



## Project Overview

In early 2016 Vandewalle & Associates – a professional planning and economic development firm – was retained to conduct a Village-wide economic opportunity analysis and subsequent action plan. The purpose of the plan is focused on increasing the Village’s **quality of life** and aiming its **economic development trajectory** toward a stable and prosperous future. During plan development the team will identify the Village’s **assets and challenges** to better define Slinger’s unique position in the market. Resulting from this analysis short, medium, and long term **projects and programs** will be identified to promote **economic investment, job creation, and community development** in Slinger at strategic locations.

## Individual Exercise

Please take the next 15 minutes to read through the information below and answer the questions on this worksheet. If you have questions or would like further clarification please ask one of the presenters.

Review the lists of assets and challenges and the vision statement below and answer the two questions that follow.

### Village Assets:

- Natural Setting/Topography
- Proximity/Accessibility to Multiple Employment Centers
- School District
- Intact Historic Downtown
- Available Development Sites
- Community Expansion Potential
- Outdoor Recreation Opportunities
- Small Town Feel
- Easy Access to US-41 at Three Interchanges

### Village Challenges:

- Topography
- Relic Town Development/Town Pockets
- Lack of Community Events and Gathering Facilities
- Lack of Downtown Destinations
- Physical Conditions in Downtown
- Physical Condition of Commercial Corridors
- Lack of Diverse Shopping and Dining Opportunities
- Lack of a Slinger “brand”
- Lack of Local Employment

### Vision Statement:

*Nestled in the hills of the Kettle Moraine, and in close proximity to several major employment centers, Slinger offers an outstanding way of life with abundant outdoor recreation assets and excellent schools. The historic downtown is the hub of community activity while the Highway 60 commercial corridor serves resident’s daily needs, and new business parks provide local employment opportunities and a diversified tax base. Working with its economic development partners, the Village is leading the way in making strategic investments in public facilities and infrastructure to secure the fiscal stability of the community for decades to come.*

1. Please indicate changes additions or deletions to any of the above and provide a brief explanation of why. Feel free to mark-up the lists and statement as necessary.

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2. What one thing about Slinger is most important to you and why?

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### **Strategic Initiatives:**

During the plan development process the team has identified four important strategic initiatives for the Village to focus on to achieve the economic vision. Initiatives are defined as broad areas of focus that—when added together—lead to a complete approach to reaching the community’s goals. Under each of the initiatives are several recommended projects and programs, which comprise the first action steps toward achieving the desired outcomes of each initiative. Over time the list of projects and programs under each initiative will continue to grow as progress is made and new areas of focus are identified. The initiatives are listed below followed by the recommended projects and programs:

1. Diversify Tax Base & Create Jobs

*In order to keep tax rates down communities must balance residential development with industrial and commercial development. Further, adding more jobs not only provides employment opportunities for Village residents but also stimulates local spending from those traveling to the community for work.*

Projects:

- 1) Evaluate feasibility of new business park development to be served by potential Hwy 60 Truck Reliever Route north of Arthur Rd.
- 2) Expand existing business park by extending Corporate Dr. west across 175
- 3) Aggregate school-owned property with adjoining vacant parcels and Hwy 60 frontage to maximize business park development potential along I-41

2. Improve Commercial Corridors & Nodes

*The Hwy 60 corridor should continue to grow to provide residents with the products and services they need on a regular/ daily basis. To increase the development potential and create unique and interesting places, development should be concentrated on “nodes” located at key intersections along the commercial corridors. This may include having multi-story buildings that are closer to the street and face the intersection to create a greater sense of place and serve as gateways to other parts of the community.*

Projects:

- 1) Establish 144 as the primary I-41 entry to downtown and promote additional visitor/highway-oriented businesses complimentary to Held’s Market
- 2) Work with adjoining property owners on potential development of public/private town square encompassing the existing civic campus and strip malls at Slinger Rd. and E. Washington St.
- 3) Promote development of more intensive, commercial/mixed-use nodes along Hwy 60 at I-44, 175 and 144 intersections
- 4) Install community gateway features at both ends of Hwy 60 and utilize consistent streetscape design along the corridor
- 5) Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors

3. Make Downtown a Destination

*\A healthy and thriving downtown will provide unique activities, events, and entertainment for Village residents and draw visitors from outside the community. The more opportunities and compatible uses there are in or near downtown the greater the center of gravity to attract people on a regular basis.*

Projects:

- 1) Work with adjoining properties to enlarge Community Park to tie Village properties together and create more “everyday use” facilities
- 2) Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.
- 3) Work with property owner to determine potential for hillside multifamily development at the end of Eiche Dr.
- 4) Work with property owners to develop a mixed-use “base village” at the foot of Little Switz
- 5) Investigate potential reuse of former Niphos Coatings property for housing on Oak St.
- 6) Install downtown gateway features at primary entry points

4. Capitalize on Natural Setting & Improve Connectivity

*One of the Village’s biggest assets in attracting activity, investment, residents, and interest is its natural setting. Developing trails, parks, and connections that make it easier to not only take advantage of natural recreation, but to navigate the terrain of the Kettle Moraine will help make the Village a more attractive place for recreation and activity.*

Projects:

- 1) Develop trail/greenway system along Rubicon River in low areas unsuitable for development
- 2) Develop on- and off-street trail loops through the Village connecting to the Ice Age Trail
- 3) Reroute the Ice Age Trail through Community Park and use the park as a formal trailhead
- 4) Connect American Eagle Dr. to Lovers Ln. and install an on-street bike lane connecting the downtown to the Arboretum at Cedar Bluffs
- 5) Provide a bike lane along Washington St. through the entire Village

1. Please Indicate which **initiative** above is **most** important to you and why.

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2. Please Indicate which **initiative** above is **least** important to you and why.

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3. Please add any other initiatives you would like to see and why.

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**Importance of Projects for Each Initiative:**

On the following tables, please indicate the level of importance of the projects for each of the four initiatives, and feel free to add others. Also, indicate which project under each initiative is most important to you by circling it and least important to you by putting a line through it:

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
<b>Initiative 1: Increase Tax Base &amp; Create Jobs</b>				
1. Evaluate feasibility of new business park development to be served by potential Hwy 60 Truck Reliever Route north of Arthur Rd.	VI	I	SI	NI
2. Expand existing business park by extending Corporate Dr. west across 175	VI	I	SI	NI
3. Aggregate school-owned property with adjoining vacant parcels and Hwy 60 frontage to maximize business park development potential along I-41	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI

What types of jobs would you like to see come to the Village (i.e. professional, medical, technical, skilled labor, general labor, etc.)?

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	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
<b>Initiative 2: Improve Commercial Corridors &amp; Nodes</b>				
1. Establish 144 as the primary I-41 entry to downtown and promote additional visitor/highway-oriented businesses complimentary to Held's Market	VI	I	SI	NI
2. Work with adjoining property owners on potential development of public/private town square encompassing the existing civic campus and strip malls at Slinger Rd. and E. Washington St.	VI	I	SI	NI
3. Promote development of more intensive, commercial/mixed-use nodes along Hwy 60 at I-41, 175 and 144 intersections	VI	I	SI	NI
4. Install community gateway features at both ends of Hwy 60 and utilize consistent streetscape design along the corridor	VI	I	SI	NI
5. Install downtown directional signage at key intersections and utilize consistent streetscape design along the gateway corridors	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI

What types of businesses would you like to see more of along Highway 60?

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	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
<b>Initiative 3: Make Downtown a Destination</b>				
1. Work with adjoining properties to enlarge Community Park to tie Village properties together and create more “everyday use” facilities	VI	I	SI	NI
2. Work with property owners to accelerate development north of Glen View Ln. and Olympic Dr.	VI	I	SI	NI
3. Work with property owner to determine potential for hillside multifamily development at the end of Eiche Dr.	VI	I	SI	NI
4. Work with property owners to develop a mixed-use “base village” at the foot of Little Switz	VI	I	SI	NI
5. Investigate potential reuse of former Niphos Coatings property for housing on Oak St.	VI	I	SI	NI
6. Install downtown gateway features at primary entry points	VI	I	SI	NI
Other:	VI	I	SI	NI
Other:				

What types of businesses would you like to see more of Downtown?

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What other amenities and features would you like to see Downtown and/or in Community Park?

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	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
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**Initiative 4:  
Capitalize on Natural Setting &  
Improve Connections**

1. Develop trail/greenway system along Rubicon River in low areas unsuitable for development	VI	I	SI	NI
2. Develop on- and off-street trail loops through the Village connecting to the Ice Age Trail	VI	I	SI	NI
3. Reroute the Ice Age Trail through Community Park and use the park as a formal trailhead	VI	I	SI	NI
4. Connect American Eagle Dr. to Lovers Ln. and install an on-street bike lane connecting the downtown to the Arboretum at Cedar Bluffs	VI	I	SI	NI
5. Provide a bike lane along Washington St. through the entire Village	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI
<i>Other:</i>	VI	I	SI	NI

What other types of recreation facilities would you like to see in the community?

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What other areas of community need better connectivity?

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Besides parks, trails, and greenways what other natural features would you like to see?

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## Group Exercise

Now that you have completed your individual worksheet please take the next 30 minutes to do the following at your tables in small groups:

- **Discuss and prioritize each of the four initiatives.** Share your own opinions and thoughts based on your responses to the worksheet questions and listen to the ideas of your group members.
- **Under each initiative identify the top 2 projects** for each and add a few sentence explanation of why.
- **Identify the top 5 projects overall**
- **Use the 11x17 maps and the markers on the table to indicate other potential projects** and improvements the group thinks would be beneficial. Provide a brief explanation of why.
- **Record any other notes, ideas, or thoughts in the space provided below.**

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**Thank you! Please place your completed worksheet in the box by the door before you leave.**