



DOWNTOWN DEVELOPMENT COMMITTEE

MEETING

**Mukwonago Municipal Building / Board Room
440 River Crest Court, Mukwonago, WI 53149
July 23, 2026 at 5:30 PM**

AGENDA

Municipal Code Section § 2-146 Purpose

The Downtown Development Committee shall be a citizen advisory committee whose purpose shall be to advise the Village Board on matters of implementation identified in the Downtown Strategic Plan and to otherwise advise the Village on matters of development activities that will promote the development of the downtown.

1. Call to Order

2. Roll Call

3. Approval of Minutes

3.1 Minutes of May 21, 2026 Meeting

4. Public Comment

The Public Comment Session shall last no longer than fifteen (15) minutes and individual presentations are limited to three (3) minutes per speaker. These time limits may be extended at the discretion of the Chief Presiding Officer. The Village Board may have limited discussion on the information received, however, no action will be taken on issues raised during the Public Comment Session unless they are otherwise on the Agenda for that meeting. Public comments should be addressed to the Village Board as a body. Presentations shall not deal in personalities personal attacks on members of the Village Board, the applicant for any project or Village employees. Comments, questions and concerns should be presented in a respectful professional manner. Any questions to an individual member of the Commission or Staff will be deemed out of order by the Presiding Officer.

5. Old Business

5.1 Overview of Presentation to the Village Board in June.

6. New Business

6.1 Discussion/Recommendation on Wayfinding pedestrian sign locations for the downtown district.

7. Adjournment

It is possible that a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated

meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Municipal Clerk's Office, (262) 363-6420.

Project:	Village of Mukwonago Brand Signage + Wayfinding
Address:	
Project Number:	2103.02
Date:	03-24-2022
Project Manager:	Jeremy Detwiler
Sign Type:	
Issued for:	Construction Documents



No part of this document may be reproduced or utilized in any form, without prior written authorization by Karesta-Martin Associates, Inc. (DBA, KMA Design)

These drawings are meant for DESIGN INTENT ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. KMA must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted for approval prior to proceeding with fabrication. All copy shall be proofread by client and legal requirements checked by legal department.

Comment on Priority

Choose 1 because it will be identified more than 1/2 mile away and larger groups access this area.

Choose 1 because it will be identified more than 1/2 mile away and larger groups access this park.

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Choose 1 because it will be identified more than 1/2 mile away and larger groups access this park.

Choose 1 because it will be identified more than 1/2 mile away and larger groups access this park.

Choose 3 because it will only be identified 1 to 2 blocks from location / it is outside the community

Choose 2 because it will be identified within 1/4 mile or more than two blocks from location

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Choose 2 because it will be identified within 1/4 mile or more than two blocks from location

Choose 3 because it will only be identified 1 to 2 blocks from location / it is outside the community (I could see this)

Choose 2 because it will be identified within 1/4 mile or more than two blocks from location

Choose 2 because it will be identified within 1/4 mile or more than two blocks from location

Choose 3 because it will only be identified 1 to 2 blocks from location

Choose 3 because it will only be identified 1 to 2 blocks from location

being a 2)



Village of Mukwonago

440 River Crest Court, Mukwonago, Wisconsin 53149
www.villageofmukwonago.com | (262) 363-6420 | Fax: (262)363-6425

To: Village Board
From: John S. Fellows, Community Planner
Regarding: Community Facilities to be identified on Wayfinding Signage
Date: January 27, 2022

Village Board,

This memo is intended to introduce the discussion of what community facilities within Mukwonago will be identified on the wayfinding signage.

Committee of the Whole Action 1-2022

The committee of the whole recommended staff

1. to bring the list of locations to the Downtown Committee and
2. provide specific examples of possible sign locations with those items that would be identified.

Downtown Development Committee

The Downtown Development Committee reviewed the list of recommended locations with regard to priority as well as had the following comments:

The committee requested staff look into the following:

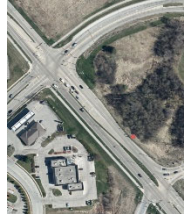
- The priority rankings were listed correctly
- Adding the Beach to the list of items
- Removing Clarendon Elementary School -since the other schools would not be listed as they are not in the Village.
- Remove the words Parkview and just state Middle School to keep the language clearer.
- Work with the design professionals to see if specific icons could be added to the signs, such as Hospital, Parking, Library, etc.
- The Committee was also concerned that there were not pedestrian scaled wayfinding signs yet considered. We discussed the planned kiosk, we also discussed the idea of pedestrian scaled wayfinding signs through this discussion the idea of one or two totem pole style directional signs was preferred. This totem pole might only list public locations, but the committee thought that public and business would be helpful for pedestrians when navigating and such as sign could be supported by a combination of private and public funding. Staff will discuss the concept with the consultant and Public Works staff.
- The committee also discussed the idea of the temporary poles to save cost in the long run. These poles would be similar to what the village currently uses for stop signs, etc., however they would be painted black. The committee though that a round pole that had a base that could be bolted would look better in the short term. Staff will discuss the concept with the consultant and Public Works staff.

Wayfinding Signage Example:

The consultant provided staff with a map and list of possible locations and what information would be provided on each sign. Planning and Public Works staff reviewed this draft list. Below are five examples: (LARGER MAPS ARE ATTACHED)

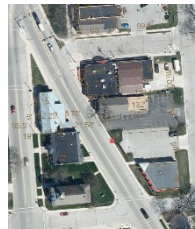
Example One: HWY 83 - North bound - between US43 off ramp and Holz Parkway

Downtown	↑
Police Station	↑
Miniwaukan Park	→
Performance Stage	←
Village Hall	←



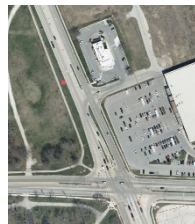
Example Two: HWY 83 - North Bound - between Henry and Atkinson

Field Park	↑
High School	↑
Library	↑
Public Parking	→
Tourism Center	→



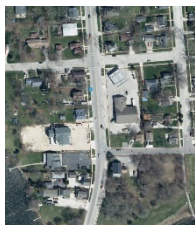
Example Three: HWY 83 - Southbound - before intersection of Veterans

Downtown	↑
Field Park	↑
High School	→
Middle School	↑
Library	↑



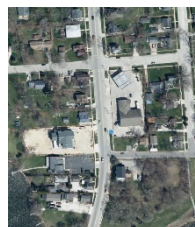
Example Four: Main Street – South Bound – between Andrews and Front Street

Village Hall	↑
Performance Stage	↑
Beach	↑
Police	←



Example Five: Main Street – North Bound – between Andrews and Front Street

Downtown	↑
Field Park	↑
High School	↑
Boat Launch	←



Updated (based upon DDC recommendation) List of Places to be included on Wayfinding Signage:

The following is a list of public locations recommended to be identified on the wayfinding signage.

Destination	Verbiage on Sign	Category	Wayfinding Priority
Downtown	Downtown	Municipal	1
Mukwonago High School	High School	School	1
Mukwonago Business Park (old)	Mukwonago Business Park	Municipal	1
Industrial Park (unnamed)	???	Municipal	1
Hospital	Hospital	Public Safety	1
Field Park	Field Park	Park	1
Performance Stage	Performance Stage	Park	1
Miniwaukan Park	Miniwaukan Park	Park	1
Village Hall	Village Hall	Municipal	2
Police Station	Police	Municipal	2
Post Office	Post Office	Municipal	2
Library	Library	Municipal	2
Parkview Middle School	Parkview Middle School	School	2
Claredon Avenue Elementary	Claredon Elementary School	School	2
Indianhead Park	Indianhead Park	Park	2
Minor Park	Minor Park	Park	2
Rosewood Park	Rosewood Park	Park	2
Phantom Glen Park	Phantom Glen Park	Park	2
Tourism Center	Tourism Center	Municipal	3
Red Brick Museum	Red Brick Museum	Museum	3
Municipal Court	Municipal Court	Municipal	3
Fire Station	Fire Station	Municipal	3
Canoe Launch	Canoe Launch	Park	3
Washington Ave Park	Washington Ave Park	Park	3
Plank Road Parking Lot	Public Parking	Parking	3
Atkinson Street Parking Lot	Public Parking	Parking	3
Beach	Beach	Municipal	4
Boat Launch	Boat Launch	Park	4

Recommendations – Next Steps:

Staff recommends that the Village Board provide direction to staff to move forward with the above noted modified list of locations, work with the consultant to address the topics from the Downtown Development Committee (icons, poles, totem sign, etc.) and continue to move the project forward.



Village of Mukwonago GIS

HWY 83 - North bound - between US43 off ramp and Holz Parkway

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SCALE: 1" = 100'

VILLAGE OF MUKWONAGO

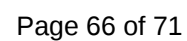
440 River Crest Court

PO Box 206

Mukwonago, WI 53149

262-363-6420

Print Date: 1/27/2022





Village of Mukwonago GIS

HWY 83 - Southbound - before intersection of Veterans

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Village of Mukwonago GIS

Main Street – South Bound – between Andrews and Front Street

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Village of Mukwonago GIS

Example Five: Main Street – North Bound – between Andrews and Front Street

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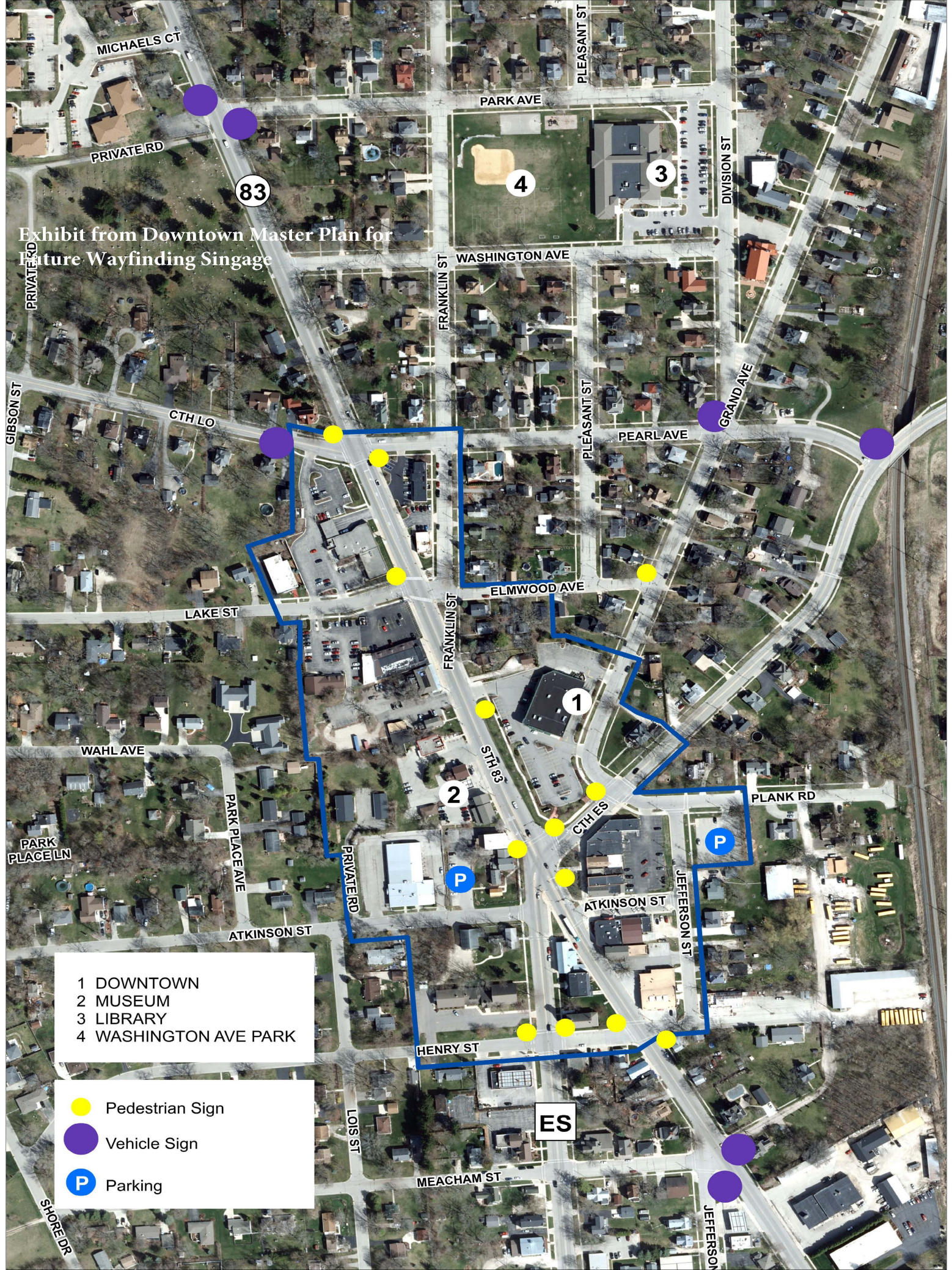


Exhibit from Downtown Master Plan for
Future Wayfinding Singage

- 1 DOWNTOWN
- 2 MUSEUM
- 3 LIBRARY
- 4 WASHINGTON AVE PARK

- Pedestrian Sign
- Vehicle Sign
- Parking

Downtown Master Plan - Downtown Wayfinding Plan

Mukwonago, Wisconsin

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