

1 vision and RECOMMENDATIONS

The vision for this 2042 Comprehensive Plan can be achieved as the identified goals and recommendations are implemented. This section details the resulting recommendations that were derived from the numerous studies, analyses, and community engagement opportunities that took place and each recommendation supports the overall vision of the Plan. Whether or not the objectives, goals, and recommendations of this Plan are realized depends largely on the extent to which the elements of this Plan are put to action by the decision-making units.

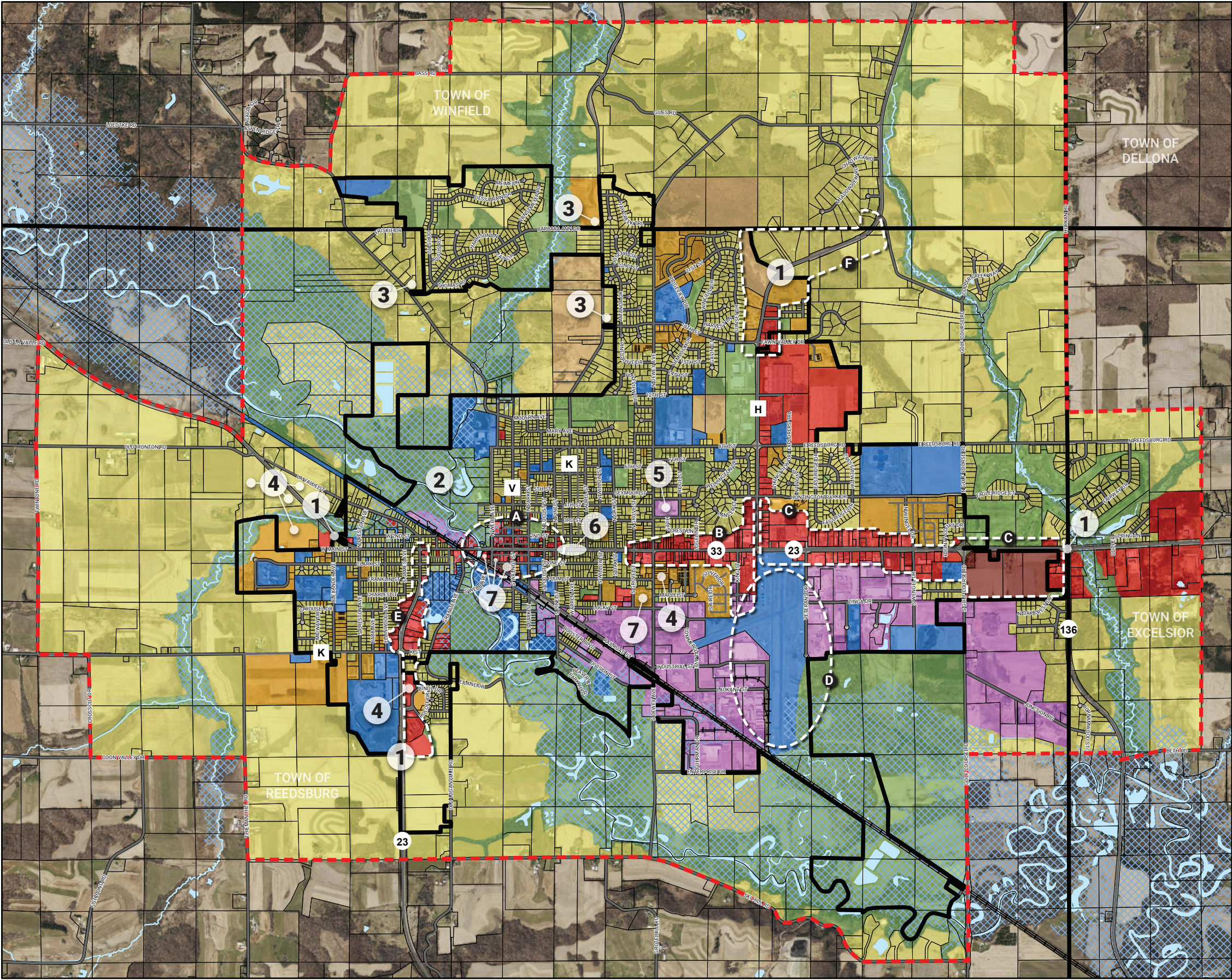
It is the hope of the residents, stakeholders, elected officials, and City staff that the recommendations presented will further the overall vision of this Plan which states:

The Vision that motivates this document is, that through attentiveness to the desires of its citizens, Reedsburg strives to be a community that provides a wholesome and balanced environment in which open space, recreation, residential, commercial and industrial land uses can continue to successfully coexist and prosper.

VISION
STATEMENT

The Plan is intended to guide long-term decisions. Its worth is derived from its comprehensive nature and its stability. It has been constructed much as an extension of the past planning efforts, which have proven to be very stable, so its stability can reasonably be expected. It can be changed, but the threshold of argument required to justify such a change is intentionally set very high. While the Common Council has the prerogative to change the Plan at its discretion, it is expected that no substantial changes would be considered during the lifetime of the Plan.

the future land use map



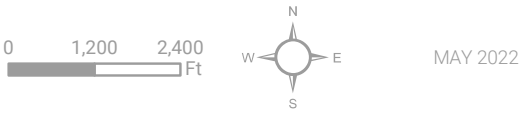
CITY OF REEDSBURG SAUK COUNTY, WI
FUTURE LAND USE

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial
- Business Center
- Industrial
- Government & Institutional
- Recreation & Conservation
- Transportation

- Desired Development Areas**
- A - Downtown Focus
 - B - Highway Commercial Revlopment
 - C - East Gateway Commercial
 - D - Industrial Transition
 - E - Southwest Gateway
 - F - North Viking Gateway

- Vision Notes**
- 1 Community Gateway
 - 2 Conservation Awareness
 - 3 Neighborhood Commercial / Corner Store
 - 4 Mixed Use
 - 5 High Density Multi-Family
 - 6 Historic Preservation / Local Landmarks
 - 7 Redevelopment

- Municipal Boundaries
- Extraterritorial Area
- Roads
- Railroads
- FEMA 100-Year Floodplain
- Surface Water



vision and recommendations

Goals & Objectives

The goals and recommendations of this document are reflective of extensive citizen input, valuable expert testimony, and consequent thoughtful deliberation. They provide the basis and rationale for the overall vision expressed in the introduction. The goals and recommendations in each section constitute a hierarchy. Goals are broad statements of vision and recommendations are the key actions needed to accomplish the goals.



Housing Goal | Provide a diverse housing supply that meets the City's future population requirements. This includes homes for new residents without prejudice as well as for longtime residents whose housing requirements might have changed because of age, etc.

Housing Recommendations

- **Promote the preservation, rehabilitation, and investment in the city's housing stock and neighborhoods.**
 - Encourage a range of affordable, accessible, and quality rental housing options throughout the community.
 - Establish and encourage participation in a grant program to assist low to moderate income residents with needed exterior projects to improve the aesthetics of their property and neighborhood.
 - Promote the adaptive reuse of existing vacant or under-utilized structures, such as schools, and industrial buildings, into housing with an affordable and/or workforce component, where appropriate.
 - Promote historic preservation as the cornerstone of housing and neighborhood revitalization programs, to promote economic development and attract younger residents.
- **Provide a variety of housing types, costs, and locations throughout the City.**
 - Promote the planning, design, and construction of a wider range of housing unit types in adequate supply for all income levels and age groups.
 - Ensure all new housing development is protected from potential flood hazard.
 - Promote compact development with a variety of higher density housing options in and around downtown, that utilize existing infrastructure.
- **Identify Reedsburg's neighborhoods.**
 - When requested, assist neighborhoods with defining their boundaries based on key features and unique identities.
 - Promote road connectivity between neighborhoods.
 - Incorporate pedestrian and recreational amenities in new developments.
 - Promote shared utilities, open spaces, and transportation opportunities in new developments.
 - Adhere to strict landscape standards for new development that can work to minimize impacts of adjoining land uses (industrial, commercial, or more intense residential) and/or adjoining traffic networks (highways, streets).
 - Mandate that residential developments adhere to all City adopted plans (Parks/conservation, utilities, transportation networks, etc.).
 - Enforce zoning ordinances in relation to housing, when appropriate, so that current/future housing developments preserve their originally intended qualities and the residents are allowed to keep their investments protected.
 - Continue to require that the burden of infrastructure improvements and/or park/conservation needs be on the developer of a new residential land division.
 - Research the feasibility of developing a program for the establishment of neighborhood entry signs at key gateways into a neighborhood.
 - Identify, document, and preserve existing neighborhood landmarks such as historic or distinctive buildings and features that foster neighborhood pride and sense of ownership.

vision and recommendations

- **Respect and protect the existing character of Reedsburg's stable neighborhoods.**
 - Only support the rezoning of single-family properties in stable neighborhoods when the rezoning request is consistent with existing surrounding land uses and the character of the neighborhood.
 - Through the site plan review process and design guidelines, ensure that new multifamily, mixed-use, and commercial developments adjacent to single-family neighborhoods are compatible by incorporating appropriate design, scale, height transition, and connectivity to seamlessly integrate with the neighborhood.
 - Develop new residential design guidelines that reflect sensitive design principles and, through the site plan review process, work to mitigate the impact of infill development on existing single-family properties.
 - Encourage developers to solicit input from neighborhood organizations for rezoning and conditional use permit proposals.
- **Promote healthy and active neighborhoods.**
 - Work with local partners and residents to assess the need for additional community gardens. Support partner and residents' efforts to identify appropriate locations, funding sources, and garden development.
 - Partner with schools to promote the benefits of a healthy and active lifestyle to Reedsburg's youth.
 - Through the site plan review process, incorporate safe, convenient and attractive pedestrian and bicycle connections in new developments, redevelopments, and City projects.
 - Identify missing pedestrian and bicycle facilities that link neighborhoods, recreation centers and parks, and develop a prioritization list for implementation.
- **Adopt the 2042 Future Land Use Map proposed in this Plan which allows for a mix of densities of developable land that provide a diverse array of housing options, which include affordable opportunities and housing for elderly. This will work to keep families together and allow diverse populations to exist. While some lands will allow low-density single-family development, opportunities will still exist in some of the more urban areas of Reedsburg for higher density residential uses and mixed-use developments.**
- **Utilize the 2018 SCDC housing study, and the specific identified goals and strategic plans for Reedsburg enhancing all housing in the community, in future housing decision making.**

vision and recommendations (con't)



Transportation Goal | Provide an accessible interconnected network of highways, streets, and trails within the community in order to present a safe, affordable, and efficient transportation system that meets the needs of multiple users including residents, visitors, and business; Assure mobility of the transportation network within Reedsburg and the surrounding region while minimizing the impacts a transportation system can bear.

Transportation Recommendations

- **Promote the development of roadways that are designed to safely accommodate street function for all users including pedestrians, bicyclists, and drivers.**
 - Consider the adoption of a Complete Streets policy.
 - Evaluate and determine how Complete Street efforts can be fully implemented on arterial and major collector streets unless significant physical constraints exist. Viking Street and Main Street most appropriate.
 - Review site plans to ensure that new developments and redevelopments within the designated areas to improve the transportation landscape while aiding in the promotion of economic development.
 - Re-route truck traffic away from downtown to allow a quieter and more enjoyable pedestrian and outdoor dining experience.
 - Consider a "road diet" for Main Street downtown from Locust Street to the Baraboo River that reduces traffic to one lane in each direction with a bike lane each way.
 - Install safety improvements and traffic calming measures at all downtown intersections such as curb extensions (bump outs), bollards, median refuge islands, advance caution signs and Zebra or Ladder crosswalk markings to increase safety while enhancing the experience downtown.
 - Consider streetscape and other infrastructure investments that produce a stronger north-south connection between City Park and the civic core.
- **Establish efficient and safe pedestrian and bike routes in the city to encourage alternative modes of transportation.**
 - Continue to develop a comprehensive system of bikeways and/or multipurpose trails which minimize conflicts between motor vehicles, bicycles, and pedestrians.
 - Continue to develop a bike and pedestrian system that links neighborhoods, parks, schools, major commercial areas, and other communities while providing the opportunity for recreational activity.
 - Promote a more bicycle and pedestrian friendly transportation network.
 - Consider relevant bicycle and pedestrian friendly transportation elements in all new transportation projects.
 - Encourage development patterns more compatible with non-motorized travel (e.g., complete streets, transit-oriented development, mixed use development, etc.).
 - Promote interconnected multipurpose trails along arterials and as part of new subdivision development wherever possible.
 - Promote bike and pedestrian network continuity within the region and support connections to regional bike and pedestrian networks (e.g., The '400' State Trail, and The Great Sauk State Trail).
- **Utilize the use of sustainable design concepts to reduce the transportation system's impact on the natural environment.**
 - Encourage the use of green infrastructure best management practices (BMPs) that allow for storm water infiltration (e.g., rain gardens, green roofs, rainwater harvesting, permeable paving, infiltration basins, stormwater greenstreets, green alleys, etc.).
- **Utilize the transportation system to encourage new businesses to locate to the City and helps existing businesses to succeed.**
 - Complete South Viking Drive extension.

vision and recommendations (con't)

- **Maintain efficient and effective roadway constructions/reconstructions.**
 - Maintain a road improvement program that utilizes capital budget monies for improvements and/or new construction of City roadways and trails. The road program can be changed yearly, but should show improvements desired out to a 5-year period. To ensure future road maintenance, the road program should be reviewed yearly.
 - Maintain a GIS file on when roads and trails received maintenance, were constructed or reconstructed, or were resurfaced in order for proper future road program budgeting.
 - Utilize best management practices during transportation construction in order to reduce environmental aspects such as air, water, and noise impacts.
 - Minimize driveway and access points in the vicinity of major intersections.
 - Provide adequate street lighting which minimizes light pollution, maximizes energy efficiency, and ensures compatibility with neighborhoods.
- **In order to maintain the “play” aspect of Reedsburg, the facilitation of a system of safe and functional off-street recreation trail connections is needed. Facilities should provide for such activities as walking, running, biking, hiking, and nature observation. These opportunities will contribute to the overall quality of life in the City and preserve the many rural aspects Reedsburg has to offer.**
 - Implement a five-year capital budget plan for recreation trail construction.
 - Work to attain easements where right-of-way acquisition is unavailable for completion of trails.
 - Install clearly marked signage where trails exist noting the allowed users of each trail segment where applicable.
 - Mandate interior circulation of all multi-family, commercial, industrial, and mixed-use developments with interior roadways and/or cross-access easements to reduce the amount of local traffic.
 - Do not allow future street closures or right-of-way vacations where pedestrian access might be appropriate for the future.
- **Beautification is not a term often thought of when thinking of a roadway system and transportation methods. However, the City should carefully plan current and future roadways with beautification in mind. The recommendations below are encouraged as Reedsburg recognizes that street improvements are not limited solely to expand capacity and improved traffic flow. How a road is constructed and how it is visually presented within some areas of the City is also key:**
 - Focus on appearance, as well as function, in all transportation facility projects.
 - Budget, at the same time as the yearly road program, to enhance and continually maintain the main gateways to the City so that they are attractively designed.
 - Continue to incorporate community way finding signage where appropriate.
 - Utilize traffic calming options. When applicable, streets should be developed with boulevards or curves to avoid speeding and other traffic impacts.
 - Develop ordinances, which ensure that the street trees and landscaping installed as part of roadway developments is maintained in perpetuity.
 - Promote building/site designs that facilitate pedestrian friendly areas.
 - Commercial corridors play an important role in Reedsburg's economy, providing shopping, dining, and entertainment options for residents and visitors. The entrances or gateways to these corridors from other adjacent communities should raise individual's awareness of the city, orient visitors and residents to the corridor, and strengthen community identity. Gateways may also be located within the city to identify key districts or areas of interest.
- **Promote the strategic importance of rail service to the existing local economy, and encourage continued efforts to target businesses who use rail.**
- **Coordinate transportation decisions with land use decisions and utilize the 2042 Streets and Highways Map herein to serve as the Official Street Map of the City of Reedsburg.**

vision and recommendations (con't)



Utilities and Community Facilities Goal Provide efficient and cost-effective services, utilities, and community facilities necessary to improve the quality of life of Reedsburg's residents, business and property owners, and guests. Supply and coordinate the location of public utilities and facilities consistent with Reedsburg's projected growth, resident expectations, and market driven development patterns.

Utilities and Community Facilities Recommendations

- **Reedsburg will provide residents with high-quality, accessible public services and community facilities, utilizing partnerships and intergovernmental coordination to preserve and enhance the City's sense of community and quality of life.**
 - Retain government uses in the "civic core" of the city.
 - Provide community services and facilities in a logical, reliable, efficient, and cost-effective manner to serve a compact development pattern.
 - Assure costs for new community services, facilities, and utilities are distributed fairly and equitably.
- **Work with the School District of Reedsburg, local private schools, and Madison Area Technical College to support and encourage strong educational and vocational opportunities for Reedsburg residents.**
 - Explore methods to form partnerships to promote community involvement in educational opportunities.
 - Coordinate with the School District of Reedsburg to identify and plan for future population growth, changing demographics, and future school facilities.
 - Evaluate opportunities to partner with the School District of Reedsburg to develop educational tools and programs to teach students about city planning.
- **Consider the use of sustainable design principles in community facilities.**
 - Consider the use of "Universal Design Principles" to ensure accessibility of new and existing community facilities.
 - Consider the use of Green Building Codes to reduce energy consumption and promote energy efficiency in new and existing community facilities.
 - Explore the feasibility of increasing Reedsburg's generation and use of renewable energy (i.e. solar).
 - Conserve environmentally significant lands and other open spaces via land acquisitions via fee simple purchase, land dedications, easements, and other planning techniques such as conservation developments.
- **Maintain a high level of utility service to existing and new facility users. Existing users should not be negatively impacted while expanding existing facilities or developing new facilities to serve future users.**
 - Manage Reedsburg's resources on a long-term basis and implement a Capital Improvement Program for sewer, water, and storm projects.
 - Provide a park system that meets the needs of the future population of Reedsburg providing City residents with a wide variety of accessible recreational opportunities. Implement Reedsburg's Comprehensive Outdoor Recreation Plan (CORP) as it is developed on a rotating five year basis.
 - Coordinate utility and community facility systems planning with land use, transportation, and natural resource planning.
- **Coordinate frequent dialog between Plan Commission / Common Council and the School Board regarding facilities and services to reduce redundancies.**
 - Plan the locations of new school facilities in advance of their need.

vision and recommendations (con't)



Agricultural, Natural, and Cultural Resources Goal | Preserve and protect the significant natural features in the community in order to maintain Reedsburg's rural, scenic, and historic rural character in order to assure future public enjoyment of these valuable areas.

Agricultural, Natural, and Cultural Resources Recommendations

- **Encourage the creation of a sustainable environment that successfully balances urban economic growth with the preservation of agricultural and natural resources.**
 - Encourage expansion and recruitment of environmentally conscious businesses.
 - Encourage existing businesses to incorporate sustainability efforts into their operations.
 - Identify, preserve, and promote linkages or connections of open/green spaces.
 - Promote outdoor lighting practices that minimize light pollution.
 - Develop more recreational trails along the Baraboo River, its associated wetlands, and other natural areas to allow the public to better utilize these areas and promote their preservation.
 - Maintain the city's urban forest inventory and plant a diverse variety of trees (native species).
 - Work with the State Archaeologist on identification and protection of archaeological sites, mounds, unmarked cemeteries, and cultural sites listed on the State's Archaeological Site Inventory (ASI).
- **Preserve the agricultural character of the region.**
 - Develop land and economic development strategies that preserve working farms, natural landscapes, and scenic vistas that represent the community's character.
 - Encourage land use policies and regulations that support family farm operations.
 - Promote rural products in the city through "buy local" campaigns and the farmers' market.
 - Work with surrounding towns to preserve agricultural uses in mutually agreed upon areas.
 - Discourage the creation of scattered rural home sites and subdivisions that are not served by public water and sanitary sewer within the City's extraterritorial jurisdiction.
 - Continue to support agricultural business development (e.g., industries that support agricultural operations and process agricultural materials) and direct marketing opportunities for farm products and tourism opportunities (e.g., farmers markets, Fermentation Fest, etc.).
 - Achieve Certified Local Government (CLG) status from The Wisconsin State Historic Preservation Officer (SHPO).
 - Apply for Wisconsin Historic Preservation Fund Subgrants to be used for CLG eligible activities.
 - Protect, restore and enhance the natural environment within the Baraboo River Corridor and focus on opportunities with will spur recreation, tourism, and development to establish the region as THE premiere natural and scenic, water recreation destination in south central Wisconsin.
 - Make the Baraboo River Corridor an attractive, accessible, and safe destination to increase its use by residents and visitors for recreation.
 - Improve the water quality of the Baraboo River Corridor.
 - Integrate public art, historical markers and interpretive signage into the corridor along designated routes that celebrates the rich history of the Baraboo River.
 - Identify and install designated fishing areas along the Baraboo River.
 - Improve existing launches and create new canoe/kayak launches that are easy to use, provide additional parking options, staging areas, trash and recycling receptacles, and are ADA accessible.
 - Create a Baraboo River Recreational Corridor Improvement Fund.
 - Recruit new businesses or expand existing ones to fill gaps in goods and services that trail users need and use.
 - Consider adding a Riverwalk between Smith Conservancy and Popple Nature Area.
 - Maintain the City's status as a Tree City USA recipient.

vision and recommendations (con't)



Economic Development Goal | Improve the overall quality of life and 'climate' for economic development through public outreach, business development programming, and through the actions and behaviors of city representatives; Establish a memorable community image that builds on the City's small town atmosphere and natural amenities while diversifying the tax base.

Economic Development Recommendations

- **Prioritize recruitment of businesses to those that provide living wage jobs.**
 - Develop marketing campaign targeting key industry clusters.
 - Determine if a new overall economic development plan may be required to guide economic development decisions long term or if the existing 2018 Economic Positioning & Gateway Developability Study is sufficient.
 - Continue to utilize and develop additional marketing materials and financial incentives policies to assist with business attraction and recruitment.
- **Focus on creating a healthy City that provides a quality of life that attracts and retains a creative skilled labor force.**
 - Create a vibrant environment that is conducive to attracting and retaining talented people.
 - Promote tourism, eco-tourism and related businesses that capitalize on the City's cultural, environmental, and geographic resources.
 - Create a vibrant downtown that provides economic and social value while expressing the unique character and history of Reedsburg.
 - Install pedestrian scale lighting to make the downtown feel open for business at night.
 - Install string lights for ambiance to improve the experience for those dining downtown.
 - Explore the idea of a pop-up night market allowing people to gather, shop, walk, and dine and activate downtown beyond normal business hours.
- **Establish and implement a formal downtown façade improvement grant program to revitalize the downtown, attract new businesses, increase property values, and restore downtown's historic character.**
- **Discourage poorly planned, incremental strip commercial development along major community entryways.**
- **Strengthen the retail power of established commercial areas.**
- **Encourage infill development on underutilized or blighted business district properties.**
- **Continue to encourage the development and promotion of arts and culture in Reedsburg.**
- **Continue to support a strong mix of industrial and commercial uses in the city.**
- **Concentrate expansion of the business center and industrial park uses along the southeast portion of Reedsburg.**
- **Investigate possibility of redeveloping portions of the Reedsburg Municipal Airport for future new industrial and commercial uses. Such land could allow larger footprint industrial development allowing existing businesses to expand as well as attract new business.**
- **Encourage compact and mixed-use development and redevelopment opportunities.**
 - Continue to enhance and beautify the streetscape along major corridors and community gateways, particularly Main Street/STH 33 and Albert Ave./STH 23.
 - Capitalize on the Baraboo River by improving connections between downtown and the riverfront that provide new economic development opportunity for the community.
 - Identify business opportunities in the area for canoe rental, restaurants, and other water recreation-oriented enterprises.

vision and recommendations (con't)

- Support economic development strategies to encourage more “third spaces” that promote community gathering, collaboration, and inspire creativity.
- Advance development strategies at identified targeted investment areas to promote high-quality development.
- Work with the Reedsburg Area Chamber of Commerce, Reedsburg Young Professionals, and other organizations to address the concerns and issues of areas businesses to foster a healthy and vibrant business community.
- **Continue the use of Tax Increment Districts where projects would result in the creation of quality jobs (e.g. stable employment and/or attractive wages and benefits), quality structures, and the attraction, retention, and expansion of business in the City.**
 - Investigate if TID guidelines may be necessary for the City.
- **Investigate ideal locations for future Redevelopment Plan areas and subsequent pursuance where applicable. The downtown or commercial corridors along Hwy 33 may be initial locations.**
- **Continue exploration of programs that meet the goals of increasing private economic investment strategies in the community.**
- **Explore the creation and adoption of design guides for specific areas of the community in order to create cohesive environments where the businesses exist.**
 - Separate design guides may be appropriate for areas such as the downtown, the Hwy 33 commercial corridor, and expanded guidelines for the southwest industrial park parcels.
 - Design guidelines should be adopted outside of the zoning code in order to allow governing committees flexibility as all developments are unique and market driven in different ways.
- **Encourage, where applicable, a high degree of commercial, retail, office, and residential use in the downtown area. Continue to allow amendments to the Zoning Code, when required, to permit greater flexibility in the uses of downtown property.**
- **Promote the strategic importance of rail service to the existing local economy, and encourage continued efforts to target businesses who use rail.**
- **Market that Reedsburg is a regional opportunity for business within the economic corridor of central Wisconsin north of Madison. Many firms otherwise attracted to these communities may also consider locating in Reedsburg because of its convenient location and its proximity to skilled labor, urban amenities, and rural-oriented lifestyle. Many studies have been completed regarding the current economic makeup and economic desires of the community. The following is set forth encouraging business types that fit the future needs of Reedsburg:**
 - Encourage target industries in which Reedsburg well positioned to absorb new growth:
 - Small Businesses – smaller firms and new ventures are important to the makeup of the City of Reedsburg.
 - Service and Retail - furniture stores, electronics/appliance stores, general merchandise stores, sports equipment stores.
 - Manufacturing and Wholesale Trade.
- **Give special consideration to environmentally contaminated sites where future development might occur (including brownfield locations).**

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- Work with surrounding jurisdictions and area regional economic development program initiatives that benefit the City and region and evaluate the initiatives' return on investment by considering social, environmental, economic and fiscal factors.

Intergovernmental Cooperation Goal | Improve the effectiveness of delivering governmental services while achieving significant overall cost reduction within the region, and specifically within the City.

Intergovernmental Cooperation Recommendations

- **Reedsburg will work effectively with nearby and overlapping jurisdictions to promote mutually beneficial cooperation and will explore new opportunities to expand partnerships to increase the city's impact for residents and the southwest region.**
 - Work with surrounding towns, other nearby local governments, Sauk County, School District of Reedsburg, and state agencies on land use, natural resources, transportation, and community development issues of mutual concern building relationships of trust and cooperation.
 - Cooperate with neighboring governments, Sauk County, School District of Reedsburg, and state agencies on providing shared services and facilities.
 - Continue shared service agreements with the surrounding towns for both ambulance and fire protection services.
 - Participate in county-level transportation, land use, and economic development efforts.
 - Continue to be a state and regional leader in broadband Internet access through the Reedsburg Utility Commission's LightSpeed communication services.
 - Explore future options for cooperation and coordination among key regional partners for a regional shared airport.
 - Resolve conflicts with government entities and jurisdictions in a non-confrontational manner in order to attain mutual goals. Keep an open line of communication with other government officials.
 - Provide copies of this Comprehensive Plan to all surrounding local governments during final implementation phases.
 - Develop/Amend intergovernmental agreements, if needed, with surrounding towns regarding services and/or extraterritorial powers.
 - Work with other jurisdictions and surrounding cities/towns in preserving the natural resources. Protecting the state waters and surrounding lands that contributes to the ecosystem and include purchases of lands and easements as they become apparent and necessary.
 - Cooperate with other units of government on recreational and transportation facilities that are under shared authority, cross-jurisdictional boundaries, or provide direct benefit to Reedsburg or the neighboring communities.
 - Work in partnership with the Reedsburg School District in determining school service needs for

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the community and the burdens and requirements on school related facilities. Encourage district participation in future land division and density decisions.

Land Use Goal | Combine the goals from the previous elements in this Plan as each directly influences the future desires of land use; promote growth and development of the community in a way that allows change while preserving the overall community character.

Land Use Recommendations

- **Implement and adhere to the Future Land Use Map contained in this 2042 Comprehensive Plan. Allow land uses as per the densities on the 2042 Future Land Use Map.**
- **Follow the Desired Development Areas (DDAs) and Vision Notes when applying the Future Land Use Map to new developments and capital planning projects as follows:**

A - Downtown Focus DDA

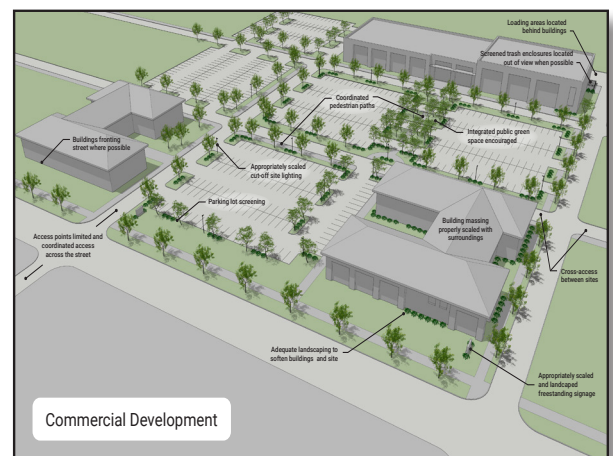
Much discussion in this document relates to the future development of the City's downtown. The intent of the Downtown DDA is to promote development and redevelopment in what is known as Reedsburg's downtown. The downtown DDA was created to allow the revival and redevelopment of these properties in order to create new opportunities for the parcel owners. This area is intended to encourage mixed-use, compact development that is sensitive to the preferred design characteristics already found in the built environment here. The downtown has diverse and integrated land uses within close proximity to each other, and it provides for the daily retail and customer service needs of the residents. The City should utilize design guides, redevelopment plans, financial aides, public investment in infrastructure (streetscaping, etc.) and other economic development partnerships/initiatives. All strategic initiatives and approvals here should contribute to the continued enhanced sense of place here allowing the downtown to be a destination for residents and visitors.

B Highway Commercial Redevelopment DDA

The Highway Commercial Redevelopment DDA extends from Viking Drive (CTH H) to Grove Street along the Main Street (STH 33) corridor. The intent of the North Viking Gateway DDA is to promote parcel combination to create attractive development sites and the redevelopment of the older single-family housing stock into commercial uses. Future development and redevelopment should promote consistent site design and architecture. Future road improvements should be planned in a way that demonstrates this corridor as a neighborhood commercial area and gateway to the City (Ex. Streetscaping, boulevards, landscaping, etc.).

C - East Gateway Commercial DDA

The main commercial thoroughfare in Reedsburg is the eastern portion of State Highway 33. The majority of commercial service needs for the community residents and visitors are found here along with supporting residential and industrial uses in the peripheral areas. This DDA is set up to encourage a mix of uses along this STH 33 corridor while promoting a cohesive environment as public and private investments are made. Developments and redevelopments should be approved to inspire consistent design in both site and



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architecture. Future road improvements should be planned in a way that demonstrates this corridor as a neighborhood commercial atmosphere and gateway to the City (Ex. streetscaping, boulevards, landscaping, etc.).

D - Industrial Transition DDA

The Reedsburg Municipal airport consist of 150 acres of land surrounded heavily by existing industrial park lands to the west, south, and east as well as commercial lands along STH 33 to the north. During the authoring of this Plan extensive community engagement demonstrated that more industrial business park land opportunities may be required. Existing Reedsburg businesses expressed caution on ability to expand their businesses within the community and overall industrial land demand for future jobs and tax base was stressed. This desired development area simply notes that the airport lands should be reserved as opportunities for industrial uses in the community if it is found that the need for portions of the airport are not required during the planning period of this Plan. Portions of this land adjacent to STH 33 may be reserved for larger box retail.

E - Southwest Gateway DDA

The Southwest Gateway extends from Main Street (STH 33) to the area just south of the municipal limits along the Albert Drive (STH 23) corridor. The Southwest Gateway is the City's primary commercial thoroughfare on the west side of the Baraboo River. However, the STH 23 corridor lacks the retail and personal service opportunities found in the Downtown Focus DDA and East Gateway Commercial DDA. The intent of the South Gateway DDA is to promote a mix of commercial/retail and residential uses, primarily to serve the residents of the westside of the city. Future development and redevelopment should promote consistent site design and architecture. Properties north of the Case de Oakes Memory Care property are all currently served by Municipal sanitary sewer, and water service. The properties to the south are attractive opportunities based upon their physical setting as well as proximity to necessary utilities. Future road improvements should be planned in a way that demonstrates this corridor as a neighborhood commercial atmosphere and gateway to the city (Ex. Streetscaping, boulevards, landscaping, etc.).

F - North Viking Gateway DDA

The North Viking Gateway DDA extends from Golf Course Road to 19th Street along the Viking Drive (CTH H) corridor. The intent of the North Viking Gateway DDA is to promote mixed-use development and a wide range of housing unit types for all income levels and age groups. Future development and redevelopment should promote consistent site design and architecture. The City's new sports complex at Nishan Park is envisioned to be a catalytic project for the North Viking Gateway DDA. Future road improvements should be planned in a way that demonstrates this corridor as a neighborhood commercial atmosphere and gateway to the city (Ex. Streetscaping, boulevards, landscaping, etc.).

Community Gateway Vision Note (Shown as Note #1 on 2042 Future Land Use Map):

Commercial corridors play an important role in Reedsburg's economy, providing shopping, dining, and entertainment options for residents and visitors. The entrances or gateways to these corridors from other adjacent communities should raise individual's awareness of the city, orient visitors, and residents to the corridor, and strengthen community identity. Gateways may also be located within the city to identify key districts or areas of interest.

Interesting and high-quality gateways include more than entry markers and signs. Gateways should also be created by surrounding buildings, enhanced landscape treatments, plazas, and streets.

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Major gateways to the city (e.g., East Gateway, North Gateway, Southwest Gateway, and West Gateway) should incorporate a variety of elements including signage, enhanced landscaping, potential change in paving or sidewalk style or color, and special urban design elements. Minor gateways should, at a minimum, include signage. These gateways should also discourage poorly planned, incremental strip commercial development. Internal gateways should be designed similarly to major gateways to identify key districts (e.g., Historic Downtown, Park Street Historic District, etc.) within the community.

Conservation Awareness Vision Note (Shown as Note #2 on 2042 Future Land Use Map): The area surrounding the Baraboo River on the western portion of the community has many lands resting within the floodplain today. This conservation awareness note recognizes the importance of this area of the community environmentally. Land Uses in this general area should be planned carefully with preservation and/or remediation where necessary.

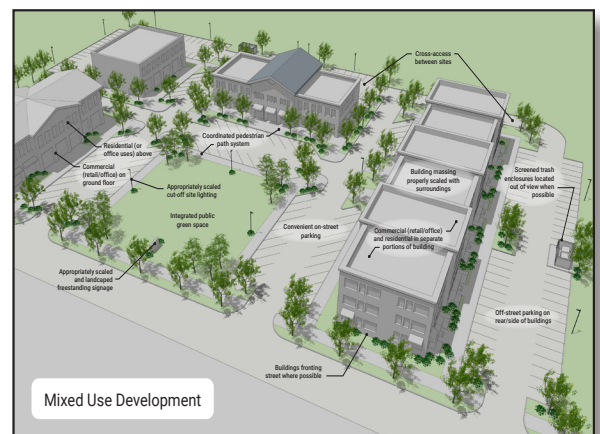
Neighborhood Commercial / Corner Store Vision Note (Shown as Note #3 on 2042 Future Land Use Map): Corner stores and neighborhood commercial businesses were once common fixtures in Wisconsin communities. However, restrictive zoning policies, which segregate residential and nonresidential uses have contributed to their disappearance. Corner stores are the smallest and most useful type of retail and range from 1,500 to 3,000 square feet on the first level.

The city should encourage new commercial corner stores when they find it appropriate to the neighborhood. Amending the Reedsburg Zoning Ordinance may be required to allow corner stores by right in certain areas of the city. Possible considerations for such future development may include:

- Allowing corner stores in multi-family residential zoning districts subject to certain restrictions on size, location, design, and operations (e.g., hours of operation and deliveries),
- Allowing corner stores on residential streets if they are in existing buildings that were originally built as storefronts.
- Encouraging corner stores in mixed-use residential/commercial districts through plan policies and zoning regulations.
- Allowing corner stores at intersections in residential areas and/or limit their frontage on a block or their number in a neighborhood.

Mixed Use Vision Note (Shown as Note #4 on 2042 Future Land Use Map): Mixed Use is “development that integrates two or more land uses, such as residential, commercial, and office, with a strong pedestrian orientation”. The city should encourage compact and mixed-use development and redevelopment opportunities. Qualities essential to mixed use development:

- Good pedestrian orientation and connectivity



vision and recommendations (con't)

- The accommodation of all modes of travel
- The inclusion of residential development in the mix
- Physical and functional integration of uses through careful site layout and the design of buildings and streets

High Density Multi-Family Vision Note (Shown as Note #5 on 2042 Future Land Use Map): It is the intent of this note to acknowledge the potential of this site for a high-density multi-family redevelopment within an established neighborhood with municipal services. However, the city would only consider such a redevelopment if the mutually beneficial opportunity to retain and relocate the existing industrial business elsewhere in the city presented itself.

Historic Preservation / Local Landmarks Vision Note (Shown as Note #6 on 2042 Future Land Use Map): It is recognized that there are certain homes in the city with historical significance that haven't been formally designated or protected. It is the intent of this note to acknowledge the significance of the local landmarks within this neighborhood to the history and character of Reedsburg.

Redevelopment Vision Note (Shown as Note #7 on 2042 Future Land Use Map): The 2042 Future Land Use Map identifies locations where the city will encourage infill development on underutilized or blighted business district properties. It is recognized that it is neither possible nor practicable to list all the potential sites for redevelopment in the city, and therefore it is intended that those identified only be illustrative.

- **Specifically, when conflicts arise between land uses in the 2042 Comprehensive Plan and existing Zoning Ordinances the provisions of the 2042 Comprehensive Plan should govern and facilitate a zoning amendment.**
- **Continue to protect and improve the variety of single-family residential neighborhoods while also creating a sense of urban diversity and intensity in certain districts and corridors.**
- **Continue to create and enhance the City's network of parks, trails, and greenways to beautify the community, provide recreation, enhance quality of life, and balance the effects of increased density.**
- **Continue to improve the appearance of the major commercial and mixed-use corridors within the City by requiring higher quality private landscaping, improving public landscaping, amending the Zoning Ordinance to limit the amount of off-street parking located adjacent to streets, and educating developers about the community and economic benefits of quality site planning and architecture.**
- **Continue to respect all modes of transportation by accommodating the automobile, but not allowing it to dictate all aspects of urban design, and by giving higher priority to pedestrians and pedestrian-oriented development.**
- **Continue to consider views within and surrounding the city as part of the character of Reedsburg and evaluate view planes and corridors as part of rezoning considerations.**
- **Infill, contiguous, and brownfield development will be encouraged over greenfield development where feasible and appropriate.**
- **Adopt design guidelines to improve commercial development quality within the east gateway area of the city.**
- **Distribute land uses in a way that they are accessible to supporting infrastructure systems in order to assure the most efficient allocation of services.**
- **The market should drive population growth in Reedsburg. However, if the rate of growth exceeds 5% in any 12-month period, or 8% in any 24-month period, the Plan Commission and Common**