

# CHAPTER 4

## ***ED STRATEGIES***

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Choosing the right economic development strategy can be difficult for a small community due to a lack of critical mass, remoteness, and/or proximity to metropolitan areas. Therefore it is important to look beyond just the traditional needs-based economic development approach, and consider pursuing asset-based economic development strategies. An asset-based strategy involves a community leveraging its existing local resources (i.e. natural environment, socio-cultural, and economic advantages) to strengthen its local economy. These include existing industry clusters, human capital, natural resources/amenities, infrastructure network, and reuse of under utilized buildings/sites. This Chapter will discuss Lyndon Station's economic development strategies, which will focus on both needs-based and asset-based strategies. See **Chapter 5** for recommended funding to help implement the actions described in this chapter.

### **4.1 ADMINISTRATION (A)**

Many of the strategies identified in this section presume the use of existing Village implementation tools. These include operational tools (e.g. annual budget process, capital improvement program), regulatory tools (e.g. land use regulations, building codes, housing codes), and funding tools (e.g. tax increment financing, and state / federal grant programs). To further enhance the marketability of Lyndon Station, the Village may also consider the administrative actions listed within this section.

### **A-1: Organization**

Implementation of the recommendations in this Plan will require coordination and effort from a broad range of people, including the Village Board, the Lyndon Station Chamber of Commerce, local businesses, residents and regional partners. Therefore, it is recommended that a working group/committee be formed with representatives from each of these groups mentioned above. Consider asking this group to commit to a 3-year term of service, with expectations that projects will be initiated and completed within that period. This group should meet at least every quarter to discuss and push forward the varied actions outlined in this Plan (see **Chapter 5**). Working group/committee initiatives can include, but not limited to, applying for economic development related grants, marketing potential development sites and events, and forming mutually-beneficial partnerships with local and regional entities. It is also encouraged to consider setting up an educational component, such as presentations from local partners (e.g. Juneau County Economic Development on marketing issues).

### **A-2: TIF District Creation**

Tax Incremental Financing (TIF) is a financial tool used to promote tax base expansion, improved business climate, increased employment, elimination of unsafe/unsightly buildings and conservation of natural resources. Eligible projects relevant to Lyndon Station include (but not limited to) developer incentives/grants/loans, streetscaping features, street lighting, parking infrastructure, transportation improvements, utility improvements, promotion and economic

development. This powerful economic development tool is currently not being used by the Village; therefore, it is recommended the Village create a TIF District (also known as a TID). This TID should encompass areas where public improvements are needed the most and where it will have the greatest impact on potential redevelopment opportunities (see Section XX).

### A-3: Village Revolving Loan Fund

Juneau County has an existing revolving loan fund available to Lyndon Station businesses looking to expand which results in job growth. The Village may also consider local assistance with non-employment related business investments such as restaurant expansion, marketing activities or other targeted items that would benefit from a locally controlled fund. It can be partially funded by a TIF District, grants or loans from USDA, or partnerships with utility districts.

### A-4: Facade Improvement Grant Program

Development provides the Village with economic stability and provides goods, services and jobs for its residents. However, over time building facades can become tired or fall in disrepair. This can negatively impact the perception of an area, hurting business sales and marketability of the area. Therefore, the Village should consider developing a facade improvement program to help stimulate exterior building improvements. This program should help fund preservation, restoration and maintenance within the downtown by providing matching grant funds (or low-interest financing). Below describes general guidelines to consider when awarding financing/monies for facade improvements.

- ▶ **Architectural Character:** Design/Update the building using architectural elements that provide visual interest and human scale, and that relate to the surrounding context.
- ▶ **Building Materials:** Use high-quality, long-lasting finish materials (e.g. kiln-fired brick, stucco, wood, and fiber-cement). All exposed sides of the building should have similar or complementary materials to those used on the front façade.

- ▶ **Building Projections:** Canopies and awnings should be provided along facades that give access to the building.
- ▶ **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning.
- ▶ **Lighting:** Exterior lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.
- ▶ **Service Areas:** Trash and recycling containers/dumpsters, street-level and rooftop mechanical, and outdoor storage should be located or screened so that they are not visible from a public street.

## 4.2 MARKETING AND EVENTS (ME)

Efforts to increase residents, tourists, and retail traffic to Lyndon Station businesses will lead to stronger local economy, increasing the marketability for additional commercial and industrial businesses. An important part of this effort is marketing, outreach and event promotions, as described below.

### ME-1: Buy Local Program

Generally, the majority of business sales comes from the local population. For this reason, it is important to encourage local residents to shop locally. Since small communities rely on residents in rural sections of the County and on neighboring small communities, it is important to get this message out to those areas as well. Currently the Chamber offers \$20 Chamber cards to consumers with discounts at local establishments. This effort should continue; however, this could be expanded. Below are a few examples of other “buy local” campaigns.

- ▶ Send a happy holiday card with or without a coupon (or gift card) to a random number of area residents, or place an advertisement in a local media outlet. This message should state the gift/coupon is offered up by their locally owned businesses and that buying local throughout the year will build a more vibrant and healthy local community.

- ▶ Create a shop local week that could either be just within Lyndon Station or cover a broader market. This event could be accompanied by a bingo or monopoly-esque game requiring contestants to purchase an item at enough business to complete the board. Each participating business would provide a prize to be awarded to winning contestant(s). This could be downloadable from a Village website, Community Chamber website, and/or located at participating business locations.
 
- ▶ Use a vacant storefront to advertise the “buy local” campaign. This could be further enhanced by sponsoring an annual “buy local” store window decorating contest, which would be voted by the general public with the winning business receiving a plaque, or kudos on the Village or Chamber website. The general public would be enticed to vote by offering eligibility in drawing to win a gift bag provided by area businesses.
 

### **ME-2: Online Presence**

Today consumers rely heavily on websites and information that can be found online, including where to travel, where to eat, where to shop and what to do. Below describes several recommended online business marketing opportunities.

#### **ME-2.1: Village Website**

The Village's website already has a strong presence, as it is the top hit on search engines, has a user-friendly design, and provides sufficient community information. There is also a link to the existing businesses and to the Community Chamber facebook page; however, both links are not prominent on the site. It is recommended this information be added as its own web page with a header at the top of the home page. Potential information to incorporate on this web page include

a list of businesses, their business information (e.g. address, phone number, website link, hours, etc.), planned community events/sales, local business coupons, and a link to the Community Chamber website.

#### **ME-2.2: Chamber Website**

The Lyndon Area Chamber of Commerce currently use a facebook page to deliver its message to the public and its members. However, it will be important to grow the online presence beyond just Facebook, especially with so many businesses lacking their own web page. Either in coordination with the Village website, or on its own, a website should be created to advertise for all Chamber members. The site should, at a minimum, provide a calendar of events, business coupons and business hours and contact information. To reduce administration and members' time consider a web service that will allow members to log in and update their own information.

#### **ME-2.3: Business Website / Reviews**

Advertising and tourism studies have shown that the majority of consumers research their destinations prior to deciding on making their first visit to a business/location. Currently most Lyndon Station businesses do not have a website. Some do have a Facebook page, but even these pages lack the basic information such as hours of operation. Plus, Facebook is primarily used by computer savvy people. Therefore, a traditional website is still an important tool and would benefit Lyndon Station businesses. Another important step is to make sure that a business website appears on search engine result pages when the business type is searched near Lyndon Station. If it does not, verify that your website content includes keywords that would be found by search engines and make sure your business profile on these search engine sites are filled out completely.

If business funds are limited, a lack of individual online presence can be mitigated with the help of other actions. For instance, if the Village and

Community Chamber websites provide useful information on local businesses that can be easily searched on the top search engines. Also online reviews on the major business sites (e.g. Google, Yelp, Urbanspoon and Trip Advisor) can play a big role in the decisions made by visitors and tourists. Therefore, it is recommended to promote online business reviews on the major websites listed above. One way to entice online reviews is to post stickers or posters at area businesses encouraging visitors to write reviews about their business experience. Additionally a business could offer a small discount to anyone who puts up a review on one of the review sites.

### **ME-2.4: Tourist / Camping Websites**

There is also potential to tap into the tourist industry by getting Lyndon Station businesses on Dells Visitor and Convention Bureau, County and State tourism websites. Another potential location would be on campground websites, especially if they list nearby attractions or food establishments. At a minimum, Stalker Paintball should be added to the official WI Dells vacation guide website. Additional businesses should be marketed on these websites as they are opened.

### **ME-3: Media Outlet Advertisements**

Although the internet is a very popular way for people to get information, people still use traditional types of media to get news and information - particularly the older demographic. According to survey respondents, the top sources to get news from in the area include: WRJC radio, Juneau City Star Times, Mauston Newspaper, Juneau County Reminder Advertising, Juneau County Messenger, and WOLX radio. Therefore, businesses should consider marketing efforts to the above media outlets in-conjunction with special events or on a quarterly basis. Since this can be costly for individual businesses, consider having the Community Chamber take out a large ad with space for smaller individual business ads.

### **ME-4: Village Logo / Brand**

A community logo, similar to a business logo, gives a visual representation and identity to a

brand (in this case, a community). A recognizable brand can have economic benefits in the regional marketplace. For example, the Village of New Glarus faced a stagnant/declining population many years ago, but after building a brand around its swiss heritage, both in events and architecture, the Village was able to revive its local economy. Lyndon Station could also market itself based on its local assets (e.g. rich Irish heritage, the railroad, natural resources). The logo should be simple, unique, and easily recognizable. One way to reduce design cost is to hold a community-wide, or student, design contest. It is recommended the winning design get professionally modified prior to adopting it as the Village's logo. This adopted logo/brand can be expanded and sold on clothing items (e.g. shirts/sweaters, tote bags, hats and visors), which will provide free advertising when worn.

### **ME-5: (Interstate) Business Signage**

The Interstate 90/94 interchange offers an opportunity to draw new or commuter patrons to downtown businesses; however the physical and visual separation reduces its marketability. Current efforts by the Village and Community Chamber to pull traffic into town include a sign with a few businesses located opposite to one of the convenience gas station's access drives, and a much larger sign with a list of downtown businesses next to the community's gateway sign (which is planned to be removed).

#### **ME-5.1: Group Business Sign Enhancement**

The existing group business sign does have a direct Village and business benefit; however, it could provide an even stronger message.



In general, a street sign should be clear and concise. The amount, size and color of text can have a large impact on the sign legibility. Another important aspect is to consider having one consistent design theme to minimize confusion in deciphering the different

sign pieces/parts. When updating or adding an existing business group consider minimizing the amount of information to just the primary information to direct drivers to the businesses with potential of one or two additional bullet points.

#### **ME-5.2: Downtown District Sign**

It is suggested to supplement these business signs described above with a more general sign welcoming drivers to the downtown. This sign should be placed closer to the interchange facing southbound traffic. Below is an example of the sign with its suggested location just south of the overhead power lines on private property.

#### **ME-5.3: Interstate SIS Signage**

Another way to market existing businesses to commuters is to add their name to DOT's Specific Informational Signs (SIS) near the Lyndon Station interchange. The SIS logo program is designed to direct motorists to services located up to five miles from Interstate highways, freeways and conventional highways. Categories that can be signed include gasoline stations, food, lodging, camping and attractions; however, there are additional requirements such as minimum hour of operations (see DOT's website for more information). Currently, Martha's Lyndo Inn Restaurant is one business that should be added to the existing food SIS sign on Interstate 90/94 (as long as they remain open at least five days a week with service between 10 a.m. - 7 p.m.).



#### **ME-6: Tourist Attraction Packaging**

Currently the Village has one tourist-related business that is unique to the Dells area (i.e. Stalker Paintball). This is a business that should be marketed not only by the business, but by the community. One way to promote this business, as well as other local businesses, is to create a package deal that includes multiple activities

or businesses at a reduced cost. The greater number of unique activities that could be combined the better chance to appeal to the Dells visitors. Consider looking into other smaller communities in close proximity to the Dells that could combine with Stalker Paintball (and/or others) to attract tourist and/or regional residents.

#### **ME-7: Welcome Packet**

A welcome packet gives the Village an opportunity to welcome a new resident, as well as inform them about Lyndon Station's history, services, public/civic buildings and businesses. It should include a business directory, and potentially local business coupons. Funding can be provided by sponsored businesses or the Community Chamber.

#### **ME-8: Community Events**

Public events provide community pride, sense of place, and economic benefits. Currently the Village hosts several events, including Park Fest, Wine Walk, Lyndon Dash Bash, Halloween Party, and Softball tournaments; however, these events should be expanded, and involve more local businesses. Other potential events include art/mural installations, farmer's market, concerts, movie night, and sidewalk sales. These events should be promoted beyond the local media outlets to reach the regional population. Several ideas to increase the impact of marketing these events include the following:

- ▶ ***Designing promotional materials:*** This is the first impression people will get of the event, so make it interesting and eye-catching. The Village should consider hiring a professional graphic designer to create these promotional materials as they specialize in media that is attention-grabbing and compelling.
- ▶ ***Develop a media presence for the events:*** This includes both online, radio and newspaper media. Social media is a key way people are getting their information. Make attention-grabbing posts about the events and maybe reveal special elements about the event such as a local politician who will be speaking at the event, a guest musical appearance, offer free ice cream cones or some other type of food.

### 4.3 INFRASTRUCTURE IMPROVEMENTS (II)

The Village will consider directing public investments to wherever appropriate to attract consumers, help catalyze redevelopment, and attract additional investment. This Plan recommends publicly-funded improvements to downtown parking areas, road/streetscape, and business park expansion. The remainder of this section will describe improvements to each of these public assets.

#### II-1: Downtown Parking

An inadequate amount of parking (real or perceived) can impact a business' vitality. This has been a concern of some Lyndon Station businesses in the past, and has been brought to the forefront by an impending Wisconsin Department of Transportation (WisDOT) road reconstruction project that may convert the existing angled parking on CTH HH (Wisconsin Street) to parallel parking. This change is being considered due to the safety concerns with angled parking along a primary route and the lack of right-of-way width present to meet current State and Federal transportation requirements. WisDOT has indicated the benefits of this change include reducing conflicts between angled parking users and on-coming traffic (vehicular and bike), widening the existing narrow sidewalks to provide ample walking room around utilities and signs, and providing potential space for streetscaping opportunities (see page XX for more information).

This change will result in a reduction in parking spaces in front of existing stores. To offset the parking loss, it is suggested that additional parking be strategically designed and dispersed throughout the downtown with enough spaces to meet the existing and future demand. The following recommendations will meet this goal.

##### II-1.1: Improve Parking Efficiency

There are several methods to alleviate parking shortages (real or perceived) that have significantly less cost than building new parking facilities, including the following:

(A) Provide Short-Term Parking: Provide a few short-term parking stalls (e.g. 15-minute limit), preferably near corners. Coffee shops, florists, and markets all have customers that want to get in and out quickly, but this change should be made only in consultation with business owners to confirm interest.

(B) Parking Stall Size: As fuel efficiency has become a priority, many people are driving cars less than 16 feet in length. Look for opportunities to gain additional spaces by designating some rows for compact cars only. These spaces are also appropriate for most electric vehicles. The provision of public charging stations (or utilities to accommodate future installation) should be considered when building new parking lots or structures.

(C) Encourage Alternative Transportation Options: Automobiles will be the dominant form of travel in Lyndon Station for the foreseeable future, but there are some people willing to travel by bike and by foot, especially students. The Village and property owners can mitigate car parking demand by encouraging biking and walking.

- ▶ Walking can be encouraged with a continued commitment to safe sidewalks and crosswalks. All downtown streets should have sidewalks and ADA-compliant ramps.
- ▶ Biking can be encouraged with better designation of bike routes and lanes, and with designated bike parking at apartments and businesses. Heavily traveled roadways (CTH HH and US 12) should include bike facilities (e.g. auxiliary lane, bike lane, or combined parking/bike lane). Additionally a few key low-volume streets could be marked with shared road usage (vehicle and bikes). Potential low-volume streets to mark include Washington Street, Roosevelt Street and Oak Street.

##### II-1.2: Create More Parking

Another solution to a parking shortage (real or perceived) is to create more parking. Removing taxable development to add low-density surface parking is undesirable - it reduces revenues and

damages the urban character of the downtown area. Instead the solution is to first consider alternative methods before removing existing or potential taxable development (see Recommendation PP-1) and then consider strategic locations to expand/add parking. Below are the proposed parking infrastructure improvements that can improve the parking network within downtown. *(Note: the vacant land between Leo’s Upper Bar and Hadlies Upper Dells Hotel was not considered a long term parking solution, as this vacant land would serve the downtown better as future “taxable” development)*

**(A) All Sections:** Alleys primarily provide access to private properties; however, in some instances the alleys can provide parking for existing businesses. It is recommended, where available, to pave additional spaces along the alley that could be used for employee and resident parking within the downtown district.

**(B) North Section:** Parking should be maximized on Julius Street using the full extent of the existing right-of-way. There are two options that will increase the amount of parking on Julius Street while staying within the existing right-of-way, as described below.

1. Two-way traffic with angled parking on the north side of the street (abutting the railroad corridor) and parallel parking on the south side. The north side of the street does not have any driveways or streets bisecting Julius Street, which allows for continuous uninterrupted parking spaces. For this reason angled parking is suggested for this side of the street (vs. the southside – as currently being used) to maximize the parking potential.
2. One-way traffic with angled parking on both sides of the street.

**(C) South Section:** There are several parcels that are currently vacant or being used for storage / yard space that could provide short- and long-term parking for the downtown. Each have merit to help alleviate parking shortage; however, preference should be given to the order presented below.

1. The single-family home at 51 S. Wisconsin has an expansive yard located on a separate adjacent lot (Parcel Number #29146270). A portion of this open lot could be subdivided to allow for a Village parking lot.
2. Scully Real Estate LLC owns two adjacent parcels along US 12/16 near the Juneau Street intersection (Parcel Numbers: 29146276 and 29146277) that is being used for vehicle/equipment storage. Based on recent observations, this lot is mostly vacant and could be subdivided to provide a Village parking lot. Dependent on the property owner’s needs, the Village could provide a small lot using only the parcel adjacent to the alley (Parcel Number 29146277).
3. There is a vacant storage building behind 111 E. Flint Street (Parcel Number #29146268.2) in disrepair that could be removed and replaced by a small parking lot.

**II-1.3: Parking Signage**

Public parking should be easy to find. In many communities, the issue is never the amount of parking, but the visibility of the parking lots. This is especially true for lots that are not on the main roadways. It is recommended the Village add public parking signs to direct consumers to public parking areas. Below are two examples.



### II-2: Streetscaping

A major step in revitalizing a downtown is to improve the streetscape, showing residents and business owners that the Village is taking the initiative in revitalizing the area. These improvements also help to create an identity for the downtown, which separates it from other areas within the Village. A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right of way. There is no single component that will meet the preceding goals, but a balanced mix of these components can lead to a successful revitalization of the downtown. Guidelines in this section are intended to assist in the reconstruction of streets.

#### **SS-1: General Guidelines**

Below describes general guidelines to address streetscaping issues within the planning area. The Village should consult these recommendations prior to reconstruction of the public right-of-way or other streetscaping improvement projects. See the subsequent section for more specific recommendations.

##### Streets

- *Reduce/modify the number of existing service driveways by eliminating duplication and providing shared service access.*
- *On streets with high traffic volumes or high speeds, the Village will reconstruct with bicycle or auxiliary lanes for bicycle use, where space is available.*
- *Reduce corner radii (or provide bump-outs)*

##### Sidewalks / Crosswalks

- *All downtown streets should include sidewalks, and any street with sidewalks should have ramps that are ADA compliant.*
- *Maintain a minimum of five feet of clear path, where possible. Refrain from placing fire hydrants, light and electrical poles, traffic lights, signs, benches, etc. in the clear path zone.*

- *Clear snow to allow safe walking on the sidewalks and access to parked cars.*
- *Clearly mark crosswalks. Those crossing high traffic roads shall be enhanced by additional striping or change of material.*

##### Lights

- *Consider upgrading all lights to LED light fixtures that are dark sky compliant (i.e. no light trespass above 90 degrees).*

##### Street Furniture

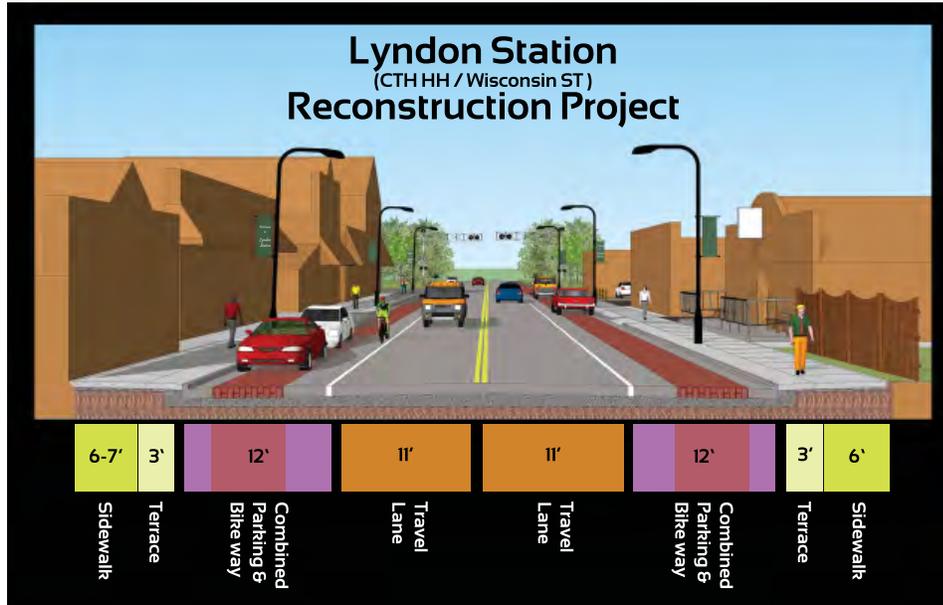
- *Provide at least two bench and a trash receptacle on every block, especially near high-volumed pedestrian crosswalks. Bolt the benches to pavement to prevent vandalism.*
- *Provide bike racks at major destinations and near large parking lots. Use racks that allow the bike frame to be locked up.*

#### **SS-2: Streetscaping Plan**

Based on the general guidelines discussed above, the streetscape within the downtown district (as shown in Figure 4.1 on page XX) could be improved to enhance the overall character of the downtown. The remainder of this section describes potential streetscape improvement that should be considered in the upcoming Wisconsin Street (CTH HH) reconstruction project, as well as extended to Flint Street (US 12) in a future phase.

(A) Sidewalks: In most cases sidewalks need to be greater than the mentioned 5-foot “clear path zone” to provide additional benefits beyond safe pedestrian movement. Current reconstruction plans for the CTH HH will widen the sidewalks by 4 feet through the downtown. This additional space will help to mitigate utility and road signage impact on pedestrian movement along the public sidewalk. In some communities this additional space (i.e. sidewalk terrace) receives decorative paving to not only beautify the street landscape, but to create a visual separation between vehicles and pedestrians. However if decorative paving was introduced to the terrace, it would have

Figure 4.1: Wisconsin Street Proposed Typical Section



Decorative parking treatment distinguishes the parking area from the travel lane, creates a visual separation between the street and the sidewalk (perceived safety) and enhances the streetscape. The image above is an example completed recently in Elgin, Iowa.

a narrowing effect on what is already a narrow sidewalk. Therefore, it is suggested the parking areas receive the decorative treatment (vs. the sidewalk terrace) to create this visual separation. Additionally, this decorative parking treatment creates a unique condition not found in many communities and it helps distinguish between the parking area and biking space (see Figure 4.1 above and side bar). Asphalt stamping has successfully been used in Lake Delton and Sauk City; however, its use was limited to crosswalks in these applications. If the decorative parking treatment is not considered, a decorative pattern in the sidewalk using the entire 9 feet is recommended. Below are two examples.



**(B) Lighting:** Downtown lighting should be unique to the remainder of the CTHHH and US 12 corridors within the Village limits. This can be achieved by changing the pole color/style/height and/or by adding banners, flags or planters to the pole. A

recent example of these light improvements has been installed in the City of Elgin, Iowa, as shown in the upper right. Their new lighting included 20-ft tall post up lights with banners, American flags and planters. The reduced pole height does enhance the pedestrian-friendly environment (as the poles are at human scale), but would require additional poles in downtown Lyndon Station where sidewalk widths are quite constrained. Therefore, it is recommended Lyndon Station's downtown light poles be painted, be dark-sky compliant and have banners (and potentially American flags or planters) attached to the poles. These efforts will help to reduce the overall impact tall light poles can have on the downtown streetscape.

**(C) Bumpouts:** Sidewalks can be further enhanced by bumping out the curb at intersections. This improvement can both add real estate for streetscaping elements and improve pedestrian safety (i.e. slows traffic and reduces the required distance pedestrians must walk across a street). The Village should consider at least adding (partial) bumpouts at the CTH HH / US 12 intersection due to vehicle and truck traffic on both streets. However, the bump-outs will

need to be reviewed to accommodate large truck movements. If this improvement is considered, a bench could be added to two of the corners. If bike lanes are added to either street, make sure the bumpouts do not impede the bike lane; otherwise, bicyclists will be required to enter and exit vehicle travel lanes, creating potential conflicts between travel modes.

**(D) Crosswalks:** Marked crosswalks improve safety, as well as add to the attractiveness of the area. Currently there are no marked crosswalks within the downtown area. Since Wisconsin Street (CTH HH) and Flint Street (US 12) have significant vehicle and truck traffic, it will be important to have at least one intersection with marked crossings (e.g. painted or colored pavement). The most important intersection to mark is the CTH HH / US 12 intersection. If this intersection's crossings are going to be only painted, consider the ladder design as it gives additional awareness to on-coming drivers (as shown in the image on the right).



**(E) Street Furniture:** Benches, bike racks, planters and trash receptacles should be incorporated in the streetscape. Style and color should complement the new light fixtures. Since space is limited along Wisconsin Street (CTH HH), consider working with property owners to allow benches (and planters) along the building edge where space allows it. One location to incorporate a couple benches and planters outside of the public sidewalk would be between Leo's Upper Bar and Hadlies Upper Dells Hotel.

### II-3: Fiber Optics

Extending high-speed internet service to Lyndon Station and its industrial park is important to business development. Currently Lyndon Station businesses have two internet options available: DSL service via copper phone lines operated by

Frontier Communications or service via copper cable from Charter Communications. These services are limiting due to the physical properties of copper wire, which cannot carry significant simultaneous data as fiber-optic networks can provide.

Recently, the Village has entered into talks with Camp Douglas-based Lemonweir Valley Telcom to extend fiber-optic cable to the Village businesses from its nearest point a few miles outside the Village. Based on discussions with the telecommunications company's network sales engineer, it would cost roughly \$100,000 to extend fiber-optic cable to the Village and its industrial park. In order for the telecommunications company to make this infrastructure improvement, they would need long-term contracts with business owners that amount to enough to generate revenues large enough to make the investment worthwhile. If this service cannot be provided based on current demand, the Village should consider ways to subsidize this infrastructure improvement, as it is key to future economic growth in the Village. One potential revenue source would be the proposed TIF District (see Recommendation A-2); however, monies to complete this project would first have to come from another source (e.g. General Fund, Municipal Loan, etc.) until development within the TID creates increment to pay off the projects.

### II-4: Outdoor Activity Park

One of the major benefits of the Village is its proximity to the Dells area, and its regional tourism. One way to tap into the local tourism is to have activities/businesses not present in the Dells. Therefore, the Village should consider creating its own recreational draw by developing a low-impact outdoor activity park. One potential location for this park is on the existing Village-owned recycling center site with potential to expand on to neighboring parcels that has limited developable opportunities due to significant wetland areas. The benefits of this location for this activity park is it is already owned by the Village, it is closer to the downtown (requiring visitors to come further

into town) and the site offers vertical terrain. The benefit of the vertical terrain is it increases the possibility of building a mountain bike trail, which would be the first of its kind in the Dells area. As shown in Table 4.1 (on the right), there currently are at least 21 mountain bike facilities in Wisconsin with just one within 60 miles of the Lyndon Station (i.e. Devils Lake). If a municipal mountain bike trail is considered, there are grant opportunities available (see Chapter 5), as well as potential for design help from local non-profit “mountain bike enthusiasts” entities (e.g. Capitol Off Road Pathfinders and Central Wisconsin Off-Road Coalition). Other potential active park activities include disc golf course, archery center, and zipline course. All of these additional activities exist within the Dells area, to a limited degree, so a niche could be created if designed with quality in mind. No matter what activity is considered, all have potential to have spin-off businesses to supply tourists the needed equipment either for purchase or rent.

**II-5: Industrial Park Expansion**

Currently the Village’s industrial park consists of roughly 10 sites along one street (i.e. Industrial Avenue). Of the existing lots, most have been developed, primarily by two hardwood lumber companies. There are two opportunities to expand the industrial park: 1) a 62-acre Village-owned parcel southeast of the existing development; and 2) several privately-owned properties (roughly 116 acres) north of the existing industrial park. Each can have a strong impact on the existing industrial park; however, the following phasing and action steps are suggested.

**II-5.1: Phase One (Southeast Development)**

At this time the Village-owned property provides the best opportunity for industrial park expansion, as there is no property acquisition needed and it will require the least amount of infrastructure improvements. However, this property has significant areas mapped as wetlands, impacting the development potential of the property (see Section 3.2 for more information). To verify the

Table 4.1: Wisconsin Mountain Biking Summary

Community	Name	Length
Baraboo	Devils Lake	6.0
Middleton	Middleton Bike Park	n.a
Blue Mounds	Blue Mounds State Park	n.a
Dodgeville	Governor Dodge State Park Trails	12.2
Black River Falls	Perry Creek Trail	9.0
Fitchburg	Quarry Ridge Recreational Area	n.a
Cambridge	Cam-Rock	n.a
Waupaca	Hartman Creek State Park Trails	14.3
Neillsville	Levis/Trow Mounds Trails	12.0
Kewaskum	New Fane Trails	7.7
Mosinee	Big Eau Pleine County Park	8.0
La Grange	John Muir Trails	18.4
Wausau	Nine Mile Recreational Area	12.0
Wausau	Sunny Vale County Park	7.0
Palmyra	Emma Carlin Trails	8.4
Plymouth	Greenbush Trails	11.4
Eau Claire	Lowes Creek Trails	5.4
Minocqua	Raven Trails	6.5
Hayward	Chequamegon Area Trails	300.0
Hurley	Pines and Mines Trails	23.0
Drummond	Drummond Town Park Mountail Bike Trails	60.6

environmental constraints, a wetland delineation was completed during this planning process. The results suggest significantly less areas within wetlands, increasing the development potential of the property. To make this report official, concurrence will be needed by the WDNR and/or the Army Corps of Engineers (dependent on jurisdiction). After receiving concurrence, the land can be subdivided and a road can be extended to this property.

Figure 4.2 (on the next page) illustrates the potential of this property. It shows five developable lots, ranging in size from 5.1 acres to 15.7 acres. If a larger development is desired, Lots 1 and 2 or Lots 4 and 5 could be combined. Additionally, Lots 1-3 back up on a private empty lot that could be purchased to expand those lots (as illustrated in Figure 4.2). The concept proposes a 32-ft roadway (with on-street parking prohibited) within a 66-ft right-of-way. In order to mitigate wetland disruption, the road snakes through the 62-acre land and ends in a cul-de-sac. There may be an opportunity to link this proposed roadway to Koval

## Chapter 4 ED Strategies

Road in the future, which would offer an additional access point to the Industrial Park. However, this will require the right-of-way to be reserved/platted to the property boundary as shown in Figure 4.2.

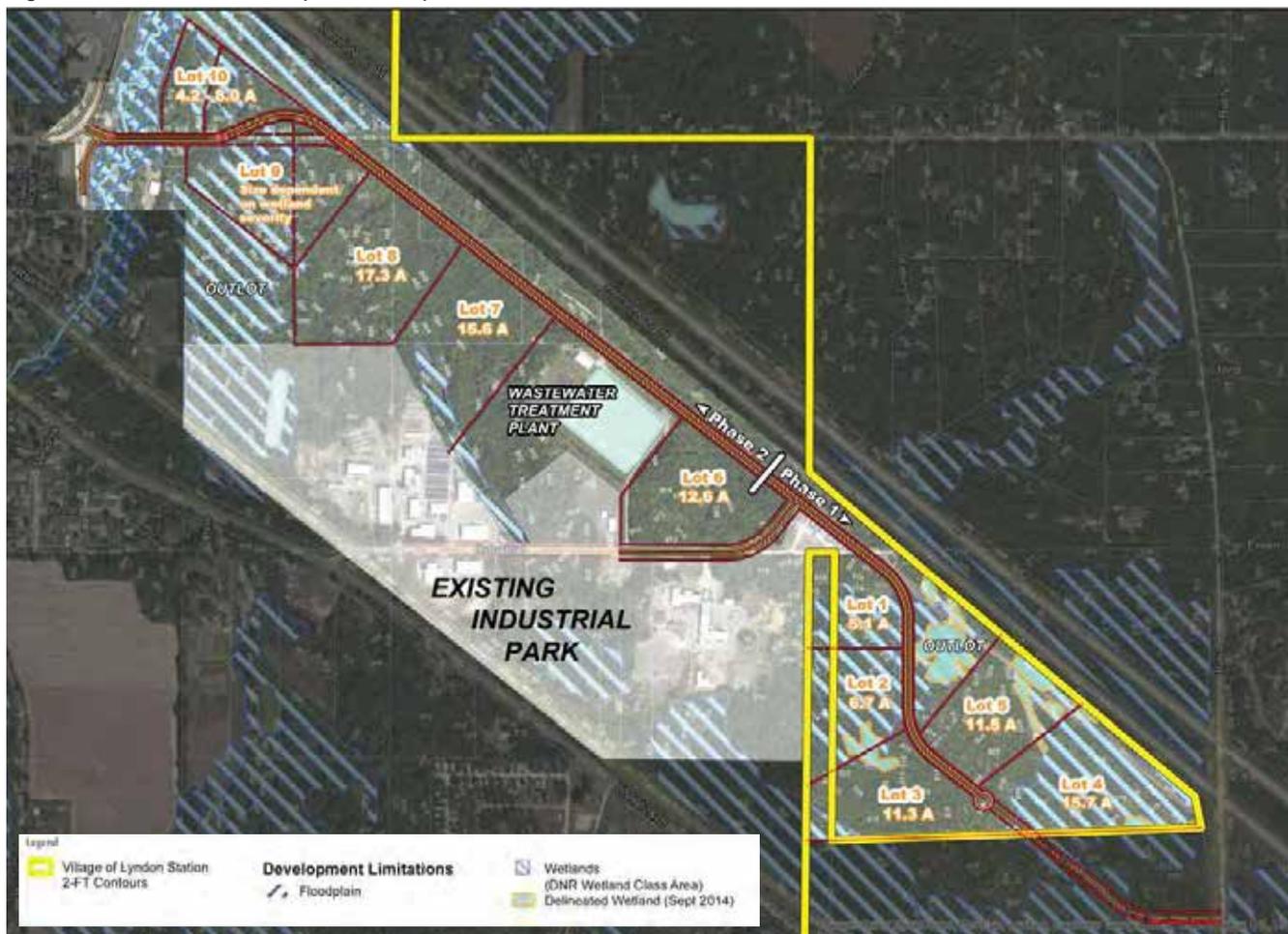
### II-5.2: Phase Two (North Development)

The potential expansion north of the existing industrial park can increase the visibility and accessibility of the park from both CTH HH and Interstate 90/94. These two factors can greatly improve the marketability of the industrial park, as well as open up the park to new and different business types due (e.g. truck transportation).

As shown in Figure 4.2 (below), there is potential for five large lots, ranging in size from 8.0 acres to 17.3 acres. The severity of the wetlands near

Lyndon Creek will dictate the size and potential for proposed lots 9 and 10, as well as the overall size of the proposed outlot. The proposed road design is based on using the existing Wright Street right-of-way and averting existing mapped wetlands. If wetlands are less severe than mapped, there is potential to extend the road straight east (as shown in dashed lines in Figure 4.2), in order to enlarge the development potential on Lot 10. An industrial park sign should be built on the south side of the CTH HH access point, using existing right-of-way at this redesigned intersection. In order to complete this expansion, several limiting factors need to be further analyzed, as described on the next page.

Figure 4.2: Industrial Park Expansion Map



(A) Wetlands: There is significant areas mapped as wetland near and surrounding Lyndon Creek. This can greatly impact the development potential, as well as the road layout. In order to evaluate the environmental constraints in this region, a wetland delineation will be needed. To reduce up-front costs, an unofficial survey could be completed to verify areas of hydrophytic vegetation, hydric soils and/or wetland hydrology. The results of this survey may dictate if the full wetland delineation will be necessary.

(B) Infrastructure Costs: Current improvements needed to expand the industrial park north include widening the bend on CTH HH to include turning lanes to Wright Street, reworking Rock Street's intersection with Wright Street (as shown Figure 4.2), widening of Wright Street, expansion of the existing culverts (or build a bridge) over Lyndon Creek, new road construction connecting to Industrial Avenue, and utility extensions to the proposed lots. Prior to moving forward on this expansion project consider a feasibility study to verify total improvement costs will be offset by enough taxable development to make this expansion worthwhile. This study could be (and is recommended) to be completed at the same time as the unofficial wetland survey to better understand the development potential of expansion area.

(C) ATC Proposed Expansion: The ATC plans to improve their existing network along Interstate 90/94, including the lines through the Village of Lyndon Station. Current infrastructure is on a 75-foot easement on both private- and public-property. The plans are to expand this to 150-foot easement that could impact the proposed frontage road. Coordination will be needed to verify their plans and how that may impact potential road development along the Interstate. As shown, the proposed road would be south of the existing ATC overhead wires, but there is potential to move this proposed frontage road closer to the interstate (barring ATC needs and environmental impacts).

#### 4.4 REDEVELOPMENT OPPORTUNITIES

Private development and reinvestment provides both public and business benefits, including enhancing the Village's image, providing additional tax base, and becoming catalysts for additional private development. As described and illustrated in Figure 3.7-3.8 on page 39, there are several strong candidates for redevelopment and reinvestment in the Village. However, not all sites have a high probability for redevelopment due to existing ownership, location, and conditions. Therefore, this section will describe those sites that are most marketable for commercial redevelopment in both the downtown and around the Interstate interchange. It is generally assumed that these projects can and will be initiated by private landowners and developers, but the Village may choose to take an active role with property acquisition and assemblage in some cases.

##### RO-1: Downtown Opportunities

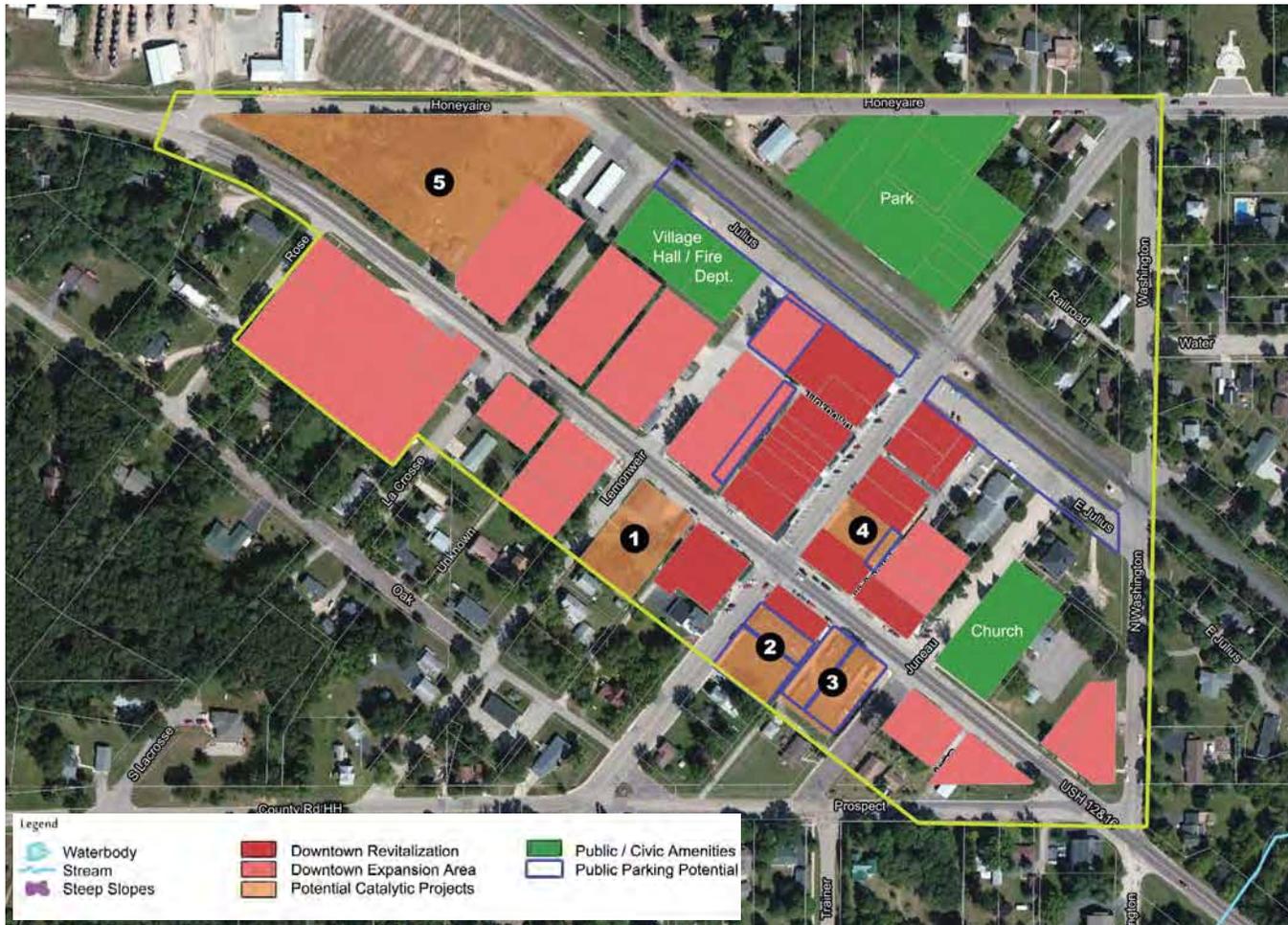
As the social and economic center of the Village, the downtown offers an ideal location for retail and service businesses to cluster around one another. Currently there are significant number of food and drink establishments, but a limited number of traditional downtown businesses and services. As highlighted in **Chapter 2** (Market Study), there are several business types that are in need within the Lyndon Station marketplace. Figure 4.3 (on the next page) and the following text describes five potential catalytic redevelopment sites within the downtown that could capitalize on the demand gap within the Lyndon Station marketplace.

##### RO-1.1: Mixed Use / Commercial Site

This 0.57-acre redevelopment area has good visibility along US 12 and is just a half block off of the downtown core. In total, this area includes three properties. Parcel #29146260 (131 Lemonweir Street) is a single family home that is currently for sale. Parcel #29146259 (unknown address) is a storage-type facility that is in fair to poor condition, and Parcel #29146260 (137 W. Flint Street) is the former fire station that is in poor condition. Combined these properties have an assessed value of \$102,200. Potential uses

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Figure 4.3: Downtown Revitalization Map



for the site include a pharmacy, a local eatery (e.g. bakery, deli and restaurant), a medical office, or a multi-tenant building. Smaller businesses needed in the community that could fill a small multi-tenant building include a health and beauty store, nail salon, and clothing boutique store. There is also potential to include upper story residential dependent on the overall size of the building and total parking needs. Design elements to consider include rear parking with the building near the street edge with or without an outdoor seating area, and first-floor windows along Flint Street.



### RO-1.2: Office/Retail / Mixed-Use Site

This 0.43-acre redevelopment area is at the edge of the downtown core and is just off of US 12. Parcel #29146268.2 is a storage-type building that is in poor condition, and Parcel #29146270 is extra yard space owned by the adjacent residential lot. Combined these properties have an assessed value of \$24,700. Potential uses for the site include a local eatery (e.g. bakery and restaurant) or medical office. Design elements to consider include rear parking (or side parking with significant screening to adjacent residential), building near the street edge with or without an outdoor seating area,



first-floor windows along Wisconsin Street, and a building style/character that fits in with adjacent residential properties.

**RO-1.3: Office/Retail / Mixed-Use Site**

This 0.46-acre redevelopment area is on US 12 just east of the downtown core. Both parcels that make up of the



redevelopment site are owned by Scully Real Estate LLC (Parcel #29146276 and #29146277) and are being used for outdoor storage and parking. Combined these properties have an assessed value of \$12,800. Potential uses for the site include a local eatery (e.g. bakery, deli and restaurant) or medical office. Design elements to consider include rear parking (or side parking with significant screening to adjacent residential), building near the street edge with or without an outdoor seating area, and first-floor windows along Flint Street.

**RO-1.2/3: Commercial Site**

If a larger development is desired, there is potential to include both Redevelopment Sites #2 and #3. This would increase the redevelopment



area to 0.89 acres, providing more development options such as a dollar store, a pharmacy, or a multi-tenant building. If a multi-tenant building is desired, potential consideration could be given to including the adjacent restaurant (Martha’s) at the corner of Flint (US 12) and Wisconsin (CTH HH). This option should only be considered if the restaurant wants to sell, relocate to another Village location, or if they would like to be part of a larger multi-tenant building on its existing site. The main benefit of this option is more visible at the Village’s busiest intersection.

**RO-1.4: Downtown Retail Site**

This redevelopment site is an vacant portion of an existing development in the downtown core. The current businesses on this property are the Hadlies Upper



Dells Hotel and Lyndon Hair Station. The entire property is 0.43 acres with the vacant portion covering roughly 0.25 acres. Redevelopment options include subdividing the parcel and building a new small retail store, or build an addition to the existing building with new or expanded businesses. Design elements to consider include rear parking, two-story building built near the street edge with or without an outdoor seating area, and first-floor windows along Wisconsin Street.

**RO-1.5: Housing / Commercial Site**

This 2.4-acre site provides the largest opportunity for redevelopment due to its size, and its location close to the downtown core and along US 12. The



site is currently a single-family residence with the majority of the land being undeveloped with an assessed value of \$92,400. The most ideal development option is senior or condo housing. If a commercial use is desired, consider a pharmacy or dollar store. In either case, the building should be built to the US 12 and Honeyaire intersection and be designed to be a signature “gateway” building.

### RO-2: Interstate-Driven Opportunities

The existing businesses at the Lyndon Station's off-ramp that cater to commuters include the gas station, deli chain (attached to the gas station) and an adult video store. This is not a significant number of commuter-driven businesses, considering the amount of cars that pass through the area on a daily basis (30,000-35,000 AADT). There are some factors that have led to the limited number of establishments at this interchange including development limitations (i.e. wetlands and floodplain), competition nearby in the Dells, and the overall size of the Village. However, the fact that the Dells major exits have significant activity and business, especially in the summer months, can benefit this interchange as interstate users may prefer to get off at a location with less activity to reduce the amount of time to make a stop. Therefore, there is an opportunity to consider adding additional commuter-driven "highway" commercial businesses near this interstate interchange. Possible locations include:

#### High Probability

- ▶ 150 Wright Street / CTH HH (1.75 acres) – vacant lot at the bend heading into the Village center along CTH HH. Of the options, this site is most "shovel ready", but has the least visibility.
- ▶ Eastern half of N626 CTH N (entire site: 14.84 acres) – currently owned by adult video store; however, there is a developable portion with high visibility to the interstate with easy access via the frontage road.
- ▶ Tax Parcel 29014200: CTH N – just south of Shockwave Video property (35.65 acres) – currently undeveloped and outside of the Village with significant wetland areas; however, its proximity to the interstate (visibility and access) make it viable for highway commercial development.

#### Low Probability

- ▶ 450 CTH HH (3.66 acres) – this site is an existing funeral home business; however, this site is prime real estate near the interchange with a business that could thrive further from the interchange. Therefore, the funeral home could build a newer facility in another location within town with the funds generated from the sale of its existing location.
- ▶ N620 CTH N (23.53 acres) – this is an existing residential lot with extensive wetlands and pond; however, the site is on the frontage road directly off the interstate exit that may be better served as a commercial lot in the long term.
- ▶ Lot 1 on the proposed Business Parkway (4.14-5.83 acres) – this is a site that could be available if a frontage road was built along the interstate (see Business Parkway concept on page 54). Lot 1 on this new proposed frontage road would be the closest site to the interstate and to CTH HH. A business would need enough capital to build a tall "interstate" sign with enough brand recognition to pull consumers from the interstate without direct visibility due to tree canopy.

**Potential Businesses**

Table 4.1 shows existing fast food establishments at the nearby interchanges. Based on this information and franchise requirements listed in Table 4.2 (below), KFC and Taco Bell are the most compatible with the Lyndon Station interchange. There is even an opportunity to combine these two franchisees with a multi-brand store. Multi-branding is changing the landscape of the US quick-service food industry by offering more choice, convenience and value at one restaurant location. The strengths of a multi-brand store are double the national media budgets, brands, and food options.



Another option could be a locally run food and beverage establishment, especially one that provides coffee, bakery and/or sandwich goods. However as stated above, the Business Parkway location would be less desirable for a local establishment due to a lack of brand recognition.

Table 4.1: Existing Franchisees, Nearby Interchange Exits

	Subway	Taco Bell	KFC	Wendy's	Culver's	McDonald's	Burger King	Others
Exit 69 (Mauston)	X	X		X	X	X		
Exit 79 (Lyndon Station)	X							
Exit 85 (Dells Area)								
Exit 87 (Dells Area)					X	X	X	Dunkin Donuts, Arby's, Jimmy Johns
Exit 89 (Dells Area)	X		X			X		
Exit 92 (Dells Area)	X	X				X	X	Dunkin Donuts

Table 4.2: Franchisee Site Requirements

	Site Size (acres)	Building Size (sq.ft.)	Parking Needs (space per)	Amenities	Market Availability
Dunkin' Donuts	0.25-2.0	1,200-2,600	3 seats	morning side of street, drive thru, high visibility from major arteries, option for 24 hours, easy ingress/egress (no more than 2 turns)	Currently reserved for existing franchisees
Burger King	0.47	2,000-3,500	1.6-2 seats	high visibility, full movement access, maximum signage, 25,000 ADT, 30,000 people plus w/in trade area	Potentially Available (no protected territory)
Wendy's	n.a.	n.a.	n.a.	Franchisee selects the location and site selection is available from Wendy's real estate representatives	Potentially Available (no protected territory)
Taco Bell	0.4	n.a.	2 seats	seven car stack for single window drive-thru, generally an End Cap or small free-standing building in rural conditions	No protected territory, but has a impact policy
KFC	0.45	2,648-3,035	2.75-3 seats	strong residential catchment, main road prominence, good access and visibility, 30-40 parking spaces, patio area for external seating	Available (no KFC within 1.5 miles of Lyndon Station)

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