



Village of Saukville

Downtown Revitalization Plan

August 24, 2006



ACKNOWLEDGEMENTS

Saukville Community Development Authority

Barb Dickmann, Chair
Timothy Bartoszewski
Gene Fransee
Brian Miller
Rodger Stark
Scott Bartlein
Ed Paradowski

Village Board

Barb Dickmann, President
John Ross
Mike Krocka
Tim Bartoszewski
Bob Hamann
Ann Lemons
Jen Schoenfeldt

Village Staff

Dawn Wagner, Village Administrator
Brian Biernat, Community Development Director

639 E Green Bay Road
Saukville, WI 53080
(262) 284-9423

Planning Assistance Provided by:

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
(608) 255-3988
www.vandewalle.com

Greg Flisram, AICP, Principal in Charge
Jolena Presti, AICP, Project Manager/Associate Planner
Dean Proctor, AIA, Design Expert
Justin Yonker, Assistant Designer
Ellen Hall, Communications Manager
Anita Claypatch, Design Intern

TABLE OF CONTENTS

Acknowledgements 1

Table of Contents 2

Introduction 3
 Map 1: Regional Setting 5

Planning Process 7

Community Assets & Market Drivers 9

Planning ‘Around Town’ 13
 Map 2: Village-wide Opportunities 17

Focus: Downtown 19
 Map 3: Downtown Redevelopment Opportunities 20
 Map 4: Downtown Redevelopment Concept Plan 25
 Map 5: Downtown Redevelopment Bird’s Eye Perspective 27

Implementation 29
 Map 6: Implementation 31

Appendix A: Basic Design Standards 33

Appendix B: Visioning Workshop Results Summary 43

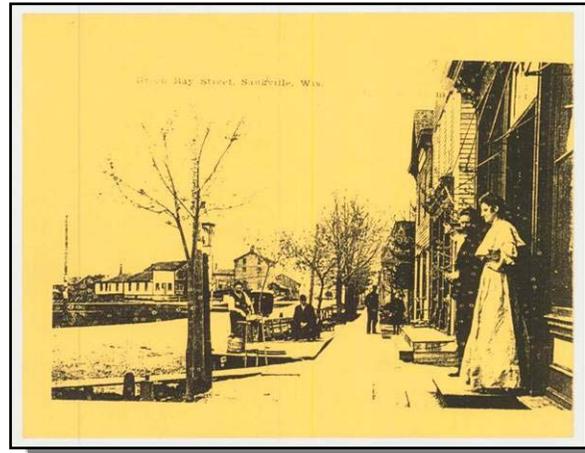
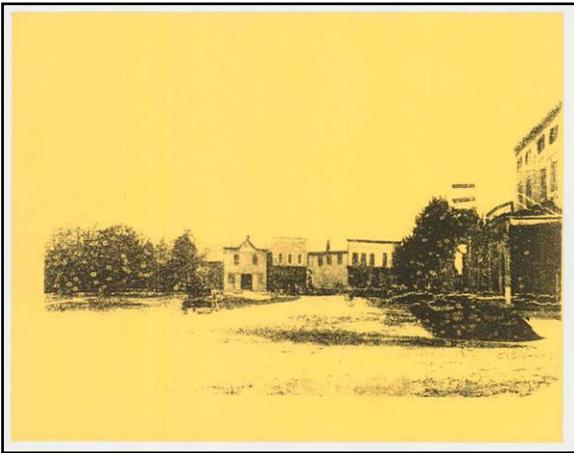
INTRODUCTION

Historical Context

Located 20 miles north of Downtown Milwaukee in south-central Ozaukee County, the Village of Saukville is one of a handful of communities that form a ‘string-of-pearls’ along the Upper Milwaukee River. The Village’s first settlers were the various Native American tribes who established encampments along the upper banks of the Milwaukee River before the first major wave of white migration, predominantly New England “Yankees”, in the mid-19th Century. The next settlers to the area included Norwegians, Germans, and Luxembourgers whose presence still lingers today in the street names, vernacular architecture, and folklore of the Village.

The Green Bay Trail, which had a great impact on the settlement of the southeast Wisconsin, and the State overall, connected Fort Howard at Green Bay with Fort Dearborn in Chicago, and ran through Saukville. This system of trails extended from Hudson Bay all the way to Florida. In 1993, the Wisconsin State Legislature designated the Green Bay Trail route, from the Illinois State line to Green Bay an official heritage route, the “Green Bay Ethnic Trail”.

The early 20th Century saw a steep rise in the area’s agricultural economy and stronger economic connections to urban Milwaukee via the Milwaukee & Wisconsin Central Railroad and the interurban system whose tentacles reached well into Ozaukee County. Today, the Village lies squarely in the path of exurban development reaching northward along I-43. Saukville is now part of Metro Milwaukee’s expanded ‘north shore’ – an elite company of communities that includes: Grafton, Cedarburg, Thiensville, Mequon, and Port Washington among others.



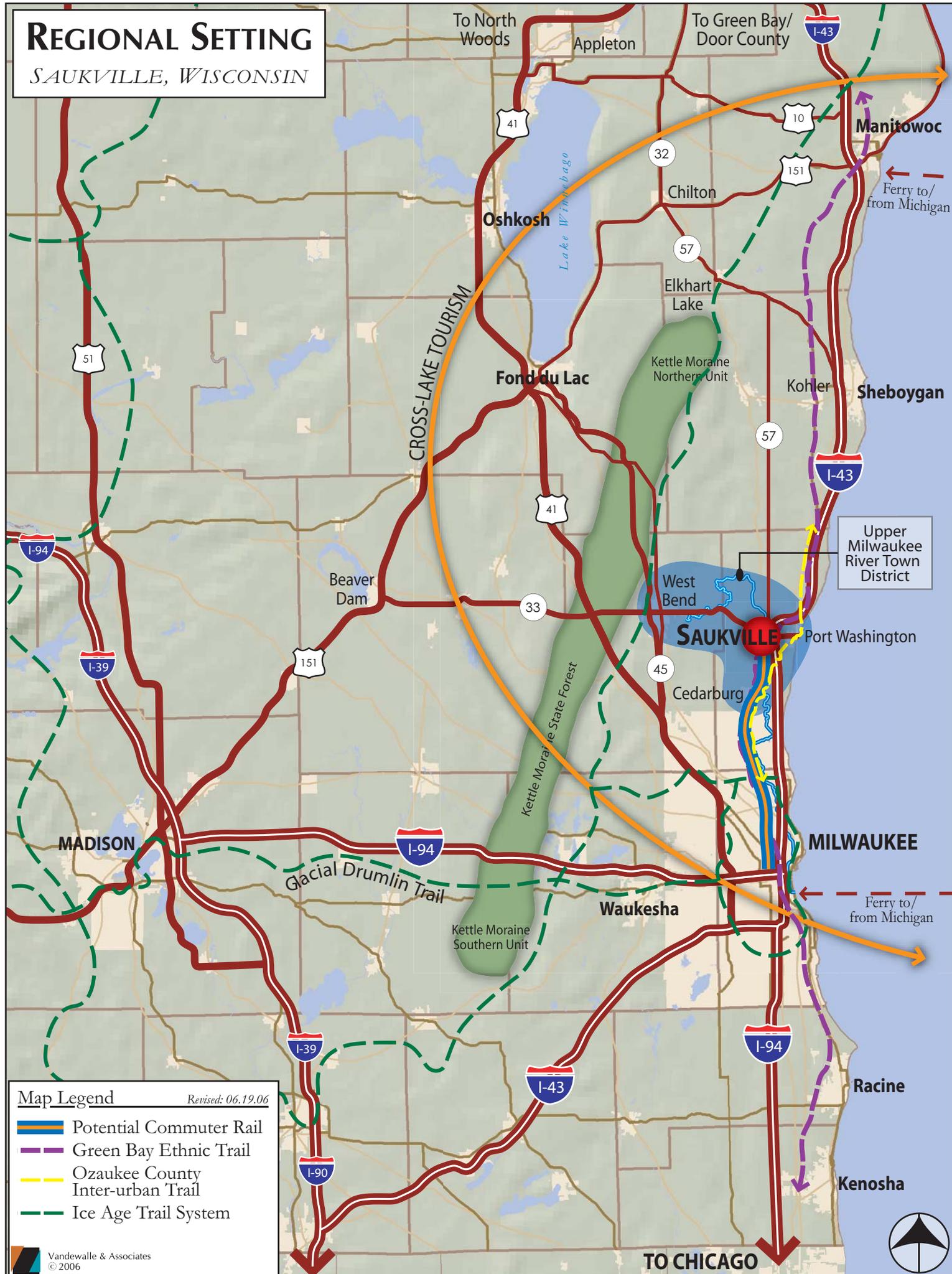
Photos courtesy of the Village of Saukville Historical Society

Purpose of the Plan

This plan provides a future vision and implementation strategy for the revitalization of Downtown Saukville. The plan was developed with the assistance and consultation of the Village’s Community Development Authority, Village Staff, and other community stakeholders over a four month period between April and August of 2006.

REGIONAL SETTING

SAUKVILLE, WISCONSIN



Map Legend *Revised: 06.19.06*

- Potential Commuter Rail
- Green Bay Ethnic Trail
- Ozaukee County Inter-urban Trail
- Ice Age Trail System

Vandewalle & Associates
© 2006

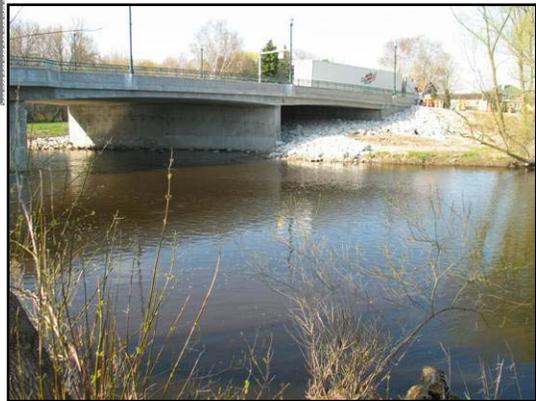
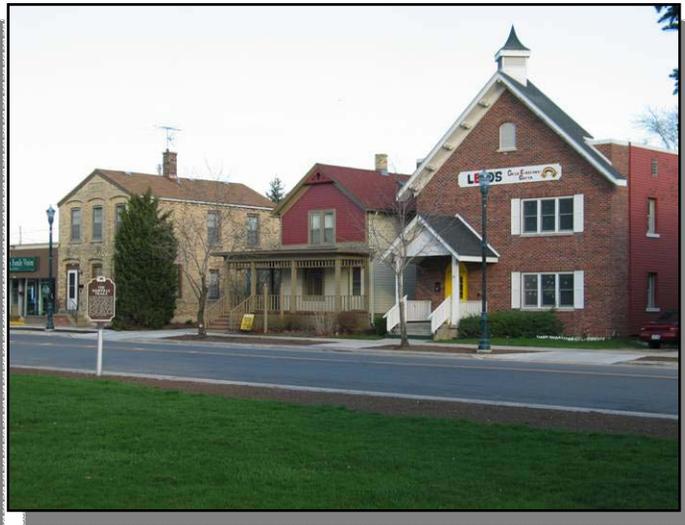
TO CHICAGO

PLANNING PROCESS

Background Research

A series of planning and historical documents were referenced in the development of this plan including:

- 1998 SEWRPC Land Use Plan for the Village of Saukville;
- 1982 Master Plan for the Village of Saukville, Wisconsin;
- Memories From a Rural Ethnic Community at “The Crossroads” the Saukville, Wisconsin Area by John Boatman, 1993;
- Designs for Saukville, UW-Milwaukee School of Architecture & Urban Planning, 1983; and
- Saukville – The Gem of Ozaukee, by Evelyn Leach, 1976.



Site Assessment & Steering Committee Kick-Off Meeting

On April 20, 2006, VANDEWALLE & ASSOCIATES participated in a day-long series of activities to kick off the plan. Activities included a visual site assessment, a stakeholder interview with the Saukville Historical Society, and a kick-off meeting with the Saukville Community Development Authority (CDA) serving as the project steering committee. VANDEWALLE & ASSOCIATES conducted a visual assessment of the study area to analyze existing site conditions and verify base map information. During the steering committee kick-off meeting, the project timeline and special areas of concern for the CDA were discussed. Also, CDA members provided initial ideas for the redevelopment of downtown and the riverfront.



Stakeholder Interviews & Downtown Business Owner Focus Group

On May 17, 2006, VANDEWALLE & ASSOCIATES conducted several individual stakeholder interviews and a downtown business owner focus group involving ten participants. These meetings were held to gather information from community stakeholders on the local economic trends, private property plans, and citizens' future vision for the downtown and riverfront. Interviewees included groups of civic leaders, business owners, village and county staff, representatives from financial institutions, and other parties. The confidential information received during these meetings contributed to the recommendations in this plan.

Community Visioning Session

On June 20, 2006, representatives from VANDEWALLE & ASSOCIATES conducted a downtown visioning workshop with approximately 25 Saukville residents to obtain their thoughts, opinions, experiences, and ideas about Saukville in order to establish a framework for the plan. The three-part workshop included a visioning exercise, a mapping exercise, and visual preference survey. (See Appendix B for a full summary report of the Visioning Workshop.)

Draft Downtown Revitalization Plan Presentation

VANDEWALLE & ASSOCIATES presented the Draft Downtown Revitalization Plan at the July 19, 2006 CDA meeting. Over 20 citizens attended the meeting to ask questions and provide feedback.

COMMUNITY ASSETS & MARKET DRIVERS

Access

Saukville's location along the I-43 corridor provides a direct connection to the amenities and job centers of Metro Milwaukee. Several smaller economic centers including West Bend and Sheboygan are also within easy reach. State Highway 33 is the community's main east-west corridor providing a direct connection to Lake Michigan and the Kettle Moraine. The Village's urban access, pastoral setting and proximity to major outdoor attractions and other historic hamlets, is a rare combination destined to attract new commuters as well as day-trippers.



Historic Rivertown

The Village of Saukville is at the north end of the cluster of quaint historic towns built along the upper banks of the Milwaukee River. Together, these towns form a distinctive micro-region strongly connected to the region's agrarian history and its most prized natural resources. Like many of its neighbors, Saukville has the opportunity to capitalize on the natural beauty of the Milwaukee River and its historic small town setting to attract a discriminating group of new residents and visitors who will support new businesses and demand high standards for development. With nearby recreational attractions including golf, hiking, nature watching, and water sports, Downtown Saukville is poised to support a range of niche retail including restaurants, specialty foods, antiques, and specialty sporting goods such as outfitters and golf equipment.



Future Commuter Rail Station

The Southeastern Wisconsin Regional Planning Commission's (SEWRPC) long-term transportation plan calls for a potential commuter rail station just west of downtown. This service would further enhance the Village's connection to the region and help stimulate new development around the station and throughout the community. Although it is still a distant future vision, Saukville should plan accordingly for eventual transit oriented development around the station as the implementation of the plan draws nearer.

Recreation/Entertainment

The Village of Saukville is a historic stop on the Green Bay Trail segment of Wisconsin's Ethnic Settlement Trail. To commemorate this important facet of the Village's heritage, the Saukville Historical Society sponsors the annual Crossroads Rendezvous event to celebrate and relive the roots of the community. The event attracts hundreds of visitors each year.

Peninsula Park, Grady Park, and Veterans Park provide picnic, camping, and sports recreation opportunities for residents and visitors. The

Riveredge Nature Center, a wildlife sanctuary, provides visitors with the opportunity to view wildlife, hike, and relax in the natural environment. Additional nearby recreation and entertainment opportunities include The Bog golf course, designed by Arnold Palmer, Pioneer Village living history museum, Sauk Creek Nature Preserve in Port Washington, the Ozaukee Interurban Trail, and Harrington Beach State Park.



Community Profile & Tapestry

Saukville	1990 Census	2000 Census	Projected 2005	Projected 2010
Total Population	3,964	4,068	4,210	4,420
Total Households	1,369	1,583	1,695	1,811
Median Age	28.9	33.2	35.9	36.9
Median Household Income	\$35,353	\$53,798	\$65,125	\$77,484
Median Household Owner's Value	\$71,421	\$135,749	\$194,112	\$255,071
Population 25+ by educational attainment: bachelor's degree	9.1%	16.2%	N/A	N/A

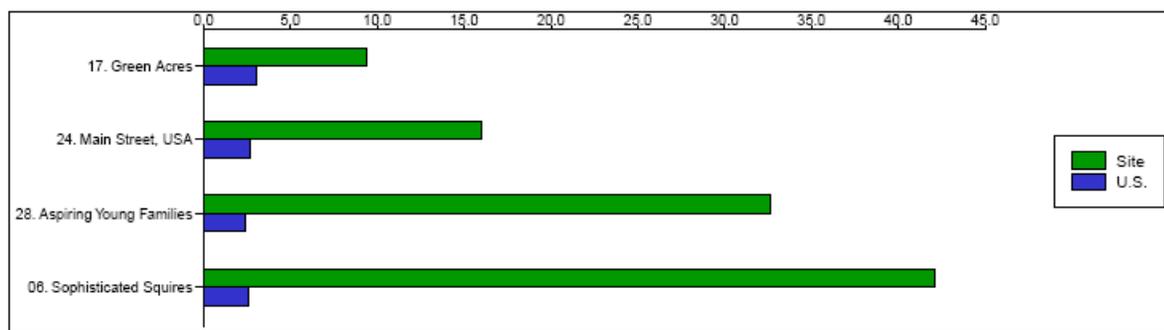
Community Tapestry of Saukville

ESRI Business Information Solutions' Community Tapestry segmentation system classifies U.S. neighborhoods into 65 market segments based on their socioeconomic and demographic composition from 2000 Census data. Segments are combined to identify Life Mode summary groups with similar consumption and demographic patterns.

Saukville 2005: Tapestry Groups in Ranked Order:

- 42.1% Sophisticated Squires** – Residents enjoy cultured country living in newer home developments with low density and a median value of more than \$214,000. These urban escapees are primarily families with children. College-educated, professionally employed and commute to maintain their semi-rural lifestyle.
- 32.6% Aspiring Young Families** – Residents are mainly young, married-couple families or single parents with children, with a median age of 30.4 years. Approximately half of households own their homes—primarily single-family dwellings or townhomes—and approximately half rent their homes—many living in newer, multiunit buildings.
- 16.0% Main Street, USA** – Residents profile the American population. Families with a growing mix of single households (household size 2.51) median age of 36 years, middle income with median of \$50,000. They are suburbanite/small town homeowners that take an active role in the community, and live in older single family homes with a market value of \$165,000.
- 9.4% Green Acres** – Country living, upscale market on developing fringe areas, mostly in Midwest, generally blue collar baby boomers with children 6-17 years of age. Median household income of \$61,200 and median home value of \$168,000 are high compared to that of the United States.

Top Tapestry Segments Saukville ("Site") and U.S.



PLANNING 'AROUND TOWN'

As development pressures continue to build within the I-43 corridor, it will be critical that the Village work to preserve the features that have attracted residents and visitors to Saukville in the first place. New development projects in and around downtown should complement the existing small town community identity and character, while those closer to I-43 should 'landmark' the community and enhance its image to passersby. Opportunities to establish stronger connections between the Village and the river; and the Village and region, should be pursued wherever possible through both public and private development projects.

Gateway 43: Interstate Image Area

The I-43 interchange at Green Bay Avenue is the front door to Saukville, and presents opportunity for regional retail and hospitality development. Without a defined development vision and design guidelines, development will likely result in an abundance of isolated, car-dependent, commercial strip projects. This type of development results in a great deal of wasted land, diminished roadway capacity and an erosion of community character and identity. The interchange area should be reserved for high quality, master planned development. Special guidelines covering architecture, materials, site design, and signs should be applied within this defined area. New development should promote walking and biking and be linked to other neighborhoods and downtown.



Hwy 33 Bypass

The development of a Hwy 33 Bypass at Cold Springs Road, including a new bridge over the Milwaukee River, is currently under consideration by the Wisconsin Department of Transportation. Although the funding, timing, and precise alignment of the bypass have yet to be worked out, this project will help draw truck traffic away from downtown and improve the pedestrian environment downtown. Village officials should aggressively lobby their state and county elected representatives to accelerate this important project.



The 'Four Corners'

The "Downtown Gateway" at Green Bay Avenue and Riverside Drive is a prominent intersection marking the doorstep to downtown. The quadrants of this intersection should reflect a defined development vision that distinguishes it from the section of Green Bay Avenue to the east. The scale and design quality of new buildings at this intersection should be similar that of downtown, and consist of two to three story mixed use buildings that bracket the intersection.



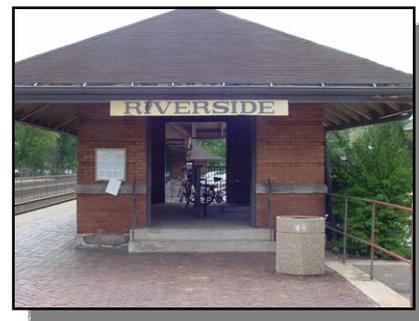
Foster Commons

The proposed Foster Commons mixed use development just southeast of downtown will bring additional residents to the downtown area as well as new commercial activity. New residents in the area will provide additional customers for businesses and contribute to a healthy, vibrant downtown neighborhood. It will be important to make strong pedestrian connections between this new neighborhood and the core downtown. A pedestrian bridge over the Milwaukee River near at Peninsula Park would provide such a connection.



Transit Village

Although it may be years away from becoming a reality, the proposed commuter rail project will have a major impact on the Village; especially the neighborhood immediately surrounding the station area. Over the next several years, as the larger pieces of the Downtown Plan begin to fall into place, the Village should turn its attention to preliminary planning for a Transit-Oriented Neighborhood (TOD) in the area immediately adjacent to the proposed station stop. The plan should mandate compact, walkable, mixed use development with high quality multi-family, or attached dwelling units and neighborhood oriented retail grouped near the proposed station. This plan could involve the refurbishment of some existing structures and higher density redevelopment and infill of underutilized land; particularly smaller single-family homes. Neighborhood rezoning, opportunistic site acquisition, and environmental site assessment and remediation are just some the advance activities that could be worked on locally as the larger details of this major capital project are being worked out.



Parking

Many downtown business owners have expressed a need for additional parking to help increase business activity downtown. To help address these concerns, the Village should work to maximize the amount and visibility of on-street parking over the creation of new public parking lots. The restriping of Main Street for diagonal parking opposite the Triangle for instance, would add parking and add a 'main street' feel. A similar approach would also work for the south side of Clay Street across from Peninsula Park although it may require a slight widening of the street. Finally, a stronger connection should also be made between the public parking lot at Park Street and the Triangle through better signs and possibly a through-block pedestrian passage.

Recreation Projects

Milwaukee River Corridor

The Milwaukee River provides recreation opportunity including fishing, canoeing, and the potential for the development of additional paddle sport activity and public plazas for gathering and special events. The Village also has the opportunity to take advantage of its proximity to parks and other recreational attractions to position it as a center of outdoor sports and recreation. A riverwalk connecting the Historical Museum to Peninsula Park would draw more activity to the river and aid pedestrian movement in and through downtown.



Bicycle and Pedestrian Routes

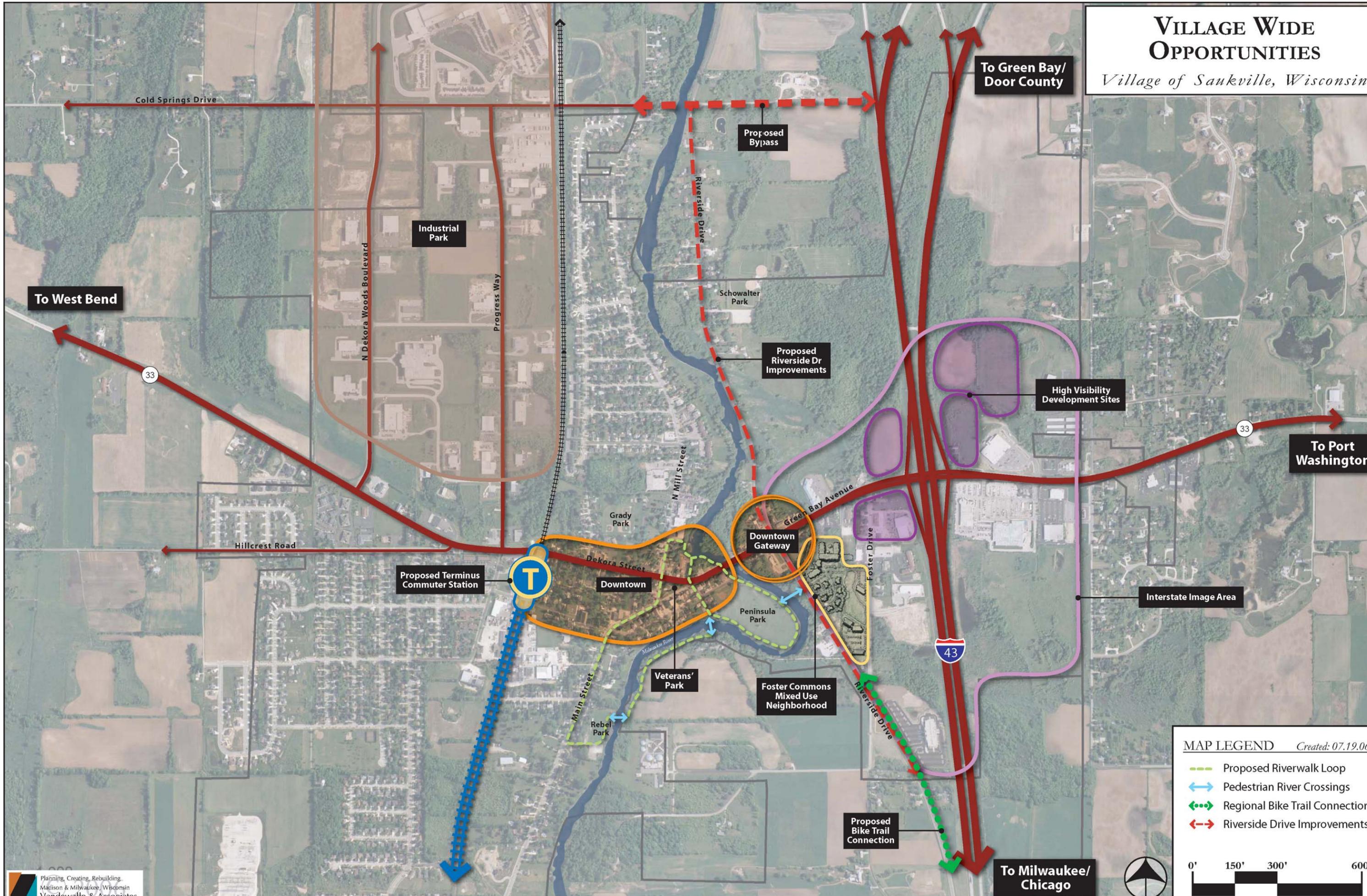
The 2005 replacement of the Worden Allen Bridge and widened roadway on Green Bay Avenue/Highway 33 leading into downtown created a more streamlined route for truck traffic, yet less friendly atmosphere for pedestrians and bicyclists. The Village should continue to work on pedestrian accessibility downtown and along the riverfront. This could be accomplished in part through the development of on-road and off-road bike trails along the river and throughout downtown, bolder delineation of crosswalks and pedestrian islands along Highway 33, and various signalization techniques.

Regional Bike Trail Connection

The Ozaukee Interurban trail, a regional recreation route, stretches from Milwaukee County in the south to Sheboygan County in the north. While the trail does not currently run to or through Saukville at this time, planning efforts are underway to connect the Interurban Trail to Downtown Saukville via Riverside Drive.

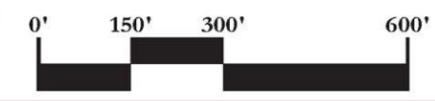
VILLAGE WIDE OPPORTUNITIES

Village of Saukville, Wisconsin



MAP LEGEND *Created: 07.19.06*

- Proposed Riverwalk Loop
- ↔ Pedestrian River Crossings
- ... Regional Bike Trail Connection
- - - Riverside Drive Improvements



FOCUS: DOWNTOWN

Downtown Saukville embodies the Village's history and serves as the community's most symbolic public space. To improve the level of activity, new commercial and residential development should be encouraged with equal measure. This will not happen automatically. The community will need to set the stage for redevelopment through direct public investment including select public projects and the possible acquisition of key properties. Public projects will need to be coordinated with private development and phased so that they can largely pay for themselves through tax increment finance (TIF). The Village will need to actively engage with property owners and developers to 'broker' the types of projects it wants.

Key revitalization recommendations for the Downtown Planning Area are described on following map. Sites identified in solid red require complete redevelopment while the sites marked with red hatched lines may be redeveloped if assembled with other properties or if market conditions otherwise warrant. Sites marked in blue represent preservation sites that greatly contribute to the historic flavor of the community, while those labeled with a yellow asterisk are historically significant sites—community landmarks—that should be protected at all possible costs.



Priority Redevelopment Projects (Public-Private)

Riverview Townhomes & Apartments

These aging buildings are located directly within the floodplain and are poorly maintained. They also create a solid barrier between downtown and the river. This site should be combined with the three single-family homes on Dekora Street and redeveloped with the goal of opening up the riverfront to the public and connecting the riverfront to the heart of the downtown district. Mixed use residential and retail buildings should be developed at this site and be oriented to a riverfront plaza and riverwalk. New commercial storefronts with upper story residential units or offices should line Dekora Street to create a unified blockface. The entire site should be organized around a new riverfront plaza and an internalized parking lot. A mid-block pedestrian passage should connect the Triangle to the riverfront.

Redevelopment should be coordinated with the construction of an attached segment of riverwalk and any necessary flood control work. The Village should take the lead in this master-planned project by initiating negotiations with the property owners and securing the necessary public easements.



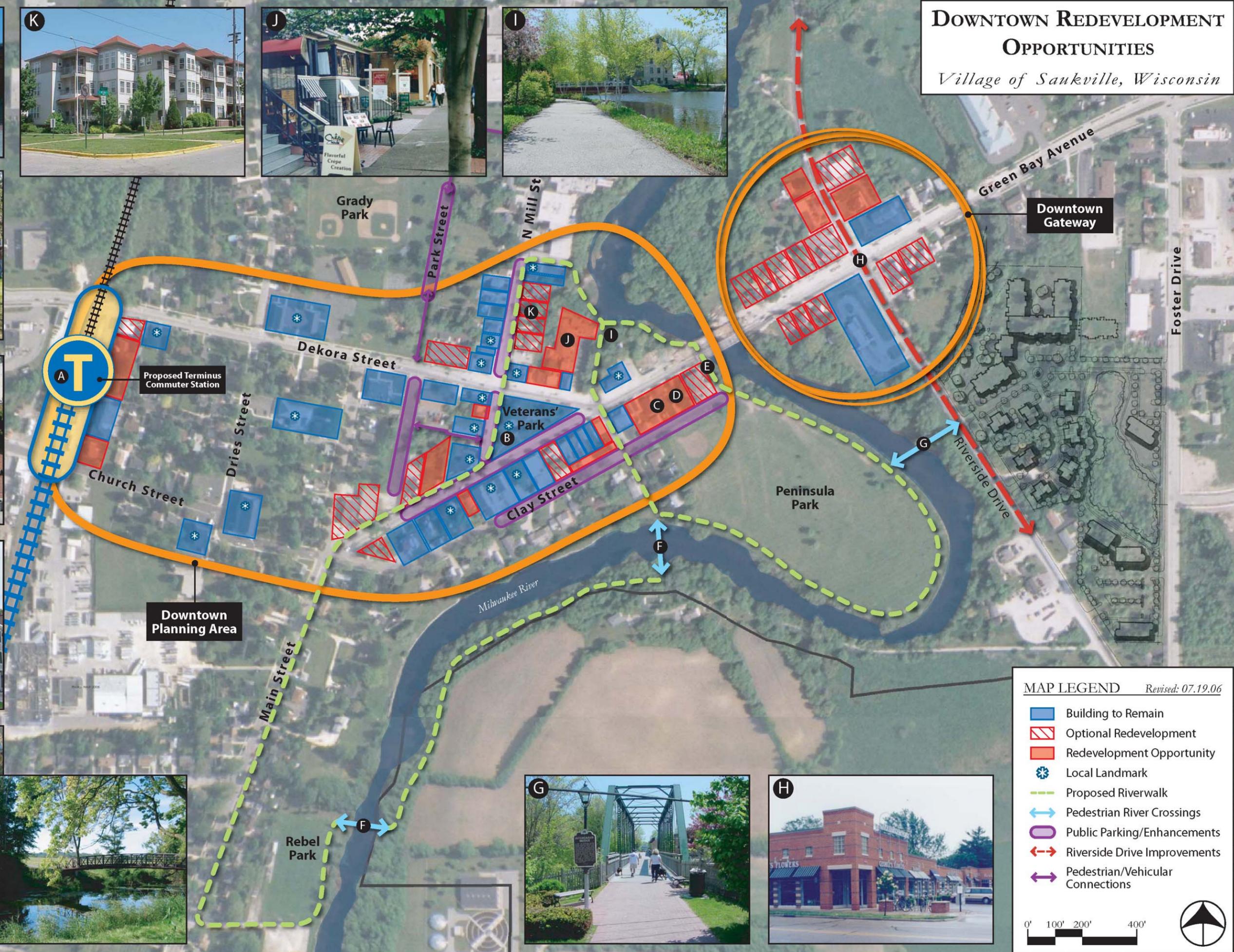
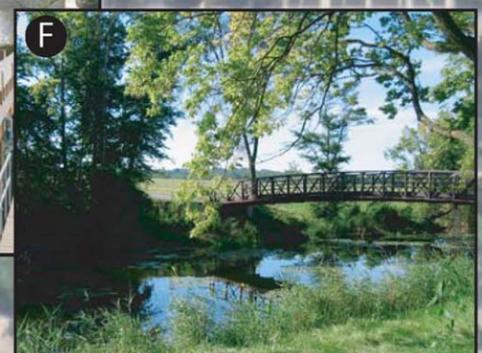
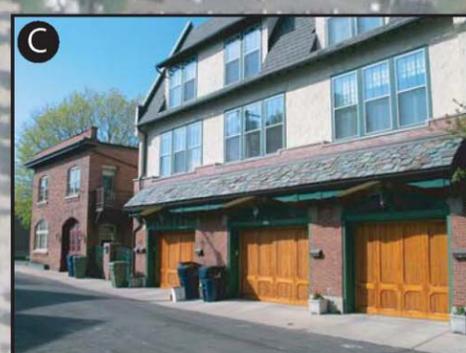
Clay Street at Peninsula Park

The residential properties lining Clay Street east of Ulao Street present another prime redevelopment opportunity. New townhome development should be located between the existing corner tavern and a new restaurant or multifamily development overlooking the river and connected to an under-the-bridge segment of riverwalk. The townhomes should be oriented to Peninsula Park and have recessed or rear loaded in-unit parking. Public improvements at and around this site should include a river overlook or small public plaza where Clay Street terminates at the river.



DOWNTOWN REDEVELOPMENT OPPORTUNITIES

Village of Saukville, Wisconsin



MAP LEGEND *Revised: 07.19.06*

- Building to Remain
- Optional Redevelopment
- Redevelopment Opportunity
- ✱ Local Landmark
- Proposed Riverwalk
- ↔ Pedestrian River Crossings
- Public Parking/Enhancements
- Riverside Drive Improvements
- Pedestrian/Vehicular Connections

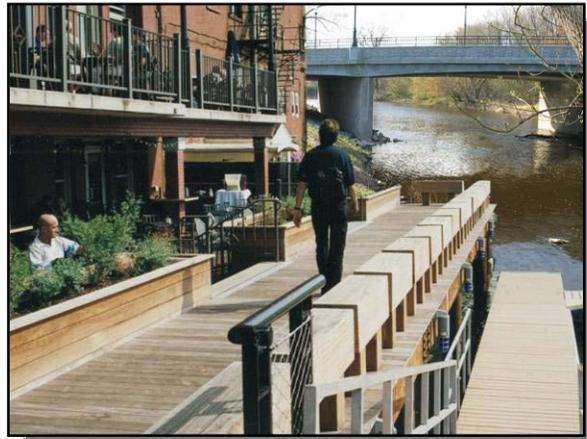
0' 100' 200' 400'

Tri-Par

This property has good reuse potential for a number of different uses including: school, art gallery, café, community center; book store; specialty retail use or a combination of these. Alternatively, the building could be demolished and redeveloped for a quality multi-family project. As the market pushes westward from the river, the redevelopment prospects for this property will improve considerably. In the meantime, the Village should seize any opportunity to help move redevelopment forward including possible acquisition if the property comes onto the market.

**Priority Public Projects*****Riverwalk & Flood Control***

A combined riverwalk and flood control system will draw more attention to the river and help stimulate development. The first phase of this project should connect the Saukville Crossroads Museum to the end of Clay Street along the western bank of the river. Construction should be coordinated with the redevelopment of the Riverview Townhouses and surrounding parcels. Later segments would extend along the perimeter of Peninsula Park with a footbridge connection to the east bank and the Foster Commons project. Down the road, a final leg may follow the path of the old Ulao Crossing and extend along the southern bank of the river with a final crossing at Rebel Park. The design of the riverwalk may vary from a more urban aesthetic in the first phase, to an elevated path or simple trail in the later phases. A combination of flood control and trail grants along with Village money should ultimately be combined to provide funding.

***Other Pedestrian and Trail Improvements***

The riverwalk should connect to other pedestrian improvements including the development of a designated crosswalk at the point of the triangle and the extension of an Interurban Trail spur into the downtown area.



Farmers Market

Veterans Park is the historic site of the community's farmers market. The community's farmers market should be resurrected at Veterans Park with vendors spilling over into Green Bay Avenue at the triangle (closed only during farmers market hours). The rebirth of this use in the core of downtown will create new life downtown as well as stimulate new retail and restaurant businesses. Sponsorships should be sought from area businesses and growers.



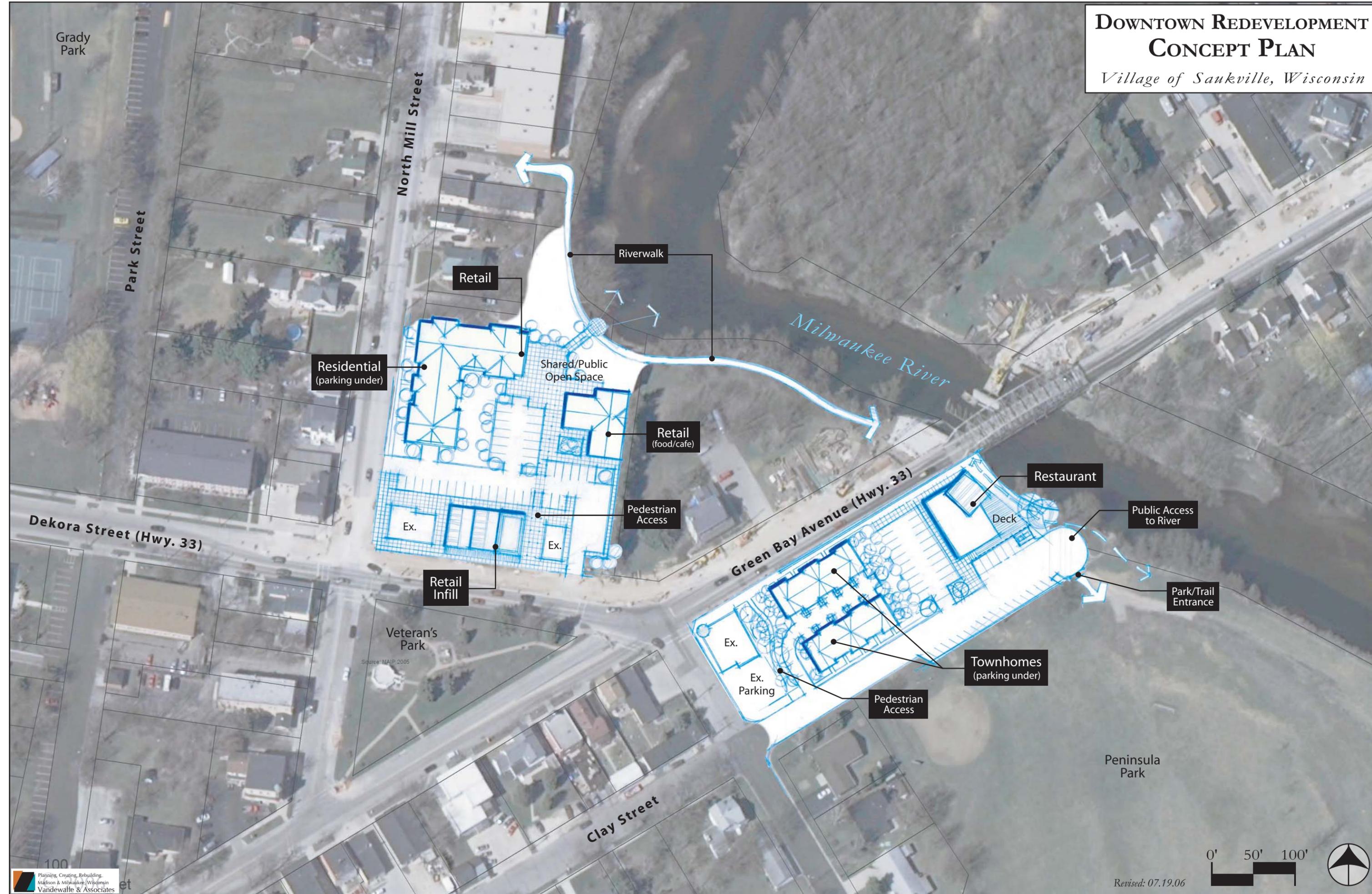
Merchants Association

The Village should work to create a downtown merchants association and/or a Business Improvement District (BID) to help sponsor and operate the farmers market as well as other activities such as concerts-on-the-triangle, sidewalk sales etc.



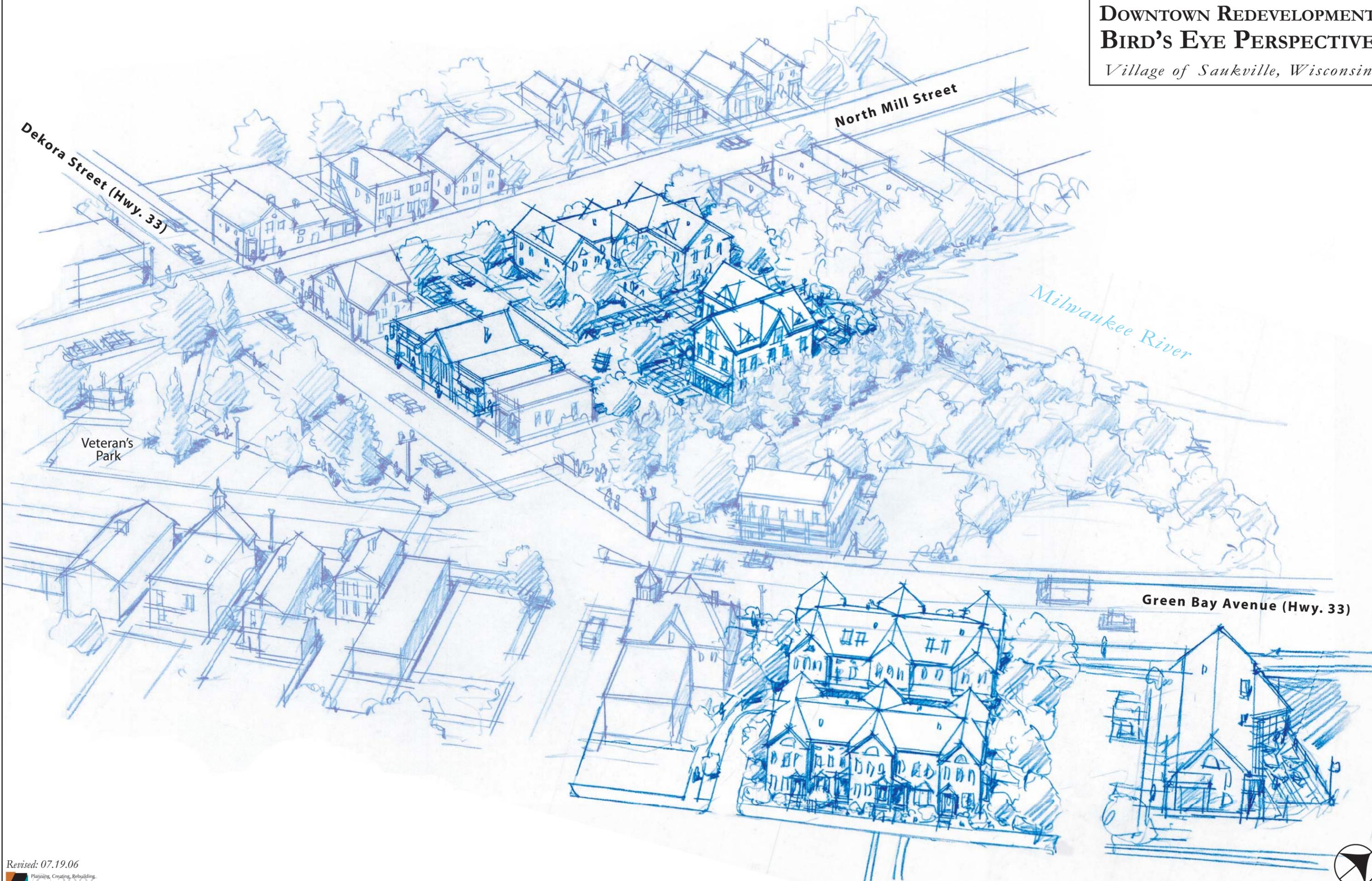
DOWNTOWN REDEVELOPMENT CONCEPT PLAN

Village of Saukville, Wisconsin



**DOWNTOWN REDEVELOPMENT
BIRD'S EYE PERSPECTIVE**

Village of Saukville, Wisconsin



Revised: 07.19.06



IMPLEMENTATION

General Implementation Strategies

- Adopt the Downtown Revitalization Plan as an amendment to the community's comprehensive plan.
- Create design guidelines and a downtown overlay zoning district. Utilize the design standards in Appendix A to set uniform standards for the riverfront and downtown area.
- Create the Downtown Revitalization Project Management Team (PMT) comprised of selected Village staff, elected officials, CDA members, and Village planning staff and/or hired planning consultants.
- Explore the potential to create a Downtown Saukville Business Improvement District (BID). BID is an additional assessment that businesses in a determined area have agreed to pay in order to finance programs aimed at promoting, redeveloping, developing, managing, and maintaining the district.
- Create a TIF district for the downtown area to capture increment from new development and assist in the financing of improvement projects.
- Prepare a Statutory Redevelopment Plan to provide a legal vehicle for the Village and CDA to participate in redevelopment activities. The plan, which establishes the boundaries of the redevelopment district, is implemented by the CDA. The plan also identifies blighted properties for purposes of qualifying as a redevelopment district and implements the redevelopment goals of the Downtown Revitalization Plan.
- Begin prospecting for grants to help fund flood control projects and pedestrian improvements including the riverwalk.

Priority Sites

- Coordinate property owner and developer discussions.
- Consider direct Village acquisition of key redevelopment sites.
- Develop marketing materials to solicit developers.
- Prepare Request for Qualifications to solicit developers, select developer, and negotiate development agreements.
- Order of priority:
 1. Riverview
 2. East Clay Street
 3. Tri-Par

Public Improvements

- Create a pedestrian improvement plan and traffic calming recommendations for the stretch of Hwy 33 that runs through downtown. Coordinate with WisDOT to implement these recommendations.
- Create a detailed riverwalk/levee plan. Investigate combined riverwalk/levee system feasibility and potential sources grant and public funding. Grant opportunities might include the WI-DNR Warren Knowles-Gaylord Nelson Stewardship Fund and the TEA-21 Congestion Mitigation and Air Quality (CMAQ) grant program.
- Continue to coordinate with WisDOT to facilitate the development of the Hwy 33 Bypass to direct truck traffic away from downtown.

- Continue to coordinate with Ozaukee County to develop a spur from the Ozaukee Interurban Trail on Riverside Drive leading into Downtown Saukville. A potential WisDOT funding source is the CMAQ program.
- Provide adequate public parking downtown. Existing and improved public parking should be clearly identified and easily accessible. New parking should be adequately planned in conjunction with new mixed use, commercial, and residential developments downtown. Where possible, restripe streets to accommodate angle parking.
- Coordinate public improvements in tandem with new private sector development downtown.
- Develop a streetscape plan for Green Bay Avenue to enhance the streetscape along the corridor from the I-43 interchange, through the four corners area to create a sense of entry into downtown.

Downtown Marketing & Event Programming Strategies

- Work to establish a Downtown Merchants Association
- Explore the opportunity to create a Business Improvement District to create a resource for local businesses to promote, maintain, and manage the downtown business district.
- Develop marketing materials to promote downtown businesses and solicit new businesses.
- Program community activities downtown, in coordination with downtown businesses to create new interest in downtown. Activities could include: farmers market, concerts in the park, and weekend festivals, along with the existing events programmed in Veterans, Peninsula, and Grady parks.

DOWNTOWN SAUKVILLE IMPLEMENTATION PLAN

Village of Saukville, Wisconsin

Phase I (2006-2008)

- Establish TIF District boundary, create statutory Redevelopment plan, implement TID
- Begin land assembly, relocation, and developer recruitment riverbend site
- Begin riverwalk project: funding strategies, easement control, preliminary design and engineering
- Coordinate crosswalk enhancements with WisDOT
- Organize and re-stripe parking in immediate downtown area
- Secure a pedestrian easement to connect Park St. to Veterans Park
- Implement façade improvement grant program for historic downtown buildings
- Coordinate construct of riverbend site and first segment of riverwalk – Mill St. to Clay St.

Phase II (2008-2010)

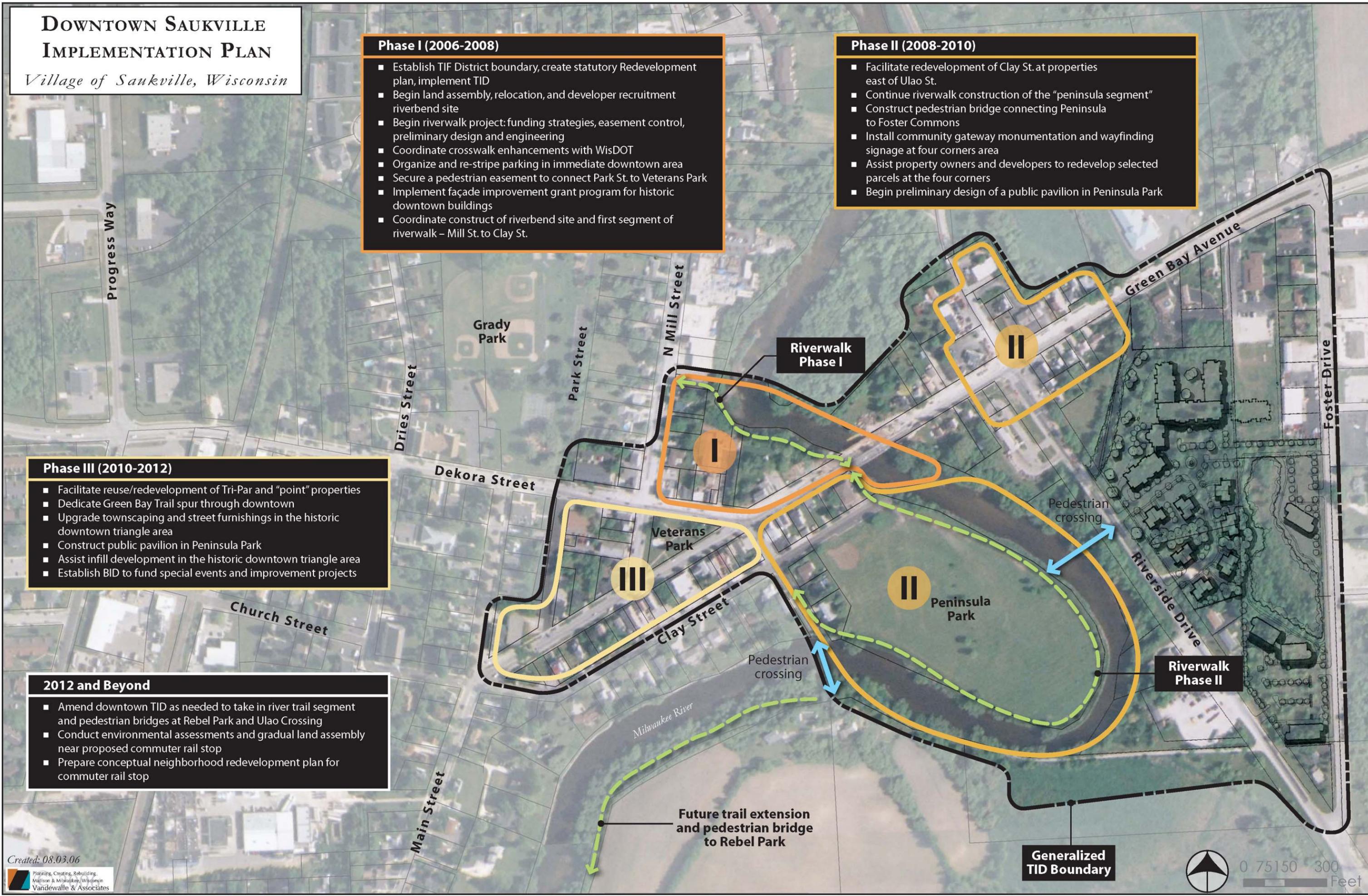
- Facilitate redevelopment of Clay St. at properties east of Ulao St.
- Continue riverwalk construction of the "peninsula segment"
- Construct pedestrian bridge connecting Peninsula to Foster Commons
- Install community gateway monumentation and wayfinding signage at four corners area
- Assist property owners and developers to redevelop selected parcels at the four corners
- Begin preliminary design of a public pavilion in Peninsula Park

Phase III (2010-2012)

- Facilitate reuse/redevelopment of Tri-Par and "point" properties
- Dedicate Green Bay Trail spur through downtown
- Upgrade townscaping and street furnishings in the historic downtown triangle area
- Construct public pavilion in Peninsula Park
- Assist infill development in the historic downtown triangle area
- Establish BID to fund special events and improvement projects

2012 and Beyond

- Amend downtown TID as needed to take in river trail segment and pedestrian bridges at Rebel Park and Ulao Crossing
- Conduct environmental assessments and gradual land assembly near proposed commuter rail stop
- Prepare conceptual neighborhood redevelopment plan for commuter rail stop

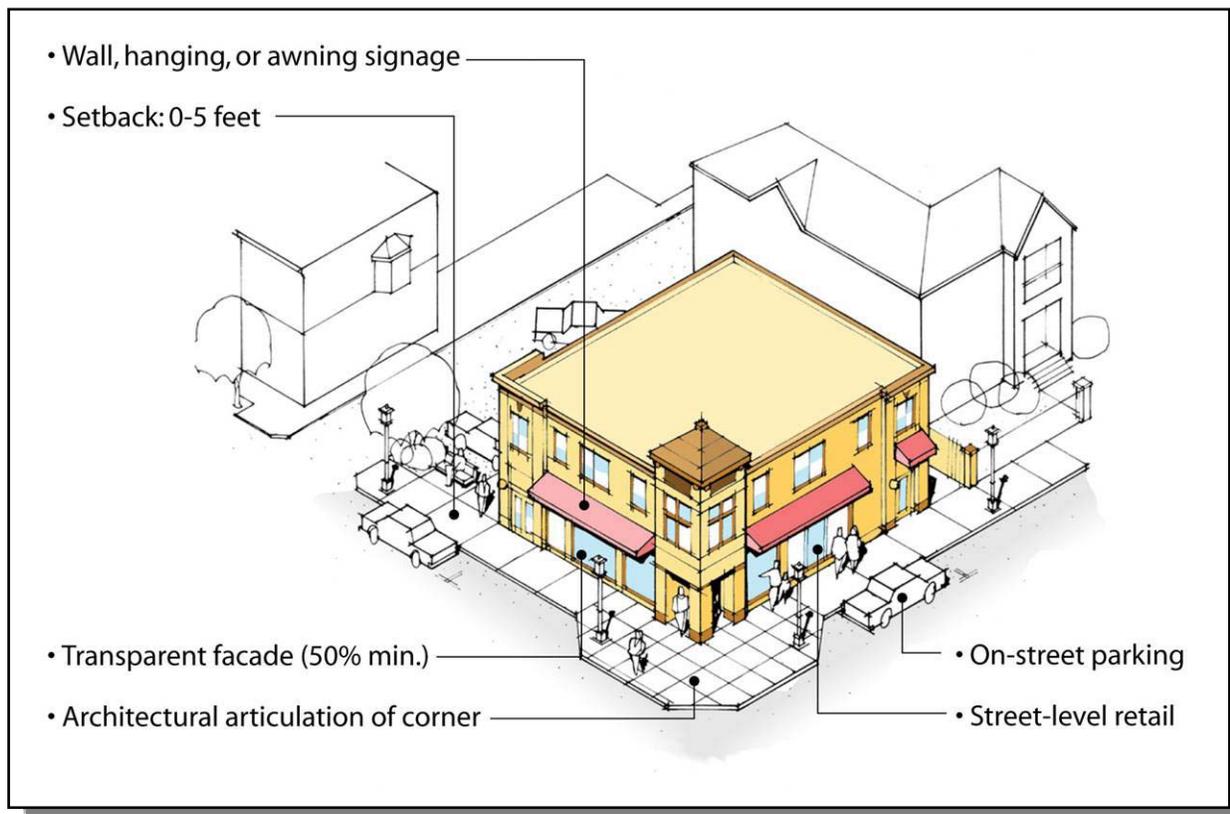


APPENDIX A: BASIC DESIGN STANDARDS

Corner Retail Lot

The following guidelines are appropriate for corner commercial lots. Corner lots are important because they are highly visible and accessible. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled, corner commercial development.

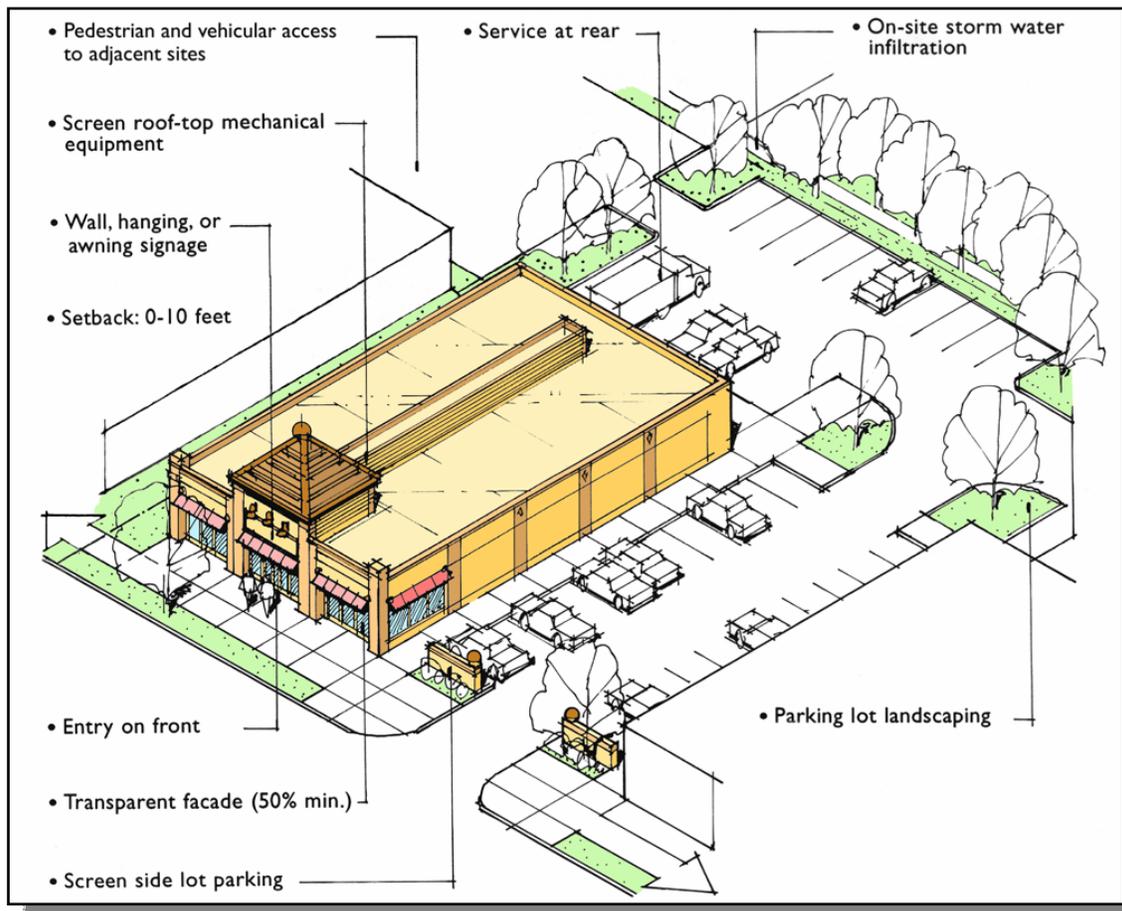
- Pedestrian-scaled streetscapes
 - Building presence on street
 - Convenient and coordinated parking and circulation
- Minimum setback uses development land efficiently and brings front entries near the pedestrian-scaled public sidewalk.
 - Transparent facades increase visibility of business activity from the sidewalk and street. Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
 - Architectural articulation (projections, recesses, detailing, etc.) of the corner defines the edge of two streets and increases the memorability of the businesses and the structure.
 - Parking on the street and at the side and rear allows for convenient access by car.
 - Screening of parking lots and service areas minimizes negative impacts.



Typical Commercial Lot

The following guidelines are appropriate for typical commercial lots. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled commercial development.

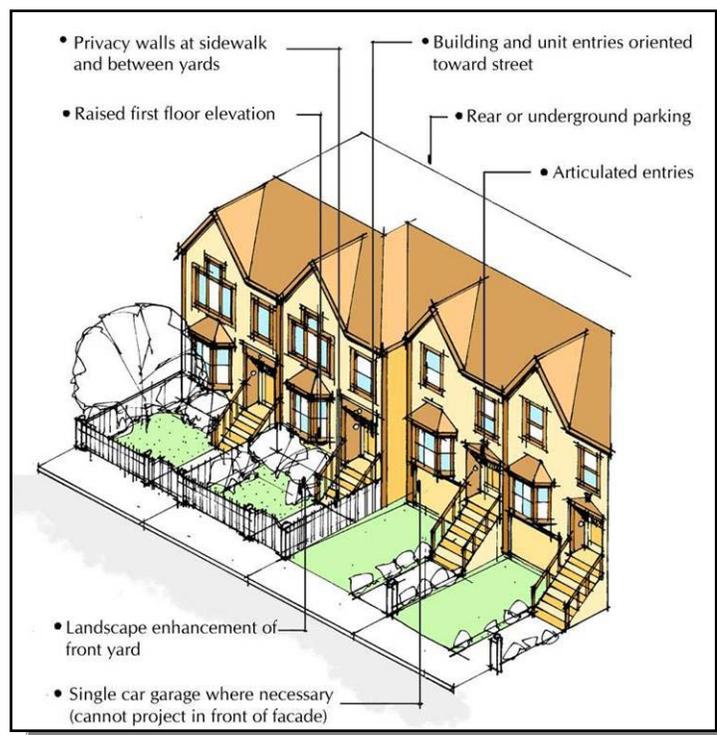
- Visible business information
 - Pedestrian-scaled and attractive streetscapes
 - Convenient and coordinated parking and circulation
 - Improved appearance through screening
- Minimum setback uses development land efficiently and brings front entries near the public sidewalk.
 - Transparent facades increase visibility of business activity from the sidewalk and street.
 - Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
 - Access to adjacent sites increases accessibility to all businesses and reduces unnecessary duplicated drives and walks.
 - On-site storm water infiltration reduces runoff leaving the site reducing the burden on stormwater systems.
 - Screening of parking lots and service areas minimizes negative impacts.
 - Screened mechanical equipment improves appearance.



Urban Residential

The following guidelines are appropriate where high-density, urban-scaled housing is desired. The guidelines are intended to help create efficient, secure, and pedestrian-scaled residential development. Two-story “town house” type units are shown.

- Efficient use of development land
 - Urban character
 - Pedestrian-scaled streetscapes
 - Opportunities for interaction between neighbors
 - Inviting residential units
 - Security and privacy
- Minimum setbacks use development land efficiently and bring front entries near the public sidewalk.
 - Variation in setback dimensions avoid monotonous blocks, define individual units, and increase privacy and security.
 - Fences or walls at the sidewalk and between front yards create intimate pedestrian-scaled spaces and increase privacy and security.
 - Raised first floors increase privacy and security.
 - Articulated (projections, recesses, detailing, etc.) entries identify individual units and add interest to the town house facades.
 - Parking, located under the first floors or at the rear, keep the street facade and front yard pedestrian-scaled.
 - Front garages, when they must be used, should be of minimum width and not project in front of the remainder of the facade.



Building Elements: Detailing

Detailing can help achieve a desired sense of scale and character as well as compatibility with adjacent buildings.

Performance Guidelines

- Create appropriate scale (pedestrian, auto, etc.) through detailing.
- Create continuity with adjacent buildings through detailing.

Design Guidelines

- Consider using architectural elements from adjoining buildings to establish a sense of continuity.
- Building detailing including sills, headers, transoms, cornices, signage bands shall be compatible in design and elevation with those of existing buildings in the immediate area.
- Avoid large flat, blank surfaces without windows or architectural details, particularly at pedestrian levels.
- The infill structure should reflect both the ratio of window to solid wall area and the size and proportion of windows and door openings of the surrounding buildings.



Building Elements: Storefront

The storefront is the most important element of a commercial facade. The design of the storefront affects the perception of the business, the functional interaction of the business and the public, and the character of the street.

Performance Guidelines

- Building storefronts should be inviting to the public.
- Activity and displays inside the place of business should be visible to the street.

Design Guidelines

- At least 75 percent of the first floor street-side facade should be transparent (through the use of display windows).
- Establish a consistent first-floor height (storefront height) to establish a sense of scale for pedestrians.
- Rhythm of store floor should harmonize with rhythm of upper stories.



Signage: General

Signs produce a lasting impression and an indication of the commercial health of a business district. One of the most important determinants of the visual character and coherency of communities is signage.

Performance Guidelines

- Ensure that signs aid in orientation and adequately identify uses and activities to the public.
- Discourage excessive visual competition in signage.
- Reduce distractions and obstructions from signs.
- Preserve or enhance Village character by requiring new and replacement signage that is:
 - creative and distinctive
 - compatible with the surroundings
 - appropriate to the type of activity to which it pertains
 - expressive of the identity of individual proprietors or the community as a whole
 - appropriately sized in its context, so as to be readable



Signage: Type

Signage types have a large impact on the appearance of a commercial districts.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- The following signs may be used for individual businesses (see additional guidelines): wall signs, projecting signs, and awning signs.
- Signs painted directly onto a window surface can often be quite effective. Appropriately designed neon window signs (with custom shapes and colors complementary to the building) are another option, and can add character to an establishment if sensitively handled.



Parking Location

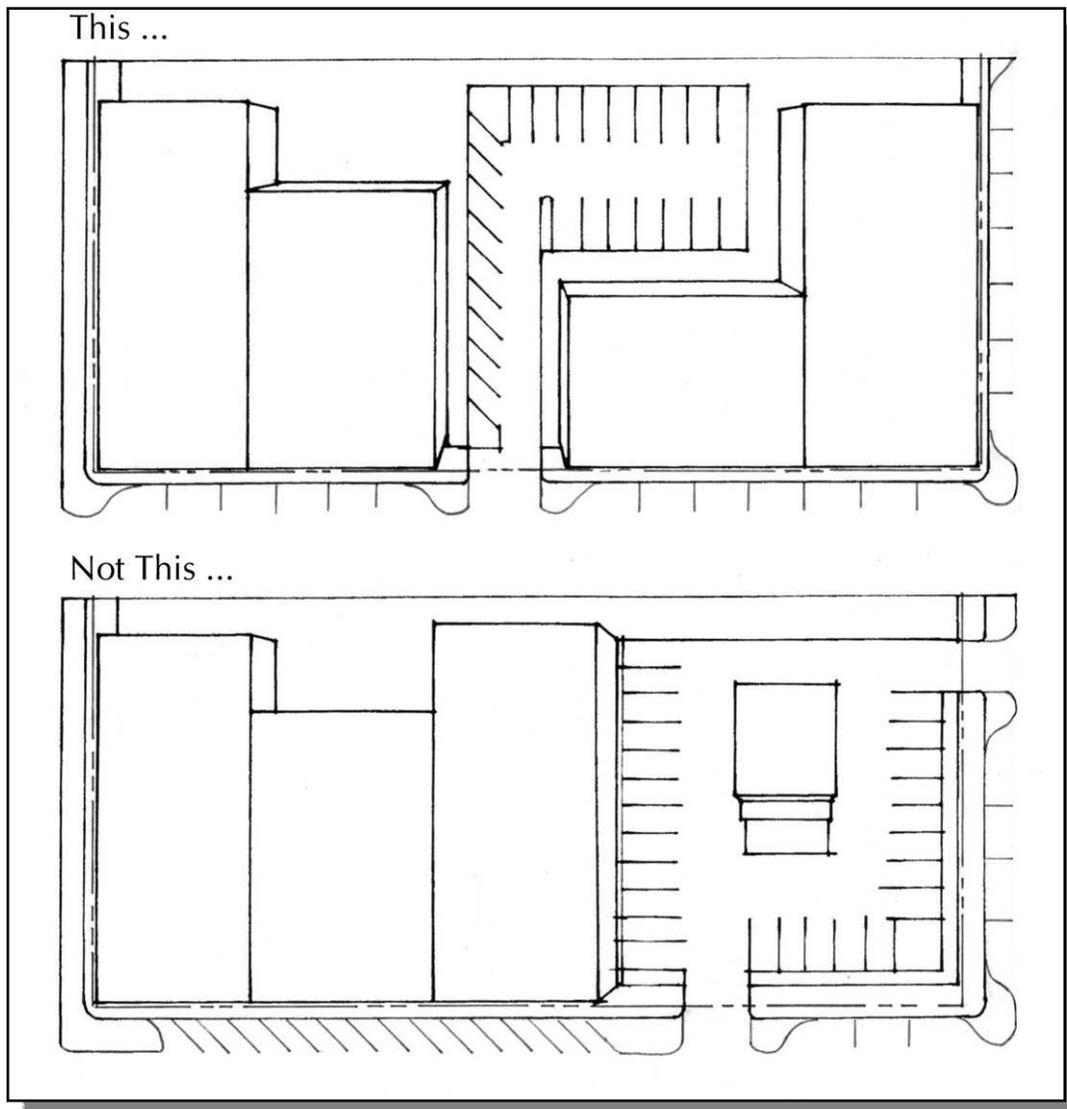
Parking is an integral component of downtown development and important to business accessibility. Public and private parking lots can, however, also detract from the appearance of the downtown.

Performance Guidelines

- Provide adequate parking for downtown businesses.
- Preserve the pedestrian-friendly nature of a downtown streetscape.

Design Guidelines

- Parking lots should be sited at the rear or the interior side of the building in order to minimize gaps in the continuous building facades of the street.
- When parking lots are sited behind a building, it is preferred that they are accessed by an alley. This minimizes gaps that would otherwise be created by on-street driveways.



Parking Buffering

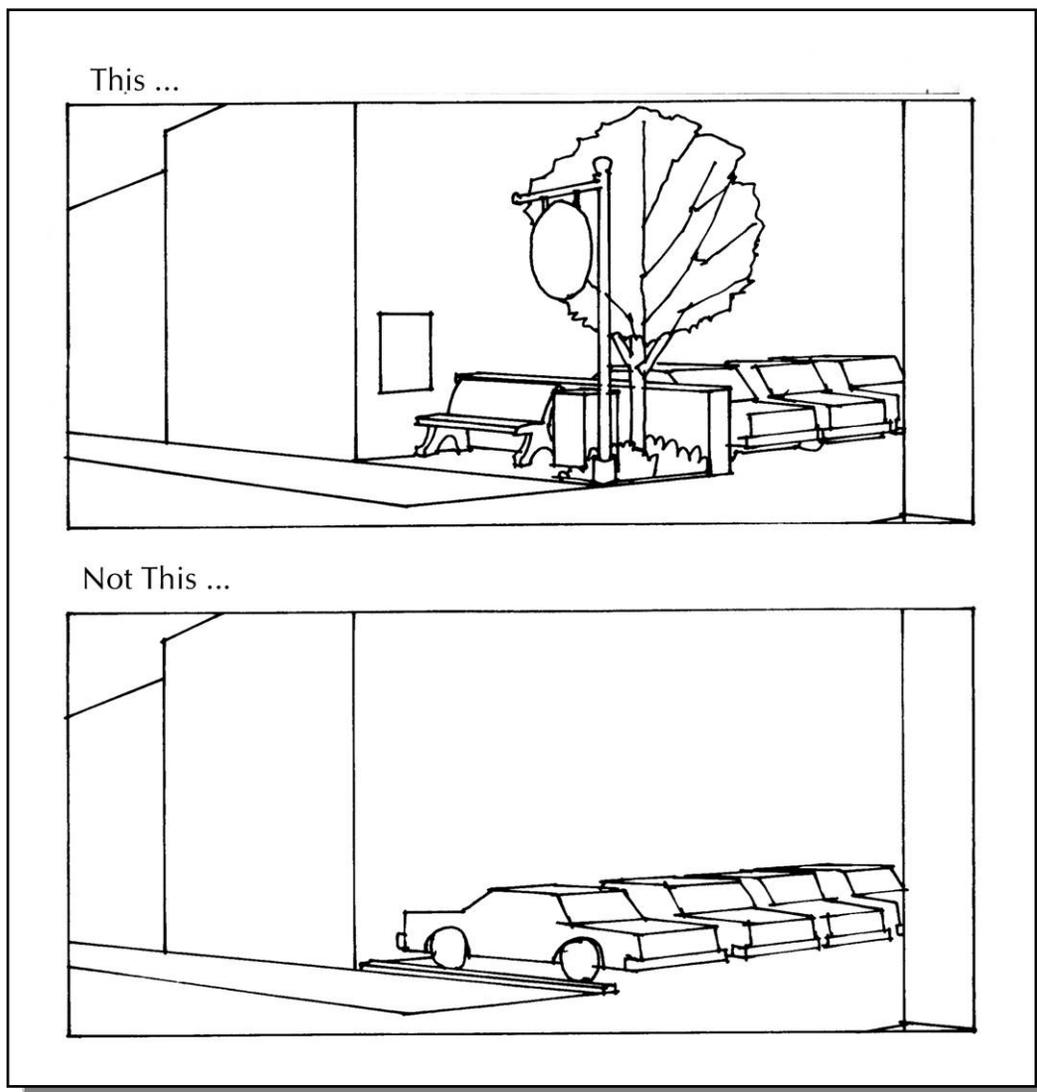
The visual impact of parking areas can distract from the appearance of a property or streetscape.

Performance Guidelines

- Preserve pedestrian friendly nature of downtown streetscape.
- Separate pedestrians and vehicles.

Design Guidelines

- When it is necessary to place parking lots in-between buildings, rather than behind, they should be buffered from the street side by either architectural elements or plantings.
- Continue the face of the street facade by locating screening in line with adjacent facades.
- Commonly used buffers include the following:
 - Walls, fencing, & arbors
 - Upraised planters
 - Combination shrub/tree plantings
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.



APPENDIX B: VISIONING WORKSHOP RESULTS SUMMARY

On June 20, 2006, representatives from VANDEWALLE & ASSOCIATES conducted a downtown visioning workshop with approximately 25 Saukville residents to obtain their thoughts, opinions, experiences, and ideas about Saukville in order to create an economic development strategy and downtown revitalization plan. The visioning workshop began with an introduction by VANDEWALLE & ASSOCIATES to the downtown plan process and timeline. Following the visioning workshop, VANDEWALLE & ASSOCIATES, will create the Downtown Revitalization Plan and submit it for review and comment to Village staff and the CDA steering committee.

This introduction was followed by a Community Downtown Visioning Exercise. Workshop participants were asked to spend some time thinking about and answering the following questions individually. After 5-10 minutes each table discussed the questions as a group and recorded major points of discussion to report back to everyone at the meeting. Questions guiding the discussions included:

- What are some of the Threats/Challenges facing Saukville both today and in the future?
- What are potential Positive Trends/Opportunities for Saukville both today and in the future?
- What is the Current Image of Downtown Saukville?
- What should the role of Downtown be for the Community—what should some of the activities, land uses, and functions be?

Community Downtown Visioning Exercise Summary Results

The following results will provide insight in the creation of the Saukville economic development strategy and downtown revitalization plan.

What are some of the Threats/Challenges facing Saukville both today and in the future?

- Commercial decline yet residential growth causing bedroom community
- Lack of controlled growth
- Downtown business attraction and retention
- Little to do downtown, core of Saukville in decline. Downtown shifting to east, big box area.
- Getting residents to do business locally, big box threat
- High vacancy rate downtown, some property owners do not maintain their property
- Heavy truck traffic presents a challenge and threat to Downtown businesses and residents. Trucks should be re-routed via a designated truck bypass off of I-43
- Lack of parking close to businesses and in the triangle/veteran park area Downtown is a challenge for Downtown businesses.
- Expanding the services, accommodating the potentially needed services for the residents, funding for those desired services kept at appropriate level, services need to keep pace with increase in population and user wants/needs
- The lack of attractions to draw people to downtown and get people to visit is a challenge.
- The Village's growth away from Downtown (shifting to east) creates a threat and challenge to Saukville's traditional downtown area.
- Downtown is not pedestrian friendly, it is hard to get around and presents a challenge to Downtown businesses and residents.
- Big box development/strip mall development is a challenge and threat for Downtown.
- Challenge to attract and retain small "family" businesses Downtown (retail, restaurant, etc.)

- Threat of becoming a bedroom community versus self contained community with a thriving downtown.
- Image of Downtown presents a challenge - some think of Downtown as the drug, biker bar, bar scene area of Saukville.
- Challenge to define the downtown area and cultivate Downtown as a unique part of Saukville.
- Developers not paying their share outside of downtown is a threat to Downtown revitalization
- Lack of enforcement of the speed limit on Highway 33 is a challenge and threat to downtown residents and businesses
- Public finances - challenge to fund public services and expansion. Including new police department, new traffic lights at Foster, etc.
- Proximity within the floodplain of the Milwaukee River is a threat and challenge for Downtown.
- The Village's focus on the Industrial Park/Commerce area over Downtown development is a challenge to Downtown revitalization

What are potential Positive Trends/Opportunities for Saukville both today and in the future?

- Location in the region on Highway 33 and I-43 – opportunity to attract residents and visitors to downtown
- Milwaukee River – with opportunity for a Saukville riverwalk
- Opportunity for more retail shops & cafes, small businesses downtown
- Downtown parks (Peninsula and Veterans) provide locations for activities and community programming
- Growth, especially big box growth on east side of town opportunity and positive trend
- Quality of life, opportunity to keep downtown “small town” feeling
- Positive trend is the current split between residential & commercial development for tax base
- Local government coordination, planning sessions, opportunity to partner with Port Washington
- Opportunity for unlimited residential and business growth
- Opportunity and need for community gathering places for children, families, young adults
- Opportunity to maintain historic building and redevelop downtown business district

What is the Current Image of Downtown Saukville?

- Rundown, dreary, uninviting, sleepy, needs maintenance
- There is nothing to do; no one around
- Downtown has potential with recent improvements such as the bridge and traffic lights
- Historic area with established buildings
- Seen as residential and tavern district with a lack of retail, restaurants and activities
- No reason for families or young adults to go downtown
- People associate the parks with downtown, but need more programming at parks

What should the role of Downtown be for the Community—what should some of the activities, land uses, and functions be?

- Town center – civic gathering and hub of community activity
- Convenient shopping and services for Saukville residents (small shops and restaurants)
- More Activities for all ages, including festivals, concerts, farmers market and special events
- Safe place for families and for pedestrian and bike travel (connect to river and regional trail)
- Social center of Saukville

- Downtown should tie residents and visitors to Saukville's past emphasizing the community's history
- Mix of uses commercial with retail emphasis and residential above

Other Comments or Concerns?

- Promote sustainable and appropriate development
- Keep offer/variety, do not overload downtown with duplicative businesses (do not need 5-10 coffee shops)
- Do not forget how we got to where we are today
- Keep small town charm
- Where is the money going to come from to make changes envisioned
- Development should blend with existing downtown and mixes mutually beneficial
- Meetings at 4:30 pm make it difficult for people who work to attend

Mapping Exercise Summary Results

The purpose of this exercise was to identify areas within Saukville that the participants feel should be singled out for special focus in the downtown revitalization plan. The groups were each given aerial maps of the Saukville downtown area as well as blue, yellow, red, and green adhesive dots. Each person was asked to place their dots where they believe the concern or condition exists, corresponding to the color code, as well as designate their vision of a "Downtown Boundary", and add notes to the aerial regarding preferred uses and other points of interest.

Downtown **preservation** sites (blue), sites of high cultural or historic value that should be preserved or restored, identified in this exercise include numerous historic buildings located in the downtown business district, most frequently chosen were the Payne Hotel, Historic Society Building, Veterans Park, Immaculate Conception Church the public library, and St. Peter's United Church of Christ.

Downtown **revitalization/redevelopment** sites (yellow) are sites that are:

1. Problem sites and/or buildings that have value and should be maintained (both the structures and the underlying land use) but that currently present problems related to crime or poor property maintenance; or
2. Sites and/or buildings that that are functionally obsolete, vacant, or blighted or where major conflicts with adjoining properties dictate that they be cleared for some other building or use.

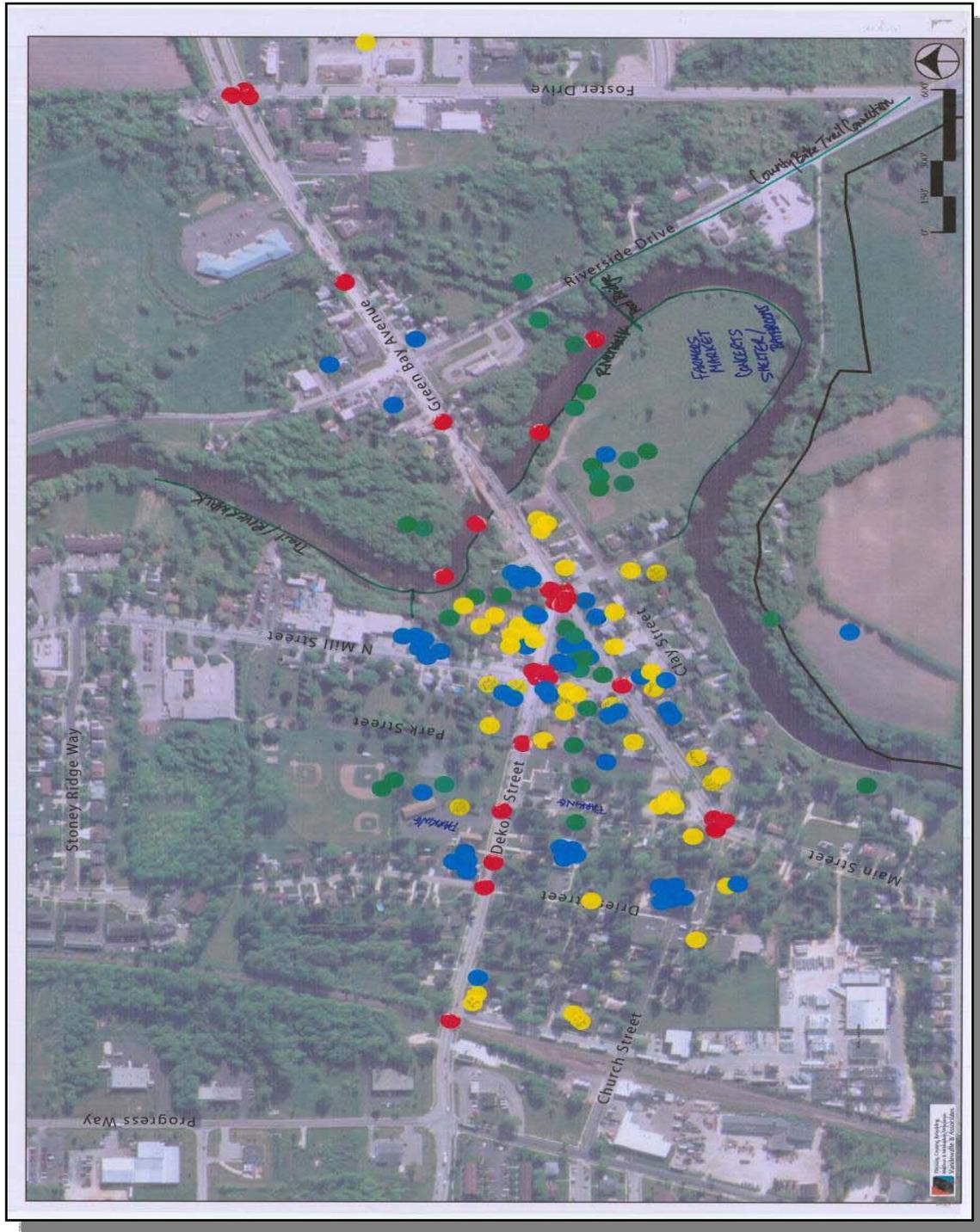
Revitalization/redevelopment sites identified in this exercise include the riverfront apartment complex off of Hwy 33/Dekora Street, the multi-family housing on the south side of Hwy 33 near Peninsula Park, and the Tri-Par building. Residential buildings located around the triangle (Veterans Park) were also frequently marked for revitalization/redevelopment.

Traffic "hot spots" (red) are specific places where the transportation network system is overloaded, failing, or simply dangerous – typically, sites with a high incidence of collisions, vehicle-pedestrian conflicts, poor pedestrian connections/crossings to adjoining neighborhoods, speed zones, or poor sightlines. Traffic "hot spots" were identified at the triangle point of Hwy 33/Dekora and Hwy 33/Green Bay Avenue, at the intersection of Green Bay Avenue and Main Street, and at the intersection of Mill Street and Dekora Street.

Downtown **public amenities** (green) are areas where public facilities are currently lacking and should be introduced. Public facilities include such things as parks, pedestrian connections, outdoor markets, landscaping, and recreation facilities. Sites identified in this exercise where additional public

amenities are needed include, Peninsula Park, Veterans Park, and along the river where a future riverwalk could be located.

The composite map on the following page shows dot grouping from the public visioning session.



Visual Preference Survey Summary Results

A Visual Preference Survey was conducted to gauge general public sentiment on the issues of architectural and site design for downtown redevelopment. Thirty-four photo image examples of commercial, multi-family residential and mixed projects were presented by VANDEWALLE & ASSOCIATES and evaluated by the participants. Projects were rated on their overall appeal and appropriateness as well as the desirability of the building location, garage and parking locations, pedestrian amenities, site landscaping and sign qualities. Participants were encouraged to add specific comments where appropriate.

All responses, including both positive and negative opinions, were tallied and recorded. These results were evaluated statistically in order to observe similarities and variances among survey responses. Participants' common preferences emerged through the survey process. These preferences can be used to guide the development of alternative concepts for redevelopment projects in the Village.

The following is a summary of general design recommendations derived from the visual preference survey results.

Commercial Design

Desirable Characteristics

- Small setback from street
- Street trees in terrace
- Pedestrian scaled amenities (e.g. benches, planters, etc.)
- One-to-two story building height
- Traditional styles
- Sheltered entries (e.g. roofs, awnings, etc.)
- Multiple, individual windows on upper story facade
- Smaller windows, vertically proportioned
- Awning, arcade, or "signage band" located at top of storefront
- Architectural decoration and detailing
- Small scale signage
- Externally lit signage



Undesirable Characteristics

- Large parking lots
- Flat roofs
- Overly simplistic or bold detailing
- Overly modern or stream-lined design styles
- "Flat" facades (without recesses, extensions, detailing, etc.)
- Lack of detailing at top, or "cornice line," of facades
- False windows and awnings
- Large and/or internally-lit signage

Multi-Family Design

Desirable Characteristics

- Landscaping around building and on-site
- Walkways
- Two or (shorter) three story building height
- Classic traditional style
- Warm and traditional colors
- Sheltered entryways
- Gabled roofs
- Detailing on façade
- Variation of depth on front façade (e.g. recesses, extensions, etc.)
- Covered areas, balconies, porches
- Dormers and bays
- Overhangs and eaves that create a “sheltering” roof form
- Use of single brick color
- Quality materials



Undesirable Characteristics

- Flat roofs and overly flat hipped roofs
- Modern styles and detailing
- Overly simplistic or bold detailing
- Overly vertical building proportions
- Overly complicated brick colors and combinations
- Bold colors

Mixed-Use Design

Desirable Characteristics

- Landscaping around building, especially at entries
- Traditional style and building proportions
- Locally inspired style and detailing
- Gabled roof or horizontal parapet with traditional cornice
- Covered areas and balconies
- Warm and traditional colors
- Detailing on façade
- Variation of depth on front façade (e.g. recesses, extensions, etc.)
- Façade bays, bay windows, and dormers
- Accessible lower level
- Visually open storefronts
- Awnings or coverings for storefront area
- Traditional signage, externally lit



Undesirable Characteristics

- Overly “urban” design styles
- Architectural styles foreign to Saukville
- “Flat” facades (without recesses, extensions, detailing, etc.)
- Overly simplistic or bold detailing
- Overly dark color schemes

