

City of _____
Wisconsin Dells



Land Use Element

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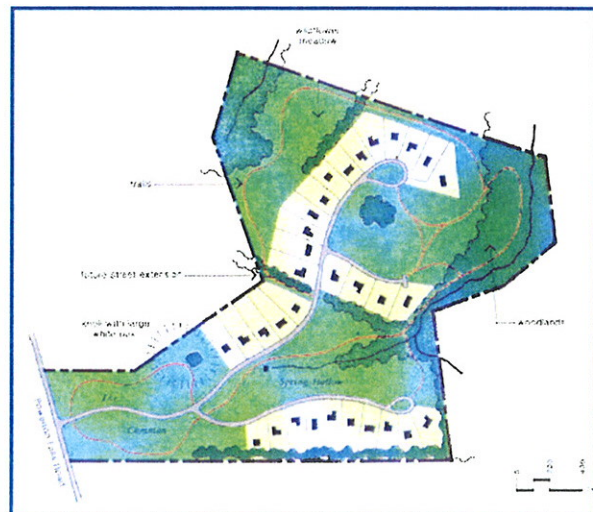
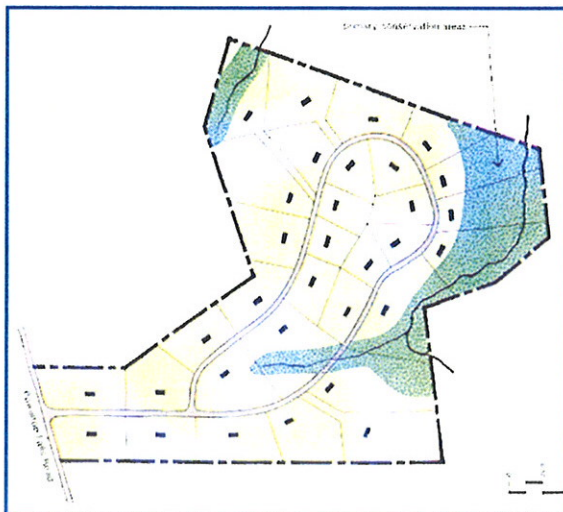
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S.66.1001(2)(h) Wis. Stats

City of Wisconsin Dells – Land Use Element

s. 66.1001(2)(h) Wis. Stats

The Land Use Element is a compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The Element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The Element shall analyze trends in the supply, demand, and price of land, opportunities for redevelopment and existing and potential land use conflicts. The Element shall contain projections, based on the background information specified in par.(a), for 20 years in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The Element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands. The maps will also show boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future consistent with the timetable describe in par. (d), and the general location of future land uses by net density or other classifications.



Introduction

City of Wisconsin Dells – Land Use Element

Introduction

The City of Wisconsin Dells consists of abundant commercial and recreation/conservation property mixed with lesser amounts of housing and institutional lands. This unique mix of uses sets the City apart from all other Wisconsin communities. From a commercial perspective, the City is focused on the provision of lands for uses within the entertainment and hospitality industry among others. Likewise, from a recreational and environmental perspective, the City is seeking to protect its unique ecosystems and natural environment while affording access to them for passive and active recreational enjoyment. Balancing the popularity of the City's commercial, recreational and environmental resources with sufficient levels of residential, industrial and institutional uses is key to the City's future growth and overall development. Also key to the City's future growth and development is the need for expansion of its incorporated boundary from where it exists today.

“Key to the City's future growth and development is the need for expansion of its incorporated boundary from where it exists today”

Among the most effective tools a community possesses to influence its future environment and quality of life is the ability to control and direct future growth patterns through its zoning and development ordinances and its provision of infrastructure to serve newly developing areas. Through its zoning powers, the City of Wisconsin Dells has an opportunity to guide future growth in a manner that enhances its residents' quality of life and fits within its future vision. Misguided use of these tools, however, can lead to undesired results in terms of land use conflicts, inefficient service delivery, and a decreased quality of life, among other potential problems. The foundation for sound decision making and implementation of these tools is a clear land use plan based upon sound planning principles and the community's vision for its future.

This Land Use Plan is intended to illustrate this vision and guide the future growth and development of the City over the next 20 years and beyond. It will serve as a guide for the City Plan Commission, City Council and professional staff when making land use, zoning, and infrastructure related decisions. It will also provide direction for private sector property owners and potential developers when making decisions about the future of their properties within and adjacent to the City of Wisconsin Dells.

The City must study the suitability of land in order to effectively plan for efficient and environmentally sound growth. Therefore, the land use analysis and future land use plan is not limited to properties within the City's existing developed areas, but looks beyond to consider areas that might be appropriate for growth over the next 20 years and beyond. In order to ensure that sufficient growth areas are maintained to accommodate a reasonable level of development expansion, strategies must also be implemented to control the development of residential and commercial growth immediately surrounding key transportation corridors and environmentally sensitive areas.

Introduction

City of Wisconsin Dells – Land Use Element

At the same time, the City of Wisconsin Dells has expressed concerns about the impacts of urban development on rural properties, primarily having to do with storm water run off onto all properties.

The relationship between the Land Use Element and other Plan Elements is extremely important, and coordinating this information is essential in developing an effective Comprehensive Plan that is useful to the City and its constituents. All of the eight other Elements of this Plan should influence the decision making process in the approval considerations of new development proposals. As time progresses, this Plan must be updated and coordinated with its balance in order to ensure that local development preferences are maintained. By statutory law, this Comprehensive Plan must be updated at least once every ten years.

Existing Land Use

City of Wisconsin Dells – Land Use Element

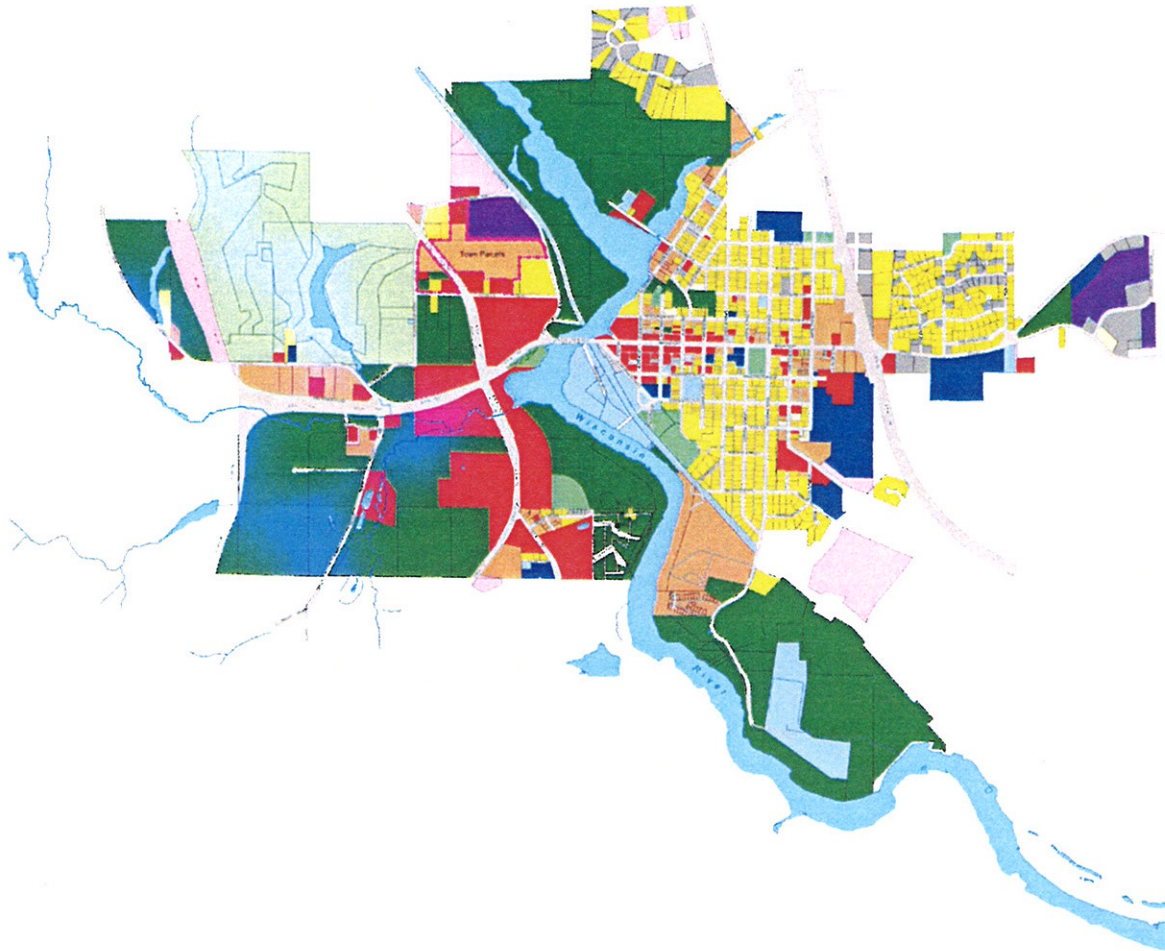
Existing Land Use

Existing land use in the City of Wisconsin Dells can be noted to have occurred in two distinct fashions. The central core, or downtown area on the east side of the Wisconsin River, contains development, which appears to have occurred in a fairly traditional grid pattern to this point. With the exception of two residential subdivisions, development in this area has generally occurred as an extension of previously platted neighborhoods, and relatively little “leap-frog” development has occurred. To the west of the Wisconsin River, development to date has followed a large-lot, large-scale, commercial use pattern. With the River acting as a natural divide, this pattern has served the City’s needs well by balancing its residential, smaller scale commercial and institutional needs with its growing large scale commercial operation tourism base. While infill, redevelopment, and growth to date have resulted in a vibrant and walkable community, elected officials and citizens alike have raised concerns over the ability to sustain and enhance growth throughout the planning process. Chief among the expressed concerns is the need to add additional land area to the communities incorporated limits. The challenges to satisfying this expressed concern lies in the number of surrounding properties owned by the state and non-profit organizations (NPOs) and in overcoming the physical barrier of I-90/94.

The existing land use maps illustrate the current Land Use patterns within the City and the application of the City’s existing zoning code. This land use plan contains recommendations for long-range improvements to address current identified needs. It fully recognizes that growth management is one of the most complex, difficult and important responsibilities faced by local governments.

Land Use Base Map

City of Wisconsin Dells, Wisconsin



- TOWN LAND USE**
- Conseancy / Undeveloped
 - Commercial
 - Hotel / Motel / Resort
 - Intensive Commercial
 - Single Family Residential
- CITY LAND USE**
- Conseancy / Undeveloped
 - Commercial
 - Golf Course
 - Hotel / Motel / Resort
 - Intensive Commercial
 - Industrial / Business Park
 - Institutional
 - Multi-Family Residential
 - Public Facility / Infrastructure
 - Parking
 - Recreational
 - Single Family Residential
 - Unknown
 - Vacant



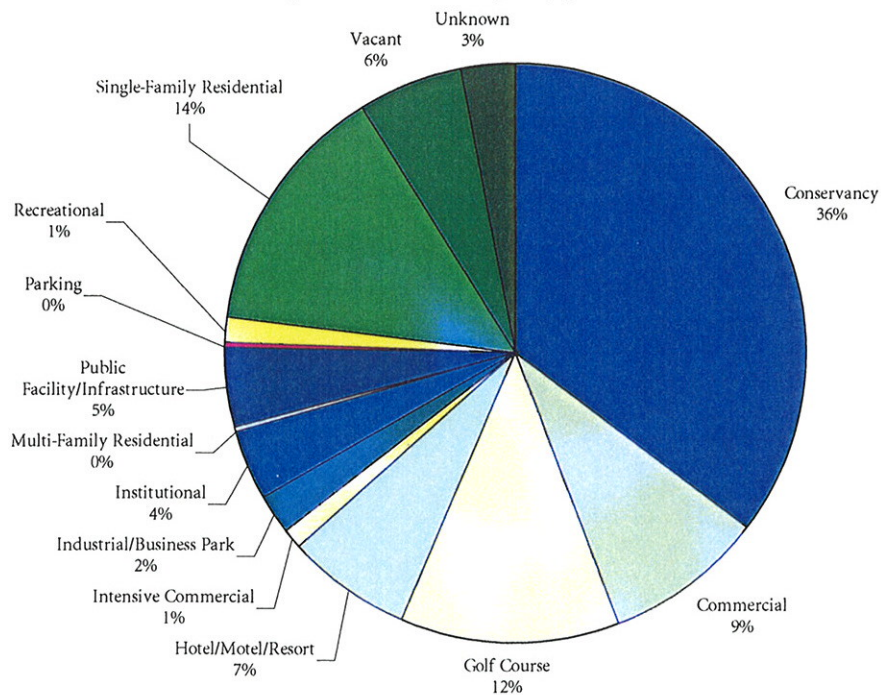
1" = 1000'

Existing Land Use

City of Wisconsin Dells – Land Use Element

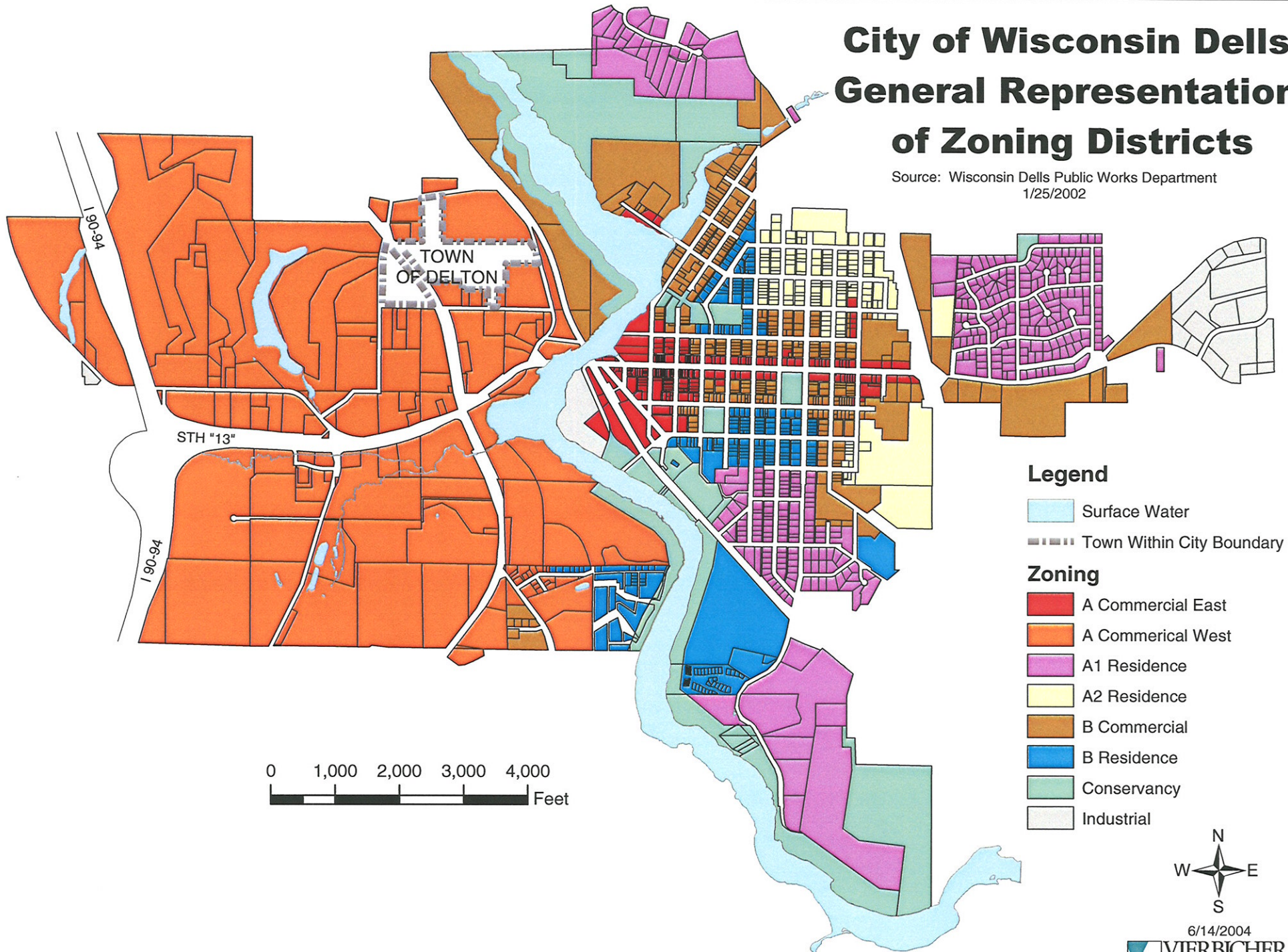
City Land Use	Acreage
Conservancy	835.45
Commercial	212.74
Golf Course	292.32
Hotel/Motel/Resort	163.04
Intensive Commercial	27.88
Industrial/Business Park	53.10
Institutional	91.30
Multi-Family Residential	7.00
Public Facility/Infrastructure	109.77
Parking	4.07
Recreational	35.52
Single-Family Residential	336.81
Vacant	132.82
Unknown	75.40
Total	2,377.21

City Land Use by Type



City of Wisconsin Dells General Representation of Zoning Districts

Source: Wisconsin Dells Public Works Department
1/25/2002



Existing Land Use

City of Wisconsin Dells – Land Use Element

Existing Zoning in the City of Wisconsin Dells

City Zoning	Acreage
Conservancy District	244.66
Residential District (A-1)	76.11
Residential District (A-2)	308.97
Residence District (B)	128.43
Commercial (West) District (A)	1,049.38
Commercial (East) District (A)	100.93
Commercial District (B)	289.91
Industrial District	72.91
Total =	2,271.30

Currently, the City operates under a pyramid or progressive, style-zoning ordinance. Beginning with its conservancy district, each district becomes progressively more inclusive with its allowable uses as it builds all the way up to its industrial district.

Residential: Residential development within the City has predominantly consisted of detached single-family homes of varying lot sizes. The current City zoning ordinance contains a total of three residential zones, the first of which is a single-family zone which also allows for churches, convents, charitable or philanthropic institutions, schools, parks, playgrounds and community centers, telephone buildings, and infrastructure (A-1). The second of which allows for single family uses as well as two-family residential uses and multi-family residential uses (A-2). The third of which allows for all uses in the A-2 District as well as lodging houses and tourist homes, museums and libraries, hospitals, clinics, rest and convalescent homes other than correctional institutions, but not animal hospitals or clinics (B).

	A-1	A-2	B
Height Regulations	45ft. max	45ft. max	45ft. max
Front Yards	25ft. min.	20ft. min.	20ft. min.
Side Yards	10ft.ES min.	SFD 10ft. total TFD 12ft. total Multi 14ft. total	SFD 10ft. total TFD 12ft. total Multi 14ft. total
Rear Yard	10ft. min.	10ft. min.	10ft. min
Lot Area Minimum	10,000 sf. min.	7,200 sf. min. +2,000sf for family 2 +1,500sf for family 3 + 1,500sf for family 4 + 1,000sf per additional family	7,200 sf. min. +2,000sf for family 2 +1,500sf for family 3 + 1,500sf for family 4 + 1,000sf per additional family

Commercial development within the City ranges from high-density intensive operations to large lot large-scale operations to more traditional point of sale and home based business operations. Within this broad diversity of business mix, the City zoning ordinance divides these uses up into three commercial district categories, (“A” Commercial - West), (“A” Commercial – East) and (“B” Commercial). Uses within each of these districts include unconditionally permitted uses (UPU), restricted uses (RU) and conditional uses (CU).

Existing Land Use

City of Wisconsin Dells – Land Use Element

“A” Commercial – West (UPU’s)	
1. Animal hospital, pet shop, veterinary	18. Hotel, apartment hotel, motel
2. Art shop, antique shop, gift shop, souvenir shop, curio shop	19. Jewelry store, optical and scientific instruments, watch repair
3. Bank, auction room, brokerage, financial institution	20. Laboratories
4. Barber shop, beauty parlor	21. Music, radio and television store
5. Book and stationery store, newsstand	22. Parking lots
6. Bowling alley, pool and billiard room	23. Photographer, blueprinting, photographer’s supplies, photostats
7. Business and professional offices, clinic, employment agency	24. Police and fire station, municipal building, post office
8. Clothing store, department store, dress shop, hosiery, millinery, shoe store, shoe repair shop, tailor	25. Printing and publishing
9. Clubs and lodges	26. Private schools (businesses, dancing, music, etc.)
10. Convention and exhibition halls, sports arena	27. Radio and television broadcasting studio, tower, mast or aerial, micro-wave radio relay structure
11. Dance hall, gymnasium, skating rink	28. Railroad and bus depot, taxi service
12. Drug store, ice cream shop, pharmacy, soda fountain, soft drink stand	29. Restaurant, café, caterer, tavern
13. Florist shop, greenhouse	30. Signs, billboards and other outdoor advertising uses, sign painting shops; subject to the provisions of Wisconsin Dells Code Chapter 20
14. Food products (retail), delicatessen, fruit and vegetable store, grocery, meat and fish market	31. Telephone, telegraph or public utility office
15. Funeral parlor, undertaker	32. Theater, place of amusement or attraction, except drive-in theaters
16. Furniture, office equipment, upholsterer’s shop	33. Variety store, notion shop
17. Hardware, canvas products, glass fabrication and installation, household appliances, interior decorator, paint store, plumbing, heating and electrical supplies, sporting goods	34. Mobile home park as defined in Section 16.03(1)(b) of this Code and campground resort as defined in Section 16.04(2)(a) of the Code

“A” Commercial – West (RU’s)	
1. Bakery in which not more than two thousand feet is devoted to manufacturing purposes.	4. Garage (public) when incidental to an automobile salesroom the major business of which is the display and sale of new automobiles by a factory authorized agent.
2. Carpet or rug cleaning establishment employing not more than three persons on the premises.	5. Laundry or clothes pressing establishment employing not more than five persons on the premises or for which no fuel fired steam plant and stack are provided.
3. Cleaning and dyeing establishment employing not more than five persons	

Existing Land Use

City of Wisconsin Dells – Land Use Element

“A” Commercial – West (CPU’s)	
<ol style="list-style-type: none"> 1. Motor vehicle sales and service establishments. 2. Public and private garage/parking. 3. Convenience store. 4. Boat landing docks and wharfs, dry docks, boat storage premises adjacent to the Wisconsin River. 5. Manufacturing or storage in connection with any of the uses enumerated in this Section, provided that not more than 20 percent of the total building area on the premises shall be so used, that such manufacturing shall be incidental to the conduct of a retail business on the premises, and that not more than five employees shall be engaged in such manufacturing at any time on the premises. 	<ol style="list-style-type: none"> 6. Incinerators or similar uses which comply with all applicable state and federal laws and regulations. 7. Non-permanent structures (such a structure would either be portable or temporary in nature and/or would not be sufficiently attached to real estate such that it would be eligible for assessment for real property tax purposes). 8. Pawnshops.

“A” Commercial – East (UPU’s)
<ul style="list-style-type: none"> • Same as “A” Commercial – West

“A” Commercial – East (RU’s)
<ul style="list-style-type: none"> • Same as “A” Commercial – West

“A” Commercial – West (CPU’s)
<ul style="list-style-type: none"> • Same as “A” Commercial – West plus; • Outdoor amusements and attractions regulated under Wis. Admin. Code Chap. IHLR34.

“B” Commercial District – (UPU’s)	
<ol style="list-style-type: none"> 1. Motel 2. Souvenir shop, curio shop, art shop, antique shop, gift shop 3. Clubs and lodges 4. Florist shop, greenhouses 5. Private schools (businesses, dancing, music, etc.) 6. Delicatessen 	<ol style="list-style-type: none"> 7. Parking lots 8. Mobile home park as defined in Section 16.03(1)(b) of this Code and campground or camp resort as defined in Section 16.04(2)(a) of this Code. 9. And in general, other retail uses similar in character to the above.

Existing Land Use

City of Wisconsin Dells – Land Use Element

“B” Commercial District – (RU’s)

- None

“B” Commercial District – (CPU’s)

1. Restaurant, café, caterer, tavern when located on the same premises with a motel.
2. Filling stations when location thereof shall first have been approved by the Planning Committee and in any event there shall be separation by a minimum distance of seven hundred feet in any direction between the building, gasoline pump island, or gasoline storage facilities, as measured between items in closest proximity to such items at another filling station.
3. Boat landing docks and wharfs, dry docks and storage space for boats on premises contiguous to the Wisconsin River.
4. Any incinerators or similar uses which comply with all applicable state and federal laws and regulations.
5. Any non-permanent structures (such a structure would either be portable or temporary in nature and/or would not be sufficiently attached to real estate such that it would be eligible for assessment for real property tax purposes).

With this visual, statistical and regulatory understanding of internal land use patterns, and understanding the City’s need and desire to grow, the City Plan Commission undertook a series of discussions relative to the plausibility of where development, redevelopment and growth could occur. Key points in determining desirability and feasibility included:

- The need to grow the City’s River District concept to alternative character areas throughout the community.
- The need to address seasonal housing demands made on the City by the nature of its seasonal migrant workforce.
- The need to alleviate traffic congestion and vehicular/pedestrian conflicts by the development and continuance of multi-purpose pathway systems.
- The need to link long standing commercial assets with the area’s unique natural resource amenities.
- The need to develop/enhance alternative transportation entryways into the City so as to encourage visitors and developments to capitalize on the City’s potential.

Outlying Existing Land Use

City of Wisconsin Dells – Land Use Element

Outlying Existing Land Use

Understanding existing internal land use patterns affords the City the opportunity to plan for the infill and redevelopment of existing parcels. Just as important to the future development of the City is an understanding of the external land use patterns in order to ascertain where future growth and development are plausible and feasible. In addition to development feasibility, external land use patterns offer an opportunity to evaluate the potential location of future roadway corridors and the need for potential public facilities.

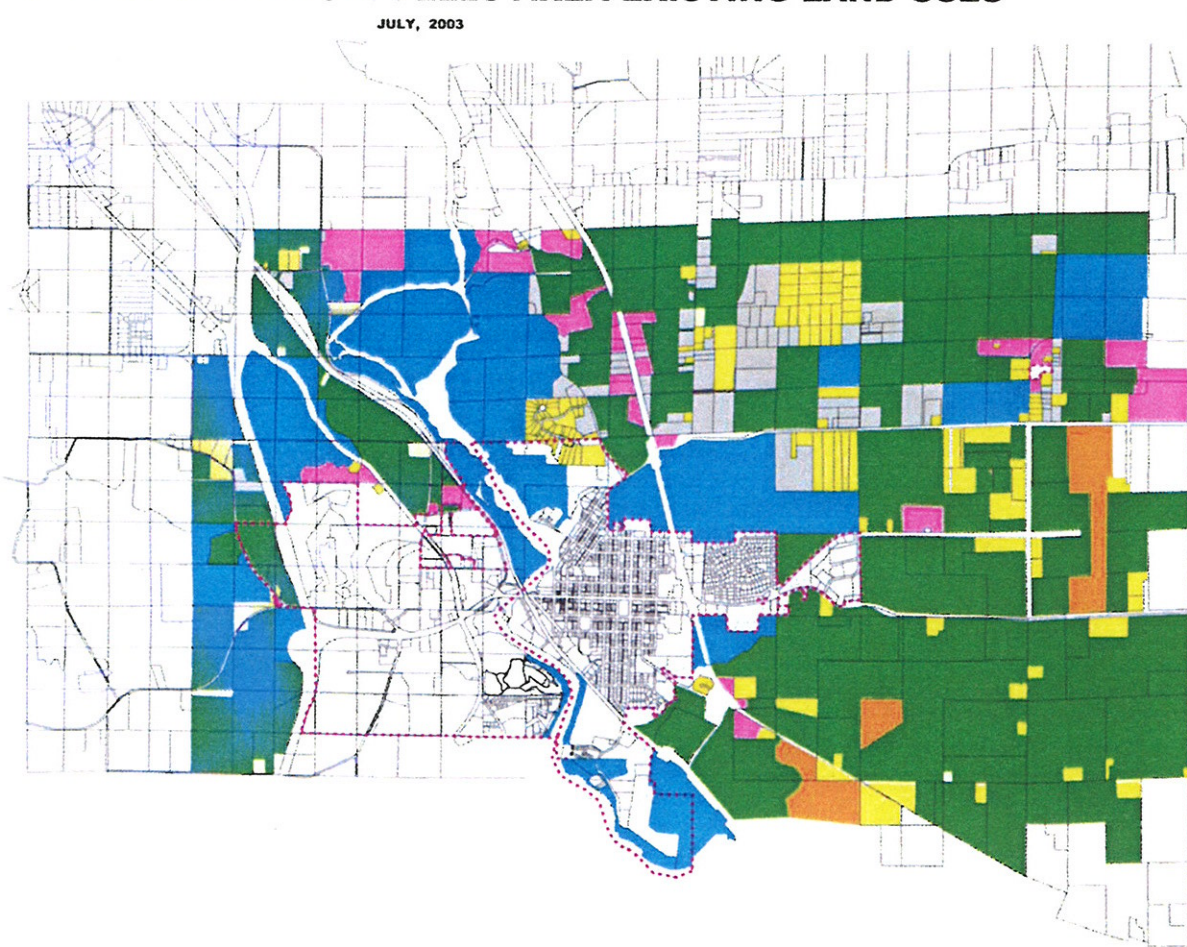
An initial understanding of existing, outlying land uses can be obtained by reviewing local tax assessment roles. According to the 2002 statements, all four towns surrounding the City have their predominant amount of acreage being classified as agricultural and forest uses. A closer examination of parcel counts, however, reveals that residential parcels account for 35.65 percent of all parcels in the Town of Newport; 42.79 percent of all parcels in the Town of Dellona; 59.74 percent of all parcels in the Town of Dell Prairie; and 50.97 percent of all parcels in the Town of Lyndon.

Town of Newport – 2002 Statement of Assessments		
Real Estate Class	Parcels	Acres
Residential	441	726
Commercial	31	140
Manufacturing	1	6
Agricultural	257	5,890
Swamp and Waste	266	2,635
Forest	209	2,966
Other	32	64

Town of Dellona - 2002 Statement of Assessments		
Real Estate Class	Parcels	Acres
Residential	1,006	1,805
Commercial	49	476
Manufacturing	0	0
Agricultural	386	7,885
Swamp and Waste	344	2,771
Forest	445	6,015
Other	121	193








CITY OF WISCONSIN DELLS AREA EXISTING LAND USES

JULY, 2003



Legend

EXISTING LAND USE

-  AGRICULTURAL
-  AG RESIDENCE
-  COMMERCIAL
-  INSTITUTIONAL
-  QUARRY
-  RESIDENTIAL
-  PRESENTLY VACANT

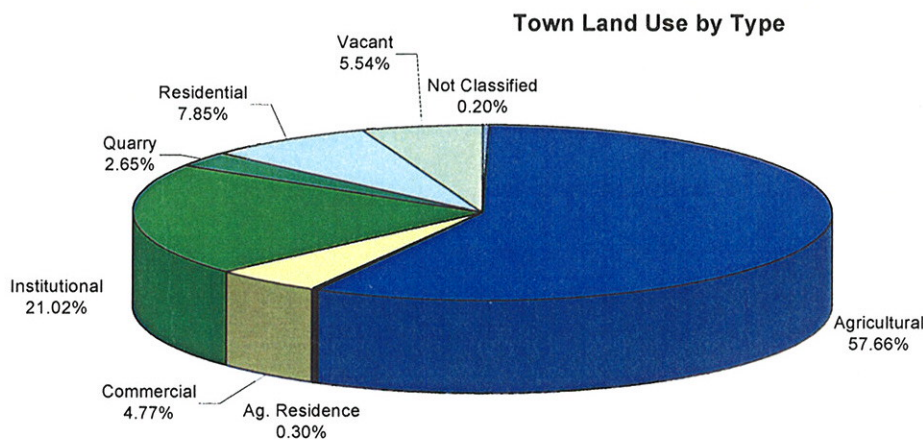


1" = 1,500'

Outlying Existing Land Use

City of Wisconsin Dells – Land Use Element

Existing Town Land Use	Acreage
Not Classified	19.68
Agricultural	5535.56
Ag. Residence	29.25
Commercial	457.99
Institutional	2018.43
Quarry	254.39
Residential	753.73
Vacant	531.52
Total	9,600.55



With this visual and statistical understanding of outlying land use patterns, and understanding the City's need and desire to grow, the City Plan Commission undertook a series of discussions relative to the plausibility of where development and growth could occur. Key points in determining desirability and feasibility included:

- The need to grow to the north/northeast in order to better manage transportation access and flow by gaining another access point on Interstate 90/94.
- The need to grow into areas still containing large tracts of undeveloped land so that planned and connected developments could occur.
- The need to convince institutional land holders to come into the City so that private development beyond their borders might occur and annex into the City.
- The need to assess the functional classification of roadways in order to plan for the future placement of larger scale commercial operations.
- The need to look at outlying institutional properties in order to plan long range bike and pedestrian connectivity and access.

Outlying Existing Land Use

City of Wisconsin Dells – Land Use Element

Projections/Expectations

As noted within the Housing Element, a peak in the number of new lots created within the City between the 1950s and 1970s led to increases in the number of new housing units constructed in the following years. Since then, however, the number of newly created lots and units per year has slowed significantly. In the five year span between 1995 and 2000, the City has averaged only five new units per year being issued a permit for construction.

Developing population projections for small communities like the City of Wisconsin Dells is difficult due to the major influence that individual events and occurrences can have on the community, such as the addition or loss of a major employer or changes in elected officials and their attitudes toward growth. As new development is platted and comes on the market, it is anticipated that the City will experience a steady rate of growth, fueled by the area's proximity to growing urban centers such as Madison, and its good access to the regional transportation system.

A summary of local preferred performance combined with census data predicts that the City of Wisconsin Dells will see the following impacts over the next 20 years.

Desired Growth Scenario at +3 percent	2000*	2005	2010	2015	2020
Number of Housing Units	1,178	1,229	1,425	1,652	1,915
Persons Per Household	2.28	2.28	2.28	2.28	2.28
Population	2,418	2,803	3,249	3,767	4,367

*Existing 2000 U.S. Census Figures

By adopting this Comprehensive Plan and formulating a vision for its future, the City is in a better position to respond to future growth pressures as it occurs. Only by combining external growth feasibility, with internal redevelopment potential and a desired future growth rate objective, can a complete smart growth area strategy be formulated.

Future Land Use

City of Wisconsin Dells – Land Use Element

Future Land Use

Housing: The distinction between general housing units and affordable housing units is very important to consider and has potential implications for the City in the future as the state's Smart Growth Dividend Aid Program is finalized and implemented. The Dividend Aid Program is scheduled to be implemented in 2005, and is structured such that communities that have adopted a Smart Growth Plan and meet specified criteria earn "points", which

"The distinction between general housing units and affordable housing units is very important to consider and has potential implications for the City..."

are to be considered in the allocation of State funds. Whether this means that a new funding source will be established or this will involve the reallocation of existing funds has not yet been determined. The two criteria that have been established thus far to earn these points include the creation of lots less than ¼ acre in area and the sale of new homes at less than 80 percent of the median housing costs for the County within which a community is located. Given these parameters, the City recognizes the need to establish areas for all types of housing catering to the multifaceted needs of its dynamic tourism based economy. Specific to the City's future land use, several areas have been designated for specific types of development. These include:

- Expansion of the City to the south on its east side utilizing an extension of the existing grid pattern of development. Associated lot sizes and land uses within this pattern of development are proposed to be more traditional smaller lots in configuration with typically more affordable units being constructed. This "Smart Growth" area will also maximize the efficient delivery of public services and enhance transportation alternatives for local residents.
- Expansion of the City to the east and northeast on its east side and west of I90/94. Expansion in these locations are anticipated to afford the development of more upscale subdivisions in type and design layout. Planned unit developments, conservation and cluster subdivision designs, and traditional neighborhood designs are appropriate and encouraged in these general locations.
- Centrally located affordable housing for seasonal employees. Two "Campus Concept" housing centers are being targeted for more formal development within this Land Use Plan. Locations include the existing motel corridor along North Vine and the development of current vacant parcels between Trout Road and USH12. In general, it is planned that these developments will entail sufficient rooms, goods and services in their design so as to become a self-sustaining campus neighborhood for their residents. Some concepts of basic uses that could be applied include; housing facilities; internet café, laundry facilities, open space, recreation areas, game room, bookstore, kitchen facilities, chapel, bike shop, and mail room and services.
- Vacant lot infill development. Within existing neighborhoods throughout the City, scattered vacant lots are currently available. It is the hope and plan of the City that each of these locations will be developed by their owners in correlation with surrounding uses and design characteristics.

Future Land Use

City of Wisconsin Dells – Land Use Element

As the Housing Plan Element was discussed and developed, many issues regarding housing types, lot sizes, affordability, and specific housing needs were documented and prioritized. This Element should be referenced for these details. With the changing nature of our society, communities are now faced with meeting the housing needs of a much more diverse spectrum of family types. Single-parent households, empty nesters, and childless professionals demanding alternatives to the large-lot, detached single-family home and its associated maintenance are changing the dynamics of today's housing market. This Land Use Element provides opportunities for the development of a diverse set of housing types in new neighborhoods in order to accommodate all family types and families of varying incomes.

Commercial: Commercial development and land uses are the life's blood of the City of Wisconsin Dells. Existing commercial development is focused in the downtown corridor areas on both the east and west sides of the Wisconsin River. Current commercial uses can be categorized into three basic types; 1) community commercial, 2) hospitality commercial, and 3) large-scale, commercial operations. Community commercial can be defined as operations with goods and services that mostly focus on meeting every day needs. These are businesses such as the local grocery store, eye doctor or pharmacy upon which local residents depend. While these businesses also capitalize on extended stay visitors to the area, their scattered nature throughout the community can cause increased rates of traffic and general congestion by not being located in any centralized area. Hospitality commercial can be defined as tourism oriented businesses such as fudge shops, specialty shops, small-scale attractions, and convenience operations. These businesses are ideally suited for pedestrian based foot traffic and currently line the major Broadway downtown corridor. While ideal from the standpoint of visibility, pedestrian/vehicular conflicts, random use placement, and contrasting theme and design styles all contribute to the potential for improvement. Large scale commercial can be defined as major attraction and extended stay operations such as resort hotels, theme parks, golf and go-cart facilities, and the like. These operations by nature require larger tracts of land in order to accommodate not only the facility but also needed parking. To date, the majority of these uses have been constructed on the west side of the Wisconsin River. While this general area is appropriate for these uses, the challenge ahead is in finding areas to plan for future like uses and developments.

Given these parameters, the City recognizes the need to establish areas for all types of commercial uses catering to the multifaceted needs of its dynamic tourism based economy. Specific to the City's future land use, several areas have been designated for specific types of development. These include:

- Expansion of the City to the north along STH 12/16 up to its intersection with I90/94. Associated development is envisioned to include large scale commercial operations, building upon what is already in existence and being back filled with housing and open space uses.
- Expansion of the River District concept to additional locations throughout the City.

Future Land Use

City of Wisconsin Dells – Land Use Element

- Expansion of the City to the south and north along the STH 16 corridor establishing a new zoning overlay district called “Wo-zha-Wa Gateway District”. Wo-zha-Wa will utilize unique design standards and a limited number of appropriate uses in order to establish itself as its own unique area. Utilizing the concept of attracting visitors to enter the City from the south, this direction of the Wo-zha-Wa Gateway area is envisioned to contain a major centralized “Community Commercial” development and other larger scale outlet commercial operations and professional services. Additional general commercial operations will infill as appropriate with multi-family housing and duplex units transitioning to single family units back filling the remainder of the area on the east side of the corridor. At its furthest southern point a gateway area is to be established designed, marked and landscaped sufficiently to notify travelers of their entry into the City. To the north along the corridor, infill to the existing hospitality commercial operations and community commercial operations is envisioned. At its furthest northern point, a gateway area is to be established, designed, marked, and landscaped sufficiently to notify travelers of their entry into the City.
- Expansion of the City to the east along the STH 23 corridor establishing a new zoning overlay district called “Spring Grove”. Spring Grove will utilize unique design standards and a limited number of appropriate uses in order to establish itself as its own unique area. Utilizing the concept of establishing new locations for “large-scale” commercial operations, this corridor seeks to provide this opportunity. Critical to this overlay district is the need to establish deeper setback requirements than currently exists along the Broadway corridor and to ensure that setbacks are measured from the right-of-way. At its furthest eastern point a gateway area is to be established, designed, marked, and landscaped sufficiently to notify travelers of their entry into the City.
- Commercial redevelopment of the City along the River Road and Oak Street corridor establishing a new zoning overlay district called “Crandall’s Dell”. Crandall’s Dell will utilize “River District” design standards and a limited number of appropriate uses in order to establish itself as its own unique area. Utilizing the concept of grouping hospitality tourism establishments, Crandall’s Dell is envisioned to take on an up scale attraction environment inclusive of uses such as fine dining, specialty shops, wine, cheese and micro-brew retail, museums, art galleries, jewelry, marinas, etc.
- Commercial redevelopment of an existing mixed-use area by establish a new zoning overlay district called “Historic Dells Housing/Heritage Center”. Extending along and behind Broadway from Bowman Road to Race Street, and back to Wisconsin Avenue, the Historic Dells Housing/Heritage Center area will utilize “River District” design standards and a limited number of appropriate uses in order to establish itself as its own unique area. Utilizing the concept of an historic theme based traditional neighborhood design (TND), and building upon the Broadway River District development, the Historic Dells Housing/Heritage Center area is envisioned to capitalize upon existing historic structures and complementing their refurbishment by allowing complimentary uses to be developed. Examples of complimentary uses could include;

Future Land Use

City of Wisconsin Dells – Land Use Element

Museums

- Timber Industry Related
- River Use Related
- Agricultural Heritage Related
- Railroad Related
- Tribal History Related
- French Explorer History

Specialty Retail

- General Store
- Candle Shop
- Tin Smith
- Quilting And Fabric's
- Bakery Goods
- Trading Post
- Antiques
- Imports
- Woodworking
- Amish Goods
- Tribal Goods

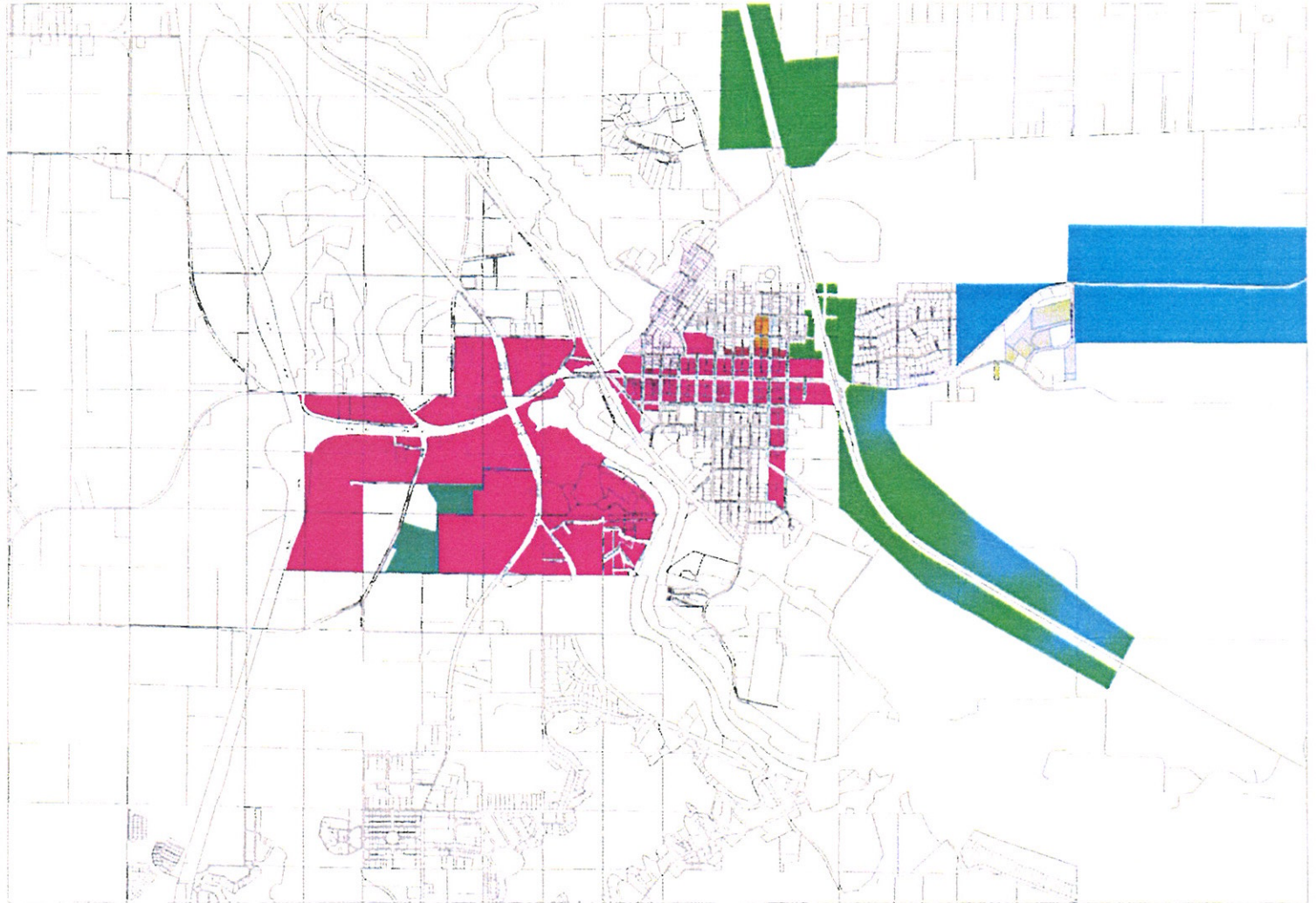
Potential opportunity for expanding commercial operations in the City abound. If developed, these sites offer a good opportunity to invigorate economic activity throughout the City area with new development and an expanded array of commercial services for City residents and visitors alike. As the Economic Development Element was discussed and developed, many issues regarding commercial uses, lot sizes, access, and specific needs were documented and prioritized. This Element should be referenced for these details. This Land Use Element provides opportunities for the development of a diverse set of economic opportunities in new and existing locations in order to accommodate the population and the diverse needs of retail and services industry.

Industrial: Industrial development and land uses in the City of Wisconsin Dells are limited to the City's industrial park located on its far eastern edge just off of STH 23. While detailed discussion about the role of industry in the City's economy where held as part of this planning program, conclusions of leadership focus on expansion of the service, hospitality and retail base. Opportunity in the form of available sites exist within the industrial park and it is the City's hope that these sites will one day be filled.

Institutional: Institutional land uses in the City of Wisconsin Dells are scattered geographically. Detailed discussions about these uses where held during the planning program. At this time, spot institutional uses for facilities such as churches, day care establishments/nursery schools, cemeteries, public utilities, parks and recreational facilities and the like are appropriate to be located as need dictate. Discussions about community facilities, however, have lead to a desire to designate and create a "Civic Campus" within and around the City Hall area. The desire is to create a campus environment of government facilities in a centralized area for facilities such as City Hall, Police, Fire, EMS, Library, Post Office, etc. By clustering these uses, it is hoped that a one-stop-shop area can be accomplished. Existing business in this general area will be encouraged to re-locate into other more appropriate areas within the City based on this Land Use Plan under the auspicious of negotiating a win/win structure. To best accommodate this approach to institutional land uses within the City, an institutional zoning district should be established within the City's Zoning Code.

CITY OF WISCONSIN DELLS

CONCEPT PLAN
CHARACTER ZONES
DEVELOPMENT SCENARIO



Legend

CHARACTER ZONES

-  DOWNTOWN
-  RESIDENTIAL/COMMERCIAL
-  HISTORIC CENTER
-  HOUSING
-  TOURIST/RECREATION
-  ENVIRONMENTAL
-  WATERFRONT
-  WILDLIFE/RECREATION

Future Land Use

City of Wisconsin Dells – Land Use Element

Conservancy and Agricultural: The City of Wisconsin Dells places great value on its natural resource amenities. Since its very first visitors and the establishment of Kilbourn City, it has been the area's natural resource base that has served as the cornerstone of its attraction. Once slated to be designated as part of the Devils Lake State Park system, but later removed, the area is home to a renowned biotic community and aesthetic wonders. Protecting these invaluable resources is critical to a healthy long term community and economic environment.

Discussions with the comprehensive planning program not only recognize the need to protect these valuable resources but also a desire to provide connectivity through pedestrian access. Such protection and connections can open these areas to public view, enjoyment and interpretation. By continuing on with the City's conservation and agricultural zoning districts, it is hoped that these resource areas will be maintained and grown where appropriate.

"This beauty is yours because others before you loved the Dells"

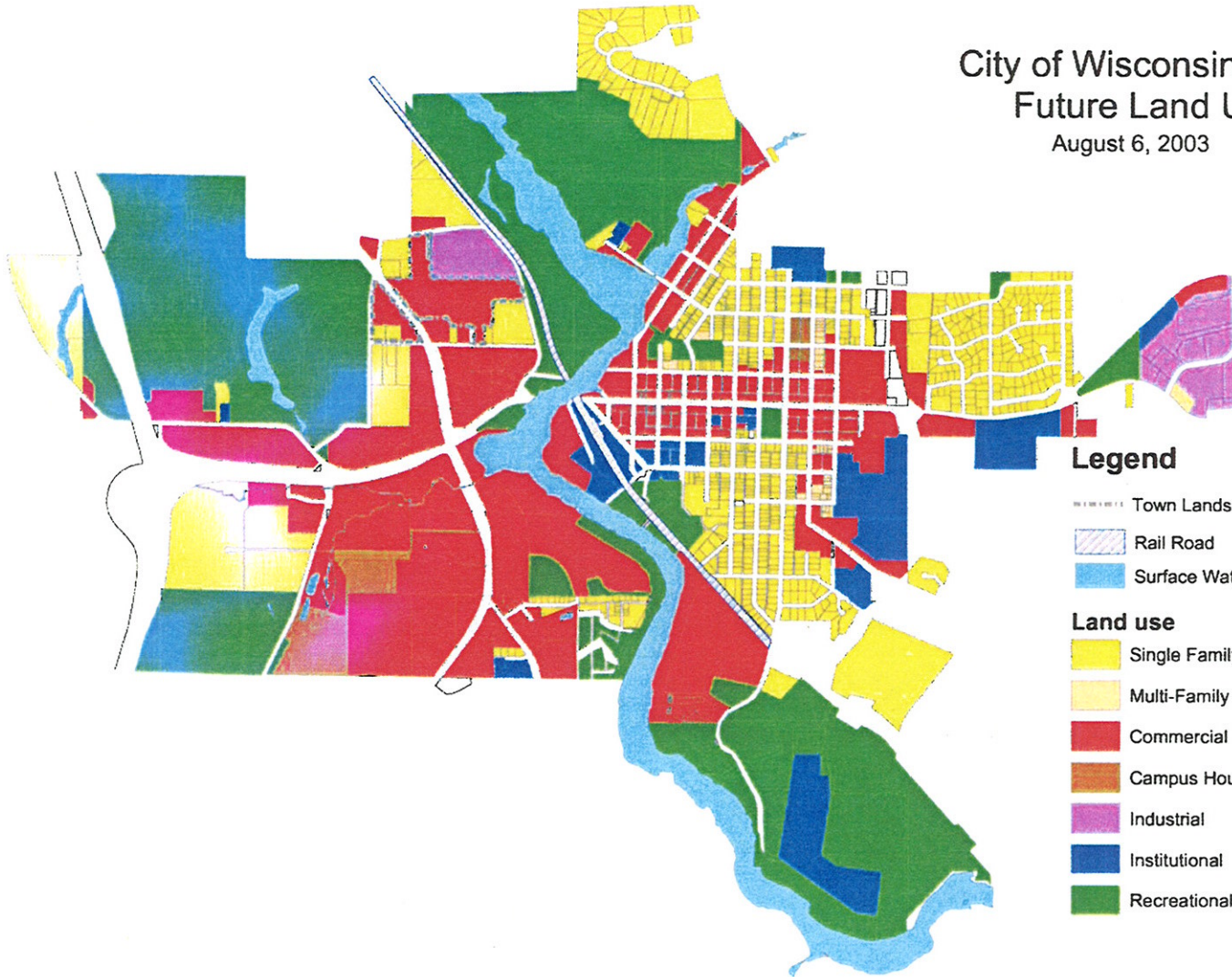


George Crandall



City of Wisconsin Dells Future Land Use

August 6, 2003



Legend

----- Town Lands Inside City Boundary

▨ Rail Road

Surface Water

Land use

Single Family Residential

Multi-Family Residential

Commercial

Campus Housing

Industrial

Institutional

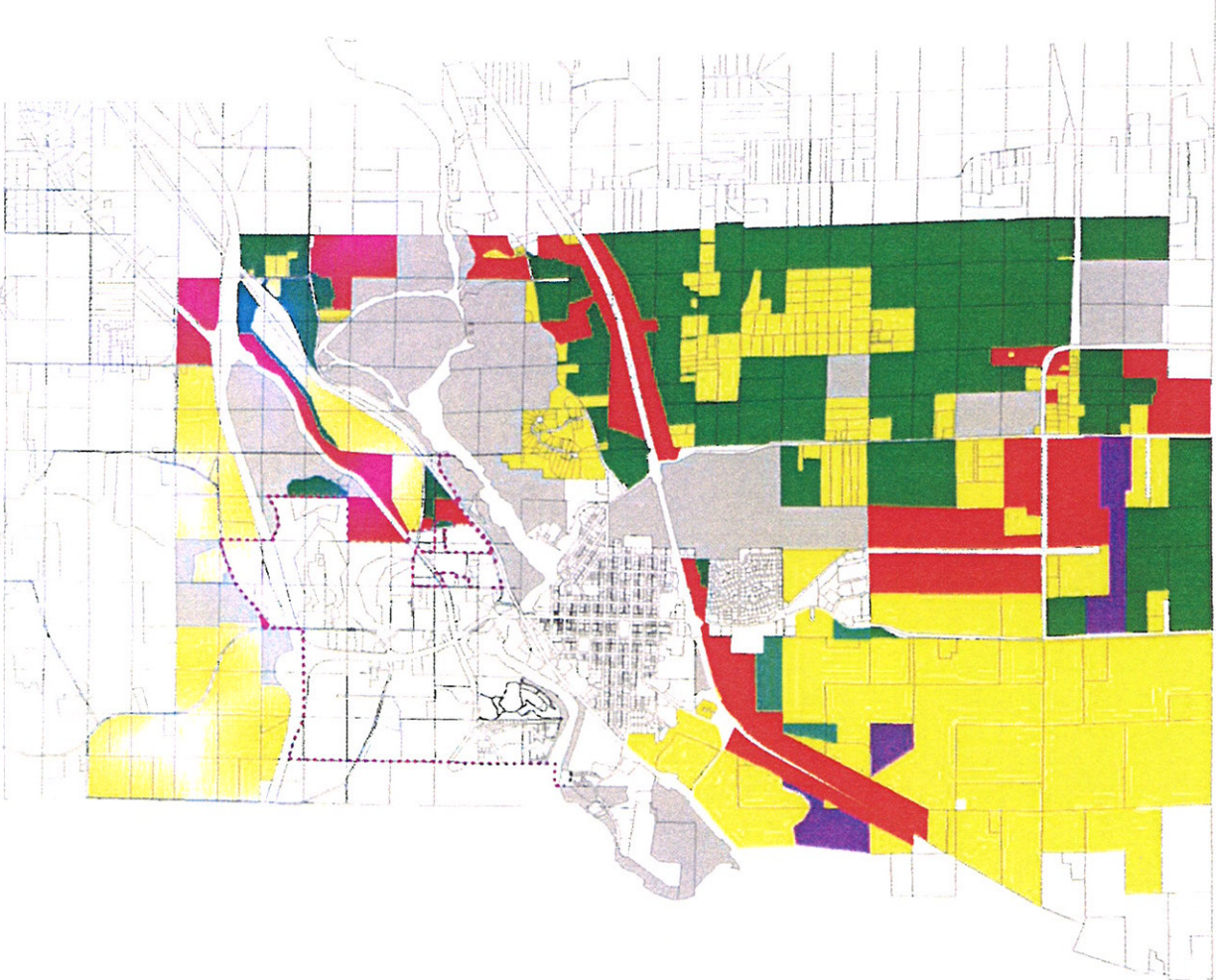
Recreational



1" = 1,500'



Wisconsin Dells Future Land Use



Legend

- Commercial
- Institutional
- Industrial
- Multi-Family
- Open Space
- Residential



Future Land Use

City of Wisconsin Dells – Land Use Element

The future land use maps illustrate potential City growth over the next 20 years based upon existing conditions, discussions at public meetings, and direction from the Planning Commission. At current and projected rates of development, the Plan likely illustrates much more growth than the City is likely to experience within the 20-year planning horizon under consideration. The Plan illustrates potential areas for new development as growth occurs in any one direction, but does not necessarily advocate or assume full build out of this area within this 20-year window. Other than a general recommendation that new growth occur within reach of City services, the Plan makes no recommendations as to which areas should develop sooner than others.

Design standards should be created and imposed by the City through standards incorporated into appropriate zoning districts written to regulate new development, or through the designation of the “overlay districts”. Within any amended City Zoning Code, consideration should also be given to the establishment of both a mobile home park district and an adult entertainment district. Last, current extraterritorial zoning (ETZ) efforts should continue to conclusion and efforts to establish a City comment process for all new certified survey maps that are 10 acres or less within the ETZ boundary should be negotiated with the adjoining counties.

Conclusion

Conclusion

The City of Wisconsin Dells Plan Commission undertook an intensive planning process to review the existing conditions, inventory, public comments and existing plans and policies with respect to the City's land use development. From this effort, several specific items have risen to the forefront based on the discussions undertaken during the planning program. These "action" based items call out specific economic development related efforts desired to be undertaken in the short term in order to ensure long term success. By combining these items with the policies, goals and objectives that follow, the City of Wisconsin Dells will continue to meet its economic development needs long into the future.

Action Items

1. Position Descriptions and Responsibilities

In order to maintain effective government services within a growth oriented environment, it is critical that the City have named staff and job description details for the following position areas: Planning, Zoning Administration, Engineering, Building Inspection and GIS.

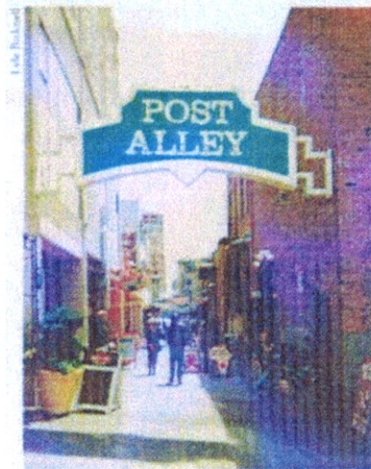
2. Enhancement of Infrastructure, Facilities, Services and Appearance

In order to offset the associated costs to the enhancement of any or all of the items, the City is in need of establishing a community foundation to which individuals and corporations can make tax-deductible contributions.

3. Turn Alleys into Allies

As redevelopment occurs in the downtown area, the City has an opportunity to select key alleyways and plan for their conversion into pedestrian friendly spaces. Existing alleys are an outstanding asset that come from the design principals of the early 20th century. Capitalizing on the potential use and redevelopment of these alleyways can and should be a core consideration as the City moves forward to undertake a Bike and Pedestrian Master planning process. Some components to consider in evaluating the potential use of each alleyway include:

- Planned uses of existing and future buildings.
- Current and potential access.
- Observing current alley activity patterns.
- Assessing parking, loading and circulation.
- Inventorying utilities.
- Defining a maintenance regimen.
- Strategically selecting design amenities.



Conclusion

City of Wisconsin Dells – Land Use Element

Greater pedestrian-friendly access throughout the community offers the opportunity to increase pedestrian traffic for local businesses, aid in decreasing the amount of pedestrian/vehicular conflicts, and increasing the accessibility to local businesses for community residents and tourists alike.

Policies, Goals and Objectives

City of Wisconsin Dells – Land Use Element

Policies, Goals and Objectives

The state's *Smart Growth* legislation outlines the following goals related to land use:

- Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
- Encouragement of neighborhood designs that support a range of transportation choices.
- Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
- Building of community identity by revitalizing main streets and enforcing design standards.
- Planning and development of land uses that create or preserve varied and unique urban and rural communities.

The City of Wisconsin Dells is not only committed to the above stated goals, it is also committed to the following local policies, goals and objectives:

Policies

- Pursue annexation aggressively.
- Ensure that all future annexations are made consistent with this Plan and zoned accordingly.
- Land divisions shall not create land locked parcels.
- Applications for rezoning shall demonstrate that the proposal is consistent with this Plan, compatible with adjoining parcels in particular, and compatible with the area in general.
- The City will keep an accurate record of all proposed development projects (approved and denied).
- Where feasible, the City will seek to have amenities such as bike racks, public art, benches, and fountains incorporated into larger scale commercial projects.
- New commercial developments adjacent to residential development shall provide adequate buffers and screening.
- All proposed development activities are subject to design review.

Policies, Goals and Objectives

City of Wisconsin Dells – Land Use Element

Goals and Objectives

Goal: Ensure that development standards and ordinances are consistent with the Comprehensive Plan.

Objective: Rewrite the current City zoning ordinance to consider including the following:

- An industrial district.
- An institutional district.
 - A civic center overlay
- A residential single family one use (R-1) district.
- A residential two family two use (R-2) district.
- A residential multifamily multi-use (R-3) district.
- A planned unit development district.
- A mobile home park district.
 - A student campus east overlay
 - A student campus west overlay
- A conservancy district.
- An adult entertainment district.
- A community commercial (B-1) district.
- A hospitality commercial (B-2) district.
- A large-scale commercial (B-3) district.
 - A River District Overlay
 - A Crandall's Dell District Overlay
 - A Historic Dells Housing/Heritage Center Overlay
 - A Spring Grove Overlay
 - A Wo-Zha-Wa Gateway Overlay

Objective: Further develop and implement design standards and the review process to encourage efficient development patterns.

Policies, Goals and Objectives

City of Wisconsin Dells – Land Use Element

Objective: Work with surrounding counties to amend their current Chap. 236 Wis. Stats. policy and procedures (extraterritorial plat review) to include the forwarding of all certified survey maps (CSMs) of land divisions that are 10 acres or less within the ETB (extraterritorial boundary) to the City for review and comment.

Objective: Ensure consistency with the policies of the Smart Growth legislation.

Objective: Draft, adopt and place on record within the Register of Deeds office in Sauk, Columbia and Adams Counties an official map as prescribed under Chap. 62.23(6) Wis. Stats.

Objective: Review and update for consistency with this Plan, the City's subdivision regulations, and the City's land division regulations, as needed.

Goal: Promote land uses and densities that result in efficient development patterns (traffic, public services, sewer, water, other).

Objective: Incorporating interconnected street patterns and limited use of cul-de-sac streets where appropriate.

Objective: Work with surrounding counties to ensure that street transitions from the City to the towns are compatible.

Objective: Allow new development to occur only at the appropriate densities as discussed within this Land Use Element.

Objective: Draft and adopt a cluster development ordinance.

Objective: Draft and adopt a traditional neighborhood design ordinance.

Objective: Adopt policies to ensure development of a good network of pedestrian routes between new neighborhoods and the existing City corridors, particularly next to existing parks, services and future recreational areas.

Goal: Promote land uses, densities and regulations that result in the protection of valued resources and recognize existing physical limitations (prime farmland, slope, woodlands, water, other).

Objective: Conduct site reviews on proposed developments and/or ask for sufficient documentation so as to ascertain potential impacts to the physical environment. Negotiate their protection.

Objective: Draft, adopt and enforce a nuisance ordinance.

Policies, Goals and Objectives

City of Wisconsin Dells – Land Use Element

Goal: Foster commercial growth in the business overlay district(s).

Objective: Encourage revitalization to enhance community character and the business climate.

Objective: Address any parking deficiencies in the downtown City business area.

Objective: Identify potential funding sources to assist with planning and implementing improvements.

Goal: Build and maintain sufficient capacity and support to ensure successful implementation of the Comprehensive Plan.

Objective: Consult the policies contained within the Comprehensive Plan prior to making decisions regarding capital improvements

Objective: Establish a non-for-profit community foundation from which to solicit contributions for local projects.

Objective: Continue to support and work with the Business Improvement District (BID).

Objective: Establish a Community Development Authority (CDA) to deal specifically with the redevelopment issues within the City's 2nd ward.

Objective: Staff, fund and support City positions for planning, zoning, engineering, building inspection, and GIS.