

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, February 22, 2024

Time: **5:30 pm**

Place: **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 December 7, 2023 meeting.
[12-7 Meeting Minutes.pdf](#)

5. New Business

- 5.1 Informational Only - Connect Community Events attended by Committee and Staff in January.
- Maximizing Murals (Tina Chitwood and Erin Scharf Attended)
- Main Street Orientation (Scott Reeves Attended)
[Murals 101 Slides.pdf](#)
[Murals Toolkit.pdf](#)
- 5.2 Informational Only - Strategic Plan Status Report Updates discussed at our December meeting - went to Village Board on December 20, 2023.
[Old - Mukwonago Downtown Strategic Plan - STATUS REPORT - 04272023.pdf](#)
[New - Mukwonago Downtown Strategic Plan - STATUS REPORT - 12072023.pdf](#)
- 5.3 Information Only - Draft Village Center/Multi-Purpose Perimeter Design Guidelines - waiting for Zoning Code and Sign Code Rewrite to be completed.
[Draft-Design Guidelines Village Center Multi-Purpose Perimeter.pdf](#)
- 5.4 Informational Only - Updated [Village Center Parking Map](#)

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.

Downtown Development Meeting – December 7, 2023 – 6:30pm – Village Board Room

1. 6:03PM call to order

2. Dave Stockwell and Ray Goodden Excused. Eliza Pautz

not present during roll call. 3 Roger Walsh spoke

- There was a sewer collapse and he wanted to point out that the village does not have the political will to confront the DOT about the infrastructure issues that the village has.

- Public parking/private parking concerns

4.1 Approval of October 26, 2023 Minutes -Tina Chitwood motion to approve, Eliza Pautz 2nd. Passed unanimously.

New Business

5.1 Erin Scharf provided update

Jason Wamser asked general questions about R&M's input on 30% Plan

- Wanting clarity and background information
- Asked if there was any feedback that the board was seeking from the DDC.

Tina Chitwood questions

- Asked Erin Scharf about "community sensitive design funds"
- Crosswalk - stamped concrete: Would like to see crosswalk plan overlay on map
- Main street modifications on the map being funded by DOT? - unknown answer
- Plants not recognized on map by Walgreens corner.

Eliza Pautz brought up new fixtures, burying lines, price point discussion and starting those discussions sooner rather than later.

Detailed discussion on pdf regarding clarity on parking, stamped concrete, painted distinguished streetscape and trees/green space.

5.2 Erin Scharf reviewed interactive parking map

Ask for DDC: take a look and provide feedback

Talk to Walgreens about back parking lot usage.

Positive initial feedback was received from the DDC

5.3

- 1.4 Update goal and added bullet point - Erin Scharf ToDo
- 1.4 Scott Reeves asked Roger Walsh on HPC from a previous time
- 2.1 Jason Wamser asked if the bump out year 2 had any feedback
- 2.1 Tina Chitwood suggested to add bullet point about the proactive maintenance that's been done (added to 2.2 instead)
- 2.1 Tina Chitwood suggested to add bullet point about the expanded budget for amenities
- Scott Reeves gave update about the brochures
- 2.1 Eliza Pautz suggested to update 30% plan status in the document
- Update 2.2 with revised language - Erin Scharf ToDo
- 2.4 needs to move to Pending - due to waiting on certain things and list those things
- 2.5 delete CDI grant for Espresso Love Coffee
- 2.5 delete Letters of Support for Main Street Bounceback
- 2.6 update
- 2.7 moved to in progress
- 2.8 move to pending - due to 1.6
- Change branding to village branding

5.4 Reviewed the Design Guideline document with changes from DDC members

- Discussion on lighting, neon lighting, rope lighting
- Jason Wamser brought concerns about reinforcement to the guidelines

5.5 Scott Reeves gave update about benches with Ron Bittner - no currently ongoing discussions

Eliza Pautz brought up talking to Walgreens about bench replacement on their private property 6

- Scott moves to adjourn, Jason Wamser Second. 7:34

OTHER: Roger Walsh has final question about Code Revision zoning - Erin Scharf was able to answer

Murals 101

Effective Mural Program Development



Today's Presenters



- Errin Welty, Senior Director, Downtown Development, WEDC
- Anne Katz, Executive Director, Create Wisconsin
- Amy Krupp, Executive Director, Downtown Fond du Lac Partnership
- Aaron Jenson, City of Waupaca & Marci Reynolds, Waupaca Community Arts Board
- Patrick Reagan, City of Rhineland & Ashley McLaughlin, ArtStart
- Rachel, LaCasse-Ford, CEO, Mount Horeb Chamber

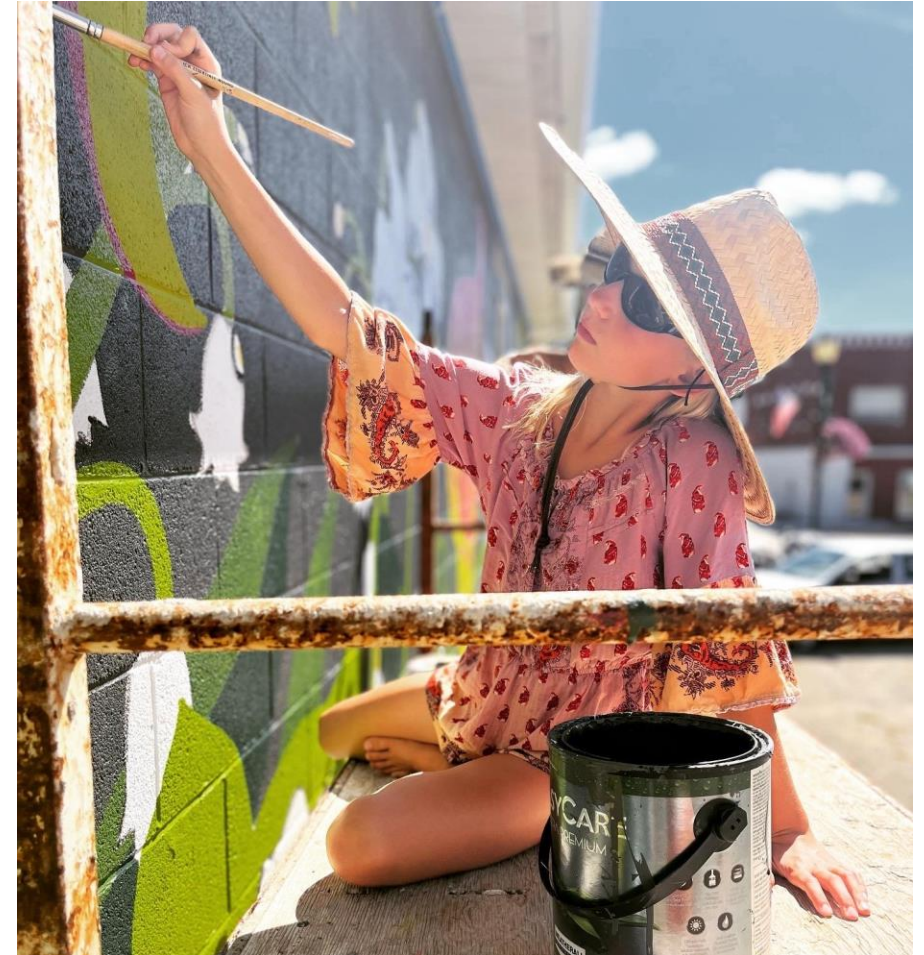
Why Public Art

- Adds color and visual interest to the streetscape
- Emphasizes unique, authentic, creative aspects of the community
- Expresses community values, shares community history and identity
- Creates opportunities and landmarks for wayfinding
- Allows for community engagement and expression
- Showcase local artists & talent



Public Art Program Suggested Steps

- Identify Community Partners
- Review Ordinances, Zoning & Approvals
- Identifying Sites & Materials
- Timeline, Budgeting & Fundraising
- Art Solicitation & Selection
- Contracts, Easements & Insurance
- Installation & Marketing



Viroqua, Mural "Spring Ephemerals" by the Smockettes

Identify Community Partners

- Arts Organizations &/or Arts Commissions
- Local Government
- Local Foundations
- Downtown Organization/Merchant Groups
- Chamber/Tourism



Racine, Mai Tai Boys by Thyla Arden

Review Ordinances, Zoning & Approvals

- May fall under public art or signage ordinances
- Size, content, materials and location may be considered.
- Commercial speech or text may be a consideration
- Approvals may be required from arts commission, plan commission, historic preservation commission or board/council
- Be prepared to provide information on insurance and maintenance



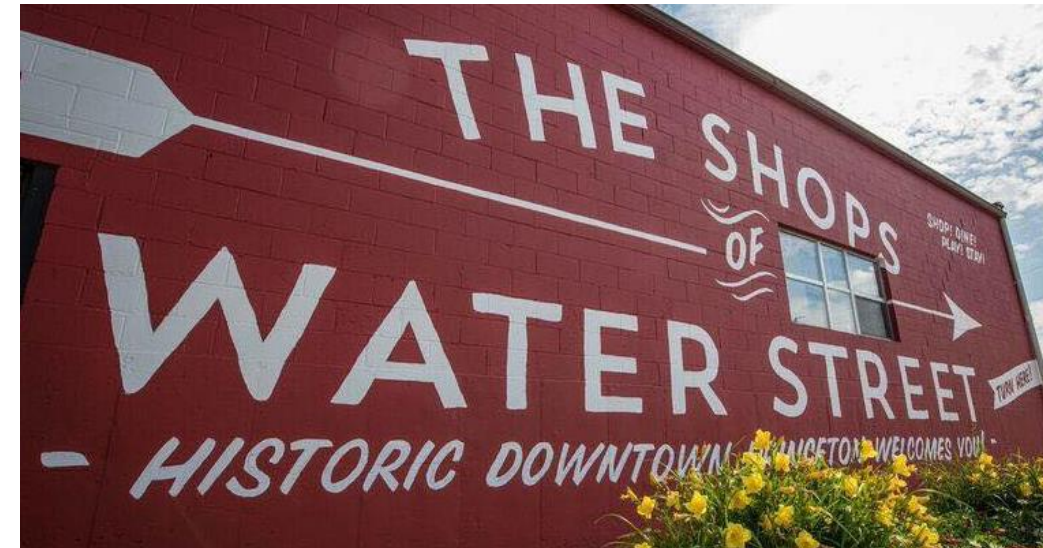
Green Bay, "The Lion Mural", by Beau Thomas

Sites & Materials

- Public vs. Privately commissioned artwork
- Single vs. Multi-site installation
- Material Selection
 - Building material/condition,
 - Building historic status
 - Art ownership/longevity



Ashland, "Maslowski Beach Artesian Well", by Rose



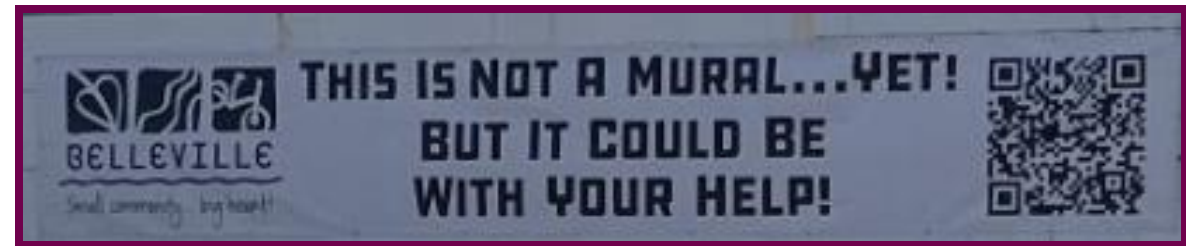
Princeton. The Shops of Water Street

Timeline, Budgeting & Fundraising

- Artist Solicitation, Art Selection, Approvals & Installation (allow 4-6 months)
- Depending on Size, Materials & Artist, Budgets typically \$15,000+
 - Future maintenance or removal allowance may be needed
- Business sponsorship, Event sponsorship,
- Individual sponsor (community painters or community subjects)
- Community fundraising



Ashland, 'Woman's Mural displays different woman of the past who shaped the community'. Sue Martinsen



Art Solicitation & Selection

- Content Goals – Themes, Goals, Content
 - District-wide themes or content
 - Business/Property owner-led themes or content
- Artist Engagement:
 - Invitation-only
 - Open Response RFP/RFQ
 - Direct Selection
- Art Selection
 - Committee artwork selection & site matching
 - Artist selection & work commission



Kenosha, "The Wall Poems of Racine #1". Tawwater Sign Co.

Contracts, Easements & Insurance

- Contracts
 - Ownership & Reproduction of Artwork
 - Payment for design, materials & installation (including changes)
 - Responsibility for securing/paying for permits
 - Installation liability insurance
 - Future maintenance, removal rights & responsibilities
- Easements
 - Installation & Maintenance Access
 - Removal/Relocation
- Insurance
 - Installation Event/Worker's Compensation
 - General Liability/Hazard Insurance



Stevens Point, "Mural of Ruth Bader Ginsburg", by Jessie Fritsch

Installation & Marketing

- Installation Event
 - Multiple installation event
 - Community paint element
- Tours
 - QR Code information
 - Walking, Paper, App-based tours
- Engagement
 - Selfie contest
 - Scavenger hunts
 - Merchandise



Fond du Lac Case Study

Vinyl Graphics

- Both photographs and paintings work well
- Can somewhat fit to size
- Easy to replace if vandalized or damaged
- Will receive more applicants than painted on designs
- Must be at least 55 degrees outside
- Lifespan of 5+ years – except red















Panel Art

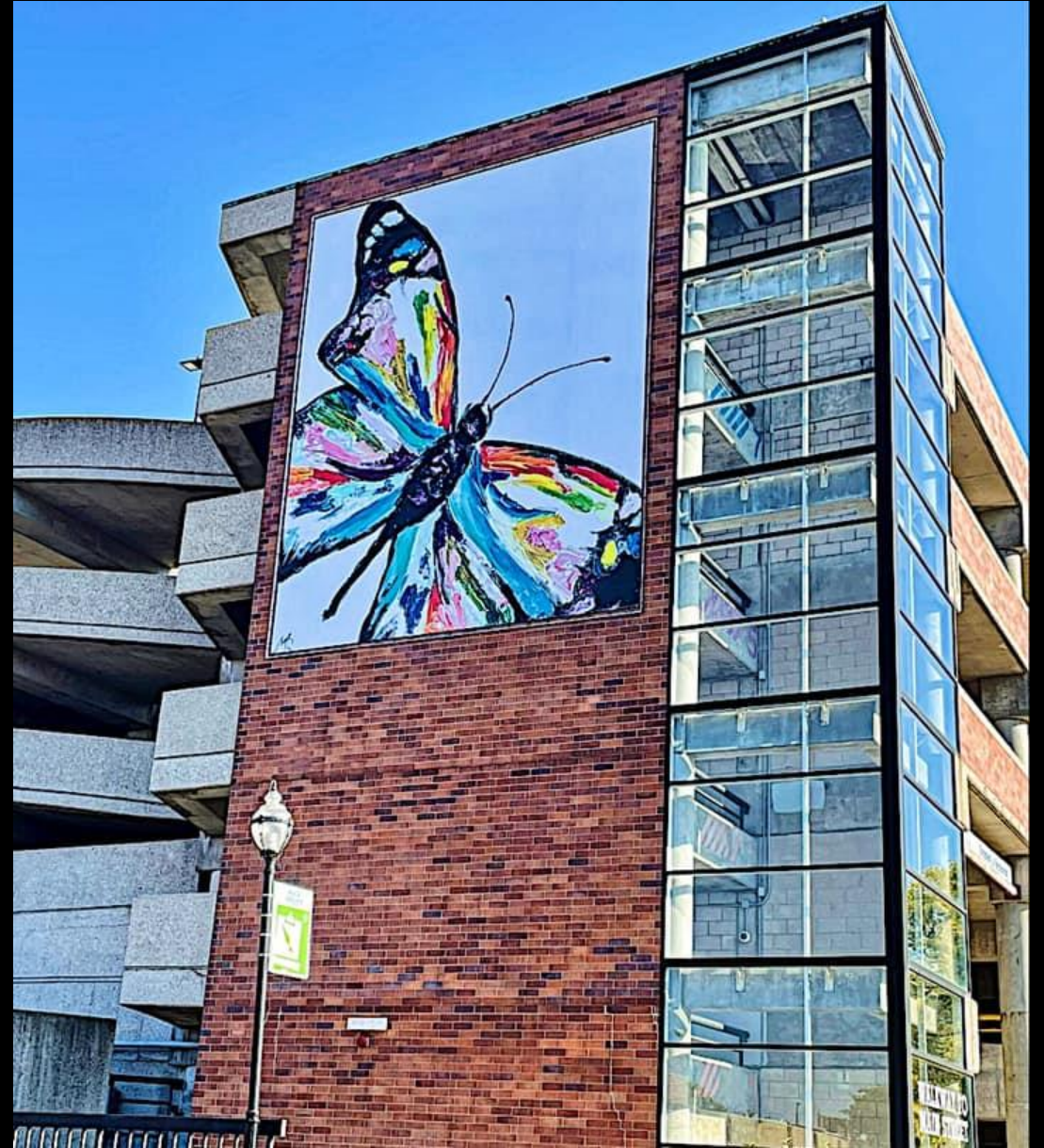
- Panels affixed on to a building
- Great for buildings that are in really rough shape
- ...Or really good shape
- Movable
- Can be scaled to desired size
- Can be installed year round
- Less of a commitment from the property owner















Painted Murals

- Prep the surface with washing, scraping and sealing
- Great for buildings that have unsightly additions
- Budget for future maintenance
- Good for walls that have previously been painted
- More expensive than panel art

















WAUPACA
COMMUNITY
ARTS
BOARD

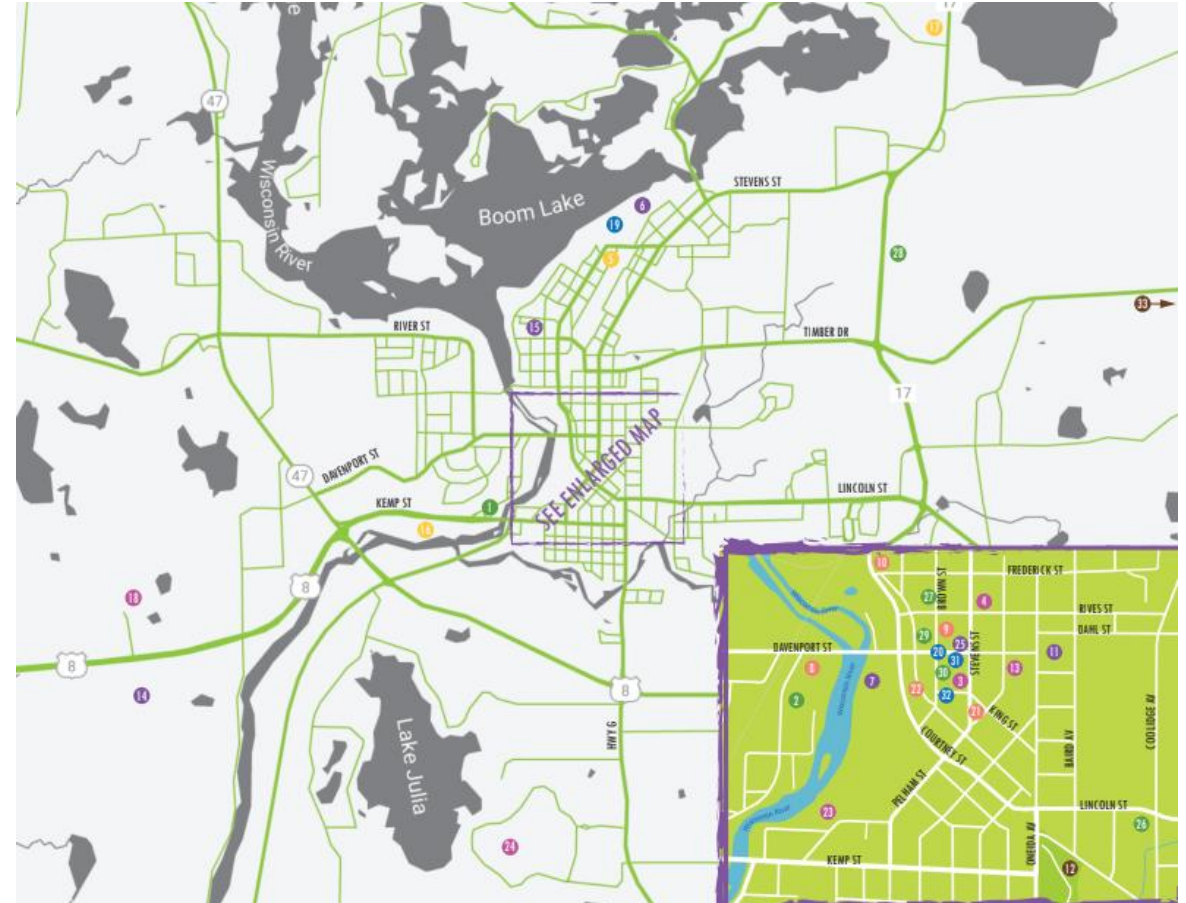
WAUPACA, WI

ARTS ON THE SQUARE

AN ECLECTIC CELEBRATION OF THE ARTS
AUGUST 13-19, 2023

38

Rhineland Case Study





- 1 THE HODAG (RHINELANDER CHAMBER OF COMMERCE)
- 2 HODAG SM (RIPCO CREDIT UNION)
- 3 ARTSTART GALLERIES
ONGOING EXHIBITIONS/A CUBE OF THE NORTH/ARTPARK
- 4 RHINELANDER DISTRICT LIBRARY
GIRL READING / EXHIBITS / HODAG
- 5 MCCORD SCHOOL SIGN (PARKING LOT)
- 6 BAND SHELL / HISTORIC MARKER (HODAG PARK)
- 7 BAND SHELL (BEHIND TRIG'S GROCERY STORE)
- 8 HISTORY OF RHINELANDER MURAL (AIRPRO)
- 9 LANDSCAPE MURAL (BATH AND BODY CREATIONS)
- 10 FLOWER MURAL (DINKY DINER)
- 11 ONEIDA COUNTY COURTHOUSE DOME / HODAG
- 12 HISTORICAL COMPLEX AND MUSEUM
- 13 HISTORICAL SOCIETY
- 14 WATER TOWER
- 15 WATER TOWER
- 16 WELCOME SIGN
- 17 WELCOME SIGN
- 18 BUST OF JOHN HEISMAN (AIRPORT)
- 19 LIGHTS OF THE NORTHWOODS (DECEMBER)
- 20 HOLIDAY LIGHT DISPLAY (DECEMBER)
- 21 CITY HALL
RHINELANDER HISTORY MURAL / HISTORICAL PHOTOS DISPLAY
- 22 VETERAN'S MURAL (BASE OF FLAG)
- 23 MILITARY TANK (VFW POST)
- 24 NICOLET COLLEGE
ONGOING EXHIBITIONS / HODAG SM / MURALS

- 25 FIRST NATIONAL BANK BUILDING
PURCELL, FRANK & ELSLIE
- 26 HODAG POLE (THE HODAG STORE)
- 27 HODAG LG (DIEL INSURANCE)
- 28 HODAG LG (YMCA OF THE NORTHWOODS)
- 29 HODAG SM (RHINELANDER CAFE AND PUB)
- 30 HODAG LG (RHINELANDER BREWING CO)
- 31 CHALK FEST SEASONAL EVENT (SEPTEMBER)
- 32 PROJECT NORTH SEASONAL EVENT
PROJECTNORTH.ORG
- 33 LABYRINTH OF THE LIMBERLOST

- HODAGS
- MURALS
- ARCHITECTURE
- SIGNAGE
- MUSEUM/FACILITY
- SEASONAL
- PARK/LANDSCAPE





RPAC

Rhineland Public Art Commission

Mount Horeb Public Art Program



Questions?

Why Murals?

The presence of murals and public art in a community achieves several purposes. Visual art not only adds a pop of color and dynamism to a district, but also expresses community values, helps with wayfinding, and creates opportunities for engagement.

Public art can take a wide variety of forms, but murals are often seen as the 'crayons of public art', meaning that they are approachable, easy to incorporate in the existing environment, and cost-effective to create.

Community Identity

Many murals showcase the history of a community or reinforce its identity. The process of identifying themes, reviewing artist submissions, and developing interpretive tours of public art can all help to educate and inform residents and visitors about the community's important historic and cultural assets.

Showcasing Regional Talent

Murals create a highly visible platform for showcasing regional talent. Through the addition of art, the community is exposed to various artistic styles and artistic talent from the region.

Improved Wayfinding & Engagement

Murals enhance the public environment and provide a series of landmarks for navigating a district or community. The presence of multiple murals can serve as a tourist draw, encouraging visitors to explore a district, boosting foot traffic and consumer spending.

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Eau Claire, "Color Block Project", by Alexis Fink



Downtown Development Toolkit

MURALS

Community Arts Partners

Great art doesn't require formal organization. However, establishing organized and coordinated public art programs is useful for creating purposeful and lasting installations. Having a structure around art initiatives avoids common challenges that arise from ad-hoc installations, ensures district cohesion and provides structure for ensuring quality installations. Some options for forming such programs include;

Community Partnerships

An active downtown organization or chamber may be well-suited to encourage and coordinate businesses and property owners interested in public art projects. They are often well-positioned to support (or even fund) art projects while ensuring that proposals meet municipal requirements.

Arts Related Organizations

Nonprofit arts organizations support and foster a strong arts community. Such organizations can coordinate arts programming and events in addition to advising on municipal projects. Their involvement helps to engage local artists and ensure high quality durable pieces. The Arts Alliance of Greater Lake Mills, Whitewater Arts Alliance, Chequamegon Bay Arts Council, and CREATE Portage County are all great examples.

Community Foundations

Community foundations can be a good incubator for nonprofits. Foundations also offer legitimacy and a financial platform for your project. Registering and applying for organizational nonprofit status takes time, so support from community foundations can help newly formed organizations gain traction.

Public Art Commissions

Public art commissions are the most formal mechanism for coordinating public art. This model is especially useful if the community intends to install multiple public arts pieces in public spaces over time, or has an interest in shaping arts content to reflect the community's brand. Communities with commissions include Rhinelander, Kenosha, Platteville, Waukesha and Waupaca.

Case Study: Waukesha Public Arts Commission



Waukesha, "Waukesha Strong". Christina Dreyer and Jessica Stahl. Mural memorializing the 2021 Christmas Parade Attack victims.

Waukesha's public art commission is made up of one city staff member, one alderman, and eight at large members. The commission is responsible for planning, coordinating and making formal recommendations on art installations.

The commission helps to ensure that installations include appropriate content, feature durable materials, and meet zoning guidelines. It responds to individual art proposals as well as issues requests for proposals for public space enhancements. Recent pieces were commissioned for the city's 125th anniversary and as a parade victim remembrance mural.

Artwork in the public realm is officially acquired by the city when installed to avoid copyright issues and ensure future maintenance. New artwork also includes a 10% allocation towards a maintenance fund.

Watertown, "Willkommen in Watertown" by Sherry Ertl



Selecting Locations

Murals can either be approved individually based on the interest of sponsoring businesses and property owners or placed intentionally as part of a larger public art plan. Both approaches have advantages and disadvantages.

Individual Installations

Allowing businesses and property owners to take the lead on developing and paying for murals requires less public costs, reduced lead times and can provide greater diversity of art. However, individual installations may not be evenly distributed throughout the districts, may be incompatible with adjacent installations, and may not always display similar quality design or materials.

Even if murals are largely privately initiated, it is still appropriate for the municipality to review and approve the location, content and installation under a public art or signage ordinance.

Coordinated Mural Installations

A publicly-led arts program works with one of the organizations identified previously to identify desirable locations, secure property owner and City permissions, determine the nature of content, ensure quality art and materials and engage the arts community in soliciting and selecting art.

Initial steps for launching a district-wide art plan include:

- Create a list of publicly owned spaces or agreeable private property owners. Identify those spaces that would have the biggest visual impact on the district and are equitably distributed. Buildings in poor condition may need repairs before art can be added, depending on the type of installation.
- Identify a general set of themes or messages that are appropriate for your community (i.e. history, nature, local culture), but resist the urge to micromanage the process. Let the artists be inspired by the community and site(s).
- Incorporate public engagement into the process by allowing nominations for art locations, creating an open RFP process, accommodating public input in the selection of final art, including one installation with paint-by-number segments for community paint days, or by building an event around the installations (such as Wausau's Art All Around) and/or creating a walking tour of public art.

Case Study: Sheboygan

The City of Sheboygan, in partnership with the John Michael Kohler Art Center, invited residents to list the 'least aesthetic' places around the city and then solicited art submissions for installation in these areas. This resulted in murals in unique places including gazebo ceilings and underpasses.



Sheboygan, Mural located under a bridge. Gaia

Avoid Painting Historic Brick

While murals add vitality to a blank wall, paint can also prevent natural brick from shedding moisture, creating structural problems in the future. If historic brick is unpainted, it's best to install murals on mounted panels or vinyl cling rather than painting directly on the building. These methods also eliminate the need for tuck pointing and reduce future maintenance as they can be removed when they begin to fade. It is appropriate to paint on already painted historic brick, cement block or newer brick.



Sheboygan, Mural located at an underpass. Chris Stain

Site and Material Options

While the traditional painted wall mural is what many envision when they think of downtown art, there are options for sites and materials.

Site Details

Before beginning a mural project, take inventory of the site(s) being considered for art installation. Aspects of the site that will inform the type of installation and materials best suited to the space.

- Site materials—wall material, condition, and age
- Site lighting- natural sun exposure, nighttime lighting
- Mural size—will it require lifts to install?
- Mural materials—paint, mosaics, panels, vinyl
- Adjacent surfaces/uses—Is the ground level? Will installation require an easement? Is there a road or parking lot adjacent that creates safety concerns for people viewing or photographing the mural?

Material Selection

Paint applied directly to the wall is the traditional method of mural installation. Painting is fun to watch and relatively inexpensive. While historic murals had a long life, lead paint led to much of that staying power. Today's murals will show their age in 5-10 years depending on exposure to the elements.

Painted murals often require the use of lifts and good weather over a multi-day period for the artist to complete the work. Brickwork must be in good shape and recently tuckpointed, and painting previously unpainted brick runs the risk of creating moisture issues in the building.

Vinyl Wrap Vinyl is a newer installation method for murals. Most sign companies can print onto vinyl. A vinyl mural can be applied directly onto a building. The cost of vinyl is comparable to that of paint, but it is an option on deteriorated brick, and takes less time to install. Using vinyl also opens up artistic options, since small scale paintings or drawings can easily be blown up into larger works, allowing more artists to design murals. Vinyl is designed to be easily removeable in the future, preventing future maintenance issues, and is appropriate for unpainted historic brick structures.

Mounted Panels Mounted panels involve artwork printed or painted on panels and mounted directly onto a building, or on supports in front of a building. Mounted panels allow artists to paint without a lift in a climate controlled space, can be relocated if needed, and are useful when wall materials are uneven or poorly maintained.

Case Study: Three Lakes, Digital Restoration



The mural of 13 historic downtown buildings was painted in 2003. It greatly deteriorated after 20 years to the point where restoration wasn't possible.

The community came together and fundraised for the needed repairs via an online campaign and a spaghetti dinner.

A new digital high resolution photo of the mural was made by Skip Wager (pictured here) and printed on a sign with more protective UV coating. This new print was installed over the deteriorated mural, thus preserving the image for the future.



Downtown Development Toolkit

MURALS

Fundraising for Your Project

Even if a project will be fully funded by a private property owner, it's important to ensure there are adequate funds to pay for art design, purchase rights to the art, make needed building improvements, fund insurance and equipment for the installation itself, and include a future maintenance reserve.

Public art projects rely on a mix of private and public contributions, local grants and crowdfunding. Murals can also incorporate fundraising elements, such as purchasing a relative's 'face' on a mural depicting historic characters, or the ability to paint a section of a paint-by-number mural.

Many communities specifically encourage new developments to include public art elements, or even require they invest 1% of development costs in art (referred to as Percent for Art programs).

For larger community mural projects, or art associated with other larger community initiatives, some larger grant funds may be available, including the following:

[Wisconsin Arts Board Grants](#)

The 'Creative Communities Grants' encourages community arts development.

[WEDC Community Development Investment Grant](#)

This grant funds redevelopment projects and a portion of the funds can be used to create public art associated with the project.

[AARP Community Challenge Grants](#)

The 'Flagship Grants' are for projects creating for vibrant public spaces. Open to non-profits and government entities

[National Endowment for the Arts](#)

This federal agency offers grants and initiatives to increase access to the arts across the United States.

Case Study: Viroqua, "Spring Ephemerals"



Viroqua, "Spring Ephemerals", An image of the Smockettes in front of the mural they painted

In 2023 the Smockettes (Stella Greendeer, Anna Kimm, and Natalie Hinahara) wanted to help create a mural in downtown Viroqua. Their group had a name but no organization, so they partnered with their the Viroqua Area Foundation, to make resident's donations tax deductible.

In the process of fundraising the Smockettes aimed to set aside money to start a public arts fund for future projects.



Viroqua, "Spring Ephemerals", by the Smockettes

Belleville, This sign builds excitement about the project while also fundraising for the coming mural.



Requesting and Reviewing Proposals

Artist Selection Process

The process used to solicit and select an artist and/or artwork sets the stage for project success. There are several strategies for soliciting and selecting art, including:

- **Open Response** —Allowing anyone to apply for a project is a great way to promote community involvement and encourage greater diversity of talent. However, more entries require a lengthier review process, and without clear parameters for selecting the finalist, more qualified artists may elect not to participate.
- **Invitation**— Identify and invite qualified artists to submit proposals or designs. Limited applicants mean faster selection, focusing on achieving a specific style or caliber of art.
- **Direct Selection**—Commissioning a particular artist with a style that matches the project goals to develop a piece for the specific site will ensure a desired style or concept is executed, and allows for the possibility of multiple design choices or iterations to select from.

Regardless of the selection process used, consider offering a stipend to cover materials, either to all invited artists, or to a short list of artists asked to further develop their proposed concepts. This demonstrates to artists that you value their time and expertise.



Ashland, 'Woman's Mural displays different woman of the past who shaped the community'. Sue Martinsen

Case Study: Ashland, Mural Sponsorship

Ashland Wisconsin has numerous historic murals in downtown. To fund these projects, some of the faces on these murals are available to sponsor. This investment is a way for supporters of the art to honor friends, family, or deceased family members. This creates fundraising opportunities and connects community members to the project.



From Left to Right, Florence Dufek Larson, Priscilla Percy Muse, and Delores Larson Vranes. Sue Martinsen

The Waitresses Mural

This mural of Florence Defek Larson was commissioned by the building owner, whom Florence raised. After Florence passed away a photo of Florence with two other women working as waitresses was discovered and inspired the final mural design.

Additional Resources

[How to Budget for your Project](#)
[Waupaca Mural Budget Example](#)

Elements of a Request for Proposals

A request for proposals (RFP) usually has two parts. The first is information requested of the artists.

Artist Qualifications

Images, descriptions and budgets of past relevant work. This can also be demonstrated through resumes and references.

Designs

Requests either partial or full concepts developed for the project site. Requires an outlay of time on the part of the artist, so may also include a stipend.

Willing to Collaborate with the Committee

The selected artist(s) will work with the committee/property owner to develop a concept for the site

The second part provides relevant information to artists.

Site Description

The request should include information on the site(s); location, dimensions, installation type and timeline.

Budget & Requirements

Provide detailed project budget and logistics, including allowance for artist's fee, travel, installation costs, timeline, insurance requirements, and provision of scaffolding, lighting, signage, or any other necessary items.

Selection Process

Be clear about how the artist will be selected for the sites. Include information about the review criteria, what individuals comprise the committee, and the timeline for review and selection.



Ashland, "Maslowski Beach Artesian Well". By Rose Spieler and Mae Stoutenburg

The Application

Requirements

A clear list of requirements helps standardize the application review process. Consider requesting the following

- Letter of Interest
- Professional Resume
- 3 Professional References
- Digital images of previous artwork
- Description of previous project experience
- Project Proposal (If Applicable)

Specify deadline for application, announcement of winners, and project timeline

Submission—at least 8 weeks
Assemble a diverse commission to vote on art. Have an odd number of people to prevent ties.



Green Bay, "The Lion Mural", by Beau Thomas

Additional Resources

[De Pere—Call For Artists Example Beyond Paint](#)

Beyond Paint

Murals can also be created with ceramic, glass, wood, and other materials. When creating the RFP consider being open to other materials if appropriate. Maslowski Beach Artesian Well in Ashland, is composed of glass pieces.

Artist Contracts

Artists Contract Elements

Once an artist is selected, it is essential that a contract be signed that outlines the project requirements and expectations, as well as issues related to future rights and use of likeness.

Artists, by law, have life-long rights to their work. The Visual Artist Rights Act (VARA) of 1990 is a federal law that protects the rights of the artist in relationship to their physical art. If these rights are not upheld, VARA gives artists the legal right to sue and/or collect financial damages if the art is destroyed. These rights include:

- Right to claim authorship and use the likeness in other work.
- Right to prevent distortion, mutilation, or modification that would prejudice the author's honor or reputation
- Right to prevent use of one's name on any work that has been distorted, mutilated, or modified in a way that would be prejudicial to the author's honor or reputation

These rights continue for the life of the artist. Communities wishing to use imagery of public art installations in marketing materials, sell merchandise featuring the art, or make future changes to public art need to formally enter into a copyright agreement with the artist to outline these rights. Municipalities may also choose to formally accession the art, making it part of the public realm.

Contract elements should include

- Title of Ownership: In most cases, ownership of the physical artwork should pass from the artist to the client upon completion
- Maintenance of the Work: Often, client will notify the artist in need of maintenance or restoration. Artist may retain or release the right to perform this work.
- Reproductions of the Work: Typically, the client agrees to identify the artist as the creator of the artwork. Client will be allowed the use of likeness and reproduction of the art, while the artist will retain all copyrights of the artwork.
- Obligations of the Artist and Client (typical terms):
 - Artist shall purchase materials necessary for the creation of the artwork and be reimbursed for cost by client
 - Client shall secure any building permits necessary for the lawful creation and execution of the work
 - Specify rates for required change orders by client.



Stevens Point, "Mural of Ruth Bader Ginsburg", by Jessie Fritsch

Additional Resources

[Artist Contract](#)

Artists Rights Without a Contract

Without a well defined contract you may not be able to fully utilize all aspects of your mural. For example unless a contract discusses who can create reproductions of the work the innate right goes to the artist. Therefore if not signed away in a contract a community may not be able to sell copies or prints of a mural or use images of the mural marketing material. Asking for these rights is best done when negotiating an RFP at the beginning of a project.

Property Owner Contracts

Before committing to the installation of public art on private property, it is important to have some basic agreements in place to avoid future conflicts.

Easements

An easement creates legal access for the artist/community to install and maintain public art placed on private property. It also spells out who is responsible for the maintenance of the artwork and outlines the steps that will be taken for removal of the mural should it deteriorate or relocation in the event of demolition. This document is important for limiting liability and to protect the public investment.

Maintenance Agreements

Murals, as with any outdoor installation, suffer from exposure to the elements and may experience vandalism. Outlining who is responsible for funding and carrying out maintenance in the future is important. The artist should provide a maintenance plan that outlines what is needed for the mural's upkeep over time. The original budget should include a maintenance fund for necessary scheduled maintenance.

These agreements work together with the copyright agreements to outline how the work will be maintained and how/when it will be removed.

Stevens Point, This mural by Hmong American Xee Reiter quotes Kao Kalia Yang a Hmong-American writer.



Case Study: A Mural Destroyed

In the past, publicly funded murals have been painted over when new property owners dislike the style or content of a mural on their property.

This often leads to community outrage, but without legal agreements in place there is little recourse. Similar debates often occur when a mural is damaged and needs to be repaired or removed. If agreements are not in place with the original artist and/or property owner, it may be difficult or impossible to address the issue effectively.



Plymouth, "Interurban Car 26", by Dale Knaak

Property Owner Contract Elements

Consider the following elements when developing a contract:

- 1.) Maintenance clause.** Create a plan for notifying and commissioning artists if the mural needs repair. If the original artist is unavailable, should the mural be removed, or can another artist be commissioned to make the repairs? Who is responsible for funding maintenance?
- 2.) Notice of demolition or development.** If the property in question is to be demolished, or another development to cover the mural, can the mural be relocated? Who is responsible for this task?
- 3.) Deaccessioning and removal.** If the mural needs to be removed due to damage or disrepair, or if the wall needs to undergo tuckpointing that will damage the mural, this clause outlines the process for deaccessioning and removal of the mural.

Downtown Development Toolkit

MURALS

The Fine Print: Insurance

Adequate insurance is important for any public art program or project including murals. This is especially important during the installation phase, which may require the use of lifts or other equipment. Some property owners or communities may want to ensure artwork throughout its life. This is most commonly done with sculptures or artwork on loan, but may also apply to murals if repair would be costly.

Installation—Insurance is especially needed during the installation process. Insurance should cover the artist, the property where art is being installed, the coordinating entity, and potentially adjacent properties if installation activities cross property lines. Murals involving community paint activities can involve additional insurance to cover all participants.

Physical Artwork—Some companies will offer policies to insure murals or other works of art in case they are damaged by people, weather, or time.

Property—Some murals encourage public interaction (selfies, walking tours) which draw additional foot traffic to private properties, or to areas where pedestrians are not typically present (i.e. alleys). While most commercial insurance has public liability coverage for the place of business, property owners should verify that these areas are covered under their policy.



Eau Claire, "Sanctuary", by Sylvia Annelise Hecht

Additional Resources

- [Art Acquisition Form](#)
- [Mural Installation and Maintenance Form](#)
- [Artist Release Form](#)
- [Phantom Galleries](#)
- [Deaccessioning Policy](#)

Milwaukee, A mural dedicated to medical workers on the front lines of Covid-19. Mauricio Ramírez



Downtown Development Toolkit

MURALS

Public Art Ordinances

Establishing a formal public art or mural ordinance ensures that the rules related to murals are clear and consistently applied throughout the community. Whether added as part of a sign ordinance or as a standalone section, public arts ordinances should spell out:

- **Content:** What content is allowed or disallowed on murals? Text, logos, symbols and business names are all common elements covered in ordinances to clearly differentiate between public art and business signage.
- **Location:** Where are murals allowed, and under what circumstances? Common clauses allow murals on sides or rear of properties but not on front facades, disallow painting on unpainted brick, and prevent interactive murals in locations where pedestrian activity creates a safety concern. This clause might also address temporary chalk or vinyl art on sidewalks adjacent to businesses.
- **Application & Review:** What is the process and requirements for requesting a public art installation? Common application requirements include location, size, content, proof of insurance, etc. It should also be clear what entities have a role in reviewing submissions, potentially including the Public Art Commission, Historic Preservation Commission, Plan Commission, etc.
- **Ownership & Maintenance:** Who owns and is responsible for murals on public and private properties? Relevant considerations include reproduction rights, future maintenance and ownership of the art. Some communities may require that art in public rights of way be formally donated to the City, while others require private owners to have a maintenance plan in place, or stipulate the circumstances when art must be removed and by whom.

It is important that the community have a conversation about appropriate regulations that are legally enforceable yet promote creativity and enhance community character.



Kenosha, "The Wall Poems of Racine #1". Tawwater Sign Co.



Racine, Mai Tai Boys by Thyla Arden

Case Study: Eau Claire and Princeton

Eau Claire drafted a standalone mural ordinance in response to multiple private sector requests for murals. The ordinance allows three-year public arts permits. It disallows the use of words or text, to ensure that murals and signage are not in conflict and optical illusions that may cause a safety concern. It also clarifies that future repairs or removal are at the owners expense.

In contrast, the City of Princeton encourages the use of murals as wayfinding and signage, considering these to be an enhancement of charm of the community. Management is done through the existing sign code.



Princeton. The Shops of Water Street.

Additional Resources

- [Waupaca Mural Ordinance](#)
- [Eau Claire Ordinances](#)
- [City of Raleigh Public Arts Policy](#)
- [Public Arts Portal](#)

Downtown Development Toolkit

MURALS

Marketing & Engagement Tools

Murals can be a tool for community engagement. Not only can the installation itself be a draw, creating an opportunity to watch artists in action (or for community members to actively participate), but murals are a natural fit for self-guided tours. Such tours might include QR codes to access interviews with the artist, information about the subject matter, and encourage users to pose and post selfies of themselves with the murals.

Mural Installation as an event

- Host an event to coincide with the creation/installation that engages the community in making art, such as Wausau's Art All Around event.
- When a project is completed, consider hosting an official reveal party. Talks with the artist or the sale of coordinating merchandise are also options.

Ongoing activation

- Use murals as the basis for a scavenger hunt, walking tour or selfie contest.

Education

- Offer tours of the community's murals/public art collection—self guided, led by artists, or by trained volunteers.
- Offer tours to schools, colleges, after school programs,

Beyond Murals

While murals might be the 'crayons' of public art, there are so many other options available to communities interested in exploring the world of public art. Common installations include sculpture, sidewalk poetry and installations in empty storefronts, but nearly any public element can be enhanced with art.

Not all public art is visual or permanent. As you build your public art collection and programming, consider participating in Make Music Day, installing interactive art that makes music or moves with the wind, or even hosting an interactive art event such as Green Bay's igNight Market, which features a temporary sculpture that is set on fire, or the Midwest Fire Fest in Cambridge, which features a "community pour" to create a giant sculpture.

Engaging your local arts community and encouraging creativity will identify unique art opportunities that reflect your community's unique heritage, culture, and identity.

Additional Resources

[Public Art and Placemaking](#)



Delavan, Informational plaques and multi-media links to interviews with the author or maps to additional installations allow visitors to engage with art and also provide activities during off-peak hours when businesses are closed.



Platteville, "President-elect Grant taking a lesson in mineralogy at the lead mines near Galena, IL", Tud Bowden, school group presentation.

Checklist

Setting the Stage for Murals

- ☐ Identify partners, timeline and budget
- ☐ Identify or create necessary ordinances and permitting for murals.
- ☐ Decide who will retain ownership,
- ☐ Identify a plan for future maintenance.
- ☐ Create an engagement plan to include the public with promotion, selection, participation or other engagement.

Selecting a Site(s)

- ☐ Identify priority locations, publicly-owned facilities and/or willing property owners. Consider soliciting community feedback to identify non-traditional locations.
- ☐ Inventory sites to identify constraints and set priorities based on goals and budget.
- ☐ Secure property owner agreements for selected sites,
- ☐ Clarify process for soliciting and selecting art.
- ☐ Obtain necessary insurance.

Recruiting Artists & Selecting Art

- ☐ Create a plan for selecting an artist and approving artwork. Draft a call for art that includes desired content, budget and selection process.
- ☐ Send out request for proposals/ qualifications.
- ☐ Engage review committee and/or property owners in selecting art or artists for site(s).
- ☐ Contract with selected artists for mural design and creation.

Installation & Activation

- ☐ Schedule installation, coordinate public art event or unveiling celebration.
- ☐ Celebrate and promote the completion/ installation of the mural.
- ☐ Create marketing and education materials to allow visitors to engage with the mural.

Additional Resources



Wisconsin Arts Board

The Wisconsin Arts Board promotes the arts in all forms through education, training and their grant programs which support arts programming and development.



Create Wisconsin

Wisconsin's community cultural development organization, championing public policy, advocacy, and best practices, and activating networks, partnerships and collaborations to grow Wisconsin creatively.

Artists Featured and Their Websites

Thyla Arden—[Website](#)
 Mauricio Ramirez - [Website](#)
 Xee Reiter—[Website](#)
 Kao Kia Yang (writer) - [Website](#)
 Beau Thomas—[Website](#)
 Sylvia Annelise Hecht—[Website](#)
 Natalie Hinahara (the Smockettes) - [Website](#)
 Stella Greendeer (the Smockettes)
 Anna Kim (the Smockettes) - [Website](#)
 Jessie Fritsch—[Website](#)
 Dale Knaak—[Website](#)
 Tawwater Sign Co.—[Website](#)

Nick Ramsey
 Skip Wagner
 Sue Martinsen
 Sherry Ertl
 Christina Dreyer
 Jessica Stahl
 Alexis Fink
 Tud Bowden—[Website](#)
 Annelise Hecht- [Website](#)
 Chris Stain—[Website](#)
 Gaia— [Website](#)



Digitally
Access
**Additional
Resources**



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"> 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. Board OK'd DDC to move forward with development of design standards in March 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	In Process
Narrative	<ul style="list-style-type: none"> 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



- 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 • 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. Board OK'd DDC to move forward with development of design standards 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 retention visits - ongoing Letters of Support written for WEDC Main Street Bounceback Grants 2022

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.

Status Report

of the

Downtown Mukwonago Strategic Plan



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

James Pauer – Village Resident

Erin Scharf – Staff Liaison, Village Planner/Zoning Administrator

Prepared by: Downtown Development Committee

December 7, 2023

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. Board OK'd DDC to move forward with development of design standards in March 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	On Going
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	In Process
Narrative	<ul style="list-style-type: none">• 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• Develop a relationship with the HPC to help establish guidelines once DDC's are completed.• Scott Reeves serves on the Commission

- 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 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 expanded to include the potential purchase of benches, planters, trash receptacles, etc. (ongoing) • Continue partnership with Master Gardener volunteers for the future care and maintenance of the planters (ongoing) • 30% Streetscape plan rendering received from R&M – Feedback from staff received (includes permanent traffic calming measures)

- 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"> • Guideline draft to be presented to the PC and VB in early 2024 • Continued code enforcement related to property maintenance being performed by CED staff. Property owners/business have responded positively.

- 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	Pending
Narrative	<ul style="list-style-type: none"> • Zoning and Sign Code Updates slated for early 2024

	<ul style="list-style-type: none"> • Guidelines to be approved afterwards. • Wait until the above are codified in order to come forward with a Marketing strategy. • Explore branding aligned with Village logo • Explore banners related to branding
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- 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"> • Attending Connect Community trainings to learn more about financial tools. • Village Administrator and President conducting employer retention visits - ongoing

- 2-6 | Invest in wayfinding signage around 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 • Will need to go out for RFP (fabrication and installation) for the Wayfinding signage prior to 2026 installation slated in the CIP

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

Status	In Process
Narrative	<ul style="list-style-type: none"> • Map established and available on the CED website. • Narrow down street vs. public vs. private • Add a key for the map

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

Status	Pending
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. • Wait until guidelines establish.

Summary and Next Steps

The Downtown Development Committee will continue to update the status report and use this as a tool to continue to establish work items which need to be addressed by the committee.

We anticipate draft guidelines to be ready for presentation by Spring of 2024. This will be dependent on the Zoning and Sign Code ordinances being adopted.

The Zoning Administrator is also diving into the Historical Data for the Village and working to establish a timeline and inventory for any local designations as this data is not accurate at this time.

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 number 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, streetlights, 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 area 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 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 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 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 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 the 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 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, streetlights, 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 Center 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 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 (i.e.: 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 downtown.

Public parking spots exist 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 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 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.**



Village Center DESIGN GUIDELINES





I. Getting Started

Overview 01

II. Process

Review and Approval..... 02

III. Design Guidelines

Guidelines.....03

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Upper Story Windows06

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Color Palette 14

Appendix

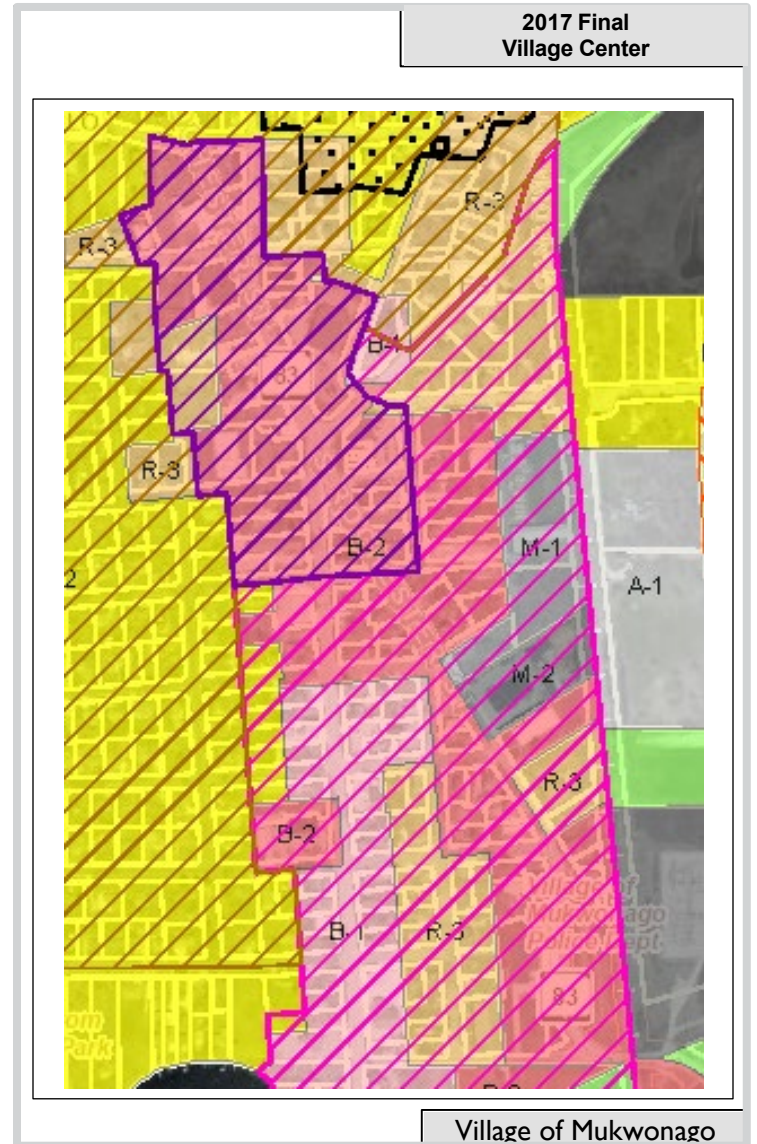
Application checklist.....Appendix A

Prepared by: Village Planning Staff and the Downtown Development Committee



Overview


- Village Center Design Guidelines is an important guide for design of new construction, additions, and modifications to buildings in the Village Center of Mukwonago. Property owners and design professionals should refer to this document in planning and designing rehabilitations and new improvements, as it will be utilized in the review of such proposals. These guidelines are the controlling design reference for the Village Center and its Multi-Purpose Perimeter. See exhibit 1.1 for areas of concentration.
- The main goal of this document is to encourage and help owners with their façade improvements to make sure they contribute to the overall streetscape aesthetic of the Village Center and aim to improve individual building image and functionality for business/building owners.
- Resources available through the Village Website, which include grants (non-Village) and limited technical assistance from Downtown Development Committee (DDC).
- Experience shows, time and again, that appearance is important to a healthy downtown business environment. Working together to create and sustain an attractive downtown image will benefit the community as a whole.




Area of concentration (Exhibit I.1)

KEY

Overlay

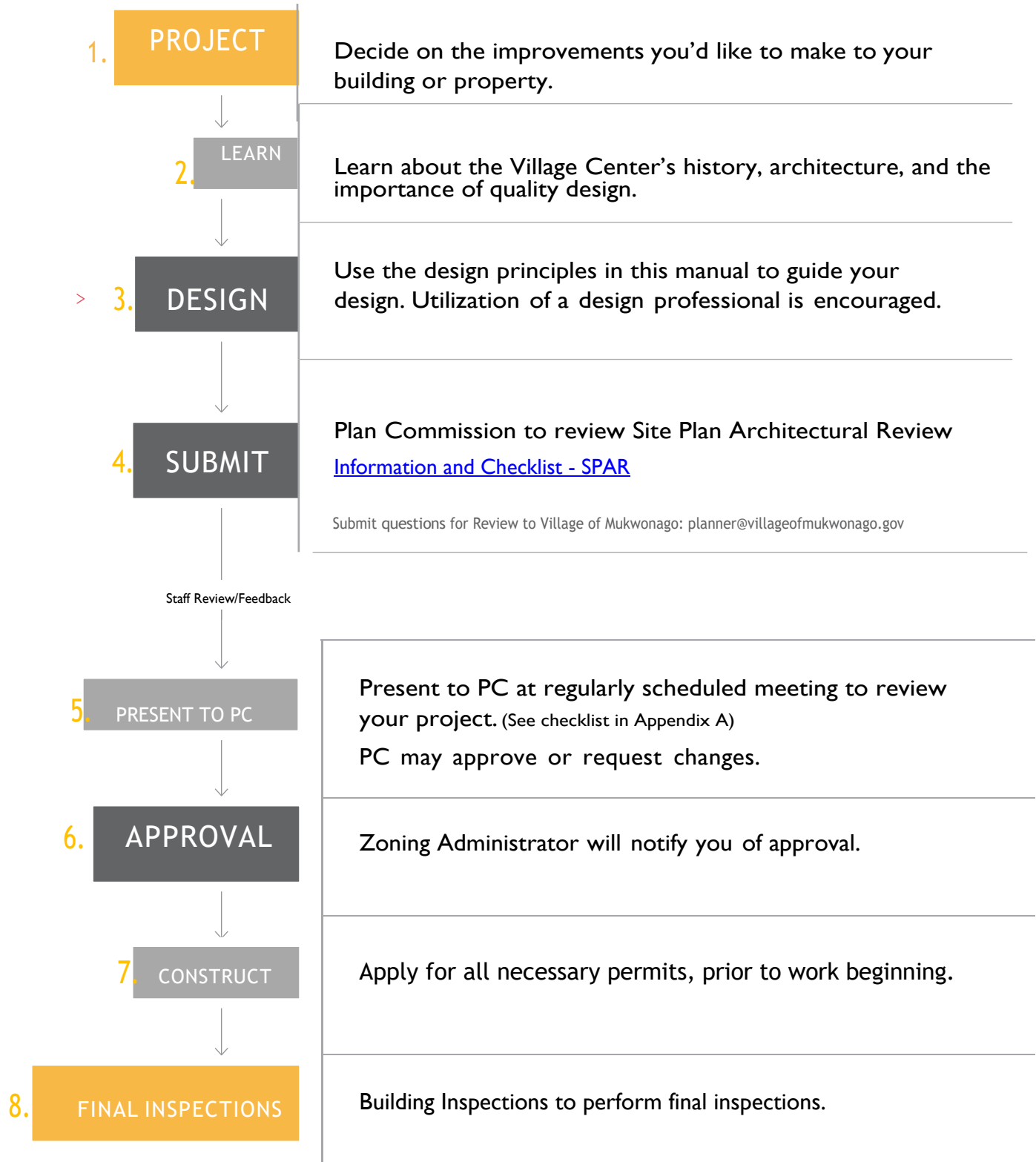
 VC - Historical District Overlay

 VC - Retail Center Overlay

 VC - Residential Perimeter

Overlay

 VC - Multi-Purpose Perimeter



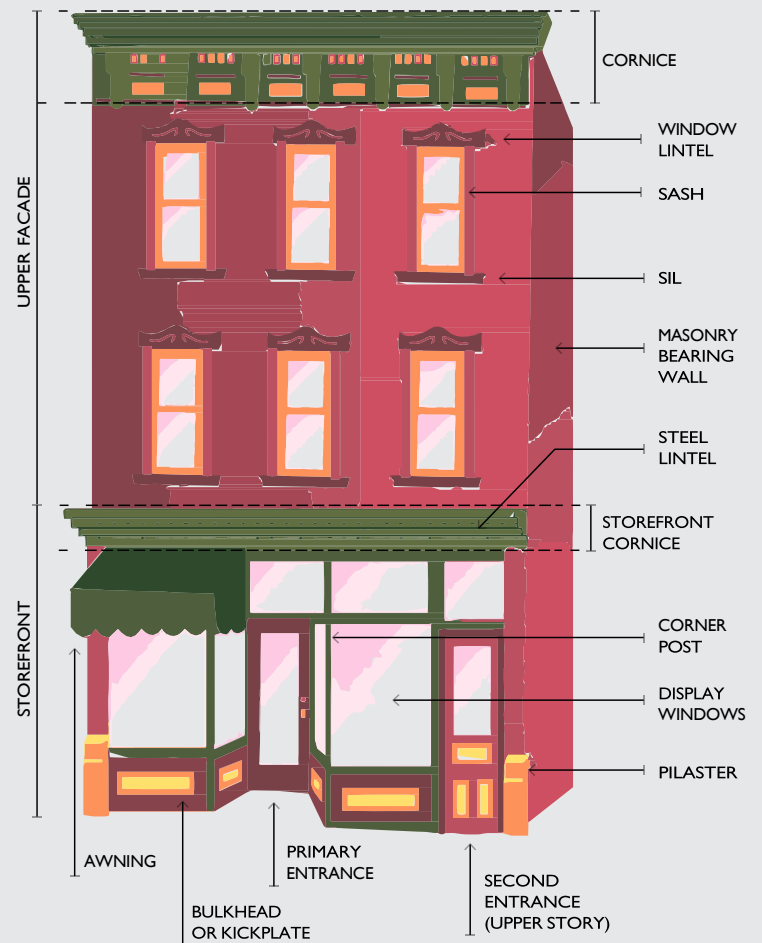


Guidelines

This section outlines the guidelines for any façade renovation, restoration, improvement, or new build.

Overview

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any building façade not containing the main entrance but exposed to public view will be considered a secondary façade. To follow historic proportions, work with – not against – the original structure, and the original pattern of openings, rhythms, style, and scale of façade components.



<http://fortmadison.com/mainstreet/historicpreservation/>



The Goal

Maintain Historic materials and original configuration of storefronts that enhance continuity with its neighbors.

It is the intent of these guidelines that most buildings should have storefront-type glass systems facing the street. When alterations are made to the first-floor levels of buildings that presently have more opaque wall treatments, the DDC will require that storefront type glazing be installed that could accommodate retail uses in the future.

Achieve goal by:

If an existing storefront is to be replaced, the new storefront that is traditional in character and include an appropriately designed bulkhead panel; large, undivided areas of clear glass display windows; a glazed transom surmounted by a storefront cornice; and a traditional, fully glazed storefront floor. The new storefront should fill the full height of the original masonry opening. Display windows should be of clear glass in pieces as large as is practical. Only clear low-E glass is permitted. Tinted or reflective glazing is not permitted. The display windows should not be divided into small panes of glass; unless historical documentation exists that indicates this is the original design.

Common mistakes

- Removing or radically changing storefronts and their features.
- Introducing architectural details if they cannot be documented as part of the building history.
- Introducing building materials which are not present or documented in historic buildings.
- Replacing a storefront when repair of materials and limited replacement are possible.
- Changing the location of the storefront's main entrance.
- Covering architectural details or enclosing storefront windows.



The Goal

Storefront awnings and canopies can greatly enhance the street appeal of downtown buildings. They are encouraged to protect pedestrians from sun and moisture. Typically, they should be traditional in style and **9'-0" above the sidewalk.** Awnings should generally line up with adjacent awnings and transoms. This keeps a consistent elevation along the street front.

Custom awnings may be approved if sensitively designed to enhance the storefront.

Achieve goal by :

- Awnings should fit within the transom area of the façade.
- **They should project 6' maximum and at 45 degrees from the building.**
- Awnings should be visually contained within the building framework of columns and other architectural trim.
- Select a color that compliments the building colors and is consistent with the building architecture and era.
- Should be made of canvas or neoprene impregnated fabric.
- Size should complement the proportions of the storefront.
- Lettering and font should be appropriately sized and scaled. (see Signage guidelines)
- Awnings should have a valance.

Common mistakes

- Using internally illuminated awnings.
- Using half-round hoop and truncated wedge-shaped awnings.
- Choosing a color that is bold or bright and detracts from the building architecture.
- Using awnings and canopies with soffit panels that block the transom windows.
- Using shiny vinyl fabric.
- Using fixed, metal, asphalt shingle or mansard type canopies.
- Covering up the building base pilasters or architectural details with the awning.



The Goal

Retain original upper story window openings that are visible from the public right-of-way. The size and placement of windows on new buildings should reflect the window types, sizes, proportions, and patterns of nearby buildings along the block face.

Achieve goal by:

- Retaining and preserving windows that define the historic character of the building.
- Protecting and maintaining the wood and architectural metal that comprise the window frame, sash, and muntin's.
- Making windows weathertight by reglazing, recaulking and replacing or installing weather-stripping.
- Repairing window frames and sash by patching, splicing, consolidating or otherwise reinforcing. Replace, in kind, parts that are extensively deteriorated or missing.
- Replacing a window, in kind, that is documented to be too deteriorated to repair.

Common mistakes

- Changing the number, location, size or glazing pattern of windows through cutting new wall openings, blocking-in windows, and installing replacement sash which does not fit the opening.
- Failing to provide adequate protection for windows against extreme weather conditions.
- Replacing an entire window when repair of materials or replacement of parts, in kind, is possible.
- Using a substitute material for the replacement part that does not convey the visual appearance of the historic window.
- Replacing a window with a modern window unit (sliding or fixed sash) in lieu of double-hung windows.
- Replacing arched top windows with square top windows.



The Goal

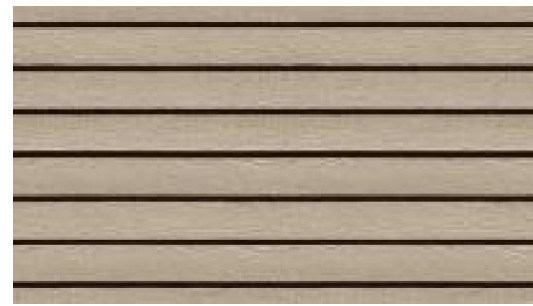
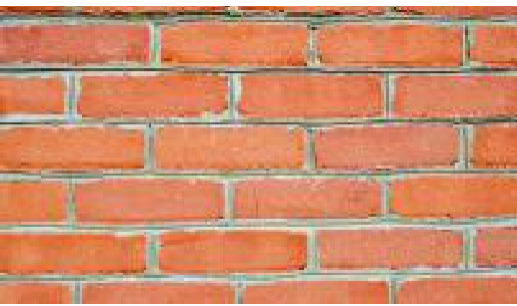
Maintain Architectural Details. The details are an important part of a building's character and should be maintained and replicated when appropriate. Replacement should match the design, dimensions and material of the original trim and ornamentation. Substitute materials must be approved by Village Staff or Plan Commission prior to implementation.

Achieve goal by:

- Retaining and preserving architectural details that define the building's historic character such as walls, brackets, railings, cornices, window architraves, door pediments, steps, and columns; and maintain joint and unit size, tooling and bonding patterns, coatings, and color.
- Providing proper drainage; repairing by patching, piecing-in or consolidating; retaining coatings such as paint that protects wood.
- Retain and repair or replace character giving trim ornamentation including, but not limited to, window caps, carved stonework, ornamental plaques, storefront cornices, and eaves cornices.

Common mistakes

- Removing or radically changing architectural details that define the historic character of the building.
- Failing to treat causes of deterioration.
- Replacing an architectural detail when repair and limited replacement of deteriorated or missing parts are appropriate.
- Using a substitute material for replacement that does not convey the visual appearance of the architectural detail or is physically incompatible.
- Adding new architectural details which are not present in the character of the building or are incompatible in size, scale, material, or color.



The Goal

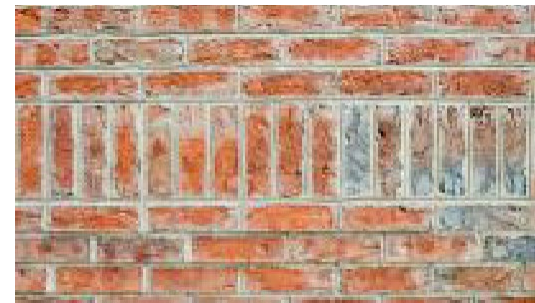
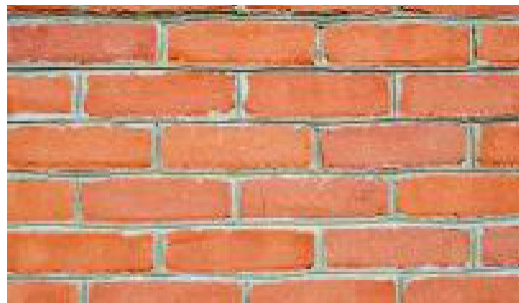
Retaining and preserving historic building materials and textures that contribute to the historic character of the building (wood, metal, masonry, clay, and stucco). Protecting and maintaining the building exterior by providing proper drainage; repointing mortar joints and carefully executed spot repairs. Protect wood by staining or painting. Cleaning exterior building materials only when necessary to halt deterioration or heavy soiling. Choose materials that are historically accurate or that complement the adjacent buildings and improve the aesthetics of downtown.

Achieve goal by:

- Using brick and stone as a primary and accent building material for all building types.
- Wood clapboard siding or similarly styled fiber cement siding may be appropriate in specific historical or site context; however, rough sawed wood, aluminum siding, rustic shingles and shakes, and plastic panels shall not be used.
- Glass, metal panels, and concrete are discouraged as primary building materials on the street façade in the downtown area.
- The type and detailing of building materials shall be consistent on all sides of a structure that are open to public view.

Common mistakes

- Removing, radically changing, or covering materials that define the historic character of the building.
- Failing to evaluate and treat causes of ongoing deterioration, such as leaking roofs or gutters, differential settlement, or extreme weather exposure.
- Over-cleaning exterior building materials to create a new appearance; or using harsh materials, methods, or chemicals.
- Removing non-deteriorated building materials or mortar and replacing materials or mortar to achieve a uniform appearance.
- Removing materials that are unrepairable without replacing them in kind.
- Repointing with inappropriate mortar—synthetic caulking compound or hard, cementitious mortar—which causes damage to masonry.
- Painting masonry which is historically unpainted.



The Goal

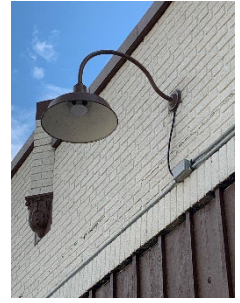
Maintain historic masonry colors and detailing. Provide masonry repairs that blend with the existing masonry. Provide new masonry that is historically accurate and respectful to adjacent buildings. Mortar samples must be presented with brick selection.

Achieve goal by:

- Use gentle methods to remove paint or clean unpainted masonry.
- Re-paint previously painted masonry with approved color.
- Repaint defective mortar by duplicating the original in color, style, texture, and strength.
- Repair or replace deteriorated masonry with new masonry that duplicates the old material as closely as possible.
- New brick must complement adjacent buildings and should be **minimum 80% one color**.
- Colors and brick styles must be historically appropriate to the building.

Common mistakes

- Painting masonry which is historically unpainted.
- Tuck pointing with inappropriate color or type of mortar.
- Replacing or patching brick openings with mis-matched brick.
- Over-cleaning historic masonry. Sandblasting and other abrasive cleaning methods are prohibited.
- Choosing a brick blend that is not historically accurate.



The Goal

Lighting should accent the architectural details and signage on the building. It should be warm, pedestrian scale, and carefully aimed to highlight intended areas or signage.

Achieve goal by:

- Use spot or flood lighting to highlight the architectural detailing of a building. It should be discreet and blend with the wall on which it is mounted.
- Choose lighting that is appropriate size and scale to the building and pedestrians.
- Choose decorative light fixtures that are compatible with the building design.
- Use warm temperature LED or incandescent lighting in lieu of cold **temperature (2500k or less).**
- Provide adequate illumination to provide customer safety at front and rear entries.
- Rear security or entrance lighting should utilize shields as appropriate to minimize impact to neighboring uses.

Common mistakes

- Using lights that move, flash, or make noise. These are prohibited.
- Using halogen or other cold temperature lights.
- Using out-of-scale fixtures.
- Mounting or aiming lighting that shines into the eyes of pedestrians.



Intro

Signs are a secondary design element to a building but are equally important to the success of the façade. They have the ability to enhance or detract from the qualities of the architecture, therefore selection should be carefully considered. signage must also meet the Village of Mukwonago Sign Code. Please contact the Village of Mukwonago Zoning Administrator for these standards and regulations. Any signs that are visible from the street need to follow these guidelines.

Sign types should fit within the architectural details of the building, where the building frames the sign. The sign becomes part of the overall composition of the building. Signs should relate to the architecture in material, shape, and color.

Appropriate Sign Options:

1. Sign Boards

- A flat signboard with hand painted raised lettering is the most appropriate type of sign for older commercial buildings.
- These signs should be placed in the narrow band above the storefront. Modern internally lit box signs are not permitted.

2. Awning Signs

- Awning signs have lettering on the edge flap or skirting of the awning. Lettering on the body of the awning is allowed but discouraged.
- Font should be scaled appropriately and proportionally.
- Colors must be approved by the Zoning Administrator.

3. Display Window Lettering

- Lettering that is painted on or etched into the interior side of display windows and glazed entry doorways is acceptable. Vinyl is an acceptable alternative to painted or etched lettering.
- These signs should consist of lettering and/or a logo, should not cover more than 20% of the area of the glass panel, and should not obscure the display area. It is recommended to use simple type fonts with few words.
- One color is preferred. Color will need to be approved by Zoning Administrator.

4. Hanging Signs

- These signs should project no **more than four feet from** the face of the building and should not obscure the signage of other nearby businesses.
- The signs and brackets should be designed to complement the architecture of the building and should be mounted in appropriate locations that would be specific to each façade. They should be externally lit.





5. Transom Sign

- A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights. These signs can be made today by leaded glass craft workers and can be made with easily removable panels.

6. Neon Signs

- True neon signs are permitted provided that all electrical supply cords and conduits and electrical transformers are hidden from view through the window. LED faux "neon" signs are not permitted.
- Must be reviewed on a case-by-case basis for approval of compatibility with building architecture.
- Colors should be compatible with and complement the façade of the building.

7. Painted Signs on Masonry

- Murals or signs painted onto masonry of a building are strongly discouraged.
- Murals intended to serve an artistic and/or historic function rather than advertising may be appropriate.

8. Temporary Signs

- When appropriate, portable sidewalk signs displayed during business hours can be used.
- These cannot replace permanent signage.
- Sandwich boards and street signs should be no more than 24" w x 48" h and should not block the pedestrian corridor. These must be put away outside of business hours.
- Banner signs should only be used to announce openings of new businesses. Banners may be used for a limited period in accordance with the Village of Mukwonago regulations.



**Electronic Signs are prohibited in the grant program.

Achieve goal by:

- Signs and sign lettering should appear to be in scale with the façade.
- Use signs to help reinforce the horizontal lines of moldings and transoms seen along the street.
- Signs should not obscure architectural details.
- Sign colors should also be compatible with the building façade and adjacent signs.
- Although a sign should be clearly visible, it should never dominate the façade nor obscure its architectural details.

Common mistakes

- Overly sized signs.
- Signs that block or obscure architectural detail.
- Using out-of-scale signs.
- Placing a sign higher or lower than adjacent signs may not increase readability, but instead create visual confusion.
- Using animated or electric signs.



1. Site Design/ Context

- To provide balance between buildings, a constant distance from the street curb should be maintained. This should be at “zero setback,” or at the property line.
- Height differences between center buildings and adjacent contiguous buildings should not be excessive, and should be +/- 10% of adjoining building. Buildings should be a **minimum of 22' in height**.
- Side façades that face an alley or open spaces, should present a safe, clean and comfortable area that integrates the side façade with the street façade.
- Private parking lots are required to be behind the building served and are to be landscaped and screened appropriately.

2. Demolition

- If a building is to be demolished, the owner must submit a demolition plan and proposed replacement project to the Village Plan Commission **using these guidelines**.
- Remains must be cleaned and not leave a “hole” in the streetscape.
- Treatment of remaining party walls must be addressed through this approval process.
- Demolition requires a permit and approval from the Village of Mukwonago Building Inspection.

3. Landscaping

- Street trees and vegetation can be spaced so that they do not obstruct the building façade.
- Plantings should be maintained on a regular basis.
- New landscaping shall meet the requirements of Mukwonago's Zoning Code Article_

4. Site Maintenance

- Performing routine site maintenance is important to present a positive image to the community and can also prevent costly repairs that affect other parts of your storefront and the overall downtown district.

5. Streetscape Elements

- The purpose of addressing streetscape elements is to ensure coherent street perspective and to assist building owners and occupants with understanding the relationship between the public space and the building face.
- Cigarette urns, benches, tables, chairs, planters, bike racks and decor should be consistent with the rest of the downtown area.
- Streetscape zones:
 - Edge Zone—area between the face of curb and the furnishing zone, an area of required clearance between parked vehicles or traveled way and appurtenances or landscaping.
 - Furnishings Zone—area of the roadside that provides a buffer between pedestrians and vehicles, which contains landscaping, public street furniture, transit stops, public signage, utilities, etc.
 - Throughway Zone—walking zone that must remain clear, both horizontally and vertically, for the movement of pedestrians.
 - Frontage Zone—distance between the throughway and the building front or private property line that is used to buffer pedestrians from window shoppers, appurtenances, and doorways. It contains private street furniture, private signage, merchandise displays, etc.



Color Palette

Color combinations of any variety are encouraged; however the design must be compatible in hue and tone to maintain continuity and harmony with the project and its neighbors. Color palettes with a minimum of three colors is encouraged. Color palettes must include stone/masonry elements within their design.

1. The selection of colors on individual buildings should complement the predominant hues of nearby buildings.
2. The predominant color for most buildings should be relatively subtle. The natural brick and stone colors of red, buff, white, cream and gray should predominate; however, other historically appropriate colors will be considered.
3. Darker or brighter hues may be used for accent or to draw attention to details such as doorways.
4. Paint shall not be applied to masonry surfaces where none previously existed.

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HISTORIC PRESERVATION



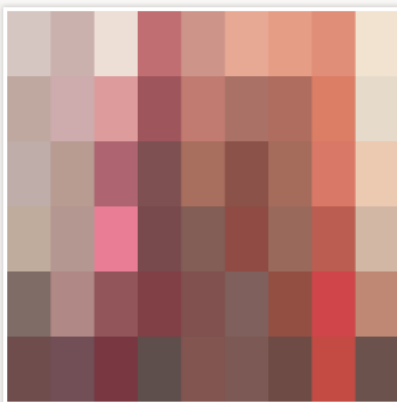
VELVET BLUES

NATIONAL TRUST FOR
HISTORIC PRESERVATION



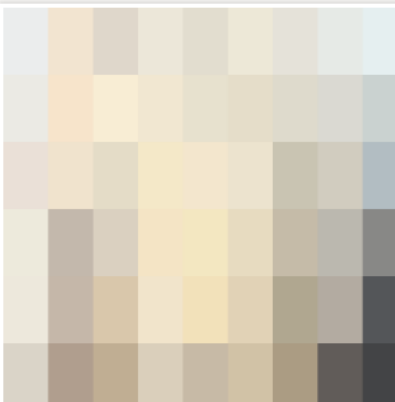
STATELY GREENS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



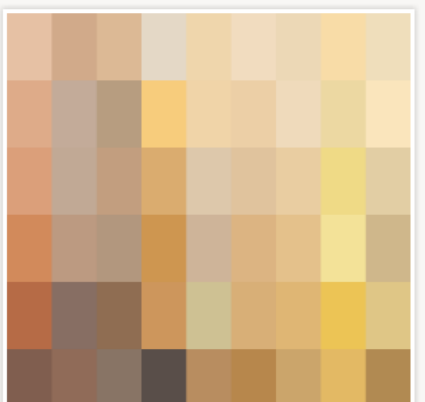
ANTIQUE REDS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



WHITES & NEUTRALS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



EARTHEN YELLOWS

Appendix A



Required materials for application:

Online Application Completed

- Application fee: current fee schedule
- Agreement for Reimbursable Services Acknowledgement (at the time of application)

Required site drawings:

- Survey of the property
- Landscape plan
- Parking plan (including parking computations)
- Lighting plan (including photo metrics and cut sheets)
- Proposed location and connection to the sanitary sewer and water mains
- Preliminary Stormwater Management plan (if applicable)
- All building elevations (color renderings)
- Building Material Cut Sheets
- Floor plans
- Signage proposed (additional permit and approvals required under Ch. 64)

Other Documents:

- Plan of operation/proposal
- Electronic Submittals are required. All documents need to be uploaded into the BS&A Software.
- Any additional information as determined by Village Staff.
- Any Licenses from the Clerk's office.

Appendix B
