

Village of Mukwonago  
**DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING**  
Notice of Meeting and Agenda  
**Thursday, March 22, 2018**

Time: **6:00 p.m.**

Place: Mukwonago Municipal Building/Community Room, 440 River Crest Court

1. Call to Order
2. Roll Call
3. Approval of Minutes of the March 8, 2018 meeting.

4. Comments from the Public (*Up to 15 min*)

*The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.*

5. Unfinished Business (*Appr 60 min*)

*Discussion and Possible Action on the Following Items*

A. Plan Narrative (Appr. 30 min)

Proposed Outline & Draft of Downtown Strategic Plan

1. Review Outline/Content
2. Follow Up Items

B. Public Information Session: (30min)

Village Open House-check list/Poster-Draft Template

1. Event Actions and Activities Planning

C. BID Discussion (Tabled)

6. New Business

Review and Discuss Downtown Map (Chamber Source)

<http://www.1001-map.com/mukwonago.map>

7. Comments from the Public (*Up to 15 min*)

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8. Adjournment

It is possible that members of, and possibly 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 that, 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 Clerk's Office, 440 River Crest Court, (262) 363-6420, Option 4.

Village of Mukwonago  
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING  
Minutes of March 8, 2018

**Call to Order:**

Chairperson, Jason Wamser, called the meeting to order at 6:01 p.m. located in the Mukwonago Municipal Building, 440 River Crest Ct.

**Roll Call:**

Members present: Eric Brill  
Ray Gooden  
Sue Perkins  
Eliza Pautz  
Jason Wamser, Chairman  
Fred Winchowky  
John Weidl  
April Reszka

Members excused: Doug Bruins  
Diana Doherty  
Tina Chitwood  
Roger Walsh  
Mark Penzkover

**Minutes**

Weidl made the motion to approve, seconded by Reszka. The minutes of February 22, 2018 were approved.

**Public Comments:**

No public comments at this time.

**Unfinished Business:**

A. Public Information Session

1. Fred Winchowky updated the Pedestrian Friendly activities: Eric Brill, Fred Winchowky, John Weidl, and Kevin Schmidt Police Chief) will be meeting with DOT to look at crosswalks to determine pricing. \$24,000 is budgeted over 3 years to address 3 areas to be determined (approximately \$8,000 for each). A list of possibilities will be brought back to this group.

2. Jason Wamser indicated he will facilitate the layout of the display information for each table. By April 2<sup>nd</sup>, each group should provide the needed information to him. Images are welcome.

Individual groups will meet to discuss the language of their "presentations" to those attending the Open House.

Jason Wamser and April Reszka will meet to discuss the room "layout" for this event.

Roger Walsh will join the Historic Preservation group, while Jason Wamser will "float" the room to provide assistance.

D. Business Improvement District Discussion – was tabled until March 22, 2018.

**New Business:**

No new business at this time.

The agenda of March 22, 2018 will include discussing the addition of items to a community map provided by the Mukwonago Chamber of Commerce. Items to add should be brought to this meeting.

**Public Comments:**

Scott Reeves questioned about future meetings for this group. He asked when a final document would be prepared.

**Adjournment:**

As Wamser moved, Gooden seconded, the Chairperson adjourned the meeting at 6:30 p.m.

Respectfully submitted,

Sue Perkins

Secretary of DSPSC

DRAFT

# **Proposed Outline & Draft**

## **Downtown Strategic Plan**

### 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 committee and met twice monthly over the period of \_\_\_\_\_ months to discuss and prioritize information obtained through activities such as visioning exercises, 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 participants were asked 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 on \_\_\_\_\_. 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.

One of the committee's initial meeting activities was a visioning exercise to generate as many ideas as possible to answer the question "What kind of Downtown should we have?" and "What does the Downtown mean to you as an individual and to the community?" This exercise involved the committee and all members of the audience who were in attendance. Themes began to emerge and provided the basis on which to categorize and prioritize the numerous ideas and suggestions that were offered by the participants. A Mission Statement was drafted 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.

### Introduction and Overview – Why look at the 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 more 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 overall community's economy. Investment in arts, culture, entertainment, history and events are all important factors in developing a strong downtown. 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 character.

- Brief history of Mukwonago and key demographics / data.

Mukwonago - which translates to Place of the Bear - was first settled in the 1700's by the Potawatomi and by the early 1800's, it saw its first European settlers who began envisioning a town. Mukwonago continued to grow as a farming community which was aided by the Wisconsin Central Railroad for crop distribution. 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 1900's, 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 held on to its character and charm. The recommendations in this plan seek to enhance those qualities and make it a vibrant gathering place for residents and visitors as the Village moves into its next exciting phase.

### Downtown Development Goals & Objectives

- Develop a comprehensive strategic plan with recommendations for groups to lead and accomplish specific goals. Timing recommendations

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:

- What are 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 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 thru an entity such as a Historic Preservation Commission
- Zoning Recommendations to allow desired businesses
- Implementing Wayfinding Signage
- Retaining, supporting and recruiting fresh retail, business mix, and community service
- Programming for events, festivals, promotion
- Parking and traffic
- Initiating a group to spearhead downtown revitalization (e.g. Business Improvement District or Community Development Authority)

### Summary of Existing Conditions and Market Analysis - Add resources gathered as an appendix to the plan

- Economic conditions (existing business mix by the #'s ID'in retail, commercial, housing)
- Building conditions (# of vacant buildings)

- Parking assessment (# of parking spots)
- Known development activities

## Opportunity Assessment

- 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) - inset with map of designated downtown area
  - 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) and the economic impact of preservation on property values
  - Streetscape (limited to no public spaces, pocket parks, benches, bike racks, etc.) (landmarks to denote you are entering/within a historical pedestrian friendly downtown area)
  - Parking (no signage directing visitors to existing public parking)
- Redevelopment and Historic Preservation/Restoration
  - Façade renovations (no plan for cohesive image/design guidelines of downtown)
  - Removal of blight
  - Utilization of 2<sup>nd</sup> stories
    - No group to review plans and to promote historic preservation such as a Historic Preservation Commission (following Federal guidelines for evaluating the historical importance of a property)
    - Market
    - No group to support the downtown cause politically, technically & financially such as a BID or CDA
- Organizational Structures
  - Supported by a comprehensive model involving private groups, non-profit organizations, consultants and municipal staff and elected leaders. A mixture of funding from each of these stakeholders.

## Strategies used in creating the Downtown Master Plan

- Vision Session held on DATE
- DSPSC goals defined on DATE
- 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
- Logo and tag-line "Make Downtown Yours" created for the planning committee
- Social media campaign including a Facebook page and meeting information housed on the Village's website

- online community survey
- Hard copy media via banners, newspaper articles and brochures handed out during the Midnight Magic event, information flyer sent out with the utility bill
- Community Workshop held to seek input regarding the levels of impact of each activity defined by the committee

## Plan Recommendations

Levels of Impact Trying to think of different words to describe the three “scale” headings - any ideas?? I like how it is described in the Watertown plan but I feel like we’re plagiarizing it since it seems unique compared to the other plans we’ve reviewed. Thoughts??

- Small Scale: amenity-based investment; beautifying and improving design and aesthetics
- Impact Scale: making noticeable and remarkable changes
- Transformative Scale: transforming old into new; substantial changes

## Timelines

- Short term
- Near term
- Future term

Recommendations – the entire section from Watertown’s plan should be considered for format & presentation


- Implementation Strategies
- Implementation / Recommendation Table
- Hiring of architectural firm to create the downtown design guide (ex. Wisconsin Rapids Downtown Waterfront Plan) so new and renovated construction are compatible with the existing environment

Appendices (links to the following or reference specific pages from these resources)

- Comprehensive Plan
- Specific Ordinances
- Market Study
- Parking study
- Downtown Overlay Map and description

# MUKWONAGO

W I S C O N S I N



*"Where life, leisure  
and business thrive."*





# Pedestrian Friendly

- Reroute Hwy. 83 around downtown (no voting item b/c action already taken).
- Ordinance to change the truck route to Holz Parkway (no vote).
- Wayfinding (vote, but comprehensive).
- Engage a firm to create a roadway design and streetscaping enhancement plan. Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways.
- Police department crosswalk safety enhancements (actions already taken).
- Public parking options in downtown (ex. Develop a map to ID the location of all parking spaces in downtown.)



Welcome	Cultural & Recreation	Business Development	Historic Preservation	Pedestrian Friendly	Food Table
Sign- Entrance					
Garbage Can					Garbage Can
Table	Table	Table	Table	Table	Two Tables
Table Cloth	Table Cloth	Table Cloth	Table Cloth	Table Cloth	Two Table Cloths
Two Chairs	Two Chairs	Two Chairs	Two Chairs	Two Chairs	Plates
Name Tags	Name Tags	Name Tags	Name Tags	Name Tags	Napkins
	Easel	Easel	Easel	Easel	Silverware
Main Handout w/ Drawing Slip	Board	Board	Board	Board	Serving ware
Entry Box	Large Print Out	Large Print Out	Large Print Out	Large Print Out	Cooler/Ice
	Three Clear Acrylic Frames	Three Clear Acrylic Frames	Three Clear Acrylic Frames	Three Clear Acrylic Frames	Water
	Handout	Handout	Handout	Handout	Ziplocs for extra Food
Pens	Extra Pens	Extra Pens	Extra Pens	Extra Pens	
Sign In Sheet	Sign In to Volunteer	Sign In to Volunteer	Sign In to Volunteer	Sign In to Volunteer	
Clip Board	Clip Board	Clip Board	Clip Board	Clip Board	Clip Board
	Extra Handouts (Directories)	Extra Handouts (Directories)	Extra Handouts (Directories)	Extra Handouts (Directories)	Platters to be picked up at Pick N Save at 3pm
					Several Tables for folks to eat at
Include: Name Address email & Phone	Interested- 4 choices of the above and other				