

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

**DOWNTOWN DEVELOPMENT COMMITTEE MEETING**  
**Thursday, January 27, 2022**

Time: **6:00 pm**

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

**1. Call To Order**

**2. Roll Call**

**3. Introductions**

**4. Approval of Minutes**

4.1 Approve Minutes of December 16, 2021.

[DDC Dec meeting minutes 12-16-2021.pdf](#)

**5. New Business**

5.1 Discussion and recommendation to the Village Board regarding recommendations for priority listing of locations on Wayfinding Signage.

[VB Memo - Community Facilities to be identified on Wayfinding Signage - 12-27-2021.pdf](#)

5.2 Update and discussion of implementation of projects:

- Banner Program
- Streetscape
- Temporary bump
- Wayfinding and signage program
- Beautification

5.3 Discussion of Meeting Dates and Times for 2022.

**6. 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 Committee 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 Committee as a body. Comments, questions, and concerns should be presented in a respectful professional manner.*

**7. Adjourn**

**Membership:**

*Trustee Daniel Adler, Jason Wamser, Eliza Pautz, Scott Reeves, Sandra Kulik, David Stockwell, Ray Gooden, Vacant, Village Planner John Fellows, 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.

Village of Mukwonago  
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING  
Thursday, December 16, 2021

Time: 5:30 pm

Place: Mukwonago Municipal Building, 440 River Crest Ct., Mukwonago

1. Call To Order

Trustee Adler called the meeting to order at 5:50 pm

2. Roll Call

Present: Dan Adler, Eliza Pautz, Scott Reeves, Sandra Kulik, Jason Wamser along with Village Planner John Fellows and Village Clerk Diana Dykstra

Excused: Ray Goodden

3. Approval of Minutes

The approval of last months meeting were deferred until the January meeting

4. New Business

4.1 Discussion and recommendation to Village Board regarding a recommendation to approve the designs for banners for the downtown area. Mukwonago Revisions Banners 12-9-2021.pdf

We discussed the several banner designs that were submitted. We talked about the different color and pictures provided by the designers. Location of placement and banner subject was discussed. After making some changes, we as a group picked several designs to submit to the Village Board. We also decided to purchase a couple of banners, so we have a better idea how they look.

4.2 Discussion of implementation of programs/projects: Banner Program -update Streetscape -update Wayfinding and signage program -update Beautification -update

The planters were talked about, location and content were also discussed. Location, construction and wording was discussed about the wayfinding signage. As a group we recommended a color for the wayfinding signs to present to the Village Board.

5. Public Comment

Village President Fred Winchowky thanked the committee for their efforts and time put into this project.

6. Adjourn

Trustee Adler adjourned the meeting at 7:23 pm



# Village of Mukwonago

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To: Village Board  
From: John S. Fellows, Community Planner  
Regarding: Community Facilities to be identified on Wayfinding Signage  
Date: December 27, 2021

Village Board,

This memo is intended to introduce the discussion of what community facilities within Mukwonago will be identified on the wayfinding signage.

## Wayfinding Signage Example:

Before discussing ranking and the list of locations we wanted to provide an example. If a wayfinding sign were to be mounted near the intersection of Rochester and Bayview/Holtz Parkway in the north bound direction the signage on the sign might identify the following:

Downtown	↑
Police Station	↑
Fire Station	→
Miniwaukan Park	→

As one were to travel northbound the next sign might indicate:

Downtown	↑
Field Park	↑
Library	↑
Public Parking	↑

## Priority Rankings:

In any wayfinding signage program, the locations of places and landmarks are identified with regard to priority. The consultants and staff have developed a list of facilities that we believe should be identified on the wayfinding signage. These facilities are all public facilities. In addition, we have developed a four-tier priority ranking system for these locations.

Note the wayfinding signage will have space for a maximum of four locations at a time, so priorities will need to be balanced. The following tier classification will assist with prioritizing what location are listed on individual signs.

Priority One: (general rule - 1.5 miles or greater)

- Those places that are in tier one will show up on multiple signs throughout the community as the signs will lead people to the locations, often from the furthest boundaries of the Village. Example of such locations are “downtown”, or “Field Park”.

Priority Two: (general Rule - 1 mile or less)

- Those places that are destinations will show up on signage approximately 1 mile from the location with multiple signs leading someone to the location. An example of such as sign would be the police station.

Priority Three: (general rule - ½ mile or less)

- Those place that are destination in this category will show upon within ½ mile of the location. A few signs will lead someone to the location. An example of such as sign would be the Public Parking.

Priority Four: (general rule – just prior to destination – one block)

- Those items that are ranked fourth will simply have the location identified just prior to arriving at the location (1 block). These locations typically have minimal visitors, but identification of the location can be helpful for those traveling to the locations. An example of this lower priority is the boat launch.

Public Parking (Note):

- The two parking lots will be identified on the wayfinding signage with the letter P in a blue circle and an arrow. An alternate will use the Circle P with the words Parking.

List of Place to be included on Wayfinding Signage:

The following is a list of public locations recommended to be identified on the wayfinding signage.

<b>Destination</b>	<b>Verbiage on Sign</b>	<b>Category</b>	<b>Wayfinding Priority</b>
Downtown	Downtown	Municipal	1
Mukwonago High School	High School	School	1
Mukwonago Business Park (old)	Mukwonago Business Park	Municipal	1
Industrial Park (unnamed)	???	Municipal	1
Hospital	Hospital	Public Safety	1
Field Park	Field Park	Park	1
Performance Stage	Performance Stage	Park	1
Miniwaukan Park	Miniwaukan Park	Park	1
Village Hall	Village Hall	Municipal	2
Police Station	Police	Municipal	2
Post Office	Post Office	Municipal	2
Library	Library	Municipal	2
Parkview Middle School	Parkview Middle School	School	2
Claredon Avenue Elementary	Claredon Elementary School	School	2
Indianhead Park	Indianhead Park	Park	2
Minor Park	Minor Park	Park	2
Rosewood Park	Rosewood Park	Park	2
Phantom Glen Park	Phantom Glen Park	Park	2
Tourism Center	Tourism Center	Municipal	3
Red Brick Museum	Red Brick Museum	Museum	3
Municipal Court	Municipal Court	Municipal	3
Fire Station	Fire Station	Municipal	3
Canoe Launch	Canoe Launch	Park	3
Washington Ave Park	Washington Ave Park	Park	3
Plank Road Parking Lot	Public Parking	Parking	3
Atkinson Street Parking Lot	Public Parking	Parking	3
Boat Launch	Boat Launch	Park	4

Notes on non-Public Identification:

If it is the desire of the Village Board to have nonpublic locations noted on the wayfinding signage, then Staff recommend that a policy be developed and adopted by the Village Board. Some communities do identify private locations; however, this can get complicated both during the planning and then during implementation. At this time Village Staff recommends we focus on identification of public locations such as downtown, parking, and those items listed above.

Recommendations – Next Steps:

Staff recommends that the Village Board provide direction to staff to focus on the development of the wayfinding signage program with the above noted priority system and above noted list of places to be identified with above listed priorities.