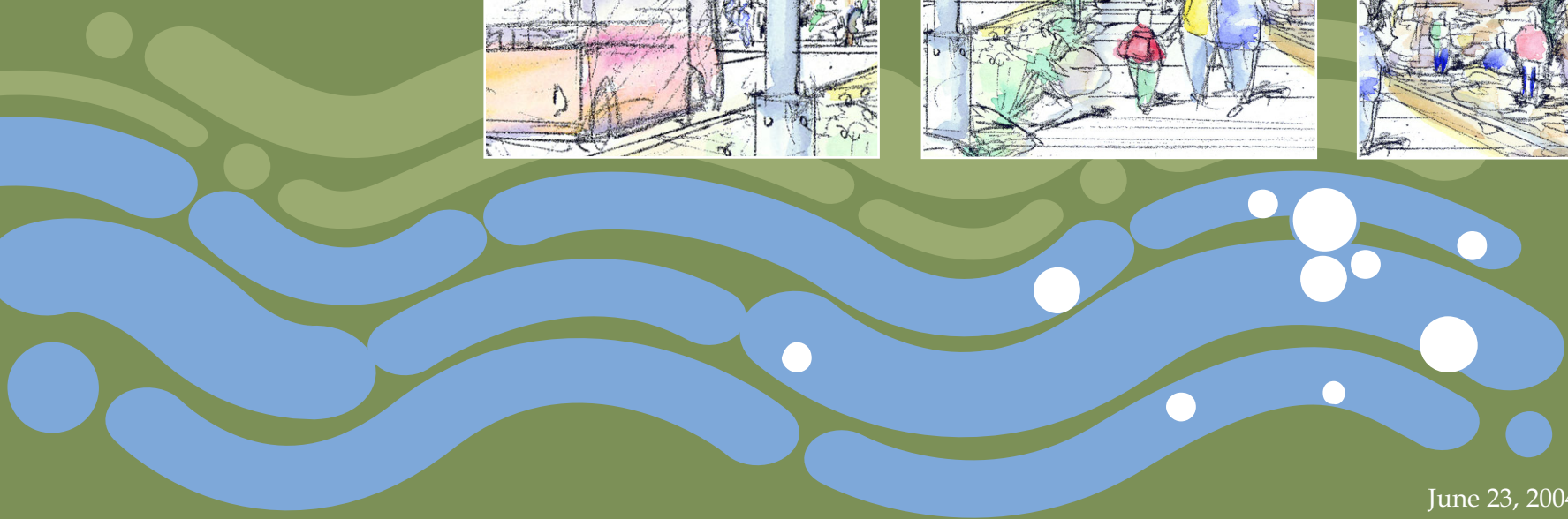
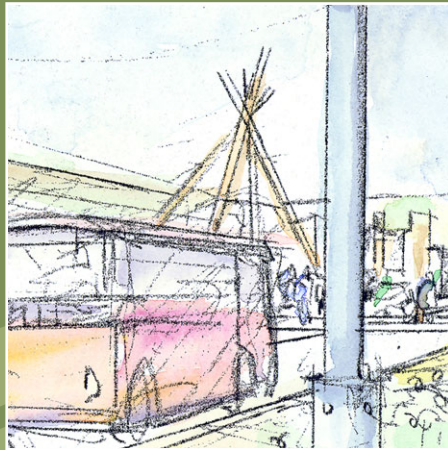


Sauk County Tourist Entertainment Corridor

Design Guidelines



June 23, 2004



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- Village of Lake Delton
- Village of West Baraboo
- Town of Delton
- Town of Baraboo
- Ho-Chunk Nation

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PURPOSE OF GUIDELINES

This document contains written guidelines with illustrations for building and site design that local and county government may apply to new development proposals in the Tourist Entertainment Corridor, as mapped in the 2003 Sauk County *Highway 12 Corridor Growth Management Plan*. This *Plan* advises creation of these guidelines to help achieve the vision for the area described below. To create a sustainable future with lasting value, new growth should be carefully planned and designed.

The goal of these guidelines is to ensure that interested parties understand the vision and standards for development in the area, from the very beginning of the process. As such, the guidelines should be discussed with developers interested in the area, during initial meetings concerning proposed projects. The guidelines will also assist local and county governments in reviewing all projects (e.g. rezonings, conditional use permits, special exceptions, site plans) fairly and consistently in their efforts to create a high-quality destination.

The substantive goals for these guidelines are to:

1. Preserve the unique heritage and integrity of this area, and improve the character of development where possible.
2. Ensure consistency of the visual form of the new development, while still allowing a range of choices.
3. Promote efficient project design review and a clear understanding of the vision for the area, which will minimize costly delays to the development community

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 these illustrated building and site design standards to ensure this success.



THE TOURIST ENTERTAINMENT CORRIDOR VISION

These design guidelines are intended to assist in explaining the overall vision of the Tourist Entertainment Corridor, a high-quality entertainment center built around a “forest and rivers” theme and celebrating local heritage. The Tourist Entertainment Corridor is generally located between the Interstate 90/94 interchange in Lake Delton and Old 33 near West Baraboo. The long-range growth concept plan for the Tourist Entertainment Corridor is based on the recommended future vision outlined in the 2003 Sauk County *Highway 12 Corridor Growth Management Plan*. The Plan, developed in coordination with ten communities in Sauk County, is a response to development pressures on the area resulting from the Highway 12 realignment/reconstruction project. To understand the goals, desires, and vision of the affected communities, the planning process included an extensive public participation effort.

The future vision for the Tourist Entertainment Corridor includes high-quality development emphasizing tourist-entertainment uses and concentrated along the existing Highway 12 alignment, not the proposed western realignment. The vision suggests that new development should emphasize quality design, modest signage and lighting, higher density, and incorporate a mix of commercial tourist uses and activities in an environment that is both pedestrian-friendly and accessible to motor vehicles. 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, casino, 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 instead will result in significant negative impacts on traffic flow and safety, housing, the environment, aesthetics, land use compatibility, long-term property values, and intergovernmental relations. The achievement of this vision will require the participation of the private sector and extensive intergovernmental cooperation.

THE UNIQUENESS OF THE AREA

The area comprising the Tourist Entertainment Corridor is the aboriginal home to the Ho-Chunk people. It also has the largest concentration of senior citizens and Native American residents along the entire Highway 12 corridor in Sauk County. The character of the landscape provides for long views of the countryside, punctuated by stands of trees. In recent years, development quality and character in the area has been mixed and numerous large billboards have been built. Before and after the realigned Highway 12 is constructed, this area will continue to experience significant development pressure, which will have either a positive or negative affect on the character of the area. Opportunities for future growth are created by:

- The concentration of hotels, commercial recreation, and entertainment venues located within the Tourist Entertainment Corridor and in Lake Delton 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.

The goal of these guidelines is to ensure that new development has a positive affect on the area and pays homage to a respectful treatment of the landscape.



HOW TO USE THIS GUIDE

Developers and local and county governments should use this document to guide development decisions in the Tourist Entertainment Corridor.

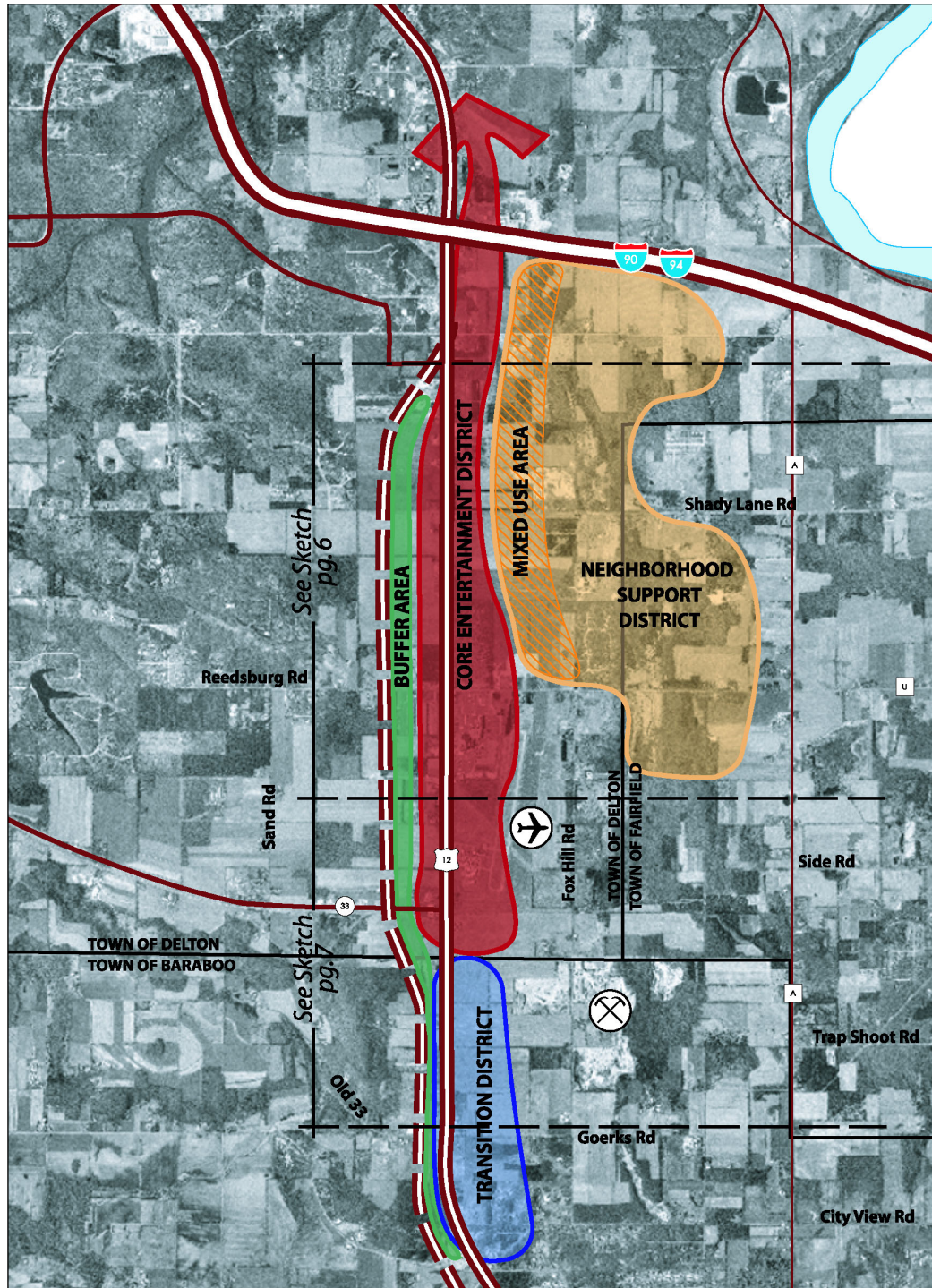
- 1. Review the overall Design Principles.** These overall principles will help guide the initial site design process. The affected local governments will use these principles to assess how well the overall design of the development proposal matches the “vision” of the Tourist Entertainment Corridor.
- 2. Locate the development area.** As shown on the following page, the Tourist Entertainment Corridor is broken up into three subareas and each has different land use and design guidelines:
 - **The “Core Entertainment District”** is located along the existing Highway 12 alignment between the Interstate 90/94 interchange in Lake Delton and Old 33 near West Baraboo extending approximately one-quarter mile east and west of existing Highway 12.
 - **The “Neighborhood Support District”** is located east of the “Core Entertainment District”, extending roughly to the edge of a drainage divide near CTH A.
 - **The “Buffer Area”** is located between the Highway 12 western realignment and the western edge of the “Core Entertainment District”.
 - **The “Transition District”** is located in the north Baraboo area for approximately 1/4 mile east and west of existing Highway 12.
- 3. Turn to the section of this document that addresses specific Design Guidelines for the district where the development is proposed.** Each section describes the land use types that are appropriate for the district. Local government officials will use these specific guidelines to gauge the appropriateness of your development proposal.
 - “Core Entertainment District”: Page 16
 - “Neighborhood Support District”: Page 26
 - “Buffer Area”: Page 36
 - “Transition District”: Page 40



- 4. Design your development according to the general Design Principles and more detailed Design Guidelines.** As applicable, local and county officials will use these principles and guidelines to evaluate the proposal.
- 5. Submit required plans to local governments.** The required plans should include:
 - **Site Plan**, drawn to scale, and including the location and dimensions of all buildings, parking, loading, vehicle and pedestrian circulation, other structures, outdoor storage areas, and dumpsters. Adjacent streets and uses should also be shown.
 - **Landscape Plan**, prepared by a professional, and showing an overhead view of all proposed landscaping on the site. The species, size at time of planting, and mature size should be indicated for all plantings. Native or adapted plant species should be used as much as possible.
 - **Grading and drainage plan**, showing existing and proposed surface elevations on the site, and proposed stormwater management improvements, including detention basins and storm sewer, where appropriate. Detailed stormwater calculations will be required for larger and more complicated projects to accommodate a 100-year storm event.
 - **Utilities plan**, showing existing and proposed connections to public sanitary sewer, water, and storm sewer. Sampling manholes may be required for sanitary sewer lines.
 - **Building elevations**, showing the dimensions, colors, and materials used on all sides of the building.
 - **Sign plan**, showing the location, height, dimensions, color, materials, lighting and copy area of all signage.
 - **Lighting plan**, showing the location, height, type, orientation, and power of all proposed outdoor lighting—both freestanding and attached to buildings. Cut sheets and photometric plans may be required for larger projects.

It is often possible and desirable to include two or more of the above plans on one map. Local zoning ordinances may contain more detailed standards for what the above plans should include.

Overview Map of the Tourist Entertainment Corridor Districts



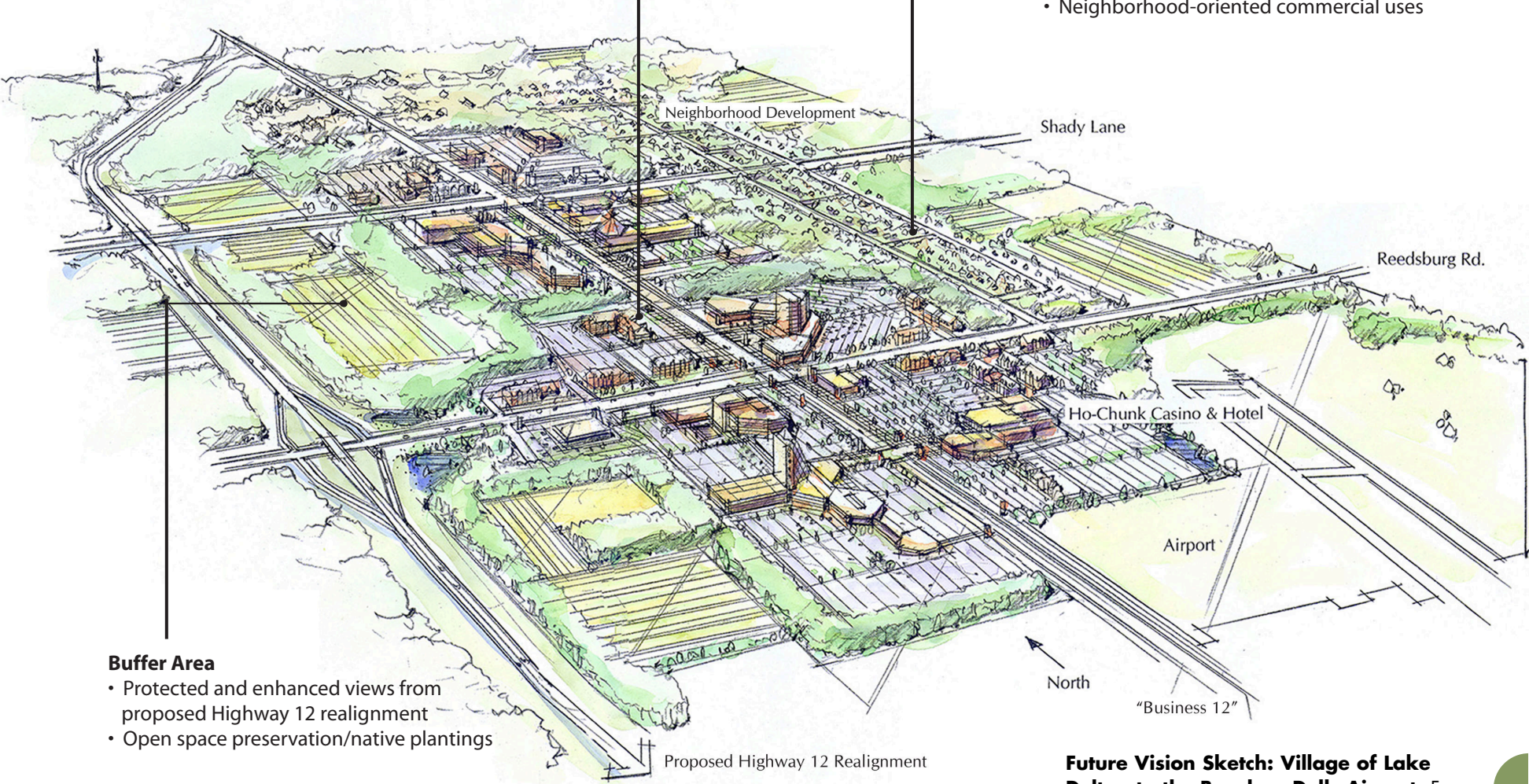


Core Entertainment District

- "Heart" of the Tourist Entertainment Corridor
- Higher-density, compact, and pedestrian-scaled
- Entertainment-related uses

Neighborhood Support District

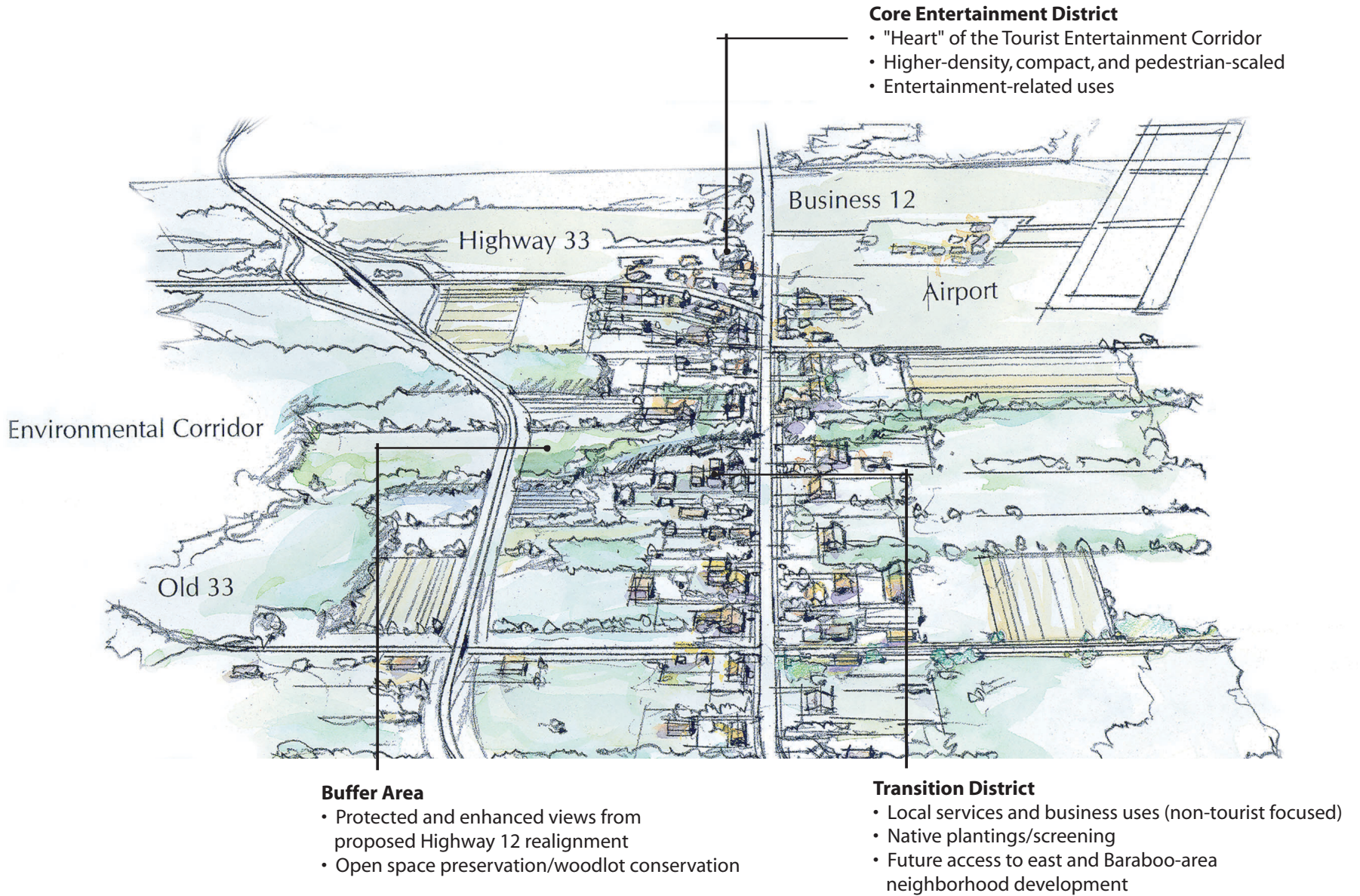
- Residential neighborhoods with amenities
- Mix of housing types, prices, and tenure
- Neighborhood-oriented commercial uses



Buffer Area

- Protected and enhanced views from proposed Highway 12 realignment
- Open space preservation/native plantings

Future Vision Sketch: Village of Lake Delton to the Baraboo-Dells Airport From Highway 12 Corridor Growth Management Plan



Future Vision Sketch: Baraboo-Dells Airport to Old 33 From *Highway 12 Corridor Growth Management Plan*



DESIGN PRINCIPLES

The four points below outline the overall principles which new developments in the Tourist Entertainment Corridor should follow. They also provide the foundation for the more detailed design guidelines included in this document.

I. “Forest and Rivers” Theme

The natural surroundings of this area are the root of the region’s prosperity. From the tiny tributaries and the larger rivers feeding into the Wisconsin River, to the Wisconsin River itself, this area is marked by water. The state’s largest intact southern deciduous forest is a few miles south of the area and woodland pockets dot the Tourist Entertainment Corridor area. A “Forest and Rivers” theme pays homage to these natural gifts and provides a unifying idea for new development. There are also many good examples of this theme already being carried out in the area.

New development should be high-quality and include details that reflect the “Forest and Rivers” theme. Building materials should reflect the natural surroundings, including wood and stone, where appropriate. The landscape theme for the Tourist Entertainment Corridor should include native or adapted plant species, and open grassland type plantings with clusters of trees and shrubs typical of the natural landscape. Existing vegetation near the Highway 12 realignment should be preserved.

II. Designing With Nature in Mind

Inherent in the “Forest and Rivers” theme is the idea of respecting our natural landscape. New developments should use land resources efficiently by including multi-storied buildings and shared and structured parking areas. Locations of remnants of native prairies, forests, geologic formations, and wetlands should be identified and preserved. New development should incorporate these areas into project designs. Developments should go beyond traditional engineering approaches to stormwater management techniques, including integrating drainage basins as amenities for the surrounding development. The “Forest and Rivers” theme is especially conducive to using stormwater runoff as a site amenity.



III. Coordinated Site Planning and Access

Site planning and access should be coordinated within and between new developments. Techniques such as setting distinctive buildings (rather than large parking lots) 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 are encouraged. High-quality native landscaping, signage, and exterior lighting design should be incorporated in all new development. Site access should be from shared driveways, shared interconnected parking lots that cross lot lines and intersecting, “reverse frontage roads” behind sites. In addition, new developments should adhere to strong access control standards because too many curb cuts/access points can be dangerous and inefficient. Frontage roads along existing Highway 12 should be avoided.

IV. Pedestrian-friendly Sites

An active and interconnected entertainment district should be geared to pedestrian movement. Developments should include wide sidewalks separated from traffic; safe pedestrian crossings; 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; themed public lighting, signage, and banners; and gateway signage and landscaping to assist visitors, instill pride, and provide distinct district edges. Public gathering places should be connected to hospitality and entertainment venues.

Water

Rock Outcroppings

Forests

Woodland Pockets



**DESIGN PRINCIPLE I:
"FOREST AND RIVERS" THEME**

Quality Details

Wood and Stone





**DESIGN PRINCIPLE I:
"FOREST AND RIVERS" THEME**



Water Features

Native Plantings



**DESIGN PRINCIPLE II:
DESIGNING WITH NATURE
IN MIND**



Preservation of Land Resources

Natural Feature Remnants

Native Prairies

Forests

Geological Formations





Wetlands

Waterways



**DESIGN PRINCIPLE II:
DESIGNING WITH NATURE
IN MIND**

Storm Water Management



Integrated Pedestrian Networks

Coordinated Vehicular Circulation

Wide Pathways

Safe Crossings and Separations from Vehicles



**DESIGN PRINCIPLE III:
COORDINATED SITE PLANNING
AND ACCESS**

**DESIGN PRINCIPLE IV:
PEDESTRIAN-FRIENDLY SITES**

Minimized Parking Impact

Access Control





DESIGN PRINCIPLE IV: PEDESTRIAN-FRIENDLY SITES

Presence of Building on Street Frontage

Entertainment and Information

Seating and People-watching

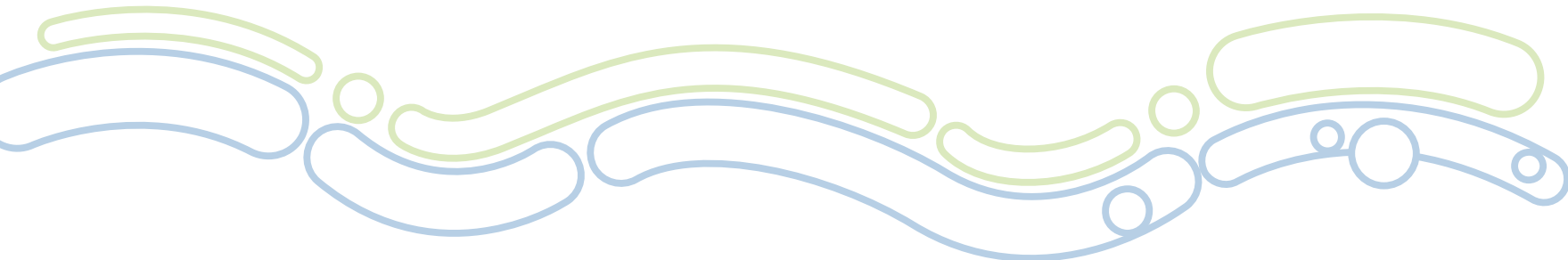
Connections to Shared Transportation





Design Guidelines

CORE ENTERTAINMENT DISTRICT



DESIGN GUIDELINES: CORE ENTERTAINMENT DISTRICT

This district should be focused around higher-density, compact, pedestrian-scale entertainment-related uses, such as hotels, amusement parks, and restaurants. This is the “heart” of the Tourist Entertainment Corridor.

The mix and intensity of uses outlined in the Core Entertainment District suggests the need for careful analysis and provision of utility services and other infrastructure. Local governments, the Ho-Chunk Nation, and utility providers should pursue collaboration on the future provision of utility services such as public or shared sanitary sewer and

water services, electrical power upgrades, and fiber optic lines. Full achievement of the design ideas expressed in this document will be very challenging without such collaboration and service provision.

The following Design Guidelines are organized by broad categories of the different types of uses likely to occur in this district.



INDOOR RETAIL, SERVICE AND INSTITUTIONAL (SMALL TO MODERATE SCALE)

Small to moderately-sized indoor retail, service and institutional development can contribute to the Tourist Entertainment Corridor by providing a variety of services to visitors. Examples include a sit-down restaurant, a tourist-oriented retail store or a community-oriented facility such as smaller museums, churches, and schools. In general, uses containing outdoor sales areas exceeding 15% of the total sales area of the building(s), or exceeding 1,000 square feet, on the property should be discouraged.

DESIGN GUIDELINES:

Building and Parking Location

- Locate building near the street.
- Locate parking areas at rear of building wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties) or front of building (buffer from street and limit to one aisle deep). Locate parking areas at least fifteen feet back from street right-of-way, or more if required by Trans 233 or other state rules associated with Highway 12.

Site Design

- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Connect building entries to sidewalks and crosswalks.
- Locate service areas, mechanical equipment and refuse containers at rear and screen.
- Minimize curb cuts/access points to public streets and coordinate with street pattern.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Screen ground and wall-mounted mechanical equipment.
- Landscape front yards and parking areas.
- Convey storm water to on-site infiltration areas, which should be designed as site amenities.



Building Design

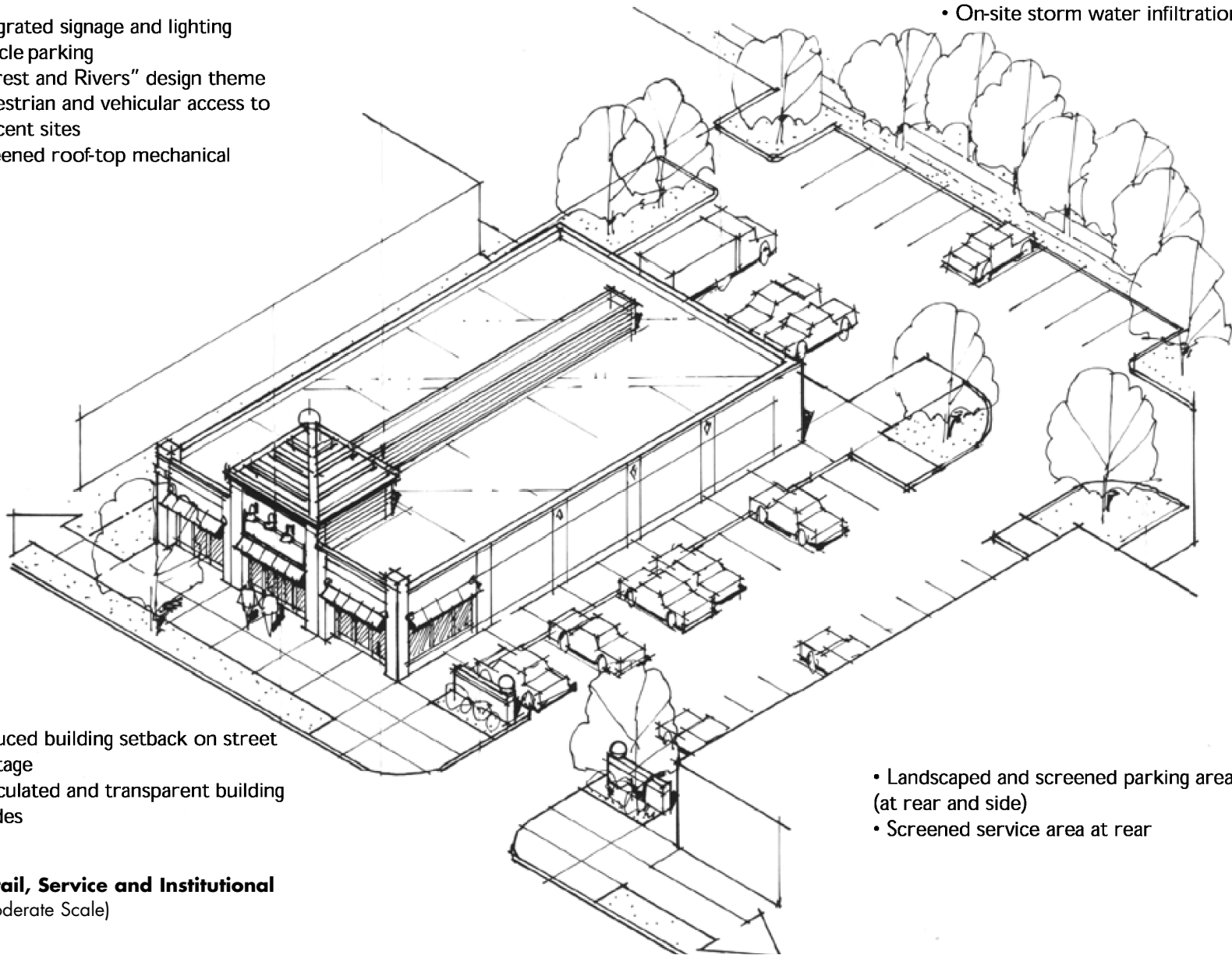
- Create a prominent building profile. Design exterior walls to appear at least one-and-a-half stories in height. Multi-story buildings are encouraged where feasible.
- Articulate building façades with varying setbacks, wall height, etc., especially buildings facing street and with entries.
- Create building character which is compatible with the district “Forest and Rivers” theme. Use “Forest and Rivers” materials (See Design Principle #1).
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise design that signifies a particular brand or product.
- Orient building entries to street.
- Locate service entries in areas of low public exposure.
- Screen rooftop mechanical equipment.
- Include areas or overhangs for pedestrian shelter.

Signage and Lighting

- Locate signage on building or on-site. On buildings, use awnings, projecting, wall-mounted, or window type signs. On-site, use a monument type base, integrate with site landscaping.
- Integrate signage location, shape, etc. with building design.
- Design signs in “Forest and Rivers” theme.
- Use lighting judiciously as needed for safety and information. Use full cut off lights and minimum light levels that meet “dark sky” goals. Use higher levels of lighting only at signage and highlighted architectural elements. Limit mounting height to 30 feet.
- On-building signs: maximum of one square foot per linear foot of wall length (maximum of 300 sq. ft. of all combined sign faces.)
- Monument signs: maximum of one square foot per foot of the adjacent public street frontage (maximum of 100 sq. ft. of all combined sign faces.)
- Do not locate billboards in this zone.

- Integrated signage and lighting
- Bicycle parking
- "Forest and Rivers" design theme
- Pedestrian and vehicular access to adjacent sites
- Screened roof-top mechanical

- On-site storm water infiltration



- Reduced building setback on street frontage
- Articulated and transparent building facades

- Landscaped and screened parking areas (at rear and side)
- Screened service area at rear

Indoor Retail, Service and Institutional
(Small to Moderate Scale)



INDOOR RETAIL, SERVICE AND INSTITUTIONAL (LARGE SCALE)

Well designed indoor retail and service (large scale) development can contribute to the Tourist Entertainment Corridor by providing a large scale shopping experience consistent with the character of the Corridor. These uses are generally over 20,000 square feet. Examples include large scale general merchandise, recreation supply stores, building supply stores, conference centers, and museums.

DESIGN GUIDELINES:

Building and Parking Location

- Locate portion of building near the street.
- Locate parking areas at rear of building wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties) or front of building (buffer from street and limit to one aisle deep). Locate parking areas at least fifteen feet back from street right-of-way, or more if required by Trans 233 or other state rules associated with Highway 12.

Site Design

- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Connect building entries to sidewalks and crosswalks.
- Distinguish pedestrian walkways from driving surfaces.
- Locate service areas, mechanical equipment and refuse containers at rear and screen.
- Minimize curb cuts/access points to public streets and coordinate with street pattern.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Screen ground and wall-mounted mechanical equipment.
- Landscape front yards. Landscape street-facing building foundations.
- Landscape parking areas at edge and within each parking island.
- Landscape private drives with street trees (generally fifty feet apart).
- Convey storm water to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites.
- Provide bicycle parking.



Building Design

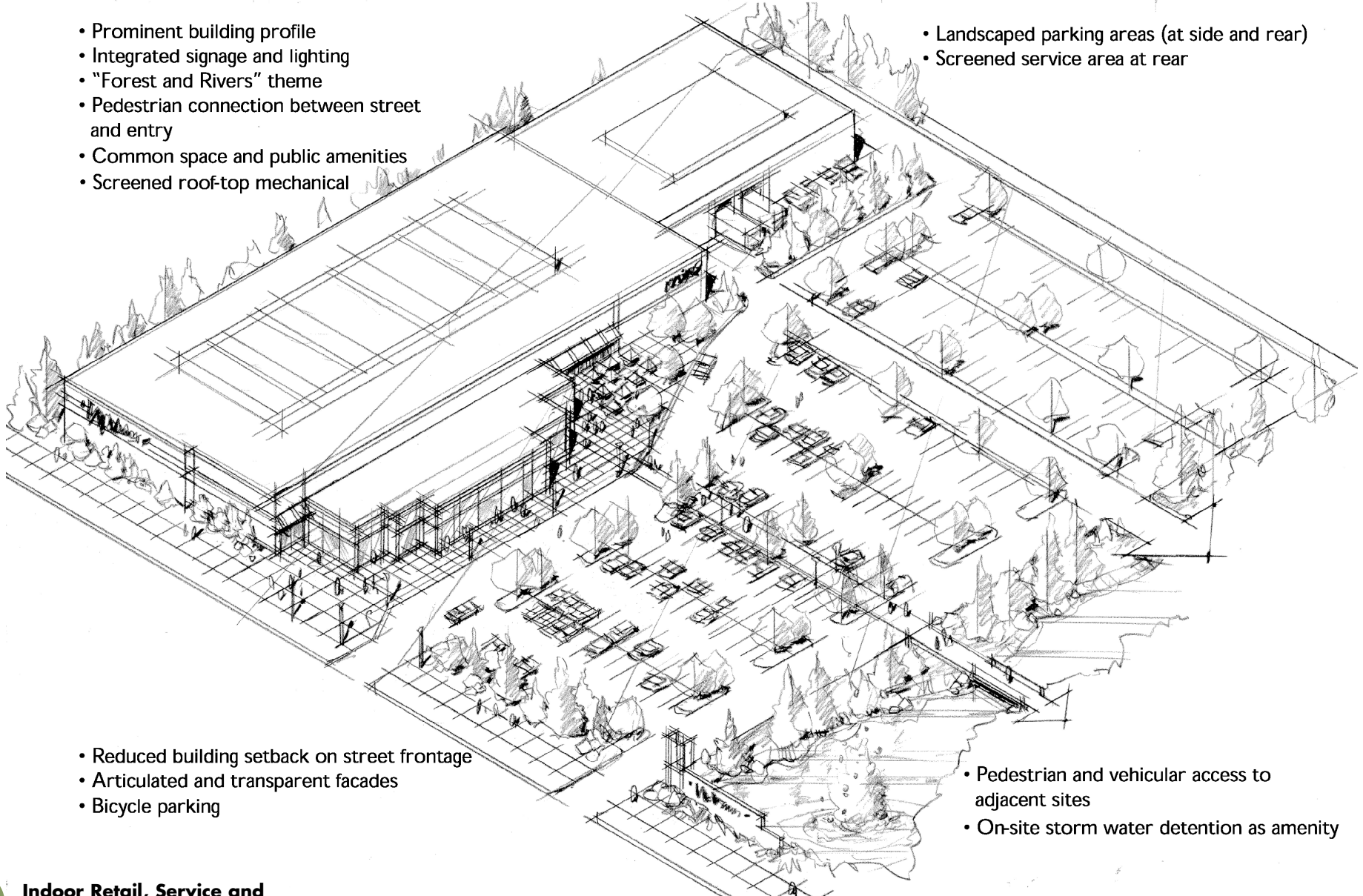
- Build multi-story buildings where feasible. Higher site densities are encouraged. Design exterior walls of one-story buildings to appear at least one-and-a-half stories in height in order to create a prominent building profile.
- Articulate building façades with varying setbacks, wall height, roof treatments, structural elements, etc. (especially those facing street and with entries). Façades should be “interrupted” at least every fifty feet.
- Create building character which is compatible with the district “Forest and Rivers” theme. Use “Forest and Rivers” materials (See Design Principle #1).
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise design that signifies a particular brand or product.
- Orient building entries to street. Entries should be highly visible and well-defined (utilize overhangs, arcades, detailing, etc.).
- Locate service entries in areas of low public exposure.
- Screen rooftop mechanical equipment.
- Include areas or overhangs for pedestrian shelter.

Signage and Lighting

- Locate signage on building or on-site. On buildings, use awning, wall-mounted or window type signs. On-site, use a monument type base, integrate with site landscaping.
- Integrate signage location, shape, etc. with building design.
- On-building signs: maximum of one square foot per linear foot of wall length (maximum of 300 sq. ft. of all combined sign faces).
- Monument signs: maximum of one square foot per foot of the adjacent public street frontage (maximum of 100 sq. ft. of all combined sign faces).
- Do not locate billboards in this zone.
- Design signs in “Forest and Rivers” theme.
- Use lighting judiciously as needed for safety and information. Use full cut-off lights and minimum light levels that meet “dark sky” goals. Use higher levels of lighting only at signage and highlighted architectural elements. Limit mounting height to 30 feet.

- Prominent building profile
- Integrated signage and lighting
- "Forest and Rivers" theme
- Pedestrian connection between street and entry
- Common space and public amenities
- Screened roof-top mechanical

- Landscaped parking areas (at side and rear)
- Screened service area at rear



- Reduced building setback on street frontage
- Articulated and transparent facades
- Bicycle parking

- Pedestrian and vehicular access to adjacent sites
- On-site storm water detention as amenity

Indoor Retail, Service and Institutional (Large Scale)



INDOOR COMMERCIAL ENTERTAINMENT AND LODGING

Well designed indoor commercial entertainment development can contribute to the Tourist Entertainment Corridor by providing indoor entertainment venues consistent with the character of the Corridor. Examples of such land uses include hotels, gaming facilities, clubs, theaters, health or fitness centers, bowling alleys, arcades, roller rinks, and pool halls.

DESIGN GUIDELINES:

Building and Parking Location

- Locate portion of building or massing of outdoor structures near the street.
- Locate parking areas at rear of building wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties) or front of building (buffer from street and limit to one aisle deep). Locate parking areas at least fifteen feet back from street right-of-way, or more if required by Trans 233 or other state rules associated with Highway 12.

Site Design

- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Connect building entries to sidewalks and crosswalks.
- Distinguish pedestrian walkways from driving surfaces.
- Locate service areas, mechanical equipment and refuse containers at rear and screen.
- Minimize curb cuts/access points to public streets and coordinate with street pattern.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Screen ground and wall-mounted mechanical equipment.
- Landscape front yards. Landscape street-facing building foundations.
- Landscape parking areas at edge and within each parking island.
- Landscape private drives with street trees (generally fifty feet apart).
- Convey storm water to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites to accommodate a 100-year storm event.
- Provide bicycle parking.



Building Design

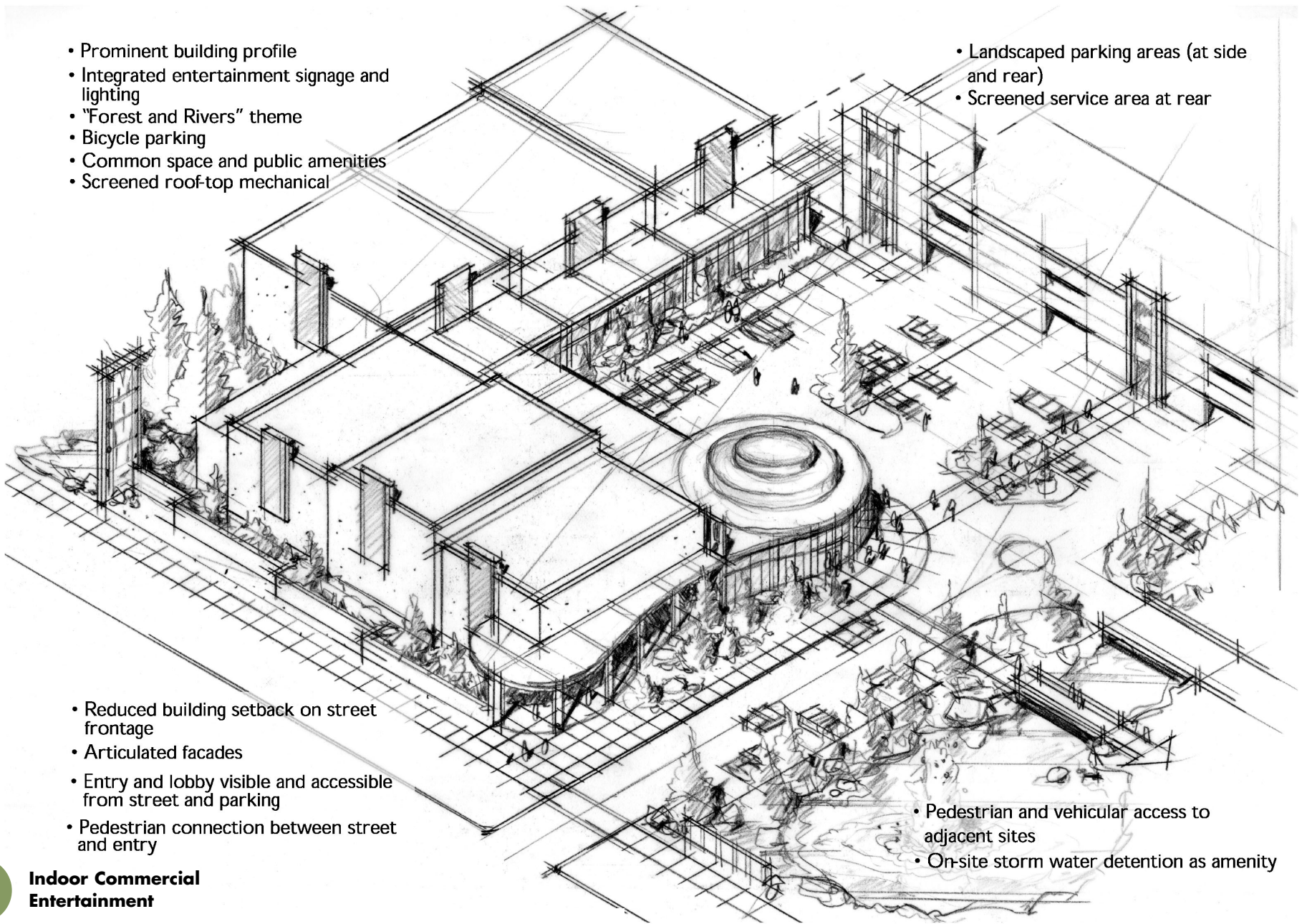
- Build multi-story buildings where feasible. Higher site densities are encouraged. Design exterior walls of one-story buildings to appear at least one-and-a-half stories in height in order to create a prominent building profile.
- Build parking structures where feasible, minimizing area of site used for parking.
- Articulate building facades with varying setbacks, wall height, roof treatments, structural elements, etc. (especially those facing street and with entries). Facades should be “interrupted” at least every fifty feet.
- Create building character which is compatible with the district “Forest and Rivers” theme. Use “Forest and Rivers” materials (See Design Principle #1).
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise design that signifies a particular brand or product.
- Orient building entries to street. Entries should be highly visible and well-defined (utilize overhangs, arcades, detailing, etc.).
- Locate service entries in areas of low public exposure.
- Screen rooftop mechanical equipment.
- Include areas or overhangs for pedestrian shelter.

Signage and Lighting

- Locate signage on building or on-site. On buildings, use wall-mounted, awning, marquee or window type signs. On-site, use a monument type base, integrate with site landscaping.
- Integrate signage location, shape, etc. with building design.
- On-building signs: maximum of one square foot per linear foot of wall length (maximum of 300 sq. ft. of all combined sign faces).
- Monument signs: maximum of one square foot per foot of the adjacent public street frontage (maximum of 100 sq. ft. of all combined sign faces).
- Do not locate billboards in this zone.
- Design signs in “Forest and Rivers” theme.
- Use lighting judiciously as needed for safety and information. Use full cut-off lights and minimum light levels that meet “dark sky” goals. Use higher levels of lighting only at signage and highlighted architectural elements. Limit mounting height to 30 feet.

- Prominent building profile
- Integrated entertainment signage and lighting
- "Forest and Rivers" theme
- Bicycle parking
- Common space and public amenities
- Screened roof-top mechanical

- Landscaped parking areas (at side and rear)
- Screened service area at rear



- Reduced building setback on street frontage
- Articulated facades
- Entry and lobby visible and accessible from street and parking
- Pedestrian connection between street and entry

- Pedestrian and vehicular access to adjacent sites
- On-site storm water detention as amenity

Indoor Commercial Entertainment



OUTDOOR COMMERCIAL ENTERTAINMENT

Well designed outdoor commercial entertainment development can be a central component of the Tourist Entertainment Corridor. Because of their size and exposure, outdoor entertainment facilities are visually exciting and have the potential to affect the overall quality and character of the corridor. If designed poorly, such activities often have the potential to be associated with nuisances related to noise, lighting, dust, trash and late operating hours. Examples of Outdoor Commercial Entertainment land uses include waterparks, driving ranges, golf and miniature golf facilities, amusement parks, drive-in theaters, and go-cart tracks. Some Outdoor Commercial Entertainment uses have an indoor component to support the outdoor use. For developments that include both indoor and outdoor entertainment uses, both of the respective sections of these Design Guidelines apply.

DESIGN GUIDELINES

Building and Parking Location

- Locate portion of building or massing of outdoor structures near the street.
- Locate parking areas at rear of street-facing building or outdoor entertainment facilities wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties) or front of building (buffer from street and limit to one aisle deep). Locate parking areas at least fifteen feet back from street right-of-way, or more if required by Trans 233 or other state rules associated with Highway 12.

Site Design

- Create a visual focal point with “forest and rivers” themed structure.
- Create a clear information and directional system for easy site use and safety.
- Use theme oriented (to match site theme) or low visibility fencing for control and/or security.
- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Connect building entries to sidewalks and crosswalks.
- Distinguish pedestrian walkways from driving surfaces.
- Locate service areas, mechanical equipment and refuse containers at rear and screen.
- Minimize curb cuts/access points to public streets and coordinate with street pattern.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Screen support portions of outdoor entertainment not directly associated with activity (such as equipment, structural supports, etc. “Forest and river” themed landscaping would be ideal.
- Screen ground and wall-mounted mechanical equipment

- Landscape front yards heavily. Landscape street-facing building foundations.
- Landscape parking areas at edge and within each parking island.
- Landscape private drives with street trees (minimum of fifty feet on center).
- Convey storm water to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites to accommodate a 100-year storm event.
- Provide bicycle parking.

Building Design

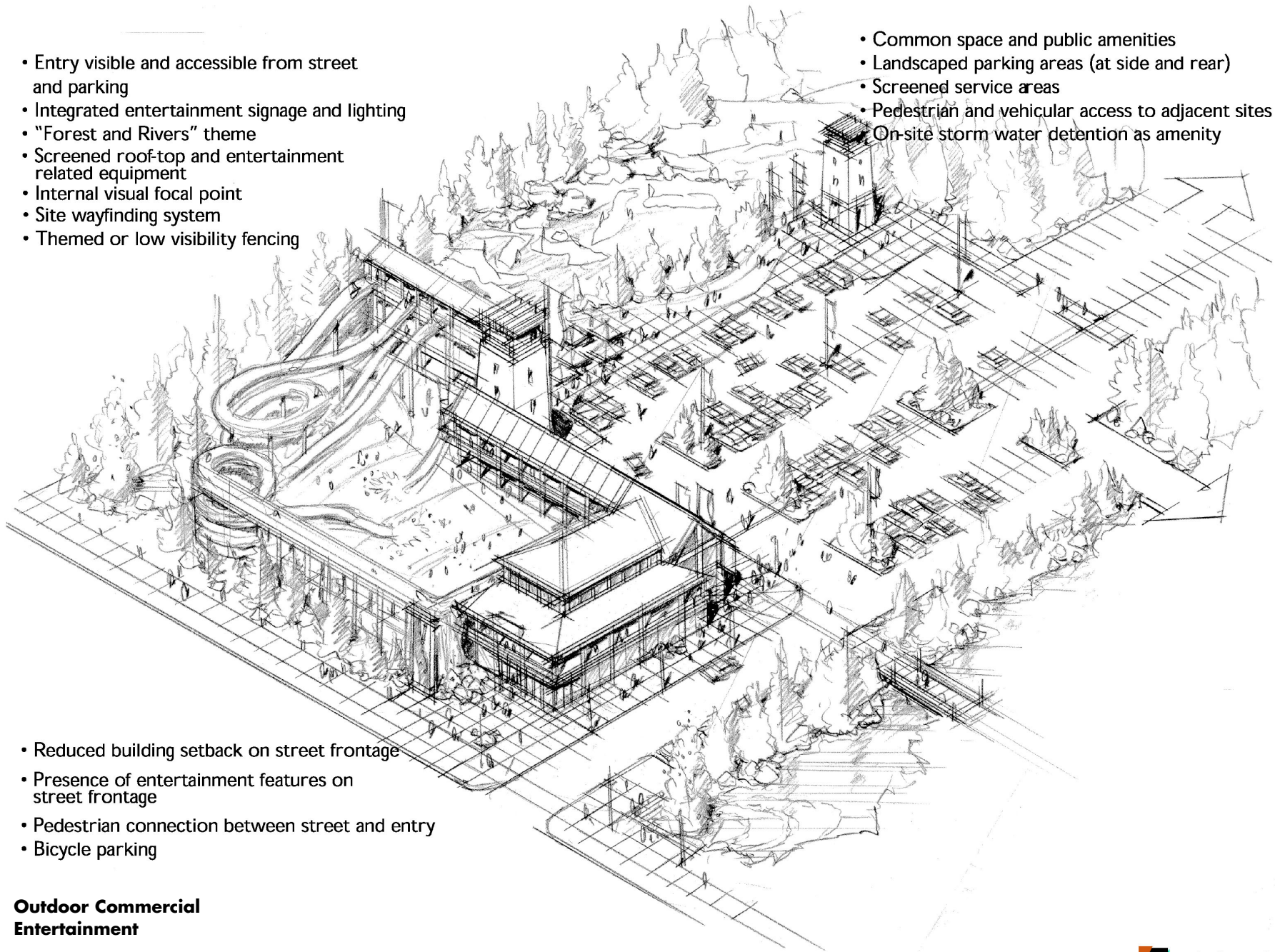
- Build multi-story buildings where feasible. Higher site densities are encouraged. Design exterior walls of one-story buildings to appear at least one-and-a-half stories in height in order to create a prominent building profile.
- Build parking structures where feasible, minimizing area of site used for parking.
- Articulate building facades with varying setbacks, wall height, roof treatments, structural elements, etc. (especially those facing street and with entries). Facades should be “interrupted” at least every fifty feet.
- Create building character which is compatible with the district “Forest and Rivers” theme. Use “Forest and Rivers” materials (See Design Principle #1).
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise design that signifies a particular brand or product.
- Orient building entries to street. Entries should be highly visible and well-defined (utilize overhangs, arcades, detailing, etc.).
- Locate service entries in areas of low public exposure.
- Screen rooftop mechanical equipment.
- Include areas or overhangs for pedestrian shelter.

Signage and Lighting

- Locate signage on building or on-site. On buildings, use wall-mounted, awning, or window type signs. On-site, use a monument type base, integrate with site landscaping.
- Integrate signage location, shape, etc. with building design.
- On-building signs: maximum of one square foot per linear foot of wall length (maximum of 300 sq. ft. of all combined sign faces).
- Monument signs: maximum of one square foot per foot of the adjacent public street frontage (maximum of 100 sq. ft. of all combined sign faces).
- Do not locate billboards in this zone.
- Design signs in “Forest and Rivers” theme.
- Use lighting judiciously as needed for safety and information. Use full cut-off lights and minimum light levels that meet “dark sky” goals. Use higher levels of lighting only at signage and highlighted architectural elements. Limit mounting height to 30 feet.

- Entry visible and accessible from street and parking
- Integrated entertainment signage and lighting
- "Forest and Rivers" theme
- Screened roof-top and entertainment related equipment
- Internal visual focal point
- Site wayfinding system
- Themed or low visibility fencing

- Common space and public amenities
- Landscaped parking areas (at side and rear)
- Screened service areas
- Pedestrian and vehicular access to adjacent sites
- On-site storm water detention as amenity



- Reduced building setback on street frontage
- Presence of entertainment features on street frontage
- Pedestrian connection between street and entry
- Bicycle parking

**Outdoor Commercial
Entertainment**



IN-VEHICLE SALES AND SERVICE

A well designed in-vehicle sales or service development can contribute to the Tourist Entertainment Corridor by providing efficient and easy access to services while not detracting from the character of the Corridor. In-vehicle sales and service land uses include land uses that perform sales and/or services to persons in vehicles, or to vehicles which may or may not be occupied at the time of such activity. Such land uses often have traffic volumes that exhibit their highest levels concurrent with peak traffic flows on adjacent roads. Examples of such land uses include drive-in, drive-up, and drive-through facilities, gas stations, and car washes.

DESIGN GUIDELINES:

Building and Parking Location

- Locate building near the street.
- Locate parking areas at rear of building wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties) or front of building (buffer from street and limit to one aisle deep). Locate parking areas at least fifteen feet back from the street right-of-way or greater if required by Trans 233 or other state rules associated with Highway 12.

Site Design

- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Connect building entries to sidewalks and crosswalks.
- Locate service areas to minimize impact on views from street and drive-thru areas.
- Locate mechanical equipment and refuse containers at rear and screen.
- Minimize curb cuts/access points to public streets and coordinate with street pattern.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Screen ground and wall-mounted mechanical equipment.
- Landscape front yards and parking areas.
- Convey storm water to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites to accommodate a 100-year storm event.



Building Design

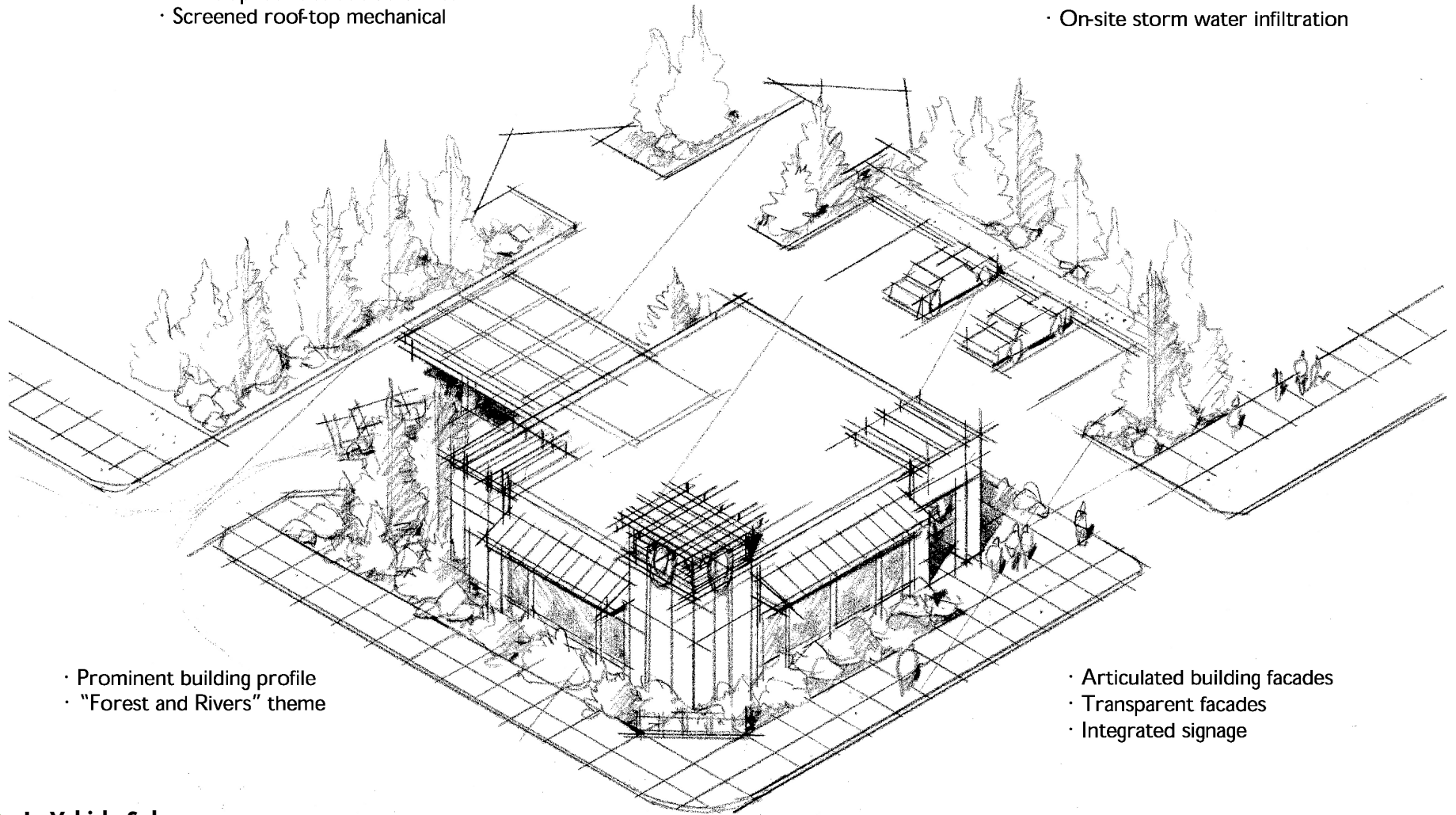
- Locate drive-up facilities at side or rear.
- Create a prominent building profile. Design exterior walls to appear at least one-and-a-half stories in height.
- Articulate building facades with varying setbacks, wall height, etc. (especially those facing street and with entries).
- Create building character which is compatible with the district “Forest and Rivers” theme. Use “Forest and Rivers” materials (See Design Principle #1).
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise design that signifies a particular brand or product.
- Orient building entries to street.
- Locate service entries in areas of low public exposure.
- Screen roof-top mechanical equipment.
- Include areas or overhangs for pedestrian shelter.

Signage and Lighting

- Locate signage on building or on-site. On buildings, use wall-mounted, projecting, awning, or window type signs. On-site, use a monument type base, integrate with site landscaping.
- Integrate signage location, shape, etc. with building design.
- On-building signs: maximum of one square foot per linear foot of wall length (maximum of 300 sq. ft. of all combined sign faces).
- Monument signs: maximum of one square foot per foot of the adjacent public street frontage (maximum of 100 sq. ft. of all combined sign faces).
- Do not locate billboards in this zone.
- Design signs in “Forest and Rivers” theme.

- Drive-up facilities at side or rear
- Screened roof-top mechanical

- Screened service area at rear
- On-site storm water infiltration



- Prominent building profile
- "Forest and Rivers" theme

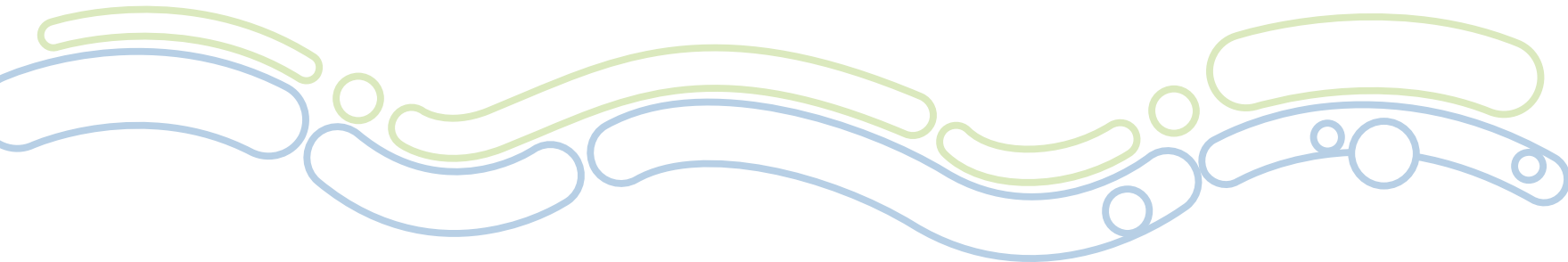
- Articulated building facades
- Transparent facades
- Integrated signage

**In-Vehicle Sales
and Service**



Design Guidelines

NEIGHBORHOOD SUPPORT DISTRICT



DESIGN GUIDELINES: NEIGHBORHOOD SUPPORT DISTRICT

This mainly residential development area should include a mix of housing types, prices and tenure. Residential development should also accommodate the seasonal workforce for seasonal commercial activities. New residential areas should be developed as neighborhoods, providing amenities such as parks, playgrounds, and nearby retail and commercial services, especially child care facilities.

Adequate and affordable housing in close proximity to jobs creates the opportunity to attract and retain a more stable workforce and their families. It also avoids the transportation problems that can ensue if the workforce must commute from more affordable locations and accommodates younger, seasonal workers. Community water/wastewater systems may need to be installed to make the Neighborhood Support District a reality.

A mixed-use transition between the Neighborhood Support District and the Core Entertainment District should be developed to carefully transition from the tourist activity along existing Highway 12 to planned residential neighborhoods to the east. This mixed-use development should include neighborhood-oriented commercial uses (e.g., coffee shop, drug store, grocery) and multifamily uses.

The following Design Guidelines are organized by broad categories of the different types of uses likely to occur in this district.



MULTIFAMILY RESIDENTIAL

Multifamily residential development is recommended as a part of the Neighborhood Support District. Well designed multifamily housing provides an efficient, community-oriented, and affordable form of residential development. Multifamily land uses include townhomes and apartment complexes.

DESIGN GUIDELINES

Building and Parking Location

- Locate building near the street.
- Locate parking areas at rear of building wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties, setback a minimum of fifteen feet, and limit to one aisle wide).
- Include provision of on-street parking in public/private agreement.

Site Design

- Provide public areas for play and gathering.
- Provide area to park alternative modes of transportation.
- Connect front doors to sidewalk.
- Minimize number of curb cuts/access points to public streets and coordinate with street pattern.
- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Landscape front yards and parking areas.
- Locate and screen service areas and mechanical equipment at rear.
- Screen ground and wall-mounted mechanical equipment.
- Convey storm water to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites to accommodate a 100-year storm event.
- Require sidewalks and street trees.

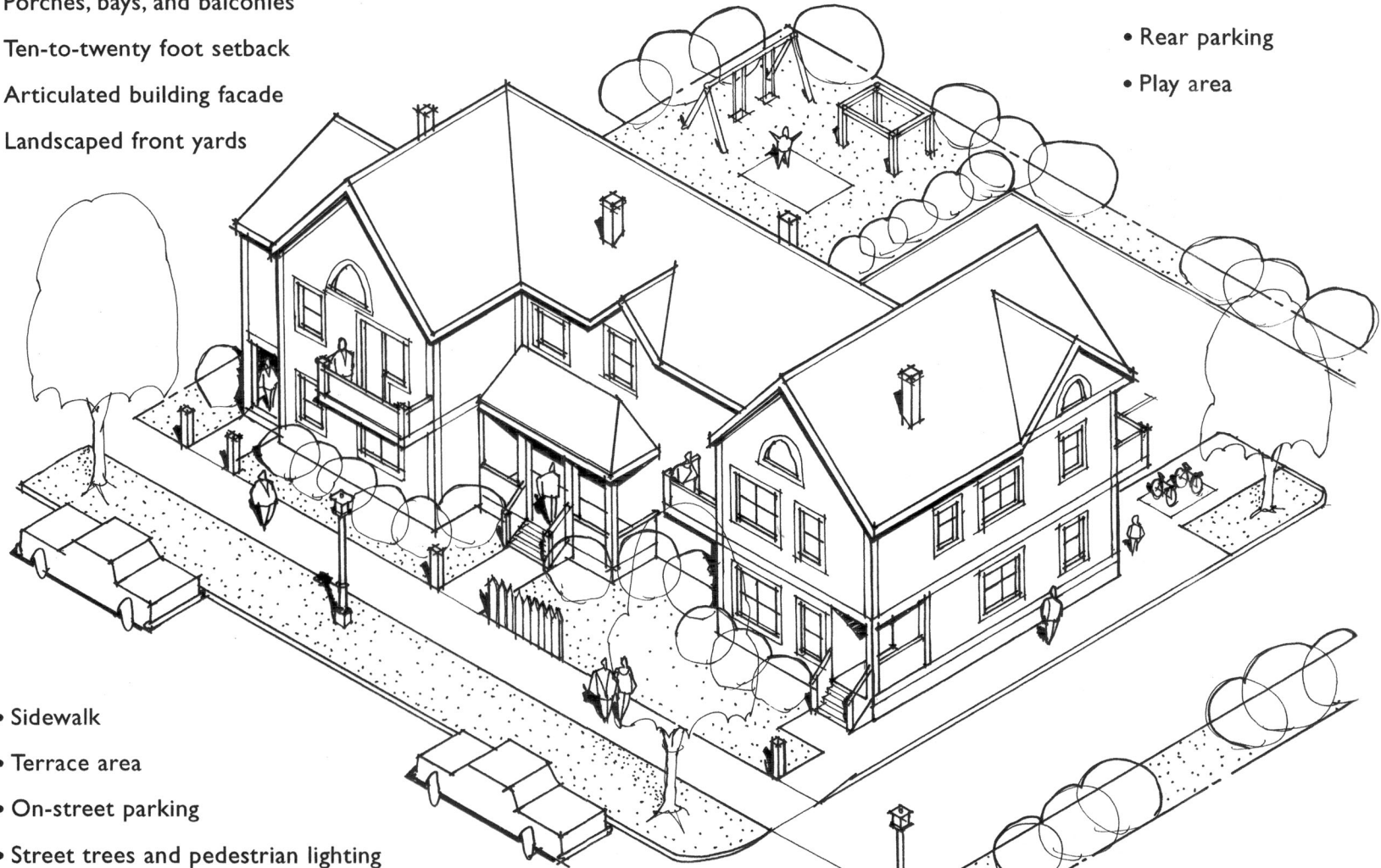


Building Design

- Articulate building facades, especially those facing street. Include bays, porches and balconies.
- Porches and patios should cover a minimum of one-third of front façade, should be sheltered and, preferably, large enough for seating.
- Orient front doors toward street.
- Locate service entries in areas of low public exposure.
- Use natural materials, such as stone or brick.

- Porches, bays, and balconies
- Ten-to-twenty foot setback
- Articulated building facade
- Landscaped front yards

- Rear parking
- Play area



- Sidewalk
- Terrace area
- On-street parking
- Street trees and pedestrian lighting

• Front doors oriented to street

• Facade rhythm reflecting adjacent single-family

Multifamily Residential



SINGLE-FAMILY RESIDENTIAL



Single-family residential development is recommended as a part of the Neighborhood Support District. Well designed and human-scaled single-family neighborhoods are an asset to any community. Single-family development in the Neighborhood Support District should be on small to medium sized lots, to encourage compact, walkable neighborhoods and keep home prices affordable.

DESIGN GUIDELINES :

Building and Parking Location

- Locate houses near the street.
- Locate garage behind front façade of house (one car length setback).

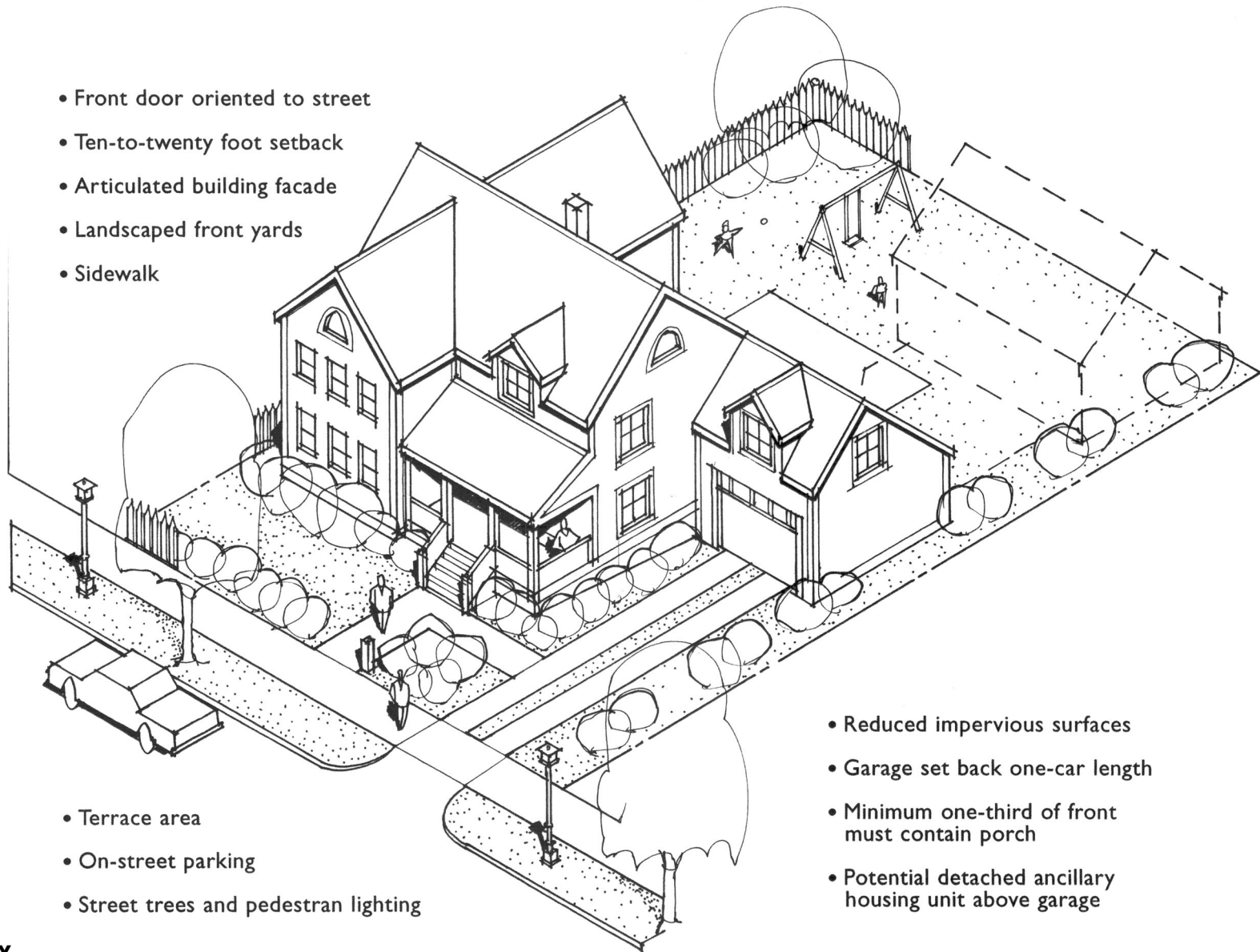
Site Design

- Connect front door to sidewalk
- Landscape front yards and parking areas.
- Locate mechanical equipment at rear.
- Screen ground and wall-mounted mechanical equipment
- Require sidewalks and street trees.

Building Design

- Articulate building facades, especially those facing street. Include bays, porches.
- Porches should cover a minimum of one-third of front façade.
- Orient front door toward street.
- Locate service entries in areas of low public exposure

- Front door oriented to street
- Ten-to-twenty foot setback
- Articulated building facade
- Landscaped front yards
- Sidewalk



- Terrace area
- On-street parking
- Street trees and pedestrian lighting

- Reduced impervious surfaces
- Garage set back one-car length
- Minimum one-third of front must contain porch
- Potential detached ancillary housing unit above garage

Single-family Residential



NEIGHBORHOOD COMMERCIAL, INSTITUTIONAL AND MIXED-USE

Well designed neighborhood commercial and mixed-use development can contribute to the Neighborhood Support District by providing a retail establishments and services that are convenient to a residential neighborhood. Smaller neighborhood business, small office spaces, with integrated residential housing comprise neighborhood commercial and mixed-use developments. Examples of such businesses or offices are coffee shops, day care facilities, grocery stores, attorney's offices, and dry cleaners. Examples of neighborhood institutional uses include passive and active public outdoor recreation, as well as indoor institutional land uses, which include indoor public and not for profit recreational facilities (such as gyms, swimming pools, libraries, museums, and community centers), schools, colleges, churches, nonprofit clubs, nonprofit fraternal organizations, convention centers, hospitals, jails, prisons, and similar land uses. These institutional land uses should be of a smaller scale than institutional uses described in the Core Entertainment District.

DESIGN GUIDELINES :

Building and Parking Location

- Locate building near the street.
- Locate parking areas at rear of building wherever possible. If necessary, locate parking at side of building (buffer from street views and adjacent properties).

Site Design

- Coordinate vehicular and pedestrian circulation with development on adjacent lots.
- Orient building entries to sidewalks and streets.
- Locate service areas, mechanical equipment and refuse containers at rear.
- Minimize curb cuts/access points to public street.
- Construct parking areas and landscaped islands with curbs and gutters at edges.
- Screen ground and wall-mounted mechanical equipment.
- Landscape parking areas and front yards where applicable.



- Provide bicycle parking.
- Convey storm water to on-site infiltration areas, which should be designed as site amenities. Detention may be required for larger sites to accommodate a 100-year storm event.

Building Design

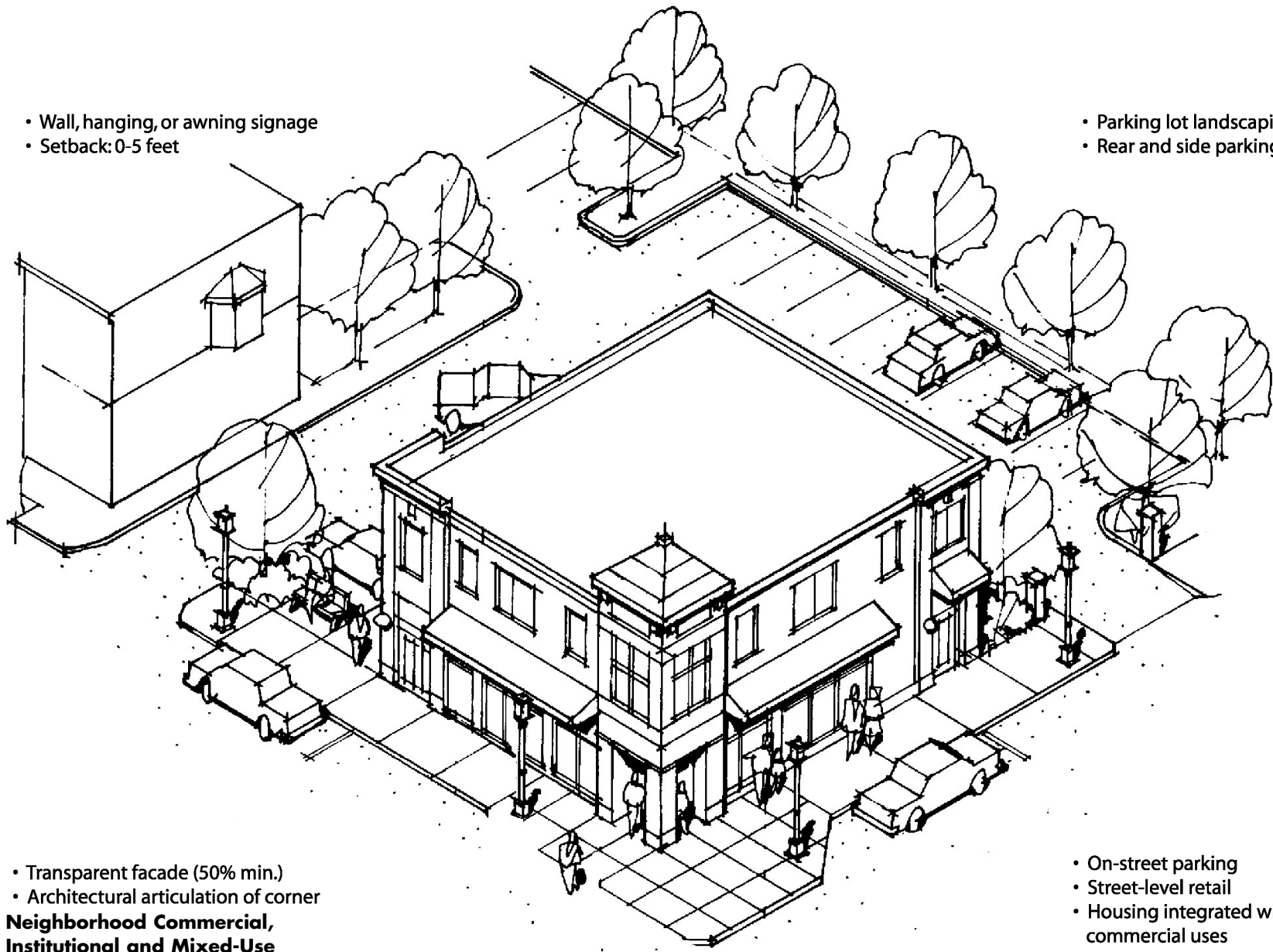
- Create a prominent building profile. One-story occupied buildings should appear at least one-and-a-half stories in height. Multi-story occupied buildings should integrate design of upper and lower levels.
- Articulate building facades with varying setbacks, wall height, etc. (especially those facing street and entry areas).
- Create façades reflecting different uses. Lower level should have at least 50% transparent surfaces.
- Orient building entries to street. Entries should be highly visible and well-defined (utilize overhangs, arcades, detailing, etc.)
- Create a design character easily utilized for a wide variety of business identities. Avoid franchise design that signifies a particular brand or product.
- Orient building entries to street.
- Locate service entries in areas of low public exposure.
- Screen rooftop mechanical equipment.
- Include area or overhangs for pedestrian shelter.

Signage and Lighting

- Locate signage on building. Use wall-mounted, awning, or window type signs
- Integrate signage location, shape, etc. with building design.
- Use lighting judiciously as needed for safety and information. Use full cut-off lights and minimum light levels that meet "dark sky" goals. Use higher levels of lighting only at signage and highlighted architectural elements. Limit mounting height to 30 feet.

- Wall, hanging, or awning signage
- Setback: 0-5 feet

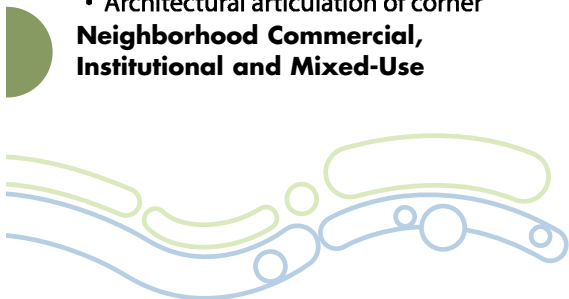
- Parking lot landscaping
- Rear and side parking



- Transparent facade (50% min.)
- Architectural articulation of corner

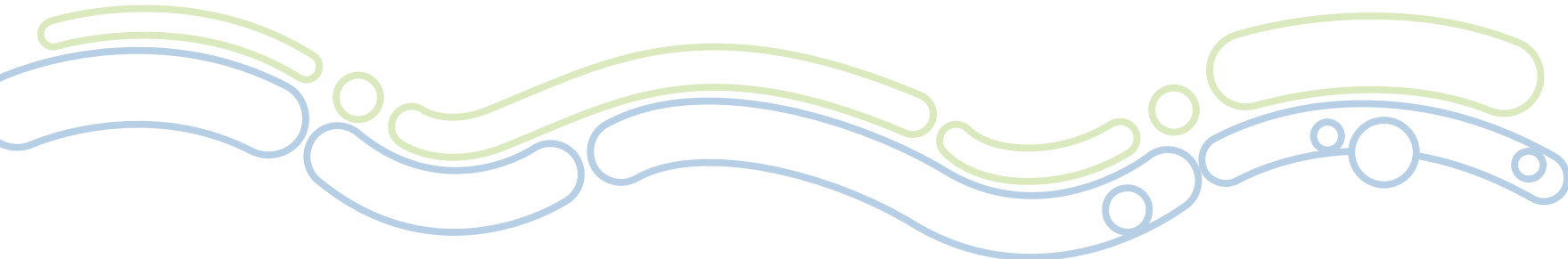
**Neighborhood Commercial,
Institutional and Mixed-Use**

- On-street parking
- Street-level retail
- Housing integrated with commercial uses



Design Guidelines

BUFFER AREA



DESIGN GUIDELINES: BUFFER AREA

The Buffer Area is located between the western edge of the Core Entertainment District and the proposed Highway 12 realignment between Highway 33 and Interstate 90/94. South of Highway 33, the Buffer Area is located between the Transition District and the proposed Highway 12 realignment. It includes development located primarily on roadways running (east and west) between the existing and new highways. The planning and design of this area is important because of the high visual impact development here will have on the new Highway 12. The Highway 12 Growth Management Plan calls for a rural and scenic landscape experience for users of the new Highway 12.

New development in the Buffer Area should preserve existing vegetation along the new Highway 12 alignment. In addition, development in the Buffer Area should include additional landscaping where necessary to provide a visual break from the development in the Core Entertainment District.



APPROPRIATE BUFFER AREA USES AND STANDARDS

Design Guidelines and land uses identified for the Core Entertainment District are applicable to the Buffer Area. Development in this area should meet the same guidelines for building and parking location, site design, building design, and signage and lighting. In addition to meeting these standards, developments in the Buffer Area should also follow these additional guidelines to ensure that the new Highway 12 alignment retains its rural scenic character.

DESIGN GUIDELINES:

See the Core Entertainment District section for the appropriate Design Guidelines.

Additional guidelines specifically relevant for the Buffer Area include the following:

- Preserve existing vegetation on-site, especially large trees, wood lots, remnant prairies, rock outcroppings, etc.
- Preserve existing vegetation at site edges bordering the new Highway 12 corridor.
- Plant new landscaped buffer zones at site edges bordering the new Highway 12 corridor.
- Orient and locate service areas, storage areas, etc. to avoid visibility from new Highway 12.
- Locate signage on street frontage and meet standards identified in Core Entertainment District guidelines. Signage may not be pole mounted or mounted to a height above screening. Signage may not be located at boundary of site facing new Highway 12.
- Do not locate billboards in this zone.
- Landscape and screen parking areas from view from new Highway 12.
- Coordinate development parcels in order to minimize curb cuts/access points and private drives and to improve site circulation and wayfinding. Meet access control standards.



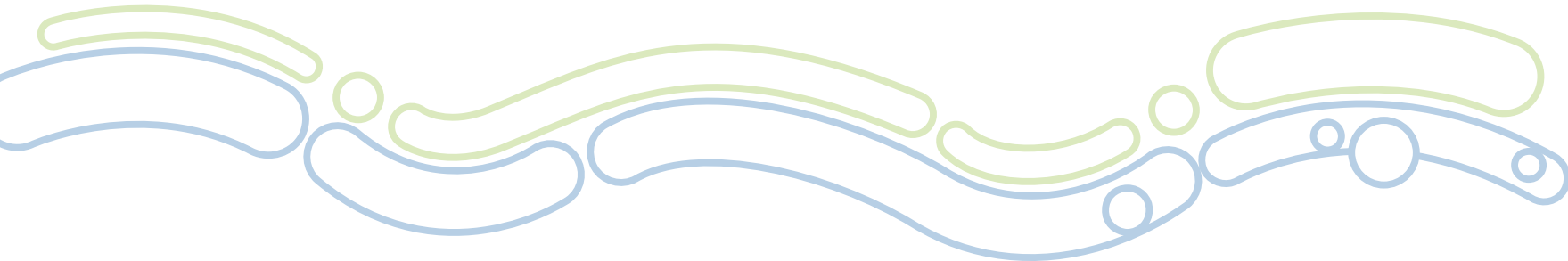
- Meet Core Entertainment District standards for use of materials, quality of construction, and theme, especially for portions of structures visible to new Highway 12.
- If development occurs before construction of new Highway 12, coordinate all designs with new highway design alignments and cross-sections. Anticipate views from new highway.





Design Guidelines

TRANSITION DISTRICT



DESIGN GUIDELINES: TRANSITION DISTRICT

The Transition District is located in the northern Baraboo area on either side of existing Highway 12. It serves as a transition area between the Baraboo Area and the Core Entertainment District, supporting predominantly local services and business uses (non-tourist oriented).

This will be important for the Baraboo Area to retain its character as a unique, freestanding community; avoid the further dilution of tourist entertainment uses; and preserve woodlands, to

the extent practical, as a locally important resource and habitat. Public acquisition and retention of exceptional resource lands in this vicinity is one component of this effort. However, recognizing that most of this transition area will develop, the affected communities should promote a development concept in this area that features lower densities, shorter buildings, greater setbacks, woodland protection, generous landscaping, monument signage, and low-intensity lighting.



APPROPRIATE TRANSITION DISTRICT USES AND STANDARDS

Land uses in the Transition District should be focused on providing local services and businesses that are not tourist oriented. Development in this area should meet the same guidelines for building and parking location, site design, building design, and signage and lighting identified for the Core Entertainment District. In addition to meeting these standards, developments in the Transition District should also follow these additional guidelines.

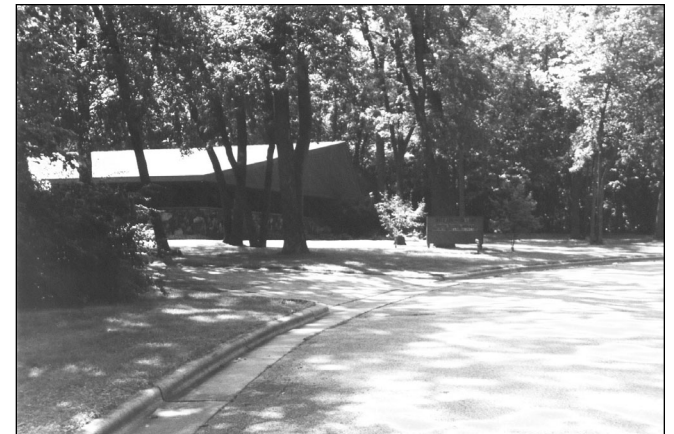
DESIGN GUIDELINES:

Additional guidelines specifically relevant for the Transition District include the following:

- Preserve existing vegetation on-site, especially large trees, wood lots, remnant prairies, rock outcroppings, etc.
- Uses should be smaller-scale serving local residents and businesses.
- Tone down streetscape lighting, intensity. District should be quieter and more like a local street than the Core Entertainment District.
- Preserve existing vegetation at site edges bordering the Buffer Area/new Highway 12 corridor.
- Plant new landscaped buffer zones at site edges bordering the Buffer Area/new Highway 12 corridor.
- Orient and locate service areas, storage areas, etc. to avoid visibility from new Highway 12.
- Signage may not be pole mounted or mounted to a height above screening. Signage may not be located at boundary of site facing new Highway 12.
- Do not locate billboards in this zone.
- Landscape and screen parking areas from view from new Highway 12.



- Coordinate development parcels in order to minimize curb cuts/access points and private drives and to improve site circulation to points east in the Baraboo neighborhood development areas on the northern edge of the city. Meet access control standards.
- If development occurs before construction of new Highway 12, coordinate all designs with new highway design alignments and cross-sections. Anticipate views from new highway.



FOR LOCAL GOVERNMENT OFFICIALS AND STAFF...

The quality of development directly along the existing Highway 12 corridor can make or break the image of the Tourist Entertainment Corridor. Significant local government vigilance and public-private cooperation are essential to ensure these Design Guidelines are successfully and consistently used to develop the Tourist Entertainment Corridor. This document can be used as communities consider land use decisions such as development reviews, special exceptions, rezonings and conditional uses, without any formal approval procedure for the guidelines. However, to ensure the enforceability of these provisions for a variety of projects, it is recommended that local government officials take the following steps to formally incorporate them into the planning and zoning process.

STEP 1: Comprehensive Plan Updates

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. The design guidelines outlined in this document should be referenced and adopted simultaneously to adoption of the new plans.

Communities that do not intend to update their plan for a few more years will likely want to include these guidelines as a detailed component of their existing comprehensive plan, master plan, or land use plan. These communities would use the pre-1999 planning legislation to amend existing plans by referencing this document in a legislatively approved ordinance.

STEP 2: Zoning Updates

The local zoning ordinance can be amended to require that the guidelines are followed. Local government officials could elect to pursue one of the following two options.

Option 1: Design Overlay District

An overlay zoning district is a zoning district that sets uniform standards on all properties within its area which are in addition to the standards specific to the base zoning district (e.g. Recreational-Commercial Zoning District) covering those properties. The creation of a Tourist Entertainment Corridor Design Overlay District would enable local jurisdictions to craft specific zoning standards to implement the design guidelines outlined in this document for just the Tourist Entertainment Corridor area. Local and county adoption of a design overlay zoning district would require detailed development site planning and provide basic standards for site and building design, signage, landscaping, and exterior lighting similar to what is outlined in this document. An overlay zoning district can be used to assure that the long-range vision for higher-quality development and the Design Principles and Design Guidelines outlined in this document are achieved. An example design overlay ordinance is included in the Appendix of the *Highway 12 Corridor Growth Management Plan*.

Option 2: Design Review Ordinance

Wisconsin statutes provide local and county governments with the authority to review and approve site and building design plans for new development proposals before building permits are issued. Adopting an ordinance to require such review is important so that processes that just require a rezoning or conditional use permit do not “slip through the cracks”. A design review ordinance requires that new developments are in compliance with design guidelines applicable to a specific area, such as the ones outlined in this document, or in the absence of these specific guidelines, certain standards that all developments in the jurisdiction must meet. Language such as that included below could be added to this design review ordinance.

Tourist Entertainment Corridor Design Guidelines. The design guidelines included in the [Jurisdiction] Comprehensive Plan, on [date adopted] and from time to time amended, shall be used as additional criteria in the review and approval of new development





and redevelopment proposals within the area covered by the Tourist Entertainment Corridor. The [town or village] board may waive compliance with one or more of these design guidelines provided it finds that:

- i. The development is in conformance with the overall goals and desired “Rivers and Forests” theme expressed in the Highway 12 Growth Management Plan; and
- ii. The development demonstrates excellence in materials, design, texture, color, scale, and relationship to building architecture.

A complete example of a design review ordinance is available upon request in the Sauk County Planning and Zoning Department, Baraboo, Wisconsin, 608- 355-3285.

Planning for Public Infrastructure to Serve Private Development

Development is likely to occur in the area outlined in these Guidelines, regardless of whether it is served by public utilities or an urban road network. To ensure that the vision outlined here and in the *Highway 12 Corridor Growth Management Plan* becomes a reality, local jurisdictions and the Ho-Chunk Nation should work collaboratively on public utilities for the area. These include water, sewer, electric, and fiber optic systems. Improvements to the existing Highway 12 that are not performed by the Wisconsin Department of Transportation may need to be required of adjacent private developers to ultimately bring that highway to urban standards, not unlike the current Highway 12 through Baraboo and West Baraboo. These improvements include sidewalks, curb and gutter, terrace trees, and possibly pavement expansion. It is typical and often expected that developers pay for such upgrades to rural highways when developing adjacent lands because of the resulting benefits and increased traffic on the highway.