

**Mayor's Economic Development Committee  
City Center Planning Sub-committee  
Minutes of Meeting, 17 September 2007**

Twenty-five members in attendance.

Meeting called to order at 6:00 p.m. by Frank Waltz, Chair.

Pledge of Allegiance by all.

Frank gave an overview of Tax Increment Financing, the history of the Parkland Mall property and City documents that address existing downtown planning and design standards. Some discussion with clarifying questions and answers plus offered opinions followed.

The attendees were then divided into five groups of five each and asked to brainstorm their vision for what the city center should be – both sides of Janesville Road between Parkland Drive and Lannon Drive.

After about twenty-five minutes, each group presented their ideas to the entire group. After that each member was then given five stickers to vote on the ideas they liked best.

The full list of ideas and votes received is included as Attachment A and a consolidated list based on the voting and theme is included as Attachment B.

In summary, the members focused (in order of most votes) on the desire for community activity space in any development in the area, the types of retail and destination draws desired, the need for restaurants, aesthetics, provisions for pedestrians and bicycles, community character, accessibility and conservation.

Tentative dates for our next meetings are:

1. Monday, 19 November, after the next meeting of the Economic Development Committee scheduled for 4 October and the Town Meeting scheduled for 12 November.
2. Monday, 22 October was identified as a date for a possible earlier meeting if needed. (Note: A conflict for this evening is the annual school board meeting when the public votes on the school budget for the next year.)

Meeting adjourned at 7:55 p.m.

Respectfully submitted, Frank F. Waltz

**City Center Planning  
Brainstorming and Voting  
17 September 2007**

**Group One**

- 1 Offset road w/green space in center
- 5 Park area – Central Park feel
- 3 Farmer’s market
- 0 Holiday décor
- 0 Kid’s activities
- 2 Ice skating
- 1 Concerts / band stand area
- 8 Sendik’s / Whole Food / Ace
- 5 Knock down Blockbuster mall
- 0 Unique shops / restaurants
- 1 Stroll able / biking
- 0 Small out buildings
- 0 No more banks
- 3 “Green” buildings
- 0 Planting areas – blvds
- 0 Pick ‘n Save façade and lots similar to Greenfield and Moorland (trees, planters, landscaping)
- 0 Entire scope of area – similar décor
- 1 Sidewalks – pedestrians
- 0 Bicycles lanes
- 0 Condos - 2<sup>nd</sup> floor

**Group Two**

- 2 1. Tree lined
- 1 2. Small specialty stores
- 2 3. Mid-sized stores – destination types, e.g. deli, coffee, flowers
- 1 4. Restaurant
- 1 4a. Non-fast food
- 3 4b. Atop a 3-story building
- 1 5. Friday nite concert – common area
- 2 6. Bike paths
- 2 6a. Bike rental
- 0 7. Pedestrian friendly sidewalks
- 2 8. Decorative street lights
- 4 9. Benches and planters
- 0 10. Discrete parking

### **Group Three**

- 3 1) Common areas / parks / water features
- 4 2) Properties that compliment each other
- 1 3) Easy auto access
- 0 4) Front and rear access
- 1 5) Individual buildings w/adequate parking
- 1 6) Walk path
- 4 6)a. Pedestrian bridge over Janesville
- 0 7) Adequate lighting
- 0 8) Concealed refuse
- 0 9) Different arch. styles
- 0 10) Feeder roads into area

### **Group Four**

- 0 1. Low rise condos / apts
- 3 2. Park setting
- 0 3. Casual restaurants
- 7 4. Gathering area for festivals and farmer's markets
- 5 5. Unique destination places
- 3 6. Outdoor dining restaurants
- 1 7. Easy access from Janesville
- 1 8. Convenient and ample parking
- 0 9. No big box stores
- 0 10. Remodel existing store fronts
- 7 11. Public lake access – resort community

### **Group Five (Cinco Locos)**

- 0 1. No more banks
- 2 2. No more strip malls
- 0 3. Incorporate character into design
- 0 4. No more gas / convenience stations
- 3 5. More restaurants
- 4 6. Need higher standards – stronger architectural standards
- 2 7. Need a reason to come to Muskego = a destination
- 2 8. Walking, biking – pavilion in center of shopping
- 2 9. Buy a brick program for center pavilion

Country, quaint, welcoming w/green spaces, balance

**City Center Planning  
Brainstorming Summary  
17 September 2007**

**Community Space**

- 7 Gathering area for festivals and farmer's markets
- 5 Park area – Central Park feel
- 4 Benches and planters
- 3 Farmer's market
- 3 Common areas / parks / water features
- 3 Park setting
- 2 Ice skating
- 2 Walking, biking – pavilion in center of shopping
- 2 Buy a brick program for center pavilion
- 1 Offset road w/green space in center
- 1 Concerts / band stand area
- 1 Friday nite concert – common area
- 34 Total**

**Type of Retail / Destination**

- 8 Sendik's / Whole Food / Ace
- 5 Unique destination places
- 2 Need a reason to come to Muskego = a destination
- 2 Mid-sized stores – destination types, e.g. deli, coffee, flowers
- 1 Small specialty stores
- 18 Total**

**Restaurants**

- 3 Atop a 3-story building
- 3 Outdoor dining restaurants
- 3 More restaurants
- 1 Restaurant
- 1 Non-fast food
- 11 Total**

## **Aesthetics**

- 5 Knock down Blockbuster mall
- 4 Properties that compliment each other
- 4 Need higher standards – stronger architectural standards
- 2 No more strip malls
- 2 Tree lined
- 2 Decorative street lights
- 1 Individual buildings w/adequate parking
- 20 Total**

## **Sidewalks and Paths**

- 4 Pedestrian bridge over Janesville
- 2 Bike paths
- 2 Bike rental
- 1 Stroll able / biking
- 1 Sidewalks – pedestrians
- 1 Walk path
- 11 Total**

## **Community Character**

- 7 Public lake access – resort community
- 7 Total**

## **Accessibility**

- 1 Easy auto access
- 1 Easy access from Janesville
- 1 Convenient and ample parking
- 3 Total**

## **Conservation**

- 3 “Green” buildings
- 3 Total**