

Village of Mukwonago
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING
Notice of Meeting and Agenda
Thursday, November 16, 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 November 16, 2017 meeting

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. HPC (Historic Preservation Commission) / Landmarks Commission

1) Presentation and Discussion by Joseph Derosé with WI Historical Society

- Power Point presentation on how a historic preservation commission operations.

B. Update on UW Extension Program and Project Costs.

1) Review response and project outline.

C. Update Goals and Actions.

1) Use goals worksheet to address 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 November 2, 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

Also present: Bruce Kaniewski

Members excused:

Mark Penzkover
April Reszka
Roger Walsh (Alternate)

Minutes

Chitwood moved to approve, Bruins seconded and the minutes from October 12, 2017 and October 26, 2017 were approved.

Public Comments:

There were no public comments at this time during this meeting.

Unfinished Business:

Bruce Kaniewski, Mukwonago's Village Planner, spearheaded a group discussion on establishing design guidelines and/or a stand-alone code for the downtown overlay. As the discussion ensued, Tina recorded goals and objectives on a "working" document. This chart allows additions/deletions/modifications to occur with new information the committee obtains throughout this process.

Boundaries of "Downtown" was discussed.

Eliza Pautz provided research on Wisconsin Historic Preservation Commission.

The Design Sensitivity Map provided by the Village was clarified. This map was adopted by the Village Board, but there are no governing ordinances to support it.

Public Comments:

Scott Reeves addressed the group. He encouraged defining the Downtown boundaries. He also asked questions: Is there an established timeline for the group? Does this group report to the Village Board? Scott encouraged defining a set a design standards soon as he cited various properties for sale/possible sale in the Downtown area: Cousins, Badger Burger, Gas Station.

Adjournment:

As Chitwood moved, Doherty seconded, the Chairperson adjourned the meeting at 8:10 p.m.

Respectfully submitted,
Sue Perkins
Secretary of DSPSC

DRAFT

Focus: Historic Preservation

~Historic Preservation Strategic Goals~	
Goal	Objective
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.
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 brokers, developers, etc.) and local organizations (Chamber, Red Brick Museum, other nonprofits). Work with property owners and brokers/developers to determine which buildings are no longer suited or marketable for commercial use to ID redevelopment areas.
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

Objective	Focus Year(s)	Action/Event	Stakeholders	Plan of Action
Develop a group to guide and support historic preservation and compatible redevelopment	1	Develop a group	<ul style="list-style-type: none"> -Village Planning/Zoning Admin. -Historic Preservation Commission Members -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owner -Chamber of Commerce Rep. 	-Historic Preservation Commission of Landmarks Commission
	1	Assess the benefits of becoming, and submit applications to become, a BID, Connect Communities, Main Street Community, Certified Local Government	Historic Preservation Group	
	1	Conduct architectural review based on newly created design guidelines	Historic Preservation Group	
	2-3	Conduct walking tours to promote the historic features and cultural assets of downtown	<ul style="list-style-type: none"> -Red Brick Museum -Chamber of Commerce 	
	4-5	Coordinate cultural activities/events and work with the Chamber on events and work with property owners to enforce and educate about historic preservation	<ul style="list-style-type: none"> -Red Brick Museum -Chamber of Commerce 	
	2-3	Develop and facilitate financial support tools to support historic preservation and compatible redevelopment	<ul style="list-style-type: none"> -Village Board -Village Administrator -Local Banks 	<ul style="list-style-type: none"> -Low-interest loan pool -Façade and signage grant
	2-3	Educate commercial and residential property owners about the benefits of conducting historic preservation activities	<ul style="list-style-type: none"> -Historic Preservation Group -Chamber of Commerce 	

Develop design Guidelines	1	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.	
	1	Define boundaries – Field Park to Indian Head Park following Main St. and south on Hwy. 83 to the rail road overpass	Same as above	
	1	Define the focus area – Priority area will be the Retail Center Overlay Zoning, followed by residential	Same as above	
	1	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	-Village Administrator -Chamber of Commerce -Historic Preservation Commission	
	1	Public information sessions to seek feedback about the guidelines and to educate property owners	-Historic Preservation Commission	
Redevelop underutilized parcels or outdated and deteriorating buildings/blight	1	Identify priority properties to be included in this goal		200 Grand Ave., Cousins/Citgo parcels, Barn, Bus Barn area
	2-3	Work with property owners and developers to determine which buildings are no longer	HPC Plan Commission Village Administrator	-Host a roundtable discussion with stakeholders -Develop a list of properties to be addressed -Develop solution plan to resolve issues

		suited or marketable for commercial use to ID redevelopment areas.	Village Planner Village EDC Police/Fire Depts. Downtown Property Owners & Businesses Chamber	-Create position statements pertaining to each property that is no longer suitable/marketable to identify preferred future uses of the property(ies)
	1	Assess the benefits of creating a Community Development Authority	-Village Planning/Zoning Admin. -Historic Preservation Commission Rep. -Village Board Rep. -Village Administrator	
	2-3	Develop a list of easily converted properties and properties that would receive overall support of the redevelopment proposal included demolition of the existing structures	HPC 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	
	4-5	Pursue grants which aid in the revitalization of downtown districts.	HPC Village Board/Plan Commission/EDC Village Administrator	
	4-5	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	

Email text:

Hi John and Jason:

We did a careful analysis of the time involved with this project and the various tools we would use to solicit and engage the public in the process and educate the public throughout the process. This 7 month effort would have a budget range from \$30,000 to \$32,000. The Market Analysis would really provide the foundation for the strategic planning piece. It would also create validity for the goals and objectives in the strategic plan. Finally, we would really engage the public in education and participation.

Steve and I look forward to talking to you further about this.

Thank You,
Jerry Braatz

Jerry Braatz, AICP

Area Director, Unit 20
UW-Extension Waukesha County
515 West Moreland Boulevard, AC G22
Waukesha, WI 53188
262-548-7786

Draft Proposal Outline:

Village of Mukwonago DRAFT Concept Proposal for Educational Service with UW-Extension

November 3, 2017

GOALS:

1. Conduct Community-led research with a Downtown Market Analysis that results in measurable economic impacts.
2. Use the Downtown Market Analysis findings to develop a strategic action plan for a vibrant downtown.
3. Provide educational outreach and public participation throughout the project in a learning environment.

OVERVIEW:

Village of Mukwonago EDC will commission an ad-hoc downtown study team to conduct a Downtown Market Analysis to understand the changing marketplace and identify business and real estate development opportunities for the downtown district. The study team will consist of balanced

participation between community and business leaders. Emphasis will be made on utilizing the downtown's particular strengths/uniqueness, assets and history.

Business and community leaders will benefit through active involvement in the research process. Primary and secondary data will be gathered and used responsibly. The analysis will also provide the following opportunities to:

- Document current downtown conditions
- Explore changes in marketplace
- Verify what consumers want from downtown
- Discover what businesses downtown market will support
- Create a downtown business development strategy

SCOPE: January- July 2017

IMPLEMENTATION:

Part 1: Understanding the Market (January)

Study Team will develop a broad overview of the competitive environment. This foundation provides opportunity for further analysis of different business and real estate sectors:

- A. Develop Business owner survey (1/11)
- B. Develop Consumer survey (1/11)
- C. Focus groups: to hear stakeholder motivations and to understand human behavior (1/11)
- D. Demographic and Lifestyle analysis review (1/25)
- E. Local and Regional Economic Analysis review (1/25)
- F. Peer Community Downtown Comparison: identify communities and plan for visit (1/25)

Part 2: Analysis of Opportunities by Sector (February). Evaluate and Review:

- A. Retail and Services (2/8)
- B. Restaurants (2/8)
- C. Arts and Entertainment (2/8)
- D. Housing (2/22)
- E. Office Space (2/22)
- F. Lodging (2/22)

Part 3: Application of Research (March)

- A. Benchmarking: Create statistical snapshot to inform prospective business operators and investors and demonstrate downtown's importance: Demographics, Employment & Investment Indicators, Housing, Office Space, Arts & Entertainment, Lodging, Retail and services, Restaurants, Transportation and Safety (Review 3/8)
- B. Determine (2 or 3) Educational opportunities to explore, from the following (begin 3/8, 3/22)...
 - Building Usage: Locating new business opportunities in the downtown environment
 - Identify Potential Niche Development: Determine possible niche opportunities
 - Business Retention/Expansion
 - Supporting Entrepreneurship
 - Business Retention strategy development
 - Supporting Entrepreneurship

Part 4: Present Findings to Business Operators, Community and EDC for feedback on strategies presented in an open-house learning format (5/10)

- A. Demonstrate economic importance of downtown
- B. Help businesses understand their trade area to improve sales
- C. Develop recommendations for EDC to implement

Part 5: Downtown Strategic Planning. Three, 2-hour sessions (May 14- July 31)

- A. Determine platform for change/leadership/structure
- B. Update and articulate shared vision to include alignment of findings and input from the downtown market analysis
- C. Create an action plan from the Study Team's recommendations for the next 2-3 years with clear goals and objectives.