and Plan Commission discussions and do not represent policy decisions. The list is meant as a summary of key points and not a list all issues or opportunities raised during the planning process.

- Infilling vacant buildings was by far the most common response to the community survey, question 1, regarding what one change respondents desired to make West Baraboo a better place to live, work, shop, play, and stay.
- According to question 11 of the community survey, 71.7% of respondents thought the Village should offer financial incentives to encourage private sector development and investment for redevelopment along Highways 12 and 33, and 75.0% supported the same measures for vacant commercial buildings.
- The Plan Commission noted that one of the issues with vacant commercial buildings is that the rents sought by building owners may be too high and this is preventing reuse/redevelopment of these buildings.
- The completion of the Highway 12 bypass on the west side of the Village is scheduled to occur in 2017. Completion of this roadway will have a significant impact on future land uses along Highway BD, 12, 33, and 136. The Plan Commission noted that the future land use plan should be flexible to account for market changes. In addition, the completion of the Highway 12 bypass provides an opportunity to strengthen community identity and aesthetics through coordination of public and private development projects.

Land Use

5. Any development with uses more intensive than neighboring residential uses will utilize siting and screening techniques to minimize negative impacts on neighboring properties due to noise, light, traffic, etc.
6. Maintain an Official Map to coordinate long-term facility planning (e.g. roads, utilities, parks, drainage areas, etc.) in the Village and surrounding extraterritorial plat review area and to protect these areas from development.
7. Require that residential development plans include pedestrian paths/sidewalks, street lighting, and curb and gutter.
8. Require that new residential and commercial developments within the corporate limits of the Village be included on the Village water delivery system and sewage treatment system.
9. Require that new residential and commercial developments within the Village's extraterritorial plat approval and land division jurisdiction meet on-site sewage treatment system standards set by the Village's subdivision ordinance.
10. Adopt and maintain a home occupations ordinance allowing small, low impact businesses in residential areas but prohibiting those occupations that have an adverse effect on the neighborhood.
11. Adopt and maintain an ordinance permitting accessory units (small, clearly subordinate housing units) on properties in some residential areas.
12. Infill development and redevelopment of under utilized sites where Village roads and utilities already exist is a priority for the Village and is strongly encouraged. For example, vacant commercial properties along Highways BD, 12, 33 and 136.