

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, August 27, 2020

Time: **6:00 pm**
Place: **Zoom Virtual Platform**

Zoom Log On Information:

Time: Aug 27, 2020 06:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84696836449?pwd=bjF1NjZaNHhuYys0dmFPcVY2WDJrZz09>

Meeting ID: 846 9683 6449

Passcode: 419260

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1. Call To Order

2. Roll Call

3. New Business

Discussion and possible action on the following items

3.1 Approval of Minutes of the June 25, 2020 DDC meeting.

[DDC 08-27-2020 June Minutes](#)

3.2 Nomination and Election of Mukwonago Downtown Development Committee Chair

3.3 Introduction of new DDC Members Ryan Lilly and John Weidl

3.4 Streetscaping and Wayfinding Informational Update by Roger Walsh

A. Summary of August 24, 2020 Walking Tour

B. Summary of July 29, 2020 DOT & Village Representatives conference call.

C. Summary of Walgreen's owner contact with Village representatives.

[Streetscaping and Wayfinding Update](#)

3.5 Redevelopment Resources Survey and Informational Update

A. Survey

B. "Mukwonago is Working with Business Article"

[Mukwonago is Working with Business Article](#)

[Village Downtown Econ 2020 Survey](#)

3.6 Small Business Grant Program Informational Update

A. Roll Out, Application Deadline, Summary of Selection Process

Small Business Grant Information

- 3.7 Historic District Signage and Historic Walking Tour Informational Update
- 3.8 Village Branding Project Update and Possible Recommendation on Color Choices.
[Branding Color Choices](#)
- 3.9 200 Grand Ave Plan Commission Presentation
[200 Grand Ave](#)
- 3.10 Downtown Yours Website and Facebook Page Review and recommendations to improve effectiveness of DDC messaging
- 3.11 Downtown Strategic Plan 2020-2021 Tier 1 and Tier 2 Implementation Priorities
[Downtown-Strategic-Plan-05312018](#)

4. Public Comments:

Comments from the Public 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 Chair. There may be limited discussion on the information received however no action will be taken on issues raised during the public comment section unless they are otherwise on the Agenda. Public comments should be address to the Committee as a body. Any questions to an individual member of the Committee or Staff will be deemed out of order by the Chair.

5. Adjourn

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.

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of June 25, 2020

- 1) Call to order- Village Trustee Roger Walsh called the meeting to order at 6:04 p.m. located at Mukwonago Municipal Building, virtual meeting platform.
- 2) Roll Call: Members Present: R. Goodden, K. Kettner, E. Pautz, S. Reeves, D. Stockwell, D. Yeager (arrived 6:15 p.m.), S. Kulik, Village Planner B. Kohout and Chair R. Walsh. R. Walsh reported that D. Yeager has resigned from the Committee. Audience: Village President F. Winchowky, Trustees E. Brill & D. Johnson, Other (2)
- 3) Approval of Minutes for the May 28, 2020 DDC meeting; Motion (Reeves, Pautz) to approve minutes; unanimously approved.
- 4) Discussion of Streetscaping & Wayfinding Preliminary Design Plan & Update
 - a. DOT Communication & request for Preliminary Plan Feedback – B. Kohout commented that he had submitted the request for feedback.
 - b. Hwy 83 Roadwork & Temporary Closure – R. Walsh reported on construction of the area by the river and railroad tracks.
- 5) Branding Update (Link to Current Draft)
- 6) Connect Communities/WEDC Resources – R. Walsh updated
- 7) MASD collaboration update – Murals & Street Art
- 8) Informational Update WEDC Small Business Micro-Grant Program & Recovery Initiatives
 - a. WCCG Webinars – R. Walsh reported the M
 - b. Possible Citizens Bank Village Grant Program Partnership – R. Walsh reported it was informational only. No action taken.
- 9) CDBG Funds & Offer to Purchase 301 Main Street for Future Parking Lot
- 10) Update on Historic Sign project by Mukwonago Historical Society and Possible Walking Tour
- 11) Discussion and Possible Action on Selection of 2020-2021 DDC Chair – S. Kulik commented that there is nothing in the by-laws that prohibits staff members from being the chair and that she has similar roles in her community and recommended that they consider the Village Planner. B. Kohout offered no objection. Motion (Pautz, Reeves) to select B. Kohout as DDC Chair; unanimously approved.
- 12) Discussion and Possible Action on the Four Downtown Strategic Plan Core Objectives
 - a. Business Development
 - b. Cultural Recreational
 - c. Historic Preservation
 - d. Pedestrian Friendly

12.1 Redevelopment Resources Proposal – R. Walsh requested a motion to move this item before item #4. Motion (Reeves, Kettner) to move item 12.1 for discussion as requested; unanimously approved. D. Sarver and K. Fish-Peterson, Redevelopment Resources addressed the Committee. K. Fish-Peterson commented that the firm has been involved with the Village since 2013. They were contracted by the Village in February of 2020 to complete an economic impact analysis of TID 4, 5 and the Chapman Farms area to update the financial numbers as the

Village is applying for an award from the Economic Development Council. They are also engaged to update the Market Strategy document as the Village has implemented the recommendations of the 2013 study. The market strategies include the downtown area and they complimented the Village on the Downtown Strategic Plan document. They requested that DDC members provide them with contacts to assist with updating the market analysis. They discussed how Business Improvement Districts (BID's) and Tax Incremental Districts (TID's) are created and financed. BID's are created to assist with promotion, improvements, redevelopment initiatives or maintenance in specified geographically defined area which business choose to contribute to. Property owners within the BID area pay a fee to support the services. It is possible to develop various rates of contribution based upon the levels of service the various businesses may be receiving from the BID programs. A BID Planning Committee ensures that adequate representation of affected parties is included, that an operating plan is developed that compliments the goals of the Municipality. Development of an initial operating plan is developed and a legal opinion is included. TID's are used to develop blighted areas but for the creation of a TID are not likely to be developed. TID's are created by the municipalities.

13) Comments from the Public – none.

14) Adjournment – Motion (Reeves, Pautz) to adjourn; unanimously carried. Meeting adjourned at 7:20 p.m.

Respectfully submitted: Sandy Kulik

Village of Mukwonago
Notice of Meeting and Agenda

COMMITTEE OF THE WHOLE MEETING
Wednesday, August 5, 2020

Time: **5:30 pm**

Place: **Mukwonago Municipal Building/Board Room, 440 River Crest Ct.**

1. Call to Order

2. Roll Call

3. Approval of Minutes

- 3.1 Motion to approve Committee of the Whole Minutes of July 1, 2020
2020-07-01 Cow DRAFT Minutes

4. Downtown Development Committee, Trustee Walsh

- 4.1 Downtown Streetscaping and Wayfinding Walgreens Property Owner Feedback
DDC Agenda Item 1 Walgreens Request
- 4.2 Wisconsin Department of Transportation Streetscaping/Wayfinding Conference Call
with Village of Mukwonago Representatives
DDC Agenda Item 2 DOT
- 4.3 Discussion and possible recommendation to the Village Board to appoint Village
Administrator John Weidl to the Downtown Development Committee as a non-voting
member for a term limit to be determined by the Village President.
DDC Agenda Item - Appointment

5. Finance Committee, Trustee Meiners

Discussion and action possible on the following items.

- 5.1 Monthly Treasurer Report and Revenue/Expenditure Guideline Report For June *(For
information purposes only, no action required)*
2020-06 June Treasury Report.pdf
2020-06 June Revenue & Expenditure Report.pdf
- 5.2 Discussion and possible recommendation to the Village Board to approve Vouchers
in the amount of \$674,027.58.
20200805 AP Packet
- 5.3 Discussion and possible recommendation to the Village Board to approve the
purchase requisition of Liquid Road asphalt sealer with Tracy Sealcoating Service in
the amount of \$24,999.00.
PO - Sealcoating Service
Est_601Sealcoating Service LLC

Village Agenda Item Request 1 for August 5, 2020 COtW

Downtown Development Committee

From: Roger Walsh: Village Board DDC Liaison

To: Village Clerk-Treasurer Diana Dykstra

DDC Item 1: Informational Purposes Walgreen's Property

Downtown Streetscaping & Wayfinding Walgreen's Property Owner Feedback.

Background: President Winchowky asked Trustee Walsh if anyone from DDC, Foth Infrastructure or Village staff had heard from Walgreen's regarding the recently approved Downtown Streetscaping & Wayfinding Plan. As DDC Board Liaison, Trustee Walsh volunteered to find out who owns Walgreen's property and send them a copy of the Concept level Design Plans for response. I searched Assessor records, contacted the corporate office described as the owner, spoke to the representative and emailed a copy of the Plan. The owner called me with several concerns about the Plan and requested that he meet with Village representatives. Despite a robust public participation outreach program including typical public meeting notifications and personally delivering Open House Flyers to downtown businesses including Walgreens. I addressed the owner's concerns. During my conversation, I took responsibility for the oversight and told him I would share his request for a meeting with Village representatives. His immediate concern was private property rights and any attempt by the Village to take away property. I reported the conversation to Village President Winchowky and Village Administrator/ Economic Development Director John Weidl.

Disclosure: In 2019 Trustee Walsh provided the Mukwonago Village Attorney with assessor information regarding his companies private property ownership on the west side of Hwy 83.

Current Status of Property Owner Request:

Orrin Sumwalt, the Streetscaping/ Wayfinding Project Manager reported that he spoke with the Walgreen's owner, answered questions, and sent him a larger size copy of the Design Plans. I am unaware of any other Village representative contacts at this time.

A meeting with the owner and Village representatives is scheduled for August 12th.

Conclusion: No other action necessary or recommended at this time. It should be well understood by all parties concerned that implementation of portions of the Streetscaping Concept Design Plan are subject to agreement and feasibility by multiple parties including private property owners, WisDOT, and the Village of Mukwonago.

(See attached public record e-mails from John Weidl to Trustee Roger Walsh, Village President, Village Clerk-Treasurer, and Walgreen's property owner.)

Village Agenda Item Request for August 5, 2020 COtW

07-30-2020 DDC

Trustee Roger Walsh-Village Board DDC Liaison

To: Village Clerk-Treasurer Diana Dykstra

DDC Item 2: Informational Purposes: 7-29-2020 Wisconsin Department of Transportation Streetscaping/Wayfinding Conference Call with Village of Mukwonago Representatives

Background: As part of ongoing communications with the Wisconsin Department of Transportation regarding Downtown Hwy 83 Development, a Village representative requested a conference call meeting with Robert Elkin, SE Wisconsin Regional Systems Planning Supervisor and members of DOT Staff.

Village attendees included: Village President Fred Winchowky, Trustee Walsh, Village Administrator John Weidl, Police Chief Kevin Schmidt, Public Works Director Ron Bittner and Village Engineer Jerad Wegner.

The July 6, 2020 Streetscaping Comments from WisDOT SE Region was discussed. (See Attachment)

Summary:

DOT expressed a willingness to work with the Village of Mukwonago on Downtown Streetscaping Design Plan Concepts A & B improvements, but as expected, they will need more detailed information from engineering before committing to any changes in the Highway 82 Right of Way. Their principle fundamental concern is "operations & safety". Administrator Weidl instructed Jerad Wegner to focus on 3 areas regarding more detail for DOT:

1. Dimensions for features
2. Turn Lengths
3. Turning Templates.

See Attachment: July 6, 2020 Review & Discussion of Proposed Conceptual WIS 83 Streetscaping

From: Elkin, Robert - DOT

Sent: Monday, July 6, 2020 4:10 PM

To: Baumann, Art - DOT; Koehnke, Kevin F - DOT; Dedrick, Dan I - DOT; Squires, Christopher G - DOT; Ben Kohout; Village President; John Weidl; Kevin Schmidt; Roger Walsh; Ron Bittner; Chief Jeff Stien; David Brown

Cc: Levy, Andrew J - DOT; Wheeler, Andrew D - DOT

Subject: Review and Discussion of Proposed Conceptual WIS 83 Streetscaping Discussion in Mukwonago

When: Wednesday, July 29, 2020 10:30 AM-11:30 AM.

Where: Microsoft Teams Meeting

Please see below comments from various groups within WisDOT SE Region on your preliminary streetscaping ideas.

Operations

Plan A

- On street bike accommodations are not provided
- The turn lanes at the intersection with National have been significantly reduced in length. This will exacerbate existing operational issues at this intersection
- Are northbound and southbound left turn movements still to be prohibited? Need to see the whole intersection for lane assignment geometry from south leg through the intersection. Not in favor of constricting the roadway width as shown on the north leg of 83 (potential truck turning issues)
- Operational analysis should be done to determine impacts by geometric changes
- The addition of more on street parking will negatively impact overall roadway operations particularly by the intersection as through vehicles will have to stop for more parking vehicles
- Like the bump outs at the pedestrian crossing locations. They help shorten crosswalk lengths and reduce crossing times
- Terrace width needs to be of sufficient width to handle trees (5 feet or more). Less than that leads to sidewalk lifting and difficulty opening parked car doors. Trunks need to be at least 2 feet behind curb and gutter.
- How will south approach be revised to accommodate these changes?
- Would need turning templates for all movements specifically east leg (ES) turning right to go north on 83. It looks like there is a smaller curb radius proposed and trucks would likely be forced to encroach in SB lane.

Plan B

- On street bike accommodations appear to be provided except at the National intersection
- The turn lanes at the intersection with National have been significantly reduced in length. This will exacerbate existing operational issues at this intersection
- Are northbound and southbound left turn movements still to be prohibited? Need to see the whole intersection for lane assignment geometry from south leg through the intersection. Not in favor of constricting the roadway width as shown on the north leg of 83 (potential truck turning issues)
- Operational analysis should be done to determine impacts by geometric changes
- The addition of more on street parking will negatively impact overall roadway operations particularly by the intersection as through vehicles will have to stop for more parking vehicles
- Like the bump outs at the pedestrian crossing locations. They help shorten crosswalk lengths and reduce crossing times
- Terrace width needs to be of sufficient width to handle trees (5 feet or more). Less than that leads to sidewalk lifting and difficulty opening parked car doors. Trunks need to be at least 2 feet behind curb and gutter.
- How will south approach be revised to accommodate these changes?

- Truck turning needs to be reviewed. Would need turning templates for all movements specifically east leg (ES) turning right to go north on 83. It looks like there is a smaller curb radius proposed and trucks would likely be forced to encroach in SB lane.

Typical Sections

- Add dimensions

Safety

- Features of both plans could help to improve pedestrian safety. The curb bump-outs will improve pedestrian safety with shorter crossing distances and would help control vehicle speeds. Vehicles might currently be traveling faster than the posted 25 MPH speed limit. The additional parking could also act to narrow the cross section and slow vehicle speeds, but it will also degrade traffic operations and have potential increase in rear-end or sideswipe crashes.
- Advise against using any sort of brick crosswalks since it could result in a tripping hazard or maintenance issue. Recommend high visibility painted crosswalk markings.
- The narrower cross section for Plan A might help to control speeds, but there might be negative interaction between drivers exiting parked vehicles and through traffic. Also, more difficult to incorporate bike accommodations.
- Dimensions for cross section and turn bay lengths will help for the more detailed review.
- Leaning towards plan B at this point.
- The CTH LO intersection could use mono-tubes with signal head per lane and flashing yellow arrows.
- If left turns from STH 83 at the CTH ES intersection not allowed, it would be good to have better raised medians on the STH 83 approaches and possibly eliminate the paddles.

Bike and Ped

- Bricks or pavers should not be used within crosswalks or the pedestrian walkway. In addition to the tripping and maintenance issues, bricks and pavers pose are problematic for pedestrians in wheelchairs and scooters and can create pain for those with spinal injuries. Pedestrian walkways should be smooth and continuous. Bricks or pavers can be used as accents in areas like terraces and adjacent to the outside edges of crosswalks.
- Recommend utilization of high-visibility crosswalk markings. Colored (particularly red) crosswalks soon become worn, dirty and less visible.
- Crosswalks should not include a change in direction that does not take place within a median or island, such as the one shown toward the south end of both drawings. Changes in direction like this lengthen crossing distances and aren't detectable by the visually impaired.
- Trees shown very close to the crosswalks (ex. on the north end and on the side street coming from the north). Trees and other objects shouldn't be placed in locations like this where they will reduce visibility between drivers and pedestrians.
- Dimensions for the cross-sections would be helpful.
- It doesn't appear that Plan A provides a bike accommodation. The problems with a lack of bike accommodation would be exacerbated by the addition of on-street parking due to the potential for doorings and other conflicts.

- Plan B may provide an accommodation if a minimum of a combined 13' can be provided for the parking/bikeway. However, the bike slip lane is missing between the right-turn only and through lanes on the southern end.
- State law prohibits parking within 15' of a crosswalk. It appears that they may show some stalls close to or less than 15' away.

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milwaukee journal sentinel

MUKWONAGO NEWS

Mukwonago is working with businesses to create a vision for its future downtown

Jim Riccioli Milwaukee Journal Sentinel

Published 9:55 a.m. CT Aug. 19, 2020

MUKWONAGO - Downtown Mukwonago's future may not look exactly the same as what its residents see there today, but the question remains about how it will evolve.

Could it involve an outdoor music festival perhaps? A broader landscape of artistic offerings? Classic car shows? Or maybe a more aesthetically pleasing downtown in general? It's something residents have been asked in the past, but what do the businesses already in downtown think?

To that end, the village, through its downtown development committee and Make Mukwonago Yours website, is again reaching out to the public in a survey, this time with a focus on preferences of the community's oldest business district among those most directly involved.

Adapting to change

Called the Downtown Mukwonago Vision survey, the questionnaire asks downtown tenants, property owners and owner/operators about their views concerning "the heart of the city" — the area along Highway 83 and Main Street just north of the Interstate 43 interchange — and its future.

The answers will help village update its economic development and market strategies, since its last report seven years ago, based in part of those direct stakeholders, officials said.

"As our community grows and matures, attitudes and preferences will continue shifting over time, and the village hopes to capture a snapshot of what our community currently is and what our next opportunities are," said Village Administrator John Weidl.

The task will be to figure out how to manage the village properly based upon what it learns about the changing marketplace itself.

"We hope to understand more about how the local economy and spending patterns have changed by way of market analysis and survey data in order to develop strategies on how to best move the village's economy and forward," Weidl said.

For Roger Walsh, a village trustee who serves on the downtown development committee, the survey will further a plan created two years ago that should give Mukwonago an effective strategy to make downtown better.

"I think implementation of the 2018 Downtown Strategic Plan is critical to the downtown's future," Walsh said. "I think a critical part of the survey is gathering good facts and data with broad private and public feedback that guides future planning decisions."

Survey questions

Mukwonago has used surveys in the recent past with a downtown focus. In 2017, as the village sharpened its focus on the business district, a survey included residents and even nonresidents on the kinds of things they would like to see downtown.

This time, the survey is aimed specifically at businesses and investment property owners with a direct stake in downtown.

"As the downtown is the heart of every city by providing a glimpse at the community's identity, we are asking you to respond to the following questions regarding your perceptions of the downtown and its future," the surveys says in its introduction.

For starters, the survey asks respondents what business development services would serve them best, including marketing services and small business training.

But the survey also tries to get respondents to paint a picture of the downtown's art community, querying what one type of artistic venture, given limited resources, they would prefer. It could be more art classes, more public displays or the addition of outdoor music or markets, among other choices.

It also delves into some administrative questions, like who would preside over an organization created to carry out any or all of the ideas mentioned in the survey, and hurdles that would have to be overcome to make such efforts possible.

And, of course, such ventures would have to be funded somehow, so the survey asks which mechanism is most palatable. Options include a tax incremental financing district, a business improvement district and public grants.

Acting on it all

The village has used public input in strategic ways in the past to support business development, Weidl noted.

"For example, adding grocery options, including boutique, was a previous recommendation, and the village has added Aldi, Kwik Trip and the Health Hut, as well as interior expansions and remodeling of both the Pick 'n Save and Walmart for groceries," he said.

Depending on the market and specific idea, changes would take some time, though not necessarily a long time, to implement, Weidl suggested.

When the last economic development and market strategies report was issued in 2013, the village took several years to implement several key recommendations, including a new village business park, hosting the annual economic development summit, and updating the village's online presence, he said.

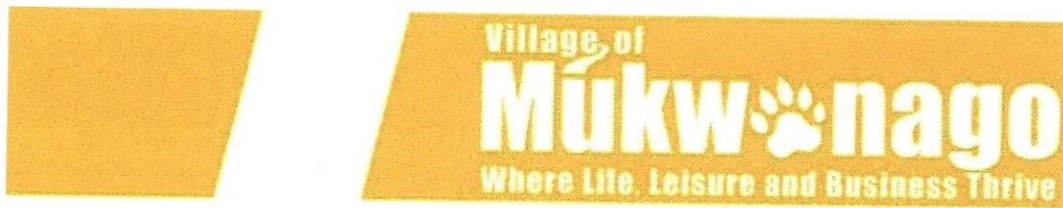
Weidl added that the village has put a special focus on the downtown in recent years, making it "a major part of its economic development strategy," just as it has done for the expansion of its residential and business base.

"So another goal of this survey specifically within the market strategies report is to highlight and discover the ways in which the village can be a catalyst for the downtown's continued redevelopment and revitalization," he said.

Walsh acknowledged that the downtown is personally important to him, as it is to the village as a whole. He's happy people continue to have a voice in its future.

"I'm encouraged that an expanding base of residents are actively supporting balanced economic growth that will make the downtown a pedestrian friendly destination," he said.

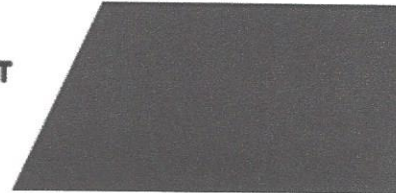
Contact Jim Riccioli at (262) 446-6635 or james.riccioli@jrn.com. Follow him on Twitter at [@jariccioli](https://twitter.com/jariccioli).



Downtown Mukwonago Vision Survey



REDEVELOPMENT
RESOURCES



Downtown Mukwonago Vision Survey

The Village of Mukwonago has engaged Redevelopment Resources to provide strategic economic development recommendations based on market analysis and stakeholder feedback. As the downtown is the heart of every city by providing a glimpse at the community's identity, we are asking you to respond to the following questions regarding your perceptions of the downtown and its future.

1. Please select the description that best describes your relationship with the downtown district:

8-9-2020

- Property Owner: I am leasing my downtown property to a tenant
- Property Owner: I own vacant downtown property
- Tenant: I operate/manage a business downtown
- Owner/Operator: I operate a business out of property that I own downtown
- Other (please specify)

2. Which industry best describes the type of business you operate as a tenant or that is operating in your property? If you have more than one business or business tenant, please select the industry which reflects the largest operating business. (Select one.)

- Accommodation and food services
- Finance, Insurance, Real Estate
- Government Entity
- Health Care and Social Services
- Information
- Mixed-use (Commercial and residential leasing)

- Non-profit
- Professional Services (e.g. legal, architectural, engineering, design, marketing, consulting services)
- Retail
- Other (please specify)

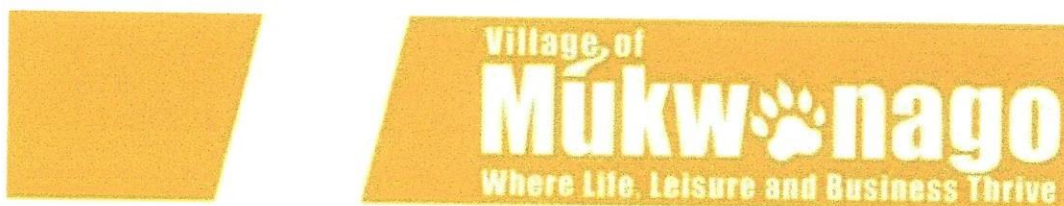
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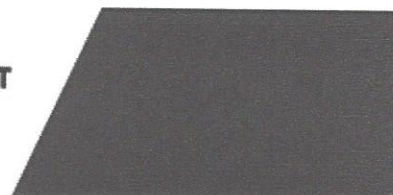
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Downtown Mukwonago Vision Survey



REDEVELOPMENT
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Downtown Mukwonago Vision Survey

Business Development

3. What business development services would you like to have developed? (Check all that apply.)

- Small Business and Entrepreneurship Trainings
- Staff to conduct business retention and attraction visits with business operators
- Marketing and promotion of area amenities
- I'm happy with the way things are

Other (please specify)

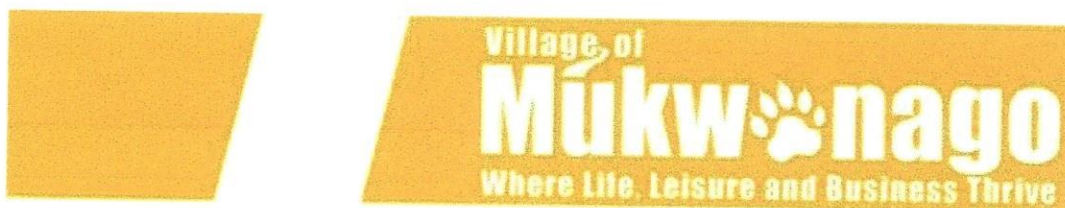
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Downtown Mukwonago Vision Survey



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Downtown Mukwonago Vision Survey

Community Development

4. Active art and culture venues downtown can add a sense of vibrancy. Given limited resources, which one of the following strategies do you believe would be most beneficial to improving arts and culture in downtown Mukwonago? (Select one.)

- More/improved visual art classes
- More/improved art galleries displaying
- Ethnic events (Irish fest, Polish fest, Native American Indian historical presentations, etc.)



works by local
artists

Live outdoor music
or market venues

More/improved
public art displays

I'm happy with the
way things are

More/improved
visual art events
(e.g. "meet the
artist," book
signings, etc.)

Other (please specify)

5. If you believe that increasing the quality or frequency of festivals and events may assist you in attracting a tenant or customers to your business, which types of events listed below do you believe would be most beneficial? (Select all that apply.)

Holiday Events (e.g. Halloween Hunt, Jolly Jingle, Independence Day Parade, etc.)

Food & Beverage Oriented Events (e.g. food truck fair, Restaurant Week, wine walks, etc.)

Art & Culture Festivities (e.g. ethnic festivals, Concerts on the Square, classic car shows, etc.)

Retail Sale Events (e.g. sidewalk sales, Ultimate Ladies Day, Small Business Saturday, etc.)

- I'm happy with the way things are
- Other (please specify)

6. If you believe more/improved marketing of downtown shops and events would help you attract tenants/customers, which of the strategies listed below do you believe would be most beneficial?

- Collaborative marketing with district brand identity
- Secret Shopper Program (i.e. provides business owners with feedback on the quality of customer service their employees are providing)
- Buy Local Program
- Downtown Gift Certificates
- New Resident/Employee Packages
- I'm happy with the way things are
- Other (please specify)

7. Please rank the following services or amenities you feel are in most need of improvement in downtown Mukwonago over the next five years.

- ☰ More/Improved arts & culture (e.g. art education, ethnic education, ethnic art, performing arts, etc.)
- ☰ More/Improved festivals & events (e.g. Irish fest, networking events, sidewalk sales, etc.)
- ☰ More/Improved information/marketing of downtown shops and events (i.e. map of downtown businesses, downtown brand identity, social media marketing, coupons, etc.)
- ☰ More/Improved aesthetic appeal (e.g. seasonal lighting, hanging flower baskets, graffiti removal, power washed sidewalk, etc.)
- ☰ More/Improved safety measures (e.g. lighting, increased security during events, snow removal, etc.)

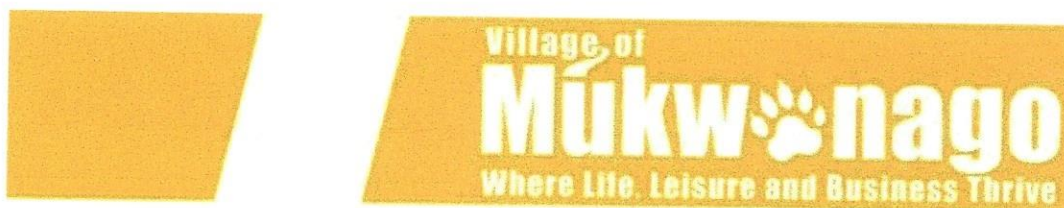
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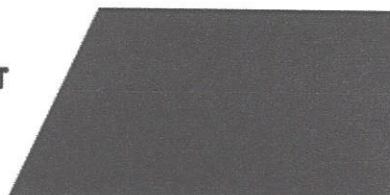
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Downtown Mukwonago Vision Survey



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RESOURCES

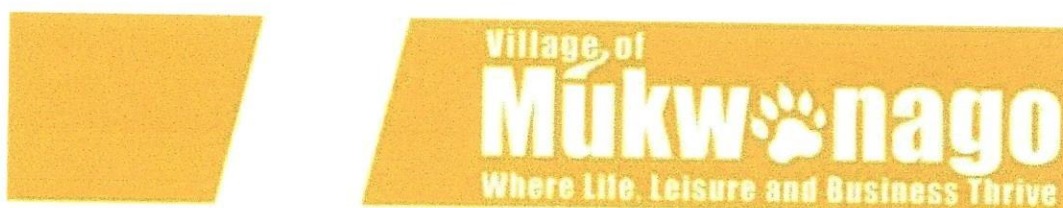


Downtown Mukwonago Vision Survey

Organizational Leadership

8. If an organization were to be created to provide these services, who would you prefer to preside over the organization?

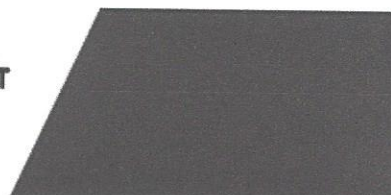
- An Executive Director and Board of downtown business and property owners
- Village Staff
- Chamber of Commerce Staff
- Not applicable
- Other (please specify)



Downtown Mukwonago Vision Survey



REDEVELOPMENT
RESOURCES



Downtown Mukwonago Vision Survey

Real Estate Development

9. What are the biggest hurdles to real estate development in the downtown? Rank 1 (biggest) – 7 (smallest).

- Acquisition/rent costs
- Building rehabilitation costs
- Access to capital to fund projects
- Absentee property owners
- Municipal regulations



Parking



I'm happy with the way things
are

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promotion, management, maintenance and development of that district. Assessments are restricted to commercial and industrial properties within an assessment district that are subject to real estate tax. Property owners must agree on an operating plan which outlines the budget expenditures and uses.

Tax Increment Financing (TIF) is a financing option that allows a municipality (town, village or city) to fund infrastructure and other improvements, through property tax revenue on newly developed property. After the project costs are paid, the municipality closes the Tax Increment District (TID). Note: The municipality must believe that without TIF the development would never happen.

10. In order to achieve the downtown strategic goals identified, they must be funded. Which funding sources would you be in favor of utilizing? (Check all that apply.)

- Revolving Loan Fund Creation of a BID
- Facade Improvement and Sign Grant I'm happy with the way things are
- Creation of a TID
- Other (please specify)

The Village of Mukwonago has engaged Redevelopment Resources to provide strategic economic development recommendations based on market analysis and stakeholder feedback. As the downtown is the heart of every city by providing a glimpse at the community's identity, we are asking you to respond to the following questions regarding your perceptions of the downtown and its future.

1. Please select the description that best describes your relationship with the downtown district:

- Property Owner: I am leasing my downtown property to a tenant
- Property Owner: I own vacant downtown property
- Tenant: I operate/manage a business downtown
- Owner/Operator: I operate a business out of property that I own downtown
- Other (please specify)

2. Which industry best describes the type of business you operate as a tenant or that is operating in your property? If you have more than one business or business tenant, please select the industry which reflects the largest operating business. (Select one.)

- Accommodation and food services
- Finance, Insurance, Real Estate
- Government Entity
- Health Care and Social Services
- Information
- Mixed-use (Commercial and residential leasing)
- Non-profit
- Professional Services (e.g. legal, architectural, engineering, design, marketing, consulting services)
- Retail
- Other (please specify)

Business Development

3. What business development services would you like to have developed? (Check all that apply.)

- Small Business and Entrepreneurship Trainings
- Staff to conduct business retention and attraction visits with business operators
- Marketing and promotion of area amenities
- I'm happy with the way things are
- Other (please specify)

Community Development

4. Active art and culture venues downtown can add a sense of vibrancy. Given limited resources, which one of the following strategies do you believe would be most beneficial to improving arts and culture in downtown Mukwonago? (Select one.)

- More/improved visual art classes
- More/improved art galleries displaying works by local artists
- More/improved public art displays
- More/improved visual art events (e.g. "meet the artist," book signings, etc.)
- Other (please specify)
- Ethnic events (Irish fest, Polish fest, Native American Indian historical presentations, etc.)
- Live outdoor music or market venues
- I'm happy with the way things are

5. If you believe that increasing the quality or frequency of festivals and events may assist you in attracting a tenant or customers to your business, which types of events listed below do you believe would be most beneficial? (Select all that apply.)

- Holiday Events (e.g. Halloween Hunt, Jolly Jingle, Independence Day Parade, etc.)
- Food & Beverage Oriented Events (e.g. food truck fair, Restaurant Week, wine walks, etc.)
- Art & Culture Festivities (e.g. ethnic festivals, Concerts on the Square, classic car shows, etc.)
- Retail Sale Events (e.g. sidewalk sales, Ultimate Ladies Day, Small Business Saturday, etc.)
- I'm happy with the way things are
- Other (please specify)

6. If you believe more/improved marketing of downtown shops and events would help you attract tenants/customers, which of the strategies listed below do you believe would be most beneficial?

- Collaborative marketing with district brand identity
- Secret Shopper Program (i.e. provides business owners with feedback on the quality of customer service their employees are providing)
- Buy Local Program
- Downtown Gift Certificates
- New Resident/Employee Packages
- I'm happy with the way things are
- Other (please specify)

7. Please rank the following services or amenities you feel are in most need of improvement in downtown Mukwonago over the next five years.



More/Improved arts & culture (e.g. art education, ethnic education, ethnic art, performing arts, etc.)



More/Improved festivals & events (e.g. Irish fest, networking events, sidewalk sales, etc.)



More/Improved information/marketing of downtown shops and events (i.e. map of downtown businesses, downtown brand identity, social media marketing, coupons, etc.)



More/Improved aesthetic appeal (e.g. seasonal lighting, hanging flower baskets, graffiti removal, power washed sidewalk, etc.)



More/Improved safety measures (e.g. lighting, increased security during events, snow removal, etc.)

Organizational Leadership

8. If an organization were to be created to provide these services, who would you prefer to preside over the organization?

- An Executive Director and Board of downtown business and property owners
- Village Staff
- Chamber of Commerce Staff
- Not applicable
- Other (please specify)

Real Estate Development

9. What are the biggest hurdles to real estate development in the downtown? Rank 1 (biggest) – 7 (smallest).



Acquisition/rent costs



Building rehabilitation costs



Access to capital to fund projects



Absentee property owners



Municipal regulations



Parking



I'm happy with the way things are

Funding

Grants are pools of money that must be periodically replenished as funds are distributed. Once capitalized, revolving loan funds are regenerated as loans are paid back. Possible funding sources for grant funds and revolving loan funds include private financial institutions, foundations, local government (i.e. general fund, TID closure funds, etc.), Community Development or Redevelopment Authorities (sale of publicly owned land), state and federal governments.

Business Improvement Districts (BIDs) are geographically defined areas specially assessed to contribute to programs aimed at promotion, management, maintenance and development of that district. Assessments are restricted to commercial and industrial properties within an assessment district that are subject to real estate tax. Property owners must agree on an operating plan which outlines the budget expenditures and uses.

Tax Increment Financing (TIF) is a financing option that allows a municipality (town, village or city) to fund infrastructure and other improvements, through property tax revenue on newly developed property. After the project costs are paid, the municipality closes the Tax Increment District (TID).

Note: The municipality must believe that without TIF the development would never happen.

10. In order to achieve the downtown strategic goals identified, they must be funded. Which funding sources would you be in favor of utilizing? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Facade Improvement and Sign Grant | <input type="checkbox"/> Creation of a TID |
| <input type="checkbox"/> Revolving Loan Fund | <input type="checkbox"/> I'm happy with the way things are |
| <input type="checkbox"/> Creation of a BID | |
| <input type="checkbox"/> Other (please specify) | |



Yes, we are
OPEN

SMALL BUSINESS GRANT PROGRAM

presented by

Village of Mukwonago
& Citizens Bank

Apply by
August 31, 2020
for a grant up to \$5,000

Businesses located in
the Village of Mukwonago with
less than \$1 million in annual sales
or revenue are encouraged to apply

Grant funds can be used for certain business
operations including rent and employee payroll or
for improvements to building, infrastructure, or technology

Full program details, eligibility, and the application can be
found at www.villageofmukwonago.com or www.citizenbank.bank

Program made possible
from funding by:

CITIZENS BANK



Village of Mukwonago & Citizens Bank Small Business Grant Program is providing grants of up to **\$5,000** per qualifying business. Applications will be accepted until August 31st.

The Village of Mukwonago and Citizens Bank Small Business Grant Program (SBG) will provide small businesses within the corporate boundaries of the Village direct financial support for eligible projects and/or expenses. The goal of this program will be to help businesses under \$1,000,000 in annual sales recover successfully from the Village State of Emergency. The Village will administer funds to provide grants of up to \$5,000 per qualifying business.

TARGET AREA

Any business within the Village of Mukwonago under \$1,000,000 in annual sales/revenue.

OBJECTIVES

To help small businesses that closed or partially closed related to the Safer at Home order, the Village's State of Emergency, or the coronavirus, to reopen in a way that also encourages reinvestment in the community.

Applications will be accepted until August 31st and can be filled out online [HERE](#) .

RESOLUTION 2020-34

RESOLUTION CREATING AN AD HOC SMALL BUSINESS GRANT COMMITTEE

WHEREAS, Citizens Bank has pledged funds in conjunction with the Village of Mukwonago for a small business grant program, and

WHEREAS, the program requires an application, and (5) member review committee which consists of (2) Village Trustees, (2) Elected Officials, (2) Village Staff, and (1) Village Business Owner who is ineligible for the SBG, and

WHEREAS, this committee is required to be appointed by the Village President of the Village of Mukwonago to review these applications, and make determinations of the awards.

NOW, THEREFORE, BE IT RESOLVED this committee shall expire upon completion of all awards and reporting required by each grant.

NOW, THEREFORE, BE IT FURTHER RESOLVED by the Village Board of the Village of Mukwonago, Wisconsin the following members are appointed to this AD HOC Small Business Grant Committee:

Village Trustee – John Meiners
Village Trustee – Daniel Adler
Village Staff – Wayne Castle
Village Staff – Lissa Berndt
Business Member – Mark Greene

Passed and dated this 5th day of August 2020.

VILLAGE OF MUKWONAGO

By: _____
Fred Winchowky, Village President

Attest: _____
Diana Dykstra, Village Clerk



















414



Village of Mukwonago
Notice of Meeting and Agenda

PLAN COMMISSION MEETING
Wednesday, August 12, 2020

Time: **6:30 pm**

Place: **Mukwonago Municipal Building, Board Room, 440 River Crest Ct**

1. Call to Order

2. Roll Call

3. Comments from the Public

Please be advised, per Wisconsin Statute Sec. 19.84(2), information and comment will be received from the public by the Plan Commission. The Public Comment Session is granted to the public at the start of each Plan Commission meeting. The Public Comment Session shall last no longer than fifteen (15) minutes and individual presentations are limited to three (3) minutes per speaker. However, these time limits may be extended at the discretion of the Chief Presiding Officer. The Plan Commission may not respond to or have any discussion on information received during the public comment session unless it is placed upon the Agenda for a subsequent meeting.. Public comments should be addressed to the Plan Commission as a body. Presentations shall not deal in personalities personal attacks on members of the Plan Commission, the applicant for any project or Village Employees. Comments shall not be used to engage others in a debate in this forum. All comments, questions and concerns should be presented in a respectful professional manner. Any questions to an individual member of the Plan Commission or Staff will be deemed out of order by the Presiding Officer.

4. Approval of Minutes

4.1 Approval of Minutes

20200714 PlanCommissionMinutesdraft.pdf

5. New Business

Discussion and Possible Action on the Following Items

5.1 Recommend to the Village Board approval of **RESOLUTION 2020-36** for the LED sign located at the Mukwonago Police Department, 627 S Rochester St (Village of Mukwonago, Owner; Ron Bittner, Applicant); MUKV 1976-936

Police Dept Sign Review

RESOLUTION 2020-36 PD LED Sign.pdf

5.2 Recommend to the Village Board approval of **RESOLUTION 2020-37** for the update of the wall sign located at the Lynch Ford, 1017 Main St (Lynch Ford, Applicant); MUKV 2009-963

Lynch sign review.pdf

RESOLUTION 2020-37 Lynch-Amato Site-Sign.pdf

- 5.3 Recommend to the Village Board approval of **RESOLUTION 2020-41** for the monument sign located at the The Pointe Apartments, 907 Main St (The Pointe Apartments, Owner; Mikko Erkamaa, Applicant); MUKV 2009-965-003
Pointe Sign Staff report
RESOLUTION 2020-41 Pointe Apartments Sign.pdf
- 5.4 Recommend to the Village Board approval of **RESOLUTION 2020-38** on the Site Plan and Architectural Review Request for a Multi-family Residential Project at 200 Grand Ave (Ulrich M & Karen A Jentsch Revocable Trust, Owner; Ulrich Jentsch, Applicant); Parcel MUKV 1976-085-001
200 Grand Avenue.pdf
RESOLUTION 2020-38 SPAR 200 Grand Ave.pdf
- 5.5 Recommend to the Village Board approval of **RESOLUTION 2020-39** on the Site Plan and Architectural Review Request for a Addition to Existing Detached Garage at 1341 Bear Pass (Meadows of Mukwonago LLC, Owner and Applicant); Parcel MUKV 2015-012
1341 Bear Pass staff review.pdf
RESOLUTION 2020-39 SPAR 1341 Bear Pass Garage.pdf
- 5.6 Recommend to the Village Board approval of **RESOLUTION 2020-40** of the Extraterritorial Certified Survey Map Review of property located outside of and within 1.5 miles of Village Boundary in Town of Mukwonago for Sean Mommsen at W304S10581 Lakeview Dr and W304S10544 Lakeview Dr (Sean Mommsen, Applicant); Parcel MUKT 2005-213-001.
Mommsen CSM review.pdf
RESOLUTION 2020-40 Extra Terr Review - Town of Mukwonago.pdf
- 5.7 Concept Review for Proposed Blue Bay Redevelopment at 927 Main Street (Victor & Zani Islami, Owner; Jay Campbell, Applicant); Parcel MUKV 2009-964-001
Blue Bay redevelopment.pdf
- 5.8 Discussion on Proposed Amendments to the Zoning Code with Regard to Conditional Uses. Possibly Direct Staff to set a public hearing date for the proposed ordinance and work with the Village Attorney as to final form.
Staff Report on Proposed Amendments to Conditional Uses

6. 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.

Date: August 5, 2020
To: Village of Mukwonago Plan Commission
From: Tim Schwecke, AICP, Consulting Planner
Subject: Multi-family residential project at 200 Grand Avenue; Ulrich Jentsch, applicant
Meeting: August 12, 2020 Plan Commission meeting

Location 200 Grand Avenue

Previous review(s) The developer submitted a concept plan which the Plan Commission reviewed at its meeting on July 14, 2020. No decisions were rendered.

Zoning The property is zoned B-1, Neighborhood Business Commercial with Village Center Overlay Zoning (Multi-Purpose Perimeter Sub District). Multi-family residential is permitted by right in this district.

Phasing The developer will develop the project in a single phase.

Density The subject property is 0.3 acres and 6 dwelling units (DUs) are proposed, yielding a density of 20 DUs per acre.

Architectural review Both of the buildings share the same architectural style and design. Each will have asphalt shingles and a complimentary mix of lap siding (cement-fiber), stone, and brick. The color palette is brown/red earth tones. As required in the B-1 district, at least 25 percent of the street facing facades must be masonry. (To be verified.)

Internal access/circulation Each of the units will have access to and front on a public sidewalk. Internal stairs and an elevator provide access to the second and third floors.

Site amenities The developer will install a pedestrian bench along the sidewalk on Grand Avenue. No other site amenities are proposed.

Outdoor lighting There are no pole lights for the parking areas. While not depicted in the application materials, it is assumed there will be wall-mounted light fixtures by all exterior doors.

Signage No signage is proposed at this time.

Trash collection The developer is now proposing individual trash carts and recyclables carts. They will be kept inside of each unit and placed along Grand Avenue for pickup.

On-site parking Each of the six units will have a two-car garage accessible from the interior access aisle. Guest parking consists of 5 parking spaces on the south side of the project. A tandem parking space along the north lot line is designated for Unit 6.

Street parking Street parking is apparently allowed in front of the project on Grand Avenue and Fox Street. The Police Department has concerns over potential parking along Fox Street and may need to review implementing no parking along this area.

Fire protection The separation between the two buildings must be of sufficient width to allow two-way travel and especially during a structure fire. Aside from that, there are no local fire code issues. There is a fire hydrant along County Highway ES and a need for no parking curb markings may be necessary to protect this hydrant for access.

Water and sewer service Water and sewer service is adequate. Service lines will likely be off of Grand Avenue. However, such details will be included in the civil plans which are subject to Village review and approval.

Zoning requirements Below are key design considerations as they relate to the zoning requirements:

1. The floor area of each unit exceeds the minimum standard. Residential units need to be a minimum of 950 square feet for two-bedroom units. The units proposed are two bedrooms. at two different configurations; 1,440 sq. ft. of living area and a 720 sq. ft. two-stall garage. (two levels of living area,);
2. Parking requirements call for one off-street parking space per bedroom; two parking spaces are provided on the main level with a two-stall garage for each unit;
3. The building heights are set at a minimum of two stories and maximum of three stories, or 35 feet; the proposed structures are three stories.
4. Setbacks are established for this lot as 10 feet interior side yard along the neighboring single-family properties zoned R-3 to the northeast of the subject site; 10 feet is provided.
5. Parking surface area must be 3 feet from adjacent properties; 3 feet is provided.

Review procedures The proposed project is subject to site plan and architectural review. The Plan Commission is advisory to the Village Board.

Potential motion for approval:

Recommend to the Village Board the approval of Resolution 2020-38 as drafted, including the conditions.

Attachments:

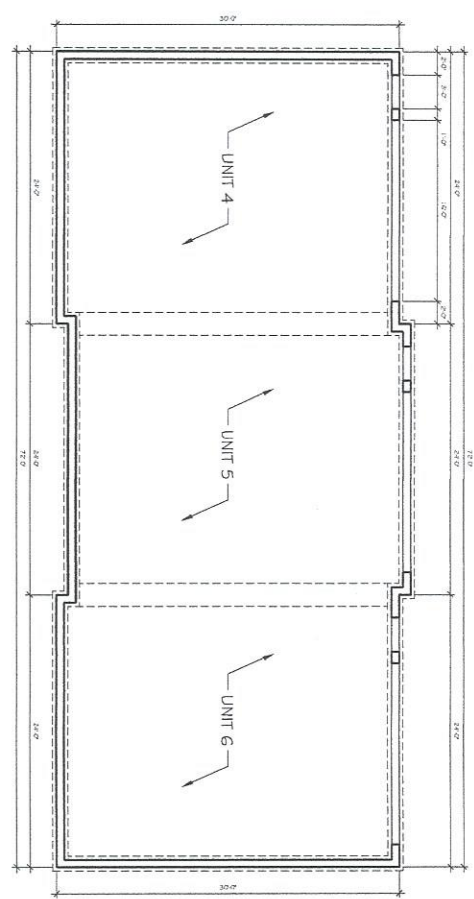
1. Application materials
2. Draft Resolution 2020-38

PRELIMINARY NOT FOR CONSTRUCTION

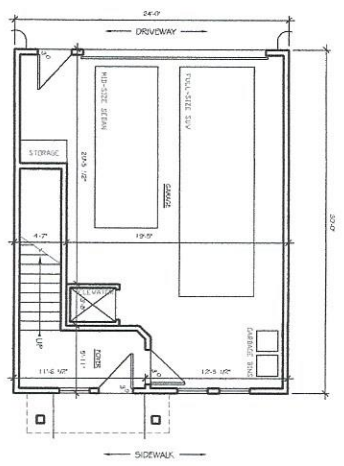
ALL DRAWINGS ARE 1/2 SCALE SHOWN

VERIFY ALL CONDITIONS AND DIMENSIONS ON THE JOB AND NOTIFY THE DESIGN ALLIANCE IMMEDIATELY IN WRITING OF ANY DISCREPANCIES FROM TO START.

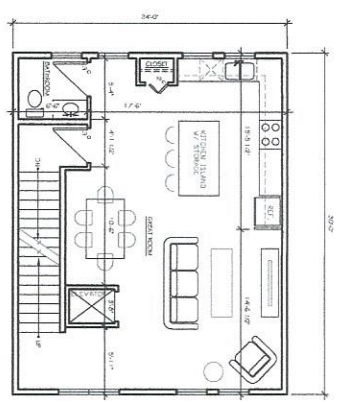
BUILDING "A" NOTE:
 -- BUILDING "A" TO HAVE SIMILAR LAYOUT AS BUILDING "B"
 -- INCREASES AT EACH UNIT FLOOR WILL ENLARGE GARAGE / GREAT ROOM / BEDROOMS.



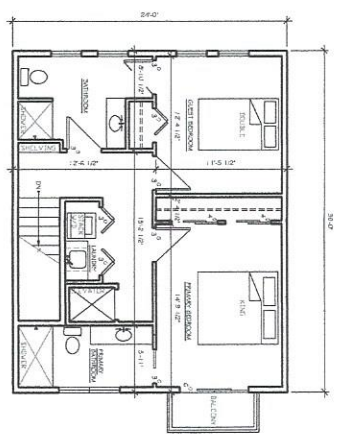
BUILDING "B" FOUNDATION PLAN
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20



BUILDING "B" TYPICAL UNIT FIRST FLOOR
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20



BUILDING "B" TYPICAL UNIT SECOND FLOOR
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20



BUILDING "B" TYPICAL UNIT THIRD FLOOR
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20

BUILDING "B" TYPICAL UNIT FIRST FLOOR
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20

BUILDING "B" TYPICAL UNIT SECOND FLOOR
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20

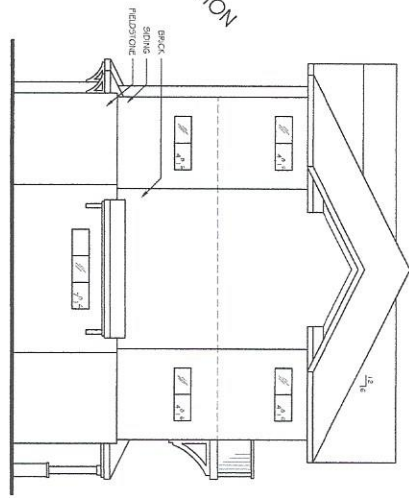
BUILDING "B" TYPICAL UNIT THIRD FLOOR
 SCALE: 3/16" = 1'-0"
 DATE: 06/20/20

<p>Design Alliance Architects, Inc. 1003 Madison Avenue Fort Atkinson, WI (920) 563-5404</p>		<p>MUKWONAGO CONDOS 200 Grand Avenue Mukwonago, WI</p>	
<p>PROJECT DATA DATE: 7/29/2020 DRAWN BY: C.J. CHECKED BY: F.W. SHEET NO. A-1</p>		<p>DRAWING NAMES TYP. UNIT FLOOR PLANS BUILDING "B" FND PLAN</p>	
<p>REVISIONS</p>		<p>REVISIONS</p>	

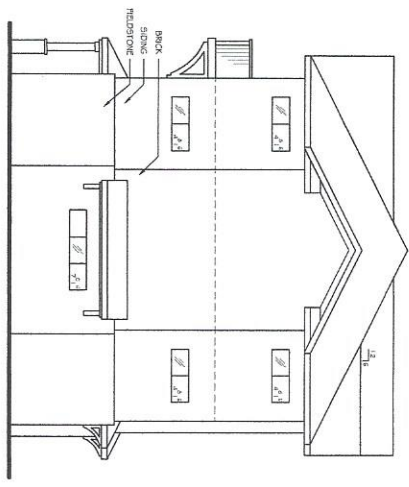
VERIFY ALL CONDITIONS AND DIMENSIONS ON THE JOB AND NOTIFY THE DESIGN ALLIANCE IMMEDIATELY IN WRITING OF ANY DISCREPANCIES PRIOR TO START.

ALL DRAWINGS ARE 1/2 SCALE SHOWN

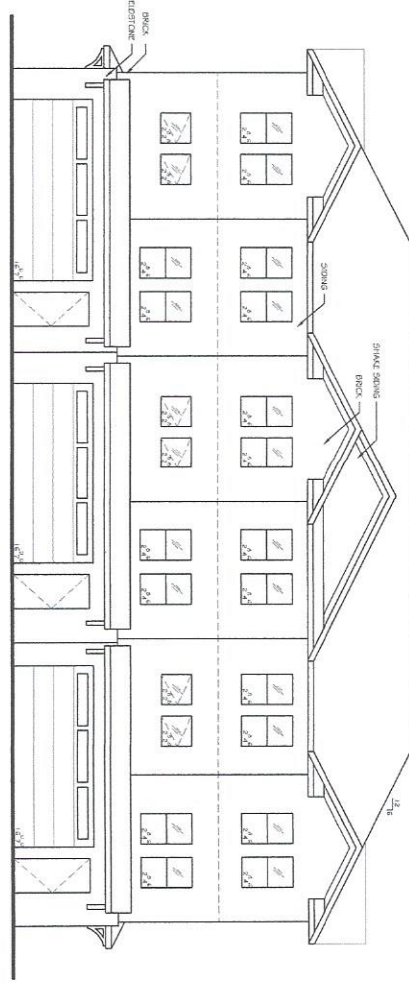
PRELIMINARY NOT FOR CONSTRUCTION



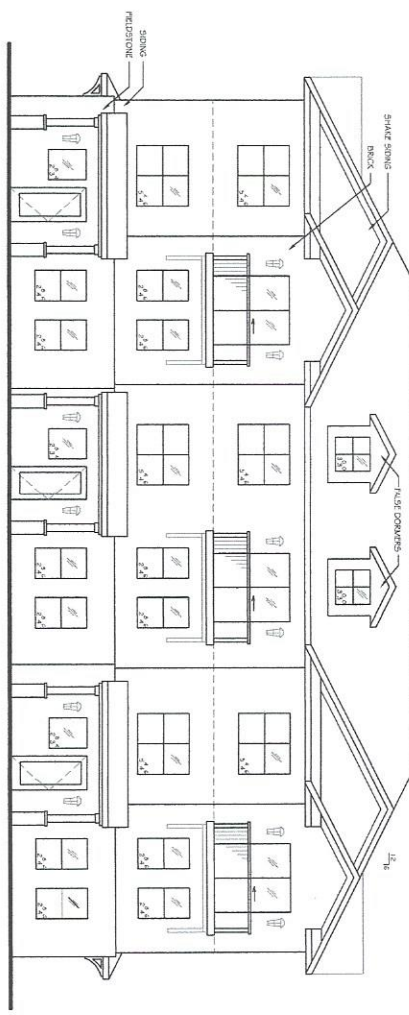
7 BUILDING "B" SOUTH ELEVATION
SCALE: 1/2" = 1'-0"
2/20/20 DATE: 03/20/20



17 BUILDING "B" NORTH ELEVATION
SCALE: 1/2" = 1'-0"
2/20/20 DATE: 03/20/20



19 BUILDING "B" WEST ELEVATION
SCALE: 1/2" = 1'-0"
2/20/20 DATE: 03/20/20



23 BUILDING "B" EAST ELEVATION
SCALE: 1/2" = 1'-0"
2/20/20 DATE: 03/20/20

<p>Design Alliance Architects, Inc.</p> <p>1003 Madison Avenue Fort Atkinson, WI (920) 563-3404</p>		<p>MUKWONAGO CONDOS 200 Grand Avenue Mukwonago, WI</p>	
<p>PROJECT DATA</p> <p>DATE: 7/29/2020 DRAWN BY: C.J. CHECKED BY: F.W.</p>		<p>DRAWING NAMES</p> <p>BUILDING "B" ELEVATIONS</p>	
<p>SHEET NO.</p> <p>A-2</p>		<p>REVISIONS</p>	



1.3 ELEVATION SKETCH / MATERIALS
SCALE: 1/8"
DATE: 05/20/20



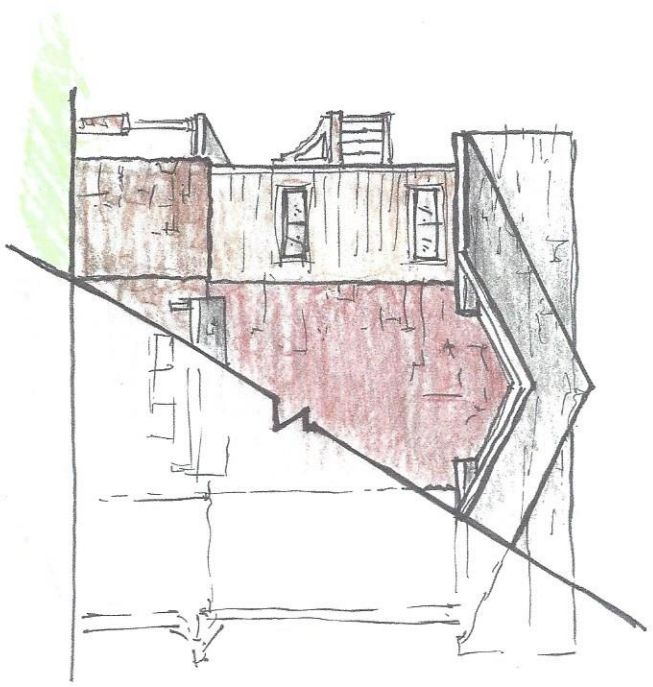
1.4 FRONT ELEVATION SKETCH
SCALE: 1/8"
DATE: 05/20/20

PRELIMINARY NOT FOR CONSTRUCTION

ALL DRAWINGS ARE 1/2 SCALE SHOWN

VERIFY ALL CONDITIONS AND DIMENSIONS ON THE JOB AND NOTIFY THE DESIGN ALLIANCE ARCHITECTS, INC. OF ANY DISCREPANCIES FROM TO SHEET.

<p>Design Alliance Architects, Inc.</p> <p>1003 Madison Avenue Fort Atkinson, WI</p> <p>(920) 583-3404</p>	<p>MUKWONAGO CONDOS 200 Grand Avenue Mukwonago, WI</p>	
	<p>DRAWING NAMES ELEVATION SKETCHES</p>	<p>REVISIONS</p>
<p>PROJECT DATA</p> <p>DATE: 7/29/2020 DRAWN BY: C.J. CHECKED BY: F.W.</p>	<p>SHEET NO.</p>	
<p>A-3</p>		



178 SIDE ELEVATION SKETCH
SCALE: N.T.S.
20200901 10:52:00 AM DATE: 05/28/20



179 REAR ELEVATION SKETCH
SCALE: N.T.S.
20200901 10:52:00 AM DATE: 05/28/20

PRELIMINARY NOT FOR CONSTRUCTION

ALL DRAWINGS ARE 1/2 SCALE SHOWN

VERIFY ALL CONDITIONS AND DIMENSIONS ON THE JOB AND NOTIFY THE DESIGN ALLIANCE ARCHITECTS, INC. OF ANY DISCREPANCIES PRIOR TO START.

PROJECT DATA	DATE: 7/29/2020	DRAWING NAMES	MUKWONAGO CONDOS	
	DRAWN BY: C.J.		200 Grand Avenue	
REVISIONS	CHECKED BY: F.W.	ELEVATION SKETCHES	Mukwonago, WI	1005 Madison Avenue
	SHEET NO.			Fort Atkinson, WI
				(920) 583-3404
A-4				

MUKWONAGO CONDOS

200 Grand Avenue
Mukwonago, WI

DRAWING INDEX:

SP-1	SITE PLAN, SITE LOCATION MAP
A-1	DRAWING INDEX, PLANTING SCHEDULE
A-2	PLANTING SCHEDULE
A-3	ELEVATION SCHEDULE
A-4	ELEVATION SCHEDULE

PROJECT DESCRIPTION:

REVISIONS TO BE MADE TO THE DRAWINGS
AS SHOWN ON THE DRAWINGS

BUILDING 'A' INFORMATION:

BUILDING MAIN FLOOR:	2,578 S.F.
TOTAL BUILDING AREA (3 FLOORS):	7,734 S.F.
NO. OF FLOORS:	3
BUILDING HEIGHT:	39 FT
SINGLE UNIT FOOTPRINT (UNIT 1 AND 2):	784 S.F.
SINGLE UNIT TOTAL AREA (3 FLOORS):	2,382 S.F.
SINGLE UNIT FOOTPRINT (UNIT 3):	900 S.F.
SINGLE UNIT TOTAL AREA (3 FLOORS):	2,700 S.F.

BUILDING 'B' INFORMATION:

BUILDING MAIN FLOOR:	2,160 S.F.
TOTAL BUILDING AREA (3 FLOORS):	6,480 S.F.
NO. OF FLOORS:	3
SINGLE UNIT FOOTPRINT:	720 S.F.
SINGLE UNIT TOTAL AREA (3 FLOORS):	2,160 S.F.
BUILDING HEIGHT:	39 FT

SITE INFORMATION:

SITE AREA:	12,201 S.F.	(1,397 ACRES)
FOOTPRINT AREA:	4,738 S.F.	(53.7%)
PAVED AREA:	5,483 S.F.	(45.3%)
PERVAPID AREA:	1,000 S.F.	(8.2%)
GREEN SPACE AREA:	2,998 S.F.	(24.7%)
PARKING SPACES:	6	

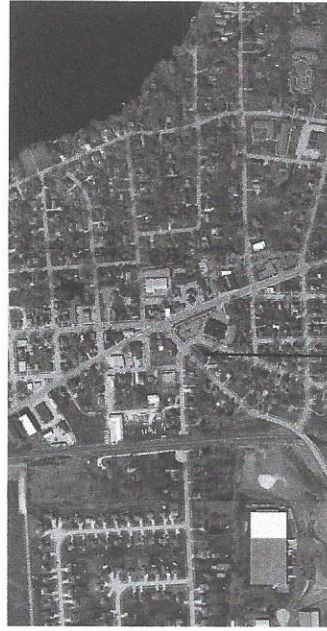
PLANTING SCHEDULE

TYPE	DESCRIPTION	PLANTING SIZE	MANURE SIZE
A	PLANTING SCHEDULE	6-8" H	4" DIA
B	HEITZ WOODSTOCK VINE	1.5-1.6" H	1" DIA
C	EUCALYPTUS NUTTALLI (BARKING BUSH)	2.3" H	2" DIA
D	HOSPIA GRAND MANICURE	1.2" H	2" DIA
E	TRAVELER TREE	1.6-2.4" H	4" DIA
F	DRAGON FRUIT	1.5-1.6" H	3" DIA

NOTE: MANURE SIZES GIVEN ARE FOR PLANT SIZE AFTER 2-1/2 YEARS GROWTH (Y)



SITE LOCATION



SITE LOCATION MAP
SCALE: 1" = 100'
DATE: 05/20/20

PRELIMINARY NOT FOR CONSTRUCTION
ALL DRAWINGS ARE 1/2 SCALE SHOWN



VERIFY ALL CONDITIONS AND DIMENSIONS ON THE JOB AND NOTIFY THE DESIGN ALLIANCE ARCHITECTS, INC. OF ANY DISCREPANCIES FROM TO START.

1003 Madison Avenue Fort Atkinson, WI (920) 563-3404	
MUKWONAGO CONDOS 200 Grand Avenue Mukwonago, WI	
DRAWING NAMES	
SITE PLAN	
DRAWING INDEX	
PLANTING SCHEDULE	
SITE LOCATION MAP	
REVISIONS	
PROJECT DATA	
DATE: 7/29/2020	
DRAWN BY: C.J.	
CHECKED BY: F.W.	
SHEET NO.	
SP-1	



Downtown Strategic Plan

Village of Mukwonago

Waukesha and Walworth Counties, Wisconsin

June 2018



Table of Contents

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Downtown Strategic Plan Steering Committee Members

Jason Wamser - *Co-Chair Village Resident, & Village Trustee*

Tina Chitwood - *Co-Chair, Village Resident & Wisconsin Economic Development Corporation*

Eric Brill - *Village Resident & Architectural Engineer*

Doug Bruins - *Citizens Bank*

Diana Doherty - *Village Finance Director*

Ray Goodden - *Downtown Business Owner & Real Estate Broker*

Eliza Pautz - *Downtown Resident*

Mark Penzkover - *Village Trustee & Village Resident*

Sue Perkins - *Downtown Resident*

April Reszka - *Mukwonago Area Chamber of Commerce*

Roger Walsh - *Real Estate Appraiser, Downtown Property Owner & Village Resident*

John Weidl - *Village Administrator & Economic Development Director*

Fred Winchowky - *Village President & Village Resident*

A special thank you to Kyle Knott, Village Economic Development Intern

Executive Summary

In September 2017, a steering committee was formed to identify the strengths and weaknesses of the Village of Mukwonago's current downtown environment and to create recommendations for downtown improvements based on those findings. Village officials, residents, business owners and community leaders comprised the Downtown Strategic Plan Steering Committee (DSPSC). This group met twice monthly over a period of nine months to discuss and prioritize information obtained through activities such as visioning exercise, community surveys, presentations and other resources. Public feedback was solicited from interested parties who attended the meetings and at a Community Open House in which we asked participants to rank the proposed initiatives according to what was important to them. The result of all these efforts was summarized in this Downtown Strategic Plan and presented to the Village Board June 20, 2018. It is the steering committee's sincere hope that the Village Board will incorporate these recommendations into its own short and long-term plans for the Village.

Development of the Downtown Vision

One of the committee's initial activities was a visioning exercise which involved members of the audience. Questions were asked: "What kind of downtown should we have?" and "What does the downtown mean to you as an individual and to the community?" Themes began to emerge and provided the basis on which to categorize and prioritize numerous ideas and suggestions. A Mission Statement was adopted to capture the spirit of the exercise and to help guide the committee's task of recommending specific downtown goals and the steps needed to achieve them.

Adopted Mission Statement

Make the downtown a pedestrian-friendly destination centered on historic preservation, business development and cultural and recreational opportunities while noting the importance of Goal #1 of the Comprehensive Plan; to preserve and enhance the Village's quality of life including its historical identity, its small-town atmosphere, the community events and its traditional downtown.

Strategic Plan Introduction and Overview

This plan can serve as a guide for the Village of Mukwonago to prioritize and implement improvement projects within the four key areas identified by the committee:

- Business Development
- Culture and Recreation Opportunities
- Historic Preservation
- Pedestrian-Friendly Destination

Why Look at Downtown?

Downtowns are the heart of any community and Mukwonago's downtown is no exception. Mukwonago's unique small town feel is often what draws residents and visitors to the Village. Providing opportunities for people to spend time downtown helps local businesses and encourages new businesses to consider investments in the Village. A thriving downtown also builds a greater sense of community and pride in the Village and aids in the growth of the community's economy. Investment in arts, culture, entertainment, history and events are all important factors in developing a strong downtown. These concepts are part of a nationwide movement called Smart Growth which supports revitalizing Main Street America. We must give people reasons to visit downtown Mukwonago again and again.

In considering all that Mukwonago's downtown has to offer, attention must also be paid to concerns such as traffic and pedestrian safety, parking issues and the preservation of Mukwonago's historical character.

Brief History of Mukwonago

Mukwonago - which translates to Place of the Bear - was first settled in the 1700s by the Potawatomi and by the mid 1800s, saw its first European settlers who began envisioning a town. Mukwonago continued to grow as a farming community aided by the establishment of the Wisconsin Central Railroad which increased its ability to distribute crops. Additionally, diverse business development occurred as more settlers arrived in the area. One hundred years later, Mukwonago began to evolve into a tourist destination as travelers discovered its freshwater springs. In 1905, the town was incorporated into a village and by the late 1980s, Mukwonago saw its most substantial growth as subdivisions began to develop and an industrial park was built.

Throughout the Village's evolution, the downtown has struggled to hold on to its character and charm. The recommendations seek to improve upon these qualities and create a vibrant gathering place for residents and visitors.



Key Demographics & Data

Today, Mukwonago continues to grow with approved plans for a new tax base projected at \$157 Million and 1,325 new residents within 10 years. The Village has grown in value on average 4.25% annually and the 2017 estimated population has increased to 7,878, a 23% increase since 2000.

Demographic and economic analysis provide an overview of a community's composition and helps guide planning efforts. The source of the following snapshot of the Village of Mukwonago comes from the U.S. Census Bureau 2010 survey, with some figures updated based on 2012-2016 American Community Survey 5-Year Estimates.

https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

2010 Total Population	7,355
2017 Population Estimate	7,878
Median Age	39
Number of Companies	468
Educational Attainment (% high school graduate or higher)	97.2%
Total Housing Units	3,175
Median Household Income	\$64,011
Individuals below Poverty Level	8.7%

Summary of Existing Conditions and Market Analysis

The DSPSC reviewed several existing Village reports and studies¹ in order to understand prior attempts at resolving some of the downtown issues and to evaluate whether any of the proposed solutions were still viable. According to a report called *Responsive Urbanism* by the University of Wisconsin-Milwaukee and Technische Universitat Graz-Austria, Mukwonago “has a bare-bones planning structure and a largely unrecognizable city center, with the market playing a perhaps exaggerated role in the decision-making process.” The report also stated most of the planning has been ineffectual, this is the Village’s chance to turn that around and impact the downtown and the greater community for generations to come.

¹ These resources are listed in the Reference Section of this downtown plan.

Downtown Development Goals & Objectives

The DSPSC was tasked to develop a comprehensive strategic plan with recommendations for groups to lead and accomplish specific goals. The DSPSC adopted a timeline to complete this report by April 2018; although with the date of the community feedback open house occurring later than originally anticipated, the group adjusted its targeted date of completion to May 2018.

The following list describes the topics and ideas discussed in the committee meetings and form the basis of the final recommendations which will be described in more detail later in the plan:

- Identifying the main features that attract people to a downtown area - whether to visit or to invest in a business opportunity?
- Repurposing land use and potentially expanding the downtown core to incorporate the waterfront
- Promoting a vision for specific areas by encouraging the highest and best use of property available for redevelopment
- Investing in public infrastructure both above-ground and below-ground (e.g. sidewalks, lighting, sewer and water upgrades, and re-routing heavy truck traffic to bypass downtown)
- Developing and implementing Architectural Enhancements and Design Guidelines
- Promoting Historic Preservation through an entity such as a Historic Preservation Commission
- Establishing zoning recommendations to allow desired businesses
- Implementing Wayfinding Signage
- Retaining, supporting and recruiting fresh retail, business mix
- Programming for events, festivals, promotion
- Analyzing parking and traffic
- Initiating a group to spearhead downtown revitalization (e.g. Business Improvement District or Community Development Authority)

Opportunity Assessment

In evaluating the numerous ideas that arose through the committee's activities, the DSPSC identified the following broad areas to be addressed via the plan recommendations.



Land Use and Urban Design

- **Downtown Boundaries:** Downtown Overlay District with arterial spokes north on 83 to Field Park, South on 83 to the railroad overpass and Southwest on ES to Indian Head Park.
- **Pedestrian Amenities:** missing sections of sidewalk to access downtown, need for pedestrian crossings with safety features added, concrete medians/bump outs, etc.
- **Transportation:** Hwy. 83 traverses through downtown including heavy truck traffic, backups at prime commuting hours and throughout the day depending on events
- **Land Use:** missing a focus on historic preservation, the positive economic impact of historic preservation on property values, and the need to capitalize on Mukwonago's Certified Local Government status
- **Streetscape:** limited by few public spaces, pocket parks, benches, bike racks, etc. and Mukwonago is in need of landmarks to denote you are both entering and within a historical pedestrian-friendly downtown area
- **Parking:** no signage directing visitors to existing public parking

EXHIBIT 1 Ordinance No. 931

Village Center Overlay Zoning District Boundary and Sub-Districts



Sub-Districts
Red—Retail Center
Green—Multi-Purpose Perimeter
Yellow—Residential Perimeter

Redevelopment and Historic Preservation/Restoration

- **Façade Renovations:** there is no plan for cohesive image/design guidelines of downtown
- **Historic Preservation:** no active group to review plans and to promote historic preservation following Federal guidelines for evaluating the historical importance of a property (such as a Historic Preservation Commission or Landmark Commission)
- **Real Estate Market:** underutilization of second stories, vacancy rate, removal or repurposing of blight
- **Business Organization:** no group to support the downtown cause politically, technically and financially, such as through a Business Improvement District (BID) or Community Development Authority (CDA)

Organizational Structures

- Collaboration: a structure involving private groups, non-profit organizations, consultants, municipal staff and elected leaders does not currently exist to address, or attempt to resolve, downtown issues
- Resources: without a group supporting downtown initiatives and making recommendations to the Village Board, there aren't dedicated resources to improve the downtown in the municipal operating or capital budgets

Strategies Used to Create Downtown Master Plan

The following activities were completed by either the full committee, individual members or support staff in order to amass and evaluate information needed to prepare the Downtown Plan.

- Vision Session held on September 28, 2017
- DSPSC goals defined on October 12, 2017
- Invited industry experts to present on the topics of Historic Preservation, Strategic Planning and current zoning in Downtown Mukwonago
- Independent research conducted by committee members on the topics of: CDA's, BID's, Connect Communities, etc.
- Review of peer community plans and the Smart Growth America planning concepts
- Logo and tagline "Make Downtown Yours" created for the planning committee
- Social media campaign including a Facebook page and meeting information housed on the Village's website. The DSPSC considered the immediate feedback provided by Facebook users and Public Comment sessions during public meetings.
- Online community survey to evaluate the current perception of downtown by the general public and to serve as an initial gauge regarding the proposed goals defined by the DSPSC
- Hard copy media via banners, newspaper articles and brochures handed out during the Midnight Magic event, information flyer for a community feedback open house sent out with the utility bill
- An open house was held April 12, 2018 to seek community input on committee recommendations

Objective Summary

The DSPSC identified four primary categories which they used to formulate the recommendations of the Plan. The goals and objectives of each of the four categories are outlined in this section.

Business Development

Goals	Objectives
<p>Enhance and Support the Downtown Business District</p>	<p>Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.</p>
<p>Support Business Attraction, Growth and Expansion Activities</p>	<p>Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a second location. Maintain and grow existing businesses.</p>
<p>Creation of an organizational structure to facilitate business development in downtown</p>	<p>Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation, redevelopment and repurposing of buildings to address demand challenges.</p>



Cultural and Recreation

Goals	Objectives
<p>A connected parks and trails system that promotes a connection to nature, recreation and downtown.</p>	<p>A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.</p>
<p>Events programming that promotes community engagement and cultural offerings.</p>	<p>Capitalize on the Village’s cultural assets (Community Library, Chamber of Commerce and Red Brick Museum) and events (arts, culture and heritage) to build economic prosperity, quality of life and small-town community identity.</p>
<p>A strong and engaged network of neighbors, community groups and volunteers.</p>	<p>Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.</p>



Historic Preservation

Goals	Objectives
<p>Develop a group to guide and support historic preservation</p>	<p>Create and support a community group with a focus on historic preservation.</p>
<p>Develop downtown design guidelines</p>	<p>Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.</p>
<p>Increase Community Engagement and Awareness</p>	<p>Educate the public, create transparency about the historic preservation program, engage the public to become ambassadors of the program.</p>



Pedestrian Friendly Environment

Goals	Objectives
<p>Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway</p>	<p>Reduce heavy truck and thru traffic downtown for the long-term to promote a pedestrian/destination-friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.</p>
<p>Adopt a Truck Route that Bypasses Downtown</p>	<p>Reduce heavy truck and thru traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.</p>
<p>Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment</p>	<p>Downtown’s environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Downtown’s environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.</p>
<p>Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image</p>	<p>Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.</p>



Recommendations

The following recommendations are offered based on the review of historical downtown plans, discussion of activities previously undertaken by committees and advisory groups with a focus on downtown Mukwonago, research conducted about downtown best practices and available tools, Smart Growth America, the 2017 community e-survey results, and feedback received during the 2018 community feedback open house.

Recommendations are offered, in priority order, as determined by the DSPSC and listed as Tier 1 and Tier 2 groupings. The Plan focus includes the Village Center Overlay Zoning District and the residential areas in the boundaries between Field Park on the North and Indian Head Park on the southwest as well as on Hwy. 83 to the railroad overpass in the southeast.

Tier 1 - Recommendations

These recommendations are those that should be acted upon within a one to two-year timeframe. These recommendations are of the highest importance to the committee and the community. Additional details for each recommendation follow in the next section titled "Description."

- 1-1 | Engage a firm to create a roadway design and streetscaping enhancement plan. Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.
- 1-2 | Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.
- 1-3 | Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in downtown.
- 1-4 | Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.
- 1-5 | Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.
- 1-6 | Investigate the development of a Downtown Business Owner's Association to support and enhance downtown.



Tier 2 - Recommendations

These recommendations should be acted upon within a three to four-year timeframe, as some recommendations build off of the Tier 1 plans. Additional details for each recommendation follow in the next section titled “Description.”

- 2-1 | Invest in the maintenance and replacement of pedestrian safety features and roadside amenities. Continue with pedestrian safety and crosswalk enhancements.
- 2-2 | Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.
- 2-3 | Promote and collaborate with the Library, Chamber of Commerce, Red Brick Museum and the Wisconsin Historical Society for historical and cultural events and programming.
- 2-4 | Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.
- 2-5 | Create financial support programs to encourage and support downtown building improvements and business development.
- 2-6 | Invest in wayfinding signage around the downtown and to key points of interest in the Village.
- 2-7 | Marketing of existing public parking options in downtown.
- 2-8 | Investigate the development of a Business Improvement District (BID) to support and enhance downtown.



Recommendation Descriptions

The following details have been offered by the DSPSC for background and support for each recommendation. The estimated costs have been included for capital expense planning purposes and offer a range of cost based on committee members' history and knowledge for the items. When available, actual cost estimates have been noted.

Recommendation 1-1

Engage a firm to create a roadway design and streetscaping enhancement plan. Elements to be included: sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.

Mukwonago has a fair amount of historic buildings at its core, but the Hwy. 83 roadway corridor through downtown leaves a lot to be desired with many concrete surfaces, mismatched benches and lighting and limited color in the downtown. The downtown environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Other considerations include:

- Overall cleanliness, attractiveness, maintenance and repair, and safety
- Connect to the rest of the community through signage and sidewalks
- Inventory existing sidewalks, crosswalks and other amenities such as benches, planters and garbage bins
- Address sidewalks, crosswalks and pedestrian safety features such as activated flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains, gathering spaces and gateways
- Connect and enhance Indianhead Park on the southern boundary of downtown
- The plan should also include a comprehensive recommendation for the downtown along with a list of potential funding sources
- Regarding implementation (see Tier 2 recommendations), consider a manageable block-by-block plan instead of attempting to improve the entire district at once

This recommendation addresses enhancing the environment in downtown to be a welcoming, friendly, attractive, colorful, connected and safe environment.

❖ **Estimated Planning Cost: \$10,000-\$50,000**



Recommendation 1-2

Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.

To reduce heavy truck traffic, the DSPSC has recommended to the Village Board to adopt an ordinance diverting heavy truck traffic from Hwy 83 to Veterans Way/Holz Parkway. This should be supported by:

- Educating truck drivers of the preferred truck route
 - Installation of new signs indicating the bypass route
 - Educating residents and visitors about the option to use Veterans Way/Holz Parkway if they do not intend to stop at a business/location in downtown
 - It is important that this recommendation does not negatively impact the business community, so the DSPSC is recommending the installation of additional signage to direct traffic to the historical downtown retail center
- ❖ Estimated Cost: \$250-\$2,000 for new signs to be installed informing drivers of new routes and limited costs associated with the Village Attorney's time spent on the project.

Recommendation 1-3

Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in the downtown area.

An engaged network of neighbors, community groups and volunteers should be created to develop additional cultural opportunities while capitalizing on the Village's existing assets (Red Brick Museum, Community Library) and events (arts, culture and heritage). The goal will be to articulate the unique character of downtown culture, heritage and recreational activities.

- Strengthen relationships with individuals and organizations to build a common vision and thereby maximize resources
 - Allocate additional human and fiscal resources for marketing and promoting the activities of this group
 - Encourage a connected parks and trail system that promotes a link to nature, recreation, and the downtown. Consider the goals for the Village's Comprehensive Outdoor Recreation Plan (2017) to make informed decisions pertaining to facilities and parks before making capital investment plans
- ❖ Estimated Cost: TBD based on the amenities and resources to be developed.



Recommendation 1-4

Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.

In recent history, the Village had a Historic Preservation Commission (HPC) which was absorbed by Mukwonago's Plan Commission. Reinstating a HPC is a top priority activity in the Tier 1 recommendations based on the community survey, feedback from the open house as well as the committee members' research on this topic. The Village also maintains a Certified Local Government (CLG) status with the Wisconsin Historical Society (WHS). The recommended activities for this group include:

- Assess the benefits of activating the Village's CLG status
- Conduct walking tours to promote the historic features and cultural assets of downtown (in cooperation with the Red Brick Museum)
- Coordinate with the Red Brick Museum and Chamber to educate property owners about the benefits of historic preservation
- Conduct an architectural review based on newly created Design Guidelines (Tier 2 activity)
- Develop financial tools to support historic preservation and compatible redevelopment (Tier 2 activity)

❖ Estimated Cost: \$0

Recommendation 1-5

Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.

By engaging a firm such as the UW-Extension to conduct a market analysis, relevant market data and information can be used to support existing and new business growth. Additional areas to be addressed in this report should include:

- Industry cluster targets and a market gap-analysis
- Programs to attract locally-owned, independently-owned, niche/specialty businesses as well as existing businesses seeking a second location in downtown
- Conduct a business and building inventory
- Compare attraction prospects with existing land use and zoning ordinances within the Downtown Overlay District
- The results of the program should be communicated with existing businesses and property owners via a business outreach program (Tier 2 activity)

❖ Estimated Report Cost: \$5,000-\$10,000



Recommendation 1-6

Investigate the development of a Downtown Business Owner's Association (DBA) and in years 2-3 a Business Improvement District (BID) to support and enhance downtown.

Downtown business development is most successful when led by a strategically-focused group. The DSPSC recommends the creation of an organizational structure to lead downtown business redevelopment activities and projects. Potential structures include:

- Downtown Business Owner's Association (DBA)
- Existing Village Economic Development Committee (EDC)
- A committee to be created under the Chamber of Commerce
- A Business Improvement District (see Tier 2 recommendation)
- Main Street program
- Connect Communities program

The DSPSC is not recommending the Village coordinate the ongoing management/organization for downtown business development, as this is best done in a partnership with the Village, business owners, property owners and key downtown stakeholders. The Village should continue to highlight downtown economic development efforts during the annual Economic Development Breakfast, and for the Village President to continue with business retention visits, as well as engage in discussion with the newly created entity.

❖ Estimated Cost - DBA (Tier 1): \$0

Recommendation 2-1

Invest in the maintenance and replacement of pedestrian safety features and roadside amenities.

Building off of Recommendation 1-1 there will be needed maintenance as well as additional features to consider for the beautification of downtown. Elements to be assessed include but are not limited to:

- Maintaining sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage and recycling bins, bike racks, elements that offer shade, vegetation, restrooms, water fountains and gathering spaces
- Developing an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time
- Enhance the entrances to the historical pedestrian-friendly downtown with prominent visual upgrading and/or utilizing landmarks to serve as gateways

❖ Estimated Cost: Varies depending on the elements to be installed.



Recommendation 2-2

Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.

Historic buildings are critical to the fabric of downtown. The Village Historic Overlay District ordinance provides guidance for maintenance and improvements made to existing commercial and residential properties in the District. By engaging a firm to develop a Design Guidelines Plan that focuses on exterior building improvements, the fabric of downtown will be enhanced for future generations to enjoy.

The guidelines should serve as a tool for commercial and residential properties during building renovations and new construction to support a cohesive image and branding for downtown. This will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community. Incorporating the recommended roadway improvements from the previous recommendation in the Tier 1 (see Roadway Improvements and Streetscaping Enhancement Plan) will maintain compatibility with the existing environment.

The firm will also conduct an independent analysis of commercial properties for the entirety of Mukwonago's downtown and include action items, funding sources and a consideration of multi-use housing opportunities.

It is recommended that the selected firm and the Village engage the public through several methodologies:

- Include downtown stakeholders and residents in several visioning as well as community workshops. Items to be addressed include the current status of properties, identification of properties suited or marketable for commercial use and areas that lend themselves to possible redevelopment
- Present results to the public for comment in informational feedback sessions
- Share design guidelines with the public via the Village's website and other resources

❖ **Estimated Cost: \$10,000-\$50,000**



Recommendation 2-3

Promote and collaborate with community-based organizations for historical and cultural events and programming.

Mukwonago has existing groups, such as the Community Library, Chamber of Commerce and Red Brick Museum, that offer programs and other activities which enhance the historic and cultural identity of the Village. The DSPSC recommends developing partnerships with these groups, the newly formed Historic Preservation Commission, the Mukwonago Area School District and Education Foundation, as well as downtown property and business owners to support existing events while encouraging new activities and cultural programming in the downtown.

❖ Estimated Cost: \$0*

**New events/activities may require funds for implementation and marketing.*

Recommendation 2-4

Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.

The DSPSC recognizes the existing events and offerings by the Community Library, Chamber of Commerce, Red Brick Museum, School District, among others that provide historic and cultural benefit to Village residents and visitors. The Committee recommends actively conducting cross-promotions by each of these groups to create a strong and engaged network that will showcase activities throughout the community. The end goal is that residents have a greater sense of belonging and civic pride to support local, cultural and recreational activities.

- Promote the development of a community calendar to consolidate all planned activities and events

❖ Estimated Cost: Varies depending on the type of marketing to be deployed.



Recommendation 2-5

Create financial support programs to encourage and support downtown building improvements and business development.

A part of implementing the new Design Guidelines and Market Analysis, financial support programs must be developed to encourage and support downtown building improvements and business development.

- Identify and research financial tools to support historic preservation, building improvements and compatible redevelopment (ex. Local lenders low-interest loan pool and Façade, White Box Grant and Signage Grant)
 - Identify other funding mechanisms to support business development (ex. Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)
 - Implementation of selected financial assistance programs to be conducted by the Village and/or newly created HPC (or BID)
 - Grants which aid in the revitalization of specific properties within downtown should also be pursued (ex. WI Economic Development Corporation's Community Development Investment Grant and Brownfield Grant)
 - Continue the existing business retention program conducted by the Village President
 - Create marketing materials to summarize all the available local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) with property and business owners
- ❖ **Estimated Cost: Varies with the program to be created***
**Source of funds may come from the Village's General Fund, TIF, BID, etc.*



Recommendation 2-6

Invest in wayfinding signage around the downtown and to key points of interest in the Village.

Develop a plan and install a coordinated wayfinding signage system throughout the Village including Downtown and Downtown Neighborhoods (ie: Pearl Street as a destination).

A system of well-balanced parks as well as land and water trails that connect and direct users to downtown, engages people of all ages and backgrounds, while enhancing the overall quality of life for Village residents and visitors. The Village has many trails that serve a range of uses (walking, biking, East Troy Railroad Trolley, boating, canoeing and kayaking on the rivers and lakes).

- Signage will be installed to direct trail users to downtown
 - Install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district
 - Downtown parking options must be signed and should present a positive and aesthetically pleasing image
- ❖ **Estimated Cost: Varies, but may range between \$10,000-\$25,000 depending on the number and style of signs to be installed.**

Recommendation 2-7

Marketing of existing public parking options in downtown.

Public parking spots exist within downtown in both public parking lots and on-street parking. These parking spaces serve visitors, daytime workers and attendees of special events.

The Chamber of Commerce, in its function as a visitors' bureau and special events coordinator, existing businesses, and other community stakeholders offer numerous tools to educate the public about the location of public parking options in downtown.

Recommendations include:

- Develop a map to share with business owners; online map resource
 - Identifying the location of all parking spaces
 - Install wayfinding/directional signage to identify the location of parking lots
 - Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown
- ❖ **Estimated Cost: TBD**

Recommendation 2-8

Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

See Recommendation 1-6.

- ❖ Estimated Cost - BID (Tier 2): Each property owner in the BID pays an annual special assessment tax.

Recommendations Made for Immediate Implementation

During the development of the strategic plan the DSPSC made the following recommendations to the Village Board for immediate implementation. The committee took such action as these activities were rated important by the community survey and by prior committees focused on downtown planning. A number of the items recommended by the DSPSC are quick-wins such as: roadway design planning and reinstating the HPC, some recommendations will take longer to implement such as a reroute Hwy. 83.

Reroute of Hwy. 83 Around Downtown

The DSPSC recommended the Village Board pursue negotiations with WisDOT to complete a jurisdictional transfer of Hwy. 83 through downtown on Veterans Way/Holz Parkway. The urgency in this recommendation is the goal of reducing heavy truck and thru traffic downtown for the long-term and to promote a pedestrian/destination-friendly environment. An ownership transfer of Hwy. 83 in downtown to the Village would provide the Village unimpeded access to fix and improve the oldest infrastructure in the Village both above and below the road.

- ❖ Estimated Cost: TBD

Ordinance to Change the Trucking Route onto Veterans Way/Holz Parkway

See Recommendation 1-2.

Police Department Crosswalk Safety Enhancements

Meetings between Village officials and WI Dept. of Transportation in March 2018 resulted in the Village being granted permission to pursue pedestrian safety enhancements on Hwy. 83. The Village will be responsible for funding 100% of the costs of the improvements. A comprehensive roadway design should be considered prior to implementation of these enhancements - see Recommendation 1-1. The downtown core area from Hwy. LO to Field Street should be the primary focus for immediate improvements.

In the interim it is recommended that an educational campaign be developed.

- A mailer to be included with the utility billings
 - Reminders that it's State Law to stop at pedestrian crossings
 - Utilizing Veterans Way/Holz Parkway as an alternative to reduce the number of non-stop vehicles through downtown
- Reinstall pedestrian crossing signs in the middle of the road on Hwy. 83 as soon as possible in the spring
- The downtown business community, residents and the Police Department continue to meet and work together to address safety issues

❖ **Estimated Project Cost: \$250,000**

Reinstitute the Historic Preservation Commission

See Recommendation 1-4.

Next Steps

The Downtown Strategic Plan Steering Committee would like to thank the Village Board for their thoughtful consideration of this plan's recommendations. Many hours have been spent planning, surveying, discussing and debating the information that has been summarized in this report. Village residents and business owners have provided valuable input on what is important to them and have expressed excitement over the potential changes that will impact and shape the future of Mukwonago's downtown.

Continued discussions and planning for the implementation of the plan's recommendations is vital to keep the momentum moving forward. Recommendations of capital improvements involving Village funding should be incorporated into the Village's 5-year capital plan in a manner that makes implementation feasible and cost-effective for Mukwonago's taxpayers.

Concurrently, some recommendations can be implemented by individual property owners and downtown stakeholders. Property owners are encouraged to think about the elements of this plan that they can directly impact, such as: installing bike racks, undertaking building façade improvements, and encouraging the Hwy. 83 jurisdictional transfer. Stakeholders throughout the Village can continue to voice their opinions and support for the Village's initiatives to make the downtown pedestrian-friendly and historically significant. Encouraging business development and providing cultural and recreational opportunities to continue bringing the community together is essential.



As the adopting body of this plan, the Village Board plays a significant role in ensuring the recommendations are implemented. In addition to authorizing funding when needed, the Board needs to create the ad hoc committees or stakeholder groups necessary to further explore the plan's recommendations and take the necessary steps to ensure the goals are ultimately met. In doing so, the Board will define the metrics and frequency by which they want to receive reports from the stakeholders showing their progress toward goal completion. Operating budgets may be needed to provide funding for some of the committees' activities, for example, the annual \$200 fee to join Connect Community or mailing notices to residents. The use of Village staff to serve on the committees or assist with specific tasks may need to be granted within the parameters of existing staff budgets. Other estimated costs for specific plan recommendations are listed within the Plan for inclusion in the budget when authorized by the Village Board.

To ensure we continue to receive ongoing feedback from the community, it is vitally important that the activities in this plan be conducted by citizen volunteers and key stakeholders (see the Stakeholders column in each Goals/Activities Recommendations section in the Appendix). Each of the four key areas recommended in this plan should have its own Chair(s) and committee members. The committees should be led by involved citizen volunteers and stakeholders, with a Village Trustee as an active member of each committee who can obtain assistance from Village Staff as necessary. Communication between the individual committees, Village Board and Village Staff to keep each entity apprised of activities occurring in the development of downtown is vital, so the Village's assistance in facilitating communication will be extremely helpful. In addition, the Village Board's support in authorizing the funding, and partnering with other stakeholder groups, to obtain professional services in designing or implementing specific recommendations is crucial in achieving the Plan's goals and in the ultimate success of the overall Plan.

The Downtown Strategic Plan Steering Committee members have been enthusiastically engaged in all the activities culminating in this Plan's recommendations. The number of people responding to the online survey, attending the community feedback open house, and signing up to volunteer in implementing the recommendations of the Plan, has been impressive. The Village Board is in an enviable position as the community has wholeheartedly embraced the "Make Downtown Yours" theme and the passion to continue the effort started by the steering committee is strong! The Village has an opportunity to engage interested community members to further explore the Plan recommendations and work in conjunction with the Village Board to implement them. It will be exciting to see the progress as the Plan's actions are implemented and the Downtown is transformed into a place we can all say we had a hand in shaping. Thank you again for your consideration of the Plan and the future of Downtown Mukwonago.



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Appendix A: DSPSC Goals Spreadsheets - with Stakeholders



Focus: Business Development

APPROVED Date: 1/25/18

~Business Development Strategic Goals~	
Goals	Objectives
Enhance and Support the Downtown Business District	Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.
Support Business Attraction, Growth and Expansion Activities	Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 nd location. Maintain and grow existing businesses.
Creation of an organizational structure to facilitate business development in downtown	Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation and redevelopment of product to address demand challenges.

Business Development Goals			
Goals		Action/Event	Stakeholders
Enhance and Support the Downtown Business District		Identify an immediate central point of contact and develop an organization to lead downtown business development activities (ex. Connect Communities group, Main Street organization, downtown business owners' association).	-Village Administrator/Economic Development Director -Economic Development Committee (EDC) -Chamber of Commerce -Downtown Business and Property Owners
		Identify and implement appropriate funding mechanisms to support business development and building improvements (ex. Façade and Signage Grant, White Box Grant, Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)	-Village Administrator/Economic Development Director -EDC -Future Historic Preservation Commission (To Be Determined) -Future Community Development Authority (To Be Determined) -Future organization to become the central point of contact for downtown business development -Chamber of Commerce
		Create marketing materials to summarize local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) and share with property and business owners.	-Village Administrator/Economic Development Director -EDC -HPC (TBD) -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
Support Business Attraction, Growth and Expansion Activities		Engage UW-Extension to conduct a market analysis or update the existing market/gap analysis to identify target businesses and industry cluster targets for a business attraction program.	-Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce

		Conduct a downtown business and building inventory.	-Village Administrator/Economic Development Director -Planning/Zoning Administrator -Plan Commission -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a review to compare attraction prospects with existing land use and zoning ordinances within the downtown overlay district.	-Planning/Zoning Administrator reporting to: -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce
		Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 nd location.	-Village Administrator/Economic Development Director -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a business outreach program to communicate the results of the market analysis. Survey and/or discuss growth opportunities and challenges with existing business and building owners. Suggested discussion item: -Is the business experiencing space constraints for future growth?	-Village Administrator/Economic Development Director -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
Creation of an organizational structure to facilitate business development in downtown		Implement the creation of a Community Development Authority or other organization to support redevelopment. Review the option to convert the EDC into a CDA, RDA, BID, etc.	-Village Board -Village Administrator/Economic Development Director -EDC

		<p>Work with property owners, developers and realtors to determine which properties are suited or marketable for commercial use and identify areas that would lend themselves to possible redevelopment.</p> <p>Action Ideas: -Host a roundtable discussion with stakeholders -Develop a list of properties to be addressed</p>	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Police/Fire Depts. -Downtown Property Owners & Businesses -Developers/realtors -Chamber of Commerce
		<p>Engage a planning firm to develop a Downtown Redevelopment Plan. The focus area(s) to be determined by the key sites ID'd in the previous goal. The plan should include: action items, funding sources and a consideration of multi-use housing opportunities.</p>	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Village Board -Chamber of Commerce
		<p>Highlight downtown economic development efforts during the annual Economic Development Breakfast.</p>	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director
		<p>Engage in discussion that promotes increased population within the Village in addition to promoting increased daytime population in downtown.</p> <p>Discussion topics: -Multi-use development within downtown -Increasing residential units throughout the Village -Increasing office units in downtown</p>	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Village Board -Chamber of Commerce

		Pursue grants which aid in the revitalization of specific properties within downtown districts.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -HPC (TBD) -EDC -Future downtown organization (TBD)
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Focus: Cultural and Recreation- Events

APPROVED Date: 1/25/18

~Cultural and Recreation – Events Strategic Goals~	
Goals	Objectives
A connected parks and trails system that promotes a connection to nature, recreation and downtown.	A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.
Events programming that promotes community engagement and cultural offerings.	Capitalize on the Village’s cultural assets (Red Brick Museum, library) and events (arts, culture and heritage) to build economic prosperity, quality of life and community identity.
A strong and engaged network of neighbors, community groups and volunteers.	Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.

Cultural and Recreation - Events Goals

Goals	Focus Year(s)	Action/Event	Stakeholders
A connected parks and trail system that promotes a connection to nature, recreation and downtown.		Consider the goals of the Village’s Recreation Plan (2017) to make informed decisions pertaining to facilities/parks before making capital investment plans.	
		Encourage opportunities for community spaces (ex. pocket parks) within downtown to allow for additional programming and community meeting and relaxation spaces in downtown.	
		The Village has many trails that serve a range of uses (walking, biking, East Troy Rail Road Trolley, boating, canoeing and kayaking on the rivers and lakes). Signage should be installed to direct trail users to downtown. To encourage residents to travel to downtown, install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district.	
		Continue to provide (and upgrade where necessary) public restrooms, water fountains and bike racks at heavily utilized parks and along key trails through a combination of permanent and portable facilities.	
Events programming that promotes community engagement and cultural offerings.		Define support for existing and new events and culture offerings (ex. fiscal, policy and staffing).	-BID (TBD) -Chamber -Red Brick Museum -Library
		Actively promote the Red Brick Museum and Library as these places provide historic and cultural development and the creative culture for residents and visitors.	-BID (TBD) -Chamber -Red Brick Museum -Library
A strong and engaged network of neighbors, community groups and volunteers.		Build capacity and strengthen relationships with individuals and organizations to address key issues together by building a common vision whereby everyone plays their part in maximizing resources to support culture, events and recreation.	-Friends of the Mukwonago River
		Articulate the unique character of downtown culture, heritage and recreational activities and allocate additional human (and fiscal) resources to marketing and promotion.	-Friends of the Mukwonago River

Focus: Historic Preservation

Date Approved: 12/14/17

~Historic Preservation Strategic Goals~	
Goals	Objectives
Develop a group to guide and support historic preservation	Create and support a community group with a focus on historic preservation.
Develop downtown design guidelines	Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.
Increase Community Engagement and Awareness	Educate the public, create transparency about the historic preservation program, engagement the public to become ambassadors of the program.

Historic Preservation Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
Develop a group to guide and support historic preservation and compatible redevelopment		Develop a group Action Ideas: -Historic Preservation Commission or Landmarks Commission	-Village Planning/Zoning Admin. -Historic Preservation Commission Members -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owner -Chamber of Commerce Rep.
		Assess the benefits of becoming, and submit applications to become, a BID, Connect Communities, Main Street Community, Certified Local Government	Historic Preservation Group
		Conduct architectural review based on newly created design guidelines	Historic Preservation Group
		Conduct walking tours to promote the historic features and cultural assets of downtown	-Red Brick Museum -Chamber of Commerce
		Coordinate cultural activities/events and work with the Chamber on events and work with property owners to educate about historic preservation	-Red Brick Museum -Chamber of Commerce
		Develop and facilitate financial support tools to support historic preservation and compatible redevelopment Action Ideas: -Low-interest loan pool -Façade and signage grant	-Village Board -Village Administrator -Local Banks
		Educate commercial and residential property owners about the benefits of conducting historic preservation activities	-Historic Preservation Group -Chamber of Commerce
Develop design Guidelines		Guidelines will focus on building exteriors and they will promote longevity for new construction that is compatible with the existing environment	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.

		Define boundaries – Field Park to Indian Head Park following Main St. and south on Hwy. 83 to the rail road overpass	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Define the focus area – Priority area will be the Retail Center Overlay Zoning, followed by residential	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Guidelines will be shared in multiple methods including: user-friendly website and hard-copy paper resources. Both to be designed to educate downtown property owners, business owners and tenants regarding the contents of the guidelines	-Village Administrator -Chamber of Commerce -Historic Preservation Commission
		Public information sessions to seek feedback about the guidelines and to educate property owners	-Historic Preservation Commission

Focus: Pedestrian Friendly Environment

Date: APPROVED 1/18/18

~Pedestrian Friendly Environment Strategic Goals~	
Goals	Objectives
Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway	Reduce heavy truck traffic downtown for the long-term to promote a pedestrian friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.
Adopt a Truck Route that Bypasses Downtown	Reduce heavy truck traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.
Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment	Downtown’s environment should be a key reason why people want to visit, work, shop, and live in the center of the Village. Downtown’s environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.
Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image	Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.

Pedestrian Friendly Environment Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway		Negotiate jurisdictional transfer agreements with Waukesha County and WisDOT to relocate Hwy. 83 from downtown to E. Veterans Way and Holz Parkway	Village Board Village Staff WisDOT Waukesha County
		Develop a plan to update the above ground and underground infrastructure in this area	Village Board Administrator Public Works Director
Adopt a Truck Route that Bypasses Downtown		Adopt an ordinance to change the truck route from Hwy. 83 through downtown to E. Veterans Way and Holz Parkway. Install temporary signage to redirect traffic and to promote the new route and inform that downtown businesses are open for business.	Village Board Village Attorney WisDOT
		Install signs to identify the new truck route	Public Works Director WisDOT
		Install signs that educate residents and visitors about the location of the downtown business district	Public Works Director WisDOT
Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment		Undertake a study and devise a plan to inventory and assess existing sidewalks, crosswalks and to identify new amenities to be installed. Include a focus on connections between downtown and Plank Road, key points of recreation and residential hubs throughout the Village. Day and night walk-arounds to assess conditions.	Plan Commission Village Board Public Works Director
		Engage a firm to create a roadway design plan with a focus on beautification, safety and interconnectivity. The plan should address the maintenance and capital replacement of sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains and gathering spaces and the plan should identify new amenities to be installed. The plan should also include a list of potential funding sources.	Plan Commission Village Board Village Administrator Village Finance Director Public Works Director Chamber of Commerce
		The downtown community and the Police Department should work together to help plan and schedule visible coverage that helps meet public expectations.	Village Board Police Department Chamber of Commerce

		Develop a plan and install pedestrian wayfinding signage throughout the Village including Downtown as a destination	Plan Commission Village Board Public Works Director Chamber of Commerce
		Develop an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time	Plan Commission Village Board Public Works Director
		Enhance the entrances to downtown to serve as gateways into the district with prominent visual upgrading	Plan Commission Village Board Public Works Director
Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image		Develop a map to share with business owners identifying the location of all parking spaces in Downtown	Village Administrator Chamber of Commerce Public Works Director
		Install wayfinding/directional signage to identify the location of parking lots in downtown	Plan Commission Village Board Public Works Director
		Perform necessary maintenance (i.e. painting, directional signage) for all the parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director
		Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director