

Village of Mukwonago  
**Notice of Meeting and Agenda**

**DOWNTOWN DEVELOPMENT COMMITTEE MEETING**  
**Thursday, December 7, 2023**

Time: **6:00 pm**

Place: **Mukwonago Village Hall, 440 River Crest Ct., Mukwonago, WI 53149**

**1. Call To Order**

**2. Roll Call**

**3. Public Comment**

*The Public Comment Session shall last no longer than fifteen (15) minutes and individual presentations are limited to three (3) minutes per speaker. These time limits may be extended at the discretion of the Chief Presiding Officer. The Village Board may have limited discussion on the information received, however, no action will be taken on issues raised during the Public Comment Session unless they are otherwise on the Agenda for that meeting. Public comments should be addressed to the Village Board as a body. Presentations shall not deal in personalities personal attacks on members of the Village Board, the applicant for any project or Village employees. Comments, questions and concerns should be presented in a respectful professional manner. Any questions to an individual member of the Commission or Staff will be deemed out of order by the Presiding Officer.*

**4. Approval of Minutes**

- 4.1 Approval of minutes from October 26, 2023 meeting.  
[10\\_26 DDC Meeting Minutes.pdf](#)

**5. New Business**

- 5.1 Review 30% Streetscape Plan from R-M and Provide Feedback  
[Rochester Street Concept Plan 2023.pdf](#)
- 5.2 Discussion and review of Village Center Parking Map [Located here](#)
- 5.3 Discussion and review of Downtown Strategic Plan and Update Status of Items  
[Mukwonago Downtown Strategic Plan - STATUS REPORT - 04272023.pdf](#)
- 5.4 Review Design Guideline Ideas/Edits
- 5.5 Determine Location for Additional Benches

**6. Adjourn**

**Membership:**

*Trustee Scott Reeves, Jason Wamser, Eliza Pautz, David Stockwell, Ray Goodden, James Pauer, Tina Chitwood, Village Planner and/or Village Administrator.*

*Vacancy: Non Voting Member, Alternate Non-Voting Member, Alternate Voting Member*

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.

- Meeting start 5:30
- Roll - missing ray
  - a. jason, tina, eliza, scott, david, james, erin
- No public comments
- 4.1 approval of minutes
  - a. Discrepancy corrected prior to meeting
  - b. Chitwood motion, jason second; no opposed
- 5.1 - Erin provided timeline update;
  - a. downtown signage is last (2026);
  - b. Reviewed sign PFD
  - c. Tina - 2018 signage discussion - 2026 implementation: concerned on timing and why it's 3rd priority.
    - i. Budget restrictions.
    - ii. 2030 DOT signage – don't want to implement signage that will be undone by DOT.
    - iii. Streetscaping - may affect permanent signage.
- 5.2 - Scott gave update
  - a. Discussed with Ron on bench selection
  - b. Doner wants to buy a bench
  - c. Location is unknown - workshop locations at next meeting
  - d. Request ron to provide his standards on benches and garbage cans
  - e. Look where Folth placed benches in their design
- 5.3 Erin gave update
  - a. DOT followup was 2030 for updates
  - b. Might put a hold on implementation of 60% and final permanent plan was brought up
  - c. Planning should continue regardless of DOT updates
  - d. Erin to ask Fred about 30% plan and report back
- 5.4 Erin gave update
  - a. Current sign code and Zoning code are separate
  - b. Proposed to combine village as a whole and village center
  - c. Mural discussion
    - i. Support for murals
    - ii. Need to provide guidelines
  - d. Rules for amending signs is still TBD
  - e. Jason:
    - i. Asks to amend awning signs
    - ii. Recommends amending General Standards
    - iii. (oval and irregular shaped signs)
  - f. Tina:
    - i. Points out typo referencing the village "mayor"
  - g. Parking structure discussion
  - h. Backyard Chicken discussion
- 5.5 Erin presented Village Center Design Guidelines

- a. Tina brought up that the VC map doesn't contain the total purview that the DDC had once had.
  - b. Eliza brought up whether parking structure location definition exists in design standards or zoning
  - c. Next Steps (all): Erin to email out the document. All members to workshop the design guideline document, edit, cleanup, and provide suggestions for the next meeting. Due 11/22.
- 5.6 Hold over review of Strategic Plan to next meeting
  - a. Planter expansion and location discussion
- 5.7 Tina Motion to cancel Nov meeting and change December meeting to 12/7/2023.  
David Second





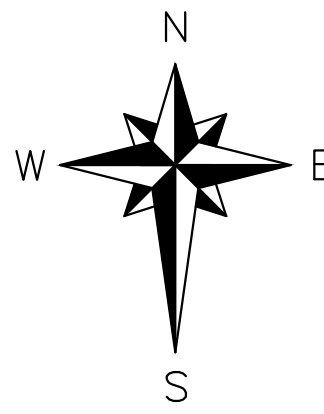
**EXHIBIT #1**

**ROCHESTER STREET RECONSTRUCTION & STREETSCAPING**

**VILLAGE OF MUKWONAGO  
WAUKESHA/ WALWORTH COUNTIES,  
WISCONSIN**

**LEGEND**

- PROPOSED ROAD RECONSTRUCTION
- PROPOSED STAMP CONCRETE
- PROPOSED TURF RESTORATION
- PROPOSED LANDSCAPE TREES



0 10 20 30 60 120  
SCALE IN FEET





# Status Report of the Downtown Mukwonago Strategic Plan

Prepared by: Downtown Development Committee

April 26, 2023



## **Downtown Development Committee Members**

Trustee Scott Reeves - *Village Board & Village Resident*

Jason Wamser – *Plan Commission Member and Village Resident*

Tina Chitwood - *Wisconsin Economic Development Corporation & Village Resident*

Ray Goodden - *Downtown Business Owner*

Eliza Pautz - *Downtown District Resident & Library Board Member*

David Stockwell - *Downtown Business Owner & Village Resident*

Gail Yerke – *Town of Mukwonago Resident & Business Owner*

James Pauer – *Village Resident*

A special thank you to Fred Schnook, Village Administrator and Erin Schaarf, Village Planner



# Downtown Mukwonago Strategic Plan - 2023 Status Report

The purpose of this report is to update the Mukwonago Village Board and standing committees on the current status of the recommendations identified in the 2018 Downtown Mukwonago Strategic Plan. The Downtown Development Committee will also use this document as a resource to identify its 2023 workplan.

## Geography Included in the Plan

The 2018 Plan focus included the Village Center Overlay Zoning District and the residential areas in the boundaries between Field Park on the North and Indianhead Park on the southwest as well as on Hwy. 83 to the railroad overpass in the southeast.

**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**





# Status of Projects from June 2018 through April 2023

## Tier 1 - Recommendations

These recommendations were of the highest importance to the committee and the community and were to be acted upon within a one to two-year timeframe. Additional details for each recommendation can be found at the end of this document under “Recommendation Descriptions.”

### 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.

Status	Completed
Narrative	<ul style="list-style-type: none"><li>• Foth Streetscape Master Plan completed in 2020</li><li>• Ruekert &amp; Mielke, Inc. prepared Hwy. 83 30% design plans for WisDOT. DDC recommended 30% plans to the Board and approved on 2/23/2023. Board OK'd DDC to move forward with development of design standards in March 2023.</li><li>• Flashing crosswalk signals installed at multiple locations on Rochester St.</li><li>• Temporary bump outs on Rochester St. tested in 2022 and 2023</li><li>• Downtown placemaking banners installed 2022</li><li>• Flower planters installed at six locations in 2022</li><li>• LED holiday lights replaced old holiday lights in 2022</li><li>• Indianhead Park</li></ul>

### 1-2 | Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.

Status	Completed
Narrative	<ul style="list-style-type: none"><li>• Preferred Truck Route signs directing trucks to Holz Pkwy. and Veterans Pkwy. installed on Hwy. 83 at the North and South entrances of the community. Ongoing education can still be in process.</li><li>• Committee engaged in dialogue with WisDOT to discuss rerouting Hwy. 83 options and alternatives</li></ul>

### 1-3 | Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in downtown.

Status	In Process
Narrative	<ul style="list-style-type: none"><li>• Phantom Junction Stage in Indianhead Park constructed in 2022. Collaboration with local service organizations to develop entertainment programming began in 2023</li><li>• Ongoing support of Chamber and community events held in Downtown including: Fall Fest, Midnight Magic Parade, Business Trick or Treat</li><li>• Comprehensive Outdoor Recreation Plan (CORP) created and approved February 2023. Focus on trails to connect Indianhead Park to downtown</li></ul>

### 1-4 | Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.

Status	In Process
Narrative	<ul style="list-style-type: none"><li>• HPC does exist, but it's focus area is the Grand Avenue and Pearl Street residential area; not the Village Center Overlay District nor the Retail Center</li></ul>





- 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.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>• Redevelopment Resources Market Strategies report October 2020</li> <li>• Finalized a Business List of all businesses operating in the Village in March 2023 (Includes: Industry, Company Name, Address, Primary Contact E-mail, Name and Phone #)</li> </ul>

- 1-6 | Investigate the development of a Downtown Business Owner's Association to support and enhance downtown.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>• DDC has participated in the WEDC Connect Communities program since 2021. DDC members and Village staff have participated in events and have submitted annual reporting to maintain certification in the program.             <ul style="list-style-type: none"> <li>○ Investigating the development of Downtown Business Owners' Associations is part of the resources offered by the Connect Communities Program.</li> </ul> </li> </ul>

## Tier 2 - Recommendations

These recommendations were recommended to 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 can be found at the end of this document under "Recommendation Descriptions."

- 2-1 | Invest in the maintenance and replacement of pedestrian safety features and roadside amenities. Continue with pedestrian safety and crosswalk enhancements.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>• Sponsorship program for planters was developed and has raised enough to purchase two more sets of planters in 2023 (ongoing)</li> <li>• Master Gardener volunteers are working with DDC's Trustee Reeves for the care and maintenance of the planters in 2023 (ongoing)</li> <li>• Foth Design Plan 2020 includes rendering for downtown entryway signs</li> <li>• DDC recommended to the Board to include bump outs with Hwy. 83 30% Design Plans in March 2023</li> </ul>

- 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.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>• Initial discussions about design guidelines and recommendation to the Plan Commission and Board to move forward with the development of design guidelines in March 2023</li> <li>• DDC members held a walk-through tour of Downtown to review and discuss preferred design elements in March 2023</li> <li>• Initial discussions about design guidelines and recommendation to the Plan Commission and Board to move forward with the development of downtown design guidelines in March 2023. Board OK'd DDC to move forward with development of design standards in March 2023.</li> </ul>





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.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>DDC member Eliza Pautz is also a member of the Library Board</li> <li>DDC member Trustee Reeves participates in the Red Brick Museum meetings</li> </ul>

2-4 | Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.

Status	Not Done
Narrative	

2-5 | Create financial support programs to encourage and support downtown building improvements and business development.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>Village staff has investigated funding with WEDC and stands ready to support the application for a Community Development Investment (CDI) grant for the new Espresso Love Coffee project at 301 Main Street</li> <li>Attending Connect Community trainings to learn more about financial tools</li> <li>Village Administrator and President conducting employer retention visits - ongoing</li> <li>Letters of Support written for WEDC Main Street Bounceback Grants 2022</li> </ul>

2-6 | Invest in wayfinding signage around the downtown and to key points of interest in the Village.

Status	In Process
Narrative	<ul style="list-style-type: none"> <li>KMG signage design plan created and adopted in March 2022</li> <li>2022 Board approval to implement signage plan over four years</li> <li>DDC recommended to the Board to install gateway signage at six (6) locations entering the community in December 2022. Board approved and is reviewing RFP responses April 2023</li> </ul>

2-7 | Marketing of existing public parking options in downtown.

Status	Not Done
Narrative	

2-8 | Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

Status	Not Done
Narrative	<ul style="list-style-type: none"> <li>DDC has participated in the WEDC Connect Communities program since 2021. DDC members and Village staff have participated in events and have submitted annual reporting to maintain certification in the program.             <ul style="list-style-type: none"> <li>Investigating the development of BIDs is part of the resources offered by the Connect Communities Program.</li> </ul> </li> </ul>





## Summary and Next Steps

The Downtown Development Committee recognizes the difficulty in completing the recommendations in the recommended timeframe in part due the COVID-19 pandemic and Village staffing changes.

The DDC will use this Status Report to develop a 2023 workplan.





## 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.