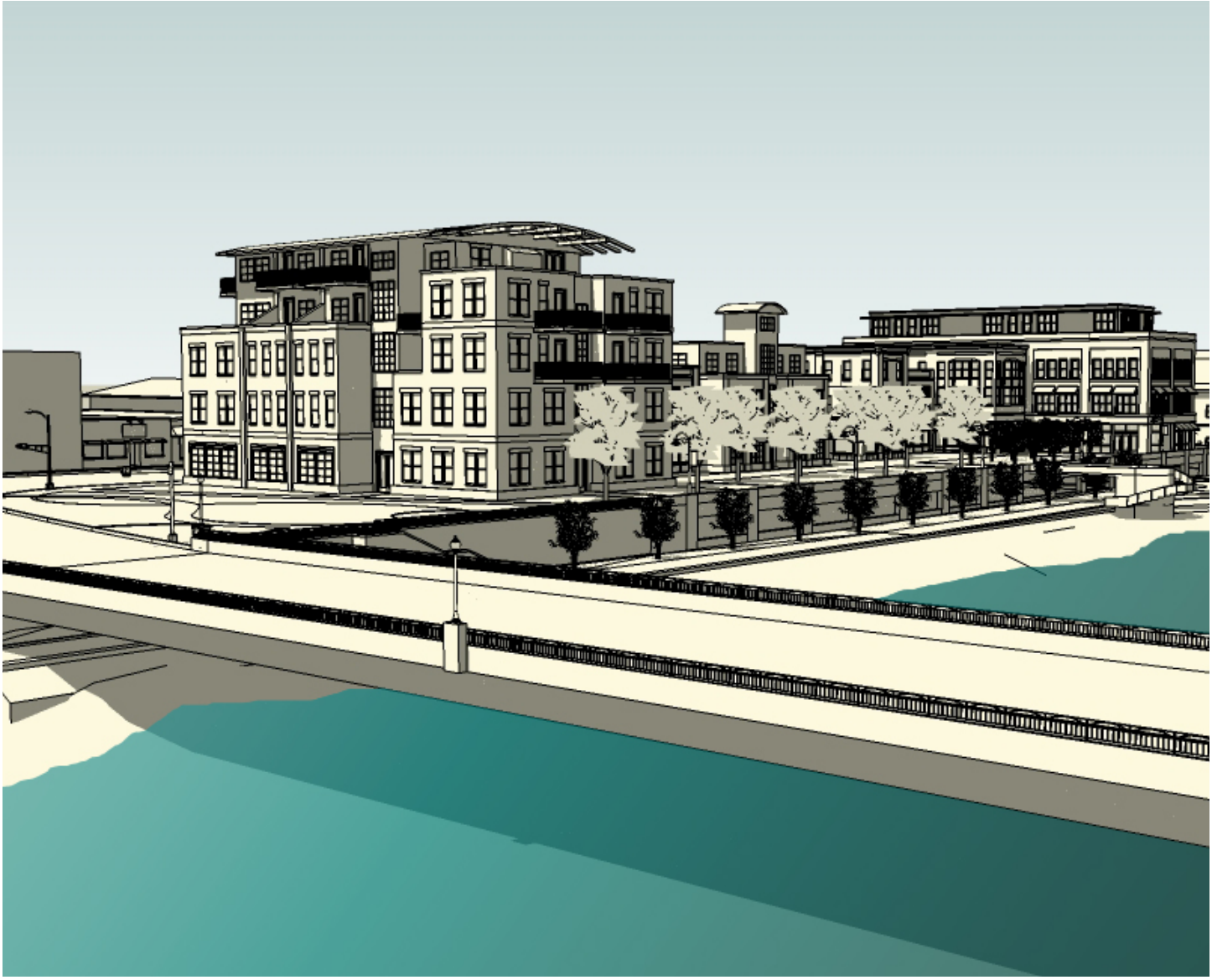

Village of Sauk City

Sauk County, WI

Riverfront Redevelopment Vision

Prepared by the Village of Sauk City Plan Commission
with Assistance from MSA Professional Services, Inc.
Adopted October 13, 2009, Amended June 11, 2013

Contents & Acknowledgements

Table of Contents

Executive Summary..... iii

VOLUME ONE: BACKGROUND

Section V1:1 Introduction..... 1
1.1 Planning Area
Section V1:2 Existing Conditions..... 3
2.1 Prior Plans
2.2 Property Inventory
2.3 Building Conditions
2.4 Historic Character
2.5 Property Assessment

VOLUME TWO: 800 & 700 BLOCK

Section V2:1 Planning Process..... 11
1.1 Redevelopment Priorities
1.2 Spatial Limitations
1.3 Preliminary Concepts - Building Massing
1.4 Preliminary Concepts - Architectural Design
1.5 Stakeholder Feedback
Section V2:2 Final Concepts..... 21
2.1 800 Block
2.2 700 Block
Section V2:3 Design Parameters..... 27
3.1 Building Height
3.2 Mid-Block Walkways
3.3 Riverfront Access
3.4 Parking
3.5 Bike Path
3.6 River-oriented Activities and Outdoor Spaces
3.7 Architectural Massing and Style
Section V2:4 Cost & Funding..... 29
4.1 Redevelopment Costs and Values
4.2 Funding Options

VOLUME THREE: 600 BLOCK

Section V3:1 Planning Process..... 33
1.1 Space Limitations
1.2 Historic Building Relocation
1.3 Redevelopment Concepts
Section V3:2 Historic Building Relocation..... 37
2.1 Recommendations
Section V3:3 Design Parameters..... 39
3.1 Land Use
3.2 Building Height and Setback
3.3 Architectural Massing and Style
3.4 Parking
3.5 Riverfront Access
3.6 Bike Path / Riverwalk
3.7 River-oriented Activities and Outdoor Spaces

Acknowledgements

The following people are responsible for the creation, refinement, and adoption of this plan

Village President
Jim Anderson

Village Board
John Schmidt
Robert Dederich
Steve Haag
Lynn Rausch
Richard Marks
Michael Rogers (2009)
John Horak (2013)

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David White
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Village Clerk/Administrator
Vicki Breunig

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Chuck Sulik, AICP
Michael Palm
Martin Sell, AIA, NCARB
Allen Szymanski, AIA

Sauk City residents, property owners, and business owners attended meetings, reviewed draft materials, and provided comments that have improved this Plan.

RESOLUTION NO. 2009-16

RESOLUTION TO ADOPT THE VILLAGE OF SAUK CITY WATERFRONT REDEVELOPMENT VISION

WHEREAS, the Village of Sauk City seeks the redevelopment of underutilized parcels along its downtown waterfront north of USH 12; and

WHEREAS, the Village Plan Commission has prepared a Waterfront Redevelopment Vision that illustrates how redevelopment could occur and establishes design parameters which identify desired features and development limitations along the waterfront; and

WHEREAS, downtown property owners and Village residents have been informed of and involved in the planning process via public notices of meetings, draft materials on the Village website, local newspaper articles, attendance at meetings of the Plan Commission when this plan was presented and discussed, and active participation in several of those discussions; and

WHEREAS, the Village of Sauk City Plan Commission recommended Village Board adoption of this plan at its September 15 meeting, for the purpose of guiding future discussions and decisions regarding specific development proposals within the waterfront blocks;

NOW, THEREFORE, BE IT RESOLVED, by the Village of Sauk City Village Board that the Sauk City Waterfront Redevelopment Vision is hereby adopted as a guide for property owners and Village officials in the design and review of any redevelopment project that may occur in the two waterfront blocks of Water Street north of USH 12.

Adopted this 13th day of October, 2009

James Anderson

James Anderson, Village President

ATTEST:

Vicki Breunig

Vicki Breunig, Village Administrator

RESOLUTION 2013-5

RESOLUTION TO AMEND THE VILLAGE OF SAUK CITY WATERFRONT REDEVELOPMENT VISION

WHEREAS, the Village of Sauk City seeks the redevelopment of underutilized parcels along its downtown waterfront north of USH 12; and

2013 amendment resolution to be inserted

WHEREAS, the Village Board adopted a Waterfront Redevelopment Vision in 2009 that illustrates how redevelopment could occur and sets parameters for such redevelopment along the 700 and 800 blocks of Water Street waterfront; and

WHEREAS, since 2009 there has been interest in relocating some of the historic structures in the 600 block of Water Street to enable more intensive waterfront use and development; and

WHEREAS, the Village Plan Commission has met and consulted with the Village Historic Committee to discuss the disposition of the historic structures, and has recommended that the Hahn House be preserved on site, while the school house and boot shop should be relocated to another site in the Village and other buildings on the block may be cleared; and

WHEREAS, the Village of Sauk City Plan Commission hosted a public discussion and recommended Village Board adoption of an amendment at its May 14 meeting, including redevelopment concepts and parameters for the 600 block;

NOW, THEREFORE, BE IT RESOLVED, by the Village of Sauk City Village Board that the Sauk City Waterfront Redevelopment Vision is hereby amended as a guide for property owners and Village officials in the design and review of any redevelopment project that may occur in the 600 block of Water Street.

Approved this 11th day of June, 2013

Jim Anderson, Village President

ATTEST:

Vicki Breunig, Village Administrator

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Executive Summary

Note: Summary does not include the 2013 amendment - see Volume 3 for information about the 600 block of Water Street.

The Village of Sauk City is committed to the revitalization of its downtown as the cultural heart of the community and as a vital node of economic activity in the Sauk Prairie area. This plan is part of an ongoing effort to encourage and facilitate private redevelopment efforts, and it is specifically focused on the three waterfront blocks along Water Street, north of Hwy 12.

Introduction

This document was developed as a guide for the Village and prospective investors in their coordinated efforts to restore, redevelop, and enhance the downtown waterfront. It seeks to achieve three objectives:

- Establish a realistic vision for how the waterfront blocks could be redeveloped.
- Translate the overall vision into a set of site-specific design parameters for redevelopment.
- Identify funding tools to support redevelopment and estimate costs and values that may result.

This redevelopment vision is mostly silent regarding the uses that may be featured along the waterfront. In general, the Village seeks uses and users that will utilize and benefit from direct access to and views of the Wisconsin River.

Existing Conditions

There are several prior plans and documents relevant to this planning effort, most importantly the Sauk City Downtown Design Standards (Adopted 2006), and the Sauk Prairie Comprehensive Plan (Adopted 2005). The Comprehensive Plan seeks the preservation of the historic downtown “Rivertown” character, and the Downtown Design Standards set specific parameters to guide new development toward that end.

A review of the parcels in the study area revealed a range of values, condition and architectural character. Most structures are in fair to good condition, but a majority of the buildings (with some noted exceptions) do little to reinforce the historic character of the downtown business district.

Planning Process

This Waterfront Redevelopment Vision was developed through the summer of 2009 as a collaboration between the Village’s urban design consultant, Plan Commission, and interested landowners and residents. Plan Commissioners considered first a series of simple massing models of potential redevelopment scenarios to explore key issues, especially height, parking, river access, and building massing. When initial preferences were identified, the consultant created detailed illustrations of the vision for further discussion. These detailed images were shared and discussed at a public meeting in August. Following that meeting, the Plan Commission agreed to some changes to the vision, selected final design parameters, and forwarded the plan to the Village Board.

The design process revealed important information about how the Wisconsin River floodplain may affect redevelopment projects. Property owners and potential developers should know that habitable space below street grade is insufficient for a full story and will raise the first floor above the height of the sidewalk, requiring ramps into the building. Lower level parking will also raise the first floor above the sidewalk in most places unless the Department of Natural Resources agrees to allow the parking to be lowered into the floodplain by two feet.

Executive Summary

Redevelopment Concepts

The final redevelopment concepts illustrate one vision of how these waterfront blocks could be redeveloped. The block south of Jackson Street is shown with specific architectural detail, while the block north of Jackson is shown in a more generic "massing" view. Neither is intended to represent the exact design of future redevelopment - they are examples of what the Village would like to see happen. The vision shows new structures throughout most of the study area; however, it is important to note that the Village does NOT intend or expect that the entire study area will be redeveloped at the same time, if ever. Redevelopment will occur incrementally, over time, and some of the existing buildings shown as replaced in the vision will likely be preserved. This vision considers the possibility of redevelopment of nearly every parcel on the two blocks simply to demonstrate how individual projects could occur in any portion of the study area. This vision was also used as a planning tool to help the Plan Commission select more generalized design parameters to guide redevelopment efforts.

Redevelopment Design Parameters

These parameters are the core of this planning effort. When a landowner or developer indicates interest in redevelopment in this area, these design parameters should be shared and discussed before a specific proposal is created, and they should be used to evaluate any proposal. These parameters are an indication of what the Village most desires in the redevelopment process and they should inform discussions about any specific Village assistance for private projects.

Building Height - New buildings may by allowed to exceed the current three story/45 foot height limit on some sites as indicated on the Height Limitations Map, up to a limit of 5 stories and 70 feet. Additional stories must be set back 10 feet on all sides of the building. Adherence to other design parameters may also be required as a condition of approval for additional stories.

Mid-Block Walkways and Riverfront Access - Public pedestrian connections from Water Street to the Riverfront Bike Path are strongly encouraged near the middle of each block, including ramps or stairs as necessary.

Parking - All off-street parking should be screened from view from the street and the river, preferably by placing parking beneath the building with access from Riviera Street.

Bike Path - Any new development on the block south of Jackson Street will be expected to provide about 25 feet of space along the edge of the river for a bike path and landscape buffer between the path and any structure.

River-Oriented Activities and Outdoor Spaces - Developments should incorporate secondary storefronts, outdoor seating/dining, walkways, and landscaping along the riverfront yards.

Architectural Massing and Style - The historic "rivertown" character of the downtown is important to Village residents. The Village recognizes that it may be necessary in today's economy to consolidate a group of smaller parcels and build buildings that are larger than the historic format, however architectural detailing and massing should be carefully manipulated to maintain the small town look and feel.

Costs and Funding

If the entire Redevelopment Vision were to be constructed in 2010, it is estimated that costs would range from a minimum of $31 million to a maximum of $42 million. The value of new taxable increment that would be generated is estimated at roughly $28 to $39 million. It is understood, however, that redevelopment will occur incrementally and individual projects will be a fraction of this total estimate.

The two primary sources of public funding assistance for redevelopment are tax incremental financing, via TID 8, and/or state or federal grants. The most likely grant opportunities are offered by the Wisconsin Department of Commerce and the Wisconsin Department of Natural Resources.

1:1 Introduction

All across the country, cities and villages are rediscovering and embracing urban waterways previously ignored. Sauk City is part of this movement, and is seeking to transform its downtown waterfront from an afterthought to an amenity. There are clear opportunities for redevelopment along the waterfront, including three parcels burned out in a 2005 fire and buildings that sit partially or completely vacant. There are also concerns about historic preservation and the need to strike an appropriate balance between preservation and progress.

Map 1: Study Area

This document was developed as a guide for the Village and prospective investors in their coordinated efforts to restore, redevelop, and enhance the downtown waterfront. Initiated by the Village of Sauk City with village funds and a grant by the Wisconsin Department of Commerce, this document looks to establish the Village's vision for redevelopment along the waterfront by meeting the following objectives:

Objective 1: Establish a realistic vision for how the waterfront blocks could be redeveloped.

Objective 2: Translate the overall vision into a set of site-specific design parameters for redevelopment. These will augment the existing Downtown Design Guidelines, which apply more generally to the entire downtown area.

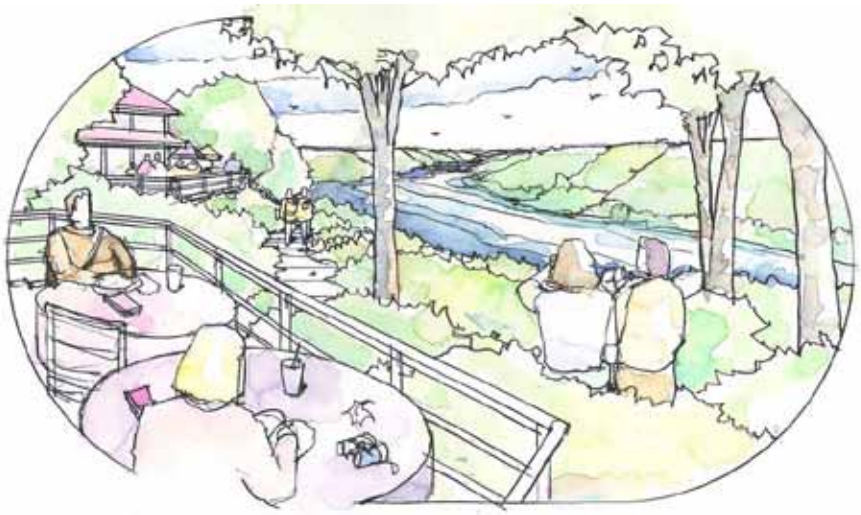
Objective 3: Estimate costs to build the vision, value created by the vision if built, and funding options to support redevelopment efforts.

This document is mostly silent regarding the uses that may be included in a revitalized waterfront. A mix of uses is anticipated, within the limits set by the Village zoning ordinance. The Village seeks uses and users that will utilize and benefit from direct access to and views of the Wisconsin River.

Restaurants with outdoor seating overlooking the river are one highly desirable outcome, as illustrated in the image at right from the Sauk Prairie Comprehensive Plan. It should be noted, though, that this illustration assumes a naturalistic wooded bluff setting unlike Downtown Sauk City. This planning effort seeks to demonstrate how this attractive vision can be reconciled with the needs of small sites in an urban setting, especially including the need for parking.

Sauk Prairie Comprehensive Plan Chapter Three: Agricultural, Natural and Cultural Resources

Figure 15: A Conceptual Sketch of Project Celebrating "Rivertown" Character



1:2 Existing Conditions

A crucial early step towards establishing a design vision and promoting redevelopment along the riverfront is taking stock of prior planning efforts and looking closely at existing conditions. What prior decisions and ideas have already been recorded regarding downtown waterfront redevelopment? What is the character and condition of existing buildings in the study area?

1:2.1 Prior Plans and Studies

Several recent plans and studies address this portion of the Village. The visions crafted and decisions made in those plans are acknowledged here and are incorporated and referenced as appropriate in this Plan.

Rural Downtown Revival Vision, Carsen Nachreiner (2008)

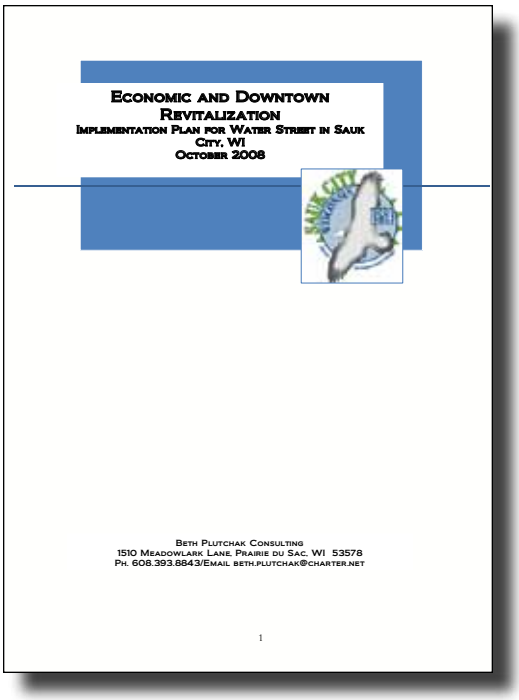
A UW-Madison Landscape Architecture student created a revitalization plan for downtown Sauk City, which addressed parking, streetscaping, pedestrian safety, and riverfront utilization. His design vision seeks to tie the downtown retailers to the riverfront and bike trail, address traffic concerns on Phillips Boulevard (Hwy 12), and create a plan to expand the existing public parking lot. Recommendations pertinent to this Plan include:

- Shared parking
- Riverfront buildings may handle some of their parking off site
- Encourage “sustainable” building practices
- Encourage continuous and proportionate storefronts along Water Street
- Integrate bike trail connections and create riverfront access
- Enhance the riverfront with public spaces and environmental features (i.e. infiltration basins)
- Underground parking with elevated decks
- Riverfront Pier at the end of Jackson Street

Economic and Downtown Revitalization Plan (2008)

This plan analyzed the demand for retail products and services within Sauk City in order to revitalize the Water Street Corridor. Based on retail mix gap analysis, demand gap analysis, surveys, and observations and interests of the study group, there is demand for the following retail services:

- Appliance, TV, and other electronics
- Grocery specialty food
- Women's clothing
- Musical instruments
- Gift stores
- Art dealers
- Office supplies and stationary
- Health and wellness
- Motorcycles and accessories
- Recreation
- Convenience goods
- Remodeling and interior design


ECONOMIC AND DOWNTOWN REVITALIZATION
IMPLEMENTATION PLAN FOR WATER STREET IN SAUK CITY, WI
OCTOBER 2008

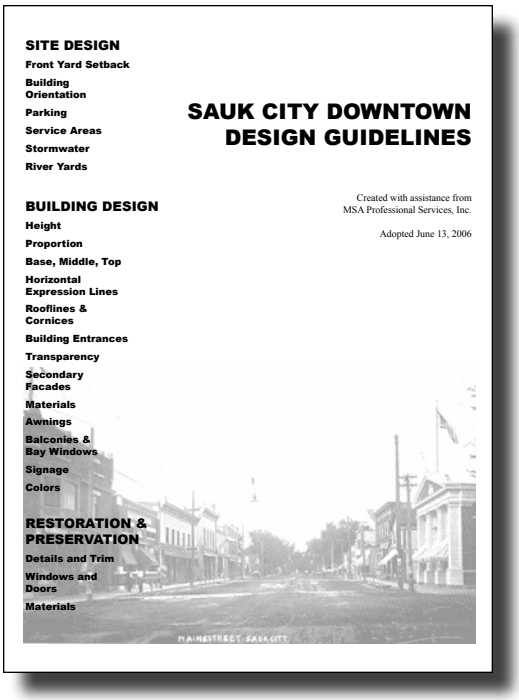
BETH PLUTCHAK CONSULTING
1510 MEADOWLARK LANE, PRAIRIE DU SAC, WI 53578
PH. 608.393.8843/EMAIL BETH.PLUTCHAK@CHARTER.NET

1

Sauk City Downtown Design Standards (2006)

This design handbook was developed to reinforce the historic attributes of downtown Sauk City. The intent of the guidelines is to allow for creativity and variety within a framework of design parameters. Design parameters addressed include:

- Setbacks
- Parking
- Proportions and expression lines
- Rooflines
- Materials
- Glazing


SITE DESIGN
Front Yard Setback
Building Orientation
Parking
Service Areas
Stormwater
River Yards

BUILDING DESIGN
Height
Proportion
Base, Middle, Top
Horizontal Expression Lines
Rooflines & Cornices
Building Entrances
Transparency
Secondary Facades
Materials
Awnings
Balconies & Bay Windows
Signage
Colors

RESTORATION & PRESERVATION
Details and Trim
Windows and Doors
Materials

SAUK CITY DOWNTOWN DESIGN GUIDELINES

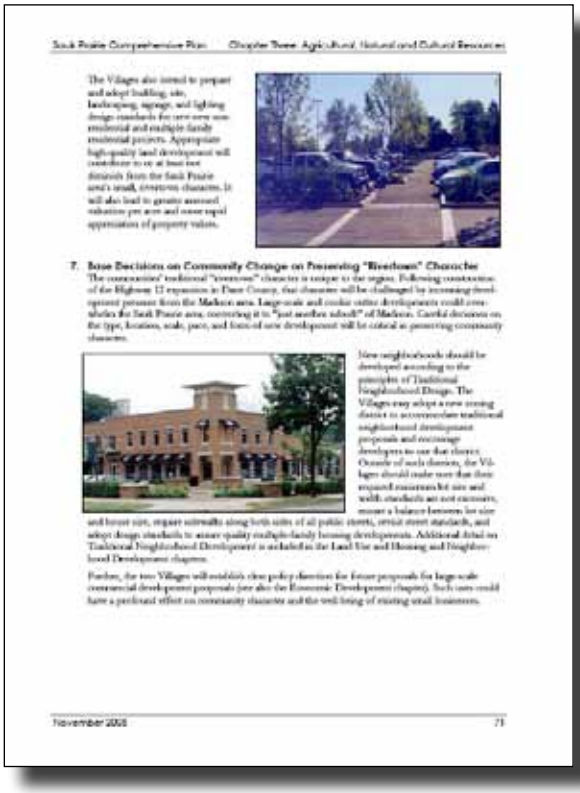
Created with assistance from MSA Professional Services, Inc.

Adopted June 13, 2006

Sauk Prairie Comprehensive Plan (2005)

The Sauk Prairie Comprehensive Plan emphasizes the preservation and enhancement of the "Rivertown" character. This is defined by the following elements:

- Wisconsin River
- Relationship of people to river
- Historic development along river
- River/bridges as entryways
- 1800s-era community form
- Eagles and wildlife
- River-based recreation
- Natural beauty
- River-oriented community events



The plan also identifies the following goals relevant to the redevelopment of Downtown Sauk City:

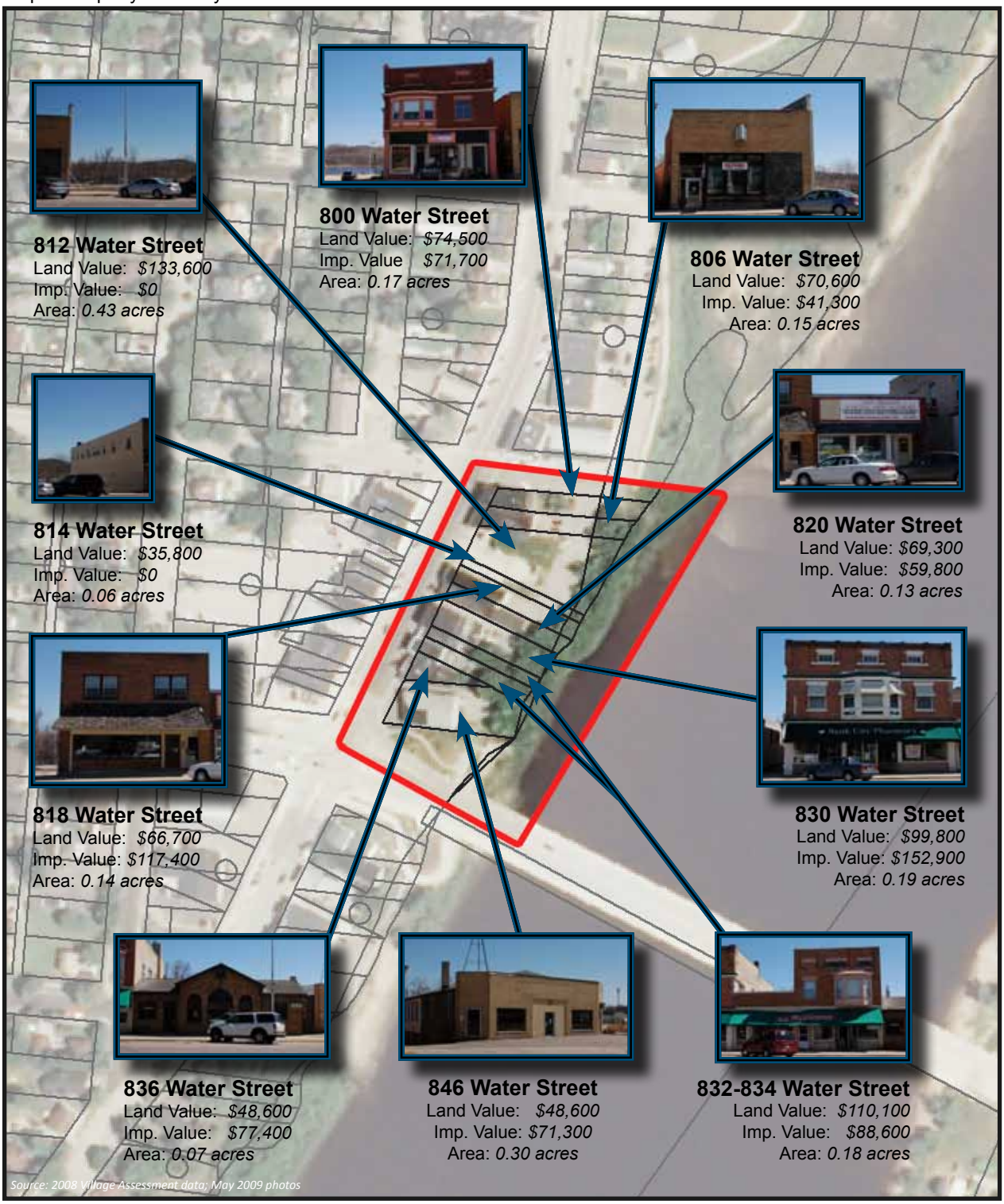
- Promote the river in locally-scaled, amenity-based downtown development (p. 52)
- Emphasize community character when making development decisions (p. 67)
- Encourage the preservation of historically and architecturally significant structures/districts (p. 68)
- Improve views and access to and from the Wisconsin River (p. 73)
- Maintain the historic scale of development along the riverfront (p. 73)
- Promote high-quality design and building sizes that relate to existing buildings in the community (p. 91)
- Preserve and enhance the historic character of the downtowns, while encouraging compatible development. (p. 92)
- Preserve the architectural and historic character of the core downtown storefront blocks. (p. 115)
- Identify and update specific targeted sites for redevelopment, emphasizing more intensive use and redevelopment of existing commercial/mixed use sites over expansion of downtown uses into adjacent residential neighborhoods. (p. 115)

1:2.2 Parcel Inventory

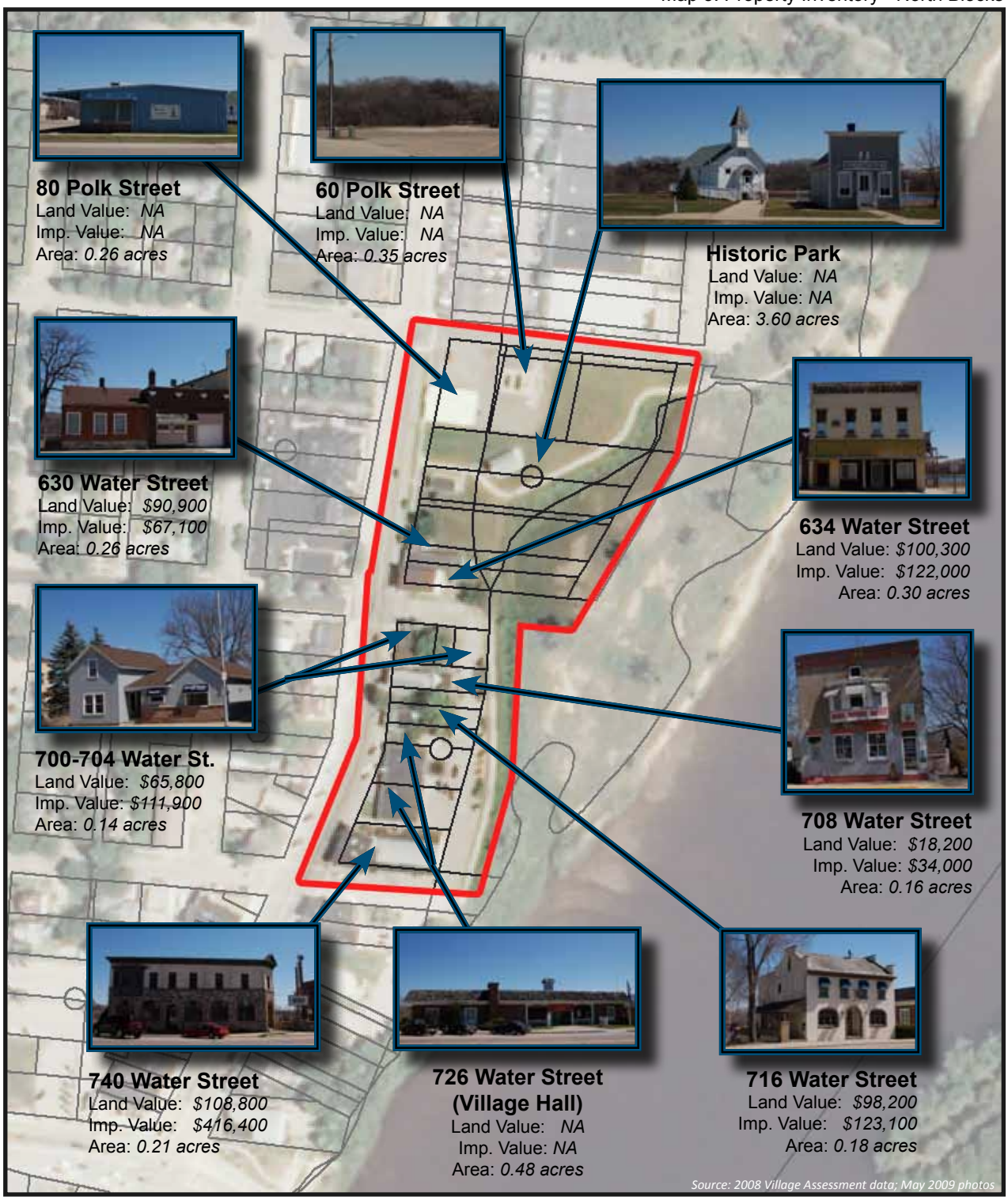
Individual parcels/buildings can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the Village of Sauk City. Examples of a parcel/building that can leave a negative impression would be a poorly designed or dead public space, a decaying building, or a vacant parcel.

Map 2 and 3 provide property information within the waterfront redevelopment study area, including parcel addresses, 2008 assessed values, and parcel size.

Map 2: Property Inventory - South Block



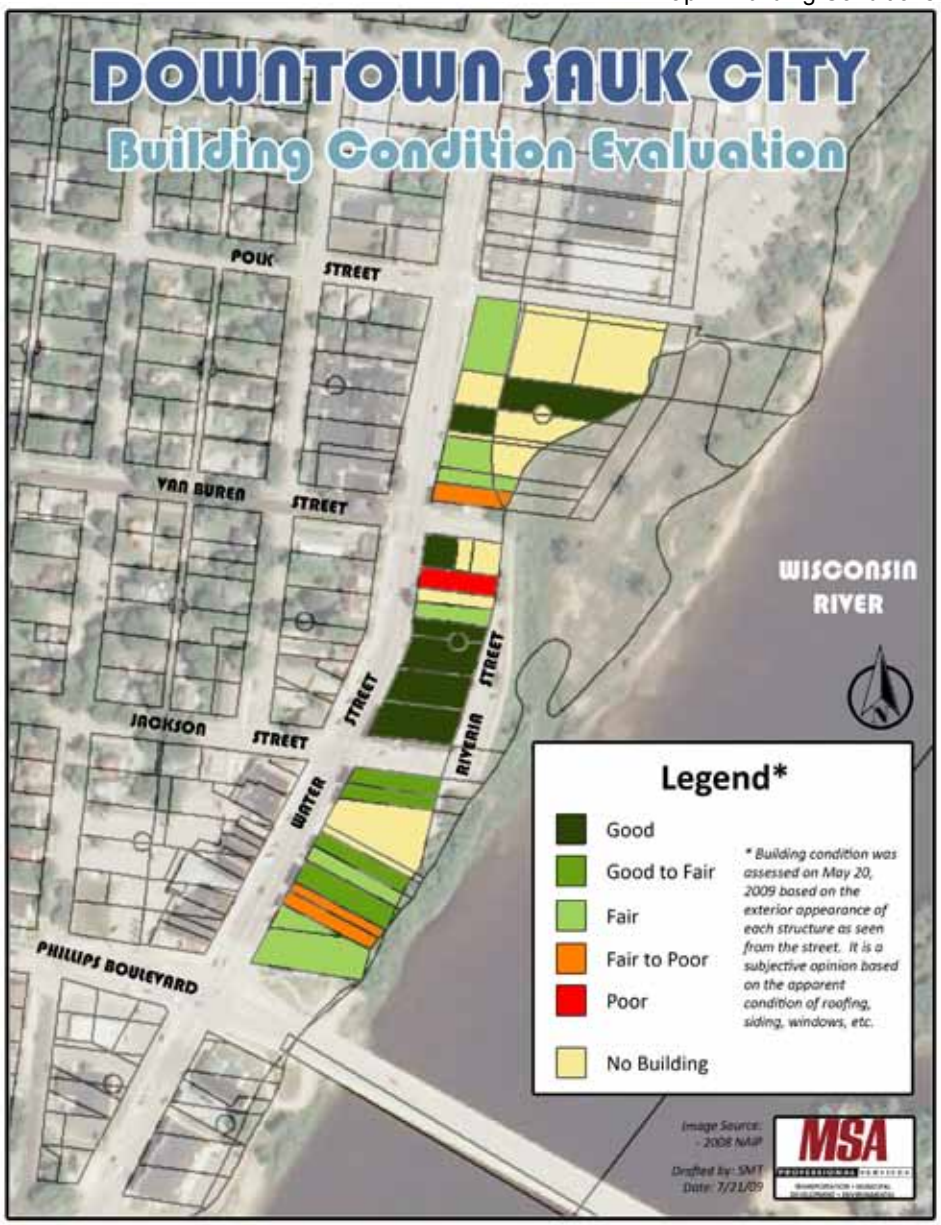
Map 3: Property Inventory - North Blocks



1:2.3 BUILDING CONDITIONS

Map 4 shows building conditions within the planning area. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the *condition* based on the exterior appearance as viewed from the street.

Map 4: Building Conditions



In general, buildings within the planning area are in fair to good condition. There are a few sites that have dilapidated buildings that may cost more to update than to tear down (i.e. parcels in red and orange), and there is one large site in the middle of the south block that has been razed following a fire in 2005.

1:2.4 HISTORIC CHARACTER

Map 5 depicts an evaluation of historic character throughout the study area. MSA urban design specialists evaluated each parcel for its contribution to the historic character of the overall downtown district, rating each along a scale from a "Strong Positive" contribution to a "Strong Negative" contribution.

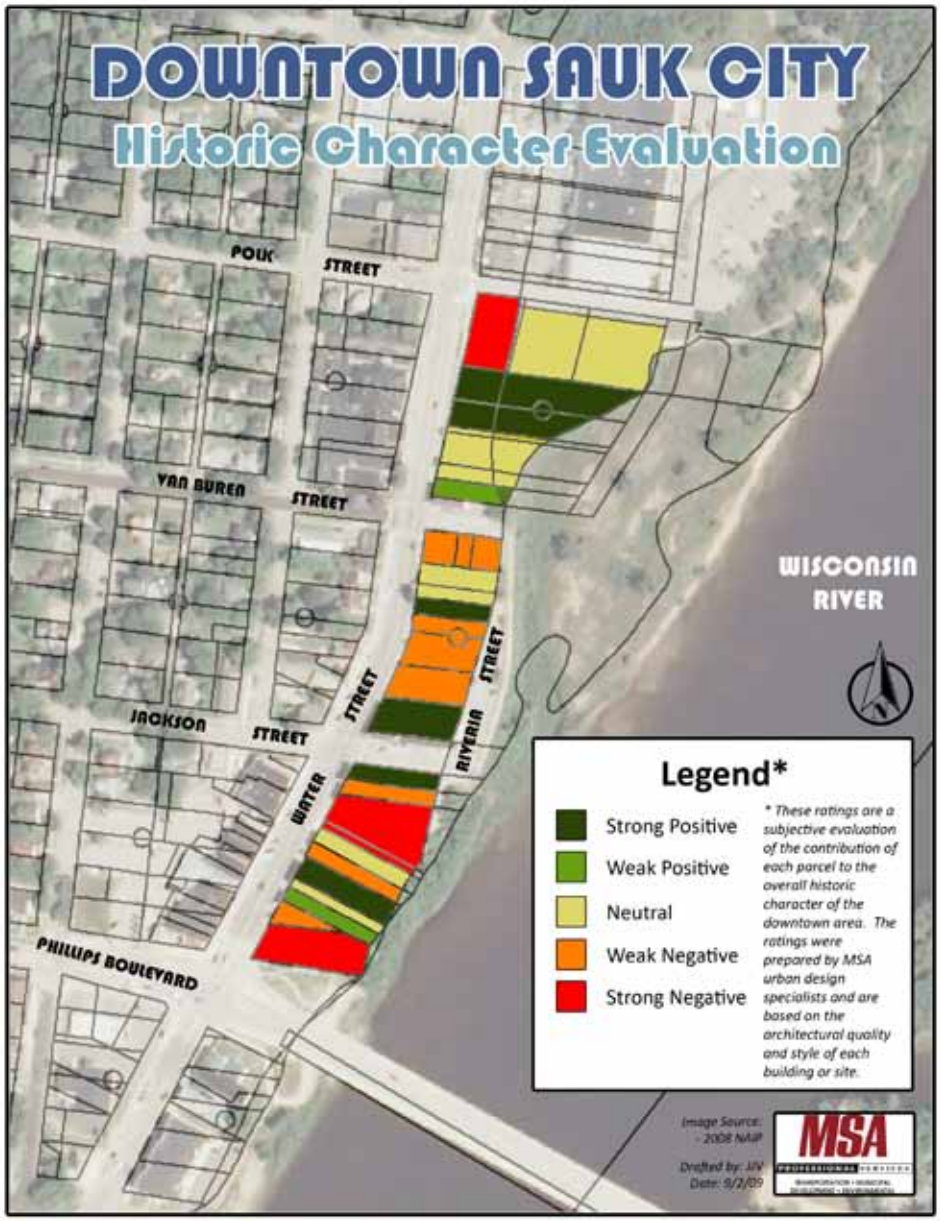
Characteristics that factor positively in support of the historic character include vertical proportions, cornice details, second- and third-story windows, second-floor bay windows, stone lintels, fabric awnings, and original materials (especially brick). Characteristics that factor negatively include horizontal proportions (entire building and/or elements within facade), non-historic awnings or canopies, non-historic materials (e.g. metal siding, or marble), and a

general lack of decorative features. The obvious lack of structures mid-block in the south block was considered a strong negative influence on the overall historic character.

The south block (south of Jackson Street) features two of the best buildings downtown, in terms of architectural character (800 Water Street and 830 Water Street); however a majority of the parcels are either neutral or negative in their influence on historic character.

The block between Jackson Street and Van Buren Street is similarly mixed - two parcels were considered a strong positive influence and the balance were neutral or weak negative in influence. The northernmost block, much of which is occupied by historic structures relocated to Historic Park, also is mixed due to the presence of the blue shed-type structure at 80 Polk Street.

Map 5: Historic Character Evaluation



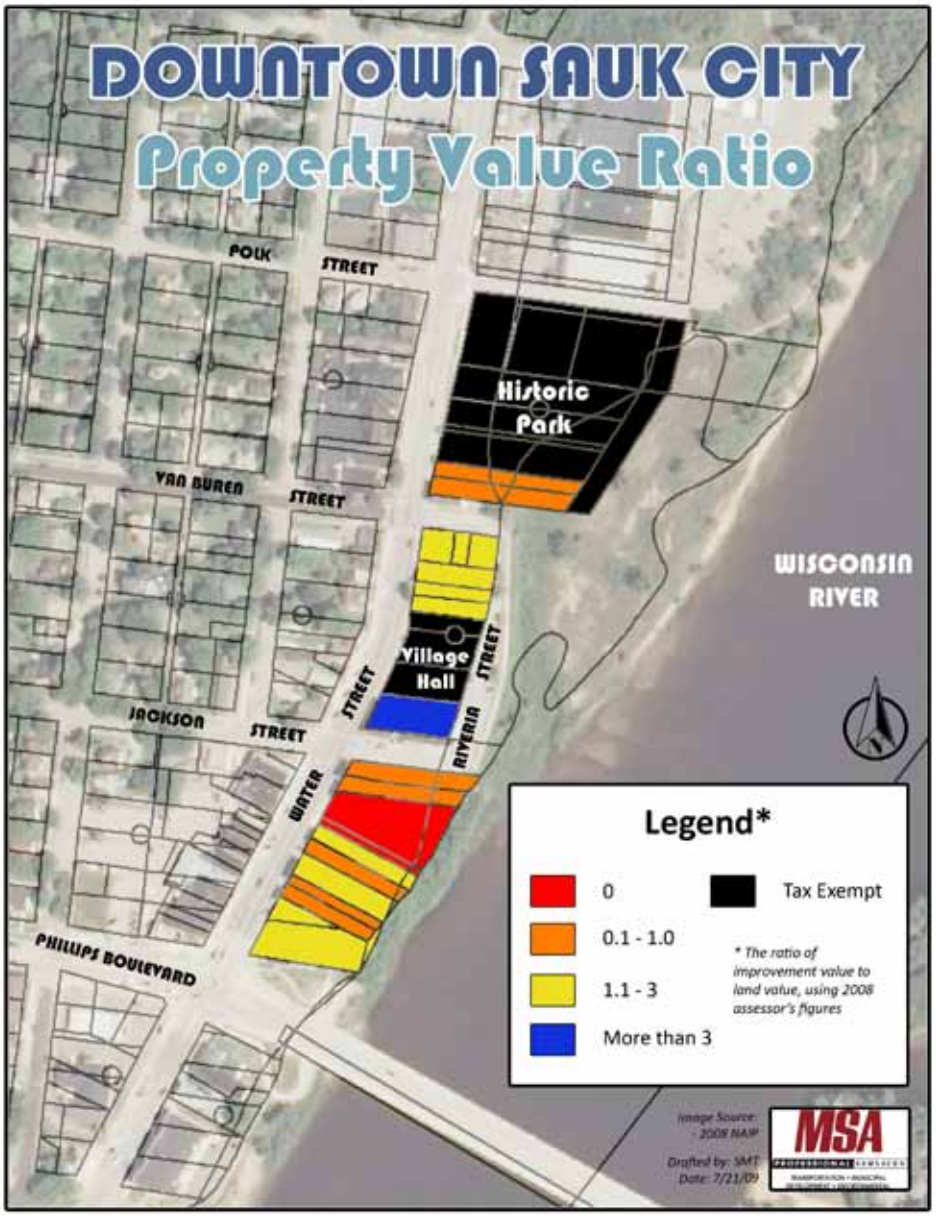
2.5 Property Assessment

Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of properties within the Village; however, there is no data for tax exempt properties. Based on the 2008 assessed values (*excludes tax exempt parcels*), the planning area total property value is $2.8 million. The total land value in the study area is $1.24 million (*an average of $72,765 per parcel*) with a total improvement value of $1.56 million (*an average of $91,629 per parcel*).

Map 6 shows the ratio of improvement value to land value within the planning area (*using 2008 Village assessment data*). In general, strong candidates for redevelopment are properties with land that is more valuable than the improvements. There are two important trends that are evident:

- A large portion of the planning area is tax exempt.
- The majority of the parcels within the planning area have low property value ratios.

Map 6: Property Value Ratio



2:1 Planning Process

This 2009 planning process began with the existing conditions evaluations detailed in Volume One, selection of redevelopment priorities, and a careful assessment of the spatial limitations on redevelopment. The Village's urban design consultants then prepared redevelopment designs, working with the Village Plan Commission in June, August and September of 2009 to evaluate and discuss the redevelopment design options. At the August 11 Plan Commission meeting, property owners and all interested stakeholders were invited to learn about and discuss the preliminary concepts. The final development concepts and design parameters (Volume 2: Sections 4 and 5) were approved by the Plan Commission and incorporate revisions in response to stakeholder feedback.

2:1.1 Redevelopment Priorities

The 800 block was prioritized during the planning effort as it was seen as the most likely and most important target for redevelopment investment due to the multiple vacant lots and buildings. More specifically, the burned-out parcels and everything south of them were the focus of preliminary designs.
The middle block, including Village Hall, was considered a secondary target for redevelopment. The north block, including Historic Park, is not viewed as a redevelopment priority at this time. The blue shed building at 80 Polk Street is an obvious redevelopment candidate, but it is not really a riverfront parcel and was not viewed as a priority for the purposes of this planning process.

The Plan Commission asked the consultant to illustrate how all of the parcels on both the 700 and 800 blocks (except 740 Water St.) could be redeveloped, either together or individually. However Plan Commission also emphasized that wholesale demolition of all parcels is neither likely nor desirable and is not the objective of the visioning exercise. The purpose of the exercise is to illustrate how new buildings might look and be configured *if* redevelopment is pursued by private owners/developers.

2:1.2 Spatial Limitations - Parcel Boundaries, Setbacks, and Street and Floodplain Elevations

The two blocks prioritized in this volume differ in one important way: the 800 block is clearly delineated and surrounded by public right-of-way, while the 700 block parcels continue into the Wisconsin River. Though Riviera Street appears to extend behind both blocks, the Village owns no right-of-way for this street behind the 700 block. This difference means that while redevelopment planning for the north block is restricted by clear parcel boundaries, planning for the south block requires an evaluation of what portion of those parcels is buildable.

Because these parcels were platted long before 1980, the 75-foot building setback requirements of Chapter NR 115, Wisconsin Administrative Code, do not apply. Using recent survey data provided by the Village and FEMA floodplain mapping data, the planning consultant determined that the floodplain of the Wisconsin River extends along an irregular boundary behind the existing buildings. The elevation of this boundary is 746 feet at the USH 12 bridge and rises gradually to 746.3 feet at Van Buren Street. The conclusion of these evaluations is that redevelopment should not be significantly impeded by the river.

An important set of question remains, however - what can or should be built close to the floodplain, and how much vertical space remains between the floodplain and the street? Because Water Street runs

downhill slightly between USH 12 and Jackson Street, and because the floodplain elevation is rising a bit along that same stretch, the space between the flood elevation and the sidewalk elevation (corresponding to the desired first-floor elevation) varies from approximately 10 feet near USH 12 to about seven feet at the north end of the south block. Likewise, along the north block, the available space between the street and the floodplain varies from 6.9 feet down to 6.7 feet.

Useful, habitable space requires, at minimum, 10 feet of space between the floor of that space and the floor of the space above (assuming 8-foot ceilings and 2 feet of structure). This is possible at the southern edge of the planning area without requiring ramps from the sidewalk, but would put the street level floor up to three feet above the sidewalk in most of the planning area. This is not desirable. Also, though legally permissible to build with habitable space starting at or just above the floodplain, it is not a recommended approach, especially considering the recent trend of record flood events across the region. Habitable space below street level is therefore not a desirable component of any redevelopment scheme.

Parking below street level would require only nine feet between the parking floor and the floor above, because parking structures require only seven feet of vertical clearance (though eight feet of clearance and 10 total feet are preferred). Parking is also a lower-risk use to locate at, or even below, the floodplain. It is acceptable and reasonable to locate the parking level at the floodplain, and it may be possible to negotiate with the Wisconsin Department of Natural Resources (WDNR) to allow the parking floor to be lowered as much as two feet below the official floodplain elevation. If this can be successfully negotiated, parking below street level can be achieved throughout the planning area while still matching the first floor to the sidewalk level. If this approach is not preferred by the developer or allowed by WDNR, lower level parking will raise the first floor above the sidewalk and require the use of ramps from the sidewalk into buildings.

Based on these evaluations, the concept planning for redevelopment proceeded with an assumption of parking below street level.

2:1.3 Preliminary Concepts - Building Massing

The initial concept planning focused on the 800 block, and began with the assumption that the two parcels at the north end of this block, nearest Jackson Street, would remain. The consultants shared a range of massing alternatives and parking configurations to illustrate how redevelopment could occur.

Discussion of these alternatives sought to establish guidelines for key characteristics:

- Building heights
- Upper story setbacks
- Parking configuration
- Mid-block river access

EXISTING CONDITIONS

In order to evaluate the design alternatives, the planning consultant created a virtual 3-D model of the built environment. This allowed Plan Commission to better understand the proposed alternatives, as compared to the existing conditions.

Based on the four key characteristics, the existing development ranges from one to three stories; has no apparent upper-story setback; has surface parking along the rear portions of the buildings; and has a mid-block pathway connecting the public parking area (to the west) with the the "alley-way" behind the buildings along the riverfront.

Volume Two: 700 & 800 Block

ALTERNATIVE ONE

This alternative offers the largest development with approximately 100,000 sq.ft. of occupiable space and approximately 200 parking spots located in the lower two floors of the development.

The intensity of this development would warrant additional parking off-site in order to meet Village code (as illustrated approx. 2 spots per 1,000 sq.ft.). The parking is structured and is only visible from the riverfront. Access to the structure is available from Water and Riviera Streets.

Building heights range from two to five stories with the tallest buildings located at each end of the development. There is no upper-story setback.

The mid-block path is realigned with the existing path across Water Street and connects to the extended bike path. The mid-block path descends via stairs and ramps, allowing the parking garage to span the entire lower level.

ALTERNATIVE TWO

This alternative offers the second largest development with approximately 65,000 sq.ft. of occupiable space and approximately 180 parking spots located in the lower level and along the access drive south of the mid-block pathway (left of the path in the image on the right).

The intensity of this development would warrant additional parking off-site in order to meet Village code (as illustrated approx. 2.75 spots per 1,000 sq.ft.). The parking is structured and is only visible from the riverfront. Access to the parking garage is available from Riviera Street and access to the street-level parking is available from Water Street.

Building heights range from two to five stories with the tallest buildings located at each end of the development; however this alternative has a lower two-story portion near the Phillips/ Water Streets intersection. There is an upper-story setback at three-stories along the Water Street facade.

The mid-block path is realigned with the existing path across Water Street and connects to the extended bike path via a public promenade in the middle of the development.

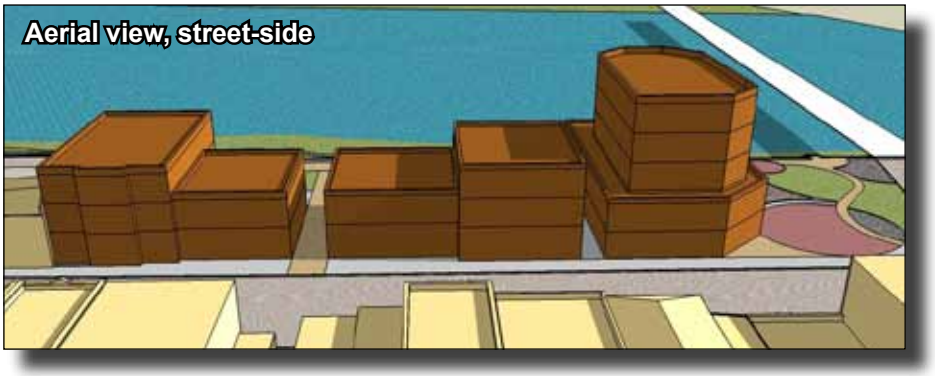
ALTERNATIVE THREE

This alternative offers the smallest footprint with approximately 55,000 sq.ft. of occupiable space and approximately 150 parking spots located in the lower level of the development.

The intensity of this development would warrant additional parking off-site in order to meet Village code (as illustrated approx. 2.73 spots per 1,000 sq.ft.). The parking is structured and is only visible from the riverfront. Access to the parking garage is only available from Riviera Street.

Building heights range from two to five stories with the tallest buildings located near the Phillips/Water Streets intersection. There is upper-story setback after two-stories along all sides the building.

The mid-block path is realigned with the existing path across Water Street and connects to Riviera Street via a standard stairwell at the edge of the development near Jackson Street, as shown in the first image.



2:1.4 Preliminary Concept - Architectural design

The Plan Commission discussion about the massing models led to development of more detailed designs for the south block and the addition of a massing concept for the north block.

800 Block

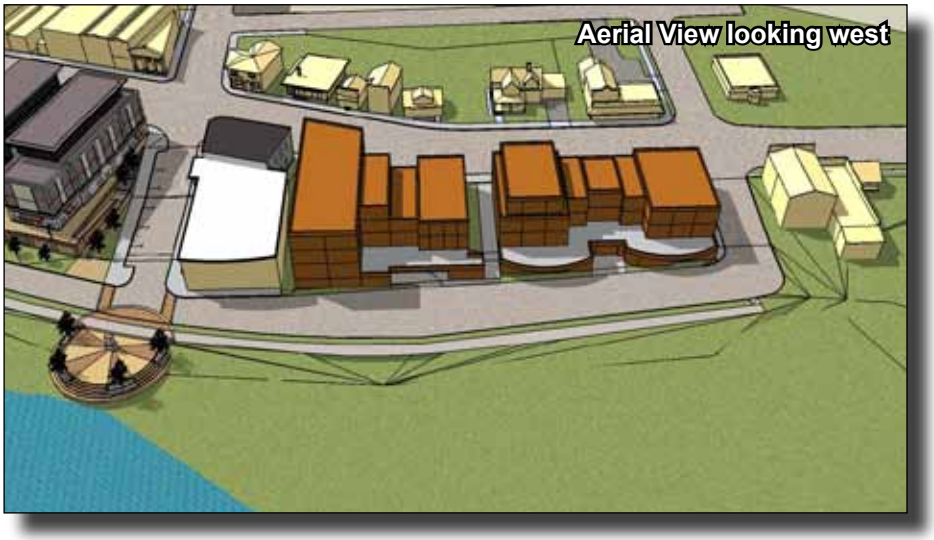
The 800 block design, shown at right, features characteristics preferred by Plan Commission in the initial discussion of the massing models, including a maximum of five stories with any stories over the first three set back further, a single level of structure parking below street grade, and wide mid-block passage to the river with a prominent staircase descent to the public bike path. This design also incorporates the entire block, including the two parcels at the north end.

Volume Two: 700 & 800 Block

700 Block

The massing model at right assumes that all parcels on the north block except 740 Water Street could be redeveloped. These parcels vary in depth from about 100 to 140 feet, allowing less space for parking as configured in the south block.

This redevelopment scenario assumes two buildings - one on the site currently occupied by Village Hall and one spanning the remaining parcels to the north currently occupied by three buildings - and it assumes that each could have its own underground parking. The two buildings are separated by a pedestrian path to the river.



2:1.5 STAKEHOLDER FEEDBACK

On August 11, 2009, the planning consultant presented the preliminary designs to interested stakeholders at a Plan Commission meeting. Approximately 20 people attended in response to letters sent to downtown property owners and notices in the *Sauk Prairie Eagle*.

The designs were presented in two ways - everyone received a handout summarizing the key design features (shown at right), and the consultants gave a virtual, fly-through tour of the preliminary design via computer and projector. Key questions, comments, and critiques are noted below. This feedback influenced the final Redevelopment Concepts and Redevelopment Design Parameters, presented in Chapters 4 and 5.

Draft Waterfront Redevelopment Plan
August 2009

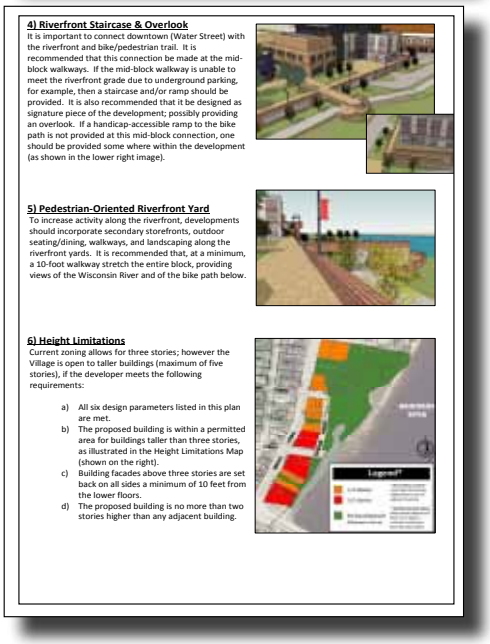
The Village of Sauk City was awarded a Department of Commerce Waterfront Planning Grant to plan and kick-start investment and redevelopment along the Wisconsin River (between Phillips Boulevard and Van Buren Street). The purpose of the planning process is to demonstrate how these two blocks could feasibly be redeveloped while preserving the existing historic character, and then to reach consensus on key issues, especially height, bulk, and parking considerations. The Village's intent is to engage stakeholders in a discussion of these issues now, before a development proposal is on the table, so that potential investors can bring forward proposals with greater certainty regarding what will and will not be approved by the Village.

MSA Professional Services, Inc. generated a series of redevelopment concepts, providing various design options, to initiate this discussion on these key issues. After reviewing these alternatives, Plan Commission established specific design recommendations for the redevelopment of its downtown riverfront, as discussed below. The Plan Commission is seeking feedback from residents and property owners on these draft design parameters.

1) Bike Path
The Village intends to complete the pedestrian/bike trail along this portion of the riverfront, connecting the US-12 path to August-Derleth Park walkway. Development on the southern block will need to be set back from the river to allow for a ten-foot path and a ten-foot landscaped buffer. Stormwater management features within the landscaped buffer area are strongly encouraged.

2) Mid-Block Walkways
To increase the use of the riverfront, pedestrian walkways connecting Water Street to the riverfront are strongly encouraged. It is recommended that one such walkway be placed at the middle of each block. On the southern block (between Jackson Street and Phillips Boulevard), this pathway should line up with the walkway that connects Water Street to the public parking lot to the west.

3) Parking
To improve the appearance of Downtown Sauk City, parking should be screened from the riverfront and Water Street. It is recommended that parking be placed within a single-story parking structure below street grade. The deck over this parking will support the buildings above, but also landscaped terraces, at least a portion of which will be accessible to the public. Any parking garage should carefully designed and screened to limit its view from the river.



4) Riverfront Staircase & Overlook
It is important to connect downtown (Water Street) with the riverfront and bike/pedestrian trail. It is recommended that this connection be made at the mid-block walkways. If the mid-block walkway is unable to meet the riverfront grade due to underground parking, for example, then a staircase and/or ramp should be provided. It is also recommended that it be designed as signature piece of the development; possibly providing an overlook. If a handicap-accessible ramp to the bike path is not provided at this mid-block connection, one should be provided some where within the development (as shown in the lower right image).

5) Pedestrian-Oriented Riverfront Yard
To increase activity along the riverfront, developments should incorporate secondary storefronts, outdoor seating/dining, walkways, and landscaping along the riverfront yards. It is recommended that, at a minimum, a 10-foot walkway stretch the entire block, providing views of the Wisconsin River and of the bike path below.

6) Height Limitations
Current zoning allows for three stories; however the Village is open to taller buildings (maximum of five stories), if the developer meets the following requirements:

a) All six design parameters listed in this plan are met.
b) The proposed building is within a permitted area for buildings taller than three stories, as illustrated in the Height Limitations Map (shown on the right).
c) Building facades above three stories are set back on all sides a minimum of 10 feet from the lower floors.
d) The proposed building is no more than two stories higher than any adjacent building.

Legend?

Redevelopment vs. Preservation

- Can we keep some buildings, especially the pharmacy, and still do part of this?
- Don't destroy existing character
- Developers and lenders prefer larger sites and projects to the historic parcels sizes
- We should restore and infill rather than tear down

Building Height

- Too tall for Sauk City
- Don't hide downtown with big buildings
- Height seems reasonable with setbacks
- Fourth and fifth stories, if allowed, should be set back on all sides of the building
- Buildings should be no more than 2 stories along the mid-block walkways

River Views and Access

- The rear terraces are nice
- The mid-block passages are good
- The riverfront bike path should definitely be included

Architectural Style and Massing

- Be sure the vision meets the downtown design guidelines
- Too much glass, too much like Madison
- Protect the "Rivertown" character as described in the comprehensive plan
- Scale is too big for Sauk City

Parking

- More density will increase traffic
- Residential units will need on-site parking
- The large parking area under the south block won't be feasible with a piecemeal development pattern, will it?

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2:2 Final Redevelopment Concepts

The final design concepts include detailed architectural renderings for the south block and less detailed massing models for the north block. The detailed renderings were revised following the August 11 public presentation and discussion to utilize architectural styles and building massing more closely aligned with existing downtown structures.

Notes about the final concepts accompany images on the following pages.

The image at right shows the two redevelopment blocks in plan view. The south block as shown as completely redeveloped, while the north block is shown with 740 Water Street, at the corner of Jackson Street, remaining in its current form. Note the outdoor terrace spaces facing the river - these show up in brown on the south block and in gray on the north block.

Volume Two: 700 & 800 Block

As seen from the Hwy 12 bridge when entering the Village, this redevelopment scenario presents a much more dramatic "front door" than the current mix of 1-3 story buildings, burned-out lots, "back alley" conditions, and scrub trees. It is assumed that the existing trees will be removed when the bike path is constructed and that a more attractive mix of native ornamental and shade trees will be planted as redevelopment occurs.

This view through the middle of the south block highlights the mid-block passage and the upper-story building setbacks to prevent the feeling of walking through an urban canyon. Note the cornice details and awnings required by the Downtown Design Guidelines.

This is the view looking south along the proposed bike path at Jackson Street. Riviera Street is shown extending behind the south block to provide access to the parking structure beneath the south block buildings. The river overlook pier structure is on the left, just outside the image.

Looking south along Water Street from Jackson Street, this view highlights the varied architectural treatments used to break up the larger buildings to appear as smaller, unique structures.

This view from Kwik Trip looking north illustrates the visual impact of the most prominent component of the redevelopment vision - a five-story building at the corner of Water Street and Hwy 12. It is the intent that this site establish a prominent landmark and gateway to the Village. The specific architectural design of this building may vary from this vision, but it should follow the design parameters of Chapter Five and it should be a a high-quality, attractive design worthy of its landmark role.

This view, from the corner of Jackson and Water, highlights the proposed pier structure at the end of Jackson Street overlooking the Wisconsin River.

Volume Two: 700 & 800 Block

The 700 block received less detailed design attention in this planning process, however the design parameters apply to development on this block also. The massing models shown in brown in these three images show two structures, each with variations in height and setback to offer the appearance of smaller buildings. Building height would be limited to three stories on most of the block. Rear decks and patios are strongly encouraged, and underground (or below street level) parking may be feasible within each building, assuming provisions for handicap ramps if the first floor spaces are higher than the sidewalk.

Access to the river is a key feature of this redevelopment vision. The images on the right illustrate the mid-block passages, the outdoor terraces and the riverfront bike path desired by the Village.

Waterfront bike path looking north from under Hwy 12 bridge

South block outdoor terrace and walkway, looking north

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2:3 Redevelopment Design Parameters

The final redevelopment concepts of Section Two are presented with substantial design and architectural detail, however it is not the intent of the Village to specify the exact size, configuration, or style of new buildings. The purpose of those illustrations was to help all stakeholders envision and understand how the study area could be redeveloped and, based on that understanding, establish site-specific design parameters.

Like the Downtown Design Guidelines, which apply to all downtown parcels, these design parameters set limits within which the developer has many choices regarding the style and configuration of new structures. Unlike the Downtown Design Guidelines, these design parameters are not part of the Village zoning ordinance and compliance is not required. The Village will seek to achieve the vision outlined in these parameters by making them a condition of tax incremental financing assistance and/or density bonuses (additional floors over three).

2:3.1 Building Height

Map 7 (shown on the right) indicates the maximum allowable height for each parcel. The zoning ordinance currently limits buildings downtown to three stories or 45 feet (including up to five feet for a cornice). The Village will consider a variance to allow up to five stories or 70 feet (including cornice and rooftop mechanical equipment) at the corner of Water and Hwy 12 and at both corners at Jackson Street. Any stories above the third floor must be set back on all sides of the building a minimum of 10 feet to minimize the visual impact of the additional height. The Village will seek adherence to other parameters identified in the chapter as a condition of the additional density/ height allowance.

Map 7: Height Limitations

Along the mid-block pathways (see Section 5.2) the building wall may be no taller than two stories. A third story on any of those buildings must be set back at least 10 feet from the mid-block pathway facade.

To avoid dramatic height disparities, no building should be more than two stories taller than any adjacent building. The Village may choose to waive this requirement if there is credible reason to believe that the adjacent building is likely to be redeveloped within the next 2-3 years.

2:3.2 Mid-Block Walkways

To increase the use of the riverfront, pedestrian walkways connecting Water Street to the riverfront are strongly encouraged. It is recommended that one such walkway be placed at the middle of each block. On the south block (between Jackson Street and Phillips Boulevard), this pathway should line up with the walkway that connects Water Street to the public parking lot to the west.

2:3.3 Riverfront Access

It is important to connect downtown (Water Street) with the riverfront and bike/pedestrian trail in multiple places. It is recommended that these connections be made at the mid-block walkways. If the mid-block walkway is unable to meet the riverfront grade due to underground parking, for example, then a staircase and/or ramp should be provided. It is also recommended that a ramp or staircase be designed as a signature piece of the development; possibly incorporating an overlook as illustrated in the redevelopment vision.

2:3.4 Parking

To improve the appearance of Downtown Sauk City, parking should be screened from the riverfront and Water Street. It is recommended that parking be placed within a single-story parking structure below street grade. On the south block, the deck over this parking will support the buildings above, but also landscaped terraces, at least a portion of which will be accessible to the public. Any parking garage should carefully designed and screened to limit its view from the river.

2:3.5 Bike Path

The Village intends to complete the pedestrian/bike trail along this portion of the riverfront, connecting the USH 12 path to the Historic Park walkway and, eventually, to Devil's Lake State Park. Development on the south block will need to be set back from the river to allow for a ten-foot path and a fifteen-foot landscaped buffer. Stormwater management features within the landscaped buffer area are strongly encouraged.

2:3.6 River-Oriented Activities and Outdoor Spaces

To capitalize on the scenic and recreational value of the Wisconsin River, developments should incorporate secondary storefronts, outdoor seating/dining, walkways, and landscaping along the riverfront yards. The Village would like to see a public-access walkway (at least 10' wide) along the front of any platform over structured parking on the south block. Additionally, the Village specifically discourages a uniform line of buildings along the river and instead prefers to see buildings of varying depth, allowing for more usable outdoor space than the required ten feet of public-access walkway.

2:3.7 Architectural Massing and Style

The historic "rivertown" character of the downtown is important to Village residents. The Village recognizes that it may be necessary in today's economy to consolidate a group of smaller parcels and build buildings that are larger than the historic format; however, architectural detailing and massing should be carefully manipulated to maintain the small town look and feel. As illustrated in the final redevelopment vision, new development should utilize materials and architectural styles consistent with the historic patterns along Water Street, and large buildings (generally anything with more than 70 feet of frontage on Water Street) should establish a credible appearance of multiple smaller buildings using different materials and detailing. This parameter expands upon the downtown design guidelines, which require the use of various techniques to establish vertical proportions in large buildings but which still allow for a large building with significant street frontage to use the same color and material palette and therefore appear as a single building.

2:4 Costs & Funding

It is not the intent of this plan to prepare a full hypothetical development proforma for the redevelopment vision as illustrated. With the scope, scale, and timing of individual projects unknown at this time there are too many variables to prepare a useful feasibility analysis. Project feasibility will need to be evaluated by individual developers at the time that a project is proposed.

It is feasible and useful, however, to estimate simply the costs to develop the redevelopment vision and the approximate taxable value of properties that will result. The study area is part of a tax incremental financing district that could be utilized to subsidize aspects of the redevelopment vision that would not be possible to realize without public assistance. This chapter begins, therefore, with a review of estimated costs.

2:4.1 Redevelopment Costs and Values

At this early stage of development, many assumptions must be made in estimating the project cost. For the sake of simplifying these estimates, a key assumption is that everything on the two blocks except 740 Water Street will be redeveloped, and at the same time. It is very important to note that the Village does not expect all twelve existing structures on these blocks to be redeveloped, will not allow those parcels to be redeveloped all at the same time under any circumstances, and has no intention at this time to acquire any parcels not already owned by the Village for the purpose of redevelopment.

With the above clarification in mind, our assumptions include:

1. Hazardous materials including asbestos, petroleum contamination, light fixture ballasts and the like are not severe; we have assumed some remediation as necessary, however.
2. There will be no major reconstruction of the bank of the Wisconsin River related to this project.
3. Soils are appropriate to use conventional foundations for the parking garage and new buildings, and that pile foundations will not be required.
4. All basement and underground parking areas will be above the water table in the area.
5. The twelve existing buildings (all buildings on the two blocks except 740 Water Street) will be removed at the same time under a single demolition contract.
6. Construction of the parking garage and buildings will be completed by private development, and that Davis-Bacon[1] requirements will not be applicable to the project.
7. Adequate utilities and infrastructure exist for serving the proposed development.
8. Costs are estimated for work completed in 2010 and must be inflated for future years.

The proposed project consists of the demolition of twelve buildings ranging from one to three stories in height, and the construction of riverside walkway improvements, a riverside accessible parking garage with new mixed use buildings located above the parking garage. The parking garage is estimated to be approximately 52,000 square feet and the new buildings – in total – approximately 134,000 square feet.

1 The Davis-Bacon Act of 1931 is a United States federal law which established the requirement for paying prevailing wages on public works projects. All federal government construction contracts, and most contracts for federally assisted construction over $2,000, must include provisions for paying workers on-site no less than the locally prevailing wages and benefits paid on similar projects.

Volume Two: 700 & 800 Block

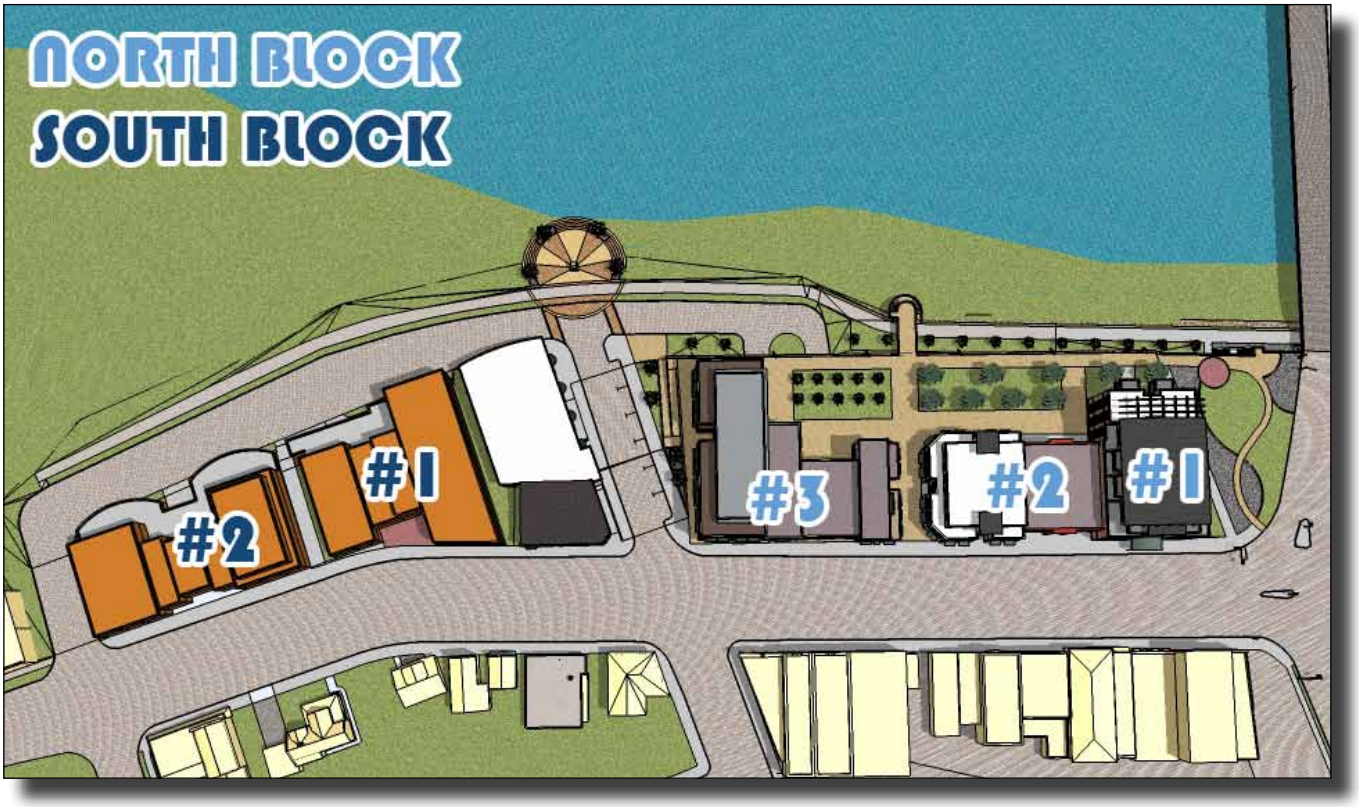
Note: the building reference below correspond to the projects as labeled in the image on the following page.

South Block Estimated Costs	Low	Mid	High
Environmental Remediation	$40,000	$70,000	$150,000
Demolish 8 Buildings	$500,000	$570,000	$625,000
Building 1 - 27,400 SF	$4,100,000	$4,800,000	$5,500,000
Building 2 - 19,500 SF	$3,000,000	$3,400,000	$5,000,000
Building 3 - 36,300 SF	$5,400,000	$6,300,000	$9,500,000
Parking Structure	$2,800,000	$3,000,000	$3,300,000
Streets/Streetscape/Riverwalk	$450,000	$600,000	$750,000
Midblock River Access Stairs	$140,000	$200,000	$250,000
Contingencies ~15%	$2,800,000	$3,300,000	$3,800,000
Total	**$21,580,000**	**$25,140,000**	**$28,875,000**

North Block Estimated Costs	Low	Mid	High
Environmental Remediation	$15,000	$30,000	$60,000
Demolish 4 Buildings	$340,000	$380,000	$420,000
Building 1 - 28,100 SF	$4,200,000	$5,000,00	$5,600,000
Building 2 - 22,500 SF	$3,400,000	$4,000,000	$4,500,000
Streets/Streetscape/Riverwalk	$450,000	$600,000	$750,000
Jackson Street River Outlook	$200,000	$300,000	$400,000
Contingencies ~15%	$1,300,000	$1,500,000	$1,800,000
Total	**$9,905,000**	**$11,810,000**	**$13,530,000**

Based on this conceptual review, we estimate the total project costs for the entire redevelopment vision would range from a minimum of $31 million to a maximum of $42 million. These numbers will increase if the project is required to conform to the requirements of the Davis Bacon Act.

If we exclude the Remediation, Demolition, and Public Space improvements from these totals (in order to determine the amount of private investment or increment to be generated), the totals range from $29 to $39 million. To calculate increment added to the TIF district it is also necessary to subtract from this range the current value of improvements on these properties, which total $1,141,300. This results in estimated new increment of roughly $28 to $39 million. A similar accounting of costs and new value should be prepared for any specific proposed redevelopment project.



2:4.2 Funding Options

The Village intends for downtown redevelopment efforts to be led by private developers rather than by public acquisition and development efforts. However, the Village also acknowledges that this redevelopment vision may not be achievable without funding assistance. There are two key sources of funding assistance that could be employed to help realize this vision: Tax Incremental Financing (TIF) and state or federal grants.

TIF Funding

The project plan for TID 8 includes the following projects as eligible for TIF assistance:

- Riverwalk - up to $50,000
- Riviera Drive - up to $150,000
- Water Street - up to $120,000
- Acquisition, Demolition, and Relocation - up to $350,000
- Revolving Loan Fund - up to $600,000

As with any TIF-funded project, the developer and/or Village must be able to demonstrate that “but for” this assistance, the project would not occur.

Grant Funding
This vision incorporates features that make it eligible for a variety of state and federal grant programs. These programs are briefly described here.

Community Development Block Grant for Public Facilities (CDBG-PF)
This Wisconsin Department of Commerce program can be used to help revitalize downtown districts through the alleviation of blight conditions, streetscape improvements, historic preservation, and facade improvements. It may be possible to use this program to preserve a desirable building or facade while incorporating it into a larger redevelopment project.
This program requires a local match and typical awards are about 30% of the total project cost.

Community Development Block Grant-Small Cities Housing Program (CDBG-Housing)
This Wisconsin Department of Commerce program assists in funding housing programs that benefit low- and moderate-income residents. The Village may want to consider encouraging the inclusion of affordable rental units in upper stories.
The average award by this program is $450,000.

Community Development Block Grant-Emergency Assistance Program (CDBG-EAP)
The Village of Sauk City is located within Sauk County which is one of 39 counties in Wisconsin that was declared a Federal Disaster Area following the June 2008 flooding event. The state was awarded an additional $75 Million. CDBG-EAP will fund potential flood prevention projects but official program rules are not yet available from the Department of Commerce. **This is a one-time opportunity expected to be available in October and November 2009.**

Community Development Block Grant-Blight Elimination and Brownfield Redevelopment Program (CDBG-BEBR)
This Department of Commerce program can be used to investigate, clean, and clear brownfield sites in cases where the party that caused the contamination is unknown or unable to pay. The program could be used to prepare sites for redevelopment.
The program requires a local match of 20-50%, and the maximum award amount is $1.25 million.

Knowles-Nelson Stewardship Program
This Department of Natural Resources program funds the purchase of land or easements for public recreation. It could be used to further extend or enhance the riverfront bike path.
The program requires a 50% local match.

Recreational Boating Facilities Grant
This Department of Natural Resource program funds capital improvements to provide safe recreational boating facilities. It could be used to establish a downtown canoe launch, possibly as part of or associated with the river overlook structure at the end of Jackson Street.
The program requires a 50% local match.

3:1 Planning Process

The Village initiated this 2013 planning process to assess the development potential of the 600 block of the Water Street riverfront, and establish design parameters to guide future development on this block. Most of the block is owned by the Village, which simplifies the process to ready the site for development. An important issue to be addressed prior to redevelopment is the disposition of three historic structures on the block. The Plan Commission convened a joint meeting with the Historical Committee and Village Board to discuss the historic structures and development parameters, and then reviewed three conceptual development outcomes to identify preferred design parameters. Section 3.1 of this chapter describes the development constraints and design concepts. Section 3.2 describes recommendations for the treatment and relocation of existing historic buildings. Section 3.3 presents the design parameters to be used by the Village and developers during the design and review of new development.

3:1.1 Floodplain Restrictions

The Wisconsin River floodplain restricts the developable area and elevation of the site. The bike path currently on the site is placed along the edge of the developable portion of the site (See Concepts One and Two on the following pages). Land east of the path is in the floodplain. Also, similar to the 700 and 800 Blocks, the lack of adequate vertical space between the floodplain and the street limits the uses below street grade to parking (i.e. no habitable spaces). The space between the flood elevation and the sidewalk elevation (corresponding to the desired first-floor elevation) varies from approximately seven feet near Van Buren Street to approximately eight-and-a-half feet near Polk Street. See Volume 2: Section 2.2 for more information on this topic.

3:1.2 Historical Buildings

This block includes a mix of historic and non-historical structures. Two of the historical structures, the "Boot and Shoe" Shop and the Fair Valley Schoolhouse, are not native to the site, and the planning process confirmed general agreement that these structures can again be moved to make way for riverfront development. A third historic structure, the small, brick Hahn House, is native to the site. This structure and a small area of land around it were gifted to the Village by the Hahn family for use as a museum and the planning process confirmed agreement that it should not be moved, and also that the adjacent burr oak tree should be protected during any new development. See Section 3.2 for more on this topic.

3:1.3 Redevelopment Concepts

Concept planning for the 600 Block began with the assumption of three distinct sites within the block:

1) A 56,000 sq.ft. redevelopment site bordered by Water Street, Polk Street, and the riverfront trail;

2) The Hahn House and its immediate site; and

3) An 11,000 sq. ft. redevelopment site at the corner of Van Buren Street and Water Street. In two of the concepts the land between the Hahn House site and the river is included with this site.

The planning consultant provided three viable alternatives for redevelopment based on current zoning and downtown design standards requirements. These alternatives were reviewed by Plan Commission and revised to show acceptable outcomes for the 600 Block redevelopment. A description of strengths and weaknesses accompanies each alternative. These notes are intended to inform future design discussions without rigidly controlling them.

CONCEPT ONE

North Site

- 3-Story Mixed Use building
- 17,000 sq.ft. of Commercial
- 18 Residential units (9 per floor)
- 84 parking spaces (41 in lower level of the structure)
- Proposed restaurant w/ deck along the riverfront

South Site

- 3-Story Mixed Use building
- 5,000 sq.ft. of Commercial
- 6 Residential units (3 per floor)
- 15 parking spaces (9 in lower level of the structure & 6 new on-street spaces)
- Deck and patio space along riverside

Strengths

- Commercial uses along Water Street
- Patio & Deck provided along the riverfront
- Multi-story buildings
- Moderate continuation of downtown street wall

Weaknesses

- Not enough on-site parking for south site
- Somewhat limited restaurant visibility from Water Street
- Substantial surface parking area visible from Water Street

CONCEPT TWO

North Site

- 2-Story & 1.5-Story Commercial buildings
- 16,000 sq.ft. of Commercial
- 55 parking spaces
- Proposed restaurant w/ patio along the riverfront

South Site

- 2-Story Commercial building
- 4,000 sq.ft. of Commercial
- 16 parking spaces (4 under building, 7 behind building, 5 along the street)

Hahn House Site

- Path from Water Street to riverfront trail

Strengths

- Commercial uses along Water Street
- Patio provided along riverfront
- Some multi-story buildings
- Cheapest alternative (no parking structure)
- Several river viewsheds from Water Street
- Good restaurant visibility from Water Street

Weaknesses

- Least development density and value
- No residential component
- Substantial surface parking area visible and along Water Street
- Weak street wall established, especially at Polk/Water intersection (weak urban form)

CONCEPT THREE

North Site

- 3-Story Mixed Use buildings
- 16,200 sq.ft. of Commercial
- 24 Residential units
- 105 parking spaces (60 in lower level of the structure)
- Proposed restaurant w/ deck along the riverfront (rebuild trail closer to river)
- Connection to riverfront path

South Site

- 3-Story Mixed Use Building
- 7,000 sq.ft. of Commercial
- 10 Residential units (5 per floor)
- 11 parking spaces (all beneath the building)

Strengths

- Commercial uses along Water Street
- Deck provided along riverfront
- Multi-story buildings
- Buildings maintain the downtown street wall and parking not a dominant feature
- Most development density and value

Weaknesses

- Not enough on-site parking for south site (but potential for shared parking with north site)
- Limited restaurant visibility from Water Street
- Most costly alternative due to the extensive lower-level parking structure
- Additional cost to move trail further east (into the floodplain)
- Loss of visual connection between Hahn House and river

3:2 Historic Buildings

As illustrated on page 7, there are six buildings on this block, of which four are owned by the Village. Three of the buildings are considered historic, and are listed on the State Historical Register as such. The historic buildings are the Hahn House, the Boot Shop, and the Fair Valley Schoolhouse, all of which are owned by the Village. The nonhistoric buildings are 634 Water Street (at the corner of Water and Van Buren), 630 Water Street (the next building north), and 80 Polk Street (at the corner of Water and Polk, owned by the Village).

The disposition of the three historic buildings was discussed during the planning process by Plan Commission, Historic Committee, and Village Board, including a joint meeting of all three groups. This section documents the decisions and preferences identified for all three buildings.

3:2.1 Decisions and Preferences

Hahn House

This structure is integral to its site; its design includes two entrances - one from the street and one from the river to the lower level. It would be very difficult to move. The property was designated for use as a museum through a deed restriction when gifted to the Village by the Hahn family.

- The Hahn House will not be moved
- The burr oak tree next to the Hahn House enhances its character and should not be removed. Construction could damage the tree - the area around the tree corresponding to the drip line of its canopy should be fenced off during any nearby construction to protect the tree's roots.

Fair Valley Schoolhouse

This structure was relocated to this site in 2002 from its original rural site along STH 60. It has a full basement that has recently been improved for use as the Historic Committee's archives and workspace. The schoolhouse is used as a museum, classroom, and meeting space, and is occasionally rented by community residents for weddings or other events.

- The Schoolhouse will be moved to facilitate redevelopment

Kirschtein Boot Shop

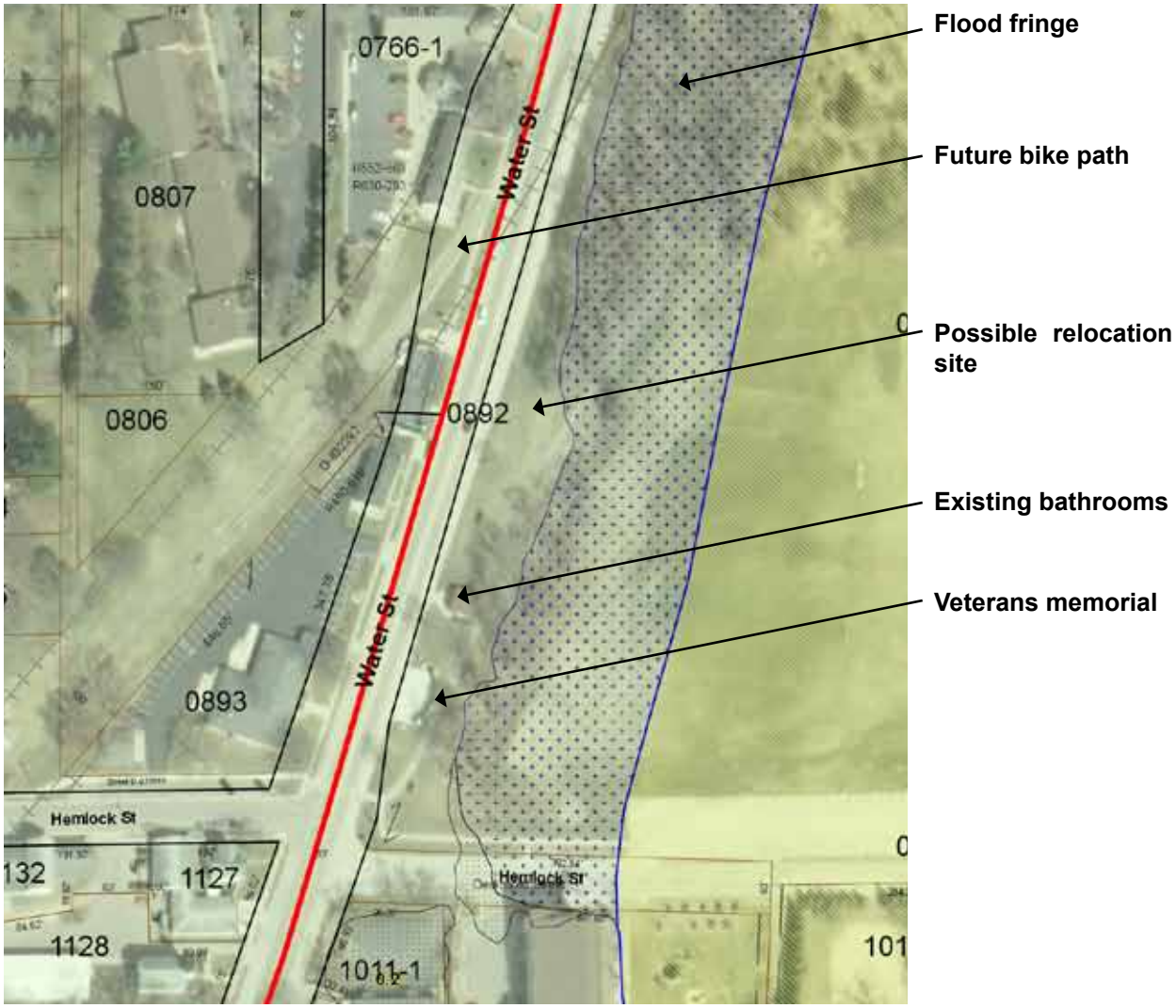
This structure was relocated to this site in 1999. Originally constructed as a temporary building during the early development of downtown Water Street, it had been located for many years behind 800 Water Street, near the river, and used for storage. The Boot Shop is currently used as a museum, and as an old fashioned candy shop on summer weekends.

- The Boot Shop will be moved to facilitate redevelopment

Relocation Preferences for the Schoolhouse and Boot Shop

- These buildings should be located on the same site if possible, to improve their management and utilization.

- An existing Village-owned site is preferred, to reduce costs and protect the Village's property tax base.
- A "less urban" site is preferred, something more consistent with the original setting of the schoolhouse.
- Access/proximity to a regional bike path is preferred, to enhance visibility to tourists.
- Bathrooms will need to be provided at any new site, per federal law.
- Parking will be needed near the structures.
- A full basement should again be provided for the schoolhouse, to house the Historic Committee's Resource Center (archive and workspace).
- August Derleth Park is the current preferred location. The street frontage north of the veterans memorial already meets some of the above criteria. Some tree removal and additional fill may be necessary to provide adequate space for the buildings.



This image of August Derleth Park shows a possible relocation site for the Schoolhouse and Boot Shop.

3:3 Redevelopment Design Parameters

The redevelopment concepts illustrated in Section 3.1 are viable options for the site that the Village would approve; however, it is not the intent of the Village to specify the exact size, configuration, or style of new buildings. The main purpose of those illustrations was to help all stakeholders envision and understand how the study area could be redeveloped and, based on that understanding, establish site-specific design parameters.

Like the Downtown Design Guidelines, which apply to all downtown parcels, these design parameters set limits within which developers have many choices regarding the style and configuration of new structures. Unlike the Downtown Design Guidelines, these design parameters are not part of the Village zoning ordinance and compliance is not required. The Village will seek to achieve the vision outlined in these parameters by making them a condition of tax incremental financing assistance.

3:3.1 Land Use

This block is part of the downtown and commercial uses along the Water Street frontage are strongly encouraged. The Village will consider proposals for ground floor residential uses as part of a mixed-use plan, recognizing that a zoning change would be required to allow this. Residential units are encouraged above the street-level facade along Water Street and at any level facing the river. Senior housing is seen as a desirable and viable use in this location.

3:3.2 Building Height and Setback

This site will adhere to the maximum allowable height within the zoning ordinance for the Central Business District, which is currently three stories or 45 feet (including up to five feet for a cornice).

Building(s) near the Van Buren and Water intersection should be abutting, or within five feet, of the public sidewalk. Buildings near Polk Street may be set further back, though front yard parking is discouraged.

3:3.3 Architectural Massing and Style

The historic “rivertown” character of the downtown is important to Village residents. New development should utilize materials and architectural styles consistent with the historic patterns along Water Street. Vertical proportions are required along Water Street, while Polk Street and river frontage may have a horizontal appearance. See the design guidelines for more information.

3:3.4 Parking

Parking should be visually screened from the riverfront and from Water Street. Screening from the riverfront can and should be substantially opaque to hide the view of cars entirely, while screening from Water Street should be low enough to maintain views to the river and buildings near the river. All surface parking lot design will include landscaping as required by the zoning ordinance.

Parking may be placed within a single-story parking structure below street grade with access from Riveria Street and/or Polk Street. Any parking garage should be carefully designed and screened to limit its view from the river.

No parking will be allowed between the Hahn House and the river, east of the riverwalk trail, or in the floodway.

3:3.5 Riverfront Access

It is important to connect Water Street with the riverfront and bike/pedestrian trail. A mid-block walkway is desired, but not required.

3:3.6 Bike Path / Riverwalk

The bike path should be enhanced as an attractive riverwalk. Linkages to development such as patios, decks, and rear building entrances are strongly encouraged. The Village is open to moving portions of the trail down into the floodway to provide more space for development outside the floodway, if adequate connections to the new development are provided.

3:3.7 River-Oriented Activities and Outdoor Spaces

To capitalize on the scenic and recreational value of the Wisconsin River, all development is encouraged to incorporate secondary storefronts, outdoor seating/dining, walkways, and landscaping along the riverfront yards. The Village is open to the proposal of a public patio or performance space of some sort within the floodway, provided an acceptable maintenance plan is established to clean and repair the site following seasonal flooding.