

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, February 23, 2023

Time: **5:30 pm**

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

1. Call To Order

2. Roll Call

3. Public Comment

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

4. Approval of Minutes

4.1 Minutes of December 15, 2022

[Draft Minutes DDC 12-15-2022.FPS Edits.docx](#)

5. Old Business

5.1 Update on sponsorship program for planters

- Identify the number and placement of planters in total
- Define the plaque language
- Boost Planter Facebook Post in March
- Discuss the financial sustainability of the Planters, Banners, and Wayfinding Signs.

[Downtown Planter Locations.pdf](#)

5.2 Update on upcoming trainings for Connect Communities Program

[5.2 Connect Communities Update](#)

5.3 Update on Wayfinding Signage

6. New Business

6.1 Recommendation to the Board on Downtown Design at 30% from Foth

[Agenda Item #6.1 FOTH Master Plan Presentation-FINAL_Reduced.pdf](#)

[Agenda Item #6.1. Downtown Retail Center Overlay.pdf](#)

- 6.2 Review List of Businesses and determine if it is necessary to create a section to identify only businesses in the downtown district and if business owner is also owner of the building.

[Agenda Item #6.2.Finalized Biz Book Village of Mukwonago 1-26-23.xlsx](#)

- 6.3 Discuss the need for downtown design standards

- 6.4 Discuss property maintenance in the downtown district

- 6.5 Review Downtown Strategic Plan

[Agenda Item# 6.5.downtown_strategic_plan - Copy.pdf](#)

7. Adjourn

Membership:

Trustee Scott Reeves, Jason Wamser, Eliza Pautz, Scott Reeves, David Stockwell, Ray Gooden, Tina Chitwood, Gail Yerke, Sue Graczyk, Village Planner Erin Scharf, and Village Administrator.

It is possible that a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Municipal Clerk's Office, (262) 363-6420.

MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING

Thursday, December 15, 2022

Time: 5:30 pm

Place: Mukwonago Village Hall 440 River Crest Ct

1. Call To Order

2. Roll Call

Members Present: Trustee Scott Reeves, Jason Wamser, Eliza Pautz, Tina Chitwood, Sue Graczyk, David Stockwell, Ray Gooden, Gail Yerke, Village Planner, and Village Administrator.

Excused: Ray Gooden

3. Public Comment: The Public Comment Session was opened by Chair Reeves:

No Comments from the public

4. Approval of Minutes

4.1 Approval of Minutes of October 27, 2022

Motion made by Chitwood, seconded by Wamser to approve the minutes, passed unanimously

5. Old Business

5.1 Update on planter sponsorship program and flyer.

The group reviewed the flyer for the planter and asked to have Contact Person, a return address and an email address so that donors know who to send the donation to. Some language to the effect of: *"return this form to:"* Fred to see if the flyer was already printed and mailed. If not, make the changes prior to mailing.

The group requested to have an updated document placed on the Village Web Site and Village Facebook page. The group requested to have the Facebook page of the flyer Boosted and to spend the \$25.00 to have this Boosted.

The group then discussed the plaques to be placed in the planters. Chair Reeves stated there are six lines of text on a plaque, but the language has not yet been defined.

The group asked to have the Finance Director set up a Village Beautification Fund to segregate the donations.

5.2 Update on Trainings for Connect Communities Program

Chitwood explained that as the Village is part of the Connect Communities program, the Village needs to attend at least two WEDC/Connect Communities training courses. Administrator Schnook and Trustees Reeves attended the Vacant Building Webinar on December 13th; Administrator Schnook is scheduled to attend the Main Street Orientation

in Chippewa Falls on January 25th and Several people expressed interest in attending the roundtable discussion group on February 10th in Whitewater.

5.3 Update on Wayfinding Signs

Administrator Schnook updated the group on Board Action on the wayfinding signs. The Board accepted the Committee's recommendation on putting six entrance signs out for bids.

5.4 Discussion and possible recommendation on purchase of 201 North Rochester Street

The group discussed the expense of purchasing the property and then the added expense of leveling the lot to provide several parking spaces.

Motion by Chitwood, seconded by Wamser to recommend to the Board not to purchase 201 North Rochester Street at this time. The Committee is not supportive of the purchase as it is currently listed. Motion passed unanimously.

6. New Business

6.1 Report from Police & Public Works Departments on the efficacy of the Temporary Bump Outs.

DPW Director Bittner directed the group to the handouts that provided the daily traffic counts and speeds of traffic on Rochester Street, by the Village's Police Department pre and post installation of the temporary bump outs. The data do not show any significant difference in traffic slowing, calming or improvement in public safety. The feedback received from the public was so small as to be negligible. The group discussed their feelings – that the bump outs made some people feel safer crossing the street. Some committee members felt that the aesthetics of the bump outs were important to visually calming pedestrians.

6.2 Discussion and possible recommendation to the Village Board on Downtown Design at 30%.

The group discussed the fact that Foth did develop plans for the downtown redesign a couple of years ago.

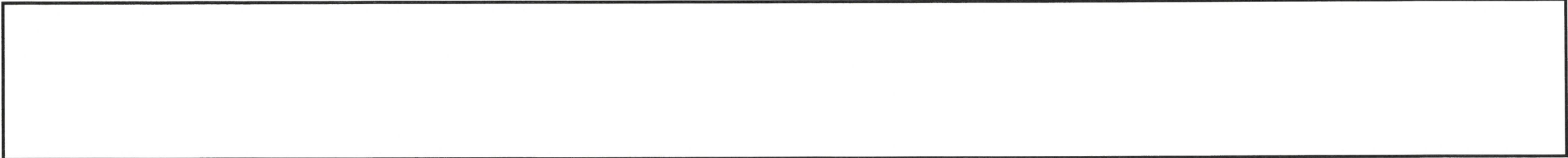
Motion by Pautz, seconded by Graczyk to table this agenda item until the Committee can review the Foth plans. Passed unanimously

It was discussed to bring R&M to the next meeting for this agenda item.

7. Adjourn



Legend



0 141.46 Feet

Notes:

The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.



Printed: 2/14/2023

Diana Dykstra

From: Fred Schnook
Sent: Monday, February 13, 2023 5:43 PM
To: Scott Reeves; eliza.pautz@gmail.com; Jason Wamser (huntfishcamp13@hotmail.com); dstock1@yahoo.com; s.kulik.3768@sbcglobal.net; rgoodden@andersoncommercialgroup.com; smgraczyk@wi.rr.com; gmyerke@hotmail.com; Tina Chitwood
Cc: Village President; Erin Scharf; Corry Eifert; Tim Rutenbeck; Robin Gallo; Diana Dykstra; Ron Bittner; Wayne Castle; Daniel Streit; Chief Jeff Stien; Abby Armour; Diana Doherty
Subject: FW: Connect Communities Update
Attachments: 2023 Brochure.pdf; Storytelling Workshop Brochure.docx; Capital Fundraising Workshop Brochure.docx; Event Assessment Seminar Brochure.docx

Downtown Development Committee:

F.Y.I.

As a member of the Connect Communities program, you should be receiving the e-mail below, but I was not sure and thought I would send it to you. I am particularly interested in the Capital Fundraising Workshop in Watertown on the 14th as I think this could boost our efforts at raising funds for downtown beautification efforts

Keep in touch,

Fred



Fred P. Schnook
Village Administrator

Phone: 262.363.6420 X2100
Cell : 262.395.9431
Email : fschnook@villageofmukwonago.gov
440 River Crest Ct
Mukwonago, WI 53149
www.villageofmukwonago.gov



From: WEDC Downtown <wedcdowntown@wedc.org>
Sent: Wednesday, February 8, 2023 2:13 PM
Subject: Connect Communities Update

CAUTION: This email originated from outside the organization.
Do not click links or open attachments unless you recognize the sender and know the content is safe.

Quite a few workshops/training coming up in the next few months we don't want you to miss out on!

- **Awards** . The awards dinner is April 21st in La Crosse – registration will open end of next week/early following week, and you'll get a separate email invite to forward to anyone interested in attending. Adriana will let all of you know later next week which projects will be winning awards for those of you that nominated.
- **Chatter**: As mentioned, we will be migrating all chatter users over to a new chat system on Network Wisconsin in early February. You'll all now have ONE login for chatter and to work on any WEDC applications. I sent you a list of your current chatter users to edit/add a few weeks ago – if you misplaced or want to revisit, let me know. We'll migrate directors first, and then community members so you'll be familiar with the process before we invite your boards, etc.
- **Place Makeover** – Applications are available for the Place Makeover contest, with a deadline of February 15th. (Adriana can send one to any of your businesses that are interested and haven't yet applied. The focus of this Place Makeover is a privately owned (but publicly accessible/visible) space in a Main Street or Connect Community district. We will be working with Ayres on this project. 37 applications sent to date.
- **Toolkits** – Our intern Tekla has also been hard at work on creating some branded and standardized toolkits on popular topics. We're hoping to have 10 of them ready to go to launch at our March workshop. To date, we have Road Construction, Vacant Buildings, DEI, Accessibility, Historic Preservation, Placemaking and Housing.

Upcoming Workshops & Webinars:

- **Feb 15/Mar 3/Mar 10th – Farmers Market Workshops** (see attached), also virtual series coming up, at bottom of email.
- **Thursday, March 2nd – Roundtable Discussion Group in Medford. Topic: Business Engagement & Tourism.** Information: Session runs from 9-Noon. Doors open at 8:30. Coffee and light refreshments will be available, we'll do a group lunch post-discussion (costs covered by individual participants). Location: Lake 11 Brewing, 128 S Main Street Register: <https://forms.office.com/r/94mFbYCLpx>
- **Thursday, March 9th Virtual Event Planning & Assessment Seminar (bonus training - not eligible for attendance credit) Virtual Workshop Session Noon – 2 pm** Description: In this engaging 2-hour workshop, attendees will be guided to explore strategies for being more intentional in setting an event purpose and mission alignment, developing attainable goals and metrics for events, objectively evaluating an event's success, creating strategies for event improvement and learning methods for effective board-staff conversations around event planning. Our presenter is Jennifer E Goldman, a certified nonprofit manager, accredited small business consultant and former Main Street manager. Register: <https://forms.office.com/r/XtcKashK19>
- **March 14 – Watertown – Capital Project Fundraising.** One-day workshop highlighting the best practices for developing a capital fundraising plan for community projects – how to structure your ask, organize your campaign and plan your project, including a tour of local projects and panel of recent communities with large projects to highlight do/don'ts of the capital funding process (Registration link: <https://forms.office.com/r/r0wcNAuuJX>).
 - o Recommended hotels:
 - Katherine Holle House Bed and Breakfast: info@thekatherinehollehouse.com
 - Best Western: https://www.bestwestern.com/en_US/book/hotel-rooms.50152.html?iata=00171880&ssob=BLBW10004G&cid=BLBW10004G;google:gmb:50152
- **April 21: Annual awards gala** in La Crosse
- **Wednesday, June 14-15 Marshfield, Storytelling Workshop** Description: Downtowns are made up of unique individuals with amazing stories. Sharing these stories with the community and visitors helps foster connections with downtown and establishes a personal relationship with the district and organization. However, storytelling requires us to ask the right questions and capture and present the information in a compelling way. This interactive workshop will help participants grow their storytelling skills, learning about the mechanics of recognizing and telling a good story, some ideas for topics to build a story series around, strategies for interviewing effectively and how to take compelling photos/capture videos of your subjects to market the stories. Attendees will practice all these skills during the course of the day. Our presenter for this workshop will be Phil Eich of Storyville Social. Register: <https://forms.office.com/r/cg6TQqrrdg>

2023 Farmers Market Short Course

Thursday mornings in March from 11 am to Noon

This Short Course is free but registration is required at
<https://forms.gle/shy8zv5LnYNioujSA>



MARCH 2	MARCH 9	MARCH 16	MARCH 23
Local Foods – Safe Foods: Update for Farm Market Managers	Managing Risk for Vendors & Markets: Best Practices & Insurance Policies	Farmers’ Market Nutrition Program Overview and 2023 Updates	Legal Issues at Farmers Markets
Dr. Barbara Ingham , Professor of Food Science, Food Safety Specialist, UW Madison Division of Extension	Kathy Zeman , Executive Director, Minnesota Farmers’ Market Association	Allison Valitchka , Farmers’ Market Nutrition Program Coordinator, State of Wisconsin	Jeff Glazer , Clinical Associate Professor, UW Law & Entrepreneurship Clinic, UW-Madison
Does Wisconsin have a cottage food law? What can be sold at the farmers market without a license? In this program we will review options that farm market vendors have for preparing food without a license, review what foods do need a license for farm market sales, and where vendors (and managers) can get answers to their questions. Our goal is locally produced food that is safe and honestly sold.	Do you have questions about risk management and insurance at your farmer market? Kathy will present on the insurance program offered by MFMA and available in Wisconsin for both markets and vendors including the policy coverage, requirements, and limitations. Included in the presentation will be a discussion on risk management for markets and vendors, a key component of this group policy.	The Farmers’ Market Nutrition Program (FMNP) is a nutrition and food security program that serves WIC and senior participants. The goal is to increase fruit and vegetable consumption grown locally and sold at farmers market and farmstands. Allison will provide an overview of the program, review changes for 2023, and explain how to apply to be an approved farmers market or authorized farmer for FMNP.	If you are not sure how legal regulations affect your farmers market, this is that talk for you! Jeff will discuss legal issues at farmers markets, risk management and vendor management. We will also look at food-specific rules about vending at markets and recent updates to the law.

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

Errin Welty, CECD, EDFP

Senior Downtown Development Director

Wisconsin Economic Development Corporation

errin.welty@wedc.org

+1.608.210.6832

Thursday, March 9th Virtual Event Planning & Assessment Seminar

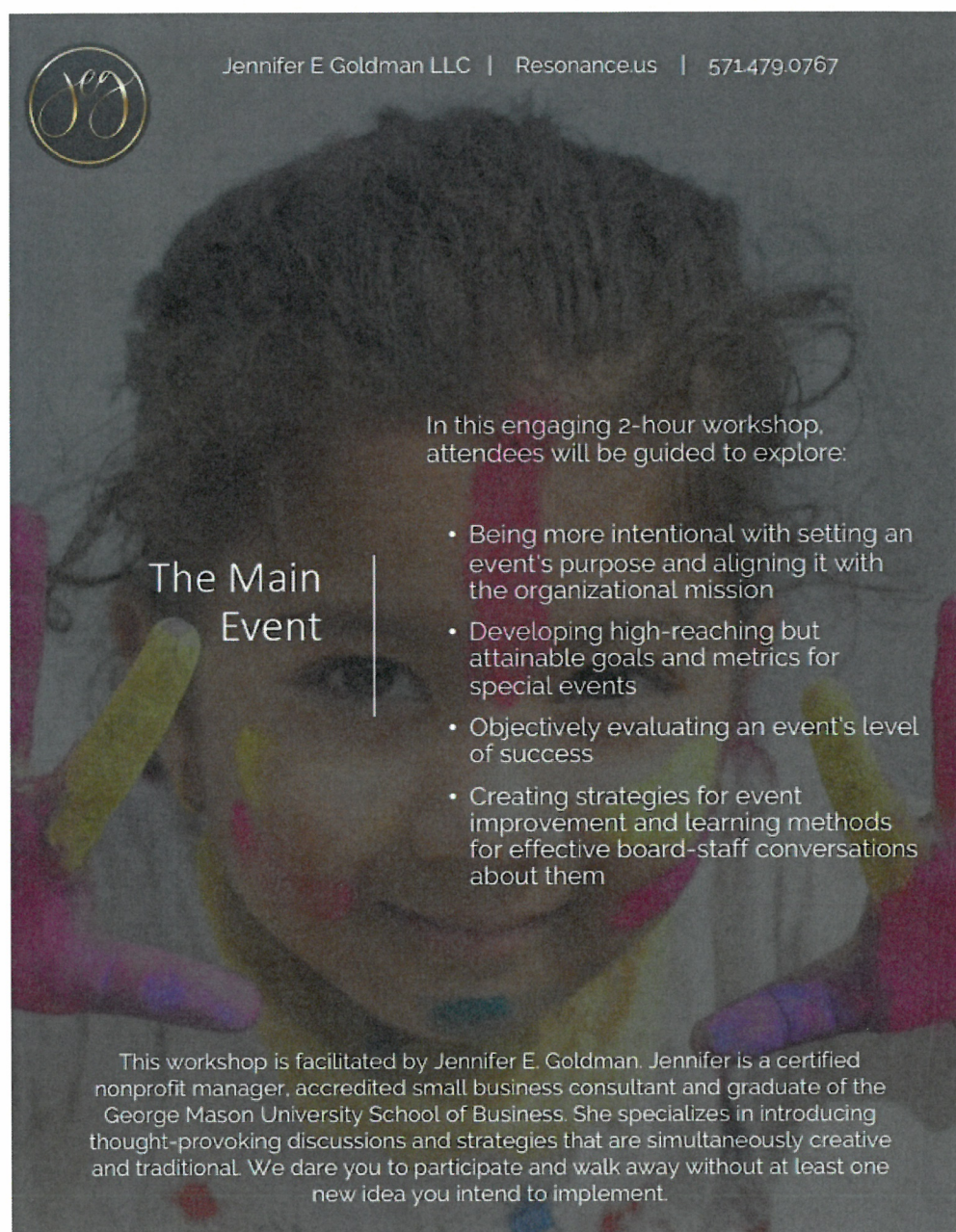
Time: Noon – 2 pm


Description: In this engaging 2-hour workshop, attendees will be guided to explore strategies for being more intentional in setting an event purpose and mission alignment, developing attainable goals and metrics for events, objectively evaluating an event's success, creating strategies for event improvement, and learning methods for effective board-staff conversations around event planning. Our presenter is Jennifer E Goldman, a certified nonprofit manager, accredited small business consultant and former Main Street manager.

**** 10 programs will have the opportunity to be awarded an individual consulting session with Jennifer after the workshop.** This session can be used either to fine tune one of your events that needs some updating/focus/refresh, or to review your entire event calendar to identify potential adjustments to make your event season more profitable and impactful. To earn one of these 10 slots, programs would need to: Have at least one staff and one committee or board member attend the March 9th session, AND complete the post-session homework (essentially, to compile and upload information on your existing events to a shared folder and answer a survey). Spots will be first-come, first-served for those that are eligible.

Homework Deadline post-Seminar: April 7th

Register: <https://forms.office.com/r/XtcKashK19>



 Jennifer E Goldman LLC | Resonance.us | 571.479.0767

In this engaging 2-hour workshop, attendees will be guided to explore:

The Main Event

- Being more intentional with setting an event's purpose and aligning it with the organizational mission
- Developing high-reaching but attainable goals and metrics for special events
- Objectively evaluating an event's level of success
- Creating strategies for event improvement and learning methods for effective board-staff conversations about them

This workshop is facilitated by Jennifer E. Goldman. Jennifer is a certified nonprofit manager, accredited small business consultant and graduate of the George Mason University School of Business. She specializes in introducing thought-provoking discussions and strategies that are simultaneously creative and traditional. We dare you to participate and walk away without at least one new idea you intend to implement.

Capital Fundraising Workshop Overview

Tuesday/Wednesday, March 14-15, Watertown

Location: Watertown Public Library

Description: Our speaker will be Jodi Sweeney, President of the Sweeney Group. She has consulted on many capital campaigns in Wisconsin including 21 for libraries, which all met or exceeded their goal. The presentation will discuss strategies for determining if your organization is ready for a capital campaign, including feasibility/campaign planning studies, and how to organize the specifics of a campaign including recruiting volunteers and approaching donors. There will be tours of the library and the Square (both the result of recent successful capital campaigns), exercises so you can practice what you are learning in a way that is specific to your organization. The presentation will also cover *100 Extraordinary Women*, the trademarked program developed by the Sweeney Group to raise \$100,000 in a few months.



Watertown's Bentzin Family Town Square is a recent success story, adjacent to the newly expanded library.

Our Presenter: <https://sweeney-group.com/>

March 14th Agenda

8:30 am doors open

9 am Introductions

9:30-11:30 Presentation – capital fundraising plan development & strategy

Lunch on your own

1-2 Narrated tour library and square projects (hosted by Mayor Emily McFarland)

2-3 Panel of representatives from other communities with recent Capital Projects – dos and don'ts (public art, library, sports facility, public space)

3-4/4:30 Wrap up presentation/activities/Q&A

Evening group dinner for those interested – details coming soon.

March 15th 8:30-noon, Main Street Directors only: State Updates/Networking/Discussion

Hotel Information: Best Western Watertown. State Rate of \$90 for either 1 king or 2 Queen rooms. Reservations needed by 2/17 to receive rate. To reserve – call the hotel directly at 920-262-1910
Option 1 OR Online link: https://www.bestwestern.com/en_US/book/hotel-rooms.50152.html?groupId=7F9DE3B6

Register: <https://forms.office.com/r/r0wcNAuuJX>

Wednesday/Thursday, June 14-15 Marshfield, Storytelling Workshop
If you don't tell your story, someone else will!

Location: 2nd Street Community Center

Description: Downtowns are made up of unique individuals with amazing stories. Sharing these stories with the community and visitors helps foster connections with downtown and establishes a personal relationship with the district and organization. However, storytelling requires us to ask the right questions and capture and present the information in a compelling way. This interactive workshop will help participants grow their storytelling skills, learning about the mechanics of recognizing and telling a good story, some ideas for topics to build a story series around, strategies for interviewing effectively and how to take compelling photos/capture videos of your subjects to market the stories. Attendees will practice all these skills during the one-day session.



Phil Eich will coach participants in the art of written, recorded and video stories for downtown districts.

Presenter: Our presenter for this workshop will be Phil Eich of Storyville Social.

<https://storyvillesocial.com/>

Agenda:

8:30 am doors open

9-10:30 Introduction to Storytelling & Anatomy of a Good Story

10:30-noon Selecting Stories, Creating an Editorial Calendar

12-1pm Lunch

1-2 Interviewing & Editing Strategies

2-3:30 Photos & Videos Best Practices

3:30-4:30 Nuts & Bolts: Social Media, Fundraising, What Not to Do

4:30-5 Q&A, Followup Discussion

Group Dinner in Evening, Details TBD

June 15th Director Training & Networking 8:30-noon

Register: <https://forms.office.com/r/cg6TQqrrdg>

Farmers Market Managers:

You are invited to spend a day developing your farmers market skills and knowledge at one of our Farmers Market Manager Workshops. We have invited speakers to share their expertise and reserved two time slots for round table discussions where our attendees can ask questions and share their knowledge. The Farmers Market Manager Workshop will be held in three different locations around the state with the agenda and speakers the same at each.


Cost/Registration

The cost of the Workshop is \$35 per person. To register, either fill out the form on the back of this brochure and mail it with a check, or fill out this Google form, <https://forms.gle/zoE1wwUaF6Yrdkz9>, and then follow the link to pay online. Contact Lisa at 262-548-7775 or lboyer@waukeshacounty.gov with any questions.

There are no refunds for registration unless the event is cancelled. If you are unable to attend the location you registered for, please contact us to see if there is space available at another location.

Workshop Questions

For workshop questions, please contact the location host. Please make requests for reasonable accommodations as soon as possible prior to the scheduled program. If you need this material in another format please contact the location host.


Extension
UNIVERSITY OF WISCONSIN-MADISON
WAUKESHA COUNTY
515 W Moreland Blvd AC G22
Waukesha WI 53188

2023

Farmers Market Manager Workshop



Wednesday, February 15th
SW Wisconsin Technical
College - Fennimore, WI

Friday, March 3rd
Waukesha County Technical
College - Pewaukee, WI

Friday, March 10th
UW Green Bay - Green Bay, WI



Extension
UNIVERSITY OF WISCONSIN-MADISON

Workshop Locations/ Dates

Wednesday, February 15th
SW Wisconsin Technical College
Location Host: Jenna Phillips
jcphillips6@wisc.edu / 608-807-8125

Friday, March 3rd
Waukesha County Technical College
Location Host: Rose Skora
skora2@wisc.edu / 262-960-1846

Friday, March 10th
UW Green Bay
Location Host: Katie Hassemer
katie.hassemer@wisc.edu / 608-265-0441

For workshop questions, please contact the location host listed above. The agenda will be the same for all three locations.

For registration questions, please contact Lisa at 262-548-7775 or lboyer@waukeshacounty.gov.



This work is/was supported by the USDA National Institute of Food and Agriculture Farmers Market Promotion Program.

Farmers Market Manager Workshop Agenda

8:00 am	Registration
8:30 am	Introductions
8:45 am	Communicating with Vendors and Customers Dr. Roger Williams
9:45 am	Farmers Market Expectations Micheal Ude, WI Department of Revenue
10:45 am	Break
11:00 am	Round Table Discussion #1
11:45 am	Lunch
12:30 pm	USDA FMPP Grant Overview Kristin Krokowski, Extension
12:45 pm	Farmers Market EBT
1:30 pm	Round Table Discussion #2
2:15 pm	Break
2:30 pm	Keeping Food Safe at the Market WI Department of Agriculture Trade & Consumer Protection
3:30 pm	Adjourn

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

2023 Farmes Market Workshop

Name _____
Company _____
Address _____
City _____ State _____
Zip _____ Phone _____
Email _____
Dietary restrictions: _____

Select Workshop Date/Location:

- ☐ February 15, SW Wisconsin Tech College
- ☐ March 3, Waukesha County Tech College
- ☐ March 10, UW Green Bay

Mail your completed registration form(s) and check for \$35 per person payable to **Waukesha County Extension** to:

**Extension Waukesha County
Farmers Market Workshop
515 W Moreland Blvd AC G22
Waukesha WI 53188**

Online registration with credit card payment is available. If you would like to register online, fill out this Google form: <https://forms.gle/zoE1wwUaFx6Yrdkz9>. You will then receive an email with a link to pay online. Pay the \$35 per person fee to complete your registration.

Contact Lisa at 262-548-7775 or email lboyer@waukeshacounty.gov with registration questions.

Village of
Mukwonago

Downtown Streetscape Master Plan

July 1, 2020





Outline

1. Study Area
2. Approach
3. Phase I – Start Up & Public Input
4. Phase II – Concept Design
5. Public Engagement Summary
6. Phase III – Preliminary Design
7. Phase IV – Final Design
8. What's Next?





Study Area

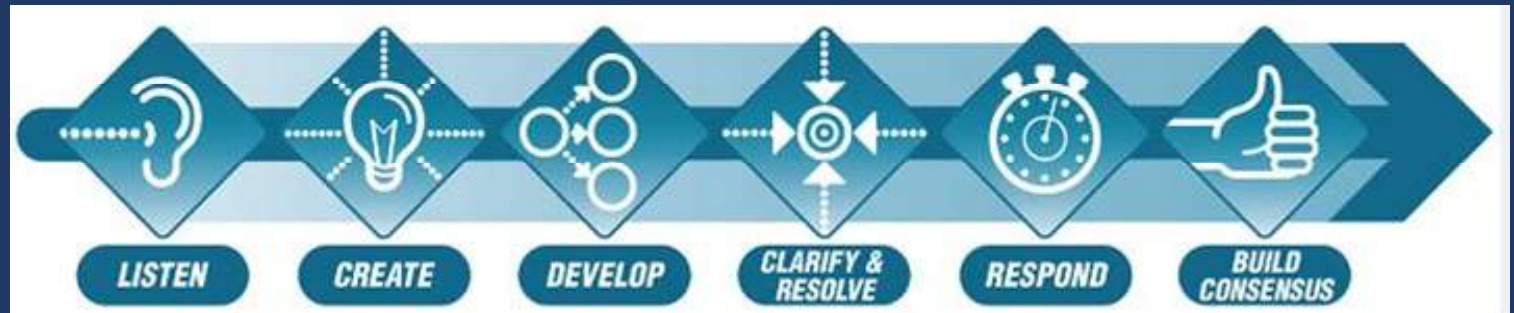


etc.
design studio





Approach



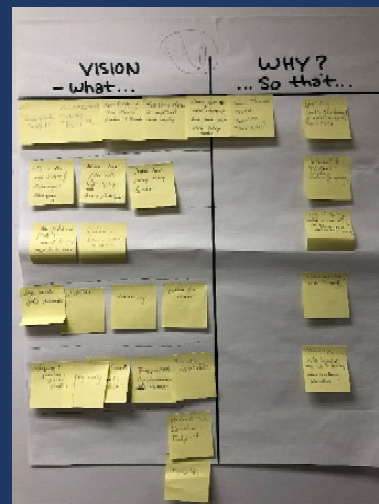


Phase I: Start Up & Public Input

- Kickoff Meeting with DDC 1.10
- **Downtown Design Charrette 1.23**



Visioning Exercises





Results

- 38 people signed-in at the downtown design charrette
- Attendees split into groups and actively participated in vision exercises, vision drawing, a visual preference “dot” exercise, and presented their findings to the entire room.
- 9 comment sheets were submitted
 - ❖ 1 comment sheet was submitted at the design charrette
 - ❖ 8 additional comment sheets were submitted by 2/5 deadline

NAME	Village of Mukwonago Resident? (Yes or No)	EMAIL
Marianne Idecki	Yes	marianne.idecki@gmail.com
Karl Kunt	Yes (Bart)	k.kunt@kuntfamily.com
Art Schaefer	No	aschaefer@att.net
Chris Slawson	yes	
Janice Cady	yes	janicecady@gmail.com
Beth Ann Nish	NO	bethannn@comcast.net
Kyle Brown	yes	kyle@kylebrown.com
Bob Ellis	yes	
Michael Bean	No Town	mbean@comcast.net
Mindy Paul	YES	
Steve Paul	YES	
Pat Hagen	yes	pat.hagen@comcast.net
Steve Hagen	NO	steve.hagen@comcast.net
Barry Hagen	no	barry.hagen@comcast.net
Tom McNamee	YES	tom.mcnamee@comcast.net
Chris Hensley	yes	chensley@comcast.net
Andy Eis	yes	
John Schmitt	yes	
John Peters	yes	john.peters@comcast.net
Jessie Peters	yes	jessie.peters@comcast.net
David Adler	yes	
Diana Adler	yes	



Phase II: Concept Design

- Developed Concept Plans (informed by Design Charrette outcomes)
- Open House 2.27



The flyer is for a community event titled "FEBRUARY 27 OPEN HOUSE". It features a photograph of a street scene with buildings. The text on the flyer includes: "Thursday, February 27, 2020", "6:00 – 8:00pm", "Community Room (Lower Level of Village Hall)", "Visualize Possible Changes for Downtown", "Give Feedback", "Select YOUR Preferred Plan", "Review conceptual streetscaping and wayfinding plans inspired by YOUR ideas from the design charrette. Your feedback is valuable and still needed!", the website "https://mukwonagodowntown.com/", and logos for "Foth", "etc.", and "Mukwonago". At the bottom, it lists the location: "VILLAGE HALL, 440 River Crest Ct, Mukwonago, WI 53149, (262) 363-4420".





Results

- 38 people signed-in at the open house
- Attendees viewed concept plans at their own pace, asked questions and participated in a visual preference “dot” exercise
- 25 comment sheets were submitted at the open house
- The project timeframe was extended (after Village Board and DDC review and approval) and an additional open house was scheduled at the Mukwonago Community Library



COVID-19





Phase II: Concept Design (Extended)

- Library Open House 3.14

**MARCH 14
OPEN HOUSE**

View revised downtown streetscaping and wayfinding
concept plans inspired by YOUR ideas.

MukwonagoDowntown.com

Foth **FID** **etc.**

**MUKWONAGO
COMMUNITY LIBRARY**
511 Division Street
Mukwonago, WI 53149

Village of Mukwonago





Results

- 100 + Impressions*
*An impression is simply a view. It means a set of eyeballs has seen your content
- Attendees viewed revised concept plans at their own pace, asked questions and a limited number participated in a visual preference “dot” exercise
- 10 comment sheets submitted between 2/28 and 3/16 deadline



Public Engagement Events



**JANUARY 23
DOWNTOWN
DESIGN CHARRETTE**

What is YOUR vision for future streetscaping and wayfinding signage for downtown Mukwonago? Come tell us!

<https://mukwonagodowntown.com/>

Foth etc.

Thursday,
January 23, 2020

6:00 – 8:00pm

Community Room
(Lower Level of
Village Hall)

Collaborative
Design Process

Ticket Raffle for
Mukwonago Rotary
Presents:
An Evening with
John McGivern

VILLAGE HALL
440 River Crest Ct
Mukwonago, WI 53149
(262) 363-6420

Mukwonago
The Village of

Design Charrette 1.23

**FEBRUARY 27
OPEN HOUSE**

Review conceptual streetscaping and wayfinding plans inspired by YOUR ideas from the design charrette. Your feedback is valuable and still needed!

<https://mukwonagodowntown.com/>

Foth etc.

Thursday,
February 27, 2020

6:00 – 8:00pm

Community Room
(Lower Level of
Village Hall)

Visualize Possible
Changes for
Downtown

Give Feedback

Select YOUR
Preferred Plan

VILLAGE HALL
440 River Crest Ct
Mukwonago, WI 53149
(262) 363-6420

Mukwonago
The Village of

Open House 2.27

**MARCH 14
OPEN HOUSE**

View revised downtown streetscaping and wayfinding concept plans inspired by YOUR ideas.

<https://mukwonagodowntown.com/>

Foth etc.

Saturday,
March 14, 2020

9:00 – 11:00am

Mukwonago
Community Library

4 Revised
Concept Designs

Make YOUR
Comments

Same Day as
Mukwonago Area
Chamber Winter
Farmer's Market!

**MUKWONAGO
COMMUNITY LIBRARY**
511 Division Street
Mukwonago, WI 53149





Mukwonago
The Village of

Library Open House 3.14



Public Engagement Summary

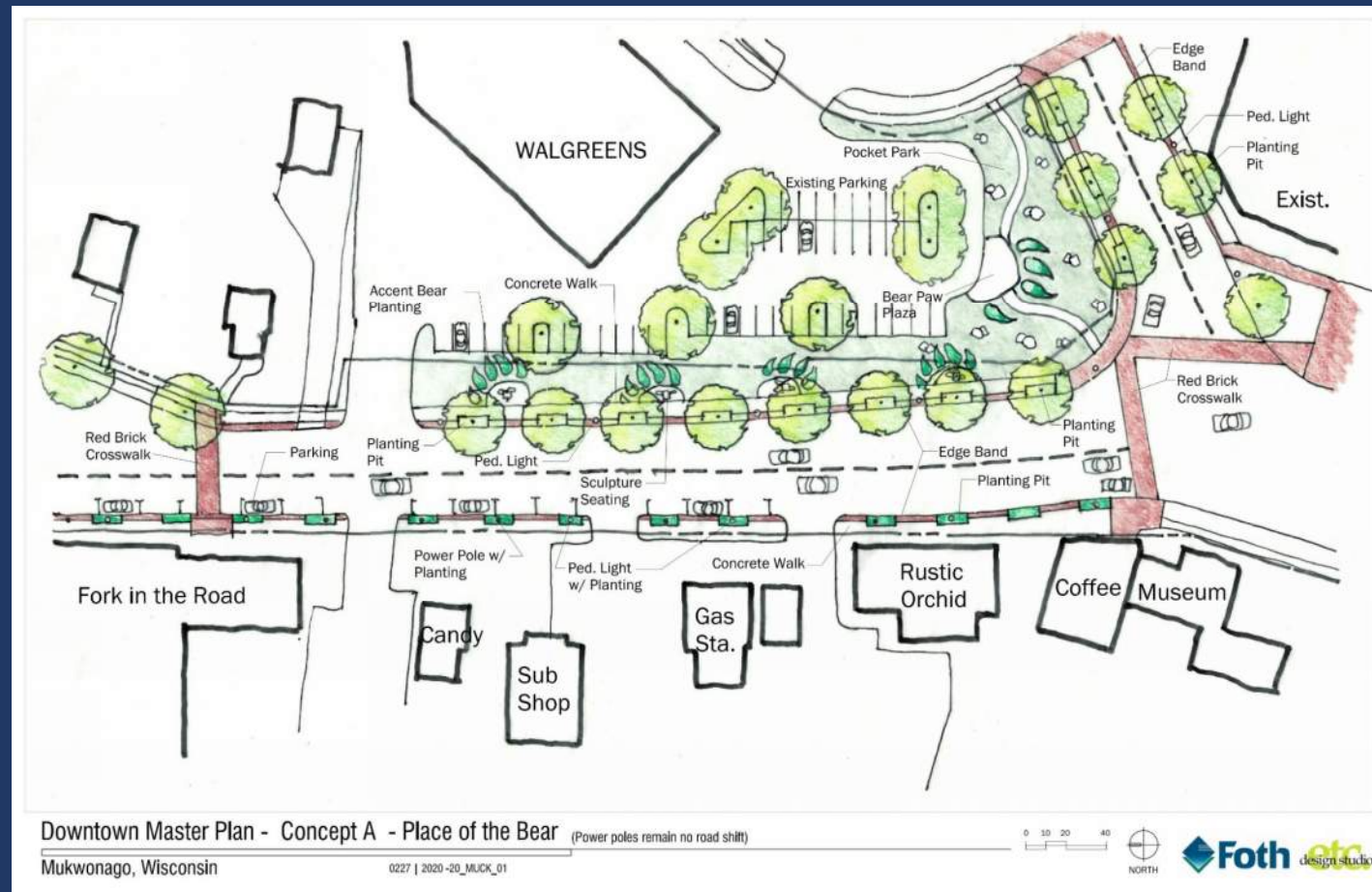
Theme

Place of the Bear		23	(11 public comment sheets + 12 open house dot voting)
Curative Waters		22	(8 public comment sheets + 14 open house dot voting)
Ursa Constellation		12	(4 public comment sheets + 8 open house dot voting)
Railroad		20	(5 public comment sheets + 15 open house dot voting)



Public Engagement Summary

Theme

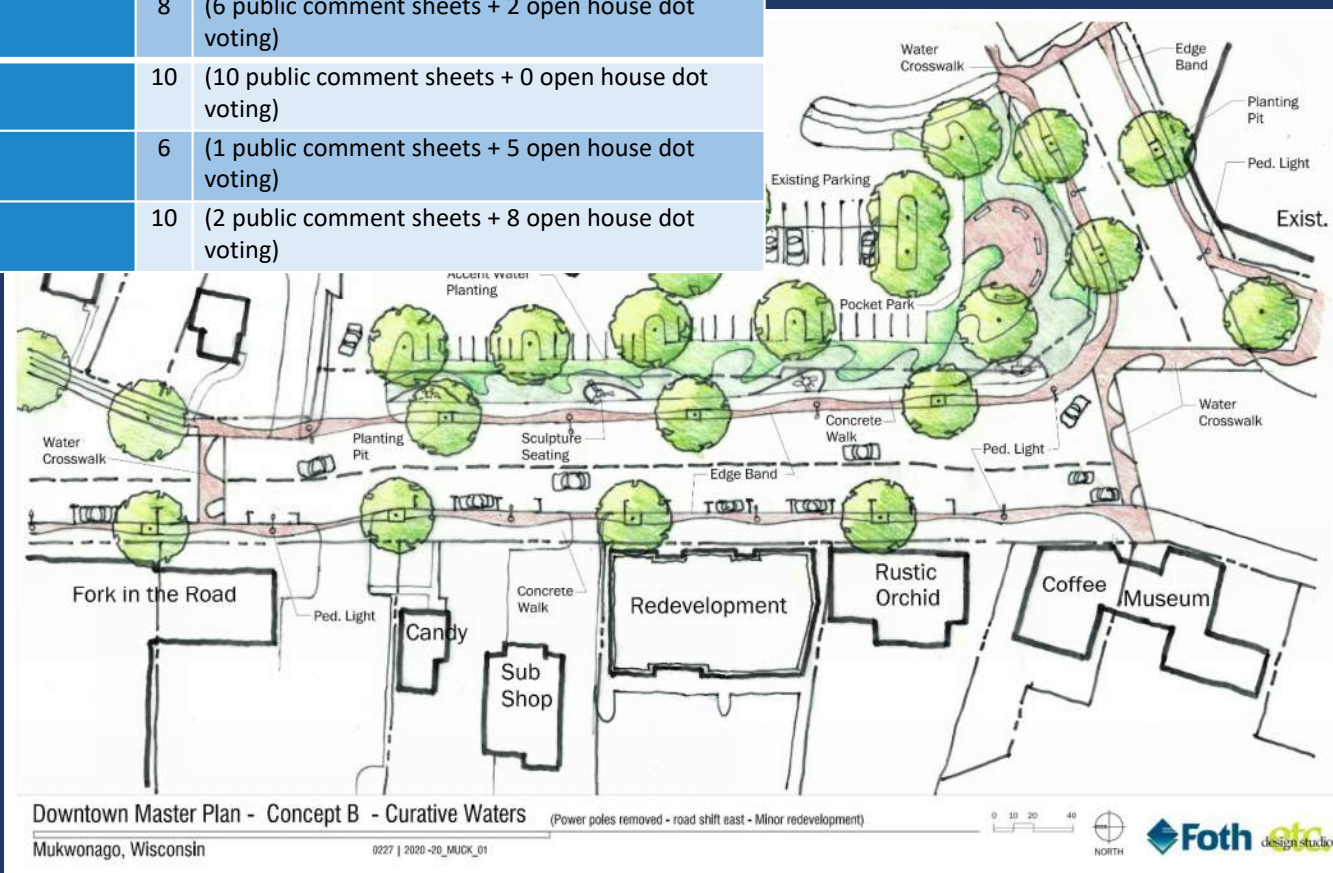




Public Engagement Summary

Concept

A	8	(6 public comment sheets + 2 open house dot voting)
B	10	(10 public comment sheets + 0 open house dot voting)
C	6	(1 public comment sheets + 5 open house dot voting)
D	10	(2 public comment sheets + 8 open house dot voting)





Public Engagement Summary

Overall Concept

A	6	(6 open house dot voting)
B	9	(9 open house dot voting)





Public Engagement Summary

Analysis

After processing and analyzing all of the public input collected during the public engagement phase of the project:

- Foth & Design Studio, Etc. decided to move forward with the “Curative Waters” landscape theme as the preferred alternative for the preliminary design.
- The bear claw performance plaza from the “Place of the Bear” landscape theme was incorporated into the preliminary design.
- Concept B is the main streetscape layout moving forward.
- Concept D will be an alternative design to ensure the Village is prepared in the event STH 83 gets rerouted and a jurisdictional transfer of the right-of-way to the Village comes to fruition.



Public Engagement Summary

Analysis

- References to the redevelopment of the Walgreens building were removed from the preliminary design. However, references to the possible redevelopment of the gas station property and Cousins Subs property remain.
- Both Concepts B and D assumed a portion of the greenspace on the Walgreen's property will be redeveloped to incorporate the design of the streetscape.
- Overall Concept B will move forward, minus the redevelopment of the Walgreen's building.
 - ❖ The reference to a "trolley extension" refers to a "tourist trolley" along CTH ES (Main Street). A tourist trolley (or road trolley), is a rubber-tired bus designed to resemble an old-style streetcar or tram. The vehicles are usually fueled by diesel, or sometimes compressed natural gas. The tourist trolley will provide a needed connection between the East Troy Electric Railroad stop at Indianhead Park and downtown.





Phase III – Preliminary Design

- Developed Preliminary Plans
- Presented Preliminary Plans at 5.28 DDC Zoom Meeting





Zoom Meeting Summary

Motions

- Recommend downward directional lighting complimentary to the area.
- Recommend applying Plan A design and patterns into Plan B.
- Recommend amenities as presented except for stamped concrete cross walks, remove the trolley extension concept, and the tree area to be a green terrace.
- Select sign shape C with the logo as presented on shape A.
- Suggest color on sign B.
- Recommend that sign location plan be subject to further refinement of a sub-committee.



Phase IV – Final Design

- Developed Final Plans
- **Present Final Plans to COW (*You are here)**





What Makes a Good Streetscape?

- Wider side walks with a mix of paving materials.
- Street trees with open landscape below
- Mix of decorative pedestrian and roadway lighting
- Underground utilities
- Banners and wayfinding on light poles
- Decorative crosswalks and bump-outs
- Bike lanes or bike friendly
- Pockets of landscape with art intermixed
- Pockets for people to dine hangout or spectate
- Maintainable and usable
- Works well in the winter



Typical Plans

Streetscape A:



Downtown Master Plan - Plan A

Mukwonago, Wisconsin

0702 | 2020-20_MUCK_01

0 10 20 40



Foth etc
design studio



Typical Plans

Streetscape B:



Downtown Master Plan - Plan B

Mukwonago, Wisconsin

0415 | 2020-20_MUCK_01

0 10 20 40

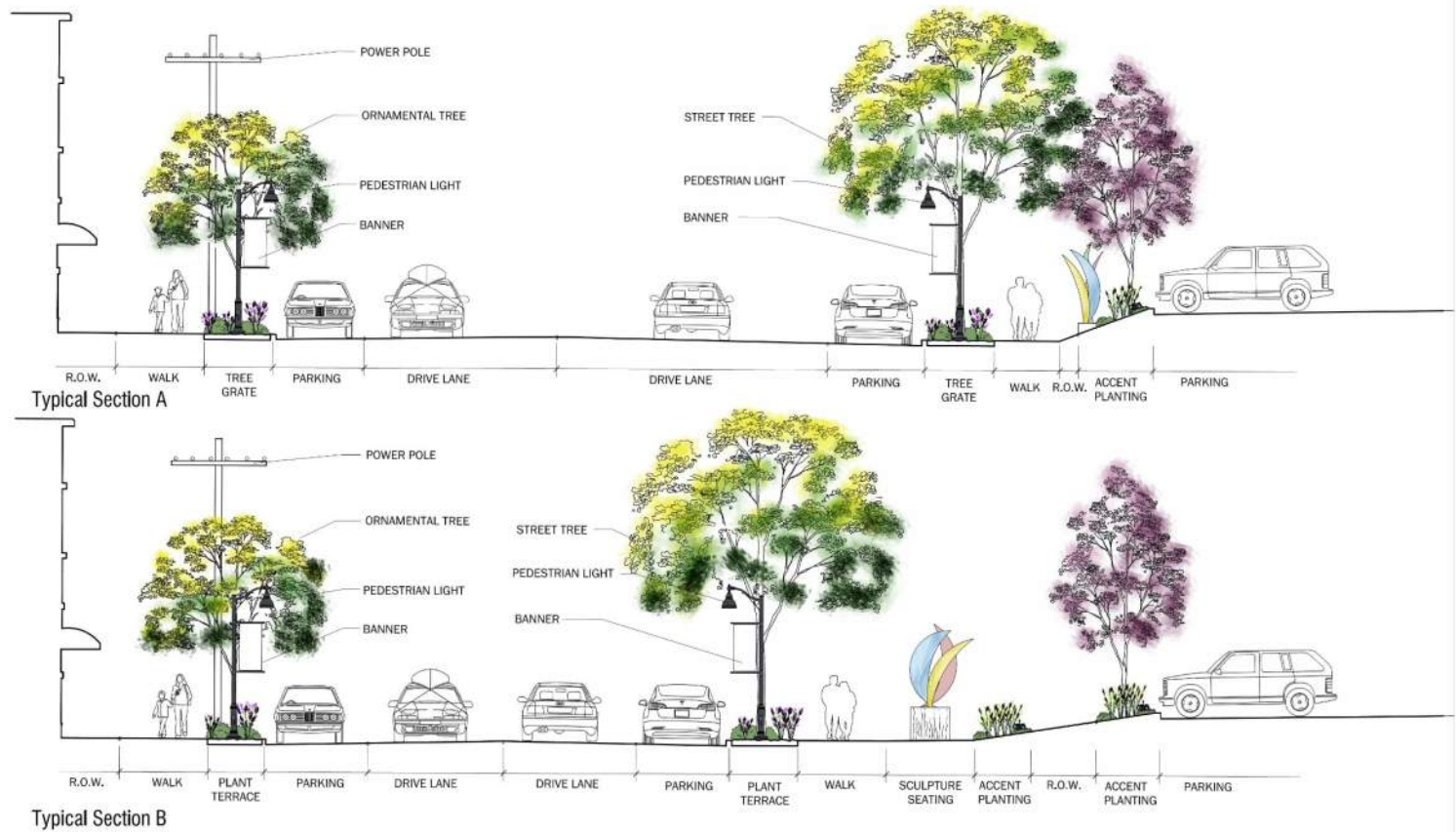


Foth design studio



Typical Cross Sections

Streetscape Cross Sections A: Plan A & Plan B



Downtown Master Plan - Streetscape Cross Sections A

Mukwonago, Wisconsin

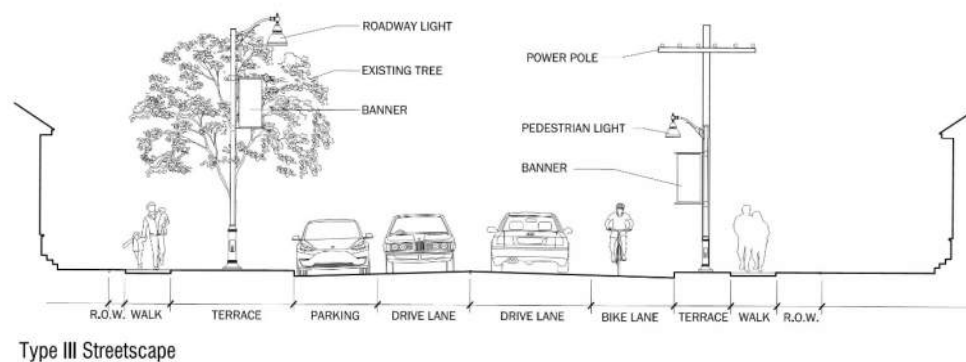
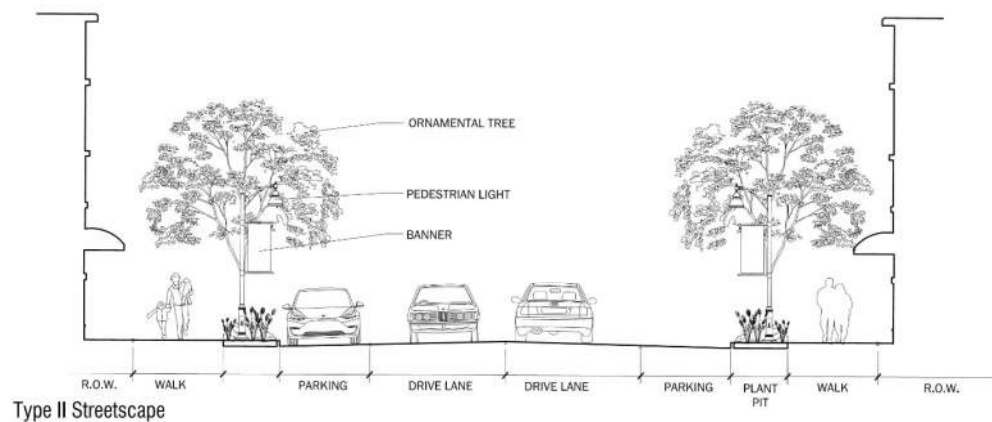
0701 | 2020-20_MUCK_01





Typical Cross Sections

Streetscape Cross Sections B: Type II & Type III



Downtown Master Plan - Streetscape Cross Sections B

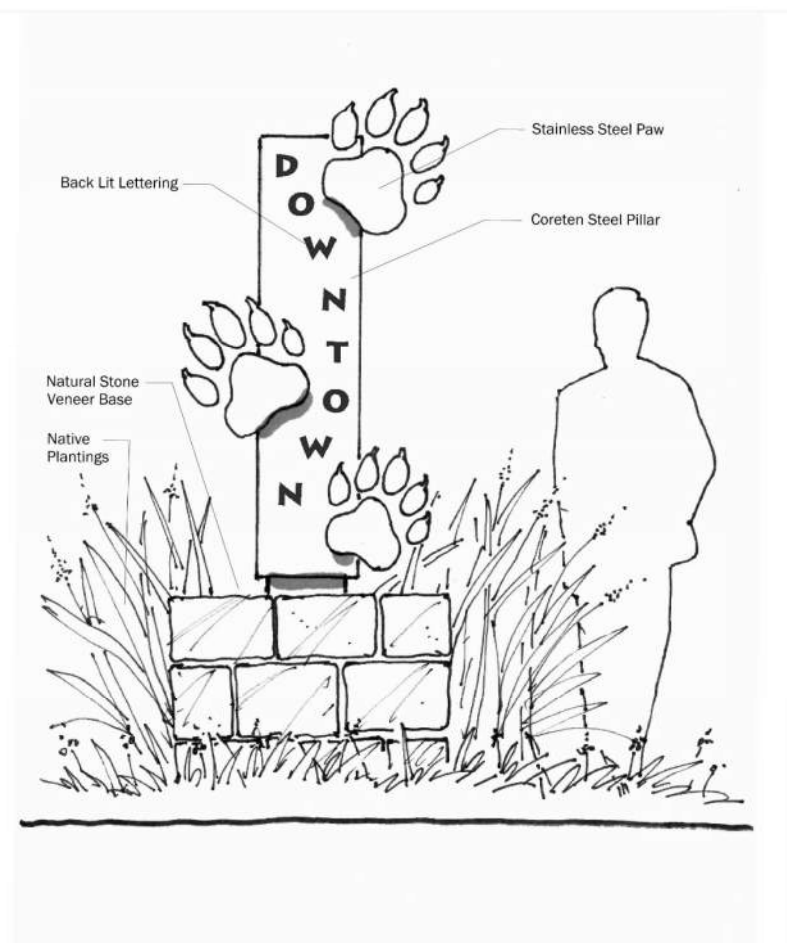
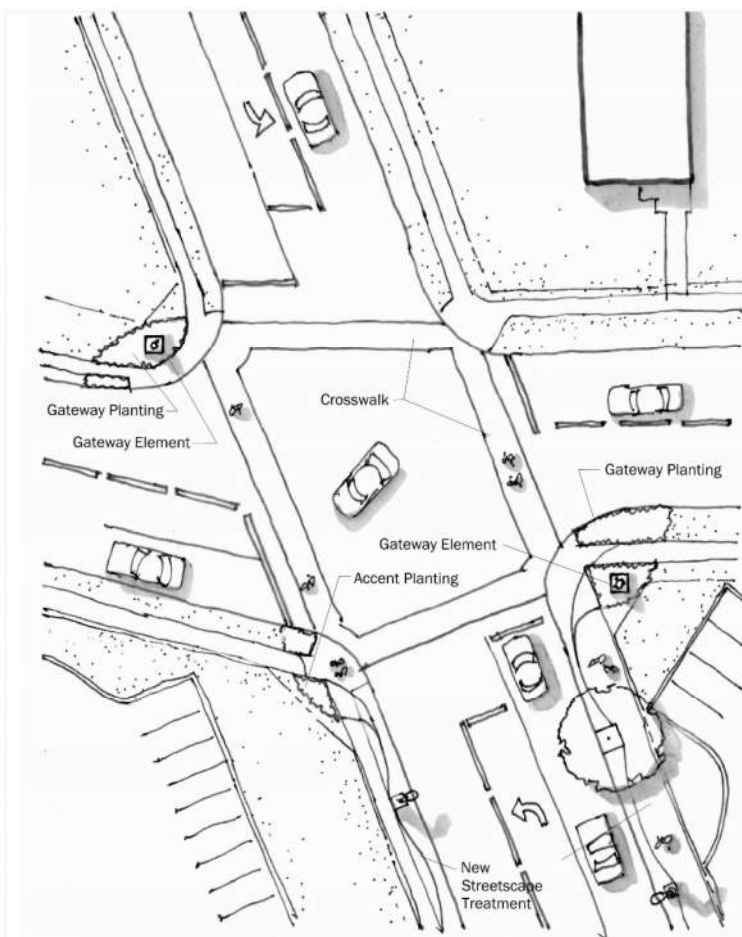
Mukwonago, Wisconsin

0701 | 2020-20_MUCK_01





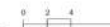
Typical Intersection & Gateway Feature Sketch Plan



Downtown Master Plan - Typical Intersection and Gateway Example

Mukwonago, Wisconsin

0701 | 2020 -20_MUCK_01





Overall Concept Plan



Amenities



Lighting



Benches



Trash Receptacles



Greenspace/Pocket Park



Gateways



Colored Concrete Crosswalk



Accent Lighting



Terrace

Downtown Master Plan - Amenities

Mukwonago, Wisconsin

07/01 | 2020 -20_MUCK_01



Streetscape Perspective (No Poles)



Downtown Master Plan - Streetscape Perspective (No Poles)

Mukwonago, Wisconsin

07/01 | 2020 -20_MUCK_01



Streetscape Perspective (With Poles)



Downtown Master Plan - Streetscape Perspective (With Poles)

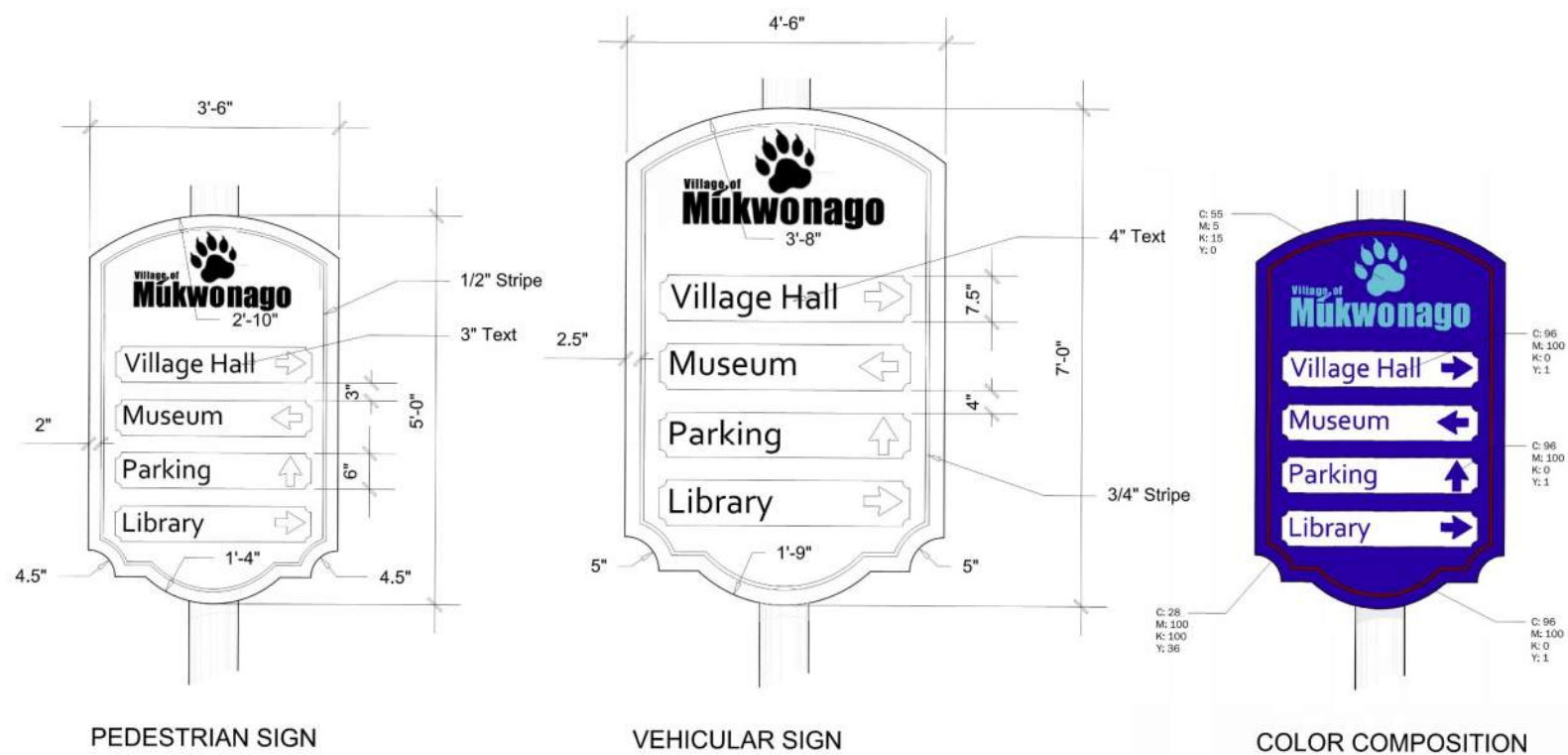
Mukwonago, Wisconsin

07/01 | 2020 -20_MUCK_01





Wayfinding Signs



Downtown Master Plan - Wayfinding Signs

Mukwonago, Wisconsin

0701 | 2020-20_MUCK_01



Vehicular Wayfinding Sign Location Plan





Pedestrian Wayfinding Sign Location Plan





GOM Cost Estimates Final Plans A & B

Downtown Streetscape Probable Cost (GMO)

Muckwonago, Wisconsin

July 1, 2020

Final Plan A - per block cost

Item	qty	Cost per block	total	description
sidewalk	7800	\$6	\$46,800	8' West 6' East
lawn terrace	6700	\$3	\$20,100	against curb
terrace landscape	1	\$10,000	\$10,000	
trees	13	\$700	\$9,100	
lights and banners	12	\$5,000	\$60,000	
crosswalks	2000	\$18	\$36,000	colored concrete
benches	4	\$2,000	\$8,000	
trash receptacles	4	\$1,500	\$6,000	
sculptures	4	\$6,000	\$24,000	
			\$220,000	
	4 blocks		\$880,000	Improved Total

Does not include road construction or utilities improvements

Does not include planting or sculptures outside of ROW

Final Plan B - per block cost

Item	qty	Cost per block	total	description
sidewalk	8960	\$6	\$53,760	8'-0 both sides
lawn terrace	6700	\$3	\$20,100	against curb
terrace planting	1	\$12,000	\$12,000	
trees	13	\$700	\$9,100	
lights and banners	14	\$5,000	\$70,000	
crosswalks	2000	\$18	\$36,000	colored concrete
benches	4	\$2,000	\$8,000	
trash receptacles	4	\$1,500	\$6,000	
sculptures	6	\$6,000	\$36,000	
accent landscape	1	\$8,000	\$8,000	back of walk
			\$258,960	
	4 blocks		\$1,035,840	

Does not include road construction or utilities improvements

Does not include planting or sculptures outside of ROW



What Can be Done Prior to HWY 83's Reconstruction?

Items That Can be Taken Down & Reinstalled Later

- Temporary Banners
 - Benches
 - Planters
 - Wayfinding Signs
 - Tactical Urbanism Projects
- ❖ Coordinate with owner of the Walgreen's property to redevelop a portion of their greenspace to incorporate the design of the streetscape.





What's Next?

1. Village Board Adoption of Master Plan
 - Village Board 7.15



2. Implementation



Village of
Mukwano

THANK YOU!!!

etc design studio  **Foth**



Village of Mukwonago GIS

Village Center Overlay - Retail Center Detail Map

DISCLAIMER: The Village of Mukwonago does not guarantee the accuracy of the material contained here in and is not responsible for any misuse or misrepresentation of this information or its derivatives.

SCALE: 1" = 333'



VILLAGE OF MUKWONAGO

440 River Crest Court

PO Box 206

Mukwonago, WI 53149

262-363-6420

Print Date: 8/15/2019

Row	Category	Company	Address	suite	Primary Contact Email	First	Last Name	Job Title	mary_conta	bn_email_a	phone	Notes
1	Industry	ADC Equipment Innovations, LLC	926 Perkins Dr			John F	Thornton	Manager	Male			
2	Industry	Adelhelm Lubricat	621 Baxter Dr			Dean	Drayna	Manager	Male	info@lubri	(262) 363-1701	
3	Industry	Adelhelm Quality Coating	621 Baxter Dr			Dean	Drayna	Owner, Presid	Male	info@qual	(262) 363-4455	
4	Industry	Apex Development Inc	615 S Rochester St			William	Jensen	Manager	Male			
5	Industry	Aptar	711 Fox St			Amanda	Alioto	Manager	Female		(262) 363-7191	
6	Industry	Aqua Well & Pump Systems	215 N Rochester St								(262) 363-3702	
7	Industry	Badger Color Concentrates Inc	1007 Fox St			Tina	Fuhs	Manager	Female		(262) 363-5710	
8	Industry	Banker Grating, LLC	600 Perkins Dr			David W	Stout	Owner, Mana	Male			
9	Industry	Boldt Contractors Inc	639 Baxter Dr			Tim	Boldt	Owner	Male		(262) 363-8466	
10	Industry	Bonstone Materials Corp	707 Swan Dr			Mike	Beckmann	Owner	Male		(262) 363-9877	
11	Industry	Bracemasters International LLC	640 Perkins Dr			Bill	Falcon	Human Resou	Male		(262) 797-9771	
12	Industry	Campbell Construction BBG	100 Main St			Jay	Campbell	Owner	Male		(262) 436-4760	
13	Industry	Class Tool & Die Inc	740 Swan Dr			Jerry	Rogosienks	President	Male		(262) 363-0902	
14	Industry	Cox Custom Haul LLC	448 Wahl Ave			Guy L	Cox	Owner	Male			
15	Industry	Diversified Design & Manufacturing, In	731 Swan Dr			Dale	Carrieveau	Marketing	Male		(262) 363-2121	
16	Industry	Dousman Transport Co Mukwonago	118 Pleasant Ln			Robert	Buchholz	President	Male		(262) 363-7176	
17	Industry	Empire Level Manufacturing Co	929 Empire Dr			Jenni	Becker	President	Female	empire@e	(262) 363-2028	
18	Industry	Engineered Pump Service Inc	624 Perkins Dr			Richard	Laux	President	Male		(262) 363-9002	
19	Industry	Engiso LLC	1257 Williams Dr			Kent B	Pedersen	Manager	Male			
20	Industry	Equipment Concepts Inc	648 Perkins Dr			Mike	McNamara	President	Male		(262) 363-2501	
21	Industry	Fastenal	710 Swan Dr			Chris	Tuttle	Manager	Male		(262) 363-1781	
22	Industry	Fickau Woodworking & More	117 Macarthur Dr	A		Arnold	Fickau	Manager	Male		(262) 363-4021	
23	Industry	Gearbox Express	155 W Dewew Dr.		bruce.neumiller@gearboxexpress.com	Bruce	Neumiller				262.378.3747	Discussed the need for a Developers Agreement
24	Industry	GS North America LLC	926 Perkins Dr		jthornton@gsg.com	John	Thornton	Owner	Male		(262) 786-0100	
25	Industry	Horn Oil Co	728 Clarendon Ave								(262) 363-7411	
26	Industry	J & R Engineering Co Inc	538 Oakland Ave			Kevin	Johnston	President	Male		(262) 363-9660	
27	Industry	J C Ewert Sons Inc	575 Bay View Rd	108		Dan	Ewert	President	Male		(262) 363-5575	
28	Industry	J D Campbell Construction Inc	100 Main St			Jay	Campbell	Marketing	Male		(262) 436-4761	
29	Industry	Joral Devices	640 Perkins Dr	101		Carl	Schrubbe	Engineer	Male		(262) 522-3266	
30	Industry	Joral LLC	926 Perkins Dr			Carl	Schrubbe	Owner	Male		(262) 522-3266	
31	Industry	KB Pattern Works LLC	828 Perkins Dr	400		Paul	Konkol	Owner, Mana	Male		(262) 363-2161	
32	Industry	Kohnes Kustom Welding Inc	725 Perkins Dr			Jeff	Kohne	Owner, Presid	Male		(262) 363-9353	
33	Industry	Kuzba Distributing Co, Inc	880 Main St			Mike	Kuzba	Owner	Male			
34	Industry	LifeSafer Ignition Interlock	1015 Main St									
35	Industry	M2m Machining	730 Perkins Dr			Jerry	Webb	President	Male		(262) 679-4600	
36	Industry	Marathon Systems Inc	211 N Rochester St			Rick	Mock	President	Male		(262) 363-3900	
37	Industry	MBC Co	730 Perkins Dr			Margaret	Concotelli	Owner	Female		(262) 363-9382	
38	Industry	McPherson Concrete	215 Oakland Ave								(262) 363-9200	
39	Industry	Mike Polencheck General	301 Main St	B							(715) 693-3071	
40	Industry	Newby's Hauling LLC	512 Bay St			Nicholas	Newby	Manager	Male			
41	Industry	Professional Construction Inc	1067 River Park Cir W								(262) 363-0886	
42	Industry	Rigibore Inc	700 Swan Dr			Anthony	Bassett	Owner	Male		(262) 363-4916	
43	Industry	Saturn Technology	1420 Main St								(262) 363-1850	
44	Industry	Y2g Surveying	123 Wolf Run									
45	Industry	Uneeda Iron & Sandblasting	1420 Main St			Steve	Mueller	Owner	Male		(262) 363-1831	
46	Services	A Team Computer Service LLC	318 N Rochester St			Alan	Schahzzins	Owner	Male		(262) 363-0836	
47	Services	Allstate Insurance	100 Main St			Kevin	Olp	Owner	Male		(262) 686-5050	
48	Services	Allure Hair Salon	103B Lake St			Sara	Wehmeier	Owner	Female		(262) 363-7050	
49	Services	American Family Insurance	615 S Rochester St			William	Jensen	Manager	Male		(262) 363-4055	
50	Services	Ami Asset	807 Swan Dr			Dennis	Birkley	President	Male		(262) 662-0467	
51	Services	Apex Ops LLC	461 Rivercrest Ct									
52	Services	Associated Bank	707 N Rochester St		sherl.leathers@associatedbank.com	Sherl	Leathers	Manager	Female		(262) 363-7111	
53	Services	BaumI, Claire	240 Maple Ave			Claire	BaumI		Female		(262) 928-1900	
54	Services	Baymont By Wyndham Mukwonago	945 Greenwald Ct			Vhrat	Shah	President	Male		(262) 363-9970	

55	Services	BB Management, LLC	810 Swan Dr Suite	A		David S	Hazenfield	Manager	Male			
56	Services	Becky's Hair Care	111 Atkinson St								(262) 470-1150	
57	Services	Birchrock Senior Community	280 Birchrock Way			Garth	Harris	Owner	Male	birchrocksn	(262) 363-9009	
58	Services	Bissett Manke Insurance	212 Pearl Ave			Brian	Bauer	Owner, Mana	Male		(262) 367-8777	
59	Services	BMO Harris Bank	730 Fox St			Lisa	Sickels	Manager	Female		(262) 363-1980	
60	Services	Bolling, Kristina	240 Maple Ave			Kristina	Bolling		Female		(262) 928-1000	
61	Services	Bruders, Elinor J MSN	240 Maple Ave			Elinor J	Bruders		Female			
62	Services	Building Inspector	625 S Rochester St								(262) 363-6419	
63	Services	Busy B's Painting & Wall Covering	511 Small Farm Rd								(262) 363-1384	
64	Services	C K Equity Invest LLC	218 Macarthur Dr			Chris	Kaestner	Owner	Male			
65	Services	Carlton, Eric	1010 N Rochester St			Eric	Carlton		Male		(262) 363-1680	
66	Services	CBM Insurance & Investment	301 N Rochester St			Darlene	Szymuszkiewicz	Manager	Female		(262) 363-6571	
67	Services	Cellular Sales-Verizon Authorized Retailer	101 Wolf Run			Tim	Baker	Engineering/IT	Male		(262) 368-3030	
68	Services	Choles Packaging Co	756 Swan Dr	58		Dan	Choles	Owner	Male		(262) 363-4977	
69	Services	Citizens Bank	1010 N Rochester St	B		April	Ruisch	Manager	Female		(262) 363-6525	
70	Services	Citizens Bank	875 S Rochester St			Caryn	Rodman	Manager	Female		(262) 363-6400	
71	Services	Citizens Bank	301 N Rochester St			Charles	Miller	Chief Executive	Male		(262) 363-6500	
72	Services	CJW Technical Services Inc	926 Meadowview Ln		cjwtech@yahoo.com	Chris	Meadowland	President	Male		(262) 363-2606	
73	Services	Collins, Katherine D	400 Bay View Rd	C		Katherine D	Collins		Female		(262) 789-1191	
74	Services	Cornerstone Counselling Services	400 Bay View Rd	C		Michelle	Anderson	President	Female		(262) 789-1191	
75	Services	Cost Cutters	827 S Rochester St	105		Orzechowski	Michael	Manager			(262) 363-8430	
76	Services	Crivello Carlson SC	114 Main St			Don	Carlson	President	Male		(262) 363-7720	
77	Services	D N Greenwald Center	240 Maple Ave			Marcia	Nalewajko	Director	Female		(262) 928-1900	
78	Services	DBI Insurance Service	121 Wolf Run	2B	rick@debeagency.com	Rick	Debe	President	Male		(262) 363-8650	
79	Services	Dillaber's Pump & Plumbing	604 S Rochester St			Larry	Dillaber	Owner	Male		(262) 363-8243	
80	Services	Dums Barber Style Shop	108 Main St		garydums@gmail.com	Gary	Dums	Owner	Male		(262) 363-7120	
81	Services	Edward Jones	627 N Rochester St			Scott	Howard	Administrator	Male		(262) 363-0609	
82	Services	Edward Jones	827 S Rochester St	111		Lynn	Martens	Administrator	Female		(262) 363-3134	
83	Services	Enterprise Rent-A-Car	1006 Main St	B							(262) 363-1580	
84	Services	Envirocon Inc	201 Main St			Ronald	Jarecki	President	Male		(262) 363-5579	
85	Services	F N Schmidt & Associates Inc	412 Franklin St			John	Schmidt	President	Male		(262) 786-7740	
86	Services	Feldman, Colette L	400 Bay View Rd	C		Colette L	Feldman		Female		(262) 789-1191	
87	Services	Fickau Landscape	630 Augusta Dr			Chris	Fickau	Owner	Male		(262) 363-5106	
88	Services	Fischer, Nicole	240 Maple Ave			Nicole	Fischer		Female		(262) 928-1900	
89	Services	Fleury's Body Repair Inc	1006 Main St			Jim	Fleury	Owner	Male		(262) 363-8555	
90	Services	Future 4 Ward LLC	1261 River Park Cir E			David J	Nelson	Owner	Male			
91	Services	Green Machine Financial Service	714 Main St								(262) 363-1340	
92	Services	Groom'n Time	828 Perkins Dr								(414) 422-9222	
93	Services	Haase Community Connections, Inc	312 Roberts Dr			Mary L	Haase	Manager	Female			
94	Services	Hair Shoppe Jodee Radway	629 N Rochester St			Jodee	Radway	Owner	Female		(262) 363-9721	
95	Services	Hancock Bank & Trust Co	1000 Fox St								(262) 363-3031	
96	Services	Hank's Alignment Service	118 Pleasant Ln								(262) 363-8188	
97	Services	Hanson, Andrina J NP	240 Maple Ave			Andrina J	Hanson					
98	Services	HD Financial	919 Main St			David C	Hansen	Owner, Mana	Male		(262) 363-4000	
99	Services	Home Sweet Pet Care LLC	518 Two Rivers Dr			Elise	Campbell	Manager	Female			
100	Services	Idcwl	820 Swan Dr			Matt	Gluszcz	Manager	Male		(262) 363-7307	
101	Services	Industrial Truck Repair	637 Perkins Dr			Dennis F	Smith	Manager	Male		(262) 363-2919	
102	Services	Inspire Hair Design	105 N Rochester St			Ashley R	Fleury	Owner	Female		(262) 363-3700	
103	Services	Instrument Development Corp	820 Swan Dr			Jon A	Sinnett	President	Male		(262) 363-7307	
104	Services	Intcomex	820 Swan Dr			Carlos	Benitez	Vice President	Male		(262) 363-2100	
105	Services	Jason Collins-COUNTRY Financial Repres	108 Main St			Jason	Collins		Male		(262) 574-0228	
106	Services	John Schreiber-Raymond James	801 Main St			John	Schreiber		Male		(262) 378-4328	
107	Services	Johnson Financial Group	1000 Fox St			Ted	Winkel	Vice President	Male		(262) 363-1401	
108	Services	Johnson, Jessica K	240 Maple Ave			Jessica K	Johnson		Female		(262) 928-1900	
109	Services	Kids Connection Childcare Center	419 Rivercrest Ct			Kris	Kraussel	Owner	Male		(262) 363-2266	
110	Services	Kimeez Photography	300 Main St	1	kimeezphotography@yahoo.com	Kim	Sahin		Female		(414) 526-2889	

111	Services	Kmiec Law Offices	221 N Rochester St			Wanda	Doughty	Legal	Female		(262) 650-6800	
112	Services	Knurr, Erica Jean DC	435 Rivercrest Ct			Erica Jean	Knurr		Female		(262) 441-3314	
113	Services	Krause, Cheri E	240 Maple Ave			Cheri E	Krause		Female		(262) 928-1900	
114	Services	L'bri Pure & Natural Skin Center	909 Perkins Dr			Linda	Kaminski	Owner	Female		(262) 363-9674	
115	Services	L'bris Health & Beauty	909 Perkins Dr			Brian	Kaminski	Vice Presiden	Male		(262) 363-2859	
116	Services	Life's Connection	307 S Rochester St								(262) 470-3119	
117	Services	Link, Jacqueline	240 Maple Ave			Jacqueline	Link		Female		(262) 363-1900	
118	Services	Little Lambs Child Care	315 Main St								(262) 363-5000	
119	Services	Loman, Sheila	240 Maple Ave			Sheila	Loman		Female		(262) 928-1900	
120	Services	Mac's Barber Shop	307 Eagle Lake Ave			Conny	McIntosh	Owner	Female		(262) 363-7715	
121	Services	Martens Plumbing & Heating Inc	117 Macarthur Dr			Jeff	Martens	Owner	Male		(262) 363-7146	
122	Services	Matthews, Alyssa C DC	603 N Rochester St			Alyssa C	Matthews		Female		(262) 363-5021	
123	Services	Merk & Associates LLC	414 Main St	3		Mark	Merk	Owner	Male		(262) 363-2503	
124	Services	Mills & Boehm LLP	123 Wolf Run	1		Gabrielle	Boehm	Partner	Female		(262) 363-7311	
125	Services	Modern Nails	827 S Rochester St	106		Thu	Phan	Owner	Female		(262) 363-5420	
126	Services	Moreland Ob-Gyn Associates, SC	240 Maple Ave	LEVEL		Josie	Patla	Office Manag	Female		(262) 650-7492	
127	Services	Mukwonago 24HR Locksmith	1420 Main St	22	aircareplus1@gmail.com	Sam	Ryan	Owner	Male		(262) 672-6373	
128	Services	Mukwonago Appliance Repair	207 N Rochester St			Marc	Ciesielski	Manager	Male		(262) 842-1296	
129	Services	Mukwonago CPAs	414 Main St			David H	Gilliland	Owner	Male	shannonro	(262) 363-4873	
130	Services	Mukwonago Yamaha	970 Greenwald Ct			Douglas	Silkworth	Owner	Male		(262) 363-6480	
131	Services	Nation Fresh Logistics LLC	111 N Rochester St			Chris	Fleming	Manager	Male			
132	Services	Neau, Olivia C	318 N Rochester St			Olivia C	Neau		Female		(262) 363-2500	
133	Services	NRD LLC	945 Greenwald Ct			Ashok	Patel	Manager	Male			
134	Services	Odyssey Design	1207 Trail Ct			Jeffrey	Kleiber	Owner	Male		(262) 363-4325	
135	Services	Ohana Insurance Services-Meemic Insur	919 Main St			Nicole	Yenter	Owner	Female		(262) 378-5540	
136	Services	Park, Hong-Lim	400 Bay View Rd	E		Hong-Lim	Park				(262) 749-0939	
137	Services	Paul Backlund-State Farm Insurance	414 Main St			Paul	Backlund		Male		(262) 363-7138	
138	Services	Perugini, Rocco F DC	435 Rivercrest Ct			Rocco F	Perugini		Male		(262) 363-9552	
139	Services	Petersen, Carrie A FNP	240 Maple Ave			Carrie A	Petersen		Female		(262) 928-1900	
140	Services	Pixelpaint Graphics Inc	123 Wolf Run	2		Jeff	Rudolph	Owner	Male		(262) 363-2648	
141	Services	Pollpeter, Andrea L MSN	240 Maple Ave			Andrea L	Pollpeter		Female			
142	Services	Pretty Nails & Spa	107 Lake St			Tom	Tran	Manager	Male		(262) 363-7172	
143	Services	Professional Hearing Service	240 Maple Ave			Julie	Fournier	Manager	Female		(262) 549-5150	
144	Services	PyraMax Bank	405 Rivercrest Ct								(262) 347-4577	
145	Services	Ramirez, Ben	240 Maple Ave			Ben	Ramirez		Male		(262) 363-1900	
146	Services	Rechcygl, Chad, Andrew, DC	603 N Rochester St			Chad A	Rechcygl		Male		(262) 363-5021	
147	Services	Rivercrest Tire & Auto Service	880 Main St			Mike	Kuzba	Owner	Male		(262) 363-4789	
148	Services	Rivers Edge Wash & Lube	811 S Rochester St			Rebecca	Goede	Owner	Female		(262) 363-1899	
149	Services	Roldan, Shannon CPA	414 Main St			Shannon	Roldan		Female		(262) 363-4873	
150	Services	Romans, Janelle M	240 Maple Ave			Janelle M	Romans		Female		(262) 928-1900	
151	Services	Royal Blue Holdings LLC	1257 Williams Dr			Kent B	Pedersen	Manager	Male			
152	Services	Rural Mutual Insurance: Aaron Reznich	575 Bay View Rd	102		Aaron	Reznich		Male		(414) 975-9717	
153	Services	Rural Mutual Insurance: Yana Glick	575 Bay View Rd	102		Yana	Glick		Female		(414) 531-6446	
154	Services	Schieber Investment Advisory Services	801 Main St			Scott	Schreiber	Manager	Male		(262) 378-4328	
155	Services	Schmechel Properties LLC	1333 Orchard View Ln			Daniel R	Schmechel	Manager	Male			
156	Services	Schmidt & Bartelt Funeral & CR	930 Main St			Mike	Patterson	Manager/Fun	Male		(262) 363-7126	
157	Services	Schmidt & Bartelt Inc	315 Main St								(262) 246-4774	
158	Services	Schoenenberger Edwin R Periodontist	400 Bay View Rd	K							(262) 363-1933	
159	Services	Seniors on the Go	575 Bay View Rd	106	sotgtaxi@gmail.com	Jack	Wieber	Manager	Male		(262) 363-5700	
160	Services	Shannon G Roldan CPA LLC	414 Main St			Shannon G	Roldan	Owner	Female			
161	Services	Singh, Gurjit	212 N Rochester St			Gurjit	Singh				(262) 363-5235	
162	Services	Slocum, Katie	240 Maple Ave			Katie	Slocum		Female		(262) 928-1900	
163	Services	State Farm Insurance	414 Main St			Paul	Backlund	Manager	Male		(262) 363-7138	
164	Services	The House of Insurance	101 N Rochester St			Les	Newman	Owner	Male		(262) 363-7878	
165	Services	The Nail Lounge	919 Main St			Jamie	McCormick	Owner	Female		(262) 363-8692	
166	Services	Trim-N-Tidy Cleaners	920 Greenwald Ct	400		Clarice	Nance	Manager	Female		(262) 363-4111	

167	Services	U-Haul Neighborhood Dealer	414 S Rochester St							service@u	(262) 368-1190	
168	Services	Unified Heating & Air Conditioning LLC	111 Atkinson St								(262) 363-0983	
169	Services	UPS Access Point Location	723 N Rochester St								(262) 363-1704	
170	Services	Urban Herriges & Sons Inc	121 Wolf Run	1			Dean	Herriges	Owner	Male	(262) 363-4200	
171	Services	V2G Surveying	123 Wolf Run	4			Mike	Vanhenkel	Vice Presiden	Male	(262) 378-5096	
172	Services	View Appraisals	211 N Rochester St				Roger	Walsh	Owner	Male	(262) 363-4426	
173	Services	Vincent Plumbing & Heating	148 Eagle Lake Ave				Amy	Vincent	Owner	Female	(262) 363-1800	
174	Services	Vitek Semrad ,Jennifer K	240 Maple Ave				Jennifer K	Vitek Semrad		Female	(262) 928-1900	
175	Services	W H Major & Sons Inc	805 Perkins Dr				William H	Major Jr	Manager	Male	(262) 363-3115	
176	Services	Walrath, Daniel L MD	240 Maple Ave				Daniel L	Walrath		Male	(262) 929-1900	
177	Services	Welch, Kristin C MSN	240 Maple Ave				Kristin C	Welch		Female	(262) 928-1900	
178	Services	Western Union Agent Location	212 N Rochester St								(262) 363-5235	
179	Services	Wiebelhaus, Jodi L NP	240 Maple Ave				Jodi L	Wiebelhaus		Female	(262) 928-1900	
180	Services	Wind Lake Solutions Inc	400 Bay View Rd	A			Dave	Coates	Partner	Male	(262) 363-2081	
181	Services	Women's Health Care	240 Maple Ave		womenhealthwauk@gmail.com		Dana J	Akiya		Female	(262) 549-2229	
182	Services	Woznicki, Kirsten S NP	240 Maple Ave				Kirsten S	Woznicki		Female	(262) 363-1900	
183	Services	WW (Weight Watchers)	857 S Rochester St	300								
184	Services	Wyngaard, Tracy L MSN	240 Maple Ave				Tracy L	Wyngaard		Female	(262) 928-1900	
185	Services	Your Auto Wash	611 S Rochester St				Greg	Foat	Owner	Male	(262) 363-4511	
186	Services	Zielke, Alyssa PA	240 Maple Ave				Alyssa	Zielke		Female	(262) 928-1900	
187	Health	Adl Supportive Home Care	318 N Rochester St				Hannah	Barry	Manager	Female	(262) 363-4400	
188	Health	Allergy Asthma & Sinus Center	123 Wolf Run	3			Gary C	Steven		Male	(414) 529-8500	
189	Health	Bialk, James L DDS	121 Wolf Run	3			James	Bialk		Male	(262) 363-4016	
190	Health	Blosky, William J MD	240 Maple Ave	2220			William J	Blosky		Male	(262) 928-1900	
191	Health	Chiropractic First	603 N Rochester St				Mark	Davis	Doctor	Male	(262) 363-5021	
192	Health	Darin R Gregory MD, FACOG	240 Maple Ave				Darin R	Gregory		Male	(262) 650-7492	
193	Health	DaVita Mukwonago Dialysis	400 Bay View Rd	F			A	Korkor	Manager		(262) 363-3561	
194	Health	Einar C Svang II, DDS, SC	827 S Rochester St	112			Einar C	Svang II		Male	(262) 363-4141	
195	Health	Family Vision Center	920 Greenwald Ct	300			Kristin	Ziegler	Manager	Female	(262) 363-1717	
196	Health	Forward Dental	720 N Rochester St	203			Tracy	Luser	Office Manag	Female	(262) 363-2220	
197	Health	Freedom Physical Therapy	111 Atkinson St	2			Todd	Pratte	Manager	Male	(262) 363-3268	
198	Health	GI Associates LLC	240 Maple Ave								(262) 569-7877	
199	Health	Hannah Home Health Care Inc	318 N Rochester St				David A	Hannah	Owner	Male	(262) 363-2500	
200	Health	Main Optical	400 Bay View Rd	D			Greg	Granrath	Manager	Male	(262) 363-1515	
201	Health	Medical Eye Associates SC	400 Bay View Rd	D			Jan	Schaeffer	Office Manag	Female	(262) 363-5333	
202	Health	Mukwonago Dialysis	400 Bay View Rd	F			John D	Winstel	Controller	Male	(262) 363-3561	
203	Health	Mukwonago Endodontics	525 Bay View Rd								(262) 363-2715	
204	Health	Mukwonago Family Dentistry	1210 Marsh View Dr				Sandy	Brand	Finance Execu	Female	(262) 363-4041	
205	Health	Myron, Gary MD	240 Maple Ave				Gary	Myron		Male	(262) 928-1900	
206	Health	Nelson, Todd, R, MD	240 Maple Ave				Todd R	Nelson		Male	(262) 928-1900	
207	Health	Oral/Maxillofacial Surgery Associates	320 Bay View Rd				Joseph	Best		Male	(262) 368-2980	
208	Health	Pro Health Care	240 Maple Ave				Bambi R	Weyers		Female	(262) 928-5755	
209	Health	ProHEALTH Care Medical Center	240 Maple Ave				Kelly	Kreft	Office Manag	Female	(262) 928-1900	
210	Health	Regional Cancer Center For Prohealthca	240 Maple Ave				Mohamma	Raza		Male	(262) 928-5350	
211	Health	Reichl Orthodontics	400 Bay View Rd	K			Peter G	Reichl	Owner	Male	(262) 547-2827	
212	Health	Reichl Orthodontics	307 Eagle Lake Ave				Peter G	Reichl		Male	(262) 363-8267	
213	Health	Riverview Dental	827 S Rochester St	112			Sue	Kohl	Office Manag	Female	(262) 363-4141	
214	Health	Roberts Orthodontic Laboratory Inc	941 Perkins Dr				Randall	Roberts	Owner	Male	(262) 363-9990	
215	Health	Southeastern Wi RDTN Oncology	240 Maple Ave		james.jones@phci.org		James C	Jones		Male	(262) 928-5755	
216	Health	Spencer-Smith & Perugini Chiro	435 Rivercrest Ct				Erin	Spencer-Sr	Owner, Manag	Female	(262) 363-9552	
217	Health	Sullivan Dentistry LLC	453 River Crest Ct				John S	Sullivan	Owner	Male	(262) 363-4114	
218	Health	UW Cancer Center at Prohealthcare	240 Maple Ave				Christophe	Hake		Male	(262) 696-5690	
219	Health	Waukesha Medical Center	240 Maple Ave				Kelly	Kreft	Manager	Female	(262) 928-1900	
220	Health	Wittchow, Alison MD	240 Maple Ave				Alison	Wittchow		Female	(262) 928-1900	
221	Health	Wolf Family Chiropractic Center	575 Bay View Rd	103			David	Wolf	Owner, Manag	Male	(262) 363-3909	
222	Health	Wolfe, Joseph M MD	240 Maple Ave				Joseph M	Wolfe		Male	(262) 928-1900	

223	Restaurant	Arby's	122 Arrowhead Dr			Debs	Schultz				(262) 264-6888	
224	Restaurant	Antigua Real	355 Bay View Rd									
225	Restaurant	Blue Bay Family Restaurant	927 Main St			Memet	Islami	Owner	Male		(262) 363-8112	
226	Restaurant	Boss Chicken & Pizza	1015 E Veterans Way			Kris	Ganske				608.358.9351	Still Developing
227	Restaurant	Babe's Chicken & Pizza	225 Bay View Rd UNT 5	Zavi Islami	mr226@yahoo.com	262-379-9113						
228	Restaurant	Chen's Kitchen	827 S Rochester St			David	Chen	Owner	Male		(262) 363-3666	
229	Restaurant	Cousins Subs	207 N Rochester St			Kirk	Knipple	Manager	Male		(262) 363-2000	
230	Restaurant	Crazy Bears Pizza	111 Atkinson St		crazybearspizza@gmail.com	Ray	Barber	Owner	Male		(262) 363-3587	
231	Restaurant	Culver's	1090 N Rochester St			Darlene	Landon	Manager	Female	gmlake@gmail.com	(262) 363-4949	
232	Restaurant	Daa Smokehouse LLC	627 Eastern Trl			Tina M	O'Bryan	Owner	Female			
233	Restaurant	Domino's	920 Greenwald Ct	200		Matthew	Heitmann	Educator	Male		(262) 363-3663	
234	Restaurant	Espresso Love Coffee	105 N Rochester St			Katie	Pierce	Owner	Female		(262) 363-2558	
235	Restaurant	Half-Time Sports Grille	200 S Rochester St									
236	Restaurant	Imperial House	920 Greenwald Ct	700		Kun	Sun	Owner	Male		(262) 363-9233	
237	Restaurant	McDonald's	1020 N Rochester St			Dion	Conn	Owner, Financial	Male		(262) 363-3039	
238	Restaurant	Pizza Hut	955 Main St	B		Rebecca	George	Site Manager	Female		(262) 363-8875	
239	Restaurant	Odoba Mexican Eats	885 S Rochester St	200							(262) 953-2535	
240	Restaurant	Sandy's Miller Time	701 Main St			Sandy	Miller	Owner	Female		(262) 363-3843	
241	Restaurant	Shanahans Coffee House & Deli	920 Greenwald Ct	600							(262) 363-3992	
242	Restaurant	Sol De Mexico	507 Main St			Jose	James	Owner	Male		(262) 363-1564	
243	Restaurant	Starbucks	885 S Rochester St	100		Kelly	Fisher	Manager	Female		(262) 363-0727	
244	Restaurant	Stain & Scoop	110 Main St	Amanda Brissette		262.378.7087						
245	Restaurant	Starbucks	1010 N Rochester St			Travis	O'Gallagher	Manager	Male		(262) 363-3026	
246	Restaurant	Subway	103 Lake St			Neera	Bhatnagar	Manager	Female		(262) 378-5058	
247	Restaurant	Taco Bell	920 Greenwald Ct	800		Carina	Koski	Site Manager	Female		(262) 363-2946	
248	Restaurant	The Badger Burger Co	200 S Rochester St								(262) 363-0990	
249	Restaurant	The Fork in the Road Restaurant	215 N Rochester St			Dennis	Stevens	Owner	Male		(262) 363-7849	
250	Restaurant	Waukesha County Senior Dining	280 Birchrock Way			Marilyn	Waldeck	Manager	Female		(262) 363-4458	
251	Lifestyle	9Round Fitness	545 Bay View Rd	D							(262) 278-6200	
252	Lifestyle	American Legion Post	627 E Veterans Way									
253	Lifestyle	Accent on Dance	1012 Main St									
254	Lifestyle	Animal House	105 Fox St		animalhouseexotics@gmail.com	Daniel	Thomas	Owner	Male		(262) 363-7387	
255	Lifestyle	Bay View Veterinary Clinic SC	890 Main St								(262) 649-9943	
256	Lifestyle	Bayview Veterinary Clinic	890 Main St			Allyson	Doerflinger		Female		(262) 363-9993	
257	Lifestyle	Bright Reflections	931 Greenridge Ctr									
258	Lifestyle	Brooklife Church	857 S Rochester St	300		Robert	Pilant	Manager	Male		(262) 378-4470	
259	Lifestyle	Bichon and Little Buddies	828 Perkins Dr									
260	Lifestyle	City Museum	103 Main St			Thayne	Odier	President	Male		(314) 231-2489	
261	Lifestyle	Croatian Fraternal Union	310 Shore Dr			Carol	Gedde	Manager	Female		(262) 363-2124	
262	Lifestyle	Clutch Sports	1012 Main St Unit D									
263	Lifestyle	Rust Orchid Creative	111 N Rochester St									
264	Lifestyle	Escape Tanning & Nails	919 Main St									
265	Lifestyle	East Troy RR Musuem Pt	1450 Main St									
266	Lifestyle	Echo Lake Apartments	620 Oakland Ave			Jim	Wappensch	Manager	Male		(262) 363-8646	
267	Lifestyle	First Congregational Church	231 Roberts Dr			Rick	Hartley	Religious Lead	Male		(262) 363-7249	
268	Lifestyle	Jays Lanes	326 Atkinson St			Gerald	Jay	Owner	Male		(262) 363-7230	
269	Lifestyle	Kay's Academy of Dance	715 Main St			Kay	Heine	Owner	Female		(262) 363-9006	
270	Lifestyle	Mount Olive Evangelical Lutheran Church	211 Main St			Scot	Ruffatto	Religious Lead	Male		(262) 363-8251	
271	Lifestyle	Mukwonago Wrestling Club	1105 Mukwonago Dr			Randal	Dusing	Manager	Male		(414) 507-7861	
272	Lifestyle	Mukwonago YMCA	245 Wolf Run			Laurie	Schlitt	Executive Dir	Female		(262) 363-7950	
273	Lifestyle	Ottos Fine Art Academy	100 Fox St									
274	Lifestyle	Sue's Finishing Touch	720 N Rochester St									
275	Lifestyle	The Green Rabbit Clay Studio	611 Main St								(262) 378-4239	
276	Lifestyle	Perfect Fit	827 S Rochester St Unit 107									
277	Lifestyle	Phantom Woods	590 Phanom Woods Rd									
278	Lifestyle	Vintage Vault Arcade	715 Main St Unit 2			James	Srnec	Owner	Male		608-556-7520	

279	Lifestyle	Woodhouse Spa	325 Bayview Rd, Suite F									
280	Lifestyle	Winston's Wishes Inc	328 Gibson St			Jake	Schneider	Manager	Male			
281	Retail & Grocery	Advance Auto Parts	723 N Rochester St	H		Timothy	Spalla	Manager	Male		(262) 363-1704	
282	Retail & Grocery	ALDI	111 Wolf Run								(262) 363-2602	
283	Retail & Grocery	Amans Beer & Wine	110 Chapman Farms Blvd									
284	Retail & Grocery	Americana Flower Station LLC	500 Main St			Kelly	Krause	Owner	Female		(262) 378-4200	
285	Retail & Grocery	Amoco	909 Greenwald Ct									
286	Retail & Grocery	Anich's Liquor & Beer Store	411 Main St			Gerald	Anich	Owner	Male		(262) 363-8376	
287	Retail & Grocery	Baby Jack Blankets LLC	1434 Applewood Cir			Kelley L	Legler	Manager	Female			
288	Retail & Grocery	Bear Nutrition	915 Greenridge Ctr									
289	Retail & Grocery	Blooms in Bloom	101 Lake St		bloomsinbloom@aol.com	Kaycee	Meracle	Owner	Female		(262) 363-3303	
290	Retail & Grocery	BP-5 Star	122 Arrowhead Dr								(262) 363-2371	
291	Retail & Grocery	C & M Auto Parts	945 Main St	110		Chuck	Gosh	Site Manager	Male		(262) 363-4057	
292	Retail & Grocery	CloudX	927 Greenridge Ctr			Tajammul	Syed				414.627.8386	
293	Retail & Grocery	Computer Resources & Tech	555 Bay View Rd	3		Lisa	Lamb	Owner	Female		(262) 363-3000	
294	Retail & Grocery	Circle of Friends	851 Greenridge Ctr A									
295	Retail & Grocery	Country Porch LLC	110 Main St			Kenneth J	Kurt	Owner	Male			
296	Retail & Grocery	Dolls & Etc	511 S Rochester St			Elizabeth	Langenbach	Owner	Female		(262) 363-4302	
297	Retail & Grocery	Dollar General	851 Greenridge Ctr B									
298	Retail & Grocery	Dragonfly Embroidery	507 Main St	200		Kerry	Luecht	Owner, Manager	Male		(262) 363-2372	
299	Retail & Grocery	Dynamic Awards & Apparel LLC	401 Jefferson St		sales@dynamicawards.com	Scott	Iloncaie	Owner	Male		(262) 363-2005	
300	Retail & Grocery	Elegant Farmer	1541 Main St									
301	Retail & Grocery	E and S Sweets	211 N Rochester St									
302	Retail & Grocery	End of the Leash LLC	214 S Rochester St			Susie	Hardaker	Owner	Female		(262) 363-3338	
303	Retail & Grocery	For Pet's Sake	828 Perkins Dr			Patti	Muraczewski	Owner	Female		(262) 363-4529	
304	Retail & Grocery	GK Gas LLC	201 N Rochester St			Charu	Gupta	Owner	Female		(262) 363-5102	
305	Retail & Grocery	Hahn Ace Hardware	1080 N Rochester St			Perry	Hahn	Owner	Male	customer.s	(262) 363-6865	
306	Retail & Grocery	Health Hut	325 Bay View Rd, STE 1									
307	Retail & Grocery	Horn Feeds Inc	728 Clarendon Ave			Rick	Horn	Owner	Male		(262) 363-7116	
308	Retail & Grocery	Home Depot	232 E Wolf Run									
309	Retail & Grocery	Judd's Designs	101 Lake Street			Judd	Smith	Owner	Male		262.903.1751	
310	Retail & Grocery	King Funko	555 Bayview Rd Suite 6									
311	Retail & Grocery	LeafShop	1005 Main St STE 300									
312	Retail & Grocery	Lynch Ford of Mukwonago	1015 Main St			Adam	Nuber	Manager	Male		(262) 363-3085	
313	Retail & Grocery	Mallory Safety & Supply	727 E Veterans Way									
314	Retail & Grocery	Meyers Jewelers	525 S Rochester St Ste3									
315	Retail & Grocery	Midwest Music Supply	105 Fox St	4							(262) 378-4641	
316	Retail & Grocery	Mobil	710 Main St			Jim	Kahsria	Owner	Male		(262) 363-4004	
317	Retail & Grocery	Mukwonago Mattress LLC	109 Lake Street			Joshua	Mishler			mbamukw	262.470.9076	
318	Retail & Grocery	Mukwonago Auto Parts	850 Main St			Jerry	Alcala	Manager	Male	mukwonag	(262) 363-4038	
319	Retail & Grocery	Mukwonago Food Pantry	325 Eagle Lake Ave			Cynthia	Eggleston	Executive Dir	Female	info@muk	(262) 363-3452	
320	Retail & Grocery	NAPA	850 Main St									
321	Retail & Grocery	Pick'n Save	1010 N Rochester St			Pat	Groves	Director	Male		(262) 363-3026	
322	Retail & Grocery	Pick'n Save Pharmacy	1010 N Rochester St			Allison	Bredestegge	Manager	Female		(262) 363-1680	
323	Retail & Grocery	Polkadots & More	555 Bay View Rd			Terese	Hennessy	Owner	Female		(262) 363-5592	
324	Retail & Grocery	Quilt Agious	109 Lake St			Cat	Cusick	Manager	Female		(262) 363-3066	
325	Retail & Grocery	Rock Shop	111 Atkinson St	B		Michael	Murphy	Manager	Male		(262) 378-4822	
326	Retail & Grocery	Sunset Herps	600 Main St									
327	Retail & Grocery	Super Products	130 W Boxhorn Dr			Rebecca	Corrao					
328	Retail & Grocery	Schuett Farms	56370 Highway 83 W299									
329	Retail & Grocery	Shredded Threads	301 Pleasant St									
330	Retail & Grocery	Sherwin-Williams	360 Bay View Rd			Catherine M	Marinello	Manager	Female		(262) 363-0846	
331	Retail & Grocery	Village Wine & Liquor	718 Main St			Karoleigh	Frey	Manager			(262) 363-2337	
332	Retail & Grocery	Walmart	250 East Wolf Run									
333	Retail & Grocery	Walgreens	212 N Rochester St			Brian	M		Male		(262) 363-5235	
334	Retail & Grocery	Won-A-Go Biking	106 Main St			Andy	Fix	Owner	Male		(262) 363-4770	



make downtown yours

Downtown Strategic Plan

Village of Mukwonago

Waukesha and Walworth Counties, Wisconsin

June 2018



Table of Contents

Downtown Strategic Plan Steering Committee Members	2
Executive Summary	3
Development of the Downtown Vision	3
Adopted Mission Statement	3
Strategic Plan Introduction and Overview	4
Why Look at Downtown?	4
Brief History of Mukwonago	4
Key Demographics & Data	5
Summary of Existing Conditions and Market Analysis	5
Downtown Development Goals & Objectives	6
Opportunity Assessment	6
Land Use and Urban Design	7
Redevelopment and Historic Preservation/Restoration	7
Organizational Structures	8
Strategies Used to Create Downtown Master Plan	8
Objective Summary	9
Business Development	9
Cultural and Recreation	10
Historic Preservation	11
Pedestrian Friendly Environment	12
Recommendations	13
Tier 1 - Recommendations	13
Tier 2 - Recommendations	14
Recommendation Descriptions	15
Recommendation 1-1	15
Recommendation 1-2	16
Recommendation 1-3	16
Recommendation 1-4	17
Recommendation 1-5	17
Recommendation 1-6	18
Recommendation 2-1	18
Recommendation 2-2	19
Recommendation 2-3	20
Recommendation 2-4	20

Recommendation 2-5	21
Recommendation 2-6	22
Recommendation 2-7	22
Recommendation 2-8	23
Recommendations Made for Immediate Implementation	23
Reroute of Hwy. 83 Around Downtown	23
Ordinance to Change the Trucking Route onto Veterans Way/Holz Parkway	23
Police Department Crosswalk Safety Enhancements	23
Reinstitute the Historic Preservation Commission	24
Next Steps	24
References	26
Appendix A: DSPSC Goals Spreadsheets - with Stakeholders	28

Downtown Strategic Plan Steering Committee Members

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

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

Eric Brill - *Village Resident & Architectural Engineer*

Doug Bruins - *Citizens Bank*

Diana Doherty - *Village Finance Director*

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

Eliza Pautz - *Downtown Resident*

Mark Penzkover - *Village Trustee & Village Resident*

Sue Perkins - *Downtown Resident*

April Reszka - *Mukwonago Area Chamber of Commerce*

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

John Weidl - *Village Administrator & Economic Development Director*

Fred Winchowky - *Village President & Village Resident*

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



Executive Summary

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

Development of the Downtown Vision

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

Adopted Mission Statement

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



Strategic Plan Introduction and Overview

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

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

Why Look at Downtown?

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

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

Brief History of Mukwonago

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

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

Key Demographics & Data

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

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

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

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

Summary of Existing Conditions and Market Analysis

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

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

Downtown Development Goals & Objectives

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

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

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

Opportunity Assessment

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



Land Use and Urban Design

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

EXHIBIT 1
Ordinance No. 931

Village Center Overlay Zoning District Boundary and Sub-Districts



Redevelopment and Historic Preservation/Restoration

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

Organizational Structures

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

Strategies Used to Create Downtown Master Plan

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

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



Objective Summary

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

Business Development

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



Cultural and Recreation

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



Historic Preservation

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



Pedestrian Friendly Environment

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



Recommendations

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

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

Tier 1 - Recommendations

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

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



Tier 2 - Recommendations

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

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



Recommendation Descriptions

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

Recommendation 1-1

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

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

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

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

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



Recommendation 1-2

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

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

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

Recommendation 1-3

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

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

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



Recommendation 1-4

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

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

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

❖ Estimated Cost: \$0

Recommendation 1-5

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

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

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

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



Recommendation 1-6

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

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

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

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

❖ Estimated Cost - DBA (Tier 1): \$0

Recommendation 2-1

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

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

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

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



Recommendation 2-2

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

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

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

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

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

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

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



Recommendation 2-3

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

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

❖ Estimated Cost: \$0*

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

Recommendation 2-4

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

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

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

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



Recommendation 2-5

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

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

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



Recommendation 2-6

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

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

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

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

Recommendation 2-7

Marketing of existing public parking options in downtown.

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

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

Recommendations include:

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



Recommendation 2-8

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

See Recommendation 1-6.

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

Recommendations Made for Immediate Implementation

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

Reroute of Hwy. 83 Around Downtown

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

- ❖ Estimated Cost: TBD

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

See Recommendation 1-2.

Police Department Crosswalk Safety Enhancements

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

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

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

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

Reinstitute the Historic Preservation Commission

See Recommendation 1-4.

Next Steps

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

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

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



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

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

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



References

- Village of Mukwonago Comprehensive Plan 2035
 - <http://edo.nearherenow.com/wp-content/uploads/2017/03/20090730-Comprehensive-Plan-20090810-Final.pdf>
 - Adopted October 6, 2009
- Village of Mukwonago Walworth and Waukesha Counties, Wisconsin Update to Comprehensive Plan 2035
 - <http://www.villageofmukwonago.com/wp-content/uploads/2017/03/Update-to-Comprehensive-Plan-2025-11-29-16-adopted.pdf>
 - Adopted November 29, 2016
- WIS 83 Alternative Route Evaluation
 - http://www.villageofmukwonago.com/wp-content/uploads/2015/02/2013_WisDOT_Mukwonago-WIS_83_Alt_Route_Eval.FINAL_053113.pdf
 - May 2013
- Primary Objectives of Village Center Overlay Zoning District
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Village-Planner-Presentation.pdf>
- Responsive Urbanism Report
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/20170911125952671.pdf>
 - Published 2009
- Architecture & History Survey
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Architecture-History-Survey.pdf>
 - Survey Date: December 1997
- Assessment Analysis
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Assessment-Analysis.pdf>
- UW Extension Characteristics of Successful Downtowns
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Characteristics-of-Successful-Downtowns-UW-Extension.pdf>
 - Published December 2005
- Mukwonago Historic Preservation Residential Guidelines
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Muk-Design-Guidelines-2007-3.pdf>
- Mukwonago Traffic Analysis
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Mukwonago-CPU-ADT.pdf>
 - Data for 2009-2015
- STH 83 Reconstruction Cost Estimate
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/STH-83-Estimate-20170727.pdf>
 - Created July 2017



- What Defines Walkability
 - http://mukwonagodowntown.com/wp-content/uploads/2017/09/What_Defines_Walkability_Walking_Behavior_Correlates.pdf
 - Published 2005
- Village Center Overlay District Guidelines
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Village-Center-Overlay-District.pdf>
- Downtown Revitalization Survey Results
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/12/Downtown-Revitalization-survey-results-final-draft.pdf>
 - Published December 2017
- Historic Architecture Resources Survey
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Historic-Architecture-Resources-Survey.pdf>
 - July 2001
- Smart Growth America's "(Re)Building Downtown – a Guidebook for Revitalization"
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/rebuilding-downtown.pdf>
 - Published December 2015
- Mukwonago Community Profile 2017
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Mukwonago-Community-Profile-2017.pdf>
- Parking study
 - <http://mukwonagodowntown.com/wp-content/uploads/2018/05/Parking-Assessment-and-Recommendations.pdf>
 - January 2012
- Public Workshop - Survey Results
 - <http://mukwonagodowntown.com/wp-content/uploads/2018/05/DSPSC-Workshop-Survey-Results-Total-Score.pdf>
 - <http://mukwonagodowntown.com/wp-content/uploads/2018/05/DSPSC-Workshop-Survey-Results-Graphical.xlsx>
 - April 2018



Appendix A: DSPSC Goals Spreadsheets - with Stakeholders



Focus: Business Development

APPROVED Date: 1/25/18

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

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

		Conduct a downtown business and building inventory.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -Planning/Zoning Administrator -Plan Commission -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a review to compare attraction prospects with existing land use and zoning ordinances within the downtown overlay district.	<ul style="list-style-type: none"> -Planning/Zoning Administrator reporting to: -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce
		Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 nd location.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		<p>Conduct a business outreach program to communicate the results of the market analysis. Survey and/or discuss growth opportunities and challenges with existing business and building owners.</p> <p>Suggested discussion item: -Is the business experiencing space constraints for future growth?</p>	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
Creation of an organizational structure to facilitate business development in downtown		Implement the creation of a Community Development Authority or other organization to support redevelopment. Review the option to convert the EDC into a CDA, RDA, BID, etc.	<ul style="list-style-type: none"> -Village Board -Village Administrator/Economic Development Director -EDC

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

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

Focus: Cultural and Recreation- Events

APPROVED Date: 1/25/18

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

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

Focus: Historic Preservation

Date Approved: 12/14/17

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

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

		Define boundaries – Field Park to Indian Head Park following Main St. and south on Hwy. 83 to the rail road overpass	<ul style="list-style-type: none"> -Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Define the focus area – Priority area will be the Retail Center Overlay Zoning, followed by residential	<ul style="list-style-type: none"> -Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Guidelines will be shared in multiple methods including: user-friendly website and hard-copy paper resources. Both to be designed to educate downtown property owners, business owners and tenants regarding the contents of the guidelines	<ul style="list-style-type: none"> -Village Administrator -Chamber of Commerce -Historic Preservation Commission
		Public information sessions to seek feedback about the guidelines and to educate property owners	<ul style="list-style-type: none"> -Historic Preservation Commission

Focus: Pedestrian Friendly Environment

Date: APPROVED 1/18/18

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

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

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