Baraboo Downtown & Riverfront

Promoting commerce in Baraboo's Downtown and Riverfront corridors

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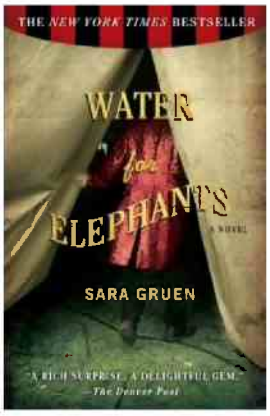
Introduction

In 1838, Abe Wood settled the Village of Adams, later this area would be renamed the City of Baraboo. In 1846, Baraboo became the county seat after a fierce political battle with the nearby City of Reedsburg. Just after the turn of the 19th century, the Ringling brothers founded the Ringling Brothers Circus in Baraboo. Baraboo has since been synonymous with the Ringling Brothers and is currently home to the Circus World museum.

Baraboo has many benefits; including its proximity to other major tourism hot spots in the Baraboo area such as; Devil's Lake, Wisconsin Dells, Mirror Lake, and Devil's Head Ski Resort & Golf Course. The most internationally known company in Baraboo is the International Crane Foundation (ICF). ICF and its affiliates are world-renowned experts in avian knowledge, and lead the field in research and rehabilitation of avian species, predominantly cranes.



Uniquely situated amidst the Baraboo Bluffs, Baraboo has excellent natural features and is a sure hotspot for Eco-tourism. The Baraboo River flows only a few blocks from the downtown square and in the past held Bass fishing tournaments. In 2008, Baraboo was one of many cities that suffered a large flood destroying homes, lives, and other structures. It was not until the flood destructed the dam that the Wisconsin Department of Natural Resources (WDNR) saw an increase in the fish population of the Baraboo River. Baraboo's downtown is also located only a few miles from Devil's Lake State park. Well within biking and walking distance of the tourists who visit the park throughout the year.

Baraboo is one of the few cites left with a true town square, catching the eye of major corporations and media in recent years. In 2007, General Electric contacted ICF to shoot a commercial at ICF's faculties promoting GE's new, more environmentally friendly, jet engines. Furthermore, in 2008 Hollywood came to town ranking Baraboo as one of the final cities slated for shooting a few scenes of the Johnny Depp and Christian Bale movie, *Public Enemies*. Even though the City of Baraboo did not make the final selection, the director and his star cast crew remained in the area to shoot scenes at Mirror Lake. Most recently, the Circus World museum provided the Hollywood blockbuster film, *Water for Elephants*, with film props for the movie. Even though the Circus World museum has received royalties from the film, if the produces could have shot the film in Baraboo, it would have brought upwards of 3 million dollars to the Wisconsin economy. However, due to production tax issues the crew was unable to film in Wisconsin.

Problem

In recent years, the City of Baraboo has contracted with various organizations/agencies to produce plans for the redevelopment of Baraboo's corridors. Baraboo has a rich history and is home to the Barium and Bailey Circus. The Baraboo Downtown &Riverfront (BDR) corridor has much to offer and is currently underutilized.

This study's purpose is to create and provide recommendations for promoting commerce by applying best practice principles throughout the BDR. In addition, this plan will act as a guide to the Baraboo Economic Development Committee (BEDC) and Baraboo Downtown Incorporated (BDI) for further developments within the BDR. The outcome will be an analysis of the BDR's strengths, weaknesses, opportunities, and threats (SWOT) in addition to, methods to increase economic vitality.

Methodology

Previous Studies

It is important, when beginning a study, to identify any previous consultations that Baraboo has conducted. On September 6, 2007, Vandewalle & Associates published a design plan aimed at guiding the city in their redevelopment efforts. It is also important to note that this study does not undermine the recommendations that Vandewalle has provided Baraboo, only add to the quality of their analysis.

Upon review of the design recommendations set forth by Vandewalle, it is the opinion of this study that the methods and recommendations are sound and adhere to the "Complete Streets" design principals, incorporating various design suggestions for architecture, building height, land use, transportation, and the like. However, minor adjustments to the design plan will better suit the Baraboo community and city code.

Public Involvement

The most challenging portion of this project was gaining an understanding of the publics' perspective toward the BDR. The first method chosen to host the survey was conducting an in-person survey at or near some of the larger commercial establishments outside the BDR project area. This would allow the survey to receive higher a volume of participants, while also reducing the amount of bias within the survey. Many of the local commercial establishments would not allow the questionnaire in or near their establishment. From responses herd, this study has identified possible explanations for their leeriness of allowing a questionnaire. One possible explanation is that the corporation does not wish to interrupt their patrons' experience. The second reason is that "concerns with conducting this survey as it relates to our customers and any association with the BDR" (anonymous – email). The diagnosis of these explanations points to the fact that these companies do not wish for the BDR to be successful for fear of competition that might stem from this document.

The second option was to post the survey utilizing an online format and transition the questions from the in-person survey to a digital form using Kwik Surveys as the host website. Other similar survey hosting sites such as: Zoomerang, Poll Daddy, Survey Monkey, and Free Surveys were also considered. The reason for choosing Kwik Surveys over the others is, Kwik Survey is free and offers an unlimited number of questions and responses; it also allows for great diversity of question and answer configurations. The BDR survey was located at http://www.designwake.com/Heath/Baraboo_Survey.html. The survey questions steer the

consumer in an attempt to isolate how the resident perceives, and feels about the BDR. Upon completion and closing of the survey, the results will be at the following web address http://www.designwake.com/Heath/BDR_Survey_Results.html. Furthermore, results were compiled and analyzed to ascertain if any significant responses, or if any responses countered the originally hypothesis.

Moreover, in order to disseminate the information of the ongoing BDR survey to the public, 800 invitations were printed and distributed throughout the city. Baraboo's population has 4,502 households throughout the city, that is a little over five times (5x) the number of invitations that were distributed (American FactFinder 2000). Every third house received an invitation to the survey efficiently blanketing the City.

On Saturday April 9, 2011, by coincidence, the Baraboo News Republic reported an article summarizing the cooperation of the Baraboo Police Department with the BDI to make Baraboo as safer downtown. Baraboo Police Office Lt. Robert Sinden spoke with conviction that the Baraboo Police will do all they can to stop sex offenders from crimes before they happen. The article read, "if you think something is wrong, call the police". The goal of the Baraboo Police is to stop all crime before it happens, ensuring the safety of the Baraboo residents.

Mapping the BDR

Before creating a map of the BDR, knowing the data needs for the project is a necessity in order to more efficiently plan the construction of the map. Data for the map came from both the Sauk County's Mapping Department and the City of Baraboo's Engineering Department. As the data received from the two departments was not sufficient to realize the goals set by this study, creating custom data utilizing a heads-up digitalization method was the only option. Data consisted of the following:

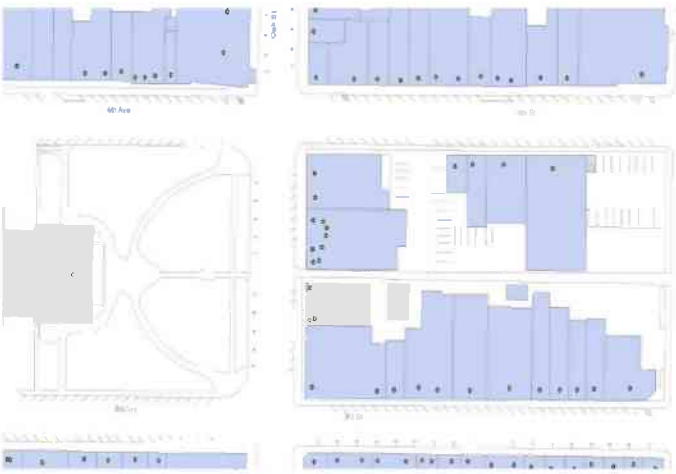
Walking Trails	Block outline w/bump-outs	Pedestrian Count
Roads	Building footprints	Trail Access Points
Road Centerline	Traffic counts	Parking lots
Sidewalks	Vehicle parking counts	

After obtaining the data, it was then clean and checked for errors through visual interpretation and knowledge of the area.

Next, a database of businesses would need to be constructed, geocoded, and joined to the proper building footprint biased on spatial location. Tabular data, about the BDR businesses, was gathered from various sources such as: weekly BDI meetings where local business owner discuss upcoming events and the daily operations of the area, Google Maps, and the BDI website. From the data gathered, a table was constructed that displays relevant information about the use of each facility such as:

Unique Identification Number (ID)	Zip	Website
Business Name	Owner name	Facebook
Business Address	Telephone	Twitter
City	Fax	
State	Email	

After the database had been populated with information, it was then added to ArcGIS and, based-off a roads data layer, businesses were are assigned their appropriate spatial location. Next, verifying the dataset for accuracy ensures that all business points match with their building footprint. The next step was to join the "point business dataset" to the "building footprint polygon" layer biased on spatial location. That is, the ArcGIS program assigns the polygons the assets of whatever point(s) fall on within the polygon boundary.



Before sending the map out to a web server, cartographic improvements enhanced the map and set the standard, or baseline, for the online map display. The map is then "pushed" to the ArcGIS server. Next, the server visually displays the information using an Application Programming Interface (API). I consideration of four APIs was taking into account for this project: FLEX Viewer, Silverlight, Arc Server, and Google or Bing Mashups. FLEX Viewer, an Adobe Flash based product, was chosen because of it ease in language, operational capabilities, and cartographic features. Widgets were then complied and configured to display information about the features on the map. Widgets are tools used to perform various functions on the mapping website. One such example is the "Identify" widget, this widget enables the user to click on a feature and gain information about that feature through a popup window. The information displayed in the popup window is set, and configured by the writer working in the FLEX environment.

Analysis

Pedestrian Count

The first pedestrian count was at 2:10 pm on Monday April 11, 2011, not during heavy retail hours. During the examination of the pedestrian count, it was difficult to distinguish between pedestrians who drove to the BDR, and pedestrians who walked to the BDR. However, within a ten-minute timeframe, fifty (50) persons were counted in the downtown. One can safely assume that from these observations a pedestrian count is not needed because; the BDR is a "drive to" downtown rather than a "walk to", even though it is surrounded by residential neighborhoods. In order to count the pedestrians, it is safe to assume that there is at least one person per vehicle located in the BDR. Furthermore, the majority of people observed were exiting or entering their vehicle near their destination. Moreover, an explanation for the BDR being a "drive to" destination is that some of the uses categorize as one-stop destinations; banks, appliances, furniture, financial services, law offices, and the like. It is unclear if there is any pedestrian fluidity in the BDR because of the interspersion of such uses as ones mentioned above.

However, there is a method that enables the user to obtain a basic understanding of the pedestrian principal through an online service called Walk Score. WalkScore.com provides the user with a number that determines an areas walkability and compares that score against other nearby areas. The address of 515 Oak St. Baraboo WI, the center of the northern portion of the

Restaurants
Mama Mia 0.01mi
Garden Party 0.05mi
Middle Earth Pizza Plus 0.05mi
Jen's Alpine Cafe & Soup Kitch 0.06mi
Birdie's Cafe 0.08mi
Vintage Port Catering 0.09mi
Little Village Cafe 0.12mi
Cousins Subs 0.5mi
D J's Subs LLC 0.5mi

Coffee
Village Booksmith & Coffee 0.05mi
Jen's Alpine Cafe & Soup Kitch 0.06mi
Coffee Bean Connection 0.07mi
Little Village Cafe 0.12mi

Groceries
The Grainery 0.02mi
Square Market 0.04mi
Express Food Mart Llc 0.5mi

Shopping
Bekah Kate's 0.02mi
Recyded Sally's Consignment 0.03mi
Fritsch's Corner Drug Store In 0.03mi
Oak Street Antiques and Yarn 0.04mi
Butterfly Kisses Childrens Bou 0.08mi
Viper Safety Inc 0.1mi
Wilsons Leather 0.14mi
Isenberg's True Value 0.36mi
Absolute Imprints 0.4mi

Schools
St Joseph Catholic School 0.17mi
St John's Lutheran School 0.36mi
West Elementary Kindergarte 0.39mi

Parks
Broadway Park 0.27mi
Campbell Park 0.49mi
Langer Park 0.54mi
Mary Roundtree Evans athletic 0.54mi

Books
Baraboo City Library 0.19mi
Circus World Museum 0.41mi
Robert L Parkinson Library 0.43mi

Bars
Downtowner Bar & Grill 0.04mi
Zach's Bar & Grill 0.05mi
Poor Richard's Bar 0.06mi
Monk's Bar & Grill 0.1mi
Square Tavern 0.1mi
Gem City Saloon & Eatery 0.23mi
Bumps 0.3mi
Old Baraboo Inn 0.34mi

Entertainment
Ringling Theatre 0.12mi

Banking
Memory Bank 0.09mi
Community First Bank 0.32mi

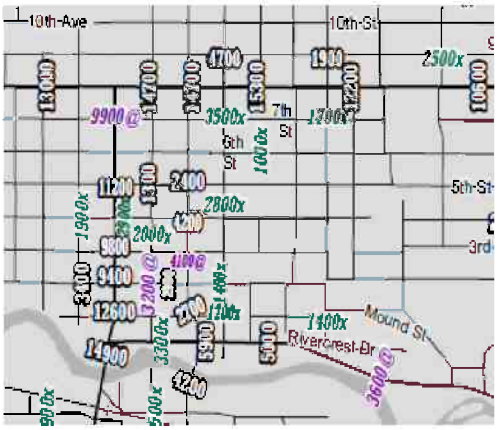
Post Offices
US Post Office 0.18mi

Fitness
Its All About You 0.08mi
Elite Self Defense Center 0.09mi
Curves - Baraboo/West Barabo 0.1mi
Baraboo Health & Fitness 0.21mi

Child Care
St Joseph's Catholic School 0.17mi
St John's Lutheran Day Care 0.36mi

BDR, received a score of 97 identifying it as a "Walker's Paradise". Furthermore, the intersection of Ash St. and Water St. received a score of 94, also a "Walker's Paradise". Walk Score is a great tool to gain an understanding of the general walkability of an area, but one of the flaws of this tool is that it does not take into consideration specific demographic and retail data. The tool simply applies a general category to each use and then produces a score based on the proximity to, and the variety of, uses near the address in question.

Traffic Analysis



Traffic count data are from the Wisconsin Department of Transportation and reported as annual average daily traffic. There are two primary roads feeding Baraboo's population: US Highway 33 (8th St or Lynn Ave.) and US Highway 12 (S. Broadway or South Blvd.). At the low end, on an average day, Baraboo has 13000 vehicles that travel past the downtown on Highway 33. Additionally, on an average day Highway 12 feeds 14000 vehicles directly into the BDR. Furthermore, Highway 12 has a daily count of approximately 19000 vehicles (Appendix A). This is similar when compared to the traffic counts of Sun Prairie fed by 11,500 from Main St. and 10,300 from County Highway N.

Parking Analysis

The objective of this Parking Analysis is to obtain an understanding of parking space occupancy. Various days were slated in order to identify fluxes in population within the BDR. Dividing the BDR project area into 5 quadrants: Northwest, Northeast, Southwest, Southeast, and the Riverfront, allows the user to identify quadrants that have frequently heavier use, and intern isolate those uses to making generalizations based on the frequency that that quadrant is heavily populated. Furthermore, to calculate the parking occupancy for streets that cross quadrant boundaries, each of the adjacent quadrants receive half of the number of occupied parking stalls. Refer to Appendix B when comparing the parking analysis.

Friday April 8, 2011 – 4:30 pm

At the time of this count, there was a large population of parking stalls occupied on the Eastside of the BDR, rather than the Westside, excluding the Sauk County parking lot. The Westside of the BDR had an occupancy count of 90.5, while the eastside had a count of 180.5.

Saturday April 9, 2011 - 10:15 am

This was a heavy draw day with significant clustering of vehicles in the Northwest corner of the BDR (see Reference map). The Northwest corner contained 114.5 vehicles, where as the southeast corner had 25 vehicle (Appendix C).

Saturday April 9, 2011 – 3:15 pm

There were far more parking stalls occupied in the northern portion of the BDR. This is because most of the retail is located in the Northern portion of the BDR. Not much retail is located in the Southern

quadrants of the BDR. As stated above in the Pedestrian Count section the Southern portion of the BDR is comprised primarily of one-stop destinations, and other purchases such as, furniture and appliances, not made on a daily basis. Furthermore, the majority of vacant stores are located in the Southern quadrants of the BDR numbering 12.

Sunday April 10, 2011 – 9:05 am

There is a definite form of isolation during this study capture. There is a large number parking on 4th St. between Ash and Oak. This high volume of occupancy stems from people who are not attending church at and are eating breakfast at a restaurant. The other two locations with high numbers of parking stall occupancy are at the Sauk County West Square parking lot and the Civic Center parking lot. These two parking pockets are attributable to their proximity to religious institutions.

Sunday April 10, 2011 – 12:25 pm

There is definite segregation between the quadrants, with a majority of the parking stalls occupied in the Northeastern section of the BDR. Much of this pattern is attributable to people eating lunch during this time.

Sunday April 10, 2011 – 3:15 pm

This count displayed evidence of a dispersal pattern. Many of the people partaking of the on-street parking have left, except for the 4th St. block between Oak and Broadway totaling 12 parked vehicles. Monk's Bar and Grill is located on this block and is a major contributor to the dinner scene in the BDR (Appendix D).

Wednesday April 13, 2011 – 7:30 am

Parking occupancy segregation is how to term this count with the largest concentrated parking occupancies on the 4th St. block between Ash and Oak, and in the parking lot behind the West Square Building. This pattern occurs because of two reasons: first is that Sauk County opens at 8:00 am with people arriving early to work, and second is because that is where the largest concentration of restaurants serving breakfast are located: Jen's Alpine, Birdie's Café, and Garden Party Café (just around the corner).

Thursday April 14, 2011 – 10:00 am

The distribution of parking throughout the BDR area is even, with no real apparent or definable area with heavier usage. This is due to the count being taking at mid-morning while people are on their breaks, getting a cup of coffee, or still out for breakfast

Parking Analysis Synopsis

In conclusion, there is definite segregation and dispersion of the vehicular and in turn pedestrian traffic throughout the BDR. There is generally a larger concentration of vehicles in the Northeastern corner of the BDR. Again, this is attributable to the use of the structures in that area. Primarily, there are more occupied storefronts with transparent glazing, and more restaurant and retail establishments serving the daily needs of both the Baraboo community, and its visitors.

Baraboo Downtown/Riverfront Survey

Identify the strengths, weaknesses, opportunities, and threats (SWOT) of the BDR. A recent survey, asked community members to identify uses, which they would like to see incorporated into the BDR; and uses they feel are too prevalent in the BDR. Many of the respondents wished to see eateries such as restaurants and cafes incorporated into the BDR matrix. With categories such as clothing, athletic/recreational and general retail among the mid-level desires. On the other hand, when ask what uses are too prevalent in the BDR, a larger portion (39%) of the respondents answer "Other". The "other" category was filled with various responses ranging from "vacant and nothing in the BDR" to "prices are too high with not enough variation" (Appendix E).

According to the survey, the general demographics of the people visiting the BDR is approximately 2/3s female and 1/3 male. Of the female count, most range from 25 to 74 years of age. Males appear to have a very even level of age range.

In a stakeholder interview, it was rumored that community member perceive the downtown establishments more for tourism than the community. Based on the results of the survey it appears that the rumored perception is correct. There is a slight left skew in the data, suggesting that, in the eye of the community, the downtown focuses more on tourism rather than the local community (Appendix F).

When approaching the question of how often they visited the BDR the majority of respondents (57%) stated they visited the BDR 2 or more times a week (Appendix G).

Further analysis reveals that the community is "comfortable" with the overall comfort level when shopping throughout the year (Appendix H).

The survey respondents generally felt that the overall appearance of the BDR was in good to fair condition. Of the female responses nearly half (47%) answered that the appearance was "good" (Appendix I).

Moreover, when asked if the survey participate would be willing to live in the BDR 41 responses said "No" and 24 said "Yes" (Appendix J). Many of the yes and no responses commented that there is no incentive to live downtown, because there is not much to do there.

Revisiting the issue of safety addressed in the article published by the Baraboo News Republic. Participants were given a scale of 1 to 10; 1 being "Very Unsafe" and 10 being "Very Safe". The majority of participants

(59%) responded with a value between 7 and 10 signifying that they feel primarily "Safe" in the BDR. One explanation for their response is this is what the community is use to; this is their norm. The community may be unaware or unsure of the possibility of change. The deliverable section of this paper better identifies strategies to engage the public.

Synopsis of Analysis

The big question is what does all of this data mean? Is there a problem? If so, how big is it, and how can it be solved? Based on experience and interpretation, people are coming to the downtown but they are not staying. They are there as a target shopper with only one goal in mind, i.e. food, specific retail, offices, etc. This again reduces to expectation beyond the norm. Showing to the community what the BDR could become is effective method in initializing revitalization and longevity of the square and riverfront.

Comparative City – Sun Prairie WI

Given the geographic similarities between Baraboo and Sun Prairie, in addition to, Sun Prairies successful redevelopment, it is a prime candidate to compare with Baraboo. The following are summaries of Neil Stechschulte, Sun Prairie's Economic Developer, responses to general questions about the redevelopment.

How long ago was the downtown redeveloped?

The redevelopment is approximately a decade old, the project began in 2003. Prior to the redevelopment, Cannery Square was an industrial park with little draw from the other parts of the city.

Have you notice an increase in pedestrian and vehicular traffic?

There has definitely been an increase in pedestrian traffic, as stated earlier; this area was completely industrialized void of any street pedestrian. Yes, there has been an increase in the vehicular traffic. This is mostly due to the move of the new Sun Prairie High School located at the edge of town. With most residences living on the eastside, they now have to drive through downtown to take their children to school. Additionally, a new Copps grocery store recently opened between the downtown and the new high school adding to the traffic the downtown witnesses on a daily basis.

Is there a demand to live in the downtown? Was this spurred by the redevelopment?

There is a demand to live in the downtown. Prior to the redevelopment, there was no demand to live downtown. It was because of the redevelopment and beautification of the area that drew residents and retailers to the area.

What kind of funding opportunities did Sun Prairie offer developers? Did the City actively seek developers? How?

Funded as a TIF district, The Cannery Square redevelopment project accrued between 25 and 30 million from private investors and approximately 8 million from the city. Sun Prairie actively sought developers and send RFPs to 60 or 70 developers. Although it was a bit tough, the City did receive RFP responses from developers.

Did the City require the developer to initiate affordable housing in the redevelopment?

No, however the developer did vary the prices on the residential units. The reason for foregoing affordable housing around Cannery Square is that there are existing affordable housing units a few blocks from the square on the other side of Copps. This development is for the more affluent of Sun Prairie.

How does Sun Prairie compete with Madison?

Sun Prairie does not try to compete with Madison, rather, Sun Prairie find niches to exploit to retain their local residents. However, there are some restaurants that becoming quite well known, which may draw a portion of the Madison population.

I've seen a lot of advertising in Sun Prairie for activities and events: Does the City construct these advertisements or is in a separate committee of people? How has this affected the draw of Sun Prairie?

Yes, the City does create advertisements, but there are additional entities, spate from the city, that create their own advertisements. Sun Prairie has a downtown business group similar to Baraboo's BDI. Groups such as these have been constructing their own advertisements and special offerings. Though advertising in the local newspaper has not been particularly effective, TV advertising has. Local retailers have been advertising on TV throughout the Madison area, resulting in a small draw of the Madison population.

The Cannery Square also hosts festivals, concerts, special events (Ladies Night), and sporting events. The square is becoming more and more of a draw to the surrounding area. Sun Prairie is finding that they are drawing from other small municipalities around the eastside of Madison such as: Stoughton, Windsor, Deforest, and Cottage Grove

How has the redevelopment affected the growth/sprawl of the city, in terms of population?

Initially the size of the project was much more subdued that one sees it today. What is referred to as the "framework" of the square, was only a few buildings boarding the square. Beautification increased the demand in the area attracting other developers to Sun Prairie to complete additional projects adding to the Cannery Square redevelopment project, such as the residential and small shopping center behind the square.

The redevelopment sparked a secondary wave of density at the center of Sun Prairie, beginning a phase of re-growth along the Main St. corridor.

How has the redevelopment affected other parts of the city? For example, the vacant strip near Sentry.

The redevelopment spurred additional developments in other parts of the Sun Prairie, especially on the east side of town, such as new office space and luxury condominiums/apartments.

COMMENTS

A couple of interesting points stressed by the Economic Developer are that the restaurants in the downtown are the definite drivers of the area. People will generally go for a cup of coffee, or out to eat, and walk into a couple of shops.

Sun Prairie had not established any type of form-based code at the conception of this project, but because Sun Prairie sent RFPs, project designs were negotiable. Form-based code is something that Sun Prairie is looking into establishing for future projects.

Deliverables

Non-Profit Agencies

There are numerous methods to gain the attention of developers. In order for the BDR to become a "great public place", it will need not only the support, but also the excitement from the community. BEDC, the BDI, and the City will need to excite the community with illustrations and portrayals of what the BDR could become. Photomontages of the study site are one of the best methods of displaying the potential of an area (Appendix K & L). In addition, the City should consider allocating funds to small capital improvement projects that will beautify an area. One such example is the green space to the east of NAPA Auto Parts. While this space looks great there needs to be a reason that draws people there. Project for Public Spaces [PPS (www.pps.org)] is a great tool and outlines the power of 10. That is in order for a place to be successful there needs to be 10 reasons that will draw the community. Reasons could include "a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, these activities should be unique to that spot and are interesting enough to keep people coming back" (PPS). Non-profit organizations like PPS and the Charter for the New Urbanism (CNU) will help communities identify resources, and work with the municipalities to identify strategic developmental plans.

Public Art& Transformation

Utilizing local artists and schools to create works of art for public spaces is a great way to instill a sense of community awareness and responsibility. This type of art is interactive, and draws upon the community to construct a place that they will enjoy. Because the community constructed the work of art, they will be more prone to maintain its appearance. For example, Millennium Park in Chicago and Waterworks Garden by Lorna Jordan of Seattle, Washington. Millennium

Park was a an industrial wasteland that was transformed into public art space where people gather to watch concerts, interact with the art/architecture, eat, shop, and exercise. Like Millennium Park, Waterworks Gardens built on land used for industrial purposes. Waterworks Gardens is a functional water reclamation facility in the City of Renton, Washington. Today Waterworks Gardens plays host to plethora of specials events, including weddings. Both of the mentioned examples have utilized public art as a catalytic method for revitalizing an area. Adding greenery and an interactive landscape is a great method to engage all community members both young and old.

Form-based Code

Form-based code is a method of regulation that makes uses adhere to certain aesthetic regulations, while still allowing for design flexibility. One example of such regulation could be designating a certain color palate for developer to use in their designs. A prime example of this type of regulation is in Charleston, SC (two upper images).

Generally, it is difficult to regulate large corporations, but form-based code alleviates that difficulty. More often than not Walgreens will have the same architecture, color palette, and location. Form-based code will alleviate possible eyesores if the architectural style of the company/developer does not fit the code. The function must fit the form, not the form must fit the function. The top-right is an architectural rendering of row houses following form-based code, while in the upper-middle right image is the outcome of that rendering.

1st Upper: an architectural rendering of row houses following form-based code, 2nd: the result of following form-based code, 3rd: Waynesville, OH Sauerkraut Festival, 4th Bottom: Sun Prairie, WI redevelopment Cannery Square

Site Comparison

Comparatively, an example that relates to the BDR and Wisconsin Dells is the relationship between Waynesville, OH and Kings, OH. Waynesville is an antique and arts shopping village with a single mains street approximately 1/3 mile long, lined with antiques, dining and other shops. Similarly, to the BDR, Waynesville is also near one of the largest lakes in Ohio, Caesars Creek. Furthermore, Waynesville is located near Kings, Ohio home to The Beach Water Park and Paramount's Kings Island. This may be one of the greatest similarities between these two locations. Waynesville also hosts festivals and other events that attract large populations for people for a 3 or 4 day weekend event, such as the Sauerkraut festival.

Sun Prairie is another city that is geographically similar to Baraboo, and must compete with Madison's commercial retail. Much like Baraboo, Sun Prairie has a similar shape to it downtown consisting of both a square and an adjacent linear corridor. Additionally, Sun Prairie is neither close enough to be spatially considered part of Madison, nor is it far enough to not compete with Madison's pull. As stated early, many cities are trying to incorporate a true square into their downtown.

Marketing & Signage

Continuing with what Sun Prairie is doing to advance their downtown and draw people from Madison is Sun Prairie's marketing techniques. Personal experience denotes Sun Prairie possess many different methods of drawing people from Madison. In the month of April, the city sends out, by mail, a booklet of all the events Sun Prairie is hosting throughout the summer including: sports, concerts, festivals, events, and the like. During the summer, Sun Prairie hosts a small farmers market that consists of not only a mix of fresh produce, but also, local bakeries and other café/eatery uses. Furthermore, much like Baraboo, pamphlets of upcoming events, like the Wine Walk, are scattered throughout the area. However, Sun Prairie is trying various methodologies of increasing commerce in their downtown on a daily level. One such method is weekly or monthly restaurant discounts. This type of idea is comparable to what Fields in the Wisconsin Dells does for locals on Friday nights, except at a wider extent. Again, the key is making this promotion known throughout the city and surrounding area. Baraboo needs to consider marketing in surround areas through various media, including but not limited to, Madison newspapers, internet, booklets/pamphlets, and room cards from hotels.

Signage is another key aspect in marketing, possessing the ability to market the city as a whole. Signage conveys to the passerby what the city has to offer and where it is located. This is useful to not only tourists, but also, local residents who maybe unsure where certain facilities are located. Aesthetically pleasing signs or entryways are the users' first impression defining an area. Depending on the size of the municipality, signs do not necessarily defining a city as a whole; rather they place emphasis of certain areas. Placing field maps and directional sign lets the user know what is where, and in what direction. Creating gateways to an area

signifies a change and alerts the person(s) that they are entering a new area. Additionally, a gateway is the foremost marker that defines an area and provides the area with and identity as mentioned above. An example of a gateway is Milwaukee's Historic Third Ward.

Developer Incentives

In addition to beautifying an area, providing developers with incentives like, Tax Incremental Financing (TIFs) and Business Incentives Districts (BIDs) can attract developers to an area. Further obtaining funding to create Request for Proposal (RFP) will create a draw and promote bidding between developers for prospective jobs. The last type of incentive is an Entrepreneurial Incentive. This is where the municipality provides the owner with tax breaks in exchange for the creation of new jobs. Having the ability to catalyze an area through means of reconstruction will draw developers spurring other forms of redevelopment.

Recommendation

Based on expertise, testimonials from the Baraboo community, and the city comparison interview, it is the recommendation of this study to first beautify the area and compose an RFP to send to developers. The RPF must be comprised of goals and objectives pertaining to the BDR.

Because restaurants and cafes are synergistic in a downtown, it is important to incorporate a variety of styles and prices that are comparable to other areas. It is encouraged that eateries in the BDR participate in the Farmers Market, Special Events, Sporting Events, and other forms of food advertisements, therein changing the mindset of the Baraboo Community and reinvigorating the area.

Furthermore, according to the survey, Baraboo citizens are calling for more diversity in every aspect. Many survey respondents stated that the BDR has too many restaurants and cafes. When asked why, they responded there are too many of the same restaurants serving the same food for the same price. The Baraboo community demands a variety of good food at a reasonable price.

Moreover, there are too many vacant stores and not enough glaze transparency. This means that it is difficult for people to peer inside and to see what the store has to offer. Having larger windows will bring the outside world into the store and vice versa. One of Sun Prairie's developments had intended for the first floor to be used as commercial, as the market was not ready it was converted to residential. The large glass windows and door fixtures, although blinded, can still be aesthetically pleasing while providing a sense of transparency.

Baraboo needs to draw upon its strengths. As a major source of "Eco-tourism", Baraboo must focus some of its efforts on attracting retail supply, sports & recreation, and clothing appropriate for the community and tourists.

In real estate it is often said that the when trying to sell a house the most important part is the staging, in order to attract potential buyers and keep them coming back. A city is no different, it is important for the BDR to look nice, neat, and clean; in other words, the BDR needs a staging.

Future Study

Based-off this recommendations, if this study were to have a second phase, it would identify possibilities to increase the tax base, and identify how to lower the median age of Baraboo residents to incorporate more young professionals and technology-based companies.

Another future study that this project had hoped to incorporate is a 3D online mapping website. This is very similar to Google Earth allowing a fly through of an area. Some known examples are with large cities such as New York or Las Vegas. Utilizing Google Sketchup, construct 3D buildings draping photos of each building face over the wire-framed, resulting in a digital rendering of the BDR built environment.

Continuing with the notion of the mapping website, it was also the objective of this project to incorporate vacancy space into the criteria, both commercial and residential opportunities. There are two ways of incorporating this type of data into the website. One method is by entering and adding data by hand, this would require more labor hours to keep the data up to date than the secondary method. The second method is less resource intensive, calling for a RSS feed from the real estate companies (ex: First Weber). An RSS feed is simply a tool that requests information from an external source and displays the information on a map. Given real estate companies, like First Weber, already have a mapping website displaying their vacancy opportunities; it would be tedious and redundant to duplicate/maintain that data. Most likely, data from the real estate websites is already in KML format and easily incorporated into the Baraboo Downtown & Riverfront website created by this project.

Study Limitations

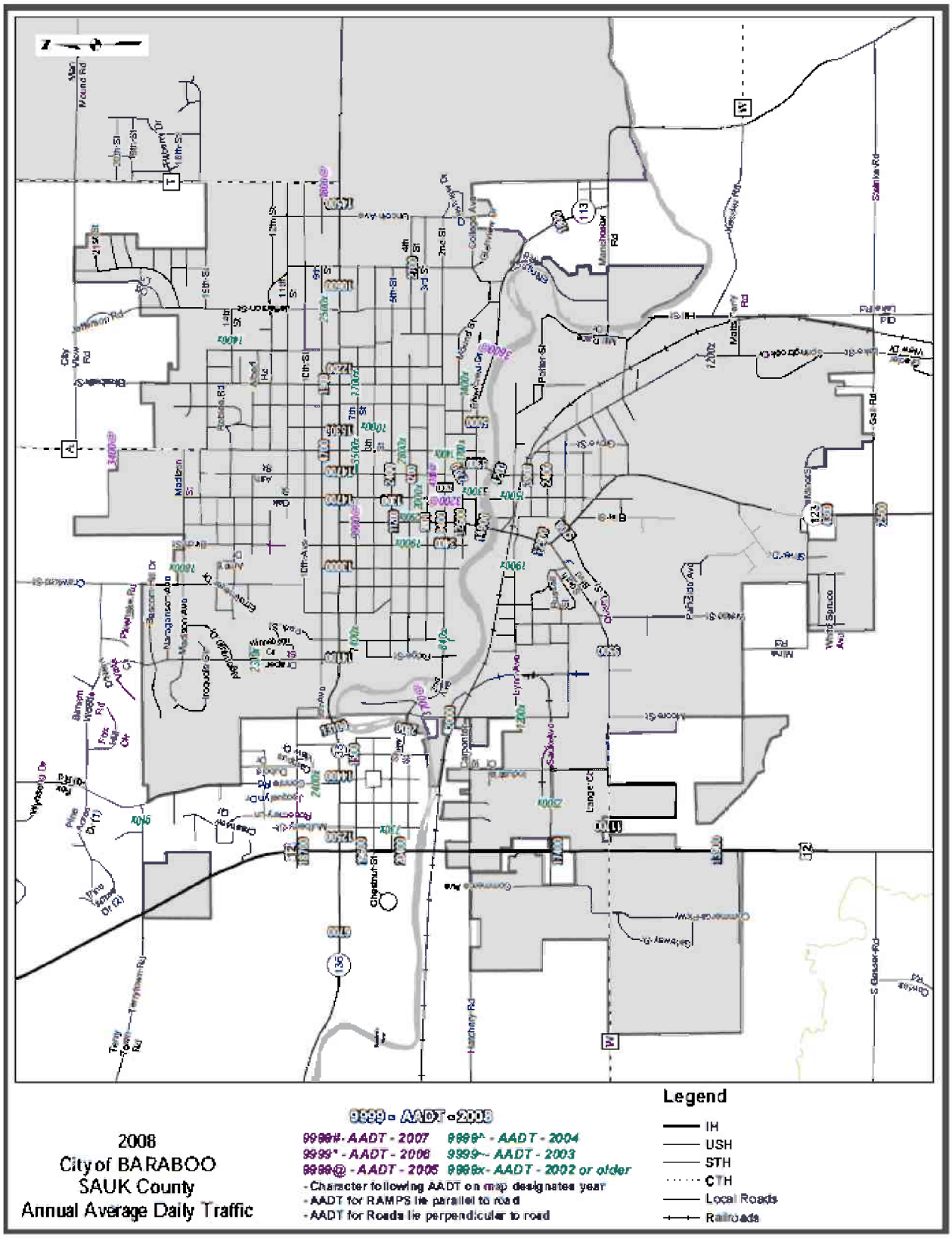
As with every study, practitioners will encounter constraints or problems. The most challenging portion of this study was conducting the Public Survey. Early hopes were to conduct an in person survey, targeting the major grocery providers, including the Wal-Mart Supercenter as one of the locations. Later, general managers sent statements stating that they would not allow the conduct of such a study in or near the franchise location. These limitations lead to the idea of hosting an online survey.

After the survey was online, the next challenge was to get the word out to all local residents. The local newspaper agreed to run a press release of the project and what was need to make it successful, in this case survey participants. Later it would come to be that the program that the newspaper uses to format all the stories automatically hyphenates any word that it identifies as a single word when wrapping the text to the next column. The program placed a hyphen in the middle of the domain name and read as, www.design-wake.com. Many calls and questions came from anonymous participants stating that, "they were unable to take the survey because the address was not listed". In order to overcome this problem the survey would have to spread via "word-of-mouth", in addition to, flyers placed in mailboxes.

Even thought this study took measures to eliminate words such as "downtown" and "square" from the survey, portraying a well-defined project area renamed BDR, respondents may still have only considered the downtown in their responses.

Moreover, the next constraint is time and manpower. This was large feat to undertake as a singular individual with a limited amount of time. With more time, and/or more study practitioners, this study would convey a more holistic approach to gathering research and collecting data.

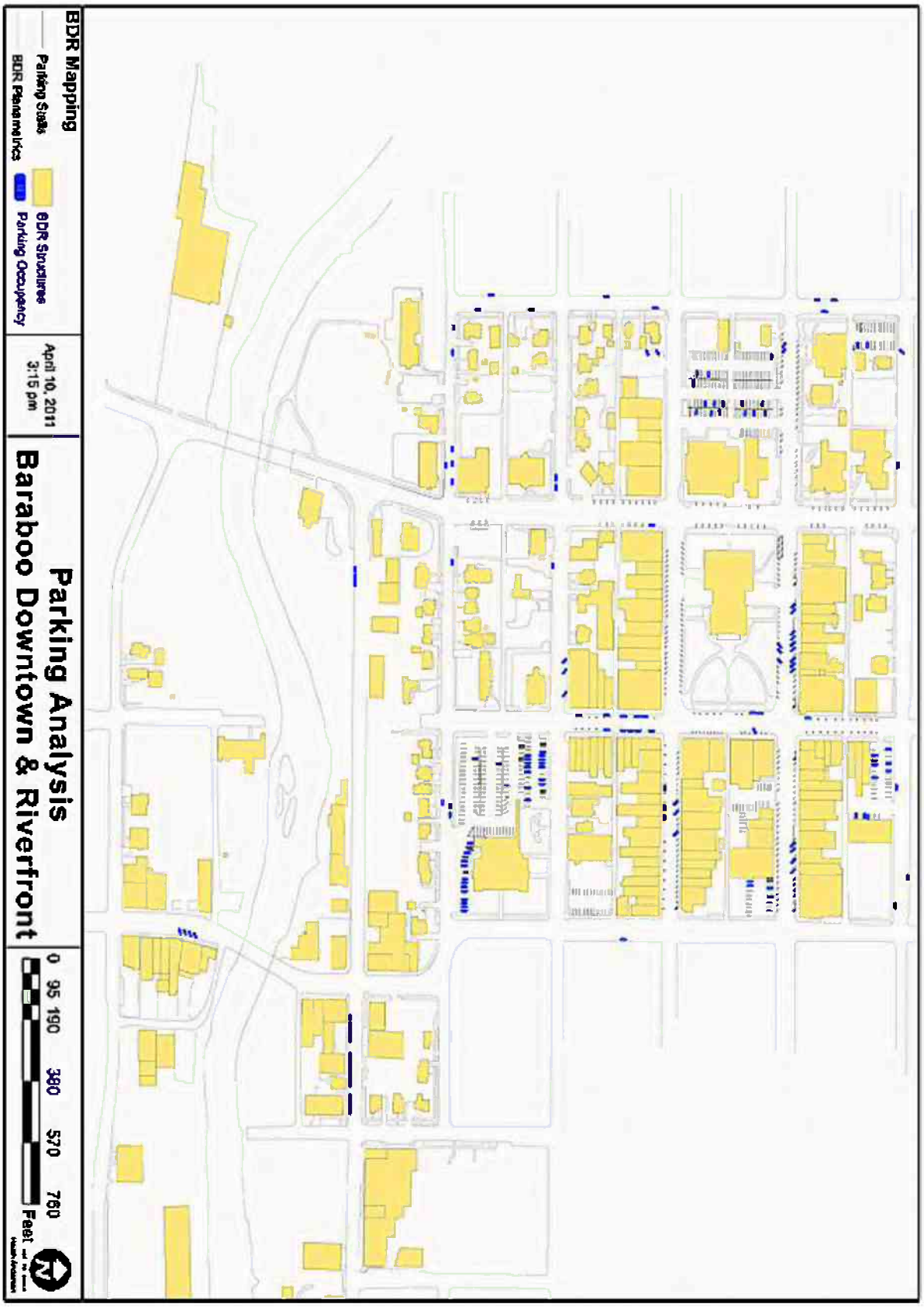
Appendix A


2008
City of BARABOO
SAUK County
Annual Average Daily Traffic
9999 = AADT = 2008
9999# - AADT - 2007
9999* - AADT - 2006
9999@ - AADT - 2005
9999^ - AADT - 2004
9999~ - AADT - 2003
9999x - AADT - 2002 or older
- Character following AADT on map designates year
- AADT for RAMPS lie parallel to road
- AADT for Roads lie perpendicular to road
Legend
IH
USH
STH
CTH
Local Roads
Railroads

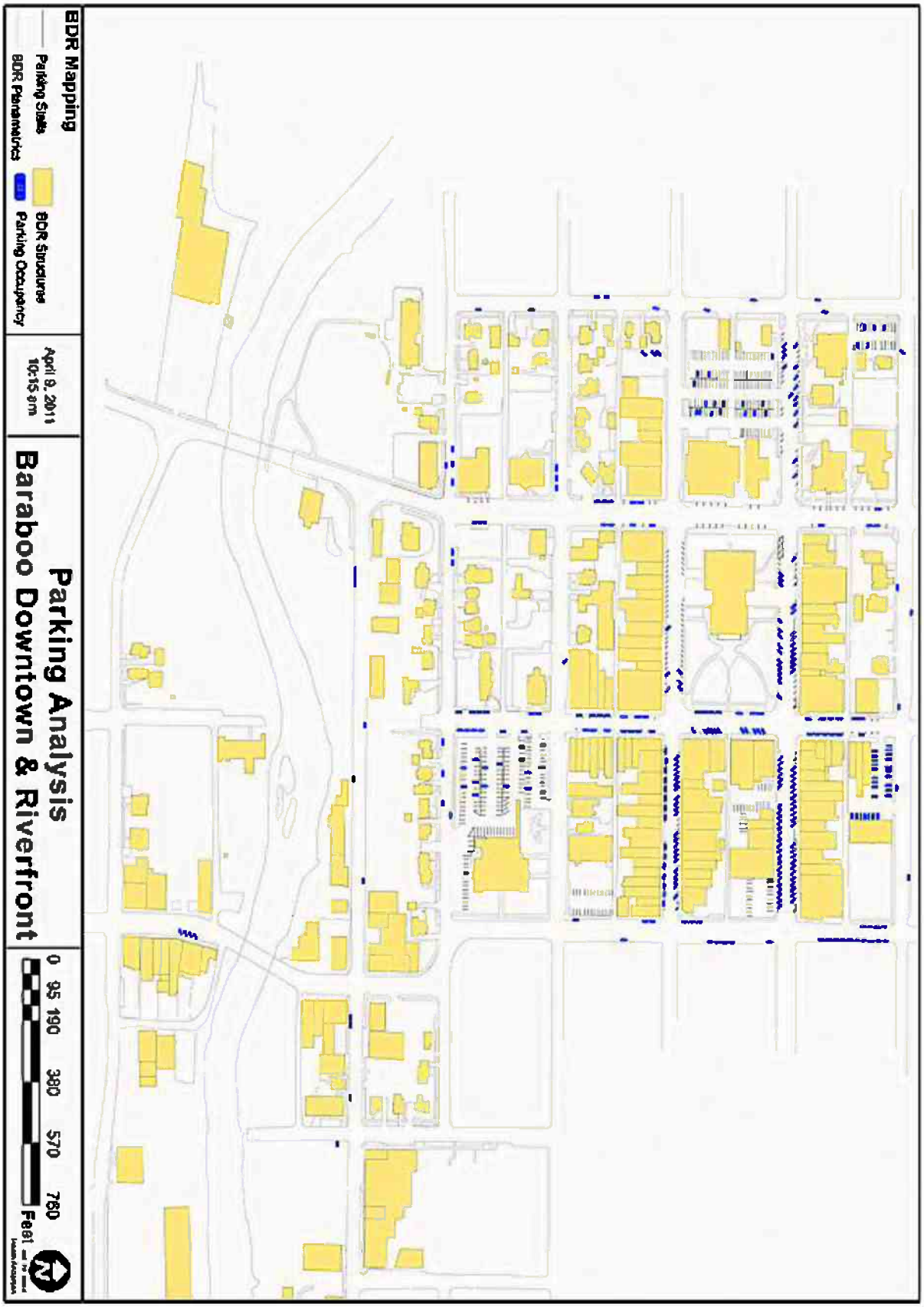
Appendix B

BDR Mapping
BDR Coordiors
Northeast
Northwest
Riverfront
Southeast
Southwest
BDR Structures
BDR Planametrics
Baraboo
Downtown & Riverfront
0 95 190 380 570 760
Feet
Northwest
Northeast
Southwest
Southeast
Riverfront

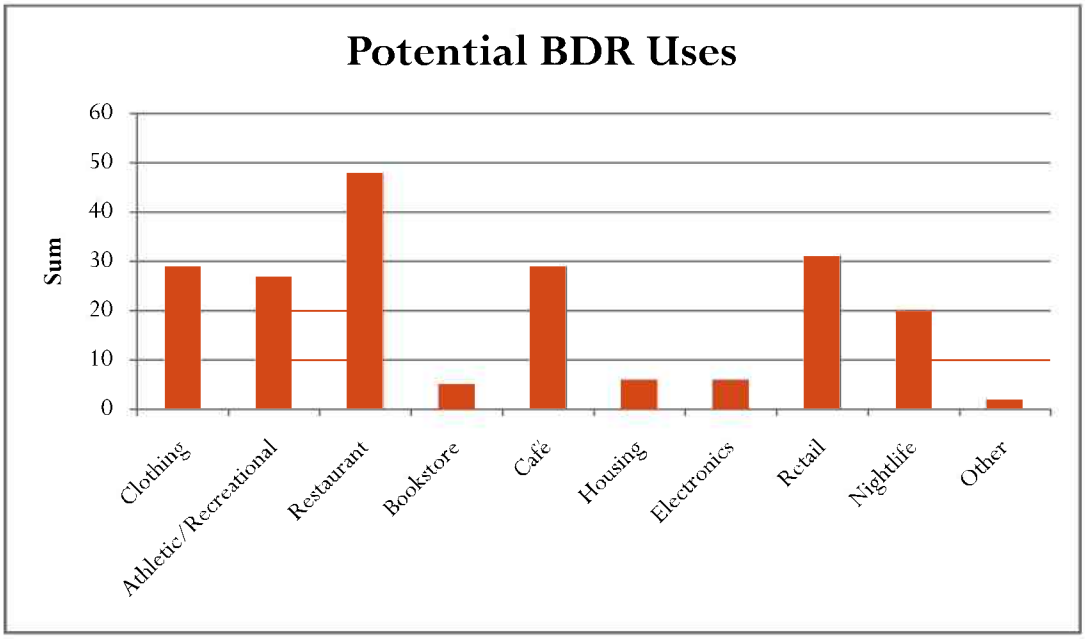
Appendix C


BDR Mapping
Parking Stalls
BDR Structures
BDR Planimetrics
Parking Occupancy
April 10, 2011
3:15 pm
Parking Analysis
Baraboo Downtown & Riverfront
0 95 190 380 570 760
Feet

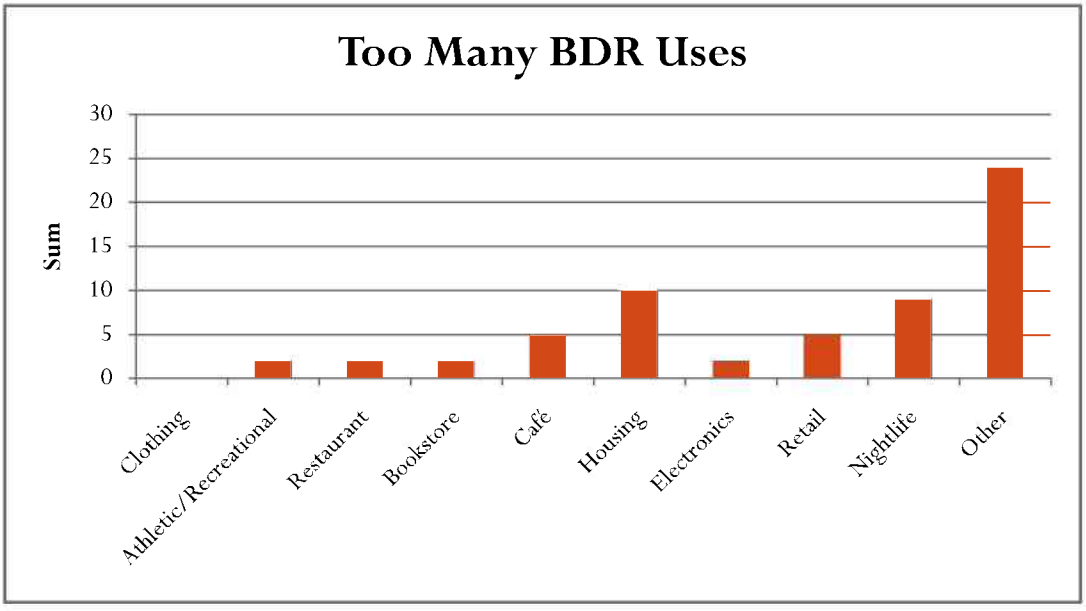
Appendix D


BDR Mapping
Parking Stalls
BDR Parkmetrics
BDR Structures
Parking Occupancy
April 9, 2011
10:15 am
Parking Analysis
Baraboo Downtown & Riverfront
0 95 190 380 570 760
Feet

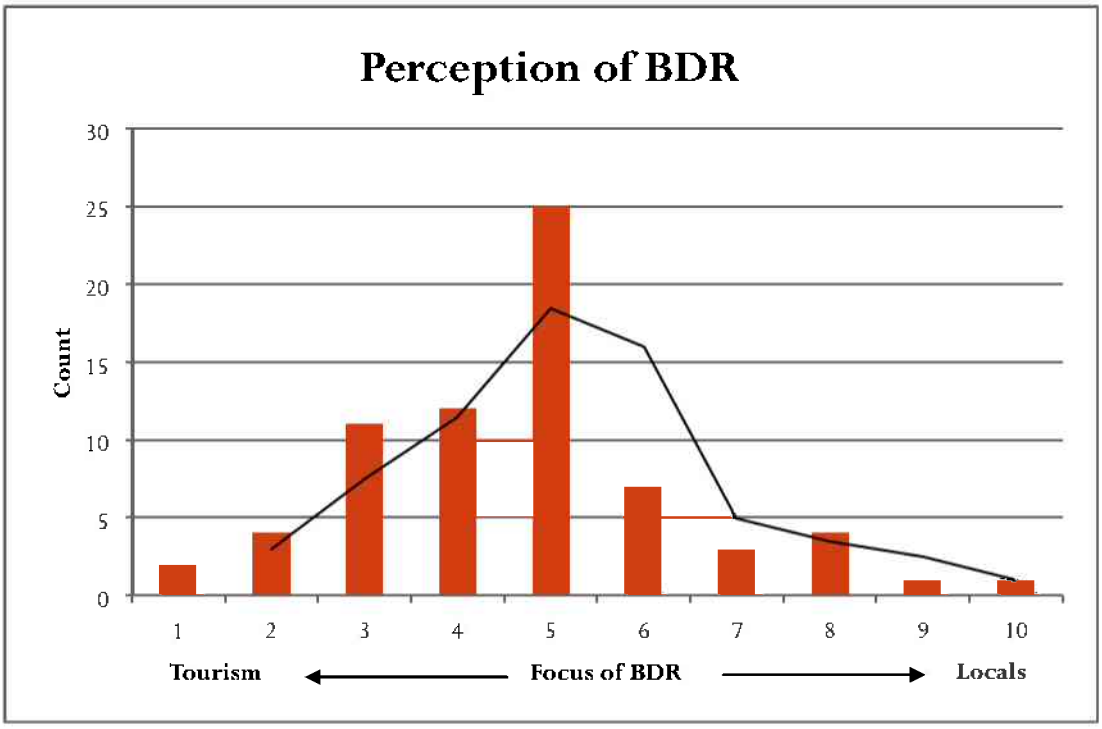
Appendix E



Unwanted Uses	Sum		Wanted Uses	Sum	
Clothing	0	0%	Clothing	29	14%
Athletic/Recreational	2	3%	Athletic/Recreational	27	13%
Restaurant	2	3%	Restaurant	48	24%
Bookstore	2	3%	Bookstore	5	2%
Café	5	8%	Café	29	14%
Housing	10	16%	Housing	6	3%
Electronics	2	3%	Electronics	6	3%
Retail	5	8%	Retail	31	15%
Nightlife	9	15%	Nightlife	20	10%
Other	24	39%	Other	2	1%



Appendix F


Perception of BDR
Count
30
25
20
15
10
5
0
1
2
3
4
5
6
7
8
9
10
Tourism
Focus of BDR
Locals

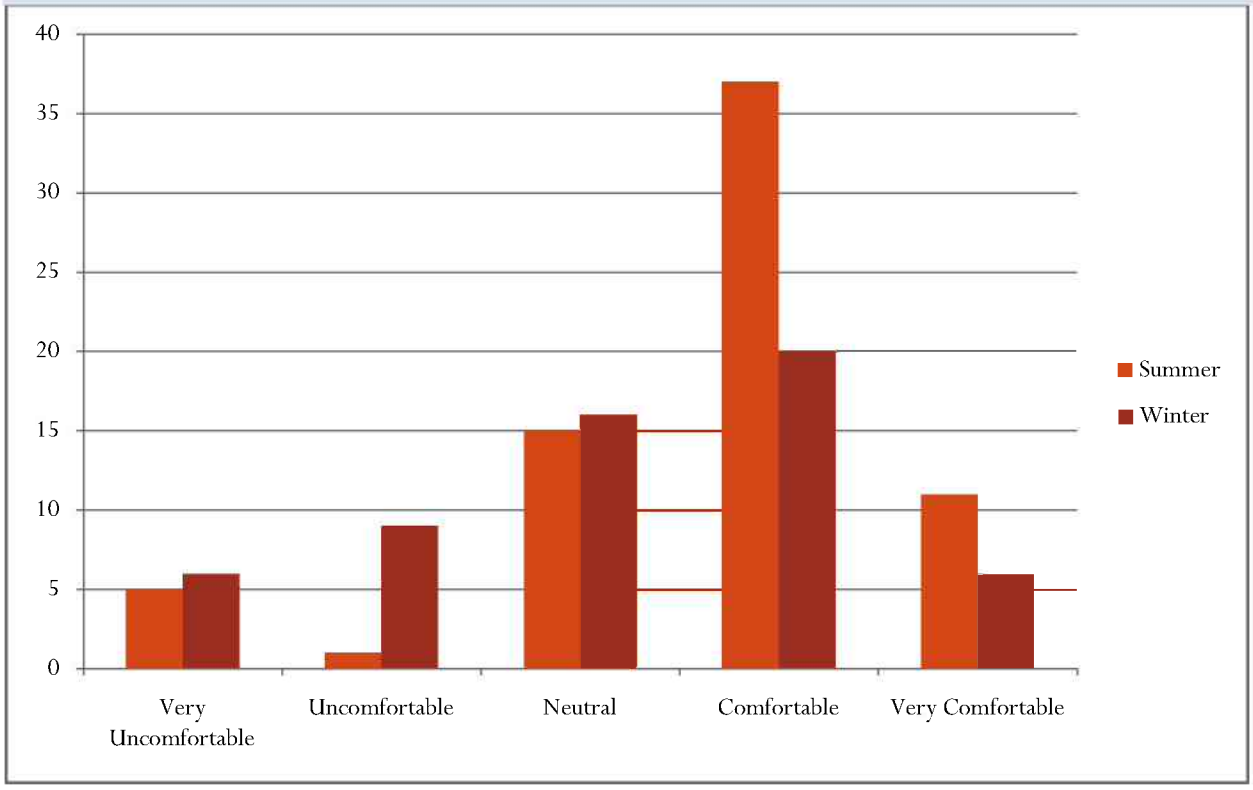
Appendix G

How often do you visit the BDR?	Column Labels					
Row Labels	2+ a week	Once a Week	Bi-Weekly	Once a Month	Almost Never	Grand Total
both	**1**					**1**
(blank)	1					1
Female	**23**	**7**	**3**	**6**	**4**	**43**
0-24	1					1
25-49	4		2	1	1	8
50-74	6	2			2	10
75-99	2	2				4
100-124	1	1		1	1	4
150+	2	1		1		4
(blank)	7	1	1	3		12
Male	**11**	**8**	**3**	**2**		**24**
0-24	1	1	1			3
125-149		1		1		2
25-49		2				2
50-74	6		1	1		8
75-99	1					1
100-124	2	2	1			5
150+	1	1				2
(blank)		1				1
(blank)	**2**					**2**
(blank)	2					2
Grand Total	**37**	**15**	**6**	**8**	**4**	**70**

Appendix H

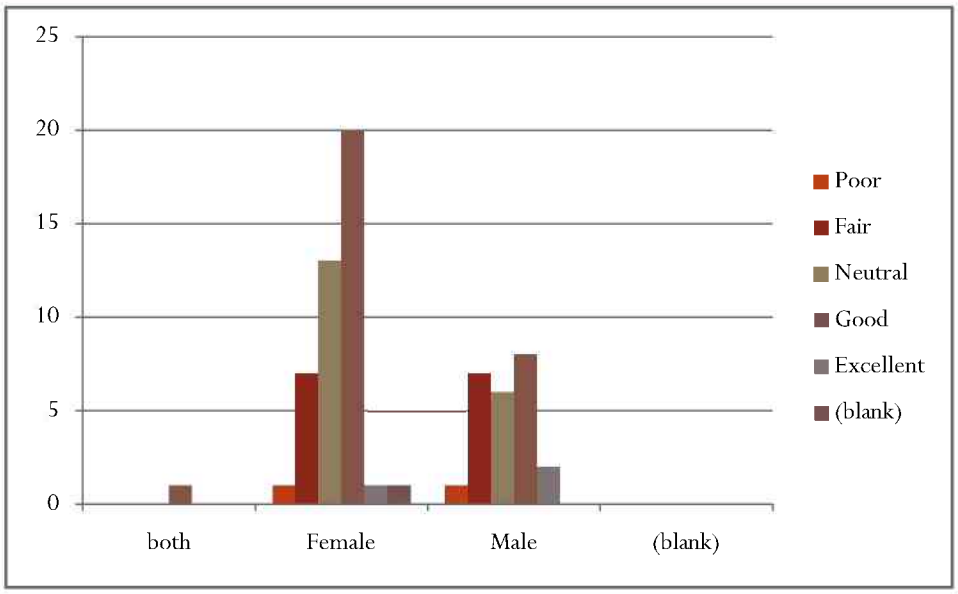
Summer Row Labels	Column Labels Very Uncomfortable	Uncomfortable	Neutral	Comfortable	Very Comfortable	Grand Total
both				1		1
Female	5		7	23	8	43
Male		1	7	12	3	23
(blank)			1	1		2
Grand Total	**5**	**1**	**15**	**37**	**11**	**69**

Winter Row Labels	Column Labels Very Uncomfortable	Uncomfortable	Neutral	Comfortable	Very Comfortable	Grand Total
both				1		1
Female	4	6	9	12	5	36
Male	1	3	7	7	1	19
(blank)	1					1
Grand Total	**6**	**9**	**16**	**20**	**6**	**57**



Appendix I

Aesthetics of the BDR	Column Labels						
Row Labels	**Poor**	**Fair**	**Neutral**	**Good**	**Excellent**	**(blank)**	**Grand Total**
both				1			1
Female	1	7	13	20	1	1	43
Male	1	7	6	8	2		24
(blank)							
Grand Total	**2**	**14**	**19**	**29**	**3**	**1**	**68**



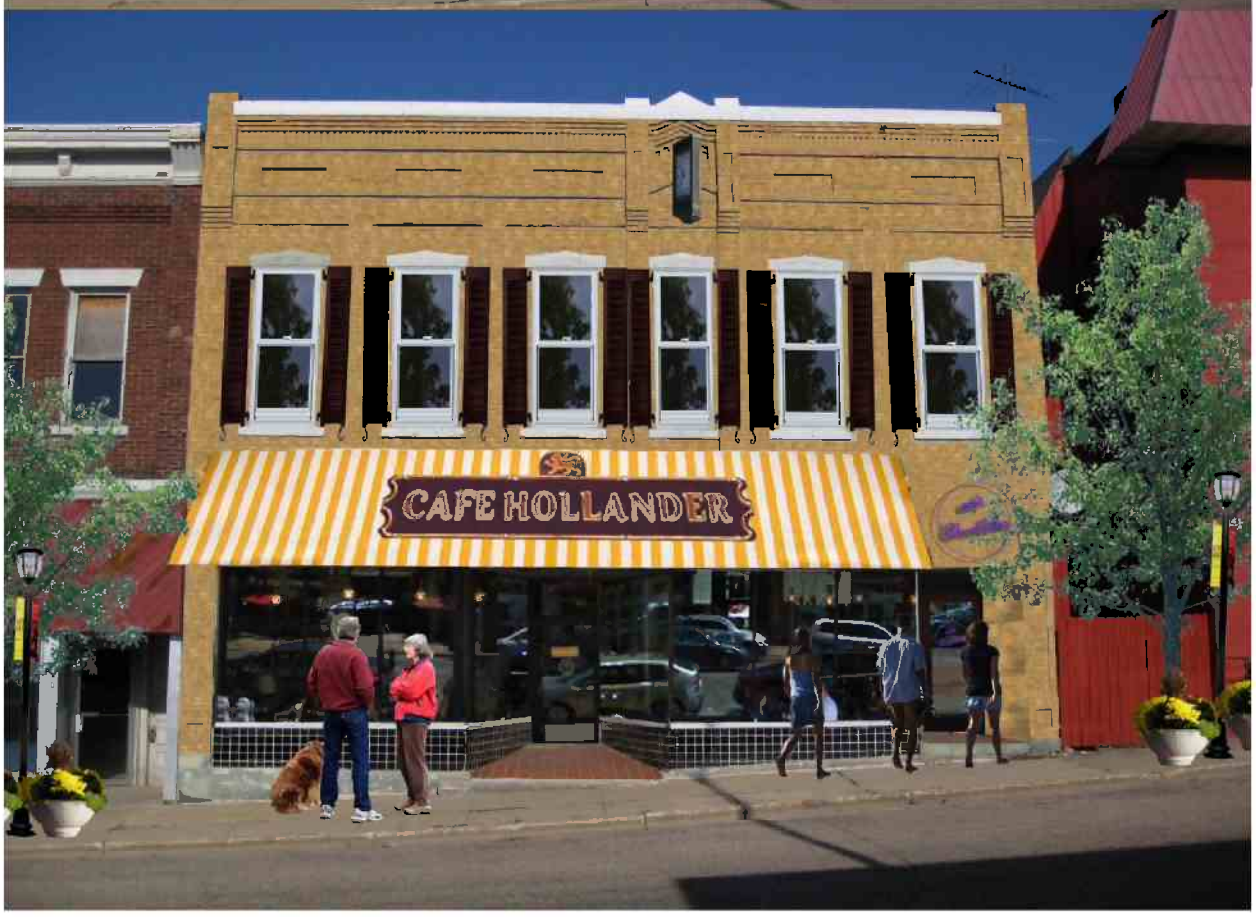
Appendix J

Would you live in the BDR	Column Labels		
Row Labels	No	Yes	Grand Total
Housing	6	4	10
(blank)	35	25	60
Grand Total	**41**	**29**	**70**

Would you live in the BDR	Column Labels		
Row Labels	No	Yes	Grand Total
16-30 Income in $1,000	**4**	**2**	**6**
0-24	1		1
25-49	2	2	4
50-74	1		1
31-45	**11**	**9**	**20**
0-24	1	2	3
100-124	2		2
125-149	1		1
150+	2		2
25-49	1	1	2
50-74	3	5	8
75-99		1	1
(blank)	1		1
46-60	**16**	**14**	**30**
100-124	2	3	5
125-149	1		1
150+	2	2	4
25-49	1		1
50-74	4	5	9
75-99	2		2
(blank)	4	4	8
61-75	**9**	**3**	**12**
100-124	2		2
25-49	3		3
75-99		2	2
(blank)	4	1	5
(blank)	**1**	**1**	**2**
(blank)	1	1	2
Grand Total	**41**	**29**	**70**

Appendix K

DICKIES
ASHLEY
SQUARE TAVERN
Just Imagine
MONK'S

DICKIES
ASHLEY
Just Imagine
SQUARE TAVERN
MONK'S

Appendix L