



Downtown Streetscape Master Plan

July 1, 2020



etc.
design studio



Foth

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?





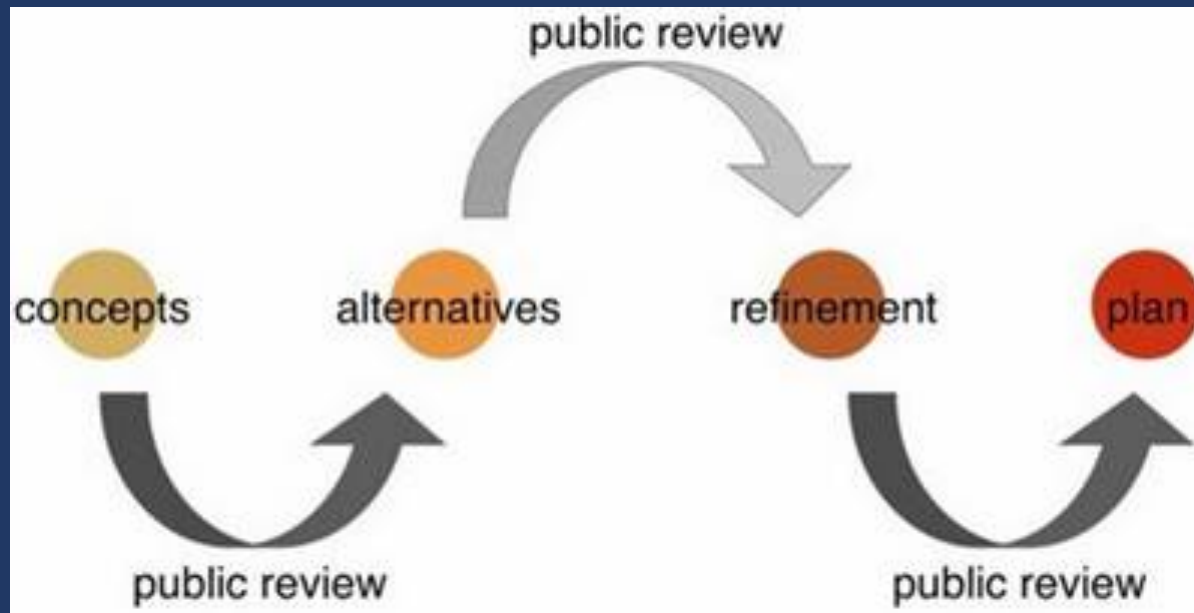
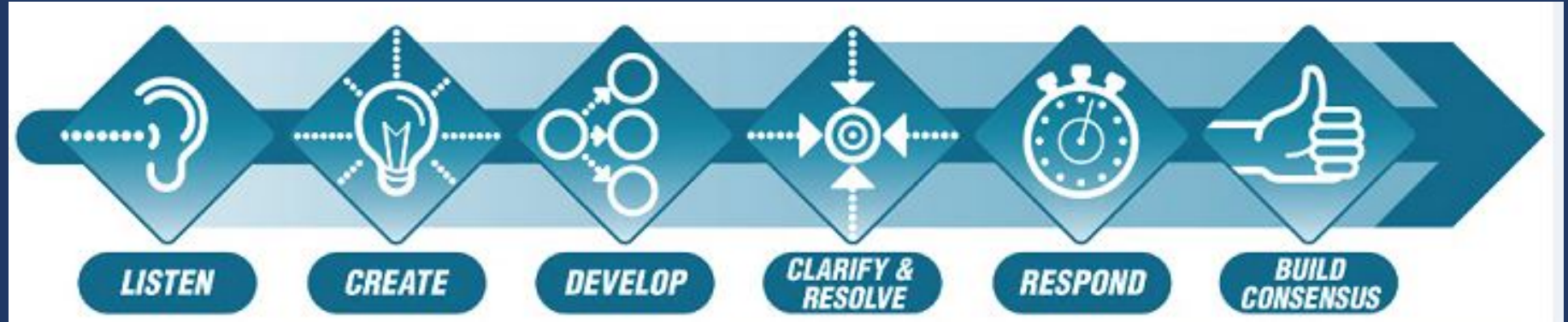
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Study Area



Approach



Phase I: Start Up & Public Input

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





**JANUARY 23
DOWNTOWN
DESIGN CHARRETTE**

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

<https://mukwonagodowntown.com/>





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


Where Life, Nature and Business Thrive.

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



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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 Walsh	Yes	marianne.walsh@gmail.com
Ken Kunt	Yes (Burr)	dkk@kenkunt.com
Art Schneider	No	aschneider@christiebar.com
Chris Slavson	yes	
Janice Calley	Yes	jacalee@win.com
Brian Walsh	No	canbybush@comcast.net
Kyle Bink	Yes	kblake@win.com
Eric Brill	Yes	
Michael Bern	No - Town	ABERNASSA@GMAIL.COM
Nancy Paul	Yes	
Steve Paul	Yes	
Pat Hosen	yes	phosen30@gmail.com
STRECHT	no	strecht@strect.com
Mary Kay Slon	no	marykay@slon.com
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Chris Horvick	yes	chris@horvick.com
Andy Fix	Yes	
John Schind	Yes	
John Menars	Yes	john.menars@firth.com
Jessica Peterson	Yes	jessicapeterson@gmail.com
David Adler	yes	
Melina Adler	yes	



Phase II: Concept Design

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



**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 MAKE DOWNTOWN YOURS **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

**Village of
Mukwonago**



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





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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 **etc.** design studio

**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



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JANUARY 23 DOWNTOWN DESIGN CHARRETTE

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The Village of
Mukwonago
Where the future and business thrive

Design Charrette 1.23



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The Village of
Mukwonago

Open House 2.27



MARCH 14 OPEN HOUSE

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

[MukwonagoDowntown.com](https://mukwonagodowntown.com/)



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

The Village of
Mukwonago





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)



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Public Engagement Summary

Theme



Downtown Master Plan - Concept A - Place of the Bear (Power poles remain no road shift)

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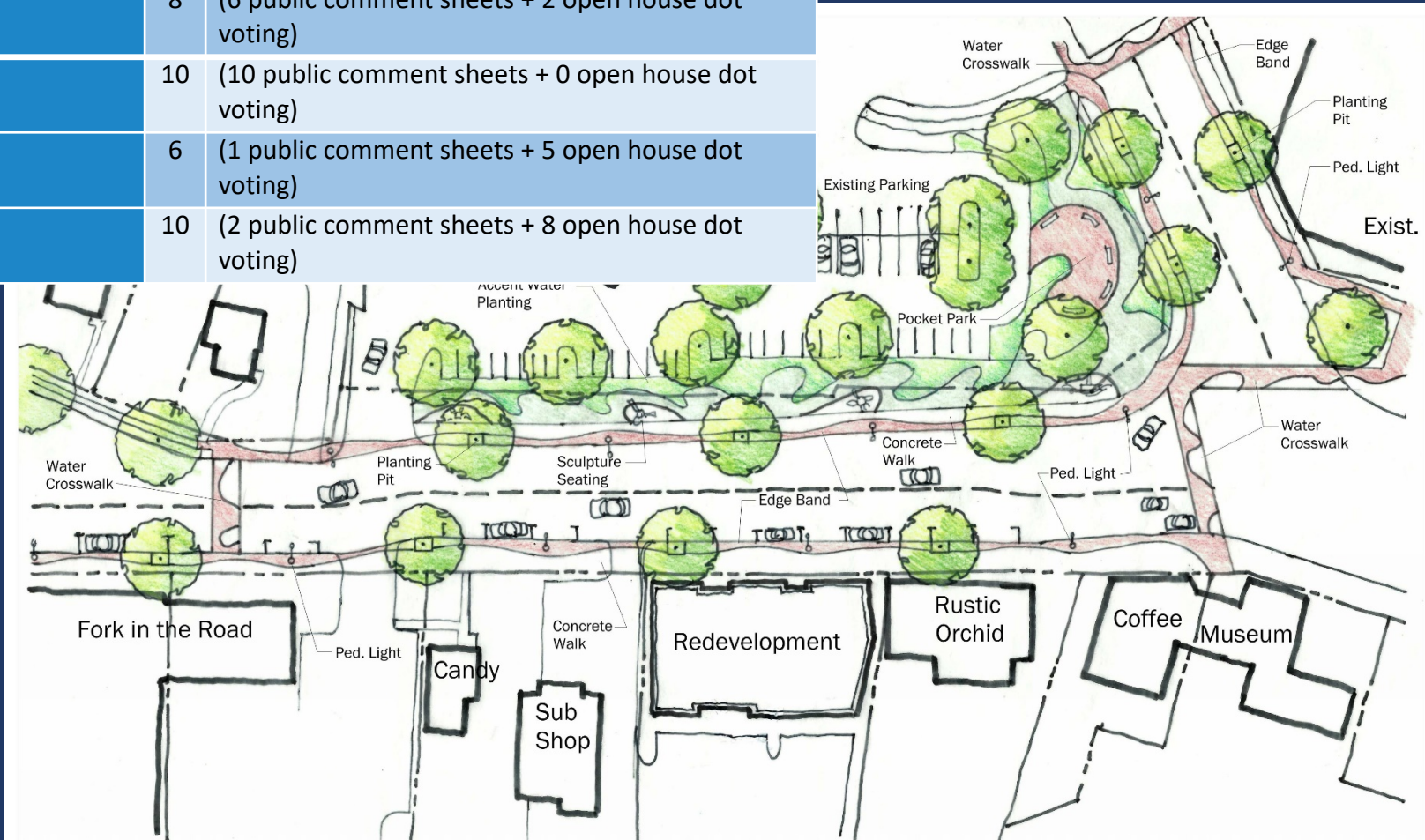
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Public Engagement Summary

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)



Downtown Master Plan - Concept B - Curative Waters (Power poles removed - road shift east - Minor redevelopment)

Mukwonago, Wisconsin

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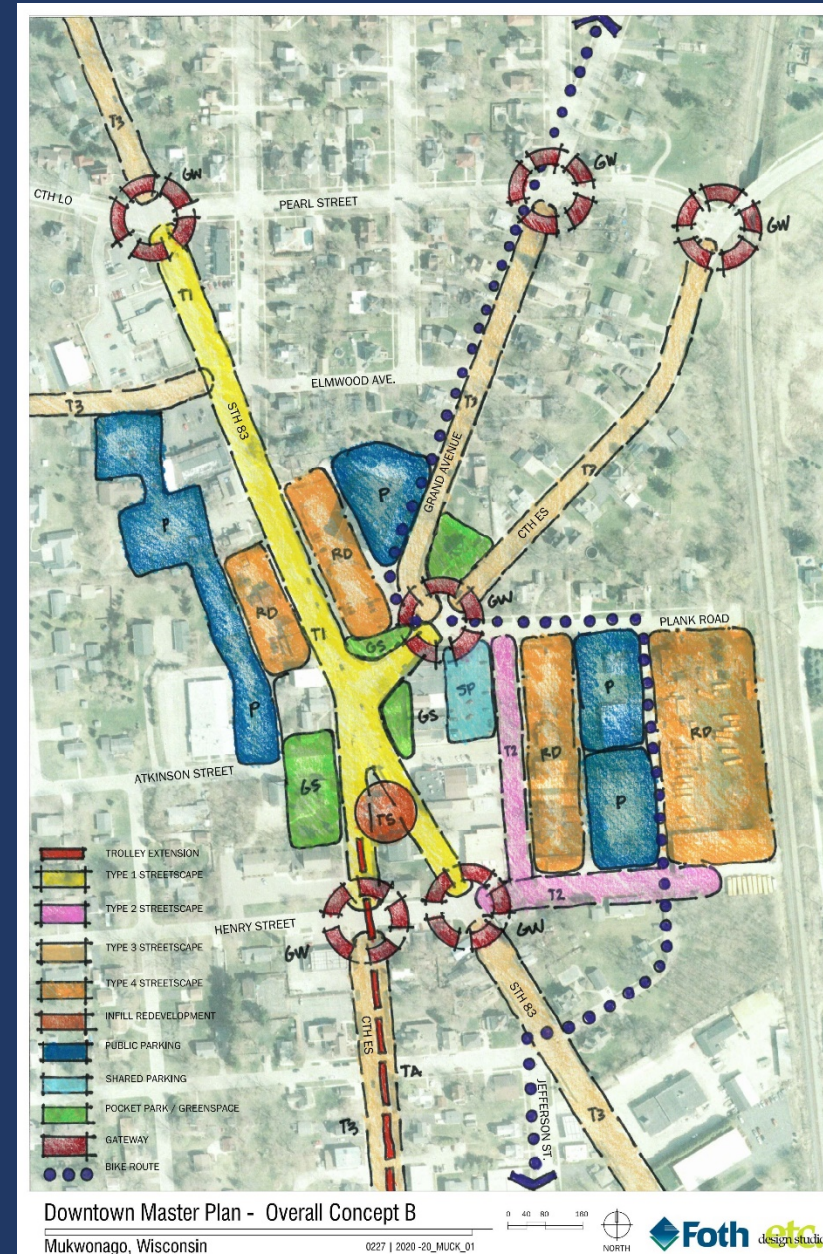
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Public Engagement Summary

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?



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- 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

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Typical Plans

Streetscape B:



Downtown Master Plan - Plan B

Mukwonago, Wisconsin

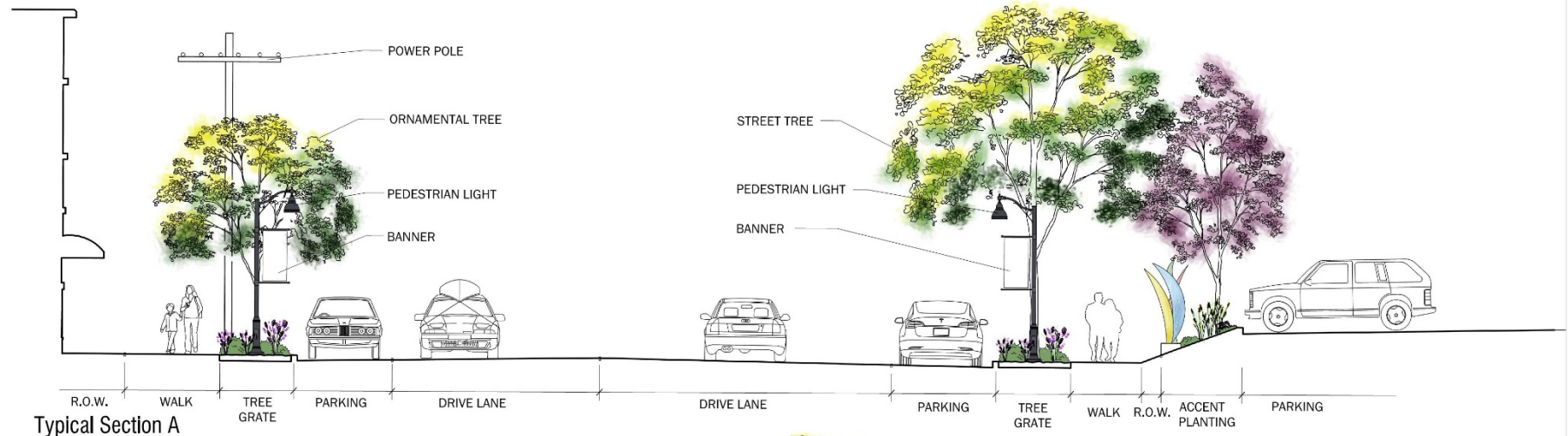
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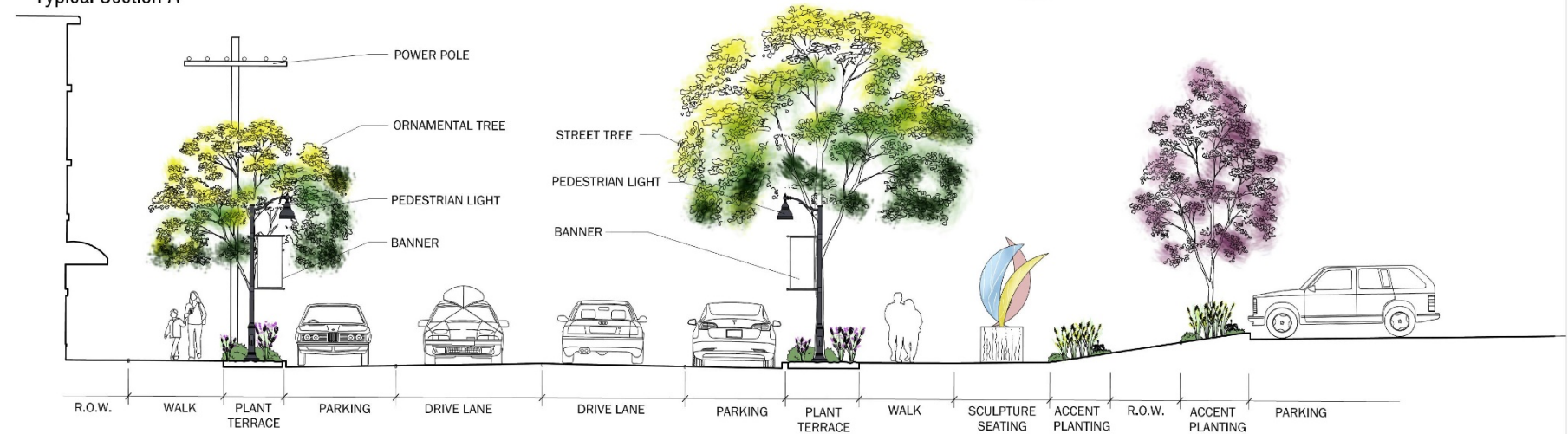


Typical Cross Sections

Streetscape Cross Sections A: Plan A & Plan B



Typical Section A



Typical Section B

Downtown Master Plan - Streetscape Cross Sections A

Mukwonago, Wisconsin

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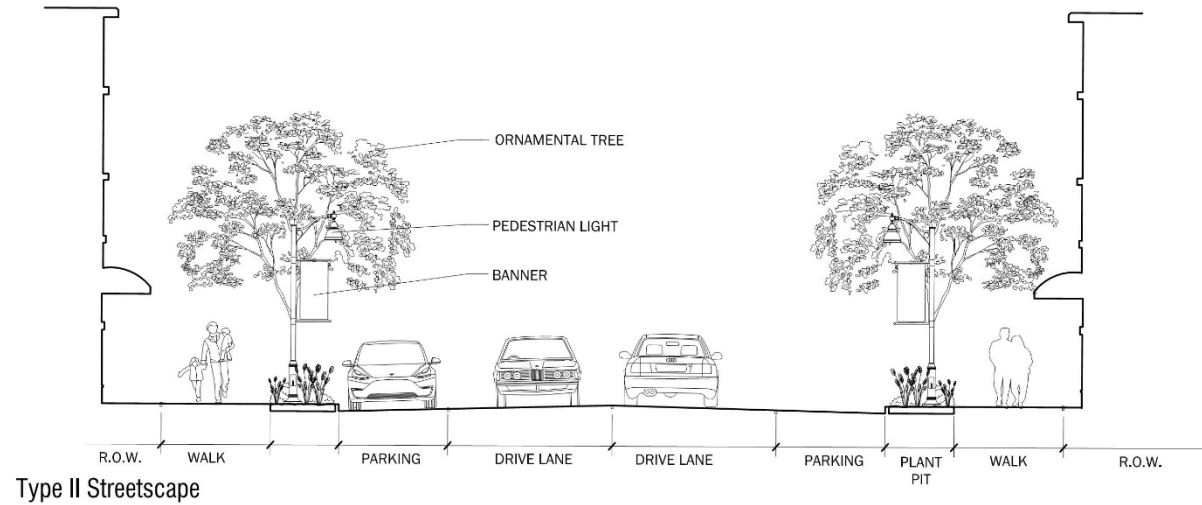


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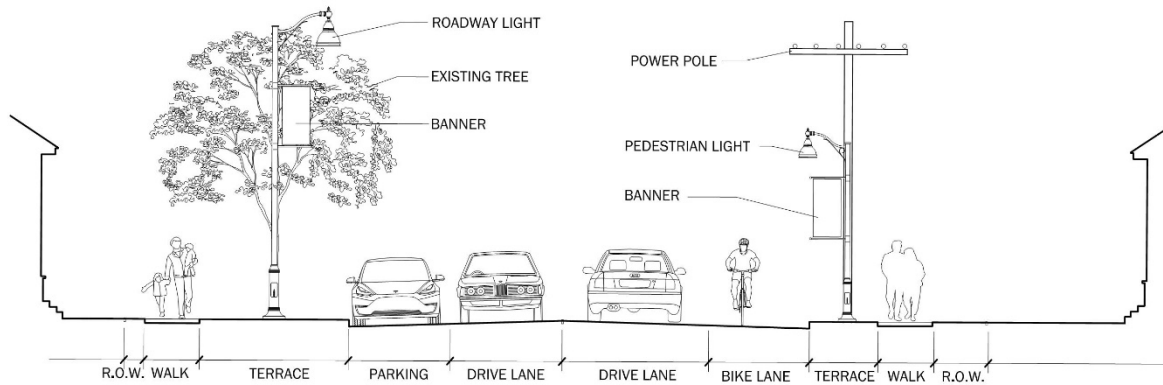


Typical Cross Sections

Streetscape Cross Sections B: Type II & Type III



Type II Streetscape



Type III Streetscape

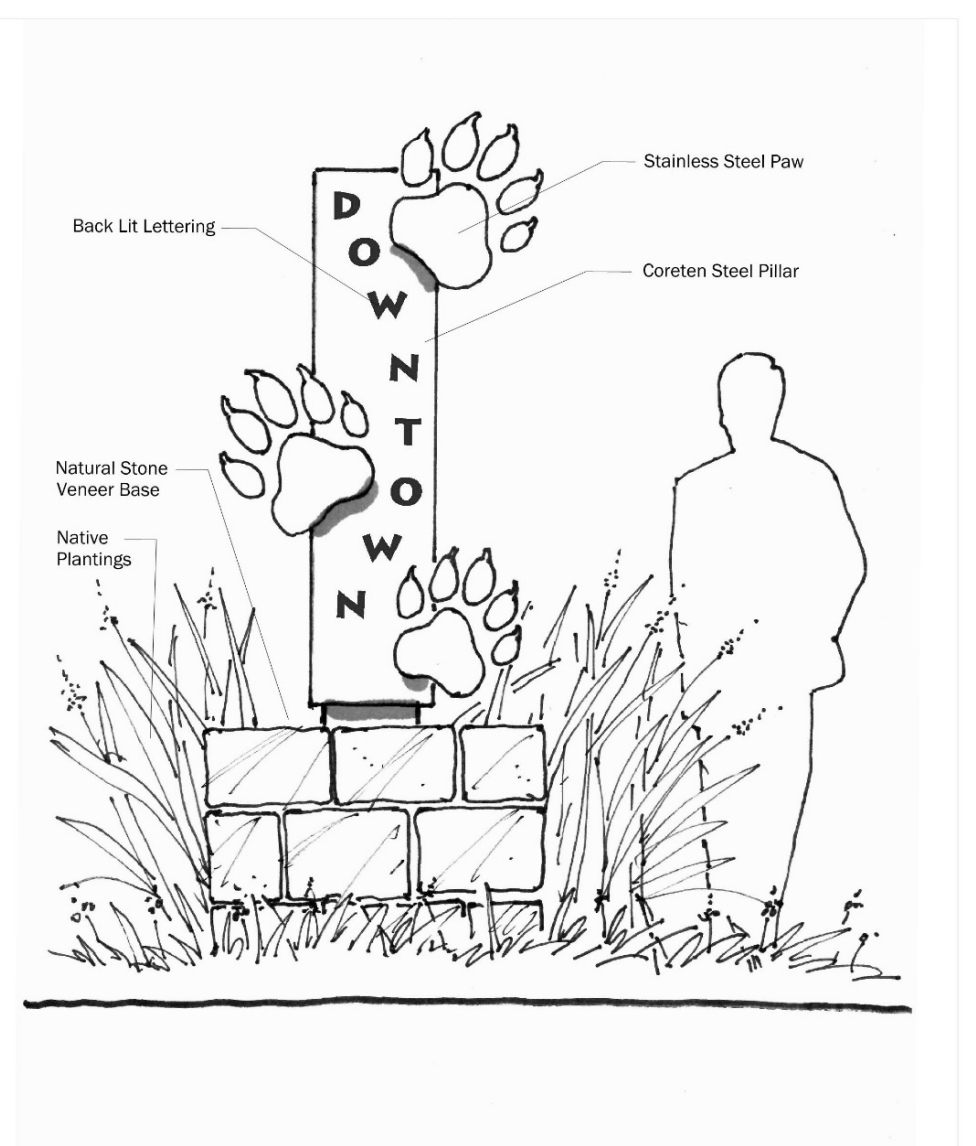
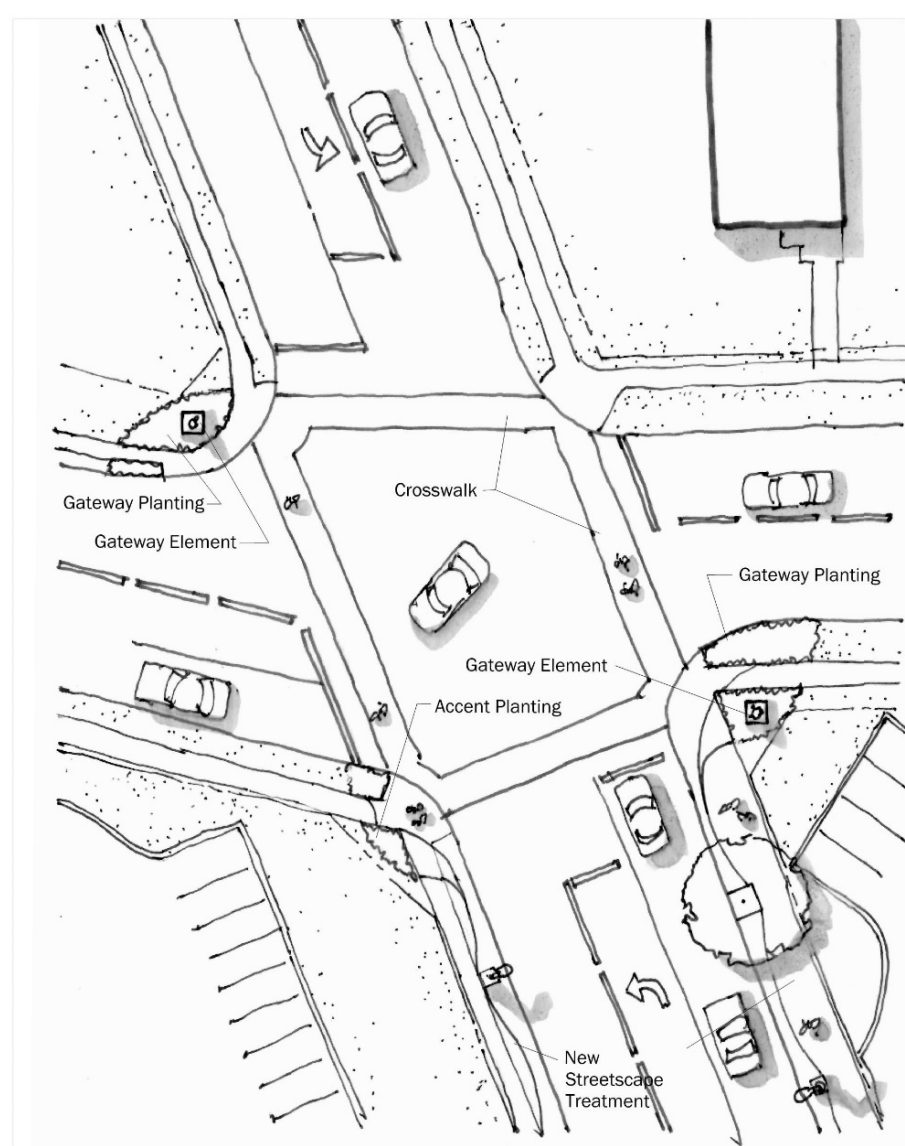
Downtown Master Plan - Streetscape Cross Sections B

Mukwonago, Wisconsin

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Typical Intersection & Gateway Feature Sketch Plan



Downtown Master Plan - Typical Intersection and Gateway Example

Mukwonago, Wisconsin

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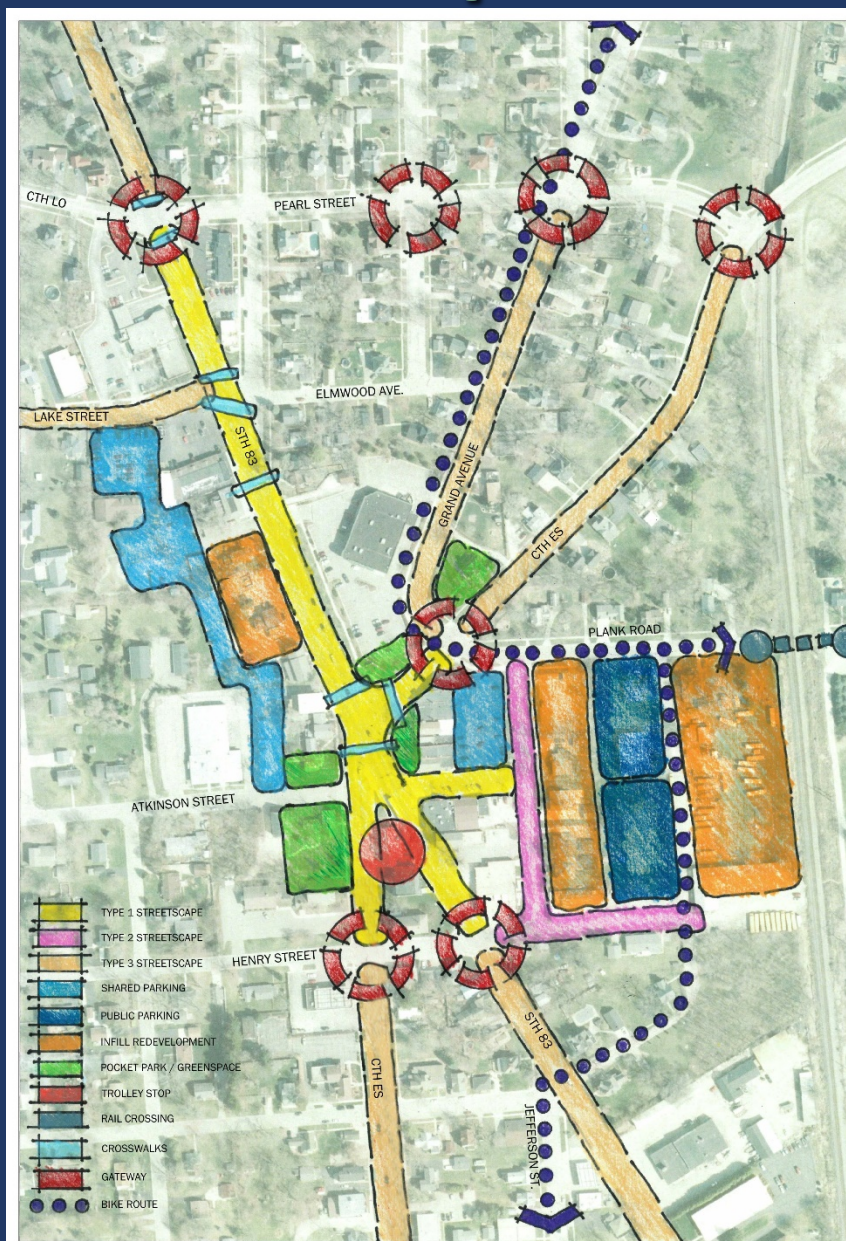




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Overall Concept Plan



Downtown Master Plan - Overall Plan

Mukwonago, Wisconsin

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Amenities



Lighting



Benches



Trash Receptacles



Greenspace/Pocket Park



Terrace



Gateways



Colored Concrete Crosswalk



Accent Lighting

Downtown Master Plan - Amenities

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Streetscape Perspective (No Poles)



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Downtown Master Plan - Streetscape Perspective (No Poles)

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Streetscape Perspective (With Poles)



Downtown Master Plan - Streetscape Perspective (With Poles)

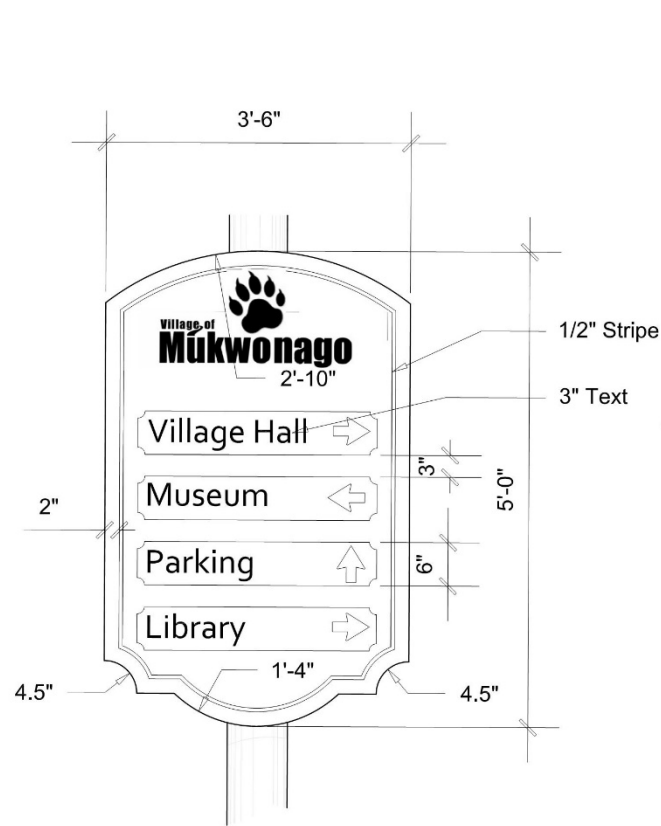
Mukwonago, Wisconsin

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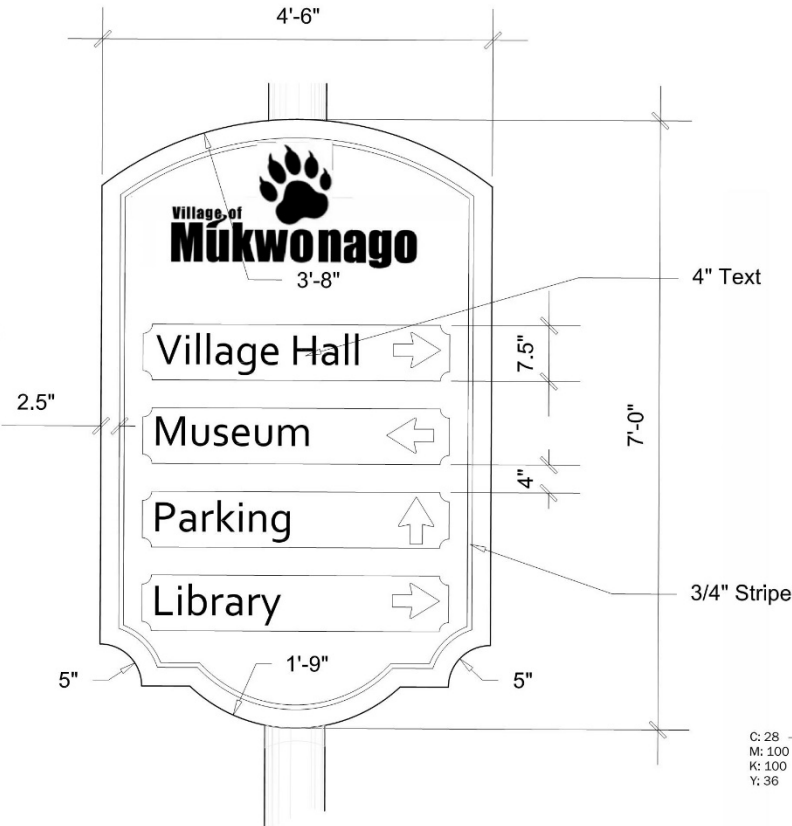




Wayfinding Signs



PEDESTRIAN SIGN



VEHICULAR SIGN



COLOR COMPOSITION

Downtown Master Plan - Wayfinding Signs

Mukwonago, Wisconsin

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Vehicular Wayfinding Sign Location Plan



Downtown Master Plan - City Wide Wayfinding Plan

Mukwonago, Wisconsin

0701 | 2020-20_MUCK_01

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Pedestrian Wayfinding Sign Location Plan



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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			
	improved Total		\$880,000	

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!!!

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