



SAUK COUNTY HIGHWAY 12 COMMUNITY SURVEY FINAL RESULTS

Sauk County, in cooperation with local governments along Highway 12 and the Ho-Chunk Nation, has begun a groundbreaking planning process to help decide future growth and preservation issues between the Sauk City bridge and Interstate 90/94. Households in communities along Highway 12 were asked to participate in this process through the completion of this survey. This information will be combined with other public participation efforts to create the *Highway 12 Corridor Growth Management Plan*.

In June 2002, this survey was distributed to a random sample of 2,000 households. To ensure privacy, the survey did not ask residents to provide their names if they did not want to. A total of 495 completed surveys were returned to the County, resulting in a response rate of 25%. This is a good response rate, particularly for a survey of this length (23 questions). This 495-survey sample size results in a margin of error of $\pm 4\%$ on all responses.

The following are the results of the survey. For multiple-choice questions, the results reported generally represent the percentage of people choosing to respond to the question. For open-ended questions, common responses are summarized, generally starting with the most common response.

PART 1: DEMOGRAPHIC INFORMATION

1. How many persons are in your household (living in your house)? Include college students if they have not established permanent residency at another location.

2.14

2. Within Sauk County, in what type of residence do you live (check only one)?

- | | |
|---|--|
| A <u>78.1%</u> Single-family house, <u>non-farm</u> residence | C <u>18.6%</u> Duplex or Apartment (2 or more units in building) |
| B <u>2.7%</u> Single-family house, <u>farm</u> residence | D <u>0.6%</u> Mobile home |

3. How long have you lived in Sauk County?

- | | |
|-----------------------------------|--|
| A <u>1.2%</u> Less than one year | D <u>22.9%</u> Ten to twenty-four years |
| B <u>8.8%</u> One to four years | E <u>53.8%</u> Twenty-five years or more |
| C <u>13.3%</u> Five to nine years | |

4. In what city, village or town do you live?

- | | |
|--|---------------------------------------|
| A <u>35.1%</u> City of Baraboo | F <u>1.9%</u> Town of Prairie du Sac |
| B <u>8.1%</u> Town of Baraboo | G <u>17.1%</u> Village of Sauk City |
| C <u>8.5%</u> Town of Delton | H <u>1.4%</u> Town of Sumpter |
| D <u>8.5%</u> Village of Lake Delton | I <u>4.3%</u> Village of West Baraboo |
| E <u>15.1%</u> Village of Prairie du Sac | |



5. Approximately how many total acres in the Study Area are owned by the members of your household?

- | | |
|------------------------------|-----------------------------|
| A <u>15.5%</u> None (renter) | E <u>1.7%</u> 21-40 |
| B <u>56.7%</u> Less than 1 | F <u>2.3%</u> 41-100 |
| C <u>17.8%</u> 1-5 | G <u>1.7%</u> 101-200 |
| D <u>3.3%</u> 6-20 | H <u>1.0%</u> More than 200 |

6. How often do you drive on Highway 12 in Sauk County?

- | | |
|-----------------------------------|------------------------------------|
| A <u>36.4%</u> 6 or 7 days a week | E <u>7.6%</u> 2 or 3 times a month |
| B <u>21.5%</u> 4 or 5 days a week | F <u>3.9%</u> Once a month or less |
| C <u>18.2%</u> 2 or 3 days a week | G <u>1.4%</u> Never |
| D <u>11.0%</u> Once a week | |

7. Where is the primary place of work for all adults in your household? Please mark the number who work in each location in the appropriate space.

- | | |
|---|--|
| A <u>0.7%</u> At home in a <u>farm</u> business | N <u>0.1%</u> Villages of North Freedom or Rock Springs |
| B <u>3.7%</u> At home in a <u>non-farm</u> business | O <u>0.5%</u> Towns of Troy, Honey Creek, Freedom, Excelsior, or Dellona |
| C <u>3.6%</u> At home as a homemaker | P <u>0.7%</u> Towns of Fairfield, Greenfield, or Merrimac |
| D <u>18.3%</u> <u>City</u> of Baraboo | Q <u>1.3%</u> Elsewhere in Sauk County |
| E <u>2.7%</u> <u>Town</u> of Baraboo | R <u>11.0%</u> Madison area |
| F <u>2.2%</u> Village of West Baraboo | S <u>3.0%</u> Elsewhere in Dane County |
| G <u>5.0%</u> Village of Lake Delton or City of Wisconsin Dells | T <u>3.7%</u> Elsewhere outside Sauk or Dane Counties |
| H <u>1.6%</u> Town of Delton | U <u>24.9%</u> Retired |
| I <u>6.2%</u> Village of Sauk City | V <u>2.0%</u> Otherwise Not Working |
| J <u>3.1%</u> <u>Village</u> of Prairie du Sac | W <u>2.8%</u> Other |
| K <u>1.2%</u> <u>Town</u> of Prairie du Sac | |
| L <u>0.4%</u> Town of Sumpter | |
| M <u>1.4%</u> City of Reedsburg | |

PART 2: OPINIONS ON EXISTING CONDITIONS

8. What are the **three most important** reasons you or your family chose Sauk County as a place to live? (Write “1” in the space next to the most important reason, “2” in the space next to the second most important reason, and “3” in the space next to the third most important reason.)

PERCENT OF RESPONDENTS LISTING AS #1 REASON:

A	<u>1.1%</u>	Community services	J	<u>5.2%</u>	Rural atmosphere
B	<u>4.5%</u>	Quality school districts	K	<u>7.1%</u>	Natural beauty of area
C	<u>22.6%</u>	Job opportunity	L	<u>0.4%</u>	Low crime rate
D	<u>21.3%</u>	Near family or friends	M	<u>0.0%</u>	Property tax level
E	<u>3.0%</u>	Cost of home	N	<u>0.6%</u>	Accessibility/highway access
F	<u>1.7%</u>	Appearance of home	O	<u>0.4%</u>	Farming opportunities
G	<u>2.4%</u>	Close to body of water	P	<u>1.1%</u>	Close to Madison area
H	<u>1.3%</u>	Close to nature-based recreational opportunities (e.g., Devil’s Lake)	Q	<u>23.0%</u>	Family roots
I	<u>0.6%</u>	Close to commercial-based recreational opportunities (e.g., casino, water parks)	R	<u>3.7%</u>	Other

PERCENT OF RESPONDENTS LISTING AS #1, #2, OR #3 REASON:

A	<u>5.8%</u>	Community services	J	<u>24.5%</u>	Rural atmosphere
B	<u>16.3%</u>	Quality school districts	K	<u>38.9%</u>	Natural beauty of area
C	<u>35.3%</u>	Job opportunity	L	<u>9.2%</u>	Low crime rate
D	<u>44.9%</u>	Near family or friends	M	<u>2.6%</u>	Property tax level
E	<u>11.8%</u>	Cost of home	N	<u>5.2%</u>	Accessibility/highway access
F	<u>4.7%</u>	Appearance of home	O	<u>1.9%</u>	Farming opportunities
G	<u>7.3%</u>	Close to body of water	P	<u>17.4%</u>	Close to Madison area
H	<u>8.4%</u>	Close to nature-based recreational opportunities (e.g., Devil’s Lake)	Q	<u>35.9%</u>	Family roots
I	<u>3.2%</u>	Close to commercial-based recreational opportunities (e.g., casino, water parks)	R	<u>5.8%</u>	Other

9. How satisfied are you with Sauk County as a place to live?

- A 58.9% Very Satisfied C 7.4% Somewhat Dissatisfied
B 32.9% Somewhat Satisfied D 0.8% Very Dissatisfied

10. If you answered ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’, please tell us why.

COMMON RESPONSES: Increases in taxes, too much development, loss of rural character/natural beauty, poor road conditions, lack of good paying jobs, and traffic on Highway 12.

11. How satisfied are you with travel conditions on Highway 12 in Sauk County?

- A 9.7% Very Satisfied C 30.0% Somewhat Dissatisfied
B 35.3% Somewhat Satisfied D 25.0% Very Dissatisfied

12. If you answered ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’, please tell us why.

COMMON RESPONSES: Poor road conditions, too much traffic, needs to be 4 lanes, dangerous, bad intersections, too much development/access along highway, dangerous curves, speeds, impatient/inattentive drivers, Baraboo-Lake Delton section dangerous (too much traffic, too much access/development).

13. Do you often avoid traveling on or crossing Highway 12 in Sauk County?

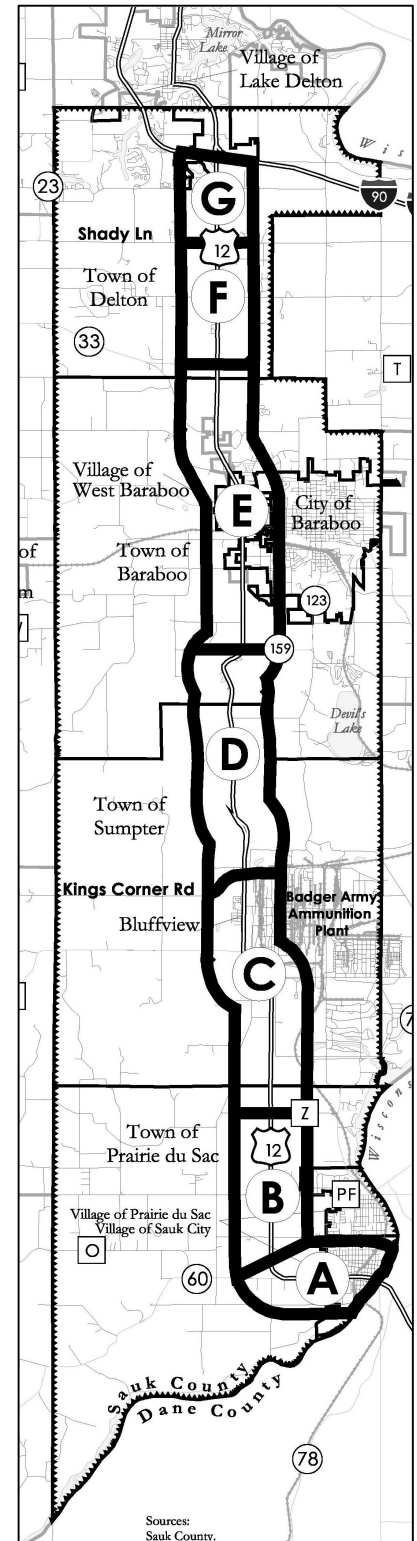
- A 43.7% Yes B 56.3% No

14. If you answered ‘Yes’, please tell us why.

COMMON RESPONSES: Too much traffic, dangerous/unsafe, too many accidents, difficult to cross, difficult to turn onto or off, poor road conditions, dangerous drivers/speeds.

15. In general, how would you rate the overall appearance of lands along Highway 12? Refer to the map for location information. (Please put a check in the appropriate box for each area listed below.)

Highway 12 Area (see map)	Rating		
	Good	Average	Poor
A. Between the Wisconsin River and Highway 60 (mostly within Sauk City)	<u>45.8%</u>	<u>47.7%</u>	<u>6.5%</u>
B. Between Highway 60 West and Highway Z (Town of Prairie du Sac)	<u>51.1%</u>	<u>46.1%</u>	<u>2.8%</u>
C. Between Highway Z and King Corner Road (Badger Plant Area)	<u>33.1%</u>	<u>45.8%</u>	<u>21.1%</u>
D. Between King Corner Road and Highway 159 (South Baraboo Range)	<u>53.2%</u>	<u>37.9%</u>	<u>8.9%</u>
E. Between Highway 159 and Highway 33 (Baraboo, West Baraboo, and rural approaches)	<u>44.0%</u>	<u>46.7%</u>	<u>9.3%</u>
F. Between Highway 33 and Shady Lane (includes Ho-Chunk Casino area)	<u>21.0%</u>	<u>51.1%</u>	<u>27.9%</u>
G. Between Shady Lane and Interstate 90/94	<u>21.5%</u>	<u>47.5%</u>	<u>31.0%</u>



PART 3: GROWTH AND DEVELOPMENT ISSUES

16. How would you rate current efforts by Sauk County and local governments near Highway 12 to guide where new development occurs?

- A 25.5% Too much planning and too many policies and ordinances directing development
- B 20.9% About the right amount of planning, policies and ordinances directing development
- C 20.2% Not enough planning, policies and ordinances directing development
- D 33.4% Not sure

17. The following are several statements that suggest choices about future directions for Highway 12 and the communities it crosses. Please let us know if you agree, disagree, or have no opinion on each statement by placing a check in the appropriate box next to the statement.

	Agree	Disagree	No Opinion
A. Highway 12 should be mostly rural (not a lot of development) <u>north</u> of the City of Baraboo.	<u>44.7%</u>	<u>35.4%</u>	<u>19.9%</u>
B. Highway 12 should be mostly rural (not a lot of development) <u>south</u> of the City of Baraboo.	<u>67.9%</u>	<u>20.0%</u>	<u>12.1%</u>
C. Sauk County should promote the preservation of farmland along the highway <u>north</u> of the City of Baraboo.	<u>50.2%</u>	<u>30.7%</u>	<u>19.1%</u>
D. Sauk County should promote the preservation of farmland along the highway <u>south</u> of the City of Baraboo.	<u>68.2%</u>	<u>17.6%</u>	<u>14.2%</u>
E. Local land use policies should be strengthened to better guide growth along the highway.	<u>67.0%</u>	<u>15.0%</u>	<u>18.0%</u>
F. Most new development along Highway 12 should occur next to areas that are already developed.	<u>80.2%</u>	<u>9.2%</u>	<u>10.6%</u>
G. Tourism should be a key component of future economic development along Highway 12 between Sauk City and the Interstate.	<u>33.2%</u>	<u>51.1%</u>	<u>15.7%</u>
H. Industrial development should be a key component of future economic development along Highway 12 between Sauk City and the Interstate.	<u>24.0%</u>	<u>58.0%</u>	<u>18.0%</u>
I. Traffic is a growing problem along Highway 12 <u>north</u> of the City of Baraboo.	<u>81.4%</u>	<u>7.1%</u>	<u>11.5%</u>
J. Traffic is a growing problem along Highway 12 <u>south</u> of the City of Baraboo.	<u>72.6%</u>	<u>17.4%</u>	<u>10.0%</u>

	Agree	Disagree	No Opinion
K. Non-auto types of transportation should be explored as part of future transportation solutions for the Highway 12 area.	<u>41.1%</u>	<u>31.8%</u>	<u>27.1%</u>
L. It is generally becoming more difficult to get on Highway 12 from intersecting roads.	<u>81.2%</u>	<u>13.1%</u>	<u>5.7%</u>
M. The scenic beauty and rural appearance along Highway 12 should be preserved through sign and other appearance regulations.	<u>87.3%</u>	<u>5.9%</u>	<u>6.8%</u>
N. There should be no regulations on farmers and other rural landowners close to Highway 12 who want to sell their land for development.	<u>32.7%</u>	<u>54.3%</u>	<u>13.0%</u>
O. Communities along Highway 12 should use future Highway 12 expansion as an opportunity for more economic growth.	<u>53.7%</u>	<u>28.5%</u>	<u>17.8%</u>
P. Environmental protection near Highway 12 is a good reason to limit the use of private land.	<u>57.1%</u>	<u>25.0%</u>	<u>17.9%</u>
Q. Preserving farmland near Highway 12 is a good reason to limit the use of private land.	<u>54.4%</u>	<u>27.5%</u>	<u>18.1%</u>
R. Expanding Highway 12 will increase development pressure on communities that may be several miles from the highway itself.	<u>57.3%</u>	<u>21.1%</u>	<u>21.6%</u>
S. Expanding Highway 12 can be done in a way that preserves the character of the communities along it.	<u>86.0%</u>	<u>8.3%</u>	<u>5.7%</u>
T. Coordinating the future land use plans of the communities along Highway 12 should be a high priority.	<u>85.9%</u>	<u>5.1%</u>	<u>9.0%</u>

18. Which of the following options below **best** describe your ideas of where new **housing** should be located near Highway 12 in Sauk County? Please write “1” next to the most desirable location for new housing, “2” next to the second most desirable location, “3” next to the third most desirable location, and “4” next to the least desirable location.

- A 1.2 In and near existing cities and villages
- B 2.6 In and near the Bluff View area
- C 3.1 In and near the Ho-Chunk Casino area
- D 3.0 In rural areas (away from cities and villages)

19. Which of the following options below **best** describe your ideas of where **new businesses** should be located near Highway 12 in Sauk County? Please write “1” next to the most desirable location for new businesses, “2” next to the second most desirable location, “3” next to the third most desirable location, and “4” next to the least desirable location.

- A 1.2 In and near existing cities and villages
- B 2.7 In and near the Bluff View area
- C 2.6 In and near the Ho-Chunk Casino area
- D 3.5 In rural areas (away from cities and villages)

20. Which **types of new businesses** would you like to see near Highway 12 in Sauk County? You may check more than one answer. [THIS LED TO TOTALS OVER 100%]

- A 23.9% Commercial services directed to travelers and truckers passing through the area (e.g., gas stations, fast food restaurants)
- B 27.4% Larger-scale shopping and services (e.g. malls, supermarkets)
- C 40.6% Restaurants
- D 40.4% Smaller commercial shops and services serving mostly local residents (e.g., bakeries, repair shops, beauty salons)
- E 39.3% Mixed-use developments, including a mixture of offices, retail, and residential
- F 24.1% Industrial parks
- G 28.7% Recreational and tourism-related commercial development
- H 25.9% Businesses related to farming

21. Please indicate, in your opinion, how important the **preservation** of the following features is for the communities near Highway 12 in Sauk County.

	Important	Not Very Important	No Opinion
A. Farmland	<u>78.9%</u>	<u>16.2%</u>	<u>4.9%</u>
B. Woodlands	<u>88.7%</u>	<u>8.2%</u>	<u>3.1%</u>
C. Wetlands	<u>77.8%</u>	<u>16.7%</u>	<u>5.5%</u>
D. Floodplains	<u>70.3%</u>	<u>17.0%</u>	<u>12.7%</u>
E. Hillsides	<u>81.4%</u>	<u>11.8%</u>	<u>6.8%</u>
F. Rivers and Streams	<u>94.3%</u>	<u>4.0%</u>	<u>1.7%</u>
G. Wildlife Habitat	<u>84.9%</u>	<u>10.8%</u>	<u>4.3%</u>
H. Scenic Views	<u>91.4%</u>	<u>5.6%</u>	<u>3.0%</u>
I. Historic Sites	<u>82.4%</u>	<u>12.0%</u>	<u>5.6%</u>

22. Do you support the purchase of open space lands, such as wetlands, floodplains, and woodlands, near Highway 12 for preservation and recreation purposes?

A 74.3% Yes B 16.3% No C 9.4% Need more information to answer

23. What do you feel is the single biggest issue facing the communities along Highway 12 in Sauk County over the next several years?

COMMON RESPONSES: Too much traffic, safety concerns on Highway 12, increased/unplanned growth and development, loss of rural character/natural beauty, strip development, taxes, losing small town character, loss of small local businesses, need a bypass of Sauk City, need to upgrade Highway 12 to 4 lanes, Highway 12 should not be 4 lanes, balancing road improvements and development with preservation, the cost of development on the communities (i.e., services), protection of wildlife habitats



HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
AGENDA
JULY 11, 2002; 6:30 P.M. TO 9:30 P.M.

- 1. Welcome and Introduction** **6:30 p.m. – 6:50 p.m.**
 - ◆ Welcoming comments 15 min.
 - Introduction to Sauk County Highway 12 Growth Management Project
 - Description of planning process (see handout)
 - Overview of efforts to date
 - ◆ Orientation to workshop objectives and schedule 5 min.

- 2. Development of a Shared Vision** **6:50 p.m. – 8:05 p.m.**
 - ◆ Break into small groups 5 min.
 - ◆ Select Facilitator, Recorder & Reporter for each group 5 min.
 - ◆ Individuals identify Strengths, Weaknesses, Opportunities, and Threats (see summary) 10 min.
 - ◆ Small group discusses and records key SWOT's on large sheets 10 min.
 - ◆ Small group develops Key Vision Elements based on SWOT's (see summary) 20 min.
 - ◆ Small groups report Key Vision Elements to larger group 15 min.
 - ◆ Large group prioritizes list of Key Vision Elements through voting (see summary) 10 min.

- 3. BREAK** **8:05 p.m. – 8:15 p.m.**

- 4. Development of Preliminary Strategies to Achieve Vision** **8:15 p.m. – 9:05 p.m.**
 - ◆ Break into small groups 5 min.
 - One group for every one or two Key Vision Elements from Task 2 above
 - Select Reporter & Recorder for each group
 - ◆ Identify strategies to achieve Vision Element on large sheets 25 min.
 - ◆ Report strategies from each small group 20 min.

- 5. Wrap-up** **9:05 p.m. - 9:30 p.m.**
 - ◆ Discuss main outcomes of workshop 15 min.
 - ◆ Describe next steps in the planning process 5 min.
 - ◆ Complete evaluations (see summary) and collect workshop materials 5 min.





HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

1. What are some of the Strengths of places along and near Highway 12 today and over the recent past? (What has worked well? What are the key assets and good things?)

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|---|--|---|
| <ul style="list-style-type: none">• Sauk Prairie Airport• Recreation and Tourism• Beautiful views of the bluffs – from north and south• Productive farms• Regional shopping – Baraboo/West Baraboo• Industrial development• Beautiful bluffs all around Sauk Prairie• Devil’s Lake State Park• Wisconsin River• Awesome people that live within the villages• 3 lanes in village works fairly well• Too much traffic will not work well• Four lane section – two to top of hill• Improved section, new bridge in Baraboo• Sauk’s new bridge – Phillips Blvd upgrades• Phillips – three lanes• 4-lane stretch around Badger and in Baraboo | <ul style="list-style-type: none">• Center turn lane in Sauk on Hwy 12• Sauk City/Prairie du Sac is a nice small town• Land use – rural character mix farm, woodland• Recreation – tourism along Wisconsin River• Community appearance – rural character• Beautiful trees/ architecture – historic/ quality of life – appeal to tourists• Area history/beauty• The rural atmosphere – little village/farm community• Free flow of thru traffic in rural areas• Unimpeded traffic flow in rural areas• Accident reduction in rural areas• Natural beauty of Wisconsin River Valley• CTH Z merges well into Hwy 12 from Prairie du Sac but not on the return | <ul style="list-style-type: none">• Beauty of land along the route (feel part of landscape)• Baraboo Hills as nationally important natural area• Remnant and restored prairies near Hwy 12• Farming and agricultural communities• Distinct small towns that haven’t sprawled much• Farmland• Prairie land• Baraboo Hills• TNC and DNR land• Devil’s Lake• Greenspace• The success of farming (dedication and commitment as a way of life)• 4 lanes from Middleton should be done with a bypass and not go down USH 12 or Phillips Blvd. |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

2. What are some of the Weaknesses of places along and near Highway 12 today and over the recent past? (What are some drawbacks? What hasn't worked as well as expected?)

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| <ul style="list-style-type: none">• Hwy 12 and PF intersection dangerous• Hwy 12 and 60 intersection dangerous• Bottleneck at Sauk City• Sign clutter – especially billboards• Traffic bottlenecks – Sauk City and from West Baraboo to I90/94• Uncontrolled access to highway – especially bad north of West Baraboo• Traffic bottleneck on Phillips Blvd in Sauk City• Lack of a river walk on the railroad corridor• Lack of bike/ped safety tools in the current Hwy 12 expansion plans• Lack of bypass consideration prior to 2020• Crossing Hwy 12• Accidents• Traffic congestion in Sauk• Access to 12 from local streets | <ul style="list-style-type: none">• Pedestrian crossings of Hwy 12 in Sauk• Unplanned growth and development• Lack of plan and zoning of land use• Billboards along highway• The railroad tracks• Traffic intensity on Hwy 12 – hampers pedestrian /car crossing• Need to slow traffic on Hwy 12• Need to protect Water Street from gridlock• Bottleneck at Sauk City• Slowing traffic flow at Sauk City• Congestion at Sauk city• Splitting the community at Sauk City• Hwy 60 entrance from Hwy 12 is banked too high• Wal-Mart and the abuse of TIF district by Baraboo• Traffic noise in Sauk | <ul style="list-style-type: none">• The personal greed of Chuck and Tommy Thompson and use of Hwy 12 to further their Dells development and line their pockets• Existing 4-lane portions of Hwy 12 and the anarchy on them• The ugly development from West Baraboo to Lake Delton• West Baraboo – TIF districts• Wisconsin Dells – too commercial for the beauty• Too many businesses and billboards• Subdivisions – in village and rural• Uncontrolled sprawl/growth• Greed of merchants• Competition for economic growth and development• With 4 lanes going thru town you keep from turning left with a divider in the road. You ruin the businesses of many people. |
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**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF INDIVIDUAL “SWOT” EXERCISE**

3. What are some Opportunities for the future of places along and near Highway 12? (What are some positive trends? What “windows” may open to make things better?)

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| <ul style="list-style-type: none"> • Badger Ordinance reuse plan for reconstruction • 4-lane bypass around Sauk City • Expand Sauk Prairie Airport • Redevelopment of BAAP according to Badger Reuse Plan • Baraboo Range purchase of development rights • Badger Ammunition Plant becoming part of Devil’s Lake State Park • Possible influx of quality businesses • Possibility of beautiful highway projects (landscape, safety tools) • Multi-use trail – Sauk to Middleton • Crossing Hwy 12 west of Sauk City • Bypasses – Sauk City, Baraboo • Traffic lights – PF and USH 12 | <ul style="list-style-type: none"> • Turnoffs – any busy spots • Four lane through Sauk • Relieve congestion on 12 in Sauk • Reduce traffic noise • Improve pedestrian crossings • Badger Ammunition Plant following Reuse Report Plan • Maintain farm land use • Minimize strip mall growth to preserve downtown districts • Sauk City bypass to promote safety and not split village • Eco/cultural tourism • Hike/bike trail • Cooperative effort (Prairie du Sac/Sauk City) for eco/cultural tourism • Bypass would improve conditions & preserve quality of life & economic | <ul style="list-style-type: none"> development opportunities. • Bypass of bottleneck at Sauk City • Improve accessibility at residential and business with bypass • Eliminate confusion of traffic flow with bypass • Enhance community property values with bypass • Badger Reuse Plan • Thoughtful land use planning by Towns of Sumpter and Merrimac • Badger Army Ammunition Plant into natural area • Do not have 4-lane highway • Easy access to Madison/Interstate systems • Control • New Highway 12 is fine, but should not come thru Sauk City – Bypass now. |
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**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF INDIVIDUAL “SWOT” EXERCISE**

4. What are some Threats to the future of places along and near Highway 12? (What are some negative trends? What do you fear may happen?)

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| <ul style="list-style-type: none">• Airport may close• Total grid lock on Hwy 12• 4-lane USH 12 from Middleton will increase traffic• Additional pressure to develop in unincorporated areas• More commuting• Massive development in the bluffs• Massive influx of vehicular traffic• Rural commercial development – traffic trouble• The traffic congestion will get worse without a bypass• Sauk City will grow too much, too fast• Too great a traffic flow in Village of Sauk City• Lake Delton/ Wisconsin Dells gridlock | <ul style="list-style-type: none">• Losing the bypass corridor• Reactivating rail across the villages• Cutting village apart – isolating south side• Increased threat of accidents with bottleneck• Divides residential area north and south of Hwy 12• Decrease property values with loss of village safety• Decrease tax base with decreased property value• Fear of losing easy access along entire route• Increased threat to prairies, Baraboo Hills and other natural areas• More traffic moving at higher speeds• Continued abuse of TIF districts and destroy farmland | <ul style="list-style-type: none">• Loss of small locally-owned businesses• Loss of greenspace – farmland, prairie• More commercialism – maybe expansion of Dells• More building of homes in greenspace and in villages• Increase in taxes due to growth• More pollution• Decrease in standard of living• Expansion of Hwy 12 will make people leave who moved here for the beauty.• Too much traffic congestion on Phillips Blvd or Highway 12. Bypass now. |
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**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF KEY VISION ELEMENTS**

Each table prepared key vision elements and presented these goals to the group. Each participant was then asked to vote for his or her top four vision elements. The following table summarizes the results:

KEY VISION ELEMENT	VOTES
Build bypass ASAP (Sauk City).	15
Acquire right-of-way for Hwy 12 bypass of Sauk City.	10
Abandon railroad and build trail from Sauk City to Badger.	9
Adhere to and implement Badger Reuse Plan.	5
Protect and preserve greenspace/woodlands/prairies.	5
Prepare updated master plan with updated residential and non-residential standards in Sauk Prairie.	5
Plan and design for all modes of transportation crossing Hwy 12.	4
Adopt strict regulations limiting rural development.	3
Uniform zoning control throughout County (government of standards) – No shopping for a “yes”.	2
Support local businesses that keep profits in the community.	2
Purchase more development rights in the Bluffs.	2
Retain natural beauty as much as possible and cultural assets (Heritage, museums).	1
Develop strict billboard regulations (around Bluffs).	1
Build more turning lanes and passing lanes.	1
Consider all modes of transportation (ped, bike, etc.)	1
Permanent Sauk County Hwy 12 Corridor Committee.	1
Protect water, visual, air, and aesthetic quality along Phillips Blvd.	1
Limit sprawl (rural and urban) including commercial development.	1
Enforce speed limit and traffic laws.	1
Encourage use of parallel alternate routes of Hwy 12.	0
Promote river frontage as business attractor (businesses to front the river).	0
Provide directional signage for businesses and attractions along Sauk City Bypass.	0
Acquire rights-of-way for future highways.	0





HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF VISION ELEMENT STRATEGIES

Preserve Greenspace/Limit Sprawl

- Promote shared revenue to communities that cooperate.
- No new highway expansion
- Implement Badger Reuse Plan.
- Require development impact fees on all new development.
- Don't use TIF districts to develop farmland and greenspace.
- Promote eco-tourism.
- Identify and preserve wildlife corridors.
- Expand Devil's Lake State Park
- Restore/manage prairies; woodlands on private land.

Build Trail from Sauk to Badger

- Joint community committee to study, promote, communicate, advocate for abandonment of rail.
- Economic impact of recreational tourism vs. state support of rail.
- Funding – Rails to Trails, NPS, DNR, economic development grants, Department of Commerce, TIF.
- Create joint plan for destination spot (focus community development).
 - Shuttle tours
 - River walk businesses
 - Liveries – bike, skis, snowshoes, transportation
 - Repair, maintenance, hospitality
 - Camping, B&B, hotel, motel
- Mine our history/culture for destination spots/economic development.



**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF VISION ELEMENT STRATEGIES**

Plan/Design for Safe Crossing of Hwy 12 (All Modes of Transportation)

- Stoplight at Hwy 12/PF and Hwy 12/Lueders.
- Put in pedestrian islands, crosswalks and better signage on Phillips Blvd.
- Bike paths separate from the main highway.
- Reduce speed
- Build passing and turning lanes.
- Build frontage roads to limit access points/curb cuts.
- Extend Carolina Street to provide access to businesses west of dead-end at Carolina Street.
- Signage and flashing lights warning of farm equipment crossing at pertinent driveways (i.e. Weiss Farm)

Build Bypass ASAP/Acquire Right of Way for Bypass

- Hwy 12/78 intersection, crossing Mazo Marsh to Wisconsin River.
- Cross Wisconsin River south of Sauk City railroad bridge
- Proceed south along Phillips Street (River Road) to east of Roeser Road
- Bend northerly to intersection near intersection of Hwy 12 – 60.
- Reverse harmful agreement developed by non-elected parties who do not represent impacted area.



**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF EVALUATIONS**

1. On a scale of 1 to 10, how would you rate the overall usefulness of this Workshop?

Poor, Not useful	1	2	3	4	5	6	7	8	9	10	Excellent, Very Informative
Responses	0	0	0	0	1	2	1	4	2	3	Average = 8

2. What were the most significant outcomes of this Workshop for you?

- Sauk City Bypass
- Bypass was the predominant choice for improvement of Hwy 12.
- Unanimous feeling about the bypass.
- The concern of the future of this area.
- Meeting other community members and hearing a variety of viewpoints.
- Better understanding of timeline, the process, the decisions made and what the future plans are for Hwy 12.
- We are happy we had such a forum to express our ideas. It has been frustrating up until now to not be able to get together with other community members and discuss the ideas presented here tonight.
- Attempt should be made to think and plan long range.
- Who runs DOT?
- Prepare to be patient.
- The unified front that exists among the folks attending.
- Clear, prioritization of issues.
- Voicing our opinion.



**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF EVALUATIONS**

3. How could we have improved this Vision Setting Workshop?

- Provide frequent updates regarding Hwy 12 plans.
- Too bad more people did not come. Videotape and broadcast presentation on local cable.
- Had people from DOT here to listen and answer questions.
- This workshop was well done – no need to improve it.
- Expand participation (advertise, word of mouth, etc.)
- Bypass.
- Not sure.
- Shorter time length.

4. Please offer any comments, suggestions, or opinions you have on the Highway 12 Growth Management Plan's planning process in the space provided below.

- A bottleneck in the Phillips Blvd is a pox on the entire Hwy 12 4-lane corridor
- Videotape and broadcast presentation.
- With Hwy 12 growth, other crossroads and traffic patterns will be affected - such as Hwy 60 going through the village.
- I hope this isn't just lip service, but we can actually see our voice being implemented into actual policy for the benefit of our community and county.
- Speed up the process.
- Push to take local concerns to a higher level
- You handled the diversity of opinion very fairly.



HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
AGENDA
JULY 17, 2002; 6:30 P.M. TO 9:30 P.M.

- 1. Welcome and Introduction** **6:30 p.m. – 6:50 p.m.**
 - ◆ Welcoming comments 15 min.
 - Introduction to Sauk County Highway 12 Growth Management Project
 - Description of planning process (see handout)
 - Overview of efforts to date
 - ◆ Orientation to workshop objectives and schedule 5 min.

- 2. Development of a Shared Vision** **6:50 p.m. – 8:05 p.m.**
 - ◆ Break into small groups 5 min.
 - ◆ Select Facilitator, Recorder & Reporter for each group 5 min.
 - ◆ Individuals identify Strengths, Weaknesses, Opportunities, and Threats (see summary) 10 min.
 - ◆ Small group discusses and records key SWOT's on large sheets 10 min.
 - ◆ Small group develops Key Vision Elements based on SWOT's (see summary) 20 min.
 - ◆ Small groups report Key Vision Elements to larger group 15 min.
 - ◆ Large group prioritizes list of Key Vision Elements through voting (see summary) 10 min.

- 3. BREAK** **8:05 p.m. – 8:15 p.m.**

- 4. Development of Preliminary Strategies to Achieve Vision** **8:15 p.m. – 9:05 p.m.**
 - ◆ Break into small groups 5 min.
 - One group for every one or two Key Vision Elements from Task 2 above
 - Select Reporter & Recorder for each group
 - ◆ Identify strategies to achieve Vision Element on large sheets 25 min.
 - ◆ Report strategies from each small group 20 min.

- 5. Wrap-up** **9:05 p.m. - 9:30 p.m.**
 - ◆ Discuss main outcomes of workshop 15 min.
 - ◆ Describe next steps in the planning process 5 min.
 - ◆ Complete evaluations (see summary) and collect workshop materials 5 min.





**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF INDIVIDUAL “SWOT” EXERCISE**

1. What are some of the Strengths of places along and near Highway 12 today and over the recent past? (What has worked well? What are the key assets and good things?)

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| <ul style="list-style-type: none"> ◆ Traffic potential for new development ◆ Undeveloped land should remain undeveloped ◆ Some of the premier scenery in the state is in sight of Hwy 12 ◆ Some of the best farm land in the state is in sight of Hwy 12 – man cannot make prime farmland ◆ Some of the premier natural areas in the state are near Hwy 12 ◆ Stoplights at Reedsburg Road ◆ Main road used in Sauk County ◆ Scenic beauty ◆ Rural atmosphere ◆ 4-lane West Baraboo – Good ◆ Small businesses ◆ Economic development that provides jobs ◆ Travel route to Interstate as well as Madison ◆ Stoplights | <ul style="list-style-type: none"> ◆ Openness – scenic views ◆ Travel route for employment/serve residents ◆ Tourism ◆ Scenic travel route with economic benefit to communities served ◆ Convenient to go where needed ◆ Has many things we need – fills needs ◆ Has been scenic ◆ Has been maintained ok ◆ Stop and go lights have helped tremendously, but as of now there is a large back up of traffic ◆ Putting stoplights at intersections has been great ◆ Turning lanes at intersections ◆ The increase in signage alerting travels to slam down between Madison and Sauk ◆ Increase in larger signage for roads and improving access to side roads ◆ Parks ◆ Tourism | <ul style="list-style-type: none"> ◆ The emphasize on keeping speed limit 55 mph ◆ New business ◆ Better traffic flow ◆ Preservation of farmland and rural appearance ◆ No bypass ◆ Commercial ◆ Scenic area ◆ Cultural – bypass impact on Indian Nation ◆ Keep present Hwy 12 alignment – go to 5 lanes ◆ Commercial ◆ Tourism ◆ Cultural – Hwy 12 alignment ◆ Use of land – minimal infringement into natural areas (2 lanes vs. 4 lanes) ◆ Access to areas around highway – easy on/easy off ◆ Access to local businesses and attractions is easy ◆ Maintains farm land for farming, less pavement ◆ Rural setting |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

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| <ul style="list-style-type: none">◆ Wisconsin River◆ National beauty◆ Baraboo Bluffs – beauty◆ Easy access to Badger ordinance◆ Beauty of bluff◆ Best use of lane – use to best advantage◆ Topography and natural areas◆ Always has been the main corridor of Sauk County◆ Farming – aesthetic◆ Natural areas – beauty◆ Lack of commerce – rural◆ Many new businesses are drawn from Hwy 12 access/use◆ Scenic views of the Baraboo Bluffs◆ Business development potential is great◆ Movement of tourist is important◆ Scenic beauty◆ Diversity of businesses (especially retail)◆ Accessibility to state parks◆ Farmland◆ Small community | <ul style="list-style-type: none">◆ Preservation of natural resources◆ Farmland◆ Economic development formed on environment◆ Baraboo Bluffs; incredible natural areas◆ Productive farmland; prosperous farms◆ Wisconsin River◆ Great places to live◆ Transportation corridor◆ Hometown sections◆ 4-lane upgrade vs. 2 lane◆ Sauk Prairie and Hills landscaping (natural beauty)◆ Baraboo Bluffs (this is Wisconsin)◆ Small business◆ Wisconsin River◆ It is a road to commute to Madison’s west side by scenic route◆ Better access to metropolitan area◆ Improved economic development◆ Should enhance community growth◆ Safer flow of transportation◆ Partial four lane | <ul style="list-style-type: none">◆ Openness of southern part and Baraboo Hills south of Baraboo – direct route◆ Highway improvements – however they are band-aid approach◆ Community growth from ag to commercial◆ Increased tax base◆ Baraboo – West Baraboo 4 lane section/development◆ Open 4 lane by ammo plant◆ Relatively safe◆ Once the curves were reworked a few years back, it was less dangerous◆ Believe whole idea comes from wanting control of property◆ The double highway by Badger is an asset◆ Being able to get off 12 quickly to another road◆ Traffic pattern has worked fairly well◆ Key asset – scenic beauty◆ Commercial properties on 12◆ Stay on 12 alignment - bypass future |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

2. What are some of the Weaknesses of places along and near Highway 12 today and over the recent past? (What are some drawbacks? What hasn't worked as well as expected?)

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| <ul style="list-style-type: none">◆ Not enough set back from roadway.◆ Development has occurred in improper places.◆ Making left hand turns – too much traffic for existing road◆ Dangerous pulling in and out of almost any business or private driveway.◆ Narrow roadways (Sauk City, Ho-Chunk)◆ Too many access points – strip malls◆ Increased traffic flow causes congestion◆ Safety◆ Heavy traffic load for design of roadway◆ Too fast – especially north of Baraboo◆ Progress on plans taking too long◆ RC-35 hinders home building (zoning)◆ Some dangerous sections◆ Some rather blind spots◆ Curve/hill over range | <ul style="list-style-type: none">◆ Some traffic enter/ exits bad◆ Poor sight lines◆ Not good passing areas◆ Businesses have sprouted up with no planning!◆ Too many driveways have been allowed◆ The widening of more lanes is taking too long◆ A bypass around Baraboo should come at the same time with a bypass north to be effective.◆ Bottlenecks going from 4 lanes to 2 lanes◆ Hills with blind curves◆ Poor side and cross road control◆ Ho-Chunk Hell – congested, fast traffic◆ The area now being worked on south of Sauk City looks like a land rape◆ No shoulder/bike lane – Emphasis entirely on motorized traffic◆ DOT – we need 4 lane for commercial highway on alignment | <ul style="list-style-type: none">◆ Sprawl, Sprawl, Sprawl – has encouraged business moving out of downtown Baraboo◆ Bypass/ DOT/ accidents◆ Hwy 12 bypass◆ Accident rate◆ Safe access to businesses◆ Too many stoplights.◆ DOT 2-lane highway in front of present◆ Commercial (should be at least 4-lane roadway)◆ Dangerous roads – mainly dangerous to high speed commuters – trucks◆ Slow roads – not huge – What's the hurry◆ Dangerous for farm equipment operators◆ Poorly maintained road – bumpy, hard on car◆ Slowed traffic (West Baraboo)◆ Unlimited access◆ Bad roads – rough◆ Unlimited access – slow traffic◆ No set backs (too close to highway) |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

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| <ul style="list-style-type: none">◆ Present road not able to handle demand◆ Capacity doesn't equal needs of community◆ Ugliness, pollution◆ Short term gains – should be long term◆ Bad roads◆ Planning (lack of by communities) has always been problem every time it has moved◆ Congestion as area population and businesses grow – Hwy size?◆ Current highway size/style difficult to handle traffic◆ Lack of safety factors, poor condition of pavement, extreme heavy traffic from Baraboo to I 90/94 corridor◆ Corridor south of Baraboo unsightly◆ Big box stores vs. small, homegrown businesses◆ Movement of business from downtown Baraboo – empty storefronts◆ Safety◆ Unsafe highways – unprepared for change◆ Division of farms | <ul style="list-style-type: none">◆ Unplanned growth/ sprawl; waste of resources◆ Unending increases in traffic volume◆ Big box retailers; reduced local businesses◆ Unrestricted development◆ No improvement of properties until new highway on grade◆ Too much traffic◆ Congestion is Sauk and Baraboo◆ Unrestricted/ unplanned development◆ Strip malls◆ Communities that are not walkable◆ Too much traffic◆ Not enough crosswalks for pedestrians in communities◆ Hard to get into and out of businesses◆ People aren't improving anything because of confusion◆ Farming equipment – if in a hurry to get to Madison◆ Not enough patrol cars for speeders | <ul style="list-style-type: none">◆ Relationships between local governments and local vs. WisDOT◆ Destruction of farmlands◆ Disruption of farms because of added traffic◆ Relationship with other communities◆ Too much traffic◆ Everyone in limbo◆ Places getting run down◆ Congestion of Westside Baraboo and in Sauk City◆ Trying to turn left on and off highway◆ Too many driveways and not enough frontage roads◆ Traffic flow◆ Restrictions of drive access to existing US 12◆ Bottlenecks – Sauk, Baraboo, Sauk Bridge◆ Farmland intrusion◆ Bottleneck at Ho-Chunk casino◆ Turn traffic can back up regular traffic◆ The Sauk Bridge can be a back up point◆ Fog tends to collect and then the narrowness of the road can be a problem |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

3. What are some Opportunities for the future of places along and near Highway 12? (What are some positive trends? What “windows” may open to make things better?)

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| <ul style="list-style-type: none">◆ Keep development area current.◆ West Baraboo has allowed development too close to Hwy 12, which now influences current decisions.◆ We have the opportunity now to decide what future we desire and then plan accordingly – we can actually reverse some past sins as well as avoid future ones.◆ Increased traffic◆ Land values increasing◆ To make Hwy 12 safer to use than it is now.◆ 4-lane divided West of Baraboo provides for commercial development◆ 4 lanes required now for future traffic (Bypass)◆ Economic development◆ Enhanced design to handle traffic◆ Slow down parts of Hwy 12 to make it safer | <ul style="list-style-type: none">◆ Slow down parts of Hwy 12 to access business/residences◆ Communities need to work together◆ This is a vacation land right imp would help◆ There can be better controlled expansion◆ Zoning◆ Keep recreation businesses together and local businesses in another location – not side by side◆ By controlling present housing – possible 500 ft. set backs.◆ Awareness and enforcement of a lower speed limit◆ Increase in traffic signals if necessary – 2 deaths at Bronco Billys◆ Chance to put in side bike lane◆ Preserve character and farmland◆ More jobs◆ More selection of stores and goods | <ul style="list-style-type: none">◆ Badger/Ho-Chunk/Baraboo area/scenery◆ More commercial when better 4-lane roadways are available◆ Multi-lane freeway, inefficient bypass◆ Easy access to Interstate◆ Keep as rural as possible◆ Easy access to Interstate system◆ Focus development along road◆ Growth (jobs) property values◆ With some controls – business and residential expansion can work well◆ Keep it rural◆ Opens expansion (business/residential) for communities – good/bad?◆ Development opportunities at most intersections◆ Economic or industrial development could be expensive◆ Movement of tourist to Ho-Chunk/Devil’s |
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**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF INDIVIDUAL “SWOT” EXERCISE**

<p>Head/Wisconsin Dells would be great</p> <ul style="list-style-type: none"> ◆ Land speculation ◆ Control sprawl ◆ Preserve land, integrity of community ◆ Encourage responsible growth ◆ Create new jobs (prevent commuter) ◆ Economic development ◆ Preservation strengthened ◆ Focus on community images ◆ Better able to manage growth ◆ Intergovernmental cooperation ◆ Use Hwy 12 as pilot to find alternatives to 2 more lanes ◆ Not only listening to road building lobby ◆ Control development, not one long strip mall 	<p>(Baraboo to Dells – Sauk Prairie)</p> <ul style="list-style-type: none"> ◆ Job opportunities locally ◆ Faster travel time to other towns/jobs ◆ Controlled development (no continuous strip malls) ◆ Better creative training/planning ◆ Planned growth and less sprawl ◆ Job opportunities ◆ More local selection ◆ More business opportunities ◆ Better movement of supplies and goods ◆ Closer relationship with other communities ◆ Easier travel ◆ Organize land use ◆ Everyone would have a direction ◆ Recreation 	<ul style="list-style-type: none"> ◆ Have a bypass of Sauk City and Baraboo ◆ Greater job opportunities because of less travel time ◆ Economic development along existing 12 – when past thru traffic is on bypass ◆ Transportation flow ◆ Uniform zoning along corridor ◆ Economic development – West Baraboo ◆ Easier airport access ◆ Increased safety by Ho-Chunk ◆ Curves can be straightened out ◆ Wider roads better but limit farm land “takings” ◆ DOT may listen to tax payers – we have told them for 5 years
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

4. What are some Threats to the future of places along and near Highway 12? (What are some negative trends? What do you fear may happen?)

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| <ul style="list-style-type: none">◆ Relocated road = development on exits◆ Current Hwy 12 development will be abandoned.◆ Poor land use planning◆ Decisions may be based on short-term gains◆ We don't need the bypass◆ Safety if construction is done on alignment before bypass◆ Destroy existing businesses◆ Causing people/businesses to hold off plans because of not knowing the future timetable for Hwy 12.◆ Loss of scenic bluff in existing condition◆ Loss of farmland◆ Hwy splitting properties requires transfers◆ Not providing for a bypass in the future is shortsighted, plan now and acquire a corridor!◆ Uncertainty of DOT Hwy 12 plans | <ul style="list-style-type: none">◆ Uncertainty of Hwy Bypass◆ Uncertainty of timeline for planning◆ Unrestricted development (especially alcohol related businesses)◆ Destroying wildlife and scenic beauty◆ More traffic◆ I don't think we want it by an interstate◆ Don't take excessive land◆ Speed limits – if no limits are given it will be a racetrack as it is at times now.◆ Loss of farmland by the bypass◆ Housing growth with dangerous driveways◆ Rape of the land in the name of DOT◆ Increase in sprawl◆ Decrease in vitality of downtowns and community.◆ Decrease in natural beauty and noise pollution◆ Crime | <ul style="list-style-type: none">◆ Too much traffic◆ 4 lane bypass and speedway◆ Land lost◆ DOT◆ Vision setting growth management speaker◆ Hwy 12 bypass◆ Loss of farmland/properties/green space◆ DOT◆ Loss of workland needlessly – with bypass – less traffic for local merchants◆ Control access to main road◆ Unlimited access◆ Too much recreation◆ Urban sprawl◆ Bypass mars beauty of area◆ Bringing us closer to Dane County◆ Link effects on communities – police, other municipal services, highway maintenance◆ Too much recreation |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF INDIVIDUAL “SWOT” EXERCISE

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| <ul style="list-style-type: none">◆ What population effects will we see – anticipate increases◆ Communities need control of these changes – change will happen!◆ Environmental issues◆ Ruining of Baraboo Bluffs◆ Too many people◆ Uncontrolled sprawl◆ Suburb of Madison – affect workplace or retail◆ Loss of farmland, scenic beauty◆ Preservation of small town charm – benefits lost◆ Population – growth◆ Tax or natural resources◆ Difficult to manage change◆ Hwy 12 expansion/bypass◆ Lack of citizens getting involved◆ Status government; definition of “progress” | <ul style="list-style-type: none">◆ Large increases in population in city and rural areas◆ Development of rural areas instead of cities◆ “Castles” in section so Bluffs/rural◆ All commercial land, no desirable residential◆ Too many people (population increase)◆ Billboard away◆ Development - unrestricted development of rural areas◆ More strip malls, loss of farmland, environment◆ Will be to big◆ Residential area will be gone◆ Bring in trouble like bigger towns have – gangs, etc.◆ Future development◆ Higher traffic volume◆ Too much population◆ People getting negative effects | <ul style="list-style-type: none">◆ Signing of business places (billboards lining the highway)◆ Overly restrictive land use policies that restrict landowners◆ DNR wanting more natural areas.◆ Loss of farmland◆ Commercial development in Baraboo intruding on aesthetics◆ Increased traffic – Madison exurbia◆ Government takeover of private property either by buying up development rights or outright ownership – both lessen tax value◆ Threat to property owners◆ Encouraging more traffic◆ Interstate should handle most traffic◆ Biggest threat – government planners◆ Taking land and business away from owners splitting properties |
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HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF KEY VISION ELEMENTS

Each table prepared key vision elements and presented these goals to the group. Each participant was then asked to vote for his or her top four vision elements. The following table summarizes the results:

KEY VISION ELEMENT	VOTES
• Preserve rural character and scenic beauty	23
• Promote well-planned, tightly controlled development in rural and urban areas	15
• Construct highway similar to West Baraboo segment (adhere to present alignment)	13
• Avoid a new Baraboo bypass/adhere to present alignment	12
• Control future developments along highway through uniform zoning (including setbacks)	13
• Encourage openness in public process (especially DOT)	11
• Build bypass off Sauk City sooner	7
• Encourage Hwy 12 commercial growth between Baraboo and Interstate	7
• Preserve Baraboo Bluffs	6
• Encourage other modes of transportation (mass transit) telecommuting	5
• Accommodate businesses/farms (underpasses & access roads – frontage roads)	4
• Promote local cultural and historic resources	4
• Provide bike path/hiking trails along Hwy 12	4
• Prepare a long-range master plan	4
• Expand Hwy 12 to promote safety	4
• Coordinate land use and highway plans	3
• Patrol highway for safety	3
• Preserve farmland (south of Wal-Mart)	3
• Improve ingress/egress to casino	2
• Slow traffic on Hwy 12 to promote safety	2
• Control billboards	2
• Don't be too restrictive on controlling land use north of West Baraboo	2
• Create a vision through community-wide planning	2
• Identify hidden impacts/expenses associated with highway projects (community services, increased traffic, loss of tax base)	1



**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF KEY VISION ELEMENTS**

KEY VISION ELEMENT	VOTES
• Protect water quality as new development occurs (stormwater management, noise and air quality)	1
• Avoid bottlenecks on Hwy 12 (Sauk City)	1
• Provide easy access to Interstate	1
• Preserve community character (that reflects Wisconsin)	1
• Compensate land owners for preservation	1
• Preserve natural resources	
• Limit intrusion on farmland (limited access/frontage roads)	
• Minimize road crossings of Hwy 12	
• Provide pedestrian crossings in municipalities	



HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF VISION ELEMENT STRATEGIES

Promote well-planned, tightly controlled development in rural and urban areas/ Control future developments along highway through uniform zoning (including setbacks)

Get professional planners for well-thought out urban growth (1000 Friends of Wisconsin)

Set up a Baraboo Bluffs, Sauk County Planning Commission, such as the Lower Wisconsin Riverway did.

All Town, City and Village plans (Smart Growth) planning done prior to final DOT plans.

Access interchanges to main highway need to be approved by local government authorities, not only by DOT.

- Housing development, located next to and hooked up to municipal water and sewer are to avoid country estates.
- Mixed use planning (small communities within municipalities)
 - Green spaces
 - Walking and bike paths
 - Small business
- Avoid rural sprawl, good urban planning
- County wide zoning so townships can not go maverick (rural areas)

Avoid a new Baraboo bypass/Adhere to present alignment/Construct highway similar to West Baraboo segment

- 5-lane – 45 mph/reduce speed
- Build in sections
 - Baraboo to Delton
 - West Baraboo to Badger
- Interchange at I 90 and County A
- Fix what we have (the existing corridor) first – consensus statement.
- Less intrusive on property owners
- Consider frontage roads
- Stop wasting time and money – get the job done.





**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF VISION ELEMENT STRATEGIES**

Encourage Hwy 12 commercial growth between Baraboo and Interstate

- Determine alignment/right-of-way ASAP for private planning and land acquisition.
- Utilities – power, water, & sewer along corridor.
- Provide access during road construction
- Uniform zoning for townships along Hwy 12 (commercial).
- Access issues if Bypass/5 lane is agreed option
- Uniform setbacks from the highway – from Sauk City to Wisconsin Dells

Preserve rural character and scenic beauty

- Zoning – uniformity between County/Townships/Cities.
- Public awareness – outcry – support
- Integrity of area
- Environment – air – water – noise pollution
- Encourage buried electric power lines/cable/phone lines.
- Need Hwy 12 corridor zoning board
- Encourage planting of wild flowers such as Chicory, Queen Ann Lace, etc.



**HIGHWAY 12 GROWTH MANAGEMENT PLAN
VISION SETTING WORKSHOP
SUMMARY OF EVALUATIONS**

1. On a scale of 1 to 10, how would you rate the overall usefulness of this Workshop?

Poor, Not useful	1	2	3	4	5	6	7	8	9	10	Excellent, Very Informative
Responses	0	0	0	0	4	5	5	6	4	1	Average = 7

2. What were the most significant outcomes of this Workshop for you?

- Consistency of goals expressed and most of them focused on deliberate long range community planning and management of the future.
- To see that there were so many people that had a lot of the same ideas on certain issues.
- Hard to believe an item that was not brought up was those in favor of Hwy 12 bypass! Probably could have been explained better in opening.
- Good ideas, not a lot of arguing
- People are really together
- Having attended all DOT meetings previously, I think this process is welcome as new people are involved.
- Opportunity for public input and discussion of issues
- Get overview of opinion
- Too many points of view; Mostly personal concerns
- Communities planning together along Hwy 12 Corridor for planned development and stick to plan
- DOT is the biggest problem.
- Opportunity for public input in groups rather than just a public comment
- Exchange of ideas – different people presenting their opinions
- I was surprised to see how many people were concerned about private property rights.
- Not sure it did any good – don't really believe “planners” will listen
- Very surprised by large showing of those opposed to bypass for Baraboo. I personally feel that we need a bypass.
- Gaining insight to other views and concerns
- Heard others with same concerns



HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF EVALUATIONS

- Hearing the views of others – opportunity to present own views and concerns
- Communication – lots of governments represented and the public
- Many good ideas came out from a very interesting group
- Seeing patterns develop. Meeting new people. Working together with others (particularly those whose views I don't share).
- The amount of people that turned out and the general agreement of all parties
- Listening to other viewpoints
- To voice opposition to Baraboo bypass
- Discovering that fellow Sauk County residents feel similarly about vision for Hwy 12 – preserving scenic beauty, farmland, yet recognizing need for safety on Hwy 12.

3. How could we have improved this Vision Setting Workshop?

- This was a surprise to me, it was not what I expected, but it is a working plan.
- Meet with DOT and make these ideas known
- Too noisy
- Committee should disregard much of the petty concerns and spend more time on the main issues. Get the job done!
- Room with better acoustics with each table having discussion at same time
- More space, control back talk when people are presenting
- Good facilitators for meeting – keeping groups focused
- Stay more on time.
- Don't treat us like kindergarteners
- Consider all property owners along 12 and letter should have been sent to each inviting them to this meeting.
- At the end, too noisy – partitioned spaces would have been better
- Started earlier – what effect will this meeting have?
- Too noisy
- Get more people involved somehow, but hard to do.





HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF EVALUATIONS

- Letting other groups (townships, villages, Ho-Chunk, council people, etc.) join groups and take part in the discussion.
- Digital polling
- Well run, went too long and lost a little focus at end

4. Please offer any comments, suggestions, or opinions you have on the Highway 12 Growth Management Plan's planning process in the space provided below.

- It is obvious at this meeting that there are significant property owners north of Baraboo who wish to develop that area but eliminate the ability for the City of Baraboo to develop in order to ensure that they benefit monetarily.
- A well-publicized written model survey should be conducted to get the input of more people.
- Use the ideas - listen to people
- Where have the municipalities been when these other DOT meetings were held?
- I question if DOT will use any of this in their plans. I think that has already been decided.
- Do Hwy 12 bypass west of Baraboo north and Sauk City first thing.
- Get a decision made on this highway – soon.
- Keep people informed.
- Save, as much land as possible, be respectful of property rights.
- No reason entire bluff area included.
- We need improvements very quickly on Hwy 12 – Baraboo to Lake Delton. I personally think we need a bypass and some sort of good egress – ingress to Ho-Chunk.
- Make sure DOT listens to Sauk County taxpayers! Progress on Hwy 12 way too long – talking and not taking care of the problem.
- Urge DOT to decrease uncertainty by informing communities what plan they will use.
- Following and continuing process is necessary. Timely and public awareness.
- Be skeptical of the DOT.
- Keep us informed. Don't let this die a slow death. This will be our legacy to future generations.
- It would be good to know that this input will be taken into consideration.



HIGHWAY 12 GROWTH MANAGEMENT PLAN VISION SETTING WORKSHOP SUMMARY OF EVALUATIONS

- House to house or mailer to all residents asking for comments on main items. Bottom line: will these inputs be listened to?
- Surprised so many people against the bypass for Baraboo. The West Baraboo Hwy 12 has a hard time handling the traffic now. I think the bypass is needed very badly.
- Eliminate DOT; use the money to put in a 5-lane highway on the present Hwy 12 alignment. Do it now! If a class action suit were filed on behalf of all accident Hwy 12 victims DOT would be in big trouble! Explain the issue of cost sharing.
- Be sure information gathered gets to powers that be.
- Knowing DOT, I hope this public opinion doesn't get buried and this project ramroded like I hope it won't. I hope this isn't one of those workshops where you leave feeling great and like your voice made a difference only to discover down the road that it didn't.

Sauk County Highway 12 Corridor Growth Management Plan

Focus Group Summaries



Four focus groups were held on September 5, 2002 to allow in-depth discussions of specific issues related to the development of the *Highway 12 Corridor Growth Management Plan*. The focus groups included area Chambers of Commerce and local economic development staff, nature-based recreation providers, schools of higher education, and local agricultural interests. The County's consultant asked open-ended questions targeted to the interests of each group. The following is a brief summary of participant responses and general discussion. A more detailed summary will be prepared in the next few weeks to be included in the final plan document.

1. Chambers of Commerce and Economic Development Staff

Overall

- More minority visitors
- More retirees moving into the County, especially the Sauk Prairie area
- Tourism and scenic beauty extremely important to the economy – essential that new development does not negatively affect these two economic assets
- Most families are dual income – area wages and day care are two areas of concern
- Sauk County to apply for Tech Zone and will probably be added to Dane/Rock zone

Sauk Prairie Area

- Push to get Villages to work together on all planning
- Updating the joint 1995 Comprehensive Plan
- Want to bring in business that serve local needs
- Have tried to make downtown Prairie du Sac more pedestrian friendly
- Prairie du Sac has negotiated with Charter to bring high-speed access to community

Baraboo

- Accessibility and safety are critical along Highway 12
- Want signage control (especially over billboards)
- Don't see a lot of cross over between Devil's Lake and Dell's commercial tourism; however see crossover between Devil's Lake, Circus World, and campgrounds
- Concerned that poorly designed development along Highway 12 will negatively affect tourism
- Charter has high-speed line on east side of Highway 12
- Baraboo River improvements are a huge opportunity

Dells/Delton Area

- Emphasis still on tourism
- Wisconsin Dells working on a Comprehensive Plan
- Lake Delton business park is full and they don't plan on expanding; currently focusing on year round tourism and big box retail
- BID in Wisconsin Dells working to raise money for a bike trail along the river
- Hwy 82 carries a lot of traffic
- 1/3 of summer workforce from Europe

Reedsburg

- Has high tech park with fiber bone throughout the City – first in the State
- Only large viable rail site in Sauk County
- Fastest growing population in Sauk County; growing east along Hwy 33
- Hwy 26 will be improved in 2004 to add bike facilities to connect into the 400 Trail



2. Schools of Higher Education

- Not growing as fast as projected
- Safety on Highway 12 is a concern – especially in Sauk Prairie area, children in the Villages are bussed across Hwy 12
- Sharp increase in minorities and kids at risk – need to expand ESL programs
- 70-80% of graduates go on to higher education – primarily in the UW system
- An increasing amount of graduates are attending technical schools
- Tech High schools have good apprenticeship programs – construction, plastics
- MATC – nursing, business administration, policing, accounting, and adult enrichment are biggest programs, continuing education adults largest student population, but plan to actively recruit new high school graduates
- Reedsburg MATC has 5,000 students; fastest growing within the system; just expanded but still needs additional space
- Wages in Baraboo higher than Reedsburg
- Sumpter has largest growth in Hispanic; also experience growth in Amish
- Think most population increases in elderly and empty-nesters – accounts for school stabilization

3. Agricultural Interests

- North-south route through County route is needed for moving combines; Need to allow for farm equipment on Highway 12 redesign
- Price of land is very high - \$4,000/acre south of bluff, even higher north because of speculative value; price doesn't make sense for farmers to purchase land for future farming
- There seems to be a next generation of farmers available
- Feed mills and support businesses still around
- Credit infrastructure good
- Areas like Honey Creek supportive of farming, but attractive bluffs and better access will attract more homes and increase conflicts; will have increasing traffic conflicts on small side roads in these towns – no place to pull over
- Consider another plan for interchange on I-90 south of Wisconsin Dells (CTH A? or CTH T?)
- Also consider bypass of Hwy 33 north of Baraboo for truck use
- Two directions for farming in Sauk County in the future:
 - Bigger farms – 700 acres is max today – County not suited for mega farms
 - Food/Organic Farming – direct marketing of beef, crops; 40-80 acres; close to city is ok
- Not big sense that there will be “New Uses” demand for farming (e.g, biotech) anything beyond small niche
- Need to figure out way to allow development without fragmenting farming – density based development much better than 35-40 acres lots (ex. 1 home per 35 acres)



4. Nature-Based Recreation Providers

- Gateway between Devil's Lake and Baraboo being cluttered up – need to think about this; creating an unattractive entrance to the City
- Three corridors of nature-based recreational activity possible: Baraboo Range, Wisconsin River (Sauk Eagle Watching Days), and Baraboo River (this is starting to happen)
- Encourage “day tripping” from Wisconsin Dells or nearby metro area to nature-based sites
- Need to go back to 20/20 Plan and adopt those nature-based recreation recommendations
- Billboard control is a big problem – they block views of the bluffs and other views; there should be county-wide standards
- Light and noise pollution big negative – side affect of transportation on nature-based recreation
- Part of draw of Sauk County is rural character – if we lose that appearance, nature-based recreation will suffer
- Frame value of nature-based recreation around economics – jobs, tax base (State Parks and TNC make payments in lieu), and quality of life (if nature goes away, quality of life decreases)
- What else do their visitors do? No real connection to Wisconsin Dells commercial; International Crane Foundation less than 5% connection to Wisconsin Dells attractions
- Devil's Lake is considering informational kiosk for other opportunities in area for nature-based recreation
- Devil's Lake visitors – most stay in the park for the entire stay in the area; many from Illinois and don't know what else is available
- Connect trail from Reedsburg to Devil's Lake to Wisconsin River
- Nature-based recreation people don't want to go to commercial Wisconsin Dells
- Families with small children more likely to do both commercial- and nature-based recreation
- Boat tours are nature-based allies

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



Station 1: Tourist Entertainment Corridor

What ideas presented by the **TREND SCENARIO** do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Development theme determined by market	4	5	3	10
Wide variety of commercial uses	4	4	6	9
Lower density development/more land used	1	2	4	12
Wide variety of building quality	2	1	5	15
Few signage limitations		3	1	19
Continuous views of development from bypass		7	4	11
Development on west side of future bypass	5	4	4	10
Development location determined by market	2	6	2	9
Minimal access control on existing Highway 12	1	6	6	8
Rural highway design for existing Highway 12	3	3	8	5
Auto-only transportation	1	4	6	9

What ideas presented by the **VISION SCENARIO** do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Unified “Forest & River” development theme	9	14	2	
Focus on tourism-oriented commercial uses	11	6	4	1
Workforce housing and services provided in area	5	11	5	1
Higher density development/less land used	14	5	4	
Greater signage limitations	18	1	4	
Clearly defined development edges	17	1	4	
Natural areas central to developments	16	4	1	
Bypass with “scenic parkway” experience	15	5	3	2
Urban highway design for existing Highway 12	9	5	4	
Controlled access on existing Highway 12	10	7	1	2
Regional airport improvements	9	7	4	2
Pedestrian connections and transit opportunities	13	5		1

Which scenario for the **TOURIST ENTERTAINMENT CORRIDOR** do you generally prefer?

 3 Trend

 19 Vision

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



TOURIST ENTERTAINMENT CORRIDOR additional comments:

- Your hotel ideas will have big impact on Baraboo housing.
- I believe a bypass is very important. I feel that the Hwy 12 project should start right away due to safety concerns in this area. I like the Disney/Northwoods Theme, it would add a lot to the area.
- If the area around Ho Chunk develops, will tourists think they are in Baraboo? Will they take advantage of the opportunities and then go back to exit 92 thinking that they had visited Baraboo? How will they be encouraged to continue into the city?
- A common theme is positive, but developing a fake vision for the area will be a disservice. Authenticity is desirable.
- It would be great to have the new road with trees along it, like the Washington Parkway near D.C. – I guess no signs, huh?
- Feel our choices are very limited. Major decisions are made, and we are being pacified. Do you want half or $\frac{3}{4}$ of your leg cut off.
- Consideration must be given to the existing businesses already in this area. I.e. Formost Farms, Accelerated Genetics, Baraboo Candy, UPS, Mid-States Trucking, Dell-Prairie Printing, Waste Management – these companies would not conform to the northwoods theme.

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



Station 2: Baraboo Area

What ideas presented by the TREND SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Regional commercial center	6	9	3	2
Lower density development/more land used		5	6	9
Development on both sides of bypass	1	3	9	10
Shift in businesses to interchange areas		5	4	9
Baraboo Area grows to edge of South Range	1	1	5	14
Rural development spreads on north side	2	9	4	12
Area merges with Tourist Entertainment Corridor	2	7	9	1
Riverfront redevelopment program	15	3	2	1
Restoration of key historic buildings	15	5	1	

What ideas presented by the VISION SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Cultural heritage and nature recreation focus	15	7		
Bypass as western edge of development	10	8	3	2
Slightly higher density/less land used	8	8	2	2
Separation from Tourist Entertainment Corridor	4	12	4	1
Southerly development limited to ridgeline	12	5	1	1
Natural character and views to South Range	17	4	1	
Clearly defined community gateways	14	5		1
Coordinated, comprehensive brownfield and riverfront redevelopment program	13	8	1	
Enhanced link between downtown, Circus World, and Devil's Lake	15	6		1
Extensive landscaping and signage control	15	5		

Which scenario for the BARABOO AREA do you generally prefer?

2 Trend

19 Vision

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



BARABOO AREA additional comments:

- The tourist corridor should not be separated. If however, corridor does not merge, what will encourage tourists to turn towards town? If there is an “easier” way to get around or by a city, most tourists will continue on their way. Use the corridor to head them into Baraboo. Signage – Baraboo should encourage, direct guide tourists to Circus World. Baraboo would benefit by supporting Circus World. City would benefit by encouraging a circus/history theme with banners, flags, and state fronts.
- I am against linking downtown Baraboo to Circus World Museum to Devil’s Lake. The historical integrity of the downtown and the natural integrity of Devil’s Lake should be maintained and kept separate. Circus World Museum is part of the community’s identity, but should not be allowed to color and overshadow other important assets of the Baraboo community and area.
- Historic preservation and riverfront redevelopment are good trends that need to be pulled into the vision.
- We can force the trends to match our visions.

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



Station 3: Sauk Prairie Area

What ideas presented by the TREND SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
“Bedroom community” character	1	2	5	3
Traditional industrial development focus	1	2	6	2
Lower density development/more land used		3	5	3
New development south and west of Highway 12 and future bypass	1	2	4	3
Shift in businesses to interchange areas		2	5	4
Greater bypass access than in Vision scenario	1	1	4	4
Environmental impact secondary to development		1	3	7
Riverfront trail	8	3		
New housing along river without public access	1	1	5	5
Rural subdivisions to west and north of Villages	1	5	3	1

What ideas presented by the VISION SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
“Rivertown” community character	7	4		
Increased technology industry emphasis	3	5	1	
Slightly higher densities/less land used	4	5	1	
Growth inside Highway 12 and future bypass	3	7		
Mixed uses emerge on existing Highway 12		6	2	
Access along bypass to west & east of area only	1	3	2	
Improved pedestrian links across Highway 12	6	3	1	
Community-oriented business mix	7	4		
Traditional neighborhood design	8	3		
Development in downtown oriented to river	6	4		
Public access to river in new housing areas	8	3		

Which scenario for the SAUK PRAIRIE AREA do you generally prefer?

1 Trend 10 Vision

SAUK PRAIRIE AREA additional comments:

- There must be a bypass around Sauk City, otherwise the other two bypasses area a waste of time and money. The Baraboo and Sauk City bypasses must be built around the same time.

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



Station 4: Rural Areas

What ideas presented by the TREND SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Development location based on market demand	2	3	1	9
Nature-based and commercial-based recreation	4	4	5	1
Roads redesigned to wider suburban standards	2	3	7	2
Continued natural area acquisition	9	5		1
Rural subdivisions in farming areas	2		6	7
Rural subdivisions next to preserved natural areas	3		2	10
Riverfront housing with limited public access	5	2	2	7
Few signage limitations	1	2		12

What ideas presented by the VISION SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Integration of new housing at existing developed crossroad communities	6	6		
Clustered housing away from agricultural land	9	5		
Town roads kept at agricultural standards	9	4	1	
Continued natural area acquisition to fill gaps	10	3		
Farms produce products for local markets	10	3		
Specialty crops and value-added farm enterprises	9	2		
Restored historic buildings and sites	12	3		
Nature-based recreation focus	11	3		
Riverfront housing with public access	7	6	1	
Preservation of hillsides and waterways	12	1		

Which scenario for the RURAL AREAS do you prefer?

 3 Trend

 13 Vision

RURAL AREAS additional comments:

- Our rural areas are fundamental to quality of life, now and in the future. I thoroughly agree with preserving our natural spaces and finding every way possible to support our local farmers.

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



Vision Implementation

Achieving the ideas depicted through the various vision scenarios will, in many cases, require a change in thinking and decision-making and a willingness to take on new initiatives and programs. We'd like to now get a sense of how much you support the use of different types of strategies as tools to achieve the vision scenarios. If you selected the any of Vision Scenarios as your preferred scenario, how much would you support the following techniques to achieve the visions?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
a. Informal intergovernmental cooperation on growth	6	3	4	4
b. Binding intergovernmental agreements on growth	10	3	1	2
c. Shared municipal services (e.g., sewer, water)	10	4	1	1
d. Regional tax base sharing for new growth	8	5	1	2
e. Intergovernmental economic development initiatives	6	9		1
f. Increased regulation of new development <u>placement</u>	8	5	2	1
g. Increased regulation of new development <u>quality</u>	9	5	1	1
h. Uniform development standards across the area	12	3	1	1
i. Increased regulation of building design	8	4	3	2
j. Increased regulation of signage	11	3	2	
k. Restrictions on placement of new billboards	14	1	1	
l. Increased requirements for landscaping	8	7		1
m. Increased regulation of cell towers	8	6	1	1
n. Increased stormwater management regulations	12	4		1
o. Woodland preservation requirements	12	4		1
p. Allowances for smaller lots in cities and villages	8	2	4	2
q. New affordable housing for different incomes	7	7	3	
r. Financial incentives for redevelopment and infill	7	4	2	1
s. Limited access to existing Highway 12	5	5	4	1
t. Local contributions to beautify existing Highway 12	6	7	1	1
u. Local contributions to make existing Highway 12 more comfortable for pedestrians in urban areas	4	8	2	1
v. Coordinated agricultural marketing programs	9	3	1	
w. Financial incentives for continued farming (e.g., purchase of development rights)	8	4	1	3
x. Regulations for clustered housing in rural areas	11	5		1
y. Incentives for clustered housing in rural areas	8	2	5	2
z. Limits on development that impairs scenic views	9	5	2	1

Open House Questionnaire Results

Baraboo Area – December 3, 2002

53+ Attendees



Additional Comments

On a scale of 1 to 10, how would you rate the overall usefulness of this Open House?

Poor, Not useful	1	2	3	4	5	6	7	8	9	10	Excellent, Very Informative
Responses	0	0	0	1	4	0	3	1	3	4	Average = 7.50

Please offer any comments, suggestions, or opinions you have on any of the other information presented at this open house or on the planning process in the space provided below.

- This survey seems to just reflect a referendum on land use planning and government controls – seems as though it is a straight strongly support or strongly against vote. Afraid it will just depend on who gets out the most votes. Personally, strongly support the visions identified, but do not know if this survey explains enough of concept for average citizen to respond.
- Thank you for the opportunity to provide input.
- I realize the bypass situation has been pretty much decided by WisDOT, but personally, I think there could be better alternatives to bypasses. We just moved up from the Chicago area four years ago. We did not move up here to have smaller version in our own backyard. Preserve the natural beauty of this unique area while still letting it progress. Use the land wisely! Eventually we will run out of it.

Open House Questionnaire Results

Sauk Prairie Area – December 11, 2002

20+ Attendees



Station 1: Tourist Entertainment Corridor

What ideas presented by the **TREND SCENARIO** do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Development theme determined by market		4	6	1
Wide variety of commercial uses	2	6	3	
Lower density development/more land used		2	5	4
Wide variety of building quality		3	3	4
Few signage limitations		1	6	4
Continuous views of development from bypass	2	1	3	3
Development on west side of future bypass	2	2	3	4
Development location determined by market		4	5	1
Minimal access control on existing Highway 12	2	6		3
Rural highway design for existing Highway 12	4	4	1	2
Auto-only transportation		3	4	2

What ideas presented by the **VISION SCENARIO** do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Unified “Forest & River” development theme	5	5		
Focus on tourism-oriented commercial uses	5	4	1	
Workforce housing and services provided in area	6	3		
Higher density development/less land used	6	3	1	
Greater signage limitations	7	3		
Clearly defined development edges	5	5		
Natural areas central to developments	2	8		
Bypass with “scenic parkway” experience	5	4		1
Urban highway design for existing Highway 12	2	5	1	1
Controlled access on existing Highway 12	4	6	1	
Regional airport improvements	1	6	1	1
Pedestrian connections and transit opportunities	4	6	1	

Which scenario for the **TOURIST ENTERTAINMENT CORRIDOR** do you generally prefer?

0 Trend

6 Vision

Open House Questionnaire Results

Sauk Prairie Area – December 11, 2002

20+ Attendees



TOURIST ENTERTAINMENT CORRIDOR additional comments:

- Slow existing Hwy 12 Corridor down! Speed to 40-45 mph.

Station 2: Baraboo Area

What ideas presented by the TREND SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Regional commercial center	1	8		
Lower density development/more land used		1	5	2
Development on both sides of bypass	1		3	4
Shift in businesses to interchange areas		3	2	2
Baraboo Area grows to edge of South Range		2	2	4
Rural development spreads on north side		4		2
Area merges with Tourist Entertainment Corridor	1	5	2	
Riverfront redevelopment program	3	4	1	
Restoration of key historic buildings	3	5	1	

What ideas presented by the VISION SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Cultural heritage and nature recreation focus	5	3		
Bypass as western edge of development	5	1	1	
Slightly higher density/less land used	4	4		
Separation from Tourist Entertainment Corridor	2	1	4	1
Southerly development limited to ridgeline	4	3		1
Natural character and views to South Range	4	3		
Clearly defined community gateways	3	3		
Coordinated, comprehensive brownfield and riverfront redevelopment program	4	1		1
Enhanced link between downtown, Circus World, and Devil's Lake	3	4		
Extensive landscaping and signage control	3	3		

Which scenario for the BARABOO AREA do you generally prefer?

0 Trend

4 Vision

Open House Questionnaire Results

Sauk Prairie Area – December 11, 2002

20+ Attendees



Station 3: Sauk Prairie Area

What ideas presented by the TREND SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
“Bedroom community” character	2	1	5	3
Traditional industrial development focus	2	3	3	1
Lower density development/more land used		4	3	3
New development south and west of Highway 12 and future bypass	2	2	3	3
Shift in businesses to interchange areas		4		5
Greater bypass access than in Vision scenario	1	3	3	1
Environmental impact secondary to development	1	2	1	5
Riverfront trail	7	2		1
New housing along river without public access		2	4	4
Rural subdivisions to west and north of Villages		3	2	5

What ideas presented by the VISION SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
“Rivertown” community character	7	2		
Increased technology industry emphasis	3	7		
Slightly higher densities/less land used	6	1	2	
Growth inside Highway 12 and future bypass	2	6	1	
Mixed uses emerge on existing Highway 12	1	5	2	
Access along bypass to west & east of area only	2	1	4	1
Improved pedestrian links across Highway 12	2	5	1	1
Community-oriented business mix	6	3		
Traditional neighborhood design	6	3		
Development in downtown oriented to river	6	3		
Public access to river in new housing areas	6	1	2	

Which scenario for the SAUK PRAIRIE AREA do you generally prefer?

1 Trend

4 Vision

SAUK PRAIRIE AREA additional comments:

- Education – controlled population areas will make busing easier.

Open House Questionnaire Results

Sauk Prairie Area – December 11, 2002

20+ Attendees



Station 4: Rural Areas

What ideas presented by the TREND SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Development location based on market demand		6	4	3
Nature-based and commercial-based recreation	2	5	3	2
Roads redesigned to wider suburban standards	1	4	5	2
Continued natural area acquisition	3	1	3	4
Rural subdivisions in farming areas		2	2	8
Rural subdivisions next to preserved natural areas		1	7	2
Riverfront housing with limited public access		1	1	9
Few signage limitations		4	3	5

What ideas presented by the VISION SCENARIO do you support? What ideas are you against?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
Integration of new housing at existing developed crossroad communities		10	1	
Clustered housing away from agricultural land	7	2	1	2
Town roads kept at agricultural standards	4	8		
Continued natural area acquisition to fill gaps	4	3	3	1
Farms produce products for local markets	5	6	1	
Specialty crops and value-added farm enterprises	5	6	1	
Restored historic buildings and sites	4	4	4	
Nature-based recreation focus	3	7	1	1
Riverfront housing with public access	4	7		1
Preservation of hillsides and waterways	8	3	1	1

Which scenario for the RURAL AREAS do you prefer?

 2 Trend

 5 Vision

RURAL AREAS additional comments:

- Land must be kept on tax rolls, not held by tax free owners.
- Clustering is beneficial for rural student pick-up.

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Vision Implementation

Achieving the ideas depicted through the various vision scenarios will, in many cases, require a change in thinking and decision-making and a willingness to take on new initiatives and programs. We'd like to now get a sense of how much you support the use of different types of strategies as tools to achieve the vision scenarios. If you selected the any of Vision Scenarios as your preferred scenario, how much would you support the following techniques to achieve the visions?

	Strongly Support	Somewhat Support	Somewhat Against	Strongly Against
a. Informal intergovernmental cooperation on growth	3	4	1	2
b. Binding intergovernmental agreements on growth	4	2	2	2
c. Shared municipal services (e.g., sewer, water)	5	2	1	1
d. Regional tax base sharing for new growth	3	3	2	1
e. Intergovernmental economic development initiatives	4	4		1
f. Increased regulation of new development <u>placement</u>	3	5		1
g. Increased regulation of new development <u>quality</u>	3	5		1
h. Uniform development standards across the area	3	4	1	1
i. Increased regulation of building design	1	4	2	2
j. Increased regulation of signage	5	2	1	1
k. Restrictions on placement of new billboards	6	2		1
l. Increased requirements for landscaping	3	3	2	1
m. Increased regulation of cell towers	3	3	2	1
n. Increased stormwater management regulations	5	3		1
o. Woodland preservation requirements	4	4		1
p. Allowances for smaller lots in cities and villages	4	3	1	
q. New affordable housing for different incomes	3	5		1
r. Financial incentives for redevelopment and infill	4	4		1
s. Limited access to existing Highway 12	1	6	1	1
t. Local contributions to beautify existing Highway 12	3	4	1	1
u. Local contributions to make existing Highway 12 more comfortable for pedestrians in urban areas	2	5	1	1
v. Coordinated agricultural marketing programs	5	3	1	1
w. Financial incentives for continued farming (e.g., purchase of development rights)	7	1		1
x. Regulations for clustered housing in rural areas	5	2	2	
y. Incentives for clustered housing in rural areas	4	4		1
z. Limits on development that impairs scenic views	6	1	1	1

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Additional Comments

On a scale of 1 to 10, how would you rate the overall usefulness of this Open House?

Poor, Not useful	1	2	3	4	5	6	7	8	9	10	Excellent, Very Informative
Responses	0	0	0	0	0	0	1	2	1	0	Average = 8

Please offer any comments, suggestions, or opinions you have on any of the other information presented at this open house or on the planning process in the space provided below.

- Not sure how much impact this process has. One has the sense this is a “wish list” with the outcome already decided by DOT and the Hwy people.
- I feel strongly that intergovernmental agreements be binding in order to keep plan on track. However, must keep property owners rights in mind also.