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**ORDINANCE NO. 1, SERIES 2023**

**ORDINANCE ADOPTING AMENDMENTS TO THE 2017 SAUK PRAIRIE  
COMPREHENSIVE PLAN AND THE 2014 SAUK PRAIRIE OFFICIAL MAP**

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WHEREAS, pursuant to §62.23(6), Wisconsin Statutes, in 2014 the Village of Prairie du Sac Board adopted an Official Map to conserve and promote the public health, safety, convenience or general welfare by designating land for expanded and future highways, parkways, waterways, and other public facilities; and

WHEREAS, on April 11, 2017, the Village of Sauk City Board, Village of Prairie du Sac Board, and Town of Prairie du Sac Board ("Boards") jointly adopted an update to the Sauk Prairie Comprehensive Plan ("Plan"), under Section 66.1001(4), Wisconsin Statutes; and

WHEREAS, such Plan was prepared and adopted in two volumes, including Volume 1- Conditions and Issues and Volume 2-Vision and Directions, which included the Official Map as its Future Transportation and Community Facilities map, plus addenda consisting of more detailed plans; and

WHEREAS, per the procedures in said §66.1001(4), in the Plan itself, and in a 2019 intergovernmental agreement among the three municipalities, the Sauk Prairie Intergovernmental Planning Committee ("IPC") and the individual plan commissions have the authority and responsibility to recommend amendments to the Plan; and

WHEREAS, on October 12, 2021, the Boards adopted amendments and a replacement addenda to the 2017 Plan; and

WHEREAS, on November 30, 2022, the IPC recommended further amendments to Volume 2 of the Plan to amend its wellness initiative, update its Economic Development and Housing & Neighborhood Development chapters, amend its Future Land Use map and associated policy matrix, amend its Future Transportation & Community Facilities/Official Map, and adjust initiatives and priorities in its Implementation chapter, with such recommended amendments attached hereto as Exhibit A ("Amendments"); and

WHEREAS, the Plan Commission of Village of Prairie du Sac on January 9, 2023, recommended to the Village Board adoption of the Plan Amendments in the manner reflected in Exhibit A and below; and

WHEREAS, on March 14, 2023, the Boards held a joint public hearing on the Amendments, preceded by required notice, all per Section 66.1001(4)(d), Wisconsin Statutes.

NOW, THEREFORE, BE IT RESOLVED that the Village Board of Prairie du Sac, Wisconsin, does ordain that it adopts Plan Amendments to:

1. Its Volume 2 in the manner reflected in Exhibit A.


2. Map 9A: Planning Area—Future Land Use so that it reflects the amendments to Map 9B: Villages—Future Land Use reflected in Exhibit A (there are no substantive changes beyond the geographic coverage of Map 9A).
3. Map number references to the Future Transportation & Community Facilities/Official Map within Volume 2 so that all such references are to Map 18.

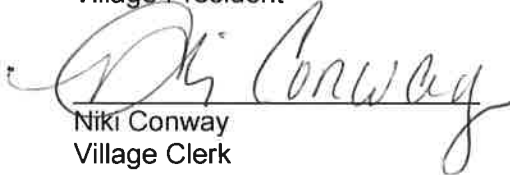
BE IT FURTHER RESOLVED that the Board does ordain as follows:

1. The Future Transportation & Community Facilities/Official Map included within Exhibit A is established as the Official Map of the Village of Prairie du Sac, pursuant to §62.23(6), Wis. Stats., and replacing the 2014 Official Map.
2. The Village Clerk is directed to record with the Sauk County Register of Deeds a certificate showing that the Village has amended its Official Map, along a copy of the amended Official Map.

Adopted this 14<sup>th</sup> day of March, 2023.  
Published this 23<sup>rd</sup> day of March, 2023.

Village of Prairie du Sac, WI

  
Cheryl A. Sherman  
Village President

  
Niki Conway  
Village Clerk



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**Exhibit A: Amendments to Volume 2 of the 2017 Sauk Prairie Comprehensive Plan and Official Map**

Included as a separate file. Where Plan language is substantially different from the 2017 Plan, such as the Economic Development and Housing & Neighborhood Development chapters, the track changes function is not used to mark changes. In other places, language that is underlined is new language that would be added to the Plan; language that is ~~crossed-out~~ is language that would be deleted from the Plan; and language that is neither underlined nor crossed out is pre-existing language that would be retained in the Plan as shown.



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# SAUK PRAIRIE COMPREHENSIVE PLAN

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Volume 2: Vision & Directions

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Adopted: April 11, 2017  
Amended: October 12, 2021

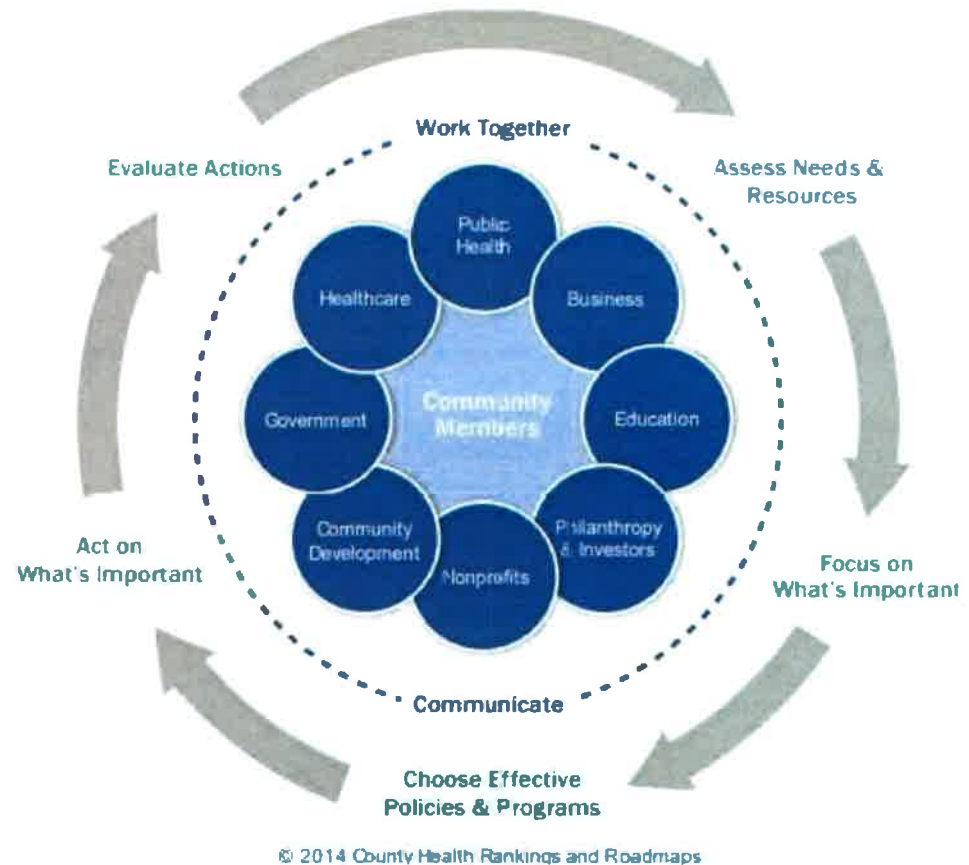
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## 5. EXPAND COMMITMENT TO COMMUNITY WELLNESS

Ensuring that everyone in the Sauk Prairie community lives long, healthy lives requires more than the traditional work of health care providers. The Sauk Prairie Area community will invest the time, effort, and resources into conditions that support healthy lifestyles and improve the overall health and well-being of all residents using inclusive and equitable approaches. By doing so, the community will also invest in its economic and cultural vitality. This commitment extends to the partnership between community residents and the organizations that serve them, including municipal governments and the Sauk Prairie Wellness Movement.

The Sauk Prairie Wellness Movement is a coalition whose members represent local municipalities, the Sauk Prairie Area Chamber of Commerce, local healthcare providers, the Sauk Prairie School District, the Sauk Prairie Community Education and Recreation Department, local churches, several local employers, active citizens, and the 6:8 service organization. Other community service organizations have been invited and are welcome to participate. The Wellness Movement's goal is to work together as a community to champion the overall health and well-being of ALL Sauk Prairie residents.

The exact initiatives to achieve this goal will vary and evolve. The following priorities serve as a working outline guiding specific initiatives that may be undertaken through a partnership between the Villages, the Town, and the Wellness Movement:



- **Improving Mental Health.** Mental health is a state of well-being in which an individual realizes his or her own abilities, can cope with normal stresses of life, can work productively, and is able to contribute to his or her community (World Health Organization, 2014). Without treatment, the consequences of mental illness for the individual and society can include disability, unemployment, substance abuse, homelessness, incarceration, and suicide. According to the National Institute for Mental Health in 2019 an estimated 13.1 million (5.2%) American adults have a seriously debilitating mental illness. Suicide is the 10th leading cause of death in the U.S., and more than 90% of people who die by suicide show symptoms of a mental health condition (National Institute of Mental Health). The economic cost of untreated mental illness is more than \$113 billion in lost earnings each year in the U.S. (National Alliance on Mental Illness, 2018).

Approximately 1 in 5 adults (18.6%) responding to a recent Sauk Prairie Healthcare community survey respondents rated their mental health as “fair” or “poor.” As learned during 2019 listening sessions and reinforced through discussions with key informant groups in 2021, “alienation” and “isolation” are central mental health-related factors among youth and the elderly. The main concern with mental health in the Sauk Prairie Area is limited access and the lack of mental health facilities and providers. There is also a need for more community education and awareness about mental health.

- **Promoting Healthy Lifestyles – Eating Smart and Moving More to Prevent Chronic Disease.** Obesity is defined as a life-long, progressive, life-threatening, genetically-related, and costly disease of excess fat storage. This disorder is associated with illnesses directly caused or worsened by significant weight. Morbid obesity (or clinically severe obesity) is defined as being over 200% of ideal weight, more than 100 pounds overweight, or having a body mass index (BMI) of 40 or higher. Serious medical conditions occur as a direct result of morbid obesity.

### Community Health Needs Assessment

A Community Health Needs Assessment (CHNA) entails collecting demographic and health statistics of a community, discussing issues with community leaders and organizations, and prioritizing the highest health needs of area residents. The goal of a CHNA is to provide residents with a deeper understanding of the health needs in their community, as well as help guide community benefit planning efforts and develop an implementation strategy to address the needs. A Community Health Improvement Implementation Plan (CHIIP) is then typically created and implemented to address the health needs of the community.

Sauk Prairie Healthcare’s most recent local CHNA and CHIIP can be found at [www.saukprairiehealthcare.org/About/Community-Health](http://www.saukprairiehealthcare.org/About/Community-Health).

Throughout the U.S., the number of individuals considered overweight or obese continues to rise. In addition to being costly for the nation's health care system, obesity and unhealthy weight management also can lead to, or complicate, other health conditions including heart disease, stroke, diabetes, and certain types of cancer.

According to County Health Rankings, obesity continues to be a growing issue in the Sauk and Columbia County communities. Adult obesity rates in Sauk and Columbia Counties are 35% and 46% respectively, with the Wisconsin average being 32%. Lack of physical activity is one of the main contributors of obesity. Physical *inactivity* rates are better in Sauk County than the State (18%=Sauk, 20%=WI) but worse in Columbia County (25%). Fortunately, the Sauk Prairie Area has done impressive work to create welcoming and equitable places for physical activity, including new and improved parks, recreation facilities, and walking/biking paths.

- **Addressing Substance (Alcohol, Tobacco, and Other Drugs) Misuse.** Substance misuse is a serious concern, in large part because this category of health issues is very broad—from illegal drug addiction to vaping to alcohol overuse—so many people are directly or indirectly impacted.

The Substance Abuse and Mental Health Services Administration (SAMSHA) reports the national misuse and abuse of alcohol, tobacco, illicit drugs, and prescription medications by approximately 19.3 million people 18 or older in the past year (2020 National Survey on Drug Use and Health). Drug overdose deaths are a leading contributor to premature death and are largely preventable. Currently, the United States is experiencing an epidemic of drug overdose deaths. Since 2000, the rate of drug overdose deaths has increased by 137% nationwide. Opioids contribute largely to drug overdose deaths. Since 2000, there has been a 200% increase in deaths involving opioids (opioid pain relievers and heroin).

Cigarette use may be dropping among Wisconsin's youth, but newer, less recognizable tobacco products continue to gain popularity fast. This is concerning because there is no such thing as a safe tobacco product. Despite the COVID-19 pandemic that largely kept kids at home, there was strong agreement among Area focus group participants that vaping is still a significant problem. Vaping products are cheaper, more accessible, and easier to hide from adults than ever before. Designed to deliver nicotine—a highly addictive additive that can keep kids hooked for life—these new products come in a wide range of shapes and styles—from nicotine toothpicks, and little cigars, to disposable e-cigs and wearable vaping gear like hoodies and backpacks.

- **Reducing Social Isolation.** According to the 2021 County Health Rankings, minimal contact with others and limited involvement in community life are associated with increased morbidity and early mortality. Research suggests that the magnitude of risk associated with social isolation is similar to the risk of cigarette smoking. Furthermore, social support networks have been identified as powerful predictors

of health behaviors, suggesting that individuals without a strong social network are less likely to make healthy lifestyle choices than individuals with a strong network. The authors of a 1999 study published in the American Journal of Public Health found that people living in areas with high levels of social trust are less likely to rate their health status as fair or poor than people living in areas with low levels of social trust. Researchers have argued that social trust is enhanced when people belong to voluntary groups and organizations because people who belong to such groups tend to trust others who belong to the same group.

The Sauk Prairie Area appears on par with the State with respect to social isolation data elements included the County Health Rankings. What is clear is the unanimous recognition by the Wellness Movement's key informants that social isolation as a local problem to be addressed. Additionally, focus group members believed there is grassroots community support for attempting to address this problem.

- **Supporting Housing That People Can Afford.** Unlike the “Reducing Social Isolation” goal, sufficient quantitative data exists to demonstrate that housing cost and availability is an important issue in the Area, as is also addressed in the Housing and Neighborhoods chapter. The Area is not unlike the vast majority of the nation in this regard. Safe, affordable housing is connected to health in four pathways: health impacts of not having a stable home (the “stability pathway”), of conditions inside the home (the “safety and quality” pathway), of financial burdens resulting from high-cost housing (the “affordability pathway”), an environmental and social characteristics of where people live (the “neighborhood pathway”). When more than one of these pathways is compromised, physical and mental health are put at greater risk.

The American Community Survey (2015-19) reports the percentage of the households where housing costs are 30% or more of total household income. The information offers a measure of housing affordability and excessive shelter costs. The data also serves to aid in the development of housing programs to meet the needs of people at different economic levels. Another indicator reports the number and percentage of owner- and renter-occupied housing units having at least one of the following conditions: lacking complete plumbing facilities, lacking complete kitchen facilities, with one or more occupants per room, selected monthly owner costs as a percentage of household income greater than 30%, and gross rent as a percentage of household income greater than 30%. This data is used to easily identify homes where the quality of living and housing can be considered substandard. Of the 24,112 total occupied housing units in the report area, 5,876 or 24% have one or more substandard conditions. Sauk County exceeds the State averages in these housing affordability and suitability indicators, while Columbia County percentages are lower than those for Wisconsin.

More than half (55.3%) of the Wellness Movement's community survey respondents “strongly disagreed” or “disagreed” that: “There are enough safe, affordable houses and apartments in my community.” Further, the issue of housing affordability and suitability was listed by the Movement's key informants as the number one issue affecting the health of our communities. To be clear, focus group members did not

limit the “health of the community” to the physical health of individual residents, but rather, their responses had a broader context to include economic, environmental, and cultural vibrancy.

- **Achieving Wisconsin Healthy Community Designation “Gold” Status.**

The Wisconsin Healthy Communities Designation program recognizes communities that focus efforts across the multiple factors that influence health—including health behaviors, clinical care, social and economic factors, and the physical environment—with a focus on equity, multisector partnerships, and sustainable solutions. The Wisconsin Population Health Institute awarded the Sauk Prairie Area the Silver Healthy Community Designation in 2018. Through Sauk Prairie’s partnerships between the residents of the community and organizations that serve them, the goal of achieving the Gold designation has been identified.



# CHAPTER 5

## ECONOMIC DEVELOPMENT

### GOAL

Emphasize the Sauk Prairie Area as a regional center of businesses, jobs, shopping, and services that contribute to its wealth and tax base, advance its character and sense of place, and support local residents and tourists.

### OBJECTIVES

1. Collaborate on economic development for the mutual benefit of all Sauk Prairie Area municipalities and the Sauk Prairie School District.
2. Encourage a range of economic development activity in the two Villages, with mostly farming and agricultural support businesses in the Town.
3. Actively encourage economic and housing investment in the downtowns and in other Targeted Investment Areas identified in Chapter 8.
4. Address shortfalls in the supply of housing and childcare to support employee recruitment and retention, and retail and commercial services.

### INITIATIVES (ECONOMIC DEVELOPMENT STRATEGY)

(SEE FULL CHAPTER TO READ MORE)

**Together, the following initiatives are the Economic Development Strategy for the Sauk Prairie Area:**

1. Understand, Communicate, and Advance Economic Development Roles and Responsibilities.
2. Prioritize Retention and Expansion of Existing Area Businesses.
3. Advance New Housing and Childcare Development.
4. Attract New Businesses in Targeted Markets.
5. Implement and Communicate a Clear Development Incentive and Grant Framework.
6. Engage in Proactive and Consistent Marketing for Economic Development.
7. Secure Vacant, Improved Land for Commercial and Industrial Expansion.
8. Regularly Measure Performance in Economic Development Strategy Achievement.

## CHAPTER PURPOSE

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The Sauk Prairie Area is home to thriving businesses, jobs, shopping opportunities, and commercial services. These contribute to the Area's wealth, quality of life, and resident experience. Per Wisconsin Statutes, this chapter is intended to promote the retention, stabilization, and growth of the economic base over the next 10 to 20 years through a joint economic development strategy for the Sauk Prairie Area.

## ECONOMIC DEVELOPMENT POLICIES

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1. Collaborate with and among local and regional agencies charged with, interested in, and knowledgeable about economic development to achieve mutual aims and improve outcomes.
2. Maintain a business-friendly environment through customer service and open communication, streamlined development approvals, fair and reasonable zoning standards, and incentives where practical.
3. Maintain an adequate supply of developable land in the Villages and their mutually agreed expansion areas for new industrial, commercial, office, and mixed use development. By "developable", the municipalities mean that enough of the land supply identified in the Future Land Use map (Maps 9A and 9B) does not have significant environmental limitations, is reasonably expected to be available for development based on property owner interest, and is already improved with infrastructure or can readily be serviced with road and utility extensions.
4. Practice "place-based" economic development—seeking out projects that contribute to a unique sense of place, create gathering spots, and contribute to the aesthetics and activity in the Sauk Prairie Area. See Chapter 8 for further guidance.
5. When making economic development decisions, recognize the importance of preserving and enhancing the Area's character, existing locally owned businesses, and the downtowns. Retain downtown and Water Street revitalization as a priority.
6. Encourage new commercial and mixed-use developments convenient to and compatible with residential neighborhoods, and within such locations managing the range of non-residential uses, their impacts, and their hours avoid negative neighborhood impacts.
7. Advance infrastructure improvements and supporting facilities and services that drive economic activity. These include improvements to the utility, highway, and broadband networks; development of additional housing, childcare, hotels, restaurants; and provision and connection to education, training, and recruitment services.
8. Support the economic health of agriculture, farm family businesses, and the development and expansion of markets for agricultural products.
9. Where not focused on agriculture or on agricultural supporting businesses, assure that non-residential development activity in the Town has low water usage, minimizes competition with similar spaces in the Villages, and does not create barriers to their mutually agreed future expansion.

## ECONOMIC DEVELOPMENT INITIATIVES/STRATEGY

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Varying somewhat from the format of other chapters, the initiatives of this Economic Development chapter together form the economic development strategy for the Sauk Prairie Area. Development of such a strategy was advised by the 2017 version of this chapter and directed by the 2019 update to the intergovernmental boundary agreement discussed in Chapter 9.

Through this Comprehensive Plan, the Area's municipalities envision an assertive program of economic development with support from the Sauk Prairie Chamber of Commerce. This joint economic development strategy is intended to assure that staff and other economic development resources are efficiently utilized, the Sauk Prairie Area is positioned for significant opportunities and benefits, internal competition for new development projects is avoided, and zoning and financial incentives are directed to desired outcomes.

The initiatives that comprise the strategy, described below, are intended to be clear and action-oriented. They are not intended to be carved in stone or slow to change where change is warranted. As such, the Sauk Prairie Area municipalities may make changes without having to amend this Comprehensive Plan, or to wait for desired Comprehensive Plan amendments to be crafted and adopted.

### I. UNDERSTAND, COMMUNICATE, AND ADVANCE ECONOMIC DEVELOPMENT ROLES AND RESPONSIBILITIES

At time of writing, the Sauk Prairie Area did not have any person(s) specifically dedicated to economic development. Instead, the Area has relied on efforts, collaboration, and communication among various individuals and groups for economic development, including the following:

- **Sauk Prairie Economic Development Committee.** Organized and staffed by the Chamber of Commerce's Executive Director, the Economic Development Committee supports and advocates for strategic economic policy, collaborates with elected officials, and advances initiatives that foster business creation and retention to sustain a high performing business community. The two Village Administrators are members of this Committee, which aids in coordinating its and others' roles.
- **Sauk Prairie Promotions Committee.** Also organized and staffed by the Chamber Director, this Committee plans retail initiatives and special community events to support the Area's retail tourism industry, and advances community branding (e.g., Sauk Prairie Riverway), marketing, media relations and investments.



- **Villages.** Most economic development activity in the Sauk Prairie Area takes place in the two Villages, by design. As such the Villages manage zoning and incentives for business expansion and new business development, such as tax incremental financing (TIF). The two Village Administrators coordinate such efforts, but are guided by their Joint Review Boards (for TIF) and Village Boards (for TIF, policy, and budgeting), and Plan Commissions (for planning and zoning). While Prairie du Sac technically also has a Community Development Authority (CDA), it has not been active in years. The Villages intend to activate or create a CDA only where a specific endeavor may warrant, such as a need to be more proactive in redevelopment or pursue a CDA-allowed borrowing channel.

The two Village Administrators and the Chamber's Executive Director have informally collaborated, and will continue to collaborate, when economic development opportunities present themselves. This may include, for instance, when a new economic development prospect or a business considering relocation contacts one of these staff persons. The Villages endeavor to collaborate and not compete with each other for economic development, but instead seek to find the best municipal fit for existing and prospective businesses for the benefit of the entire Sauk Prairie Area.

- **State, Regional, and County Agencies.** Economic development in the Sauk Prairie Area is supported by the Wisconsin Economic Development Corporation (WEDC), the Madison Region Economic Partnership (MadRep), and the Sauk County Development Corporation (SCDC). The Village Administrators and Chamber Director access these agencies primary for data and grants. Further SCDC and MadRep support of Sauk Prairie Area economic development endeavors from would be appreciated.
- **Other Partners.** Financial institutions, real estate professionals, local businesses and their executives, the Sauk Prairie School District, Madison

## Overview of State, Regional, and County Agencies

The [WEDC](#) leads economic development efforts for the State by providing resources, operational support and financial assistance to companies, partner agencies, and communities. The WEDC supports municipal economic development by linking municipalities to major business prospects and providing grant and technical assistance.

[MadRep](#) is the economic development agency for the eight-county Madison region that includes the Sauk Prairie Area. Services include proactive business retention and expansion; targeted business attraction via outreach to site selection professionals and in response to prospect inquiries; and strategic development of target industries, including agriculture, information technology, life sciences, healthcare, and advanced manufacturing.

The [SCDC](#) promotes and retains the diverse economic vitality of Sauk County and its communities by partnering to nurture a civic and economic climate that supports and encourages local businesses; facilitates development and recruitment of a quality skilled workforce; nurtures and solicits the growth of diverse industry, tourism, agri-business and other businesses; and provides data and analysis to local businesses, entrepreneurs, and local governments.

Area Technical College, UW-Extension, and UW-Madison are also partners and collaborators for economic development in the Sauk Prairie Area.

The above roles and collaborations have proven satisfactory and have yielded many positive outcomes. At the same time, several involved with economic development in the Area suggest investigating the possibility of a joint, dedicated economic development professional. As an early step, the Village Administrators, ideally with Chamber Director support, intend to investigate different potential models, configurations, benefits, and costs for such a professional. They intend to interact initially with the Economic Development Committee on their findings. If and when the idea of a position gains traction, they intend to report to the municipal boards for further direction.

## 2. PRIORITIZE RETENTION AND EXPANSION OF EXISTING AREA BUSINESSES

Locally grown and owned businesses are among the Sauk Prairie Area's greatest assets. Many local businesses are closely identified with the Sauk Prairie Area and impart local flavor, often in the form of unique goods and services. Since many owners also live in the community, most profits (not just payrolls) will be spent locally. Retaining and expanding businesses that are already here is also the most cost-effective way to grow the Area's economy. Such activities also create a business climate that is attractive to new investment from others.

The Villages in collaboration with the Chamber of Commerce therefore intend to implement a joint effort of business retention and expansion, using the techniques described below. The intention is to stay in front of existing businesses with value-added propositions to show commitment to their success. Contacts with area businesses should identify expansion possibilities and to make sure that small problems do not escalate, resulting in possible closure or relocation outside of the Area. Existing businesses will also be encouraged to tap into underserved markets, expand service lines, or modernize marketing and service approaches.

- **Develop and maintain a business database.** The Chamber of Commerce has a database of its members, but these are not the only businesses in the Sauk Prairie Area. A more comprehensive Sauk Prairie Area business database would ideally include every business name, address, phone, email, business sector, number of employees, and type(s) of employees. Such a database would be of value in understanding



the current business mix; help more accurately measure the quantity, trajectory, and types of jobs in the Sauk Prairie Area than currently data sources allow; and facilitate regular business outreach efforts advised below. Existing resources to develop this database beyond Chamber records may include the State Department of Financial Institutions and less formal sources like Google Maps. A university or technical college summer intern(s) could be charged with first assembling this database, then updating and correcting it annually.

- **Expand regular business outreach.** The Chamber of Commerce is encouraged to continue its Business Walk effort on a three-year cycle (see sidebar). While of clear value to the Chamber and community, the Business Walk is understandably limited to interested Chamber members and includes questions focused on Chamber services. Therefore, the Villages with Chamber coordination will consider an annual email, text, and/or phone survey of existing businesses derived from the database advised above. While this survey could include a question related to Chamber membership, its focus would be on future business plans, such as for potential expansion, and how the Villages may support these plans. While led by the Village Administrators, the survey could be administered and results tabulated by the intern(s) described above. The intern(s) could also be trained to flag responses that may warrant response from the Administrators or others.
- **Conduct one-on-one outreach where warranted.** Results of the above efforts or other communications or intelligence may warrant more targeted outreach to individual existing businesses to help match municipal and other resources with their interests and concerns. These discussions will generally be led by the respective Village Administrator, with support from the Chamber Director and others as may be requested and offered. Beyond such direct efforts, each opportunity for interaction, such as when an existing business seeks zoning approval for an expansion or in-Area relocation, provides an opportunity for business outreach.

### What should be done to help existing businesses grow and thrive?

On May 18, 2022, 39 Chamber of Commerce volunteers met with 179 member businesses (52% of its membership) for the Chamber's latest Business Walk. Upon assembling responses to the same four questions asked of all participants, the Chamber of Commerce learned that many members desired support with video and social media content, particularly related to workforce recruitment. From this Business Walk, the Chamber has endeavored to:

- Strengthen resources and communications for workforce recruitment and retention, while finding solutions to barriers that impact local workers.
- Continue work and community engagement on access and affordability to housing and childcare.
- Continue support of community events and the development of more downtown focused events.

### 3. ADVANCE NEW HOUSING AND CHILDCARE DEVELOPMENT

For the Sauk Prairie Area, shortages of new housing and childcare options are persistent and noteworthy barriers to employee recruitment, business expansion, and new business attraction. As a result, a central component of this economic development strategy is to expand both housing for the local workforce and childcare spaces to enable more people to enter and remain in the local workforce. The Housing and Neighborhoods chapter include initiatives directed to expanding the housing supply.

The Villages and Chamber have documented the problem with childcare in the Area—an extreme shortage of childcare spaces made worse by the pandemic. At time of writing, the Sauk Prairie Area had an estimated shortage of 500 childcare slots. Restricted access to affordable and reliable childcare is perhaps the greatest barrier to expanding the local workforce.

Early in 2022, on behalf of the Area, the Village of Prairie du Sac applied for but did not receive a \$4 million State Workforce Innovation Grant Program grant to construct a new childcare/early learning center. Also in 2022, the Chamber applied for and secured a \$75,000 Wisconsin Dream Up! Child Care Supply-Building grant to allow development of a Childcare Initiative. The objective of the Childcare Initiative is to continue to connect the dots between workforce needs and access to affordable, high quality early childhood care and education. The Initiative's Childcare Core Team is made of up local providers and other businesspeople; local government, Sauk Prairie School District, and Chamber staff; and other community members.

The Core Team led the development of the following SMART (specific, measurable, achievable, relevant and time-based) Goals:

- **Work with existing community-based organization(s) to open a new childcare program(s).** At time of writing, the Core Team was working to establish a relationship with one or more existing faith-based organizations in the Sauk Prairie Area to establish a new, licensed infant, toddler, and 3K program(s). The target as an increase of at least 142 childcare slots. Once initial agreement to proceed with one or more organizations is achieved, the Core Team intends to work with that organization(s) to complete a feasibility study that would consider operations, staffing, financing, and space including upgrades. Partnerships with local businesses, municipalities, and schools are



envisioned as a component of this effort, with specifics explored in the feasibility study and targeted to the unique needs and interests of the provider.

- **Increase family/in-home childcare sites.** At time of writing, the Core Team was also pursuing open, free workshops on how to start and accelerate in-home/family childcare operations, including a financial incentive for workshop participation. The intended outcome is to create a supportive environment to attract and grow in-home childcare providers. Invitations are slated to include existing providers, providers who closed in the last few years, and providers who started but did not complete the State licensing process. The workshops will offer advice on financing, safety, regulations, and insurance. The Team proposes to offer up to five childcare start up grants to attendees, with a maximum grant of \$3,000 to help fund completion of the licensing process, home updates, and equipment and supply purchases.
- **Raise community awareness to support licensed childcare.** The Core Team envisions undertaking a number of other efforts to encourage more *licensed* providers in the Sauk Prairie Area. These may include providing resources for businesses that may want to offer in-house childcare or subsidize licensed childcare as a benefit, making a brochure available to local OB/GYN providers to share with newly pregnant families focusing on choosing licensed providers, distributing a survey to known unlicensed providers to better understand barriers to licensing (with a financial incentive to return the survey), sharing with that survey and by other means an outline of steps and benefits to go from an unlicensed to a licensed facility, and acting on the findings from the survey as appropriate.
- **Increase trained and interested childcare workforce and entrepreneurs.** The Core Team intends to collaborate with the Sauk Prairie School District, other education providers, and existing Area childcare centers to promote early childhood education for workforce development. At time of writing, initial outreach with the District and with Madison College has been completed to understand current offerings and future opportunities. One next step may include funding scholarships and/or sign-on bonuses for high school students who complete childcare curriculum and work for local provider. Another, more ambitious step would be to identify an entrepreneur (or small group) among the newly-educated workforce to begin a new center in the Sauk Prairie Area, providing technical and financial support if practical.
- **Enhance planning and zoning framework for childcare.** With amendments adopted in 2023, Figure 7-2 lists the multiple future land use categories shown on Maps 9A and 9B where childcare facilities would be allowed. Further, the Villages intend to pursue amendments to their zoning ordinances to better facilitate childcare facilities. For Prairie du Sac, this may include allowing group childcare centers as permitted (rather than conditional) uses in the B-N Neighborhood Business and O-R Office and Research zoning districts. Sauk City may define “intermediate day care homes” as accessory uses in residential buildings caring for 9 to 15 children and allow them as conditional uses in residential districts, allow group day care centers as conditional uses in industrial zoning districts and as permitted uses in commercial zoning districts, and establish reasonable off-street parking requirements for group childcare centers.

- **Encourage larger businesses and subdivisions to have a plan for childcare.** The Villages intend to amend their zoning ordinances to require that a plan for childcare be included with each site plan approval for new construction and expansion of larger (e.g., 50+ employee) businesses. Such a plan should identify childcare options for employees, which may include in-house care facilities, subsidization of childcare for employees, or other methods. Also, in their review of new subdivision and business park proposals, the Villages will also encourage the platting and zoning of lots well-positioned and appropriately sized for group childcare centers, and discourage private covenants that restrict home day care operations as accessory uses.
- **Lead by example.** The Sauk Prairie Area municipalities (and the School District) can demonstrate the importance of the early years by ensuring that all of their employees have access to parental leave. Further, to help working parents pay for quality care, the Villages could allow employees to put pre-tax money into a “dependent care account” for childcare expenses, or even offer direct childcare subsidies. On-site childcare for School District staff could also be explored.
- **Pursue other efforts as warranted.** The Core Team and municipalities will consider other opportunities to expand licensed childcare spots in the Sauk Prairie Area. This may include continued grant pursuit. For example, the USDA Rural Development Community Facilities Direct Loan & Grant Program provides funding to develop childcare centers in rural areas. The Sauk Prairie Area is classified as a rural area. In Lake Crystal, MN, a \$617,000 loan and a \$108,000 grant through this program was used to purchase and house a newly formed non-profit childcare provider for 83 children. The Villages may also utilize their tax incremental districts, where available, to prioritize incentives for childcare centers and businesses that provide in-house childcare. The School District could also consider extending wrap-around care, particularly for 4K students.

#### 4. ATTRACT BUSINESSES IN TARGETED MARKETS

The Sauk Prairie Area seeks a diverse economic base, not relying on any one or few business sectors to fuel its economic success. Current local strengths for new and expanded businesses are listed to the right.

With past efforts, population growth, and momentum, some previously-identified market gaps appear to be closing. This includes attraction of a new hotel and meeting center to the Sauk Prairie Area with the opening of the Holiday Inn Express on Phillips Boulevard in 2022, pictured just before opening below.



#### Sauk Prairie Area Strengths for Economic Development

- Cluster of healthcare/medical services and products, manufacturing of machinery and tools, insurance, financial services, and education based enterprises.
- Strong healthcare/wellness community, resources, and vision.
- Proximity to Madison, the Dells, and major highways.
- Year-round (and expanding) recreational amenities, featuring the Wisconsin River, eagle watching, Devil's Lake State Park, Culver Community Park, cycling, hiking, hunting, fishing, golfing, and skiing.
- Excellent schools (with recent major investments) and an educated workforce.
- "Rivertown" atmosphere reinforced through consistent Sauk Prairie Riverway branding.
- Appealing, waterfront downtowns with recent redevelopment and recreational enhancements.
- Rich in performing, visual, and static arts.
- Strong agritourism base, including Wollersheim Winery & Distillery, Vintage Brewing, Prem Meats, and Carr Valley Cheese.
- Sauk Prairie Airport, with regional airports nearby.
- Clear collaboration among municipalities, the School District, Chamber, and others.

Childcare is a significant remaining gap—see the separate initiative above. Other remaining gaps include more (and more diverse) restaurants and several areas of retail sales, including building materials, clothing and shoes, specialty foods, and electronics. In short, residents still travel outside the community (or go on-line) for much of their shopping. This results in a leakage of wealth and tax revenue from the community, and unnecessary automobile trips from the Sauk Prairie Area, resulting in more auto-related pollution and road maintenance costs. Some of these targets may be increasingly elusive given global retailing trends, including on-line and “big box” retailing.

Still, efforts that may close these retail and hospitality gaps include:

- Helping residents form and grow new businesses, particularly those related to serving both local needs and day-trip tourism.
- Providing and directing businesses to affordable spaces to start-up, including “pop-up” lease opportunities seasonally.
- Supporting cooperative space that may serve multiple retailers—a modern take on the old “antique mall” concept.
- Encouraging food trucks as a way to break in as a restaurateur, including providing regular spaces and events that feature food trucks.
- Assisting existing businesses expand their product lines, and increasing internet presence so more diverse product lines can be offered without having to have them in the store all the time.
- Favoring businesses in the retail and hospitality sector through grants and other incentives, where available.
- Reducing remaining zoning and other regulatory barriers where found, without compromising the development quality.

The Sauk Prairie Area will also seek to expand business activity in and serving areas of market strength. These include medical and healthcare services, insurance and financial services, clean manufacturing operations particularly for machinery and tools, technology-based and information-oriented businesses, and agricultural-based businesses. Such business expansion efforts should be undertaken with a clear understanding of employment needs (quantity, type, and education) and the workforce the Sauk Prairie Area is able to offer. This may involve assembling a greater and updated understanding of the existing population and employee base, using complete 2020 Census data when available, to best match targeted businesses to the available local population.



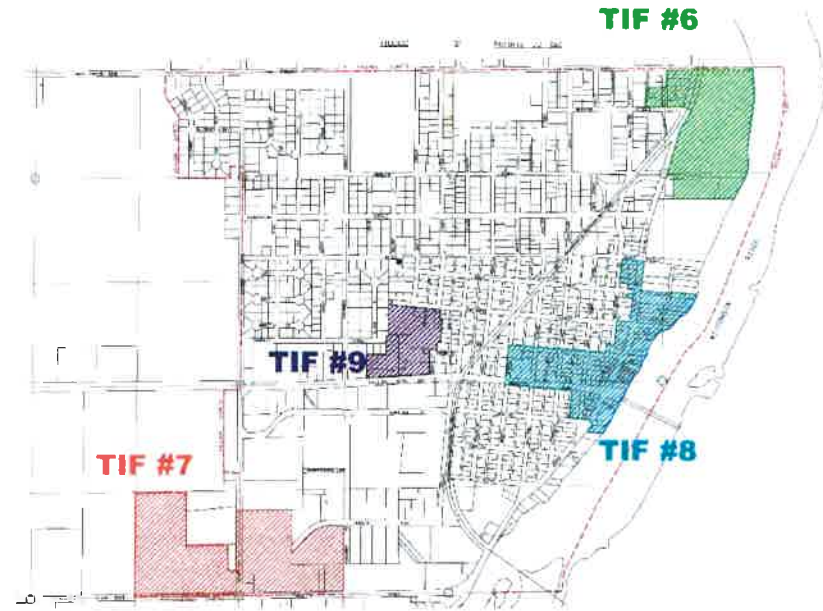
## 5. IMPLEMENT AND COMMUNICATE A CLEAR DEVELOPMENT INCENTIVE AND GRANT FRAMEWORK

The Villages often receive requests from prospective developers and businesses for infrastructure development financial incentives to support new projects. These incentives are generally available through tax incremental districts (TID), where consistent with the budget, projected tax increment, listed projects, and objectives in the respective TID project plan. At time of writing, the Village of Prairie du Sac had two active TIDs: TID #5 (healthcare, commercial, and mixed use development just east of Highway 12) and TID #6 (downtown revitalization). Sauk City had four active TIDs, pictured to the right: TID #6 (healthcare, residential, and park properties at northeast edge), TID #7 (Sauk City Business Park), TID #8 (downtown revitalization), and TID #9 (Schoolyard Addition, commercial redevelopment).

Per State law, at time of writing each Village had capacity to expand the geographic area of one or more of these TIDs or to create new TIDs, until and unless the equalized tax value within all TIDs exceeds 12% of the total value of the respective Village. The Villages will work to maintain sufficient capacity to expand or create TIDs. Part of this strategy will involve closing TIDs as soon as practical once their projects are complete and expenses paid.

Activities within each TID are guided by a unique project plan. The Villages may provide development incentives through a TID as prescribed in the project plan, and if the desired development would not occur, or would not occur in the manner, at the values, or within the timeframe desired by the Village “but for” the incentive provided under the TID. Each TID project plan may have its own criteria for provision of development incentives, but the following are broad priorities that will apply unless otherwise indicated by a project plan:

- Projects that help locally-owned and other existing Sauk Prairie Area businesses get established or grow.
- Projects that clearly contribute to the economic vision or other priorities within the Comprehensive Plan, including childcare.
- Projects that complement other Sauk Prairie Area businesses and make the Area more attractive for future business investment.



- Projects that increase the diversity of businesses in the Area, particularly with reference to stated needs identified in this chapter.
- Clean industries that do not emit pollutants, noise, odors, vibrations, heavy trucking activity, or other negative externalities.
- Projects that have a positive or neutral impact on public taxing jurisdictions, including the School District.
- Projects that guarantee payback of initial public expenditures by development agreement, except in cases where a particularly catalytic project would clearly enhance TID or community prospects.
- Site and building design that exceeds minimum zoning standards.



The municipalities will also attempt to link new and expanded business development to State and Federal funding programs. Such programs are constantly evolving with new administrations and priorities, and so any attempt to list specific funding programs here would soon be out of date. The [Wisconsin Economic Development Corporation](#) is the main source or conduit of outside economic development funding for the Sauk Prairie Area. Secondary sources include Community Development Block Grant (CDBG) funding provided through the Wisconsin Department of Administration, and direct federal funding through the USDA Rural Development division and other sources. The Village Administrators will lead identification of outside funding programs and pairing to business development activities.

## 6. ENGAGE IN PROACTIVE AND CONSISTENT ECONOMIC DEVELOPMENT MARKETING

Marketing efforts for the Sauk Prairie Area have generally been strong and clear. The Sauk Prairie Area intends to continue to coordinate its economic development and tourism marketing in a joint effort with the Sauk Prairie Chamber of Commerce, guided by its Promotions Committee. Local governments and other Sauk Prairie Area entities will contribute funds and personnel/committee members as warranted and feasible to support these efforts. Marketing is expected include continued Sauk Prairie Riverway brand awareness and communication.

The suggestion is that marketing materials—particularly the [Chamber of Commerce web page](#) and publications—also be updated as opportunity presents to include new information to advance this economic development strategy. These may feature, for example, presentation of available tax incremental financing incentives (and limitations) through the two Villages, as described above. Links from municipal and School District web pages to the Chamber’s website should be obvious to people who visit these web pages.

Reaching out to County, regional, and State entities with the Sauk Prairie Area's marketing platform and assets is also critical. The Village Administrators and Chamber Director will work to list available sites and buildings for economic development on local and regional platforms, particularly sites owned by the Villages. These platforms include the [WEDC's In Wisconsin site](#), [MadRep Available Properties Database](#), [Sauk County Business Parks list](#) (non-functional at time of writing), and [Chamber of Commerce Available Properties Database](#).

## 7. SECURE VACANT, IMPROVED LAND FOR COMMERCIAL AND INDUSTRIAL EXPANSION

Through Maps 9A and 9B in the Land Use chapter, the Sauk Prairie Area has more than enough land planned for economic development than will be required over the 10 to 20 year planning horizon. Still, much of this planned acreage has been committed to farming or is otherwise unavailable now for utility service, growth management, or stormwater management reasons. The Sauk Prairie Area municipalities have made and will make progress to free these lands for economic development, make other lands available, and support redevelopment within older parts of the Villages and even the Town. Such recent and future efforts include the following:

- Opening up the Water Street, Phillips Boulevard, and Great Sauk State Trail corridors and the older portions of the Prairie du Sac Industrial Park for commercial and mixed use redevelopment, including somewhat higher densities necessary to make projects work financially and using tax incremental financing where practical.
- Enabling opportunity for reasonable site usage of rural business properties in the Town of Prairie du Sac along Highway 12, without unduly challenging current municipal service and utility limitations or impeding future Village growth into, through, and around these properties.
- Increasing flexibility for annexation of lands to the two Villages by mutual agreement with the Town, such as by enabling annexation to create Town islands under the 2019 update to the intergovernmental boundary agreement. This has enabled recent annexations to both municipalities to bypass Town properties with owners who currently do not desire annexation or development.
- Continued extension of roads and utilities westward as opportunities present. For instance, the 2019 development of a new Kwik Trip at the intersection of Highways 12 and PF enabled the Village of Prairie du Sac to extend sewer and water service to efficiently serve other future development in the vicinity.
- Regular communication with remaining larger landowners generally inside (east of) Highway 12 to explore nearer term opportunities for development or at least collaboration on utility, stormwater management, and other matters. See also the Housing and Neighborhood Development chapter for how that collaboration may extend to expanding future housing opportunities.
- Maintaining flexibility to establish new and expanded TIDs to incentivize economic development, such as by keeping the total equalized value in TIDs below the State's maximum percentage threshold.

- Planning for reasonable future expansions to Village business/ industrial parks. For Sauk City, this is reflected by a westerly expansion of the Sauk City Business Park, with careful attention to nearby historic sites and residences. For Prairie du Sac, this would be a northerly expansion of the Prairie du Sac Industrial Center, reflected in a new targeted investment area established in 2023 and included in Chapter 8. The North Ridge Business Park and Sauk Prairie Healthcare campus area also provide locations for additional office, research, and health care related businesses with available land with road and utility services.

#### 8. REGULARLY MEASURE PERFORMANCE IN ECONOMIC DEVELOPMENT STRATEGY ACHIEVEMENT

The Village Administrators, in consultation with the Chamber Director and Economic Development Committee, will regularly evaluate performance against this economic development strategy. This evaluation ideally will occur by spring of each year to enable additional funding or redirection to be considered during annual budget cycles. Performance should be measured not only in “checking the boxes” on the above initiatives but also on outcomes, including the following annual targets:

- Additional licensed childcare spots created, including conversion of unlicensed to licensed spots.
- At least 30 new single- and two-family residences provided with building permits, plus at least one new multiple-family development. (This target may be amended by the Villages without first amending this Plan.)
- Demonstrable success in retaining and/or helping to expand at least two existing Sauk Prairie Area businesses.
- Attraction/start-up of at least one new business in a targeted market sector, and two new businesses overall.
- Completion of at least one major infrastructure, recreation, or other major public investment with economic development as a primary aim.



## CHAPTER 6

# HOUSING AND NEIGHBORHOODS

### GOAL

Support housing of types, in neighborhoods, and of a quality that provide an attainable, comfortable, and engaging living environment for all residents.

### OBJECTIVES

1. Maintain the character and quality of existing Sauk Prairie Area neighborhoods and housing.
2. Promote development of new housing in the Villages that meets the needs of persons of different income levels including the local workforce, all age groups including senior citizens, and people with special needs.
3. Design neighborhoods that are welcoming, attractive, safe, pedestrian oriented, and connected to each other, to recreational opportunities, and to the broader community.

### INITIATIVES

(SEE FULL CHAPTER TO READ MORE)

1. **Promote Development of New Residential Subdivisions.** There is a shortage of vacant single-family lots in the Villages. Development partnerships; potential public land acquisition, resale, and exchanges; and incentives may be required to spur the platting and improvement of more lots.
2. **Advance Different Housing Types to Respond to Generational and Workforce Needs.** Seniors, younger Millennial households, and the Area's workforce increasingly demand duplex, townhouse, multiple family, and other "missing middle" housing options, currently in short supply in the Area. The Villages will work to reduce remaining barriers and proactively support housing choices in planned locations.
3. **Require Maintenance of Older Neighborhoods and Housing.** These places provide stability to the community and provide other housing options for new residents.
4. **Guide New Neighborhood Design Focused on Livability and Value.** The Villages will encourage neighborhood, building, and site design that breeds resident pride and interaction, and emphasizes connectivity, green space and parks, and other gathering spaces.
5. **Implement Design Standards for Limited Housing in Rural Areas.**

## CHAPTER PURPOSE

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This chapter will guide new housing and neighborhoods to meet unmet demand and that focus on livability, safety, and interaction. The chapter also includes advice on how to keep older housing and neighborhoods strong, so that they continue to provide decent, affordable places for people to live.

## HOUSING AND NEIGHBORHOODS POLICIES

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1. Encourage the public, private, and non-profit sectors to work together to increase the number of homes and improve the existing housing stock.
2. Guide new Village housing to neighborhoods with convenient access to commercial and recreational facilities, transportation, schools, shopping, and jobs.
3. Encourage new neighborhoods that protect environmental resources, achieve design creativity, include resident amenities, provide ready access to services, and skillfully provide density transitions.
4. Promote more affordable housing by encouraging a healthy supply of available vacant lots and homes for sale, and a sufficient supply of developable land for housing for a variety of income levels.
5. Work with private landowners and housing advocates to market the availability of land for affordable housing for a range of income groups, particularly within the two Villages.
6. Direct eligible persons to Village, County, State, federal, and non-profit housing programs to promote and preserve decent, affordable housing for persons of different incomes, the elderly, and people with special housing needs. Also, support the private market in developing affordable housing for these groups.
7. Emphasize home and property maintenance. Engage in and support programs to help maintain and rehabilitate the Village's existing housing stock and older neighborhoods.



## HOUSING AND NEIGHBORHOODS INITIATIVES

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### I. PROMOTE DEVELOPMENT OF NEW RESIDENTIAL SUBDIVISIONS

For nearly a decade after the national housing market crashed in 2007, there had been no new residential subdivisions in the Sauk Prairie Area and unbuilt phases of existing platted subdivisions had not been improved. Over the past five years, Sauk City has welcomed the new Schoolyard Addition subdivision (see sidebar) and new phases for Cardinal Estates, and Prairie du Sac has welcomed the West Village Addition to Westwynde. Still, however, vacant lot inventory in the Sauk Prairie Area is low.

The Villages in the Sauk Prairie Area wish to expand the supply of available single-family lots, by promoting the final improvement of existing platted subdivisions like Fieldstone and development of new ones on the Villages' west sides (see Maps 9A and 9B). Components of this effort may include:

- **Staying connected with local developers and builders, and building bridges to regional players.** The Sauk Prairie Area has a strong collection of local residential builders and developers, from which the Village Administrators intend to encourage new and expanded subdivisions and home building. Also, newer players are also emerging in the Sauk Prairie Area and others may begin to take interest, perhaps with some outreach and given the decreasing supply of available, affordable land in Dane County. The development of Cardinal Estates by the Verona-based Forward Development Group and homebuilding there by the national Lennar Homes is a prime example.
- **Staying connected with large west side landowners.** Most vacant and uncommitted land generally west of the Villages, inside of Highway 12, is in large ownership parcels controlled by a handful of property owners. The Village Administrators intend to stay in touch with these owners, expressing the importance of their land for future residential and community development. The Administrators will explore with these owners opportunities for these lands to be sold and developed in smaller pieces and for reasonable prices.

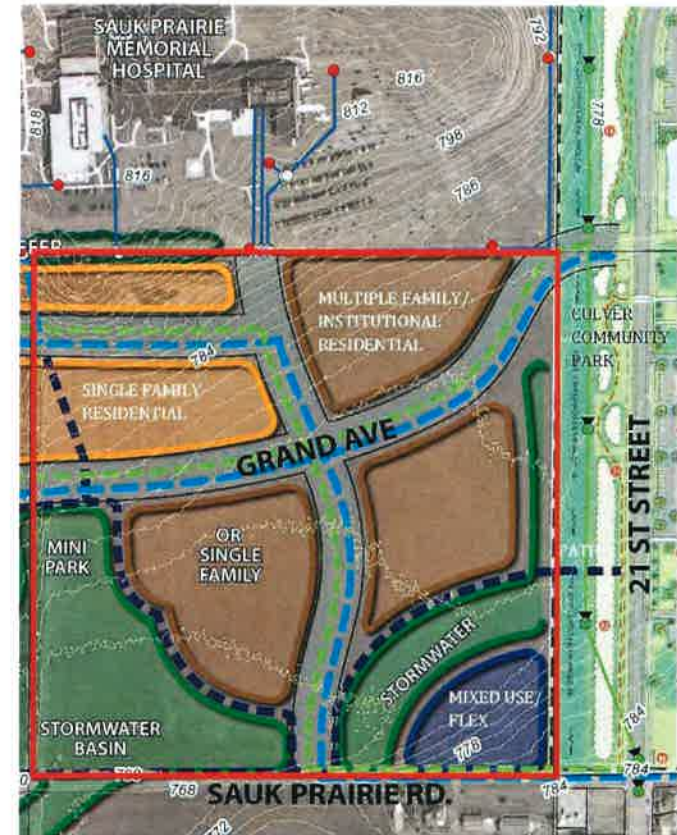
### Schoolyard Addition: A Model of Collaboration

With the opening of Bridges Elementary School in August 2015, the 1950s-era Spruce Street Elementary school and its 9-acre site became excess property for the Sauk Prairie School District. Working in tandem with the District, from 2015 to 2017, the Village of Sauk City created TID #9, obtained the former school property, and platted the 24-lot Schoolyard Addition single-family subdivision.

Public infrastructure was installed in 2018. The Village worked with a private developer to market and sell the residential lots to prospective buyers at affordable prices. The first two homes were built in 2019. At time of writing, 16 of the 24 lots had been sold.

This public-private partnership has worked to repurpose this site and bring much-needed housing to the market. Through TID #9, property taxes from the new development will pay off public infrastructure expenses.

- **Encouraging residential development of current Sauk Prairie School District land.** The School District has owned 38 acres between the Sauk Prairie Healthcare campus and Sauk Prairie Road since 2008. Based on recent school construction, improvement projects, and enrollment projections, the District does not anticipate needing this site for new school construction. With this reality, the success of the Schoolyard Addition project, and the continued need for housing in the Area, the District has expressed willingness to exchange or sell this land—with intent to secure land further from the Villages for long-term needs and agricultural education programming—to open this 38 acres for residential development. The District and Village of Prairie du Sac have pursued this alternative without success so far, including collaboration on a conceptual neighborhood development plan to demonstrate potential housing yield and mix (shown to the right). These District/Village efforts will continue. They will include connecting with other large landowners and developers, pursuing grants where possible, and potentially a new tax incremental district (TID) or extension of TID #5 to support infrastructure improvement or even Village acquisition and development.



- **Enabling greater density in single-family neighborhoods.**

Through techniques like Traditional Neighborhood Development (TND) zoning, already available in Prairie du Sac's zoning ordinance, single family lot sizes may be as low as 5,000 square feet (4,000 with alleys) and street rights-of-way widths may be as low as 55 feet. These types of standards allow a greater number of homes per acre, which increases developers' bottom lines. Portions of the Fieldstone, pictured to the right, fit this model. Where lots of this size are allowed, careful attention to home quality, variety, design, setbacks, and garage placement is increasingly important. Many suburban-style house plans do not fit well on smaller lots, but with careful attention to design, neighborhood quality can remain very high. Sauk City will consider TND zoning (perhaps as a replacement to the current Planned Residential Development option), and also reducing minimum lot size and width in its R-1-B district to allow more affordable lots and better reflect lot sizes in older parts of the Village.



- **Increasing single family residential demand.** This may result from continued growth in jobs and shopping in the Area; deliberate implementation of the planned park and trail network per the Comprehensive Outdoor Recreation Plan; developing memorable places and events to enhance the sense of community and residential environment in the Sauk Prairie Area; and enhancing schools, education, arts, and athletics in partnership with the Sauk Prairie School District and others. The Sauk Prairie Area has enjoyed tremendous success in these areas over the past five years.

## 2. ADVANCE DIFFERENT HOUSING TYPES TO RESPOND TO GENERATIONAL AND WORKFORCE NEEDS

The Sauk Prairie Area also has a shortage of other types of housing. This particularly includes smaller multiple family housing units, such as one-bedroom apartments, and senior-oriented housing. These include senior-restricted condominiums, independent living apartments, assisted living apartments, memory care facilities, and community based living arrangements. A popular local facility is shown to the right, but this and others generally have waiting lists.

Forward-looking communities are building housing and environments that meet the interests of both Baby Boomers and Millennials—two increasingly influential generations. The first of the Baby Boomers are now 70 years old, with many looking to move and downsize. The Millennial generation, born between 1985 and 2004, are at prime household formation and child rearing ages. Both generations are demanding different forms of housing than predominated in the past, particularly as they enter different life stages. These include more urban single-family options, multiple-family options in both their owner-occupied (“condos”) and renter-occupied (“apartments”) form, and mixed use environments with restaurants and shopping within a comfortable walk. Millennials prefer walking over driving by a substantially wider margin than any other generation. Many in this generation also prefer rental housing, or need to rent longer than their parents based on higher student debt, later family formation, and recent increases in interest rates and housing prices.

Also, additional housing options are required to meet the needs of the local workforce. Much of the Sauk Prairie Area workforce earns between \$45,000 and \$55,000 per year, with teachers, protective services personnel, and line workers in this range. These are the people that educate our kids, protect our families, and make the things we eat or use. However, to afford rent in the limited supply of newer apartments in the Sauk Prairie Area, the typical salary required by apartment managers is \$55,000 to \$75,000. This means that most new rental



### What is Workforce Housing?

It's housing priced to be affordable and otherwise intended to meet the needs of the workforce in an area. Typically, the “workforce” being considered are households whose incomes are too high to qualify for public assistance programs, but too low to afford many housing options available in their area. In Wisconsin, workforce rental housing is typically defined as that for those earning up to 60 percent of the area's median family income, which typically amounts to \$40,000-\$45,000 per year—about a starting teacher's salary.

housing—which is in short supply—is out of range of the Area’s workforce. Such living options are also important to retain long-time Area residents, provide a safe and welcoming environment for seniors, grow the local economy, and increase community activity and tax base.

As a result, the Sauk Prairie Area communities encourage the construction of new duplex, townhouse, and other multiple-family housing units, both owner- and renter-occupied, and may engage in the following efforts to make this happen:

- **Pursue affordable workforce and senior housing as a key objective of redevelopment planning and implementation.** Both Villages are and will continue to be actively engaged in redevelopment/revitalization activities that should lead to more housing, particularly in the Water Street corridor (including the two downtowns and former hospital site). Upper story housing—and single-use multiple-family housing off of Water Street—has and will be a key element of making redevelopment happen, creating win-win opportunities.
- **Pursue supportive Village zoning ordinance amendments.** Both Villages have been open to a range of housing types and densities, and their zoning ordinances generally support this openness. Still, Figure 6-1 identifies potential amendments to the zoning ordinance for each Village to be even more open and to result in additional housing construction.

**Figure 6-1: Potential Zoning Ordinance Amendments to Support a Range of Housing**

Village of Prairie du Sac	Village of Sauk City
Increase permitted density in R-M Multi-Family Residential District to match that of Sauk City	No change in R-M density suggested; Sauk City currently allows density range of 17.4-21.8 units per acre for 1BR & 2BR projects
Remove conditional use permit requirement for multiple-family buildings of 9-16 units in R-M district, and allow 17+ unit buildings in R-M	Sauk City does not have any building size limits in the R-M district
Increase mapping of R-2 Two-Family Residential district in transitional areas of the Village	R-2 district already mapped over several transitional blocks in Sauk City, and in newer subdivisions like Cardinal Estates
Add Townhouses as conditional use in R-2 district	Define Townhouses, and add as conditional use in R-2 district
Define Accessory Dwelling Units (e.g., granny flats, Fonzie’s apartment), and allow as conditional use in residential districts	Define Accessory Dwelling Units (e.g., granny flats, Fonzie’s apartment), and allow as conditional use in residential districts
Prairie du Sac already includes provisions for Zero Lot Line duplex and townhouse configurations	Define Zero Lot Line residential structures, and include provisions for them in R-2 and R-M districts
Prairie du Sac already requires 1 parking space for each efficiency and one-bedroom unit	Require one parking space for each efficiency and one-bedroom unit (currently 1.5 and 1.75 per unit, respectively)

- **Use TIDs to support different housing types.** Where authorized in the associated TID project plan, the Villages will support infrastructure and redevelopment expenses, and provide incentives, for housing in mixed use and redevelopment, and to close gaps to enable affordable developments to provide similar quality as market-rate developments. The Villages will also consider amending TID project plans where necessary to support workforce housing developments, both within the TID and within  $\frac{1}{2}$  mile of the TID as allowed by State law, to support affordable housing for workers and patrons of the TID. The TID must be in good financial position to allow spending outside of it.
- **Utilize the TID “Affordable Housing Extension” provision in State law.** This provision enables a village to keep a TID open for an additional year after it is set to expire. In return, the increment from that TID for that additional year can be used for affordable housing anywhere in the village. Seventy-five percent of additional increment under the “affordable housing extension” must be used to benefit affordable housing, with the remainder not limited to “affordable housing” but only to improving the local housing stock. At a minimum, Oregon, Fitchburg, Monona, and Madison in Dane County have taken advantage of this unique provision of State law. This may be more of a mid-term approach for the Sauk Prairie Area, as current Village TIDs are not scheduled to close for several years.
- **Consider reductions to Village impact fees for developments that demonstrably guarantee affordable housing to low-income households, as defined above.** Wisconsin statutes allow impact fee waiver or reduction for “low cost housing”, not defined at the State level. Any such reduction would, ideally, be considered in response to a specific development proposal and tied to lower expected demand for the facility the impact fee is intended to support (e.g., public parks).

### Case Study: Village of Oregon

As a result of a citizen-initiated affordable housing initiative, Oregon took advantage of the “affordable housing extension” under the State’s tax incremental financing law to extend a tax incremental district by one year to provide funding for affordable housing. The Village used these funds to support two projects. The first is a small Habitat for Humanity development resulting in eight affordable twin home units on a 3-acre site. The second is a 153-unit affordable tax credit rental development for seniors and others, pictured below.



Image Source: Knothe Bruce Architects

- **Connect with State and federal funds.** The Villages will facilitate appropriate use of State and federal programs to help provide affordable housing for low and moderate income residents, who make up a good portion of the Area's workforce and retirees. Programs such as the federal tax credit program, administered through the Wisconsin Housing and Economic Development Agency, can help private developers provide high-quality housing for lower income residents.
- **Reach out to local businesses, including major employers and banks.** Employer outreach may aid in further documenting need, further development of housing solutions, and exploring ways to increase workforce income. Bank outreach may assist with learning about the types of projects banks might be willing to finance or which types of projects would be most feasible. Many banks have special programs for affordable community investments and may be willing to provide below-cost financing to affordable housing programs in furtherance of their Community Reinvestment Act interests.
- **Connect with community service personnel.** The Villages intend to engage local public works, protective service, and social service personnel on solutions that address common concerns with affordable and multiple family housing. These include concerns with traffic, supportive services, emergency services, and crime. Such discussions may aid in identifying desirable new or expanded services or infrastructure.
- **Don't compromise on design.** To maximize compatibility and minimize opposition, hold new multiple family housing to similar standards for lasting quality and livability that is expected of single family housing and neighborhoods. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), and inclusion of garage and underbuilding parking. See positive examples to the right. Perhaps most important is a commitment to responsible management.



- **Encourage older residents to stay in the Sauk Prairie Area.** Depending on the situation, this may involve upgrading existing homes, with in-home services where necessary, or moving to other housing in the community. This suggests the need for more senior-oriented housing in the Area, which may include senior-restricted condominiums, independent living apartments, assisted living apartments, memory care facilities, and community-based living arrangements. Such local moves retain these valuable residents, while also making the existing housing stock available for new families.

### 3. REQUIRE MAINTENANCE OF OLDER NEIGHBORHOODS AND HOUSING

The existing housing stock is an important component of the affordable housing supply, if housing is well-maintained. The Area's neighborhoods vary in location, age, and style, reflecting Sauk Prairie's growth pattern through the past several decades.

Existing rental and multiple-family homes should remain safe and decent places to live and neighborhood assets, not resulting in problems that could negatively impact neighbors and lead to neighborhood decline. To achieve these objectives, the Villages will engage in clear and consistent building, housing, zoning, and property maintenance code enforcement under a policy of active monitoring and prompt complaint response. The Villages also intend to work with property owners and tenants to communicate issues and potential solutions, and connect property owners with resources to upgrade properties. These may include Community Development Block Grant (CDBG)—see sidebar, HOME Investment Partnership Program, and other grants and connections to non-profit housing rehabilitation organizations.

The Villages also intend to invest in existing neighborhoods, with reference to the unique character and needs of each one, to maintain and enhance quality of life and property values. The components of such a neighborhood investment strategy may include:

- Investing in new and improved roadway, sidewalk, trail, safe crossing, stormwater management, and landscape improvements, including those advised through this Comprehensive Plan, the Comprehensive Outdoor Recreation Plan, and the Safe Routes to School Plan.

#### Sauk County Housing Rehab Grants

Sauk County has a [Community Development Block Grant for Housing Rehabilitation](#) program. Funds are loaned at 0% interest to eligible households for home repairs. For homeowners, funds will be lent to income-eligible households for home repairs. The 0% interest loan must not be paid back until the house is sold or the owner no longer lives there. For landlords of buildings with four or fewer units, and loans are to be repaid over ten years and tenants must meet income qualifications for five years. The owner must agree to rent only to low-to-moderate income tenants for a period of 5 years. Eligible projects include handicap accessibility improvements, electrical upgrades, window & door replacement, roofing, painting, siding, porch repairs, heating system repair and replacement, water heaters, plumbing systems, water and sewer line connections, and other general improvements.

- Identifying and pursuing catalytic projects in each neighborhood. This might involve addressing a particularly troublesome house or two in one neighborhood or improving a neighborhood park in another. As a key area of a neighborhood improves, the benefits can reverberate through the entire neighborhood.
- Seeking ways to enhance neighborhood identity and definition, such as through neighborhood entryway signs, neighborhood events, and neighborhood-based newsletters or listservs.
- Making sure that setback and other standards in zoning districts in older sections do not stymie home improvements. Both Villages intend to revisit residential district setback requirements, particularly in their R-1-B districts mapped over older neighborhoods.



#### 4. GUIDE NEW NEIGHBORHOOD DESIGN FOCUSED ON LIVABILITY AND VALUE

As illustrated by Future Land Use maps within the Land Use chapter, the communities envision Village neighborhood expansion generally west of current Village limits, out to the north-south segment of Highway 12. These neighborhoods should be developed in accordance with detailed plans included as part of the Targeted Investment Areas chapter; focused on housing but also including parks, environmental corridors, trails, schools, churches, neighborhood-scale shopping and services; and designed in general accord with the following principles:

- **Mix.** A sustainable housing mix provides both owner- and renter-occupied and housing, varieties of single-family residence sizes (starter and move-up homes), and affordable options for lower- and moderate-income residents. The Village will pursue a future housing mix that emphasizes these values and generally reflects the Villages' historic housing mix (e.g., about 60% single family).
- **Connectivity.** The Villages will interconnect neighborhoods and their components with networks of utilities, paths, sidewalks, and streets. Street connectivity benefits are highlighted in the sidebar to the right.
- **Greenspace.** Preserving and integrating green space and vegetation in neighborhoods has multiple benefits. Each neighborhood should contain or be within walking distance of a park providing recreational amenities not possible in people's backyards. Mature trees should be preserved and street trees planted in spot that do not conflict with underground utilities. Environmental corridors, stormwater basins, and conveyance routes ought to be incorporated seamlessly into the neighborhood environment. Future neighborhoods along Highways 12 and 78 should be developed with a berm and landscaped buffer between the highway and housing.

#### Why Are Interconnected Public Streets Important?

- Accommodate bicycles, pedestrians, and motor vehicles.
- Multiple connections minimize high traffic impact on any one street.
- Minimize need to prematurely repair or widen the otherwise limited number of through streets, saving money.
- Assure that neighborhoods and key destinations have more than one way in and out in case of emergency.
- Cul-de-sacs are hard to plow, maintain, and patrol (dead-ends without bulbs even harder).
- Minimize vehicle trip length and associated time and pollution.
- Promote healthy living through easier and more frequent bike and pedestrian trips.
- Promote community interaction.
- Serve also as logical utility routes.
- Consistent with past community plans and street/neighborhood designs.

- **Design.** Physical design of new neighborhoods and housing should reflect the existing historic patterns in the Villages. Developers and builders should carefully consider the relationship of homes to the street to encourage interaction and enhance aesthetics. Design techniques include encouraging smaller lots, minimizing home setbacks, deemphasizing the garage as the main feature on the front façade, and incorporating front porches. The graphic to the right illustrates these and other concepts.



## 5. IMPLEMENT DESIGN STANDARDS FOR LIMITED HOUSING IN RURAL AREAS

For a variety of reasons, new residential subdivisions are not encouraged in the Town of Prairie du Sac, outside of the limited areas specifically designated for “Rural Single Family” residential development on the Future Land Use maps (Map 9A and 9B). The land between Highway 78 and the River, north of the Village of Prairie du Sac, is the most prominent area where the “Rural Single Family” future land use category is mapped. Another area crossed by Dam Heights Road east of Highway 78 is planned for “Mixed Use/Flex” development on the Future Land Use maps, and could also be developed with rural single family residences.

Housing quantities and densities beyond these areas are limited by County and extraterritorial zoning rules, and by County, Town, and Village subdivision regulations. The Town allows a maximum density of one new home per 35 acres in areas planned for “Agriculture” use on the Future Land Use maps. However, instead of lots sized at least 35 acres as the only option to achieving this density, the Town allows clusters of smaller lots, up to a maximum density of one lot per 35 acres, with individual lot sizes dictated by applicable zoning and subdivision regulations. Within the County’s zoning jurisdiction, the Planned Rural Development (PRD) is the tool. A PRD is defined as one or more lots or parcels of land to be developed as a single entity, which is a combination of a PRD development area and a PRD preservation area. See Figure 7-1 in the Land Use chapter for more detail.

Where homes are permitted in planned “Agriculture” areas, careful home siting and clustering are important to limit the impact on farmland and rural character. The following techniques will be encouraged in the siting of new residences:

- Site residences adjacent to tree lines where available and at the edge of open fields rather than the middle.
- Avoid multiple homesites side-by-side along existing roads with multiple driveways and modest building setbacks.
- Limit tree clearance in wooded areas to the area required for the residence, a cleared yard area generally not exceeding one acre, and an area for the driveway.
- Place new lots to allow for driveways suitable in length, width, design, and slope for emergency vehicle travel, per the Town’s driveway ordinance, and use shared driveways where possible.
- Avoid building placement within wetlands, floodplains, and slopes greater than 20%, as depicted on Map 5 of Volume 1.

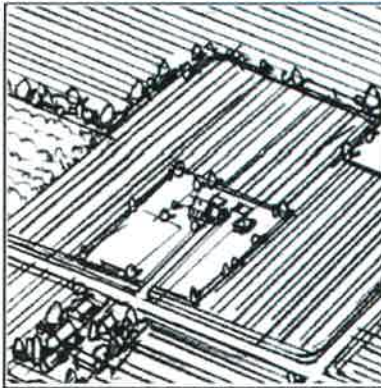
The graphics in Figure 6-2, prepared by Vandewalle & Associates in the early 2000s as part of the Highway 12 Corridor Growth Management Project, illustrate many of these techniques in both a single-lot and multi-lot examples.

## Figure 6-2: Rural Housing Design Standards, Single- and Multiple-lot Examples

The siting and treatment of a single residential lot in the Town's exclusive agriculture preservation districts will have an impact on valuable farmland and the existing visual character of the Town. Utilize the following strategies and "preferred" illustration below to guide proposed development in these situations.

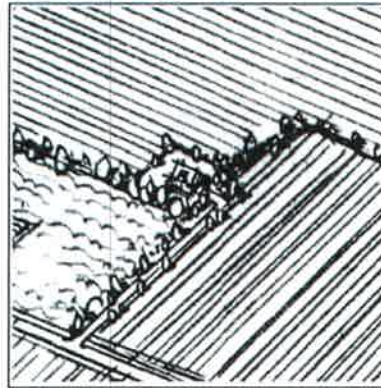
- Minimize loss of valuable farmable land
- Optimize the shape and configuration of farmable parcels
- Minimize visual impact of development from roadside
- Integrate development with existing landscape patterns (fields, fencerows, farmsteads, natural features)
- Use existing vegetation to screen new development

### Typical



- Large isolated lot
- Homes and outbuildings visible from roadside
- Fragmented farmland and wildlife habitat

### Preferred



- Cohesive farm fields
- Homes and outbuildings set back from road
- Development located at edge of farmland
- Driveway located along fencerow
- Homes screened with existing vegetation or new landscaping

The siting and treatment of multiple residential lots in the Town's exclusive agricultural districts will have an impact on valuable farmland and the existing visual character of the Town. The following guidelines are modeled after a typical farmstead building arrangement. Utilize the following strategies and "preferred" example below to guide proposed development in these situations.

- Resemble typical farmstead arrangement
  - Clustered buildings
  - Single shared drive or cul-de-sac street
  - Fence rows and formal landscaping
- Minimize loss of valuable farmable land
- Optimize shape and configuration of farmable parcels

### Typical



- Roadside lots with all homes visible from roadside
- Multiple driveways
- Perception of large amount of development

### Preferred



- Residences clustered in the form of a typical farmstead
- Shared driveway or cul-de-sac (Tree-lined)
- Development set back from road
- Residences screened with new "farmstead" vegetation
- Cohesive farm fields
- Fence rows define parcels and developed area



Figure 7-2: Other Rural and Open Space Future Land Use Categories and Policies

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also zoning, subdivision, stormwater, official map, and other ordinances)
<b>Extraction</b> (orange/yellow cross hatched areas on Map 9A)	This category includes lands in current or approved use for nonmetallic mineral extraction. Excavation, grading, and dredging operations may occur, plus related on-site processes, such as stockpiling of materials, blending mineral aggregates or nonmetallic minerals, crushing, screening, scalping, and dewatering.	Within Sauk County zoning jurisdiction: Exclusive Agriculture, General Agriculture, or Resource Conservation zoning districts.  The area mapped as "Extraction" on Map 9A is not in either extraterritorial zoning jurisdiction.	<ol style="list-style-type: none"> <li>1. Except where indicated, "Extraction" policies in this section are applicable only to the "Extraction" area(s) mapped on Map 9A.</li> <li>2. The Town intends to review future requests for additional extraction operations in accordance with detailed policies within Figure 7-1, including the Town-wide limitations included in that figure. Within the County's zoning jurisdiction, larger acreages generally require more intensive review.</li> </ol>
<b>Public Open Space/Buffer</b>	This category is mapped over existing and planned publicly-owned land designated as State parks and scenic, wildlife, and conservation areas; County parks and recreation areas; Town and Village parks; <del>and</del> recommended landscaped buffer areas between residential areas and industrial uses or highways; <del>and</del> <u>recreation areas where there is some measure of public access and/or environmental limitations, even if privately owned.</u> Parks may also be <u>appropriate for</u> lands mapped under other land use categories.	Prairie du Sac's CON Conservancy district is the most appropriate zoning district in that Village's zoning jurisdiction. Sauk City has used its Agricultural or residential zoning districts, but will consider creating a Conservancy district. <u>Where partial use of an development project, PUD zoning with restrictions may also fit.</u>	<ol style="list-style-type: none"> <li>1. Utilize the Sauk Prairie Comprehensive Outdoor Recreation Plan as a guide to the acquisition and siting of future "Public Open Space" areas.</li> <li>2. Where this future land use category is used to suggest buffers between potentially incompatible uses, generally require the more intensive land use to establish and maintain a fence, earthen berm, and/or all-season screen landscaping.</li> <li>3. Generally limit building construction to park shelters and other public buildings.</li> </ol>
<b>Environmental Corridor</b>	"Environmental Corridors" are continuous systems of existing and planned open space that include environmentally sensitive lands and drainageways. The full array of features that make up and define the "Environmental Corridors" on Maps 9A and 9B is described in the Natural Resources chapter. Where overlapping with "Public Open Space" areas, the "Environmental Corridor" category is not shown on these maps.	Similar to "Public Open Space/Buffer" category. Certain "Environmental Corridors" may also be subject to wetland, floodplain, or shoreland zoning rules based if warranted by the underlying natural resource feature.	<ol style="list-style-type: none"> <li>1. Limit structural development to utilities, passive recreational amenities, and/or education facilities designed to provide citizen access.</li> <li>2. Where compatible with natural resource and farmland preservation objectives, permit within "Environmental Corridors" cropping, grazing, and passive recreational activities such as trails and low-impact athletic fields.</li> <li>3. Where development is proposed in or near a mapped "Environmental Corridor," determine its exact boundaries based on the features that define those areas. Remap lands away from "Environmental Corridor" to allow more intensive uses if:               <ol style="list-style-type: none"> <li>a. detailed information or studies reveal that the characteristic(s) that resulted in its designation as an "Environmental Corridor" is not actually present,</li> <li>b. approvals from appropriate agencies are granted to alter a property so that the characteristic that resulted in its designation will no longer exist, and/or</li> <li>c. a mapping error has been identified and confirmed.</li> </ol> </li> </ol>
<b>Building Limitations Overlay</b> (grey-green cross hatched areas on Maps 9A, 9B)	This overlay future land use category defines additional areas with limitations for future building, and includes: <ul style="list-style-type: none"> <li>▪ Slopes between 12 and 20 percent.</li> <li>▪ 1,200-foot radius around closed landfills, where State rules generally restrict the siting of new private wells.</li> <li>▪ 250-foot buffer around designated eagle foraging, perching, and roosting areas.</li> </ul>	Most land in the "Building Limitations Overlay" will remain under the Exclusive Agriculture zoning districts in the Sauk and Dane County Zoning Ordinances.	<ol style="list-style-type: none"> <li>1. Undeveloped areas within this designation should remain undeveloped if other, more appropriate building sites can be found on the property. If more appropriate building sites are not available, the underlying land use designation should guide future land use types and density (e.g., Exclusive Agriculture).</li> <li>2. Where development is proposed in or near lands within the "Building Limitations Overlay," the developer should determine the exact boundaries based on the features that define those areas.</li> </ol>

Figure 7-3: Residential Future Land Use Categories and Policies

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
<b>Rural Single Family</b>	Single family residences, home occupations, and small-scale recreational uses. Such uses are intended to be served by private on-site or community waste treatment (septic) systems, <u>generally located outside the limits of either Village.</u>	Sauk County: SFR Single Family Residential, Agriculture. Village of Prairie du Sac (ETZ): R-R Rural Residential. Village of Sauk City (ETZ): <u>Currently, R-1-A, but Sauk City may also want to create R-R zoning district to improve the rural residential lots along and near River Road.</u>	<ol style="list-style-type: none"> <li>1. Minimize mapping this category in the Villages and in areas intended or desirable for future urban expansion.</li> <li>2. Promote interconnection in road and trail networks within and among neighborhoods. Minimize long cul-de-sacs and permanent dead-end streets.</li> <li>3. Minimum lot sizes are per the zoning district. Within areas zoned SFR or R-R, 3+ acre lots are discouraged.</li> <li>4. Design all lots with public road frontage, and to allow the construction of driveways suitable in for emergency vehicle access, in accordance with the Town's driveway ordinance.</li> <li>5. Minimize removal of mature trees and shoreline vegetation, and maintain and enhance public River access.</li> <li>6. Provide a 100-foot wide vegetative buffer along Highway 78, in accordance with a detailed preservation/landscape plan prepared by the subdivider, approved by the Town, and emphasizing diverse native vegetation.</li> </ol>
<b>Village Single-Family/Lower Density Residential</b>	<u>Predominantly</u> , single family residences, <u>but also where allowed by zoning including two family residences, accessory dwelling units, family day care homes, home occupations, and small-scale institutional and recreational uses, all served by a public sanitary sewer system.</u>	Within the two Villages, R-1-A and R-1-B Single Family Residential <u>are typical, though the Village may consider R-2 Two-Family Residential zoning where lot size, existing home size and context supports PUD Planned Unit Development and TND Traditional Neighborhood Development districts may also be appropriate.</u>	<ol style="list-style-type: none"> <li>1. Promote interconnection in road and trail networks within and among neighborhoods. Minimize long cul-de-sacs and permanent dead-end streets.</li> <li>2. Where smaller lots <u>and two family residences</u> are permitted, pay careful attention to home quality, variety, design, setbacks, and garage placement through zoning, covenants, and development agreements.</li> <li>3. Pursue <u>single-family</u> residential infill opportunities <u>(building on already-platted lots)</u> where feasible.</li> <li>4. <u>Ensure adequate park space and amenities with reference to subdivision ordinance requirements and the Sauk Prairie Comprehensive Outdoor Recreation Plan.</u></li> </ol> <p><u>Monitor areas of aging single and two family housing so that they are community assets. Work with owners and property managers to address problems, and direct them to county and state programs and local lenders for resources.</u></p>
<b>Multiple-Family/Lower Density Residential</b>	A range of housing types <u>and densities</u> , including multiple family residences (e.g., townhouses, apartment buildings, multiplexes), two family residences, <u>and</u> single family residences, <u>family and intermediate day care homes, group day care centers, and accessory dwelling units,</u> along with compatible institutional and recreational uses, all served by a public sewer system.	Within the Villages, the R-2 Two-Family Residential and R-M Multi-Family Residential are generally the most appropriate districts. PUD Planned Unit Development and TND Traditional Neighborhood Development districts may also be appropriate.	<ol style="list-style-type: none"> <li>1. Disperse higher-density residential development throughout the two Villages, rather than creating large concentrations of this type of development in just a few areas.</li> <li>2. Encourage design of <u>two and</u> multiple family developments to relate to public streets and integrate with the fabric of the surrounding neighborhood, rather than being designed as isolated enclaves.</li> <li>3. Hold new <u>two and</u> multiple family housing to similar standards for lasting quality and livability expected of single family housing. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), inclusion of garage or underbuilding parking, and responsible management.</li> <li>4. Monitor areas of aging <u>two and</u> multiple family housing so that they are community assets. Work with owners and property managers to address problems, and direct them to County and State programs and local lenders for resources.</li> </ol>
<b>Neighborhood</b>	A <u>thoughtful mix of lower and higher density</u> housing types <u>in accord with village</u> <u>and</u> <u>housing mix minimum 60% of lots being single family homes,</u> neighborhood-scale commercial and institutional uses (often at neighborhood edges), home occupations, <u>day care homes and centers,</u> small community facilities, and parks, all served by public sewer. Intent is to create a compatible mix of predominately residential land uses and a distinct sense of place and human-scale.	The Village of Prairie du Sac's TND Traditional Neighborhood Development district (Sauk City may wish to establish TND <u>zoning</u> too). Alternatively, the Villages may approve a patchwork of traditional zoning districts (e.g., R-1-A, B-N) <u>or new PUD zoning,</u> though achieving desired character may be more challenging.	<ol style="list-style-type: none"> <li>1. Utilize <u>Targeted Investment Area plans later in this volume or other</u> neighborhood development plans <u>to guide development in</u> for each "Neighborhood" area <u>such as the Targeted Investment Area plans later in this volume and use such plans to guide development approvals.</u></li> <li>2. Direct new residential development into neighborhoods (as opposed to just "subdivisions"), with a focus on creating high-quality, human-scaled, safe, <u>livable</u> and interconnected places.</li> <li>3. Encourage development of future "Neighborhood" areas on Map 9B in accordance with principles described in the Housing and Neighborhoods chapter.</li> <li>4. Also, refer to policies associated with each of the separate future land use categories that comprise each "Neighborhood" area, as presented in Figures 7-2 to 7-4.</li> </ol>

Figure 7-4: Non-Residential and Mixed Use Future Land Use Categories and Policies (three-page figure)

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also zoning, subdivision, stormwater management, official map, and other ordinances)
<b>Highway Business</b>	<p><del>Preferentially</del> indoor retail, commercial service, office, restaurant, lodging, health <del>and group day care</del>, outdoor sales <del>(e.g., outdoor)</del>, and institutional uses. Uses in the "Highway Business" area will be served by public sanitary sewer and water services. <del>Pre-existing business uses near the Highway 12-60 intersection may continue and be approved for controlled expansion in advance of such service extensions, subject to limitations described in the Sauk County zoning ordinance.</del></p>	<p>The Villages' B-H Highway Business districts are generally the most appropriate zoning districts.</p> <p><del>The Village of Sauk City and Town of Prairie du Sac may utilize its B-1 Transitional Business district over pre-existing developed business properties near the Highway 12-60 intersection.</del></p>	<ol style="list-style-type: none"> <li><del>Except for rezoning to Sauk City's B-F district, rezone</del> sites designated for "Highway Business" use only after public sanitary sewer and water <del>utility</del> service is available, the land is within Village limits, and a specific development proposal is offered. <del>Within the B-F district, assure future provision for such utility service.</del></li> <li>Build on a genuine, place-based "River and Prairie" theme in landscaping, architecture, building placement, building heights, signage, and other aspects of community design (see also Chapter 4).</li> <li>Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> <li>Require developments to address traffic, environmental, and neighborhood impacts.</li> <li>Promote lot sizes <del>and site design</del> that enable future on-site expansion.</li> <li>Plan for/anticipate redevelopment of some existing auto-oriented land uses that are already on Phillips Boulevard to a broader mixture of uses <del>when in the Village</del>, including housing, if Highway 12 is realigned to the south.</li> </ol>
<b>Rural Business</b>	<p>A limited range of businesses requiring or aided by a rural location, including agricultural-, recreational-, and other rural-based commercial and light industrial uses, including both indoor and outdoor uses. Uses may be served by private wells and treatment systems or by public sanitary sewer and/or water services. All "Rural Business" areas west of the River are in the Town of Prairie du Sac at time of writing, mostly in the extraterritorial zoning areas.</p>	<p>Some agricultural-related business uses are allowed within the A-P Agricultural Preservation zoning district. In such cases (e.g., gun club <del>located along Highway 101</del>), the communities do not intend to rezone lands to a business zoning district. In other cases, <del>the Village of</del> Prairie du Sac's B-R Rural Business zoning district is the most appropriate district (Sauk City may wish to establish similar district).</p> <p>Within <del>the Sauk County</del> zoning jurisdiction, the RCOM Recreation Commercial or COM Commercial districts may be utilized.</p>	<ol style="list-style-type: none"> <li>Within "Rural Business" areas, facilitate only those businesses that do not significantly exceed domestic water use.</li> <li>Require that each lot be at least one acre in "Rural Business" areas.</li> <li>Discourage general commercial and industrial uses in "Rural Business" areas that are more appropriate for the Villages' downtowns, business parks, and commercial corridors.</li> <li>For properties fronting Highway 12, promote "backage" road access, building setbacks away from the future highway right of way as represented on Map 16, and high-quality building and landscape treatments, modest signage, well-organized sites, and screened outdoor storage.</li> <li>For the 40 acres designated as "Rural Business" on the north side of Sauk Prairie Road, just west of Highway 12, limit business uses to the current use and other uses that serve or advance the current use.</li> </ol>
<b>Neighborhood Business</b>	<p>Smaller-scale (than "Highway Business"), neighborhood-supporting retail, service, restaurant, <del>day care</del>, and office uses and accessory residential uses that are compatible with adjacent residential uses and neighborhood character. All served by public sanitary sewer and water services.</p>	<p>The Villages' B-N Neighborhood Business districts are generally the most appropriate zoning districts, though PUD or TND zoning may also be utilized.</p>	<ol style="list-style-type: none"> <li>Rezone sites designated for "Neighborhood Business" use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>Build on a genuine, place-based "River and Prairie" theme in landscaping, architecture, building placement, building heights, signage, and other aspects of community design.</li> <li>Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> <li>Preserve and blend with surrounding residential character through limited commercial uses, appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading, and access from the adjacent collector or arterial street.</li> </ol>

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also zoning, subdivision, stormwater management, official map, and other ordinances)
<b>Downtown</b>	Mapped within the historic downtown areas of the Villages, with uses and activities designed to create vibrant places and community gathering spots. Land uses include commercial services, retail, restaurants, lodging, office, multiple family residential (mainly upper stories), and institutional (e.g., village halls, libraries, day care) and recreational (e.g., waterfront parks) land uses, including on-trail mixed-use sites and <del>near</del> mixed use buildings <del>are common in</del> the "Downtown" areas.	The Villages' B-C Central Business zoning districts are generally the most appropriate, although Planned Unit Development zoning may also be appropriate for redevelopment sites.  The Village of Prairie du Sac also has a DO Design Overlay zoning district, within which special building design standards apply. Sauk City also has downtown design standards, but a slightly different zoning approach for applying them.	<ol style="list-style-type: none"> <li>1. Preserve the architectural and historic character of the downtown areas the application of detailed downtown design guidelines and incentives where practical.</li> <li>2. Identify and update specific targeted sites for redevelopment via detailed downtown planning efforts, such as those communicated in the Targeted Investment Areas chapter of this volume.</li> <li>3. Arrange uses in a pedestrian-oriented environment with off- and on-street parking; minimal building setbacks; and building designs, materials, placement, and scale that are compatible with the character of existing development.</li> <li>4. Open the downtowns to the riverfront by promoting rear building and yard uses and entries, capturing open space connections, and promoting rear façade rehabilitation.</li> <li>5. Retain governmental facilities (e.g., libraries, post offices) in the "Downtown" areas.</li> <li>6. Promote the continued geographic distinction of the two downtowns from one another, while investigating a design approach to stitch Water Street together.</li> </ol>
<b>Office/Research</b>	Office, research and testing, professional services, health <del>and support clinic</del> care facilities and institutional uses, and other compatible and support uses (e.g., day care, health club, bank, lodging). Manufacturing, assembly, and warehousing uses generally not allowed. Arranged in a controlled office park setting, where allowable uses and activities do not generate noise, odor, vibrations, and particulate emissions. All served by a public sewer system.	Within the Village of Prairie du Sac, the O-R Office and Research district is the most appropriate zoning district, but the I-1 Institutional district may also be appropriate (Sauk City may wish to create similar districts). Industrial zoning districts allow too wide a range of manufacturing uses for a high quality office/research park setting. Alternatively, Planned Unit Development zoning may be considered.	<ol style="list-style-type: none"> <li>1. Design developments within "Office/Research" areas to result in higher-end "office park" or "office/research campus" setting.</li> <li>2. Rezone sites designated for "Office/Research" use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>3. Build on a genuine, place-based "River and Prairie" theme in landscaping, architecture, building placement, building heights, signage, and other aspects of community design (see also Chapter 4).</li> <li>4. Promote lot sizes that enable future on-site expansion.</li> <li>5. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> </ol>
<b>Business Park</b>	Light industrial, office, research, and other compatible and support uses (e.g., <del>day care</del> day care, health club, bank, lodging). Arranged in a controlled business park setting, where allowable uses and activities include those associated with low levels of noise, odor, vibrations, and particulate emissions. All served by a public sewer system.	The Villages' M-L Limited Industrial district is generally the most appropriate zoning district. The M-G General Industrial district may be appropriate in limited instances when the Village is provided with a specific, desirable development proposal with assurances to protect the character of the business park. B-H Highway Business zoning may also be appropriate for commercial uses that support the business park.	<ol style="list-style-type: none"> <li>1. Design "Business Park" areas to result in higher-end campus settings.</li> <li>2. Market "Business Park" areas for light manufacturing and assembly, office-related development, and support commercial uses. Direct heavy industry, truck terminals, large warehouses, and other uses incompatible with a "Business Park" setting to planned "Industrial" areas instead.</li> <li>3. Restrict outdoor storage and activities, except where essential to the business operation and fully screened from nearby uses and streets. Fully screen loading areas.</li> <li>4. Rezone sites designated for "Business Park" use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>5. Promote lot sizes that enable future on-site expansion.</li> <li>6. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> <li>7. Encourage businesses to plan for future on-site expansion when initial site selection takes place— industrial site should almost always be larger than initial demands require. When businesses submit site plans for Village approval, future building and parking expansion should be shown.</li> </ol>

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also zoning, subdivision, stormwater management, official map, and other ordinances)
Industrial	Manufacturing, warehousing, distribution, office, storage, utility and other compatible businesses and support (e.g., <del>day care</del> , health club, bank, lodging) uses, sometimes with outdoor storage areas. Served by a public sewer system.	The Villages' M-G General Industrial and M-L Limited Industrial districts are the most appropriate zoning districts.	<ol style="list-style-type: none"> <li>1. Rezone sites designated for "Industrial" use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>2. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> <li>3. Promote lot sizes that enable future on-site expansion.</li> <li>4. Require performance standards as necessary to avoid placing excessive demand on municipal utilities and roads, or creating environmental hazards or unwanted neighborhood impacts.</li> <li>5. Encourage the relocation of older industrial uses that have outgrown their present sites or that are located in predominantly residential areas to one of the "Industrial" areas on Map 9B.</li> <li>6. Encourage the redevelopment or intensification of older industrial, storage, and contractor uses and buildings in the Village's industrial parks.</li> <li>7. Encourage business to plan for future on-site expansion when initial site selection takes place—industrial sites should almost always be larger than initial demands require. When businesses submit site plans for Village approval, future building and parking expansion should be shown.</li> </ol>
Institutional	A range of public, semi-public, educational, health care, child and senior care, religious, and other "gathering" type uses. The Sauk Prairie Airport and larger utility uses are also included under the "Institutional" future land use category. Uses are generally served by a public sanitary sewer system. Future small-scale institutional uses may be located in areas planned for residential, business, office, industrial, mixed, or neighborhood use.	<p>In the Village of Prairie du Sac (and its ETZ area): I-1 Institutional. For the Airport, the AIR Airport zoning district is the best option.</p> <p>In Sauk City (and ETZ area): RM Multifamily Residential, and conditional uses within the R1A, R1B, and R2 districts. (Sauk City may want to create an Institutional zoning district.)</p> <p>Within the Sauk County zoning jurisdiction, institutional uses are permitted uses within COM and RCOM districts and conditional uses within most other districts.</p>	<ol style="list-style-type: none"> <li>1. Build on a genuine, place-based "River and Prairie" theme in landscaping, architecture, building placement, building heights, signage, and other aspects of community design (see also Chapter 4).</li> <li>2. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> <li>3. Require larger-scale institutional uses to address off-site traffic, environmental, and neighborhood impacts.</li> <li>4. Continue to work with the School District to coordinate uses and activities on District-owned land.</li> <li>5. Plan for the continuation of the Sauk Prairie Airport in its current location as a recreational and small business use airport. Consider expansion to the Airport where applicable zoning ordinance and Highway 12/PF/Airport Area Plan criteria can be met. See further recommendations related to the Airport in the Transportation chapter and in the separate Highway 12/PF/Airport Area Plan.</li> </ol>
Mixed Use/Flex	A carefully designed blend or option of commercial services, retail, lodging, office, business park, multiple family residential, <u>health and day care</u> , and/or institutional land uses, including mixed-use sites and/or buildings. Compared to the "Neighborhood" future land use category, "Mixed Use/Flex" areas typically are denser, more focused on non-residential development, do not typically include single family housing, and are generally located along major roadway corridors.	The Villages could apply appropriate traditional zoning districts (e.g., B-H, R-M) or PUD Planned Unit Development zoning districts within "Mixed Use/Flex" areas.	<ol style="list-style-type: none"> <li>1. Design "Mixed Use/Flex" areas according to a plan that skillfully mixes different uses on the same site and/or building, and creates amenities and "place."</li> <li>2. Generally specify that non-residential uses comprise a minimum of 50% of each "Mixed Use/Flex" area.</li> <li>3. Rezone sites designated for "Mixed Use/Flex" use only after public sanitary sewer and water service is available, the land is within Village limits, and a development proposal is offered.</li> <li>4. Build on a genuine, place-based "River and Prairie" theme in landscaping, architecture, building placement, building heights, signage, and other aspects of community design (see also Chapter 4).</li> <li>5. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design, including associated non-residential building and site design standards under the associated zoning ordinance.</li> <li>6. Require developments to address traffic, environmental, and neighborhood impacts.</li> <li>7. See the Targeted Investment Areas chapter for detailed recommendations for each "Mixed Use/Flex" area.</li> <li>8. Also, refer to policies associated with each of the separate categories that comprise each "Mixed Use/Flex" area, as presented in Figures 7-2 to 7-4.</li> </ol>

## CHAPTER 8

# TARGETED INVESTMENT AREAS

### GOAL

Improve the sustainability and vibrancy of the Area by focusing development attention in key districts.

### OBJECTIVES

1. Position Targeted Investment Areas as special places within the community, through a combination of private and public investments and venues designed to create unique experiences.
2. Promote the efficient and elegant layouts of key community growth areas.
3. Actively implement change in Targeted Investment Areas, including through zoning and subdivision review, infrastructure investments, and development incentives.

### INITIATIVES

(SEE FULL CHAPTER TO READ MORE)

1. Promote Economic Growth in the “Highway 12 Lueders-to-60 Corridor”
2. Encourage Housing and Neighborhood Businesses in the “Prairie du Sac West Neighborhood”
3. Integrate Health Care and Compatible Uses in the “Highway 12/PF/Airport Area”
4. Guide Continued Reinvestment in Downtown Prairie du Sac through a Unified Plan
5. Implement Recent Plans to Encourage Continued Reinvestment in Sauk City’s Downtown
6. Support Mixed Use Redevelopment On and Near the Former Spruce Street Elementary Site
7. Engage in Continued Reuse Planning and Implementation for the Wellspring Campus Area
- 7-8. Promote Economic Growth in the “Prairie du Sac Northern Corridor”

## TARGETED INVESTMENT AREA INITIATIVES

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The following initiatives are organized around the Targeted Investment Areas identified by the Sauk Prairie Intergovernmental Planning Committee, which include in no order of importance:

- The “Highway 12 Lueders-to-60 Corridor”—generally west of the current Sauk City village limits.
- The “Prairie du Sac West Neighborhood”—generally including lands between the Sauk Prairie Hospital/ Westwynde and the remainder of the Village of Prairie du Sac.
- The “Highway 12/PF/Airport Area”—to the west of the West Neighborhood and the subject of previous detailed planning.
- Downtown Prairie du Sac—focused around that Village’s historic commercial center.
- Downtown Sauk City—focused around that Village’s historic commercial center, and the subject of previous detailed planning.
- The area including and around the former Spruce Street Elementary School—located on Sauk City’s west side just north of Phillips Boulevard/Highway 12.
- The “Wellspring Campus Area”—west of Water Street straddling the Villages, and including the former Sauk Prairie Hospital.
- [The “Prairie du Sac Northern Corridor”—generally including lands north of the Village of Prairie du Sac Industrial Park between the North Ridge Business Park and Fieldstone subdivision.](#)

### I. PROMOTE ECONOMIC GROWTH IN THE “HIGHWAY 12 LUEDERS-TO-60 CORRIDOR”

Sauk City’s primary “greenfield” development opportunities lie west of the current Village limits. In the planning period, these opportunities extend west to the existing north-south segment of Highway 12 and Richolson Drive. The area includes one mile of largely undeveloped frontage along Phillips Boulevard/Highway 12 between Lueders Road and the Highway 60 intersection. Transportation access is excellent, land is generally flat with few environmental limitations, and there are relatively few landowners.

Map 10 is a conceptual development plan to guide future land use, road, environmental/stormwater, and recreational systems in this “Highway 12 Lueders-to-60 Corridor.” The general concept is to allow and promote extended business park development south of Phillips Boulevard, residential development north of Phillips Boulevard, and commercial and mixed-use development along Phillips Boulevard. The Lueders Road and Highway 60 intersection areas would be focal points of commercial services and retail development, including potential hotel/convention space. Because Highway 12 may be rerouted to the south in the future, it would be unwise for the community to plan for highway-oriented commercial service and retail uses along the entire one-mile stretch.

Public involvement—and at least a community meeting to present and obtain feedback on ideas—should precede any significant redevelopment or reuse proposal within the Wellspring Campus area. All zoning approvals and discussion of financial assistance will also require involvement of the two Village boards and plan commissions. The fact that the Wellspring Campus area straddles the two Villages creates challenges related to financial incentives, but they are surmountable. For example, the State of Wisconsin allows intermunicipal TIDs between villages. The Villages may also provide indirect support, such as through assistance with grant procurement, vacation of streets, and public utility and streetscape improvements. The presence and extent of local financial support will be critical to many entities considering redevelopment proposals in the Wellspring Campus area. Requests for financial support will be evaluated against the preferred uses in Figure 8-1, the design guidelines to the right, and the Villages' economic development policies.

### Wellspring Campus Area Design Guidelines

- New Building heights and residential development densities compatible with and transitioning to surrounding neighborhoods, with recognition that higher density residential uses may be important for financial feasibility and that not all parts of the Wellspring Campus Area has significant neighborhood exposure of up to three stories.
- New residential development density of up to 15 units per acre.
- Modest building setbacks, including 8-12 foot front, street side, and rear yard setbacks, and 4-6 foot interior side yard setbacks.
- High-quality building materials and architecture, reflecting the quality of the existing “anchor” buildings like the Prairie Clinic and Wellness Center buildings.
- Building design to enhance the pedestrian experience (e.g., lighting, windows, landscape features/street trees, signage, banners, seating, and terrace pavers).
- Modest wall and monument-style signage reflecting a subdued theme and residential character.
- Sufficient off-street parking to meet overnight parking requirements at a minimum. Allow use of ample on-street parking in the area to meet some non-overnight parking requirements.
- Underbuilding parking wherever practical. Where impractical or insufficient, landscaped parking areas meeting building setbacks.
- Minimum landscaped surface percentages of 20%, where practical.
- Urban stormwater management solutions, focused on improving water quality and on-site stormwater storage where practical.
- Techniques to assist with the unique branding of the area, such as though on-site features, lighting, signage, streetscaping, and wayfinding signage (derivation of “riverway” or “midway” heritage?).

## 8. PROMOTE ECONOMIC GROWTH IN THE “PRAIRIE DU SAC NORTHERN CORRIDOR”

The Village of Prairie du Sac has been receiving regular proposals to expand and upgrade properties in its Industrial Park, which are welcome and have slowly improved its quality. However, the Industrial Park has only a few undeveloped lots remaining, and they are smaller than most modern industry requires. Therefore, the Village of Prairie du Sac is currently out of the light industrial development market.

Prairie du Sac’s primary new business park development opportunity lay north of the current Industrial Park and west of the North Ridge Business Park. This area is largely outside of the current Village limits but in a mutually-agreed area for annexation per the 2019 intergovernmental boundary agreement. It includes significant frontage along Highway 78. A major northeast-to-southwest drainage corridor provides opportunities for stormwater management, recreation, and a buffer for residential uses to its west. Land is generally flat with few environmental limitations except for the drainageway. Land is in large tracts with few landowners.

Map 17 is a conceptual development plan to guide future land use, road, environmental/stormwater, and recreational systems in this “Prairie du Sac Northern Corridor.” The general concept is to allow and promote extended business park development north of the current Industrial Park. Map 17 shows a conceptual lot layout pattern, but this just illustrative. Different and larger lot layouts are also possible. Along Highway 78 north of Milwaukee Valve and Eagle View Court, there is an opportunity for a mixed use cluster that could also or alternatively include commercial and higher density residential uses. West of the conceptual business park lay a proposed environmental corridor planned for a defined and scenic drainageway, stormwater basins, a suggested trail extension from the Highland Park subdivision, and a new park. The park would serve a future residential neighborhood between the environmental corridor and the Fieldstone subdivision. The bottom of Map 17 suggests design examples for the different future land use areas that are mapped.





The recommended future land use pattern would be knitted via extensions of existing roads and new trail and stormwater drainage networks. Suggested roads include a northeasterly extension of Fieldstone Boulevard, ultimately connecting with Highway 78 at its current intersection with North Ridge Drive. Map 17 also anticipates the opening of a southern leg of North Ridge Drive to Highway 78 in conjunction with another future intersecting street extending west from Highway 78. All new street connections to Highway 78 would require WisDOT approval. The proposed public street connections are intended to take the place of any new private driveways along that highway. An extension of 17<sup>th</sup> Street would be the main north-south road through this targeted investment area.

# Conceptual Development Plan Prairie du Sac Northern Corridor

Map 17

## Legend

### FUTURE LAND USE

-  Business Park\*
-  Higher Density Residential
-  Lower Density Residential
-  Environmental Corridor (Stormwater, Park, Buffer)

-  Planned Roads
-  Planned Bike/Ped Facilities (e.g., paths)
-  Existing Bike/Ped Paths
-  Existing Contour Lines
-  Mixed Use Cluster
-  Village Limits (2022)

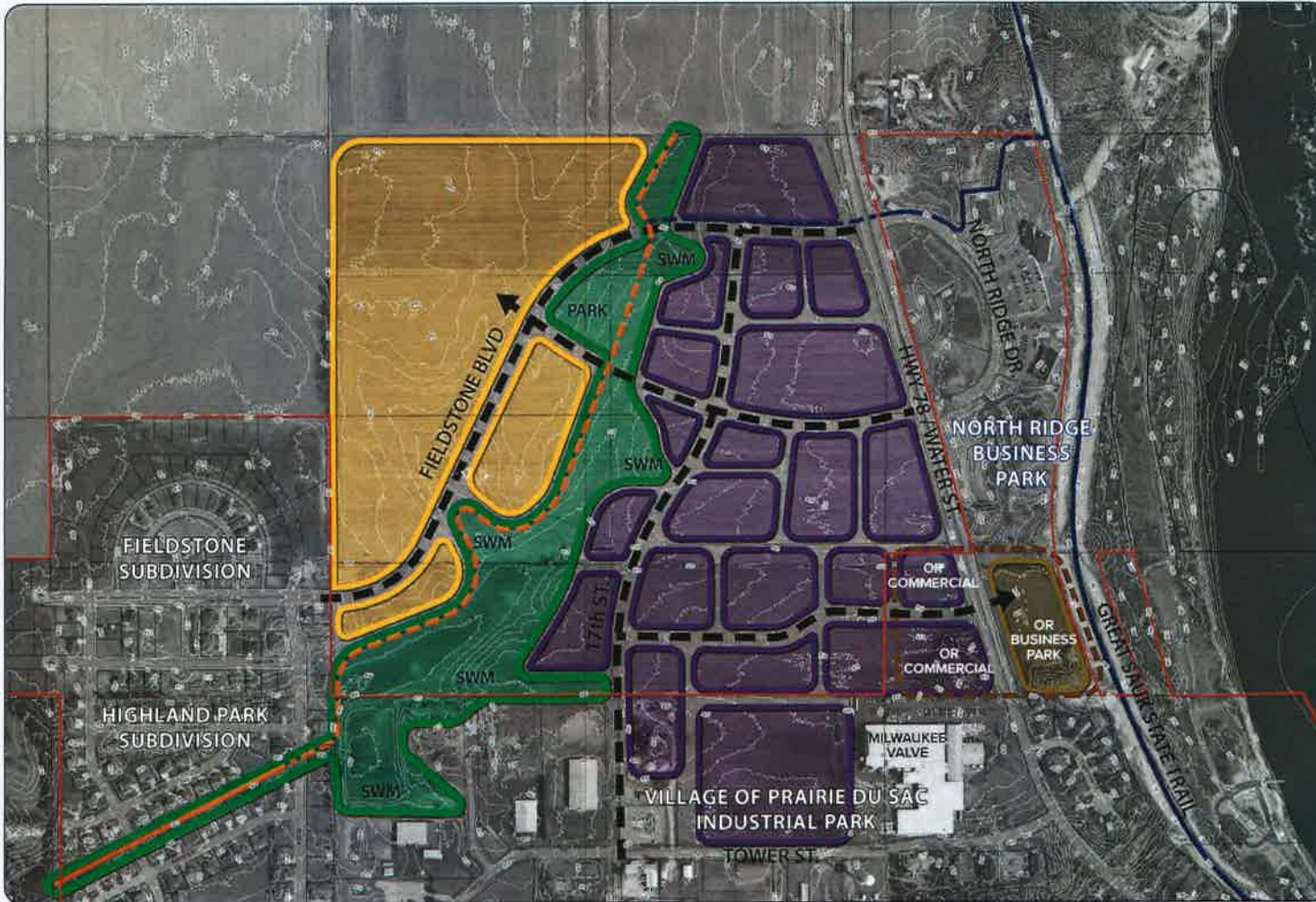
**SWM** Potential Stormwater Basin Areas

\* Shapes represent conceptual business park lotting pattern. Actual lot shapes and sizes likely to be different, including consolidation to enable large lots if warranted.



0 250 500  
Feet

November 22, 2022



Clean Industry



Research and Development



Commercial 78 Entry Opportunity



Active Park Space



Lower Density Residential



Higher Density Residential / Mixed Use



# CHAPTER 12

## IMPLEMENTATION

### TOP PRIORITY PLAN IMPLEMENTATION INITIATIVES

- **Prioritize Retention and Expansion of Existing Area Businesses.** Retaining and expanding businesses that are already in the Sauk Prairie Area is the most cost-effective way to grow the local economy. Such activities also create a business climate that is attractive to new investment from others. As a central part of their economic development strategy, the Villages and Chamber of Commerce therefore intend to implement a joint effort of business retention and expansion.
- **Advance New Childcare Development.** Shortages of childcare options is a persistent and noteworthy barrier to employee recruitment, business expansion, and new business attraction. As a result, another main component of the Sauk Prairie Area's economic development strategy is to expand childcare spaces to enable more people to enter and remain in the local workforce.
- **Advance Different Housing Types to Respond to Generational and Workforce Needs.** The Sauk Prairie Area has a shortage of most types of housing, which limits opportunities and decreases affordability for local residents and impedes business expansion and recruitment. The Sauk Prairie Area will take various actions to encourage construction of new single-family, duplex, townhouse, and other multiple-family housing units, both owner- and renter-occupied.
- **Maintain and Enhance the Natural Experience Along the Wisconsin River Corridor.** The Sauk Prairie Area will honor the bald eagle population, partner on shoreline restoration and River clean-up, and complete and capitalize on the Great Sauk State Trail.
- **Maintain and Improve Water Quality.** Limiting development in environmental corridors, keeping associated plans and ordinances up to date, and requiring best management practices for stormwater management, flood control, and ground water quality will assure clean and plentiful waters and public safety.

Figure 12-1: List of Comprehensive Plan Initiatives by Priority

#	Initiative (click on link to learn more)	From Chapter...	Area-wide Priority
1	<a href="#">Continue and Reline Land Use Policies that Support Agriculture</a>	2: Agriculture	High
2	<a href="#">Support Farmers if Interested in an Agricultural Enterprise Area</a>	2: Agriculture	Moderate
3	<a href="#">Help Expand Markets for Local Farm Products</a>	2: Agriculture	Moderate
4	<a href="#">Support Development of New Uses for Agricultural Products</a>	2: Agriculture	Moderate
5	<a href="#">Support Agricultural Education and Information Exchange</a>	2: Agriculture	Moderate
6	<a href="#">Identify, Protect, and Refine Environmental Corridors</a>	3: Natural Resources	High
7	<a href="#">Maintain and Enhance the Natural Experience Along the Wisconsin River Corridor</a>	3: Natural Resources	TOP
8	<a href="#">Maintain and Improve Water Quality</a>	3: Natural Resources	TOP
9	<a href="#">Encourage Preservation of Historic and Architecturally Significant Buildings</a>	4: Culture & Comm Character	Moderate
10	<a href="#">Advance Tourism, Particularly Related to Nature, Heritage, and Agriculture</a>	4: Culture & Comm Character	High
11	<a href="#">Continue to Advance the Sauk Prairie Riverway Brand</a>	4: Culture & Comm Character	Moderate
12	<a href="#">Advance "River and Prairie" Community Character</a>	4: Culture & Comm Character	Moderate
13	<a href="#">Expand Commitment to Community Wellness</a>	4: Culture & Comm Character	High
14	<a href="#">Understand, Communicate, and Advance Economic Development Roles and Responsibilities</a>	5: Economic Development	Moderate
15	<a href="#">Prioritize Retention and Expansion of Existing Area Businesses</a>	5: Economic Development	TOP
16	<a href="#">Advance New Housing and Childcare Development</a>	5: Economic Development	TOP
17	<a href="#">Attract New Businesses in Targeted Markets</a>	5: Economic Development	High
18	<a href="#">Implement and Communicate a Clear Development Incentive and Grant Framework</a>	5: Economic Development	Moderate
19	<a href="#">Engage in Proactive and Consistent Marketing for Economic Development</a>	5: Economic Development	Moderate
20	<a href="#">Secure Vacant, Improved Land for Commercial and Industrial Expansion</a>	5: Economic Development	High
21	<a href="#">Regularly Measure Performance in Economic Development Strategy Achievement</a>	5: Economic Development	Moderate
22	<a href="#">Promote Development of New Residential Subdivisions</a>	6: Housing & Neighborhoods	High

#	Initiative (click on link to learn more)	From Chapter...	Area-wide Priority
23	<a href="#">Advance Different Housing Types to Respond to Generational and Workforce Needs</a>	6: Housing & Neighborhoods	<b>TOP</b>
24	<a href="#">Require Maintenance of Older Neighborhoods and Housing</a>	6: Housing & Neighborhoods	<b>Moderate</b>
25	<a href="#">Guide New Neighborhood Design Focused on Livability and Value</a>	6: Housing & Neighborhoods	<b>Moderate</b>
26	<a href="#">Implement Design Standards for Limited Housing in Rural Areas</a>	6: Housing & Neighborhoods	<b>Moderate</b>
27	<a href="#">Use the Future Land Use Maps to Guide Growth and Development</a>	7: Land Use	<b>High</b>
28	<a href="#">Promote (Re)Development in "Smart Growth Areas"</a>	7: Land Use	Moderate
29	<a href="#">Consider Intercommunity Water Street Visioning Process</a>	7: Land Use	Moderate
30	<a href="#">Ensure Appropriate Transitions and Buffering Between Land Uses</a>	7: Land Use	Moderate
31	<a href="#">Modernize Land Use Regulations and Align with this Plan</a>	7: Land Use	Moderate
32	<a href="#">Promote Economic Growth in the "Highway 12 Lueders-to-60 Corridor"</a>	8: Targeted Investment Areas	Moderate
33	<a href="#">Encourage Housing &amp; Neighborhood Businesses in "Prairie du Sac West Neighborhood"</a>	8: Targeted Investment Areas	Moderate
34	<a href="#">Integrate Health Care and Compatible Uses in the "Highway 12/PF/Airport Area"</a>	8: Targeted Investment Areas	<b>High</b>
35	<a href="#">Guide Continued Reinvestment in Downtown Prairie du Sac through a Unified Plan</a>	8: Targeted Investment Areas	<b>High</b>
36	<a href="#">Implement Recent Plans to Encourage Continued Reinvestment in Sauk City's Downtown</a>	8: Targeted Investment Areas	<b>High</b>
37	<a href="#">Support Mixed Use Redevelopment On and Near the Former Spruce Street Elementary Site</a>	8: Targeted Investment Areas	Moderate
38	<a href="#">Engage in Continued Reuse Planning and Implementation for the Wellspring Campus Area</a>	8: Targeted Investment Areas	<b>High</b>
39	<a href="#">Promote Economic Growth in the "Prairie du Sac Northern Corridor"</a>	8: Targeted Investment Areas	<b>Moderate</b>
40	<a href="#">Help Address Unsustainable Traffic Increases on Highway 12</a>	9: Transportation	Moderate
41	<a href="#">Upgrade Local Roads to Meet Modern Needs</a>	9: Transportation	<b>High</b>
42	<a href="#">Use the Official Map and Targeted Investment Area Plans to Guide Future Roadways</a>	9: Transportation	Moderate
43	<a href="#">Expand Biking and Walking, Including Full Realization of the Great Sauk Trail</a>	9: Transportation	<b>High</b>
44	<a href="#">Support the Sauk Prairie Airport as A Small, Privately Owned and Operated Airfield</a>	9: Transportation	Moderate
45	<a href="#">Stage Improvements to Public Facilities through Capital Improvement Programs</a>	10: Com Facilities & Utilities	<b>High</b>