

**Village of Mukwonago
Notice of Special Meeting and Agenda
Downtown Development Committee, DDC
Friday, March 6, 2020
Mukwonago Community Library
511 Division Street Mukwonago, WI 53149
Time: 4:00 PM**

1. Call to Order
2. Roll Call
3. Approval of Minutes
4. Downtown Yours Website, FB Page, General & Management Outreach Recommendations, Request Motion to Recommend Additional Admin Authorization
5. February 27, 2020 Design Concepts Open House Summary of Public, Village Government, & Rotary Club Comments. Request for Motion to Recommend 2 Concept Preferences, A, B, C, D.
6. Review of Revised Concept Plans & Comments. Request Motion to Recommend Approval for Distribution to the Public
7. Proposed March 14th Showing of Revised Concept Plans @ MCL & Request for Motion to Approve Expenditure from DDC Operating Budget. Discussion of DDC Budget
8. Review Foth Proposal Deliverables, Timeline Update & Member Comments
9. 305 Main Street Comments & Recommendations
10. Village Branding Update & DDC Member.
11. Hwy 83 Reroute Strategic Plan Implementation Recommendation. Request Motion to Recommend Support.
12. Connect Communities Events & Services: March 11th Lake Mills Downtown Marketing & Outreach Workshop-Informational-No Action Required
13. March 19th Revitalization through Downtown Development Districts 1:30-3:00 Webinar at Village Hall.
14. Comments from the Public-(Informational Only Public Input Opportunity)
15. Adjournment

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of February 27, 2020

- 1) Call to order - Village Trustee Roger Walsh called the meeting to order at 5:30 p.m. located at Village Municipal Building, 440 River Crest Ct, Mukwonago, WI 53149
- 2) Roll Call - Members Present: Karl Kettner, Village Planner Ben Kohout, Eliza Pautz, Scott Reeves, Dave Stockwell, Dave Yeager, Chair Roger Walsh. Ray Gooden arrived at 5:42 p.m. and Sandy Kulik noted as absent and excused. Audience: Village Trustee Eric Brill and Annette Lutyens
- 3) Summary and Comments regarding January 23, 2020 Charrette: over 50 people were present at charrette and after tonight's meeting there will be a follow-up for the public to view and give their opinion on several designs that were created by Foth and Design Studio etc.
- 4) Referral Items -
 - a. Downtown Yours Website, FB Page, & Outreach Update - This page is always a work in progress if there are ever any suggestions please share; R. Walsh or S. Reeves will ensure to pass them onto Makenzee Loft the Village intern.

Discussion and Possible Action on the Following Items:

- 5) 305 Main Street: an attached map shows the location; the Village has made an offer to purchase this property. R. Walsh was making the committee aware of this prospect as it is close to the initiatives underway with the Downtown. This building is currently the Clark gas station. There are discussions underway at possibly making this location a parking lot.
- 6) Preview Streetscaping Open House Materials provided by Garret Perry, Design Studio, etc.: G. Perry gave a brief description regarding the streetscape plans that were created and will be presented this evening. The decision was to keep the options of what can be done downtown open for the public to envision and give feedback. Concept A has minimal changes and as you progress down the row the concept embellishments increase. Two overall boundary diagrams were created that incorporate the flow of traffic, bike paths, possible trolley location stops, gateways, amenities, and possible redevelopment opportunities. The images don't extend up to Field Park or down to Village Hall but there are indications of connections. The information present shows that the hub of the concepts would be in the downtown and they can then extend and branch out further. G. Perry indicated that by bringing the trolley into downtown a wonderful opportunity is then presented for East Troy and Mukwonago to have collaborating communities. Making shared events as well as pulling an array of visitors into each downtown area would allow for cross marketing opportunities. There are also questions regarding dedicated bike lanes and what then might need to change regarding parking or sidewalks. There is also a recommended Village bike path plan that exists already

and the concept plans don't vary much from that document. Greenspaces created on the concept plans take liberties with properties that are either vacant or not vacant and will help to begin the conversation regarding creating these complementary greenspaces for bands or picnics. Amenity boards are also present for people to put stickers on aesthetics they like and what themes they would like to see in the Downtown. There is a lot of information present and G. Perry is wanting time for additional outreach through the website as well as having the boards displayed at Village Hall and possibly the Mukwonago Public Library. If the boards are present at the library his recommendation would be to have someone that knows these plans available so any questions can be answered fully. His hourly rate would apply as this would be outside the scope of the bid. The next steps were discussed regarding phasing and the DOT conversations that will have to occur. It was suggested to ensure the amenities chosen would be consistent whether the DOT keeps Hwy 83 at its current location or is rerouted as you don't want to be spending money twice. G. Perry stated the goal date was originally April 15, but we may want to discuss adding additional time to allow for the best possible plans that incorporate a generous amount of public input. After the Open House this evening Foth and Design Studio, etc will begin building off of and merging the concept feedback. Over the next month and a half to two months the level of graphics will be elevated on the streetscape concept renderings, sketches will be created, and wayfinding signage concept plans will be presented that coincide with the current Village branding project to better allow for Mukwonago's Theme to be present in all areas as time progresses. Foth and Design Studio, etc. will also be providing high level estimates so there is an understanding of cost on all above mentioned projects. In the original scope Foth and Design Studio, etc were going to come back one more time to present to the DDC; G. Perry does not think this is the best practice as he deems an additional public input session is needed. G. Perry will be present and add this Open House pro bono as he feels it is necessary to keep the public informed.

- 7) Update Committee Members on Downtown Strategic Plan Recommendations:
 - a. Hwy 83 Reroute Around Downtown - Board Communication with DOT: The Village Board has recommended DOT communication and R. Walsh has reached out. The employee he is in contact with is an engineer who previously worked on Mukwonago's jurisdictional transfer and was in charge of the employees who came in 2018 to view the bump-out questions along Hwy 83 for the Downtown Strategic Plan Steering Committee. The response from the DOT contacts superior was to bring something to them for viewing as far as plans and then the DOT can reply with feasibility.
 - b. Historic Preservation Commission Appointments: Two members (S. Reeves and R. Gooden) of the DDC were also chosen for the Historic Preservation Commission.
 - c. Cultural & Recreational - East Troy Bike Trail: The most recent information is that the Town of East Troy is willing to take municipal responsibility for grant applications in regards to a bike trail that will follow along the trolley route. The village is now looking into a memorandum of understanding and conversations will start with Village of East Troy, Town of East Troy, and Village of Mukwonago.

- 8) March 19th Revitalization through Downtown Development Districts, 2:30 - 4:00PM ET Webinar (Webinars@iedconline.org): The webinar will be available at Village Hall if you would like to attend please let B. Kohout know so a room will be available. Note that it is scheduled for CST at 1:30pm.
- 9) Village Planning Initiatives:
 - a. Branding: Per the Board meeting minutes - Karl James & Company LLC presented to the Village Board with a PowerPoint regarding Mukwonago and the branding plans. Karl James & Company LLC is supposed to be coming back next month after Village Trustees give their input from the presentation. B. Kohout did reach out to Karl James & Company to ensure they were aware about the DDC's efforts regarding Foth and Design Studio etc. creating wayfinding signage so both efforts run smoothly together.
 - b. Zoning and Sign Ordinance RFP: The RFP went out and bids were due 2/14/20. B. Kohout is currently working with the Village Clerk and Building Inspector to sort through the bids. He plans to present to the Village Board on March 18th.
- 10) Connect Communities March 11th Lake Mills Downtown Marketing Forum: being part of Connect Communities requires members of the DDC to attend two events per year. R. Walsh signed up for the 2nd event, the topic will be outreach. If any other members would like to join please let him know.
- 11) Comments from the Public: Annette Luyten asked if the DDC considered any other locations for the public to see these plans. Her recommendations were schools or the YMCA. After hearing what G. Perry mentioned about needing someone present to explain the renderings, maybe even having a written explanation as a guide might be helpful. She also thanked the DDC for involving the community and allowing public input.
- 12) Adjournment to Open House: Motion (Kettner, Reeves) to adjourn at 6:07p.m.; unanimously approved.



LAND INFORMATION SYSTEMS DIVISION

Waukesha County GIS Map



- Legend**
- ☐ Plats
 - ☐ Retired Plats
 - ☐ Municipal Boundary_2K
 - ☐ Facility Sites_2K_Labels
 - ☐ Lots_2K
 - ☐ Lot
 - ☐ Outlot
 - ☐ SimultaneousConveyance
 - ☐ Assessor Plat
 - ☐ CSM
 - ☐ Condominium
 - ☐ Subdivision
 - ☐ Cartoline_2K
 - ☐ EA-Easement_Line
 - ☐ PL-DA
 - ☐ PL-Extended_Tie_Line
 - ☐ PL-Meander_Line
 - ☐ PL-More
 - ☐ PL-Tie
 - ☐ PL-Tie_Line
 - ☐ Road Centerlines_2K
 - ☐ Railroad_2K
 - ☐ TaxParcel_2K
 - ☐ Waterbodies_2K_Labels
 - ☐ Waterlines_2K_Labels
 - ☐ Municipal Boundary_5K
 - ☐ Facility Sites_5K_Labels
 - ☐ Waterbodies_5K_Labels
 - ☐ Waterlines_5K_Labels
 - ☐ Railroad_5K
 - ☐ SimultaneousConveyance
 - ☐ Assessor Plat
 - ☐ CSM
 - ☐ Condominium
 - ☐ Subdivision
 - ☐ TaxParcel_5K

0 270.39 Feet

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Notes:

Printed: 2/17/2020

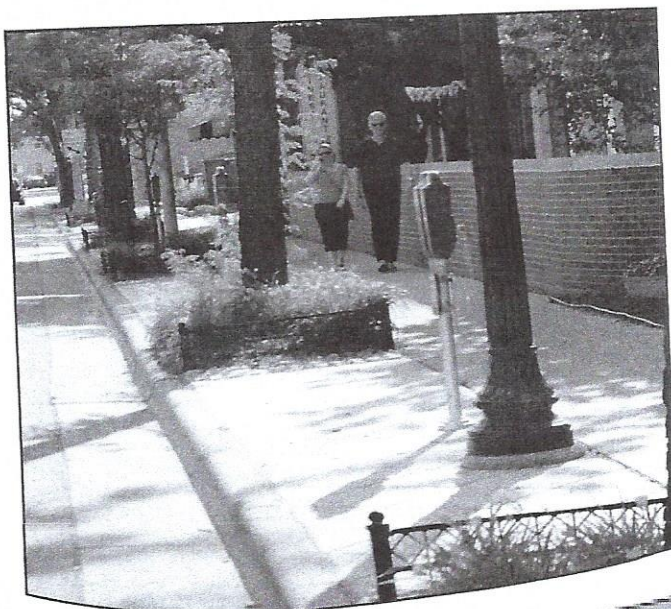
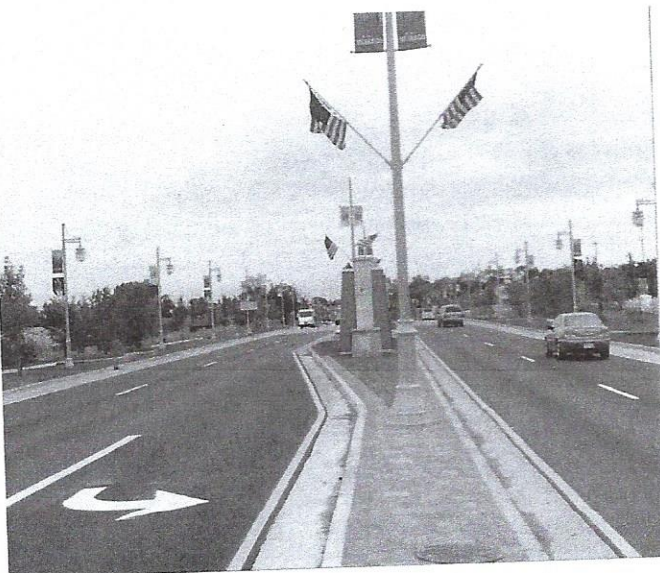


Project Scope



Phase I - Start Up and Public Input

- Start up meeting with DDC Committee, stake holders and Village board members (Mtg#1)
 1. Finalize scope
 2. Layout project expectation
 3. Group input on where the WisDOT discussions left off and revisiting potential reroute of STH 83, WisDOT funding and potential for STH 83 reconstruction
 4. Discuss potential design themes and patterns and general design desires for the project
 5. Discuss redevelopment opportunities
 6. Discuss use of the triangles and public green spaces for pocket parks
 7. Work through public input process format
 8. Site walk through
 9. Define major destinations and features to be included in the wayfinding signage plan
- Public Charrette Input meeting (Mtg#2)
 1. Open meeting with the public, stake holders and government officials to solicit feedback and design ideas for the wayfinding signage and streetscape improvements
 2. Small table discussion and work session to develop design ideas
 3. Group pin up to present table design ideas to the full audience
 4. Visual preference exercise of with photo boards for streetscape and wayfinding design ideas
 5. Filling out public comment sheet



Deliverables:

1. Notes from Start-up meeting
2. Visual preference boards
3. Public comment sheet
4. Photo documentation of group table designs
5. Notes from Public Charrette

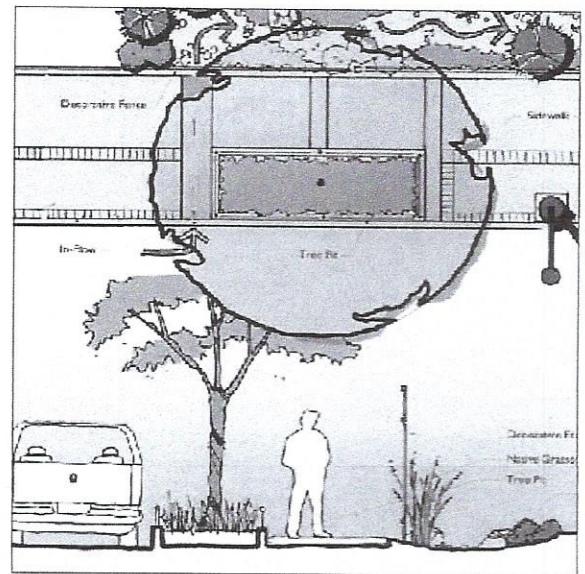
Project Scope

Phase II – Concept

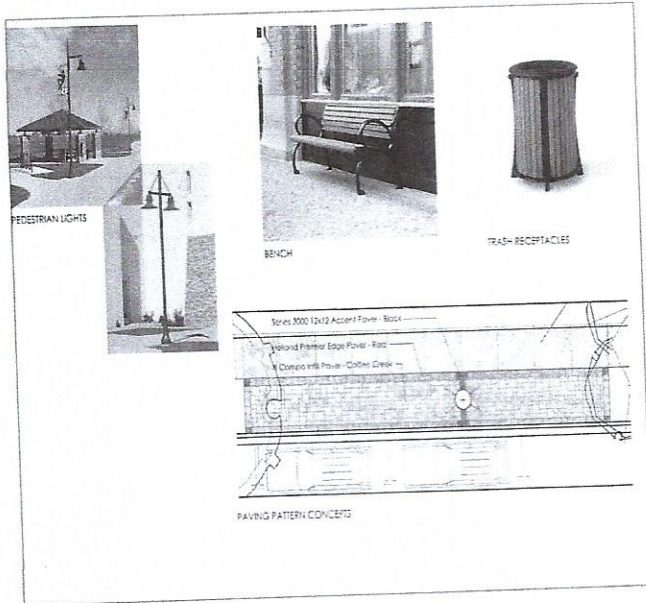
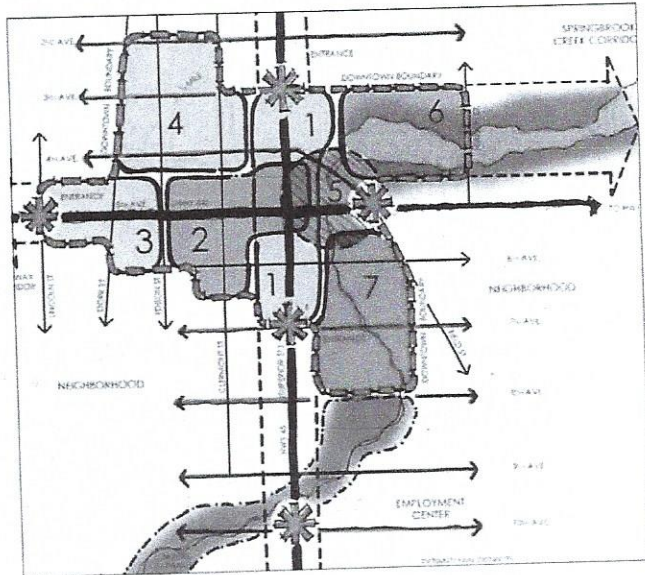
- Develop two typical concept plans at 20 scale for the streetscape showing:
 1. *Graphic theme and identity for the downtown district*
 2. *Street alignment*
 3. *Existing utilities*
 4. *New and existing light locations*
 5. *New paving patterns*
 6. *Food cart or vendor locations*
 7. *Pocket parks or public green spaces*
 8. *Gateway elements*
 9. *Multimedia zones*
 10. *Improved crosswalks*
 11. *Wayfinding signs*
 12. *Banners*
 13. *Benches*
 14. *Trash receptacles*
 15. *Bike racks*
 16. *Street trees*
 17. *Accent landscaping*
- Develop two concept wayfinding signs that show:
 1. *Sign shape and size for Vehicular and pedestrian signs*
 2. *Displays the graphic theme and identity for the downtown district*
 3. *Sign colors*
 4. *Letter sizes and type of font*
 5. *Reflectivity*
- Develop concept plan for sign location
- Develop photo board of concept amenities
- Present concept streetscape and wayfinding plans to the community through a public open house to select preferred concept plans (Mtg#3)

Deliverables:

1. 22x34 boards of:
 - (2) *Typical streetscape concept plans*
 - (2) *Typical streetscape cross section*
 - (2) *Concept amenities boards*
 - (1) *Vehicular scale wayfinding sign board*
 - (1) *Pedestrian scale wayfinding sign board*
 - (1) *Concept wayfinding sign location plan*



Project Scope



Phase III – Preliminary

- Incorporate all public comments, DDC committee comments and stakeholder comments into: Preferred colored streetscape preliminary plan and section
 1. Preferred colored preliminary wayfinding sign
 2. Preferred streetscape amenities photo board
 3. Preferred colored wayfinding location sign
- Develop a black and white eye level perspective of the preliminary streetscape treatment
- Develop gross magnitude of order estimates of cost for wayfinding and streetscape improvements
- Present Preliminary plans to DDC or review and comment and clear direction for final master plan (Mtg#4)

Deliverables:

1. 22x34 boards of:
 - (1) Preliminary colored typical plans
 - (1) Preliminary colored typical cross section
 - (1) Preliminary amenities boards
 - (1) Preliminary vehicular scale wayfinding sign board
 - (1) Preliminary pedestrian scale wayfinding sign board
 - (1) Preliminary wayfinding sign location plan
 - (1) Preliminary GMO estimate of cost

Phase IV – Final

- Incorporate all DDC committee comments and stakeholder comments into a:
 1. Final colored typical streetscape plan and section
 2. Final colored wayfinding sign
 3. Final streetscape amenities photo board
 4. Final colored wayfinding location sign
 5. Final Colored Streetscape eyelevel perspective
- Finalize estimates of probable cost for wayfinding and streetscape improvements
- Present Preliminary plans to Village board for final master plan approval (Mtg#5)

Project Schedule

The team proposes a 4 month timeline per the following dates corresponding to the proposed scope presented herein:

Phase I: Start-Up & Public Input

January 2020

Phase II: Concept Designing

January-February 2020

Phase III: Preliminary Design

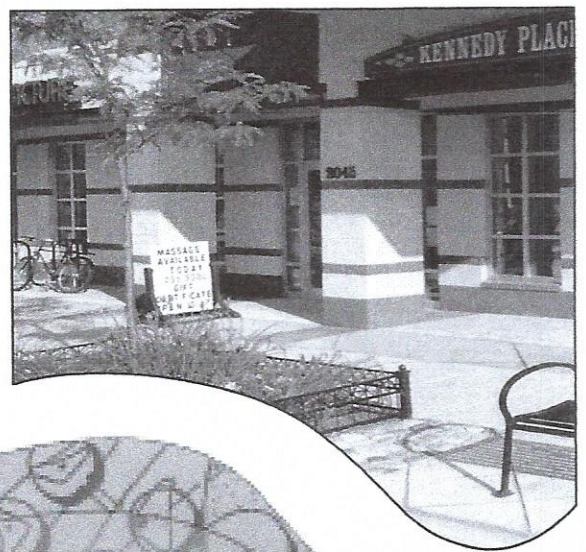
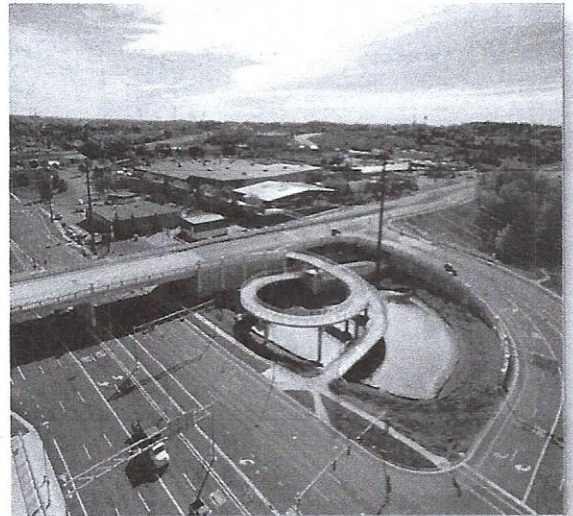
February 2020

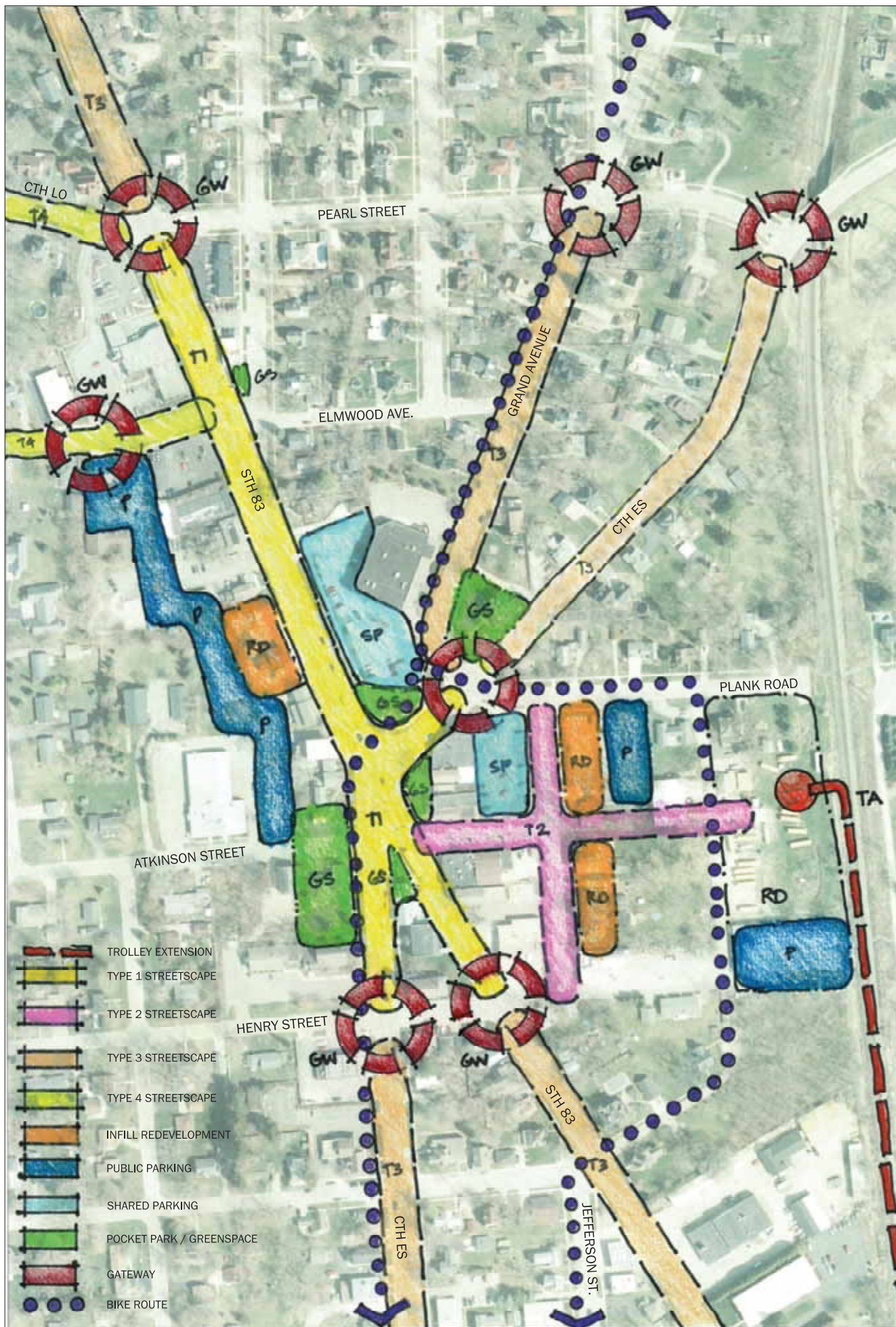
Phase IV: Final Design

March 2020

Presentation to Village Board

April 1, or April 15, 2020





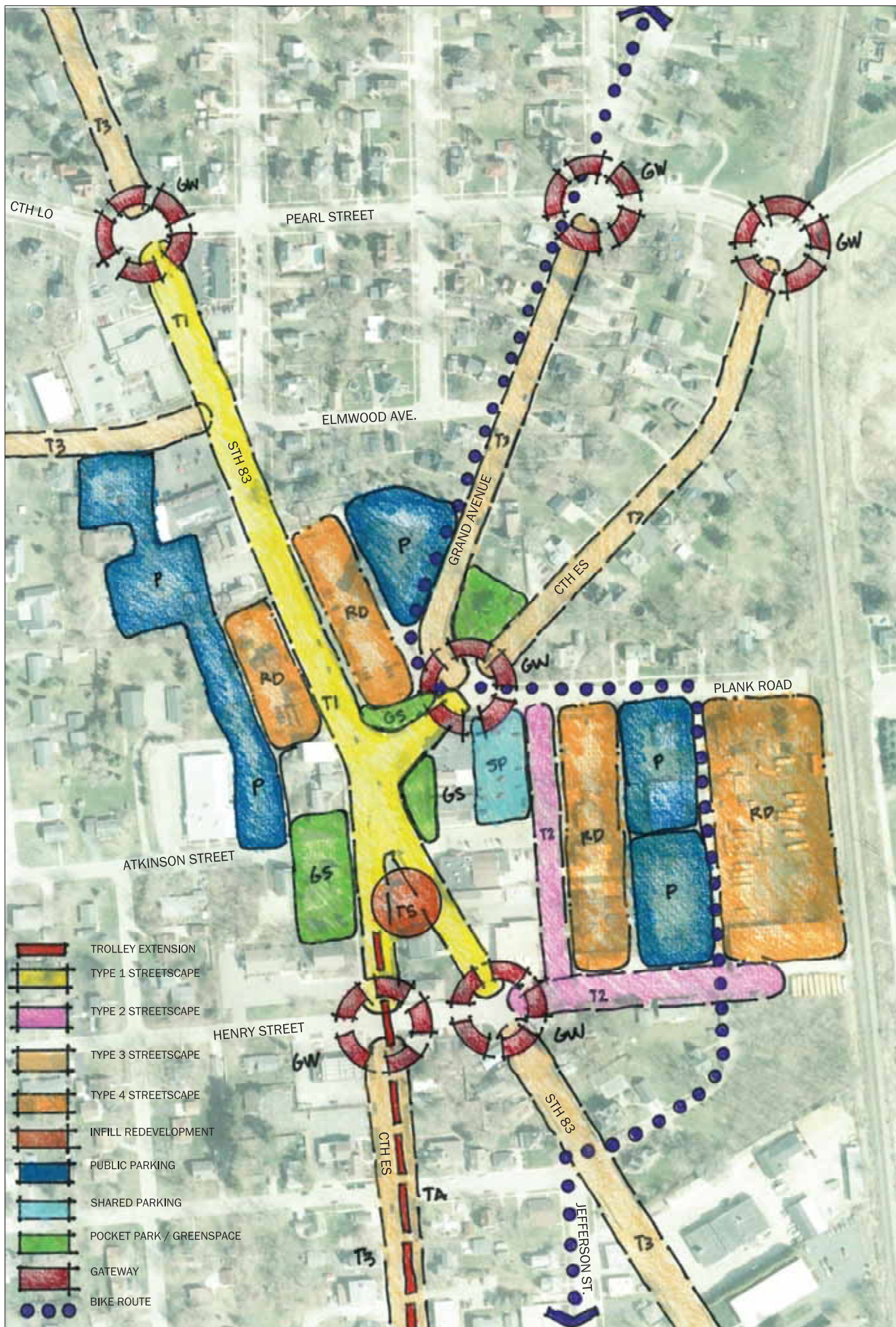
Downtown Master Plan - Overall Concept A

Mukwonago, Wisconsin

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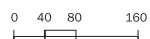




Downtown Master Plan - Overall Concept B

Mukwonago, Wisconsin

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Overall Plan A

Improving STH 83 and a portion of Main Street with Type I Streetscape which contains decorative lighting, benches, trash receptacles, street trees, terrace treatment, decorative crosswalks banners and wayfinding signs. Applying Type II streetscape to Atkinson and Jefferson Streets East of STH 83. Type II Streetscape is similar to Type I with less embellishments. Type II Streetscape will support new redevelopment East of STH 83. Type III Streetscape has decorative lighting and banners added to the terrace. Type III streetscape will be applied to CTH ES and Grand Avenue. Gateways would be added to key intersections to identify entering the downtown area. Gateways could be sculpture, signage, accent planting or any structure that supports the downtown theme. Redevelopment could be added to Jefferson Street and at the gas station on STH 83. Additional public parking would be added to redevelopment. Consider improving and organize parking behind retail west for STH 83. Coordinate with local business to add shared parking to the downtown. Greenspace for public events could be added to the downtown. Consider extending the existing trolley up to the downtown along the existing rail line. Consider a bike route up CTH ES and a potential dedicated bike route up Jefferson to the downtown.

Overall Plan B

Improving STH 83 and a portion of Main Street with Type I Streetscape which contains decorative lighting, benches, trash receptacles, street trees, terrace treatment, decorative crosswalks banners and wayfinding signs. Applying Type II streetscape to Henry and Jefferson Streets East of STH 83. Type II Streetscape is similar to Type I with less embellishments. Type II Streetscape will support new redevelopment East of STH 83. Type III Streetscape has decorative lighting and banners added to the terrace. Type III streetscape will be applied to CTH ES and Grand Avenue. Gateways would be added to key intersections to identify entering the downtown area. Gateways could be sculpture, signage, accent planting or any structure that supports the downtown theme. Redevelopment could be added to Jefferson Street and at the gas station on STH 83. As well as the Walgreens site and the bus barn site. Additional public parking would be added to redevelopment and to improve and organize parking behind retail west for STH 83. Greenspace for public events should be added to the downtown. Consider extending the existing trolley up to the downtown up CTH ES from Village Hall. The trolley could be a wheeled vehicle rather than tracks. Potential redevelopment of the site at the southern intersection of STH 8e and CTH ES as a trolley stop and "Welcome to Mukwonago". Consider a dedicated bike route up Jefferson to the downtown and then out ES to the north.

Concept A – Place of the Bear

Applying a themed streetscape pattern to the existing streetscape condition. Planting pits would be added to the east side to surround the existing power poles and surround new decorative lights. Planting pits will be a mixture for shrubs grasses and perennials. A decorative band would run along the back of curb and connect all the planting pits. The sidewalk on the east side would be moved from along the current parking to the road edge. Planting pits with street trees would be incorporated into the walk. Decorative lights would be added in between the trees. A decorative band would run along the back of curb and connect all the planting pits. The remaining greenspace on the West side between the walk and ROW would have landscape sitting areas and sculpture that supports the Place of the Bear Theme. The Walgreens parking lot would be reduced to the north by 8 parking stalls to open up additional greens space for public performance and reinforcing the theme of the streetscape. Crosswalks with themed pavement patterns into the walking surface would replace existing painted crosswalks.

Concept B – Curative Waters

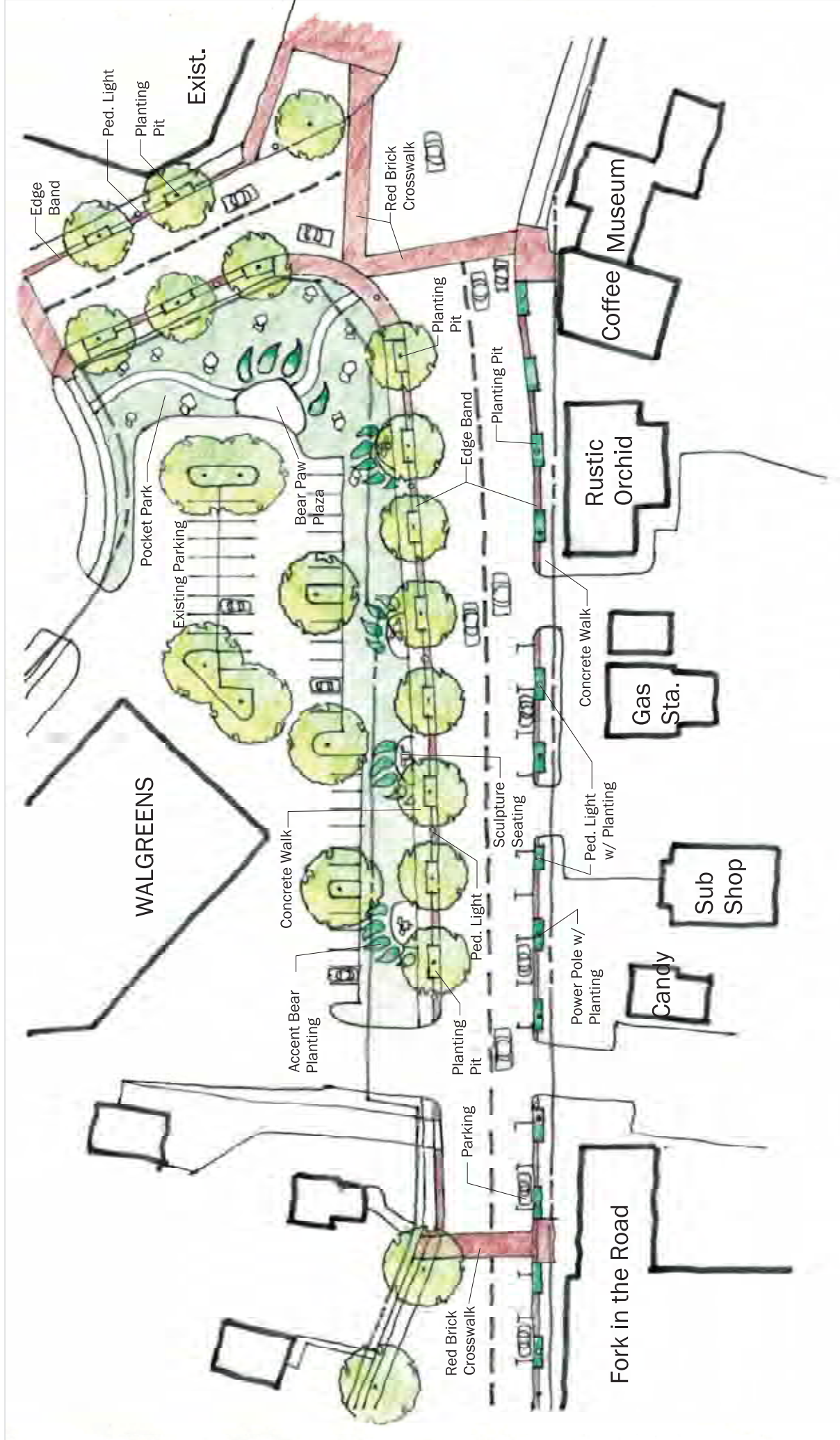
Shifting the road to the east by five to eight feet. The sidewalk on the east side would be moved from along the current parking to the road edge. Applying a themed streetscape to the new alignment. Adding planting pits to both sides of the street that hold street trees and a mixture for shrubs grasses and perennials. A decorative band would run along the back of curb and connect all the planting pits and reinforce the theme of the downtown. Decorative lights would be added in between the trees. The remaining greenspace on the West side between the walk and ROW would have landscape sitting areas and sculpture that supports the Curative Waters Theme. The Walgreens parking lot would be reduced to the north by 8 parking stalls to open up additional greens space for public performance and reinforcing the theme of the streetscape. Potential redevelopment of the gas station to add retail and structure right up to the back of walk. Crosswalks with themed pavement patterns into the walking surface would replace existing painted crosswalks. All above ground utilities would be undergrounded

Concept C – Ursa Constellation

Shifting the road to the east by five to eight feet. The sidewalk on the east side would be moved from along the current parking to the road edge. Applying a themed streetscape to the new alignment. Adding planting pits to both sides of the street that hold street trees and a mixture for shrubs grasses and perennials. A decorative band would run along the back of curb and connect all the planting pits and reinforce the theme of the downtown. Decorative bands would cross the walk at angles to express the Ursa Theme. Ground lights in the pavement at the ends of the bands would represent stars of the solar system. Decorative lights would be added in between the trees. Potential redevelopment of the gas station, the sub shop and the Walgreens lot could add retail and structure right up to the back of walk. This would create the tradition building structure seen in most downtowns and create opportunity for additional retail, office and downtown housing. Greenspace between the back of walk and the new buildings would allow space for seating and sculpture and support the theme of the downtown. Redevelopment on the West side would incorporate greens space to the south to allow for public performance and gathering and reinforcing the theme of the streetscape. Bump outs at the intersection and at the midblock crossing, would create a shorter crossing for pedestrians and become a space to reinforce the downtown theme. Crosswalks with themed pavement patterns into the walking surface would replace existing painted crosswalks. All above ground utilities would be undergrounded

Concept D - Railroad

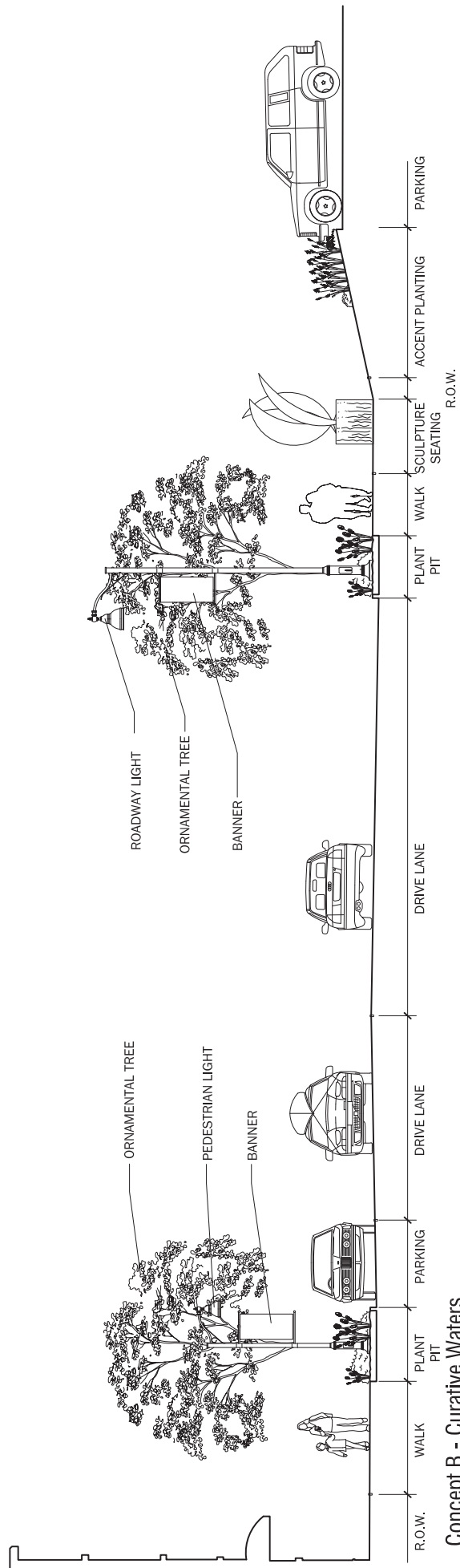
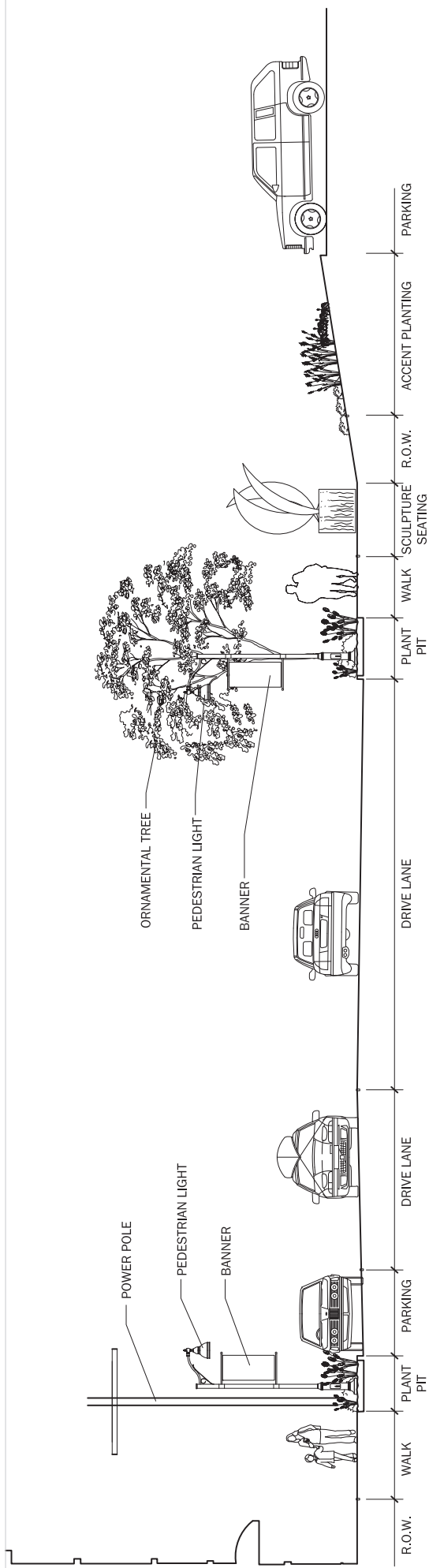
This concept assumes there is a jurisdictional transfer of STH 83 to the Village. The road would be realigned to be centered in the ROW. Potential redevelopment of the gas station, the sub shop and the Walgreens lot could add retail and structure right up to the back of walk. This would create the tradition building structure seen in most downtowns and create opportunity for additional retail, office and downtown housing. A ten-foot-wide sidewalk would run along the ROW line. A ten-foot terrace would run along the curb. Street trees and decorative lights would be spaced evenly along the terrace. Blocks of shrub, grasses and perennials would surround the trees. Decorative paving band would run perpendicular to the walk at each street tree or decorative light to reinforce the railroad theme. Redevelopment on the West side would incorporate greens space to the south to allow for public performance and gathering and reinforcing the theme of the streetscape. Bump outs at the intersection and at the midblock crossing, would create a shorter crossing for pedestrians and become a space to reinforce the downtown theme. Crosswalks with themed pavement patterns into the walking surface would replace existing painted crosswalks. All above ground utilities would be undergrounded.



Downtown Master Plan - Concept A - Place of the Bear (Power poles remain no road shift)

Mukwonago, Wisconsin

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Downtown Master Plan - Concept B - Curative Waters

(Power poles removed - road shift east - Minor redevelopment)

Mukwonago, Wisconsin

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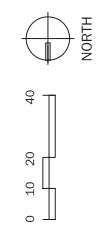


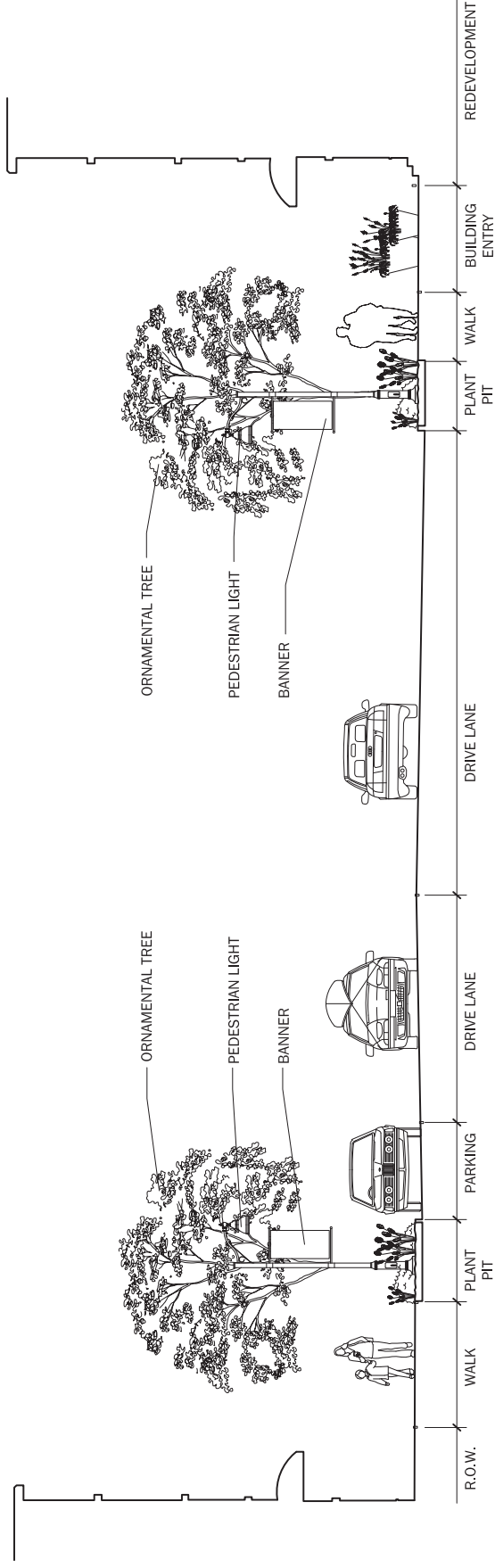
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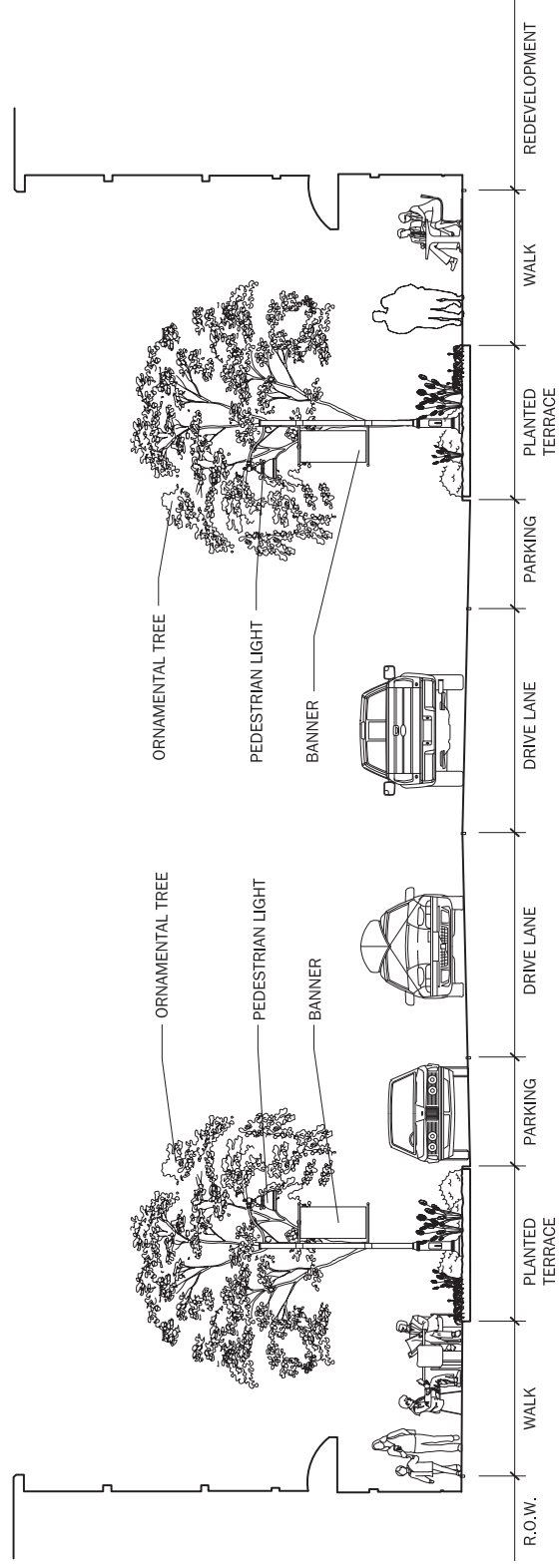
Downtown Master Plan - Concept C - Ursa Constellation

(Power poles removed - road shift east - bump outs - Full redevelopment)





Concept C - Ursa Constellation



Concept D - Railroad

Downtown Master Plan - Elevations B

Mukwonago, Wisconsin

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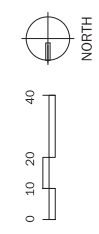


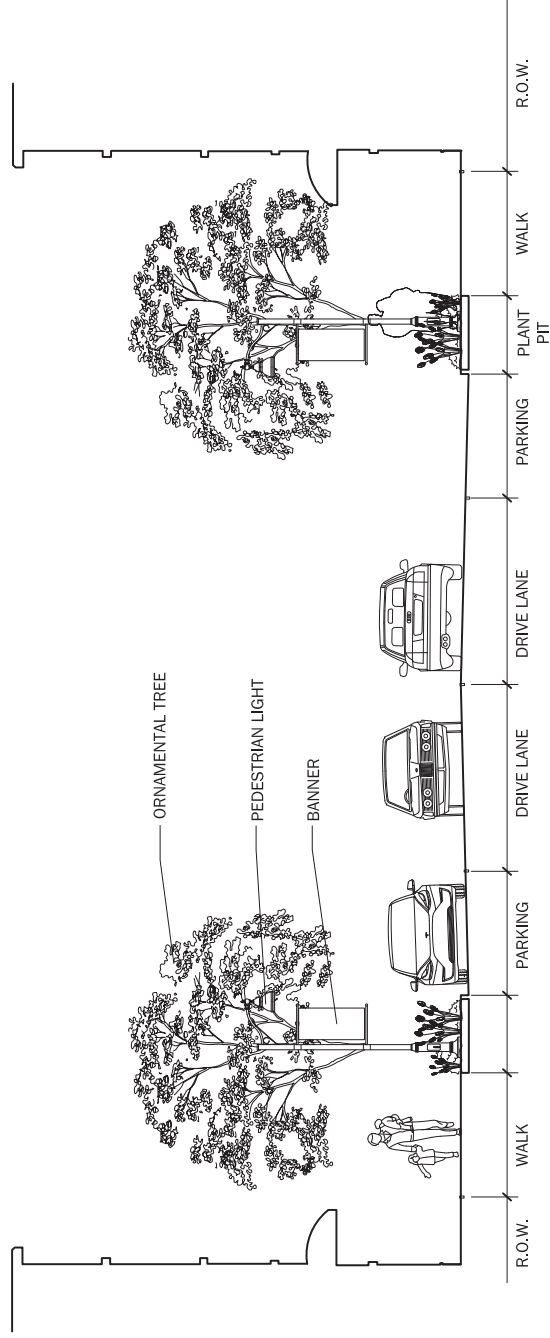
Downtown Master Plan - Concept D - Railroad

Mukwonago, Wisconsin

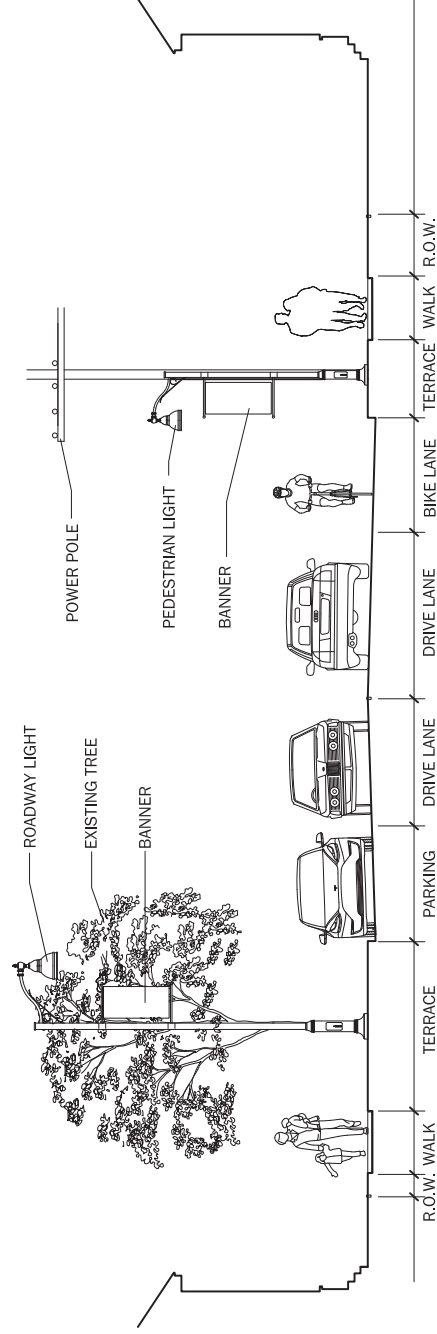
(Jurisdictional transfer - remove power poles - bump outs-green street)

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Type 2 Streetscape

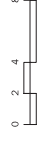


Type 3 Streetscape

Downtown Master Plan - Elevations C

Mukwonago, Wisconsin

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Edge Band



Accent Lighting



Accent Planting

Downtown Master Plan - Amenities

Mukwonago, Wisconsin

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Lighting



Benches



Trash Receptacles

Tree Pit

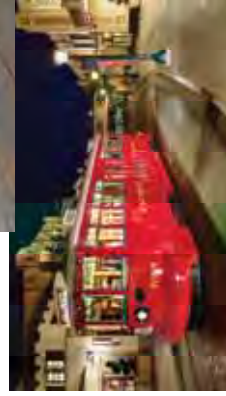
Downtown Master Plan - Amenities A

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Gateways



Trolley



Greenspace/Pocket Park



Downtown Master Plan - Amenities B

Mukwonago, Wisconsin

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Downtown Master Plan - City Wide Wayfinding Concept

Mukwonago, Wisconsin

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