



PLAN COMMISSION AGENDA

December 8, 2022 – 7:00 pm
Village Hall
235 Hickory Street, Pewaukee, WI 53072

1. Call to Order and Roll Call
2. Public Hearings. None.
3. Citizen Comments: *This is an opportunity for citizens to share their opinions with Commission Members on any topic they choose. However, due to Wisconsin Open Meeting laws, the Commission is not able to answer questions or respond to your comments. All comments should be directed to the Commission. Comments are limited to 3 minutes per speaker. Speakers are asked to use the podium and state their name and address.*
4. Approval of the Minutes:
 - a. Regular Plan Commission Meeting – November 10, 2022
5. Old Business:
 - a. Review, discussion, and possible recommendation to Village Board regarding an amendment(s) to Section 40.471 of the Village of Pewaukee Code of Ordinances regarding Transient Lodging.
 - b. Review and discussion regarding density limits for the residential component of mixed-use with multi-family development or straight multi-family development in the Villages Business Zoning Districts (i.e. B-1 Community Business, B-2 Downtown Business, B-3 Office & Service Business, B-4 Business Park, and B-5 Light Industrial), and the existing density limits of the Villages R-M Multi-Family Residential District.
6. New Business.
 - a. Review, discussion and possible action/recommendation to the Village Board on the petition of property owner Kirkland Crossings, Inc. (in c/o applicant Anne O'Connor of Senior Housing Partners) to rezone, from existing B-1 Community Business District to B-1 with Housing for the Elderly Overlay (HEO) District, the ~2.49-acre vacant parcel of land located at the northwest corner of Ryan Street at Quinlan Drive (PWV 0883993200).
 - b. Review, discussion, and consultative feedback to property owner/applicant Wisconsin Shirdi Sai, Inc. (in c/o Satya Karri) regarding their proposed use description and related kitchen improvements for their existing building/site located at 111 Prospect Avenue (PWV 0896001). This ~.98-acre property is zoned IPS Institutional & Public Service District.
 - c. Review, discussion, and consultative feedback to property owner/applicant Agape Community Church, Inc. (in c/o Pastor Florin) regarding their plans to expand the parking, sidewalk, and patio areas - plus add a dumpster area, to their existing site located at 449 W. Wisconsin Avenue (PWV 0893013002). This 1.66-acre property is zoned IPS Institutional & Public Service District.

7. Citizen Comments. – *This is an opportunity for citizens to share their opinions with Commission Members on any topic they choose. However, due to Wisconsin Open Meeting laws, the Commission is not able to answer questions or respond to your comments. All comments should be directed to the Commission. Comments are limited to 3 minutes per speaker. Speakers are asked to use the podium and state their name and address.*

8. Adjournment

Note: It is possible that members and/or possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; action will not be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in the notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. To request such assistance, contact the Village Clerk at 262-691-5660.

Dated: December 2, 2022

PLAN COMMISSION MINUTES
November 10, 2022 – 7:00 pm
Village Hall
235 Hickory Street, Pewaukee, WI 53072

DRAFT-DRAFT-DRAFT-DRAFT

1. Call to Order and Roll Call

President Knutson called the meeting to order at approximately 7:02 p.m.

Plan Commission members present: Comm. Mark Grabowski, Comm. Theresa Hoff, Comm. Ryan Lange, Comm. Brian Belt, Trustee Craig Roberts, and President Jeff Knutson. Comm. Cheryl Mantz was excused.

Also present: Village Planner, Mary Censky; Village Engineer, Tim Barbeau; Village Attorney, Matt Gralinski; Village Administrator, Scott Gosse; and Village Clerk Casandra Smith.

2. Public Hearing

- a. On the Conditional Use Grant Amendment request of property owner Pewaukee School District (in c/o John Gahan as Assistant Superintendent/CFO) to reconstruct and light the existing varsity softball diamond located on the 80+/- acre District campus at 472 Lake Street. This property is zoned Institutional & Public Service District (IPS) District.

None.

3. Citizen Comments

Doug Joers @ 513 Park Ave – Mr. Joers spoke against allowing transient lodging rentals and would like permits to be required.

Kelli Belt @ 377 Park Ave – Ms. Belt spoke in favor of being as restrictive as allowable by law regarding transient lodging rentals.

John Nurse @ 387 Park Ave – Mr. Nurse asked the Commission to make the transient lodging rental ordinance as restrictive as possible.

Mike Schieble @ 481 Park Ave – Mr. Schieble read the Village's mission statement and asked the Commission to execute the mission statement regarding transient lodging concerns.

Kyle Kreuser @ 429 Pirate Pass – Mr. Kreuser asked the Commission to consider no nightly minimum on the transient lodging ordinance.

Kristy Kreuser @ 429 Pirate Pass – Ms. Kreuser asked the Commission to not place nightly restrictions on transient lodging rentals and gave some background information on her transient lodging rental business.

Colin Wagner @ 461 Park Ave – Mr. Wagner expressed he is not in favor of transient lodging rentals.

Andy Lize @ 509 Park Ave – Mr. Lize expressed he was not in favor of transient lodging rentals.

Amanda Tollefsen @ 491 Park Ave – Ms. Tollefsen spoke in favor of being as restrictive as allowed by law regarding transient lodging rentals.

4. **Approval of the Minutes – Regular Plan Commission Meeting – October 13, 2022 Comm.** Hoff motioned, seconded by Comm. Belt to approve the minutes of the October 13, 2022, Regular Plan Commission meeting as presented.
Motion carried 6-0.

Items below were not presented in order as below.

5. **Old Business – None.**

6. **New Business**

- a. Review, discussion, and possible action on the Conditional Use Grant Amendment request of the Pewaukee School District to reconstruct and light the existing varsity softball diamond located on the 80+/- acre District campus at 472 Lake Street. This property is zoned Institutional & Public Service District (IPS) District. PWV0899235001**

Planner Censky explained that the Pewaukee School District would like to reconstruct its existing field. The current code doesn't allow for lighting over 25 feet in height and they are proposing lighting as high as 70 feet. The light spillover is not beyond the field and will not affect any residential properties. Censky read the Planner recommendations. Engineer Barbeau explained that the water main will be relocated out of the turf area so that in the event of a repair it can be accessed without disturbing the turf. The stormwater management plan was discussed which is sufficient as presented. Discussion followed.

Comm. Grabowski motioned, seconded by Comm. Lange to Conceptionally Approve the Conditional Use Grant Amendment request of the Pewaukee School District to reconstruct and light the existing varsity softball diamond located on the 80+/- acre District campus at 472 Lake Street subject to the Village Planner and Engineer Recommendations:

- 1) Village Engineer review and approval of all grading, drainage, utility, stormwater management and erosion control plans attendant to this project and prior to the issuance of a building/construction permit;
- 2) Any substantiated adverse impacts arising from the operation of these field lights shall be the responsibility of the property owner to correct timely upon written notice from the Village. Failure on the part of the property owner to make necessary corrections may result in Village action to review, reconsider or terminate this Conditional Use Grant Amendment.
- 3) Applicant to secure all necessary building, electrical, plumbing,... and any other required permits, prior to the start of construction at the site;
- 4) Recording of the Conditional Use Grant Amendment and related Land Covenant, prior to the issuance of a building permit for the project.

Motion carried 6-0.

- b. Review, discussion and possible action on the Business Site Plan Amendment request of property owner/applicant Zimmerman & Schwartz Real Estate, LLC, in c/o John Schwartz and Jeff Zimmerman, to relocate the existing, eastern Hickory Street**

driveway access point on this site further to the east and to abandon/restore the former location. This 3.27+/- acre site is zoned B-5 Light Industrial District. PWV0922997.

Planner Censky explained that the applicant would like to close the existing driveway and relocate it to the east end of the property. This would create additional green space for the property. Engineer Barbeau stated that this is a good spot to create the driveway and there will be no drainage issues.

Comm. Hoff motioned, seconded by Comm. Grabowski to Approve the Business Site Plan Amendment to Relocate the Existing, Eastern Hickory Street Driveway Access Point on this Site Further to the East and to Abandon/Restore the Former Location with Planner

Recommendations:

- 1) Village Engineer and Director of Public Works approval of the detailed plans for implementation of the new driveway and abandonment/restoration of the old;
- 2) Applicant to secure, in advance of any work at the site, any permits as may be necessary in support of this project.

Motion carried 6-0.

- c. **Review, discussion and possible action on the Sign Code Waiver Amendment request of applicant/property owner Meadow Creek Limited Partnership to allow three specific, additional geographic locations within the Meadow Creek Market development to participate in sign display on the two existing/approved multi-tenant pylon signs located, one each, along Hwy 164/Pewaukee Road and Capitol Drive. This B-1 Community Business with Planned Unit Development Overlay (PUD) zoned development area is located at the northwest corner of Hwy 164/Pewaukee Road and Capitol Drive.**

Planner Censky gave background information regarding the sign code waiver approval in 2014. The applicant would like to expand the use of the monument sign to include 3 additional businesses. Discussion followed.

Comm. Roberts motioned, seconded by Comm. Lange to Approve the Sign Code Waiver Amendment request for Meadow Creek Limited Partnership to Allow All Businesses within the Meadow Creek Market Development to Participate in Sign Display on the Two Existing/Approved Multi-Tenant Signs and Allow Tenants to Utilize over 40 sq.Ft. with Staff Approval and Planner
Recommendations:

- 1) The space on this sign shall not be used to display "space for lease", or contact information for leasing in the center,... rather the space of this sign shall be limited in it's scope of use to identify only existing and operational business occupants of the 27,000 sq.ft. +/- shopping center that lies attached to and north of the existing Pick n Save at 1405 Capitol Drive, plus businesses or uses located in the three geographic areas identified in Exhibit "C" attached hereto, and the name of the shopping center development (i.e. Meadow Creek Market) and the building address(s);
- 2) No single tenant or occupant business shall be permitted to utilize more than 40 sq.ft. of

display area on each face of the signs unless specifically approved otherwise by the Village Staff and/or Planning Commission in the review of the unique challenges/circumstances as may be applicable to the particular site or building;

3) If any of the changeable "Tenant" panels as depicted on the plan are not in use for business identification, then that panel(s) shall be maintained as a blank in a bronze colored lexan to match the cabinet and related aluminum trim materials of the sign.

Motion Carried 6-0.

- d. Review and discussion regarding possibly establishing density limits for the residential component of mixed-use with multi-family development or straight multi-family development in the Villages Business Zoning Districts (i.e. B-1 Community Business, B-2 Downtown Business, B-3 Office & Service Business, B-4 Business Park, and B-5 Light Industrial), and to evaluate the existing density limits of the Villages R-M Multi-Family Residential District.**

Trustee Roberts stated that in working through the Strategic Plan, one item was to look at removing potential barriers that may be limiting developers due to density limitations. The Village does prefer single family but some areas may not be practical for single-family housing which may limit the ability to develop the site. Discussion followed regarding what visions the Plan Commission has for the Village and what changes might be advisable to consider at this time. Planner Censky referred to some information she gathered from the City of Oconomowoc Planner and Code with respect to its downtown. She explained how they addressed the density issue with parameters such as to maximum building height, minimum required parking,... and stated this may be useful and give guidance to the Village of Pewaukee in reviewing its regulations. The direction was given to the Planner which was to work with Trustee Roberts and return to the Commission with some specific ideas/Code amendment drafts on how to address this topic in each of the applicable Village business districts, and also to evaluate the appropriateness of the Villages density limits in the plex and multi-family districts at this time.

- e. Review, discussion, and possible recommendation to Village Board regarding an amendment(s) to Section 40.471 of the Village of Pewaukee Code of Ordinances regarding Transient Lodging.**

Administrator Gosse presented an overview of the proposed Ordinance regarding Transient Lodging. He stated that the proposed Ordinance has been drafted to be as restrictive as allowable by State law. Attorney Gralinski explained that the Commission should determine the following items: 1) Minimum night stay, 2) Number of days a property is available for rent in a year and should those days run consecutively, and 3) Should a local license be a requirement? Trustee Roberts explained that there was not really a consensus at the Village Board level. Discussion followed regarding the minimum night stay, the number of days a property can be available for rent, and if a permit/license should be required.

Comm. Belt Motioned to Recommend the Draft Ordinance to the Village Board as presented.

Discussion followed regarding the license requirements. No second was presented.
Motion Failed.

Trustee Roberts motioned, Seconded by Comm. Belt to Table the Transient Lodging Amendment until more information on a Draft License Application can be Presented.

Motion Carried 6-0.

7. Citizen Comments – None.

8. Adjournment

Comm. Roberts motioned, seconded by Comm. Belt to adjourn the November 11, 2022, Regular Plan Commission meeting at approximately 9:34 p.m.

Motion carried 6-0.

Respectfully submitted,

Casandra Smith
Village Clerk

DRAFT



To: Jeff Knutson, President
Plan Commission

From: Scott A. Gosse
Village Administrator

Date: December 1, 2022

Re: Agenda Item _____, Review, discussion, and possible recommendation to Village Board regarding an amendment(s) to Section 40.471 of the Village of Pewaukee Code of Ordinances regarding Transient Lodging.

BACKGROUND

This matter was before the Plan Commission at the November meeting with the Plan Commission requesting modifications to the draft ordinance presented for consideration. Attached please find a copy of correspondence and a revised ordinance per the direction of the Plan Commission for your review and consideration.

ACTION REQUESTED

The action requested of the Plan Commission is to review the attached information and provide a recommendation to the Village Board on a proposed ordinance amendment on this subject.

Attachments

Law Office of

**HIPPENMEYER, REILLY, BLUM,
SCHMITZER, FABIAN & ENGLISH, S.C.**

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November 23, 2022

Via Email: sgosse@villageofpewaukee.com

Mr. Scott Gosse
Village of Pewaukee
235 Hickory Street
Pewaukee, WI 53072

Re: Short-Term Rental Ordinance Revisions

Dear Scott:

Enclosed with this letter, please find a revised draft of an ordinance to amend Section 40.471 of the Village Code relating to transient commercial uses (short-term rentals). As you are aware, the Plan Commission considered this ordinance at its meeting of November 10, 2022. The feedback from the Commission indicated a consensus on the proposed Section 40.471(b) and proposed Section 40.471(d), in terms of restricting both the minimum rental increment which a property may be available and restricting the total number of days during a 365-day period when a property may be rented, respectively. However, the Commission also gave feedback looking for a more defined short-term rental licensure requirement. The consensus was that a license at the Village level should be required, however, my understanding was the Commission was looking for more specifics related to a licensure application procedure, renewal and oversight, and possible revocation. Thus, I have revised the draft considered by the Commission at its prior meeting with the various redline changes noted in the attached.

This draft calls for a short-term rental license as the previous draft did, however, it contains more specific provisions as to the application procedure which must be followed, the conditions which must be met in order for a license to be issued, possible bases for non-renewal or revocation of such license, and an appeal procedure in the event a license is denied or non-renewed. You will see the basic procedure is an application to the Village Clerk's office for issuance of the license. The initial determination on issuance of a license is made by the Clerk, provided that the application procedures are followed and proper documentation is provided.

The license would then be renewed by application on an annual basis. The Clerk then would make a determination based upon review of any past enforcement actions from the Building Inspection Department or Police Department related to the property. If the renewal application requirements are met, and past enforcement actions related to the property are non-existent or do not rise to the level of substantially harming or adversely impacting the residential use and nature of the surrounding neighborhood, the Clerk shall issue the renewal license. In the event past enforcement actions are in such

Mr. Scott Gosse
November 23, 2022
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number, frequency, or severity such that they substantially harm or adversely impact the surrounding neighborhood, the Clerk can deny a renewal.

The system sets up for a one-year license term, and Village oversight upon renewal. Additionally, the Village Board would have the authority to revoke any license issued under this chapter upon a written complaint, notice and hearing. Possible revocation could be based upon a number of bases, including failure to pay owed fees, taxes or special charges, failure to maintain state licensing requirements, or any violation of local, county or state rules which, based upon their number, frequency or severity adversely impact the predominantly residential uses of the surrounding neighborhood.

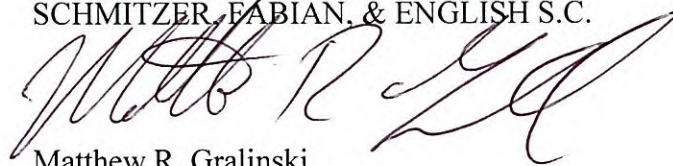
The Clerk's determination to issue or renew could be appealed to the Village Board. A Village Board determination would, of course, be appealable to circuit court.

As drafted, the only condition on issuance of a license would be following the application procedure, paying the applicable fee, and providing evidence of the proper DATCP tourist rooming house license. As to other specific conditions the Commission may desire, I have not specified those here, preferring to let the remainder of the Village building and zoning code stand in, as a violation of those zoning or building codes could be the basis for a revocation or non-renewal of a license. However, if the Commission wishes to attach further specific conditions to issuance of a license, that is an area that the Commission should provide further direction on. I have also enclosed a copy of the Town of Delafield's ordinance on vacation rentals, which was referenced by Engineer Tim Barbeau at the last meeting. I enclose this ordinance as potential examples for the Commission to consider, if they wish, for additional conditions to add to issuance of the license. Specifically, I would direct the Commission's attention to letters E through O under subsection (C) Minimum Standards. While these conditions are certainly not the "end-all/be-all" in terms of what the Commission could or should offer, it is a good starting point in case the Commission would like to add those conditions. As specific direction was not provided at the prior meeting, direction as to what, if any, additional conditions would be attached to issuance of a license should at least be discussed. Any specific conditions the Commission may want to add should be added in new Section 40.471(f).

Should you have any questions or concerns, please contact me to discuss. Thank you for your consideration of the above and enclosed.

Sincerely,

HIPPENMEYER, REILLY, BLUM,
SCHMITZER, FABIAN, & ENGLISH S.C.



Matthew R. Gralinski

MRG/ma
Enclosures

ORDINANCE NO. ____

**ORDINANCE TO AMEND SECTION 40.471 OF VILLAGE CODE OF
VILLAGE OF PEWAUKEE REGARDING THE PROHIBITION
ON TRANSIENT COMMERCIAL USES IN RESIDENTIAL DISTRICTS**

The Village Board of the Village of Pewaukee, Waukesha County, Wisconsin do ordain as follows:

SECTION I

Section 40.471, (a), (2) of the Village Code of the Village of Pewaukee is amended to read as follows:

Section 40.471(a)(2) – Transient commercial lodging uses: The use by any person of residential property for bed and breakfasts, hostels, hotels, inns, lodging, motels, resort or other similar uses.

SECTION II

Section 40.471, (b) of the Village Code of the Village of Pewaukee is amended to read as follows:

Section 40.471(b) – Transient lodging uses: Transient lodging uses for remuneration are prohibited in the residential districts of the Village where the period of each individual use is less than seven (7) days. Any person acting as an agent, real estate broker, real estate sales agent, property manager, reservation service or arranges or negotiates for the use of residential property or transient lodging uses, or any person who uses or allows the use of residential property in this manner shall be considered in violation of this Section. Each day in which such residential property is used or allowed to be used in violation of this Section shall be considered a separate offense. Any rental of single-family property for camping purposes is prohibited.

SECTION III

Section 40.471, (c) of the Village Code of the Village of Pewaukee is hereby deleted and recreated to read as follows:

Section 40.471 (c) – Individual Transient commercial lodging uses of more than 6 but fewer than 30 consecutive days within any consecutive 365-day period may be rented for no more than 181 days in the aggregate. The days during which the transient commercial lodging uses may be conducted shall run consecutively. Any individual or entity which engages in transient commercial lodging rental shall notify the Village Clerk, in writing, when the first rental within a

365-day period is to begin.

SECTION IV

Section 40.471, (d) of the Village Code of the Village of Pewaukee is hereby created to read as follows:

Section 40.471(d) – Any person who maintains, manages or operates a short-term rental (which means a residential dwelling that is offered for rent for a fee and for fewer than 30 consecutive days, or such rentals occur for more than 10 nights each year) shall do the following:

- (1) Obtain from the Department of Agriculture, Trade and Consumer Protection a license as a tourist rooming house as defined in Wisconsin Statute Sec. 97.01(15k) when required by said Statute;
- (2) Any person who maintains, manages or operates a short-term rental as defined in this subsection shall obtain from the Village a short term rental license as provided for in Section 40.471(e).. The Village shall establish a license fee from time to time based on the Village’s actual cost of issuing and monitoring said license. The Village Board shall establish such license fee by Resolution from time to time.

SECTION V

Section 40.471(e) of the Village Code of the Village of Pewaukee is hereby created to read as follows:

Section 40.471(e) – Short Term Rental License. The Village Clerk shall issue a short-term rental license if an applicant follows the procedures set forth in Section 40.471(f) and demonstrates compliance with the provisions of this Section 40.471 of the Village Code. A short term rental license is issued for one (1) license year, and may be renewed annually as provided for in this section. The short term license shall contain the following information:

- (1) The name of the property owner, with contact information including mailing address and a telephone number at which the property owner is available.
- (2) The license term.
- (3) The State of Wisconsin tourist rooming house license number.

SECTION VI

Section 40.471(f) of the Village Code of the Village of Pewaukee is hereby created to read as follows:

Section 40.471(f) – Short Term Rental License Application, Renewal, and Revocation Procedure.

- (1) Applications. All applications for short term rental licenses shall be filed with the Village Clerk. No license shall be issued unless a

completed application form is accompanied by payment of the required application fee, which fee shall be nonrefundable. Each application shall include the following information and documentation for each short-term rental unit in order to demonstrate compliance with the requirements of this section:

- a. The name of the property owner, with contact information including mailing address and a telephone number at which the property owner is readily available.
- b. A copy of the Department of Agriculture, Trade and Consumer Protection tourism house license, as defined in Wisconsin Statute Sec. 97.01(15k), in effect during the short term license year
- c. Written certification by the property owner that the short-term rental meets the requirements of this section and applicable state and county laws, ordinances, and regulations.

(2) Renewal. Each application for a renewal of a short term rental license shall include all documentation required as part of the original application in an updated form and payment of a renewal fee which shall be nonrefundable. A renewal application and the applicable fee must be filed with the Village Clerk at least 45 days prior to the license expiration date in order to allow the Village Clerk adequate time to review and investigate the application. The Clerk may request reports from the building inspector and police department regarding any enforcement actions taken with respect to the property which is the subject of the short term rental license. The Village Clerk shall review the renewal application and may approve or deny the application after considering the number, frequency, and/or severity of any previous enforcement action related to the property which is the subject of the short term rental license, and, whether the conduct related to previous enforcement action substantially harms or adversely impacts the predominantly residential uses and nature of the surrounding neighborhood. If after such consideration the Village Clerk determines not to renew the license, the Clerk shall notify the applicant in writing of the reason(s) for such decision and the applicant's right to appeal the decision to the Village Board as provided in this Section. In no event shall a license be issued or renewed if the property which is the subject of the license is under an order issued by the building inspector to bring the premises into compliance with state, county, or local statutes, ordinances, rules or regulations.

(3) Revocation. A short term rental license may be revoked by the Village Board, after notice to the licensee and a hearing, during the term of a license year and for one or more of the following reasons:

- a. Failure by the licensee to make payment of delinquent fees, taxes, special charges, forfeitures, or other debt owed to the Village
- b. Failure to maintain all required local, county or state licensing

requirements, including but not limited to, a tourism house license from the State of Wisconsin

- c. Any violation of local, county, or state laws or regulations which, based upon their number, frequency, and/or severity and their relation to the short-term rental property, substantially harm or adversely impact the predominantly residential uses and nature of the surrounding neighborhood.

Any resident of the Village, or the Village of its own accord, may file a sworn written complaint with the Village Clerk alleging one or more of the reasons set forth in this section as grounds for revocation of the short-term rental license. Upon filing of the complaint, the Village Clerk shall notify the licensee of the complaint by certified mail, return receipt requested and provide the licensee with a copy of the complaint. Such notice shall also contain the time and place of the hearing before the Village Board on said complaint and consideration of revocation under this section. Any hearing under this section shall be held no sooner than 10 days after the notice required by this section is mailed to the licensee.

- (4) Appeal. The Village Clerk's decision to deny an initial license or to deny renewal of a license may be appealed to the Village Board by filing a written appeal with the clerk within 30 days after the date of mailing of the written notice of the Village Clerk's decision. The Village Board shall hold a hearing within 30 days of the Village's receipt of the written appeal, or the license shall be deemed granted. The Village Clerk shall provide written notice of the date, time, and place of any appeal hearing to the licensee by certified mail return receipt requested. Any hearing under this section shall be held no sooner than 10 days after such notice is mailed to the appellant. If the Village Board finds the Village's Clerk's reasons for his or her decision sufficient, the decision shall be affirmed. If the Village Board finds the Village Clerks' reasons for his or her decision insufficient, the decision shall be reversed and the license shall be granted and issued. The Village Board shall provide appellant a written decision specifying the reasons for its determination, and provide such written decision to the appellant within 10 days of such determination.

SECTION VI

Section 40.471, (g) of the Village Code of the Village of Pewaukee is hereby created to read as follows:

Section 40.471(g) – Violations of this Ordinance shall be enforced in accordance Section 1.102 of the Village of Pewaukee Municipal Code. Each day that a violation occurs shall be considered a separate violation and will be enforced accordingly.

SECTION VII

All Ordinances or parts of Ordinances contravening the terms and conditions of this Ordinance are hereby to that extent repealed.

SECTION VIII

The several sections of this Ordinance shall be considered severable. If any section shall be considered by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the other portions of the Ordinance.

SECTION IX

This Ordinance shall take effect upon passage and publication as approved by law, and the Village Clerk shall so amend the Code of Ordinances of the Village of Pewaukee, and shall indicate the date and number of this amending Ordinance therein.

Passed and adopted this _____ day of _____ 2022 by the Village Board of the Village of Pewaukee.

APPROVED:

Countersigned:

Jeff Knutson, Village President

Cassie Smith, Village Clerk

(5) REGULATION OF VACATION RENTAL.

- (a) Definition: Vacation Rental Establishment. Any property that is regulated by Wisconsin Statutes Chapter 254, subchapter VII, as a tourist rooming house; and in addition, any real property that is subject to any verbal or written contract, lease, sublease, rental agreement, easement, instrument or other device (the "Agreement"), if all of the following circumstances apply: (i) the Agreement or Agreements create a right to occupy said property during separate periods of time; (ii) such rights of occupancy have an actual duration of less than one month; (iii) the Agreement requires payment or other remuneration or barter, for the benefit of the property owner; and (iv) the separate rights to occupy the property occur two or more times per calendar year. Nothing herein shall be interpreted to include rental of property which does not qualify as a vacation rental pursuant to this definition.
- (b) Purpose. The following vacation rental establishment licensing regulations are created, to ensure that applicable State laws are followed, to protect persons engaged in this practice either as landlord or tenant; to protect against adverse impacts of noise, odor, disturbance, adverse visual impacts, or other nuisances, that this practice could have upon neighboring properties; to preserve property values for the commercial benefit of the Town; and also to control the impacts of such operations on municipal services, including snow plowing, garbage collection, sanitation, law enforcement and fire protection.
- (c) Minimum Standards.
1. License Required. No vacation rental establishment may operate in the Town unless a Vacation Rental Establishment License for such operation is granted by the Town, and only in full compliance with such License.
 2. Procedure. The General Provisions as to Licenses, described in Section 12.02 of this Code, apply to Vacation Rental Establishment licenses.
 3. Conditions Under Which Permitted. A license shall not be granted for a vacation rental establishment unless all of the following conditions are met:
 - a. The Petitioner must provide to the Town Clerk a copy of the State Tourist Rooming House permit for the Subject Property, prior to the Town's license being effective; and evidence of each renewal of such State permit shall be filed by the Petitioner with the Town Clerk, such that evidence of a current State permit is always on file for the duration of the Town's vacation rental establishment license.
 - b. Transfer of a license because of transfer or sale of property is not permissible. Should such property be sold, then the license shall become void.
 - c. All vacation rental establishments shall be subject to and comply with Wisconsin Statutes Chapter 254, subchapter VII including maintaining a tourist rooming house annual permit as required by Wisconsin Statutes Section 254.69(2), which sections are incorporated herein by reference.
 - d. All vacation rental establishments shall be subject to and comply with Wisconsin Administrative Code HS 195 which is hereby incorporated by reference.
 - e. Each vacation rental establishment shall be required to keep a register and require all guests to sign such register using their actual names and address before being

assigned quarters. The register shall be available for inspection by the Waukesha County Sheriff's Department, and Town Code Enforcement Officer for a period of not less than one year.

- f. A minimum of one off-street parking stall shall be provided for every guest bedroom with a minimum of three. All parking areas shall meet the size and location requirements of the Town Code and shall be hard-surfaced and maintained in a reasonably dustless condition.
- g. Every vacation rental establishment shall be properly addressed with numbers on the street side of the structure, a minimum of 5" high and of contrasting color so as to be visible from the street.
- h. The Town Board shall consider the potential impact to the surrounding neighborhood and proximity to any existing bed and breakfast establishment or vacation rental establishment when reviewing a request for a vacation rental establishment license.
- i. Whenever the property changes ownership, an occupancy permit and a new license is required to ensure compliance with all State and local regulations and ordinances.
- j. Every license for a vacation rental establishment shall be placed on a February Town Board meeting agenda for consideration and possible action upon annual review, to ensure compliance with all licensing requirements. Such property may be inspected by the Waukesha County Sheriff's Department, Town Fire Department, Town Code Enforcement Officer, or other authorized personnel of the Town to investigate and determine if any violations exist.
- k. All refuse containers shall be screened from view.
- l. If the Town finds that any statement made on the license application is incorrect, at any time, the Town may immediately and summarily revoke the conditional use permit.
- m. Sleeping quarters related to a vacation rental establishment use shall only be located within the principal structure on the lot. Accessory buildings cannot be used for sleeping quarters.
- n. Property that is used for a vacation rental establishment must have clearly delineated property lines, by approved fences, vegetation or other means to the satisfaction of the Town Board. Such clear delineation must be maintained for the duration of the license, to ensure that all users of the property are clearly aware of the boundaries of the property and confine their use to the applicable parcel.
- o. Unless the property is connected to a municipal sewer system, the Petitioner/Owner must provide to the Town Code Enforcement Officer, proof that is satisfactory to the Town Code Enforcement Officer that the septic system is properly sized for purposes of the proposed use. Such septic system must be properly maintained at all times for the duration of the conditional use permit.

- p. The vacation rental establishment occupancy limits shall not exceed the number of occupants allows in Wisconsin Administrative Code Section DHS 195.14(2)(b) per bedroom, and also shall not exceed 8 per 1,000 square feet of living area within the principal structure.
- q. The parcel cannot have more people on site than the higher of 20 people or the maximum number of people allowed under Wisconsin Administrative Code Section DHS 195.14(2)(b).
- r. The Petitioner/Owner must provide a copy of this section and a copy of the license, to all parties using the property for vacation rental purposes, prior to commencement of each such use.

STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky

Date Prepared: December 8, 2022

General Information:

Agenda Item: **5.b.**

Applicant:

N/A

Status of Applicant:

Village initiated item

Requested Action:

Review and general discussion regarding density limits for the residential component of mixed-use with multi-family development or straight multi—family development in the Villages Business Zoning Districts (i.e. B-1 Community Business, B-2 Downtown Business, B-3 Office & Service Business, B-4 Business Park, and B-5 Light Industrial), and the existing density limits of the Villages R-M Multi-Family Residential District..

Background:

It has been pointed out that there may be a willingness within the Village to consider permitting new multi-family development as a part of mixed use or as straight multi-family developments within some of the Business zoned areas of the Village. The topic of appropriate density limits for this type of use is proposed to be discussed. Density limits in existing standard multi-family zoning may also be discussed.

Current Village parking requirements as to residential parking standards and maximum building heights follow:

- **Residential Parking**

40.426(j) Required number of stalls. The following parking standards shall be applied unless deviations have been specifically approved by the planning commission:

(1) Residential uses.

a. Single-family dwellings and two-family dwellings. Two spaces per dwelling unit (excluding garages).

b. Multifamily dwellings.

1. One bedroom = 1.75 enclosed parking spaces per unit.

2. Two bedrooms = 2.0 enclosed parking spaces per unit.

3. Three bedrooms = 2.0 enclosed parking spaces per unit.

4. Guest parking requires one parking stall for every two units.

c. Housing for the elderly. Subject to planning commission approval on a case by case basis.

- **Building/Structure Height - Current Code Limits**

40.253 provides “The height of any structure in the B-1 [Community Business] district shall not exceed four stories or 55 feet...”.

40.268 provides “The height of any structure [in the B-2 Downtown Business District] shall not exceed 42 feet and must be designed as one and one-half- to three-story structures, unless approved in accordance with the conditional use grant process.

40.283 provides “The height of any structure in the B-3 [Office and Service Business] district shall not exceed four stories or 55 feet...”.

40.301 provides “The height of any structure in the B-4 [Business Park] district shall not exceed 42 feet...”.

40.319 provides “The height of any structure in the B-5 [Light Industrial] district shall not exceed 50 feet...”.

40.221 provides “The height of the principal structure in the R-6 [Plex Residential] district shall not exceed 42 feet...”.

40.229 provides “The height of the principal structures in the RM [Multi-Family Residential] district shall not exceed 42 feet.

40.400.1(2)(b) provides “Height of any principal structure [in the Housing for the Elderly Overlay District is] not to exceed 52 feet [unless approved in accordance with the conditional use grant process]”.

40.421(d) provides as follows regarding building height: “Increase permitted. The maximum height of any structure may be increased up to ten feet if offset and setbacks are increased by one foot for each additional foot of structural height exceeding the standard district requirement”.

Discussion:

The Planner and Trustee/Planning Commissioner Roberts will continue to lead discussion on this topic for Commissioners and solicit ongoing input/feedback before presenting any draft changes to the existing Village Code.

Section 17.208 Downtown Design Overlay District (Ord. No. 17-0929)

(Adopted January 16, 2018) The Downtown Design Overlay District is created to foster excellence in the design of the built environment in the Downtown. Architectural design of projects within the District should fit comfortably within the existing fabric of the City and stand the test of time by remaining functional and ageless over a period of many years. Design standards shall address the quality of architecture, urban design, and public space to ensure the success of the project and for the benefit of the community. The main value and purpose of the Downtown Design Overlay District is to provide clarity and focus on the design of Downtown projects, consistent with the purposes stated herein. New development should be sympathetic to Oconomowoc's Downtown Design purposes and goals. Although a development may be larger or taller than that seen historically or incorporate contemporary design elements and materials, it should also reflect the design context, appropriate massing and traditions of its character of the blocks and streets on which it is located.

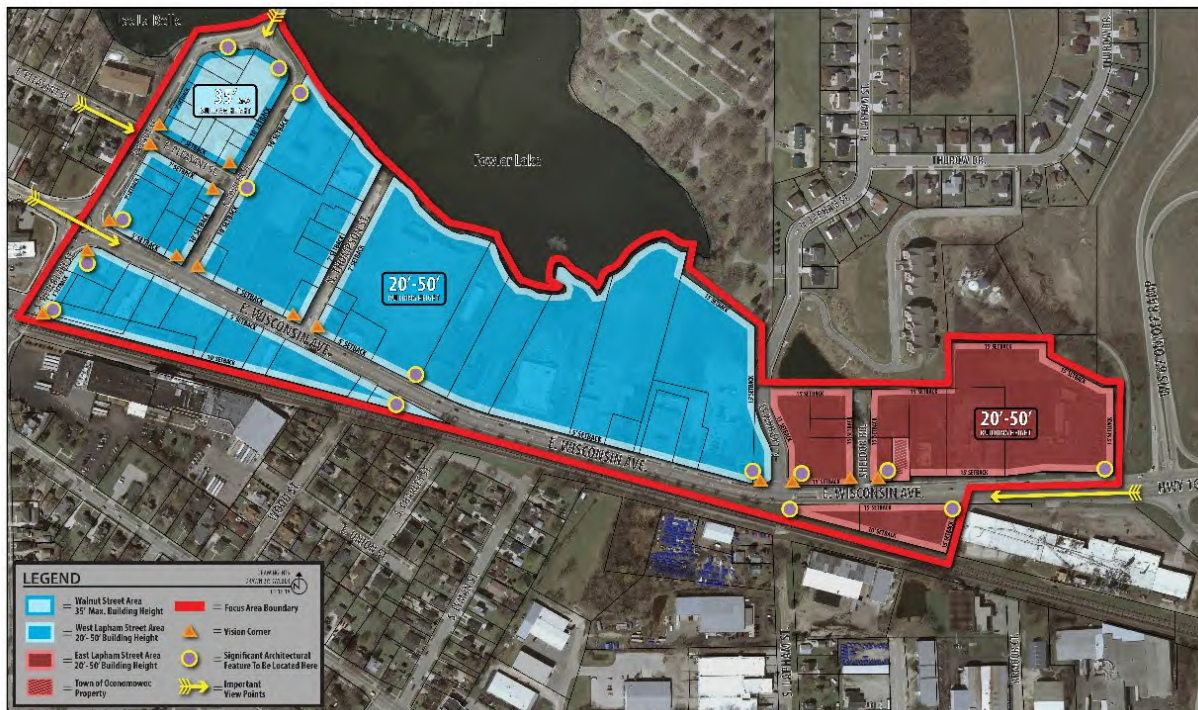
The purposes and goals of the Downtown Design Overlay District are intended to provide context and guidance for the Architectural Commission in their consideration of discussing and recommending conditions to ensure an attractive, vibrant and sustainable downtown area on a project-by-project basis.

17.208 (2) Application of the Downtown Design Standards:

The Downtown Design Overlay District has been further subdivided into nine (9) separate areas as depicted on the two different Downtown Design Overlay District Maps:

- East St. Paul Street Area
- North Pleasant Street Area
- East Wisconsin Avenue Area
- West Wisconsin Avenue Area
- West Worthington Street Area
- East Concord Road Area
- Walnut Street Area
- West Lapham Street Area
- East Lapham Street Area

DOWNTOWN DESIGN OVERLAY MAPS West Wisconsin Avenue & East Wisconsin Avenue



When considering a new construction project within the Downtown Design Overlay District, property owners, developers and architects shall refer to the Design Standards as drafted within this ordinance, the specific criteria listed in the Downtown Design

Overlay District Map, all other applicable design standards within the City Zoning Ordinance and Architectural Building Review Process. Change of property use, change of property ownership, façade amendments, remodeling, minor additions (less than 5000 SF) and general maintenance of the existing buildings are projects not applicable to these standards. These regulations are intended to preserve and enhance the unique character and identity of Downtown Oconomowoc and ensure that future infill and redevelopment is consistent with City Plans. A high-quality appearance will be achieved through requirements for context-sensitive site layouts, architectural detailing, contextual massing, façade articulation, and other features designed to provide a more distinct character and pedestrian scale. Development of any applicable structure that is located within the Downtown Design Overlay District shall comply with the standards of this Section.

Projects will be reviewed by the Architectural Commission, whose members shall approve or deny the proposed design in relation to the established Design Standards. Such review is mandatory as part of the City's normal architectural review process and compliance with the Architectural Commission's findings is also mandatory.

17.208 (3) General Site Design Standards:

- (a) Urban Pattern & Form – All new construction and / or additions, must preserve the historic integrity of the Downtown area by complementing other instances of similar development which are consistent with the historic theme.
- (b) Ground Floor Uses – The incorporation of retail shops and/or restaurants is encouraged at the street level to promote a more active environment for pedestrians and to support residential and office uses located within the same building or nearby. This configuration of uses is particularly encouraged along Wisconsin Avenue and Main Street, where a high level of activity and visibility is desirable.
- (c) Curb Cut Openings – Along Wisconsin Avenue or Main Street, no new net gain in curb cuts are allowed for any new development. The City will allow existing curb cuts to be closed, relocated or reconfigured.
- (d) Open Space – Each development shall include a minimum of 10% of public or private open space on the property. Open space can include public and private courtyards, plazas, patios, terraces, alleys, community gardens, rain gardens, green roofs and bio-swales. Open spaces should have an urban quality and character that enliven the street and enhance the pedestrian experience. Private property open space should be sized relative to the intended use and level of anticipated adjacent pedestrian activity. Open spaces shall be designed to maximize activity and usability for a diverse population of different abilities.
- (e) Parking – All new residential shall be required to install a minimum of (1) on-site parking stall for each (1) bedroom or efficiency units and (2) on-site parking stalls for each (2) bedroom or greater units. Guest parking shall be an additional 0.25 stall per residential unit. Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on

Fowler Lake and Lac La Belle will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.

- (f) Pedestrian Connections – Pedestrian connections include sidewalks, alleys and arcades that provide pedestrian access within, through and among properties. Such connections provide access to buildings, courtyards, plazas and other site elements, and all projects should consider such connections.
- (g) Primary Entrances – Primary entrances shall be orientated to the primary street frontage.

17.208 (4) General Building Design Standards:

- (a) Four-Sided Architecture – All new construction shall have four-sided architecture. If the proposed building has common walls with adjacent buildings, only the exposed building walls are required to contain four-sided architecture. This is defined as having the same level of detail and materials used on all four sides of the buildings. In unique circumstances, the City's Architectural Commission may waive the requirement if the site allows for less detail on one or more sides of the building.
- (b) Building Massing & Articulation – The perceived mass and scale of downtown development shall be reduced at the ground level to achieve a pedestrian scale. This shall be accomplished by incorporating a series of human scale design elements that are consistent with the development's architectural character. Appropriate design elements for every development shall incorporate, but are not limited to, at least four (4) of the following:
 - 1. Variations in roof form and parapet heights;
 - 2. Pronounced recesses and projections;
 - 3. Wall plane off-sets;
 - 4. Off-sets to accommodate outdoor gathering spaces;
 - 5. Distinct changes in texture and color of wall surfaces;
 - 6. Ground-level arcades and second or third floor galleries / balconies;
 - 7. Protected and recessed entries; and
 - 8. Vertical accents or focal points.
- (c) Building Setback – There shall be a 0' lot line setback unless noted.
- (d) Building Stepback – Step taller buildings away from adjacent lower-scale buildings. All buildings taller than 30' shall incorporate a stepback of a minimum of 5' at the 30' or lower building height level. Buildings with an overall height of 50' or greater shall incorporate a minimum of one 5' stepback in the first 30' and a second 10' stepback thereafter.
- (e) Transparency – A high level of ground floor transparency is encouraged throughout the Downtown. Dark, frosted or tinted glass in ground floor windows facing the street or an open space are prohibited, unless specific proposed uses justify inclusion of these features. Unless waived by the Architectural Commission, a minimum percentage of the total area of each ground-floor shall consist of transparency areas.
- (f) Street Edge – Unique building elements and architectural details used at the street level are encouraged so as to create a direct impact on the quality of the pedestrian experience resulting in an active and interesting street front.

- (g) Vision Corners – Vision corners shall be preserved at all street intersections. No buildings or significant structures are allowed with the triangle space of 15' x 15', measured along the property lines of the two street frontages.
- (h) Entries – Entries shall be located to enhance the street level experience and help give a sense of human scale. Entries shall be clearly defined, accessible, and located to express visual interest along a street front.
- (i) Windows – Buildings should be designed to incorporate ground floor storefront windows wherever possible. Windows shall be taller than they are wide.
- (j) Canopies / Awnings – First floor canopies shall be designed as integral elements of the building façade. Material, configuration, dimension, and location of awnings shall be appropriate for the building. A canopy may extend up to 12' beyond the building to which it is affixed; however, is shall not extend closer than 1' to the vertical plane formed by the curb line. Canopies may extend into the public right-of-way and shall have a minimum clearance height of 8' from the pavement or sidewalk grade.
- (k) Materials – Primary building materials shall be durable and project an image of permanence typical of the Downtown traditional masonry storefronts. Appropriate materials include, but are not limited to:
- Brick, stone, or other masonry products;
 - Steel (may be used for accents only);
 - Cast Concrete;
 - Split face concrete masonry (not to exceed 40% of the exterior wall area);
 - Composite siding; or
 - Comparable material approved by the Architectural Commission.
 - No veneer man-made stone, or vinyl materials will be allowed.
 - No metal siding as the dominant form of building material.
- (l) Mechanicals / Operational Systems – These elements must be screened with architectural screening materials or incorporate into the overall building design
- (m) Sustainability – Design should encourage use of energy saving materials and construction practices, provide for sustainability when selecting structural and façade materials and designing functional building elements and incorporate building elements that allow for natural environmental control such as, operable windows for natural ventilation, wind locks at high volume entries, rain gardens, roof top gardens, sun shading and interior solar screens above south facing windows. Developers are also encouraged to utilize high efficiency lighting, appliances, and fixtures as well as selecting low-emitting materials.
- (n) Garbage / Dumpsters / Enclosures – The development is responsible for its own garbage / recycling. It is strongly encouraged to have garbage / recycling located in underground parking areas. If the dumpsters are stored on the exterior of the building, enclosures are required and shall be made of the same architectural materials as the main building and be appropriately incorporated into the overall site design.
- (o) Architectural Significant Feature – Buildings shall contain architectural significant features at specific areas as shown on the Overlay Map. These features are defined as an eye-catching focal point element, unique to the building design. They are located in dominate view sheds and enhance the

appearance of the building close-up and from afar. Examples include significant differences in design, massing, building heights, materials, roof pitches or other similar qualities. The elements are subject to the Architectural Commission approval.

17.208(5) East St. Paul Street Area:

- (a) Building Height – 70’ maximum building height, 40’ minimum building height.
- (b) Building Setbacks – Minimum 3’ building setback from property line along Wisconsin Avenue, and St. Paul Street. Minimum 7’ building setback from property line along Walnut Street and Pleasant Street. A 45’ building setback from Fowler Lake.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- (d) Orientation – Buildings adjacent to roundabout shall be orientated toward roundabout.

17.208(6) North Pleasant Street Area:

- (a) Building Height – 50’ maximum building height, 30’ minimum building height.
- (b) Building Setbacks – Minimum 7’ building setback from the property line along Walnut Street and Pleasant Street. A 45’ building setback from Fowler Lake.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.

17.208(7) East Wisconsin Avenue Area:

- (a) City Hall Buffer – For a distance of 50’ from the footprint of City Hall building, there shall be no buildings that exceed 40’ in height.
- (b) Building Height – 50’ maximum building height, 30’ minimum building height.
- (c) Building Setbacks – Minimum 0’ building setback from property line along Wisconsin Avenue and Main Street. Minimum 3’ setback from property lines along Silver Lake Street and Silver Lake Plaza. Minimum 5’ building setback from property line along Collins Street, Cross Street and St. Paul Street, and a minimum 7’ building setback from property line along W. South Street.
- (d) Windows / Transparency – A minimum of 75% ground floor glass transparency.
- (e) Orientation – Developments abutting Fowler Lake shall have street front and lake front elevations.

17.208(8) West Wisconsin Avenue Area:

- (a) Building Height – 70’ maximum building height, 40’ minimum building height.
- (b) Building Setbacks – Minimum 0’ building setback from property line along Wisconsin Avenue and Main Street. Minimum 7’ building setback from property line along South Street, and Worthington Street.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- (d) Orientation – Developments abutting Lac La Belle shall have street front and lake front elevations.

17.208(9) West Worthington Street Area:

- (a) Building Height – 45' maximum building height, 30' minimum building height.
- (b) Building Setbacks – Minimum 10' building setback from property line along Wisconsin Avenue. Minimum 7' building setback from property line along Worthington Street. Minimum 10' rear and side yard building setback from property lines.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.

17.208(10) East Concord Road Area:

- (a) Building Height – 35' maximum building height, 25' minimum building height.
- (b) Building Setbacks – Minimum 10' building setback from property line along Wisconsin Avenue, South Street, and Concord Road. Minimum 7' building setback from property line along Worthington Street. Minimum 10' rear and side yard building setback from property lines.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.

17.208(11) Walnut Street Area:

- (a) Building Height – 35' maximum building height.
- (b) Building Setbacks – Minimum 7' yard building setback from property line
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- (d) Side-yard Offsets – There shall be a minimum building setback from the side lot lines of five (5) feet.

17.208(12) West Lapham Street Area:

- (a) Building Height – 50' maximum building height, 20' minimum building height.
- (b) Building Setbacks – Minimum 5' building setback from property line along E. Wisconsin Avenue. Minimum 7' building setback from property line along E. Pleasant Street, N. Thompson Street, and Walnut Street. Minimum 10' front yard building setback on N. Fowler Street. Minimum 3' building setback from property line along S. Silver Lake Street. A 45' building setback from Fowler Lake and 10' building setback from the railroad right-of-way.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- (d) Orientation – Developments abutting Roundabout shall have orientation toward the roundabout.
- (e) Parking –
 - 1. Residential Parking – All new residential shall be required to install a minimum of (1) on-site parking stall for each (1) bedroom or efficiency units and (2) on-site parking stalls for each (2) bedroom or greater units. Guest parking shall be an additional 0.25 stall per residential unit. Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.
 - 2. Non-Residential Parking – Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and

primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.

- (f) Paving Setback – Front Yard minimum of 5' pavement setback except for approved driveways; Side Yard minimum of 3' and Rear Yard minimum of 5'.
- (g) Side-yard Offsets – There shall be a minimum building setback from the side lot lines of five (5) feet.
- (h) Landscaping – Development plans shall incorporate 40 landscaping points per 1000 SF of new impervious area, including but not limited to rooftops, parking lots and hard-surfaced loading areas.
- (i) Open Space – Each development shall include a minimum of 10% of public or private open space on the property.

17.208(13) East Lapham Street Area:

- (a) Building Height – 50' maximum building height, 20' minimum building height.
- (b) Building Setbacks – Minimum 15' building setback from property line along E. Wisconsin Avenue, N. Lapham Street, and Sheldon Road. A 45' building setback from Fowler Lake and 10' setback from the railroad right-of-way.
- (c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- (d) Parking –
 - 1. Residential Parking – All new residential shall be required to install a minimum of (1) on-site parking stall for each (1) bedroom or efficiency units and (2) on-site parking stalls for each (2) bedroom or greater units. Guest parking shall be an additional 0.25 stall per residential unit. Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.
 - 2. Non-Residential Parking – Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.
- (e) Paving Setback – Front Yard minimum of 5' pavement setback except for approved driveways; Side Yard minimum of 3' and Rear Yard minimum of 5'.
- (f) Side-yard Offsets – There shall be a minimum building setback from the side lot lines of five (5) feet.
- (g) Landscaping – Development plans shall incorporate 40 landscaping points per 1000 SF of new impervious area, including but not limited to rooftops, parking lots and hard-surfaced loading areas.
- (h) Open Space – Each development shall include a minimum of 25% of public or private open space on the property.



VILLAGE CENTRE MASTER PLAN 2010

An Update to the 1990 Village Centre Master Plan

Village of Menomonee Falls, Wisconsin
January, 2010

Prepared for:

Village Planning, Business Improvement District, Community Development Authority

Prepared by:

Scriber/Anderson Associates
Landscape Architects/Planners/Engineers
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Acknowledgments:

Village of Menomonee Falls:

Planning and Engineering Staff

Village Centre Steering Committee:

Menomonee Falls CDA (Community Development Authority)

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Introduction



PURPOSE

The Village of Menomonee Falls contracted with the SAA/BEST Team to update its 1990 Village Centre Master Plan as a special component of their Comprehensive Plan. Many projects recommended in the 1990 Village Centre Master Plan have been completed and based on this completed work, this plan will update the 1990 plan with new recommendations that will guide reinvestment and redevelopment of Village Centre over the next 15 to 20 years.

The purpose of the Village Centre Master Plan is to provide the Village of Menomonee Falls with a planning tool that can be used to guide short-term and long-term improvements to the historic core area. This plan, while drawing from the 1990 recommendations builds on the Village's many downtown strengths: historic character, diversity of retail and service businesses, strong adjoining neighborhoods, the Menomonee River, the Parkway and numerous accessible recreational facilities—all of which strengthen the Village Centre's position as a focal point and destination for the community and the region.

The goal of this Master Plan Update will focus on maintaining and, in some cases, enhancing pedestrian connectivity, "walkability", diversity, visual appeal, and other elements that will enable the Village to retain existing businesses and attract new ones, provide interesting places to live and visit, and create the activity necessary to allow Village Centre to thrive for many years to come.

GOALS & OBJECTIVES

- Review and update market data affecting Village Centre.
- Update traffic circulation, parking, redevelopment, streetscape and riverfront recommendations.
- Update design guidelines for building and site design.
- Update implementation recommendations including priority projects and funding sources.



Village Centre Master Plan

PROJECT AREA

The project study area (Exhibit A) for this project includes the Village Centre’s principal retail streets, Main Street (STH 74) and Appleton Avenue (STH 175). The project boundaries have been defined as Roosevelt Drive on the north, Hoyt Drive on the west, Mill Street at Appleton Avenue on the south and Water Street at Main Street to the east. In addition to the commercial areas in the Village Centre, this study area comprises other land uses including a middle school and two elementary schools that adjoin the study area on the west and east; a core historic neighborhood located north of Main Street; a higher density multi-family neighborhood to the west of Appleton Avenue; and the Menomonee River Parkway that runs through the study area from north to south. The reorganization of the Village Centre is directed at effectively linking all the land uses within the study area to create a vibrant activity node and destination for residents and visitors - creating a much needed, identifiable ‘downtown’ for the Village.



> Exhibit A

Existing Conditions Analysis

CONTEXT ANALYSIS

The existing conditions assessment and opportunities analysis looks at the defined Village Centre project boundary in respect to its greater Village context (Exhibit B). As the oldest part of the Village and its historic cross-roads, the area is well positioned between a number of existing attractions and population center. As a physical and geographically close knit area, multiple building uses create a dynamic Village node. Traditional single family neighborhoods surround the area with big box shopping to the north, strip commercial to the south and Village Centre's niche retail bridging the gap. A third retail district along East Main Street is in initial planning phases as a complimentary use to Village Centre. The North Water street redevelopment site is in current planning discussions and would afford a unique mixed-use district adjacent to State highway 41/45 and within a 10 minute walk of Village Centre.

Greater implementation is needed to reconnect the river to its community and celebrate this vital asset in the Village. Refocusing the center of the district onto the river would promote community interaction and reinforce the desired vision of the area. Connectivity should also encompass enhanced vehicular, metro, bicycle, and pedestrian movements into and throughout the Centre. Thoughtful rebranding of the Centre will create opportunities for improved arrival thresholds, signage, district events and relationships with non-traditional users.

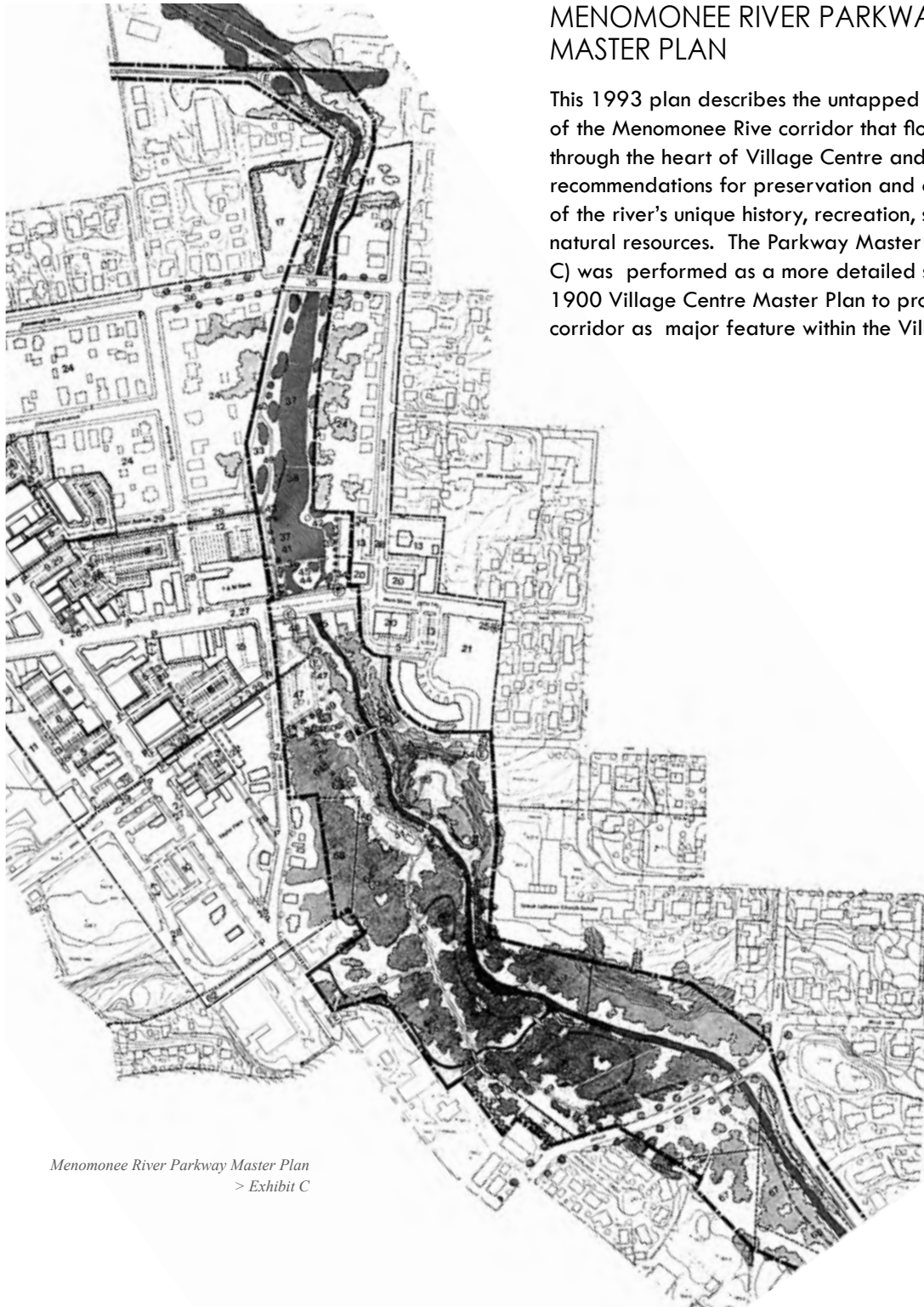


Village Centre Aerial



MENOMONEE RIVER PARKWAY MASTER PLAN

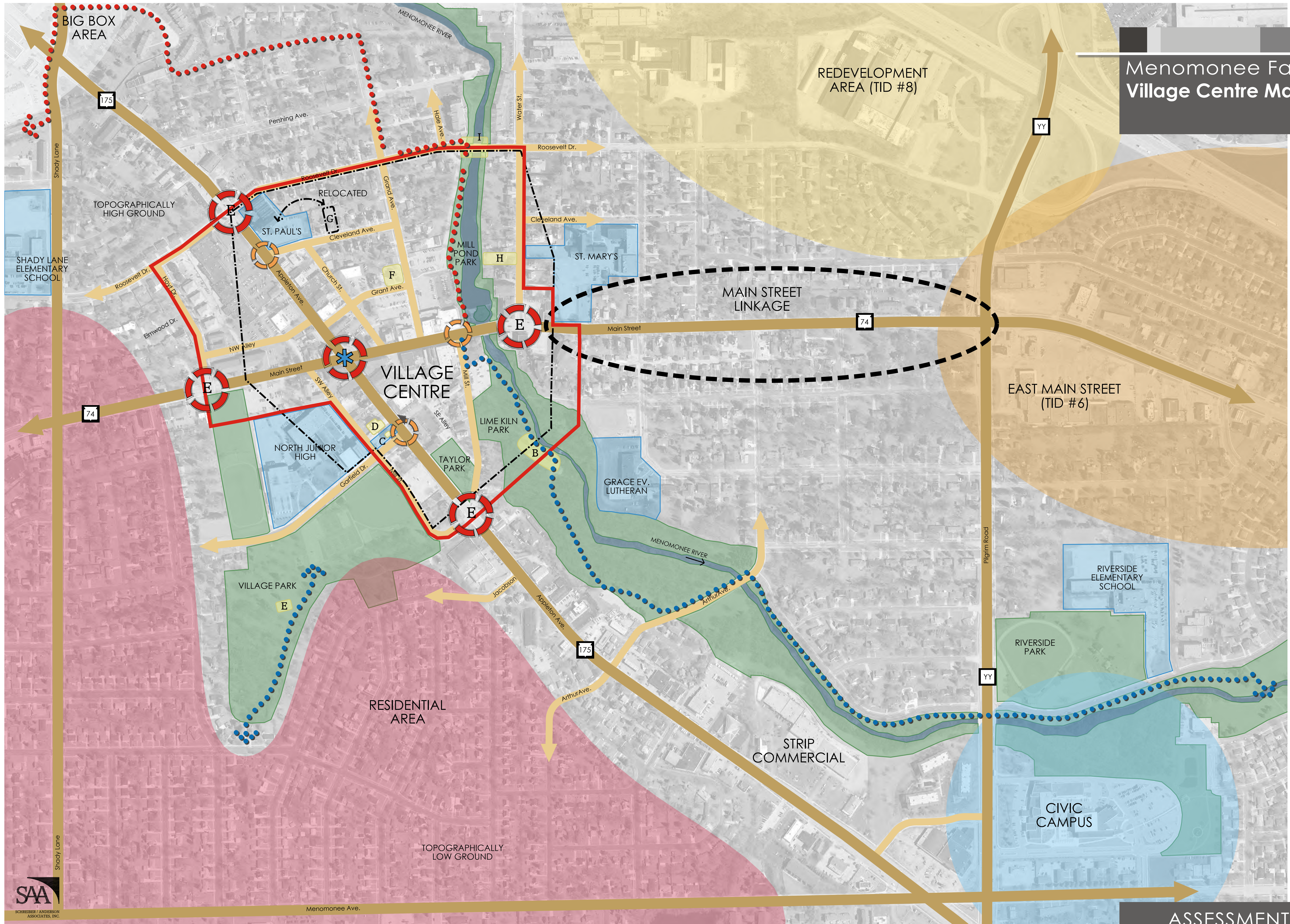
This 1993 plan describes the untapped opportunity of the Menomonee Rive corridor that flows through the heart of Village Centre and provides recommendations for preservation and enhancement of the river's unique history, recreation, scenic and natural resources. The Parkway Master Plan (Exhibit C) was performed as a more detailed study to the 1900 Village Centre Master Plan to promote the corridor as major feature within the Village Centre.



*Menomonee River Parkway Master Plan
> Exhibit C*

Menomonee Falls Village Centre Master Plan Update

#2386



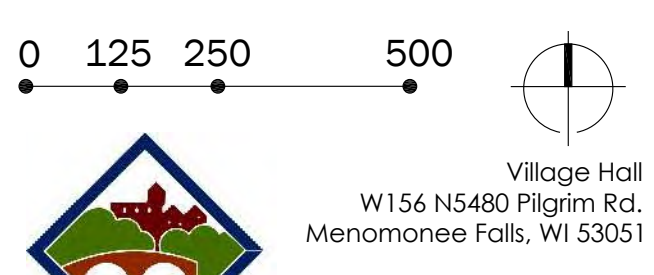
- MAJOR INTERSECTION
- MINOR INTERSECTION
- ENTRY FEATURE
- MAJOR ROAD
- MINOR ROAD
- STUDY AREA LIMITS
- EXISTING GREENSPACE
- EXISTING CIVIC USE
- BUGLINE TRAIL
- M.R. PARKWAY TRAIL

NRHP* DESIGNATED LOCATION

Main/Appleton Corridors	A
Garwin A. Mace Lime Kilns	B
Frank Koehler House/Office	C
M.F. City Hall (Fire Dept.)	D
Village Park Band Stand	E
Garwin A. Mace House	F
Andrew Barnes House**	G
Hoos-Rowell House	H
Third Street Bridge	I

* National Register of Historic Places
 ** Andrew Barnes House was originally on the St Paul's site and identified as an historic structure. It was relocated to its identified location - it is no longer recognized as an historic structure

EXHIBIT B

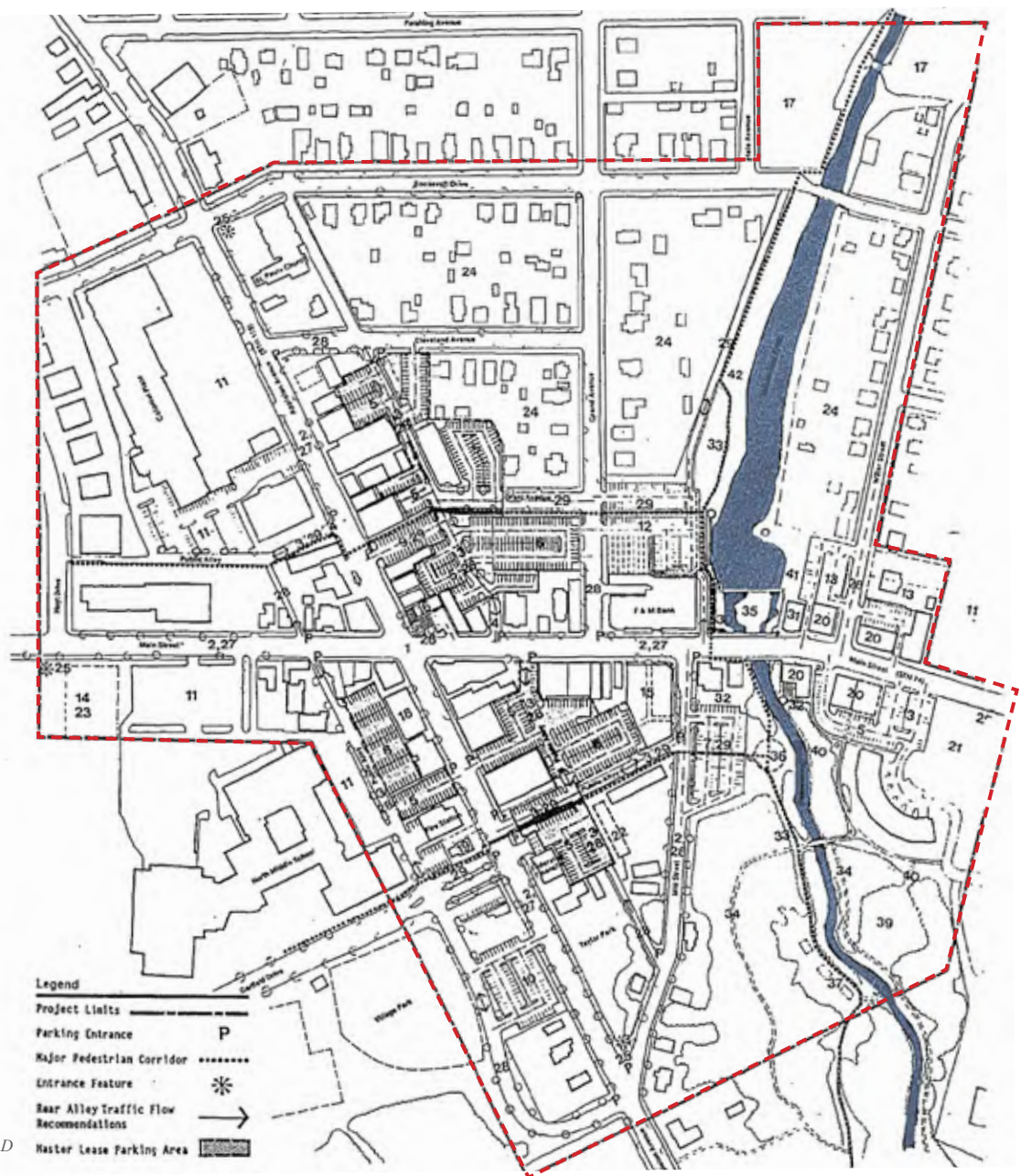


Menomonee Ave.

1990 Master Plan Recommendation Review

The 1990 Village Centre Master Plan (Exhibit D) represented a culmination of the planning process prepared for the Downtown Revitalization Steering Committee by Schreiber/Anderson Associates. This master plan translated the economic and physical design objectives prepared in the document into a long-term development plan for the aesthetic and functional reorganization of the Village Centre. The following is an outline of projects and initiatives that have been completed or partially completed that were recommended in the 1990 Village Centre Master Plan.

BOLD = Completed or partially completed projects from 1990 Master Plan. The numbers correspond to the 1990 Village Centre Master Plan Map.



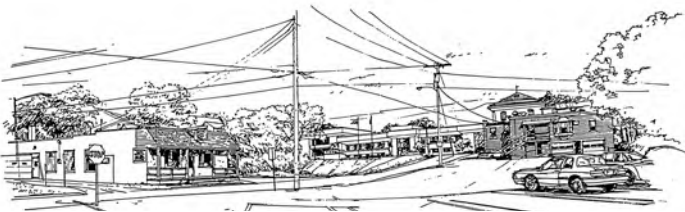
> Exhibit D

TRAFFIC CIRCULATION

- 1 **Signalization improvements at the Four Corners** – Need pedestrian crossing signals, additional crosswalks on Main Street and Appleton Avenue.
- 2 Reroute truck traffic to improve pedestrian safety and enhance the character of VC as a specialty retail shopping district – WisDOT to declassify STH 74 off Main Street with alternate truck route.
- 3 **Alley improvements to provide two-way flow and better access to rear parking** – NE Quadrant completed (Church Street); other quadrants need to be done.

PARKING

- 4 **Intersection improvements to improve access to rear alleys and parking areas from Main Street and Appleton Avenue (partially complete)**
- 5 Consolidation of private rear parking areas for more efficient utilization and parking expansion
- 6 A multi-level parking opportunity with at grade access to each level
- 7 A reorganization of existing Village parking to provide the same number of spaces with less surface coverage resulting in the gain of valuable open space adjoining the River
- 8 Potential reconstruction of adjoining retail properties allows for the reorganization and expansion of rear parking areas
- 9 **Construction of new Village parking lot to include a pedestrian walkway corridor and vehicular access to private rear parking areas**
- 10 Long-term employee parking, visitor parking, and tourist bus parking area. Potential to reorganize existing parking to provide additional spaces – potential redevelopment
- 11 Opportunities for private lease of existing parking areas
- 12 **Reorganization of F&M Bank parking to establish pedestrian walkway corridor to the River. Walkway added to part of Village lot.**
- 13 Parking expansion to support future commercial redevelopment
- 14 **School soccer field**



Mill Street Area - 1990



Mill Street Area - 1990 Concept

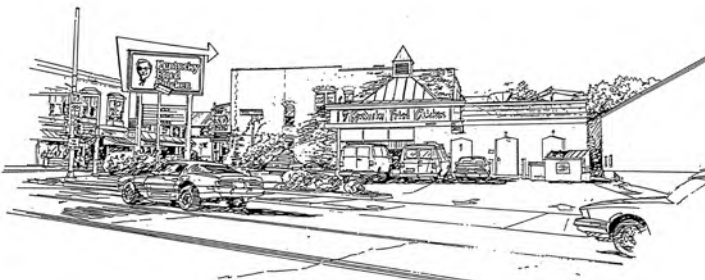
REDEVELOPMENT

- 15 **Major mixed-use redevelopment site (office, retail, enclosed parking, etc) Multi-level development opportunity with at grade access to each level (partially complete).**
- 16 **Centennial Plaza constructed**

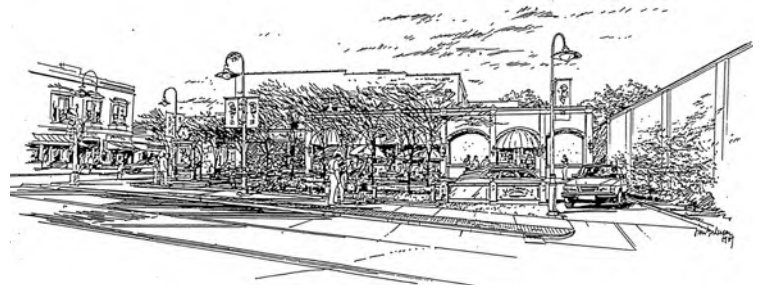
- 17 Potential market rate multi-family or senior housing site
- 18 Potential acquisition and removal of marginal retail buildings for new infill commercial development – Current redevelopment site
- 19 Restoration of existing historic building as a new visitor (Chamber office) center. Site improvements include landscaping and rear parking**
- 20 Redevelopment of existing commercial businesses – Partially complete**
- 21 Future expansion to the Dalles Condominiums**
- 22 Potential infill residential development
- 23 Soccer Field**
- 24 Neighborhood rehabilitation and preservation of historic residential buildings

STREETSCAPE

- 25 Major entrance to VC to include lighted entrance sign and landscape display**
- 26 Entrance feature at the Four Corners to include lighted and landscaped informational kiosk and mini-park**
- 27 Streetscape improvements along major streets to include ornamental lighting, special pavements, street furnishings, street trees, and private storefront improvements. Improvements will also include a coordinated directional and informational signage program and coordinated painting of poles, sign posts, and other miscellaneous features in the public ROW**
- 28 Lighting, landscaping, and walkway improvements to alleys and streets that connect to rear parking areas. Aesthetic improvements to the rears of retail buildings that adjoin these alleys and streets.**
- 29 Ornamental lighting, landscaping and walkway improvements to establish pedestrian linkages between major land uses within the VC area. Safe crosswalks to be established where these pedestrian corridors cross main streets – Partially completed**



Four Corners - 1990

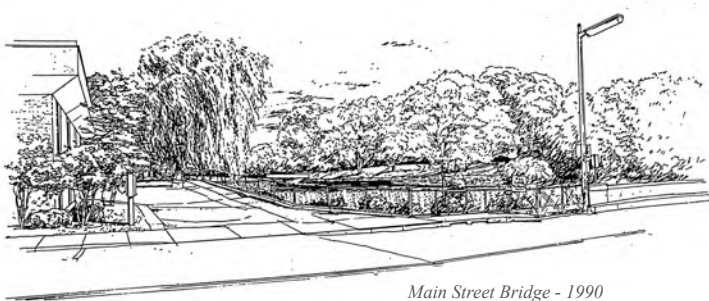


Four Corners - 1990 Concept

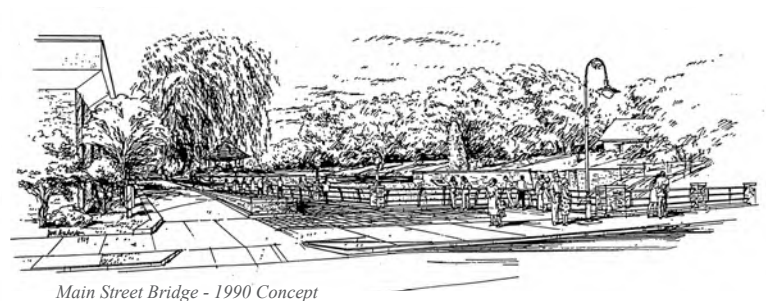
- 30 Riverfront plaza and scenic overlook**
- 31 Potential acquisition and removal of residential property to create riverfront plaza and entrance to Mill Pond Park**
- 32 Potential redevelopment of private rear yards as outdoor cafes, eating areas, gardens, etc. to overlook the river

RIVERFRONT

- 33 Major N-S lighted pedestrian corridor along the riverfront. This walkway needs to be wider to accommodate joggers, walkers, and bicyclists and be located to interconnect major riverfront use areas
- 34 Secondary riverfront trail loops for access to historic, natural, and scenic resources along the river
- 35 Improvements to the dam area to include scenic overlooks, more attractive landscaping and night lighting. Repairs to the dam should be undertaken to preserve this valuable symbol for the community and the VC – Improvements needed
- 36 Potential nature center/comfort station. Embarkation point to riverfront trail system. Selective clearing to open views to the river – Overlook is built
- 37 Benches, landscaping, lighting, and informational displays focused on the historic lime kiln area.
- 38 Potential future pedestrian bridge
- 39 Improvements to natural amphitheater as possible future public use including selective clearing, lighting, new landscaping, and safe access
- 40 Scenic overlook
- 41 Improvements to Mill Pond Park**
- 42 Improvements to the Menomonee River parkway north of the dam including bank stabilization and beautification, mill pond dredging, lighting, trail access, and landscaping.**
- 43 Provide parking at trail access points
- 44 Existing trail system to be connected to regional trail system (Bugline) – Need better connections
- 45 Strategic land acquisitions to enhance parkway, improvement stormwater, link trail systems, create contiguous green space through Menomonee Falls



Main Street Bridge - 1990



Main Street Bridge - 1990 Concept

Market Evaluation

Part of the Master Plan Update included a look at the current market situation and how that relates to the 1990 Village Centre Plan. As a beginning point to look at the market from the “street level”, A series of interviews and meetings with Village Centre stakeholders were conducted. This included property owners, business owners, the BID Board, Chamber of Commerce Director, as well as members of the Village staff. A walking and driving tour of the study area, which coupled with stakeholder interviews, resulted in an initial market evaluation.

ASSETS:

- Village Centre is a relatively compact district.
- There are a number of destination / anchor businesses.
- Village Centre has strong traffic counts.
- There is good connectivity to metro transportation system.
- There is a working BID in place.
- There is a working Chamber of Commerce.
- It is surrounded by many neighborhoods.
- There is a commitment by public sector to assist in positive change.
- The middle school in the Village Centre area is an important public component.
- The river and “falls”(Mill Pond) and adjoining green / park areas are a great resource.
- There are existing downtown public parking lots.
- The BID organizes a number of well-supported events and festivals.
- The current apartment inventory in Village Centre area seems well supported.
- The Village Centre is within a TID district.
- Large parcels or currently assembled parcels offer large redevelopment opportunities.
- The Associated Bank building represents a major employment base for Village Centre.

LIABILITIES:

- Today’s economic climate is very challenging.
- It is unclear what the image of Village Centre is intended to be.
- There is a weakness in the fabric of business density and mix.
- Traffic is moving too quickly on both Main St. and Appleton Ave.
- Pedestrian movements are intimidating because of amount and speed of traffic.
- Many buildings are in need of basic maintenance and repair.
- The public parking lots are difficult to identify.
- Strong competition abounds within other retail areas and small communities.
- The river and “falls” area is greatly under-capitalized.
- The district is visually very tired looking.
- The connectivity of the district could be much improved, both for vehicles and bicycles.
- There is no organized plan for the recruitment of businesses.
- The streetscape is barren and uninviting for customers and visitors.
- The current town “square” is too small and too stark.
- Businesses and district signage is lacking a competitive edge.
- There is a lack of awareness of the Village Centre within the community.
- There is no coordinated refuse pick-up for the Village Centre



POSITIONING VILLAGE CENTRE FOR SUCCESS:

- Strengthening a commercial district such as Village Centre **cannot** be accomplished by working on any single level. The factors that have made commercial districts slip in the market are complex, and require a focused strategy, a comprehensive plan and the ability to act upon that plan with solid implementation.
- Village Centre was the epicenter of a vital business district for the community. Now, however, it is challenged by a lack of identity in a sea of commercial and residential areas that make up the greater Milwaukee metro area. In the 1980's and 1990's, older commercial districts such as Village Centre found that many of their original, anchor businesses began eroding away, leaving a hodge-podge of retailers, service businesses and vacancies. With these changes, business district identities were uncertain to consumers, as they were being lured to new, convenient and easy to park shopping centers' many retail options. It wasn't unusual for apathy to set in to the older districts, and the deterioration of real estate to begin.
- Districts like Village Centre that recognized the need to re-formulate their downtown areas were the ones that could make headway in the marketplace. However, even in the best of downtown districts, outside forces will always challenge you to reorganize and re-examine priorities for sustainability.
- Addressing today's market and creating change in Village Centre will require a significant investment by a committed organization. Although Menomonee Falls has the advantage of a relatively compact district, it is still part of a larger area that traverses through multiple neighborhoods, commercial / business areas, and a widely varied age of real estate. Revitalization in Village Centre can not be accomplished by a single project, or a single grand solution. Lasting economic and social recovery for Village Centre will come with a commitment to work a plan that is in the best interest of the district and the community.



BUILDING ON WHAT YOU HAVE

There are many wonderful attributes to Village Centre that should be the foundation from which to strengthen and grow this district. Some of these attributes are:

1. An identifiable, business district at a major intersection.
2. A good number and types of businesses.
3. Businesses serve both local and regional shoppers.
4. There are municipal parking options.
 - Excellent traffic counts.
 - Good community street connections.
 - Public investment in newer commercial projects.
 - Solid demographics.
 - The BID program.

Even with these great assets, a downtown district is never “done”, and will always need continual nurturing, revitalization and reinvestment. Market conditions, physical conditions and time can work against you even under careful watch! The economy goes down, fuel is at \$4.00 per gallon, street construction makes access impossible, buildings burn down, banners get old, business owners retire. There is always something that needs time and attention when you manage a downtown district. The fact that a BID is in place is a huge benefit, but it doesn’t mean you can let your guard down. Understanding, maintaining, growing and revitalizing your downtown requires constant vigilance!

Today, there are some specific items that should be addressed that would better position Village Centre in the marketplace. These actions are listed in order of their priority:

Organization is critical

There can be many groups, with different missions and agendas that offer their support to a downtown district. Sometimes the lines between these groups can become blurred or overlap in a way that is confusing or not an efficient use of resources. Host a Village Centre summit with all groups and organizations to better understand resources and goals, to determine if a better way to manage their individual missions exists.

Working with solid and committed leadership, Village Centre can have the energy and talent it needs to really affect change. Whether it’s joint promotions, special events, business recruitment, ordinance issues, street construction or business hours, the issues of a business district can seem endless. Getting people involved in the process is critical to the success of any organization. Resistance to get involved by residents, business owners and property owners can be the most common obstacle to getting started.

It takes a combination of education, promotion, public relations, confidence, friendly persuasion, and sometimes pushing forward despite the opposition. Whether this organization is led by volunteers, or eventually a paid staff person, there are many tasks, both short-term and long-term, that need to be done. Therefore, many participants or volunteers will need to be involved in the process. They must buy into the value of this work, and be excited about the possibilities.

Give the downtown an exciting visual and market identity

Given all its positive attributes, Village Centre could reflect this better street level. Certainly, there are some bright spots with revitalized store fronts, newer development and of course the river / falls. However, when driving through Village Centre for the first time, this district does not reach out and invite you to stop.

Streetscape planning and implementation is a must. Entrance features, landscaping, lighting, directional signage, benches, etc. are tangible, visual enhancements that can really set the tempo of a business district. Capitalize on the one feature that most business districts don’t have – the river area. This is a tremendous opportunity that should be capitalized on in a much bigger way.

Support the downtown business district by creating a new identity that will attract customers. Investing in an image and physical enhancements within the business district will provide a direct return to the residents and business of Menomonee Falls. The vitality, look and “shop-ability” of Village Centre will provide fertile soil for the growth of current businesses and the planting of new businesses!

Another opportunity to improve the visual identity of Village Centre is by working with individual retailers to better reflect the personality of their shops. Businesses could work harder to captivate the interest of vehicular traffic. Exterior signage, storefront window design and lighting, façade maintenance and upgrades are all important components of putting your best foot forward with the customer. It is your job as a district and as individual retailers to put out cues that invite and encourage customers into your store.

Get creative! Change your storefront windows often, make them interesting and fun, bright and expressive. Continue temporary and seasonal “sandwich” signage, and work to promote outdoor merchandising onto the sidewalks. Obviously, this must be executed in a professional manner, so that it is a benefit to businesses, not a detriment to the neighborhood.

Make downtown customer friendly

Even a visually inviting downtown will still have problems if your customers are intimidated to cross from one side of the street to the other, traffic is a bit too frenetic, or the parking is hard to locate.

Traffic counts in Village Centre are strong, and traffic moves quickly. This makes pedestrian crossings an “at your own risk” situation! Much as with the individual retailers, the downtown area also needs to invite and encourage customers. It is extremely important to invite your customers to shop all businesses by providing safe and convenient cross-street shopping - create clearly identified pedestrian crossings at intersecting streets. Novelty speed limits (22mph) have also been employed in some municipalities on local streets to calm traffic. Testing a driver’s ability to maintain a non-identified number on their speedometer.

Traffic counts are important to businesses, but managing that traffic can make it even better. Look at ways to slow the traffic down by changing posted speed limits, enforcing speed limits, or using the streetscape plan to visually cue motorists to slow down. This will better help motorists to see storefronts, directional/ informational signage (i.e. parking), and of course make pedestrians feel safer.

Village Centre is relatively well supplied with parking opportunities, both on the street and in public parking lots. However, from a visitor standpoint, these lots are not well identified. Utilize great directional signage and perhaps planting areas that are part of every public lot, to give them look of continuity. These public parking lots are a terrific asset-just let everyone know they are there.

Encourage façade and property improvements

Customers and clients are affected by the surroundings in which they buy services or goods, they have high expectations about their shopping experiences, and will be drawn to those businesses that strive to meet their expectations.

The economics of owning older, central business district properties can be very challenging for property and/or business owners. There is often a willingness to improve the real property, but not necessarily the financial capabilities to do so. Property owners who do not occupy their buildings but rent them, may not realize enough cash flow to warrant such improvements, or may feel that they couldn’t raise the rent even if they did improve it. Property owner’s, who also have a business in the property, may not have enough cash flow in their business to support the cost of such improvements.

In some communities, property owners shy away from significant improvements because they feel their

property taxes will then just go up. These are all valid concerns, so all options of financial and technical assistance, or some property tax relief need to be explored. Current economics may require more creative financing packages to entice property owners to realize the value of doing such work.

The BID currently has funds to help with architectural costs for storefront renovation. The BID should consider establishing a minimum grant that would simply help with the fixed costs of making improvements, as not all storefront improvements need architectural services. Paint, tuck-pointing, masonry cleaning, etc. all make a difference with how the district looks as a whole.

A business retention / recruitment program is absolutely necessary

One of the most important components of maintaining a business district is to have healthy merchants. Healthy merchants are those that are successfully meeting their market niche, and who are achieving their own goals for growth and financial viability. Very often, no one with the district or community is really monitoring the state of their district businesses.

The 1990 Village Centre Master Plan and 1998 Village Centre Business Recruitment Plan also indicated the importance of business recruitment as a task that should be implemented. The critical need to have an organized recruitment effort has not changed in 20 years. And, given the challenging current economic conditions, recruitment and retention should be on the forefront of necessary implementation activities.

A Business Retention/Recruitment committee should provide a resource data bank for ongoing support to local businesses. This support can stabilize or even save a business by offering resources (technical assistance, workshops, training, speakers, connections, referrals, etc.) in store merchandising, inventory control and buying, internet opportunities, financial planning, promotion/marketing/advertising, customer service, employee hiring/retention and succession planning. Additionally, programs that offer façade design and financing assistance, joint marketing plans, promotions or events that increase traffic, ongoing newsletters, updated consumer surveys, demographics and marketing materials can all be of assistance to existing businesses.

The other half of the work for this committee is obviously business recruitment. As we better understand the current situation of our existing merchants, we will be able to identify those market areas that could be expanded upon or filled by a new business. There are many tasks for a Business Recruitment Committee, some of which are:

- Establish and maintain a data base of all businesses by category.
- Establish and maintain a database of relevant property information.
- Update or conduct a consumer survey.
- Update or conduct a business survey.
- Assess the current tenant mix.
- Understand market conditions and trends that impact business district viability.
- Establish a recruitment action plan.

Knowledge is strength when trying to find the right businesses for your district. Knowing everything

you can about your district, such as your successful merchants, your not-so-successful merchants, your demographics, your real estate, your zoning or signage constraints, planned public improvements, etc. will give your district an edge in the recruitment process.

As buildings become vacant in any business district, two courses of action can be taken. One, you can simply let the landlord or their real estate agent put a sign in the window, advertise the vacancy and wait for a tenant. Or you can be part of an active plan to recruit businesses in a formalized fashion that supports the overall business district.

Consider redevelopment opportunities on underutilized or vacant sites

There is the potential for a more coordinated plan of redevelopment, within Village Centre to identify potential sites and opportunities. Successful infill development relies on many components, including engaging citizens in identifying a vision for the street, growing and strengthening pedestrian-friendly neighborhoods that offer a mix of activities within walking distance of housing, reclaiming blight and abandoned areas to restore the neighborhoods economic and social fabric, connecting neighborhoods to transportation, providing public open spaces for recreation and visual landscapes, and finally integrating new buildings that will compliment the desired architectural character of the area.

Exhibit E shows Village Identified priority sites within the Village Centre area. These areas have been identified in the Comprehensive Plan and acted as a basis for this master plan and specific site recommendations.



> Exhibit E

Since most significant redevelopment involves a developer, business districts and communities must consider how they can position themselves to attract the right developer. Securing developer interest in a redevelopment opportunity can be more challenging due to the potential economic constraints or seemingly endless hurdles that must be overcome. You have the potential to be more competitive in securing a developer when:

- There is an overall redevelopment or master plan in place that acknowledges the specific project or area, and how that ties into the overall community.
- Leadership within the community, both public and private, is supportive of the master plan and its goals.
- Design guidelines are in place.
- Appropriate zoning is in place.
- The community has control of the property.
- The development process within the community is clear and directed, perhaps with one point of contact.
- Community management and key decision makers are “on the same page”, so the development process doesn’t get bogged down in an inability to come to consensus.
- All incentives that are available for this project are defined, and there is an understanding of how, and who can use them.
- A developer “hit list” is organized, reflecting the specific project and the developer’s capabilities.
- A concise RFP is developed, with clear directives and a method for weighing responses.
- Each RFP response is evaluated for how it supports the master plan aesthetically, financially and fulfills a market niche.

HOW VILLAGE CENTRE BUSINESSES CAN COMPETE:

Successful retailers know that in good times or in bad, they must focus on core retailing principals. Selection, value, customer service, innovation and convenience, are the foundation to a sustainable business. Here is a brief look at each category.

Selection: Overall, selection has topped out as the number one reason that customers choose a place to shop, followed by convenience and then pricing. Shoppers define selection as being “what I want is always in stock”, “a good selection” and “unique merchandise”.

Value: Given today’s economy, consumers are demanding value, which can be defined as low prices, or competitive pricing for the quality of merchandise being purchased. Discounters such as Best Buy, Target and Kohl’s Department Store have raised the bar with product quality at value pricing, and they have realized that perceived value is more than just low price. Even more traditional department stores have found that they can only be competitive in the market by continually running deep discounted sales to attract customers.

Customer Service: Customer service is an important component to all businesses, but especially those who may not market themselves as a “value” oriented retailer. Even in difficult economic times, the consumer desires quality service. Good service means products are in stock; staff is knowledgeable and helpful; and shopping is an easy and pleasant experience.

Innovation: Smart retailers understand that you simply can’t compete in today’s retail world by doing

business “the same old way”, and that they must be innovative in their approach. Today’s customers are too smart, sophisticated and demanding, and they are seeking out retailers that have a vision and an intuition for their retail category. These retailers are watching trends and spending dollars to understand their customers. They know that new customer acquisition costs ten times more as current customer retention, and they work hard to provide the products, customer service and pricing that will keep their customers coming back.

Convenience: Lastly, customers are looking for the “ease” of the shopping experience. This would include: ease of locating the storefront (great signage, inviting windows that tell your story); ease of parking (adjacent parking, street parking or directional signage that is simple to read and follow); ease of locating the merchandise they want (well designed stores with identifiable categories of merchandise, excellent customer service); ease of transaction (well-trained and staffed register counters, clear understandings of store policies about returns, etc., assistance to take packages to their car if needed). Retailers need to examine every way that they can simplify their customer’s needs and enhance their overall shopping experience.

The economic conditions in the last 18 months have only exacerbated the soft retail and service businesses market, with less new store/business openings than ever before. These economic conditions have dealt a blow on the national, regional and local business fronts. However, those businesses that pay careful attention to their market and their operations will weather this period, and come out stronger. It’s definitely a time for independent businesses to be as smart as possible and look for ways to create a competitive edge. Today consumers want a compelling reason to spend. They want to shop in stores where the service is attentive and knowledgeable, the prices are fair and the quality of the product is consistent and reliable. Retailers must have a clear understanding of their key internal strengths, their competition, and most importantly, their customer.

MARKET RECOMMENDATIONS:

Key Themes

There are some key themes that will guide action recommendations to help establish Village Centre as a viable place to own real estate, do business and to live. Those key themes are:

1. Rebrand Village Centre.
2. Improve access and connections.
3. Reorient Village Centre around the river.
4. Restructure the business mix.
5. Identify strategic redevelopment sites
6. Create a pedestrian and bicycle friendly business district.
7. “Green” the business district.
8. Interconnect Village Centre with other community activity centers.



The Dalles

Specific Recommendations

The following are specific recommendations that support the key market themes and the planning recommendations in this document.

- Establish a marketable image and identity for the Village Centre that sets the district apart from other business / retail areas. Update the Village Centre logo and signage as part of this new image and branding campaign.
- Develop plans to utilize and capitalize on the “falls” and river area, to the advantage of the district. Create better connectivity of this amenity with Main Street, and allow for easy access by shoppers and visitors. The river and falls are your key competitive edge for creating a visitor experience
- Reorient Village Centre around the river with new development, a “town square” and a relocated farmers market to create a new focal point and activity center for the district.
- Develop a streetscape plan that creates an inviting, green feeling. This would include lighting, signage, street trees, public art, and new green spaces.
- Encourage housing density and housing choices around the river to create a 24/7 street life and activity.
- Develop a strategy to slow traffic down within the district.
- Consider expansion of parking resources that could include shared parking and expanded rear parking and new parking within redevelopment sites.
- Create clearly defined pedestrian crossings in more locations, and add other pedestrian amenities to the streetscape.
- Understand the challenges of today’s business climate and develop strategies to work with current retailers that may need help.
- Promote designs for new construction and building rehabilitation that enhance the identity of the district.
- Examine all Village Centre stakeholder resources, i.e. the Village, the Chamber, the BID, etc. Resolve where leadership and funding will come from - to spearhead important change. Determine who will take responsibility for all tasks, including businesses recruitment and business retention within the district.
- Address all signage issues with the Village Centre; include storefront, informational, way-finding, etc.
- Improve the Menomonee River as a community destination with improved access and gathering places that respect its historic and natural character.
- Identify strategic redevelopment sites and develop a realistic short-term and long-term opportunity plan. This could include:

Higher density housing as well as public open space along both sides of the river between Roosevelt Drive and Main Street.

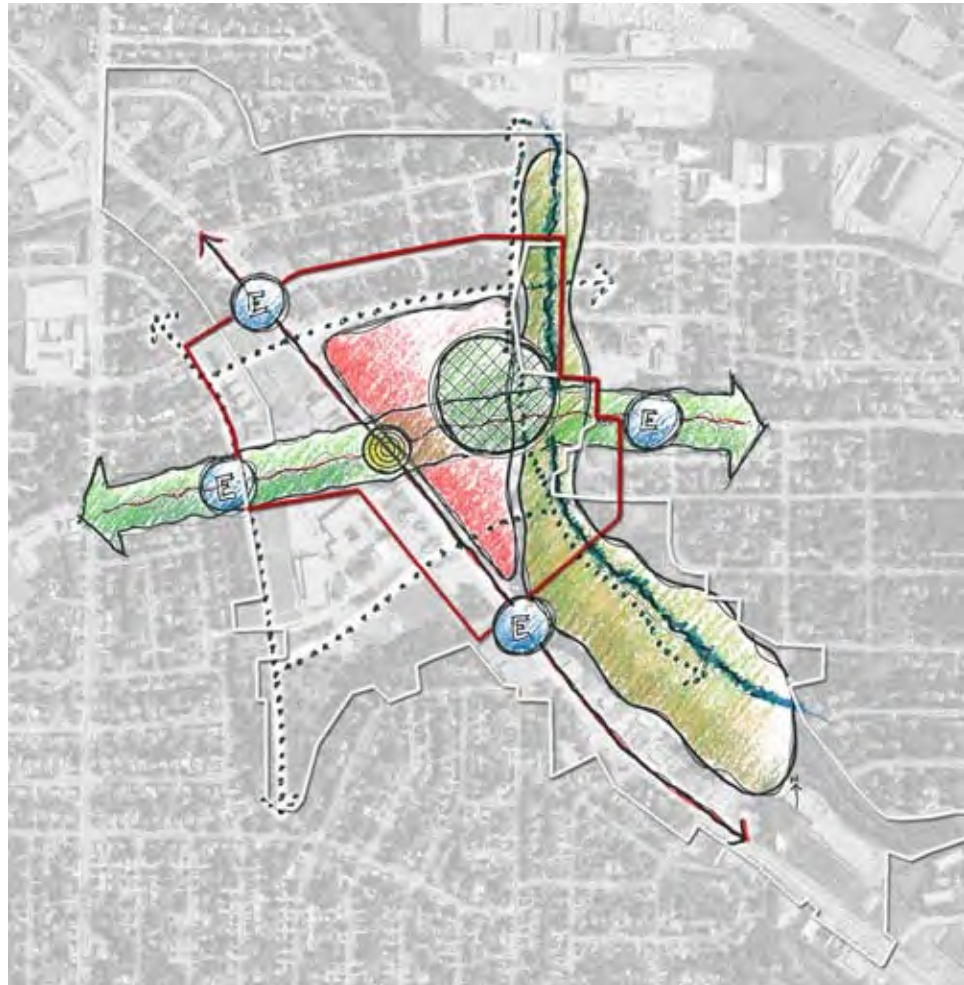
A river-oriented mixed use district on the south side of Main Street between Appleton Avenue and Mill Street.

Selective redevelopment on Appleton Avenue to increase the density of commercial businesses and create a continuous “street face”.

A river oriented mixed use district and Village Square on the north side of Main Street between Church Street and Water Street.

- Redevelopment planning should also include efforts to identify potential developers who are a fit for certain projects.
- Encourage retailing onto the sidewalks, i.e. sidewalk dining, retail displays spilling out front doors.
- Establish business clustering nodes both at the four corners and at the “falls” area that will help anchor the street. Emphasize the arts, entertainment and cultural uses on Main Street, and service business on Appleton Avenue.
- Improve the connections between the Menomonee River Parkway, North Middle School and Village Park.
- Improve the connections between Village Centre, the Menomonee Falls Civic Campus and the North Water Street and East Main Street redevelopment districts.
- Improve the Bugline Trail and Menomonee River Trail as a regional multi-use trail system through Village Centre.
- Restore the street grid to improve access to business and public spaces including the extension of Garfield Drive to Mill Street and Grant Avenue between the river and Appleton Avenue.
- Create a coordinated refuse/recycle collection policy and an appropriate methodology to effectively remove materials that do not overly hinderance business/property owners. Currently, space limitations and access conflicts exist for placement of refuse/recycle containers.

Opportunities Analysis



> Exhibit F

CONCEPT DIAGRAM

Exhibit F visually shows the underlying planning ideas at work in the 2010 Village Centre Master Plan recommendations. Connectivity among existing and planned destinations is important as is interjecting a sense of 'green' to the area. A primary open space is shown adjacent to Mill Pond that acts to reorient the Village Centre around the Parkway Corridor. This refocus creates a redevelopment opportunity encompassing the land east of Appleton Avenue. Together, a more unified whole is created better positioning Village Centre within its context.

ANALYSIS SCHEMATICS

Streetscape Type Schematic

Exhibit G identifies streetscape types in the Village Centre. Recommended improvement vary depending on the street location in the Village Centre, with more intensive treatment along Appleton Avenue and Main Street. A limited family of streetscape amenities currently populate the area. The family of amenities is an important aspect as it helps tie the Village Centre together while unifying the district. General definitions of the types are as follows:

- TYPE 1 - Full Streetscape: As one of the major arterials, Main Street should have the most intensive streetscaping treatment to establish a strong pedestrian friendly character related to the Village's theme. Treatments include: reduced travel lane widths, brick paver terraces, concrete walkways, appropriate theme lighting, street trees with grates, benches, trash/recycle receptacles, intersection bump-outs and mid-block crossings, bike racks, informational kiosks, banners, floral planters, and wayfinding signage.
- TYPE 2 - Full Streetscape: As the other major arterial designated as a State Highway, roadway enhancements are limited. Additions can be added to the terrace area. As new developments occur, buildings should be set back slightly to allow for street trees and an expanded terrace area. Other treatments include those found in the Type 1 streetscape.
- TYPE 3 - Commercial Block Faces: These streets contain business frontage and shall act as transition zones from the major arterials. Recommendations include: Enhanced decorative lighting, bench seating pockets, lawn terraces, enhanced cross walks and wayfinding signage
- TYPE 4 - Residential Block Faces: These streets contain residential uses as their primary land use and should be treated accordingly. Pedestrian scale lighting, lawn terraces, bench seating, enhanced crosswalks will assist in creating unique downtown neighborhoods.
- TYPE 5 - Alleys: As the rear frontage to Village Centre businesses, alleys act as an important first impression to visitors. The primary enhancement treatment should consist of parking consolidation and shared-use agreements. Amenities may include: Pedestrian lighting, crosswalk striping, wayfinding signage, landscape treatments in islands and themed parking lot signage

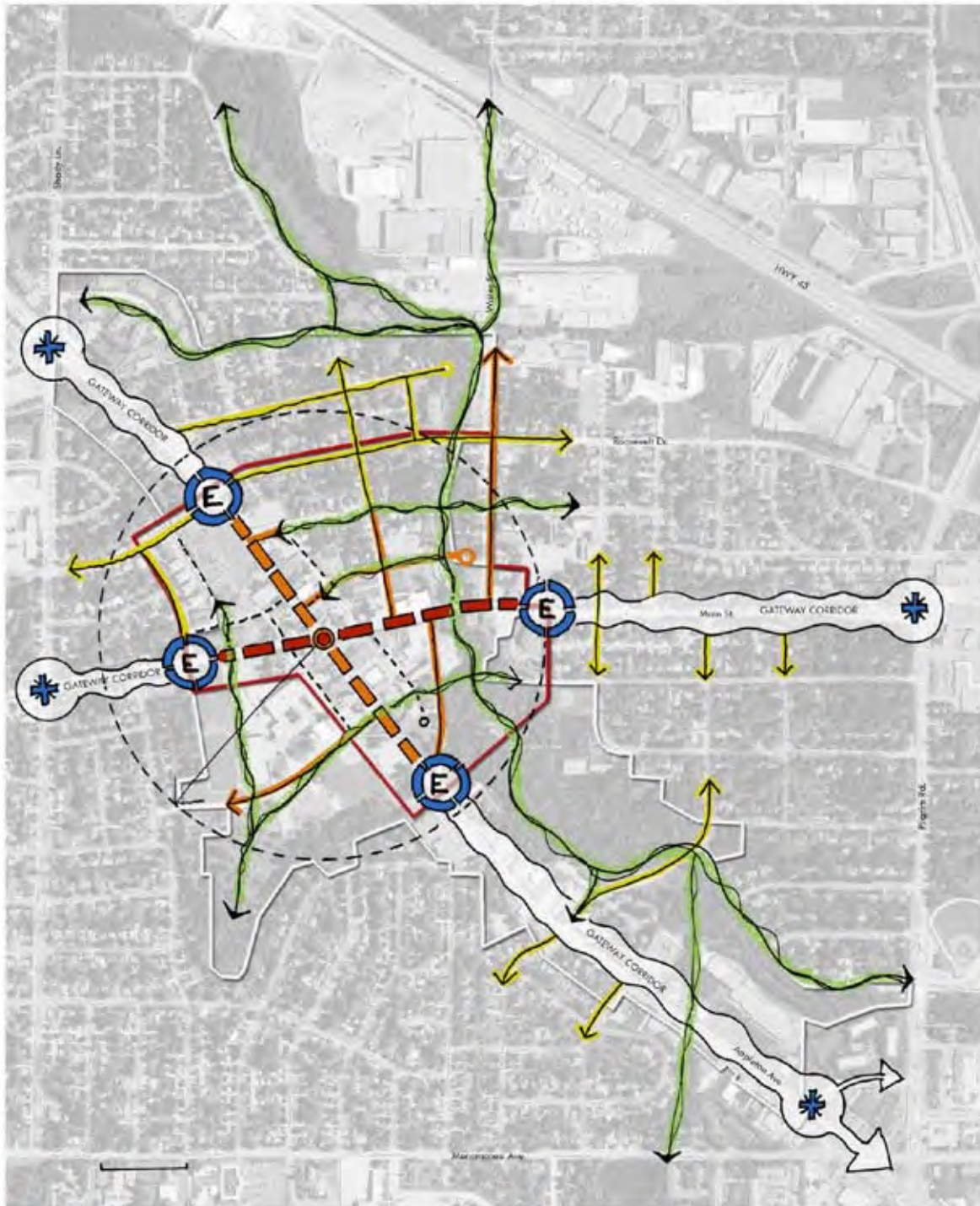
Green Infrastructure Schematic

Exhibit H portrays the intent behind 'greening' Village Centre through the use of street tree corridors, trail systems, reforestation and green space introductions. The Menomonee River Parkway is an existing vegetated corridor that should be brought into Village Centre. Efforts should continue to manage and restore the native habitat of the corridor. Street trees should be introduced along Main and Appleton where appropriate over time. A strong connection should also be planned between Village Park and the Parkway as well as introducing a larger programmable Village Square adjacent to Mill Pond.

Redevelopment & Rehabilitation Schematic

As a conceptual first step to the Recommendation list, Exhibit I highlights business mix clustering in relation to existing uses, trail connections, and adjacent neighborhoods. It also stresses the importance of connectivity to the TID #8 development. The blue nodes represent major Village Centre entry points and minor intersection enhancement to create a rhythm throughout the district.

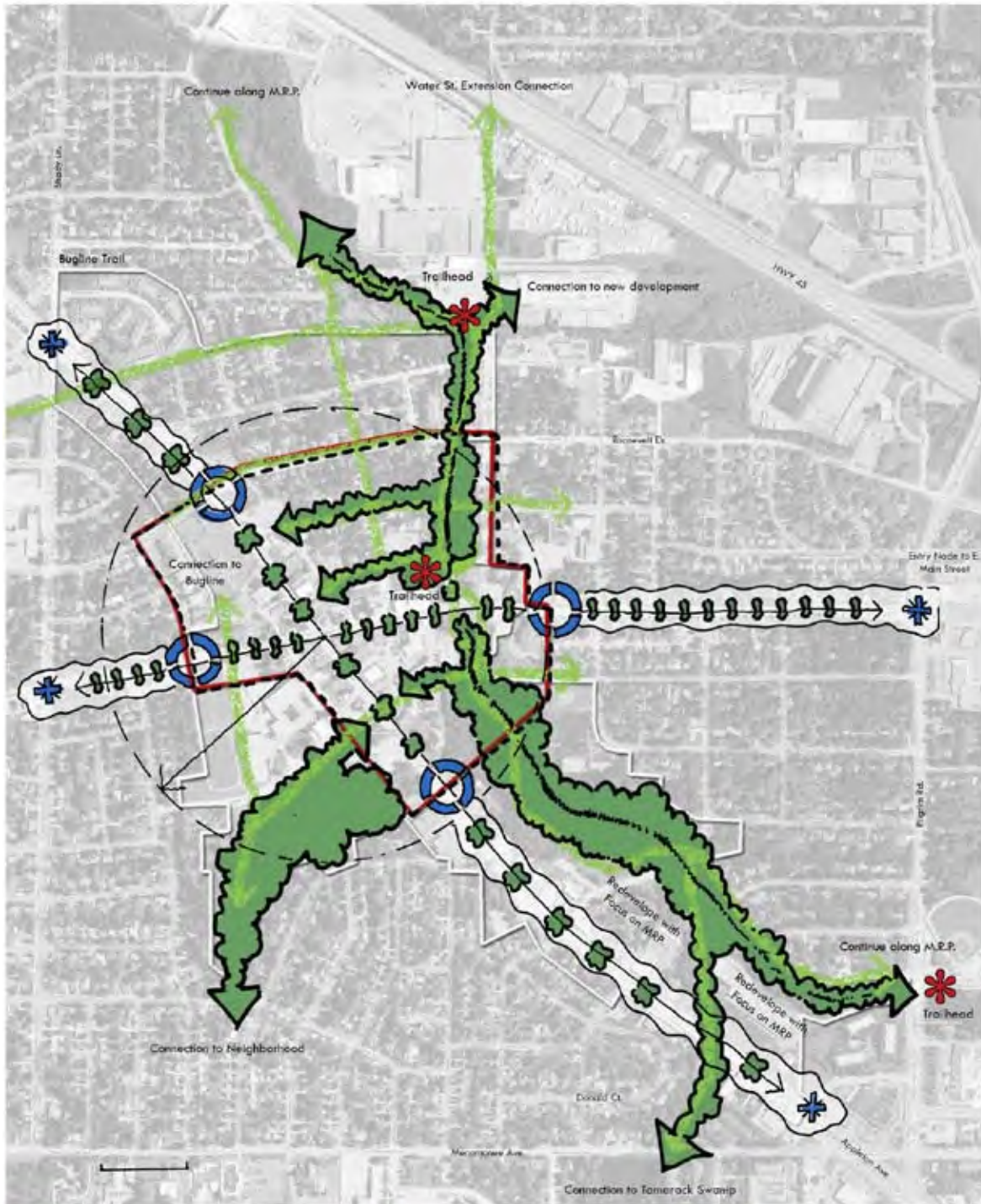
STREETSCAPE TYPOLOGY SCHEMATIC



> Exhibit G



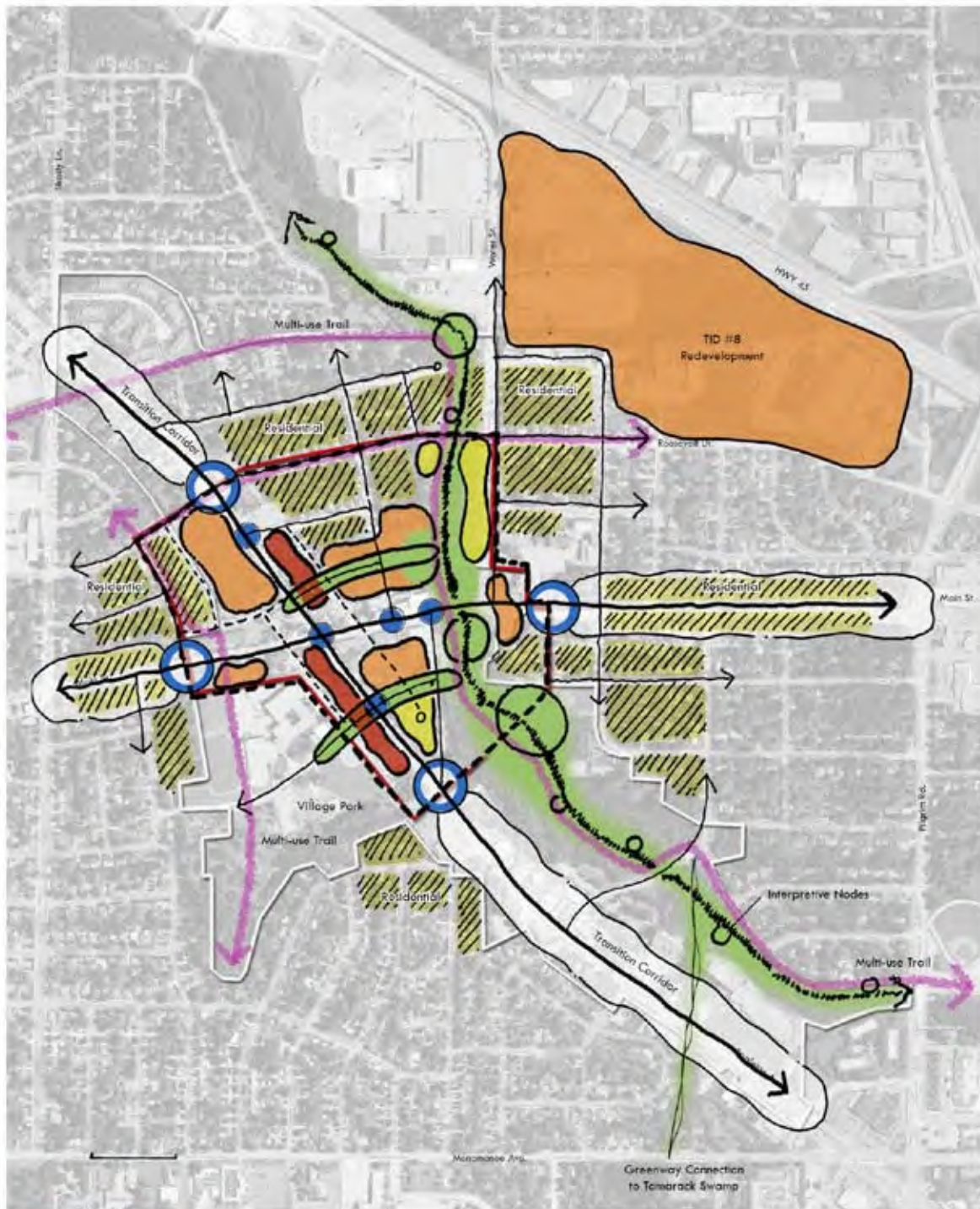
GREEN INFRASTRUCTURE SCHEMATIC



> Exhibit H



REDEVELOPMENT & REHABILITATION SCHEMATIC



> Exhibit I

- RETAIL DEVELOPMENT/REHABILITATION**
- Appleton Ave. Infill and/or Rehabilitation
- MIXED-USE DEVELOPMENT/REHABILITATION**
- Retail & Commercial, potential for Residential component
- RESIDENTIAL DEVELOPMENT/REHABILITATION**
- River Oriented Developments
- GREENWAY / M.R.P.**
- Connection into Village Centre
- EXISTING RESIDENTIAL**
- Village Centre Adjacent Neighborhoods
- +

 ENTRY NODES
- Village Centre entry points



Menomonee Falls VILLAGE CENTRE

Existing Buildings Proposed Buildings



- 1 INTERSECTION ENHANCEMENTS**
Enhance existing pedestrian crossings at primary intersections and add additional crossings at proposed locations to increase connectivity.
- 2 MAIN STREET**
As current State Highway 74, Main Street will be decommissioned in 2012-eliminating its present truck route designation allowing character and safety enhancements to the corridor.
- 3 APPLETON AVENUE**
Current volume and type of traffic will remain unchanged. Introduce bump-outs where appropriate for tree planting and amenities. New developments shall allow for expanded terrace area for street trees and pedestrian comfort.
- 4 RIVER FOUNTAIN**
Addition of a small scale floating river fountain with night lighting to enhance visual character of area and provide calming noise to users of the area.

- 5 LIME KILN AREA**
Install pedestrian scale lighting with electrical receptacles for events. Restore Kilns to former glory and highlight area with interpretive signage, special lighting and event programming. These unique elements need to be retained and maintained as a symbol of Menomonee Falls.
- 6 JOHN TAYLOR PARK**
Reduction of present day triangular lawn area designated as John Taylor Park. Create a smaller, more formal plaza with sculpture/icon feature and interpretive signage.
- 7 CENTENNIAL PLAZA**
Addition of deciduous canopy trees, an appropriate digital read-a-board and comfortable bench seating. Continue to program space and utilize as public plaza.
- 8 VILLAGE SQUARE**
Large programmable space adjacent to Mill Pond and the "falls." Square contains gardens, amenities, lighting, open air shelter, parking plaza, sculpture, and river overlooks/piers. Reorient Village Centre onto the Parkway.

- 9 NATURAL AMPHITHEATER**
Create an amphitheater in the old quarry located across river from the Kilns. Utilize local artistic companies and 'Friends' groups to provide programming and events. Utilize local materials and vegetation.
- 10 FOUR CORNERS**
Addition of appropriately themed digital read-a-board located in Centennial Plaza. Implement count down timers on traffic signals. Work to restore integrity of historic structures and addition of branding elements.
- 11 GARFIELD STREET**
Create a boulevard street extension better linking the Menomonee River Parkway and Village Park. Street should act as a buffer to the residential development to the south and accommodate stormwater runoff through bio-swales and infiltration facilities.
- 12 WATER STREET INTERSECTION**
Multi mixed-use redevelopments to occupy existing parking lot sites straddling Main Street. Potential creation of iconic entry into the Village Centre. Streetscape improvements include bump-outs, enhanced crosswalks, and amenities. Work to formally connect the Menomonee River trail at this intersection.



- 13 FARMERS MARKET**
Creation of a large green space and an open air structure with supported parking for a farmers market. Utilize existing public parking facility.
- 14 COLONIAL PLAZA REDEVELOPMENT SITE**
Major mixed-use redevelopment site (office, retail, structured parking). Utilize topography on southern portion of site for multi-level access. Opportunity for major retail attractor to draw people up Appleton Avenue and welcome visitors from the North.
- 15 RESIDENTIAL RIVER REDEVELOPMENT**
Creation of multifamily residential buildings along both sides of the Menomonee River. Underground parking and stormwater management facilities. Expanded green space between buildings and river.

- 16 TRIANGLE DEVELOPMENT**
Potential for a river oriented mixed-use district between Appleton Avenue and Mill Street, due to topography and bedrock area should be planned holistically.
- 17 CENTRALIZED PARKING STRUCTURE**
Creation of geographically centered public/private parking structure in the NE quadrant with potential for mixed-use development above and/or below. Strict architectural guidelines should be applied to blend with character of area.
- 18 VILLAGE CENTRE THRESHOLDS**
Vertical elements working in conjunction with Entrance Signage to designate Village Centre as a special district. Elements could include: Banner poles, roadway arches, light columns, etc. Feature shall be consistent with rebranding efforts.

- 19 DAM IMPROVEMENTS**
Removal of invasive and aggressive vegetation. Fix dam stone work and adjacent wall as necessary. Implement lighting program and highlight as Village Centre Feature.
- 20 EXPANDED COMFORT STATION/SHELTER**
Expansion of existing comfort station/shelter to accommodate larger gatherings. Area would have bike racks, vending, restrooms, seating opportunities, maps and shade cover. Area would act as an embarkment point for trail users.

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2010 Village Centre Master Plan Recommendations

The following text, figures and exhibits summarize the urban design recommendations for Village Centre. These recommendations represent the culmination of the revitalization planning process undertaken in the fourth quarter of 2009. The recommendation plans translate the Existing Condition Analysis, the 1990 Master Plan Recommendation Review, and the Market Evaluation previously presented into a long-term development plan for the aesthetic and functional reorganization of Village Centre. Specific plan recommendations are divided into several specific areas based on the 1990 plan. These areas include: Transportation Circulation (T); Parking (P); Redevelopment & Rehabilitation (R); Streetscape (S); Riverfront & Public Gathering Spaces (O); and Wayfinding & Directional Signage (W). Sustainable Design recommendations have been integrated into each specific area recommendation set, with the understanding that environmental stewardship is a necessity in today's economy and in the future of Village Centre.

PARKING RECOMMENDATIONS (P) > *Shown in Exhibit J*

1. **PARKING STUDY:** The Village should perform a parking study to quantify and analyze perceived shortages and current insufficient locations, etc.
2. **SHARED-USE PARKING (PARKING UTILITY):** Village should consider establishing a parking utility to acquire, expand and improve off-street areas. Improvements may include: lot expansion, consolidation, organization, owner reimbursement, etc.
3. **CENTRALIZED PARKING STRUCTURE:** Creation of a geographically centered public/private parking structure in the NE quadrant with potential for mixed-use development above and/or below.
4. **PLANNED PARKING REDEVELOPMENT:** When redevelopment occurs next to existing parking facilities, organization should be looked at for the benefit of both parties involved.
5. **NEW DEVELOPMENT PARKING:** All new developments shall have a minimum of 85% of its parking needs met on-site to prevent strain on existing supply and locations. (Parking study to confirm)
6. **ALLEY ACCESS IMPROVEMENTS:** Create safe, welcoming intersections where alleys join main arterial streets. Envision these areas as mid-block crossings with striped crosswalks and bump-outs. Enhance entries through signage, lighting, or creative identifiable theme.
7. **MULTI-LEVEL PARKING:** New development sites shall utilize grade change to accommodate tiered parking with access from multiple levels. Facilities to include 1st floor retail and wayfinding where appropriate.
8. **TOURING VEHICLE PARKING:** Enhancement through pavement and/or signage of a convenient parking lot for long-term parking of buses and overnight tours. GPS coordinates could be provided to drivers.
9. **THEMED PARKING LOT SIGNAGE:** Parking is sufficient, but perception tells one otherwise. Create a clear and aesthetically pleasing wayfinding system to inform visitor of the type of parking lot (public/private) and location.
10. **GRANT STREET ANGLED PARKING:** Recreate Grant Street as a through street to Appleton Avenue. Reorient parking lot adjoining Appleton Avenue to angled parking and apply streetscape treatments down to Mill Pond.
11. **ON-STREET PARKING:** Although perceived as dangerous (at least on Main Street & Appleton Avenue), parallel parking on-street allows traffic calming, separation between the road and pedestrian, and convenient front door parking access that turns over quickly.
12. **STORMWATER MANAGEMENT:** Implement stormwater management strategies to collect, convey and harvest run-off from storm events.
13. **FARMERS MARKET:** Relocated farmers market on existing Mill Pond public parking lot. Potential for a future open-air structure.

Village Centre Master Plan: Parking Recommendations



> Exhibit J

TRANSPORTATION CIRCULATION RECOMMENDATIONS (T) > *Shown in Exhibit K*

1. **INTERSECTION ENHANCEMENTS:** Enhance existing pedestrian crossings at primary intersections and add additional crossings at proposed locations to increase connectivity.
2. **MAIN STREET:** As current State Highway 74, Main Street will be decommissioned in 2012-eliminating its present truck route designation allowing character enhancement of the district.
3. **ALLEY IMPROVEMENTS:** Improve alleys (Quadrants NW, SW) to provide two-way flow and better access to rear parking facilities.
4. **MULTI-USE CONNECTIVITY:** Create a minimum 10' wide off-street path system linking the Village Centre to its greater context (Bugline/Menomonee River Parkway/Village Park/Tamarack Preserve/Water Street/East Main Street Development/North Shopping District).
5. **APPLETON AVENUE:** Current volume and type of traffic will remain unchanged. Introduce bump-outs where appropriate for tree planting and amenities. New developments shall allow for expanded terrace area for street trees and pedestrian comfort.
6. **TRAIL IMPROVEMENT:** Improve the missing links of the Bugline and Menomonee River Parkway trails to create a regional multi-use trail system interconnected with Village Centre.
7. **TRAIL ADDITION:** Addition of east river multi-use trail path to create better corridor circulation and access. Additional path also creates potential for circuit loops that enhance user experience.
8. **CHURCH STREET ADJUSTMENT:** Removal of Church Street access to Main Street. Terminate Church Street with a centralized surface parking lot and adjacent parking structure. Create infill opportunity.
9. **GARFIELD DRIVE EXTENSION:** Creation of a Garfield Drive extension linking the Menomonee River Parkway with Village Park. Topography and bedrock may be an issue. Created in tandem with redevelopment of triangle area. Utilize stormwater management techniques.
10. **RESTORE THE STREET GRID:** Work to restore the grid for wayfinding and organizational purpose by creating more direct connections that tend to be easier for visitor navigation. Promote Grant Street as a thoroughfare from Appleton Avenue. Extend Garfield Drive to Mill Street. Align Colonial Plaza development with Cleveland Avenue.
11. **NEW DEVELOPMENT MAIN ENTRY ALIGNMENT WITH CLEVELAND AVENUE:** Creation of a new access road in alignment with Cleveland Avenue for enhanced vehicular and pedestrian safety. Intersection may need to be signalized depending on anticipated traffic counts.

Village Centre Master Plan: Transportation Circulation Recommendations



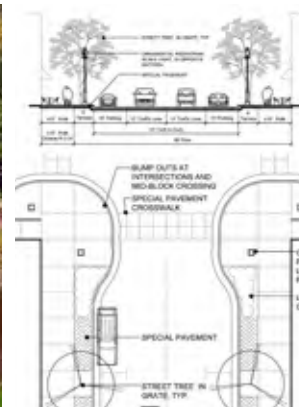
Enhanced parking lot plaza



Multi-use trail network



Mill Pond pedestrian bridge



Bump-outs at intersections/alleys

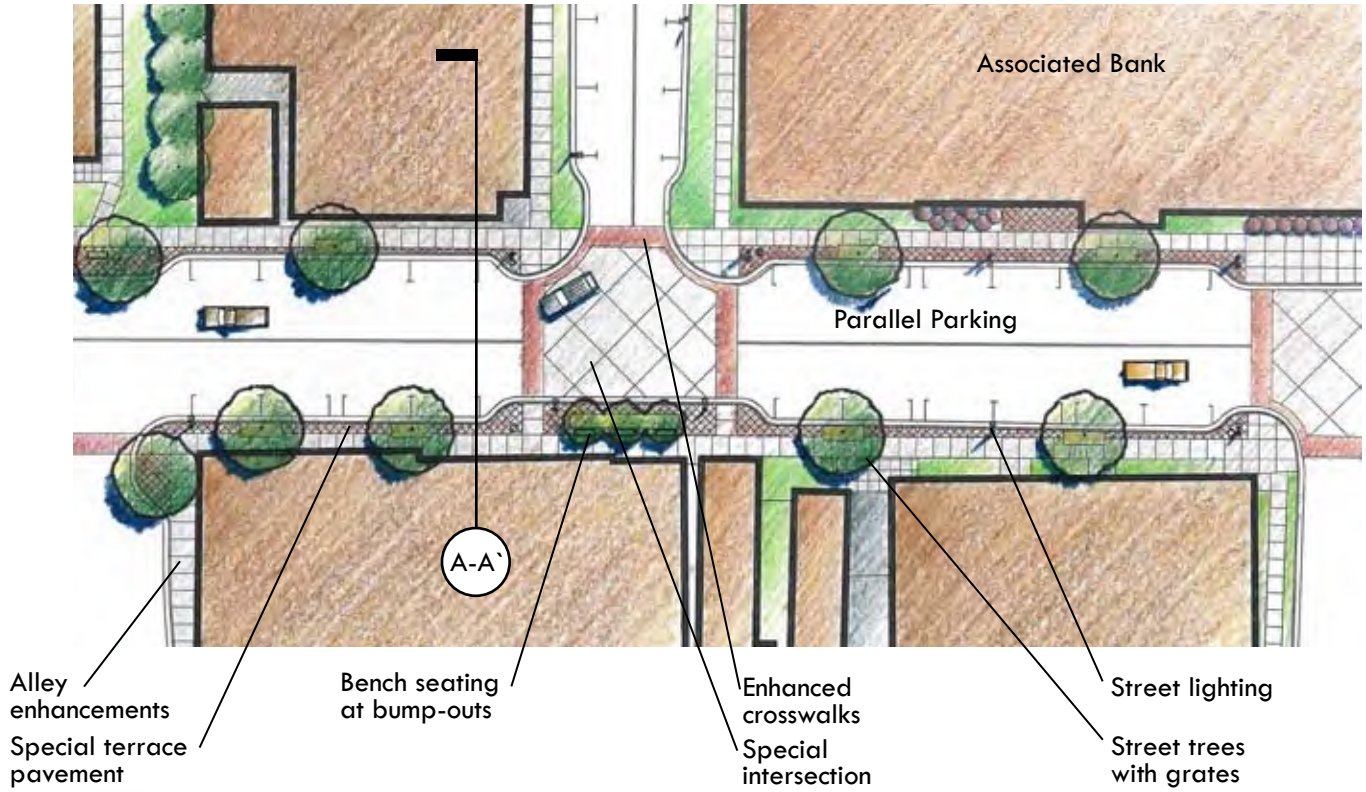
Representative Images - not current locations in Village Centre



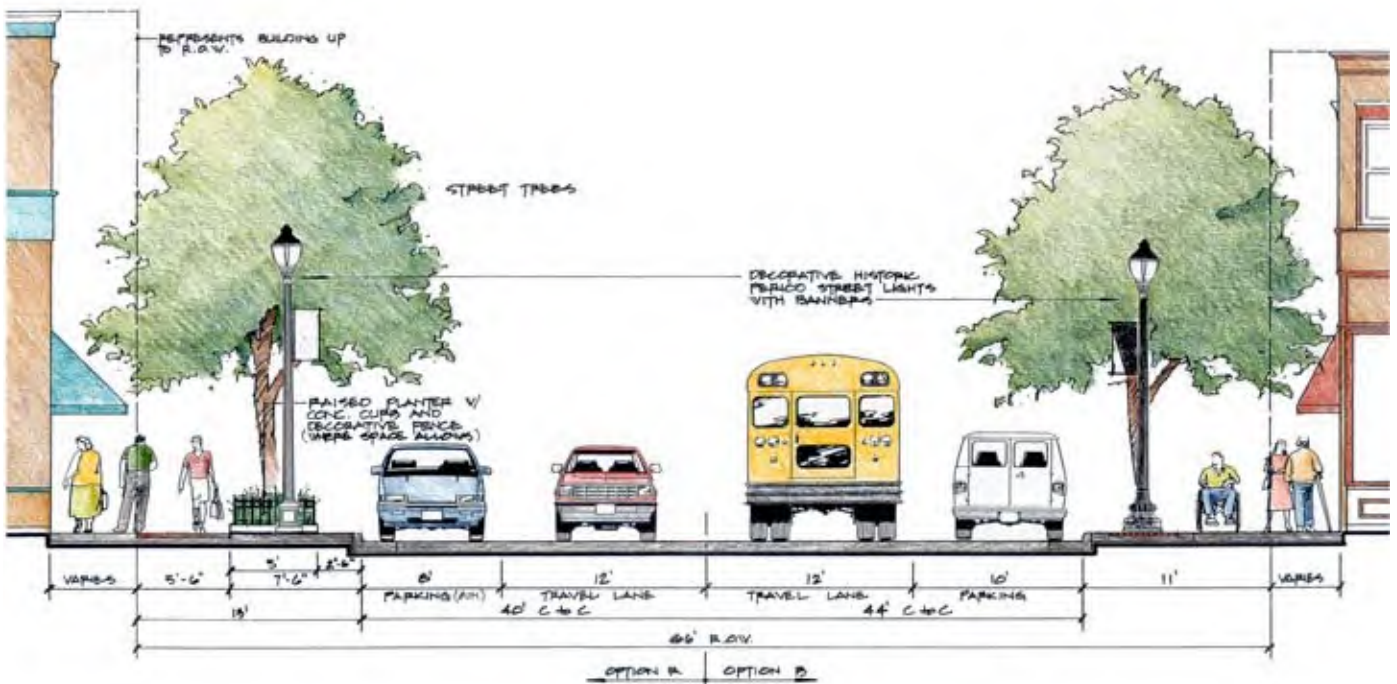
> Exhibit K

The following recommendations identify specific transportation improvements for the Village Centre including vehicular, bicycle, and pedestrian circulation. Downtown centers are unique settings where a variety of transportation needs are necessary. Important considerations for transportation improvements include: enhancing access to the Village Centre for all modes in a manner that is consistent with community transportation goals, creating a safe pedestrian environment, creating a pleasant retail experience, allowing for shared-use of roadways for biking purposes, traffic calming for accident reduction, and convenient access to destination facilities.

TYPICAL BLOCK - MAIN STREET PLAN VIEW



TYPICAL SECTION A-A' - MAIN STREET



Streetscape prior to improvements



Streetscape after improvements

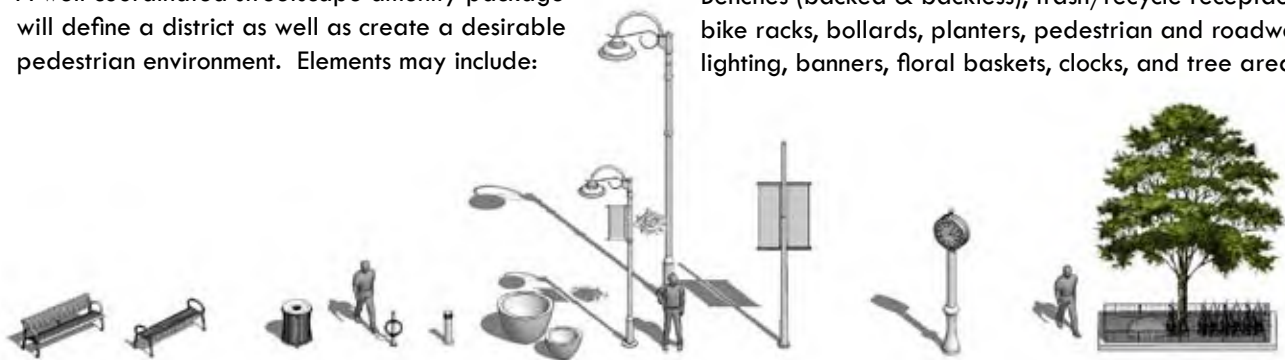


Simulation of a streetscape with suggested improvements (Image not from Village Centre)

STREETSCAPE AMENITIES

A well coordinated streetscape amenity package will define a district as well as create a desirable pedestrian environment. Elements may include:

Benches (backed & backless), trash/recycle receptacles, bike racks, bollards, planters, pedestrian and roadway lighting, banners, floral baskets, clocks, and tree areas



REDEVELOPMENT & REHABILITATION RECOMMENDATIONS (R) > Shown in Exhibit L

1. INCREASE VILLAGE CENTRE HOUSING OPPORTUNITIES: Increase housing density, variety, and locations near the Village Centre and Mill Pond area to create a consumer base for retail business and promote 24/7 activity in the area.
2. RIVER-ORIENTED MIXED USED DISTRICT: Creation of a river-oriented mixed use district and Village Square on the north side of Main St. between Church St. and Water St. including residential and commercial development to improve the connection between the river and Village Centre.
3. RIVER ORIENTED TRIANGLE DEVELOPMENT: Potential for a river oriented mixed-use district between Appleton Avenue and Mill Street. Due to topography and bedrock, the area should be planned holistically.
4. APPLETON AVENUE SELECTIVE REDEVELOPMENT: Selective redevelopment on Appleton Avenue to increase the density of commercial businesses and create a continuous “street face” in the Village Centre.
5. RESIDENTIAL DEVELOPMENT ALONG RIVER: Potential future creation of multifamily residential buildings along both sides of the Menomonee River with underground parking and stormwater management facilities.
6. QUALITY ARCHITECTURAL CHARACTER: Promote design character for new construction and rehabilitation that is fitting to the theme and charm of Village Centre. Greater consistency will create a cohesive area.
7. COLONIAL PLAZA REDEVELOPMENT SITE: Major mixed-use redevelopment site (office, retail, structured parking, etc.) Utilize topography on southern portion of site for multilevel access.
8. MIXED-USE DEVELOPMENT: Infill development along trail extension in close proximity to North Middle School and Village Centre.
9. CORRIDOR REDEVELOPMENT: Potential acquisition and removal of marginal retail buildings for new infill commercial with potential for residential above. Live work unit potential.
10. NEIGHBORHOOD REHABILITATION/PRESERVATION: Continue ongoing promotion of Village Centre neighborhoods to foster a sense of pride and ownership, to maintain quality structures, and promote a unique living experience.
11. HISTORIC PRESERVATION: As the oldest portion of Menomonee Falls, historic architecture shall be recognized and rehabilitated accordingly. Charm of area shall be embraced and celebrated. Potential exists for historic oriented tours and events in the Village Centre.
12. STORMWATER REQUIREMENTS FOR NEW DEVELOPMENTS: All new developments shall conform to necessary standards at a minimum with benefits to those that provide additional facilities and/or sustainable treatment alternatives. Emphasis should be placed on preserving today’s resources for tomorrow’s citizens.
13. VILLAGE SQUARE: Creation of a large green space as the Village Square. Area to include Mill Pond parking, a future open air shelter structure (farmer’s market, events, rental), gardens, larger lawn area, overlooks, and expansion of existing comfort station/shelter for larger gatherings.
14. MIXED-USE PARKING FACILITY: Creation of a geographically centralized parking structure with retail below or office above. Design to blend with surround architecture.
15. WATER STREET INTERSECTION REDEVELOPMENT: Multi mixed-use redevelopment sites straddling Main Street. Potential creation of iconic entry into the Village Centre.

Village Centre Master Plan: Redevelopment & Rehabilitation Recommendations



Residential architecture



Mixed-use development



Scaled Village Centre retail



Greenspace with developments

Representative Images - not current locations in Village Centre



> Exhibit L

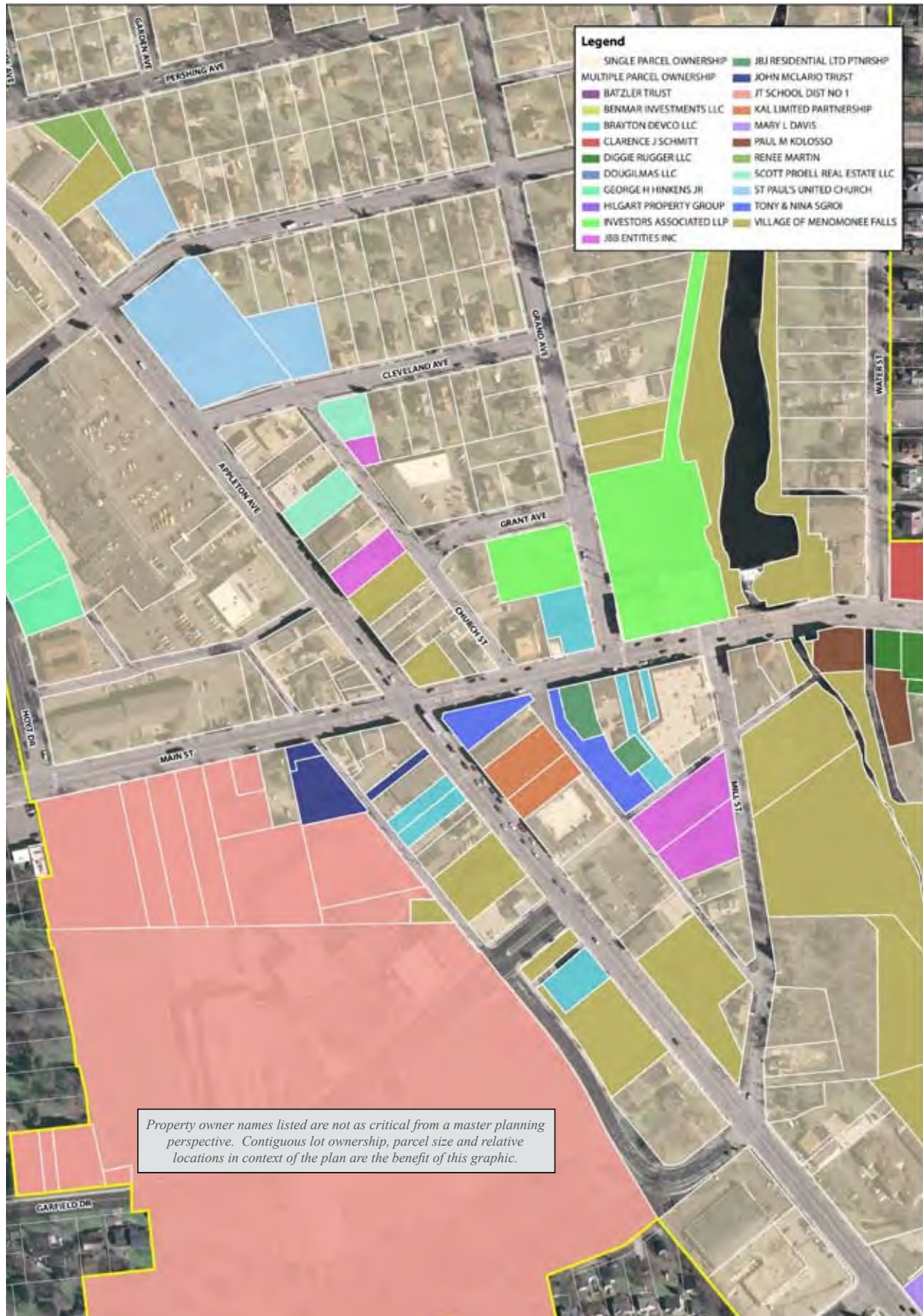
The following recommendations identify sites in the Village Centre that offer redevelopment potential. Please refer to Figure X for a listing and location of previously identified Village redevelopment sites (2009 Comprehensive Plan). Redevelopment may cover a broad range of building and site improvements including: new construction, infill construction, adaptive reuse of existing buildings, historic preservation, and facade rehabilitation. Redevelopment should be planned comprehensively and in conjunction with business and developer recruitment to create the desired social, economic, and visual character goals.

EXISTING PROPERTY OWNERSHIP

As a method to determine development potential, a graphical analysis of Village Centre property owners was compiled. Exhibit M identifies single (sepia colored) vs. multiple parcel (colored) land owners in the Village Centre district. Redevelopment planning can be strategically approached to attract larger developments needing multiple parcels or space requirements. This current development trend is a major difference from the 1990 Plan that promoted single lot development that, by inherent characteristics, creates smaller less-cohesive Village infill. A graphic of this sort should be updated as ownership changes and development goals progress.

Existing Developments





Property owner names listed are not as critical from a master planning perspective. Contiguous lot ownership, parcel size and relative locations in context of the plan are the benefit of this graphic.

> Exhibit M

STREETSCAPE RECOMMENDATIONS (S) > *Shown in Exhibit N*

1. **MAIN STREET:** Redesign street as a pedestrian oriented retail street. Full streetscape amenities with wider sidewalks and terraces. Provide bump-outs at intersections and mid-block crossings. Refer to streetscape hierarchy.
2. **APPLETON AVENUE:** Apply traffic calming measures where possible in the form of bump-outs, to protect parallel parking spaces and intersection crossings. Insert street trees where possible. Additional vertical elements visually narrow roadway cross section and have a speed reducing effect.
3. **VILLAGE CENTRE ALLEYS:** Improve alleys with scaled back streetscape amenity elements. Enhanced lighting, defined crosswalks, trash/recycle receptacles, signage and canopy trees.
4. **VILLAGE CENTRE COLLECTOR STREET:** All local streets in Village Centre district. Continue with existing street lighting program and terrace tree planting schedules. Look to enhance connection from the river into Village Centre. Enhanced sidewalk widths, special paving, signage, amenities, etc.
5. **LIGHTING & AMENITIES:** Existing lights should be replaced. The theming study will indicate aesthetic direction of lighting. Cool temperate (more yellow) LED lights should be considered as a lamp alternative. Retrofitting the existing fixtures would not make financial sense due to pole quality and necessary wiring updates.
6. **STREET TREES:** Increase deciduous tree canopy across Village Centre, especially on major arterials to enhance pedestrian experience and seasons in the Centre. Trees benefit downtown areas aesthetically, environmentally, and financially (studies show shoppers tend to spend more money on streets with trees, while retailers can charge more for items).
7. **STREETS AS TRAIL EXTENSIONS:** Cleveland Avenue, Grant Avenue, and Garfield Drive should be treated as pathway extensions to the Village Centre with one side of the street containing wider sidewalks, ample landscaping, special paving, and signage.
8. **MAIN STREET BRIDGE AREA:** Open up the Mill Pond area and provide sculpture and lighting to enhance the destination experience for visitors/residents. Currently the area is narrowly visible for a brief moment. Create excitement for this area, although not the official falls, it is the location of the most impressive fall.
9. **FOUR CORNERS:** Addition of appropriately themed digital read-a-board located at Centennial Plaza. Implement count down timers at four corner intersection traffic signals to improve circulation.
10. **GARFIELD DRIVE:** Create a boulevard street extension better linking the Menomonee River Parkway and Village Park. Street should act as a buffer to the residential development to the south and accommodate stormwater runoff through bio-swales and infiltration facilities.
11. **VILLAGE CENTRE ENTRIES:** Provide updated entry signage and/or iconic elements at entries to Village Centre. Intersections: Roosevelt/Appleton, Main/Water, Mill/Appleton, Main/Hoyt.

Village Centre Master Plan: Streetscape Recommendations



Street Trees



La Crosse Pearl Street



Enhanced crosswalk treatments



Representative Images - not current locations in Village Centre



> Exhibit N

Streetscape Amenities - Character Images



Existing Amenities

A: Bicycle Rack (Placed on streetscape, parking lots, at rear entries to buildings)

B: Enhanced terrace streetscape with outdoor seating, planters and sculpture

C: Backed bench seating (historic style in contemporary material/color)



Existing lighting

D: Bollards to separate disparate uses in Village Centre

E: Enhanced crosswalk treatments (pavers or colored concrete)

F: Seasonal planters located throughout Village Centre



Existing 'four corners' clock

G: Entry arch at gateways to Village Centre

H: Trash/Recycle receptacles (unique colors for each promotes proper use)

I: Vertical entry features to Village Centre



Existing development edge

J: Paver quilting along streetscape and in terraces to enhance pedestrian area

K: Decorative banners and/or flower baskets on light fixtures

L: Stormwater management features in terrace areas or bump-outs



Existing Mill Pond focal point

M: Updated shepherd's crook light fixture with similar styling (LED compatible)

N: Street trees where appropriate along Main Street and Appleton Avenue

O: Street tree planters along retail streets

P: Backed bench seating (historic style in traditional wood material)



Existing terrace treatment

RIVERFRONT & PUBLIC GATHERING SPACE RECOMMENDATIONS (O) > Shown in Exhibit O

1. **CREATE GREENWAYS BETWEEN VILLAGE CENTRE AND MENOMONEE RIVER:** Utilize vegetation, stormwater management techniques, road width reductions, and signage to create 'greenways' from the river into Village Centre.
2. **IMPROVE CONNECTIONS BETWEEN VILLAGE CENTRE AND CONTEXT:** Improve connections from Village Centre to East Main Street, Civic Campus, North Water Street development, adjacent schools and Village Park.
3. **CREATE OFF-STREET CONNECTION FOR THE BUGLINE TRAIL:** Work with developers and land owners to continue Bugline Trail along river on an off-street trail system north of Roosevelt Drive.
4. **CREATE CONNECTION FROM THE PARKWAY TO TAMARACK PRESERVE:** Utilizing the newly expanded Garfield Drive create a multi-use path from the Parkway through Village Park eventually connecting to Tamarack Preserve.
5. **RIVER FOUNTAIN:** Addition of a small scale floating river fountain with night lighting to enhance visual character of area and provide calming noise to users of the area.
6. **LIME KILN PATH ENHANCEMENT:** Install pedestrian scale lighting with electrical receptacles for events. Restore kilns to former glory and highlight area with interpretive signage, special lighting, and event programming. These unique elements need to be retained and maintained as a symbol of Menomonee Falls.
7. **JOHN TAYLOR PLAZA:** Create a more formal plaza with sculpture/icon feature, interpretive signage and landscaping.
8. **CENTENNIAL PLAZA:** Addition of deciduous canopy trees, an appropriate digital read-a-board and comfortable bench seating. Continue to program space and utilize as public plaza.
9. **VILLAGE SQUARE:** Large programmable space adjacent to Mill Pond and expanded comfort station/shelter. Square contains gardens, amenities, lighting, open air shelter, parking plaza, sculpture, and river overlooks/piers. Reorient Village Centre onto the river and Mill Pond area.
10. **RIVER OVERLOOKS:** Informal nooks located along the river for passive recreation and seating opportunities. Utilize native materials and interpretive signage to educate users. Areas could also be used as kayak/canoe launch sites.
11. **VILLAGE PARK:** Area should better integrate with Village Centre, the greenway system through path connections, signage and programming.
12. **NATURAL AMPHITHEATER:** Create an amphitheater in the old quarry located across river from the Kilns. Utilize local artistic companies and 'Friends Groups' to provide programming and events.
13. **STORMWATER MANAGEMENT SYSTEMS:** Implement vegetated buffer strips, biofiltration areas, rain gardens, and stormwater sinks to collect, convey, and harvest small storm events. Maintain appropriately.
14. **EXPANDED MENOMONEE RIVER PARKWAY:** Potential long term expansion of open space along both sides of the river between Main and Roosevelt Drive.
15. **DAM IMPROVEMENTS:** Removal of invasive and aggressive vegetation. Fix dam stone work and adjacent wall as necessary. Implement lighting program and highlight as Village Centre feature.
16. **EXPANDED COMFORT STATION/SHELTER:** Expansion of existing comfort station/shelter to accommodate larger gatherings. Creation of a bike station along the trail-possibly the existing shelter by Mill Pond. Area would have bike racks, vending, restrooms, seating opportunities, maps and shade cover. Area would act as an embarkment point for trail users.

Village Centre Master Plan: Riverfront & Public Gathering Space Recommendations



John Taylor plaza



Riverfront enhancements



Playground near Mill Pond



Public art

Representative Images - not current locations in Village Centre



> Exhibit O

The following recommendations build off of the Village Centre assets to create a comprehensive open space network linking the project area to its context. Utilizing the river as a major attractor, recommendations look to enlarge this area through a Village Square, amphitheater/performance venue, expanded trail loops, overlooks, and greater pedestrian emphasis. Injecting the river aesthetic into the Centre should be of a top priority thereby creating a sense of place and destination quality to build a niche retail market. Although most recommendations are for passive recreation opportunities, a strong emphasis is placed on connecting to the active recreation facilities at Village Park.

WAYFINDING RECOMMENDATIONS (W) >Shown in Exhibit P

1. **ENTRANCE SIGNAGE:** Replacement of existing signage with updated signage utilizing local materials in character with Village Centre. Incorporate lighting and landscaping for aesthetic appeal.
2. **ENTRANCE FEATURES:** Vertical elements working in conjunction with Entrance Signage to designate Village Centre as a special district. Elements could include: Banner poles, roadway arches, light columns, etc. Feature shall be consistent with rebranding efforts.
3. **WAYFINDING SIGNAGE:** Signage placed on existing or new poles along main arterials (Main/ Appleton) with up to five (5) destinations of interest around Village Centre and Menomonee Falls. Theme appropriately.
4. **PARKING SIGNAGE:** Unique, theme signage affording users the type of lot (public/private) hours of enforcement, and price (if necessary). Locate signs at entrances to lots. Incorporation of 'free' parking meters as a voluntary revenue (charity) generator for the BID or volunteer group and give incentive to use these spaces.
5. **INTERPRETIVE SIGNAGE:** Historic, Natural, or Factual interpretive signage elements located along the river corridor, at Village Centre public open spaces, and at designated landmarks/points of interest.
6. **TRAIL SIGNAGE:** Trail signage for the Bugline Trail and along the Menomonee River Parkway. Signage should give distances and mile marks for user information.
7. **READ-A-BOARD:** Installation of an easily updated digital read-a-board located at the four corners intersection. Materials and lighting shall be consistent with entry signage and be of an appropriate design.

Village Centre Master Plan: Wayfinding Recommendations



Existing signage



Interpretive wayfinding signage



Digital read-a-board



Entry features/icons



> Exhibit P

Several wayfinding improvements have been recommended for the Village Centre to assist in destination locating, arrival branding, and interpretation resources. These improvements are intended to compliment the existing signage elements to create a more comprehensive system that will guide and inform customers and visitors. The signage should be designed to be scalable for multiple user groups, identifiable to Menomonee Falls Village Centre and informative. Sign clutter should be avoided. Care should be taken to coordinate branding brochures, materials, and literature with the signage design.

OPPORTUNITY SITE:

Expansion of MRP for a Village Square

LOCATION: Area adjacent to Mill Pond north of Main Street and between Grand Avenue and the river.

DESCRIPTION: Work within existing limitations to create an expanded green space along the river.



Traffic Circulation / Parking Recommendations:

- Use of existing parking area for a farmers market. Potential for a future open air market structure
- Creation of parking area adjacent to Mill Pond for visitors/event programming
- Implementation of structured parking as part of redevelopment to support both public and private needs

Redevelopment & Rehabilitation Recommendations

- Redevelopment along Grand and Grant Aves for residential and commercial use
- Proposed structure in northern section of area fronting on Grand Ave.
- Introduction of permanent open-air shelter for farmers market/events/festivals
- Introduction of public/private parking structure with potential for mixed use above or below
- Implementation of stormwater management facilities. Roof retention, pervious pavements, bio-swales, etc.
- Expanded comfort station and shelter for large gatherings and special events



Village Identified Redevelopment Sites

Streetscape & Riverfront Recommendations

- Main St. enhancements along block face to include bump-outs, designated cross walk areas, street trees, and parallel parking
- Creation of large multi-use Village Green adjacent to Mill Pond
- Visually open up views to Mill Pond , Gazebo, Riverfront
- Streetscape enhancement to Grand Ave, Grant Ave extension
- Enhanced water access with piers/overlooks/fishing platforms
- Enhanced softscape treatments directly adjacent to Mill Pond

Wayfinding & Signage Recommendations

- Interpretive signage along Mill Pond trail/promenade area
- Coordinated themed signage for parking facilities
- Wayfinding kiosk located in Village Green area
- Utilization of consistent Village Centre lighting and banners to extend into area
- Low level, facade projecting, or façade mounted signage for infill developments
- Clearly designate bike path connection across Main St. and through Village Green

OPPORTUNITY SITE:

Main Street/N. Water Street Redevelopment

LOCATION: Existing parking lot locations. Development would span both sides of Main Street as you enter the Village Centre from the east creating an iconic arrival point.

DESCRIPTION: Per the Village Comprehensive Plan, Chapter 7: North Area Plan. "These parking lots on either side of Main Street could be redeveloped as mixed use with a focus on creating a gateway to the Village Centre."

Traffic Circulation / Parking Recommendations:

- Maintain existing traffic circulation patterning with introduction of traffic calming measures
- Place parking behind buildings, create interconnectivity between adjacent parking lots
- After Main St. decommissioning enhance parking along both sides of street
- Clearly designate off-street public parking with coordinated signage

Redevelopment & Rehabilitation Recommendations

- Ability to develop both sides of Main St. to relate architecturally, creating designated entry into Village Centre
- Align facades where they meet adjacent buildings to encourage façade massing
- Creation of mixed use developments
- Step facades to allow for entry icon features and streetscape amenities
- Implementation of stormwater management facilities. Roof retention, pervious pavements, bio-swailes, etc.

Streetscape & Riverfront Recommendations

- Step facades to allow for entry icon features and streetscape amenities
- Implement bump-outs at intersections and driveways
- Enhancement to intersection cross walk areas
- Continue themed streetlight and amenities through this area

Wayfinding & Signage Recommendations

- Coordinated themed signage for parking facilities
- Utilization of consistent Village Centre lighting and banners to extend into area
- Low level, facade projecting, or façade mounted signage for infill developments
- Village Center entry sign located on 'far' side of street-possible relocation



VillageIdentified Redevelopment Sites

OPPORTUNITY SITE:

Colonial Plaza Redevelopment

LOCATION: Existing Colonial Plaza Site. Between Site boundaries include Roosevelt Drive to the north, Appleton Ave. to the east, residential access alley to the west and NW quadrant alley to the south.

DESCRIPTION: Per the Village Comprehensive Plan, Chapter 7: North Area Plan. *“This large shopping center and parking lot could be redeveloped into a mixed use area that integrates with the Village Centre.”*



Traffic Circulation / Parking Recommendations:

- Creation of interim street aligning with Cleveland Ave. as entry to development
- Place parking behind buildings, create interconnectivity between adjacent parking lots
- Enhancement to existing alley to allow deliveries/2-way traffic and screening
- Clearly designate off-street public parking with coordinated signage
- Implementation of structured parking near the present day major grade change on the site, for use as private and public parking facility
- Use of head in parking to promote 2-way internal circulation and access
- Addition of large internal parking islands to enhance tree canopy cover and stormwater capabilities



Village Identified Redevelopment Sites

Redevelopment & Rehabilitation Recommendations

- Large contiguous land area in close proximity to the '4-corners' intersection
- Create mixed-use development that integrates with Village Centre as a whole
- Implement architectural guidelines that promote a traditional historic downtown feeling (facades pushed to street, multiple architectural styles across façade, appropriate detailing)
- Create iconic architectural element on corner of Appleton and Roosevelt to denote entry into Village Centre
- Implementation of stormwater management facilities. Roof retention, pervious pavement, bio-swales, etc.

Streetscape & Riverfront Recommendations

- Addition of street trees along street frontage (sidewalk shift necessary)
- Enhancement to intersection cross walk area at Cleveland Ave.
- Continue themed streetlight and amenities through this area
- Introduction of urban plaza to be utilized by development for events/activities

Wayfinding & Signage Recommendations

- Coordinated themed signage for parking facilities
- Utilization of consistent Village Centre lighting and banners to extend into area
- Low level, facade projecting, or façade mounted signage for infill developments
- Wayfinding kiosk located in Urban Plaza area

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Architectural Design Guidelines



PURPOSE

It is important for property owners to invest in building and storefront improvements to create a stronger sense of place and identity for Village Centre in downtown Menomonee Falls and the surrounding area. Public and private investment to create a more pleasing image of downtown is a key part of a comprehensive economic revitalization strategy for the downtown. The design guidelines presented in the following pages are intended to help property owners, business owners and developers make sound investment decisions about building improvements that will enhance the character and identity for the downtown. It is not the intent of these guidelines to restrict individual expression but rather direct that expression towards a standard of quality. When applied, these guidelines will ensure against fragmented or incompatible developments and reduce the visual impact of past uninformed design decisions.

Implementation of design guidelines will result in an attractive visual character for the Village and instill a sense of community pride. Property owners are encouraged to maintain, preserve, restore or reconstruct those special architectural features that contribute to the historic character of the downtown. Before any building changes or additions are made, it is important to understand the historic integrity of the structure, the building's relationship to nearby buildings and open spaces and the building's contribution to the desired downtown character and theme. To this end, building owners should investigate how the building was originally designed and detailed as a starting point for making changes.

The following will describe; existing guidelines and recommendations, architectural building elements, general architectural design principles and architectural principles by building type including signage and rear entrances, building siting, landscaping, etc.



Village Centre Master Plan

EXISTING GUIDELINES & RECOMMENDATIONS

Existing efforts to guide architectural design, renovation and preservation in the downtown and surrounding neighborhoods exist in the Village's Overlay Zoning Code, but are difficult and cumbersome for small business owners to navigate and implement.

PROJECT AREA

The general intent of these design guidelines is to enhance the architectural character and scale of the historic Village Centre. The downtown Village Centre core area is identified on Exhibit Q.



Exhibit Q

HISTORIC BUILDING IMPROVEMENTS

The key to historic building improvements is the treatment of the entire façade (the storefront, upper façade and cornice) as a single unit and the retention of as much of the original building character as possible. When replacement or repair is necessary, it should reflect the original design and materials as closely as possible. If new materials are necessary, they should be sympathetic to the original materials.



Historic Village of Menomonee Falls



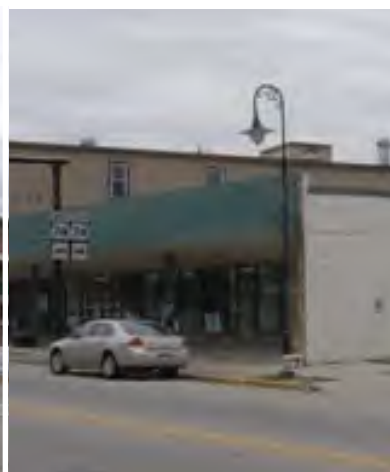
GOOD



HELP!



CORNICE The Cornice is a projected molding at the uppermost termination of the building façade. Early designers were particularly concerned with how a building met the sky and fancifully conceived cornices to crown their building. Original cornices that are still intact should be repaired and retained and care should be taken to protect the cornice from deterioration. Cornices are one of the key design features of buildings in central business districts. The addition of a simple cornice to a building will help the building fit better into the overall context of the street.



UPPER FACADE The Upper Façade is the portion of the building directly above the storefront. Generally, upper facades have retained their historic integrity while the storefronts have been altered. Where they have been altered, the building owner should attempt to bring back the original design elements and materials, even if it is not a “restoration” of the original. The building owner should avoid altering, concealing or removing historic details when renovating the upper façade of older buildings.



STOREFRONT The Storefront is the street level portion of the building façade and is the most important architectural feature of historic commercial buildings. The storefronts on buildings such as the buildings shown to the near left are examples of historic storefronts that could be rehabilitated back to their original character. Rehabilitation of historic storefronts in the downtown core is critical to establishing a unique visual character for the downtown.

GENERAL ARCHITECTURAL DESIGN PRINCIPLES

The following general principles are applicable to Village Centre and its adjacencies. They are intended to guide the architectural design of future rehabilitated and new structures, which affect the function, image, character and visual appearance of the downtown.

CONTEXT

The design of a new structure should be placed in the context of Village Centre's history, local culture, rebranding efforts as well as the immediate neighborhood and architectural scale and character. New structures should:

- Reflect the building traditions of Village Centre and the area.
- Enhance the existing character of the area.
- Contribute to the appropriate existing vertical and horizontal street scale.
- Contribute to the (materials and color) harmony of the street's appearance.

BUILDING SITE

The location of a new structure on its site determines its relationship to the street and its neighbors. The site of a new building should:

- Enhance the definition of the street.
- Be conducive to pedestrian and bicycle use.
- Locate service and parking areas to functional, yet unobtrusive locations.



*New Development in
Village Centre*



BUILDING SCALE

The scale of a building has an important influence on the character of a place. Recommendations for the scale of a new structure and its design elements should reflect the goals of the master plan and the desired historical character objectives for the downtown.

Building height is a primary factor in determining the sense of scale of an area. The character and harmony of a district is enhanced by consistent vertical scale. The width of new structures and their primary elements create a rhythm on the street.

Scale should be appropriate to the orientation of the street. Generally, in the central business district, a pedestrian-oriented scale is desired. Avoid large footprint buildings and large scale surface parking as well as “too-small” buildings within blocks of denser development (e.g. one-story building within context of multi-story buildings).

BUILDING FORM

Building form has a strong influence on the character of place and the urban spaces around it. Shape of the structure in plan and its roof form should reflect the desired character of place and compatibility with its neighbors.

MATERIALS & COLOR

After scale and form, materials and color create the greatest impression and determines how a building will blend with its neighbors. Buildings, which experience pedestrian contact, should be constructed of smaller scaled materials such as limestone, brick, etc. These materials are recommended because of their traditional use in Menomonee Falls, their durability, and scale. Colors should be chosen from a palette that offers variety, yet, excludes radical deviations.

Example of appropriate building scale, materials, & color

Edgerton, Wisconsin



FACADE TREATMENT

Building facades should add to the vitality and pedestrian scale of the city center. Transparent facades (especially at street level) that expose activity to the street should be encouraged. Opaque, unarticulated facades, especially at street level, should be discouraged.



New mixed-use construction adhering to traditional architectural character of context (Madison, Wisconsin)



STYLE & CHARACTER

Style and character of new structures does not have to be limited to a single era. A mix of styles can reflect the evolution of Village Centre and can be united by harmonious scale, use of materials, streetscape, etc. New structures should be “urban” in character and avoid the large scale and character more appropriate for suburban locations.

CRAFTSMANSHIP

Stress quality craftsmanship in all construction. Quality craftsmanship creates an image of pride. A negative image can be created if low-quality materials are used or if poorly implemented.

DESIGN INTEGRITY

When renovating and rehabilitating existing structures, often, the best guideline to follow is to work with the integrity of original building design. Maintain original vertical and horizontal rhythms, proportions of design elements, treatment of upper and lower facades (i.e. storefronts), base and cornice treatment, etc.

Building continuity



RIVERFRONT & OPEN SPACE FRONTAGE

Structures, which are located adjacent to the Menomonee River Parkway and Mill Pond, should be sited and designed with river exposure in mind. New structures should be integrated with proposed riverfront openspace improvements and orient active spaces and human-scaled façades toward the riverfront. In some cases the buildings will require a four-façade or multiple –façade design as they may face the river and the street.

GATEWAY CORRIDORS/ARTERIALS/DOWNTOWN ENTRIES

As identified in the Master Plan, certain streets (i.e. Main Street & Appleton Avenue) and intersections are particularly important to portraying the image of Village Centre. These include arterial streets carrying arriving visitors and points on these corridors that are “gateways” to the center city. Architectural design of these gateway corridors should meet higher standards and create continuity.

FOCAL POINTS

Sites at the end of street vistas, particularly those of major arterial streets, are much more visible than other sites. (Often community structures are placed here because of this prominence.) Design of these sites and structures should meet higher standards and should create a proper architectural terminus. The existing ‘four-corners’ site acts as a focal point/ landmark in the downtown. The proposed Village Square is situated to act as a destination node in close proximity to the ‘four-corners and Mill Pond. New developments may have architectural turrets or features that act as registration points for the Village Centre. These elements are the items residents will reference when guiding Village Centre visitors.



Buildings as backdrop to open space



Clock tower as focal point

GUIDELINES FOR THE REHABILITATION OF EXISTING HISTORIC STOREFRONTS



Photos depicting original facade designs in the Village Centre

- The architectural character of buildings on Main & Appleton should reflect traditional architectural themes.
- If the building has an intact and original storefront, preserve the storefront's character.
- Avoid the use of materials that were unavailable when the building was constructed, including vinyl and aluminum siding, mirrored or tinted glass, artificial stone and brick veneer.
- Choose paint colors based on the building's historic appearance (Period palettes readily available)
- Original elements should be preserved where possible (transom window, towers, glass, doorway elements, frames).

GUIDELINES FOR DESIGNING REPLACEMENT STOREFRONTS

- The architectural design of buildings in the Village Centre area should reflect traditional architectural themes.
- Respect the scale and proportion of the existing buildings.
- Select construction materials that are appropriate to the storefront.
- Respect the separation between the storefront and upper stores.
- Differentiate the primary retail entrance from the secondary entrance to upper floors.
- The storefront generally should be as transparent as possible. Use glass door panel and glass display areas to allow for visibility.
- Keep secondary design elements such as graphics and awnings simple to avoid visual clutter.
- Fabric awnings are useful to shelter pedestrians and protect window displays and can be visually appealing if they are related to the building. Plastic and metal canopies should be avoided.
- Canopies that are not part of the original building design should be avoided.

GUIDELINES FOR NEW DEVELOPMENT AND INFILL

- New infill construction should be designed to honestly reflect the building's specific use and architectural period while maintaining a unified appearance with adjoining buildings. Designs that copy historic appearance are discouraged. Bland facades with very little detail should be avoided. The mass, volume and height of new infill buildings should be compatible with neighboring buildings. This is true of continuous block faces or block faces with a series of detached buildings.
- The proposed facades for new infill buildings should relate to neighboring buildings in terms of window sill or header lines, proportion of window and door openings, horizontal or vertical emphasis and architectural detail.
- Demolition of existing buildings should occur only when buildings are found to be structurally unsound or physically incapable of supporting a viable use. If demolition occurs, the resulting void should be designed to maintain the architectural rhythm and character of the block face.

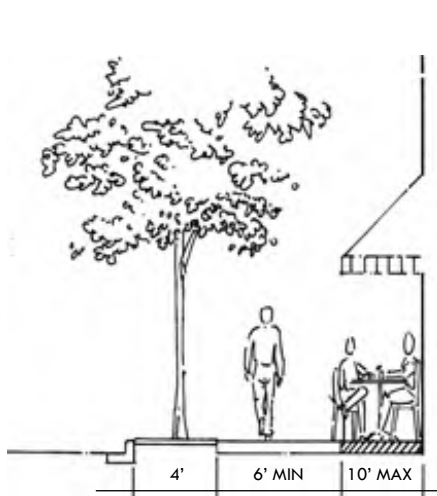


Examples of infill development with historic qualities and scaling

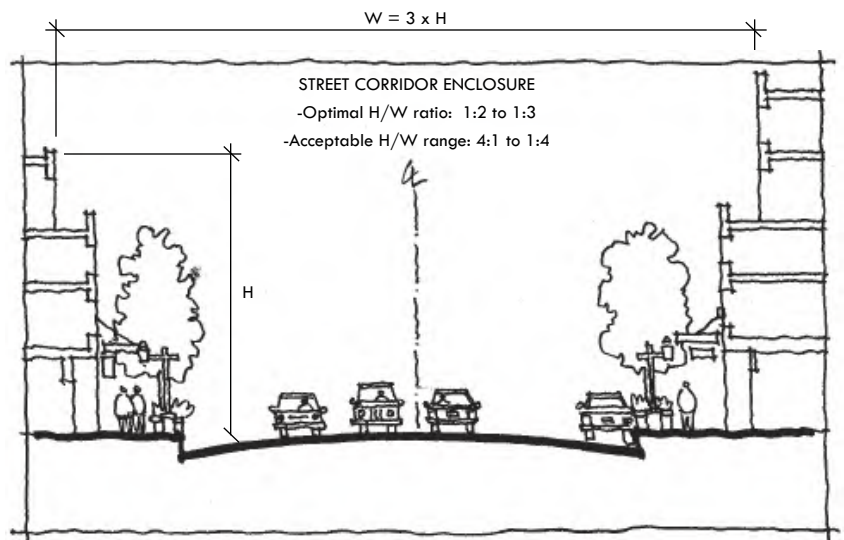
Appropriate scaled Downtown infill development



Parking structure with mixed-use on the first floor



Building setbacks can provide space for landscaping and activities such as outdoor eating to enhance the public sidewalk



Recessing the upper stories of development on arterials maintains natural light on the street and minimizes the impact of height on pedestrians

GUIDELINES FOR ARCHITECTURAL SIGNAGE

One of the most important determinants of the visual character and coherency of a successful retail district and the health of its commercial districts is signage. Consistent guidelines should be applied to create coherency and minimize excessive competition. Signage should be limited in its type, number, size, location, material, and illumination technique.

- Avoid concealing significant architectural features when locating signs.
- Sign lighting should not overpower the façade or streetscape. Flashing signs should not be allowed. Avoid internally lit, plastic signs. Use low energy LED lights wherever possible.
- The sign message should be simple—avoid redundant wording and unnecessary clutter.
- The sign design should be customized to complement the building character and the streetscape environment. Avoid plastic signs.
- Avoid large projecting signs and roof mounted signs. Small, personalized, and well-designed projecting signs should be allowed.
- Sign messages should be unified with coordinated colors and lettering styles.
- Signs should be constructed with long-lasting materials, high quality sign enamel paints and decay-resistant woods.
- Avoid placing signs on upper stories of buildings, as they draw attention away from storefront areas, which are the focal point of a business district.
- All obsolete signs should be removed in a timely manner. When a business activity concludes, the business owner should be responsible for removal of all signs.
- The scale of signage should be proportional to smaller buildings in the downtown and be consistent with the pedestrian environment.



Example of pedestrian scaled building signage



GUIDELINES FOR PARKING AND REAR BUILDING ENTRANCES

There are many instances in the Village Centre where the rears of buildings are exposed to views. These areas are often unattractive and detract from the streetscape. In many cases there is a lack of landscaping, screening of equipment and trash dumpsters. The following guidelines are for the treatment of the rear areas of buildings and developments in the downtown and include parking lot guidelines.

- Parking lots are discouraged in front of buildings.
- Rear lot parking should be used. Any parking adjacent to the street should be screened.
- Pave, stripe, and light all parking areas. Use low energy lights with LED fixtures.
- Provide attractive entrance signs to parking lots with identifying names or numbers and hours and days of enforcement.
- Rear entries and rear building facades should be attractively designed.
- Use the same colors and materials that are used on the storefront.
- Pedestrian walkways should be provided to rear entrances.
- Trash and utility areas should be screened.
- Landscaping should be provided for visual interest.
- Rain gardens and pervious pavements should be used for stormwater management.
- Outdoor eating areas or use areas should be well designed.
- Provide bicycle parking racks and/or lockers at public lots.

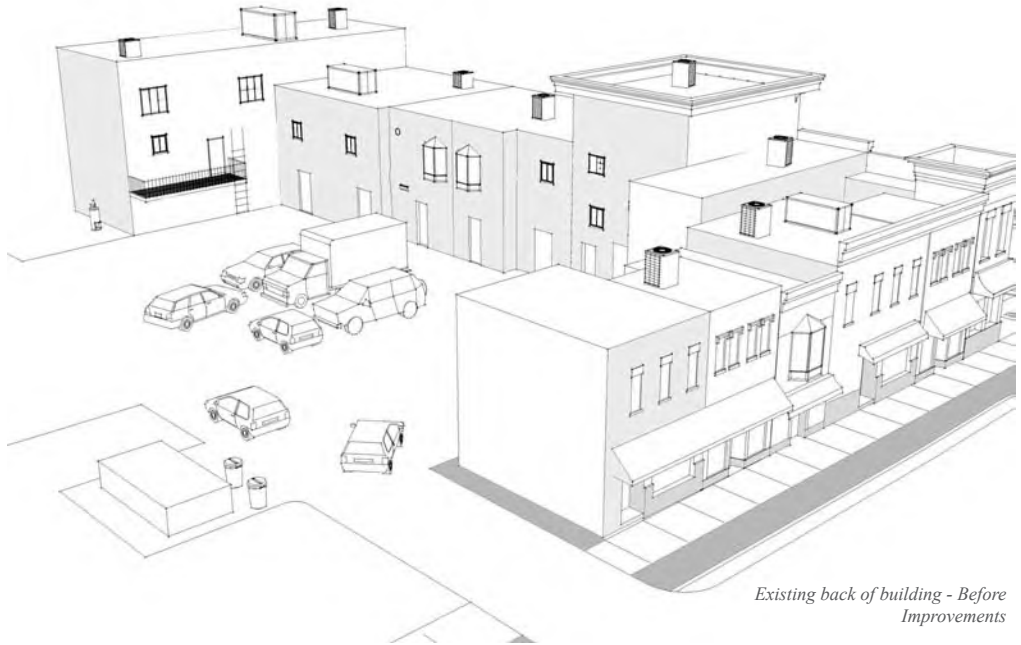
Provide landscape buffers around parking lots



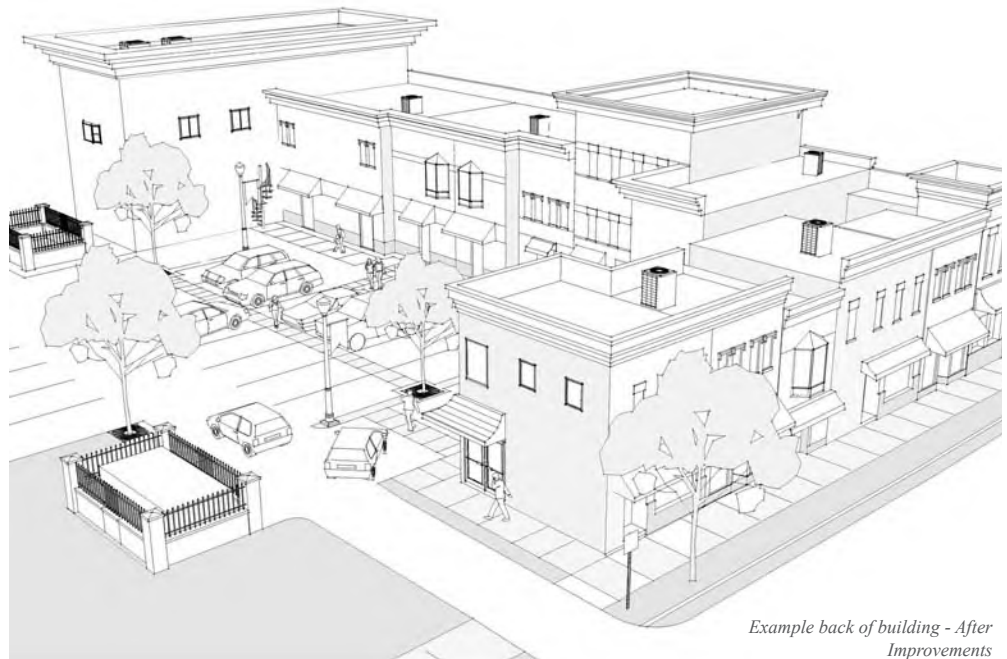
Examples of rear /side buildings exposed in Village Centre



Rear parking areas and entrances should contain pedestrian friendly amenities such as lighting, benches, landscaping, walkways, directional signage, etc. They should also guide vehicles to parking and loading areas and screen trash receptacles and dumpsters



Existing back of building - Before Improvements



Example back of building - After Improvements



Example of residential infill development



Example of commercial infill development

Implementation Strategy

The following section summarizes the recommended approach to implement the 2010 Village Centre Master Plan. This strategy has been based on the 1990 Village Centre Master Plan implementation process but has been updated to include new initiatives.

1. Organizational Recommendations

As in 1990, it is recommended that a public/private partnership manage and guide the implementation of the Village Centre Master Plan. The lead public sector implementation entity is the Project Management Team (PMT) and the lead private sector entity is the Business Improvement District (BID). The attached Implementation Organization diagram (Exhibit R) describes the interrelationships and primary responsibilities of the lead entities and their respective support groups.

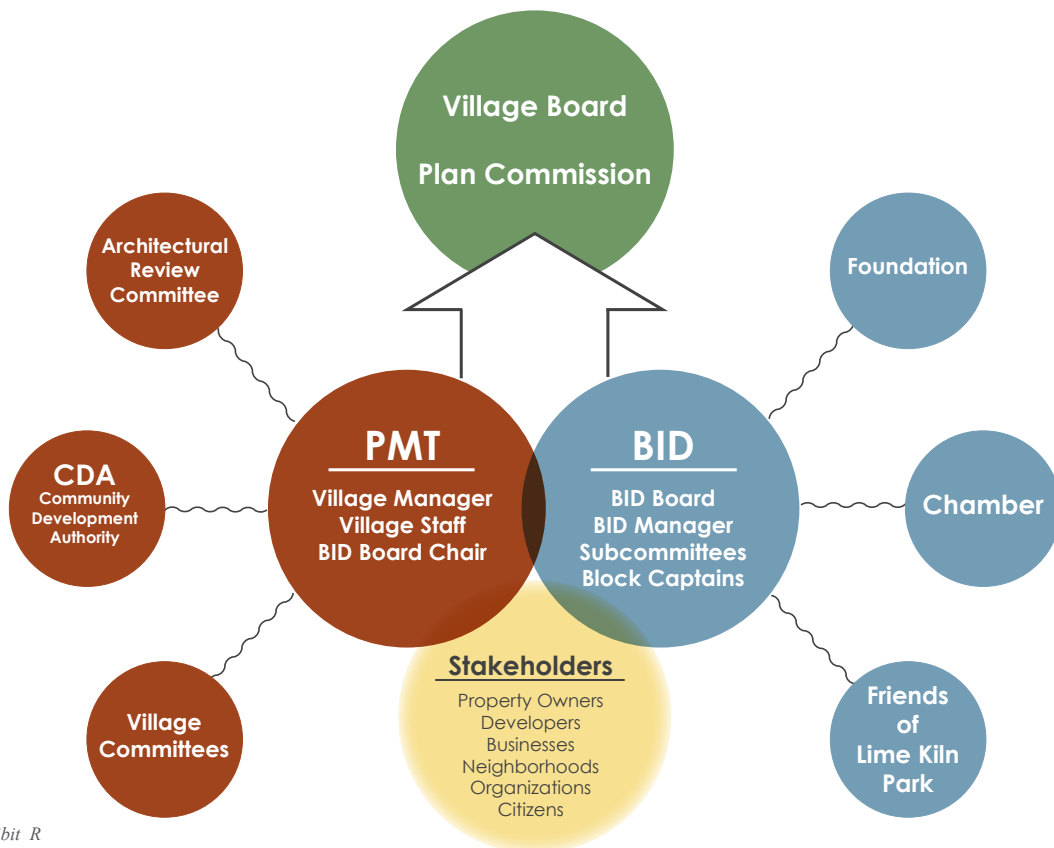
A 2010 PMT organization, that is similar in scope to the 1990 Village Centre PMT, should be created to coordinate and manage the implementation process. As in 1990, members of the PMT would include the Village Manager, Village staff, a Village Trustee, Plan Commission member, and consultants working with the Village on priority projects. The PMT should also include the BID Manager to ensure coordination with BID activities. The PMT will be supported by the CDA who will oversee redevelopment and rehabilitation projects, the Architectural Control Board that will provide design review for development projects, and other appropriate Village committees and review bodies will be utilized as needed. Project approval ultimately resides with the Plan Commission and the Village Board.

The Village Centre BID will represent business and property owner interests during the implementation process. The BID should coordinate their annual operating plan with implementation priorities identified by the PMT. The BID organization should be restructured to create more capacity to complete its annual operating plan. Subcommittees should be created to manage the BID's primary activities that include business retention and recruitment, business district management, marketing and promotion, and special events programming. A Block Captain system should also be created. The district would be subdivided into small geographic areas and a business owner would be identified to represent the interests of the business and property owners within each area. This system will improve communication with BID members and provide more effective response to member issues.

The BID would be supported by the Menomonee Falls Community Chamber. The Chamber could assist the BID in updating and maintaining a business and property owner database, preparing surveys, and recruiting volunteers. Leadership Menomonee Falls, an arm of the Chamber, could undertake a campaign to strengthen the community's awareness and support for Village Centre. The Chamber, which also represents other existing and future business districts near Village Centre including North and South Appleton Avenue, East Main Street and North Water Street, can ensure a complimentary and synergistic relationship between those districts and Village Centre. It may be desirable for the BID and the Chamber to reside in the same building to improve communication and operational efficiencies.

Other BID support groups include a foundation that would lead private fundraising activities and The Friends of Lime Kiln Park.

Village Centre Implementation Organization



> Exhibit R

PUBLIC ACTIVITIES

- Public Improvements
- Redevelopment
- Developer Recruitment
- Zoning
- Design Review
- Public Funding
- Agency Coordination

PRIVATE ACTIVITIES

- Business District Management
- Business Retention/Recruitment
- Marketing and Promotion
- Special Events
- Farmer's Market
- Branding
- Private Fundraising

2. Strategic Planning Process

It is critical that the responsibilities of the PMT and the BID and their respective support groups be clearly defined to ensure an efficient implementation process. Where there are multiple entities with separate missions and agendas, the lines between these entities can become blurred or overlap in a way that is confusing and not an efficient use of resources. At the beginning of the implementation process, the Village, BID and Chamber should undertake a joint facilitated strategic process to identify issues, define common goals and develop a work plan with specific tasks and responsibilities. This process should be open to the public to broaden input and strengthen the communities awareness about the importance of Village Centre.



3. Rebranding Village Centre

It is time to consider rebranding Village Centre as a unique destination that offers exciting opportunities for shopping, entertainment, arts and culture, recreation, working and living. The BID should engage a marketing consultant to identify Village Centre's strengths and assets and prepare a branding strategy that capitalizes on those assets and strategically positions Village Centre in the community and regional marketplace. We recommend that the Menomonee River, the Falls and Village Centre's position as the historic center of the community be retained as key assets of an identity program.

4. Business District Management

The BID is responsible for managing the business district and day to day activities that allow businesses to operate efficiently and successfully. The BID needs to work closely with the Village to ensure that trash collection, street repairs, snow removal and other maintenance activities are effectively provided. The BID and the Village should also work together to proactively address zoning, building inspection, parking and safety issues that affect the success of the business district. Finally, the BID and the Village need to work together to promote building and storefront improvements that will complement the Village Centre design theme including expanded opportunities for financial and technical assistance. This coordination can be facilitated through the PMT.

5. Business Retention

One of the most important components of a successful business district is maintaining and growing a healthy and sustainable business mix that addresses both business retention and business recruitment. A Business Retention program should identify and provide the resources to local businesses that can positively effect their ability to do business and successfully compete in the marketplace. This support might include technical assistance and training around important subjects such as store merchandising, inventory control and buying, internet opportunities, financial planning, promotion/marketing/advertising, customer service, employee hiring/retention and succession planning. Additionally, programs that offer building/facade design and financing assistance; business clustering and joint marketing plans; promotions and events that increase customer traffic; and surveys, newsletters, websites and marketing materials that support business visibility can all be of assistance to existing businesses.

6. Business Recruitment

The process of business recruitment requires a plan of action that is organized, supported by a committee of interested and involved persons, and that is properly funded to successfully complete the work. Important business recruitment tasks include:

- Create a Business Recruitment Committee.
- Identify a budget and an appropriate funding source such as TID.
- Maintain a database of all businesses by category as well as relevant property information.



- Update customer and business surveys.
- Assess the current business mix and identify gaps.
- Understand market conditions/trends that impact Village Centre.
- Prepare a business recruitment strategy.
- Prepare appropriate marketing materials to support business recruitment activities.
- Identify and recruit target businesses.

7. Developer Recruitment

The Village has accomplished several impressive redevelopment projects as a result of the 1990 Village Centre Master Plan. These projects have strengthened the market for Village Centre and established a foundation for new private investment. The 2010 Village Centre Master Plan identifies new catalytic projects that will move Village Centre to greater success. These projects include new mixed use developments that will reposition Village Centre around the Menomonee River to capture its market and real estate value; new housing choices, particularly around the Menomonee River; and new businesses that are part of mixed use infill developments on Main Street and Appleton Avenue. As in 1990, the Village will coordinate redevelopment with new infrastructure improvements. The Village should work as proactive partner with property owners and developers to achieve the highest and best use for priority sites. The CDA will work with the PMT to oversee and manage the redevelopment process. Important steps in the redevelopment process include:

- Identify development priorities and phasing.
- Establish a working relationship with property owners who control key sites.
- Establish parameters for TID development subsidies.
- Identify and secure other funding that can assist redevelopment.
- Prepare a database of qualified developers.
- Prepare marketing materials.
- Establish a Request for Proposal (RFP) and developer selection process.
- Establish a design review process.
- Negotiate development agreements.
- Provide public improvements as part of the redevelopment projects.



8. Zoning Overlay District

The Village should review and amend the Village Centre overlay zoning district to address business and property owner issues identified during the master planning process including building use and standards, building signage, shared parking, shared trash collection, the form and character of new development, etc. The strategic planning process described earlier in these recommendations can provide a forum for identifying issues and potential solutions.

9. Principal Funding Sources

The principal funding sources for implementing the 2010 Village Center Master Plan include the following:

Tax Increment Financing District (TID)

A TID should be created to fund projects and activities identified in the Master Plan. The Implementation Timeline that is included as part of this Implementation Strategy identifies project activities that may be funded by the TID. Tax increment financing should be used as a match for state and federal grants to maximize project funding. The TID may also provide funding for specific BID projects that cannot be funded as part of the BID operating budget.

Economic Development Master Fund (EDMF)

As in 1990, an Economic Development Master Fund should be created as part of a TID to fund redevelopment and rehabilitation activities. Eligible activities may include land write downs and infrastructure development to assist business start-ups and expansion, debt servicing for business development and redevelopment project costs and acquisition for redeveloping blighted properties, grant and loan programs to assist with building improvements and exterior renovations, and operating costs for the PMT and the CDA.

Business Improvement District (BID)

BID will continue to fund the BID Manager as well as marketing materials and special events for Village Centre. It may be necessary to supplement the BID operating budget to expand its capacity to support the needs of the business district. Options for additional funding to expand the annual operating budget include private fundraising, TID and increasing individual property assessments.



Parking Utility

For parking to appeal to customers and other users, it should be convenient, attractive, safe and efficient. The Village may want to consider establishing a parking utility to acquire, expand and improve off-street parking for Village Centre. Improvements to existing parking may include expanding available spaces by consolidating and better organizing existing lots, providing improvements such as landscaping, lighting, paving, signage, and drainage and ensuring that parking areas are properly maintained. This can best be accomplished if existing lots are operated as a system. In a parking utility, the costs associated expanding, improving and maintaining parking areas can be allocated to benefiting businesses based on the demand for parking. A prorated parking assessment can be established with owners who have existing parking paying less than owners that do not or who are under served.

State and Federal Grants

There are numerous state and federal grants available to fund public and private improvements recommended in the 2010 Village Centre Master Plan. Funding opportunities include grant programs administered through the Wisconsin Department of Commerce, Wisconsin Department of Transportation, the Wisconsin Department of Natural Resources and the State Historical Society. Federal funding through its Recovery and Reinvestment Program may offer potential funding for small businesses and infrastructure improvements focused on job creation. The PMT should identify appropriate funding sources and coordinate the preparation of grant applications with scheduled project activities.

Private Fundraising

Private donations allow the private sector to participate in funding important public projects with small and large gifts. Improving the riverfront is an important Village Centre and community project that should be the focus of a capital fundraising campaign. A foundation made up of community leaders should be identified or created to lead the fundraising campaign.

10. Implementation Timeline

The attached Implementation Timeline (Exhibit R) has been prepared to outline a recommended sequencing of specific projects and activities over a five year period. It is important to focus on a short term implementation goal while recognizing that some projects may occur beyond this time frame. This is a dynamic planning tool. As the implementation process moves forward, different opportunities may present themselves which will require adjustments in project priorities and timing. This document is a working tool that should be monitored and updated on an annual basis. At the start of each year, the PMT should prepare an annual work program based on this timeline and completed activities.

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Village Centre Implementation Priorities and 5 Year Timeline (2010-2014)

Project Activity	2010				2011				2012				2013				2014			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
I. Implementation Management																				
1. Adopt Village Centre Master Plan Update	█																			
2. Create TID No. 9		█	█	█																
3. Create Project Management Team (PMT)			█	█	█															
4. Create Zoning Overlay District				█	█	█														
5. Decertification of STH 74/ Main Street							█	█	█											
6. Grant Application/ Public Funding	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
II Business Improvement District																				
1. Conduct Strategic Planning Process	█																			
2. Create Sub committees	█																			
3. Branding and Logo Development		█	█	█																
4. Business Retention and Recruitment	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
5. Business District Management	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
6. Farmers Market		█	█	█		█	█	█		█	█	█		█	█	█		█	█	█
7. Special Events Programming	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
8. Marketing and Promotion	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
III Foundation																				
1. Identify/Create 501C3 Fundraising Entity			█	█																
2. Prepare Capital Fundraising Strategy			█	█																
3. Marketing and Promotional Materials			█	█																
4. Capital Campaign					█	█	█	█												
5. Foundation Grants					█	█	█	█												
IV Redevelopment and Rehabilitation (CDA)																				
1. Create Redevelopment District																				
2. Developer Recruitment Strategy		█	█	█																
3. TID Subsidy Formula		█	█	█																
4. Identify Qualified Developers/Create Database		█	█	█																
5. Priority Redevelopment Sites		█	█	█																
A. Village Square					█	█	█	█												
B. Main Street/Appleton Ave/Mill Street Triangle									█	█	█	█								
C. Main Street/Water Street													█	█	█	█				
D. Colonial Plaza																			█	█
E. Appleton Avenue Infill																				
F. Riverfront Housing																				
V. Public Improvement Projects																				
Street Reconstruction																				
1. Main Street					█	█	█	█												
2. Church Street													█	█	█	█				
3. Garfield Extension										█	█	█	█							
Streetscape Improvements																				
1. Village Square					█	█	█	█												
2. Centennial Plaza					█	█	█	█												
3. Appleton Ave Retrofit- Landscaping, lighting, crosswalks									█	█	█	█								
4. Entrance Signs									█	█	█	█								
5. Directional Signage									█	█	█	█								
Public/Shared Parking Improvements																				
1. Riverfront					█	█	█	█												
2. Church Street													█	█	█	█				
3. Appleton Avenue Northwest																			█	█
4. Appleton Avenue Southwest													█	█	█	█				
Riverfront Improvements																				
1. Dam Improvements		█	█	█																
2. Farmers Market					█	█	█	█												
3. Comfort Station Expansion					█	█	█	█												
4. Overlooks									█	█	█	█								
5. Quarry Amphitheater													█	█	█	█				
6. Lime Kilns Restoration									█	█	█	█								
7. Interpretative Signage					█	█	█	█												
8. Landscape Management									█	█	█	█	█	█	█	█	█	█	█	█
9. Lighting Retrofit									█	█	█	█								
Multi-Purpose Trail System																				
1. Bugline Trail					█	█	█	█												
2. Menomonee River Parkway Trail					█	█	█	█												
3. Connecting Trails									█	█	█	█								
Park Improvements																				
1. John Taylor Park									█	█	█	█								
2. Village Park													█	█	█	█				
3. Menomonee River Park Expansion																			█	█

Appendix

Community Comments

Comments received via email, fax and website submittal between October 16, 2009 and December 10, 2009 are transcribed below. The following list is unedited and in no particular order; However, duplicate submissions are not included for clarity purposes.

1. List three (3) things that you LIKE about Village Centre

- Glad the old buildings are still maintained; Historical Buildings.
- Enjoy the seasonal decorations.
- The Sense of a community environment.
- A place where you can walk to shop, dine and meet people; Existing restaurants and bars w/in walking distance of each other; Walk-ability.
- Art galleries and coffee shops.
- The architecture of some of the oldest and newest buildings blending together to create a modern look.
- Quaintness of the buildings
- The Streetscape – brick, flowers, banner, etc.
- Hometown feeling you receive from shops.
- Nino's Bakery, Cheesecake Store, Northwest Bead Store, Bank of Memories, John Harbors Coffee House, The Salvation Army store
- Mill Pond Park, Mill Pond Park flower baskets, Lime Kiln Park and the trails
- The waterfall and ponds.
- The proximity of Lime Kiln Park and Village Park
- The river/riverfront; bike path, fishing
- The events that take place
- Some multi-story mixed use (high density residential above commercial) development.
- Ample parking
- Planned activities that draw people into Village Centre
- New buildings – Bode
- Not much of anything
- Atmosphere of Main Street west of Pilgrim Road

2. List three (3) things that you DISLIKE about Village Centre

- The Village Centre shouldn't be just about the 4 corners.
- All of Menomonee Falls should be included in all events as a community.
- Empty stores, especially missing the antique stores!
- No anchor store to draw people
- Wish the farmer's market would be open in early evening, so people who work all day can get to it. Sundays don't always work out.
- Traffic takes away from walking.

- Ugly, unkempt properties. Poor window shopping appeal.
- Not sure what we are marketing, need a more complete synergy of business.
- The entry from Main Street. It looks like a “war zone”.
- The shops by Geo. Webs. Love the building, but I think it could be much more inviting than it is. Would like it to be restored.
- The limited parking. Makes it inaccessible to people on their lunch break.
- The noise on Main and Mill streets from late night activity
- Quick stops not feasible, long walk required to get anywhere.
- Appleton Ave. acting as a highway and not as a quaint location to relax and enjoy the atmosphere
- Not enough mixed use development.
- Bugline recreational trail doesn’t continue east of Appleton Ave. through Village Centre via west side of Menomonee River.
- Single story commercial developments with large set-back from street.
- No trees
- Non essential businesses, poor business mix
- Lack of high quality events which would attract new people to the Falls and boost local economy.
- Associated Bank should become a park
- Do not visit downtown, no reason to frequent, nothing of interest
- The removal of Semons on the river.
- The atmosphere of Appleton Avenue and Main Street east of Pilgrim Road

3. What is your vision for Village Centre in the next 20 years?

BUSINESS MIX:

- Fixing up the Main Street drag should be top priority. It’s really becoming an eye sore.
- I would like to see businesses that have a synergy, yet with diversity; A destination for people.
- Have something that makes people want to come to Menomonee Falls – more unique shops and venues.
- Would like to see an area that emulates Fremont St. in Las Vegas. It would bring new visitors and be a fun area. More street life, outdoor dining, a hip & trendy pub, etc.
- Have cute little shops like Cedarburg, Old Delafield and Galena, IL have.
- Office buildings for businesses that support customer visits and walk-in traffic.
- Get more restaurants, fine dining, boutiques, clothing stores, craft stores, antiques stores, coffee shops, musical venues.
- Have Children’s activity – like a small kid’s museum.
- Destination mid-day and evening restaurants.
- Keep out “junk” stores.
- Expand on the arts idea that is developing near the bridge.
- 3-5 story mixed use development within ¼ mile of intersection of Main ST. & Appleton Ave.
- Get some green space, sit-down thing going.
- Get some quality above store residential thing to get more pedestrian traffic.

- Owner occupied (65%) and rental (35%) residential properties.
- Nice restaurants and/or bakeries
- No more bars
- Coffee houses and specialty shops
- Not one single business alone will breathe life into the Centre, it takes a bunch.

TRANSPORTATION & PARKING:

- Parking on Appleton Avenue, near the 4 corners is really bad at times.
- Eliminate street parking on Appleton Ave. and Main St. to allow for less congested traffic flow.
- Make all the backside alley parking and entrances inviting and safe with lots of lights, landscaping and signage.
- Create alley ways and rear parking lots for each building much like Hartford and other communities.
- It is adequate for now if you use the parking by the Colonial Restaurant. If we grew into an area that would really attract visitors, we could have a trolley from a parking area.
- Signage to additional parking areas.
- Subsurface parking for condo and apartment residents with off-street rear parking for businesses to compliment existing street parking.
- Get more parking on Appleton.
- A small parking ramp or another parking lot close to downtown, free of charge during the day.
- Village owned and maintained (potentially reasonable priced meter) parking that supports numerous stores or businesses. ie. Whitefish Bay and West Allis.
- Keep the free surface lots behind the main streets. People won't want to pay for parking in the Falls. Enhanced streetscaping with bump-outs at crosswalks.
- Parking enforced overnight.
- Reroute trucks someplace else; Create a bypass to keep semi traffic out of area.
- Tear down eyesore buildings and create parking in those spaces.
- Keep roads repaired
- Have goal of all off road parking
- Offer a variety of potential transportation such as trolleys and carriages, etc.
- Connect the Bug Line Bike Trail through the Falls and out to the Oak Leaf Trail.
- More parking
- Parallel parking on busy streets is impossible

RIVERFRONT & PUBLIC GATHERING SPACES:

- Light the bridge and tree to create to create a modern look and then have music and other venues to attract people to these areas.
- Install video cameras to ensure safety for visitors. Many times there is an element there that makes families uncomfortable.
- Keep them quaint and artsy.
- More events that attract arts and environmental information. Music venue with planned events in the summer and fall. Art fairs and other events

- Permanent street or walkway kiosks that can be rented and supplied by Village businesses to be used during lunch hours and weekend special events.
- Have a historical event ie “MF 1900’s” as it was back in the day. Horse and buggies, reenactors etc. For example: Ripon does a Dicken’s Christmas event.
- Historical markers along the riverfront and Village Centre areas with educational and historical information.
- Make this a focus and a destination.
- Get tables, chairs and events there.
- Consider a comprehensive branded signage system for the trails, riverwalk and entire downtown district.
- Expand the riverwalk and make it go farther and loop it. Take a look at Naperville, IL riverwalk.
- Arts park, sculpture garden
- Continue to beautify and use the natural settings.
- Significant seasonal foliage and greens on all main streets.
- Keep clean and updated with room for sitting.
- Clean up Mill Pond, to many weeds.

REDEVELOPMENT & REHABILITATION:

- Filling up the empty store fronts, while maintaining the old Fall’s buildings.
- Find incentives for landowners to spruce up and maintain properties.
- Bring in more residential to the Village Centre
- Force the owners of decimated properties to update them and bring them up to standard. You can’t expect investment in an area that looks dumpy.
- Market the Village Centre as if without it we will die as a community. That means we need to get serious with funding a person or agency to drive business people here. First we need to decide what we want to be.
- Improve the historical building facades and promote their significance.
- Research grants for façade repair, historic tax credits, Main Street USA program, etc.
- Introduce more development like what’s on East Main with stores below and apts. above.
- Hire competent architects & contractors. No cheap developments. NO TURNABOUTS!
- Development an adherence to an architectural theme. Consistent store and building fronts.
- Get rid of screen-printing, travel agencies, carpet stores, psychic/tarot reading and insurance companies.
- Identify prime land and develop it in a way that you attract people to the Falls.
- Improve appearance of store fronts, especially along Appleton Avenue

SUSTAINABLE DESIGN:

- Critical to the future success. Without a plan or road map we will continue to get what we have and that unfortunately is not much.
- Green Technology? Green roofs, planting trees on the sidewalks.
- Be reasonable with this. Do not spend millions on projects that are idealistic, theoretical, or financially unreasonable. Needs to be financially sustainable too.
- Encourage quality building and remodeling.
- Development and adherence to an architectural theme.

- Make downtown more of an entertainment district.
- By looking at what has worked in other areas, you will ensure a sustainable design. Look at places like Hartford, Oconomowoc and the like. Oconomowoc doesn't have one single property that looks like a flop house is above the business.
- LEED and Green Design is here to stay. It should be an important part of our plans as we move forward. We should use it as a means of saving money and drawing people to our community to see what we have done.
- This is now becoming the norm in development so additional mandates are not required. Just don't let people do anything that creates negative environmental effects.

4. Other Comments?

- Let's get truly serious about the Village Centre. We talk a lot, have hired part timers to try to fill vacancies and we end up with what we have, because we are more concerned about the up front cost which in turn continues to hinder any real improvement to the businesses that are there.
- It would be advantageous to more clearly define the term "Village Centre" as being the "downtown" section of Menomonee Falls, as it was not immediately clear to me what exactly this survey was talking about.
- Much work is needed, but owners do not have resources to use or the traffic is not there to trigger there use of financial resources to make needed improvements and upgrades.
- Tear down everything on Main Street, from the vacant hotel to the trash apartment next to it and the entire shopping center, gas stations, etc. Build mixed retail apartments, condos, etc. Until that is done, Village Centre is never going to be anything and will continue to fail.
- Anything done by committee seems to take too long and have too many viewpoints. Give this to the Village Board and make a decision and stand by it. A few angry taxpayers will not affect their reelection hopes.
- The efforts in TID2 the first round, while welcomed, were not enough. I would like to see us take a long view approach and develop a destination Village Centre.
- Through design, we can steer the direction of the future of Menomonee Falls. As you look around in this economy, you are seeing businesses leaving the Falls. John Harbors, Kesslers, the car dealership on Appleton to name a few. It is time to emphasize quality in design in order to attract desirable businesses and customers to our community.
- There needs to be a community attraction to the Village Centre area

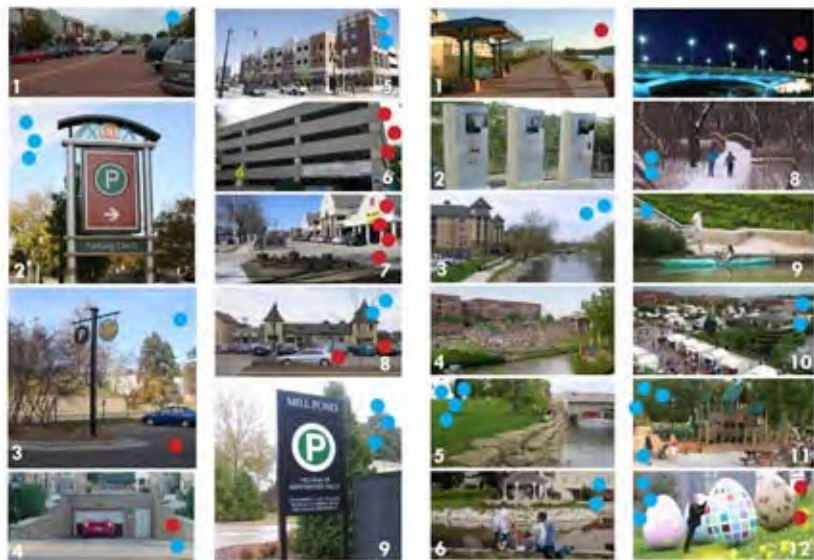
VISUAL PREFERENCE SURVEY

A visual preference survey (VPS) was conducted at the November 19, 2009 Community Forum #3 meeting held in Menomonee Falls at Village Hall. A VPS is a valuable tool for the public to state their design preferences and provide input for what should or should not be considered as part of the planning project. A picture is often times better at stating intentions than written or verbal descriptions. The following image boards represent the five (5) recommendation areas SAA reviewed for the master plan update project. They include:

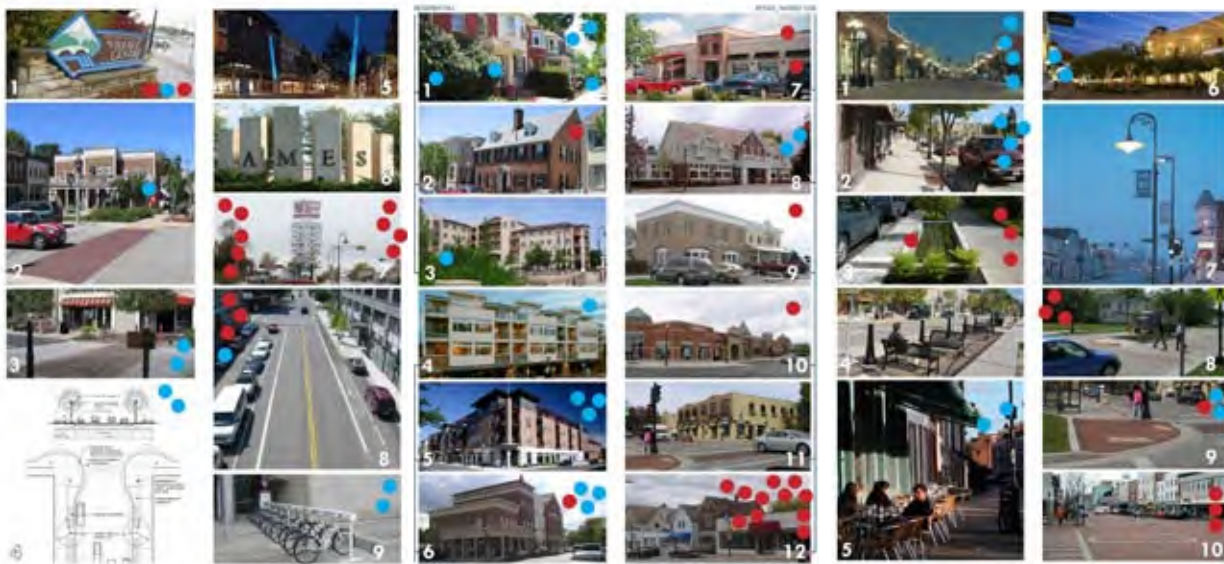
- Riverfront and Public Gathering Space
- Redevelopment & Rehabilitation
- Streetscape
- Transportation Circulation
- Parking

Blue dots indicate positive response/Like

Red dots indicate negative response/Dislike



VPS Boards from Meeting



COMMUNITY MEETINGS

Three public meetings were held to receive public input, generate ideas and present final recommendations. These dates are as follows:

October 16, 2009 - Kickoff meeting

November 19, 2009 - Community comment

January 12, 2010 - Final presentation



Village of Menomonee Falls, WI

Memo

To: Those interested in the Menomonee Falls Village Centre
From: William E. Freisleben, Redevelopment Manager
CC: Village Centre; Schreiber/Anderson Associates
Date: October 16, 2009
Re: Village Centre Master Plan Update

The Village of Menomonee Falls adopted a Master Plan for the Village Centre in 1990. Twenty years later, it is time to update this Plan.

YOUR COMMENTS ARE NEEDED!

A Community Forum was held by the Village and its consultant, Schreiber/Anderson Associates, to discuss the issues shaping our Village Centre. Attached is the survey that was used at the Forum.

To supplement the comments from those that attended the Forum, we want to hear your ideas on the vision, goals, and opportunities for Village Centre. Some of the topics to consider include:

- Market data affecting Village Centre;
- Traffic circulation, parking, redevelopment, streetscape and riverfront recommendations;
- Design guidelines for building and site design;
- Possible priority projects.

We would like to hear from you! You may submit your ideas on the vision, goals, and opportunities for Village Centre by:

- Sending an email to Tim Anderson at tanderson@saa-madison.com;
- Faxing the completed form to Tim Anderson at (608) 255-7750; or
- Mailing the completed form to Tim Anderson, SAA, 717 John Nolen Drive, Madison, WI 53713

*Kick-off
meeting memo*

So your comments can be included in the draft of the update, please send the information to Tim by
October 24, 2009.
Thanks for your help.

Community Forum Images



Enjoy retirement!



2016 Village Centre Parking Plan



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Introduction

The Village Centre business district is a unique asset for Menomonee Falls, providing a compact mix of businesses, services and housing options in the historic heart of the community. Despite the area's importance to Menomonee Falls' identity and quality of life, concerns about automobile access and parking have been raised for several decades. Today, a perceived lack of Village Centre parking (especially public parking) and concerns about inadequate parking signage and ineffective parking regulations persist. The *2016 Village Centre Parking Plan* has been developed in order to evaluate existing parking conditions and regulations, anticipate future parking demand and to make recommendations which accommodate the parking needs of visitors, patrons, employees and residents.

Development Context

Recently approved projects in the Village Centre include the 114 unit *RiverWalk on the Falls* apartments and *Fresh Thyme Farmers Market* grocery store. These projects, located just blocks from the "Four Corners" (the intersection of Appleton Avenue and Main Street), will change the face of the Village Centre and have potential to revitalize the business district with the new residents and customers they will draw. These uses, along with anticipated restaurant and mixed use redevelopment projects, will have significant impacts on parking and traffic circulation.

Community-wide demographic and development trends may also support continued growth in the Village Centre area. Menomonee Falls population is expected to grow 15 percent to over 41,000 by 2030 with significant population growth anticipated near the Village Centre. 318 market-rate apartments at the nearby White Stone Station redevelopment area, along with potential mixed-use redevelopment projects in the East Main Street corridor are likely to increase the customer base and visibility of Village Centre businesses. With many projects underway or expected in close proximity, the provision of visible and convenient parking options and an improved car-to-destination experience (navigating from the parking spot to the businesses) will be crucial for the near-term and long-term success of the Village Centre.



A rendering showing the scale of the future 114 unit RiveWalk on the Falls apartment building on Main Street



318 apartment units are being constructed at the nearby White Stone Station redevelopment site

Planning Context

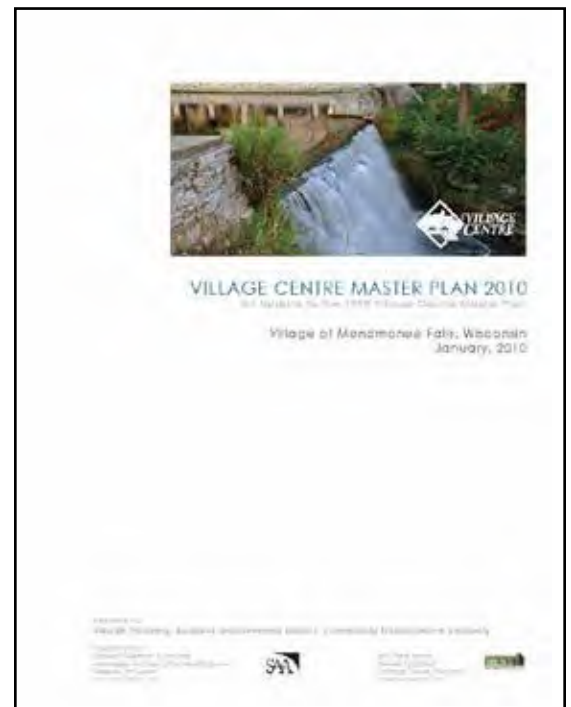
Menomonee Falls' planning efforts have targeted parking in the Village Centre dating as far back as the proposed *1960 General Plan*. Citing a parking shortage, the *General Plan* recommended a major reconfiguration of area to include a large pedestrian shopping plaza ringed by a dozen large surface parking lots. Parking proposals in later Village Centre plans were less ambitious, but still focused on parking expansion. The *1990 Village Centre Master Plan* recommended significant additions to the off-street parking inventory through parcel acquisition, building demolition, lot reconfiguration and construction of a multi-level parking garage. Parking recommendations in the *2010 Village Centre Master Plan* retained some of the recommendations from 1990 and added recommendations for a commercial parking utility, consistent wayfinding signage and the completion of a parking study.

The *2016 Village Centre Parking Plan* fulfills the *2010 Village Centre Master Plan's* recommendation to "quantify and analyze perceived shortages and current insufficient locations" and supports a number of *2015 Comprehensive Plan* recommendations including:

- To avoid undue costs by evaluating all existing major transportation facilities and services prior to making improvements to facilities and services
- To review directional signage and consider possible improvements in order to connect residents and visitors to local areas of interest
- To consider strategies to spur redevelopment of underutilized parcels within aging commercial corridors
- To strive for vibrant public spaces with features and events that encourage people to gather, play and interact



The Village Centre parking and traffic reconfiguration (with pedestrian plaza concept) envisioned in the *1960 General Plan*



Intent

The *2016 Village Centre Parking Plan* (hereafter referred to as the Parking Plan) adopts a comprehensive approach in determining action and policy recommendations to improve the Village Centre parking experience. The Parking Plan is intended to serve as a guide for developing a more complete and convenient parking system to the benefit of businesses, residents and visitors. As designed, the Parking Plan:

- Creates an inventory of existing on-street and off-street parking
- Determines typical day-time and evening occupancy
- Models existing and future parking demand
- Reviews existing parking regulations and enforcement
- Evaluates existing parking signage
- Considers adequacy of bicycle parking
- Makes recommendations for a variety of actions and policies that will improve parking

In addition to applying a data-driven approach for understanding parking conditions and demand, the recommendations of the Parking Plan also reflect some basic **unwritten rules** for how parking should work in the Village Centre.

1. The parking needs of businesses, residents and visitors need to be balanced
2. Visitor/customer parking should be the most convenient
3. Public parking in the Village will remain free for users in the near future
4. Navigation from parking to Village Centre destinations should be simple
5. Parking areas should be easy to find
6. Parking regulations should support a more vibrant Village Centre



Methodology

Parking was analyzed for the Village Centre based on the study area shown in **Map 1**. Village staff utilized GIS mapping applications to develop a parking inventory including public and private off-street and public on-street parking within the study area. Staff visited the Village Centre on four occasions to conduct observations of parking occupancy. Occupancy observations were taken two times during the mid-day (11:30 AM – 1:00 PM) and two times in the evening (5:30 PM – 7:00 PM) during July and August 2016. Staff compiled data from these observations to determine average mid-day and evening occupancy for off-street and on-street parking areas in the Village Centre. Village staff also utilized a parking demand calculation to estimate parking needs based on specific land uses within the study area. The parking demand calculation gave staff an opportunity to evaluate the adequacy of parking in relation to current and (anticipated) future needs. Staff also reviewed existing parking signage, parking regulations and enforcement in the Village Centre in order to evaluate their strengths and weaknesses with regard to clarity and effectiveness. Findings regarding parking inventory, occupancy, demand and regulations are summarized below.

Map 1: Parking Study Area and Sub-Areas



Village Centre Parking Inventory

The Village Centre study area has a total off-street public parking inventory of 348 spaces within ten surface parking lots (nine Village-owned lots and one School District lot). An additional 144 off-street spaces located at the North Middle School campus are available for public use outside of school day hours. The study area also includes 390 on-street public parking spaces. Most of these spaces are regulated as 90 minute parking, some are limited during school hours and others are unrestricted. The study area also includes 821 spaces in private surface parking lots for businesses, churches and multi-use buildings. Another 251 private surface and underground parking spots are reserved for multi-family residential developments such as the *Dalles* condominiums and the *Riverwalk on the Falls* apartments (planned for 2017). The combined parking total for uses which are not exclusively residential within the Village Centre is estimated to be 1,703 spaces. **Table 1** shows a breakdown of the total existing parking supply in the study area and for the quadrant subareas (northeast, southeast, southwest and northwest). **Table 2** provides an overview of public parking in the study area and for the sub-areas.

Table 1: Breakdown of all Existing Parking in the Village Centre

	Study Area	NE Area	SE Area	SW Area	NW Area
Public Off-street	492	38	74	380	0
Public On-street	390	164	59	113	54
Private Off-Street*	821	241	190	34	356
Total Spaces	1,703 spaces	443 (26.0%)	323 (19.0%)	527 (30.9%)	410 (24.1%)

*Private off-street space totals include surface parking for building uses which are not exclusively residential

Figure 1: Village Centre Parking Overview

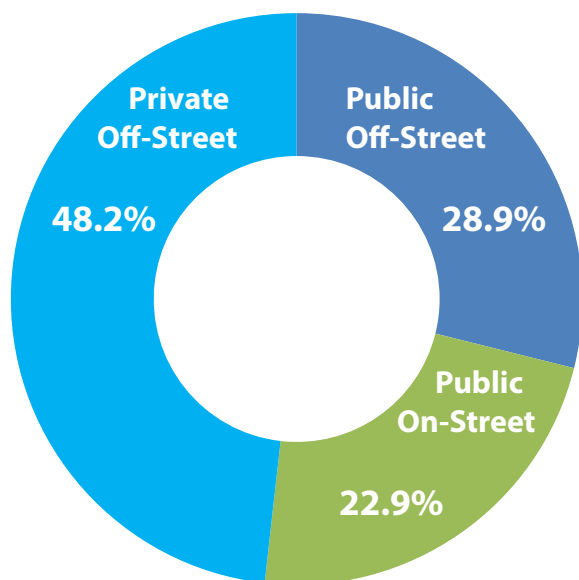
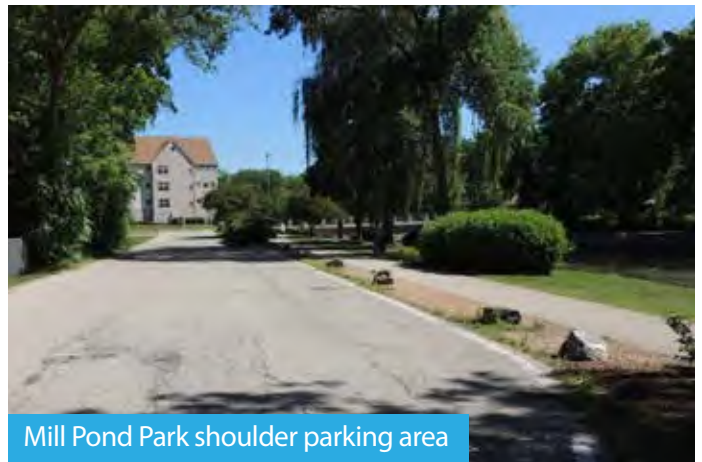


Table 2: Public Parking in the Village Centre

	Study Area	NE Area	SE Area	SW Area	NW Area
Village Parking Lot Spaces	297	38	74	185	0
School District Parking Lot Spaces	195	0	0	195	0
On-Street Spaces	390	164	59	113	54
Total Public Spaces	882 spaces	202 (22.9%)	133 (15.1%)	493 (55.9%)	54 (6.1%)



North Church Street municipal parking lot



Mill Pond Park shoulder parking area



North Middle School Main Street parking lot



On-street parking, Appleton Avenue

Map 2, Map 3 and **Map 4** depict existing public and private parking areas in the Village Centre study area. The maps incorporate all on-street spaces and all surface parking lots in the study area which contain ten or more spaces.

Map 2: Public Off-Street Parking

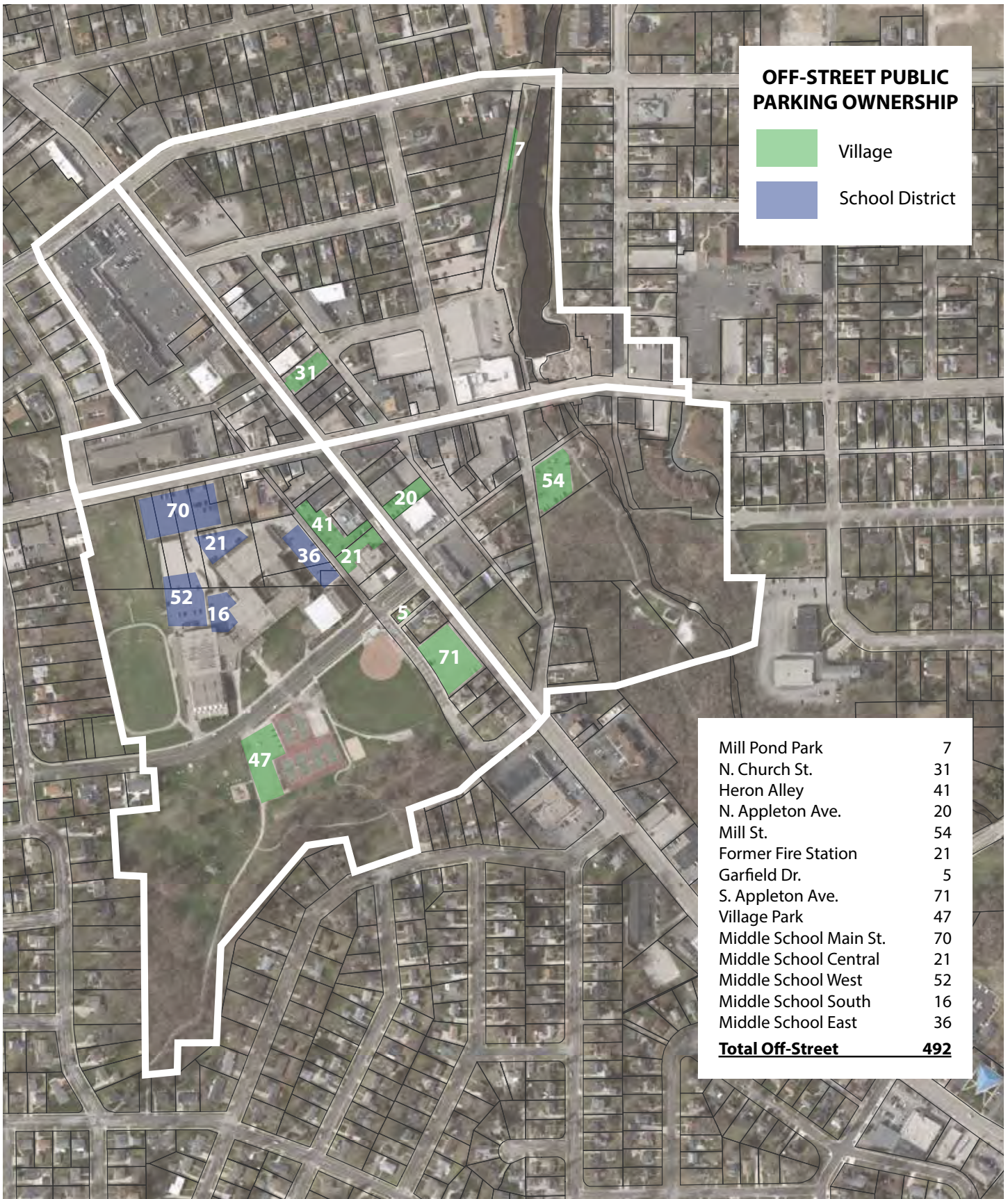
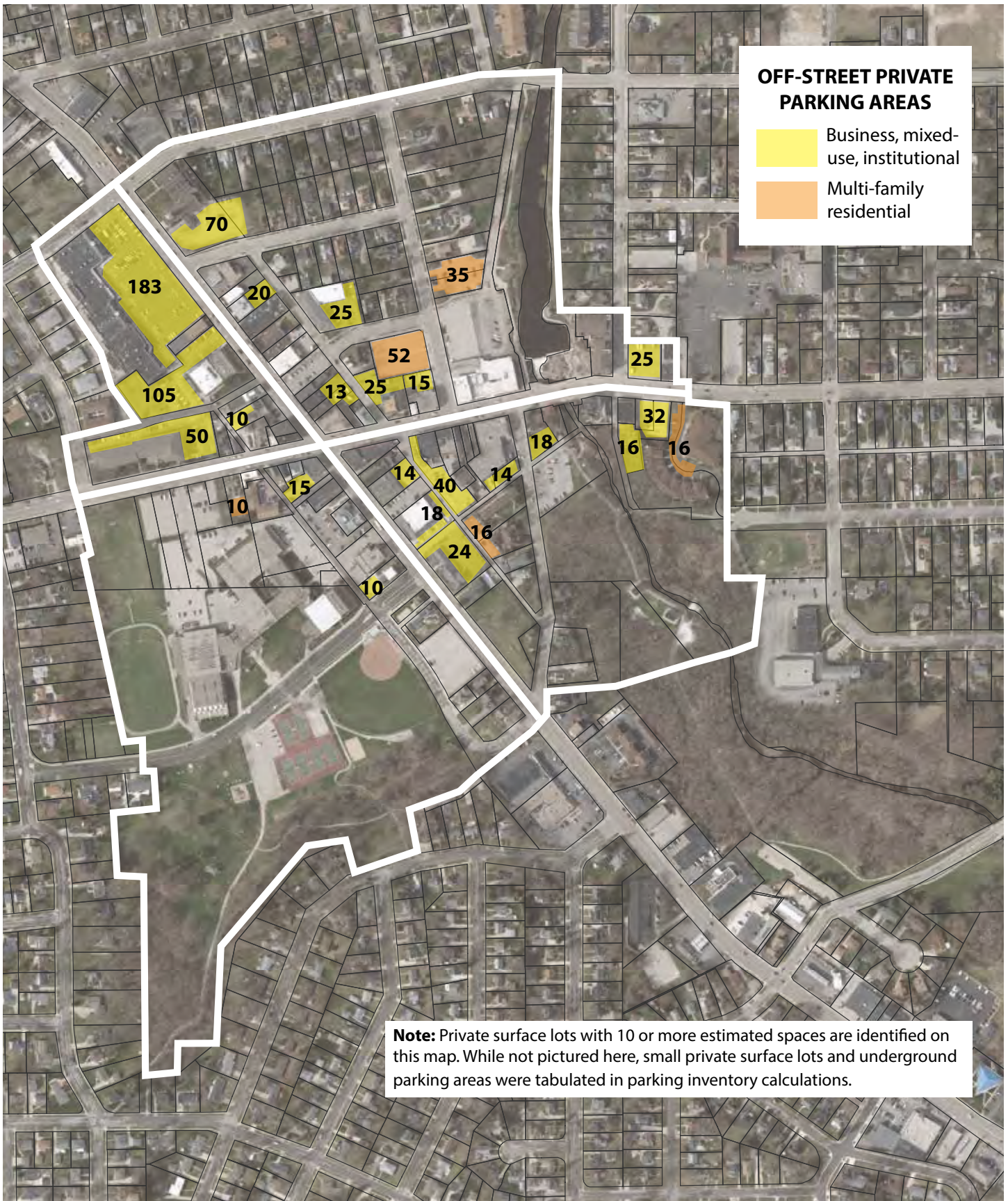


Table 3: Public On-Street Parking



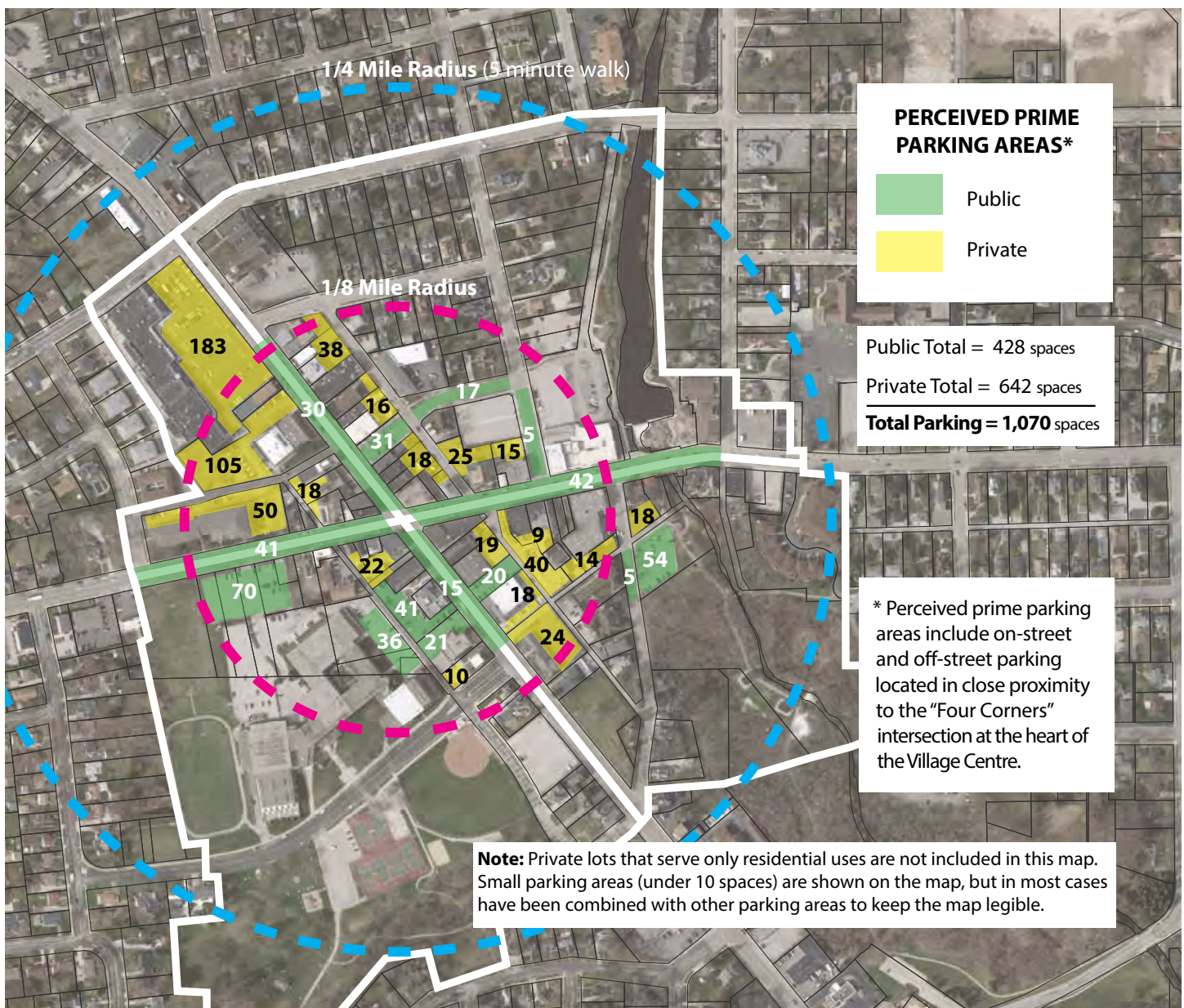
Map 4: Private Off-Street Parking



Perceived Prime Parking

While there are over 1,700 parking spaces within the Village Centre study area, many visitors perceive a shortage in convenient parking near the heart of the business district. Staff identified parking areas in close proximity to the “Four Corners” (the intersection of Main Street and Appleton Avenue) to better understand the amount of parking with immediate access to popular businesses along Main Street and Appleton Avenue. Over 1,000 spaces are identified as “perceived prime parking areas” in **Map 5** including 428 public spaces. 327 of the prime public spaces were marked with signage as available for public parking during the summer of 2016 (some areas are identified for school use and others lack identification signage). Prime parking spaces are generally found within 1/8th of a mile of the Four Corners and within a couple of minute walk of popular destinations like restaurants, salons and specialty retailers. A few prime parking areas extend beyond 1/8th of a mile walk, but were included because of their high visibility and relatively high observed occupancies (see the following section).

Map 5: Perceived Prime Parking



Observed Parking Occupancy

To gain a sense of how parking is utilized in the Village Centre, staff recorded parking occupancies in off-street and on-street areas four times during July and August of 2016. Staff made mid-day observations from 11:30 AM–1:00 PM on Thursday, July 28th and Tuesday, August 2nd. Staff made evening observations from 5:30 PM–7:00 PM on Wednesday, August 4th and Wednesday, August 10th. Counts of parked vehicles were averaged for the two days to determine a typical occupancy for parking on streets and in surface parking lots. Average counts were divided by the total number of spaces available (supply) to determine the percent occupancies indicated in **Map 6, Map 7, Map 8** and **Map 9**.

Mid-Day Parking Occupancy

The mid-day observations revealed that most of the on-street and off-street areas in the Village Centre were utilized at rates well below 50 percent of capacity during summer weekdays. No on-street parking areas were occupied at over 50 percent, and the highest recorded average occupancies were along Main Street east of Appleton Avenue (39.1 percent) and Appleton Avenue north of Main Street (38.3 percent). A handful of off-street lots exceeded 50 percent occupancy including three private lots located immediately to the south of Main Street and to the east of Appleton Avenue. At 70.7 percent occupancy, the lot adjacent to Heron Alley had the highest average utilization among public lots. The highest average occupancy among private lots (60.7 percent) was recorded at the lot south of the Main Mill mixed-use building. On the other end of the spectrum, five lots (including some Village-owned lots) were observed to be occupied at 10 percent of capacity or less. On the whole, mid-day occupancy averaged 23.1 percent for observed non-residential parking capacity revealing an abundance of parking within the Village Centre study area. Observations for lots with fewer than ten spaces were not conducted. Mid-day parking occupancy observations are summarized in **Table 3**.

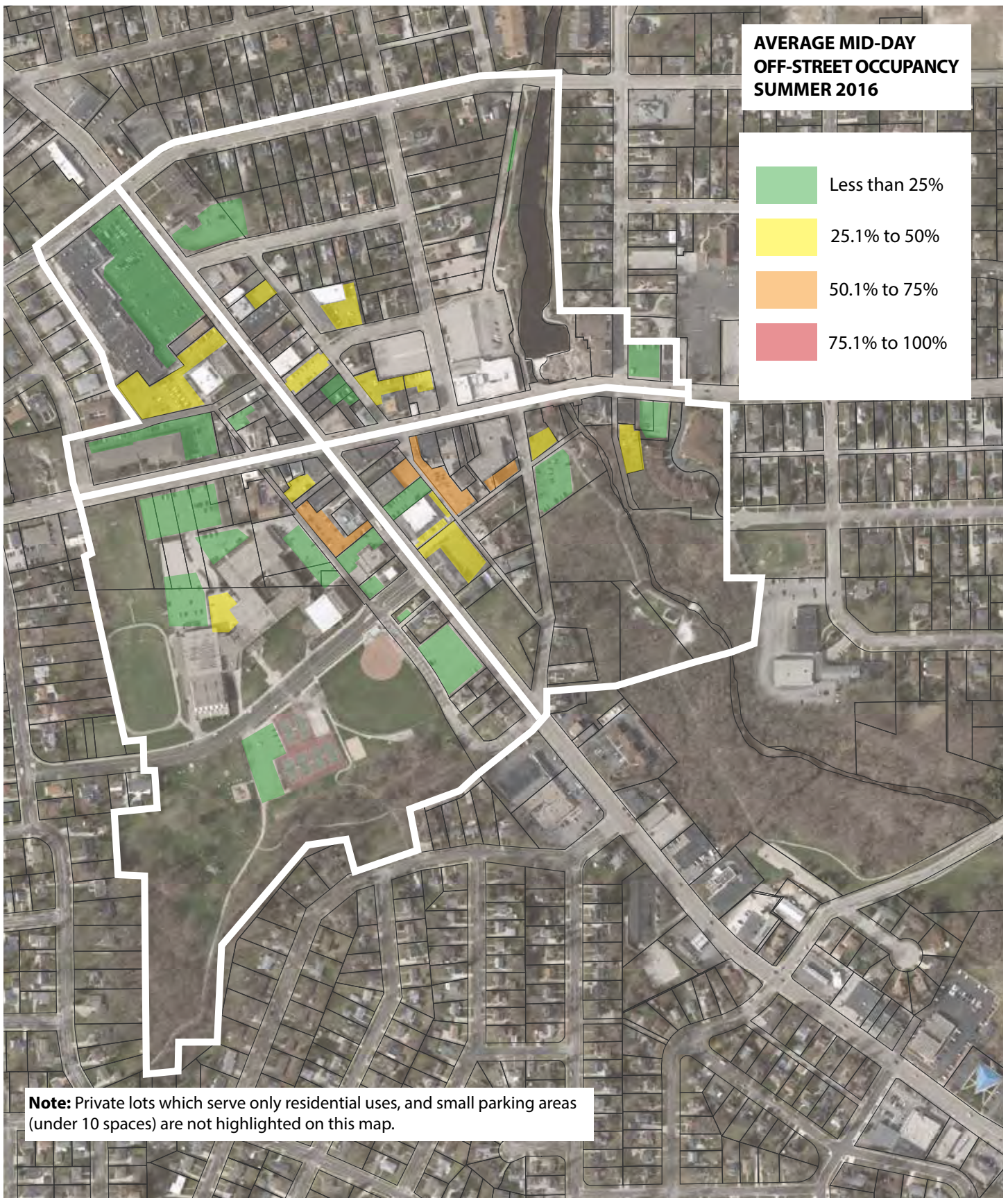


Table 3: Mid-Day Parking Occupancy

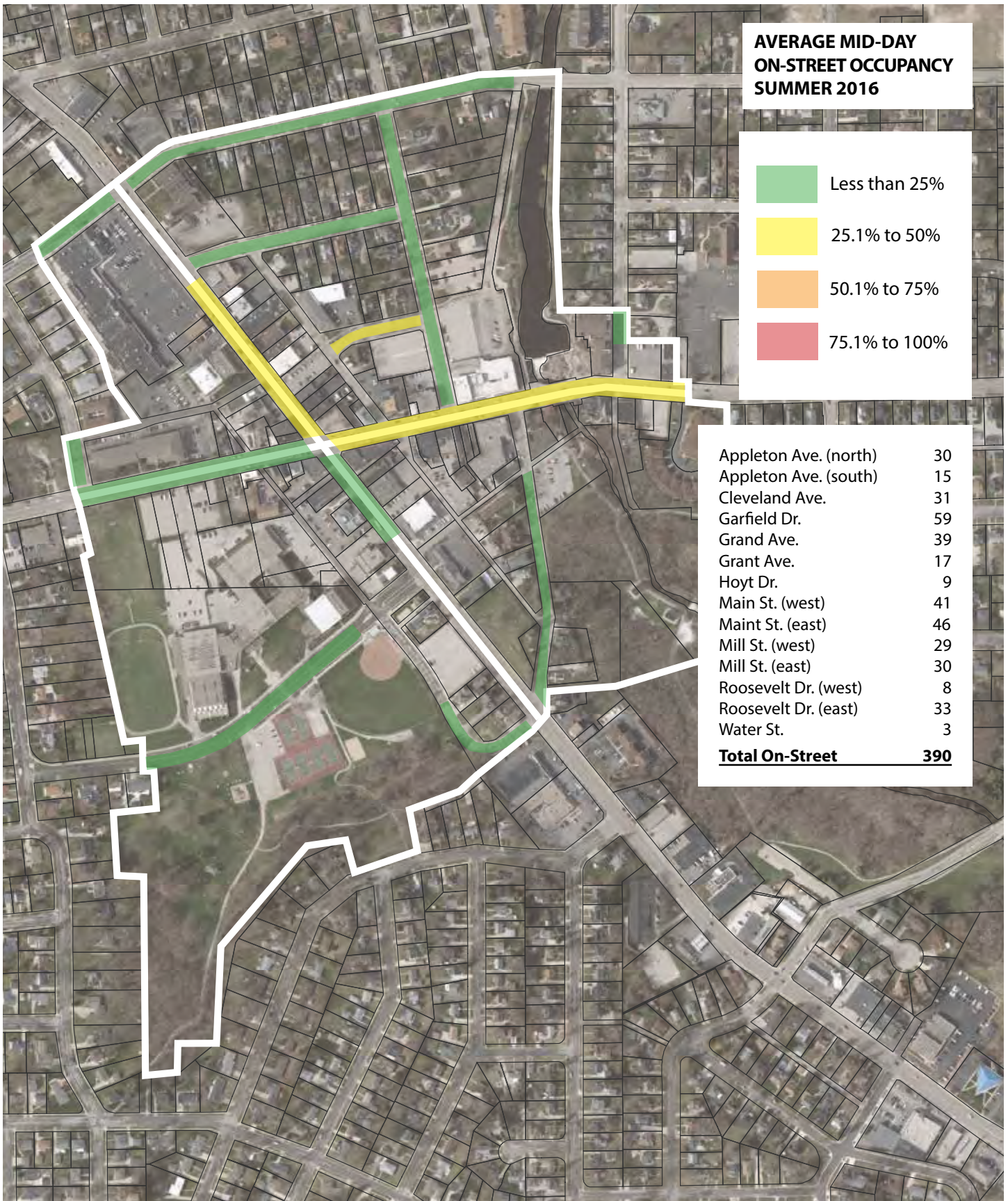
	Average Occupancy	Supply	Average Percent Occupancy
Public On-street	60.5 vehicles	390	15.5%
Public Off-street	98 vehicles	492	19.9%
Private Off-Street *	217 vehicles	742	30.1%
Total	375.5 vehicles	1,624	23.1%

* Private off-street supply and observation values include surface parking areas which are not exclusively residential and have ten or more spaces within the Village Centre study area

Map 6: Observed Off-Street Mid-Day Occupancy



Map 7: Observed On-Street Mid-Day Occupancy



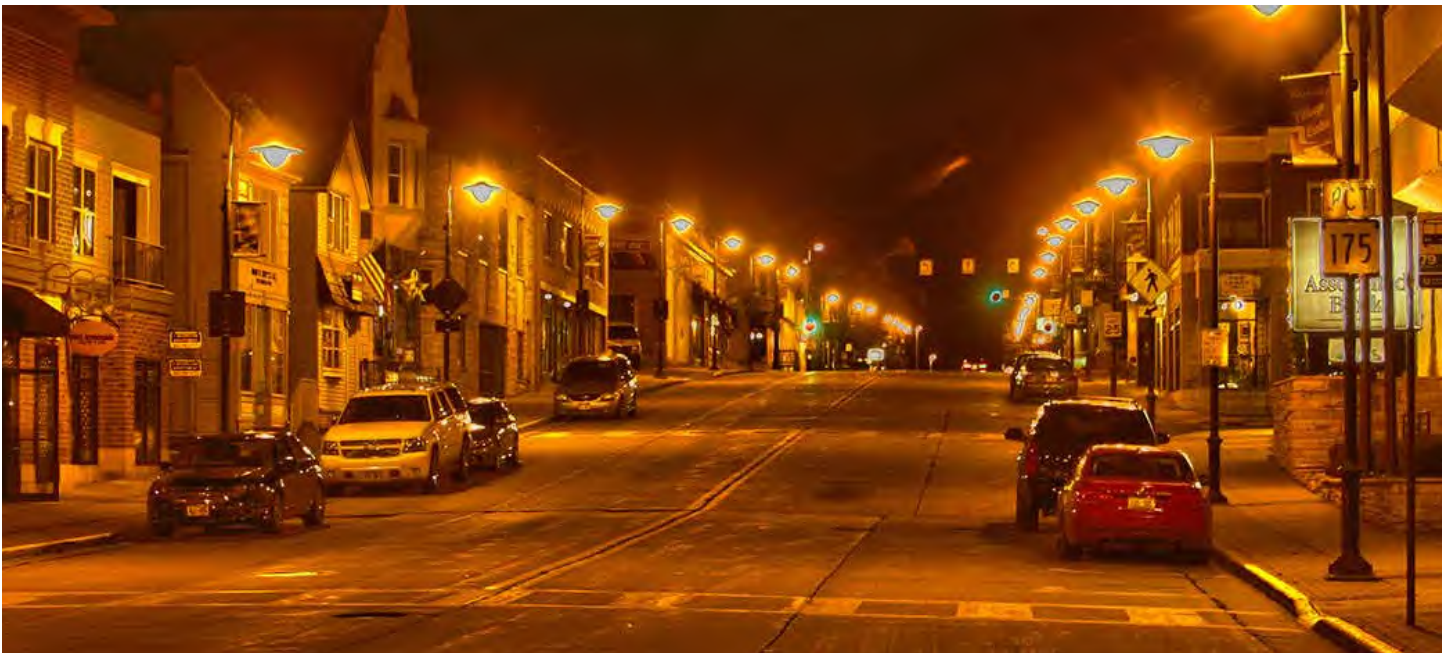
Evening Parking Occupancy

Observations revealed that parking utilization after 5:30 PM is both similar to and different than mid-day parking utilization. Like the mid-day counts, evening parking observations indicate a more than adequate parking supply. On the balance, evening parking occupancy averaged 22.8 percent for all on-street and off-street parking spaces (excluding residential-only parking areas). While the overall utilization remained similar to the mid-day, occupancy for some sites differed significantly. The evening use of Village-owned lots increased by 36 vehicles, while the evening use of School District-owned lots decreased by 22 vehicles when compared to mid-day observations. For private off-street lots, evening occupancy was much lower at office locations (i.e. Menomonee Falls Professional Center, PNC Bank and the Mill Building) and higher than mid-day occupancy at restaurants and bars (i.e. AJ O’Brady’s and Sal’s Pub & Grill). Most sites, however, maintained the low to moderate utilization rates observed during the mid-day. The highest average evening occupancy (89.3 percent) was recorded for the parking lot south of The Main Mill Restaurant. On-street parking utilization increased in the evening to 18.8 percent of capacity with significantly more vehicles parking along Garfield Drive near North Middle School. Evening parking occupancy observations are summarized in **Table 4**.

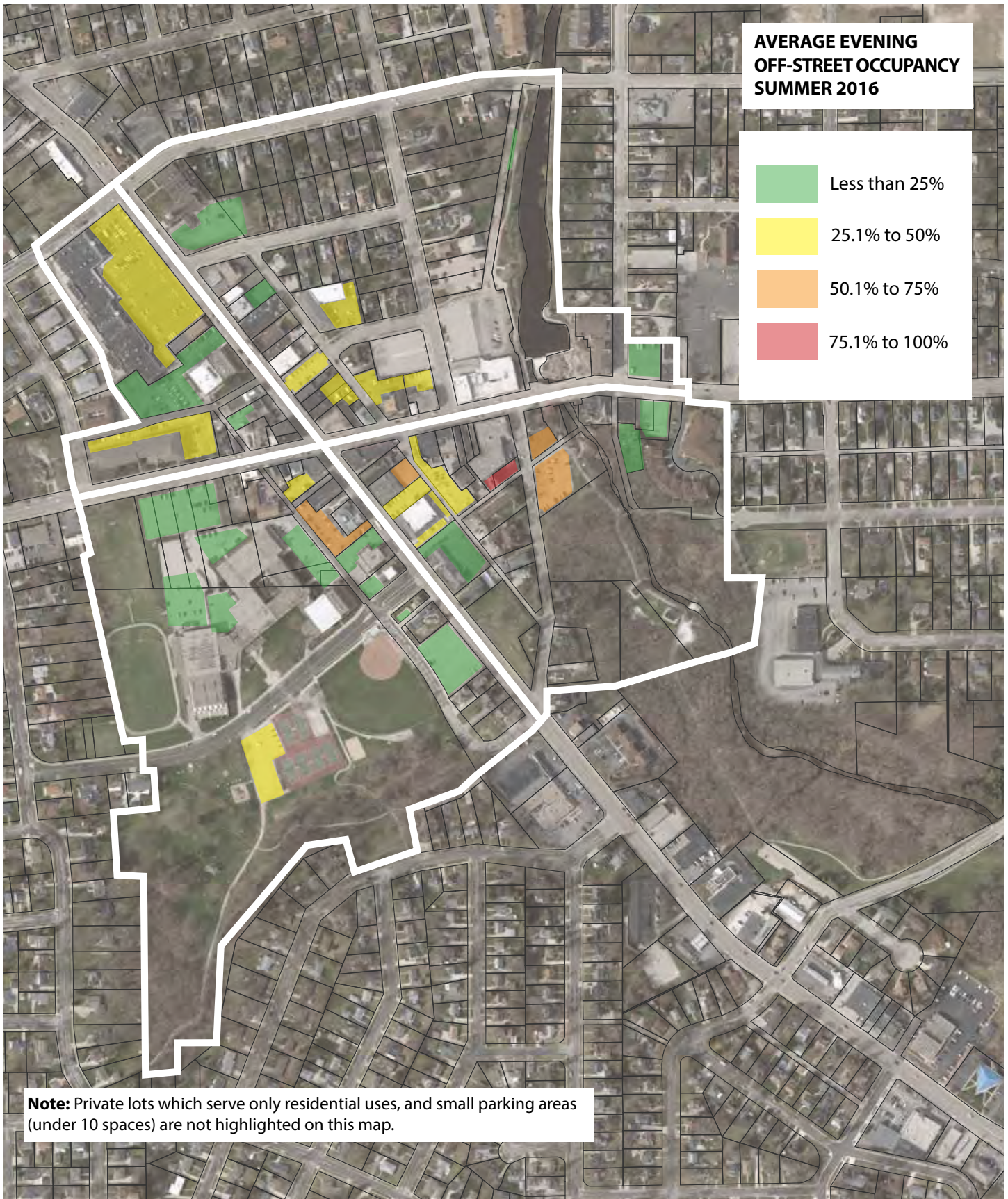
Table 4: Evening Parking Occupancy

	Average Occupancy	Supply	Average Percent Occupancy
Public On-street	73.5 vehicles	390	18.8%
Public Off-street	112 vehicles	492	22.8%
Private Off-Street *	185 vehicles	742	24.9%
Total	370.5 vehicles	1,624	22.8%

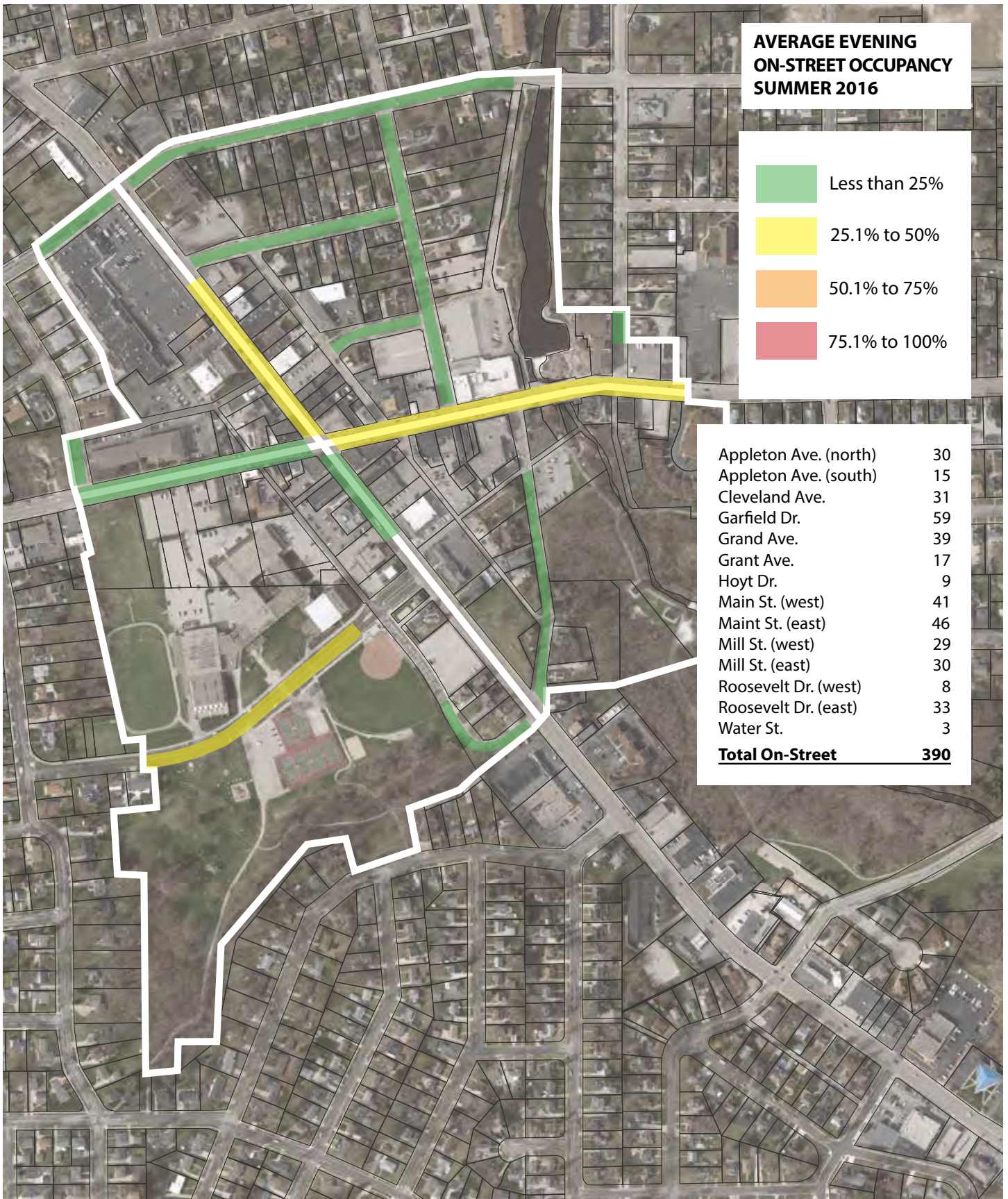
* Private off-street supply and observation values include surface parking areas which are not exclusively residential and have ten or more spaces within the Village Centre study area



Map 8: Observed Off-Street Evening Occupancy



Map 9: Observed On-Street Evening Occupancy



Village Centre Parking Demand

Staff applied a parking demand model to estimate the current and future parking demands and needs for the Village Centre study area. The model was based on the *2007 Cary, North Carolina Parking Study* and relied on the premise that parking demand can be estimated for a given area based on the square footage of use categories like restaurants, retail, offices and service providers. Parking demand ratios in the model were developed based on responses from a survey of Cary, NC businesses and property owners and accounted for employee, customer and resident parking needs. The demand model applied higher parking demand ratios for restaurants (6.87 spaces/1,000 ft²), medical offices (3.5 spaces/1,000 ft²) and mixed use buildings (3.25 spaces/1,000 ft²) and lower parking ratios for retail establishments (2.38 spaces/1,000 ft²), service providers (2.19 spaces/1,000 ft²) and churches (0.67 spaces/1,000 ft²). While these ratios were not developed specifically for Menomonee Falls, the resulting demand calculations offer a valuable estimate of how much parking the Village Centre needs and will need in the future.

The demand calculations depend upon the following assumptions:

1. Parking demand in each Village Centre sub area (**Map 1**) was dependent upon the gross floor area of buildings contained in the quadrant.
2. Currently occupied properties will remain occupied at existing or higher than existing levels into the future.
3. Parking demand is not affected by parking availability, use, location and price.

To apply the parking demand model, staff calculated the gross square footage of buildings in each quadrant of the Village Centre and then sorted them into one of ten use categories identified within the study area. Exclusively residential uses like apartment buildings, duplexes and single family homes were not included in the analysis because parking on residential properties is typically supplied on site and restricted to residents. Parking demand ratios were applied to total of 236,470 ft² of floor area to determine current demand. Future parking demand was calculated by applying the ratios to an additional 60,900 ft² of floor area which staff anticipated will be occupied via the addition of a new grocery store, a large restaurant, a mixed use redevelopment project and a retail space. Only the small retail component (2,000 ft²) of the *RiverWalk on the Falls* apartment project was incorporated into the future parking demand model because the residential portions of project will meet parking requirements of residents and visitors on-site. **Table 5** summarizes estimated current parking demands for Village Centre quadrants. **Table 6** indicates how the estimated current parking demand relates to the existing parking supply.



Current Demand

The estimated current parking demand for the Village Centre study area is 725 spaces, which suggests a current parking surplus of 978 spaces. The southeast and southwest quadrants are estimated to have the highest current parking demand at 274 and 206 spaces, respectively. Despite their higher demand, these quadrants have estimated parking surpluses of 49 and 321 spaces. It is worth noting that the significant parking surplus indicated by the model is partly offset by the parking demands of schools and parks which are not included in the analysis. The estimated parking surplus is supported, however, by the mid-day and evening parking counts which estimated overall study area parking occupancy at around 23 percent.

Table 5: Current Village Centre Parking Demand by Sub-Area

	Mixed Use	Rest.	Light Ind.	Retail	Service	Bank	Office	Medical Office	Church	Comm.	Total Feet ²	Parking Demand
Ratio	3.25	6.87	0.75	2.38	2.19	2.95	2.65	3.5	0.67	0.55		
NE	37,300	2,800	2,300	4,700	2,750	-	7,100	-	14,500	2,300	73,750	189
NW	6,300	-	-	3,450	2,200	-	5,000	2,500	-	-	19,450	56
SE	49,670	800	8,500	15,200	3,200	3,800	16,000	1,100	-	-	98,270	274
SW	21,200	17,500	-	1,000	-	-	5,300	-	-	-	45,000	206
Total	114,470	21,100	10,800	24,350	8,150	3,800	33,400	3,600	14,500	2,300	236,470	725

Map 10: Current Village Centre Parking Surplus by Sub-Area



Table 6: Current Village Centre Parking Surplus

Sub Area	Current Demand	Parking Supply*	Current Surplus
NE	189	443	254
NW	56	410	354
SE	274	323	49
SW	206	527	321
Total	725	1,703	978

*Parking supply includes on-street parking and surface parking for uses which are not exclusively residential.



Future Demand

The estimated future parking demand for the Village Centre study area is 929 spaces, resulting in a future estimated parking surplus of 774 spaces. Future parking demand is expected to increase significantly in the northwest and southwest quadrants with the completion of anticipated development. The future parking demand calculation reveals that the existing parking supply will more than adequately accommodate parking needs in the near future.

Table 7: Future Village Centre Parking Demand by Sub-Area

	Mixed Use	Rest.	Light Ind.	Retail	Service	Bank	Office	Medical Office	Church	Comm.	Total Feet ²	Parking Demand
Ratio	3.25	6.87	0.75	2.38	2.19	2.95	2.65	3.5	0.67	0.55		
NE	37,300	4,800	2,300	4,700	2,750	-	7,100	-	14,500	2,300	75,750	203
NW	16,300	-	-	42,950	2,200	-	5,000	2,500	-	-	68,950	182
SE	49,670	800	8,500	15,200	3,200	3,800	16,000	1,100	-	-	98,270	274
SW	21,200	26,900	-	1,000	-	-	5,300	-	-	-	54,400	270
Total	124,470	32,500	10,800	63,850	8,150	3,800	33,400	3,600	14,500	2,300	297,370	929

Map 11: Future Village Centre Parking Surplus by Sub-Area

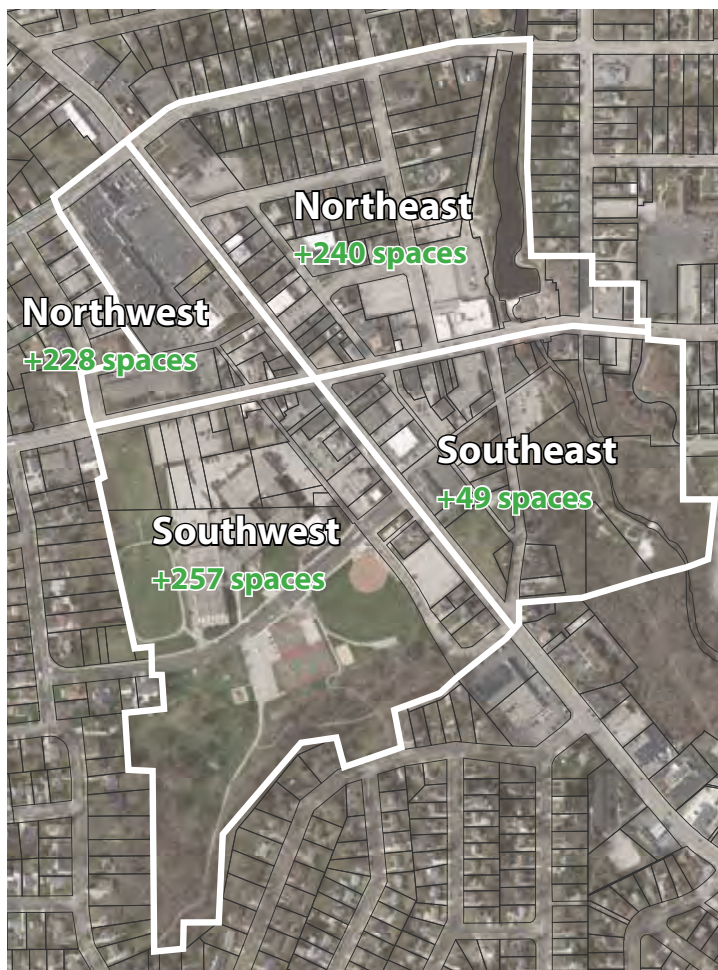


Table 8: Future Village Centre Parking Surplus

Sub Area	Future Demand	Parking Supply*	Future Surplus
NE	203	443	240
NW	182	410	228
SE	274	323	49
SW	270	527	257
Total	929	1,703	774

*Parking supply includes on-street parking and surface parking for uses which are not exclusively residential.



Fresh Thyme Farmers Market grocery store will add 29,000 square feet retail space to the area in 2017

Parking Signage & Wayfinding

The 882 public parking spaces in the study area account for 51.8 percent of the estimated non-residential parking inventory, but many drivers perceive a public parking shortage because many of these spaces are difficult to find. To address the poor visibility of public parking, the *2010 Village Centre Master Plan* recommended the creation of a “clear and aesthetically pleasing wayfinding system to inform visitors of the type of parking lot (public/private) and location.” To date, this recommendation remains unfulfilled as the Village Centre lacks consistent directional signage and lot identification/parking time signage for several public parking areas.

In August of 2016, Village staff took an inventory of the existing parking signage and summarized the findings in **Map 12**. Staff identified 16 signs directing visitors to parking, 4 on-site parking lot signs and 33 signs indicating regulated public parking times. Staff noted that parking directional signage was inconsistent (with four types of signs) and insufficient in some locations. Directional signage points to some public lots from multiple approaches while other lots lack directional signage in key locations along Main Street and Appleton Avenue.

Successful parking signage and wayfinding systems clearly direct visitors to parking and also guide visitors from parking areas to the destinations (i.e. shopping, dining and parks) which they ultimately reach as pedestrians. Visitors that drive into the Village Centre currently encounter a wide variety of parking directional signage and very inadequate wayfinding system. A visitor who parks their vehicle in a public lot in the Village Centre most likely has a general sense of where their specific destination is located (perhaps having driven past it or located it via a mapping application), but they may not be aware of the best way to reach that destination on foot, or about the parks, trails, historic sites and shopping areas located nearby.

Staff who completed the signage inventory also noted that the signs regulating public parking times were somewhat difficult to understand and were, in some cases, missing altogether. Most on-street parking in the Village Centre is regulated by signs that read: “90 minute parking 8AM to 6PM Except Friday 8AM to 9PM Except Sunday And Holidays 30 Minute Parking 2AM to 6AM”. Other on-street parking areas lack any signage, leaving parking duration open to interpretation. Some public parking lots were found to have signage regulating parking to 90 minutes, others only specified “no parking 2AM to 6AM without a permit” and a couple of lots had no time regulations whatsoever. Results of summer parking observations suggest that the lack of clear and consistent public parking regulation signage may result in employees using prime customer public parking areas for day-long work shifts. For example, the Heron Alley public lot lacks parking time regulation signage and was observed by staff to have the highest average occupancy among public lots.



Map 12: Existing Parking Signage



Parking Requirements, Regulations & Enforcement

As part of the existing conditions analysis, staff evaluated existing Village Centre parking requirements, regulations and enforcement policies. Findings from the policy review are summarized below.

Parking Stall Requirements

Although the Village Centre is unique compared to other commercial areas in the Village, the municipal code treats all areas of Menomonee Falls the same with regard to parking needs. **Table 9** summarizes parking requirements for common uses within the Village Centre which are outlined in Section 122-716 of the municipal code. The municipal code also specifies requirements for many Village Centre uses which are less common (not included in Table 9). In the case of uses not specified, the number of spaces for a similar type of structure applies.

Table 9: Parking Stall Requirements for Selected Uses in the Village Centre

Selected Use	Municipal Code Parking Stall Requirements
Bars, taverns and dance halls	1 space/2.5 people based on maximum capacity and 1 space/employee for largest work shift
Barbers/beauty salons	2 spaces/each chair/station and 1 space/employee for largest work shift
Financial institutions	1 space per 300 square feet gross floor area
Restaurants class "A"	1 space/3 people based on maximum capacity and 2 spaces/3 people of largest work shift
Retail specialty stores < or =2,500 square feet gross floor area	1 space/200 square feet gross floor area
Retail specialty stores >2,500 square feet gross floor area	1 space/250 square feet gross floor area
Supermarkets	1 space/181 square feet of gross floor area
Athletic fields	20 spaces/facility, 100 spaces/2 facilities, 40 spaces for each additional facility
Courts – tennis, racquetball, handball	2 spaces/each court, 1 space/every four spectator seats
Dance studio/martial arts studios	1 space/200 square feet gross floor area
Health clubs/sports clubs	1 space/4 patrons based upon maximum capacity
Parks	TBD by Plan Commission based upon master plan for park
Places of worship, community centers and other places of public assembly	1 space/3 seats based upon maximum capacity
Medical, dental, and similar professional health services	1 space/employee of largest work shift and 1.5 spaces for each examination room/dental chair
Office buildings	1 space/250 square feet of net office space
Multi-family residential buildings	1 space/bedroom with a minimum of 1 space fully enclosed and a maximum of 2 spaces/unit, with 1 additional space/each 2 units for visitors

Village-wide parking requirements are not met by the vast majority of existing uses within the Village Centre. Most restaurants, bars, retailers and service providers within the Village Centre are located in close proximity to other commercial and residential uses on parcels that cannot accommodate the number of stalls required. Fortunately, the limited on-site parking of businesses in the Village Centre is complemented by several public parking lots and hundreds of on-street parking stalls. Despite the availability of public parking, some recent development and redevelopment projects within the Village Centre have required parking exceptions due to the higher density nature of the area.

Lot Coverage Ratio

Lot coverage ratio requirements, outlined in Section 122-287 of the municipal code, are meant to mitigate excessive volumes of storm water runoff by limiting the proportion of impervious surfaces (i.e. roof-tops, parking lots and driveways) on a given site. The lot coverage ratio requirements for the Village Centre have impacts on businesses meeting parking requirements, given the relatively small parcels in the area. The lot coverage ratio for new development and redevelopment within the Village Centre zoning district (C-2 community business) allows for a maximum of 80 percent for impervious surfaces with the other 20 percent being reserved for green space/landscaping. It has been (and would be) challenging to develop or redevelop many sites within the Village Centre in a manner that meets this lot coverage ratio. Within the higher density context of this historic business district, the lot coverage ratio functionally limits development of on-site parking, making it even more difficult to meet parking stall requirements. As with parking requirements, exemptions to the lot coverage ratio have been granted in the recent past to move redevelopment projects forward in the Village Centre.

Parking Regulations

Section 106-133 of the municipal code states that there should be no parking within restricted areas (designated by signage) except for the length of time during the hours specified below:

- | | |
|----------------------|---------------------------------------|
| 1. 30 minute parking | 6. Miscellaneous parking restrictions |
| 2. 60 minute parking | 7. Angle parking required |
| 3. 90 minute parking | 8. Bus stops |
| 4. 2 hour parking | 9. Handicapped parking |
| 5. Loading zones | |



Based upon staff review, the only time restricted parking areas currently existing in the Village Centre are 90 minute parking zones. Apart from fire lanes and zones, fines and enforcement policies for restricted parking areas are not discussed in the municipal code. The severity of penalties and frequency of enforcement for restricted parking areas in the Village Centre likely impacts compliance and, ultimately, parking availability in on-street and off-street public parking areas.

Section 106-151 states that parking between 2 AM and 6 AM on public streets, alleys and parking lots is prohibited for more than 30 minutes unless a “special privilege parking permit” is obtained from the police department and visibly displayed on the dash of an eligible vehicle (not motorcycles, recreational vehicles, buses or trailers). Drivers who utilize special privilege permits for overnight parking are also required to park on alternate sides of the road depending on even and odd dates on the calendar. The restriction of all night parking may limit the ease by which visitors can conveniently stay overnight with residents in mixed-use and multi-family residential developments in the Village Centre.

Enforcement

Parking enforcement programs have impacts on compliance with parking regulations and parking turnover. Staff reviewed the enforcement program for the Village Centre and for similar sized central business districts in surrounding communities. Results of this review are summarized in **Table 10**. The Menomonee Falls Police Department enforces time restricted parking in the Village Centre on a complaint-driven basis. Complaints regarding parking the Village Centre have been relatively rare resulting in only a handful of tickets annually. Fines for overtime parking violations are set at \$20.

Compared with most surrounding communities, the Menomonee Falls Police Department takes a reactive approach to parking enforcement. In four out of five comparison communities, police officers check for parking compliance as part of their regular patrols. Only the Village of Hartland follows a similar complaint-driven approach to downtown parking enforcement. In speaking with representatives from area police departments, staff found that most parking enforcement policies have been in place for decades, but some have been revised recently based on changing development contexts. Some police department members described their approach to parking enforcement as a balancing act. They explained that the goal of enforcement is to maintain parking turnover without making people feel like “you are out to get them”.

Table 10: Parking Regulation & Enforcement in Selected Area Business Districts

Municipality	Regulation	Enforcement	Tickets Issued Annually
Menomonee Falls	90 minutes (8AM-6PM)	Complaint-driven	10
Cedarburg	2 hours (7AM-7PM)	Chalking tires	390
Grafton	2 hours (8AM-5PM)	Chalking tires	75
Hartland	2 hours (8AM-5PM)	Complaint-driven	5
Oconomowoc	2 hours (7AM-4PM)	Chalking tires	1,000
Pewaukee (Village)	1 hour	Plate checks/map	100

Commercial Parking Utility

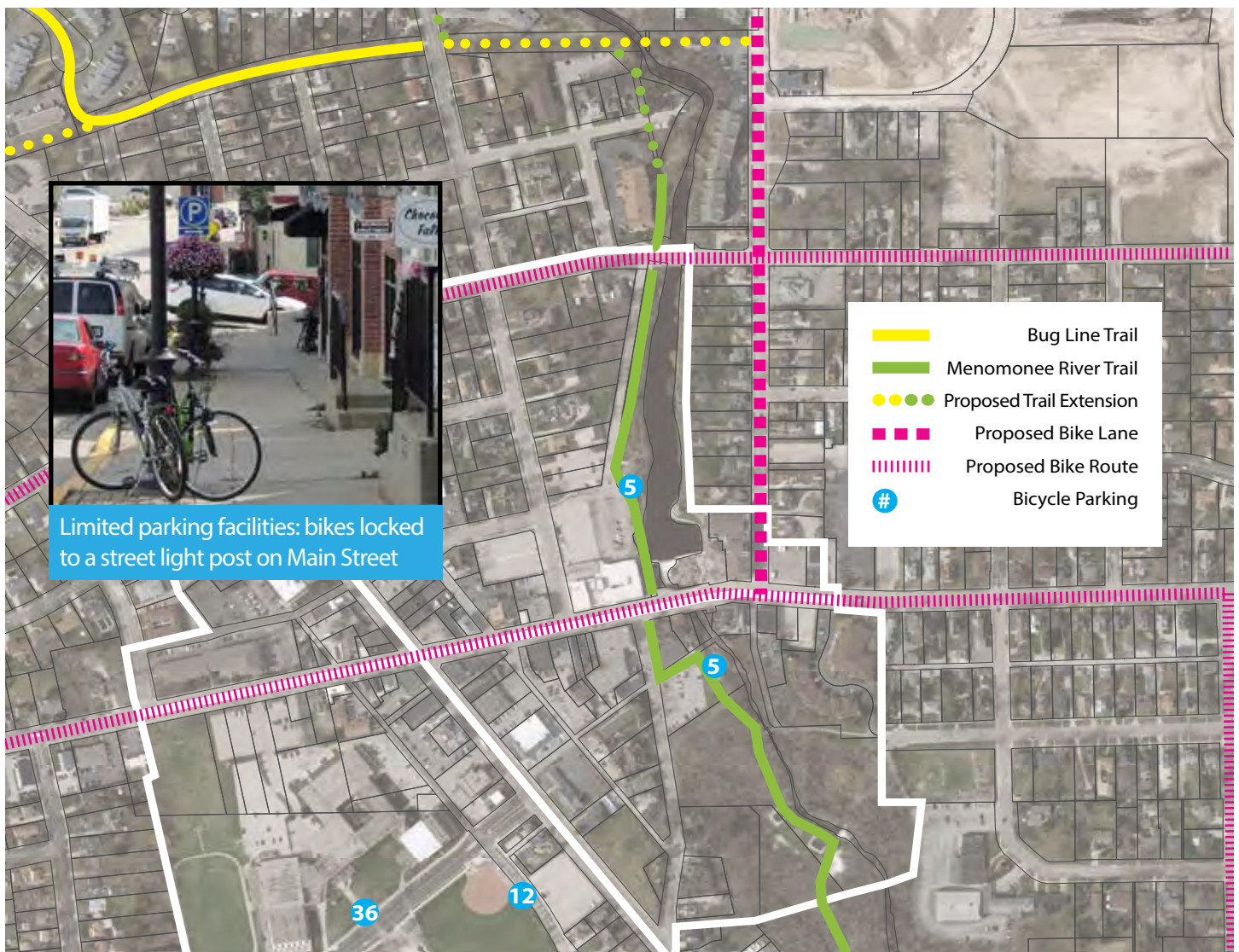
In 2011, the Village amended Section 110-301 of the municipal code to allow for the creation of a commercial parking utility with the aim of improving public parking facilities for the benefit of businesses, patrons and residents within commercial areas like the Village Centre. The amended section of the municipal code authorizes creation of a parking utility and designated parking utility districts. The code also approves a variety of mechanisms to fund parking improvements. Funding mechanisms include village investments, fee collection and annual assessments to property owners within the parking utility districts. The parking utility was envisioned in the *2010 Village Centre Master Plan* to acquire, expand and redesign off-street parking areas. Despite the inclusion of commercial parking utility authorization in the municipal code, no parking utility districts have been designated as of 2016. It is likely that anticipated concerns regarding parking assessments for businesses have deterred development of a commercial parking utility for the Village Centre.



Bicycle Parking

The Village Centre study area is well positioned to serve as a destination for bicycle riders, being situated adjacent to residential neighborhoods and home to dozens of shopping and dining options, a large middle school and several parks. The Menomonee River Trail passes through the study area and the Bugline Trail passes just to the north of the Village Centre. Even a modest increase in bicycle trips to and from the Village Centre would improve parking availability for instances where bicycles replace automobiles. Adequate supplies of bicycle racks and other bicycle-friendly facilities (i.e. marked bike routes, bike lanes, sharrows and high visibility crossings) have been shown to promote ridership. Unfortunately, bicycle parking is currently lacking in the Village Centre, limiting the convenience of bicycle trips to the area. A few bicycle racks are located in Village parks and at North Middle School, but racks in front of businesses are extremely rare and there have been no bicycle racks installed along Village Centre Streets. **Map 13** depicts existing bicycle racks and bicycle routes identified in the draft 2016-2020 *Comprehensive Outdoor Recreation Plan*.

Map 13: Existing Bicycle Parking



Recommendations

1. Signage

a. Directional Signs to Public Parking Areas:

Replace the four styles of directional signs with one sign type to provide information about parking in a consistent manner. Directional signage should be installed along Appleton Avenue, Main Street and other locations identified in **Map 14** in advance of vehicle access points (driveways, alleys and side streets) which lead to the public parking lots. The Village should either install standard parking directional signs based on the example in the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* (MUTCD) or install custom parking directional signs with a consistent design theme to match existing parking lot identification signs.

Directional signs should also be installed to increase the visibility of on-street parking areas which are under-utilized. Directional signs along Mill Street, Grant Avenue and Grand Avenue (**Map 14**) are meant to highlight the abundance of public spaces available along these streets in close proximity to parks and the popular Main Street corridor.

b. Pedestrian Wayfinding Signage:

Develop and install a system of pedestrian-scaled directional signage to connect people who park in the Village Centre to the wide variety of destinations. As parking is not always available immediately adjacent to destinations, small informational signs with directions to streets, parks and businesses would play an important role in helping visitors navigate the area. All automobile trips to the Village Centre end with a walk from parking areas to destinations. Wayfinding signage could improve this walk by helping visitors maintain their bearings once they leave their cars. Pedestrian wayfinding signage would also highlight important local sites and legitimize walking routes along sidewalks, across parks and through alleys.

Destinations to incorporate into wayfinding signage could include:

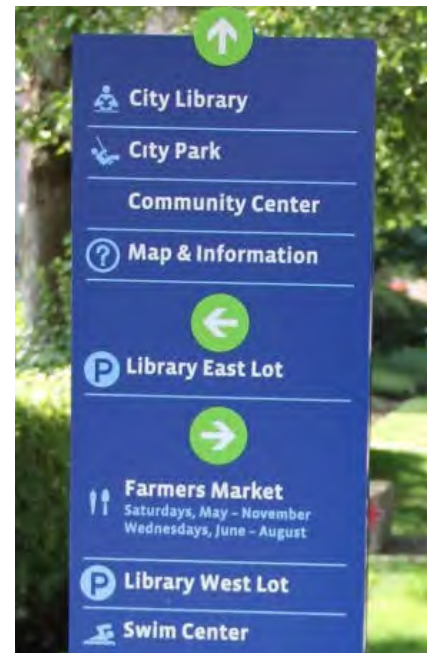
- Appleton Avenue
- Main Street
- Bug Line Trail
- Centennial Plaza
- John Taylor Park
- Heron Alley
- Mill Pond Park & Plaza
- Lime Kiln Park
- Village Park
- North Middle School
- Public Parking Lots
- Village Centre Farmers Market

Proposed Village Centre wayfinding signage locations are based on recommendations from the draft *2016-2020 Comprehensive Outdoor Recreation Plan* and are included in **Map 14**.

Custom Directional Signage



MUTCD Parking Sign

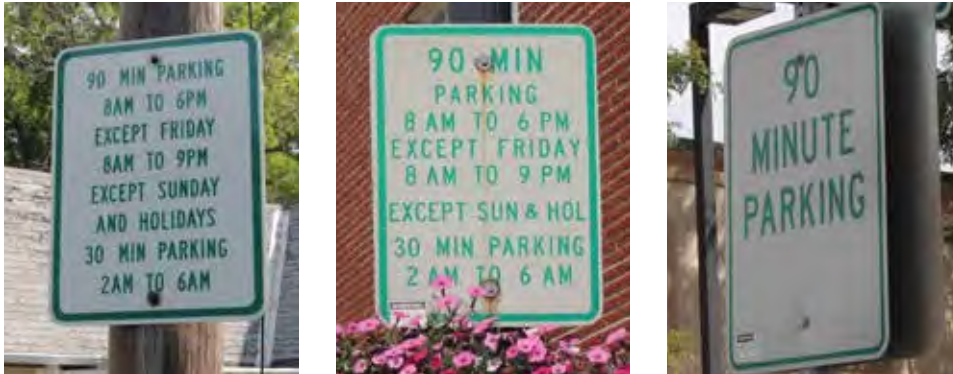


Map 14: Recommended Public Parking & Pedestrian Wayfinding Signage



c. **Parking Time Regulation Signs:**

Replace existing time regulation signs with signs which highlight daytime parking hours with large numbers. Signs with large time limit numbers are clearer and less confusing for users when compared to signs with a single size font. Existing font size and wording (see below) should be replaced ensure users can understand parking regulations at a glance.



Sign with parking hours highlighted

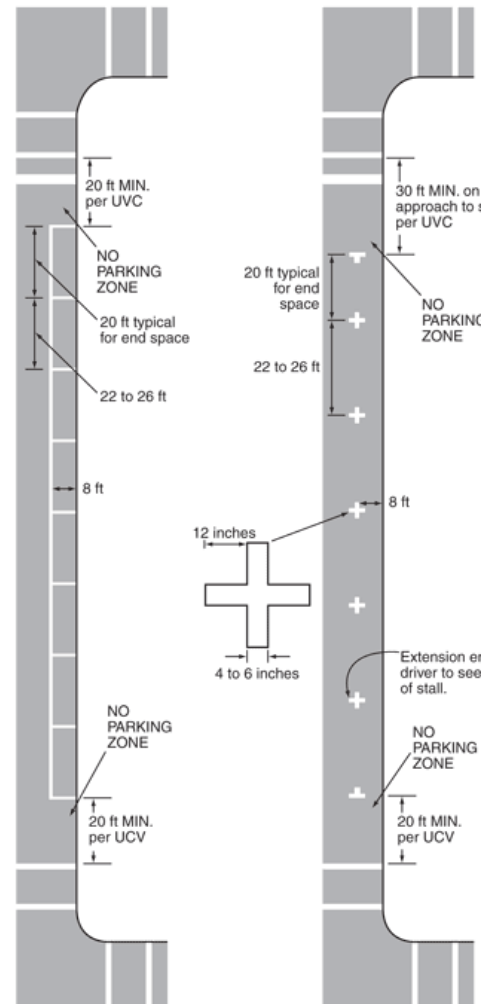


2. Designated On-Street Parking Spaces

Designate on-street parking spaces based on the paint marking examples in the Federal Highway Administration’s *Manual on Uniform Traffic Control Devices*. Marking end parallel parking spaces at 20 feet and interior parallel parking spaces at 22 feet will increase on-street parking efficiency in the Village Centre by ensuring that vehicles stagger at regular intervals rather than parking in a manner which results in atypical gaps and half space availability.

Specific parallel parking spaces should be marked along Main Street and Appleton Avenue and marking should also be considered for adjacent side streets east of Appleton Avenue including Mill Street, Grand Avenue and Grant Avenue. Parking efficiency increases from paint marking along these streets (at the heart of the Village Centre) would improve real and perceived parking availability.

Examples of Parking Space Markings



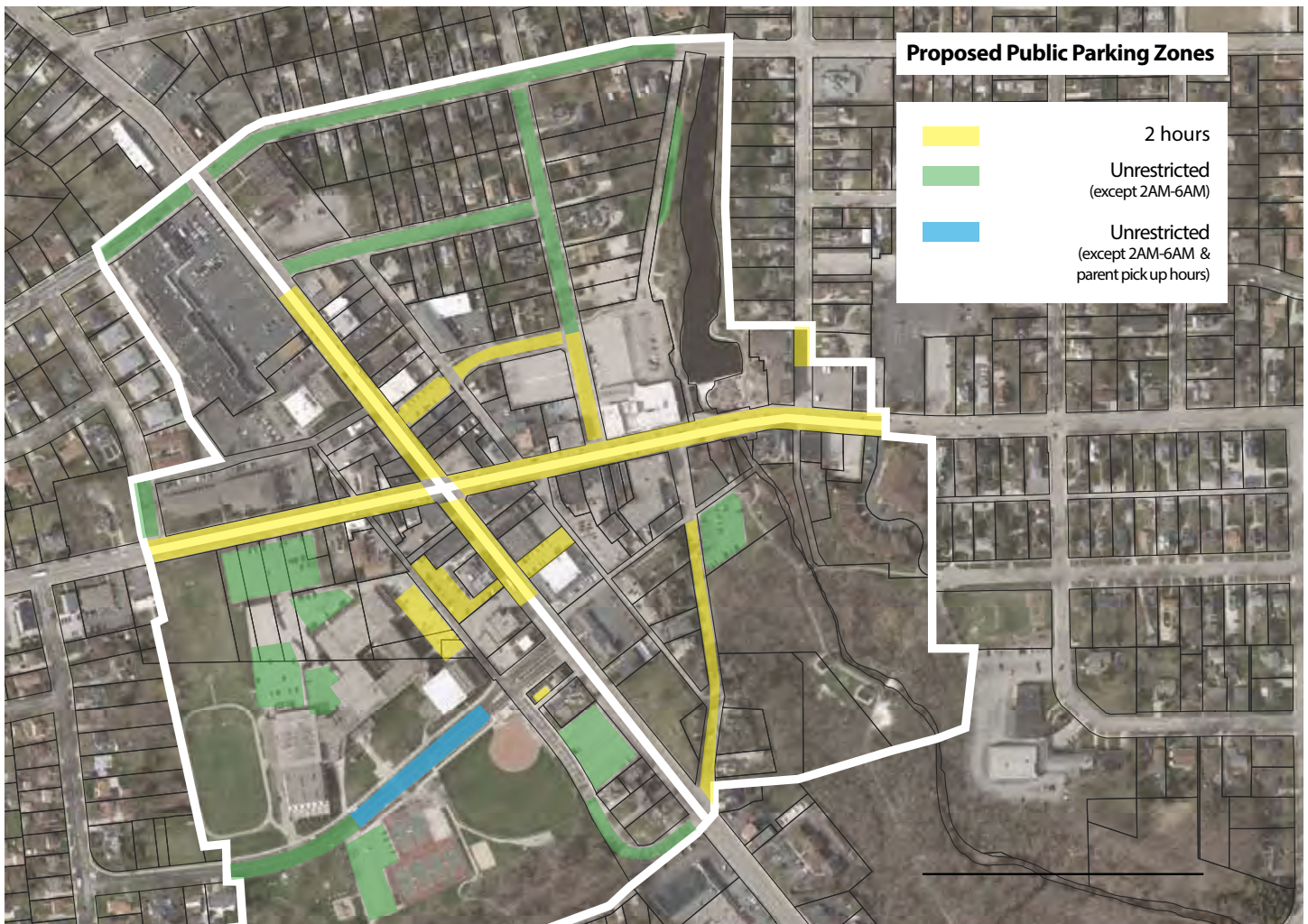
Existing markings indicate general parking areas, not specific spots

3. Tiered Parking Zones

Designate public on-street and off-street parking in the heart of the Village Centre for two hour use between 8AM and 6PM rather than the existing 90 minute period. Two hour parking designation allows for longer daytime shopping and dining experiences and promotes parking turnover in high demand areas. Current time limit signage only designates 90 minute use for on-street parking and at the north Church Street public lot. As a result, some Village Centre employees and visitors utilize parking for extended periods during day time hours at prime public parking areas like the Heron Alley lot and the North Church Street lot. The long-term use of public lots in the heart of the Village Centre may create the perception of a public parking shortage. The wider designation of proposed two hour parking areas (**Map 15**) will encourage long-term users to park in unrestricted on-street and off-street parking areas which are a block or two away from the prime parking areas which are directly adjacent to destinations along Appleton Avenue and Main Street.

The Village should also explore the designation of employee parking areas where parking could be used for full work shifts. Potential locations for designated employee parking include the North Middle School Main Street lot and the Village's South Appleton Avenue lot. These large lots were found to be under-utilized during day-time hours despite their location within a couple of blocks of popular destinations near the "Four Corners".

Map 15: Recommended Village Centre Parking Zones



4. Parking Enforcement

Consider incorporating regular parking enforcement into police patrols where time restriction signage has been installed to promote regulation compliance and consistent parking turnover in the Village Centre's public parking areas. If pursued, a parking enforcement routine should be conducted at least once per week and could be conducted by chalking tires or through license plate checks.

Parking enforcement could be phased in with warning notices for the first few weeks. Warning notices could explain why parking turnover is important for Village Centre businesses and the date when ticketing would commence. At police digression, some leeway may be given in enforcement (e.g. check two hour zones after three hours) to help reduce the perception police "being out to get" public parking users.



5. Shared Use Parking Agreements

a. School District of Menomonee Falls

Partner with the School District of Menomonee Falls to adopt parking agreements which provide for general public use of lots at North Middle School both during and after regular school hours. A contractual agreement should be created to formalize the allowance of public parking in North Middle School's Main Street lot and an agreement should be pursued for North Middle School's East lot which is located adjacent to the Heron Alley public parking area. These shared use agreements would ensure continued day time public access to 51 spaces in the Main Street lot (19 are currently reserved for school district use) and the evening use of another 36 spaces in the East lot. Shared parking lot maintenance duties and installation of new parking lot signage should be considered as part of an agreement between the Village and the School District.



Public parking is allowed on this North Middle School lot, but the arrangement lacks signage and a formal contract

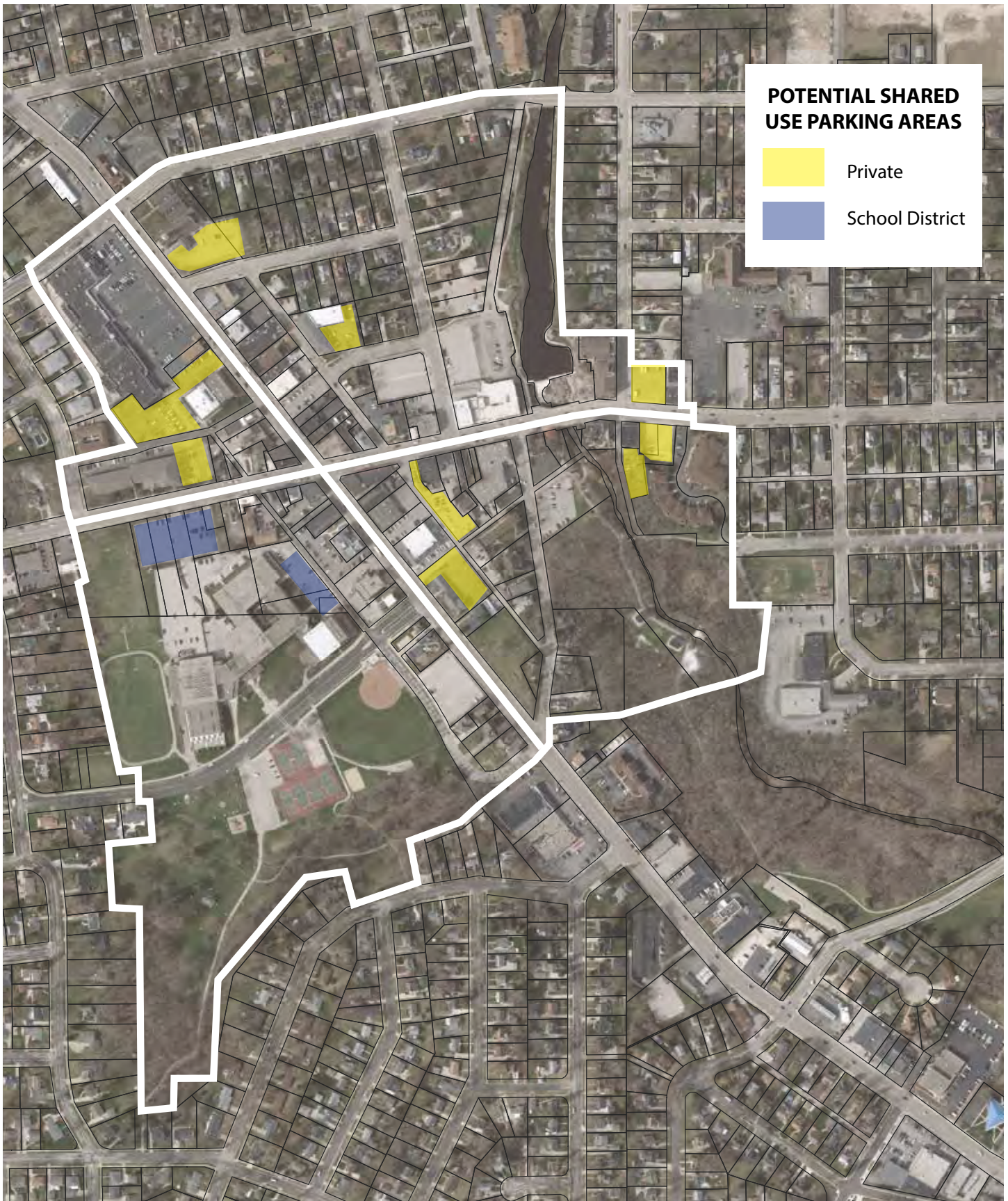
b. Private-Owned Lots

Pursue shared use parking agreements with private property owners who have lots that are consistently underutilized during certain hours of the day or certain days of the week. Opportunities for shared use parking exist at Village Centre banks, offices, medical offices and places of worship. The southeast area of the Village Centre may benefit most from increased public access to private lots as it was found to have the fewest surplus parking spaces in the parking demand analysis. Potential shared use parking areas are identified in **Map 16**. A model shared use agreement for parking is included as **Appendix A**.



The PNC Bank lot is rarely used after 5PM

Map 16: Potential Shared-Use Parking Areas



6. Parking Requirements

Waive parking requirements (non-conformities) for existing uses and buildings and reduce parking requirements for new non-residential construction by 50 percent within the Village Centre Overlay District. New construction should be defined as any addition or new structure which exceeds 50 percent of the total assessed value of the existing building. Additional parking requirements should be waived for renovations to existing first and second floor occupancies regardless of the renovation construction value.

Off-street parking requirements for multi-family residential developments should be reduced within the Village Centre to a minimum of one space per unit and 0.5 spaces per bedroom. Bicycle parking requirements for multi-family residential developments should be increased within the Village Centre to one bike parking space per five units. As needed, residential overnight permits for Village lots should be made available to accommodate multi-family households who own more than one vehicle.

Revised parking requirements will encourage future redevelopment by replacing unrealistic parking requirements with standards which are relevant within the higher density context of the Village Centre business district.

7. Lot Coverage Ratios

Waive or revise lot coverage ratio requirements for existing uses and buildings and for all new construction within the Village Centre Overlay District. Waived or revised lot coverage ratio requirements will encourage future redevelopment by removing unrealistic requirements for a minimum of 20 percent pervious surfaces within the higher density context of the Village Centre business district. Waived or revised lot coverage requirements could also make it easier to incorporate surface parking spaces into redevelopment proposals.

Currently most properties in the Village Centre fall short of the existing 20 percent requirement with large portions of parcels being utilized by building roof tops, parking areas, driveways and pedestrian walkways. Revised lot coverage ratio requirements could require maintenance of pre-existing lot coverage ratios for new construction and redevelopment projects in order to maintain existing levels of storm water run off in the Village Centre. Reductions could be granted for projects that install storm water mitigating elements like green roofs, rain gardens and bio swales.



Sites that meet parking & lot coverage requirements are inconsistent with the look and feel of the Village Centre



8. Bicycle Parking

Install bicycle racks along Main Street and Appleton Avenue to promote bicycle trips to the Village Centre business district. Additional bicycle racks will accommodate Village Centre residents, employees and visitors who may otherwise lock their bicycles to street poles, railings or benches. Bicycle racks in the public right of way should be installed parallel to the street, at least two feet from the curb (to ensure adequate space for the bicycle) and in a manner which maintains a pedestrian clearance of at least five feet. Locations for 14 proposed bike racks are identified in **Map 17**.

The Village should also consider development of a bicycle rack program for businesses within the Village Centre Business Improvement District. The bicycle rack program could be developed using a cost sharing approach that would allow businesses to request the Village to install of bicycle racks in the public right of way adjacent to their businesses for a standard fee. A program of this nature would support future development of bicycle racks in the Village Centre at lower cost to the Village.

Map 17: Recommended Bicycle Rack Installation Locations

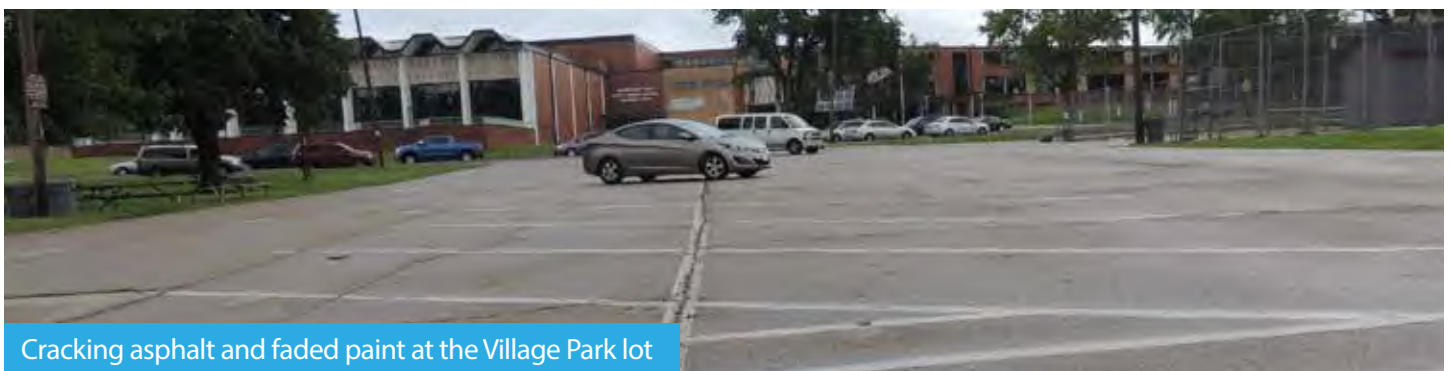


9. Public Lot Improvements

Address existing concerns at Village-owned parking lots to ensure that public parking areas are functional, attractive and inviting for both day time and evening visitors. A complete and well-maintained surface lot should have clear signage, smooth asphalt, fresh paint and appropriate lighting to ensure users feel welcome and safe. Existing conditions and recommended improvements for Village-owned parking lots in the Village Centre are summarized in **Table 11**.

Table 11: Village Parking Lot Conditions & Recommended Improvements

Parking Area	Standard Stalls	Handicap Stalls	Signage	Surface Condition	Lighting	Recommendations
Mill Pond Park	7	0	None	Some cracking & pot holes, no paint markings	Yes	Repair pavement & paint to designate spaces
N. Church Street	29	2	Lot ID, directional & time limit	Asphalt in good condition, paint markings are visible (except where sealant applied)	Yes	Refresh paint markings
Heron Alley	40	1	Directional	Asphalt in good condition (except along south driveway), paint markings are visible, (except along south driveway)	None	Repair pavement and paint to designate spaces along south driveway, install ID & time limit signage
N. Appleton Avenue	19	1	None	This lot is currently being redesigned & repaved	None	Install lighting & signage with reconstruction
Mill Street	51	3	Lot ID	Asphalt is in good condition, paint markings visible (except where sealant applied)	Yes	Refresh paint markings & install time limit signage
Former Fire Station #1 (for sale)	20	1	None	Some cracking & pot holes, no paint markings	None	Repair pavement, designate spaces, install lighting & signage with site reuse
Garfield Drive	5	0	None	Asphalt in good condition, paint markings visible	No	Install time limit signage to designate public access
S. Appleton Avenue	67	4	Directional	Asphalt in good condition, paint markings are visible (except where sealant applied)	Yes	Refresh paint markings, install ID and time limit signage
Village Park	45	2	None	Asphalt is cracking, weeds growing, paint needs refreshing	Yes	Repair pavement, refresh paint markings, install time limit signage



10. Main Street Redesign

Adopt and implement a redesign concept for Main Street which aligns with recommendations in the adopted *2010 Village Centre Master Plan* and supports parking visibility and convenience. In accordance with *Village Centre Master Plan Recommendations*, the redesign concept should maintain on-street parking, improve alley access, add street trees, install bump out features and enhance crosswalks. Stated aims of the redesign include improved pedestrian connectivity, safety and comfort, as well as overall enhancement to the Village Centre's character as a destination within Menomonee Falls.

A potential Main Street redesign concept is represented in **Map 18** and the figures below. The concept maintains parallel parking on both sides of Main Street and represents an estimated loss of about ten parking spaces due to the proposed installation of bump outs and crossing improvements. Given the existing and future parking surplus identified for the Village Centre in the parking demand analysis, the loss of ten parking spaces does not limit the feasibility of this proposal. The concept incorporates design features and streetscape amenities which are consistent with the *2010 Village Centre Master Plan*. Village staff also considered an alternative parking concept with angled parking, but determined that concept was not feasible given the limited public right-of-way width along Main Street.

Map 18: Main Street Redesign Concept

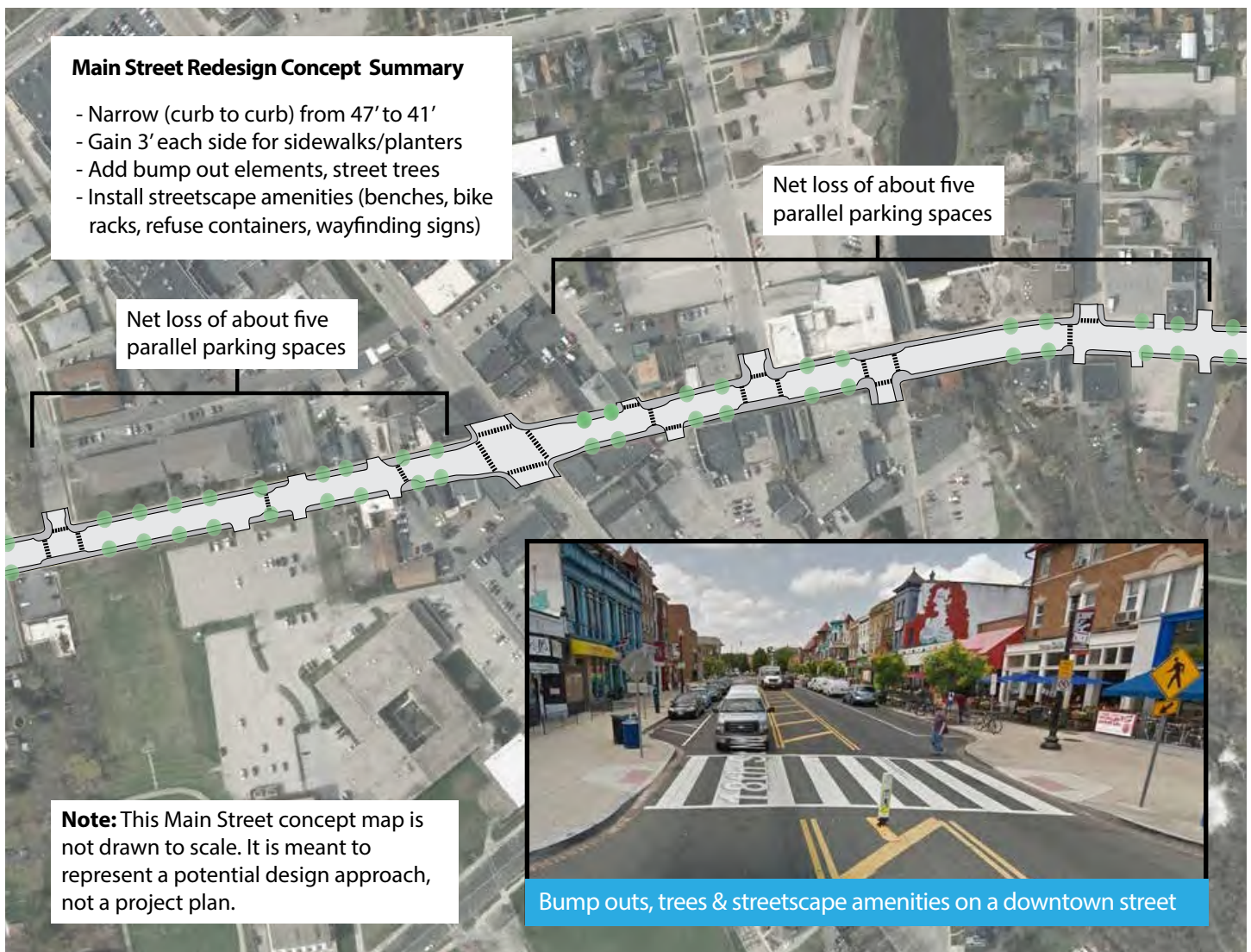


Figure 2: Main Street at Mill Street Looking West



Figure 3: Main Street at Grand Avenue Looking East



Figure 4: Grand Avenue at Main Street



Figure 5: Main Street at Church Street Looking East



11. Garfield Drive & Mill Street Redesign

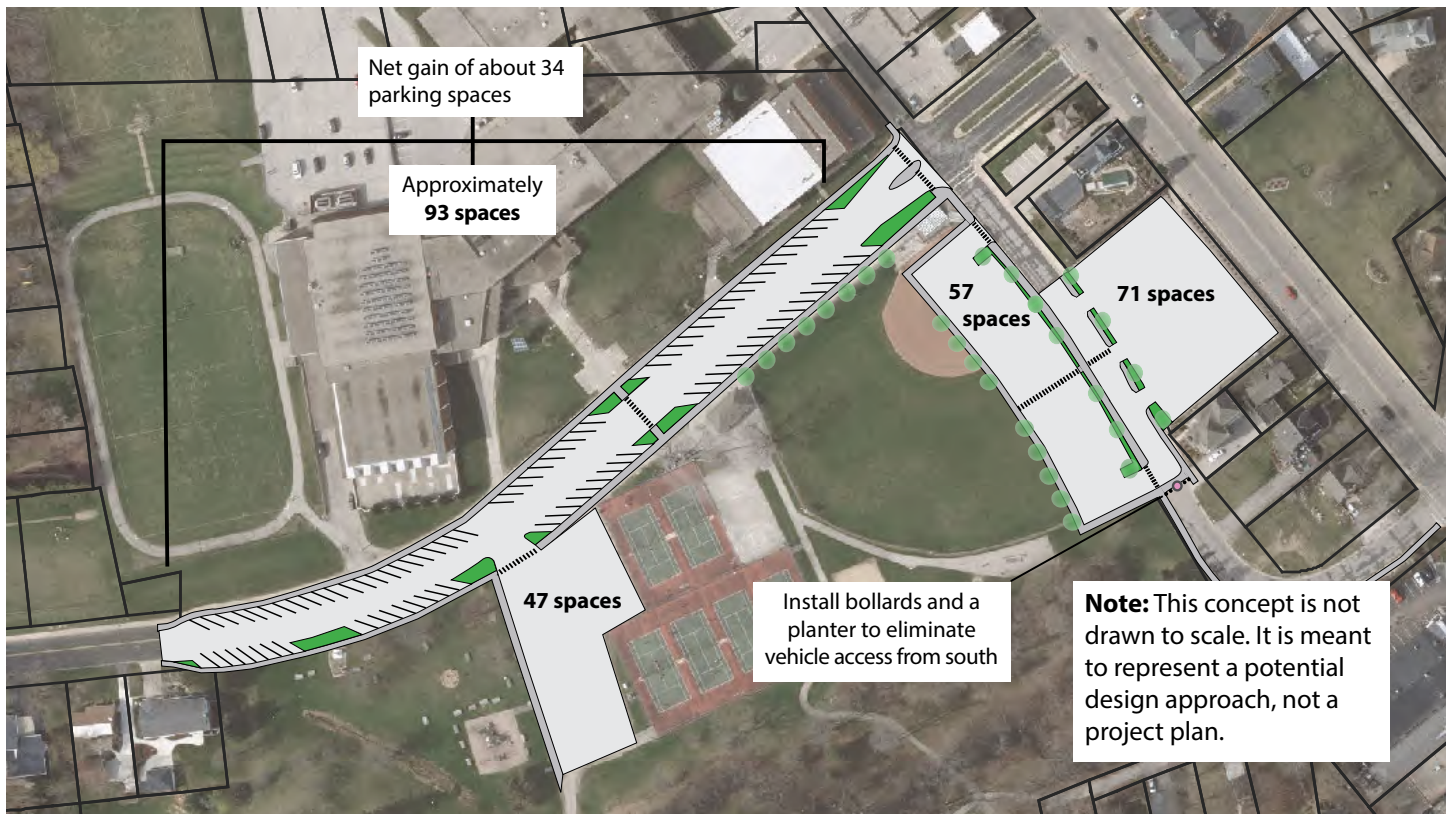
Adopt and implement a redesign concept for Garfield Drive and Mill Street which aligns with vision of the *2016 Village Park Master Plan* and supports parking visibility and convenience. In accordance with *Village Park Master Plan*, the redesign concept should add angled on-street parking along Garfield Drive and create a new off-street parking lot adjacent to Mill Street.

A potential redesign concept is represented in **Map 19**. The concept proposes 49 angled parking spaces on the north side of Garfield Drive and 44 angled parking spaces on the south side of Garfield Drive and 57 new spaces in a new parking lot west of Mill Street for an estimated gain of 91 parking spaces when compared to existing conditions. The redesign concept also proposes resurfacing of the existing 47 space Village Park lot and a new paved path along the west side of the existing lot. Including the 71 spaces at the Village's South Appleton Avenue lot, the concept provides for 268 spaces with immediate access to Village Park. As Village Park is redeveloped in the coming years (in accordance with the *Village Park Master Plan*), implementation of this parking concept will support community access to proposed park amenities which include a splash pad and a new performance venue.



A recent photo of Garfield Drive reveals the ample width available for adding angled parking as proposed below

Map 19: Garfield Drive & Mill Street Redesign Concept



12. Alley Access Improvements

Create safe, welcoming intersections where alleys join main arterial streets. Alley intersections should provide clear connections to public parking areas for both drivers and pedestrians. Alley intersections should incorporate mid-block crossings with striped crosswalks and bump outs to increase their visibility and accessibility. Alley entries could also be enhanced by lighting, asphalt resurfacing and painted pedestrian markings to indicate that alleys should function as a shared space for vehicles and visitors.



Example pedestrian paint marking

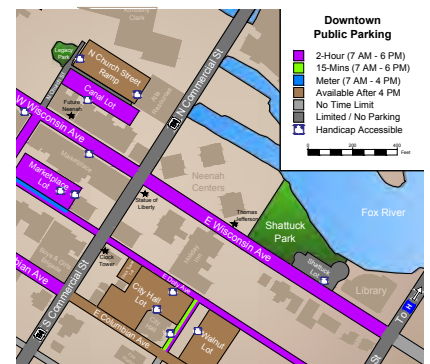
In support of improved alley access and visibility, the Village should designate alleys with names and street signs. The alley right of way east of Nino's Bakery could be designated as Church Street and the alley right of way between Appleton Avenue and Mill Street could be designated as Lime Kiln Way (or some other alternative).



Alley intersection example from West Jefferson, North Carolina

13. Education & Outreach

Develop a map to provide an overview of all public parking areas in the Village Centre. The map should include locations for public on-street and off-street parking, public bicycle racks and existing parking time restrictions. The map could also highlight parking areas recommended for employee use or residential overnight parking. The parking map should be available on the Village website and could be incorporated as part of a general parking information page. The map should be formatted for convenient viewing on mobile devices and should also be displayed on websites and social media pages for partner organizations including the Village Centre Business Improvement District and the Menomonee Falls Chamber of Commerce. A model public parking map is included as **Appendix B**.



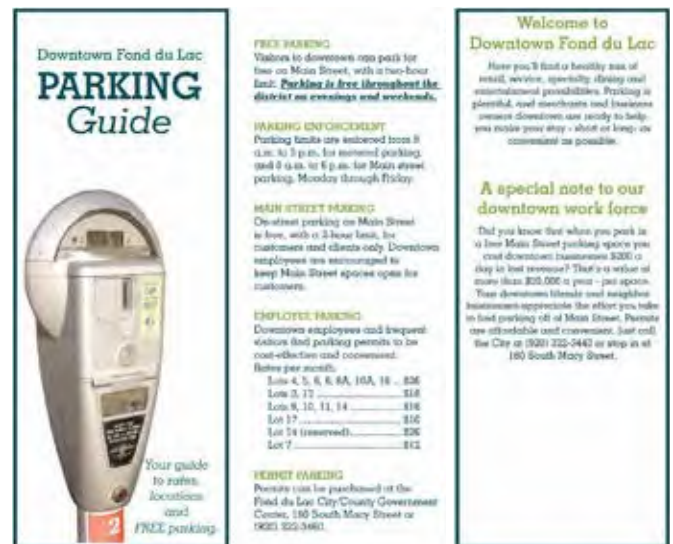
Public parking map for downtown Neenah, Wisconsin

Create and print copies of a Village Centre parking brochure for distribution at public buildings and Village Centre businesses and organizations. In addition to the public parking map, the brochure should contain an overview of Village parking policies including: parking time zones, restricted parking areas, enforcement programs/ fines, overnight parking permits and parking on holidays and during snow emergencies. Parking information should also be incorporated into proposed wayfinding signage and information kiosks as they are installed.

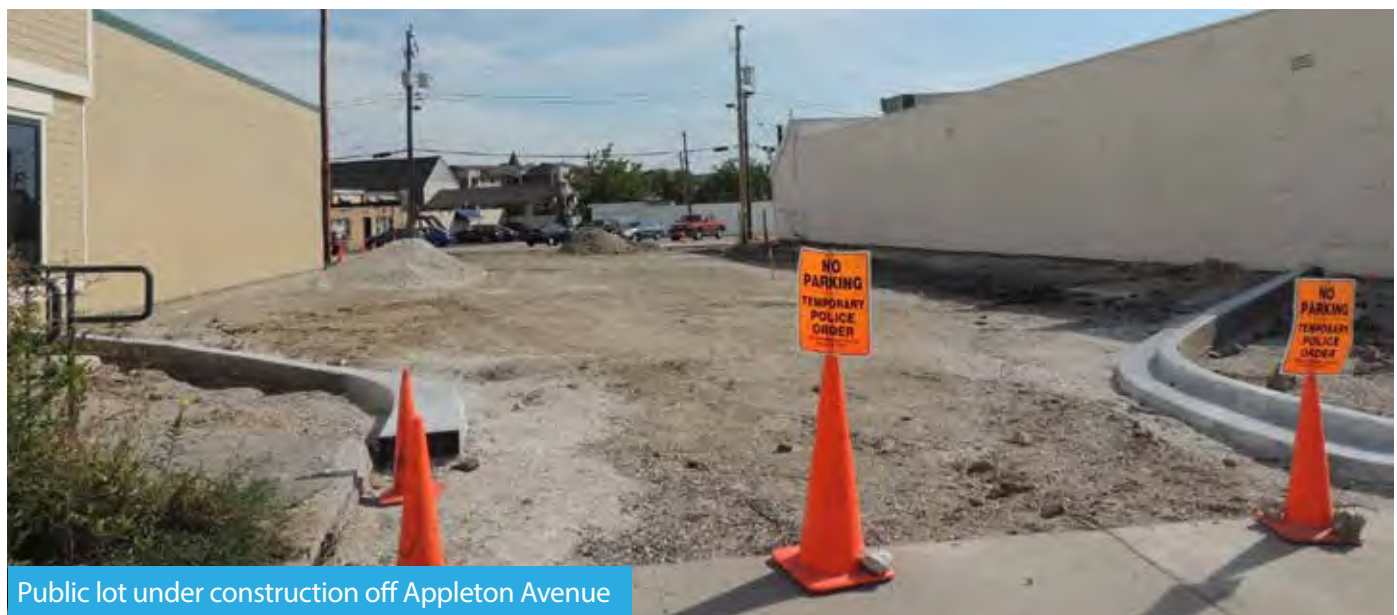


Downtown parking web page for Hudson, Wisconsin

As proposed changes in parking signage, lot improvements, street/alley design and parking enforcement move forward, consistent communication with residents, businesses and visitors will be crucial so no impacted parties are caught off guard. Development of a parking information web page should include information on ongoing/anticipated projects, contact information for Village staff, and a link to the Village Centre Parking Plan. Additional outreach should be considered prior to implementation of any significant parking policy changes. Outreach efforts could include mailers, media coverage, public meetings and public surveys. These approaches would provide opportunities for the Village to share information and gather public input related to proposed changes.



Downtown parking brochure: Fond du Lac, Wisconsin



Public lot under construction off Appleton Avenue

14. Parking Plan Updates

Regularly evaluate the Village Centre Parking Plan to ensure that the plan is responsive to the changing parking demands and challenges of the Village Centre. As future projects are proposed and completed in the Village Centre, Village staff should anticipate parking impacts by incorporating new uses into parking demand models and observe impacts on parking utilization through occupancy counts. As parking challenges arise in association with new development, Village staff should partner with the Community Development Authority to determine whether additions or revisions to plan recommendations are warranted.

At a minimum, Village staff should update the Parking Plan every five years to reconsider parking conditions, measure progress toward plan recommendations and address relevant parking concerns. Current levels of automobile ownership and driver autonomy may change in the future as ride sharing applications and self-driving cars reshape the transportation market, but demand for a comprehensive parking strategy will remain for decades to come. Updates will keep the Parking Plan's recommendations relevant in an ever-changing transportation context.



Appendix A: Model Shared Use Parking Agreement

This Shared Use Agreement for Parking Facilities, entered into this ____ day of _____, _____, between _____, hereinafter called lessor and _____, hereinafter called lessee.

In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City (Village) of _____, County of _____ and State of _____, hereinafter called the facilities, described as:

[Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the ____ day of _____, _____, and ending at 11:59 PM on the ____ day of _____, _____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the ____ day of each month [or other payment arrangements].]

Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage.

-SAMPLE CLAUSE-

[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-

[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-

[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]

4. SIGNAGE

This section should describe signage allowances and restrictions.

-SAMPLE CLAUSE-

[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-

[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the approval of the lessor.]

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-

[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]

7. INSURANCE

This section should describe insurance requirements for the facilities.

-SAMPLE CLAUSE-

[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAUSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-

[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

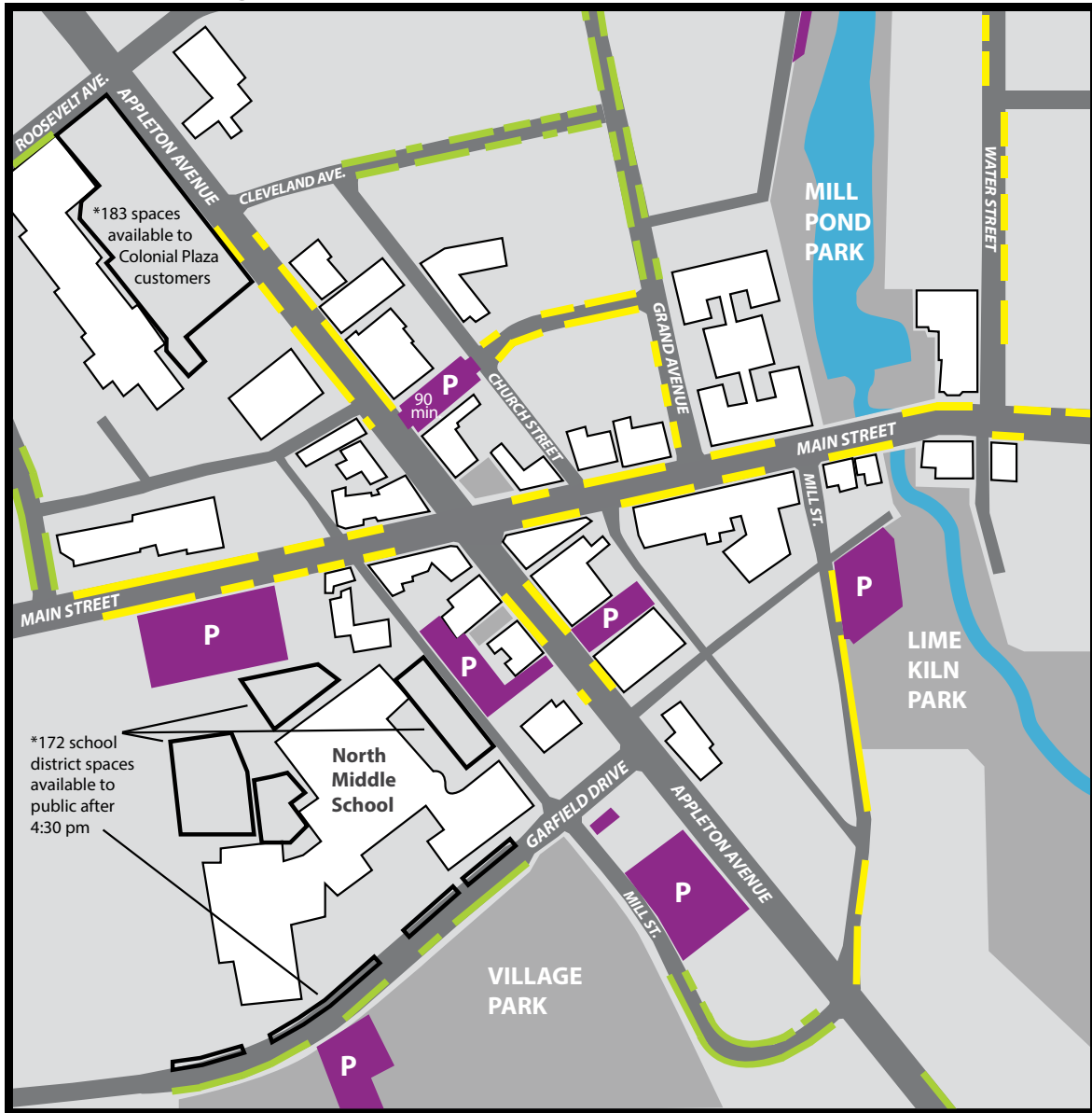
-NO SAMPLE CLAUSE PROVIDED

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

Appendix B: Village Centre Parking Map

Public Parking



Village Centre Business District Menomonee Falls, Wisconsin

- Visitor Lot** free, unrestricted parking except 2am-6pm
325+ spaces (unless noted)
- 90 Minute Parking** free on-street parking except 2am-6pm
in the heart of the Village Centre, 200+ spaces
- Unrestricted Parking** free on-street parking except 2am-6pm
a short walk from the Four Corners, 150+ spaces

General Parking Information

Overnight parking

Overnight parking on Village streets/lots is prohibited, but overnight permits (& other temporary permits) may be obtained from the Menomonee Falls Police Department.

Snow Emergencies

No vehicle may be parked on any street, alley or highway when the Village declares a snow emergency (except for loading & unloading).

For more information contact the Menomonee Falls Police Department at: (262) 532-1700

STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky
Date Prepared: December 8, 2022

General Information:

Agenda Item: 6.a.

Property Owner/Applicant: Kirkland Crossings, Inc in c/o Anne O'Connor of Senior Housing Partners

Requested Action: Recommendation to Village Board to rezone from existing B-1 Community Business District to B-1 with Housing for the Elderly Overlay (HEO) District.

Existing Zoning: B-1 Community Business District

Surrounding Zoning/Land Use:
North: B-1 Community Business District
South: B-1 Community Business District
East: B-1 Community Business District
West: IPS Institutional & Public Service District

Master Plan Classification: Community Commercial

Lot Size: Approximately 2.49 acres

Location: Northwest corner of Ryan Street at Quinlan Drive

Discussion:

The applicant requests favorable recommendation to the Village Board to add the Housing for the Elderly Overlay (HEO) Zoning District to the existing, underlying B-1 Community Business District classification of the site.

This ~2.49 acre site appears to meet, for the most part, the "Purpose" description set forth in the HEO District (see Ordinance copy attached). It is located directly adjacent to the existing Kirkland Crossings development at 700 Quinlan Drive, which provides housing for the elderly in various forms including independent, assisted, and full nursing care levels of occupancy. An existing concrete sidewalk runs along the entire east side (Ryan Street side) of this parcel and extends continuously north to the private entry drive to the shopping center/service area located at 601-621 Ryan Street. There is also a striped crosswalk at the Ryan St./Quinlan Drive intersection that would allow pedestrians to cross west on to Quinlan Drive where continuous sidewalk access is then available all the way (~3/4 miles) into the

downtown/Village center area. It is noteworthy that this Ryan Street/Quinlan Drive intersection is not signalized.

This type of rezoning is not tied to a specific use, building or site plan, rather those things are required to be submitted, reviewed and possibly approved by the Planning Commission only after the zoning is put in place. In addition to the uses permitted in the underlying B-1 Community Business District, the HEO District adds the uses:

- **Housing for the elderly as Independent Living Units, Assisted Living Facilities and/or Nursing Homes; and**
- **A mixing of multiple principal uses from among the uses listed in this overlay district as either permitted or conditional uses,**

as conditional uses that can be considered for approval on the site.

Recommendation:

The Planner raises no specific concerns or objections to a favorable recommendation to the Village Board in this matter.



Petition for Rezoning Form

Return Completed Form along with 11 copies of all materials to be reviewed and the \$100 Application Fee as well as a digital copy of any attachments submitted.

Kirkland Crossings Inc. _____ hereby petitions the Village of Pewaukee for a change in zoning of the following property:

Address/Parcel No. of Property Involved: PWV 0883.993.200 CSM No 5748
(Please include an exact legal description of the property with your submittal. In the case of a request that involves only a portion of parcel(s), be sure to include a legal description that denotes exactly which portion of the affected parcel(s) is to be considered for rezoning).

Present Use/Zoning of Property: B-1

Proposed Use/Zoning of Property: B-1 with Housing for the Elderly Overlay

Current Owner of Property (Print Name): Kirkland Crossings Inc.

Applicant – Name (Please Print): Anne O'Connor of Senior Housing Partners

Address: 2823 Hamline Avenue North

Phone: 763-274-9360

Fax: n/a


Email: aoconnor@seniorpartners.com

Signature of Property Owner as listed on this Application:



Petition will not be processed without the Owner's Signature regardless of who is listed as the Applicant. This signature authorizes the Village of Pewaukee to process the Rezoning Petition for my property and further authorizes the Village or its representatives to conduct reasonable and routine inspections of my property for the purposes of evaluating this Petition.

Signature of Applicant (if different than Owner):

DocuSigned by:


*** Application must be submitted at least 3 weeks prior to the meeting date**



PROFESSIONAL SERVICES REIMBURSEMENT NOTICE

Pursuant to the Village of Pewaukee Code of Ordinances, the Village Board has determined that whenever the services of the Village Attorney, Village Engineer, Village Planner or any other of the Village’s professional staff results in a charge to the Village for that professional’s time and services and such service is not a service supplied to the Village as a whole, the Village Clerk shall charge that service for the fees incurred by the Village. Also, be advised that pursuant to the Village of Pewaukee Code of Ordinances, certain other fees, costs, and charges are the responsibility of the property owner or responsible party.

I, the undersigned, have been advised that, pursuant to the Village of Pewaukee Code of Ordinances, if the Village Attorney, Village Engineer, Village Planner or any other Village professional provides services to the Village because of my activities, whether at my request or at the request of the Village, I shall be responsible for the fees incurred by the Village. In addition, I have been advised that pursuant to the Village of Pewaukee Code of Ordinances, certain other fees, costs, and charges are my responsibility.

The Village will place fees from unpaid invoices on the real estate tax bill of the property that corresponds to the incurred services.

RESPONSIBLE PARTY & MAILING ADDRESS

Senior Housing Partners, Anne O'Connor

Name of Company and/or Individual			
2823 Hamline Avenue N	Roseville, MN	55113	
Street	City	State	Zip
Phone: 763-274-9360	Fax:	E-Mail: aoconnor@seniorpartners.com	

Anne O'Connor 11/15/2022
Signature of Applicant & Date

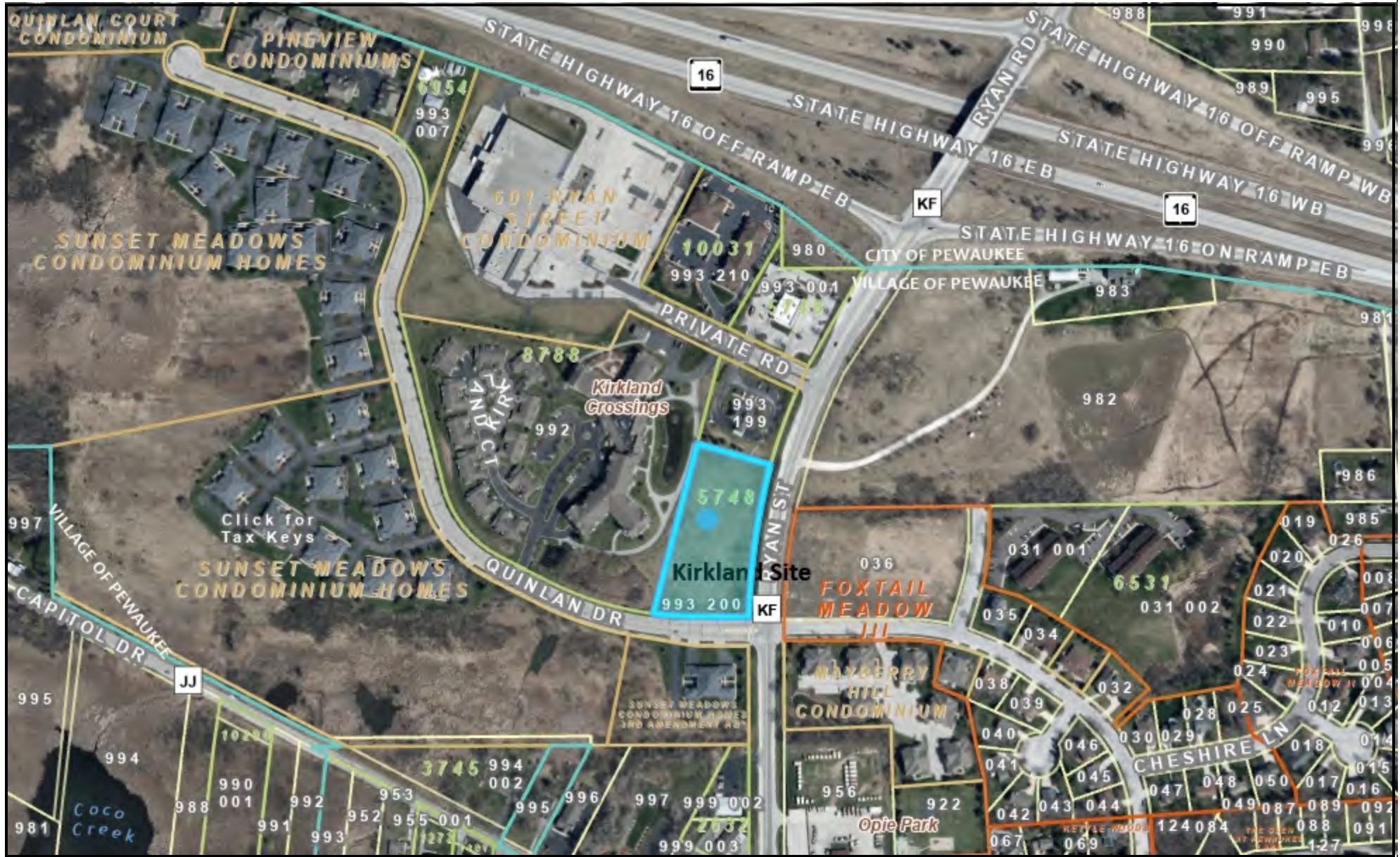
[Signature] 11/15/22
Signature of Property Owner & Date

Village Official Accepting Form & Date

SEND ALL PROFESSIONAL SERVICES INVOICES TO:
(Check One)

Property Owner

Applicant



0 382.42 Feet

The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

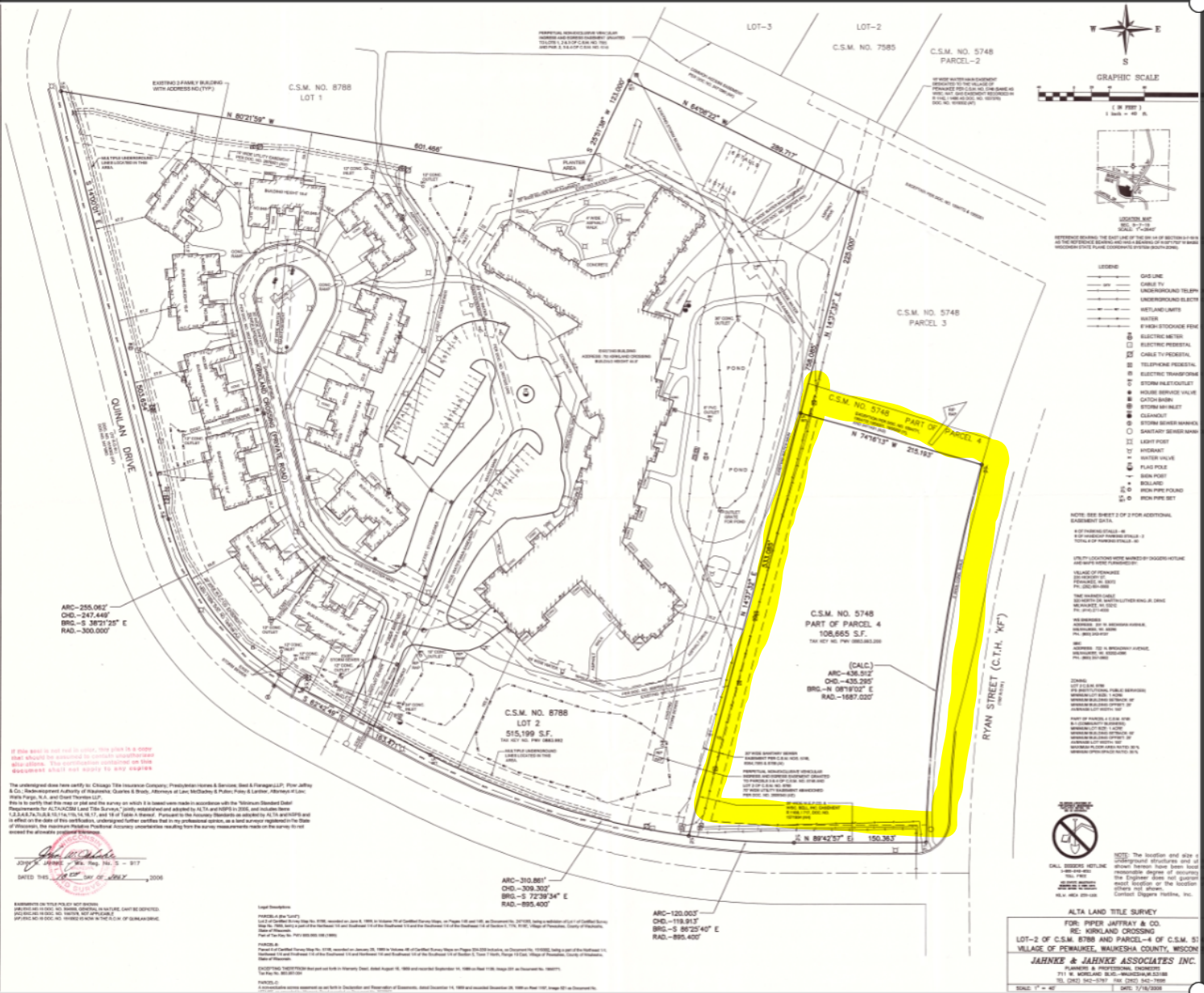
Notes:

Printed: 12/1/2022



Parcel 4 of Certified Survey Map No. 5748, recorded on January 20, 1989 in Volume 46 of Certified Survey Maps on Pages 334-339 inclusive, as Document No. 1519302, being a part of the Northeast 1/4, Northwest 1/4 and Southeast 1/4 of the Southwest 1/4 and Northwest 1/4 and Southwest 1/4 of the Southeast 1/4 of Section 5, Town 7 North, Range 19 East, Village of Pewaukee, County of Waukesha, State of Wisconsin.

Excepting Therefrom that part set forth in Warranty Deed, dated August 16, 1989 and recorded September 14, 1989 on Reel 1139, Image 231 as Document No. 1554771.



STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky

Date Prepared: December 8, 2022

General Information:

Agenda Item: **6.b.**

Applicant:

Wisconsin Shirdi Sai, Inc. (in c/o Satya Karri)

Status of Applicant:

Property owner.

Requested Action:

Review, discussion and consultative feedback regarding their proposed use description and related kitchen improvements at their existing building/site.

Current Zoning:

IPS Institutional and Public Service District

Current Master Plan Classification:

Institutional

Surrounding Zoning/Land Use:

North: R-5 Single Family Residential
South: IPS - Library
East: B-2 Retail Shops & R-6 Plex Residential
West: R-5 Single Family Residential

Location:

111 Prospect Avenue

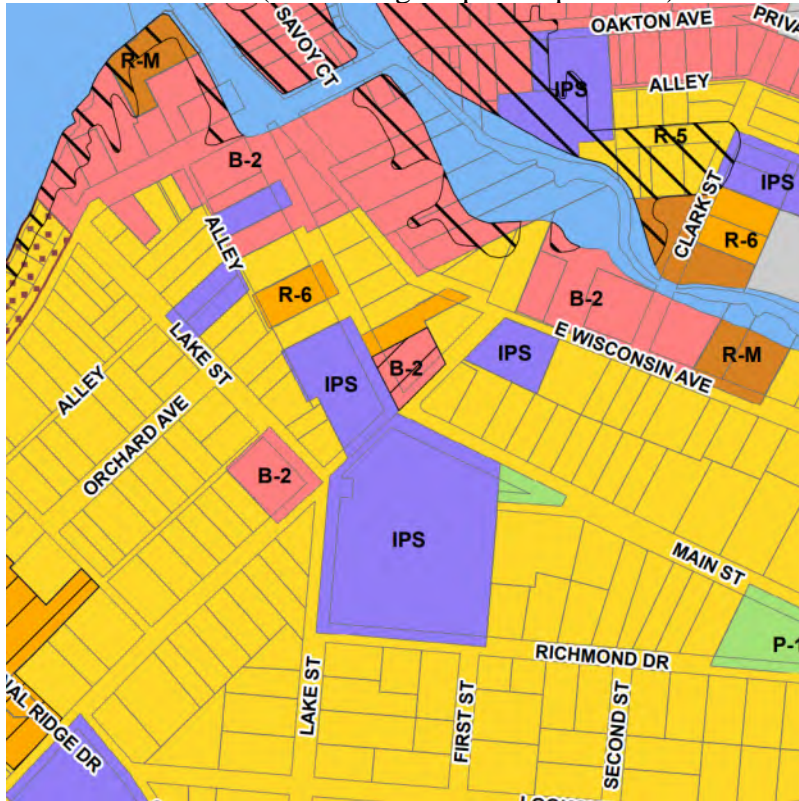
Discussion:

The applicant proposes to make certain specific improvements in their existing basement kitchen at this site. These changes/improvements will precipitate the need for new, related outdoor equipment to be placed at the site – between the existing south building elevation and the Prospect Avenue sidewalk. A fence is proposed to screen the equipment from the surrounding view.

The applicant describes the changes as necessary to enable their desired mission of serving food to their devotees and visitors at the site, and by delivery service to the needy.

“Churches, temples and other places of worship with seating capacity not to exceed 500 people.” is listed as a permitted use in the IPS District. Kitchen use(s) and food service are not expressly listed as a permitted or accessory uses however, “Bar, restaurant or other service facilities accessory to an approved use and intended solely for use by residents, members and guests provided such use is not situated on property that is adjacent to existing 1—2 family residential zoning/use or within 250 feet of lands zoned/used for 1—2 family residential use.” is listed as a prospective conditional use in the IPS District.

There is existing single-family residential zoning and use immediately adjacent to and within 250 feet of this site (see Zoning Map excerpt below).



Staff will rely on the Planning Commission to assist in interpreting the extent to which the proposed kitchen changes are so significant as to meet the description of conditional use “Bar, restaurant or other service facilities accessory to an approved use and intended solely for use by residents, members and guests...” or whether this is to be considered a continuation of their existing kitchen use.

Feedback as to the suitability of the equipment/fencing placement along the Prospect Avenue frontage will also be solicited from the Commission as these changes may rise to the level of requiring site/architectural plan amendment review and approval from the Planning Commission.

Recommendation:

No recommendation is provided at this time since this is an item for consultative feedback only, not for action.

Wisconsin Shirdi Sai, 111 Prospect Avenue, Pewaukee, WI 53072

Wisconsin Shirdi Sai (WISS) is a 501(C)(3) certified non-profit religious organization based at 111 Prospect Avenue Pewaukee, Wisconsin 53072. WISS was established by devotees in April of 2013.

Introduction

WISS has a dedicated member base of three hundred. We have been successfully operating our temple since April 2017 and now we have changed the existing altar area to keep Sri Shirdi Saibaba's 5'6" Idol. We have hired a full-time priest and offer full services to the devotees.

Facilities and Planned use at WISS

The congregate worship and participate in various activities at the temple, be it Ritual, Spiritual, Cultural or Community Service. We offer food to devotees and visitors on Thursday evening and on occasional weekends. We plan to prepare food and make sandwiches in the temple kitchen on Thursdays and weekends. We only cook and serve vegetarian food. The food preparation by volunteers will be limited to four or five items during any given period. The food preparation lasts only few hours.

- a) WISS Temple Prayer Hall Maximum Capacity: 250 members.
- b) WISS Temple Dining (multi-purpose) Hall Maximum Capacity: 200 members

We are planning to renovate existing kitchen to accommodate the planned use, with keeping in mind of limitation posed by existing building and utilities available. We will be enabling it by abiding the policies of the Village of Pewaukee Council as well as local and state of Wisconsin codes.

Kitchen facilities will be used for the following:

1. Serve the devotees and visitors on Thursdays evenings and weekends.
2. Serve the needy: Occasionally deliver cooked food or prepared sandwiches to Hebron House, Pathfinders, Milwaukee Rescue mission etc.,
3. Fundraising through Food carnival for Disaster relief, Natural calamities etc.,
4. Hosting Cultural and Festival events for devotees and visitors.
5. Women's Forum Cooking for charitable organizations on as needed basis.

Additional Details Needed in the document according to the personnel from the Village of Pewaukee:

1) What is the Kitchen usage, numbers of Hours: Daily/ Weekly/ Annually?

Thursday evenings and Weekends from late morning to early evening.

2) To whom you will be serving, vehicle carrying the food to deliver?

Food will be available for the devotees and visitor at the temple. Temple does not anticipate owning a food truck for transporting food or serving food through a food truck. However certain times food will be delivered in private vehicles within twenty-five miles of the temple. Food will be transported in approved hot pack containers.

3) Who will be working in the Kitchen?

Kitchen will be staffed by the volunteers and will be rotated on availability. The volunteers will be trained on safe food handling practice per local and state codes. We expect at least two of our senior devotees to obtain food manager certification as required by health department to maintain necessary hygiene and sanitation.

4) Who is responsible for the Kitchen?

We are planning to have two dedicated volunteer resources to manage operations and ensure safe and secure handling of equipment and food production and distribution.

5) How many times will we be delivering the food?

Food will be served within the premises to the devotees and visitors at the temple and have no intentions to publicize operations to the general population for commercial purposes. Deliveries may occur only to food shelters, (like Juno House, Pathfinders, MRM, Women's Shelter) upon special request.

6) Are we inviting devotees/ public, how many times?

Temple has a regular base of families visiting to seek blessings of the presiding deity. The doors are open to any person, caste, creed, religion, gender and does not discriminate against anyone for any reason. Typically, we see a higher volume of devotees congregating Thursday through Sunday.

7) Eating indoors or outdoors or in the parking lot?

The plan is to serve food within the premises indoors. There may be one or two times in a year during summer when devotees attend special events, we can expect food to be served by the volunteers out in the parking lot under a secured tent or temporary structure.

8) # people to serve food?

Food Service to # of People			
Day	Morning Break Fast	Afternoon Lunch	Night Dinner/Prasadam
Monday	N/A	N/A	N/A
Tuesday	N/A	N/A	N/A
Wednesday	N/A	N/A	N/A
Thursday	N/A	25	125
Friday	N/A	N/A	N/A
Saturday	N/A	50	N/A
Sunday	N/A	50	N/A

Shirdi Sai Sites GIS Map



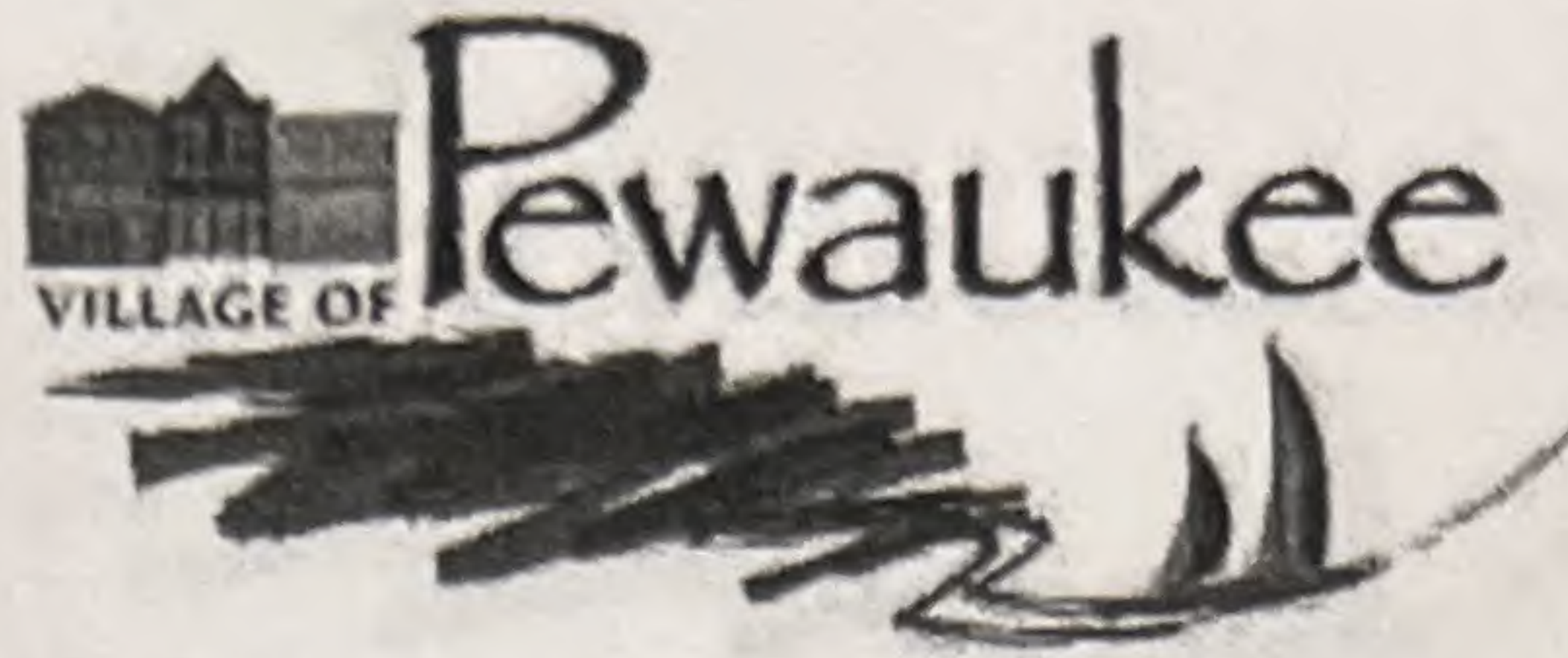
The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

Notes:

Printed: 12/1/2022



Application is due three weeks prior to meeting date.



**Planning Commission Consultation
Application Form**

Address/Parcel No. of Property Involved: PWV-0896001

Zoning of Property: _____

Current Owner of Property: WISCONSIN SHIRDI SAI

Applicant - Name: SATYA KARRI

Address: 111 PROSPECT AVE, PEWAUKEE, WI 53072

Phone: 608-628-0564

Fax: _____

Email: WISCONSINSHIRDI@GMAIL.COM

Name of Business that Consultation is for: WISCONSIN SHIRDI SAI

Describe Nature of Business (Restaurant, Retail, Office, etc.):

CHURCH / TEMPLE

Signature of Property Owner as listed on this Application:

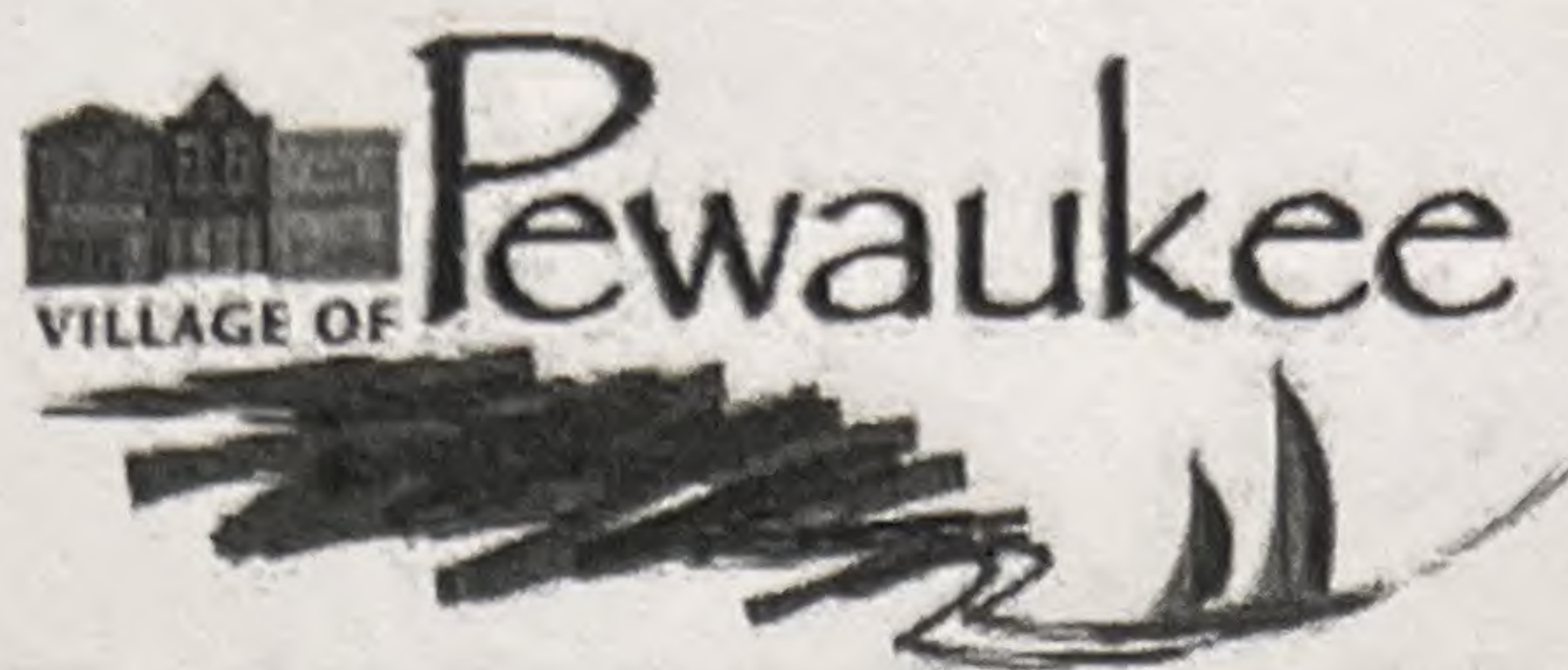
Application will not be processed without the Owner's Signature regardless of who is listed as the Applicant. This signature authorizes the Village of Pewaukee to process the Consultation Application proposed for my property and further authorizes the Village or its representatives to conduct reasonable and routine inspections of my property for the purposes of evaluating this application.

Signature of Applicant (if different than Owner):

** For Consultation Purposes, an Engineering Review will not take place. Engineering Reviews will begin if and when an Application for Final Approval is processed.*

***Please submit eleven sets of any applicable attachments as well as a digital copy of any attachments submitted.**

Application is due three weeks prior to meeting date.



PROFESSIONAL SERVICES REIMBURSEMENT NOTICE

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The Village will place fees from unpaid invoices on the real estate tax bill of the property that corresponds to the incurred services.

RESPONSIBLE PARTY & MAILING ADDRESS

WISCONSIN SHIRDI SAI
Name of Company and/or Individual

111 PROSPECT AVE PEWAUKEE WI 53072
Street City State Zip

Phone: 608-628-0564 Fax: _____ E-Mail: WISCONSINSHIRDI@GMAIL.COM

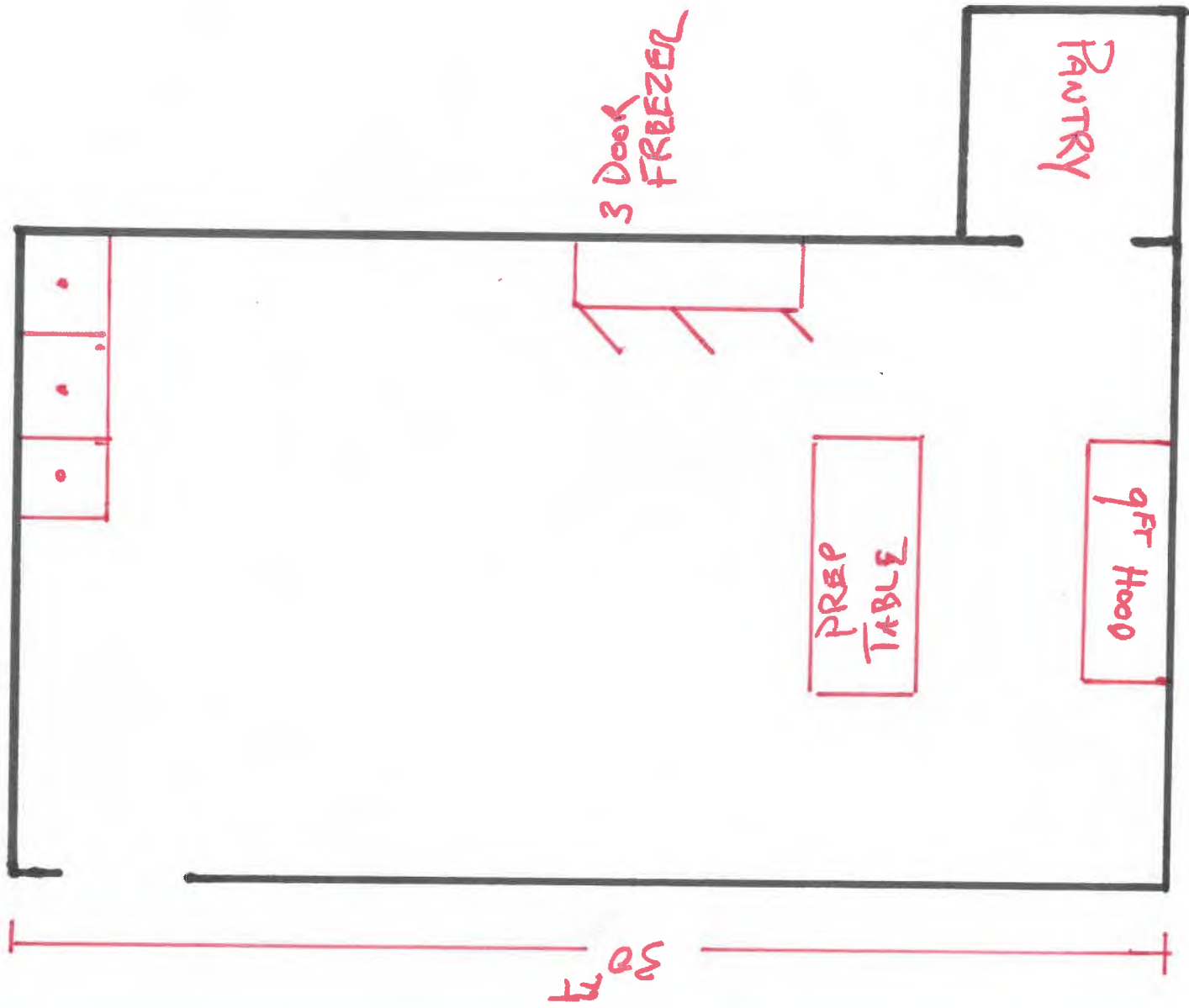
[Signature] 11/15/22
Signature of Applicant & Date

[Signature] 11/15/22
Signature of Property Owner & Date

Village Official Accepting Form & Date

SEND ALL PROFESSIONAL SERVICES INVOICES TO: (Check One)	
<input checked="" type="checkbox"/>	Property Owner
<input type="checkbox"/>	Applicant

3 COMPARTMENT SINK



3 DOOR
FREEZER

PREP
TABLE

PANTRY

9 FT
HOOD

20 FT

30 FT

FOR QUESTIONS, CALL THE
WISCONSIN OFFICE
REGION 78
PHONE: (262) 241-9210
EMAIL: reg78@econair.com

PATENT NUMBERS

AC-PSP (UNITED STATES) - US PATENT 7963830 B2.
AC-PSP WALL (CANADA) - CA PATENT 2820509.
AC-PSP ISLAND (CANADA) - CA PATENT 2520330.

HOOD INFORMATION - JOB#5713544

HOOD NO	TAG	MODEL	MANUFACTURER	LENGTH	MAX COOKING TEMP	TYPE	APPLIANCE DUTY	DESIGN CFM/FT	TOTAL EXH CFM	EXHAUST PLENUM RISER(S)						TOTAL SUPPLY CFM	HOOD CONSTRUCTION	HOOD CONFIG		
										WIDTH	LENG	HEIGHT	DIA	CFM	VEL			SP	END TO END	ROW
1		5424 EX-2-PSP-F	ECON-AIR	8' 0"	600 DEG	I	HEAVY	225	1800			4'	14"	1800	1684	-0.698'	1500	430 SS WHERE EXPOSED	ALONE	ALONE

HOOD INFORMATION

HOOD NO	TAG	FILTER(S)				LIGHT(S)				UTILITY CABINET(S)				FIRE SYSTEM PIPING	HOOD HANGING WEIGHT		
		TYPE	QTY	HEIGHT	LENGTH	EFFICIENCY @ 7 MICRONS	QTY	TYPE	WIRE GUARD	LOCATION	SIZE	FIRE SYSTEM TYPE	SIZE			ELECTRICAL MODEL #	SWITCHES QUANTITY
1		CAPRATE SOLD FILTER	5	20"	16"	85% SEE FILTER SPEC	3	L55 SERIES E26	NO	RIGHT	12"x54"x24"	TANK FS	4.0/4.0	DCV-1111	1 LIGHT 1 FAN	YES	887 LBS

HOOD OPTIONS

HOOD NO	TAG	OPTION
1		FIELD WRAPPER 18.00' HIGH FRONT, LEFT, RIGHT.
		BACKSPLASH 80.00' HIGH X 108.00' LONG 430 SS VERTICAL.
		RIGHT SIDESPLASH 120.00' HIGH X 18.00' LONG 430 SS VERTICAL.
		LEFT SIDESPLASH 120.00' HIGH X 18.00' LONG 430 SS VERTICAL.
		LEFT VERTICAL END PANEL 27' TOP WIDTH, 21' BOTTOM WIDTH, 80' HIGH INSULATED 430 SS.
		RIGHT VERTICAL END PANEL 27' TOP WIDTH, 21' BOTTOM WIDTH, 80' HIGH INSULATED 430 SS.

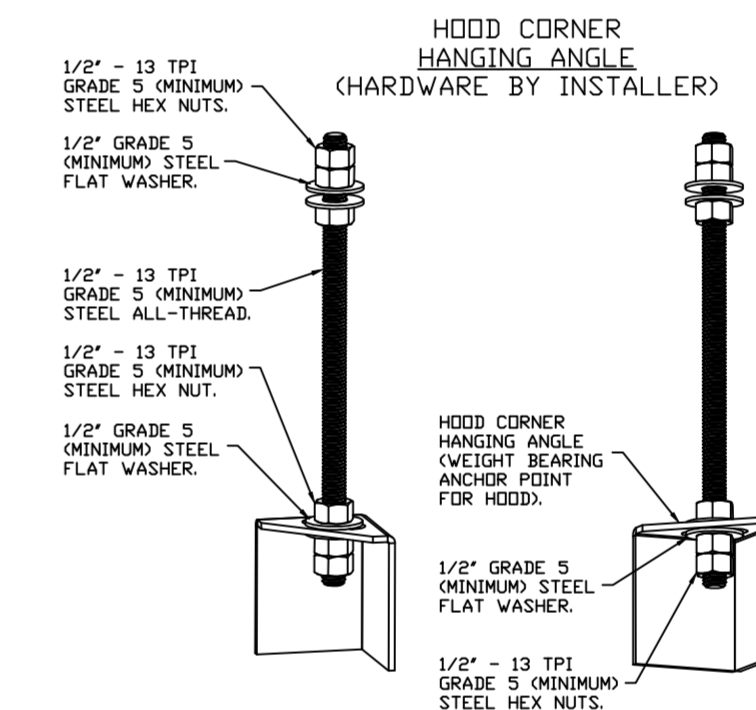
PERFORATED SUPPLY PLENUM(S)

HOOD NO	TAG	POS	LENGTH	WIDTH	HEIGHT	TYPE	RISER(S)				
							WIDTH	LENG	DIA	CFM	SP
1		Front	108'	16'	6'	MUA	12"	24"		750	0.212'
						MUA	12"	24"		750	0.212'

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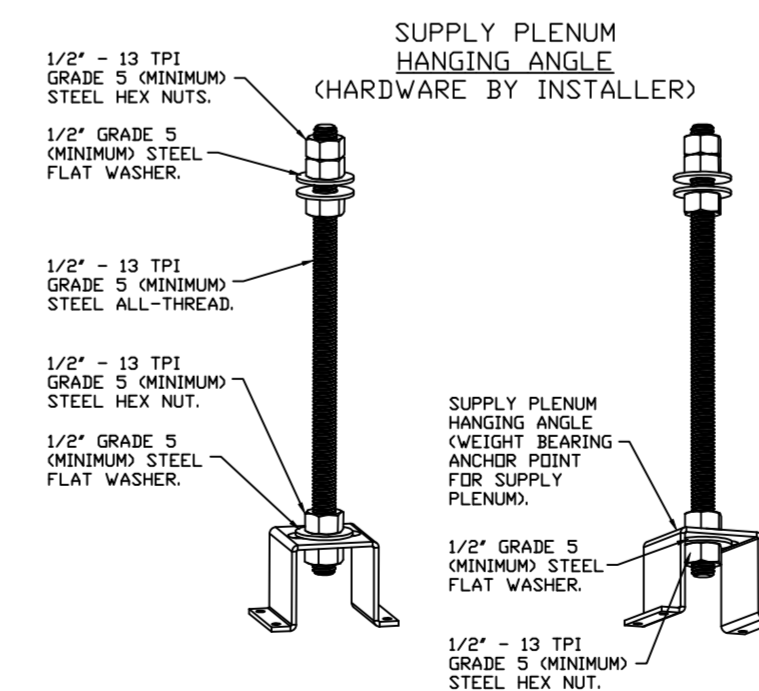
DESCRIPTION	DATE:

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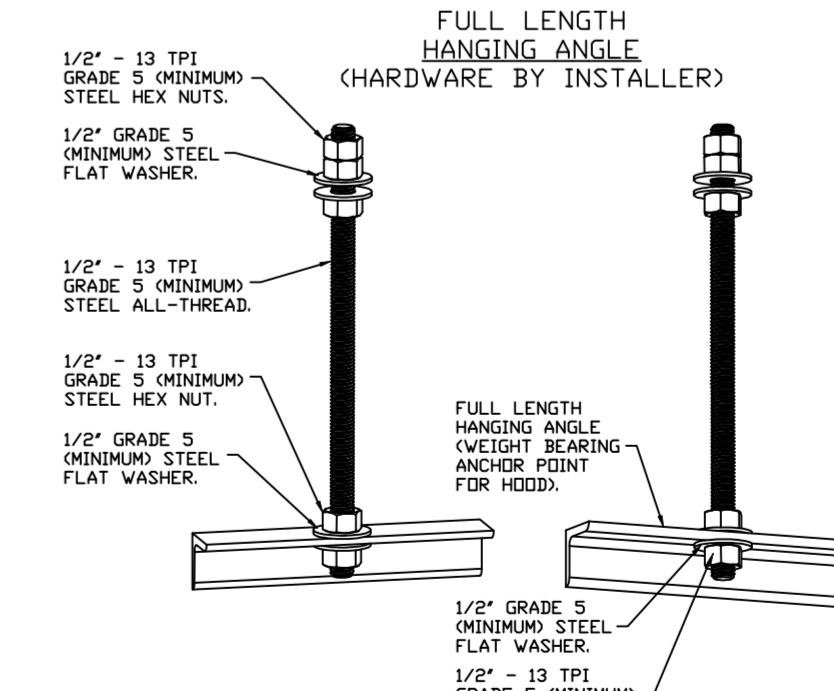
ASSEMBLY INSTRUCTIONS

HANGING ANGLE MUST BE SUPPORTED WITH 1/2" - 13 TPI GRADE 5 (MINIMUM) ALL-THREAD. SANDWICH HANGING ANGLES AND CEILING ANCHOR POINTS WITH 1/2" GRADE 5 (MINIMUM) STEEL FLAT WASHERS AND 1/2" - 13 TPI GRADE 5 (MINIMUM) HEX NUTS AS SHOWN. MUST USE DOUBLED HEX NUT CONFIGURATION BENEATH HOOD HANGING ANGLES AND ABOVE CEILING ANCHORS. MAINTAIN 1/4" OF EXPOSED THREADS BENEATH BOTTOM HEX NUT. TORQUE ALL HEX NUTS TO 57 FT-LBS.



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Church 8ft Hot
PEWAUKEE, WI, 53072

DATE: 11/2/2022

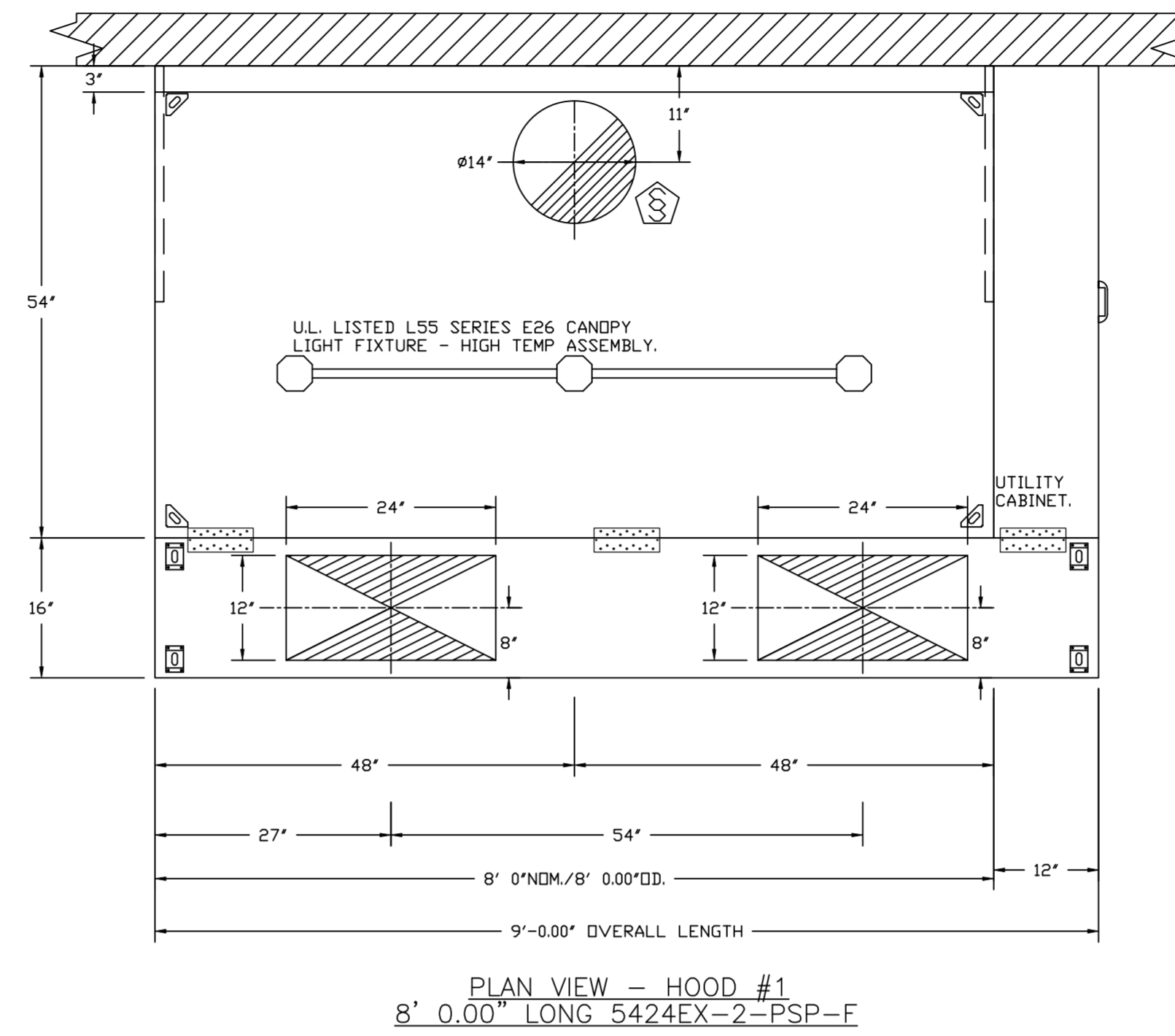
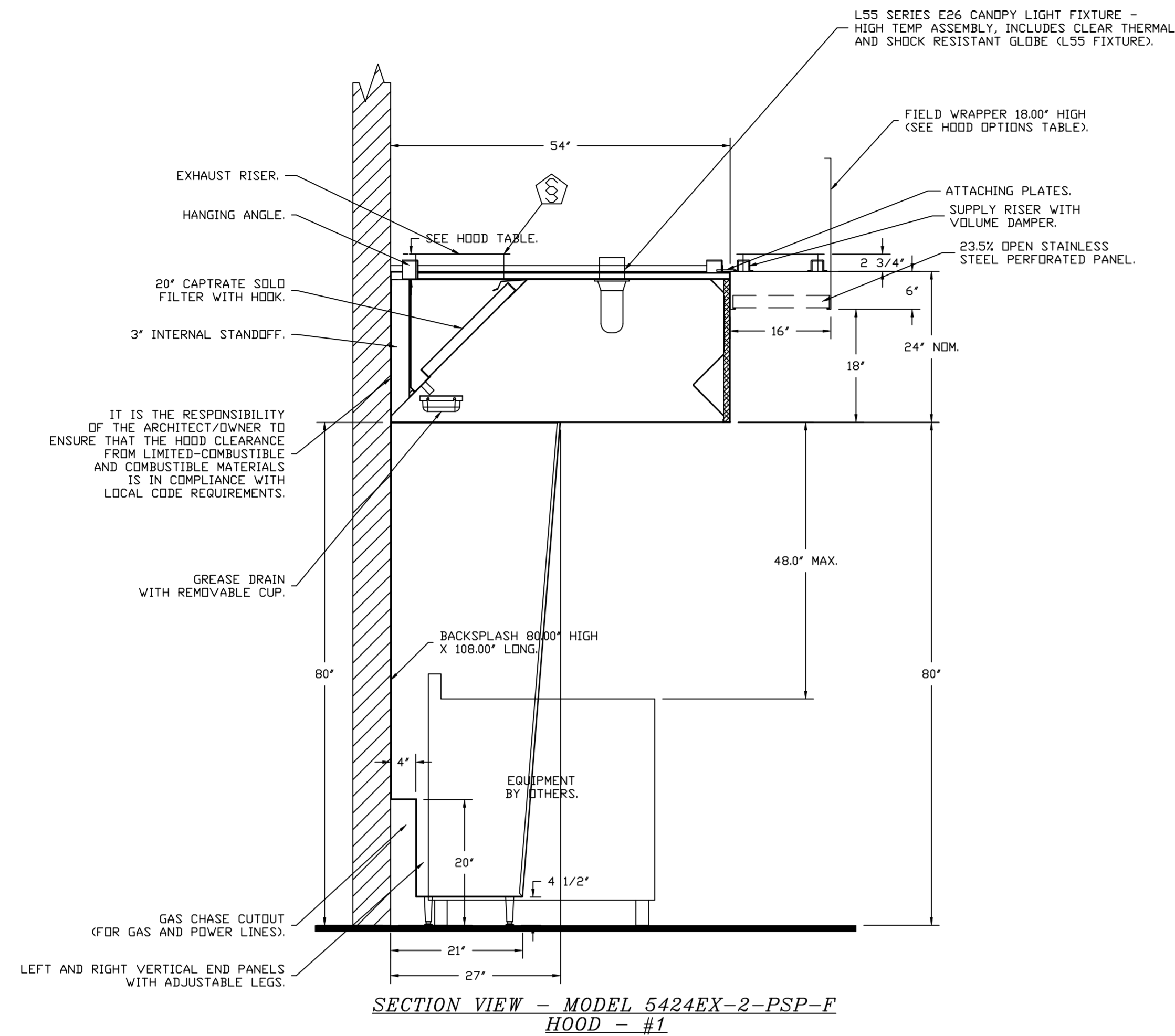
DWG.#:
5713544

DRAWN BY:

SCALE:
3/4" = 1'-0"

MASTER DRAWING

SHEET NO.



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SHEET NO.
 2

FIRE SYSTEM INFORMATION - JOB#5713544

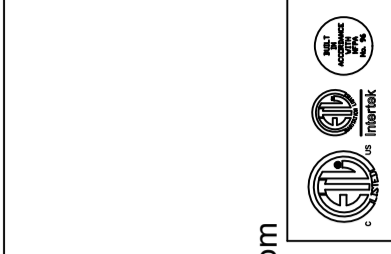
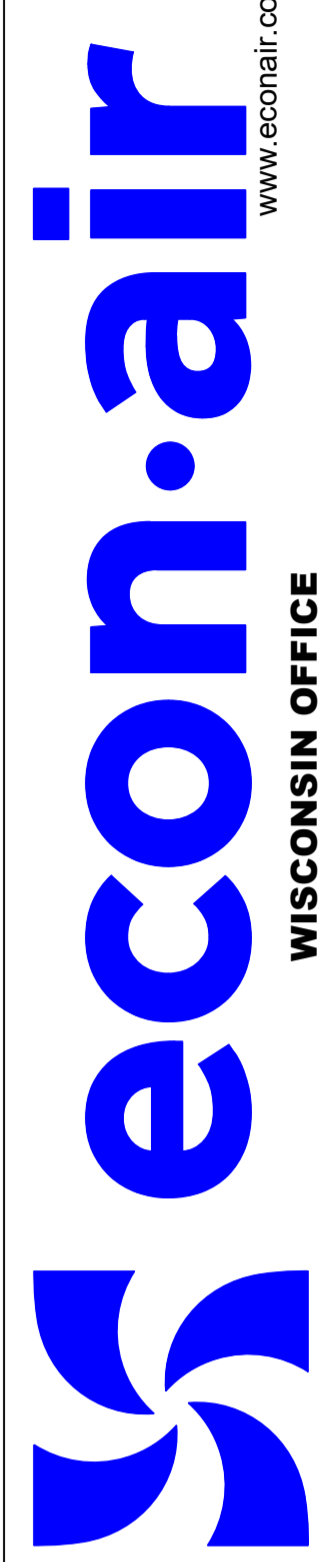
FIRE SYSTEM NO	TAG	TYPE	SIZE	FLOW POINTS	INSTALLATION	
					SYSTEM	LOCATION ON HOOD
1	FS-1	TANK FS	4.0/4.0	23	FIRE CABINET RIGHT	RIGHT, HOOD 1

GAS VALVE(S)

FIRE SYSTEM NO	TAG	TYPE	SIZE	SUPPLIED BY
1	FS-1	SC ELECTRICAL	1.000	ECON-AIR

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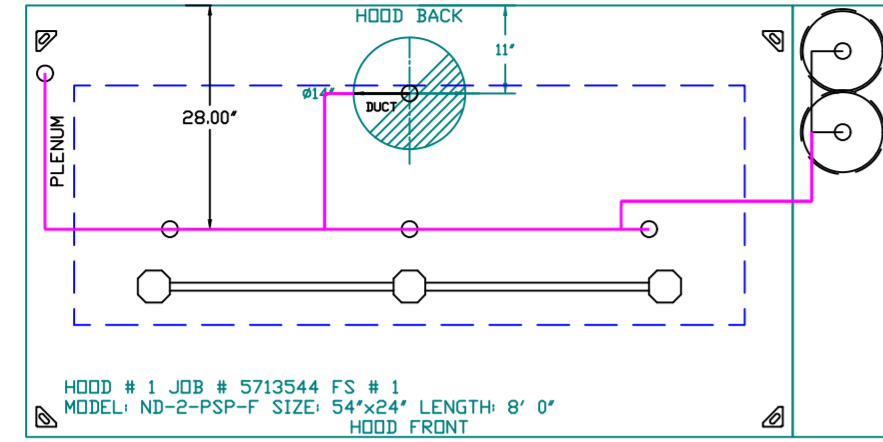
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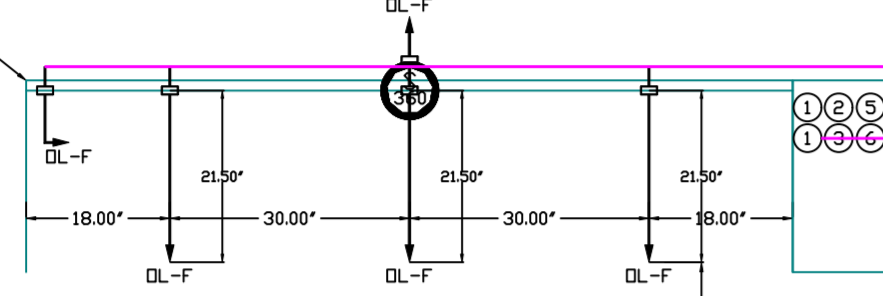
SHEET NO.
3

SYSTEM REQUIRES A MINIMUM OF 7 FT OF EQUIVALENT PIPE LENGTH BETWEEN TANK AND NEAREST APPLIANCE NOZZLE FOR MOST APPLIANCES. EACH 90 DEGREE ELBOW ADDS 1.3 FT OF EQUIVALENT LENGTH. SEE MANUAL FOR DETAILS.

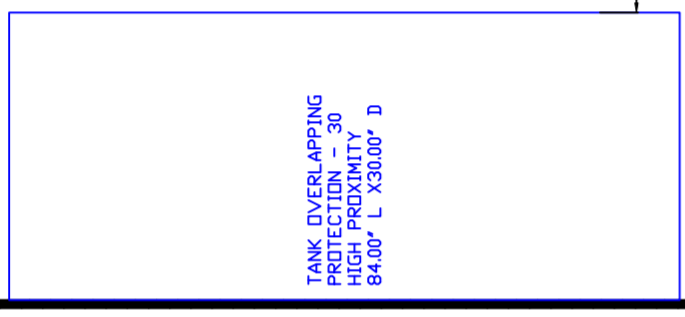


HOOD # 1 JOB # 5713544 FS # 1
MODEL# ND-2-PSP-F SIZE: 54"x24" LENGTH 8' 0"
HOOD FRONT

FACTORY PIPING EXTENDS A MAXIMUM OF 6" ABOVE THE TOP OF THE HOOD.



NOZZLE HEIGHT 35-50" FROM COOKING SURFACE (45.25")



- NOTES
- FIELD PIPE DROPS AS SHOWN
 - PIPING, ELBOWS, TEES, AND NOZZLES SUPPLIED BY CAS.
 - FIELD INSTALLED DROP; FACTORY WILL PROVIDE QTY 2 60IN LONG PIECES OF CHROME PLATED PIPING SHIPPED LOOSE TO BE FIELD-INSTALLED.
 - SHIP LOOSE DROP; FACTORY WILL PROVIDE THE EXACT CHROME PIPE LENGTH NEEDED SHIPPED LOOSE TO BE FIELD-INSTALLED.
 - RELOCATE NOZZLES IF FLOW PATTERN IS BLOCKED BY SHELVEING, SALAMANDERS, ETC.
 - OVERLAPPING COVERAGE SHALL NOT BE USED ON ANY APPLIANCE WITH AN OBSTRUCTION.
 - IF APPLICABLE, EXTENDED PRE-PIPED DROPS ARE SHIPPED LOOSE.
 - FACTORY PIPING EXTENDS A MAXIMUM OF 6" ABOVE THE TOP OF THE HOOD.

- APPLIANCE DIMENSIONS LISTED REPRESENT THE COOKING SURFACE SIZE, NOT THE OVERALL APPLIANCE SIZE.
- THIS FIRE SYSTEM COMPLIES WITH U.L. 300 REQUIREMENTS.

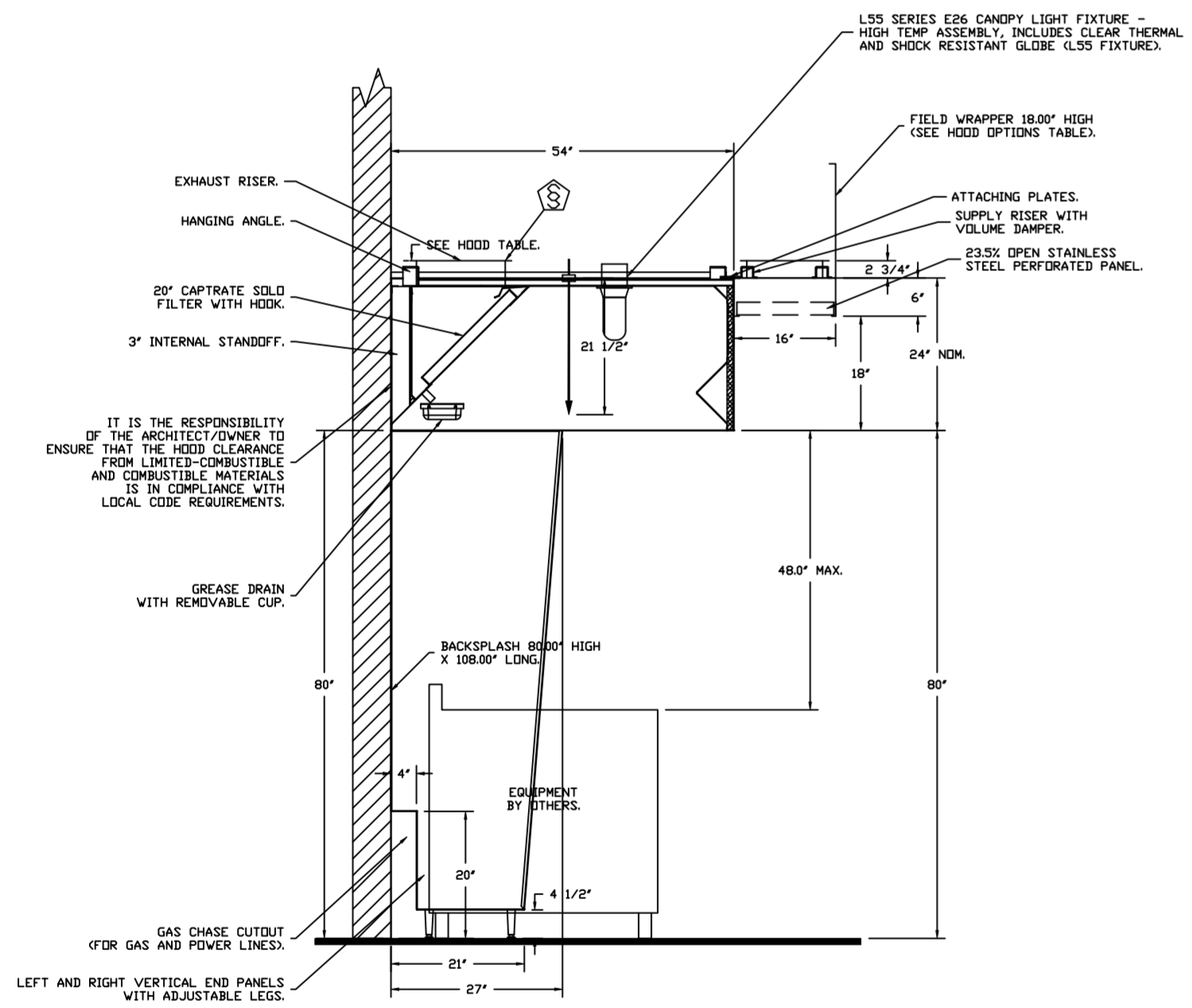
- DL-F NOZZLE PART NUMBER REPLACES 3070-3/8H-10-SS
JOB #: 5713544.
JOB NAME: CHURCH 8FT HDT.

SYSTEM SIZE: TANK-SP-2 TOTAL FP REQUIRED: 23.
HOOD # 1 8' 0.00' LONG x 54' WIDE x 24' HIGH.
RISER # 1 SIZE: 1 1/2" DIA.
HOOD # 1 METAL BLOW-OFF CAPS INCLUDED.

LEGEND - FIRE CABINET TANK SYSTEM

- 4 GALLON TANK.
- PRIMARY ACTUATOR RELEASE.
- SECONDARY ACTUATOR RELEASE.
- PRESSURE SUPERVISION SWITCH.
- PRIMARY HOSE ASSEMBLY.
- SECONDARY HOSE ASSEMBLY.
- REMOTE MANUAL ACTUATION DEVICE.

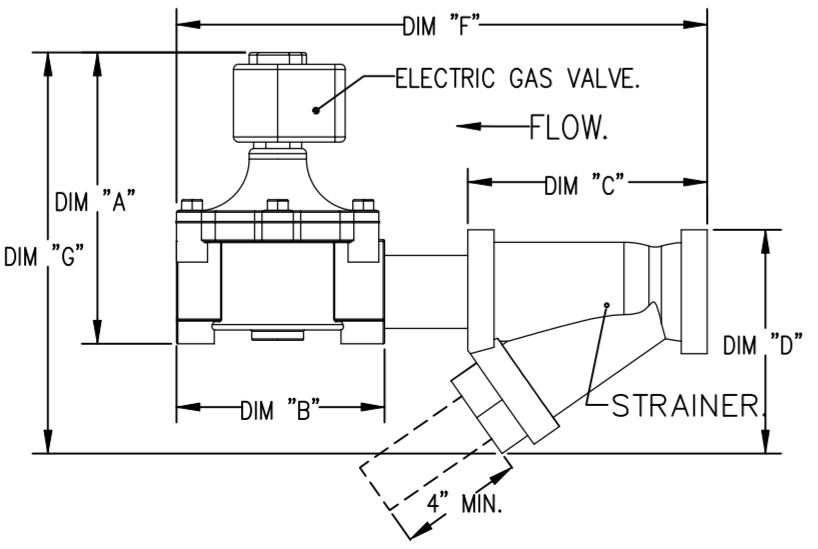
INCLUDES: FIELD INSTALLATION AND HOOKUP DURING NORMAL BUSINESS HOURS BY CERTIFIED INSTALLERS ONLY IN THE LOCATION NOTED ABOVE. TWO SITE VISITS ONLY (ONE VISIT TO SET PULL STATION & SYSTEM HOOKUP AND ONE VISIT FOR ONE TEST); ADDITIONAL VISITS WILL RESULT IN ADDITIONAL CHARGES. ONE MECHANICAL OR ELECTRICAL GAS VALVE PER SYSTEM AT A MAXIMUM SIZE OF 2". PERMIT AND SYSTEM TEST.
EXCLUDES: UNION LABOR & PREVAILING WAGE (LABOR & WAGES WILL BE ADDED IF APPLICABLE), GAS VALVE INSTALLATION, ELECTRICAL HOOKUP AND CONNECTIONS, HANGING OF FIRE CABINET, SHUNT TRIP, HANDHELD EXTINGUISHERS, ON-SITE RE-PIPING DUE TO EQUIPMENT LAYOUT CHANGES.



SECTION VIEW - MODEL 5424EX-2-PSP-F HOOD - #1

GAS VALVE SIZING				GAS VALVES AND STRAINERS													
TYPE	SIZE	VOLTAGE	MIN. INLET PRESSURE	MAX. INLET PRESSURE	FLOW AT 1 IN.W.C. DROP NATURAL GAS	FLOW AT 1 IN.W.C. DROP PROPANE	GAS VALVE DIMENSIONS					INSTALLATION		PART NUMBERS			
			0 PS (0 IN.W.C.)	(138 IN.W.C.)	1,132,300 BTU/HR	734,733 BTU/HR	DIM "A"	DIM "B"	DIM "C"	DIM "D"	DIM "E"	DIM "F"	DIM "G"	MOUNTING ORIENTATION	GAS VALVE PART NUMBER	STRAINER PART NUMBER	GAS VALVE/STRAINER KIT NUMBER
ELECTRICAL	1"	120 VAC					6-15/16"	5-15/16"	4-7/8"	5-3/16"	12-13/16"	10-11/16"		HORIZONTAL/VERTICAL	8214250	4417965	(50)EVA1

ALL GAS VALVES/STRAINERS PROPER CLEARANCE MUST BE PROVIDED IN ORDER TO SERVICE THE STRAINERS A MINIMUM OF 4" CLEARANCE DISTANCE MUST BE PROVIDED AT THE BASE OF THE STRAINER. CUSTOMER MUST VERIFY BTU CONSUMPTION AS WELL AS PRESSURE RATING SPECIFIC GRAVITY OF NATURAL GAS = 0.64, SPECIFIC GRAVITY OF LP = 1.52.



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SHEET NO. 4

EXHAUST FAN INFORMATION - JOB#5713544

FAN UNIT NO	TAG	QTY	FAN UNIT MODEL #	MANUFACTURER	CFM	ESP	RPM	MOTOR ENCL	HP	BHP	PHASE	VOLT	FLA	DISCHARGE VELOCITY	WEIGHT (LBS)	SDNES
1		1	EA-USB115DD-RM	ECON-AIR	1800	1.200	1423	DDP,PREMIUM	1.000	0.6430	3	208	3.1	1251 FPM	274	14

MUA FAN INFORMATION - JOB#5713544

FAN UNIT NO	TAG	QTY	FAN UNIT MODEL #	BLOWER	HOUSING	MIN CFM	DESIGN CFM	ESP	RPM	MOTOR ENCL	HP	BHP	PHASE	VOLT	FLA	MCA	MOCF	WEIGHT (LBS)	SDNES
2	MUA-1	1	EA1-D.250-15D	15MF-1-MOD	A1-D.250	1000	1800	0.500	1927	DDP,PREMIUM	2.000	1.1090	3	208	6.1	7.7A	15A	500	18.2

GAS FIRED MAKE-UP AIR UNIT(S)

FAN UNIT NO	TAG	INPUT BTUs	OUTPUT BTUs	TEMP RISE	REQUIRED INPUT GAS PRESSURE	GAS TYPE	BURNER EFFICIENCY(%)
2	MUA-1	182987	168348	90°F	7 IN. W.C. - 14 IN. W.C.	NATURAL	92

FAN #1 EA-USB115DD-RM - EXHAUST FAN

FAN OPTIONS

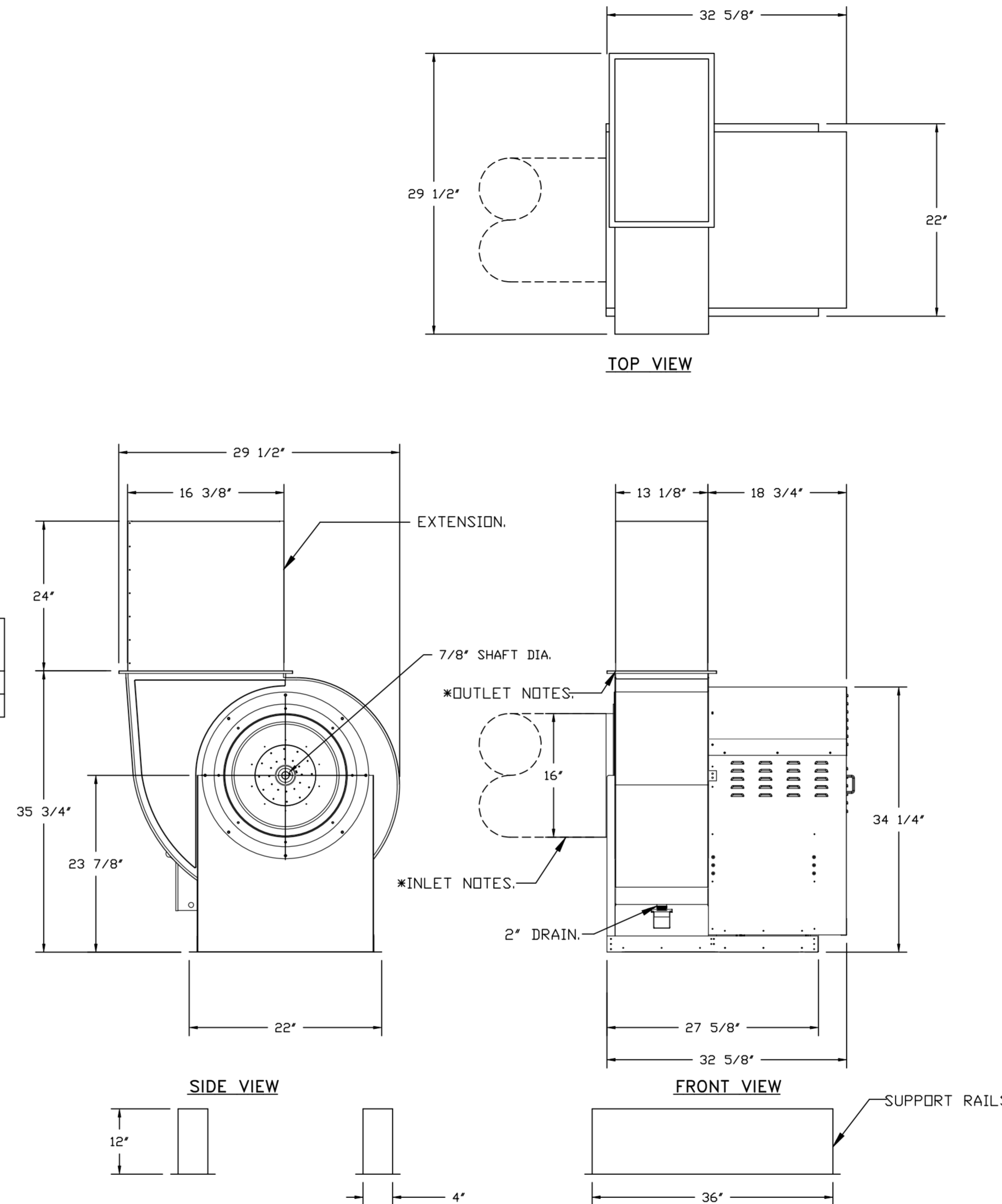
FAN UNIT NO	TAG	QTY	DESCRIPTION
1		1	B115 - INLET SERVICE DUCT CONNECTION. USED TO CONNECT TO STANDARD 16" GREASE DUCT OR FIELD WELDED DUCT. INCLUDES (2) 7" RISERS BOLTED TO STANDARD INLET RISER
		1	UTILITY SET GREASE CUP
		1	B115 - 24" DISCHARGE EXTENSION
		1	B1 - DISCHARGE ORIENTATION VERTICAL UPPER LEFT - CW INLET SIDE
		1	B115 - INLET CONNECTION STANDARD 16" FLANGED GREASE DUCT
		1	2 YEAR PARTS WARRANTY
2	MUA-1	1	INLET PRESSURE GAUGE, 0-35"
		1	MANIFOLD PRESSURE GAUGE, -5 TO 15" WC
		1	LOW FIRE START
		1	MOTORIZED BACKDRAFT DAMPER FOR A1-D HOUSING - MEETS AMCA CLASS 1A RATING
		1	SEPARATE 120V WIRING PACKAGE (REQUIRED AND USED ONLY FOR DCV OR PREWIRE WITH VFD) - THREE PHASE ONLY
1	2 YEAR PARTS WARRANTY		

FAN ACCESSORIES

FAN UNIT NO	TAG	EXHAUST				SUPPLY			
		GREASE CUP	GRAVITY DAMPER	WALL MOUNT	SIDE DISCHARGE	GRAVITY DAMPER	MOTORIZED DAMPER	WALL MOUNT	
1		YES							
2	MUA-1				YES		YES		

CURB ASSEMBLIES

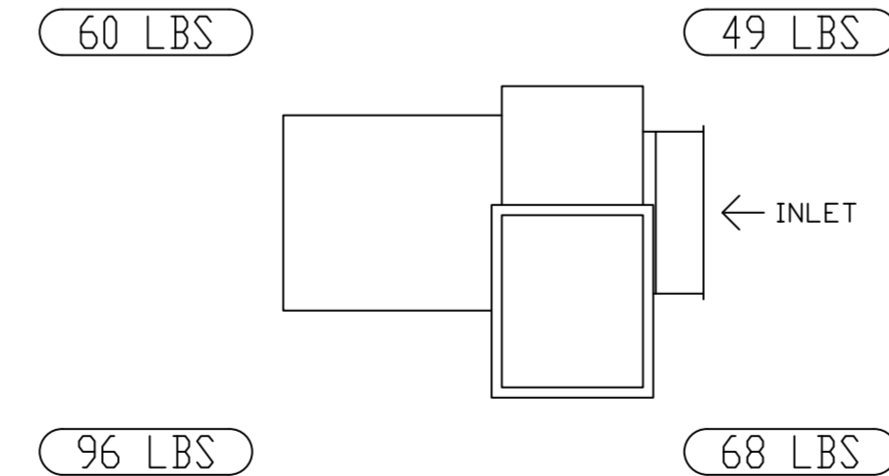
NO	ON FAN	TAG	WEIGHT	ITEM	SIZE
1	# 1		36 LBS	RAIL	4.000"W X 36.000"L X 12.000"H ALONG WIDTH, RIGHT COMES AS A SET OF 2.
2	# 2	MUA-1	74 LBS	CURB	21.000"W X 71.000"L X 24.000"H ALONG WIDTH, RIGHT INSULATED.



* INLET/OUTLET NOTES:
 LENGTH OF THE STRAIGHT DUCT ON THE INLET AND OUTLET TO BE 3 TIMES THE EQUIVALENT DUCT DIAMETER BEFORE CONNECTING TO ANY FITTINGS SUCH AS ELBOWS TO AVOID SYSTEM EFFECT.

NORMAL TEMPERATURE TEST DIRECT DRIVE EXHAUST FAN MUST OPERATE CONTINUOUSLY WHILE EXHAUSTING AIR AT 350°F (176°C) UNTIL ALL FAN PARTS HAVE REACHED THERMAL EQUILIBRIUM, AND WITHOUT ANY DETERIORATING EFFECTS TO THE FAN WHICH WOULD CAUSE UNSAFE OPERATION.

UNIT PLAN VIEW CORNER WEIGHTS:



CORNER WEIGHTS ARE CALCULATED BASED ON VERTICAL DISCHARGE. SUPPORT DUCT PROPERLY BEFORE FAN TO ENSURE CORNER WEIGHTS ARE NOT AFFECTED.

FEATURES:

- ROOF MOUNTED FANS.
- UL705.
- UL762 AND ULC-S645 (RESTAURANT MODEL).
- HIGH HEAT OPERATION DIRECT DRIVE 350°F (176°C).
- HEAT SLINGER.
- NEMA 3R SAFETY DISCONNECT SWITCH.
- GREASE CLASSIFICATION TESTING.
- 2" DRAIN.
- MOTOR WEATHER COVER.
- FULLY SEALED SCROLL HOUSING.
- SCROLL ACCESS DOOR.
- FLANGE 1 1/4".

OPTIONS:

- B115 - INLET SERVICE DUCT CONNECTION. USED TO CONNECT TO STANDARD 16" GREASE DUCT OR FIELD WELDED DUCT. INCLUDES (2) 7" RISERS BOLTED TO STANDARD INLET RISER.
- UTILITY SET GREASE CUP.
- B115 - 24" DISCHARGE EXTENSION.
- B1 - DISCHARGE ORIENTATION VERTICAL UPPER LEFT - CW INLET SIDE.
- B115 - INLET CONNECTION STANDARD 16" FLANGED GREASE DUCT.
- 2 YEAR PARTS WARRANTY.

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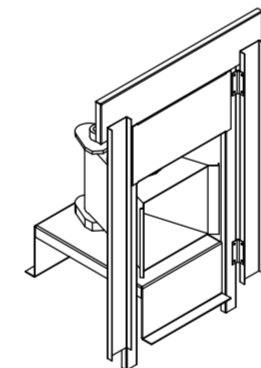
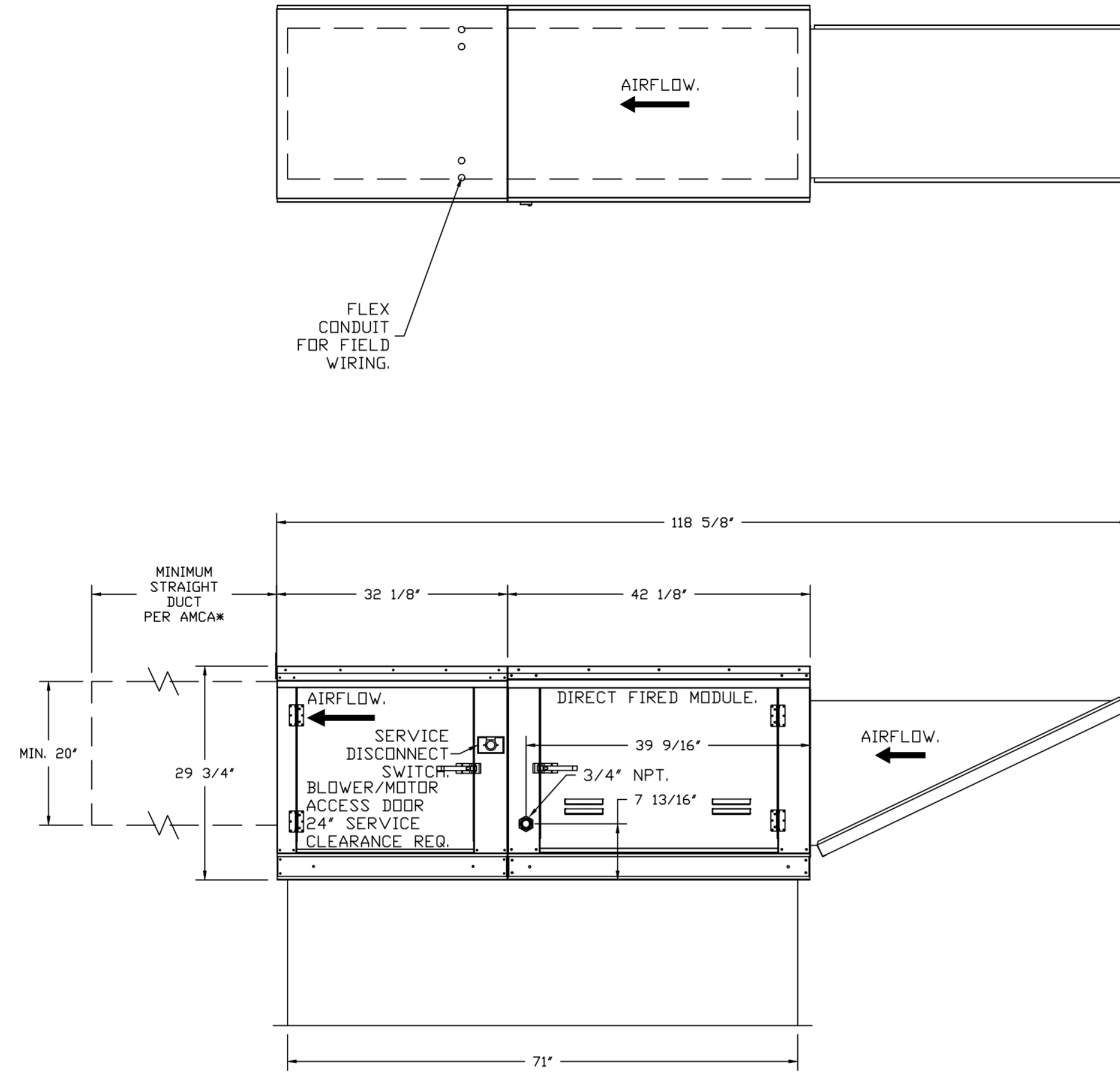
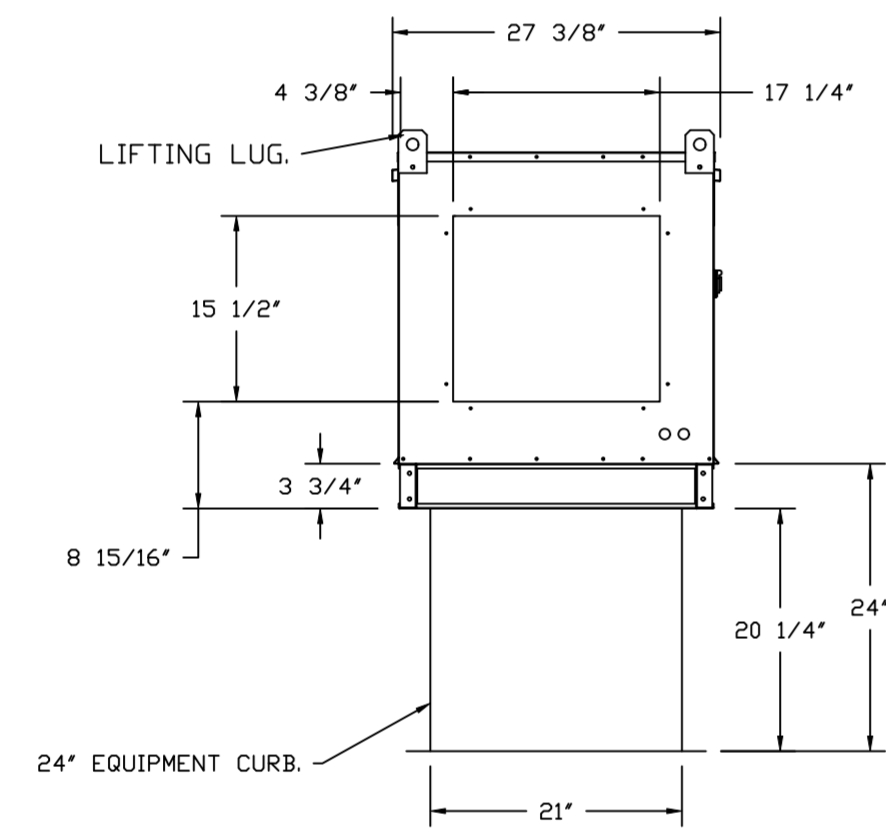
SHEET NO.
 5

- FAN #2 EAI-D250-15D - HEATER (MUA-1)
 1. DIRECT GAS FIRED HEATED MAKE-UP AIR UNIT WITH 15' MIXED FLOW DIRECT DRIVE FAN.
 2. INTAKE HOOD WITH EZ FILTERS.
 3. SIDE DISCHARGE - AIR FLOW RIGHT -> LEFT.
 4. GAS PRESSURE GAUGE, 0-35", 2.5" DIAMETER, 1/4" THREAD SIZE.
 5. GAS PRESSURE GAUGE, -5 TO +15 INCHES WC, 2.5" DIAMETER, 1/4" THREAD SIZE.
 6. LOW FIRE START. ALLOWS THE BURNER CIRCUIT TO ENERGIZE WHEN THE MODULATION CONTROL IS IN A LOW FIRE POSITION.
 7. MOTORIZED BACK DRAFT DAMPER 16" X 18" FOR SIZE 1 STANDARD & MODULAR HEATER UNITS V/EXTENDED SHAFT, STANDARD GALVANIZED CONSTRUCTION, 3/4" REAR FLANGE, LOW LEAKAGE, TF B120S ACTUATOR INCLUDED.
 8. SEPARATE 120VAC WIRING PACKAGE FOR MAKE-UP AIR UNITS. OPTION MUST BE SELECTED WHEN MOUNTING VFD IN PREVIRE PANEL OR WITH DCV PACKAGE. PROVIDES SEPARATE 120VAC INPUT TO SUPPLY FAN. THIS 120V SIGNAL MUST BE RUN BY ELECTRICIAN FROM DCV TO MUA SWITCH.
 9. HINGED DOUBLE WALL INSULATED DOOR ASSEMBLY (BURNER/BLOWER SECTION).
 10. 2 YEAR PARTS WARRANTY.

*NOTE: SUPPLY DUCT MUST BE INSTALLED TO MEET SMACNA STANDARDS. A MINIMUM STRAIGHT DUCT LENGTH MUST BE MAINTAINED DOWNSTREAM OF UNIT DISCHARGE AS OUTLINED IN AMCA PUBLICATION 201. WHEN USING RECTANGULAR DUCTWORK, ELBOWS MUST BE RADIUS THROAT, RADIUS BACK WITH TURNING VANES. FLEXIBLE DUCTWORK AND SQUARE THROAT/SQUARE BACK ELBOWS SHOULD NOT BE USED. ANY TRANSITION AND/OR TURNS IN THE DUCTWORK WILL CAUSE SYSTEM EFFECT. SYSTEM EFFECT WILL DRASTICALLY INCREASE STATIC PRESSURE AND REDUCE AIRFLOW. DO NOT RELY ON UNIT TO SUPPORT DUCT IN ANY WAY. FAILURE TO PROPERLY SIZE DUCTWORK MAY CAUSE SYSTEM EFFECTS AND REDUCE PERFORMANCE OF THE EQUIPMENT. SUGGESTED STRAIGHT DUCT SIZE IS 20" x 20".

SUPPLY SIDE HEATER INFORMATION

WINTER TEMPERATURE = 0°F. TEMP. RISE = 90°F.
 BTUs CALCULATED OFF ACTUAL AIR DENSITY.
 OUTPUT BTUs AT ALTITUDE OF 0.0 FT. = 169348.
 INPUT BTUs AT ALTITUDE OF 0.0 FT. = 182987.



DIRECT FIRED (DF) PROFILE PLATE ASSEMBLY

DIRECT FIRED PROFILE PLATE SPECIFICATIONS:

DESCRIPTION:
 DIRECT FIRED BURNERS SHALL HAVE PATENTED (US PATENT NO. US6695828B2), SELF-ADJUSTING PROFILE PLATES DESIGNED TO ENSURE PROPER AIR VELOCITY AND PRESSURE DROP ACROSS THE BURNER. PROFILE PLATES SHALL ALLOW BURNERS TO ACHIEVE CLEAN COMBUSTION BY LIMITING BY-PRODUCT LEVELS TO A MAXIMUM OF 50PPM OF CARBON MONOXIDE (CO), AND 450PPM OF NITROGEN DIOXIDE (NO2). DIRECT FIRED UNITS SHALL BE CONFIGURED WITH THE BLOWER MOUNTED DOWNSTREAM OF THE BURNER. THIS ARRANGEMENT WILL ENSURE A CONSISTENT AIRFLOW, REGARDLESS OF INLET AIR TEMPERATURE.

APPLICATION:
 SPRING-LOADED BURNER PROFILE PLATES ARE ENGINEERED TO AUTOMATICALLY REACT TO THE MOMENTUM OF A FRESH AIR STREAM, WITHOUT THE NEED FOR ANY MOTORS OR ACTUATORS TO MECHANICALLY ADJUST THEM. WITH THIS FEATURE, ALL DF UNITS ARE DESIGNED FOR DEMAND CONTROL VENTILATION (DCV) REQUIREMENTS.

CERTIFICATIONS:
 ALL PROFILE PLATE ASSEMBLIES SHALL BE INCLUDED IN THE DF UNIT'S ETL LISTING AND COMPLY WITH COMBINED SAFETY STANDARDS ANSI Z83.4 AND CSA 3.7 (NON-RECIRCULATING DF HEATERS) AND ANSI Z83.18 (RECIRCULATING DF HEATERS).

GENERAL CONSTRUCTION:
 -PROFILE PLATES SHALL BE FORMED FROM 600 GALVANIZED STEEL.
 -PROFILE PLATES SHALL VARY IN SIZE PER UNIT.
 -PROFILE PLATES SHALL BE MOUNTED ALONG THE SAME PLANE AS THE DISCHARGE OF THE BURNER.
 -DESIGN SHALL INCORPORATE PROPERLY TORQUED, PERMANENTLY MOUNTED SPRING HINGES.
 -SPRING HINGES SHALL BE MADE FROM PLATED STEEL.

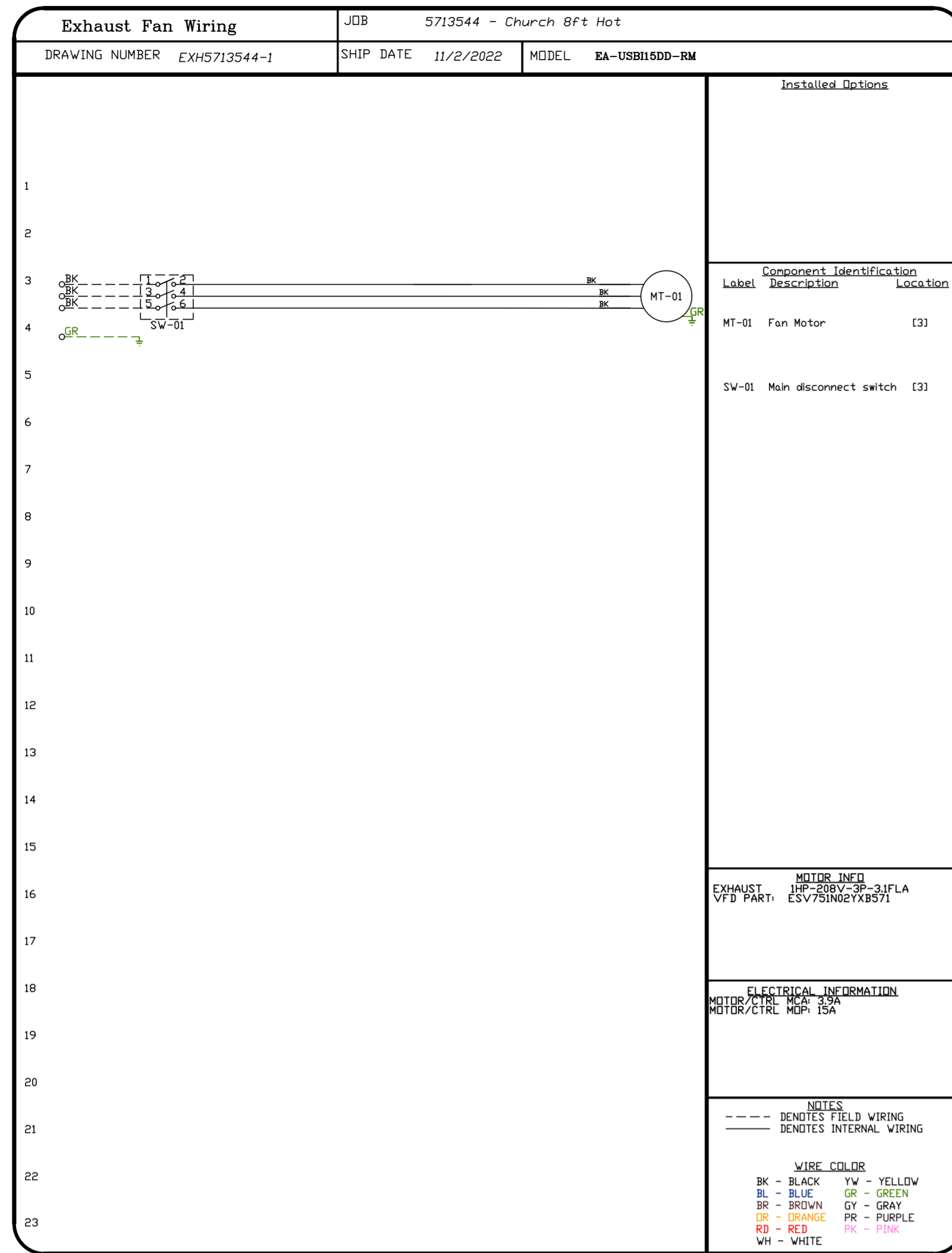
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 6



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DESCRIPTION	DATE

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Church 8ft Hot
PEWAUKEE, WI, 53072

DATE: 11/2/2022

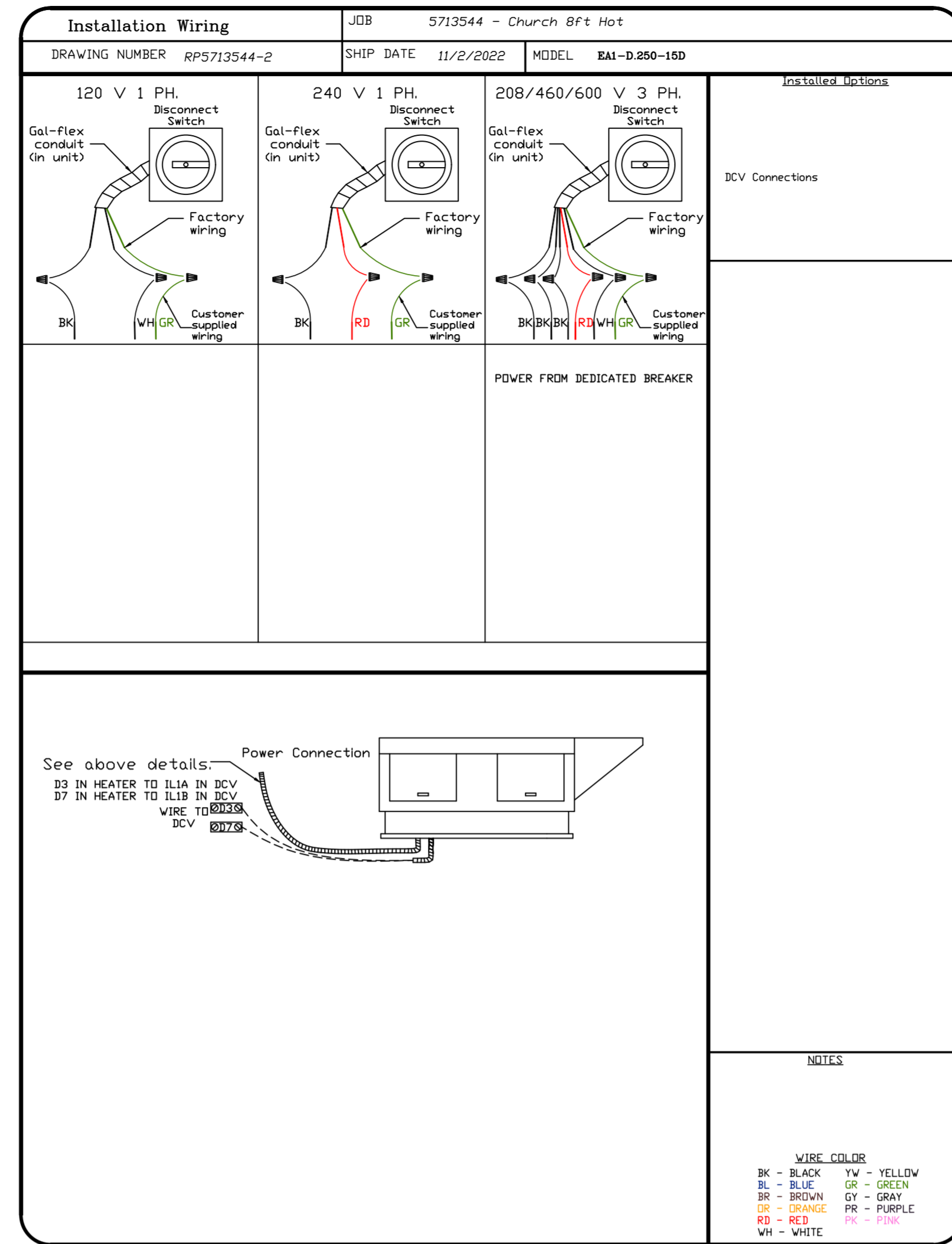
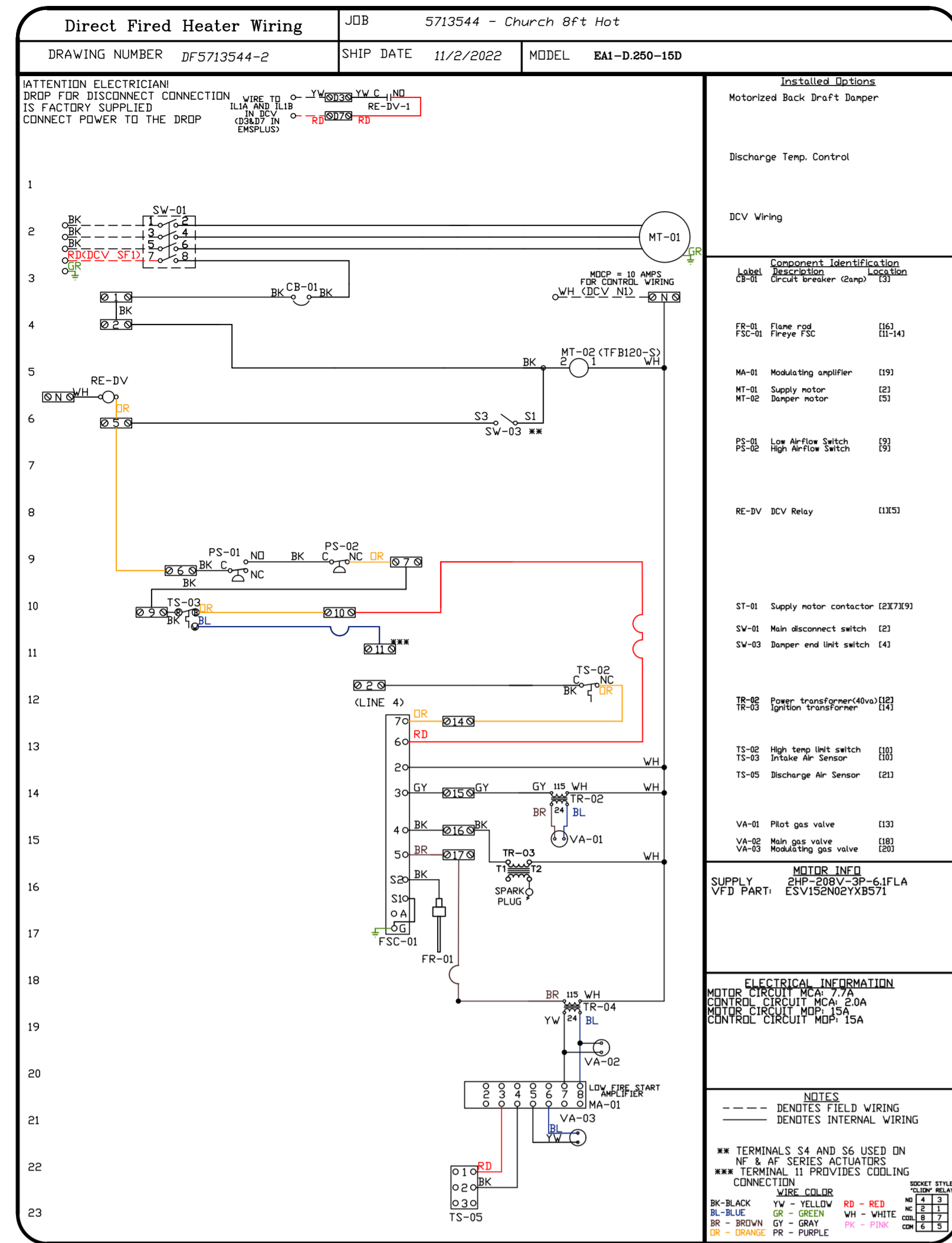
DWG.#:
5713544

DRAWN BY:

SCALE:
3/4" = 1'-0"

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7



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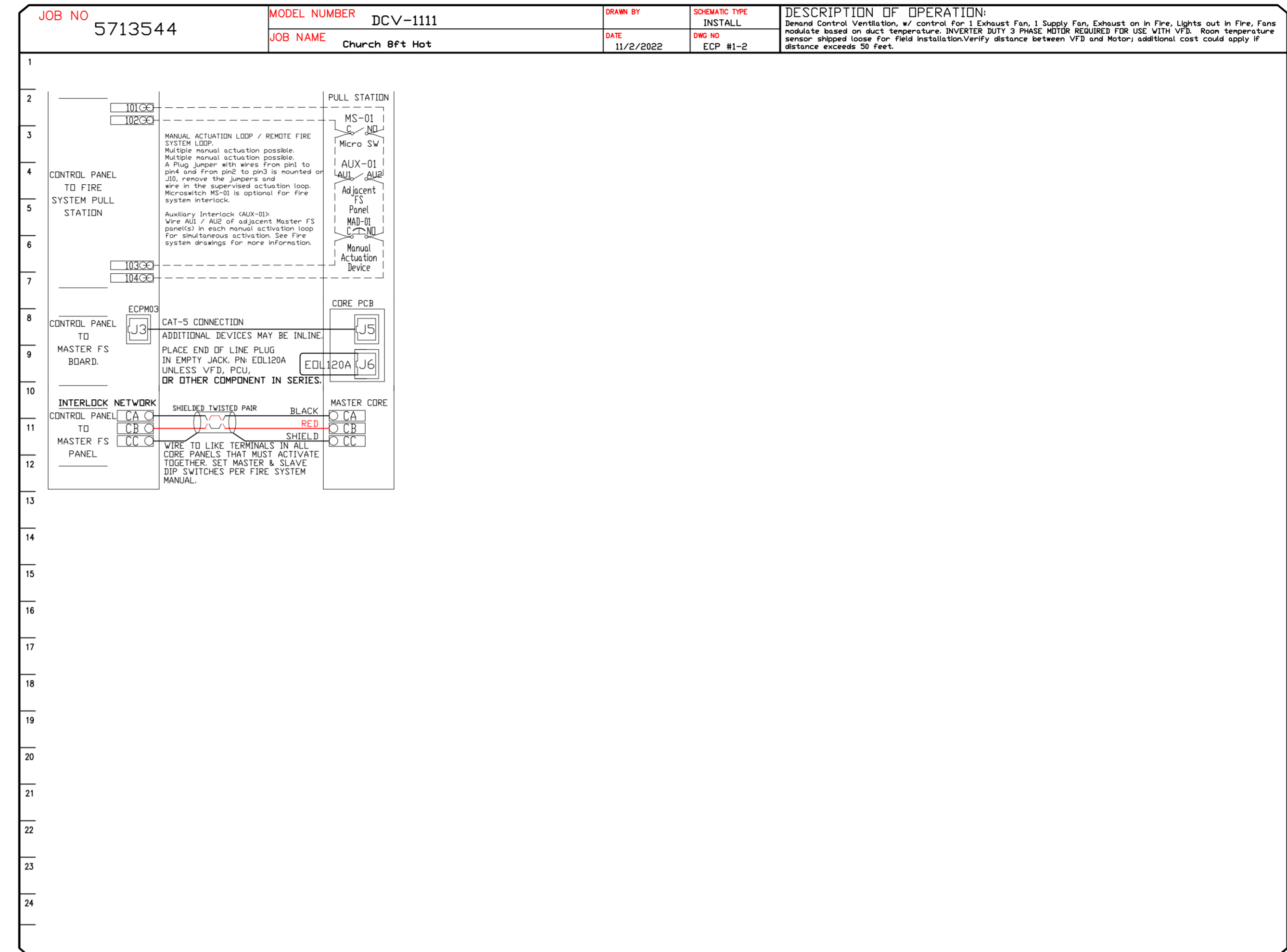
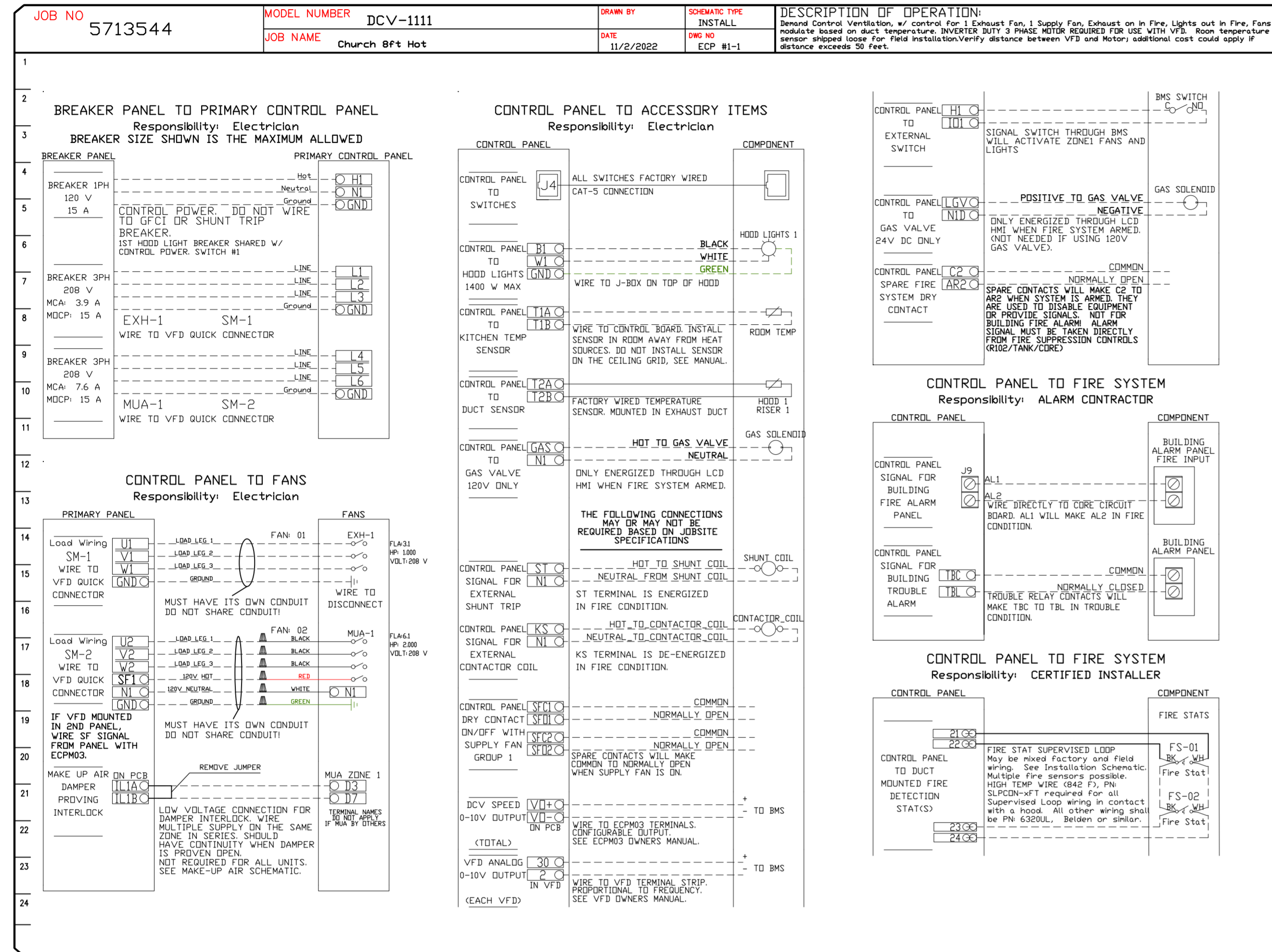
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SHEET NO. 8

ELECTRICAL PACKAGE - JOB#5713544

NO	TAG	PACKAGE #	LOCATION	SWITCHES		OPTION	FANS CONTROLLED					
				LOCATION	QUANTITY		FAN TAG	TYPE	Φ	HP	VOLT	FLA
1	ECP-1	DCV-1111	UTILITY CABINET RIGHT	04 - UTILITY CABINET RIGHT	1 LIGHT	SMART CONTROLS DCV	MUA-1	SUPPLY	3	2.000	208	6.1
				HOOD # 1	1 FAN							



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DATE: 11/2/2022

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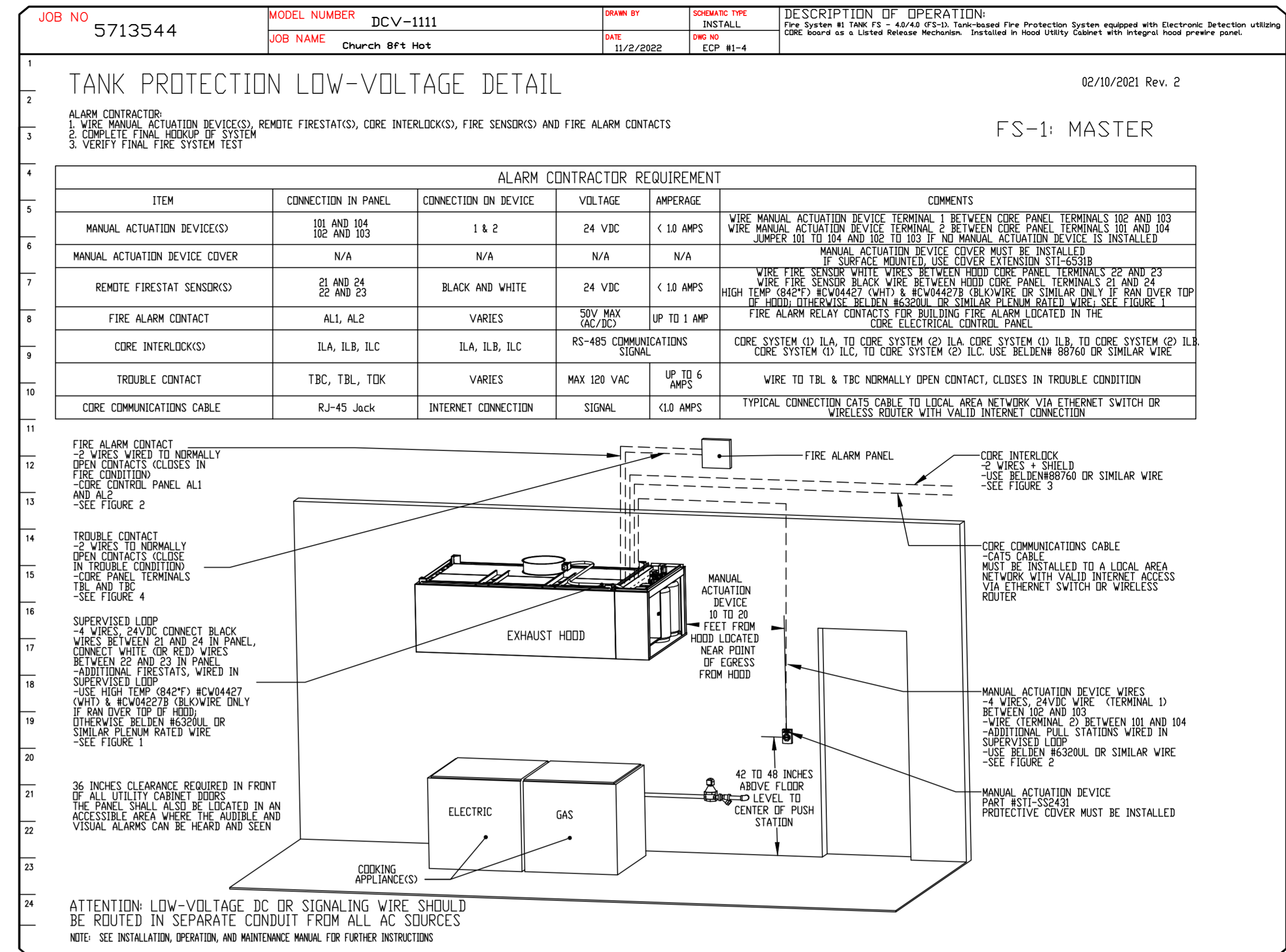
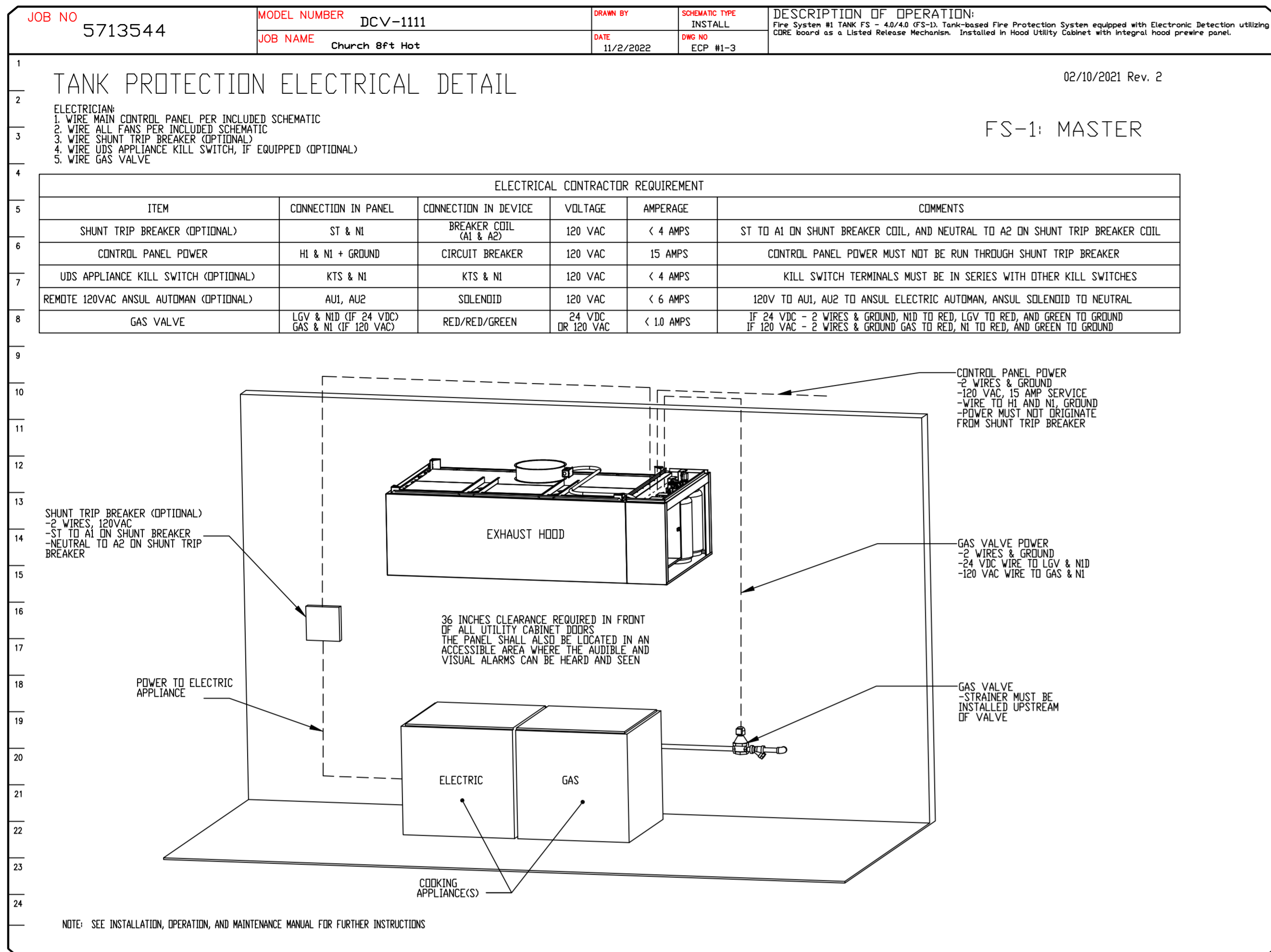
DRAWN BY:

SCALE: 3/4" = 1'-0"

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 PEWAUKEE, WI, 53072

DATE: 11/2/2022

DWG.#:
5713544

DRAWN BY:

SCALE:
3/4" = 1'-0"

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SHEET NO.
10

JOB NO 5713544	MODEL NUMBER DCV-1111	DATE 11/2/2022	SCHEMATIC TYPE INSTALL	DESCRIPTION OF OPERATION: Fire System #1 TANK FS - 4.0/4.0 (FS-1). Tank-based Fire Protection System equipped with Electronic Detection utilizing CORE board as a Listed Release Mechanism. Installed in Hood Utility Cabinet with integral hood prewired panel.
JOB NAME Church 8ft Hot		DWG NO ECP-AL-5	DRW AL-5	

TANK PROTECTION LOW-VOLTAGE FIGURES 02/10/2021 Rev. 17

FS-1: MASTER

WIRING CONNECTIONS FOR FIRESTAT LOOP
FIGURE 1

WIRING CONNECTIONS FOR MANUAL ACTUATION LOOP
FIGURE 1A

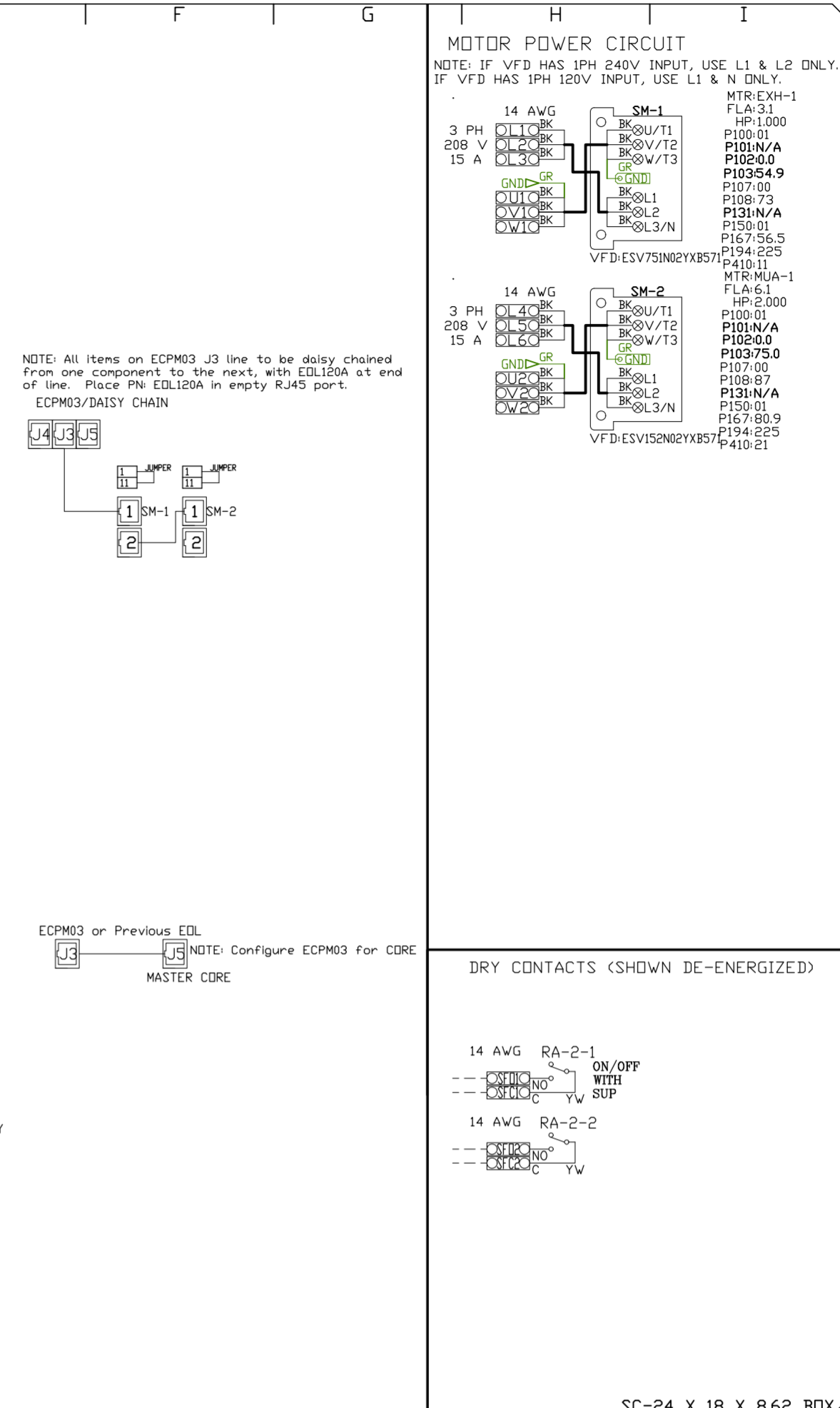
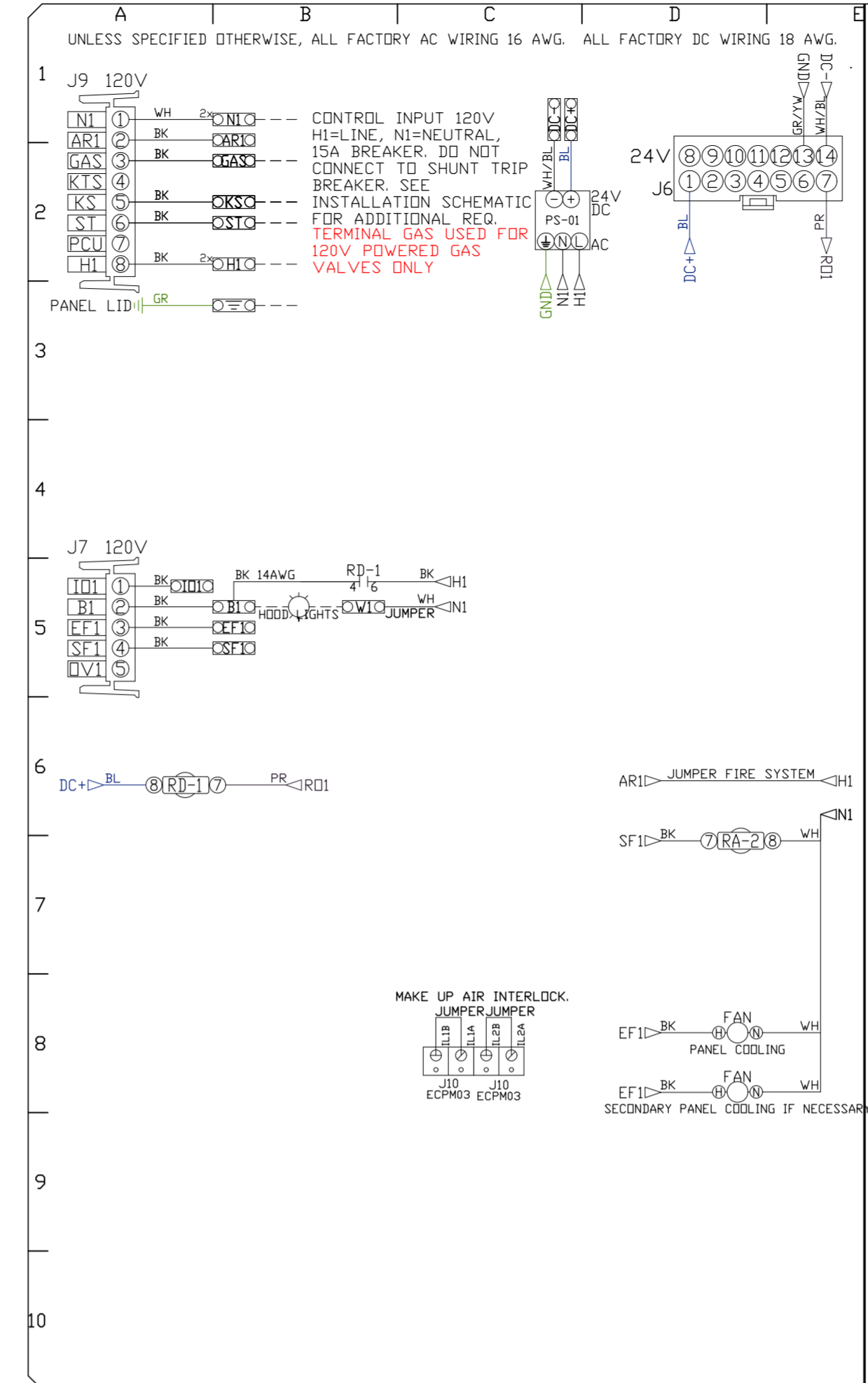
WIRING CONNECTIONS FOR FIRE ALARM CONTACT
FIGURE 2

WIRING CONNECTIONS FOR FIRESTAT LOOP
FIGURE 3

WIRING CONNECTIONS FOR TROUBLE CONTACT
FIGURE 4

NOTE: SEE INSTALLATION, OPERATION, AND MAINTENANCE MANUAL FOR FURTHER INSTRUCTIONS

ATTENTION: LOW-VOLTAGE DC OR SIGNALING WIRE SHOULD BE ROUTED IN SEPARATE CONDUIT FROM ALL AC SOURCES



FACTORY WIRING SCHEMATIC CIRCUIT BOARDS ECPM03

DCV Rev. 214.00
 HMI Rev. 214.00

RA-x	24 VDC RELAY	RD-x	24 VDC RELAY
NO 4 3	NO 4 3	NO 4 3	NO 4 3
NC 1 1	NC 1 1	NC 1 1	NC 1 1
COM 1 5	COM 1 5	COM 1 5	COM 1 5

COMPONENT LIST

DESCR	DESCRIPTION
ST-x	Starter
DL-x	Overload
C-x	Contactor
PS-1	Power Sup. 24VDC
RA-x	120V Relay 20PT
RD-x	24VDC Light Relay
TS-x	24VDC Thermostat

LEGEND

--- FIELD WIRING
 --- FACTORY WIRING
 BK- BLACK
 BL- BLUE
 BR- BROWN
 GR- GREEN
 WH- WHITE
 BK/BL- BLACK STRIPE
 BK/GR- BLACK STRIPE
 BK/WH- BLACK STRIPE

DESCRIPTION OF OPERATION

General Control
 Ventilation w/ control for 1 Exhaust Fan, 1 Supply Fan, Exhaust on in Fire, Lights out in Fire, Fans module based on duct temperature. INVERTER BUTY 3 PHASE MOTOR REQUIRED FOR USE WITH VFD. Room temperature sensor shipped loose for field installation. Verify distance between VFD and Motor additional cost could apply if distance exceeds 50 feet.

DATE
11/2/2022

DRAWN BY
S713544

DRW
AL-5

ECP NO
ECP #1-6

REVISIONS

DESCRIPTION	DATE

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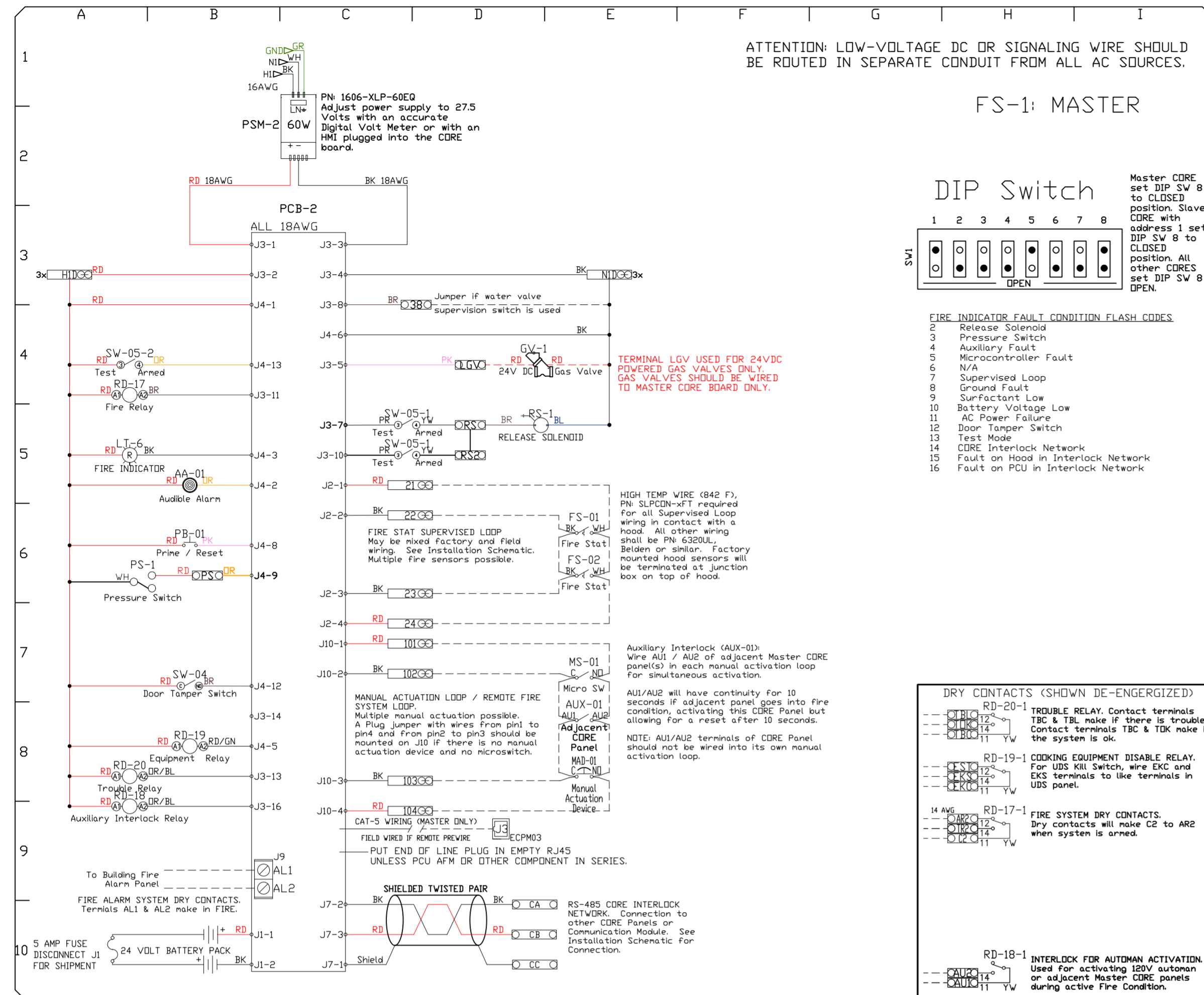
DWG.#:
5713544

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SCALE:
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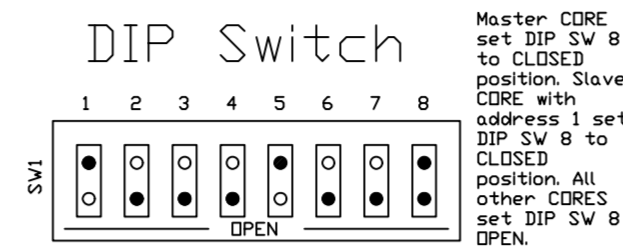
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ATTENTION: LOW-VOLTAGE DC OR SIGNALING WIRE SHOULD BE ROUTED IN SEPARATE CONDUIT FROM ALL AC SOURCES.

FS-1: MASTER



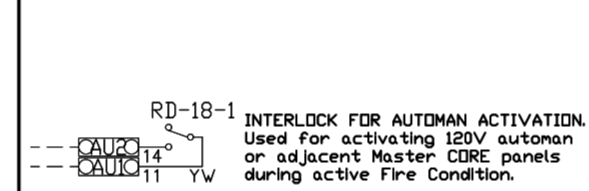
Master CORE set DIP SW 8 to CLOSED position. Slave CORE with address 1 set DIP SW 8 to CLOSED position. ALL other CORES set DIP SW 8 OPEN.

- FIRE INDICATOR FAULT CONDITION FLASH CODES**
- 2 Release Solenoid
 - 3 Pressure Switch
 - 4 Auxiliary Fault
 - 5 Microcontroller Fault
 - 6 N/A
 - 7 Supervised Loop
 - 8 Ground Fault
 - 9 Surfactant Low
 - 10 Battery Voltage Low
 - 11 AC Power Failure
 - 12 Door Tamper Switch
 - 13 Test Mode
 - 14 CORE Interlock Network
 - 15 Fault on Hood in Interlock Network
 - 16 Fault on PCU in Interlock Network

HIGH TEMP WIRE (845 F); PN SLP/CON-111 required for all Supervised Loop wiring in contact with a hood. All other wiring shall be PN 6260UL, Belden or similar. Factory mounted hood sensors will be terminated at junction box on top of hood.

Auxiliary Interlock (AUX-01) Wire AUX 7 A/B of adjacent Master CORE panel(s) in each manual activation loop for simultaneous activation. AUX/AUXB will have continuity for 10 seconds if adjacent panel goes into Fire condition, activating this CORE Panel but allowing for a reset after 10 seconds. NDTE: AUX/AUXB terminals of CORE Panel should not be wired into its own manual activation loop.

MANUAL ACTUATION LOOP / REMOTE FIRE SYSTEM LOOP. Multiple manual activation possible. A Plug Jumper with wires from pin1 to pin2 and from pin2 to pin3 should be mounted on J10 if there is no manual activation device and no microswitch.



FACTORY WIRING SCHEMATIC CORE FIRE PROTECTION

RELAY	24 VDC
NO 1 1 1	NO 2 1 1
NC 2 1 1	NC 2 1 1
COM 6 1 1	COM 6 1 1

COMPONENT LIST

LABEL	DESCRIPTION
MAD-01	MANUAL ACTIVATION DEVICE
PCB-2	CORE PCB PCB/PCB-APP
PSM-2	CORE POWER SUPPLY 160V-165VDC
VS-X	Water Solenoid valve
LT-06	24V Red Ind Light PN-165-008
LL-01	Surf. Level Sensor AS501
AA-01	Audible Alarm SDBLK/SP18
PS-01	Pressure Switch 37-FX1
SW-05	TEST/ARM Switch 28002
SW-04	Tamper Switch 82-2902-A2
SP-1	Surfactant Pump 5000-955
GV-1	24V DC Gas Valve varies
FS-XX	Det Fire Sensor 12-F802-00360
LT-05	24V V/W Ind Light PN-165-001
PS-01	Remote Pull/Push Station STI-55402
PWS-01	24VDC Power Supply 24VDC 10A FUSE
RD-XX	24VDC Phoenix Relay PLC-RPT-24VDC
PS	Pressure Switch LVC-PRESSURE

LEGEND

--- FIELD WIRING
--- FACTORY WIRING

BK= BLACK W= YELLOW
BL= BLUE GR= GREEN
BR= BROWN PR= PURPLE
CR= CRANLE RD= RED
WH= WHITE GR= GREEN
DR/BL= DR/BL STRIPE
RD/BN= RD/BN STRIPE
WV/BL= WV/BL STRIPE

JOB NAME
Church 8ft Hot

DRAWING FILE
DCV-1111

DESCRIPTION OF OPERATION
Fire System #1 TANK FS # 40/48 955-0.

Tank-based Fire Protection System equipped with Electronic Detection utilizing CORE board as a Listed Release Mechanism. Installed in Hood Utility Cabinet with Integral hood prewire panel.

DESIGN	DATE
FACTORY	11/2/2022

DESIGNER: S713544
DRAWN BY: S713544
DWG NO: ECP-#1-7

REVISIONS

DESCRIPTION	DATE:

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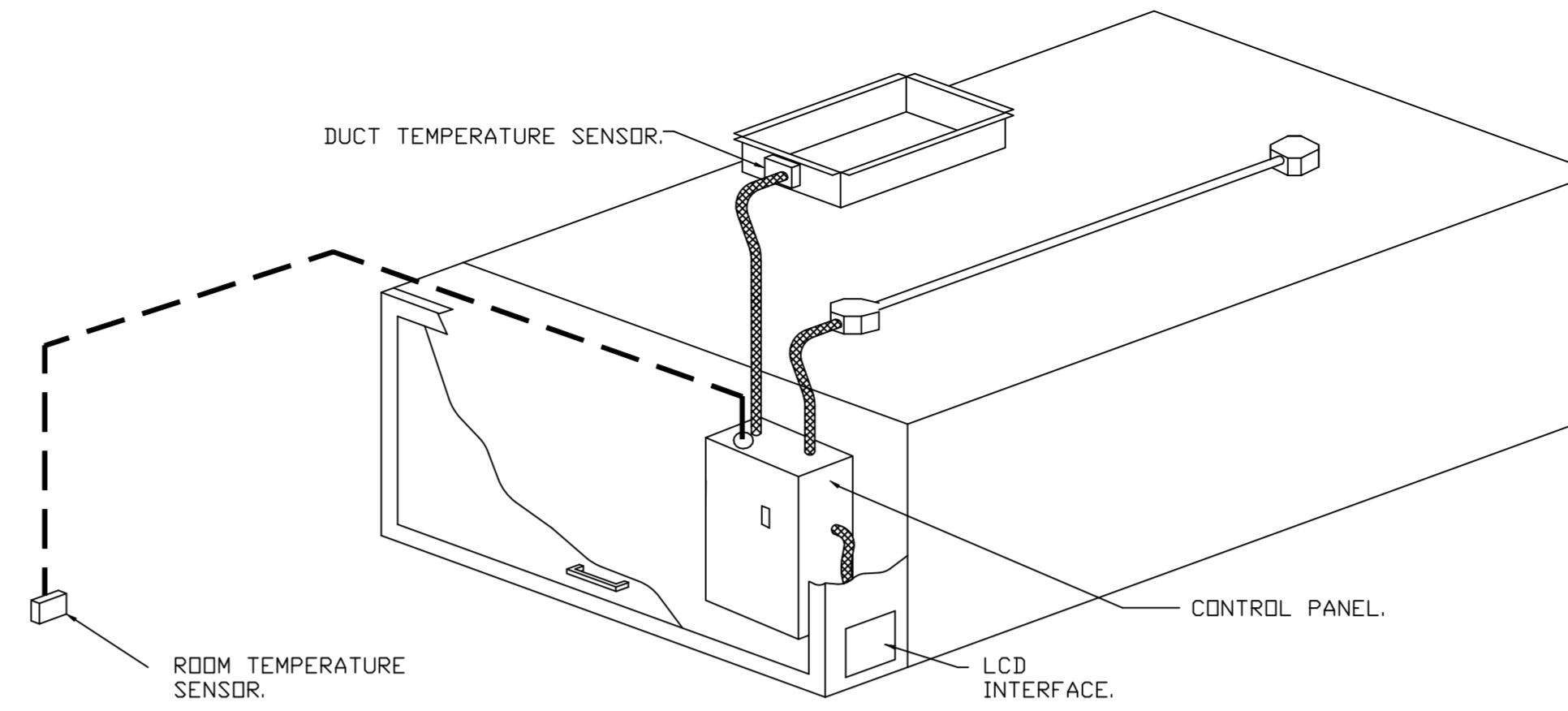
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PEWAUKEE, WI, 53072

DATE: 11/2/2022
DWG.#: 5713544
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DEMAND CONTROL VENTILATION HOOD CONTROL PANEL SPECIFICATIONS:

- CONTROLS SHALL BE LISTED BY ETL (UL 508A) AND SHALL COMPLY WITH DEMAND VENTILATION SYSTEM TURNDOWN REQUIREMENTS OUTLINED IN IECC 403.2.8 (2015).
- THE CONTROL ENCLOSURE SHALL BE NEMA 1 RATED AND LISTED FOR INSTALLATION INSIDE OF THE EXHAUST HOOD UTILITY CABINET. THE CONTROL ENCLOSURE MAY BE CONSTRUCTED OF STAINLESS STEEL OR PAINTED STEEL.
- TEMPERATURE PROBE(S) LOCATED IN THE EXHAUST DUCT RISER(S) SHALL BE CONSTRUCTED OF STAINLESS STEEL.
- A DIGITAL CONTROLLER SHALL BE PROVIDED TO ACTIVATE THE HOOD EXHAUST FANS DYNAMICALLY BASED ON A FIXED DIFFERENTIAL BETWEEN THE AMBIENT AND DUCT TEMPERATURES SENSORS. THIS FUNCTION SHALL MEET THE REQUIREMENTS OF IMC 507.11.
- A DIGITAL CONTROLLER SHALL PROVIDE ADJUSTABLE HYSTERESIS SETTINGS TO PREVENT CYCLING OF THE FANS AFTER THE COOKING APPLIANCES HAVE BEEN TURNED OFF AND/OR THE HEAT IN THE EXHAUST SYSTEM IS REDUCED.
- A DIGITAL CONTROLLER SHALL PROVIDE AN ADJUSTABLE MINIMUM FAN RUN-TIME SETTING TO PREVENT FAN CYCLING.
- VARIABLE FREQUENCY DRIVES (VFDS) SHALL BE PROVIDED FOR FANS AS REQUIRED. THE DIGITAL CONTROLLER SHALL MODULATE THE VFDS BETWEEN A MINIMUM SETPOINT AND A MAXIMUM SETPOINT ON DEMAND. THE DUCT TEMPERATURE SENSOR INPUT(S) TO THE DIGITAL CONTROLLER SHALL BE USED TO CALCULATE THE SPEED REFERENCE SIGNAL.
- THE VFD SPEED RANGE OF OPERATION SHALL BE FROM 0% TO 100% FOR THE SYSTEM, WITH THE ACTUAL MINIMUM SPEED SET AS REQUIRED TO MEET MINIMUM VENTILATION REQUIREMENTS.
- AN INTERNAL ALGORITHM TO THE DIGITAL CONTROLLER SHALL MODULATE SUPPLY FAN VFD SPEED PROPORTIONAL TO ALL EXHAUST FANS THAT ARE LOCATED IN THE SAME FAN GROUP AS THE SUPPLY FAN.
- THE SYSTEM SHALL OPERATE IN PREP MODE DURING LIGHT COOKING LOAD OR COOL DOWN MODE WHEN SUFFICIENT HEAT REMAINS UNDERNEATH THE HOOD SYSTEM AFTER COOKING OPERATIONS HAVE COMPLETED. OPERATION DURING EITHER OF THESE PERIODS WILL DISABLE THE SUPPLY FANS AND PROVIDE AN EXHAUST FAN SPEED THAT IS EQUAL TO THE MINIMUM VENTILATION REQUIREMENT.
- A DIGITAL CONTROLLER SHALL DISABLE THE SUPPLY FAN(S), ACTIVATE THE EXHAUST FAN(S), ACTIVATE THE APPLIANCE SHUNT TRIP, AND DISABLE AN ELECTRIC GAS VALVE AUTOMATICALLY WHEN FIRE CONDITION IS DETECTED ON A COVERED HOOD.
- A DIGITAL CONTROLLER SHALL ALLOW FOR EXTERNAL BMS FAN CONTROL VIA DRY CONTACT (EXTERNAL CONTROL SHALL NOT OVERRIDE FAN OPERATION LOGIC AS REQUIRED BY CODE).
- AN LCD INTERFACE SHALL BE PROVIDED WITH THE FOLLOWING FEATURES:
 - A. ON/OFF PUSH BUTTON FAN & LIGHT SWITCH ACTIVATION.
 - B. INTEGRATED GAS VALVE RESET FOR ELECTRONIC GAS VALVES (NO RESET RELAY REQUIRED).
 - C. VFD FAULT DISPLAY WITH AUDIBLE & VISUAL ALARM NOTIFICATION.
 - D. DUCT TEMPERATURE SENSOR FAILURE DETECTION WITH AUDIBLE & VISUAL ALARM NOTIFICATION.
 - E. MIS-WIRED DUCT TEMPERATURE SENSOR DETECTION WITH AUDIBLE & VISUAL ALARM NOTIFICATION.
 - F. A SINGLE LOW VOLTAGE CAT-5 RJ45 WIRING CONNECTION.
 - G. AN ENERGY SAVINGS INDICATOR THAT UTILIZES MEASURED KWH FROM THE VFDS.



TYPICAL HOOD CONTROL PANEL INSTALLATION

SEQUENCE OF OPERATIONS:

THE HOOD CONTROL PANEL IS CAPABLE OF OPERATING IN ONE OR MORE OF THE FOLLOWING STATES AT ANY GIVEN TIME:

- **AUTOMATIC:** THE SYSTEM OPERATES BASED ON THE DIFFERENTIAL BETWEEN ROOM TEMPERATURE AND THE TEMPERATURE AT THE HOOD CAVITY OR EXHAUST DUCT COLLAR. FANS ACTIVATE AT A CONFIGURABLE TEMPERATURE DIFFERENTIAL THRESHOLD. DEPENDING ON THE JOB CONFIGURATION EACH FAN ZONE CAN BE CONFIGURED AS STATIC OR DYNAMIC. THESE TERMS REFER TO WHETHER A VARIABLE MOTOR (SUCH AS EC MOTORS OR VFD DRIVEN MOTORS) MODULATE WITH TEMPERATURE. IF THE PANEL IS EQUIPPED WITH VARIABLE SPEED FANS AND THE ZONE IS DEFINED AS "DYNAMIC", THESE WILL MODULATE WITHIN A USER-DEFINED RANGE BASED ON THE TEMPERATURE DIFFERENTIAL. PANELS EQUIPPED WITH VARIABLE SPEED FANS AND A FAN ZONE DEFINED AS "STATIC", FANS WILL RUN AT A SET SPEED CALCULATED FOR THE DRIVE. DEMAND CONTROL VENTILATION SYSTEMS ARE CAPABLE OF MODULATING EXHAUST AND MAKE UP AIR FAN SPEEDS PER THE REQUIREMENTS OUTLINED IN IECC 403.2.8.
- **MANUAL:** THE SYSTEM OPERATES BASED ON HUMAN INPUT FROM AN HMI.
- **SCHEDULE:** A WEEKLY SCHEDULE CAN BE SET TO RUN FANS FOR A SPECIFIED PERIOD THROUGHOUT THE DAY. THERE ARE THREE OCCUPIED TIMES PER DAY TO ALLOW FOR THE USER TO SET UP A TIME THAT IS SUITABLE TO THEIR NEEDS. ANY TIME THAT IS WITHIN THE DEFINED OCCUPIED TIME, THE SYSTEM WILL RUN AT MODULATION MODE AND FOLLOW THE FAN PROCEDURE ALGORITHM BASED ON TEMPERATURE DURING THIS TIME. DURING UNOCCUPIED TIME, THE SYSTEM WILL HAVE AN EXTRA OFFSET TO PREVENT UNINTENDED ACTIVATION OF THE SYSTEM DURING A TIME WHERE THE SYSTEM IS NOT BEING OCCUPIED.
- **OTHER:** THE SYSTEM OPERATES BASED ON THE INPUT FROM AN EXTERNAL SOURCE (DDC, BMS OR HARD-WIRED INTERLOCK).
- **FIRE:** UPON ACTIVATION OF THE HOOD FIRE SUPPRESSION SYSTEM, THE EXHAUST FAN WILL COME ON OR CONTINUE TO TO RUN, THE HOOD MAKEUP AIR WILL SHUTDOWN, AND A SIGNAL WILL BE SENT FOR ACTIVATING THE SHUNT TRIP BREAKER PROVIDED BY THE ELECTRICIAN. FUEL GAS WILL SHUT OFF VIA A MECHANICAL/ELECTRICAL GAS VALVE ACTUATED BY THE HOOD FIRE SUPPRESSION SYSTEM.

REVISIONS	
DESCRIPTION	DATE

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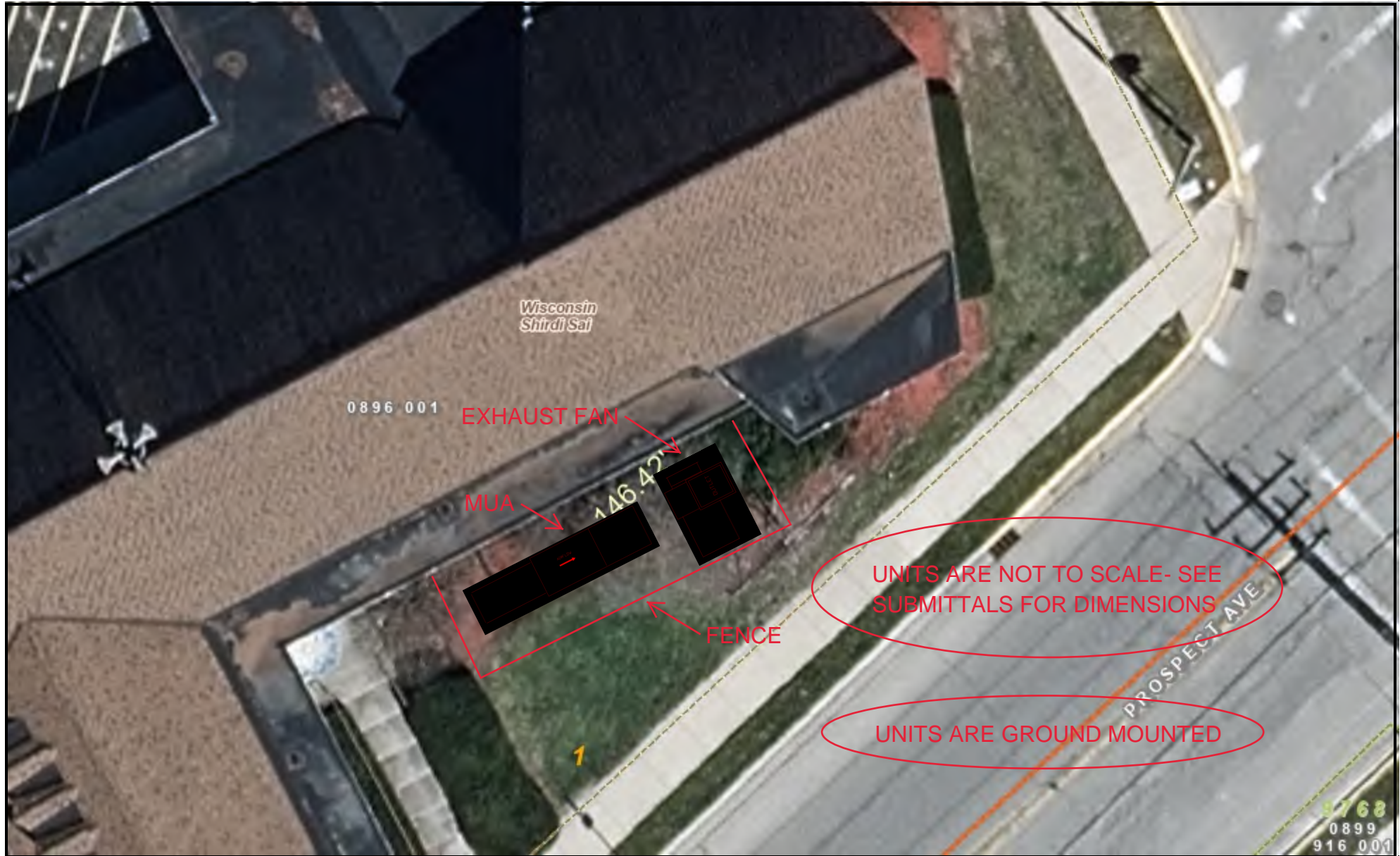
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SCALE:
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0 11.95 Feet

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Notes:

Printed: 10/28/2022



STAFF REPORT

To: Village of Pewaukee Plan Commission

By: Mary Censky

Date Prepared: December 8, 2022

General Information:

Agenda Item: **6.C.**

Property Owner/Applicant:

Agape Community Church, Inc.(in
c/o Pastor Florin)

Requested Action:

Review, discussion and consultative feedback regarding their plans for parking, sidewalk, and patio areas expansions - plus the addition of a dumpster area.

Current Zoning:

IPS Institutional and Public Service District

Current Master Plan Classification:

Institutional

Surrounding Zoning/Land Use:

North: IPS – Cemetery Use
South: N/A
East: R-5 Single-Family Residential
West: R-5 Single Family Residential and R-5 with Residential Infill Redevelopment Overlay District

Location:

449 W. Wisconsin Avenue

Lot Size:

1.66 acres

Discussion:

The applicant proposes to:

- 1)** Expand the asphalt area and reconfigure the striped stalls layout in the existing parking lot located adjacent to and west of the church building.

Staff remarks:

- a) Section 40.445(b) of the Code states that at least 10% of the interior of this lot must be landscaped/planted. Calculations to this effect will need to be provided and plan revisions made if/as necessary.
 - b) Section 40.445 of the Code states that “A compact landscaping hedgerow or landscaped undulating berm shall be located between parking areas and public roads. Hedges shall be planted at an initial height of two feet and shall be maintained so as to form a continuous, unbroken, solid, visual screen within a maximum of one year after time of planting. This landscaping buffer is intended to screen the view of parked cars and asphalt from pedestrian and motorist view”. This lot does not, technically, front on a public street but some measure of plantings between the private street and this lot would be advisable.
- 2)** Add a new 5-car parking lot plus dumpster storage area (presumably with screening) on

the east edge of their property entering directly to/from Burroughs Drive.

Staff remarks:

- a) Directly across Burroughs Drive from the proposed parking/dumpster area is an existing single-family residential home/use and neighborhood.
 - b) Section 40.425(b) of the Code states that “The use of public streets for the maneuvering of trucks to service business or institutional buildings is expressly prohibited. Sufficient on-site space shall be provided for such maneuvering”. This Section is pointed as regards servicing of the dumpster.
 - c) The proposed accessory structure (i.e. the dumpster screening device) must be setback at least 50 feet from the road right of way and 10 feet from the side lot line. The side yard requirement may be reduced if approved by the neighbor and with the neighbor giving equal offset compensation through deed restriction on their property. Exception may be available at Section 40.422)
 - d) Required parking lot setback in the IPS District is 25 feet from the public road right-of-way. Proposed setback is zero feet for the 20’ deep stalls. There are pick-up trucks that slightly exceed 20 feet in length. Snow removal along the edge of this lot could ‘plow-in’ parked vehicles.
- 3)** Add a transitional patio area with steps that will allow cemetery users access from the Agape parking lot, up several steps onto a patio that will wrap around to the rear of the church and also transition down one step into the cemetery property. This concrete work would then continue around along the north side of the church building and extend out to Burroughs Drive.

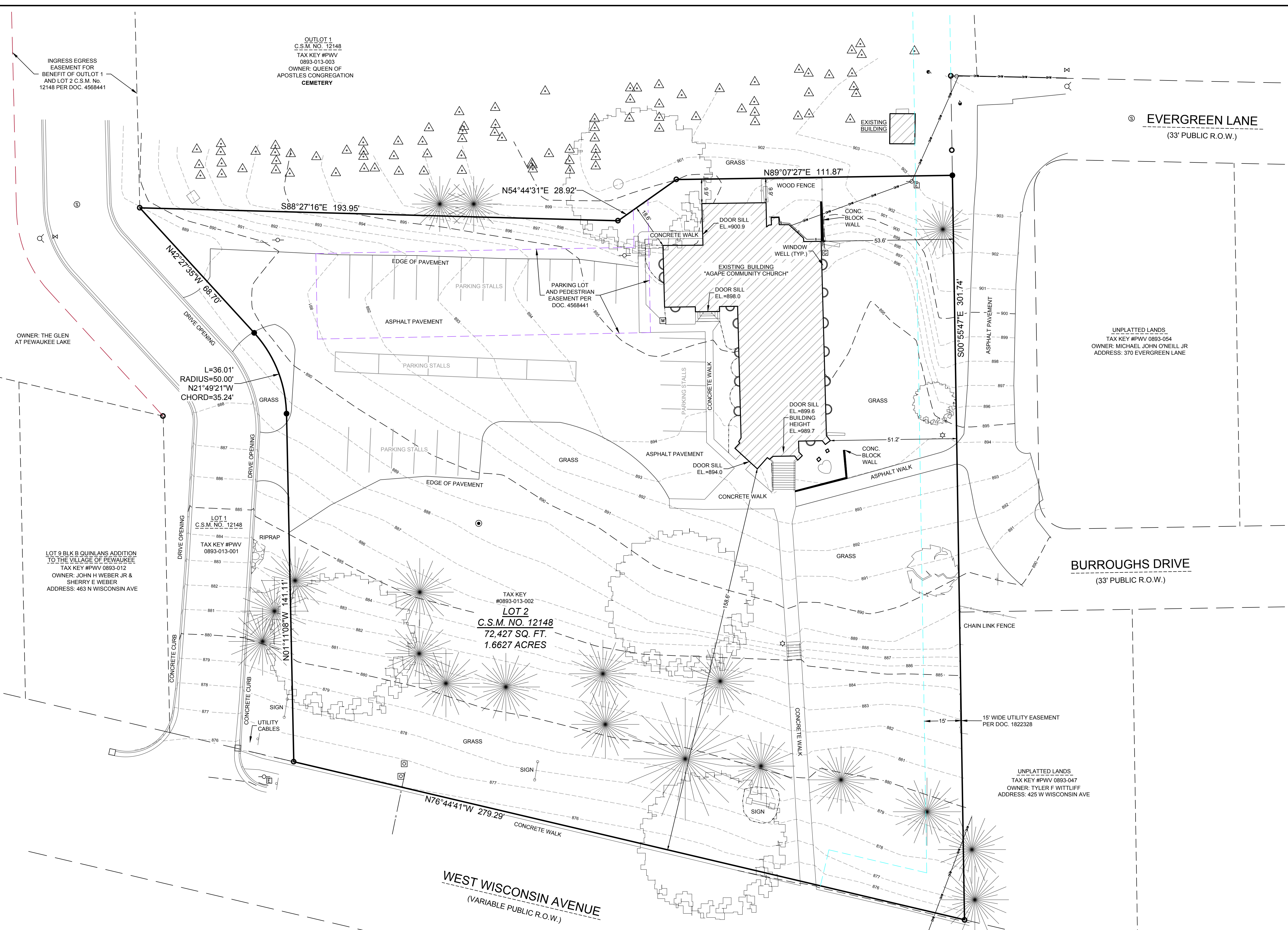
Staff remarks:

- a) Requires consent of the cemetery ownership.
- b) To the extent the concrete work exceeds 6” above grade (including the retaining walls) it may be considered a structure [Ref Sections 40.422(a) & 40.422(b)] of the Code) and so may be subject to the setback and offset requirements of the IPS District.

Recommendation:

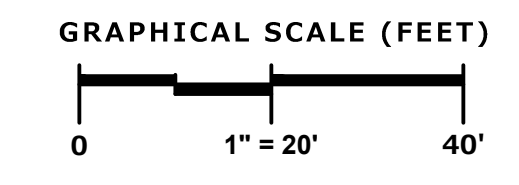
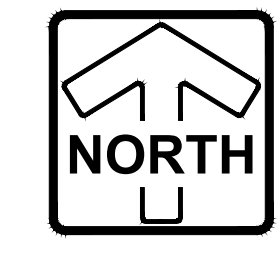
No recommendation is provided at this time since this is an item for consultative feedback only, not for action.

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LEGAL DESCRIPTION:

Lot 2 of Certified Survey Map No. 12148, as recorded in the Register of Deeds for Waukesha County as Document No. 4568440, in the Northwest 1/4 and Northeast 1/4 of the Northeast 1/4 of Section 8, Township 7 North, Range 19 East, Village of Pewaukee, Waukesha County, Wisconsin.



GENERAL NOTES

- Field work completed on OCTOBER 19, 2022
- Existing improvements graphically shown on this survey are limited to a predefined "Project Area" specified by the Owner/Client. Pinnacle Engineering Group, LLC takes no responsibility for improvements outside of this "Project Area".
- Vertical Datum: National Geodetic Vertical Datum of 1929 (NGVD29).
- Underground utility locations shown are based on field location markings by Digger's Hotline ticket #20224102007 with a clear date of OCTOBER 13, 2022. The location and size of underground structures and utilities shown hereon have been located based on a reasonable visual observation and are shown for informational purposes only. PINNACLE ENGINEERING GROUP, LLC. does not guarantee the location of utilities shown. Contact Digger's Hotline prior to the start of any activity.

LEGEND OF SYMBOLS & ABBREVIATIONS

⊙	SANITARY MANHOLE	⊙	FIBER OPTIC MARKER	—	SIGN
⊕	STORM MANHOLE	⊕	FIBER OPTIC MANHOLE/VAULT	⊠	MAIL BOX
⊖	STORM INLET	⊖	TELEPHONE PEDESTAL	⊡	FLAG POLE
⊗	CLEANOUT	⊗	TELEPHONE MANHOLE/VAULT	⊢	BASKETBALL HOOP
⊘	CATCH BASIN	⊘	TELEPHONE MARKER	●	BOLLARD
⊙	LATERAL	⊙	TRANSFORMER	×	CROSS CUT
⊙	UNKNOWN MANHOLE	⊙	ELECTRIC METER/PEDESTAL	⊙	FOUND 1" IRON PIPE
⊙	WELL	⊙	ELECTRIC MANHOLE/VAULT	⊙	SET 3/4" X 18" IRON REBAR
⊙	HYDRANT	⊙	CABLE TV RISER/BOX CABLE	⊙	MAG NAIL
⊙	WATER VALVE	⊙	TV MANHOLE/VAULT	⊙	SECTION MONUMENT
⊙	DOWN SPOUT	⊙	GAS VALVE	⊙	BENCH MARK
⊙	SPRINKLER VALVE	⊙	GAS METER	⊙	CONIFER TREE
⊙	WATER SHUT OFF	⊙	GAS MARKER	⊙	DECIDUOUS TREE
⊙	STANDPIPE	⊙	AIR CONDITIONING UNIT	⊙	BUSH
⊙	WATER MANHOLE	⊙	VENT	⊙	WETLAND SYMBOL
⊙	FLOOD LIGHT	⊙	DIRECTIONAL ARROW	CL	=CENTERLINE
⊙	LIGHT POLE	⊙	DUMPSTER	CONC.	=CONCRETE
⊙	TRAFFIC SIGNAL POLE	⊙	HANDICAP STALL	EL.	=ELEVATION
⊙	UTILITY POLE	⊙	SPOT ELEVATION	EXT.	=EXISTING
⊙	GUY WIRE	⊙	GRAVE MARKER	INV.	=INVERT
—	SANITARY SEWER	⊙	SANITARY SEWER	MON.	=MONUMENT
—	STORM SEWER	—	STORM SEWER	P.O.B.	=POINT OF BEGINNING
—	WATER MAIN	—	WATER MAIN	P.O.C.	=POINT OF COMMENCEMENT
—	FIBER OPTIC LINE	—	FIBER OPTIC LINE	R.O.W.	=RIGHT OF WAY
—	TELEPHONE LINE	—	TELEPHONE LINE	SEC.	=SECTION
—	ELECTRIC LINE	—	ELECTRIC LINE	SQ. FT.	=SQUARE FEET
—	OVERHEAD WIRES	—	OVERHEAD WIRES	W/	=WIDTH
—	CABLE TELEVISION	—	CABLE TELEVISION	(R)	=RECORDED AS
—	GAS MAIN	—	GAS MAIN	(D)	=DEEDED AS
—	WETLANDS	—	WETLANDS		
—	TREE LINE	—	TREE LINE		
—	NO ACCESS	—	NO ACCESS		

EXISTING SITE TABLE:

TOTAL AREA = 72,427 SF (1.6627 AC)
IMPERVIOUS AREA = 21,408 SF (0.4915 AC) (29.6%)
GREEN SPACE = 51,019 SF (1.1712 AC) (70.4%)

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449 WEST WISCONSIN AVENUE
LOT 2 OF C.S.M. NO. 12148 IN THE NW 1/4 AND NE 1/4 OF THE NE 1/4 SEC. 8,
T7N, R19E, VILLAGE OF PEWAUKEE, WAUKESHA COUNTY, WISCONSIN

EXISTING SITE PLAN

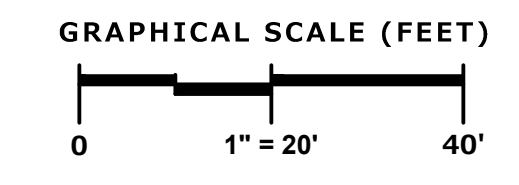
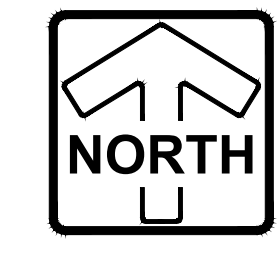
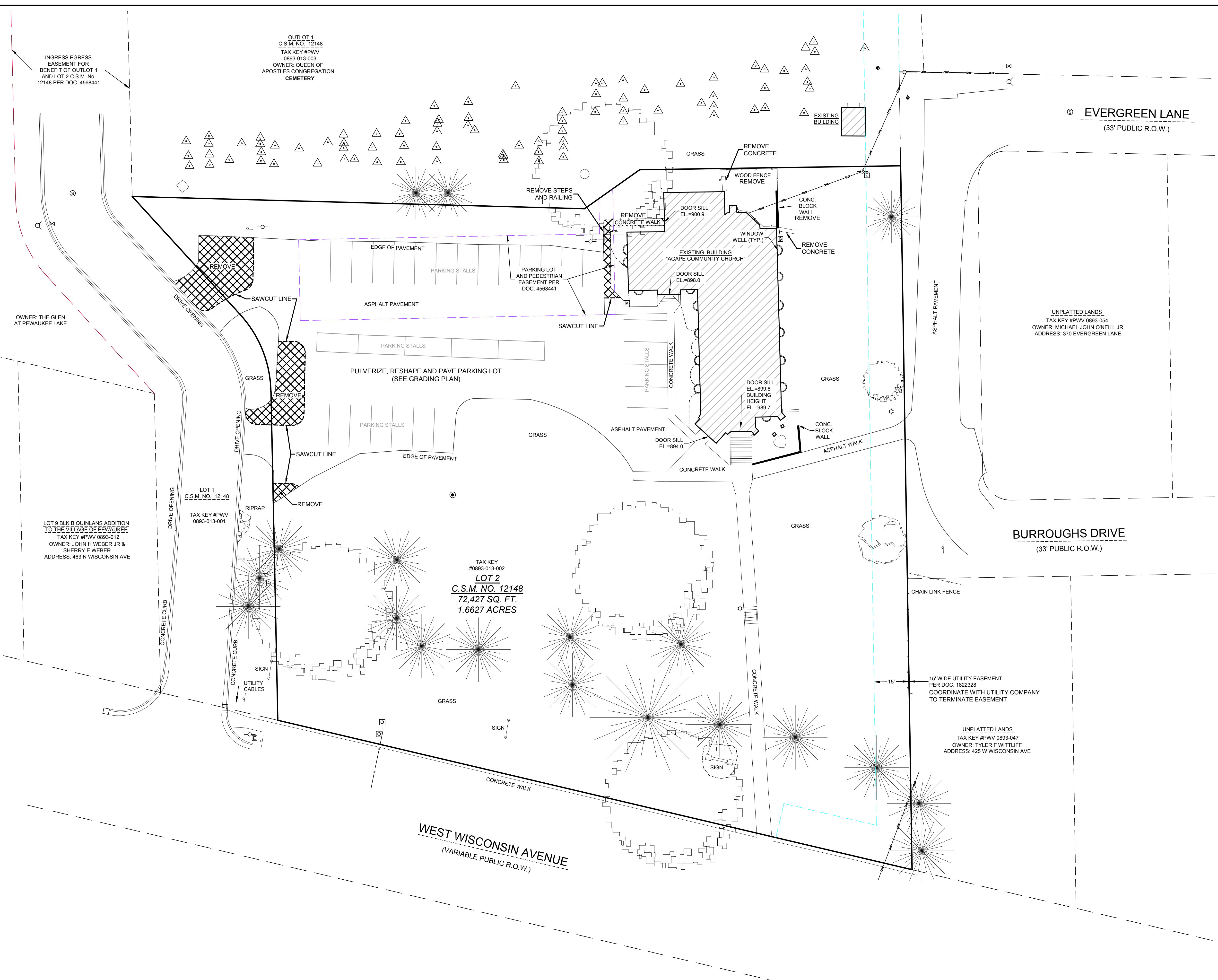
REVISIONS	

REG. JOB No. 3018.00
REG. PH. ASZ
DATE 11/16/22
SCALE 1"=20'

SHEET
1
4

PRELIMINARY EXISTING SITE PLAN
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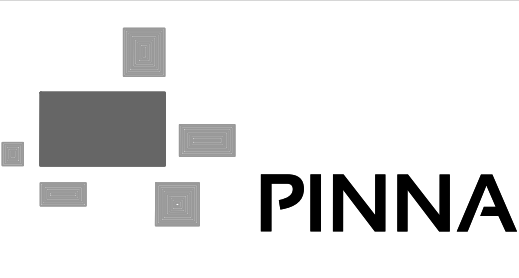


GENERAL NOTES

- Field work completed on OCTOBER 19, 2022
- Existing improvements graphically shown on this survey are limited to a predefined "Project Area" specified by the Owner/Client. Pinnacle Engineering Group, LLC takes no responsibility for improvements outside of this "Project Area".
- Vertical Datum: National Geodetic Vertical Datum of 1929 (NGVD29).
- Underground utility locations shown are based on field location markings by Digger's Hotline ticket #20224102007 with a clear date of OCTOBER 13, 2022. The location and size of underground structures and utilities shown hereon have been located based on a reasonable visual observation and are shown for informational purposes only. PINNACLE ENGINEERING GROUP, LLC. does not guarantee the location of utilities shown. Contact Digger's Hotline prior to the start of any activity.

LEGEND OF SYMBOLS & ABBREVIATIONS

⊙	SANITARY MANHOLE	⚡	FIBER OPTIC MARKER	—	SIGN
⊖	STORM MANHOLE	⊕	FIBER OPTIC MANHOLE/VAULT	☐	MAIL BOX
⊠	STORM INLET	⊞	TELEPHONE PEDESTAL	⚓	FLAG POLE
⊡	CLEANOUT	⊕	TELEPHONE MANHOLE/VAULT	⚪	BASKETBALL HOOP
⊙	CATCH BASIN	⚡	TELEPHONE MARKER	●	BOLLARD
⊕	LATERAL	⊞	TRANSFORMER	✕	CROSS CUT
⊖	UNKNOWN MANHOLE	⊞	ELECTRIC METER/PEDESTAL	—	FOUND 1" IRON PIPE
⊙	WELL	⊕	ELECTRIC MANHOLE/VAULT	●	SET 3/4" X 18" IRON REBAR
⊕	HYDRANT	⊞	CABLE TV RISER/BOX CABLE	⚓	MAG NAIL
⊕	WATER VALVE	⊕	TV MANHOLE/VAULT	■	SECTION MONUMENT
⊕	DOWN SPOUT	⊕	GAS VALVE	⚓	BENCH MARK
⊕	SPRINKLER VALVE	⊕	GAS METER	⚓	CONIFER TREE
⊕	WATER SHUT OFF	⚡	GAS MARKER	⊙	DECIDUOUS TREE
⊕	STANDPIPE	⊞	AIR CONDITIONING UNIT	⊙	BUSH
⊕	WATER MANHOLE	⊕	VENT	⊙	WETLAND SYMBOL
⊕	FLOOD LIGHT	➔	DIRECTIONAL ARROW	CL	=CENTERLINE
⊕	LIGHT POLE	⊞	DUMP/STER	CONC.	=CONCRETE
⊕	TRAFFIC SIGNAL POLE	♿	HANDICAP STALL	EL.	=ELEVATION
⊕	UTILITY POLE	+	SPOT ELEVATION	EXT.	=EXISTING
⊕	GUY WIRE	⚡	GRAVE MARKER	INV.	=INVERT
—		—	SANITARY SEWER	MON.	=MONUMENT
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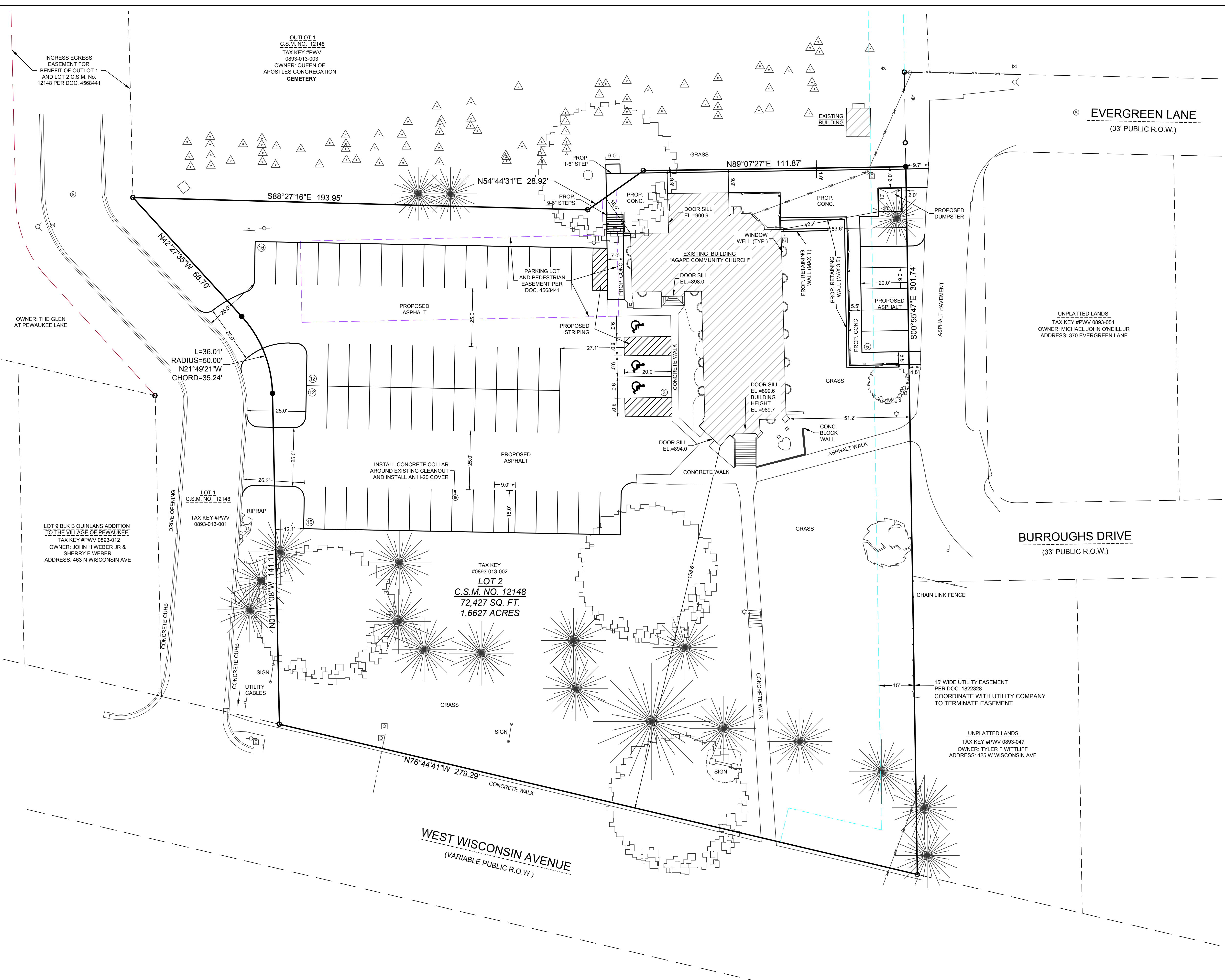
DEMOLITION PLAN

REVISIONS

PEG JOB No. 3018.00
 PEG PM ASZ
 DATE 11/16/22
 SCALE 1"=20'
SHEET 2 OF 4
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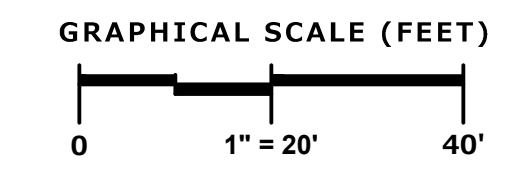
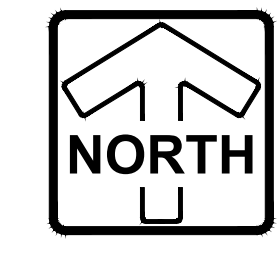
www.pinnacle-engr.com PRELIMINARY DEMOLITION PLAN

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LEGAL DESCRIPTION:

Lot 2 of Certified Survey Map No. 12148, as recorded in the Register of Deeds for Waukesha County as Document No. 4568440, in the Northwest 1/4 and Northeast 1/4 of the Northeast 1/4 of Section 8, Township 7 North, Range 19 East, Village of Pewaukee, Waukesha County, Wisconsin.



GENERAL NOTES

- Field work completed on OCTOBER 19, 2022
- Existing improvements graphically shown on this survey are limited to a predefined "Project Area" specified by the Owner/Client. Pinnacle Engineering Group, LLC takes no responsibility for improvements outside of this "Project Area".
- Vertical Datum: National Geodetic Vertical Datum of 1929 (NGVD29).
- Underground utility locations shown are based on field location markings by Digger's Hotline ticket #20224102007 with a clear date of OCTOBER 13, 2022. The location and size of underground structures and utilities shown hereon have been located based on a reasonable visual observation and are shown for informational purposes only. PINNACLE ENGINEERING GROUP, LLC. does not guarantee the location of utilities shown. Contact Digger's Hotline prior to the start of any activity.

LEGEND OF SYMBOLS & ABBREVIATIONS

⊙	SANITARY MANHOLE	△	FIBER OPTIC MARKER	—	SIGN
⊕	STORM MANHOLE	⊙	FIBER OPTIC MANHOLE/VAULT	☐	MAIL BOX
⊖	STORM INLET	⊞	TELEPHONE PEDESTAL	⊗	FLAG POLE
⊠	CLEANOUT	⊙	TELEPHONE MANHOLE/VAULT	⊕	BASKETBALL HOOP
⊚	CATCH BASIN	△	TELEPHONE MARKER	●	BOLLARD
⊘	LATERAL	⊞	TRANSFORMER	×	CROSS CUT
⊙	UNKNOWN MANHOLE	⊞	ELECTRIC METER/PEDESTAL	○	FOUND 1" IRON PIPE
⊙	WELL	⊞	ELECTRIC MANHOLE/VAULT	●	SET 3/4" X 18" IRON REBAR
⊙	HYDRANT	⊞	CABLE TV RISER/BOX CABLE	⊙	MAG NAIL
⊙	WATER VALVE	⊙	TV MANHOLE/VAULT	■	SECTION MONUMENT
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⊙	FLOOD LIGHT	→	DIRECTIONAL ARROW	CL	=CENTERLINE
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—	STORM SEWER	—	STORM SEWER	P.O.B.	=POINT OF BEGINNING
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—	GAS MAIN	—	GAS MAIN	(D)	=DEEDED AS
—	WETLANDS	—	WETLANDS		
—	TREE LINE	—	TREE LINE		
—	NO ACCESS	—	NO ACCESS		

PROPOSED SITE TABLE:

TOTAL AREA = 72,427 SF (1.6627 AC)
 IMPERVIOUS AREA = 29,679 SF (0.6813 AC) (41.0%)
 GREEN SPACE = 42,748 SF (0.9814 AC) (59.0%)
 63 PARKING STALLS

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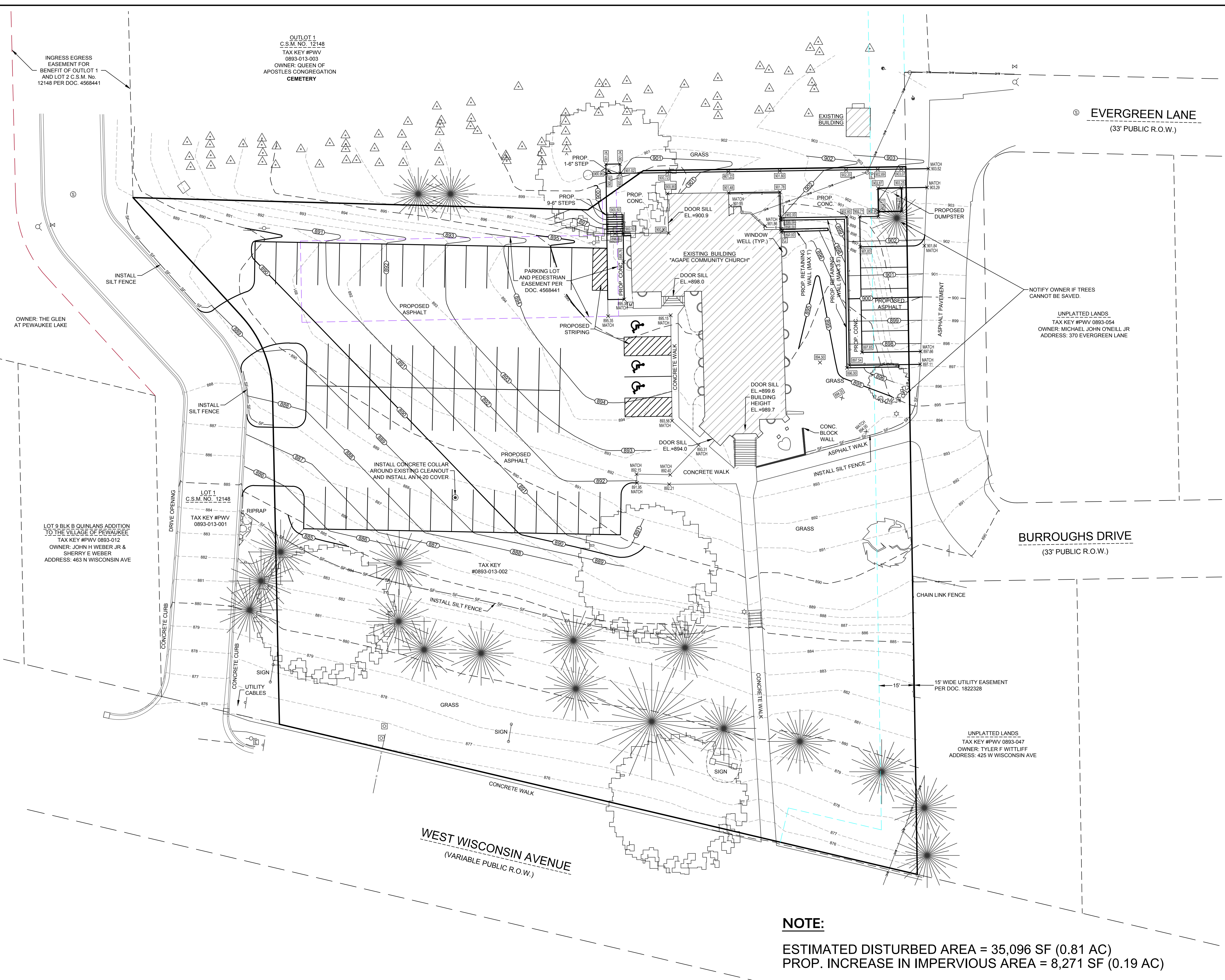
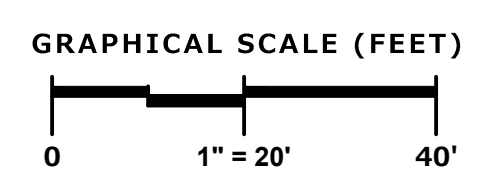
PROPOSED SITE PLAN

REVISIONS	

SHEET
3
4
 PEG JOB No. 3018.00
 PEG PM ASE
 DATE 11/16/22
 SCALE 1"=20'
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PRELIMINARY PROPOSED SITE PLAN www.pinnacle-engr.com

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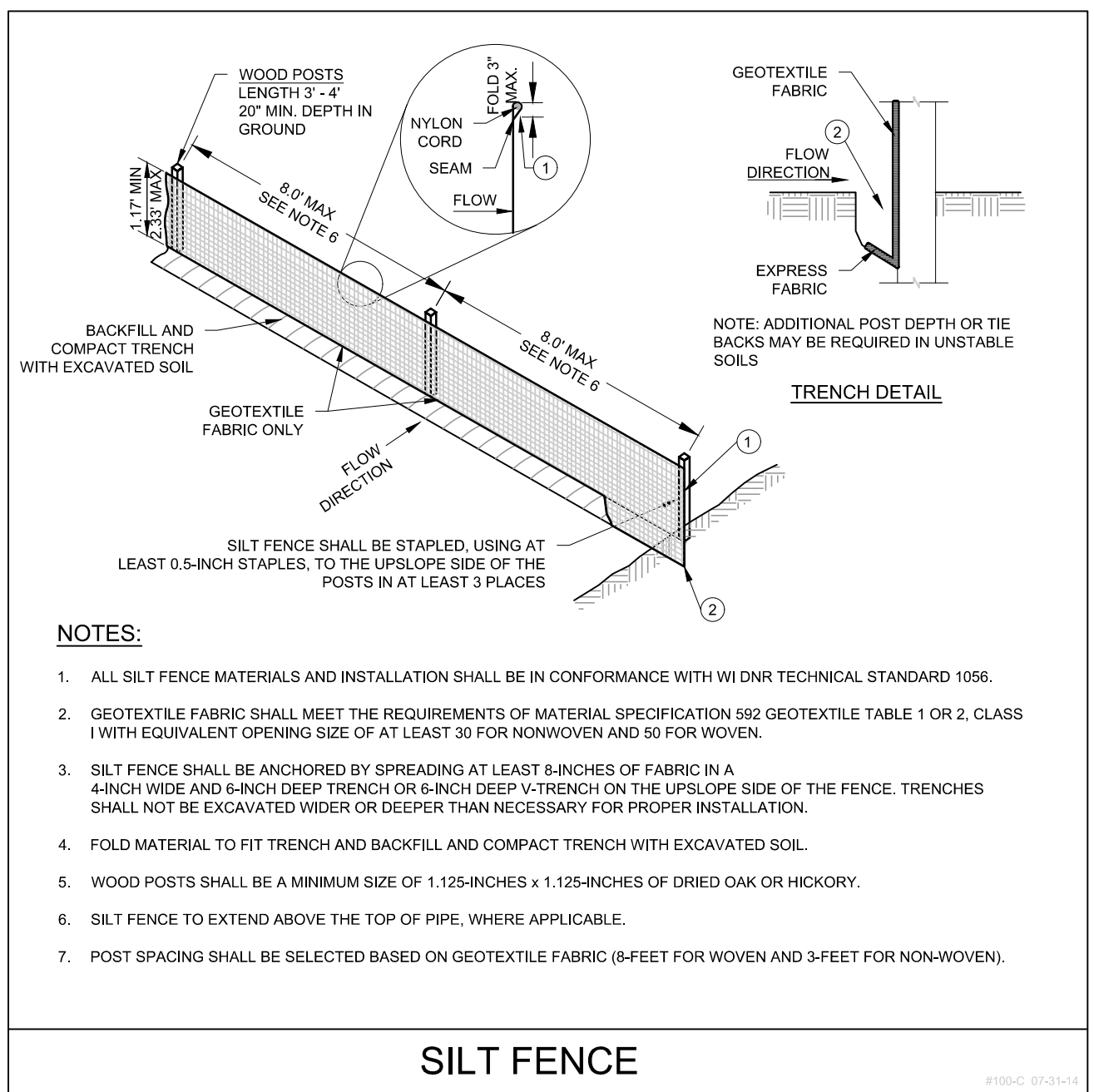


CONSTRUCTION SEQUENCE:

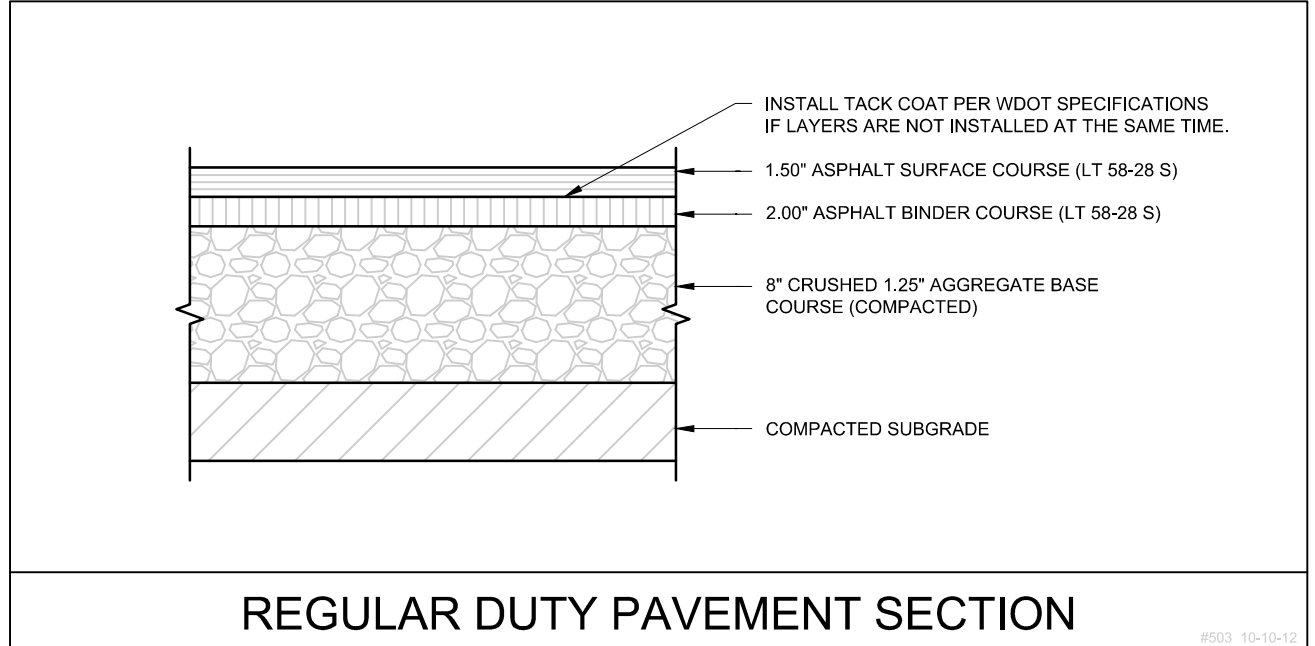
1. Install silt fence.
2. Perform demolition work and pulverize asphalt.
3. Rough grade the site.
4. Stone concrete areas and shape parking area.
5. Install concrete and asphalt.
6. Finish grade disturbed areas.
7. Topsoil, seed and stabilize any remaining disturbed areas with erosion mat.
8. Contractor to remove and dispose of all temporary erosion control measures once the site is 80% stabilized.

NOTES:

- A. All construction practices shall comply with the Village of Pewaukee and the Wisconsin DNR Technical Standards.
- B. All disturbed areas shall be topsoiled (4" thick), seeded and stabilized with Wisconsin DOT Class I, Type B erosion mat per Wisconsin DNR Technical Standard 1052. September 15th is the deadline for permanent seed. Any areas exposed after September 15th and before October 15th shall be temporarily seeded with winter wheat at the rate of 50 lbs/acre. This temporary cover shall be fertilized at the same rate and mixture as permanent seed. Any disturbed areas not stabilized by October 15th should be stabilized by placing topsoil, dormant seed and Wisconsin DOT Class I, type B erosion mat or seeded with dormant seed, covered with straw and staked biodegradable netting. Any exposed soil areas not disturbed for up to seven days must be immediately temporarily seeded and mulched.
- C. The permanent seed mixture shall be Wisconsin DOT seed mixture No. 40 and sown at a rate of 4 lbs/1000 square feet. Seed mixture No. 40 consists of 35% kentucky bluegrass, 20% red fescue, 20% hard fescue and 25% improved fine perennial ryegrass.
- D. Fertilize soil with 10 lbs/1000 square feet of 20-0-10 fertilizer. The fertilizer used for restoration shall be free of any phosphorus.



- NOTES:**
1. ALL SILT FENCE MATERIALS AND INSTALLATION SHALL BE IN CONFORMANCE WITH WI DNR TECHNICAL STANDARD 1056.
 2. GEOTEXTILE FABRIC SHALL MEET THE REQUIREMENTS OF MATERIAL SPECIFICATION 592 GEOTEXTILE TABLE 1 OR 2, CLASS I WITH EQUIVALENT OPENING SIZE OF AT LEAST 30 FOR NONWOVEN AND 50 FOR WOVEN.
 3. SILT FENCE SHALL BE ANCHORED BY SPREADING AT LEAST 8-INCHES OF FABRIC IN A 4-INCH WIDE AND 6-INCH DEEP TRENCH OR 6-INCH DEEP V-TRENCH ON THE UPSLOPE SIDE OF THE FENCE. TRENCHES SHALL NOT BE EXCAVATED WIDER OR DEEPER THAN NECESSARY FOR PROPER INSTALLATION.
 4. FOLD MATERIAL TO FIT TRENCH AND BACKFILL AND COMPACT TRENCH WITH EXCAVATED SOIL.
 5. WOOD POSTS SHALL BE A MINIMUM SIZE OF 1.125-INCHES x 1.125-INCHES OF DRIED OAK OR HICKORY.
 6. SILT FENCE TO EXTEND ABOVE THE TOP OF PIPE, WHERE APPLICABLE.
 7. POST SPACING SHALL BE SELECTED BASED ON GEOTEXTILE FABRIC (8-FEET FOR WOVEN AND 3-FEET FOR NON-WOVEN).



NOTE:
 ESTIMATED DISTURBED AREA = 35,096 SF (0.81 AC)
 PROP. INCREASE IN IMPERVIOUS AREA = 8,271 SF (0.19 AC)

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GRADING & EROSION CONTROL PLAN

REVISIONS	

PEG JOB No. 3018.00 PEG PM ASEZ DATE 11/16/22 SCALE 1"=20' SHEET 4 OF 4

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PRELIMINARY
GRADING & EROSION CONTROL PLAN
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Agape Site GIS Map



0 95.60 Feet

The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

Notes:

Printed: 12/1/2022



Application is due three weeks prior to meeting date.



**Planning Commission Consultation
Application Form**

Address/Parcel No. of Property Involved: 449 WEST WISCONSIN AVENUE

Zoning of Property: IPS INSTITUTIONAL AND PUBLIC SERVICE DISTRICT

Current Owner of Property: AGAPE COMMUNITY CHURCH, INC

Applicant – Name: AGAPE COMMUNITY CHURCH ATTN: DR. FLORIN DOCEA / SENIOR PASTOR

Address: 449 WEST WISCONSIN AVENUE, PEWAUKEE, WI 53072

Phone: 414-207-3008

Fax: --

Email: PASTORFLORIN@AGAPECHURCH.LIFE

Name of Business that Consultation is for: AGAPE COMMUNITY CHURCH

Describe Nature of Business (Restaurant, Retail, Office, etc.):

COMMUNITY CHURCH. REQUESTING FEEDBACK ON A CONCEPT SITE PLAN FOR POSSIBLE PARKING LOT EXPANSION, PATIO AND SIDEWALK EXPANSION, DUMPSTER AND

PARKING ALONG EVERGREEN LANE.

Signature of Property Owner as listed on this Application:

Rev. Dr. Florin Docea

Application will not be processed without the Owner's Signature regardless of who is listed as the Applicant. This signature authorizes the Village of Pewaukee to process the Consultation Application proposed for my property and further authorizes the Village or its representatives to conduct reasonable and routine inspections of my property for the purposes of evaluating this application.

Signature of Applicant (if different than Owner):

**** For Consultation Purposes, an Engineering Review will not take place. Engineering Reviews will begin if and when an Application for Final Approval is processed.***

***Please submit eleven sets of any applicable attachments as well as a digital copy of any attachments submitted.**

Application is due three weeks prior to meeting date.



PROFESSIONAL SERVICES REIMBURSEMENT NOTICE

Pursuant to the Village of Pewaukee Code of Ordinances, the Village Board has determined that whenever the services of the Village Attorney, Village Engineer, Village Planner or any other of the Village’s professional staff results in a charge to the Village for that professional’s time and services and such service is not a service supplied to the Village as a whole, the Village Clerk shall charge that service for the fees incurred by the Village. Also, be advised that pursuant to the Village of Pewaukee Code of Ordinances, certain other fees, costs, and charges are the responsibility of the property owner or responsible party.

I, the undersigned, have been advised that, pursuant to the Village of Pewaukee Code of Ordinances, if the Village Attorney, Village Engineer, Village Planner or any other Village professional provides services to the Village because of my activities, whether at my request or at the request of the Village, I shall be responsible for the fees incurred by the Village. In addition, I have been advised that pursuant to the Village of Pewaukee Code of Ordinances, certain other fees, costs, and charges are my responsibility.

The Village will place fees from unpaid invoices on the real estate tax bill of the property that corresponds to the incurred services.

RESPONSIBLE PARTY & MAILING ADDRESS

AGAPE COMMUNITY CHURCH, INC ATTN: DR FLORIN DOCEA

Name of Company and/or Individual

449 WEST WISCONSIN AVENUE PEWAUKEE WI 53072

Street City State Zip

Phone: 414-207-3008 Fax: --- E-Mail: PASTORFLORIN@AGAPECHURCH.LIFE

Signature of Applicant & Date

Dr. Florin Docea 11/16/2022

Signature of Property Owner & Date

Village Official Accepting Form & Date

**SEND ALL PROFESSIONAL SERVICES INVOICES TO:
(Check One)**

Property Owner

Applicant