

Village of Mukwonago
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING
Notice of Meeting and Agenda
Thursday, January 11, 2018

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 December 14, 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. Pedestrian Friendly - Adopt Strategic Plan Objectives
 - B. Review Peer Community – Watertown
 - C. Discuss Final Plan Narrative Format / Completion
6. New Business (*Appr 90 min*)
Discussion and Possible Action on the Following Items
 - D. Business Development Goal Item Review / Discuss
 - E. Community Development Authority
 - F. Public Information Session – Develop Event Criteria and Marketing Strategy
7. 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.
8. 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 December 14, 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
Eliza Pautz
Jason Wamser, Chairman
John Weidl
Roger Walsh
Fred Winchowky

Members excused:

Mark Penzkover
April Reszka

Minutes

Bruins moved to approve, Chitwood seconded and the minutes from November 16, 2017 were approved.

Public Comments:

Scott Reeves expressed his concern as to why members of the Planning Commission that are also on this committee did not vote no to the recent demolition of 200 Grand Avenue.

Unfinished Business:

A motion to adopt the Mission (Purpose) Statement for the Downtown Strategic Plan Steering Committee was presented by John Weidl. He moved to adopt the Mission (Purpose) Statement as: 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. Walsh seconded, and the motion carried.

A motion to adopt the Village Center Overlay Zoning District Boundary and Sub-Districts Map, Ordinance No. 931, while keeping in consideration the connections of Field and Indianhead Parks was presented by Eric Brill, Gooden seconded. The motion passed. Walsh opposed.

The "Historic Preservation Strategic Plan Goals Objectives Activities Form" was discussed. The goal: "Redevelop underutilized parcels or outdated and deteriorating buildings" was removed from the focus of Historic Preservation. Chitwood moved to approve this form with the deletion of "Redevelop underutilized parcels or outdated and deteriorating buildings". Doherty seconded and the motion passed.

New Business:

A Timeline for this committee was presented as requested by the Village Board with an extension for completion of April, 2018. Gooden moved the Timeline by adopted with a second from Bruins. The motion passed by the committee.

John Weidl presented the Downtown Revitalization Survey Results. A graph of each question's findings as well as Key Take-Away points was generated by the site, Survey Monkey. Comments were listed for each question. Weidl moved, with a second from Brill to include the analytics in the final report from this committee. Discussion focused on developing another survey (end of January/early February) distinguishing between residents/nonresidents of Mukwonago. Question proposals should be directed to Jason.

Discussion of the Little Chute (Wisconsin) Downtown Master Plan took place. A decision was made to look over several other community's plans prior to adopting a format for this committee to use for the final report. Diana Doherty will send the committee several examples from villages with like populations. Committee members interested in creating the final report should let Jason Wamser know of their interest.

Roger Walsh moved : For the current and future economic, social, cultural, and historical sustainability of Mukwonago's Central Downtown; The DSPSC supports WisDOT transferring Hwy 83/Rochester Street to Village ownership and rerouting Hwy 83 onto County owned East Veteran's Way/NN, Village owned Veteran's Way and Holz Parkway through a Jurisdictional Transfer Agreement. Weidl seconded and the motion carried. Jason Wamser will present this motion to the Village Board on December 19, 2017.

As the discussion focused on the Pedestrian Friendly Strategic Plan Goals Objectives Activities Form, Weidl made the motion: Village Board complete the application process for a truck route along Veteran's Way and Holz Parkway. Walsh seconded and the motion passed.

Further discussion regarding this Focus: Pedestrian Friendly centered on what can occur once the Village controls the roads. Jason Wamser reported that the Chief of Police indicated they were attempting to purchase 4 flashing crosswalk signs. Presently the signs need to be removed during snow

plowing weather. Perhaps further public parking downtown can be obtained through agreements with local churches. Further discussion on these goals will take place in January.

Public Comments:

Brian Prigge mentioned that once the jurisdictional transfer occurs with the roads, the GPS system takes a while to catch up with the changes so traffic might not react immediately. He suggested perhaps lowering the speed limit might help people adjust to this change.

Adjournment:

As Gooden moved, Bruins seconded, the Chairperson adjourned the meeting at 7:57 p.m.

Respectfully submitted,
Sue Perkins
Secretary of DSPSC

Focus: Pedestrian Friendly Environment

Date: 1/11/18

~Pedestrian Friendly Environment Strategic Goals~	
Goals	Objectives
<p>Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway</p>	<p>Reduce heavy truck traffic downtown for the long-term. Allows the Village access to fix infrastructure under the road.</p>
<p>Adopt a Truck Route that Bypasses Downtown</p>	<p>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.</p>
<p>Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment</p>	<p>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.</p>
<p>Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image</p>	<p>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.</p>

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	1	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
	2	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	1	Adopt an ordinance to change the truck route from Hwy. 83 through downtown to E. Veterans Way and Holz Parkway	Village Board Village Attorney WisDOT
	1	Install signs to identify the new truck route	Public Works Director WisDOT
	2	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	1	Undertake a study and devise a plan to inventory and assess existing sidewalks, crosswalks 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.	Plan Commission Village Board Public Works Director
	1	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 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 and water fountains 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
	1	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
	2	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
	3	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
	4	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	1	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
	2	Install wayfinding/directional signage to identify the location of parking lots in downtown	Plan Commission Village Board Public Works Director
	2	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
	2	Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director

ITEM 5.B. Review Peer Community – Watertown

http://www.ci.watertown.wi.us/downtown_redevelopment/docs/Watertown.pdf

ITEM 5.C. Discuss Final Plan Narrative Format / Completion

<https://docs.legis.wisconsin.gov/statutes/statutes/66/XIII/1335>

~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 a Community Development Authority (CDA) to Support Renovation and Redevelopment of Properties to Address Demand Challenges	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	Focus Year(s)	Action/Event	Stakeholders
Enhance and Support the Downtown Business District	1	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). Note: Applications for Connect Communities are due on 4/13/18.	-Village Administrator/Economic Development Director -Economic Development Committee (EDC) -Chamber of Commerce -Downtown Business and Property Owners
	1	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
	1	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	1	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
	1	Conduct a downtown business and building inventory.	-Village Administrator/Economic Development Director -Planning/Zoning Administrator -Plan Commission -EDC

			<ul style="list-style-type: none"> -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
	2	<p>Conduct a review to compare attraction prospects with existing land use and zoning ordinances within the downtown overlay district.</p>	<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
	2	<p>Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2nd location.</p>	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
	2	<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:</p> <p>-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 a Community Development Authority (CDA) to Support Renovation and Redevelopment of Properties to Address Demand Challenges	Less than 1 year	<p>Implement the creation of a Community Development Authority.</p> <p>Review the option to convert the EDC into a CDA.</p>	<ul style="list-style-type: none"> -Village Board -Village Administrator/Economic Development Director -EDC
	1	<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

			<ul style="list-style-type: none"> -Police/Fire Depts. -Downtown Property Owners & Businesses -Developers/realtors -Chamber of Commerce
	1	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.	<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
	1	Highlight downtown economic development efforts during the annual Economic Development Breakfast.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director
	1	Engage in discussion that promotes increased population within the Village in addition to promoting increased daytime population 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
	2	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)

ITEM 6.B. Community Development Authority

<https://docs.legis.wisconsin.gov/statutes/statutes/66/XIII/1335>

<http://ci.hartford.wi.us/DocumentCenter/View/1243>