

**Village of Mukwonago**  
**DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING**  
Notice of Meeting and Agenda  
**Thursday, November 2, 2017**

Time: **6:00 p.m.**  
Place: Mukwonago Municipal Building/Board Room, 440 River Crest Court

1. Call to Order
2. Roll Call
3. Approval of Minutes of the October 12 and 26, 2017 meetings

4. Comments from the Public (*Up to 15 min*)

*The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.*

5. Unfinished Business (*Appr 90 min*)

*Discussion and Possible Action on the Following Items*

A. Downtown Overlay Map and Ordinance Review, cont'd

- 1) Discuss DSPSC recommendation on design guideline and/or stand-alone code for downtown overlay.
- 2) Discuss DSPSC recommendation to develop a roadmap to outline the steps/approvals/committees that apply to a Design Sensitivity Area (overlay district) related request. Educate homeowner and property owners who need special commission(s) for approvals.

B. HPC (Historic Preservation Commission) / Landmarks Commission

- 1) Discuss DSPSC recommendation to create HPC / Landmarks Commission.
- 2) Update on action items for presenters and people/meeting history references.

C. Identify Goals and Actions.

- 1) Use goals worksheet to capture and organize our goals.

6. Comments from the Public (*Up to 15 min*)

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7. Adjournment

It is possible that members of, and possibly 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 that, 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 Clerk's Office, 440 River Crest Court, (262) 363-6420, Option 4.

Village of Mukwonago

DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING

Minutes of October 12, 2017

**Call to Order:**

Chairperson, Jason Wamser, called the meeting to order at 6:00 p.m. located in the Board Room of the Mukwonago Municipal Building, 440 River Crest Ct.

**Roll Call:**

Members present: Eric Brill  
Doug Bruins  
Tina Chitwood  
Diana Doherty  
Ray Gooden  
Sue Perkins  
Jason Wamser, Chairman  
John Weidl  
Eliza Pautz  
Fred Winchowky

Members excused:

Mark Penzkover  
April Reszka  
Amanda Brissette(Alternate)

**Minutes**

Gooden moved to approve, Bruins seconded and the minutes from September 19, 2017 and September 28, 2017 were approved.

**Public Comments:**

Roger Walsh asked to speak at the second Public Comment session. Jason Wamser clarified that there is no need to sign up to speak at the Public Comment session at the closing of the meeting. Anyone in the audience is welcome to speak at that time.

**Unfinished Business:**

Motion by Weidl to appoint Roger Walsh as the 2<sup>nd</sup> Alternate to replace Amanda Brissette. Amanda resigned due to scheduling conflicts. Doherty seconded and the motioned carried.

Discussion continued focusing continuing from the Visioning Exercise of last meeting:

1. What does Downtown mean to you?
2. Identify Committee Goals and Action Items

Tina Chitwood led the group in the discussion.

Charts were created to begin focusing on the vision and goals. These were agreed to be Works in Progress”

**Vision:** To make the Downtown a pedestrian friendly destination centered on historic preservation, business development and cultural and recreational opportunities.

**Goals:** Historic preservation: residential and business  
Business development: Boutique and niche  
Residential: “small-town”, quaint  
Pedestrian-friendly: roads, sidewalks, parking, wayfinding, “built environment”  
Events and Recreation: market to daytime workers, residents, and tourists

**Pedestrian-Friendly:** Sidewalks-crosswalks  
Hwy 83- ownership, infrastructure, traffic permitted  
Connectivity- Plank Road, points of recreation and residential  
Parking – amount, location  
Street scaping – lights, benches, garbage containers, water, shade,  
Restrooms, plants, bike racks  
Wayfinding signage

**Historic Preservation:** Neighborhood  
Encouraging reinvestment  
Financial & Technical Assistance (Education of public)  
Support Tools  
Creating a Culture- design guidelines  
Stewardship – living history  
Review inventory (Historic Resources Survey)  
Historic Preservation Commission (HPC)

**Business Development:**  
Small Business; Niche, Specialty  
Retention of Existing  
Financial & Tech. Assistance Tools / Tool Box  
Recruitment; 2<sup>nd</sup> Locations  
Revitalization / Redevelopment; When a business leaves.  
Market Analysis / Gap Analysis  
Signs  
BID, TID, (Organization)  
Business / Building – Building Inventory / Expansion

**Cultural and Recreation: Events:**  
Business and residential engagement  
Spaces/venues for events  
Family space  
Marketing – existing and overcome negative perceptions  
Walking trail with signage (Natural Resources)  
Technical Assistance: DNR, Friends of Mukwonago River  
Connected trail with other communities (Bike trails)  
Museum- promotion  
Library

## Washington Park

### **New Business:**

Discussion of WEDC Connect Communities program by John Weidl and Tina Chitwood. This application would provide access to technical support and best practice. The annual year fee is \$200.00 with the application due in April, 2018.

November's meeting dates were rescheduled for Thursday, November 2<sup>nd</sup> and November 16<sup>th</sup> at 6:00 p.m.

### **Public Comments:**

Roger Walsh questioned the composition of the board from the meeting minutes of July 18, 2017. He expressed a desire to make the logo, "Making Downtown Yours" a reality by involving many residents in the decision-making process.

Marianne Walsh expressed the concern to leave the "small town" identity in the Vision statement.

Scott Reeves responded "on line", but also appeared in public to reiterate his concerns: Business development and historic preservation should go hand in hand; the traffic downtown is much too busy. . Holtz Parkway should be promoted as a bypass. . .; Possible to form a historic committee to designate historical status of some of the downtown buildings. That way it may be possible for economic assistance to help maintain the buildings.

Chris Herrick asked if it is possible to involve more of the community? Posters at the library? Senior groups?

Chris Slawson mentioned that not all "Seniors" in the community are computer savvy. What other means could be used to reach more residents?

### **Adjournment:**

As Weidl moved, Gooden seconded, the Chairperson adjourned the meeting at 7:55 p.m.

Respectfully submitted,  
Sue Perkins  
Secretary of DSPSC

## Downtown Strategic Plan Steering Committee

### Meeting Minutes

10/26/17

The meeting was called to order by Chairman Wamser at 6:00 pm

Roll Call of the members present: Eric Brill, Doug Bruins, Tina Chitwood, Diana Doherty, Ray Gooden, Jason Wamser, John Weidl, Elisa Pautz, Fred Winchowsky, Mark Penzkover and Roger Walsh. Excused Sue Perkins and April Reska. Also present Bruce Kaniewski, Village Planner/Zoning Administrator and Steve Chmielewski, UW-Extension.

Minutes of October 12, 2017 meeting were postponed until the next meeting as they weren't available at the time the e-packet was distributed to the committee members.

#### Public Comments

-Roger Walsh: Desires the committee to make a recommendation to the Board to include in the 2018 Budget to hire a professional design firm to create a Downtown Plan at an estimate of \$20,000-\$50,000. Also appealed to the committee to include Smart Growth in the plan. On the topics of transparency and collaboration, other options instead use of social media and e-mail include: posting meetings and questions Facebook and businesses with reader board signs. This committee's minutes aren't easily found on the Village's website.

-Marianne Walsh: Believes goal #1 from the Village's Comprehensive Plan is comprehensive and should remain. One thing that could be added is the principles of Smart Growth to this statement. Connect Communities, ex. Ellsworth (WEDC's Mark Tallman's remarks/research quoted) imploring the committee to look at all buildings as a sense of place and in the realm of sustainability.

#### New Business

Presentation by Steve Chmielewski, UW-Extension

Three topics – this isn't a linear process; with the UW-Ex it's an educational process

- 1) Preparing for public engagement: Awareness, education, input, interaction and participation
- 2) DT revitalization: Downtown Market Analysis, Case studies of innovative businesses, Downtown storefront improvement research and analysis guide. Common goal: Finding balance between public and private investment in a sustained way.

- 3) Strategic planning: Goals, action steps, review semi-annually and update every 3-5 years. Vision, measuring impacts and successes and know what capabilities it will take to get there.

TIPS: Understand challenges, objective/subjective info., inclusive stakeholders approach, planning committee, buy-in from senior leadership, staff involvement, best practices, priorities and implementation plan, patience and commitment to change.

Discussion from committee members addressed a **FUTURE AGENDA ITEM for 11/16/17**: 2018 Budget recommendation to the Board for possible UW-Extension or private consultant engagement in creating a downtown plan. Steve Chmielewski will get back to Jason W., Tina C. and Steve Braatz with a cost estimate.

#### Goal Discussion- Historic Preservation

Presentation by Bruce Kaniewski, Village Planner/Zoning Administrator

#### 1 & 2) Downtown Overlay District Map and Ordinance Review

- A. Zoning and Ordinances and Historic Architecture and Register Records
  1. Zoning consists of Use regulations, Bulk regulations, and now morphing into design standards such as materials on building and parking requirements
  2. 3 areas in Mukwonago's Downtown Overlay District – approved by Village Board in 2017
    - i. Retail Center: General allowed uses must have customer traffic on the 1<sup>st</sup> floor, allows 2<sup>nd</sup> floor offices and residential
    - ii. Multi-Purpose Perimeter: If a business is located on Rochester and Main Street, the use has to be customer oriented. Allows residential and conversion of homes into retail. Parking regulations allow existing driveways to be utilized (ex. Convert a home into a chiropractor office; the business can keep the existing driveway).
    - iii. Residential Perimeter: Setbacks are greater than other parts of the Overlay District. Allows people to improve their homes (especially to the back).
      1. Pearl and Grant Avenues Historic District: On both National and State Registers. There are certain things restricted to building improvements and demolition in this area. Buildings in this area are regulated by the Historic Preservation Residential Guidelines in addition to the Overlay District.
      2. Two buildings in the Village are found on the Nat'l. & State Registers: Red Brick Museum and Universal Unitarian Church (now home to Feather and Fringe Boutique).
      3. Design Sensitivity Area Map review. Bruce couldn't find mention of this in the Overlay District, but did find it in Site Plan and Architectural Review Plan in the Village's regular zoning ordinance.
  3. Historic Preservation Commission ended in 2008 and oversight was transferred to the Plan Commission

4. Discussion from committee members identified the following **POTENTIAL GOALS TO BE INCLUDED IN THE PLAN**
  - i. Educate homeowner and property owners who need to go to Plan Commission for approvals b/c they are in the Design Sensitivity Area. Develop a roadmap to outline the steps/approvals/committees that apply to their request. Possibly file a Deed Restriction on the title of the properties in this area to advise the residents that design guidelines apply to their property.
  - ii. Set up a proactive Historic Preservation Commission. Identify a goal for this group with 1-3 action items.
  - iii. Take the Historic Preservation Design Standard out of the zoning code and put it in a separate, stand-alone standard in the municipal code.
5. Members discussed **ADDITIONAL RESEARCH TO BE PRESENTED TO THE COMMITTEE** pertaining to historic preservation
  - i. HPC structure and action plans and guidelines: presentation from Joe DeRose with WI Historical Society (Jason to coordinate), WEDC and UW-Extension resources/examples (Tina to coordinate)
  - ii. Bring in people (minutes/binder) from Stakeholders Advisory Group and EDC meeting/history of past committees (Mark to give to intern Kyle to scan and send to the group)

### 3) Identify sub-goals or actions

- 1) Discussion was postponed until the next meeting

### Public Comments

-Scott Reeves: Idea to create a flyer about the committee and inviting people to participate in meetings to be handed out at Midnight Magic. Scott will work with intern Kyle to create. Ray offered to have an information table at the music store.

Motion to adjourn by Gooden, seconded by Doherty. Motion carried. Meeting adjourned at 7:58 pm.

Goals, Objectives and Activities Template

Focus: \_\_\_\_\_ (write in- ex. Historic Preservation, Business/Economic Development)

~Strategic Goals~	
Goal	Objective
EXAMPLE Redevelop underutilized parcels or outdated and deteriorating buildings	Be a resource for development by defining the needs of the community, educate and build ties with the community (real estate, developers, etc.) and local organizations (Chamber, DDA, other nonprofits). Work with property owners and developers to determine which buildings are no longer suited or marketable for commercial use to ID redevelopment areas.

Goals				
Objective, Strategy	Focus Year(s)	Action/Event	Stakeholders	Plan of Action
EXAMPLE Redevelop underutilized parcels or outdated and deteriorating buildings	EXAMPLE Year 1 Years 2-3 Years 4-5	Work with property owners and developers to determine which buildings are no longer suited or marketable for commercial use to ID redevelopment areas.	EXAMPLE HPC Plan Commission Village Administrator Village Planner Village EDC Police/Fire Depts. Downtown Property Owners & Businesses Chamber	EXAMPLE -Host a roundtable discussion with stakeholders -Develop a list of properties to be addressed -Develop solution plan to resolve issues -Create position statements pertaining to each property that is no longer suitable/marketable to identify preferred future uses of the propert(ies) -Work with XXXX group(s) to implement the recommendation of the
	2-5	Pursue grants which aid in the revitalization of downtown districts.	HPC Village Board/Plan Commission/EDC Village Administrator	
	1-5	Assess the potential for creating tax increment financing (TIF) district to aid in downtown revitalization.	HPC Village Administrator Finance Director Village Board/Plan Commission/EDC Developers	
	3-5	Work with property owners to explore “out of the box” solutions for accommodating businesses that wish to expand their businesses in downtown.	HPC Downtown Property Owners & Businesses Chamber	
	1-5	Identify priority properties to be included in this goal		200 Grand Ave., Cousins/Citgo parcels, Barn, Bus Barn area
Next Goal Here				


Possible stakeholders include: business community, service organizations, government and residents alike