ECONOMIC POSITIONING & GATEWAY DEVELOPABILITY STUDY

City of Reedsburg, WI

Final Date

Source: Country Time Gazette

DRAFT 2/20/2018

Connect With Reedsburg

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PART I: ECONOMIC POTENTIAL & MARKET FORCES

Introduction

Reedsburg economically anchors the northwest part of Sauk County and is one of its five employment centers. Alongside Wisconsin Dells, Lake Delton, Baraboo, Sauk City, and Spring Green, Reedsburg is a direct contributor to the county's agriculture, manufacturing, and tourism economies. With immediate adjacency to Dane County and proximity to Madison, Reedsburg is an economic node along STH 23 through central Wisconsin.

Reedsburg's immediate role and competitive advantage lies in its manufacturing properties, workforce dynamic, and transportation corridors. The city's manufacturing facilities are accommodated in single-purpose districts with easy access; the labor needs of the manufacturers are satisfied by the technical abilities and trade skills of employees; and, STH 23 supports large volumes of truck traffic, while the Wisconsin & Southern Railroad services the Industrial Park.

PROXIMITY OF REEDSBURG TO OTHER COMMUNITIES

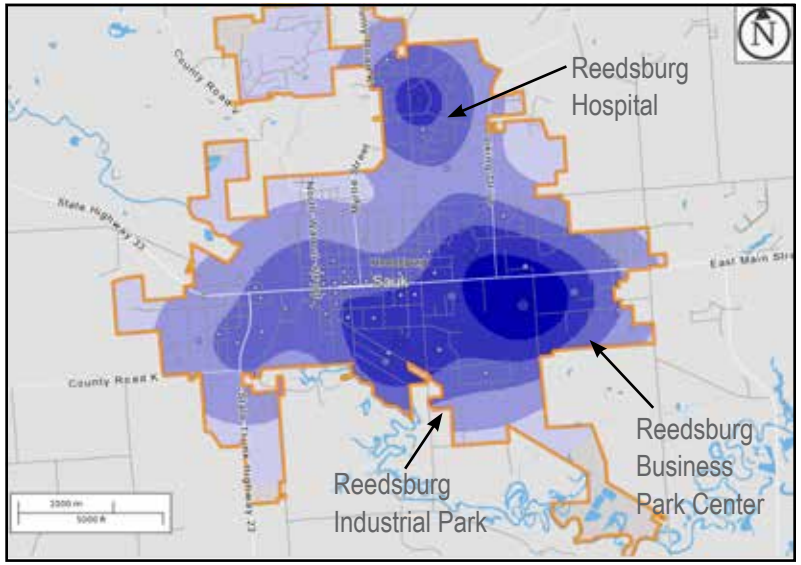
	Population	*Distance to Reedsburg*	
		Miles	Time
Reedsburg	9,200		
Wisconsin Dells	2,808	16	20 minutes
LaValle	363	7	10 minutes
Ironton	257	7	10 minutes
Cazenovia	325	12	20 minutes
Lime Ridge	166	11	15 minutes
Loganville	309	**7**	10 minutes
Richland Center	5,017	**31**	40 minutes
Plain	778	**20**	25 minutes
Rock Springs	371	**7**	10 minutes
North Freedom	701	**11**	20 minutes
Baraboo	12,048	**16**	20 minutes
Sauk City	3,495	**30**	30 minutes
Spring Green	1,652	**28**	30 minutes
Madison	252,551	**50**	60 minutes

Source: GRAEF, Google Earth

Workforce Dynamic

Reedsburg's Work Area Profile from the U.S. Census Longitudinal Employer-Household Dynamics (LEHD) data identifies the city as a middle class community with employment primarily located in the Industrial Park, Business Park Center, and at the Lands' End facility. In addition, smaller concentrations of jobs can be found along the STH 23 corridor, especially in and around the Historic Downtown.

EMPLOYMENT CONCENTRATIONS IN REEDSBURG



Map Legend

Job Density (Jobs / Square Mile)
- 5 - 162
- 163 - 634
- 635 - 1,421
- 1,422 - 2,522
- 2,523 - 3,939

Job Count (Jobs / Census Block)
- 1 - 2
- 3 - 30
- 31 - 152
- 153 - 479
- 480 - 1,170

Section Areas
- Analysis Selection

Source: U.S. Census LEHD Work Area Profile Map (2014)

In 2014, the Reedsburg economy supported 5,418 jobs – both part-time and full-time employment – that were held by residents and non-residents of the city. Five NAICS industry sectors accounted for 82.4% of these jobs and are outlined in Table 1. These data indicate that manufacturing, food service, and retailing are the predominant types of employment in the city. As in other typical communities, a select portion of employment is also attributable to area schools, health care clinics and hospitals, and government.

The predominant types of employment and wages earned by employees in Reedsburg indicate a middle- and working-class level of educational attainment. This type of educational profile includes workers with a minimum of a high school diploma and technical education (i.e., certificate, associate's degree). Some workers successfully complete the technical education, whereas others do not. Every middle class community has a small pool of employees who attain a bachelor's degree or higher; these individuals are typically in managerial roles. Table 2 outlines the educational attainment of Reedsburg's workers. *Note: U.S. Census LEHD data is not available for workers 29 years and younger. This is a data gap that decreases the accuracy of the analysis.*

Table 1: Top Five NAICS Industry Sectors in Reedsburg

Sector	*Job Count*	*Share of Total Jobs*
Manufacturing	2,213	40.8%
Health Care & Social Assistance	917	16.9%
Retail Trade	691	12.8%
Educational Services	327	6.0%
Accommodation & Food services	317	5.9%
Total	**4,465**	**82.4%**

Source: US Census LEHD Work Area Profile for the City of Reedsburg (2014)

Table 2: Educational Profile of Reedsburg's Workers

Education Level	*Job Count*	*Share of Total Jobs*
Less than high school	444	8.2%
High school or equivalent (no college)	1,713	31.6%
Some college or associate degree	1,459	26.9%
Bachelor's degree or advanced degree	670	12.4%
Educational attainment not available (workers aged 29 or younger)	1,132	20.9%
Total	**5,418**	**100%**

Source: US Census LEHD Work Area Profile for the City of Reedsburg (2014)

Community Profile of Reedsburg's Residents

The profile of Reedsburg's residents closely mirrors that of its daily workforce population. With stable workforce housing, strong community cohesion, and heritage in the regional manufacturing and agricultural economies, Reedsburg fits within the typical model of an American Heartland Community. The U.S. Census American Community Survey (ACS) five-year estimates for 2015 were used to profile the Reedsburg community and understand its characteristics.

In 2015, 9,468 people resided in Reedsburg. Of the city's 3,830 households, 2,483 of them included families. The median household income was $46,833, whereas the median family income was $59,901. The higher median family income can generally be attributed to households in which two individuals are employed and earning an income to support the family. Reedsburg's average household size is 2.45 individuals, while its average family size is 3.08 individuals.

The educational attainment of Reedsburg's residents is primarily characterized by technical and vocational training. A little over 90% of residents graduated high school with 70.7% of residents completing high school with additional technical training, including certifications and associate's degrees. Reedsburg also has a strong population of residents with a bachelor's degree or higher at 19.9%. Table 3 outlines the educational attainment of Reedsburg's residents.

Table 3: Educational Profile of Reedsburg's Residents

Education Level	*Resident Count*	*Share of Total*
Less than high school	573	9.3%
High school graduate	2,318	37.6%
Some college, no degree	1,443	23.4%
Associate's degree	599	9.7%
Bachelor's, Graduate, or professional degree	1,225	19.9%
Total	**6,158**	**100%**

Source: US Census American Community Survey Five-Year Estimate (2015).

The labor market for Reedsburg's residents is tight with an unemployment rate of 3.8%. Five industries employ 79.8% of residents: educational, health, and social services; manufacturing; retail trade; arts, entertainment, recreation, accommodation, and food services; and, other services (except public administration). Table 4 outlines the top five industries that employ residents. The types of industries employing Reedsburg residents resembles the City's job market itself.

Table 4: Top Five US Census Industry Classification Codes Employing Reedsburg Residents

Industry Code	*Job Count*	*Share of Employed in Civilian Labor Force*
Educational, Health, & Social Services	1,234	25.5%
Manufacturing	1,059	21.9%
Retail Trade	830	17.2%
Arts, Entertainment, Recreation, Accommodation, and Food Services	454	9.4%
Other Services, except Public Administration (e.g., auto repair, cosmetology, funeral homes and crematories)	279	5.8%
Total	**3,856**	**79.8%**

Source: US Census American Community Survey Five-Year Estimate (2015)

Business Activity & the Retail Marketplace

Reedsburg occupies a niche location in Sauk County's retail market, unlike Lake Delton which dominates the county retail landscape given its location along an interstate. The I-90/94 and US 12 corridors drive customer traffic to large interchanges with major tourist destinations (US 12 connects Madison metro with the Dells area, through Baraboo). With robust daily traffic counts, these interchanges have attracted major national retailers, including Walmart, Home Depot, Kohl's, Dollar Tree, Menard's, Aldi, and outlet stores. Traffic counts near these retailers are illustrated in Table 5. The Lake Delton/Wisconsin Dells and Baraboo centers are approximately a 15-minute drive time from Reedsburg's retail center. Due to the proximity of the Reedsburg-Baraboo-Dells retail centers, site selectors are less likely to consider Reedsburg for a second or third store in their immediate trade areas.

Reedsburg's primary traffic corridor STH 23/33 has AADT between 17,500-13,100 at count locations between Veteran's Drive (roughly the airport) and the Baraboo River. This stretch encompasses a large portion of the East Gateway and the Historic Downtown. The vast majority of national retailers are located within this portion of the corridor, as illustrated on the map on the following page. The highest concentration lies near the intersection of STH 23/33 and Viking Drive.

The Historic Downtown has few national retailers but boasts a mix of specialty retail, commercial and residential that one would expect within

Table 5: Major Retailers in Baraboo, Lake Delton, and Reedsburg and Associated AADT*

Lake Delton / Wisconsin Dells	*Baraboo*	*Reedsburg*

• I90/94 & STH 23: 36,900 AADT
  • Home Depot
  • Walmart Supercenter
  • Kohl's
  • Dollar Tree
  • Jo-Ann Fabrics
• Walgreens 9,850 AADT
• Outlet Stores
	• Along USH 12 near STH 33: 16,321 AADT**
	  • Walmart Supercenter
	  • Menard's
	  • Walgreens
	  • Aldi
	  • Festival Foods
	• Blain's Farm & Fleet 9,700 AADT
		• STH 23 near Viking Drive: AADT ranges from 13,100-17,500 on STH 23/33 to 9,000 on Viking Drive
		  • Shopko
		  • True Value Hardware
		  • Sears Hometown
		  • Dollar General
		• Walgreens 15,300 AADT
		• Dollar Tree 11,500 AADT

Source: GRAEF
AADT Source: Wisconsin Department of Transportation (WisDOT), WisDOT Interactive Traffic Count Map, unless noted otherwise
* Traffic counts represented are an average of the two closest traffic counts available to the retailer location, or the closest traffic count if only one is available.
** Traffic counts from "2014 Wisconsin Continuous Count Data." WisDOT, report dated September 2015

NATIONAL RETAILERS ALONG STH 23

Source: GRAEF, City of Reedsburg, Sauk County Land Information

a typical Main Street local economy. The downtown is home to a host of civic organizations and destinations including City Hall, the police and fire departments, post office, library, the Chamber of Commerce and Boys and Girls Club. The "400 Trail" -- which connects to the Sparta-Elroy Trail -- begins just two blocks south of Main Street.

Like the other two Reedsburg retail areas discussed, the third -- the South Gateway -- is again different from the others. The area of the South Gateway spans along STH 23/33 from the west side of the Baraboo River as STH 23 and 33 split, with STH 33 traveling west-northwest and STH 23 turns south. The national retail presence is minimal in this area, with Kwik Trip and Anytime Fitness the exceptions. Traffic counts are also much lower than in other commercial areas of the city, with a count of 5,000 AADT on STH 23 just south of the STH 23/33 split and 8,000 AADT on STH 33 just west of the STH 23/33 split. The STH 23 corridor retains its commercial character within the South Gateway. In addition to commercial uses, the South Gateway area is home to the Reedsburg Area High School, West Elementary, the Reedsburg School District Central Office, Sauk County Health Care Center, and the Reedsburg campus of the Madison Area Technical College.

The ESRI Retail MarketPlace Profile provides an understanding of the balance of the supply and demand in Reedsburg's retail market. The analysis uses a leakage/surplus factor ranging from -100 to +100, with "0" being market equilibrium. An industry with a leakage factor of +100 would indicate that the potential retail sales are being satisfied outside of the market, and there would be local opportunities for investment. At the opposite end of the spectrum, a surplus factor of -100 would indicate a complete surplus of sales and no local shoppers.

In total, the retail trade and food & drink industry has a negative retail gap, with a surplus factor of -10.3, which is close to a balanced marketplace. Looking at both the Retail Trade and the Food & Drink industries individually, there is a similar factor at -10.7 and -6.5, respectively.

Looking more closely at the individual industry groups, there are several with a leakage factor of +100:

- Food & Beverage Stores: Specialty Food Stores
- Food Services & Drinking Places: Special Food Services
- Sporting Goods, Hobby, Book & Music Stores: Book, Periodical & Music Stores
- Nonstore Retailers (all categories): Electronic Shopping & Mail-Order Houses, Vending Machine Operators, Direct Selling Establishments

Other industries with notable leakage are: Other Motor Vehicle Dealers (includes recreational vehicles, motorcycles, and ATVs), Shoe Stores, and General Merchandise Stores. The accompanying table describes the industry leakages. Industries with a leakage factor of +30 or greater accounts for $15,681,275 in retail sales gap, or sales being served by markets outside of Reedsburg. Local investment in these areas could be possible if locations with appropriate site characteristics can be identified.

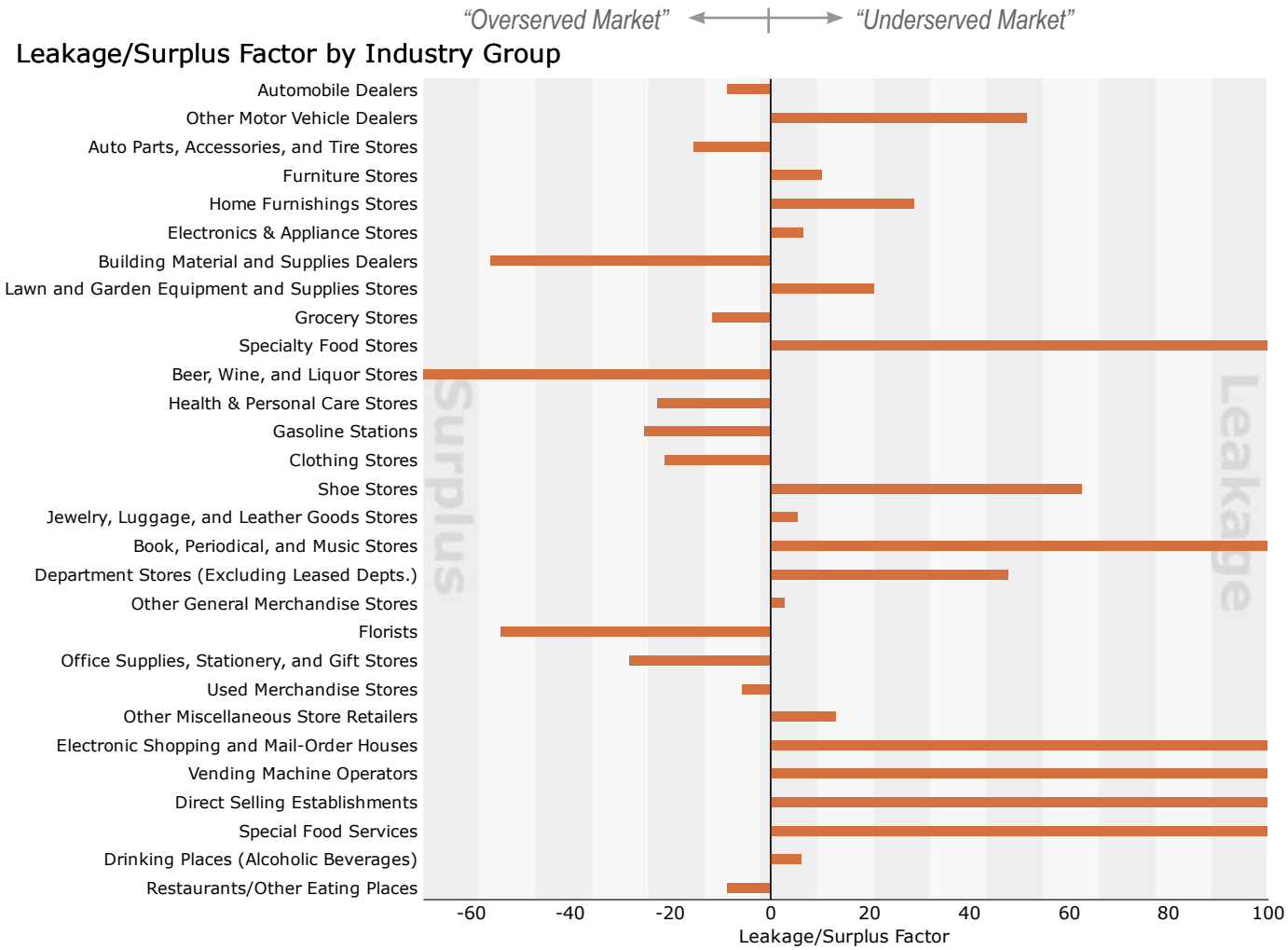
Table 6: Reedsburg Retail Industries with a Leakage Factor of Over +30

Industry Group	NAICS Code*	Total Retail Gap	Leakage Factor
Motor Vehicle Dealers (non-auto)	4412	$1,831,222	+51.8
Specialty Food Stores	4452	$1,119,109	+100
Shoe Stores	4482	$473,813	+62.8
Book, Periodical, & Music Stores	4512	$402,364	+100
Department Stores Excluding Leased Depts.	4521	$8,684,584	+47.9
Electronic Shopping & Mail-Order Houses	4541	$2,323,581	+100
Vending Machine Operators	4542	$211,527	+100
Direct Selling Establishments	4543	$370,538	+100
Special Food Services	7223	$264,537	+100
Total		$15,681,275	

Source: ESRI

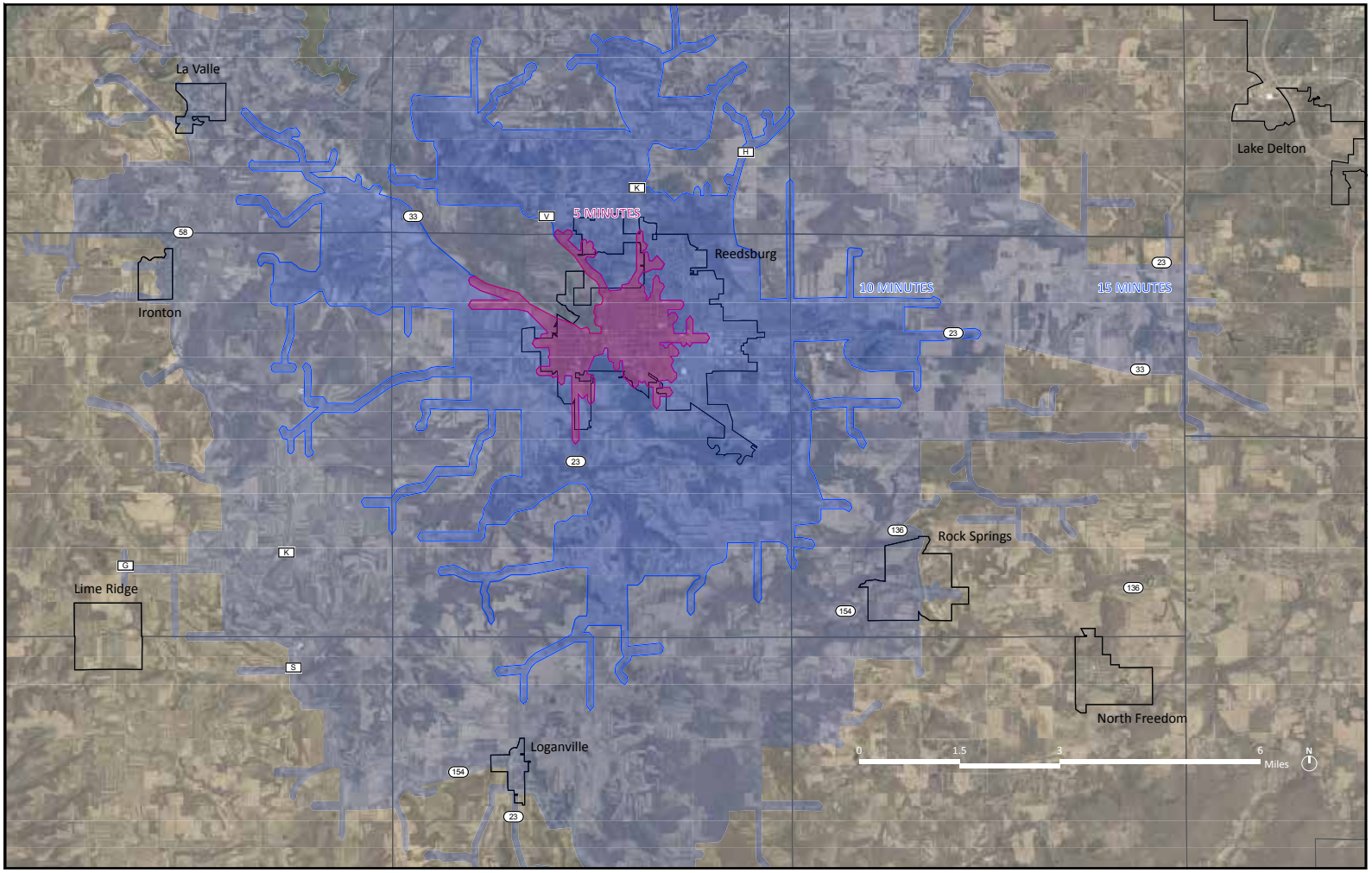
**Click here for more information about industry groups and the North American Industry Classification System (NAICS), or visit the following URL: http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2017.*

ESRI Retail MarketPlace Profile: Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

5-, 10-, & 15-MINUTE DRIVE TIME TRADE AREAS FROM DOWNTOWN REEDSBURG



Source: GRAEF, City of Reedsburg, Sauk County Land Information, ESRI Business Analyst

PART II: EXISTING CONDITIONS & DEVELOPMENT POTENTIAL

Land Use Mix & Parcel Fabric

STH 23 is an economic linkage that funnels the majority of vehicular traffic from two primary directions: through the East Gateway along Main Street and from the south into the Historic Downtown. As the city's principal activity generator, businesses have responded to the highway's land use demands with parcel configurations that benefited outlot development with curvilinear suburban street patterns. At present, some of these existing conditions are barriers to development; however, they can be overcome by adapting the parcel configurations using certified survey maps, plats, rezonings, and demolition. These land use actions and tools can create a parcel fabric that simultaneously satisfies the demand of site selectors while complying with the requirements in Reedsburg's Zoning Code.

Existing conditions at the East and South Gateways are summarized in the following discussion and in Table 6.

- East Gateway: Strip style development from the gateway entrance west to Dewey Avenue is suitable for outlots due to land patterns and the demographic profile of employees and residents. The street facing commercial development screens industrial and residential uses in the rear.
- South Gateway: The remaining developable parcels are greenfield sites with surrounding agricultural land that is within Reedsburg's ETZ and designated as "Transition Area" in Sauk County's Farmland Preservation Plan. Redevelopment will upzone the land to the appropriate business and residential districts. Its developability is not limited by land characteristics, but by the lack of denser economic activity and lower daily traffic counts.

Largely, Reedsburg will accomplish its redevelopment goals in two ways:

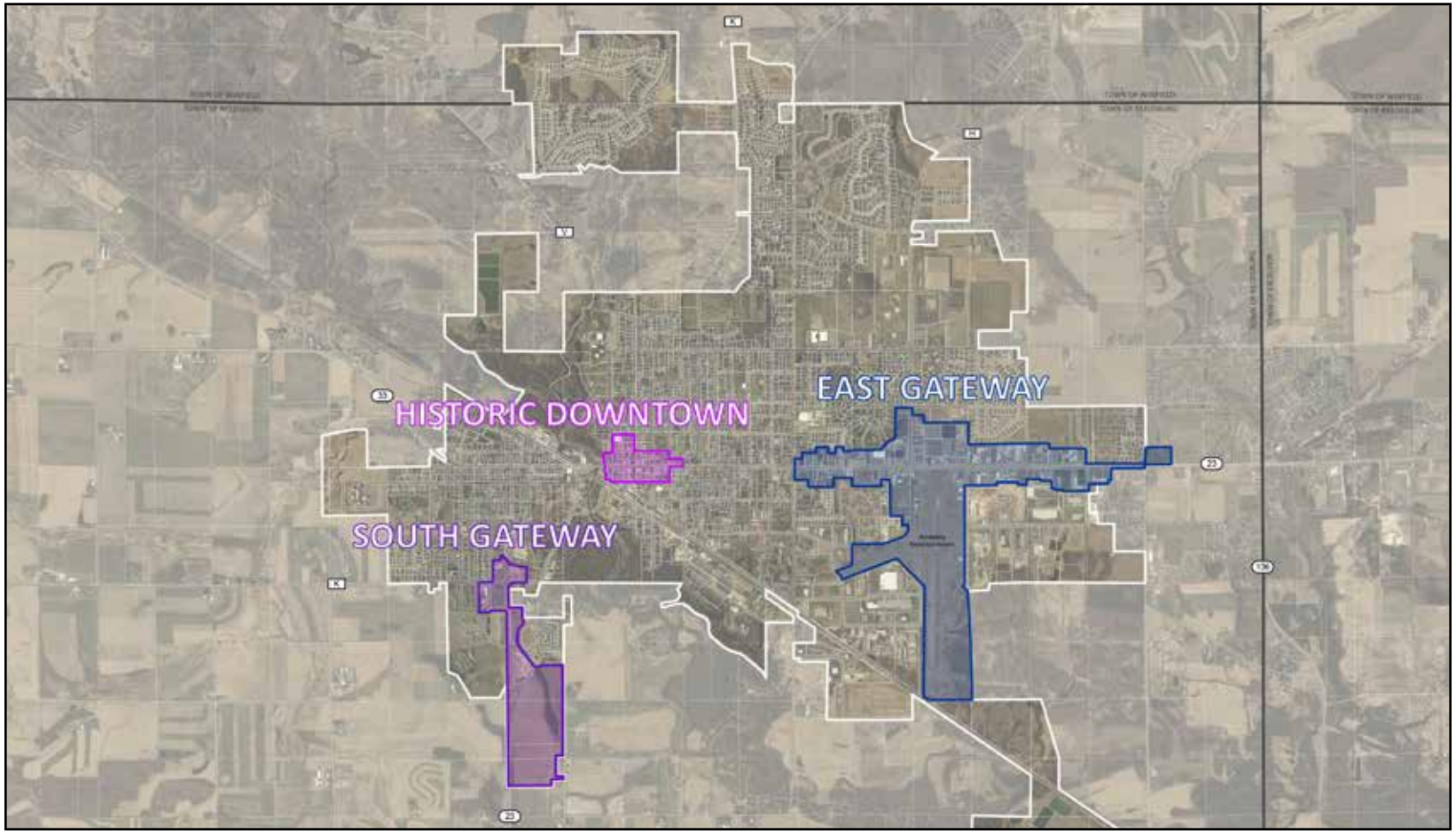
1) retrofit the existing suburban-style of development with infill and density; and
2) identify catalytic sites to force the city's development pattern to evolve and create a confined corridor experience with strong street edges and pedestrian protection.

Table 6: Barriers to Development at Reedsburg's Economic Centers

Barrier	*East Gateway*	*Historic Main Street*	*South Gateway*
Natural	• Topography		• Proximity of wetlands and bodies of water
Regulatory		• Building & fire codes as relates to condo plats or subdivision methods	
Parcel Configuration	• Strip development and outlots (inefficient land consumption) • Shotgun lots	• Land assembly	
Economic		• Incentivize historic preservation, interior renovations, and occupancy	• Need traffic counts to attract development

Source: GRAEF

REEDSBURG'S ECONOMIC CENTERS



Source: GRAEF, City of Reedsburg, Sauk County Land Information

Zoning Regulations and Building Envelopes

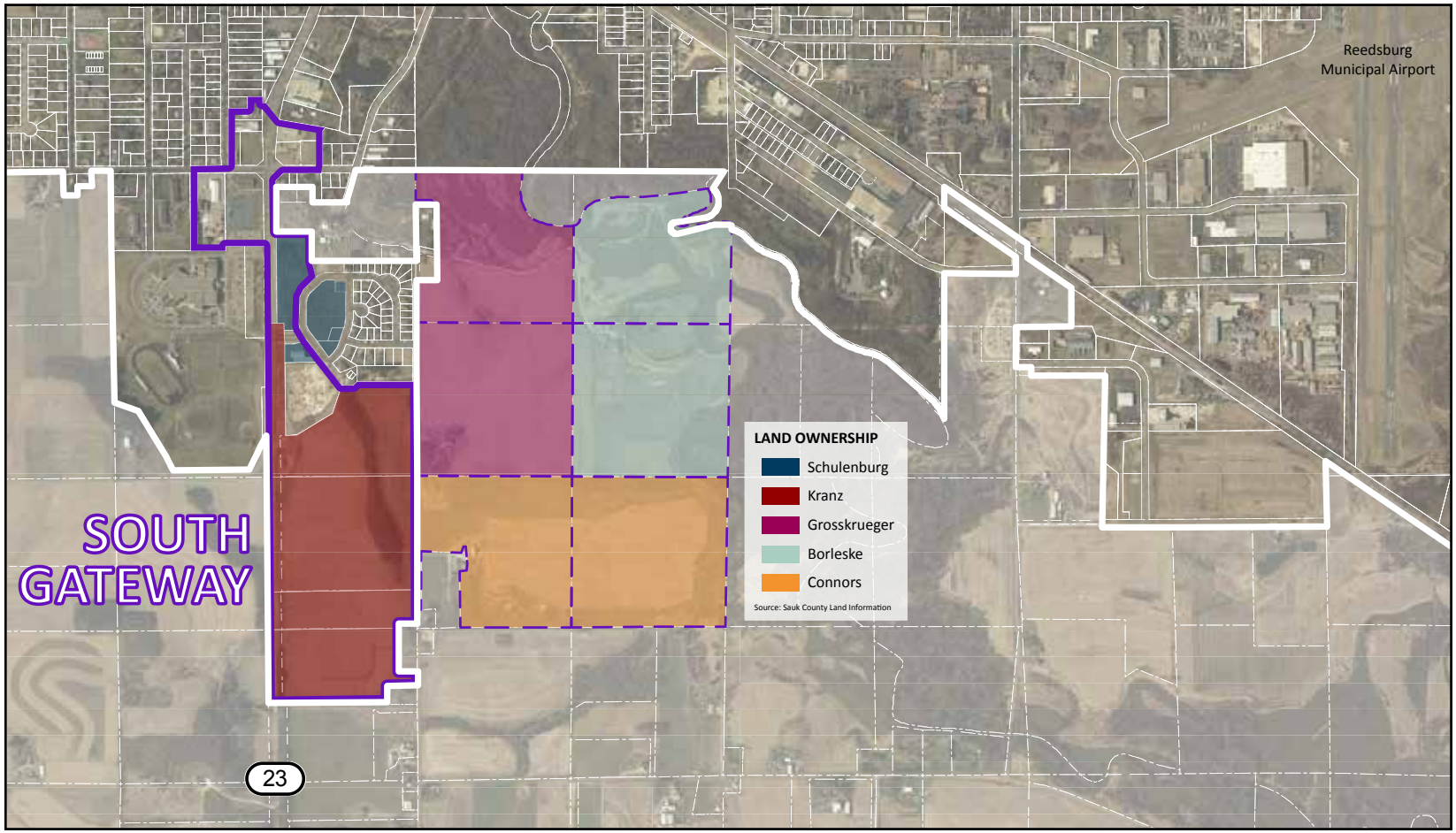
Reedsburg's Zoning Code has the potential to be adapted in creative ways to accommodate a development pattern at each of the economic centers that adds density and tightens the STH 23 corridor. The current development pattern is largely due to outlot-style development that satisfies the site criteria of gas stations and fast food restaurants. However, the B-2 Business Outer and B-3 Business Local Districts are flexible enough to provide opportunities to creatively adapt new projects to existing sites. Notably, if a planned unit development is overlaid in the B-2 or B-3 Districts, minor modifications can be made to the regulations to reduce the front yard setbacks.

When creating a schematic design for a project site, Reedsburg's Zoning Code primarily requires a front yard setback, but does not require large side and rear yard setbacks, if at all. The configuration of the East Gateway is due to business preference and operational needs, not necessarily to requirements in the Zoning Code.

As new projects are proposed, parcel combination can be considered as a tool to increase the developable area of the parcels while increasing the likelihood of multi-tenant projects. Also for consideration, shared access easements can create a linear connection on the backside of developments along STH 23 to link shared parking lots. This tactic will create a strong street edge for customer experience while simultaneously providing ample parking in the rear.

Although largely undeveloped, these observations and lessons can be applied to the South Gateway. Because the commercial and mixed-use components of projects have yet to begin, the parcels that make up the Gateway can be zoned and entitled as needed. Previous site plan concepts have been proposed for multi-tenant strip malls. To maximize development potential, these ideas can be re-crafted into a master plan-style proposal that mixes uses and capitalizes on Reedsburg's economic drivers, including a strong workforce base and the desire of residents to age in place. A principal consideration during discussions about a proposed site plan can focus on increasing the buildable area on each lot to create a more traditional neighborhood grid pattern.

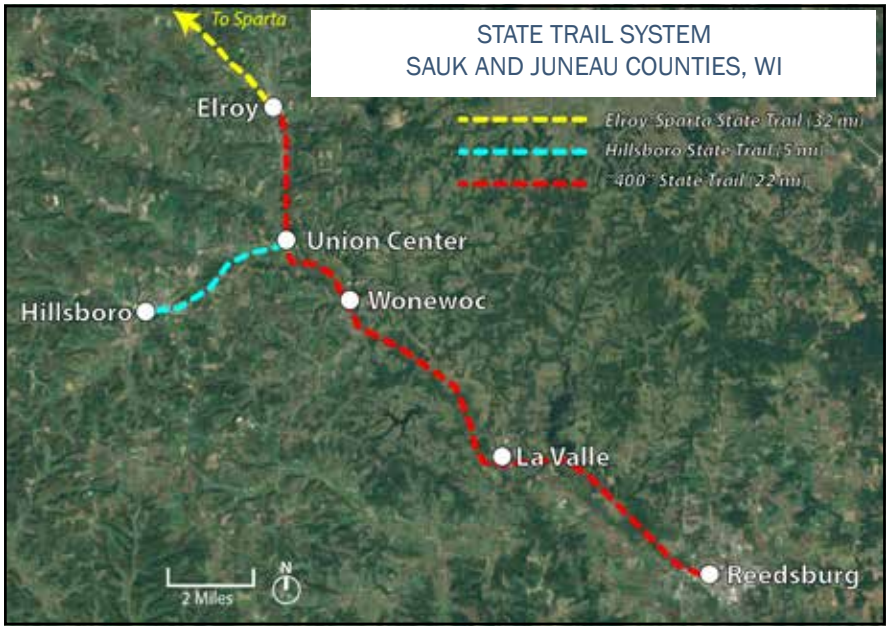
SOUTH GATEWAY OWNERSHIP



Source: GRAEF, City of Reedsburg, Sauk County Land Information

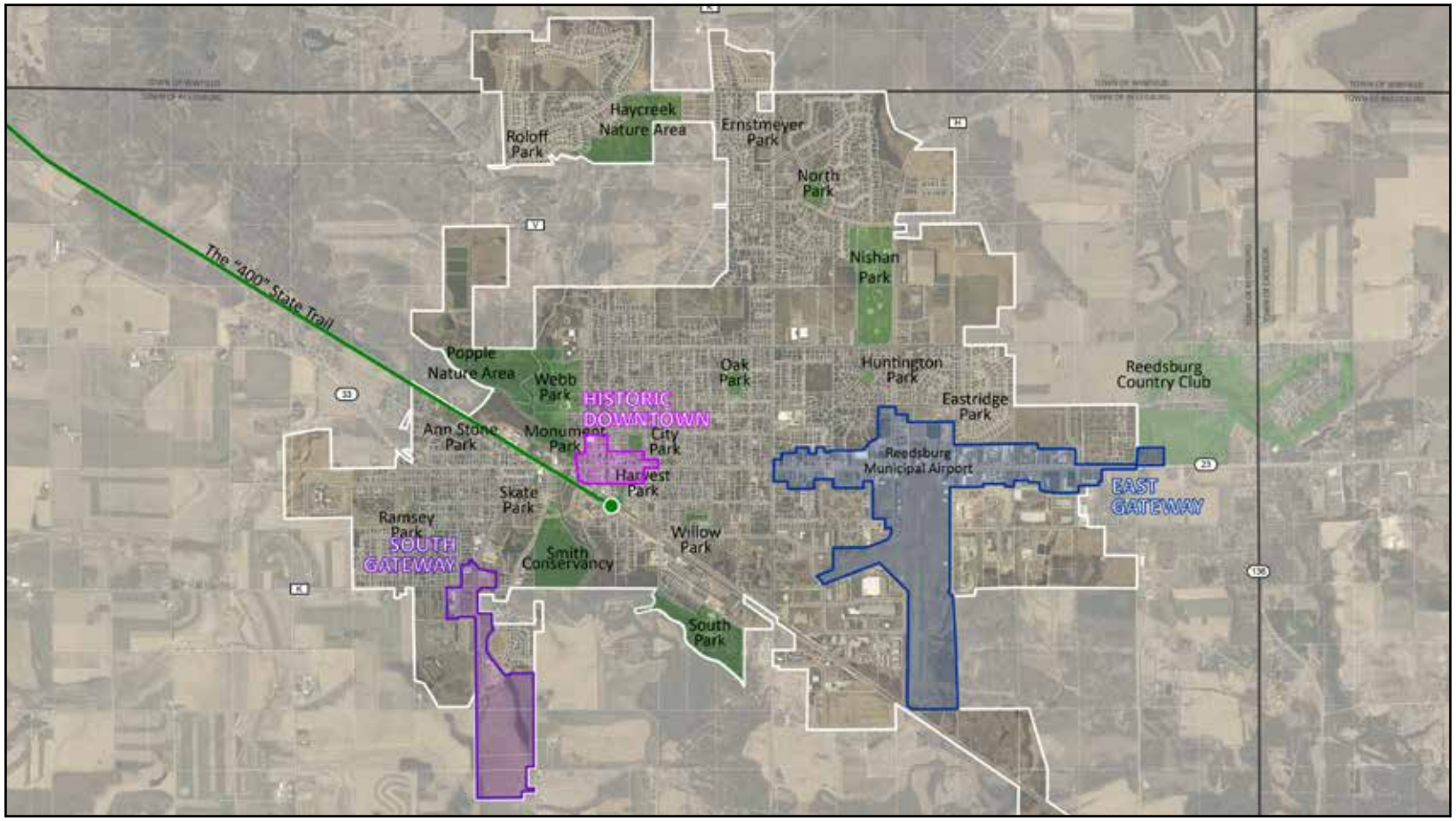
Recreation Land Uses

Reedsburg is located within an area of the state that is well-known for tourism and outdoor recreation on a state and national level. The primary tourism centers in central Wisconsin are Wisconsin Dells, Baraboo, and Devil's Lake State Park. These areas boast glacial area landscapes ideal for hiking, biking, boating, kayaking, and water sports. In addition, Wisconsin Dells is a premier amusement and water park destination drawing over three million tourists per year (source: Wisconsin Dells Chamber of Commerce). Spring Green, located approximately 30 miles to the south along STH 23, is the location of the home and school of famed architect Frank Lloyd Wright, Taliesin. Tourism is not currently a primary industry in the City, but the City boasts many parks and recreation opportunities. In addition, the location relative to these other tourism centers puts it in a central location relative to the Dells, the state trail system, and the arts and cultural draw of Spring Green.



Source: GRAEF, Google Earth

REEDSBURG'S AMENITIES: PARKS & 400 STATE TRAIL



Source: GRAEF, City of Reedsburg, Sauk County Land Information

PART III: ENGAGEMENT WITH REEDSBURG STAKEHOLDERS

To further inform this study with the perspectives of Reedsburg stakeholders, discussions were held in October 2017 to learn about the local economy, workforce development and education, real estate development, and the small business community. The series of discussions convened stakeholders in groups of five to ten to solicit ideas and thoughts, gather anecdotes, and identify issues and opportunities. The discussions are summarized as follows and categorized by major topics.

Labor Market

- Tight labor market with companies offering sign-on bonuses, attempting to hire temporary help, and hiring part-time employees to meet demand
- Reedsburg Area High School is expanding opportunities for students and their parents to be exposed to career choices
- Reedsburg is a net importer of jobs with the daytime population being larger than the night-time population
- Reedsburg competes directly with the Wisconsin Dells, Baraboo, Sauk City, and Prairie du Sac for workers
- The federal J-1 visa program is seen to be highly impactful in the Wisconsin Dells labor market, and the status of the program is on the minds of all employers in the region (Editor note: According to the U.S. Department of State website, the "Exchange Visitor (J) non-immigrant visa category is for individuals approved to participate in work-and study-based exchange visitor programs")
- Reedsburg is experiencing a brain drain, as recently graduated high school students and young talent are leaving for more urban areas

Workforce Development & Talent Pipeline

- Financial security of employees is becoming a focus for local companies
- Local employers are switching to in-house training to attract and retain workers
- Focus is being placed on financial self-sufficiency of workers, including wage increases, child care, continued training, and access to transportation

Commercial Development

- The Historic Downtown and Main Street corridor east of the Baraboo River attract the majority of businesses and amenities, including restaurants
- Uses west of the Baraboo River along STH 23 and 33 are primarily institutional, governmental, and residential, including Reedsburg Area High School, Westside Elementary School, Casa de Oakes Assisted Living and Memory Care, Sauk County Health Care Center, and Madison Area Technical College
- The viability of Reedsburg's west side for commercial development needs to be examined
- The west side may be able to support a restaurant; the pinch point where Main Street crosses the river causes traffic delays at peak times when people are running out for food over their lunch break
- Perception that there is a high vacancy rate in properties in the east gateway, and low vacancies downtown

Industrial Development

- Additional revenue stream at the airport is possible; the area may not be maximizing this amenity
- Reedsburg has a history of aggressively attracting industrial development
- The next phase of industrial growth may be impacted by the region's ability to attract workers

Community Amenities

- Reedsburg's environmental amenities and trail connections can be leveraged to attract visitors
- The area tourism can be utilized to a larger degree through organizations like Friends of the Baraboo River and the area chambers
- The City might consider additional recreation amenities in the park system, such as a splash pad
- The fiber optic internet service provided by the Reedsburg Utility Commission can be used to attract companies
- Employees of local companies, if living in Reedsburg, are typically easier to retain because they appreciate the city's amenities

Reedsburg's Trade Area & Competitors

- The Reedsburg trade area extends north, west, and south into the smaller rural towns and burgs whose residents do not have immediate access to grocery stores, pharmacies, and entertainment
- Lake communities to the northwest present an opportunity to cater to a more affluent customer

Housing Market

- New employees at Reedsburg companies struggle to find quality, affordable housing
- Reedsburg lacks a diverse housing stock with a need for more apartments and condos
- Builders are interested in starting additional housing, but are reluctant to "pull the trigger"
- Some customers are willing to buy existing homes and rehab them
- New residential may be appropriate at either CTH K or STH 23
- Questions about the lack of development within the existing residential lots east of Eastridge Drive
- Other surrounding communities offer houses that are more affordable and compete with Reedsburg for buyers
- The county is working toward a housing study in 2018

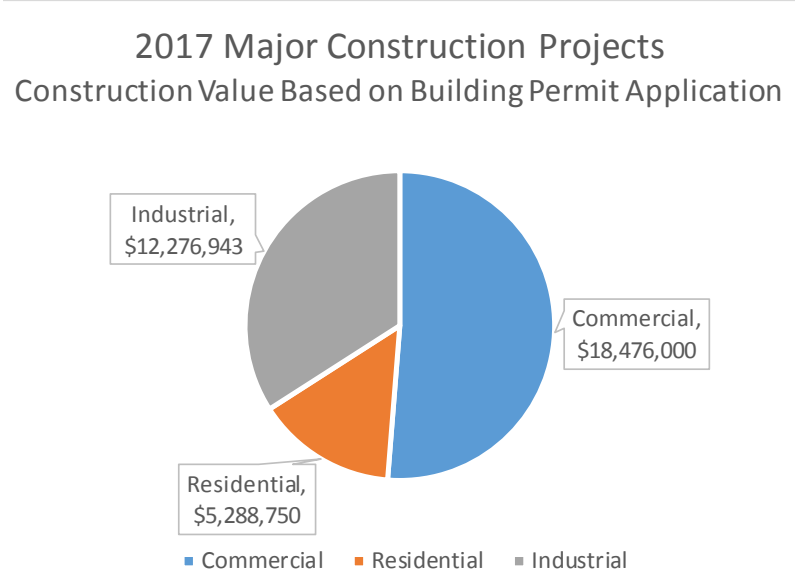
PART IV: POTENTIAL DEVELOPMENT CONCEPTS

Current Development Patterns

In 2017, a total of $42,168,922 in building permits were issued in the City of Reedsburg (as of 12/15/2017). Seventeen project permits were issued for larger-scale commercial, industrial and residential projects with a construction value at $90,000 or greater, totaling $36,051,693. Most of this construction value is with commercial projects with the $18,000,000 Reedsburg Hospital expansion the majority of that value. Four major projects top the list in industrial construction with the Sharratt Warehouse, a refrigerated warehouse and distribution facility, which is the largest industrial project with a construction value of $8,206,943. Residential construction is divided between two projects: the New Lakeside Foods employee housing project, and the larger $4,800,000 72-unit Viking Estates apartment project.

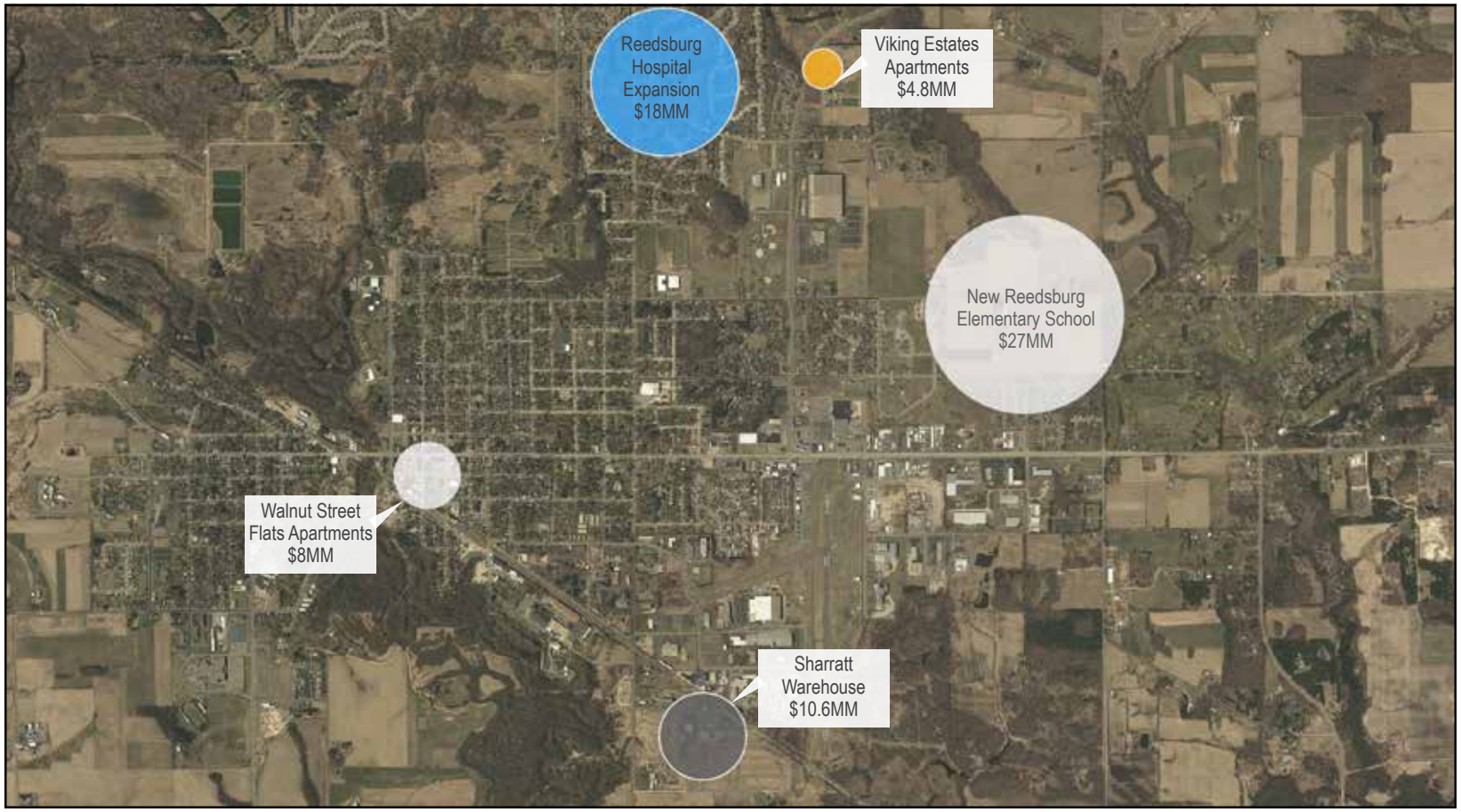
At the time of this report, the new year is just beginning, but there are project estimates of two additional large-scale projects in the development pipeline totaling $9,300,000: the new east side school and the Walnut Street Flats, a 33-unit WHEDA project. The apartment project has an estimated construction value of $8,000,000 (per the City) and the new east side elementary school and transportation facility cost is estimated at $24,350,000 (per the school district referendum information). The assessed value of these two projects will likely differ from the construction costs noted here. Typically, school property (land and improvements) are non-taxable. The Walnut Street Flats project may be built similar to the quality of other market-rate apartments, but the assessment may be according to the income generated from the property, which is calculated as a function of the rental rates.

The projects valued at $1,000,000 or greater are located on the map on the following page. The circle indicator represents the construction value of the project. The highest value projects are located in the northeast section of the city. This will likely have the strongest impact on the East Gateway.



Source: City of Reedsburg building permit applications, 2017
Note: "Major Construction" determined to be $90,000 or greater

LOCATION OF 2017 CONSTRUCTION PROJECTS VALUED AT $1,000,000 OR GREATER



Projects with Construction Permits Issued in 2017

- Commercial Projects
- Industrial Projects
- Residential Projects

Projects in Development Pipeline

- Multiple Project Types

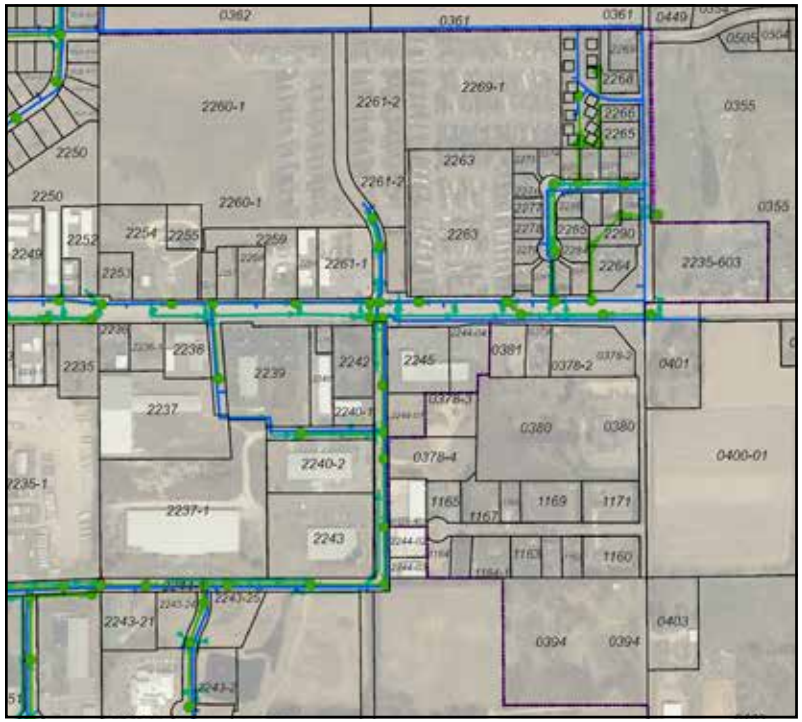
GRāEF

Municipal Utilities and Infrastructure

EAST GATEWAY

The East Gateway includes properties immediately adjacent to Hwy 23 (E Main Street). All of these properties have direct access to existing Municipal sewer, sanitary, and water located within the Hwy 23 right-of-way (ROW). Any new development within the East Gateway should be adequately served by existing utilities. Any extension or capacity increases to existing utilities will require coordination with the City of Reedsburg.

EAST GATEWAY UTILITIES



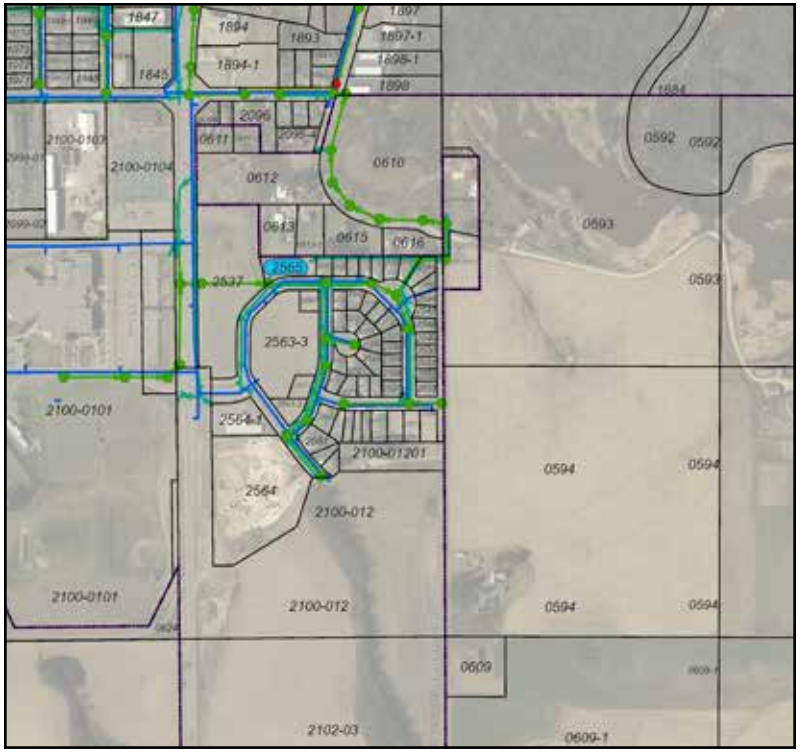
East Gateway: Existing Utility Service Map (Storm Sewer-teal; Sanitary Sewer-green; Water-blue)

Source: City of Reedsburg GIS

SOUTH GATEWAY

The South Gateway is at the southernmost limits of the existing Municipal sewer, sanitary, and water service area. Properties north of the Casa de Oakes Memory Care property (within City limits) are all currently served by Municipal utilities. The remaining 78 acres of the South Gateway owned by the Kranz family is not connected to Municipal utilities. Both the Kranz land as well as land just outside of the city limits (east of Old Loganville Road) are attractive development opportunities based upon their physical setting as well as proximity to necessary public utilities. Extension of the existing Municipal utility could utilize a phased expansion approach to meet the need of development sites identified in this report. The final public sewer, water and sanitary service sizes should be determined based on both the design capacities required for planned development and requirements of the City of Reedsburg.

SOUTH GATEWAY UTILITIES



South Gateway: Existing Utility Service Map (Storm Sewer-teal; Sanitary Sewer-green; Water-blue)

Source: City of Reedsburg GIS

Available Land and Zoning

EAST GATEWAY

The more significant projects based on construction value for 2017 and those slated for 2018 are located in the northeast area of the City. This real estate investment will likely put additional pressure on the East Gateway and push demand westward along Main Street.

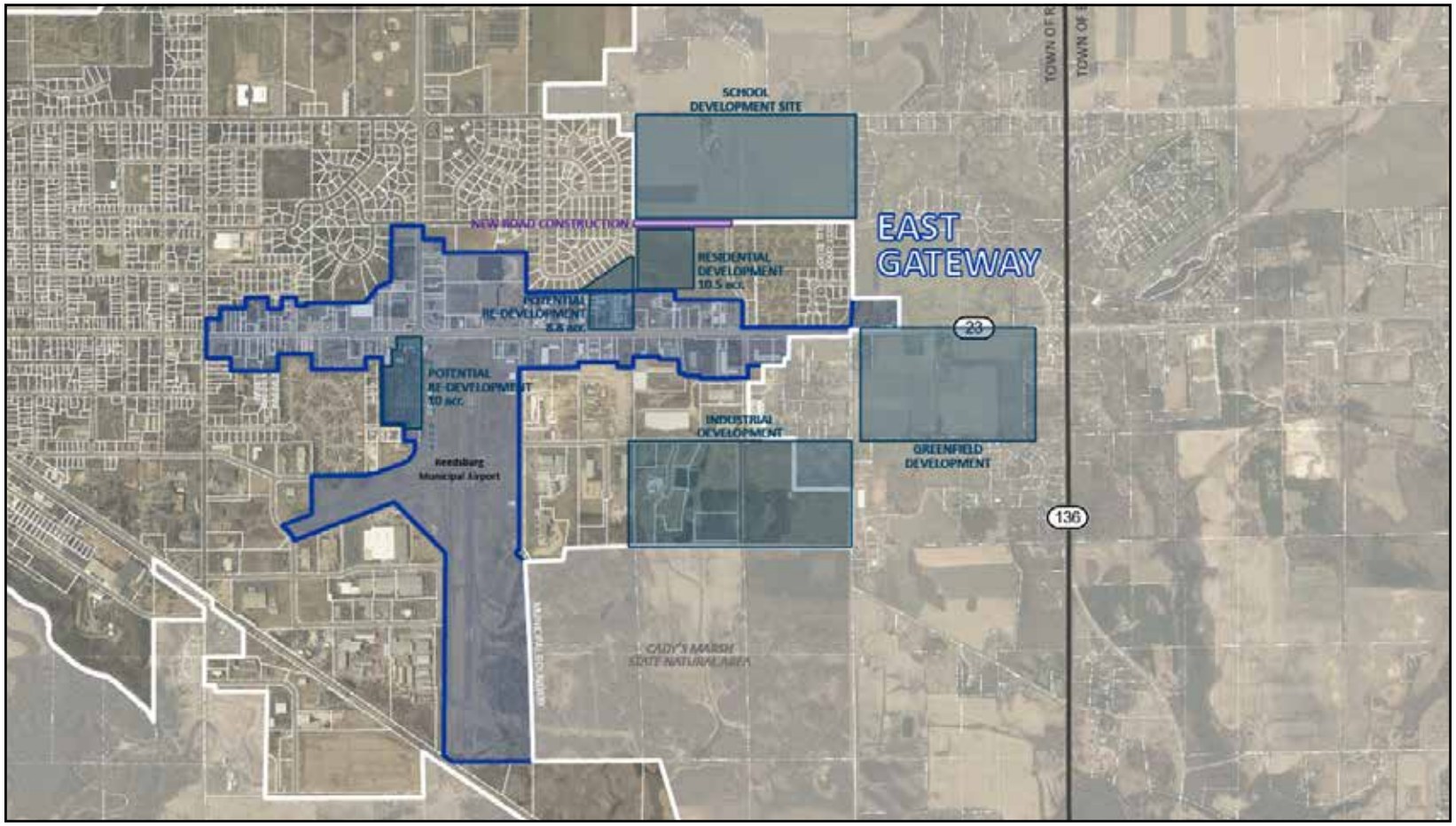
In 2017 the residents of the Reedsburg School District approved a referendum for new school projects. These projects include updates to existing facilities and, most notably, the construction of a new elementary school. In December 2017, at a meeting of the board of electors, the acquisition of the selected property was approved. The location of the new school, as noted in the diagram on the following page, is on the east side of the city just north of the East Gateway. Given this location, this new school development will be another factor leading to additional growth in this part of the city. Based on discussions with City Administration, construction of a new road is expected to connect Huntington Park Drive to an extension of Wengel Drive (also depicted on the diagram). With this construction it's feasible additional adjacent land will become developable. Likely uses for this land would be residential of some moderate density, smaller homes and lot sizes.

The two redevelopment areas fronting Main Street (10 acre and 8.8 acre sites shown on the diagram on page 27) lend themselves to commercial development due to their visibility. The depth and size of both areas though may also attract industrial users. Commercial development should be encouraged with any industrial uses located in the back half of the properties.

The 10.5 acre residential development area is currently zoned R-2 and could accommodate approximately 36 single-family lots. Part of this development would require a new road(s) branching south from the proposed extension of Huntington Park Drive.

As demand increases, opportunities for redevelopment may present themselves. Greenfield development will likely occur closest to open land near the golf course, although utility extensions will be necessary for development beyond existing infrastructure. Land assembly will facilitate new projects within existing infrastructure boundaries, through the combination of multiple parcels. This parcel combination will allow for the revitalization of larger areas at the East Gateway and the creation of a stronger street edge. Land assembly also holds the potential for encouraging cooperation among multiple property owners to coordinate surface parking for employees and customers. This coordination can enhance the customer experience and further grow Reedsburg's small business community. During such projects -- whether its greenfield or infill development -- coordination of additional gateway enhancements related to multi-modal facilities and aesthetic improvements will contribute towards an elevated Reedsburg brand.

EAST GATEWAY: POTENTIAL NEW DEVELOPMENT & REDEVELOPMENT SITES



Source: GRAEF, City of Reedsburg, Sauk County Land Information

SOUTH GATEWAY

Within the South Gateway, there is approximately 92 acres of vacant developable land. Of that land, just over 14 acres is adjacent to a municipal road where municipal sewer and water is available. Those parcels are zoned B-2 Business Outer and R-2 Residential. The remaining 78 acres is currently zoned A Agricultural with the predominant access from STH 23 or Old Loganville Road; both roads do not have municipal utilities adjacent to the agricultural parcels.

The land zoned for development may be suited for a mix of commercial/retail and residential uses, although the market may not be available for substantial development at this time. For additional commercial/retail development to occur, it is likely that higher traffic counts on STH 23 are needed to interest brokers and developers; the addition of a residential neighborhood would create rooftops that may fuel increased retail demand with added traffic. The vacant land west of Roloff Drive could accommodate approximately fifteen single-family lots. The diagrams on this page and the following page show residential lots ranging from 6,300 square feet to 8,000 square feet. The average lot size in the adjacent Bindl Subdivision is around 7,400 square feet.

The agricultural land may be suited for mid-density residential or a mix of residential densities – including single-family and workforce housing – and there may be a market for this type of development. The adjacent single-family development to the north of the agricultural land – the Bindl Subdivision – contains 47 home lots that developed in a similar pattern.

PARCEL SUBDIVISION OPTION – SCHULENBURG PROPERTY

Source: GRAEF, City of Reedsburg, Sauk County Land Information

OPTION A – SCHULENBURG PROPERTY

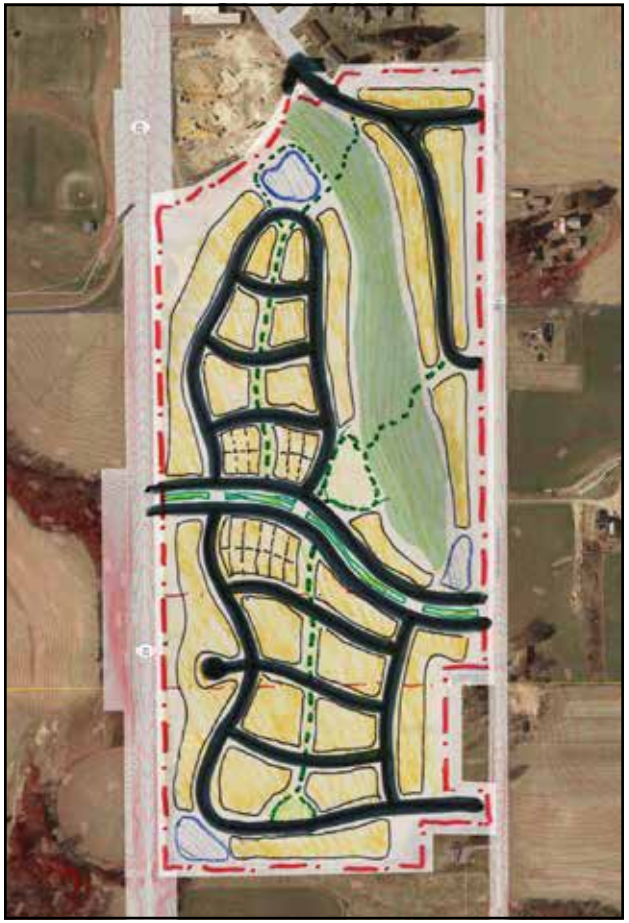
Source: GRAEF, City of Reedsburg, Sauk County Land Information

OPTION B – SCHULENBURG PROPERTY

Source: GRAEF, City of Reedsburg, Sauk County Land Information

The developable agricultural land that compromises the majority of the South Gateway between STH 23 and Old Loganville Road may be an ideal location for residential development and the creation of a new neighborhood. The topography of the land provides picturesque views of Reedsburg's prized natural features and evokes a charming sentiment of bucolic rolling hills. The following development concept uses these natural assets to the advantage of the developer and the homeowner. Homesites could be organized around a central boulevard that connects the north and south sides of the neighborhood. Residents would be able to walk and bike through the neighborhood using a network of trails that connected the various blocks. Additional homesites would be available to the northeast of the wooded area with immediate access to the existing Bindl Drive. Multiple residential densities could be considered for this neighborhood, including starter homes, duplexes, and traditional single-family.

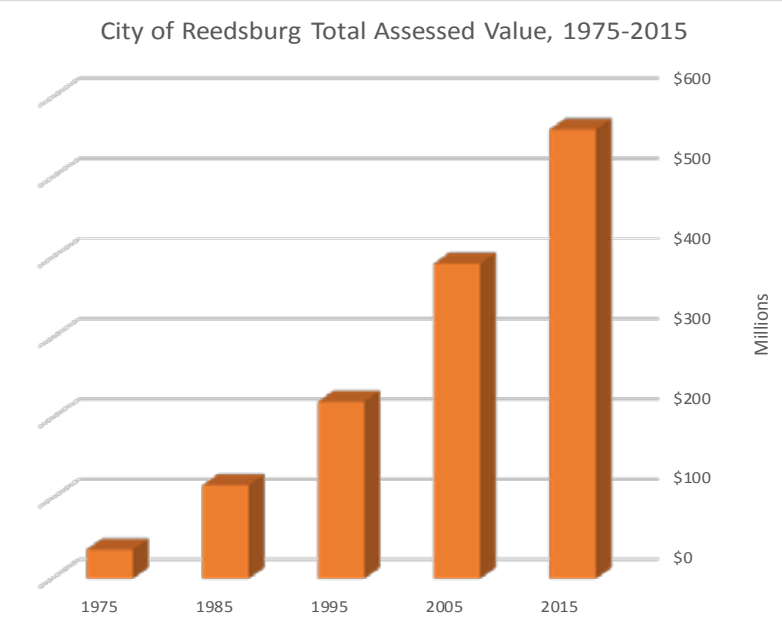
DEVELOPMENT CONCEPT – KRANZ PROPERTY

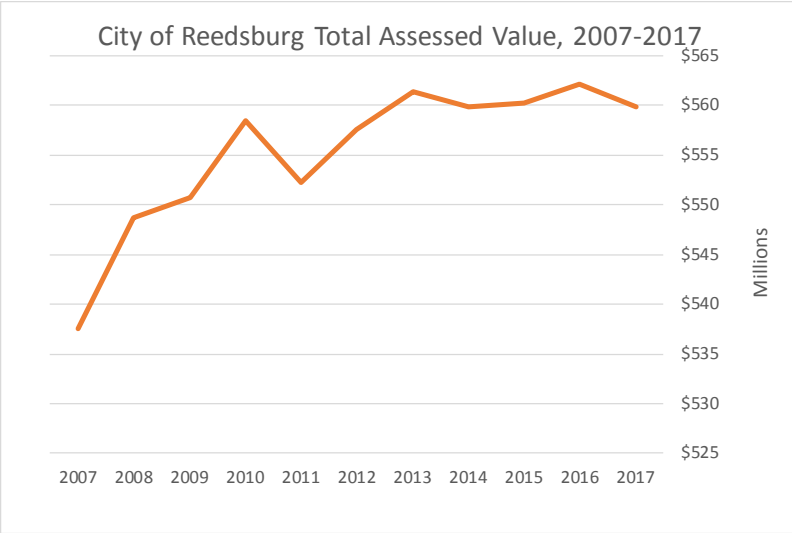


Source: GRAEF, City of Reedsburg, Sauk County Land Information

Tax Base and Assessed Valuation

Looking at the past four decades, the City of Reedsburg has experienced steady growth. The Total Assessed Value of property within the municipality has risen from $36 million (1975) to $560 million (2015), with 10-year growth increments ranging from $80 million (1975-1985) to $167 million (2005-2015).





With a closer look at the past decade, however, it becomes clear that the growth trajectory of the City has experienced some variations. In particular, the Total Assessed Value of the City drops 1.12% from 2010 to 2011. Though it is difficult to attribute causal explanations for such generalized economic measures, it should be noted that a significant amount of property was damaged in 2011 due to flooding of the Baraboo River.