

IV. Opportunities and Recommendations

A. Long-Range Growth Concept Plan

The vision and goals provide general direction for the future of the Study Area. Map 11 attempts to translate that vision into geographical terms and to respond generally to previous local land use planning (see Map 3). The result is a long-range growth concept plan for the Study Area, looking forward roughly 50 years into the future. Map 11 provides a general framework for future growth and preservation. It is not a detailed land use plan for the Study Area. Detailed land use planning will continue to be the primary responsibility of local governments.

Map 11 suggests concentrations of future growth where development has historically occurred. This includes the westerly expansion of urban development in the Sauk Prairie Area and the northerly, northeasterly, and to a certain extent southerly expansion of the Baraboo Area. Map 11 also suggests a new development corridor between the Baraboo Area and Lake Delton. This is proposed to include a tourism-related commercial uses, with mixed use and neighborhood development occurring further east from existing Highway 12. Wherever practical, natural and man-made barriers to logical growth should provide future urban development edges, including existing Highway 12 and its possible future south bypass in the Sauk Prairie area, the inner rim of the Baraboo Valley, and the proposed Highway 12 realignment in both the Baraboo and Delton areas. Map 11 also suggests the importance of providing, maintaining, and enhancing transportation connections. Finally, the map emphasizes maintaining the productive and scenic rural landscape.

B. Conceptual Official Map

The purpose of an Official Map is to ensure that areas planned for future public facilities are reserved. An Official Map may show general alignments of planned roads, expanded rights-of-way for certain existing roads, drainageways, planned parks, and other planned public facilities. When development is proposed in an area of a feature on an Official Map, the local government may obtain land for that feature through dedication, purchase, or reservation. The Official Map must be adopted by ordinance by a city, village, or town with village powers, and may be amended from time-to-time. Minimum building setbacks from roads should then, ideally, be measured from future right-of-way lines as recommended on the Official Map.

Map 12 is a Conceptual Official Map for the Study Area, focusing particularly on areas identified for future growth on Map 11. Map 12 suggests locations for future road connections, places where local governments may want to obtain additional right-of-way width for existing roads that may need future expansion, and drainage corridors that may be necessary for future stormwater management, utility lines, and recreational trails. Overall, the map suggests additional parallel roads to existing Highway 12 and future intersecting roads spaced at appropriate distances from one another. The interest in rerouting through-traffic away from tightly developed central areas is also reflected.

Map 12 also suggests transportation-related topics that will require further analysis before a final alignment decisions can be made, particularly Highway 12 connections south of Baraboo and a potential Sauk Prairie bypass. In the mean time, it is important that these options not be precluded or inhibited through development decisions.

Appendix D includes more detailed information to supplement this map and assist the County and local governments with road right-of-way and design standards, access management, and setback standards.

C. Description of Different Districts

Highway 12 crosses 24 miles of diverse rural and urban landscapes in Sauk County. The previous chapter suggests opportunities, goals, and an overall vision for the entire Study Area. Previous chapters also highlight the fact that different parts of the Study Area have dramatically different characters, landscapes, economies, jurisdictional issues, concerns, and needs. This points to the need to become more focused by further exploring opportunities and providing recommendations for different parts of the Study Area.

Analysis of the differences within the Study Area led to the creation of six separate “planning districts” for this more detailed analysis. Most of these planning districts are already commonly understood collections of communities and landscapes (e.g., Sauk Prairie Area, Baraboo Area), while a couple are unique creations for this project (e.g., Tourist Entertainment Corridor). Map 13 shows the general boundaries of these different planning districts:

- Sauk Prairie Area
- Baraboo Area
- Tourist Entertainment Corridor (between Baraboo Area and Interstate 90-94)
- Rural Areas (within mostly farming and natural areas east and west of Highway 12)
- South Range
- Badger Plant

The futures of the South Range (Baraboo Range National Natural Landmark) and Badger Army Ammunition Plant have been largely decided through separate studies, public input, and negotiations. Those previous efforts suggest that

these districts will be largely preserved in or restored to their natural state or to farmland. They will provide opportunities for regional recreational connections, natural area transitions, nature-based tourism, continued innovations in agriculture associated with UW Dairy Forage Research Center, and historic and archaeological interpretation. These futures are consistent with the vision and goals of this *Growth Management Plan*. As such, this *Plan* generally does not revisit or provide further recommendations for these districts.

The following sections of this *Growth Management Plan* share opportunities and recommendations specific to the four remaining planning districts. Each section is intended as an inclusive guide to all the recommendations for each respective district. As such, the reader may observe some redundancies where similar recommendations are offered for different districts. For each district, opportunities and recommendations are broken into different categories, including land use, transportation, and economic development. Finally, recommendations and priorities for implementation are offered. Implementation is proposed to take place through a second funded phase of this growth management project, comprehensive planning at the local government level, highway projects, and other public-private efforts.



Map 11: Long-Range Growth Concept Plan

Map 12: Conceptual Official Map, Highway 12 Corridor Communities

Map 13: Planning Districts

D. Tourist Entertainment Corridor Opportunities and Recommendations

1. Overall District Opportunities

The Tourist Entertainment Corridor is located at the northern end of the Study Area, between the Interstate 90/94 interchange in Lake Delton and the Highway 33/Old 33 area near West Baraboo. While this area includes a small percentage of the Study Area's population, this area is growing at a significantly faster rate. In addition, the Corridor has the largest concentration of senior citizens and Native American residents in the Study Area. The area is also the aboriginal home to the Ho-Chunk people. The primary tax and employment base is centered on hospitality and entertainment. This concentrated employment base is, in fact, the centerpiece around which the Tourist Entertainment Corridor should grow.



Opportunities for future growth are created by the concentration of hotels, commercial recreation, and entertainment venues located within the Tourist Entertainment Corridor or to the north; access to target markets for visitors via Interstate 90/94 and the proposed Highway 12 realignment; and the availability of developable land. To create a sustainable future with lasting value, the growth must be strategically planned to ensure a high quality of development, correct location and mix of uses, and necessary services and infrastructure.

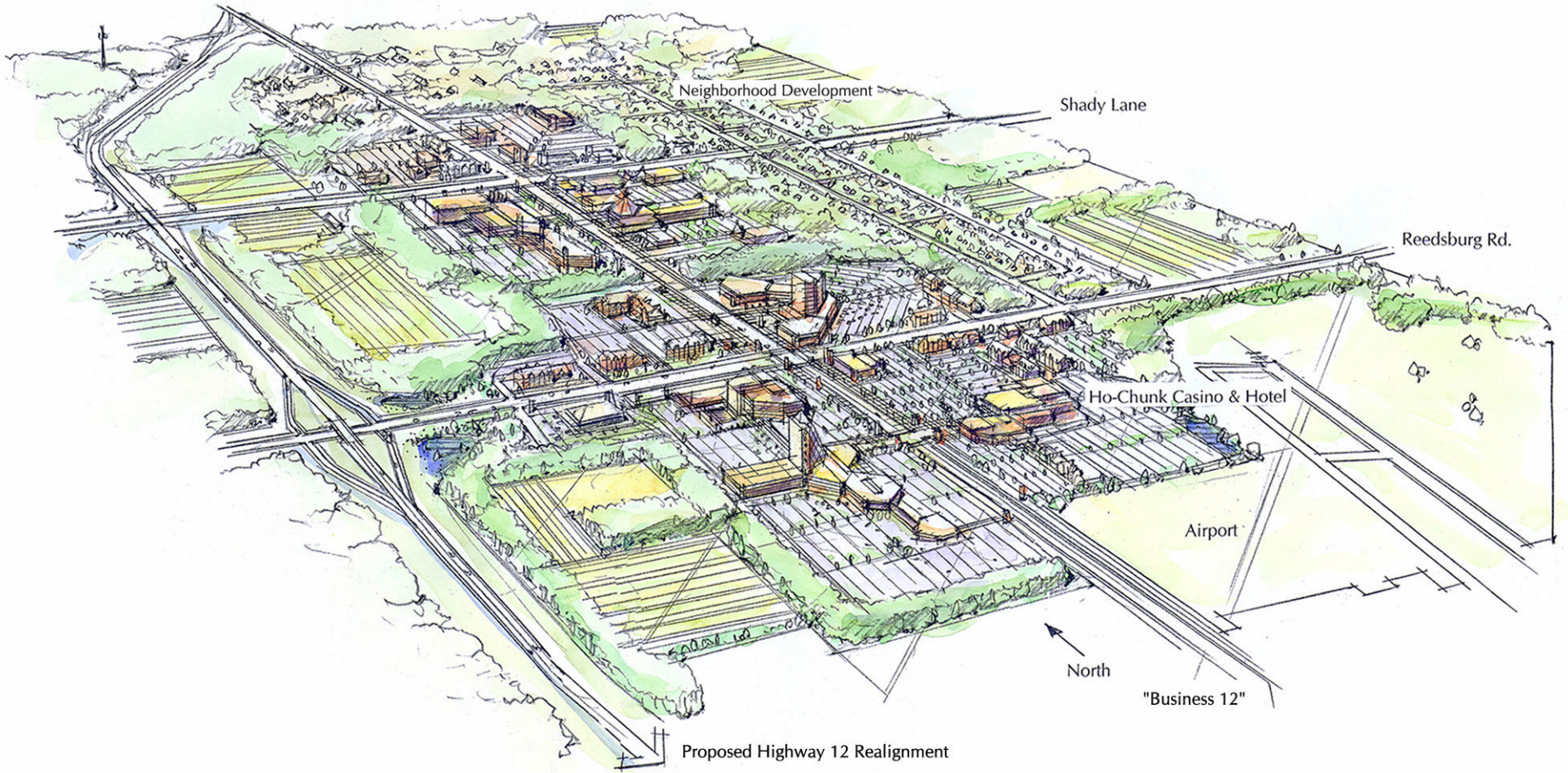
Map 11 and Figure 7 illustrate the long-range growth concept plan for the Tourist Entertainment Corridor based on the recommended future vision.

Map 11 identifies, in a very general way, areas appropriate for long-range preservation and different types of development, looking forward perhaps 50 years. Figure 7 illustrates the long-range form the Tourist Entertainment Corridor could take over that period, with a view looking to the north.

Visitors from throughout the Midwest would come to experience high-quality entertainment activities in a unique setting built around a “forest and rivers” theme and celebrating local heritage. This future vision for the Corridor recommends that high-quality tourist-entertainment uses be concentrated along the existing Highway 12 alignment, not the proposed realignment. New development should be of higher density, emphasize quality design, include modest signage and lighting, and incorporate a mix of commercial tourist uses and activities in a pedestrian-friendly environment. Alternative modes of the transportation should be provided, including pedestrian walkways, bike paths, and perhaps a trolley system. Future development further off Highway 12 should include the necessary services and housing to support the employees, both permanent and seasonal, working at the hotels, restaurants, casinos, and other tourist destinations.

It is critical that this vision for the Tourist Entertainment Corridor be taken in its entirety. “Cherry picking” the most profitable parts of the vision will not result in the place envisioned, but will instead result in significant negative impacts on traffic flow and safety, housing, the environment, aesthetics, use compatibility, long-term property values, and intergovernmental relations. In fact, the achievement of this vision will require the participation and leadership of the private sector and extensive intergovernmental cooperation at a level not seen before.

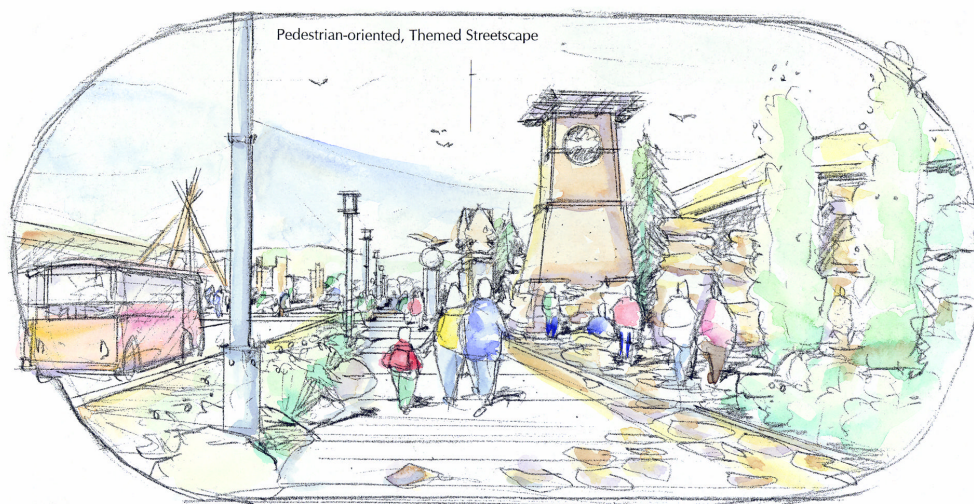
Figure 7: Future Vision of Tourist Entertainment Corridor from South



2. Community Character Recommendations

a) Implement a streetscape design theme for the existing Highway 12 corridor.

As quickly as possible, the existing Highway 12 corridor should evolve from a rural highway designed for cars and trucks to a vibrant street scene creating an attractive environment for people. Key elements of a recommended highway corridor design theme include wide sidewalks separated from traffic; safe pedestrian crossings of Highway 12; a landscaped median; places to rest and people-watch; art or displays geared to entertain and inform visitors; pull-offs to catch a shuttle or ride; native landscaping and distinctive buildings (rather than large parking lots) oriented to the street; themed public lighting, signage, and banners; and gateway signage and landscaping to assist visitors, instill pride, and provide distinct district edges. Gateway treatments should be located near Interstate 90/94, the Highway 33 and Reedsburg Road exits from the Highway 12 Bypass, and a location between Old 33 and Highway 33 along existing Highway 12. As many of these roadway design features as possible should be included if the proposed reconstruction project for existing Highway 12 goes forward. The communities may apply for federal transportation enhancement funds for suggested design improvements or require such improvements when adjacent properties develop through direct developer construction, impact fees, special assessments, or tax increment financing.



b) Adopt detailed design standards for development.

The quality, appearance, and function of future development will determine the long-term success of the Tourist Entertainment Corridor. All affected governments should work together to prepare and implement illustrated building and site design standards. The standards should be built upon the following principles:

- Expand the desired “forest and river” theme through additional illustrations and a palate of architectural styles, building massing, and recommended materials.



- Focus new development along existing Highway 12 on higher-density, multi-story hospitality, entertainment, and support uses.
 - Create an active and interconnected entertainment district geared to pedestrian movement. Techniques such as setting buildings relatively close to the street edge, developing integrated sidewalk networks, and locating parking to the sides and rear of buildings and in structured parking garages for larger developments should be detailed.
 - Require high-quality landscaping, signage, and exterior lighting design.
 - Create public gathering places connecting hospitality and entertainment venues and providing a public space for art, festivals, and informal activities.
 - Develop specific standards for large buildings (generally 20,000 square feet or more) and other uses that can have a negative visual and traffic impact (e.g., gas/convenience stores, fast food).
- Once adopted, the communities should consider adopting a façade improvement grant program to assist owners of existing buildings in upgrading them to meet the new standards.

c) Adopt a highway design overlay zoning district to implement new standards.

The quality of development directly along the existing Highway 12 corridor can make or break the image of the Tourist

Entertainment Corridor. Local and county adoption of a highway design overlay zoning district would assist in enhancing that image by requiring detailed development site planning and providing basic standards for site and building design, signage, landscaping, and exterior lighting. Before the adoption of detailed design standards for the Tourist Entertainment Corridor, as suggested above, an overlay zoning district can be used to assure that the long-range vision for higher-quality development in this area is not compromised. Following adoption of the detailed standards, the overlay zoning district can be the primary tool to see that those new standards are being met.



d) Adopt ordinances that do not allow the placement of new billboards.

There are currently 70 billboard sign faces along Highway 12 between Old 33 and the Interstate, or about 12 per mile. A vast majority of participants in this planning process – from business people to local residents – expressed dismay with the number



of billboards along existing Highway 12 and support restrictions on additional billboards. To assist in salvaging and enhancing the character of the Tourist Entertainment Corridor, the placement of new billboards should be restricted and opportunities to remove existing billboards where possible should be explored. Wisconsin Department of Transportation signage and breaks in the landscaping theme can be used along the proposed Highway 12 realignment to provide visibility to businesses. Appendix C includes a model billboard control ordinance.

e) Adopt ordinances to improve the number, location, and quality of other signs.

Fanciful on-premise business signage will be part of the image and allure of the Tourist Entertainment Corridor, and should be promoted along existing Highway 12 in line with the “forest and river” theme. Signage that is too large, tall, bright, garish, or numerous can negatively affect the long-term value, image, and traffic safety of the Corridor.

Further, private signage opportunities abutting the proposed Highway 12 realignment should be limited and should not block significant views. Affected communities should develop desired design standards for on-premise signage, then adopt or amend sign ordinances to implement those standards and address other important sign issues. Model sign regulations are included in Appendix C.



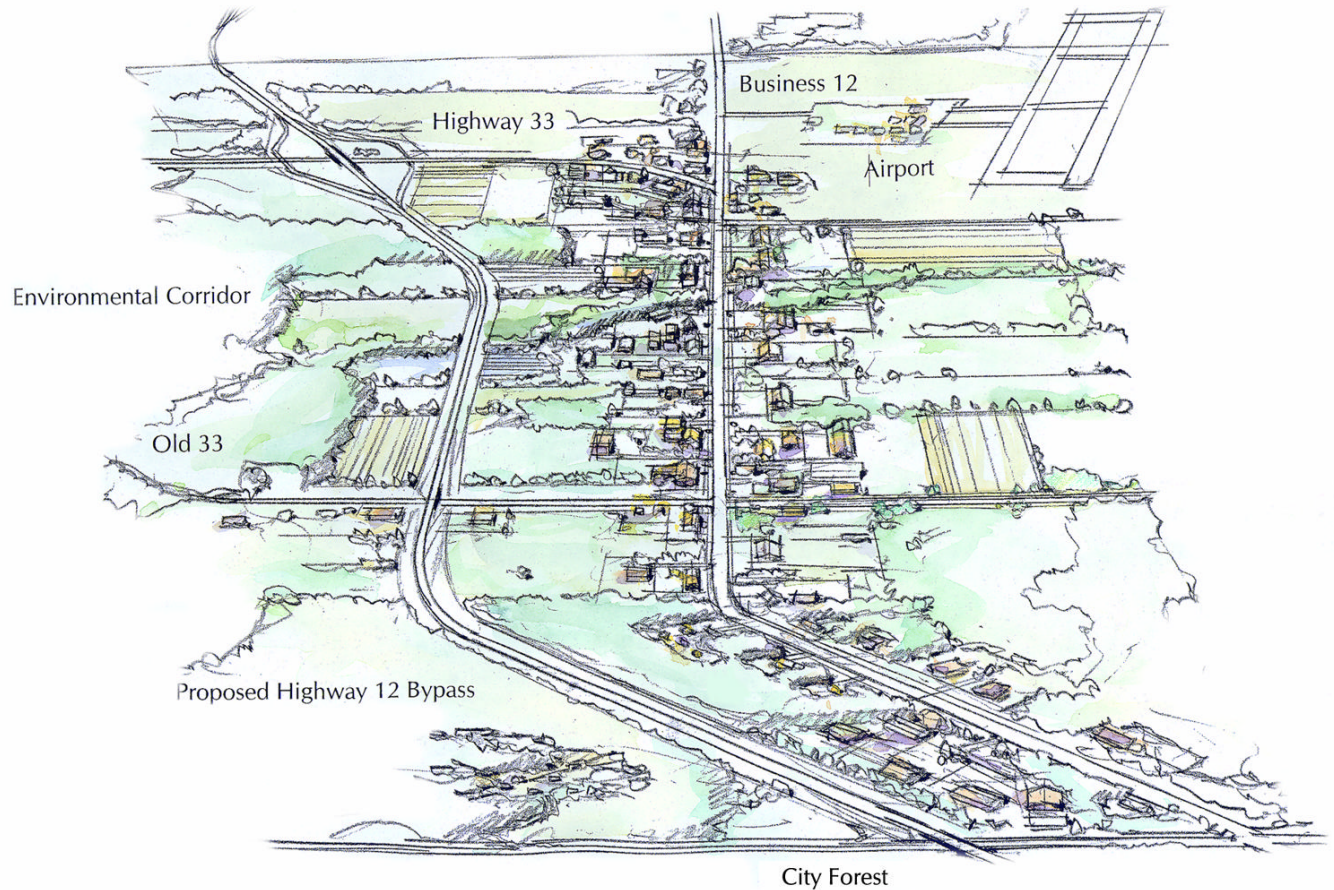
f) Preserve the rural scenic parkway experience along the proposed Highway 12 realignment.

The proposed Highway 12 realignment should provide a long-term edge for urban development. West of the proposed realignment, local planning and zoning, preservation incentives, proper utility system planning, and road access control will be important components of this recommendation. Landscaping along the east side of the proposed realignment should provide a visual break from the development along existing Highway 12. The landscape theme for the proposed realignment corridor should include open grassland type plantings with clusters of trees and shrubs typical of the barren landscape. Existing vegetation near the proposed realignment should be preserved with its construction. Additional right-of-way may be necessary to accommodate this landscaping theme. Sauk County and the local governments should work with WisDOT to explore options to acquire this right-of-way.



g) Preserve the wooded open space character at the south edge to provide a transition to the Baraboo Area.

A transition area will be important for both planning districts to retain their individual character and identity as a unique, freestanding places; avoid the further dilution of tourist entertainment uses to the south; and preserve extensive wooded lands as a locally important resource, habitat, and visual break. Public acquisition and retention of exceptional resource lands is one component of this effort. However, recognizing that most of this transition area will develop, the affected communities should promote a development concept that promotes lower densities, shorter buildings, greater setbacks, woodland protection, generous landscaping, monument signage, and low-intensity lighting.



3. Agricultural, Natural and Cultural Resources Recommendations

a) Focus agricultural preservation efforts west of the proposed Highway 12 realignment.

This agricultural area will be susceptible to significant development pressure given improved highway access and increased market pressures created by development in the Tourist Entertainment Corridor. Techniques suggested above to protect the scenic parkway experience are also applicable to help preserve agriculture. Other techniques are explored in greater detail in the Rural Areas section of this chapter below. Of particular emphasis is working with farmers to develop new and local markets for agricultural products, particularly given more tourists and residents expected in this area.

b) Preserve and protect natural resources remnants and crossings along Highway 12.

Preserving east-west environmental corridor crossings and avoiding significant resource areas should be a key component of the proposed realignment design process. In addition, remnants of native prairies, forests, geologic formations, and wetlands should be shared prior to further private development in the Tourist Entertainment Corridor. New development should not infringe on these areas and/or should incorporate the areas into project designs. The neighborhood development plan described in the Land Use section is an appropriate technique through which to map these features. To ensure these features are identified and preserved, local governments should insist upon detailed site plans before granting approval to all new development projects.



c) Limit intensive development of lands to the east and south of the Baraboo-Dells Airport and underlain with gravel deposits.

New development, particularly residential development, should be kept away from the airport due to safety and noise concerns. Development should also be minimized over the extensive gravel deposits within the terminal moraine at the east edge of the Tourist Entertainment Corridor district. This will assure that the resource is available for future extraction and will minimize opposition to future operations. Map 4 in Appendix A provides additional location information for these deposits.

d) Go beyond traditional engineering approaches to stormwater management techniques that focus on Best Management Practices.

Best Management Practices may include overland transfer of stormwater, natural landscaping to increase infiltration and reduce runoff, bio-infiltration systems, residential roof runoff directed to pervious yard areas, maximum impervious surface ratios for development sites, minimized and localized soil disturbance and compaction during construction, and narrower street cross-sections. The goals are to reduce stormwater release quantities to pre-development rates and produce water quality benefits that exceed typical standards.

Infiltration and retention basins should also serve as amenities for the surrounding development. Natural edge vegetation should be used and buildings should be oriented to take advantage of open space views. Stormwater basins and conveyance routes should be carefully integrated into the surrounding development pattern and be aesthetically pleasing, in addition to serving their necessary functions.



e) Develop a Visitor Interpretive and Education Center as a new visitor destination.

The purpose of the Center would be to celebrate and educate visitors about the unique geologic, environmental, agricultural, and cultural history of the region and its people. The Center could provide hands-on activities for families with children, graphics and didactic material describing the formation and history of the region, activities from the region’s Native American and pioneer history, as well as seasonal festivals. It will be important to link the Center to area natural and cultural attractions, such as Devil’s Lake, the Sauk County Historical Society, Circus World Museum, and the Ho-Chunk Wellness Center.



4. Land Use Recommendations

a) Prepare a detailed, intergovernmental neighborhood development plan.

A neighborhood development plan is a detailed plan for future development in areas where there will be complex land use, transportation, recreation, utility service, and environmental protection patterns and issues. It is typically prepared by a local government in cooperation with property owners and developers. All affected governments should work together to prepare a detailed neighborhood development plan for this planning district, using the design standards and vision, growth concept plan map, and conceptual official map in this document as starting points. The plan should include an area for residential development east of existing Highway 12. This residential development area should include a mix of housing types (i.e., multi-family, single-family), prices (particularly affordable for the service industry workforce), and tenure (i.e., rental, ownership). Residential development should also accommodate the seasonal workforce for weather-dependent visitor activities. New residential areas should be developed as neighborhoods, providing amenities such as parks, playgrounds, and nearby retail and commercial services. Provision of public sewer and water services is a key component to developing neighborhoods of the type envisioned—coordination on the delivery of such services is essential. That plan should then be adopted by these governments as detailed components of their land use, master, or comprehensive plans. An example of a neighborhood development plan is shown to the right.



b) Prepare and implement a binding intergovernmental agreement on future growth, urban design standards, utility services, and annexation.

The vision for the Tourist Entertainment Corridor cannot be realized without substantial cooperation among local governments, including the Ho-Chunk Nation. Representatives from all affected governments should begin to meet to discuss an intergovernmental agreement addressing areas of mutual concern. These issues include neighborhood development planning, development design standards, sanitary sewer and water services (including the potential for joint utility districts), police and fire protection, future municipal boundaries, appropriate zoning and sign controls, and extraterritorial rights. A strong intergovernmental agreement will eliminate or minimize competition for development, share its economic benefits as well as the costs, and provide all parties with a greater sense of certainty with regards to future development.

c) Provide a mixed-use transition between commercial tourism uses on existing Highway 12 and residential neighborhoods.

To carefully transition from the tourist activity along existing Highway 12 to planned residential neighborhoods to the east, a mix of uses should be developed in between. This mixed-use development should include neighborhood-oriented commercial uses and visitor and resident-supporting commercial uses (e.g., coffee shop, drug store, grocery). Multi-family residential development, which would help to provide a range of housing types and prices to meet Tourist Entertainment Corridor workforce needs, should



also be included in this mixed-use area. Additional east-west roads should be provided from Highway 12 through this area to facilitate cross-access without relying solely on main streets, which are generally spaced at least one mile from each other.

d) Update Village, Town, and Tribe comprehensive plans to reflect the vision for the Tourist Entertainment Corridor.

Most Wisconsin communities must update their master plans, land use plans, or comprehensive plans by the year 2010 to meet the requirements of the 1999 comprehensive planning legislation. Within the Tourist Entertainment Corridor, the resulting updated comprehensive plans should reflect an intergovernmental vision and negotiated agreement on future growth and boundaries that would also respect continued local planning and decision-making.

5. Transportation Recommendations

a) Adopt an Official Map for the Tourist Entertainment Corridor.

The purpose of an Official Map, which must be adopted by ordinance, is to ensure that areas for planned future public facilities may be reserved. Map 14 is a recommended Official Map for the Tourist Entertainment Corridor, showing general alignments of planned arterial and collector roads, expanded rights-of-way for certain existing roads, and recommended drainageways for stormwater management, possible sewer interceptors, and possible trails. When development is proposed in an area of a feature on an Official Map, the local government may obtain land for that feature through dedication, purchase, or reservation (least appropriate). The Official Map may be amended from time-to-time as desired by the local government. Minimum building setbacks from roads should then be measured from future right-of-way lines as recommended on the Official Map.

Map 14: Official Map, Tourist Entertainment Corridor



b) For roads intersecting the proposed Highway 12 realignment, limit future road and driveway access to a point ¼ mile west of the interchange ramps.

Greater distances may be appropriate where natural features, like wetlands or steep slopes, or dangerous curves are present. Also, limit the use of frontage roads or driveways extending back east to the proposed realignment from these access points. These transportation efforts will help reinforce local plans and ordinances to limit future development west of the proposed realignment.

c) Control new driveway access points to existing Highway 12.

Too many curb cuts are inefficient and dangerous. The county and appropriate local communities should limit driveway access to Highway 12 and other state and county highways. Along Highway 12, private driveways should be limited to one per parcel, or no closer than 250 feet from each other in developed areas and 1,000 feet in rural areas. Public roads intersecting Highway 12 should be spaced 2,000 feet from one another. More detailed access control recommendations are included in Appendix D. Also, when new development occurs, the communities should work to consolidate access points, promote shared driveways and interconnected parking lots across lot lines, encourage access to intersecting and “reverse frontage roads” behind sites, and provide for entrance driveway throat depths of at least 25 feet from the right-of-way line for proper vehicle stacking. Frontage roads along existing Highway 12 should generally be avoided. Frontage roads create greater separation of land uses, increased hard-surfaced areas making stormwater management more difficult, push development further from the main traffic route, impair development aesthetics, and often result in overly tight curve radii to get back to the main highway.

d) Complete an airport expansion/relocation study to analyze its long-range future.

The Baraboo-Dells Airport is and will be a great value to the area. To advance the position of the Tourist Entertainment Corridor as a high-quality tourist destination, drawing on visitors from throughout the Midwest, the Tourist Entertainment Corridor will benefit from a high-quality airport with runway capacity to accommodate corporate jets. In addition, the airport should be centrally located with transportation access (shuttles, taxi service) to the region’s tourist destinations. With extensive frontage on existing Highway 12, the Baraboo-Dells Airport occupies prime real estate. Interested parties should explore long-term improvements at the site or the possible sale of the airport lands and nearby relocation of the airport.



e) Address pedestrian and transit connections along existing Highway 12.

One of the key recommendations in the 2002 *Wisconsin Dells Convention and Visitors Bureau Reports Summary* is the need to address traffic, pedestrian and transportation issues including pedestrian crossings, traffic flow, and transit service. Development of the Tourist Entertainment Corridor should address these issues upfront to ensure a high quality and accessible tourist district. Specifically:

- Transportation improvements should include attractive and safe pedestrian facilities. Sidewalks, lighting, bike paths, marked crossings, and pedestrian bridges (where necessary) should be planned for initially and ultimately developed for a pedestrian friendly environment.
- Traffic circulation should be addressed through adequate turn lanes, signage, shared access for new developments, and appropriately spaced new public roads intersecting existing Highway 12 and connecting back into new neighborhoods to the east.
- A tourist shuttle service should be established to provide visitors easy access to multiple destinations within the Corridor as well as other destinations (e.g., Wisconsin Dells, Baraboo, Devil's Lake).



Near term improvements to existing Highway 12 in conjunction with the proposed realignment should be directed towards achieving the above objectives and realizing the vision for the Tourist Entertainment Corridor.

6. Economic Development and Housing Strategy

a) Undertake an economic development strategic planning process to refine the vision and advance implementation of the Tourist Entertainment Corridor.

The development of the Tourist Entertainment Corridor will require an economic development strategy that includes both the public and the private sectors. Both sectors have an important role in the refinement and implementation of the vision advanced through this *Plan*. The economic development strategy should refine the specific components of the vision, recommend steps for implementation, and identify key players and potential funding sources. A plan for the provision of public utility services should be another integral component of the economic development strategy. In addition to refining the vision and laying out the process for its implementation, the document can serve as a tool to educate the community, seek additional partners, and attract public and private funding. The economic development strategy should be prepared in conjunction with the intergovernmental discussions on land use, services, and boundaries described in the Land Use section.

b) Develop facilities and services to meet the needs of the foreign-born workforce.

The development of the Tourist Entertainment Corridor will create a large number of service-oriented jobs (e.g., restaurant, hospitality, clerks). These types of jobs are attractive to new immigrants as a means to establishing themselves and their families. In addition, a large percentage of seasonal workers in the Dells area are currently recruited from overseas. To facilitate the transition of these employees into the workforce, support and education services such as English as a Second Language Programs (ESL), Employee Resource Centers, and relocation services should be provided. Local schools, MATC, visitors' bureaus, and the entertainment and hospitality industry should work together on the establishment of these services.

c) Develop a restaurant niche that capitalizes on locally grown products.

The Tourist Entertainment Corridor sits at center of a highly productive specialty farming region. A wide range of unique restaurants is an important ingredient to creating a successful entertainment corridor. Linkages between restaurants and local farmers should be established and nurtured, as described in the Rural Areas section of this chapter.



d) Develop a range of quality housing types, prices, and tenures to meet the needs of the workforce.

The long-term success of the Tourist Entertainment Corridor will depend on the ability to attract and retain a quality workforce. Adequate and affordable housing in close proximity to jobs is an important asset for tourist destinations and resort areas. It creates the opportunity to attract and retain a more stable workforce, particularly the permanent workforce and their families. It also avoids the transportation problems that can ensue if the workforce must commute from more affordable locations, accommodates younger, seasonal workers in a more stable environment, and creates a healthier community and better experience for residents and visitors alike.

e) Develop quality, affordable childcare facilities for the hospitality and entertainment workforce.

The non-traditional schedules for these service industry jobs and the growing number of households with two working parents and single parents will require childcare facilities with hours of operation that complement employee shifts. Local businesses should offer childcare services as part of the benefits package for their employees. In addition, local schools will need after school programs and bus services to after-hours childcare programs. Like housing, quality, affordable childcare is an important ingredient to attracting and retaining workforce as well as creating a healthy community.



7. Implementation

Significant local government and public-private cooperation and vigilance in implementation are essential for the vision expressed in this *Plan* to become a reality, particularly for the Tourist Entertainment Corridor. The following implementation actions should be completed following the adoption of this Plan. Figure 8 includes recommended actions, priorities, and agencies or groups that should work together to complete each action.

Figure 8: Tourist Entertainment Corridor Implementation Strategies

Action	Priority	Responsible Parties
1. Prepare a detailed neighborhood development plan and site design standards for the Tourist Entertainment Corridor.	High	<ul style="list-style-type: none"> Affected local governments Ho-Chunk Nation
2. Prepare improvement plan, streetscape design theme, landscape plan, and access control ordinance for existing Highway 12 and the proposed realignment.	High	<ul style="list-style-type: none"> WisDOT Sauk County Affected local governments Ho-Chunk Nation
3. Adopt billboard control and general sign ordinance affecting Highway 12 Corridor (see models in Appendix C).	High	<ul style="list-style-type: none"> Affected local governments Sauk County
4. Convene group of local government representatives to arrive at an intergovernmental agreement concerning land use, design, utility services, and boundaries	High	<ul style="list-style-type: none"> Affected local governments Sauk County Ho-Chunk Nation
5. Establish a public/private committee to develop a economic strategy for the Tourist Entertainment Corridor including refining the vision, incentives, transportation, housing and support services, and Visitor Interpretive Center	High	<ul style="list-style-type: none"> Sauk County Development Corporation Visitors Bureau Chambers of Commerce Local gov'ts & Ho-Chunk
6. Prepare comprehensive plans compliant with new Smart growth requirements and incorporating detailed area planning	Medium	<ul style="list-style-type: none"> Affected local governments Sauk County
7. Amend zoning ordinances to require site plans and include modern development standards for site, building, landscaping, and lighting design (see model in Appendix C).	Medium	<ul style="list-style-type: none"> Affected local governments Sauk County
8. Adopt the Highway Design Overlay Zoning included in Appendix C	High	<ul style="list-style-type: none"> Affected local governments Sauk County
9. Engage in efforts to preserve farming through the Sauk County Preservation Program, farmland preservation planning, and linkages between farms and local markets.	Medium	<ul style="list-style-type: none"> Co-ops Farm Bureau UW Extension Local and county gov't
10. Adopt Official Maps that include future rights-of-way and alignment recommendations for roadways.	Medium	<ul style="list-style-type: none"> Local governments
11. Study feasibility of airport expansion and/or relocation	Low	<ul style="list-style-type: none"> Airport owners Affected local governments Ho-Chunk Nation

