

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, April 27, 2023

Time: **5:30 pm**

Place: **Village Board Room, 440 River Crest Ct., Mukwonago**

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 Meeting Minutes March 23, 2023
[2023-03-23 DDC Minutes.FPS.Edits.docx](#)

5. Old Business

- 5.1 Assign a Committee Secretary (Reeves)
- 5.2 Beautification Volunteer Group Update (Reeves)
- 5.3 Review 30% Plan as presented to the Village Board (Reeves)
[2023-03-Rochester Street Road Reconstruction & Streetscaping Task Order.pdf](#)

6. New Business

- 6.1 Review Downtown Strategic Plan Go-No-Go items/what has been accomplished and what is yet to be done (Chitwood)
[Mukwonago Downtown Strategic Plan - STATUS REPORT - 04272023.doc](#)
- 6.2 Discuss next steps in developing downtown design standards - Review standards from other communities (Chitwood)
- 6.3 Discussion of changing the meeting day/time keeping evening or move to different night, maybe 6:30pm start? (Reeves)

7. Adjourn

Membership:

Trustee Scott Reeves, Jason Wamser, Eliza Pautz, David Stockwell, Ray Goodden, Gail Yerke, 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.

MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING

Thursday, March 23, 2023

Time: 5:30 pm

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

1. **Call To Order:** Meeting called to order by chairman Reeves at 5:32 p.m.
2. **Roll Call:** Members Present: Trustee Scott Reeves, Jason Wamser, Eliza Pautz, David Stockwell, Ray Gooden, Tina Chitwood, and Sue Graczyk
Members Excused: Gail Yerke
Others Present: Village President Fred Winchowky, Village Engineer, Mike Michalski, Village Planner Erin Scharf, and Village Administrator Schnook. Citizen attendee Chris Swanson
3. **Public Comment:** Chris Swanson spoke and offered to volunteer to care for the planters. She also asked to talk about trash cans as the blue plastic trashcans downtown are unsightly. Can we use the funds donated for the planters for trash cans? She asked if we could redo the Planter flyer to include other downtown beautification needs or elements like trash cans?
4. **Approval of Minutes:** *Motion by Chitwood, seconded by Goodden to approve the Minutes of the February 23, 2023, DDC Meeting with the addition of Jan Patursik (sp?) as a citizen attendee. Passed unanimously.*
5. **Old Business**
 - 5.1 **Assign a Committee Secretary:** Chair asked for volunteers. None. Consensus of the group to ask for volunteers for minutes at the beginning of each meeting.
 - 5.2 **Update on sponsorship program for planters**
 - **Update on Planters for 2023:** There will be a total of eight (8) sets of planters for 2023 in the downtown. Donations continue to come and Trustee reeves is sending thank you letters to each donor.
 - **Discuss creation of a Beautification Subcommittee; creation of a “charter” that outlines roles, responsibilities and authority:** Trustee Reeves will contact The Master Gardeners Club in a couple of weeks to gauge their willingness to serve in this capacity.
6. **New Business**
 - 6.1 **Request from Ray Gooden of leasing future parking placed on property located at 201 N Rochester St.:** Ray speculated that the building may soon be vacant. He would like to gauge support for two proposals: either the village demolishing the building or Ray demolishing the building and then leasing it back to the Village for downtown parking. There were discussions of putting in electric charging stations that would serve to put Mukwonago on the map in terms of offering this service. Various grants available to purchase or demolish the site were discussed. Committee members questioned the need for additional parking downtown. *No action was taken on this*

agenda item.

- 6.2 **Discuss comments from 3/15/23 Board of Trustees Meeting:** The Committee discussed concerns raised at the Board meeting about actions being taken by the D.D.C. in terms of creating downtown design standards and other items. It was stated that Trustee Reeves and Administrator Schnook will be meeting to draft an update for the Board in terms of providing a go/no go on the Downtown Strategic Plan recommendations.

6.3 **Recommendation to the Board on Downtown Design at 30%**

- **Meet with Ruekert & Mielke to discuss same:**

Mike Michalski, engineer from Ruekert & Mielke, provided an overview and history/background as to the need for 30% plans so for the downtown. The group discussed the efficacy of bump outs and it was felt by some that the bump outs made them feel safer. It was noted that Plan B from Foth actually did include a bump out. The issue was raised that the flashing lights at the crosswalk were not located where they should be. Engineer Michalski informed the group that 30% plans would cost approximately \$60,000. *Motion by Wamser, seconded by Tina Chitwood, to request the Board move forward with 30% plans for the design of the downtown as per Option B proposed by Foth with bump outs., Vote taken carried unanimously.*

6.4 **List of Businesses:**

- **Creating mechanism to identify businesses in downtown district and identify if owner occupied.**
- **Add a field/column to identify if the business owner is also the owner of the building.**

Schnook said that we will be hiring an intern who can help to perform these tasks but asked to what end? How would this be used or of value? Answer: To understand who owns and operates a business versus who is a tenant. This will help define the approach you take when speaking with these businesses. Those that are owner occupied will likely be more invested versus those who are tenants and likely have less control.

6.5 **Review the downtown design standards from other communities.**

Concern was raised about whether to engage in this activity absent Board approval. Chitwood stated that developing Design Standards appears as recommendation #2.2 in the downtown strategic plan. *Motion by Wamser, seconded by Tina Chitwood, that the D.D.C. align itself with the Village Planner and take to the Board permission to work on Downtown Design Guidelines.* Passed unanimously. Chitwood said she received five standards from Schnook and will compile the ones she receives from others and present them to the group in the future.

6.6 Review Positive and Negative Pictures from Downtown Walking Tour:

The group reviewed the pictures taken in the “walk about” conducted downtown on Sunday, March 12th. Several items, both positive and negative, were discussed. *No action taken.*

6.7 Review Downtown Strategic Plan Go-No Go items or Work Center of what has been accomplished and what is yet to be done.

The committee will take this agenda up at next month’s meeting and after receiving direction or feedback from the Board.

6.8 Discussion of a changing the meeting day/time.

Scharf discussed issues with her personal schedule. She will put a Doodle poll out to the Committee to seek a possible new monthly meeting date and time.

7. Adjourn: 7:19 p.m.

TASK ORDER

This is Task Order No. (2023-03),
consisting of 3 pages
Village of Mukwonago
*Rochester Street Road Reconstruction
and Streetscaping – 30% Plans*

Task Order

In accordance with the Agreement Amendment between Village of Mukwonago (Owner) and Ruekert-Mielke, Inc. (Engineer) dated December 21, 2022, Owner and Engineer agree as follows:

1. Specific Project Data

- A. Title: Rochester Street Road Reconstruction and Streetscaping – 30% Plans
- B. Description: Provide engineering related services for the survey and design of the road reconstruction and streetscaping along Rochester Street from Eagle Lake Avenue to Meacham Street, Fox Street from Grand Avenue to Rochester Street, and Main from Rochester Street to Meacham Street.

2. Services of Engineer

Reconstruction of Rochester Street with detailed and distinctive features of streetscaping will be essential to draw development and the public to this very desirable location. Streetscaping helps enhance a community's character, identity, and authenticity.

Phase 210 – Design and Bidding (30% Plans)

- Perform field survey of Diggers utility locates,
- Prepare plans and cross sections of approximately 3,000 linear feet of full pavement reconstruction. This work will include design of accessible sidewalk ramps at immediately adjacent intersections,
- Prepare plan and profile set of drawings along the centerline alignment for storm water improvements,
- Prepare plan set of drawings for erosion control, construction sequencing and construction details,
- Prepare plan set of drawings for landscaping and other streetscaping components,
- Prepare plan set of drawings for pavement markings,
- Coordinate with Wisconsin Department of Transportation for preliminary approvals,
- Coordinate with Waukesha County for preliminary approvals,
- Facilitate 30% design meeting with Village staff.

Work Available as additional services:

The following services are not included in this effort because we have assumed they are not necessary or the scope of such services has not yet been defined:

- Easements, title searches or other property acquisition services,
- SEWRPC coordination,
- ACOE and DNR permitting,
- Wetland delineations,
- Archaeological survey,
- Environmental assessments or investigations,
- Funding requirements,
- Floodplain analysis and approvals,
- Storm Water Management Plans,
- Permit applications not listed,
- Public Information Meetings,
- All construction and bidding phase services via a separate Task Order.

TASK ORDER

3. Owner's Responsibilities

The Village will Coordinate with Ruekert Mielke staff to review draft plans.

4. Times for Rendering Services

<u>Phase</u>	<u>Completion Date</u>
210	August 31, 2023

5. Payments to Engineer

A. Owner shall pay Engineer for services rendered as follows:

<u>Category of Services</u>	<u>Compensation Method</u>	<u>Estimate of Compensation for Services</u>
210 Design	Hourly Rates	\$58,495.00

B. The terms of payment are set forth in the Standard Terms and Conditions.

6. Consultants

N/A

7. Other Modifications to Standard Terms and Conditions

N/A

8. Attachments

Level of Effort breakdown for Survey and 30% Design.

9. Documents Incorporated by Reference

Ruekert & Mielke, Inc. / Village of Mukwonago Master Agreement

TASK ORDER

Terms and Conditions: Execution of this Task Order by Owner and Engineer shall make it subject to terms and conditions, (as modified above) set forth in the Master Engineering Agreement between Owner and Engineer, dated December 21, 2022, which are incorporated by this reference. Engineer is authorized to begin performance upon its receipt of a copy of this Task Order signed by Owner.

The Effective Date of this Task Order is _____, _____.

OWNER:

Village of Mukwonago

Signature: _____

Name: _____

Title: _____

Date: _____

ENGINEER:

Ruekert & Mielke, Inc.

Signature:  _____

Name: Steven C. Wurster, P.E.

Title: Senior Vice President/COO

Date: April 11, 2023

DESIGNATED REPRESENTATIVE FOR TASK ORDER

Name: _____

Title: _____

Address: _____

Email: _____

Phone: _____

Fax: _____

Name: Michael E. Michalski

Title: Project Engineer

Address: W233 N2080 Ridgeview Parkway
Waukesha, WI 53188-1020

Email: mmichalski@ruekert-mielke.com

Phone: 252-953-3004

Fax: 262-542-5631

Rochester Street Road Reconstruction & Streetscaping
Design Estimate - 30% Plans

	Jerad Wegner	Michael Michalski	Dan Schwartz	Drafting	Ecologist / Biologist	Survey	Survey	Other Expenses	
Initials	JJW	MEM	DJS						
Employee Class	E7	E4	E4	ET-3	EB2	RLS	Crew		Task Total
Hourly Rates	\$ 200	\$ 165	\$ 175	\$ 140	\$ 159	\$ 160	\$ 251		Dollars
Field Survey									
Perform Site Survey and Measure Downs							16	\$2,400	\$ 6,416
Create project in Cad, Format Drawing, Call Diggers, Prep Data for Field Crew, Instructions						24			\$ 3,840
Process Downloads, Analyze Data, Build Surface and Cadastral			8	28		8	12		\$ 9,612
Design									
Project Coordination	3	12		3					\$ 3,000
Design and Drafting of Road Reconstruction and Intersection Details		64		40					\$ 16,160
Design and Drafting of Pavement Markings		9		4					\$ 2,045
Design and Drafting of Storm Sewer		16		12					\$ 4,320
Staging, Traffic Control and Detour Plan									\$ -
Design and Drafting of Landscaping		2		9	28				\$ 6,042
Coordinate with We Energies for Street Lighting									\$ -
Coordinate with Wisconsin Department of Transportation		12		12					\$ 3,660
Construction Sequencing, Erosion Control Plan, Notes and Details		4		9					\$ 1,920
Utility Coordination									\$ -
30% Design Review									
Internal Quality Control Review	1	1		2					\$ 645
Village of Mukwonago Review	1	3		1					\$ 835
Approvals - Regulatory Agencies									
Wisconsin Department of Transportation Work in Right-of-way Permits									\$ -
Survey, Design and Bidding Phase Subtotal (Hours) =	5	123	8	120	28	32	28		
Survey, Design and Bidding Phase Subtotal (Dollars) =	\$ 1,000	\$ 20,295	\$ 1,400	\$ 16,800	\$ 4,452	\$ 5,120	\$ 7,028	\$ 2,400	\$ 58,495



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 - *Wisconsin Economic Development Corporation & Village Resident*

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

Eliza Pautz - *Downtown District Resident & Library Board*

David Stockwell - *Downtown Business Owner & Village Resident*

Gail Yerke -

Sue Graczyk -

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">• Foth Streetscape Master Plan completed in 2020• Ruekert & Mielke, Inc. prepared Hwy. 83 30% design plans for WisDOT. DDC recommended 30% plans to the Board and approved on 2/23/2023• Flashing crosswalk signals installed at multiple locations on Rochester St.• Temporary bump outs on Rochester St. tested in 2022 and 2023• Downtown placemaking banners installed 2022• Flower planters installed at six locations in 2022• LED holiday lights replaced old holiday lights in 2022• Indianhead Park

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">• 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.• Committee engaged in dialogue with WisDOT to discuss rerouting Hwy. 83 options and alternatives

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">• Phantom Junction Stage in Indianhead Park constructed in 2022. Collaboration with local service organizations to develop entertainment programming began in 2023• Ongoing support of Chamber and community events held in Downtown including: Fall Fest, Midnight Magic Parade, Business Trick or Treat• Comprehensive Outdoor Recreation Plan (CORP) created and approved February 2023. Focus on trails to connect Indianhead Park to downtown



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

Status	Not Done
Narrative	<ul style="list-style-type: none"> • DDC members held a walk-through tour of Downtown to review and discuss preferred design elements in March 2023 • 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

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"> • Redevelopment Resources Market Strategies report October 2020 • 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 #)

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"> • 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"> ○ Investigating the development of Downtown Business Owners' Associations is part of the resources offered by the Connect Communities Program.

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"> • Sponsorship program for planters was developed and has raised enough to purchase two more sets of planters in 2023 (ongoing) • Master Gardener volunteers are working with DDC's Trustee Reeves for the care and maintenance of the planters in 2023 (ongoing) • Foth Design Plan 2020 includes rendering for downtown entryway signs • DDC recommended to the Board to include bump outs with Hwy. 83 30% Design Plans in March 2023

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"> • 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

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"> • DDC member Eliza Pautz is also a member of the Library Board • DDC member Trustee Reeves participates in the Red Brick Museum meetings

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"> • 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 • Attending Connect Community trainings to learn more about financial tools • Village Administrator and President conducting employer



	<p>retention visits - ongoing</p> <ul style="list-style-type: none"> Letters of Support written for WEDC Main Street Bounceback Grants 2022
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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"> KMG signage design plan created and adopted in March 2022 2022 Board approval to implement signage plan over four years 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

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"> 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"> Investigating the development of BIDs is part of the resources offered by the Connect Communities Program.

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.