

Village of Mukwonago
Notice of Meeting and Agenda
Downtown Development Committee Meeting
Thursday, May 28, 2020

Time: 6:00 pm

Place: Virtual Meeting hosted at Mukwonago Municipal Building/Board Room, 440 River Crest Court

Virtual Meeting Log On Information

Join Zoom Meeting

<https://us02web.zoom.us/j/4414041080?pwd=RjRTcFhKYVYVYdzVHMIpKdHFiS2lEQT09>

Meeting ID: 441 404 1080

Password: 503130

Dial by your location

+1 312 626 6799 US (Chicago)

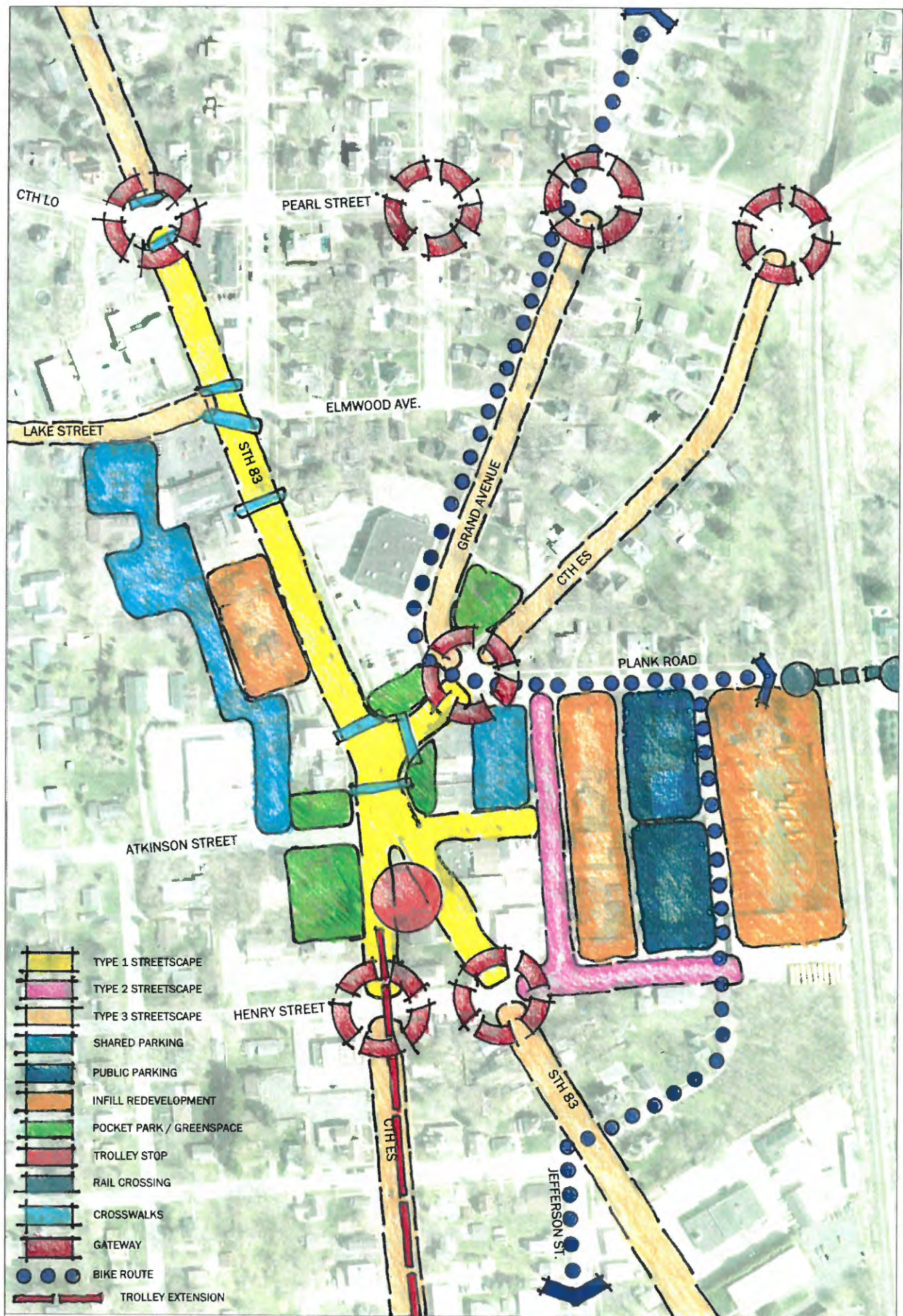
Meeting ID: 441 404 1080

Password: 503130

Find your local number: <https://us02web.zoom.us/u/kbzBPZS6K8>

AGENDA

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes of March 4, 2020 Special 4:00 Committee Meeting at MCL**
- 4. Presentation of Preliminary Streetscaping & Wayfinding Plan by Foth Infrastructure & Environment, LLC and Design Studio Etc.**
- 5. Discussion and Possible Action on Streetscaping and Wayfinding Preliminary Plan**
- 6. Update on March 11, 2020 WEDC Marketing Seminar in Lake Mills, WI by Roger Walsh**
- 7. Update on Historic Sign project by Mukwonago Historical Society and Possible Walking Tour**
- 8. Discussion and Possible Action on Selection of 2020-2021 DDC Chair**
- 9. Review & Discussion of Village Small Business Assistance Response & Downtown Business Survey presented at May 20th Village Board Meeting**
- 10. Comments from the Public:** 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. There may be 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 Committee as a body. Any questions to an individual member of the Commission or Staff will be deemed out of order by the Presiding Officer.
- 11. Adjournment**



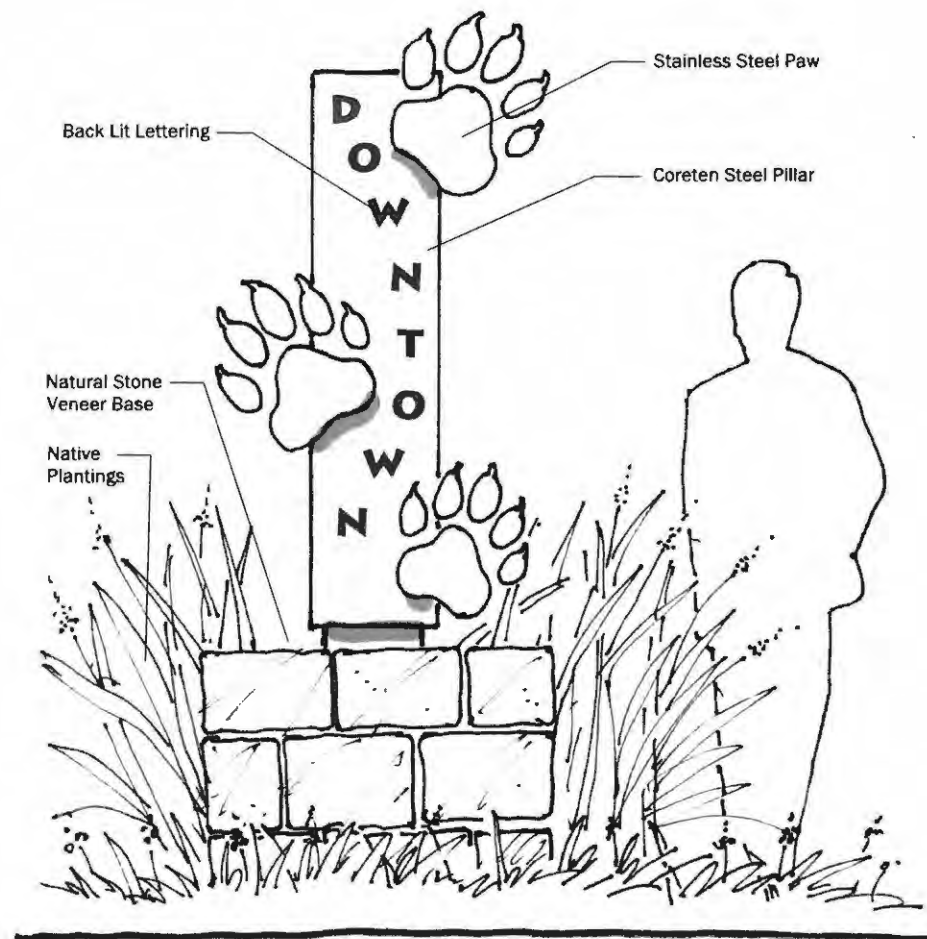
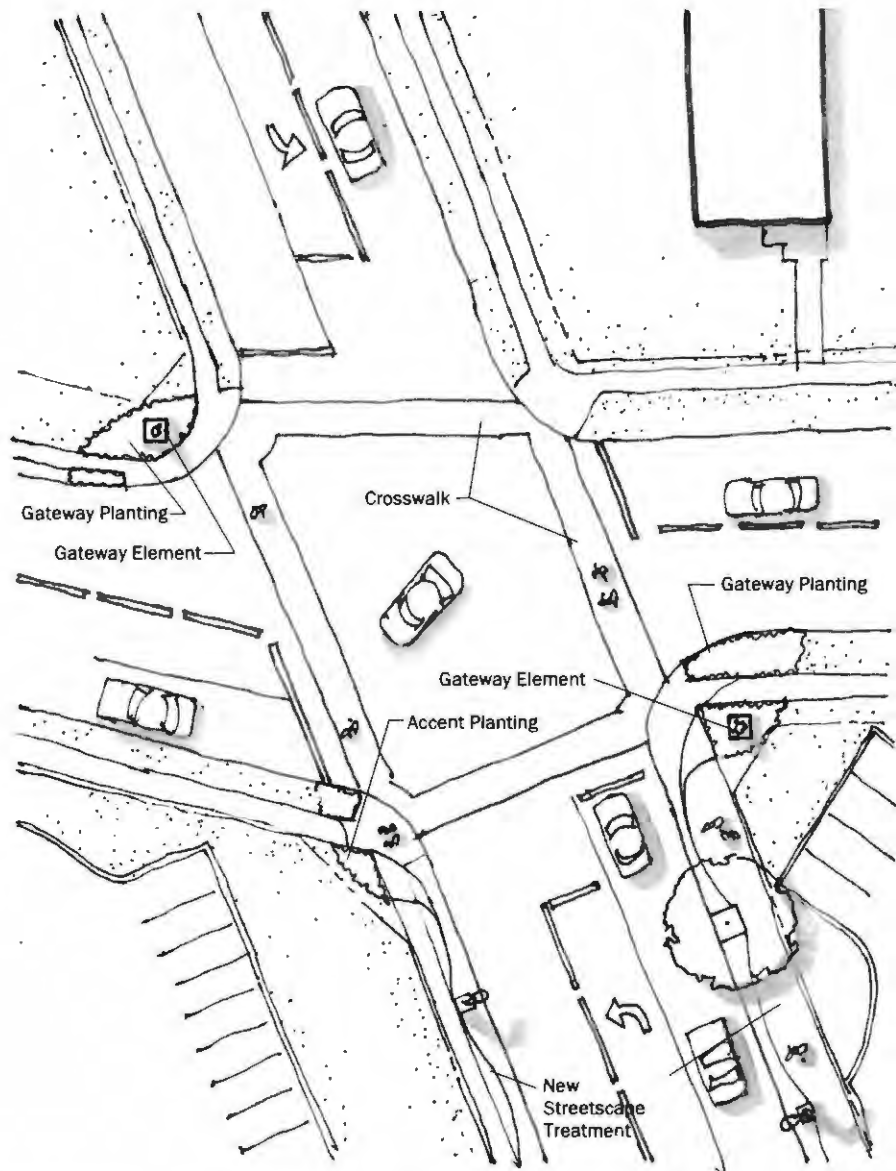
Downtown Master Plan - Preliminary Overall Plan

Mukwonago, Wisconsin

0420 | 2020 -20_MUCK_01

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Downtown Master Plan - Typical Intersection and Gateway Example

Mukwonago, Wisconsin

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Lighting



Benches



Trash Receptacles



Greenspace/Pocket Park



Trolley Extension



Tree Pit



Gateways



Edge Band



Accent Planting

Downtown Master Plan - Preferred Amenities





Downtown Master Plan - Preliminary Plan A

Mukwonago, Wisconsin

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Foth etc design studio



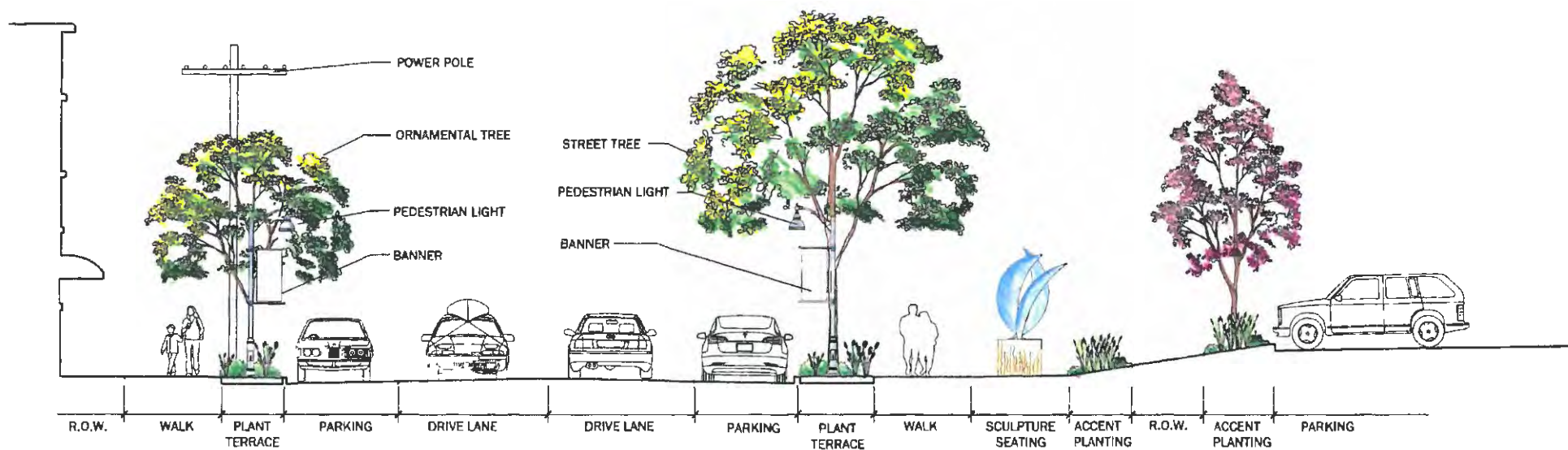
Downtown Master Plan - Preliminary Plan B

Mukwonago, Wisconsin

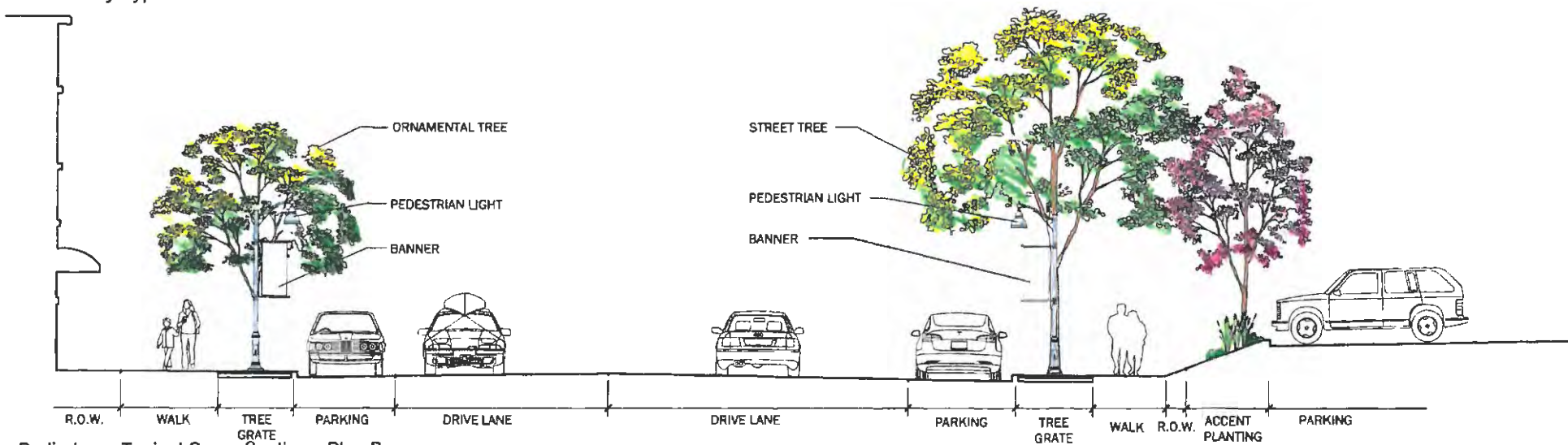
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Preliminary Typical Cross Section - Plan A

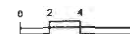


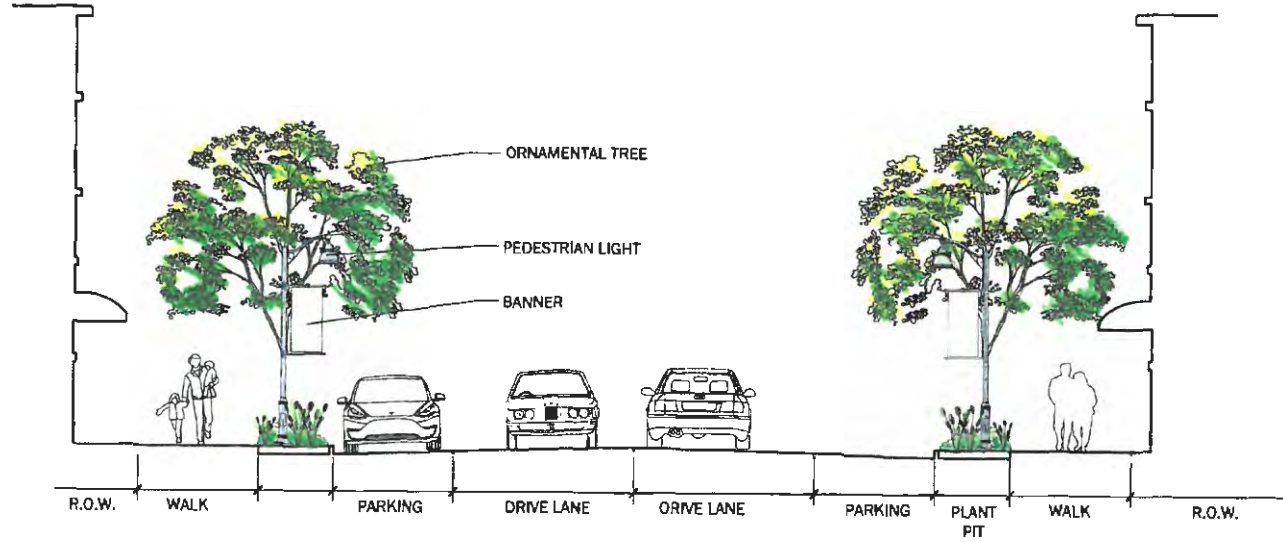
Preliminary Typical Cross Section - Plan B

Downtown Master Plan - Preliminary Streetscape Cross Sections A

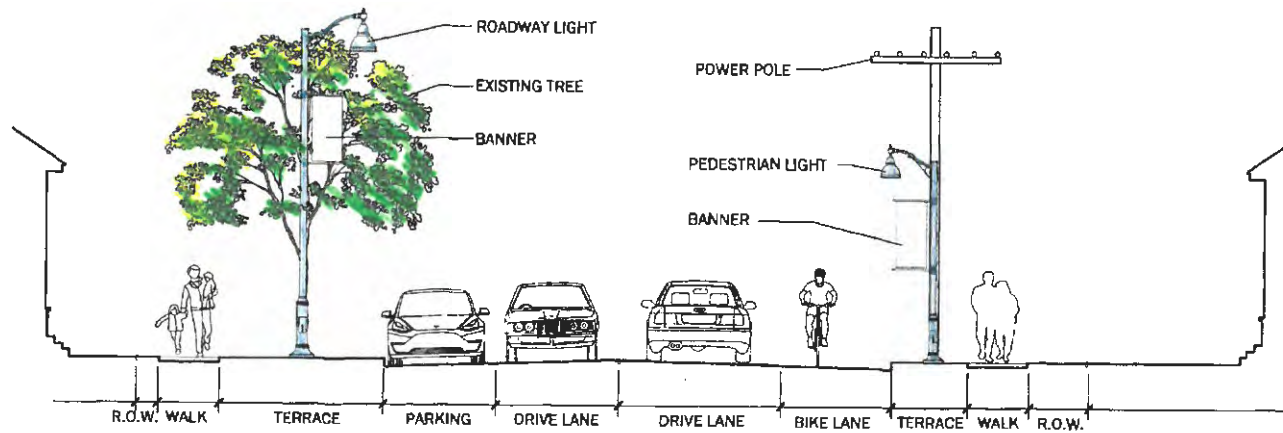
Mukwonago, Wisconsin

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Type II Streetscape



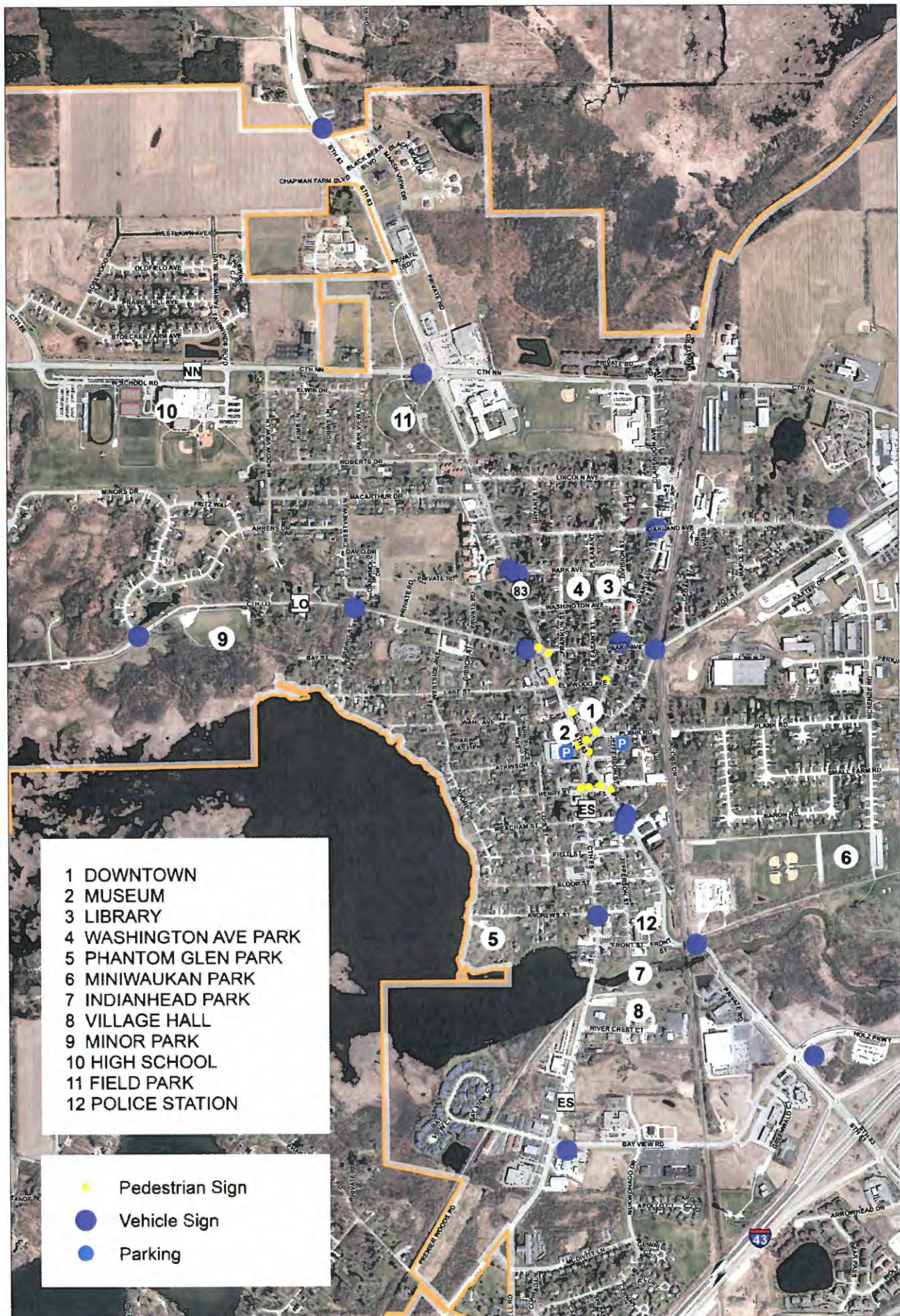
Type III Streetscape

Downtown Master Plan - Preliminary Streetscape Cross Sections B

Mukwonago, Wisconsin

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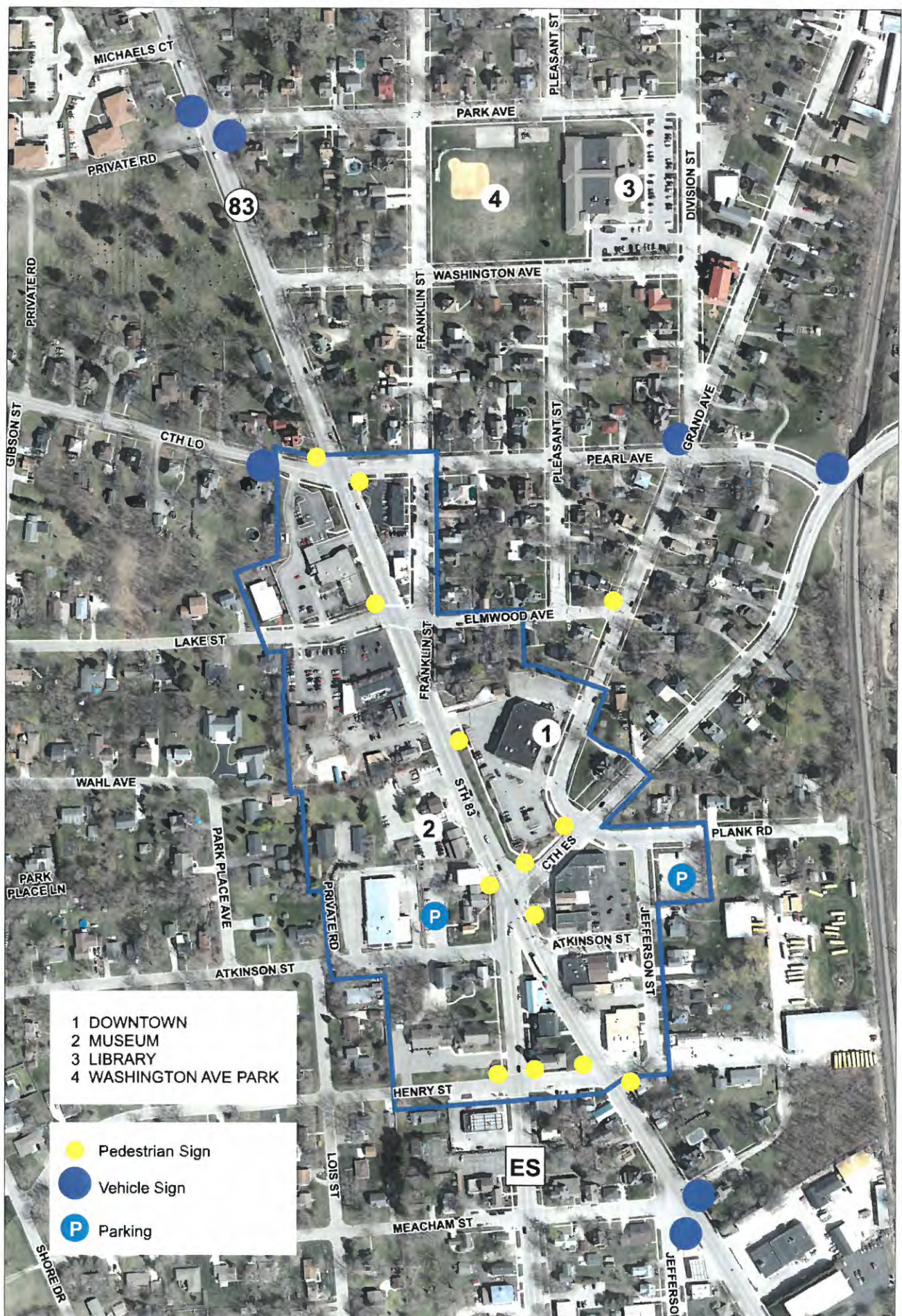
Downtown Master Plan - City Wide Wayfinding Plan

Mukwonago, Wisconsin

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Downtown Master Plan - Downtown Wayfinding Plan

Mukwonago, Wisconsin

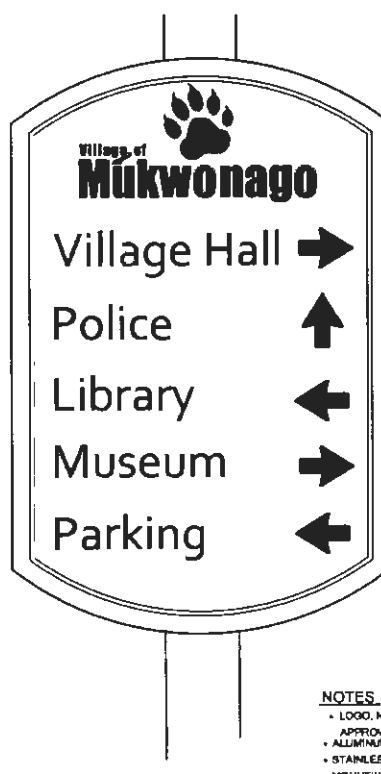
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Sign Shape A



Sign Shape B

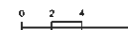


Sign Shape C

Downtown Master Plan - Preliminary Wayfinding Sign Shapes

Mukwonago, Wisconsin

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Sign Color A

NOTES:
 • LOGO, NAME AND COLORS TO BE APPROVED
 • ALUMINUM CONSTRUCTION
 • STAINLESS STEEL "BUCKLE BRACKET" MOUNTING TO EXISTING LIGHT POLES



Sign Color B

NOTES:
 • LOGO, NAME AND COLORS TO BE APPROVED
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Sign Color C

NOTES:
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Sign Color D

NOTES:
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Sign Color E

NOTES:
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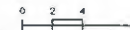
Sign Color F

NOTES:
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Downtown Master Plan - Preliminary Wayfinding Sign Shapes

Mukwonago, Wisconsin

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Downtown Streetscape Probable Cost (GMO)

Muckwonago, Wisconsin

April 20, 2020

Preliminary Plan A - per block cost

Item	qty	Cost per block	total	description
sidewalk	6500	\$6	\$39,000	
edge paving	3400	\$12	\$40,800	against curb
tree grates	6	\$2,500	\$15,000	
trees	6	\$700	\$4,200	
lights and banners	7	\$5,000	\$35,000	
crosswalks	2000	\$20	\$40,000	pavers or colored concrete
planting	1	\$15,000	\$15,000	
			\$189,000	
	4 blocks			
	improved Total		\$756,000	

Does not include road construction or utilities improvements

Preliminary Plan B - per block cost

Item	qty	Cost per block	total	description
sidewalk	8350	\$6	\$50,100	
accent paving bands	280	\$15	\$4,200	
terrace plantings	1	\$24,000	\$24,000	
trees	11	\$700	\$7,700	
lights and banners	10	\$5,000	\$50,000	
crosswalks	2000	\$20	\$40,000	
			\$176,000	
	4 blocks			
	improved Total		\$704,000	

Does not include road construction or utilities improvements



Downtown Streetscape Preliminary Design April 20, 2020



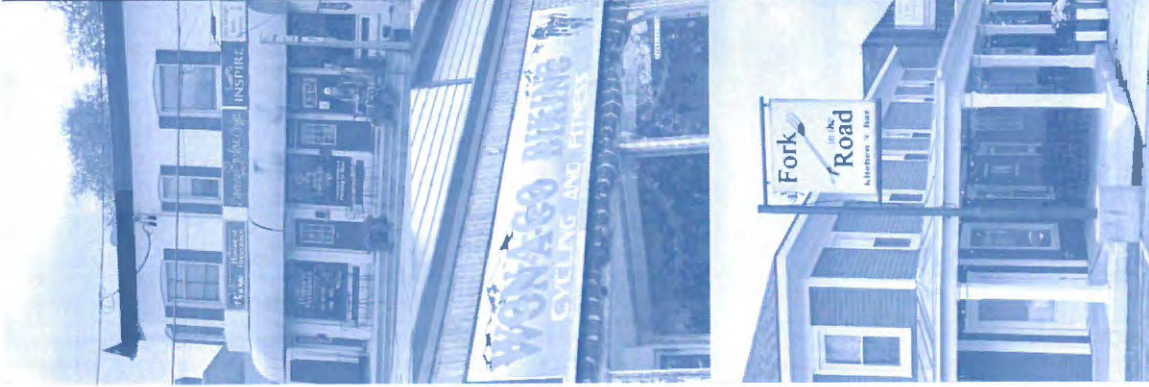
ofc
design studio



Foth

Outline

1. Study Area
2. Approach
3. Phase I – Start Up & Public Input
4. Phase II – Concept Design
5. Public Engagement Summary
6. Phase III – Preliminary Design
7. What's Next?





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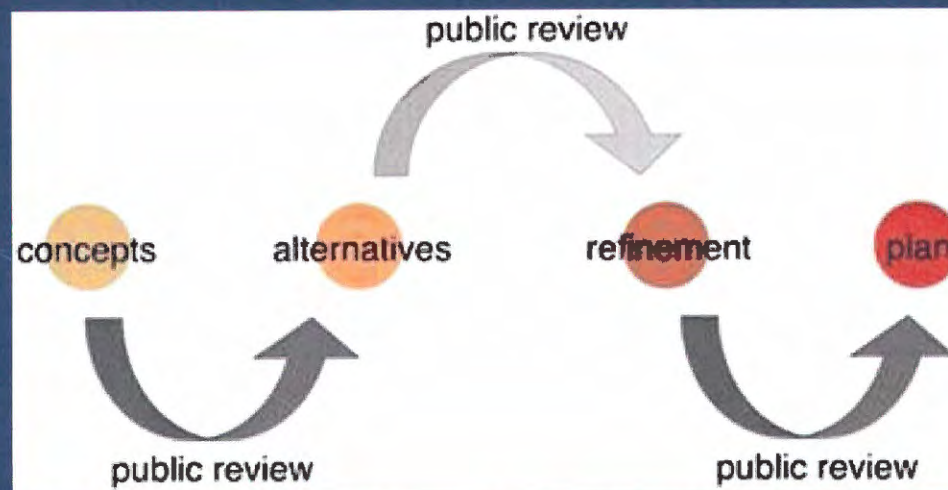
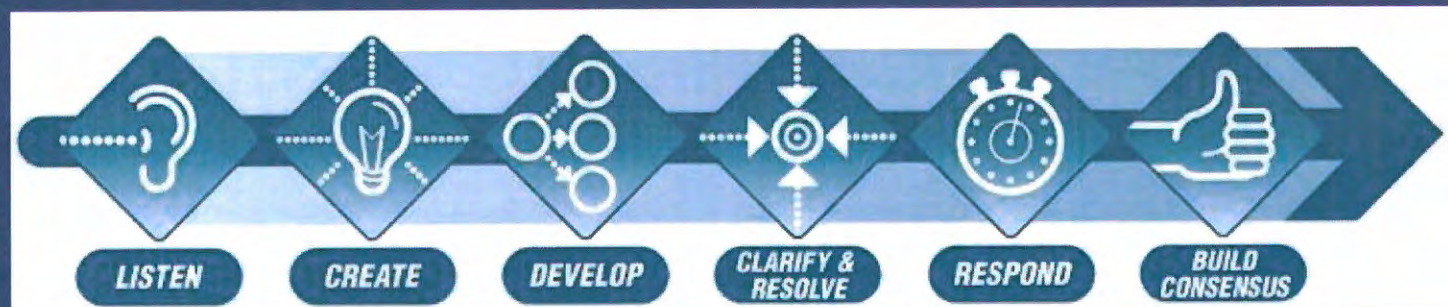
Study Area



design studio

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Approach





MUK WONG AGO



Phase I: Start Up & Public Input

- Kickoff Meeting with DDC 1.10
- Downtown Design Charrette 1.23





**JANUARY 23
DOWNTOWN
DESIGN CHARRETTE**

Mukwonago's Village Center has vibrant history, identity, and neighborhood character. For more information about Mukwonago's Center Village, visit <https://mukwonagodowntown.com/>.

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Thursday
January 23, 2020
6:00 - 8:00pm

Community Room
(Lower Level of
Village Hall)

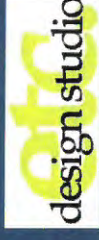
Collaborative
Design Process

Ticket Raffle for
Mukwonago Rotary
Presents:
An Evening with
John McGivern



Mukwonago

VILLAGE HALL
440 River Court Ct.
Mukwonago, WI 53140
(262) 367-5450





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design studio



Phase II: Concept Design

- Developed Concept Plans (informed by Design Charrette outcomes)
- Open House 2.27

Thursday
February 27, 2020
6:00 – 8:00pm
Community Room
(Lower Level of
Village Hall)

Visualize Possible
Changes for
Downtown

Give Feedback
Select YOUR
Preferred Plan

VILLAGE HALL
440 River City Ct
Hickory, NC 28601
(813) 503-5492

Presented by
Midkw's nago



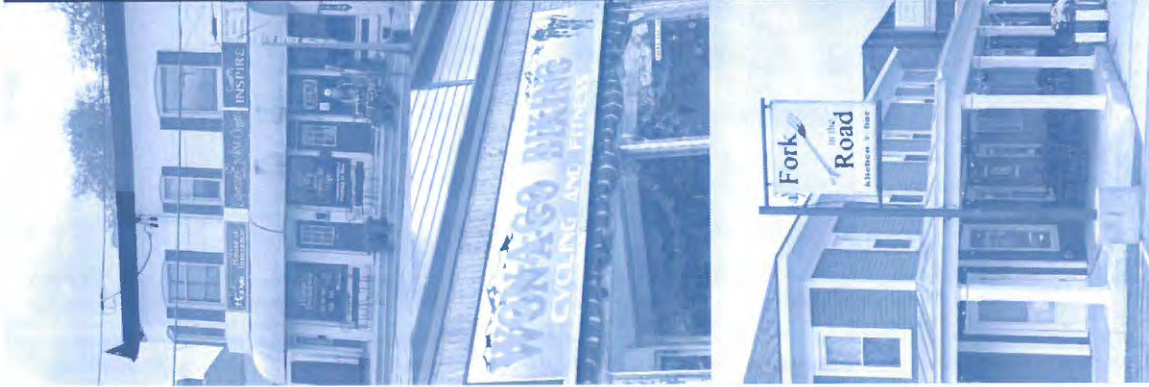
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Results

- 38 people signed-in at the open house
- Attendees viewed concept plans at their own pace, asked questions and participated in a visual preference “dot” exercise
- 25 comment sheets were submitted at the open house
- The project timeframe was extended (after Village Board and DDC review and approval) and an additional open house was scheduled at the Mukwonago Community Library





Phase II: Concept Design (Extended)

Library Open House 3.14



**MARCH 14
OPEN HOUSE**

Join us for an Open House to discuss the proposed Mukwonago Area Chamber Winter Farmer's Market. We will be discussing the proposed location, hours, and other details. Please bring your ideas and comments to the Open House.

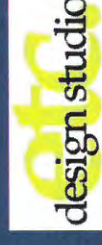
MukwonagoDowntown.com

Foth MAKING DOWNTOWN WORK  **design studio**

Saturday,
March 14, 2020
9:00 – 11:00am
Mukwonago
Community Library
4 Revised
Concept Designs
Make YOUR
Comments
Same Day as
Mukwonago Area
Chamber Winter
Farmer's Market!

MUKWONAGO
COMMUNITY LIBRARY
311 Division Street
Mukwonago, WI 53146

Mukwonago



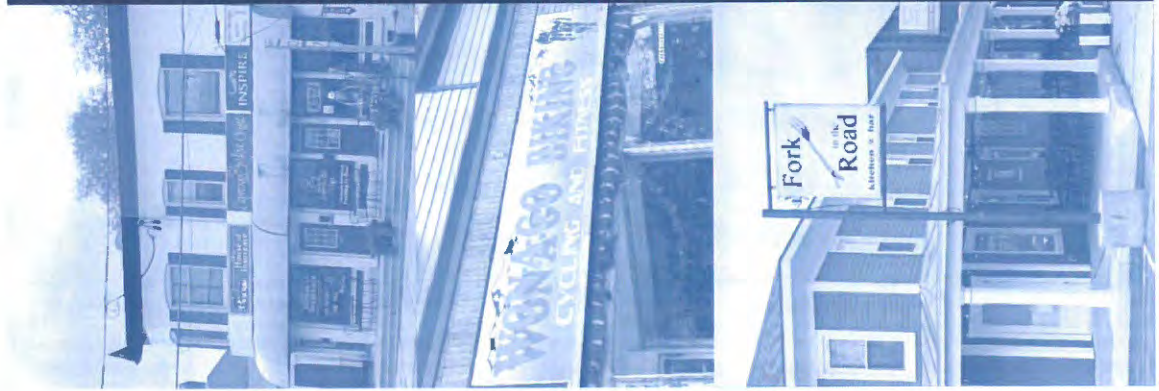
Results

- 100 + Impressions*

*An impression is simply a view. It means a set of eyeballs has seen your content

- Attendees viewed revised concept plans at their own pace, asked questions and a limited number participated in a visual preference "dot" exercise
- 10 comment sheets submitted between 2/28 and 3/16 deadline





Public Engagement Events



JANUARY 23
DOWNTOWN
DESIGN CHARRETTE

Thursday, January 23, 2020
6:00 - 8:00pm

Community Room (Lower Level of Village Hall)

Collaborative Design Process

Ticket Raffle for Mukwonago Rotary Presents: An Evening with John McGovern

<https://mukwonagodowntown.com/>

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VILLAGE HALL
440 West Chest CT
Mukwonago, WI 53146
(262) 563-9420

Mukwonago

Design Charrette 1.23



FEBRUARY 27
OPEN HOUSE

Thursday, February 27, 2020
6:00 - 8:00pm

Community Room (Lower Level of Village Hall)

Visualize Possible Changes for Downtown

Give Feedback

Select YOUR Preferred Plan

<https://mukwonagodowntown.com/>

Foth 



VILLAGE HALL
440 West Chest CT
Mukwonago, WI 53146
(262) 563-9420

Mukwonago

Open House 2.27



MARCH 14
OPEN HOUSE

Saturday, March 14, 2020
9:00 - 11:00am

Mukwonago Community Library

4 Revised Concept Designs

Make YOUR Comments

Same Day at Mukwonago Area Chamber Winter Farmer's Market

<https://mukwonagodowntown.com/>

Foth 



MUKWONAGO COMMUNITY LIBRARY
411 Division Street
Mukwonago, WI 53146

Mukwonago

Library Open House 3.14



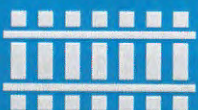
Public Engagement Summary

Theme



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AGO**

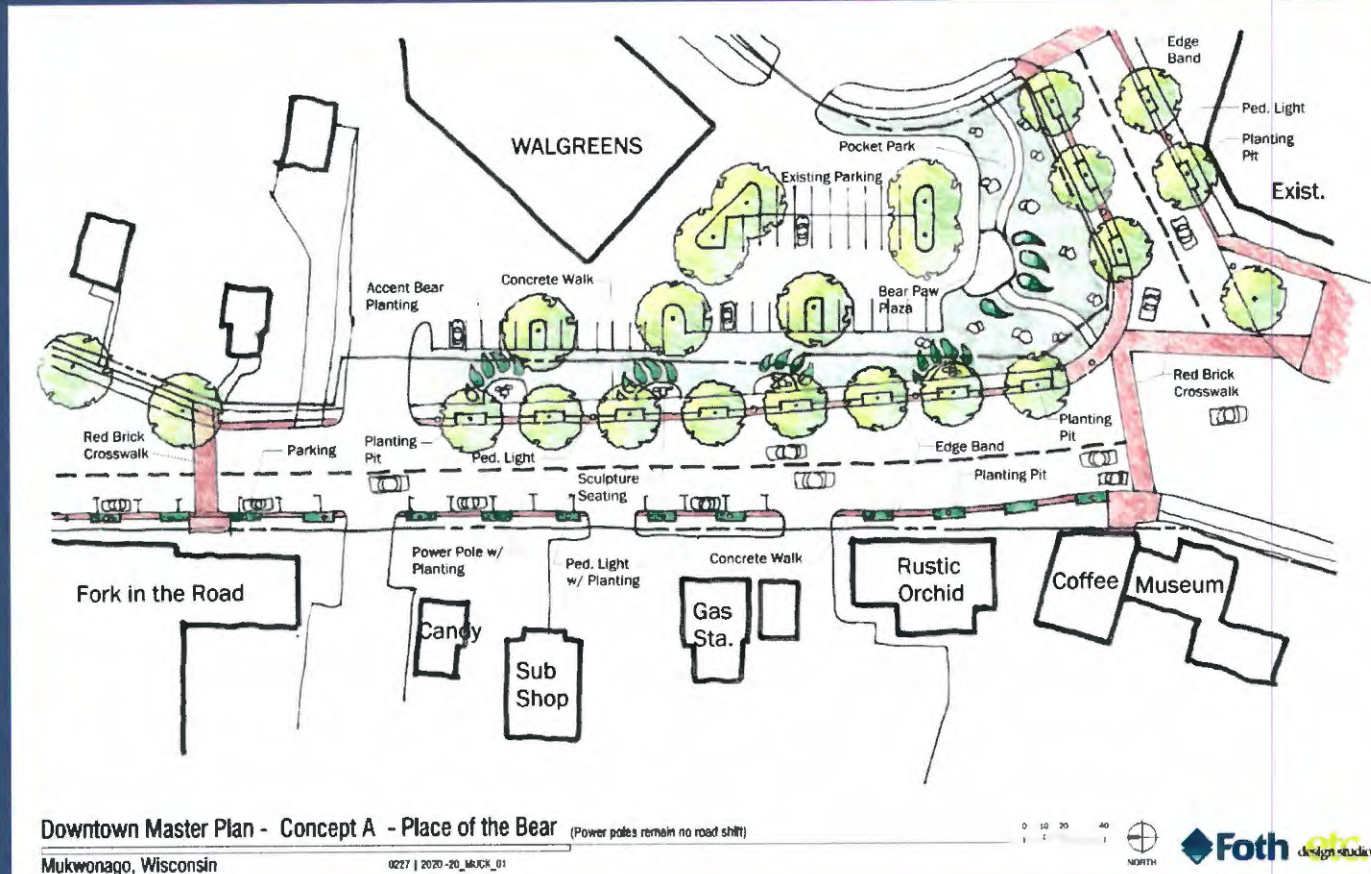


Place of the Bear		23	(11 public comment sheets + 12 open house dot voting)
Curative Waters		22	(8 public comment sheets + 14 open house dot voting)
Ursa Constellation		12	(4 public comment sheets + 8 open house dot voting)
Railroad		20	(5 public comment sheets + 15 open house dot voting)



Public Engagement Summary

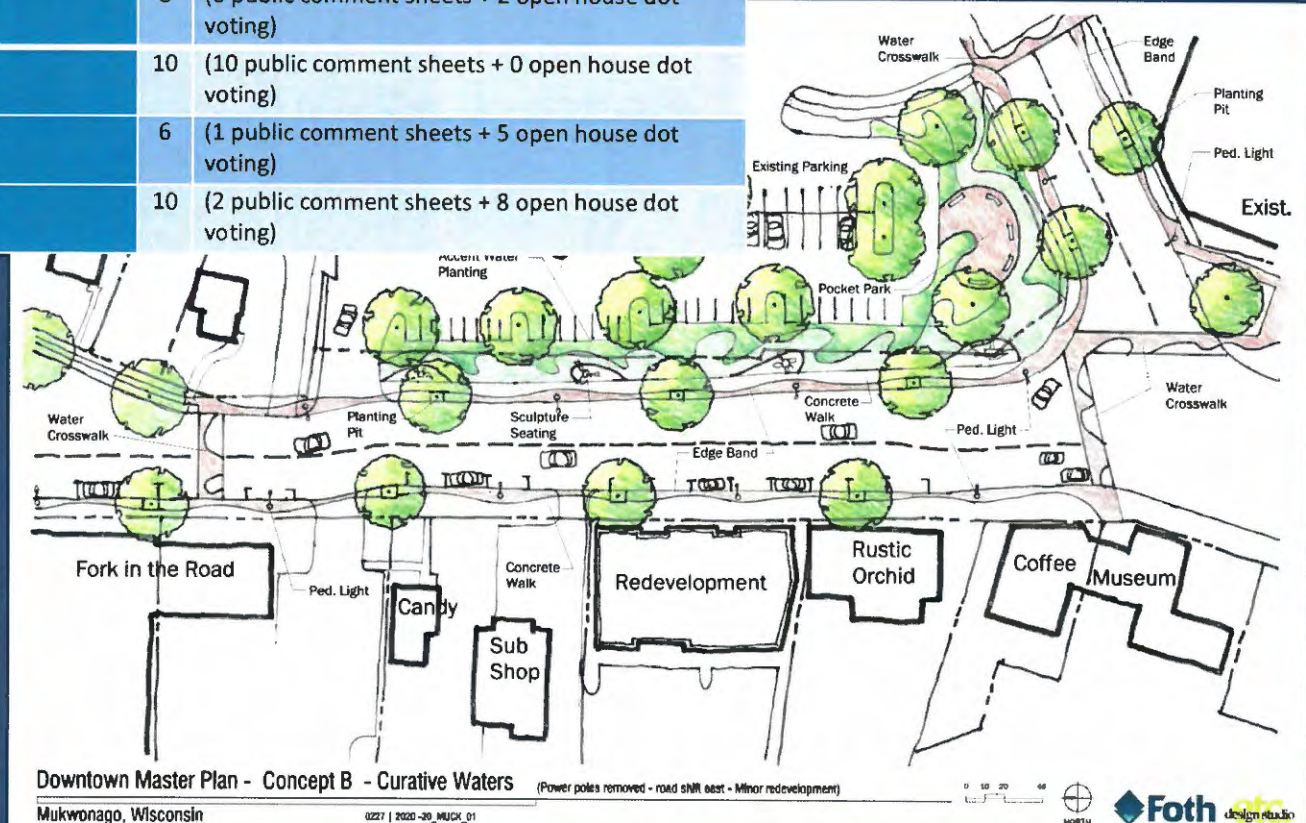
Theme



Public Engagement Summary

Concept

A	8	(6 public comment sheets + 2 open house dot voting)
B	10	(10 public comment sheets + 0 open house dot voting)
C	6	(1 public comment sheets + 5 open house dot voting)
D	10	(2 public comment sheets + 8 open house dot voting)



MUK
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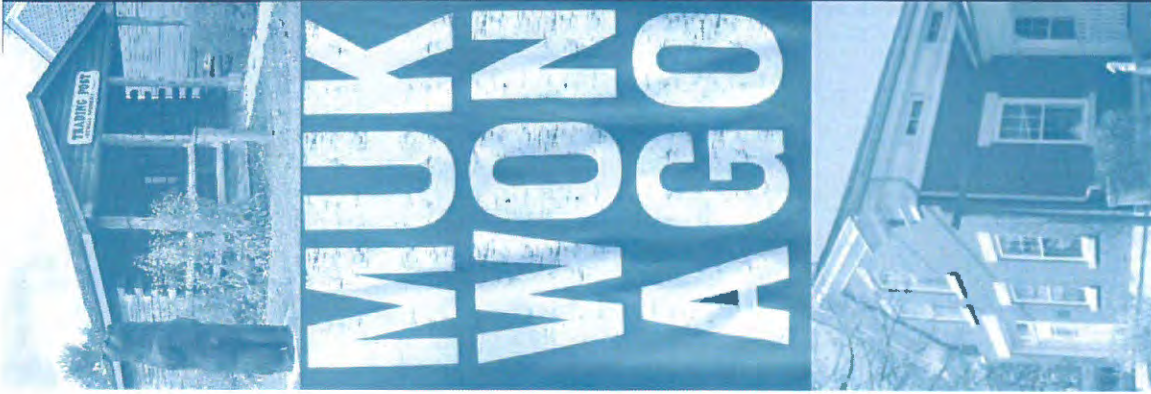


Public Engagement Summary

Overall Concept

A	6	(6 open house dot voting)
B	9	(9 open house dot voting)



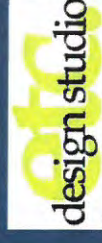


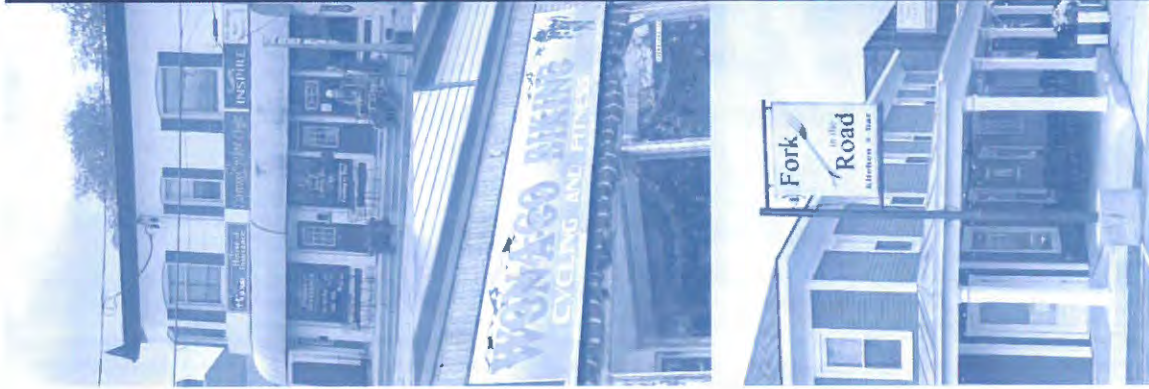
Public Engagement Summary

Analysis

After processing and analyzing all of the public input collected during the public engagement phase of the project:

- Foth & Design Studio, Etc. decided to move forward with the “Curative Waters” landscape theme as the preferred alternative for the preliminary design.
- The bear claw performance plaza from the “Place of the Bear” landscape theme was incorporated into the preliminary design.
- Concept B is the main streetscape layout moving forward.
- Concept D will be an alternative design to ensure the Village is prepared in the event STH 83 gets rerouted and a jurisdictional transfer of the right-of-way to the Village comes to fruition.





Public Engagement Summary

Analysis

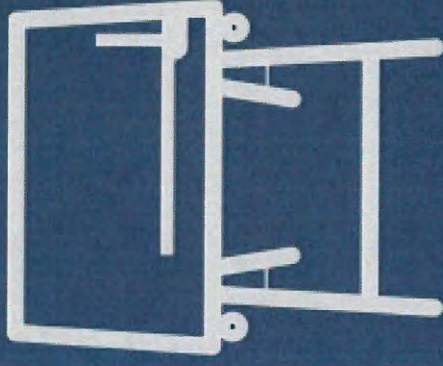
- References to the redevelopment of the Walgreens building were removed from the preliminary design. However, references to the possible redevelopment of the gas station property and Cousins Subs property remain.
- Both Concepts B and D assumed a portion of the greenspace on the Walgreen's property will be redeveloped to incorporate the design of the streetscape.
- Overall Concept B will move forward, minus the redevelopment of the Walgreen's building.
- ❖ The reference to a "trolley extension" refers to a "tourist trolley" along CTH ES (Main Street). A tourist trolley (or road trolley), is a rubber-tired bus designed to resemble an old-style streetcar or tram. The vehicles are usually fueled by diesel, or sometimes compressed natural gas. The tourist trolley will provide a needed connection between the East Troy Electric Railroad stop at Indianhead Park and downtown.





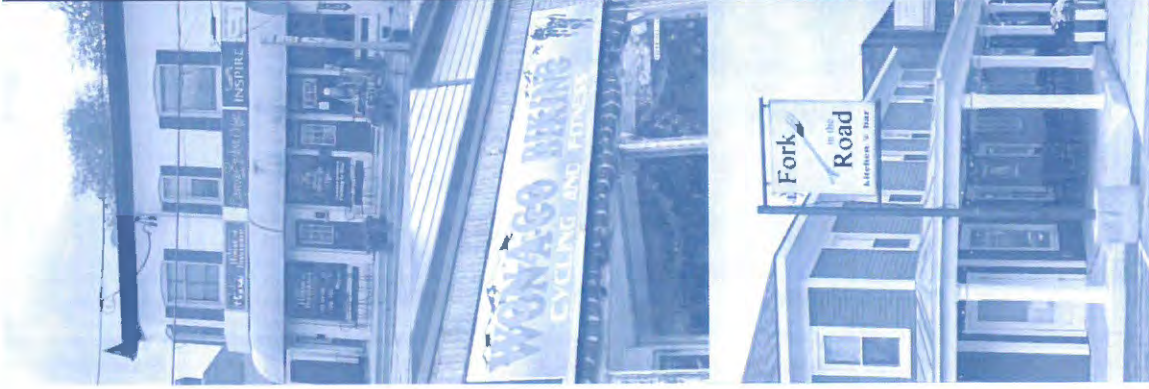
Phase III – Preliminary Design

- Developed Preliminary Plans
- **Present Preliminary Plans to DDC (* You are Here)**



What Makes a Good Streetscape?

- Wider side walks with a mix of paving materials.
- Street trees with open landscape below
- Mix of decorative pedestrian and roadway lighting
- Underground utilities
- Banners and wayfinding on light poles
- Decorative crosswalks and bump-outs
- Bike lanes or bike friendly
- Pockets of landscape with art intermixed
- Pockets for people to dine hangout or spectate
- Maintainable and usable
- Works well in the winter





Mukwonago, Wisconsin

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Typical Plans

Preliminary Streetscape B:



Downtown Master Plan - Preliminary Plan B

Mukwonago, Wisconsin

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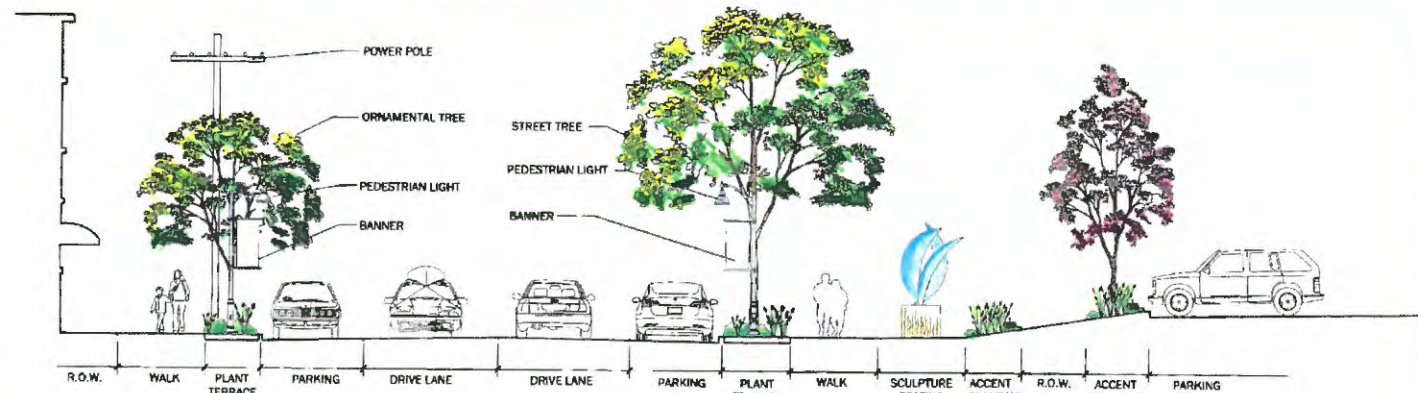
NORTH

Foth etc
design studio

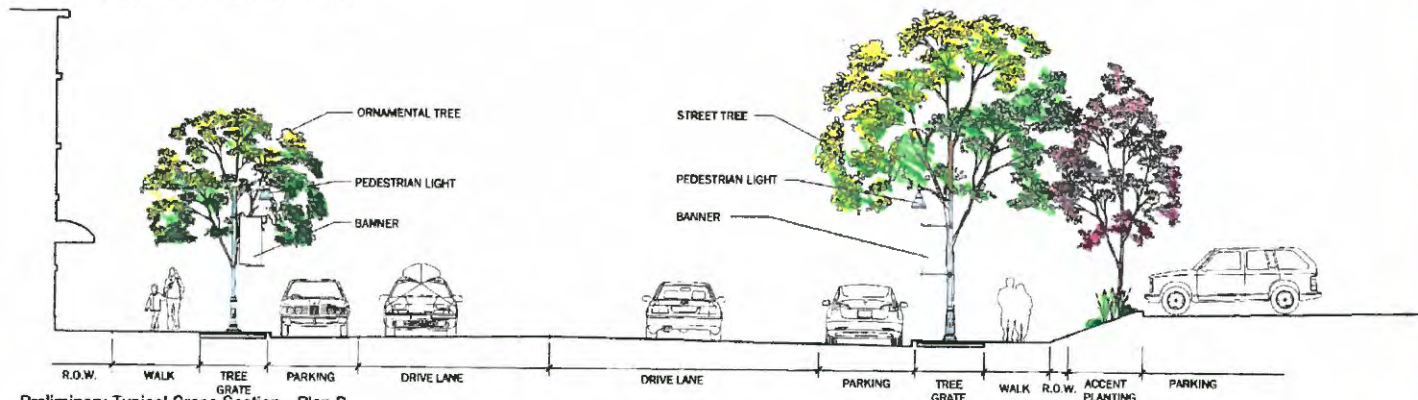


Typical Cross Sections

Preliminary Streetscape Cross Sections A: Plan A & Plan B



Preliminary Typical Cross Section - Plan A



Preliminary Typical Cross Section - Plan B

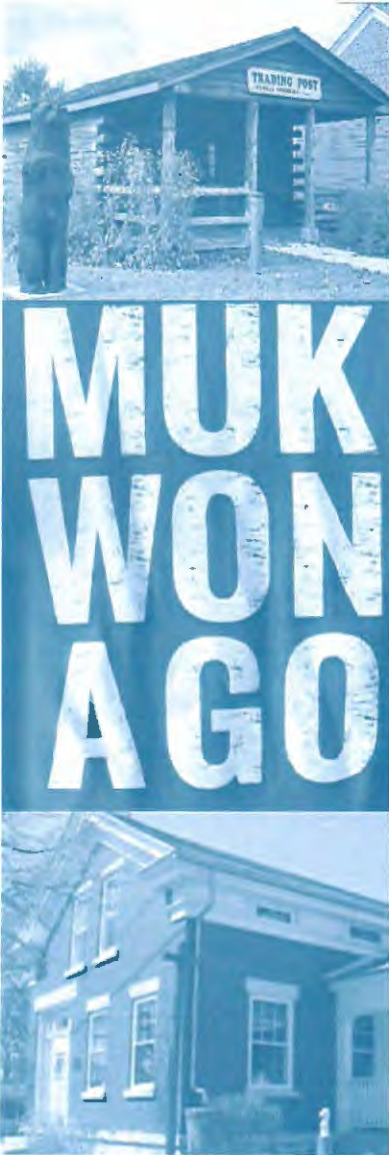
Downtown Master Plan - Preliminary Streetscape Cross Sections A

Mukwonago, Wisconsin

04/20/2020 -20_MUCK_01

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Foth *etc* design studio

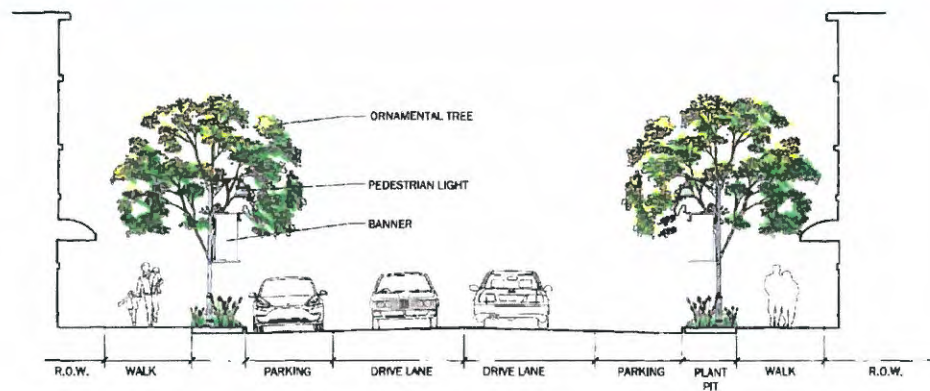




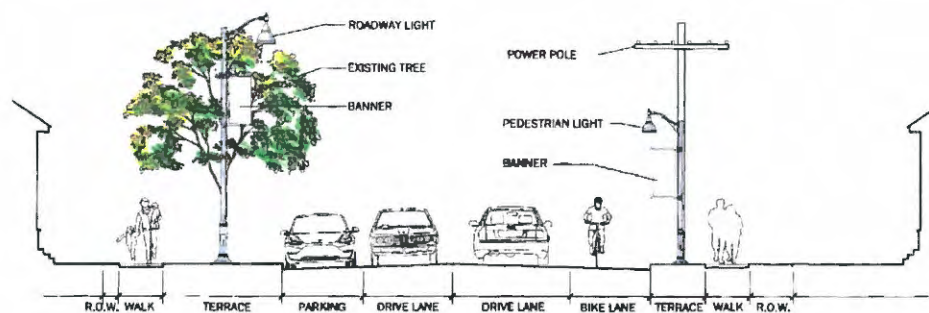
Typical Cross Sections

Preliminary Streetscape Cross Sections B: Type II & Type III

Type II Streetscape



Type III Streetscape



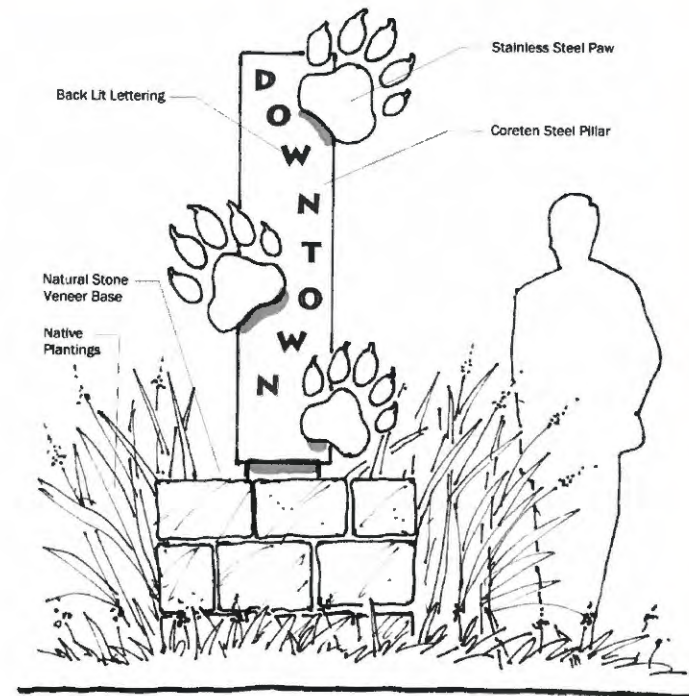
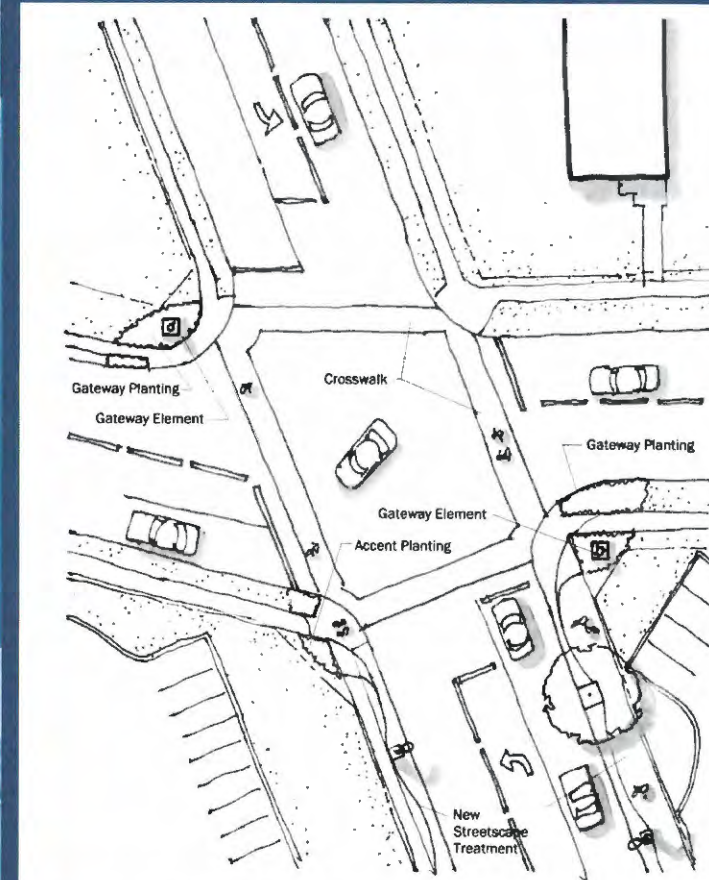
Downtown Master Plan - Preliminary Streetscape Cross Sections B

Mukwonago, Wisconsin

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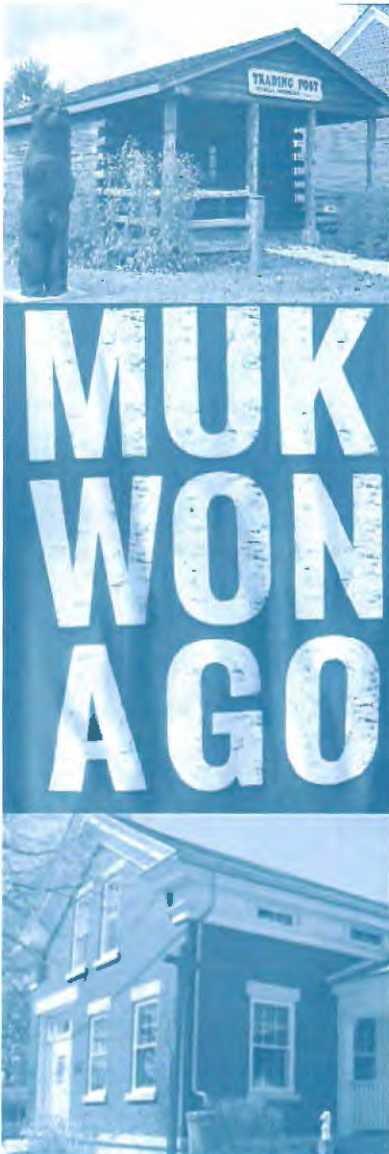
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Preliminary Typical Intersection & Gateway Feature Sketch Plan



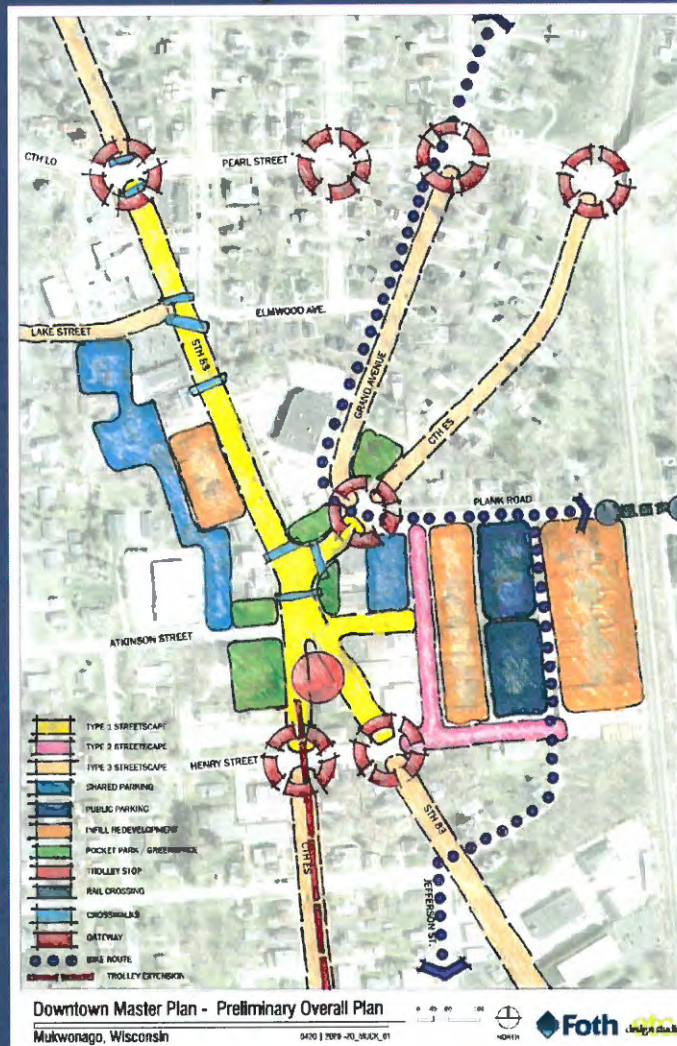
Downtown Master Plan - Typical Intersection and Gateway Example
Mukwonago, Wisconsin

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Preliminary Overall Concept Plan



Preliminary Amenities



Lighting



Benches



Trash Receptacles



Greenspace/Pocket Park



Trolley Extension



Tree Pit



Gateways



Edge Band

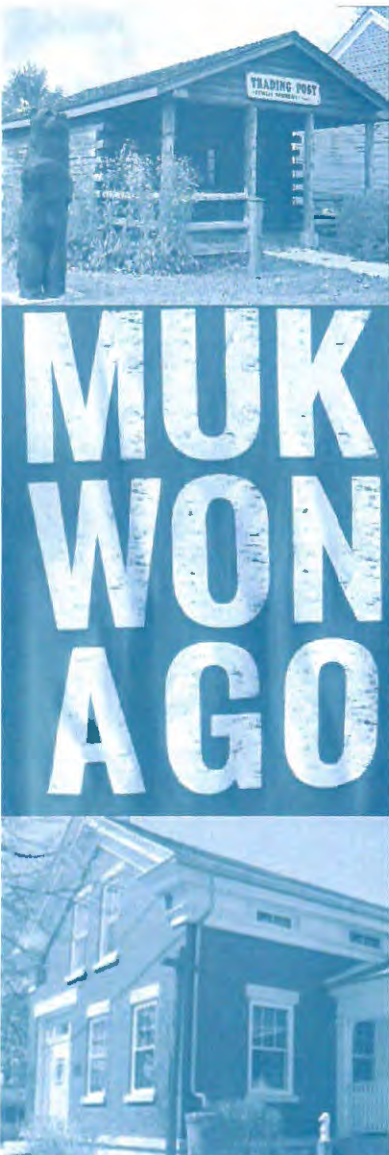
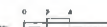


Accent Planting

Downtown Master Plan - Preferred Amenities

Mukwonago, Wisconsin

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Preliminary Wayfinding Sign Shape



Sign Shape A

NOTES

- LOGO, NAME AND COLORS TO BE APPROVED
- ALUMINUM CONSTRUCTION
- STAINLESS STEEL "BUCKLE BRACKET" MOUNTING TO EXISTING LIGHT POLES



Sign Shape B

NOTES

- LOGO, NAME AND COLORS TO BE APPROVED
- ALUMINUM CONSTRUCTION
- STAINLESS STEEL "BUCKLE BRACKET" MOUNTING TO EXISTING LIGHT POLES



Sign Shape C

NOTES

- LOGO, NAME AND COLORS TO BE APPROVED
- ALUMINUM CONSTRUCTION
- STAINLESS STEEL "BUCKLE BRACKET" MOUNTING TO EXISTING LIGHT POLES

Downtown Master Plan - Preliminary Wayfinding Sign Shapes

Mukwonago, Wisconsin

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Preliminary Wayfinding Sign Color Options



Sign Color A

NOTES:
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Sign Color B

NOTES:
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 • ALUMINUM CONSTRUCTION
 • STAINLESS STEEL BRACKET MOUNTING TO EXISTING LIGHT POLES



Sign Color C

NOTES:
 • LOGO, NAME AND COLORS TO BE APPROVED
 • ALUMINUM CONSTRUCTION
 • STAINLESS STEEL BRACKET MOUNTING TO EXISTING LIGHT POLES



Sign Color D

NOTES:
 • LOGO, NAME AND COLORS TO BE APPROVED
 • ALUMINUM CONSTRUCTION
 • STAINLESS STEEL BRACKET MOUNTING TO EXISTING LIGHT POLES



Sign Color E

NOTES:
 • LOGO, NAME AND COLORS TO BE APPROVED
 • ALUMINUM CONSTRUCTION
 • STAINLESS STEEL BRACKET MOUNTING TO EXISTING LIGHT POLES



Sign Color F

NOTES:
 • LOGO, NAME AND COLORS TO BE APPROVED
 • ALUMINUM CONSTRUCTION
 • STAINLESS STEEL BRACKET MOUNTING TO EXISTING LIGHT POLES

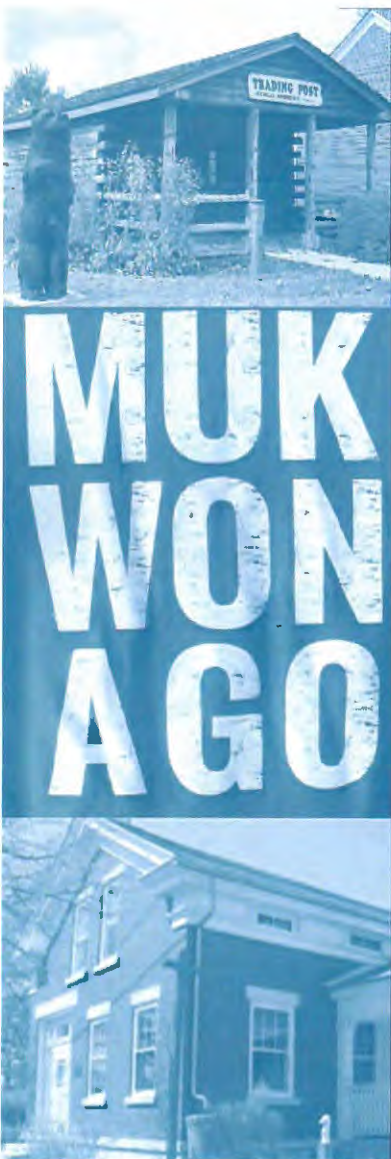
Downtown Master Plan - Preliminary Wayfinding Sign Shapes

Mukwonago, Wisconsin

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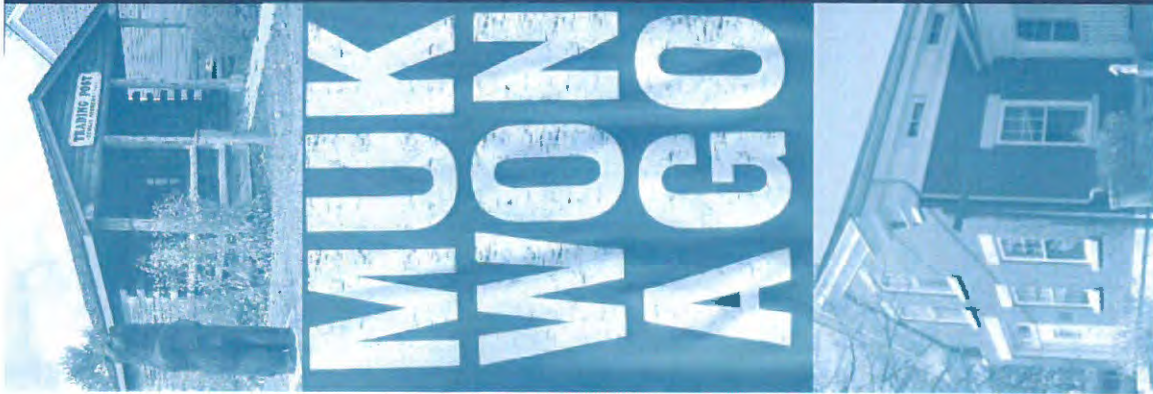
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Foth design studio



Preliminary Vehicular Wayfinding Sign Location Plan





Preliminary Pedestrian Wayfinding Sign Location Plan



GOM Cost Estimates Preliminary Plans A & B

Downtown Streetscape Probable Cost (GMO)

Muckwonago, Wisconsin

April 20, 2020

Preliminary Plan A - per block cost

Item	qty	Cost per block	total	description
sidewalk	6500	\$6	\$39,000	
edge paving	3400	\$12	\$40,800	against curb
tree grates	6	\$2,500	\$15,000	
trees	6	\$700	\$4,200	
lights and banners	7	\$5,000	\$35,000	
crosswalks	2000	\$20	\$40,000	pavers or colored concrete
planting	1	\$15,000	\$15,000	
			\$189,000	
	4 blocks			
	improved Total		\$756,000	

Does not include road construction or utilities improvements

Preliminary Plan B - per block cost

Item	qty	Cost per block	total	description
sidewalk	8350	\$6	\$50,100	
accent paving bands	280	\$15	\$4,200	
terrace plantings	1	\$24,000	\$24,000	
trees	11	\$700	\$7,700	
lights and banners	10	\$5,000	\$50,000	
crosswalks	2000	\$20	\$40,000	
			\$176,000	
	4 blocks			
	improved Total		\$704,000	

Does not include road construction or utilities improvements



What's Next?

1. DDC provides the consulting team direction on how to proceed via motion(s).
2. Design Studio, Etc. will create final designs based on all public comments, stakeholder input, and DDC comments received.
3. Village Board Approval
 - a) Committee of the Whole TBD
 - c) Village Board TBD



Village of
Mukwonago

THANK YOU!!!

etc
design studio



Foth

VILLAGE OF MUKWONAGO

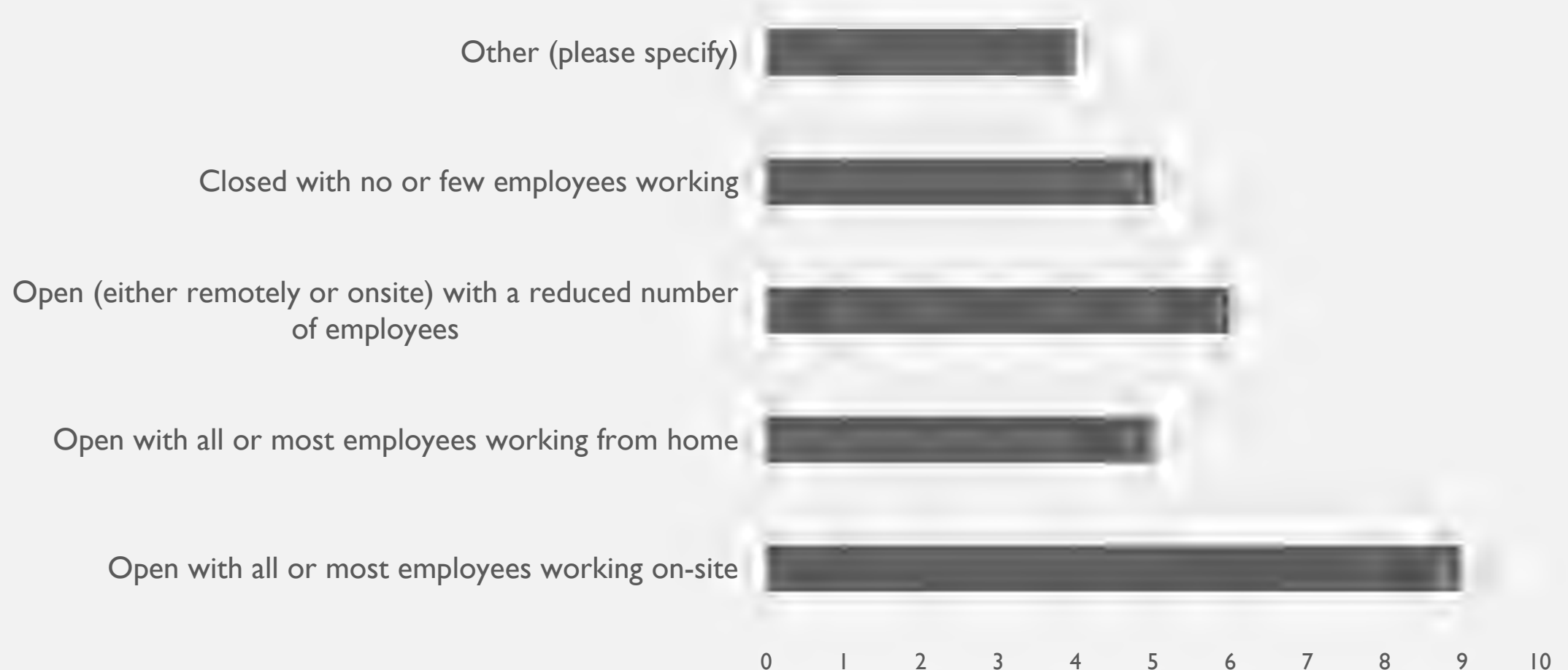
Economic Development

VILLAGE OF
MUKWONAGO
COVID-19
BUSINESS
SURVEY

- 27 Responses
- Type of businesses: Service, Office, Retail
- 49% had to scale back
- 38% haven't had to reduce service
- 15% closed completely

SURVEY RESULTS CONTINUED

During the COVID-19 pandemic, how is your business currently operating?



SURVEY RESULTS CONTINUED



Concerned with
paying utility bills



Concerned with
purchasing and
receiving inventory

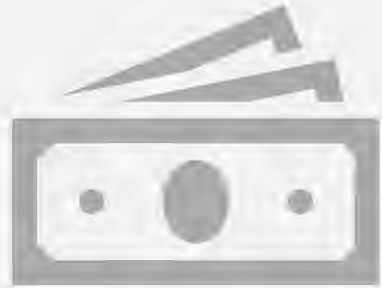


Want
communication of
financial assistance



Want marketing &
advertising grants

SURVEY RESULTS CONTINUED



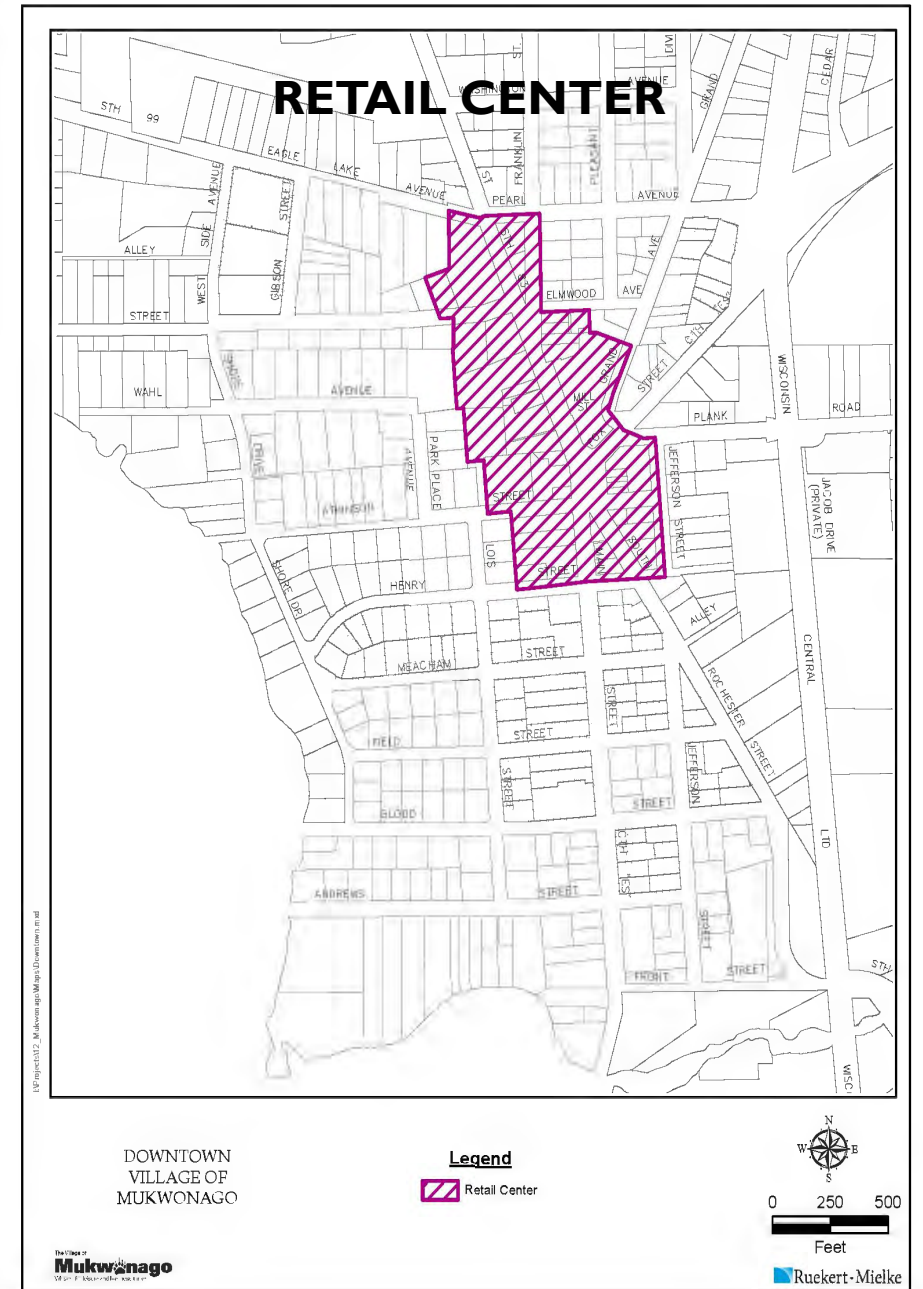
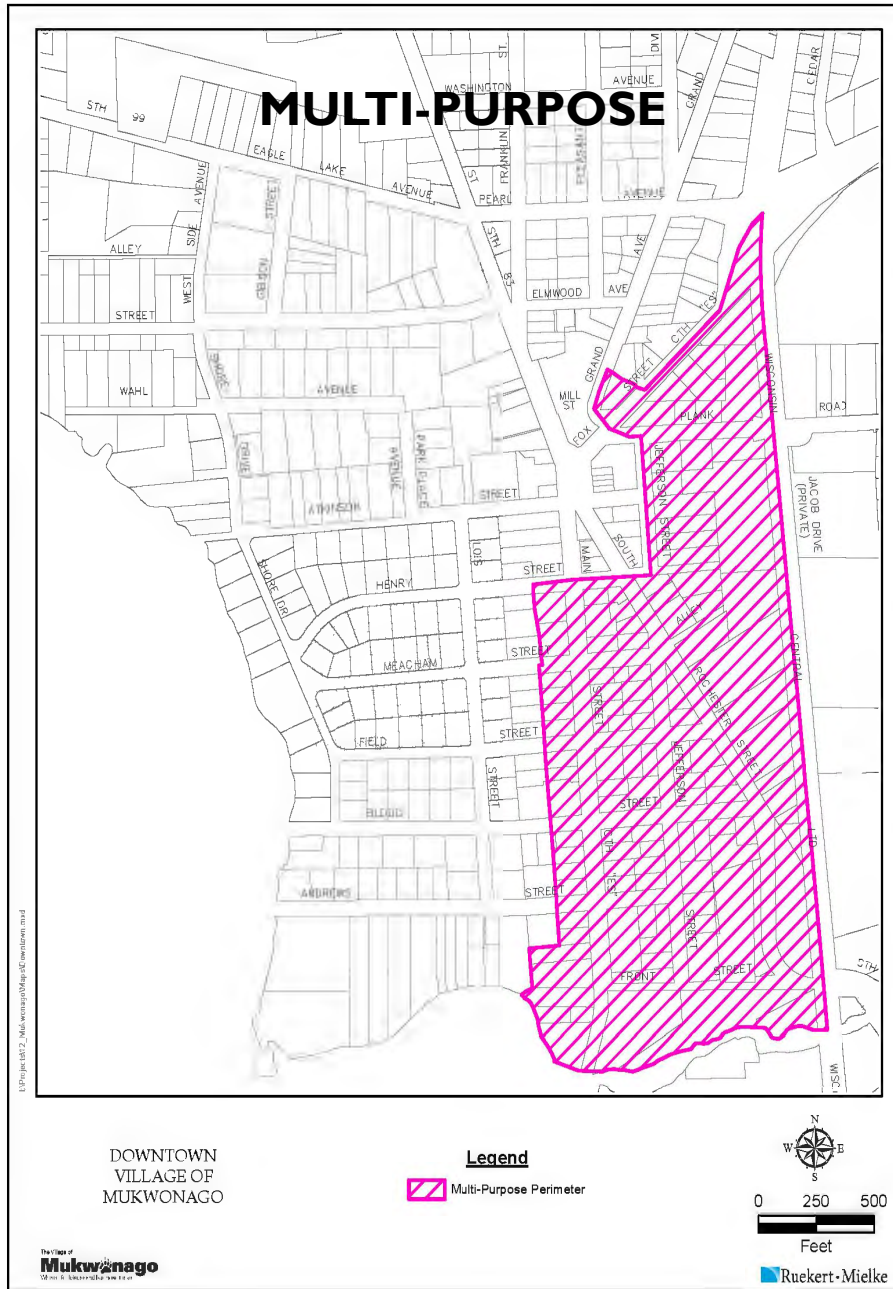
67% - Applied for financial assistance



81% - Plan to reopen after Safer at Home Order is lifted

MUKWONAGO
ZERO INTEREST
LOAN

- **Support downtown businesses and retain employees**
- Use CDBG funds to provide 0% interest loans up to \$10,000
- Begin repaying loan 30-days after Village State of Emergency Declaration lifted or 6 months after loan disbursed – which ever occurs later
- May chose to repay after 12-months or spread payment over 5-years with a penalty of 2.5% interest rate
- VB has discretion to grant up to \$2,500 as funds allow



MUKWONAGO
ZERO INTEREST
LOAN

Eligible costs

- Rent, mortgage, lease
- Employee retention
- Exterior signage or lighting
- Other exterior improvements to improve visibility
- Improve technology
- Other ideas at the discretion of VB

ECONOMIC DEVELOPMENT

- 2020 projects
 - Measuring economic impact of the Industrial Park TID #5, Chapman Farms, and Wolf Run direct/indirect value, taxes, jobs, etc.
 - Touchpad Electronics just finished construction/Malcolm Drilling to start
 - 915 main apartments – luxury apartments start renting in June
 - DDC has hired FOTH to create streetscaping and wayfinding signage for Downtown

915 MAIN APARTMENTS

- East Troy-based The Pointe Apartments LLC.
- \$1.05M purchase
- Through TID#4 and 2 new Lynch dealerships return on initial investment is \$80,000+ per year in tax revenue after 20 years



TOUCHPAD ELECTRONICS

- Finished construction this spring of a 22,500 sq. ft. facility
- \$2.6M value
- Over \$33M in new assessed value created between 2018 and 2020 in the entire park.





CHAPMAN FARMS

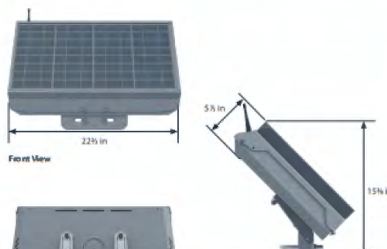
MIXED USE DEVELOPMENT INCLUDING 20AC OF
COMMERCIAL AND 85 SINGLE FAMILY HOMES/48 SINGLE-
FAMILY ATTACHED UNITS

- Aurora Health: 15,000 sq. ft. clinic with primary care, urgent care, imaging and lab services
- Kid's Connection: 10,000 sq. ft. with 11 classrooms to hold 148 children
- Educators Credit Union: 1.5 acres of land



TOP-OF-POLE CONTROL CABINET

HOUSING	NEMA 3R type aluminum
SOLAR PANEL	20 watt
BATTERY	12V, up to 44Ah
BATTERY LIFESPAN	3 to 5 years, field replaceable
MOUNTING OPTIONS	Round poles: 2 1/2" up to 4 1/2"; Square posts: 1 1/2" up to 2 1/2"
MOUNTING HARDWARE	Stainless steel hardware
WARRANTY	3-year limited battery warranty 5-year limited system warranty 10-year limited solar panel warranty



DOWNTOWN DEVELOPMENT COMMITTEE CREATED

- Created to Implement 2018 Downtown Strategic Plan
- 4 Main Focus areas with Tier 1 and Tier 2 priority recommendations
- The Core Areas are:
 - Business Development,
 - Pedestrian Friendly
 - Historic Preservation
 - Cultural & Recreational
- Current projects: Streetscaping and wayfinding signage project

MUKWONAGO ECONOMIC DEVELOPMENT
SUMMIT 2020
AUGUST 20, 2020 – GREENWALD
FOUNDATION PERFORMING ARTS CENTER

- TOPIC: Small Business needs & Creating a Successful Small Business climate post-pandemic
- Discussing issues such as creating an online presence, marketing etc.
- Access to experts from workforce development, WEDC, regional and state representatives