

CITY OF MAUSTON

STH 82 CORRIDOR PLAN



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Mauston residents, property owners, and business owners attended meetings, reviewed draft materials, and submitted comments that have improved this Plan.

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Executive Summary

This plan outlines the City's long-range approach for improvements, redevelopment, beautification, and the overall revitalization of the STH 82 East Corridor. The recommendations within this plan are intended to achieve the following objectives:

- 1) Improve transportation infrastructure and traffic mobility.
- 2) Establish a pedestrian and bicycle network that connects the downtown, surrounding neighborhoods, and the growing business park east of the I-90/94 interchange.
- 3) Enhance the overall aesthetics of the corridor, including private building design, private landscaping and site design, signage, and public streetscaping, to attract residents, interstate travelers, and potential businesses.
- 4) Facilitate private investment of under utilized land to improve the local economy and tax base.

This plan was developed in conjunction with a separate project between the Wisconsin Department of Transportation (WisDOT) and the City of Mauston to reconstruct portions of the STH 82 East Corridor in 2012 from STH 58/82 (Union Street) to Kennedy Street. Many of the recommendations within this plan are designed to further advance the work the WisDOT is performing to improve all aspects of the entire Corridor. It establishes a foundation for future decision-making regarding land use and development, circulation and access, and beautification within the corridor.

Appendix A provides a summary of the recommendations described in Chapter 3, including cost estimates for proposed infrastructure projects. The majority of these projects will be undertaken between 2012 (the year WisDOT will reconstruct STH 82) and 2017 (the last year to incur project expenditures for the City's TIF District #3 which includes land within this corridor plan).



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1 INTRODUCTION

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1.1 PURPOSE AND OBJECTIVES

The City of Mauston (population 4,423) is the seat of Juneau County. Located in central Wisconsin the City resides along the Interstate 90/94 corridor, which runs between Minneapolis-St. Paul and Chicago.

Figure 1.1: Location Map



The I-90/94 corridor is the lifeline for the City of Mauston with approximately 30,000 vehicles passing through the Mauston area every day. The interchange along STH 82 provides the City’s connection to the interstate system and is the major gateway into the community. As such, the STH 82 East Corridor provides the first and last impression for individuals

entering and leaving the City; and because of the proximity to the interstate, development of the land along the corridor is key component to the local economy.

Therefore, while the ability to move traffic efficiently and effectively along the STH 82 East Corridor is foremost in this plan, attracting interstate travelers and new businesses to the City of Mauston is also vital to the City’s financial and development future. For this to occur, the City must take a holistic approach to the redevelopment of the entire corridor, one which encompasses not only improvements to roadway surfaces and interchanges, but also improvements to the private and public spaces that comprise the corridor.

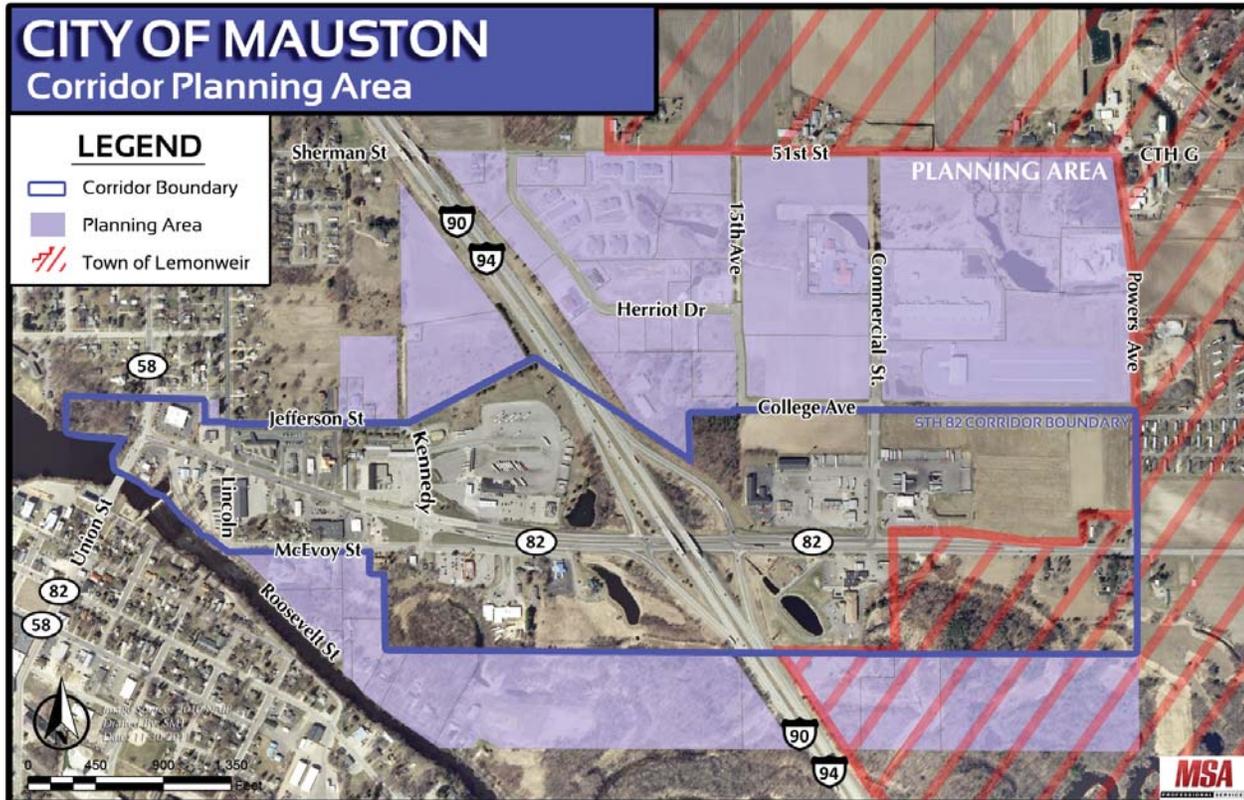
This plan is a guide to help City officials and economic development professionals attract and direct investment along the STH 82 East Corridor. This planning document is intended to be a “living” guide for future overall development of the STH 82 Corridor. It serves to meet the following objectives:

Core Objectives

- 1. Improve transportation infrastructure and traffic mobility.
- 2. Establish a pedestrian and bicycle network that connects the downtown, surrounding neighborhoods, and the growing business park east of the I-90/94 interchange.

1 INTRODUCTION

Figure 1.2: Corridor Planning Area Map



3. Enhance the overall aesthetics of the corridor, including private building design, private landscaping and site design, signage, and public streetscaping, to attract residents, interstate travelers, and potential businesses.
4. Facilitate private investment of under utilized land.

1.2 PLANNING PROCESS

This plan was developed over approximately eight months, beginning in April 2011. The process included monthly meetings with MSA Professional Services planners and engineers and the City's Planning Commission. In addition, a workshop was held with business owners within the study area to discuss existing issues and potential opportunities to improve the growth and development of the corridor. The project concluded with a presentation of the plan to the City Council.

1.3 STH 82 CORRIDOR PLANNING AREA

The STH 82 East Corridor extends 1.3 miles from the City's eastern boundary at Powers Avenue to the intersection of STH 58 (Union St.), which is in-turn the terminus of the City's Central Business District. The Corridor Planning Area includes parcels abutting STH 82, as well as parcels in the surrounding growth areas that could potentially affect the functionality of STH 82 in the future. In general, the corridor boundary includes parcels between STH 82 and the next public street within the urban areas and 600 feet from STH 82 in the undeveloped areas.

For the purposes of this plan, the entire planning area will be included in analysis; however, the recommendations are primarily limited to the corridor boundary. See Figure 1.2 for the boundaries of the corridor and planning area.

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2.1 LAND USE

Existing Land Use

Interstate 90/94 serves as a boundary that separates the STH 82 East Corridor into two distinct districts. Land to the east consists primarily of businesses oriented to interstate travelers (gas stations, hotels, and fast food restaurants). Behind these businesses lies one of the two business parks in the City (the other being on the City’s west side). A significant portion of the business park is still undeveloped, including some planned road and utility extensions. However, it does contain a mix of uses including a regional office of the Western Wisconsin Technical College, a Fed-Ex distribution center, and several multi-family residential buildings.

This area is also included within the City’s Tax Increment District #3, which was created in 1995 and has a current cash balance of \$1.4M. The TID is anticipated to generate a total of \$8M in revenue before it closes in year 2022; however, project expenses must be incurred by 2017. In 2009, the City amended the TID project plan to allow expenditures within 1/2-mile of the district boundary, in-effect making the entire corridor planning area eligible for TID expenditures (see *Figure 2.2*).

West of the Interstate land uses begin to transition from interstate oriented businesses to community oriented businesses (e.g. fitness centers, family restaurants, financial institutions, retail stores & services). As the distance from the Interstate increases there is a corollary decrease in the size of lots, parking areas, and building setbacks.

The most distinctive natural feature is the Lemonweir River, which flows southeast through a dam located on the east side of Union Street. The dam forms Lake Decorah, which is located on the west side of Union Street. The area along the north bank of the dam is a popular area for local fisherman. A significant portion of the area north of the Lemonweir River is either designated as floodplain or wetland areas, limiting the potential development of these lands.

Table 2.1 (see page 5) provides a breakdown of the existing land uses within the planning area, excluding those areas devoted to transportation, based on the primary use of the parcel. Note that figures for “Single-Family” are slightly exaggerated because of several large parcels at the edges of the City which have significant areas within wetlands or floodplains. In general, there are no significant issues with non-compatible land uses within the corridor. However, there are a few parcels which are under utilized, have vacant buildings, or might be better suited for the business park (see *Figure 2.1*). The sites of significance include:

- The Antiques Mall (west side of Union St.), which is currently out of business and for sale,
- Two small service buildings at the southeast corner of STH 58 & 82,
- Castle Homes and the vacant Marathon gas station (Roosevelt and STH 82),
- The Alaskan Hotel (northwest of Kennedy/82),
- A collection of small vacant buildings south of McEvoy St.

2 EXISTING CONDITIONS & CONSTRAINTS

Figure 2.1: Existing Land Use Map

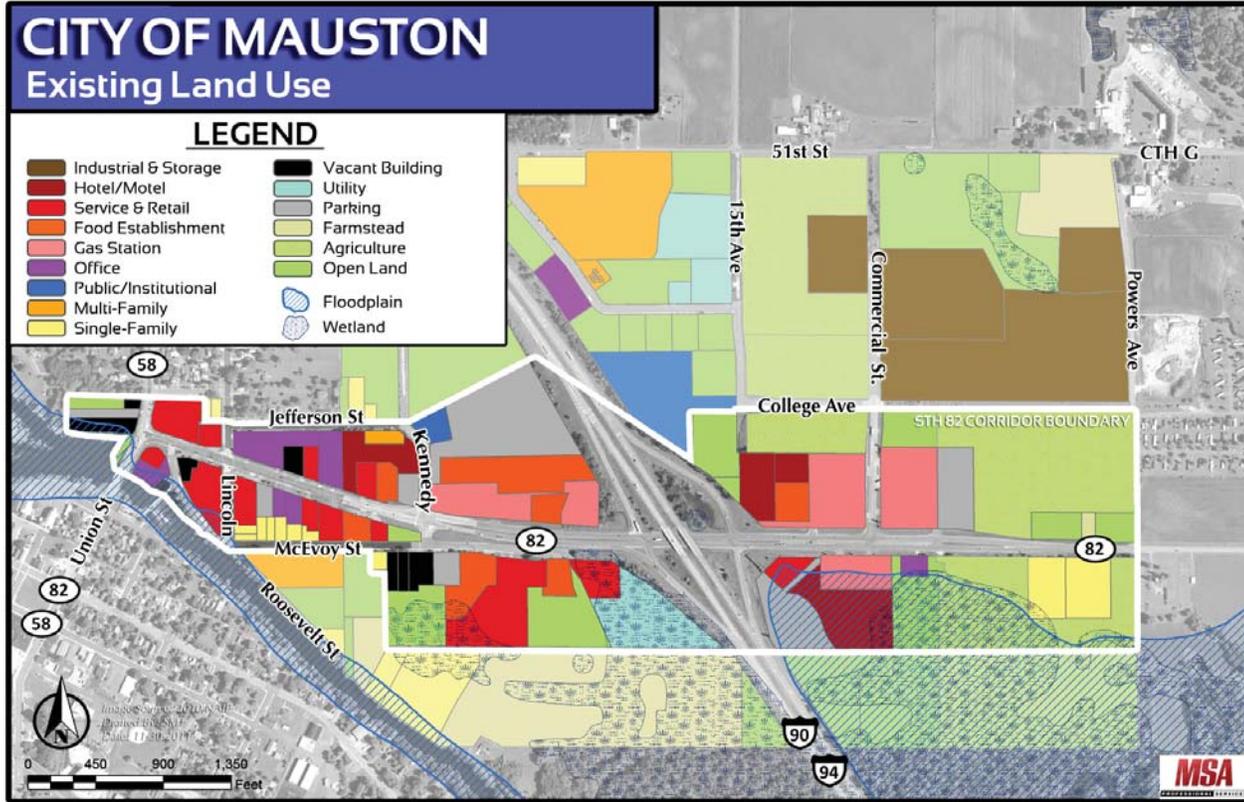
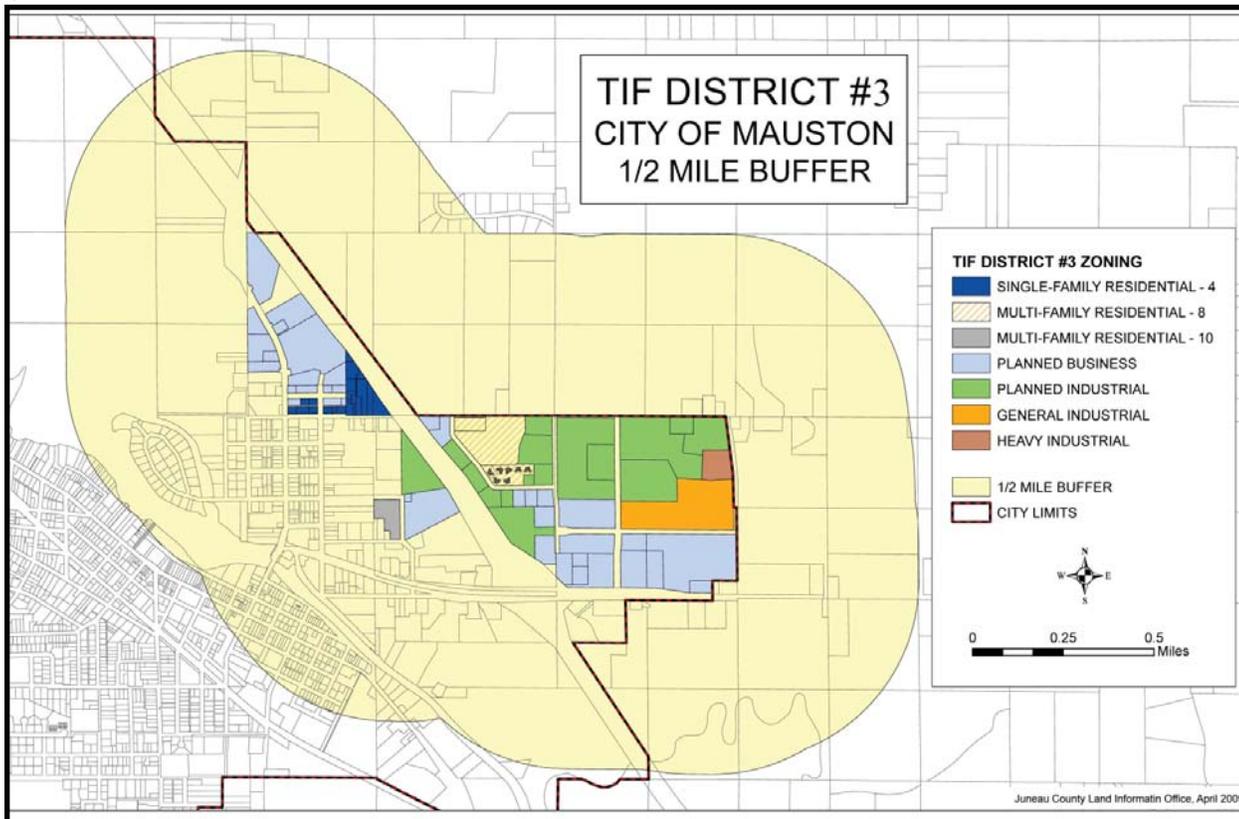


Figure 2.2: Tax Increment District #3



Preferred (“Future”) Land Use

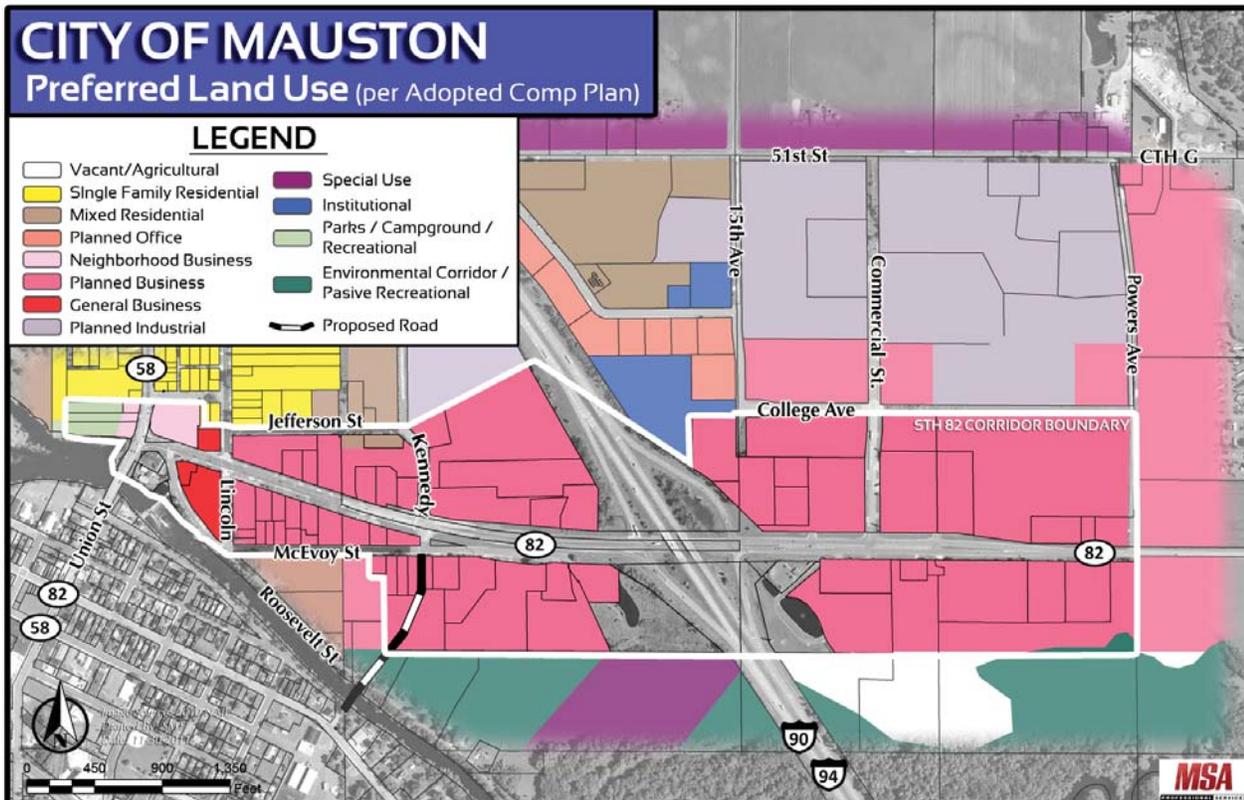
The preferred land uses for the planning area as described in the City’s 2000 Comprehensive Land Use Plan are illustrated in Figure 2.3. Most of the planning area has developed in accordance with this map; however, there are a few outdated and unclear recommendations. The 2000 map includes an extension of Kennedy Street across the Lemonweir River, which at the time was being considered as a means to alleviate traffic congestion by routing truck traffic around the Downtown to the interstate. A current WisDOT project is instead keeping traffic on Union Street but routing it further south to avoid passing through the Downtown on State Street.

Other shortcomings from the 2000 map include the creation of no less than eight business and industrial classifications, many of which have such similar descriptions that they could be combined, and the classification of certain areas as “Special Uses.” The plan describes these areas as “uses not easily categorized based on unique functions, historic character, or impacts on the surrounding

LAND USE	AC	%
AGRICULTURE	51.6	12.9
FOOD ESTABLISHMENT	11.7	2.9
GAS STATION	16.6	4.1
HOTEL/MOTEL	10.8	2.7
INDUSTRIAL & STORAGE	41.5	10.3
MULTI-FAMILY	16.3	4.1
OFFICE	7.3	1.8
OPEN LAND	109.2	27.2
PARKING	14.8	3.7
PUBLIC/INSTITUTIONAL	8.9	2.2
SERVICE & RETAIL	16.6	4.1
SINGLE-FAMILY	85.0	21.2
UTILITY	7.4	1.8
VACANT BUILDING	3.9	1.0
TOTAL	401.4	100.0

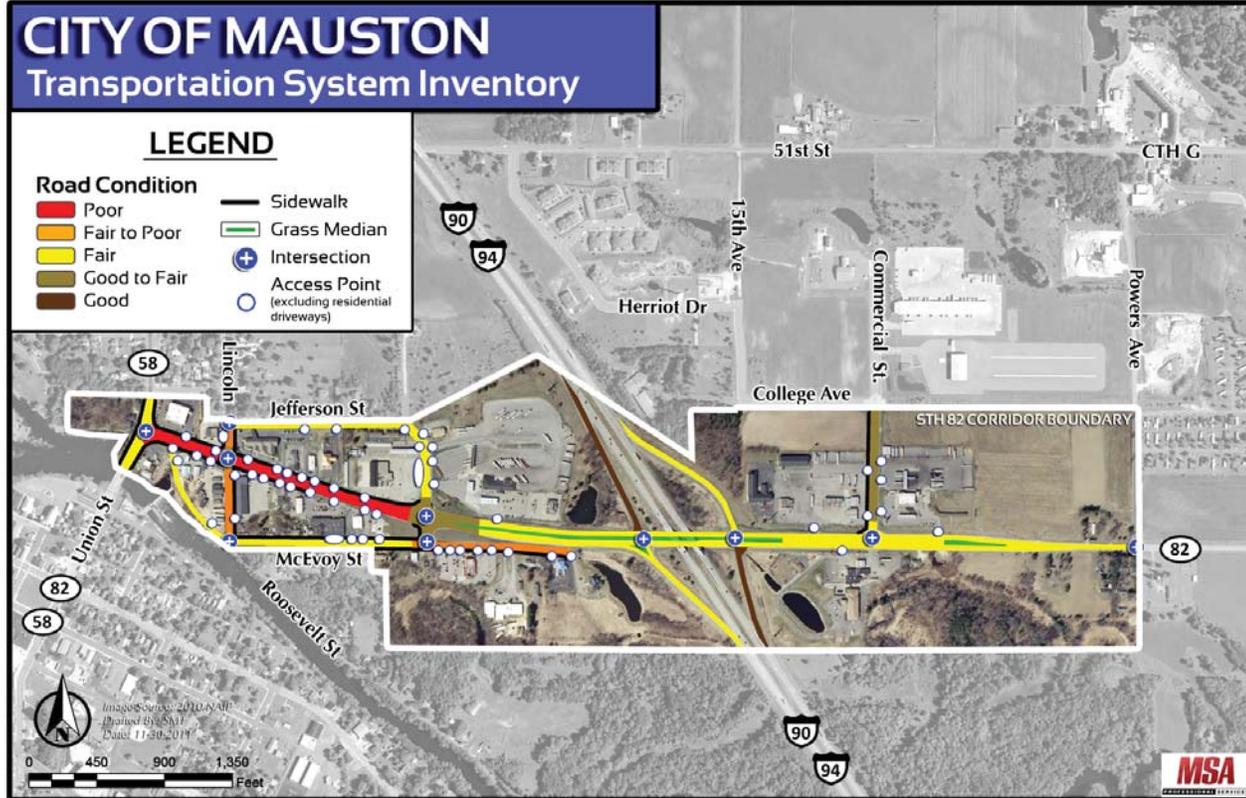
neighborhood or community. It is unclear what the future land use should be in these areas. In addition, the 2000 map identifies the land at the southeast corner of STH 82 and Union Street as “Surface Water.”

Figure 2.3: Preferred Land Use, 2000 Comprehensive Plan



2 EXISTING CONDITIONS & CONSTRAINTS

Figure 2.4: Transportation System Conditions



2.2 TRANSPORTATION SYSTEM

STH 82 is a four lane roadway from Union Street to just west of the City limits where it transitions to a two-lane rural highway at Powers Avenue. Figure 2.4 illustrates the current condition of the transportation system along the corridor, which includes roadways and medians, intersections and access drives, sidewalks and bicycle facilities. The following provides observations regarding each of these components.

Roadway & Median Conditions

Figure 2.4 provides an analysis of the curb to curb pavement conditions of each of the roadways within the corridor. The major ratings range from:

- “Good” (improved within the last 1-2 years, no major improvements anticipated within the next 10 years)
- “Fair” (some cracking and wearing of the surface, some spot repairs may be necessary

but resurfacing unnecessary within the next 5-10 years)

- “Poor” (significant cracking, potholes, etc., roadway in need of reconstruction within the next 1-2 years).

In general, most roadways are in good to fair condition with the exception of the portion of STH 82 from Kennedy Street to Union Street. This section of roadway will be reconstructed in 2012 as part of a joint project with the WisDOT.



From Kennedy Street east to Commercial Street STH 82 is a four-lane boulevard, portions of which include unimproved grass medians or raised pavement with curb and gutter.



Intersections & Access Drives

There are two signalized intersections along the corridor, one at STH 82 and Kennedy Street and the other at STH 82 and Union Street. The other intersections along STH 82 allow free flowing movement for vehicles on STH 82 with stop signs for cross street traffic. In addition, there are 23 driveways with direct access to STH 82, some of which are so close to one another that they can present safety concerns as it is unclear which driveway a motorist may be turning into. Other access problems stem from poor site design. For example both the Pizza Hut and Super 8 Hotel do not have clearly defined access points. In both cases motorists must circumnavigate adjacent parking lots to reach either business, with no delineated drive lanes. This causes confusion, particularly for people unfamiliar with the area.

All intersections and access drives allow full movement of vehicles except for the front access point to Kwik-Trip (left turning movements in and out are restricted by the grass median). In 2011, the WisDOT added additional lane width to the northbound exit ramp along Interstate 90/94 as significant queuing was becoming a safety concern for rear end crashes resulting from traffic backing up due to increased difficulties making left-turns onto STH 82 during peak times.

Sidewalks and Bicycle Facilities

Figure 2.4 identifies the location of pedestrian and bicycle facilities within the corridor. Some of the key observations include:

- The sidewalk system is incomplete along the south side of STH 82 from Lincoln Street to Kennedy Street.
- There are no sidewalk facilities on either side of STH 82 from Kennedy Street east to Powers Ave. This prevents hotel guests and residents on the east side of the Interstate from walking to restaurants and retail stores on the west side of the Interstate, and vice-versa.
- There are no designated bicycle facilities (on- or off-road) within the corridor.

2.3 SIGNAGE & LANDSCAPING

Signage

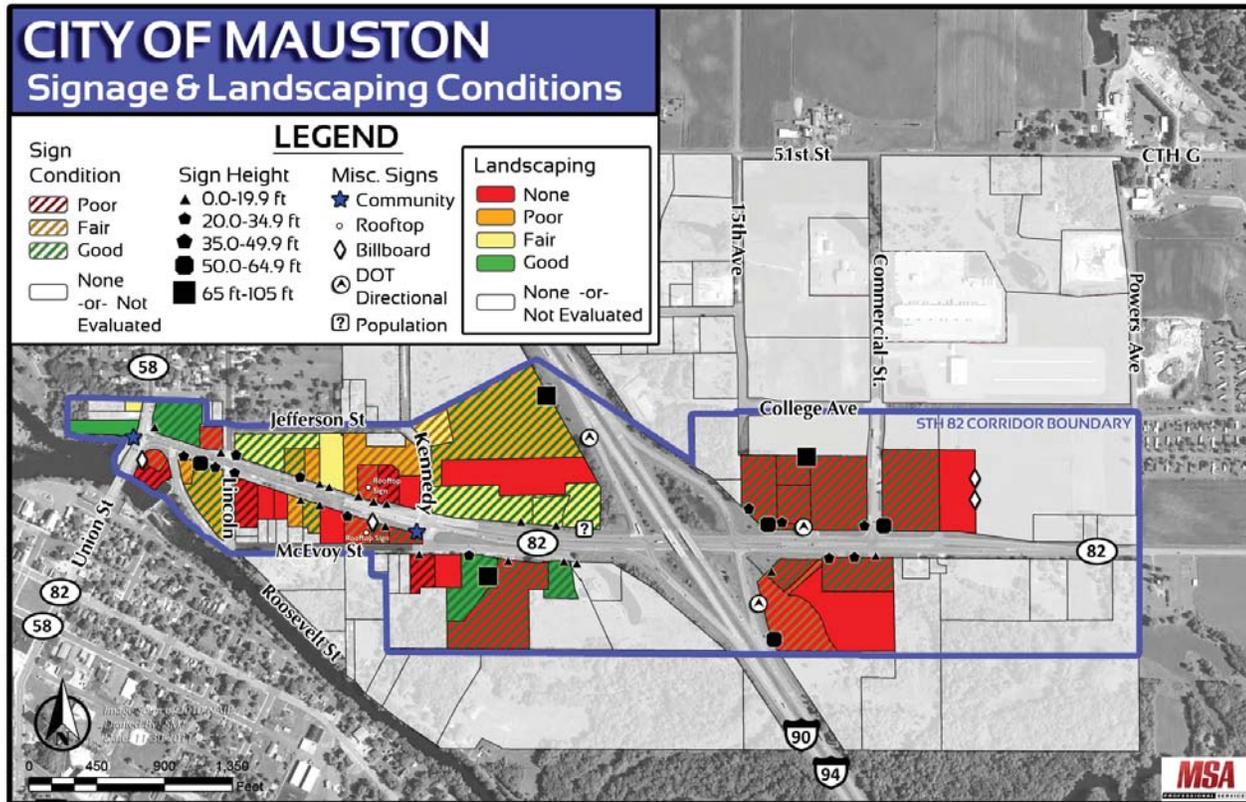
Signage both private and public, can have a lasting impression on a person's perception of an area, both positively and negatively. An overabundance of private signs, deteriorating signs, or poor community wayfinding signage can negatively impact property values, public perception of an area, and can be a hindrance to business attraction. Signs can also be so unique that it is the first thing someone thinks of when Mauston is mentioned. The Kwik Trip sign post shaped like a semi-truck provides one such example of a unique identifier for Mauston.



Figure 2.5 illustrates the location, height and condition of business and community signs along the corridor (excluding traffic control signage). The majority of business signs are freestanding pylon signs, with the exception of a few roof mounted signs (Mid-Town Plaza Center and Anjero's Sports Bar & Grill). There are also four billboards located along the corridor.

2 EXISTING CONDITIONS & CONSTRAINTS

Figure 2.5: Signage & Landscaping Conditions



The majority of signs along the corridor are non-conforming to the City's zoning regulations which permit a maximum height of 20 feet. The 20-foot limit has resulted in two ancillary effects:

1. Many of the signs are in poor condition because the property owners cannot make structural changes to the sign without reducing the sign to 20-feet or lower, in-effect replacing the entire sign. This is particularly problematic for businesses that desire a particular style of sign which is a trademark, or brand, of their business. The Kwik Trip sign pictured here is example of one such sign. The shape of the structure on top of the sign is part of the old Amaco brand. Kwik Trip cannot replace this part of the structure without bringing the entire sign down from 85 feet to 20 feet. This would greatly reduce their businesses visibility to interstate travelers and is thus undesirable.
2. There is a lack of uniformity of sign heights along the interstate. Some of the properties adjacent to the interstate do not have signs which are visible to interstate travelers, while others established before the 20 foot limit took affect are visible. Since the interstate sits up higher than the land around it some businesses are at a competitive disadvantage even though they may be located within the same proximity to the interstate and obtain a significant portion of their revenue from interstate travelers.

There are three community signs along the corridor. The one closest to the interstate is a standard WisDOT community population sign. The sign near Kennedy Street was recently constructed by the City and includes an electronic messaging board. The other community sign is located at the intersection of STH 58 & 82 and is scheduled for removal as the land is required as part of the WisDOT reconstruction of the intersection in 2012. There are also three WisDOT directional signs around the interstate ramps.

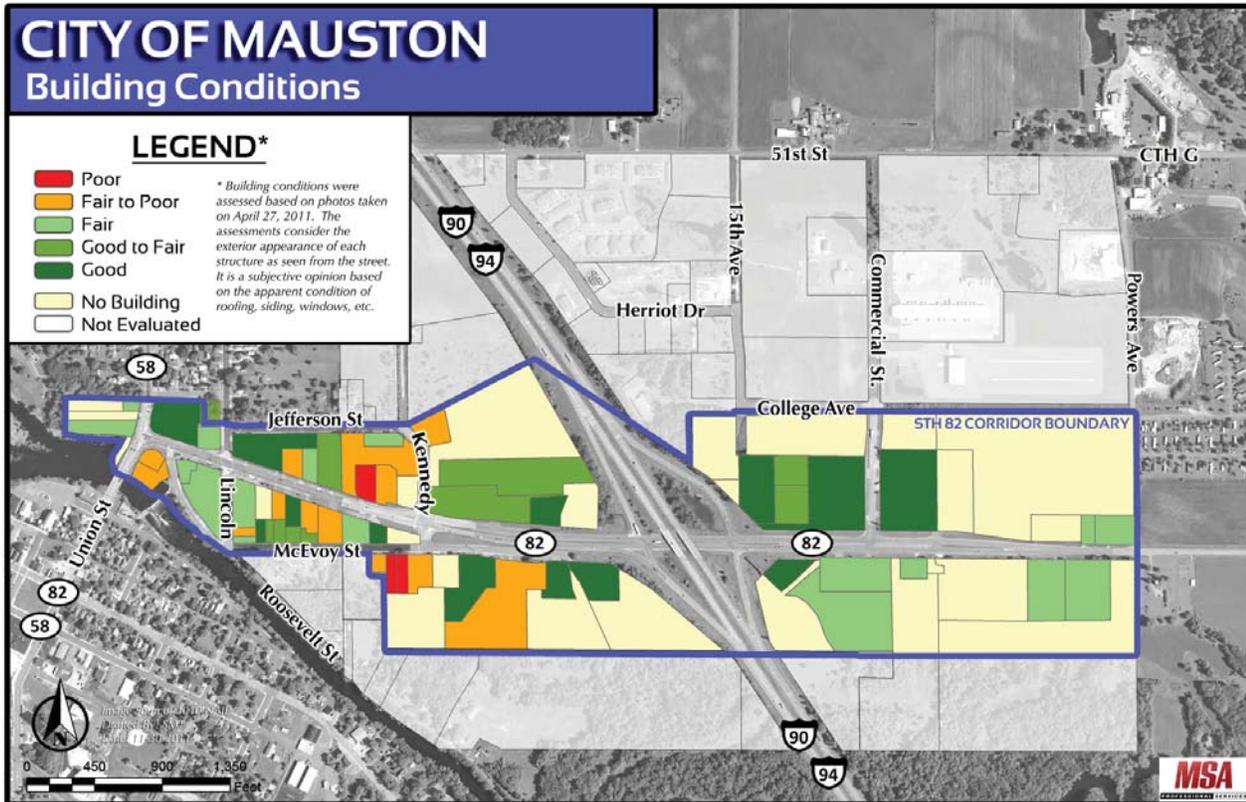
Landscaping

Landscaping is also important for creating a welcoming feeling for residents and travelers, and an important component of reducing stormwater runoff and moderating air temperatures over vast paved areas. Figure 2.5 also includes observations of the condition of landscaping in the public right-of-way and on private property. This is not an analysis of species used but rather a subjective opinion on the amount of landscaping improvements within the front yard of properties given the context of the layout of the property. A significant number of properties have poor front yard landscaping or no landscaping beyond narrow strips of grass. Areas with good landscaping include the Walgreens and Kwik Trip. There is also no landscaping in the unpaved medians.

2.4 BUILDING CONDITIONS

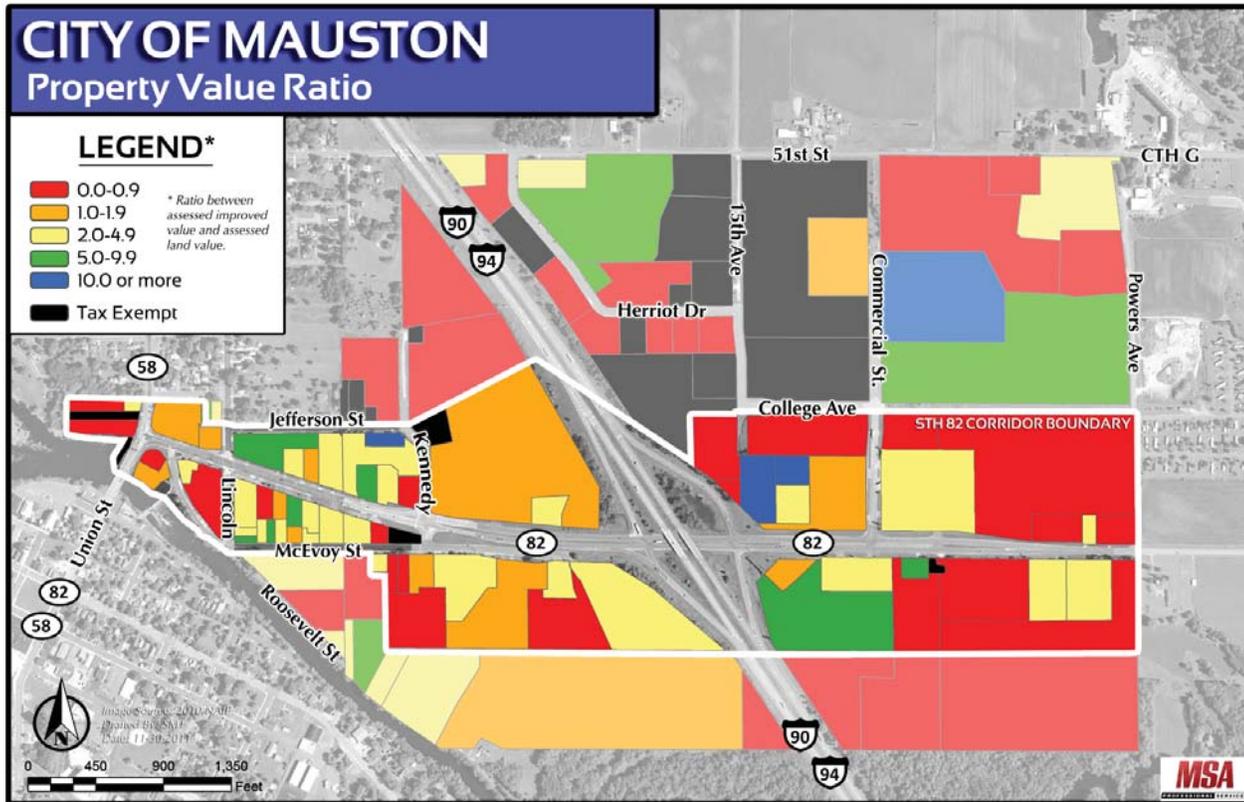
Individual parcels/buildings can also have a lasting impression on a person's perception of an area. Figure 2.6 illustrates building conditions within the corridor boundary. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the condition based on the exterior appearance as viewed from the street or the appropriateness of the building design giving the context of the corridor. Based on this subjective evaluation there are buildings in "poor" or "fair to poor" condition sprinkled throughout the corridor. In general, these buildings would probably cost more to update than to tear down and replace. The sites of significance include the Antiques Mall (west side of Union St.), two small service buildings at the southeast corner of STH 58 & 82, the Alaskan Hotel (west of Kennedy), and a collection of small parcels south of McEvoy St.

Figure 2.6: Building Conditions



2 EXISTING CONDITIONS & CONSTRAINTS

Figure 2.7: Property Value Ratios



2.5 PROPERTY VALUE RATIOS

Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of private property in the corridor. Based on the 2010 aggregate assessed values, the total property value in the planning area is \$37.74 million, with a total improvement value of \$28.96 million. This equates to a land value of \$25,643 per acre and an improvement value of \$84,590 per acre (excluding tax exempt properties).

Figure 2.7 illustrates the relationship between the value of improvements and the value of the land for each parcel in the planning area. A low number is an indication of an opportunity for redevelopment - it means that the parcel is not contributing strongly to the tax base and the cost to remove and replace existing improvements is relatively low. Parcels in red or orange have low value ratios and are the best redevelopment opportunities. A couple of important notes regarding the analysis:

1. The number of tax exempt properties in the business district is somewhat inflated as they are temporarily owned by Juneau County due to tax delinquencies.
2. Some of the interstate oriented businesses are comprised of several parcels under one ownership where the building is located on only one parcel while the other parcels are used for open space or parking (e.g. Kwik Trip and Park Oasis Inn). In such cases, the values of the properties where combined.
3. Outside of vacant parcels, the area of the corridor that is under performing the most, from a tax base standpoint, is the area south of 82 between Union St. and Lincoln St and the property at the northwest corner of Kennedy St. and STH 82.

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3.1 REINVESTMENT OPPORTUNITIES

By combining aspects of the existing land use map, building conditions map and property value ratios map, sites that offer significant opportunities for reinvestment emerge. The parcels that are strong candidates for reinvestment/redevelopment are either vacant or are for sale, have low improvement value (relative to land value), and/or have buildings that are in poor condition. Figure 3.1 illustrates such opportunities within the planning area.

- **Red parcels** are the most viable for redevelopment, as they do not have structures on the site or they are properties that are currently for sale.
- **Orange parcels** are viable for redevelopment, but do have buildings on the site and are not currently for sale; however, the improvements (buildings) have less value than the land (see Figure 2.7).
- **Yellow parcels** are less viable for redevelopment, as the parcels are not for sale and have buildings with significant value; however, the building exteriors are in poor condition (see Figure 2.6) and would benefit from investment, at least to improve the exterior appearance.

Business Park Recommendations

The best opportunity for expansion of the tax base and creation of new jobs will come from the continued development of the TIF District. There still remains a number of unfinished infrastructure projects (e.g. extension of Commercial Street to 51st Street) and these should be gradually completed by year 2017

to provide opportunities to develop adjacent parcels. In addition, a number of the parcels along Herriot Dr. are currently zoned as “Planned Industrial”; however, these lots would be better suited for the City’s “Planned Business” district given the size of these lots and their proximity to the existing residential development. The City may wish to approach the landowners of the following parcels and discuss whether amending the City’s Official Zoning Map could assist with the development of these lands:

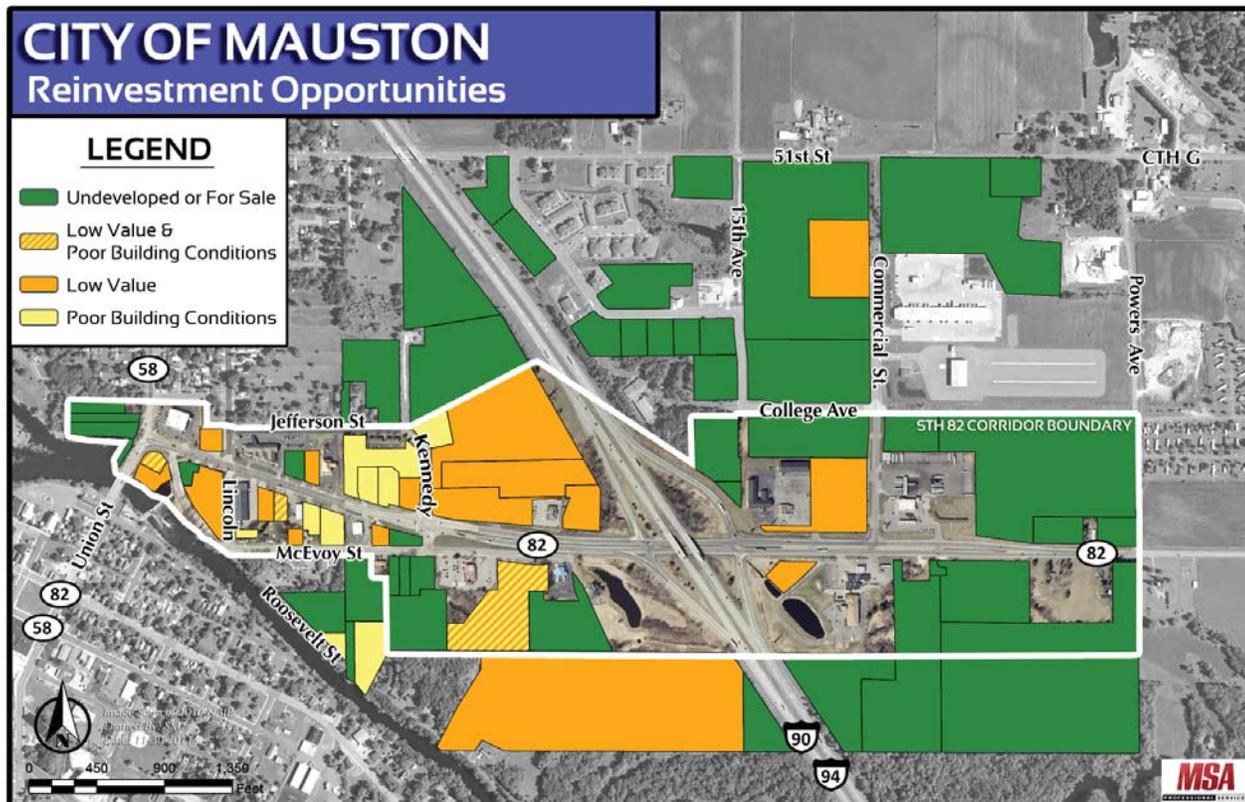
1. 292511652.10 (Juneau County - M&I)
2. 292511652.11 (La Clinica De Los Campesinos)
3. 292511652.19 (CAPFinancial Properties CV3)
4. 292511652.20 (Juneau County - M&I)



In addition, two of the properties owners are listed as Juneau County (M&I) indicating these parcels may be in foreclosure. The City may wish to consider using its Redevelopment Authority (RDA) to purchase these parcels using increment from the TIF District. By owning these parcels the City would be in a better position to negotiate land sales and property development.

3 RECOMMENDATIONS

Figure 3.1: Reinvestment Opportunities



Union Street & STH 82 Recommendations

The next area that should be targeted for reinvestment is the land between Lincoln Street and Union Street on the south side of STH 82. This area consists of four parcels, one which is vacant (Fastop gas station) and the other three have either poor buildings or low property value ratios. These businesses consist of a small car dealership, a tax service business, and a modular home sales business. Using the RDA, the City could approach these businesses and facilitate moving them into the business park. The businesses (particularly the modular homes sales and car dealership) would benefit from having a larger lot to allow for expansion. Any concerns over the loss of “visibility” could be mitigated by placing either business on land adjacent to STH 82 or the Interstate. The City would benefit by being able to combine these four parcels into one site, closing the connection of Roosevelt Street to STH 82, which is already losing left turn movements with the reconstruction of STH 82. This larger parcel would allow greater flexibility to redevelop the site. The highest and best use would be a mix of office,

restaurant, and residential uses (primarily second floor), which would be designed to take advantage of the views and natural features along the Lemonweir River.

Land Area = 3.2 acres (excluding Roosevelt)
 Assessed Land Value = \$249,700
 Assessed Imp. Value = \$305,500
 Total Value = \$555,200 (\$173,500/ac)

Another potential reinvestment opportunity is the land west on Union Street and STH 82, which consists of the vacant Antiques Mall (four parcels). The City currently owns one of the four parcels, unfortunately it is not the parcel immediately adjacent to the waterfront, which has been identified as a potential route for a multi-purpose recreational path that would connect the neighborhoods north of Lake Decorah to Riverside Park and the Downtown. As this area redevelops the City may wish to secure the land necessary to construct the path either through purchase of an easement or a land swap.

Land Area = 2.4 acres
 Assessed Land Value = \$32,100
 Assessed Imp. Value = \$260,100
 Total Value = \$292,200 (\$121,667/ac)

Kennedy Street Recommendations

The other two commercial areas that should be targeted for reinvestment include the northwest corner of Kennedy Street and STH 82, and the land south of McEvoy Street where it intersects Kennedy Street. The former has high visibility and a larger site to work with (five parcels), but would require more expense to clear some of the existing buildings. There is a small vacant parcel directly on the corner of Kennedy and STH 82 which could be developed without improving the rest of the site.

Land Area = 5.2 acres
 Assessed Land Value = \$497,600
 Assessed Imp. Value = \$1,398,200
 Total Value = \$1,895,800 (\$364,577/ac)

The area south of McEvoy Street includes three small parcels all under the same owner. The parcels have a couple of small vacant buildings (a house and some pole shed buildings), which would be relatively less expensive to remove in order to provide an area for new commercial development.

Land Area = 1.8 acres
 Assessed Land Value = \$58,400
 Assessed Imp. Value = \$63,100
 Total Value = \$121,500 (\$67,500/ac)

3.2 FUTURE LAND USE

Figure 3.2 illustrates the recommended future land use designations for parcels within the planning area. Some observations regarding the map:

- The “Planned Business” classification in the current Comprehensive Plan is eliminated, as is the word “planned” from any classification, since all classifications describe “planned” land uses whether they exist now or are anticipated in the future.

- The “Special Use” classification in the current Comprehensive Plan is also eliminated since it provides no real guidance to the City or developers regarding the long-term use of property.
- The proposed extension from Kennedy Street across the Lemonweir River is removed.
- The “Single-Family Residential” and “Mixed Residential” classifications have been replaced with “Low-Density Residential” and “High Density Residential” as the form of buildings and the type of ownership are best regulated through the City’s Zoning Code and development review process.
- A new “Mixed-Use” classification has been developed and identified for several sites that would be suitable for this type of development. This includes areas along the Lemonweir River, the block bounded by Lincoln Street, McEvoy Street and STH 82, and the site of the Alaskan Motel.

Future Land Use Recommendations

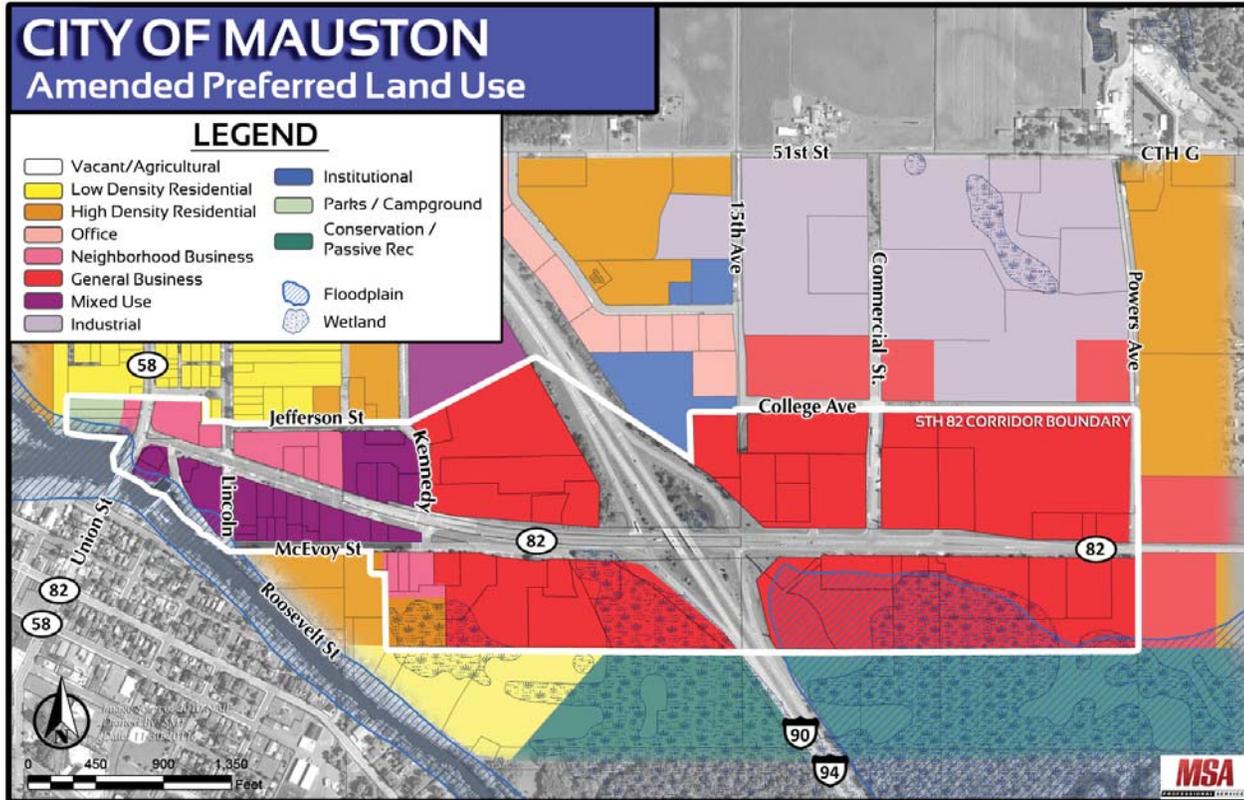
The City’s Comprehensive Plan was originally adopted in 2000 and is required by state statute to be updated every ten years. When this update occurs, the future land use recommendations from Figure 3.2 should be incorporated into the plan.

Future Land Use Classifications:

- *Low Density Residential* - This land use category is intended for existing and planned neighborhoods featuring predominately single-family homes and limited duplex housing. Two-family residences are most appropriate adjacent to more intensive uses, including commercial or multi-family residential development. Municipal and institutional land uses (parks, schools, churches, and stormwater facilities) may be built within these areas. The preferred density range is 2-4 units per acre
- *High Density Residential* - This land use category is intended for planned neighborhoods of that feature a mix of housing types. Municipal and institutional land use (e.g. parks, schools,

3 RECOMMENDATIONS

Figure 3.2: Future Land Use Map



churches, and stormwater facilities) may be built within these areas. The preferred density range is 4-8 units per acre.

- **Office** - This land use category is intended for business and office uses where the primary use does not include on-site retail sales (i.e. grocery or department stores are prohibited).
- **Neighborhood Business** - This land use category is intended for business and office uses which are compatible with residential development through building scale, building appearance, landscaping, signage, and hours of operation. Examples of appropriate uses include a pharmacy, bank, real estate or insurance offices, fitness center, etc.)
- **General Business** - This land use category accommodates large-scale commercial and office uses with locational requirements and operational characteristics not suitable within Office or Neighborhood Business areas. Highway Businesses may include hotels/motels, high-volume restaurants and drive-thru

establishments, gas stations, car dealerships, and other high-traffic uses.

- **Mixed Use** - This land use category may include one or a combination of the following: residential, retail, office, commercial services, and civic uses. Mixed use means both “vertical mixed use” (i.e. buildings with multiple uses), or “horizontal mixed use” (compatible uses adjacent to one another). Appropriate business uses would be similar to those found in the Neighborhood Business category.



- *Industrial* - This land use category is appropriate for indoor manufacturing, warehousing, distribution, office and outdoor storage usage.
- *Institutional* - This land use category includes properties owned by the City, the school district, County, or religious institutions.
- *Parks/Campground* - This land use category includes parks and open space used for recreational activities.
- *Conservation/Passive Recreational* - This land use category includes land which has severe limitations for building development due to poor soils, wetlands, or floodplains. Some passive recreational uses and ancillary facilities maybe developed in these areas.

3.3 TRANSPORTATION SYSTEM

As discussed in Chapter 2, the STH 82 corridor functions as a highway commercial corridor and is primarily in good condition; however, the City would like to increase the overall aesthetics of the corridor as the major gateway into the City, while making the corridor more pedestrian and bicycle friendly. The recommendations to follow will help meet these goals.

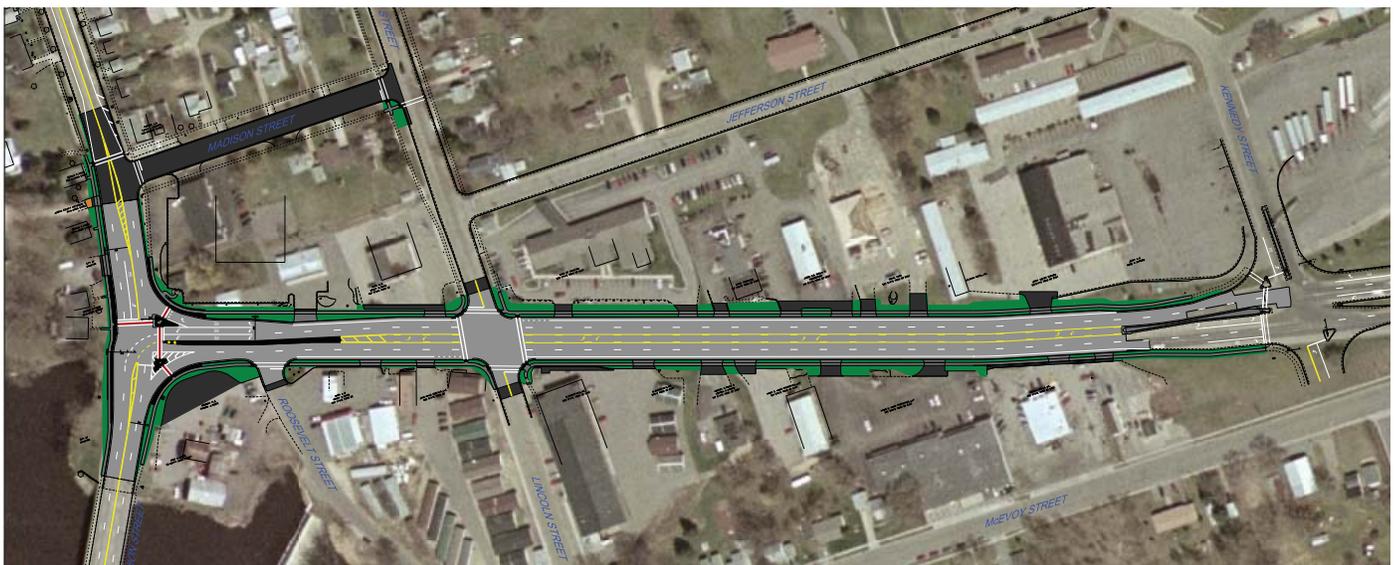
Road Name Recommendation

1. **Give State Highway 82 (from Union Street to the City limits) a street name.** A street name (such as Mauston Boulevard) gives a road an identity where people visit, shop and live, instead of something one just travels through.

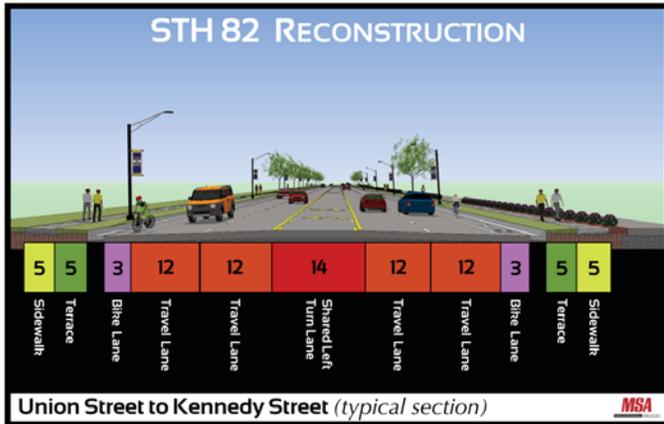
2012 WisDOT STH 82 Project (Union-Kennedy) Recommendations

In 2012, the City and WisDOT plan to reconstruct STH 82 between Union and Kennedy streets. The design will significantly improve the Union/STH 82 intersection, introduce auxiliary lanes (which will make it safer for bicycle movement), complete the sidewalk network from Union to Kennedy, and enhance the overall aesthetics of the corridor. However, during this planning process it became apparent there could be a few minor alterations to the WisDOT design that could benefit the entire corridor. These changes will need to be discussed with WisDOT prior to bidding out the project, and will be an additional expense for the City, but cost less than if the City made these improvements at a future date.

Figure 3.3: WisDOT Plans for the 2012 STH 82 Reconstruction Project (Union-Kennedy)



3 RECOMMENDATIONS



1. **Increase the south-side sidewalk to a multi-use path (adding an additional 3-5 feet) from the Union/STH 82 intersection to Roosevelt Street.** This section will connect the proposed multi-use path through public lands west of this intersection to a proposed path along Roosevelt.
2. **Increase the widths of the crosswalks by 2-4 feet at the Union Street intersection.** Widening the crosswalks is a safety precaution to handle the potential increased pedestrian and bicycle traffic due to the proposed bike path.
3. **In the Kennedy / STH 82 intersection, add stamped concrete to the proposed reconstruction of the western median and colored concrete crosswalks (similar to the design for the Union Street intersection).** As this is the only other signaled intersection it should incorporate similar design features as the Union Street intersection. This will make the corridor aesthetically more appealing and introduce drivers to the revived STH 82 corridor. It will also be safer for pedestrian and bicycle movement through the intersection, as the crosswalks will stand out from the standard concrete roadway.

STH 82 - Kennedy/Powers Recommendations

1. **Rebuild the medians from Kennedy to Powers with curb and gutter.** This recommendation should be considered when the remaining portion of STH 82 is being redesigned and reconstructed (yet to be scheduled by the WisDOT). This will

enhance the overall aesthetics of the corridor, as a curbed median allows for additional streetscaping features (discussed in Section 3.4), lighting, and stormwater management.

2. **Monitor I-90/94's on/off ramps and consider traffic controls, as needed.** Recent improvements to the off ramps have mitigated backups issues; however, future growth along the corridor may lead to future congestion. If they become inefficient and/or unsafe in moving pedestrian and vehicle traffic through them, consider more controlled intersections.

McEvoy / Jefferson St. Recommendation

1. **Designate and sign McEvoy and Jefferson as alternative bike routes through the STH 82 corridor.** Due to the heavy traffic and the high potential for turning conflicts, the corridor's side streets would better handle recreational/children bicyclists, group riders, and advanced bicyclists if it were designed as part of a continuous route. Both side streets are quite wide and handle significantly less traffic. For extra safety, these routes could also be striped with bike lanes, allowing parking to remain on the south side of the street (as shown in the image below).

McEvoy Street Improvements

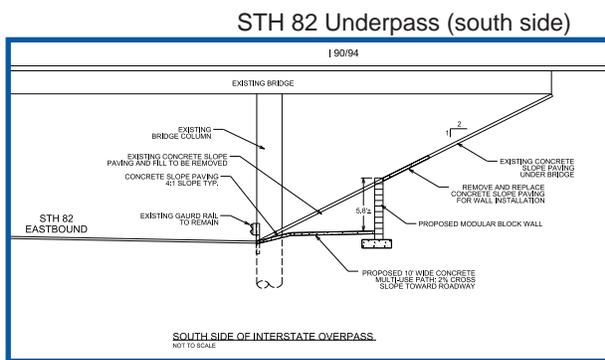


Sidewalk/Multi-Use Path Recommendations

1. **Build a 5-foot sidewalk on the western side of Lincoln Street from STH 82 to McEvoy Street.** This will connect the proposed pedestrian bridge (see Recommendation #5) to STH 82.

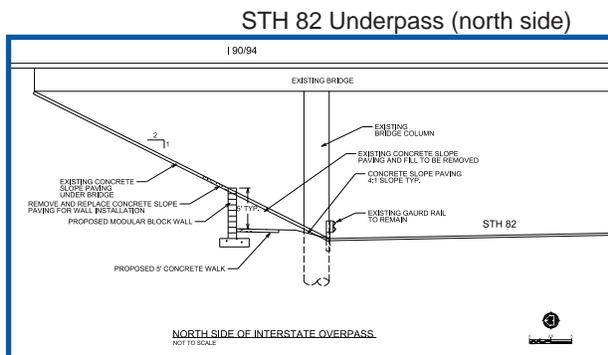
2. Build a multi-use path from the cul-de-sac at the end of McEvoy to Powers Avenue.

This connection is vital to pedestrian/bicycle movement in the STH 82 corridor and would benefit the growing business park east of the Interstate. There are currently minimal driveway conflicts along this stretch, and future development should look to use shared driveways to minimize any future driveway conflicts. The City will need to work with WisDOT in order to cross underneath the Interstate 90/94 overpass. Below is an illustration demonstrating how the multi-use path would be built into the overpass embankment.



3. Complete the sidewalk network along the north-side of STH 82 from Kennedy to Powers Avenue.

The corridor has been surveyed and a 5-ft sidewalk is feasible (as shown in Figure 3.5-3.6 on page 20-21); however, WisDOT will need to be consulted in order to cross underneath the Interstate 90/94 overpass.



4. Incorporate sidewalks and bike facilities (i.e. “shared road” signs, bike lanes, multi-use paths) where appropriate within the business

park east of the Interstate. The business park currently contains a number of multi-family developments and additional expansion of office uses are foreseeable. Therefore, at some point additional measures may be warranted to make pedestrian and bicycle movement safer through the business park. Bike lanes along the major roads is the recommended approach as the roads are relatively wide.

5. Build a pedestrian bridge across the Lemonweir River at the end of Lincoln Street, connecting the STH 82 to downtown Mauston.

Currently the only Lemonweir River crossing within Mauston is on the Union Street bridge; however, the bridge’s sidewalks are 4-5 feet wide, which is not conducive to safe multi-use travel (bicycle and pedestrian movement). The proposed bridge will greatly improve pedestrian access throughout Mauston and could be incorporated in a recreational riverfront trail proposed in the 2010 Mauston Downtown Revitalization Plan. This will also connect downtown to the business park, via McEvoy Street and the proposed multi-use path along STH 82. This infrastructure addition is currently planned in the TID 3 Project Plan, as shown in Figure 3.4 on the next page.

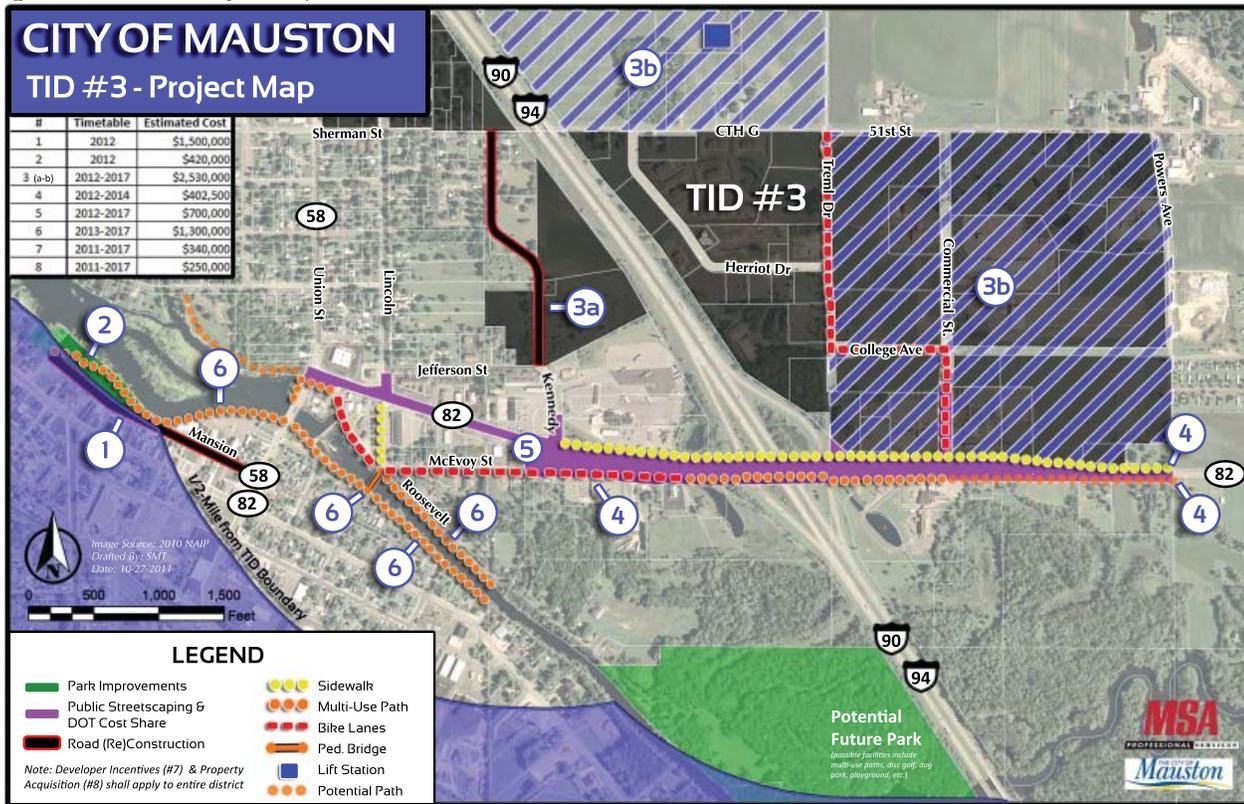


Private Parking Areas Recommendation

A couple of the parcels within the STH 82 corridor have large parking areas servicing several businesses that are lacking designated drive lanes and pedestrian routes. This is a concern for the City, and for those affected business owners, as it can be confusing for motorists trying to reach their destination.

3 RECOMMENDATIONS

Figure 3.4: TID #3 Project Map



1. **Work with business owners in shared parking areas to modify their parking layouts to better control vehicle and pedestrian movement between businesses.** This is an apparent issue in two major sites (Kwik Trip / Pizza Hut parking area and the Country inn / Super 8 / China Buffet / BP gas station parking area). Suggested alterations include, better striping, directional signage, (landscaped) medians, and a separated drive aisle / roadway. Use the STH 82 Design Guidelines for guidance in Appendix B.

3.4 STREETSCAPING IMPROVEMENTS

One of the major objectives of this Plan is to enhance the corridor aesthetics to make it more appealing to residents, visitors/shoppers, and potential developers. The recommendations listed below suggest improvements the City can do to meet this objective. See Appendix C for additional graphics illustrating the desired streetscaping features for the STH 82 corridor, and see Appendix D for WisDOT Planting Guidelines and Salt Tolerant Tree Imagery.

Landscaping Recommendations

1. **Plant street trees along the STH 82 corridor, where feasible.** Figures 3.5-3.6 (see pages 20-21) shows some of the suggested locations for trees along the corridor. It is important to choose tree species that best fit the existing conditions (i.e. power lines overhead, vehicle site triangles, business sign visibility, water/salt tolerance, etc.).
2. **Introduce plantings and shrubs at curbed sections of the median (at intersections), and water-tolerant plantings in several ditch sections of the median (e.g. rain gardens).** Figures 3.5-3.6 shows the suggested locations for plantings along the corridor. This will enhance the overall aesthetics of corridor and will break up the extensive right-of-way from Envoy Street to development on the north-side of STH 82.
3. **Provide financial assistance to private landowners for landscaping their parking areas and around building footprints.**

Currently there are only a few properties that have incorporated landscaping elements that help minimize the visual and environmental impacts of their development. The City should require applicants to meet their Landscaping and Bufferyard Ordinance (Chapter 22: Article 6) and use the STH 82 Design Guidelines Handbook (Appendix B) and Streetscaping Image Gallery (Appendix C) for visual guidance.

Lighting and Banners Recommendations

- Affix City banners to new light poles planned for STH 82 as a part of the 2012 WisDOT reconstruction project, and incorporate the same banners along the remainder of the corridor.**

Banners are very welcoming and shows that a community has pride in their City. Additionally banners can introduce and inform travelers of upcoming events planned in the community. It may not be necessary to continue the banners east of the Interstate, but would unify both sides of the corridor.



- Remove street lighting on telephone poles along STH 82 from Kennedy to the Interstate and replace them with light fixtures consistent with the 2012 WisDOT STH 82 project (Union to Kennedy).** There are two options for lighting placement: at the edges or in the median. The benefits of lighting in the median are cost savings from double-headed light fixtures (reducing the number of light poles needed) and creates a different look than the Kennedy through Union stretch. The benefits of lighting at the edges are eliminating the need for running electricity to the median and less of chance of pole knock downs (as compared to light poles in a median).
- Add street lighting to STH 82 east of the Interstate, as development increases.** Currently there is no street lighting and there

isn't a need for lights until the area becomes more fully developed; however, lighting will make the areas safer for pedestrians, vehicles, and bikers looking to use STH 82. When there does become a need for additional street lighting similar features should be used as those planned for the west side of the Interstate.

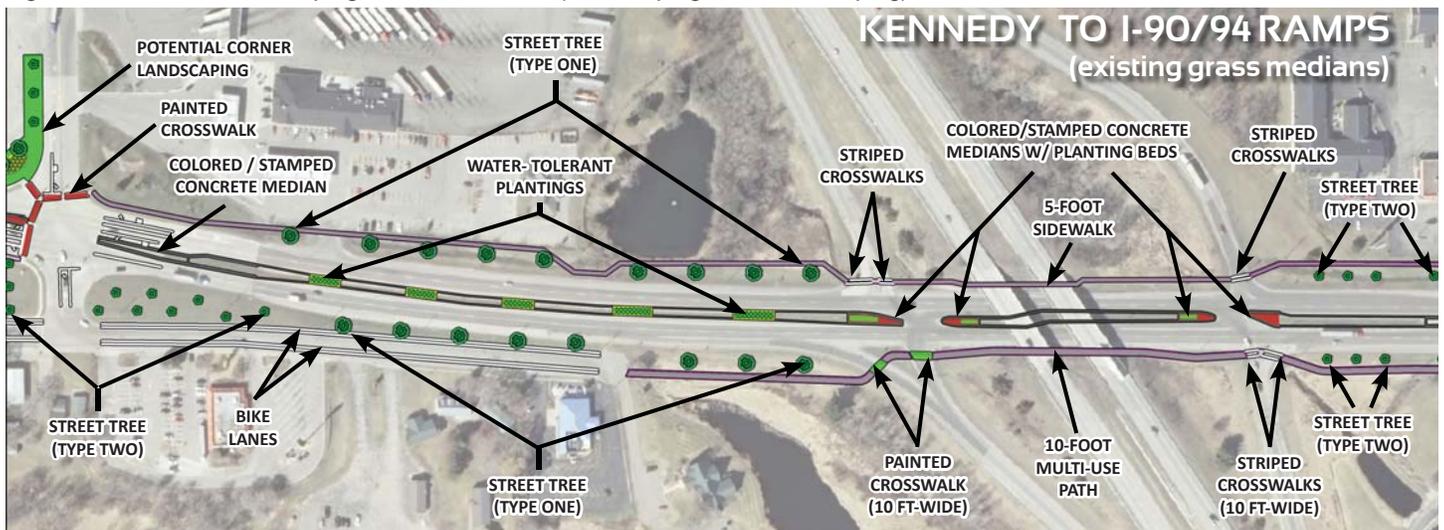
Signage Recommendations

- Move (or replace) the “What’s Shakin” welcome sign to the Union Street intersection replacing the Chamber of Commerce sign, which will be removed during the 2012 WisDOT STH 82 project.** The current location is near the required traffic viewing triangle and decreases the marketability of the City-owned parcel it sits on. The STH 82/58 intersection is ideal, as it will replace the original welcome sign, is at one of the City’s major crossroads, is along the only connection to downtown from the Interstate, and would sit at a signal that will provide time for travelers to read the message board.
- Put in a “monument-style” or decorative sign by the Interstate near the on- and off-ramps, denoting entrance into the City of Mauston.** The sign should at a minimum mention the “City of Mauston” and could also provide directional signage towards the downtown, business park, etc. (limit the number of attractions to four). Examples of a decorative median sign and side of the road monument sign are shown below.



3 RECOMMENDATIONS

Figure 3.5: STH 82 Streetscaping Plan - Short Term (Landscaping and Streetscaping)



SHORT TERM IMPROVEMENTS
 The illustrations on this page show the improvements suggested in the next 5-10 years.

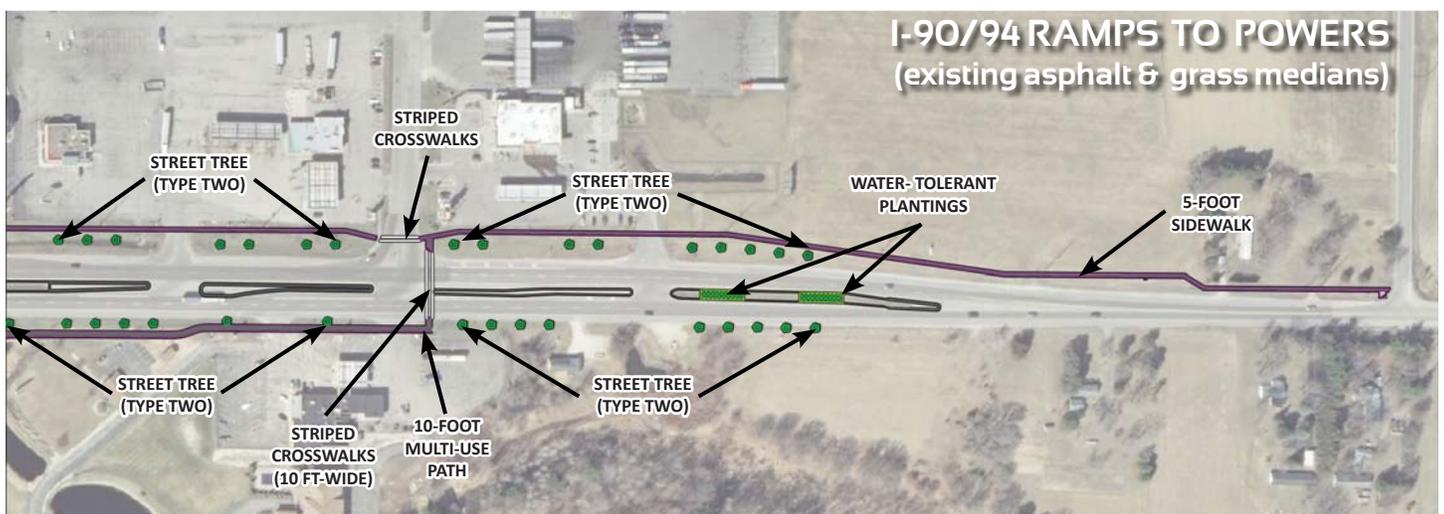
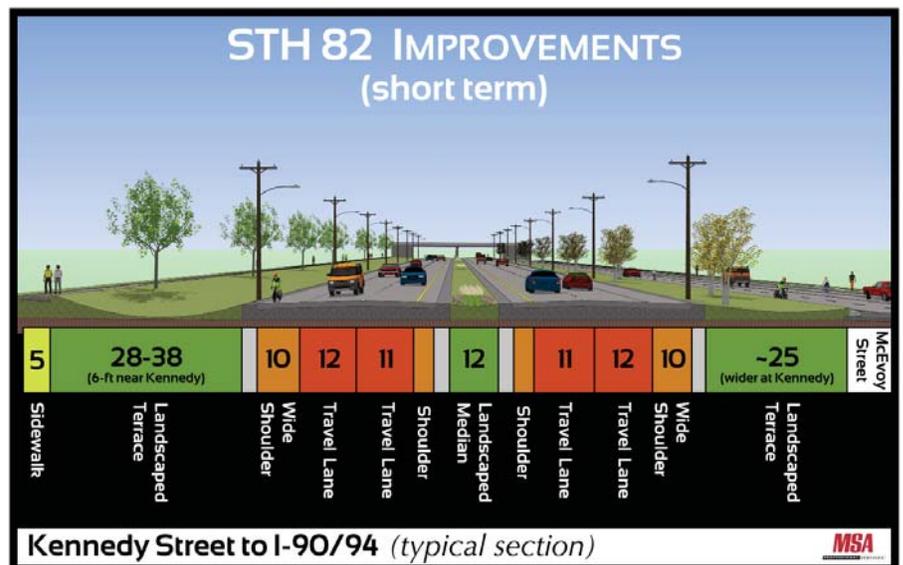
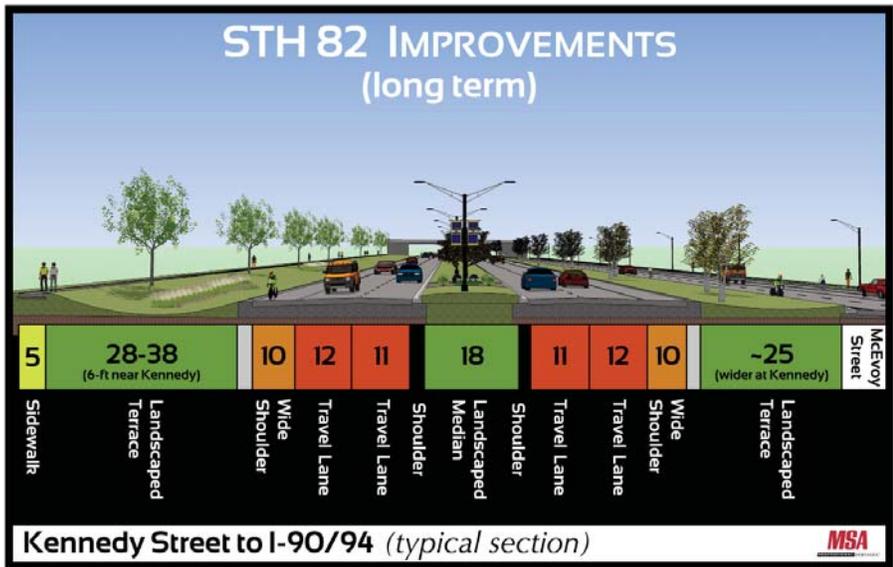
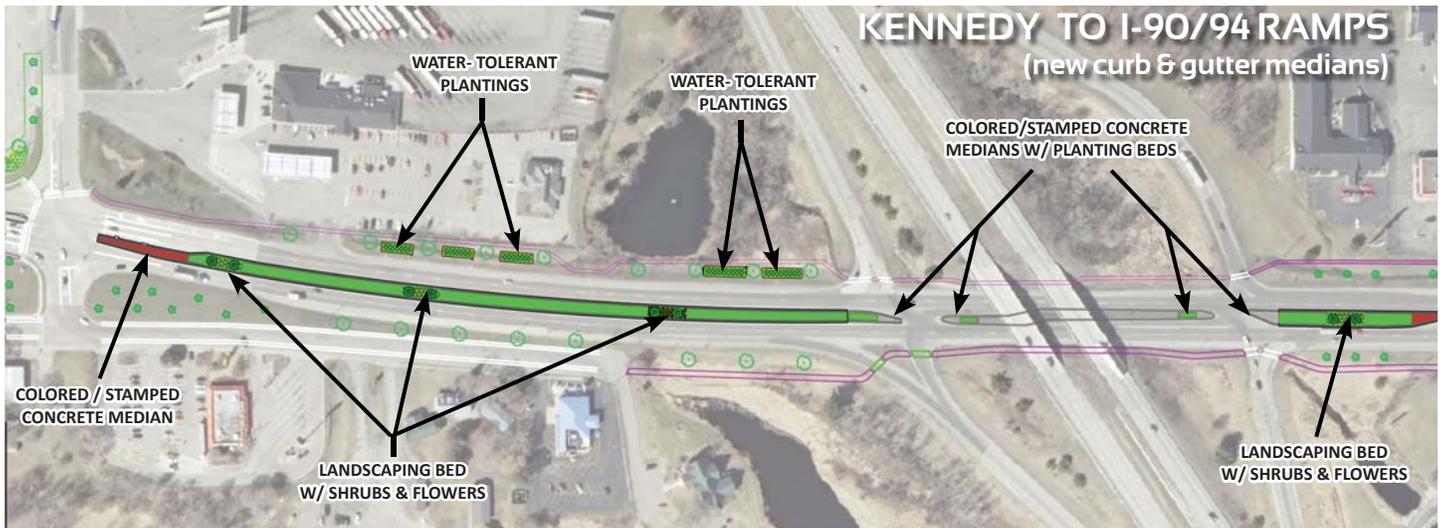
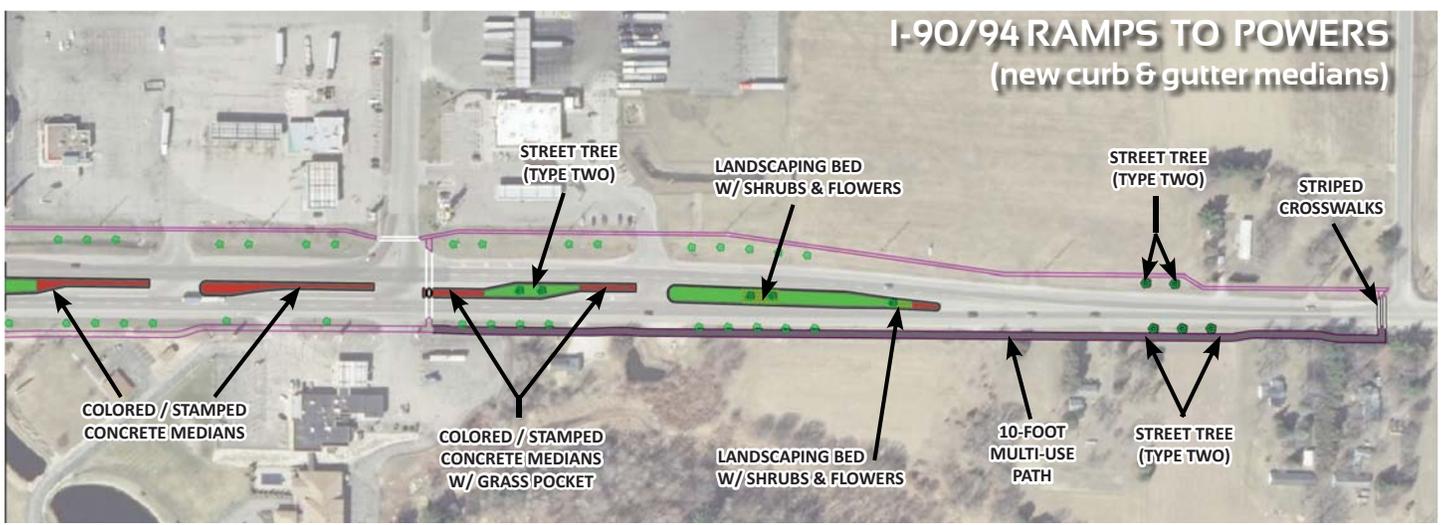


Figure 3.6: STH 82 Streetscaping Plan - Long Term (Median Reconstruction, Landscaping, and Streetscaping)



LONG TERM IMPROVEMENTS
The illustrations on this page show the improvements suggested in the next 10-20 years.



3 RECOMMENDATIONS

3.5 SIGNAGE - PRIVATE PROPERTY

Through the course of this planning process it was determined by the Plan Commission that the issues related to the private signage discussed in Chapter 2 needed to be addressed immediately. With the assistance of MSA staff, the following recommendations were developed and adopted by the City Council.

Recommendations: Improvements to Non-conforming Structures

The Plan Commission amended section 22.810 of the City's Zoning Code relating to nonconforming signs to allow alterations to the structure around the sign face without bringing the entire sign into compliance with the height requirements of the code if the following conditions are met:

- The size of the sign frame must remain the same or be brought into greater compliance, and
- No alteration is being made to the support structure, and
- The overall height of the sign remains the same or is brought into greater compliance.

These amendments to the sign code will allow property owners to make modifications to sign frames, beyond copy changes, without needing to completely remove the sign and replace it with a new, and in some cases smaller, sign. If changes to the sign frame cannot be accomplished without replacing the sign pole, then it is the City's policy to continue to enforce that the sign must be brought into complete compliance with the Zoning Code.

Recommendations: Interstate Signs

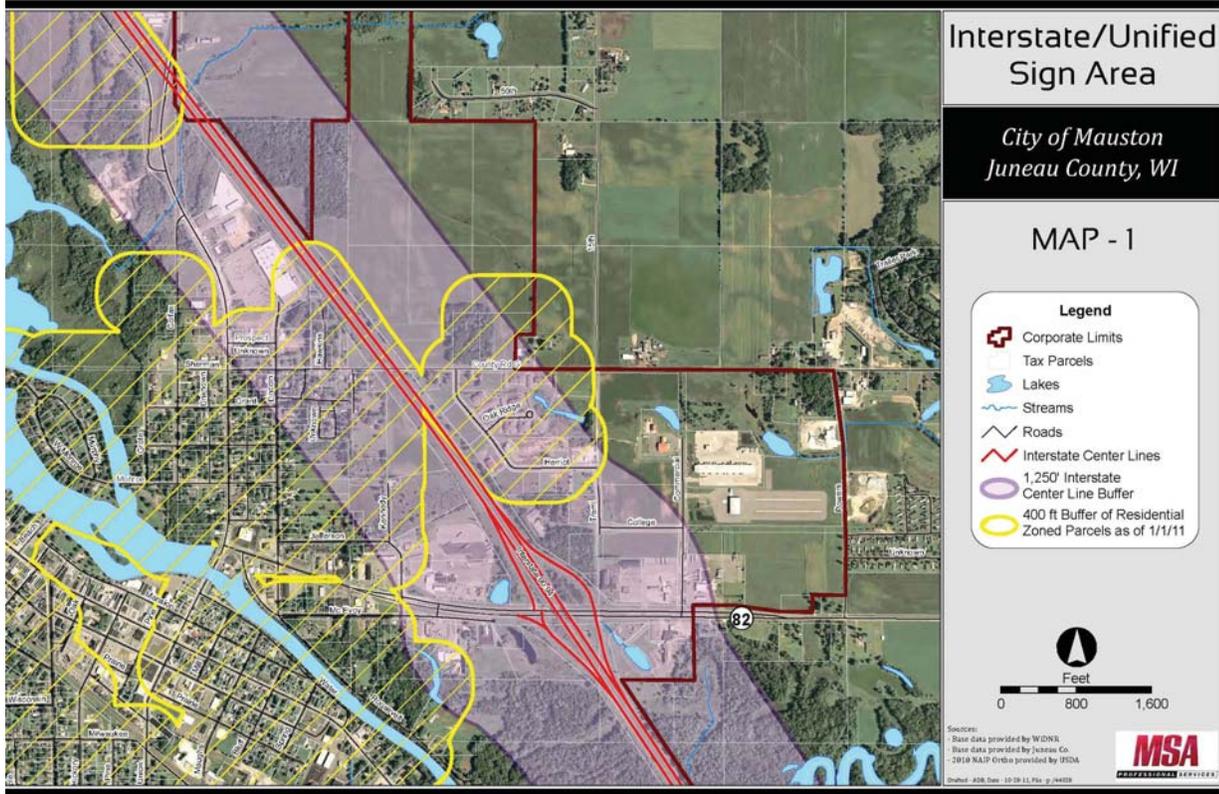
Through the planning process it was determined that businesses located within a certain proximity to the Interstate should be allowed to construct signs which exceed the 20-foot height restrictions enforced within the community since the purpose of many of these businesses is to serve and attract Interstate travelers. However, the Plan Commission understood that a proliferation of many new large

signs could negatively affect adjacent property owners, and the general aesthetics of the corridor. Therefore, the Plan Commission amended the sign code to include a new sign type, "Interstate Sign", which may be approved as a conditional use within the City's Planned Business (PB) and General Business (GB) zoning districts subject to the following limitations:

- Only one (1) Interstate Sign shall be allowed per lot, and
- The location of the sign must be within 1,250 feet of the centerline of any exit or entrance ramp serving Interstate 90/94 or within 1,250 feet of the centerline between the closest pair of Interstate 90/94 traffic lanes, whichever is greatest, and
- The location of the sign shall not be within 400 feet of any residentially zoned (ER-1, SR3, SR4, TRS, MR8, MR10) lot of record as of January 1, 2011, and
- The location of the sign shall not be within the front yard of the lot, with preference for the rear yard or side yard closest to the Interstate, and
- All other signs located on the lot must be in conformance with the regulations of Chapter 22, Article 8 of the City of Mauston Zoning Code, and
- The maximum height of the sign can not exceed 90 feet (which is the height of the tallest existing sign in this area, Super 8).

This approach provides higher sign heights only if the sign is located in the rear or side yard and all other signs on the property conform to the sign code. Thus as a trade-off for allowing an Interstate Sign, existing non-conforming signs located in the front yard would need to be removed (and replaced at the owners discretion with a 20' or lower sign). This allows the property owner the option to have a taller sign, while at the same time improving the visual impacts along STH 82 by having smaller and newer signs located along the street edge. See Figure 3.7.

Figure 3.7: Interstate Sign Area Map



3.6 SITE & BUILDING DESIGN

The City currently regulates site and building design through the City’s zoning ordinance. All of the commercial property abutting STH 82 along the corridor is zoned Planned Business (PB), except for the Antique Mall properties, which are zoned Neighborhood Office (NO). The zoning ordinance provides minimum standards for uses and bulk requirements (i.e. setbacks, building heights, etc.), but is not particularly useful for illustrating the desired design of sites and buildings.

Appendix B contains a design guidelines handbook that was developed for properties abutting the STH 82 corridor from Union Street to Powers Avenue (see Figure 3.8). The handbook meets three primary goals:

- Help guide developers and/or business owners looking to expand, renovate, and/or build structures/parking within the STH 82 corridor;

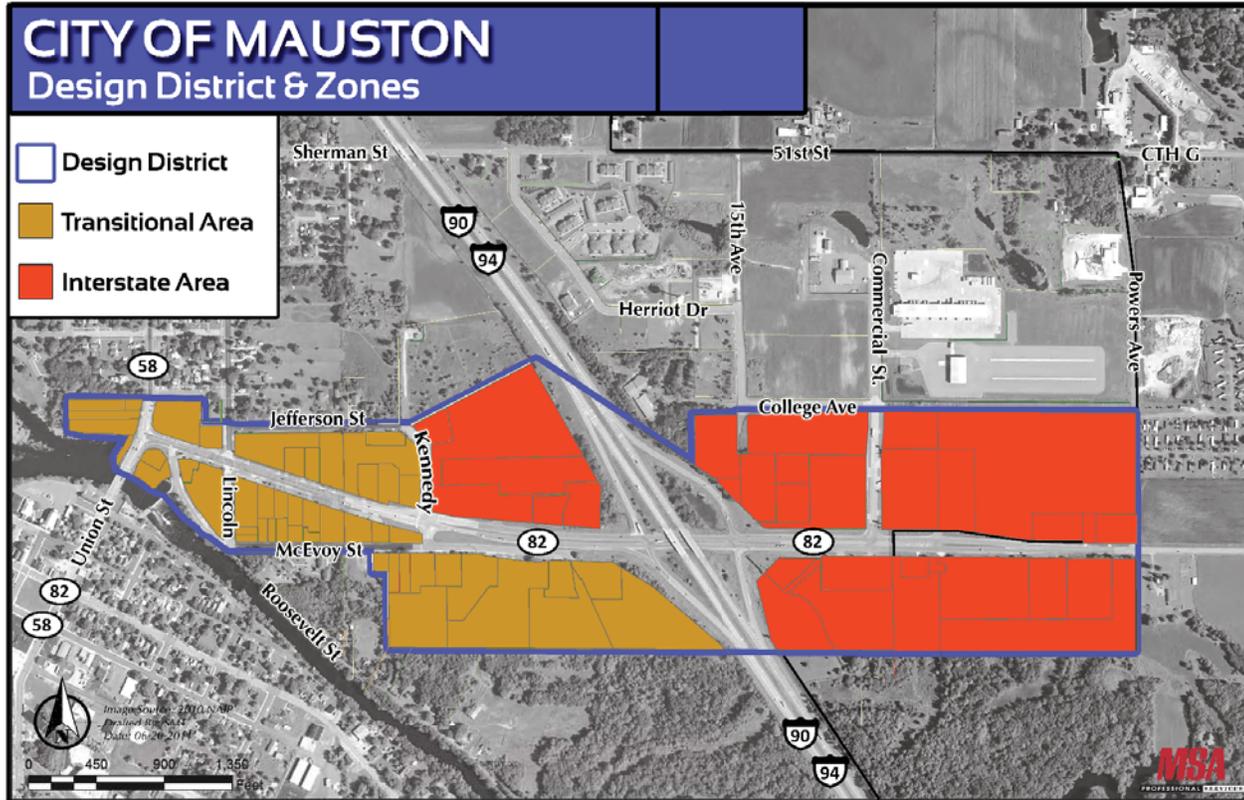
- Assist City staff in reviewing development proposals; and
- Encourage high-quality development.

These guidelines are not intended to limit the creativity of property owners. Rather, it is hoped that these guidelines will serve as a useful tool to inspire exemplary design and to expedite the design review process by making the desires of the City known prior to any plan submittals.

These guidelines encourage property owner and/or leaseholders to conform to the stated design recommendations, but they will not be enforced as part of the City’s Zoning Ordinance. To help guide development of varying space needs, the STH 82 Corridor was organized into two zones: Interstate Area and Transitional Area. The guidelines will pertain to all properties along this corridor, unless a guideline specifically states “Transitional Area Only”

3 RECOMMENDATIONS

Figure 3.8: Design Districts and Zones Map



or “Interstate Area Only.” The following map and descriptions explain the two zones:

- **Interstate Area** - Properties near the interchange are generally highway oriented businesses, which require large lots and have high parking demands.
- **Transitional Area** - Properties from the edge of downtown to Kennedy Street are generally neighborhood-oriented businesses, which require smaller lots and lower parking demands than properties in the Interstate Area.

Recommendations: Site & Building Design

The Design Guidelines Handbook should be published on the City’s web site and made available at City Hall. The handbook should be shared with developers and business owners as part of preapplication conferences with City Staff or the Plan Commission. In addition, while the handbook is intended to be a guide (i.e. not enforceable), it is recommended that any project receiving financial assistance from the City be required to conform to the guidelines, effectively making them standards.