

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.