Village of Slinger
Downtown Vision & Strategy

Draft: 4.17.19

DRAFT

Washington County
Site Redevelopment Program

A U.S. Environmental Protection Agency
Brownfield Redevelopment Program

WASHINGTON COUNTY

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YOUR GROWTH. OUR PASSION.

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

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Table of Contents

Acknowledgments 2

I. What is a Vision? 4

II. Introduction 5

Site Redevelopment Program Background 6

III. Public Input and Takeaways 8

Recent Public Input Incorporated in the Vision 8
Stakeholder Interviews 8
Visioning Workshop 8
Open House 9
Steering Committee Meetings 9

IV. Downtown Vision 10

The Vision 10
Downtown Vision Concept (Bird's-Eye View) 10
Development Objectives 11
Downtown Gathering Space Vision Concept 11
Downtown Streetscape Improvements 11
Implementation Strategy 11

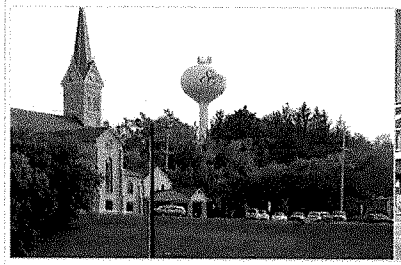
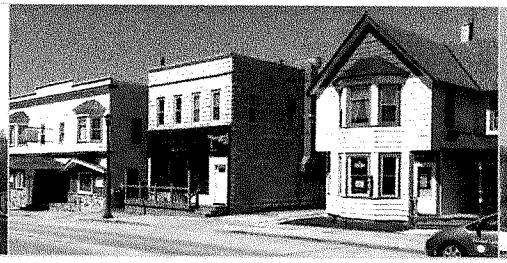
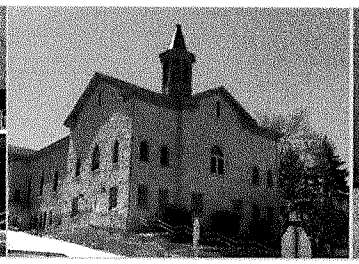
V. Downtown Implementation Strategies 19

Recommended Implementation Strategies 19
Funding Sources 22

Appendices 23

Appendix A. Background Context Maps 24
Appendix B. Workshop Public Comment Summary 31
Appendix C. Open House Public Comment Summary 35
Appendix D. Niphos Site Concepts 39

Part I:
The Vision

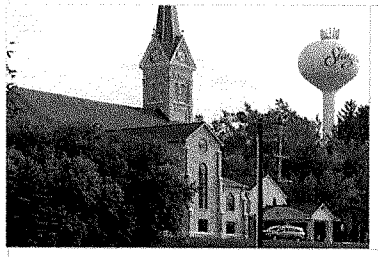
WHAT IS A VISION?

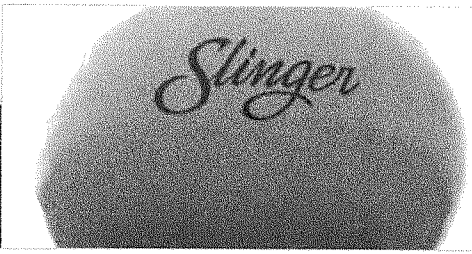
A vision is an aspiration of what a community desires to achieve over the course of time. It is not a plan. It is not an end state. It is a direction meant to influence decision-making over the coming years to achieve a desired downtown environment that improves social interaction, enriches a sense of community, and increases the tax base. It reflects how a community sees itself and the image it would like to portray to others. This project presents a vision of what Downtown Slinger could be like in the year 2045.

Like any dream or aspiration, realizing the Downtown Vision will require an investment of money and effort. The downtown poses several challenges that cannot be overcome without the Village leading the effort and working in tandem with private property owners, developers, and businesses. When considering the use of Village financial resources, it is important to distinguish **investments** from any other type of expenditure or cost. **Investments generate returns** that are many times greater than the initial cost. These returns can be measured in both dollars and improvements to quality of life, but because Slinger has some catching up to do, a significant level of investment will be needed from a variety of funding sources.

The ideas and objectives expressed in the Vision and presented on the following pages are the culmination of extensive public input provided during the 2015 Community Visioning Session, the 2016 Economic Opportunity Analysis, the 2017 Comprehensive Plan Update, and the current Downtown Vision process, as well as the consultant's extensive experience in downtown revitalization. The images presented here are not intended to be specific plans or recommendations – they simply reflect one way that the overall objectives for the Downtown Vision could be achieved. The ultimate locations, types, sizes, and designs of public and private improvements will undoubtedly be different than those shown in the illustrations, but would generally follow the guidance provided in the objectives described here. Further, the timing and extent of any changes to particular properties will be determined by the individual property owners, not the Village, as the Vision does not compel action on the part of any individual.

Part II: Introduction

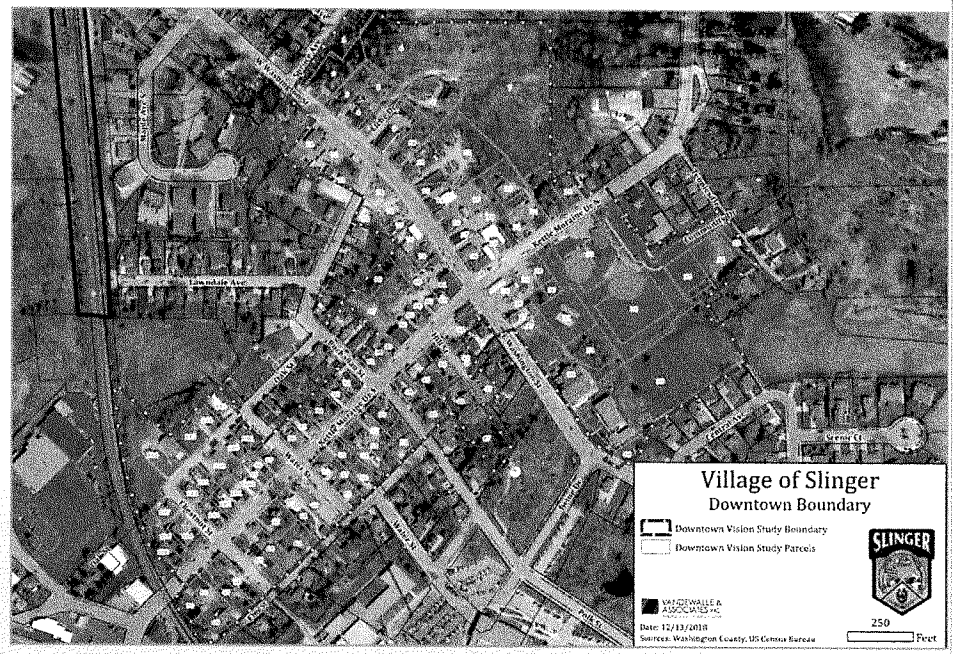




Development of the Vision and Strategy

The development of this Vision and Strategy for Downtown Slinger is a long-range planning effort intended to update and augment the recommendations of the 2016 Economic Opportunity Analysis and to help guide the future work of the Village Steering Committee. This process, which took place between December 2018 and May 2019, provided an opportunity for the community to envision how the Downtown area should best look, feel, and function in the year 2045. The process included collaborative planning and design work between Village staff and their development consultant for this project, Vandewalle & Associates; a Visioning Workshop to discuss ideas for the Downtown; meetings with the Steering Committee to discuss the Downtown and review public input; and a Public Open House in which members of the public shared their thoughts and suggestions for the draft Vision and related materials.

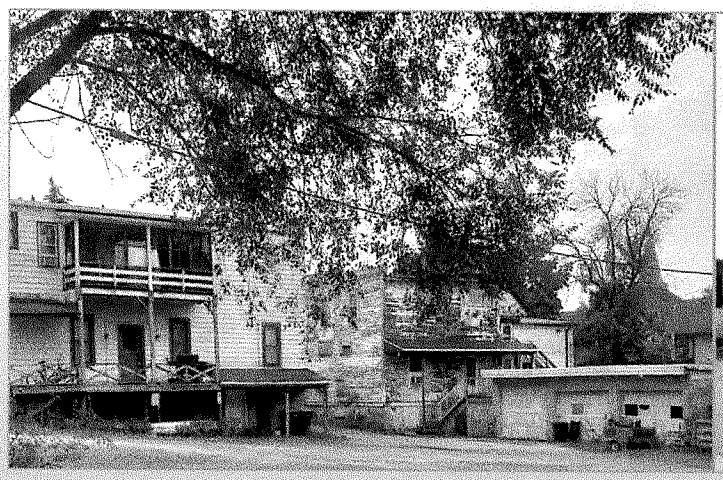
The Downtown is centered on the intersection of Kettle Moraine Drive and Washington Street. For the purposes of this visioning effort, the Downtown was determined to generally include Washington Street between Spruce Avenue and St. Peters Church and Kettle Moraine Drive between the railroad tracks and Community Park.



WASHINGTON COUNTY SITE REDEVELOPMENT PROGRAM

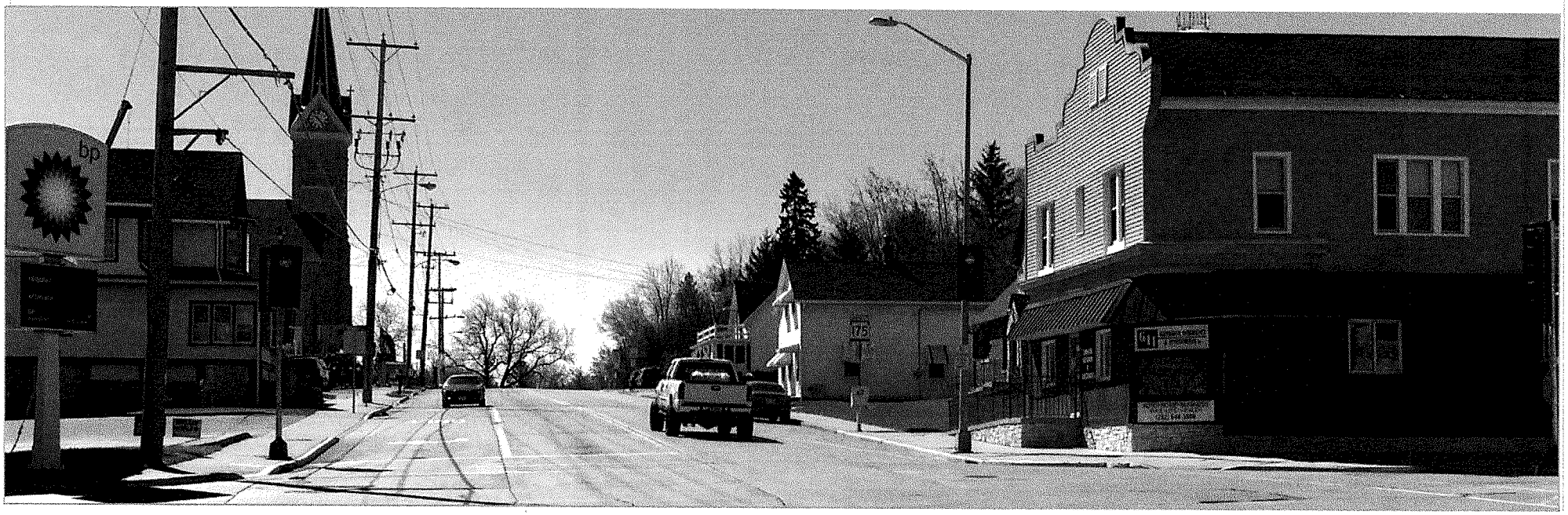
This work effort was made possible by funds from the Washington County Site Redevelopment Program and the U.S. Environmental Protection Agency. In 2013, Washington County formed a coalition with the Village of Slinger, City of Hartford, City of West Bend, Village of Jackson, and Village of Richfield to apply for a U.S. Environmental Protection Agency (USEPA) Brownfield Coalition Assessment Grant for Hazardous Substance and Petroleum Brownfields. In 2014, the USEPA announced that Washington County was successful in securing a Countywide Coalition Brownfield Assessment Grant totaling $600,000.

USEPA grant funds have been used to complete a community-wide inventory and prioritization of sites that have redevelopment potential within the County, perform Phase I and Phase II environmental site assessments on priority sites, complete remedial action plans and redevelopment plans for select sites, and perform community outreach and education related to redevelopment opportunities. The Washington County Site Redevelopment Program (SRP) is led by a Site Redevelopment Committee comprised of representatives from each of the participating communities. The Committee guides all decisions related to resource allocation, environmental assessment advancement, and redevelopment planning efforts. Due to the program's successes over the three-year grant period, USEPA awarded the Washington County coalition a second grant of $600,000 in 2017 to continue these efforts for three additional years.

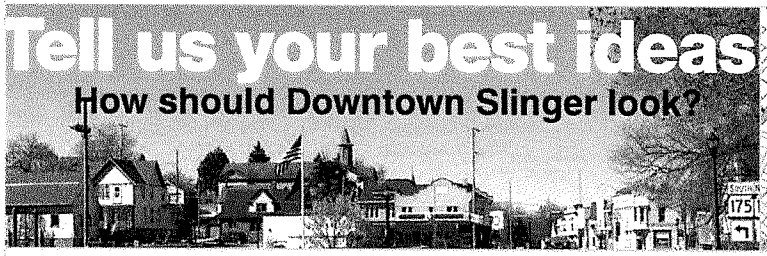


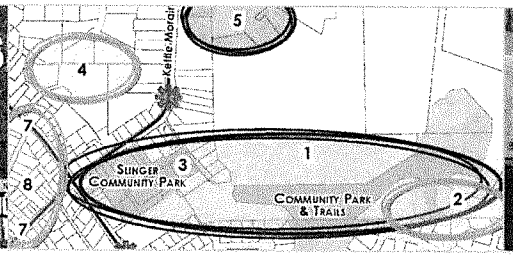
As a partner in the SRP Coalition, the Village of Slinger was allocated funds to study the long-term potential of its Downtown. Downtown Slinger includes a cluster of sites considered to be a priority to the SRP and it is a high priority for the Village's redevelopment and revitalization efforts. Additionally, Wisconsin DNR is aware of several "open" sites, meaning they are in need of environmental cleanup or where cleanup is underway, but not completed. (A map of sites known to the DNR that are open, closed, and closed with continuing obligations is located on page 30 of this document.) One such site includes the former Niphos Coatings site, located at 308-310 Oak Street. Used for industrial purposes for more than 140 years, historical records indicate the site was home to a watch and jewelry factory, a cigar factory, and a pipe organ factory (Schaefer Organ Company). Between 1982 and 2006, the site was occupied by Niphos Coatings, Inc. and used for plating operations.

The property was acquired by Washington County through tax foreclosure in December 2015. Since that time, the Village has worked closely with the County and the SRP to assess environmental issues and conduct cleanup activities onsite. In order to accelerate developer interest and return the site to productive use, the SRP and the Village have developed four reuse concepts for multi-family residential redevelopment on the site. These concept plans are provided on page 39 of this document.



Part III:
Public Input and Takeaways





RECENT PUBLIC INPUT INCORPORATED IN THE VISION

- 2015 Community Visioning Session and Report
- 2016 Economic Opportunity Analysis
- 2017 Comprehensive Plan Update

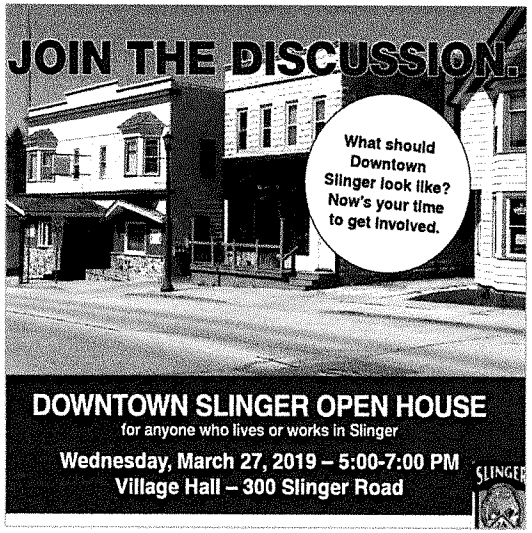
Stakeholder Interviews

Village staff and consultants met with 15 Downtown property owners, residents, and other stakeholders regarding their ideas and aspirations for the Downtown. These conversations also yielded insights about future plans that individuals have for their properties or businesses.

Visioning Workshop

Members of the public, including Downtown business and property owners, attended the Downtown Visioning Workshop held January 29, 2019. This facilitated workshop provided attendees the opportunity to describe the Downtown they wanted to see in the future. The event included live polling in which attendees used clickers to respond to a range of questions and results were shared in real time. First, participants were asked questions about who they are and what point of view they represent. Next, there was a Visual Preference Survey using the clickers, which asked attendees to provide input on the type of development they would like to see in the Downtown in the future – as it pertains to building form, style, scale, appearance, etc. Next, participants split up into small groups and discussed topics such as desired business mix, improvements needed to encourage downtown living, and their own desired visions for Downtown.

Workshop participants generally agreed that the Downtown would not likely be Slinger's retail hub in the future, and that most new retail would naturally prefer to be located near Highway 60. However, there was a desire to see the Downtown become a destination and community gathering space – with a mix of dining, public space, specialty shopping, entertainment destinations, and other uses that encourage residents to relax, have fun, and interact. Input collected at the Workshop revealed a strong consensus around new businesses such as causal dining options, a coffeeshop, breakfast destinations, and brewpubs. When asked about the look and feel of the Downtown, attendees favored a blend of contemporary and historic styles, use of traditional building materials (stone, brick, wood, etc.), and buildings generally no taller than three stories. Participants also suggested beautification and improvements to existing buildings, public events, incorporation of art, diversity of housing options, and improved pedestrian amenities. The workshop was attended by nearly 20 people; full results of public input from the workshop are located in Appendix B/page 31.



Open House

Over 30 members of the public attended the Open House held March 27, 2019. The Open House was an informal event where attendees could review planning materials around the room, complete comment sheets, rate their support for each item, and discuss the work with members of the Village Board, Village Staff, and the project consultant. In general, there was strong support for the Vision for Downtown Slinger, with components of the vision scoring an average of 3.5 or higher out of 4 total points.

The concepts for the Downtown Gathering Spaces in Community Park were also supported by attendees, with all gathering spaces scoring an average of 3.44 or higher out of 4 total points. The highest-scoring space was the Public Parking/Flexible Multi-Use Space project, while the Trailhead was considered to be the priority project. There was generally much agreement regarding the Downtown Vision Concept (Bird's-Eye View) and Redevelopment Objectives, as all scored 3.5 out of 4 or higher. Some comments about the Downtown Vision Concept related to the need to ensure adequate parking, and concerns about cost were voiced. Others suggested that the Village focus on the people that live in Slinger now rather than attracting new residents, and that the Village consider timing improvements so that today's residents will be able to enjoy them sooner (rather than in 2045). The Downtown Streetscape Improvements were generally supported by attendees as well, with somewhat higher support for the Washington Street Improvements (3.60/4) than the Kettle Moraine Drive/Ice Age Trail Improvements (3.13/4). A summary of comment sheet responses is provided in Appendix C/ page 35.

Overall, the Open House found very little disagreement regarding the Vision. While the Village can expect differences in public opinion regarding specific proposals, it appears that the written objectives reflect the common priorities of the public for the Downtown. They will serve as a useful guiding tool for advancing efforts in the Downtown.

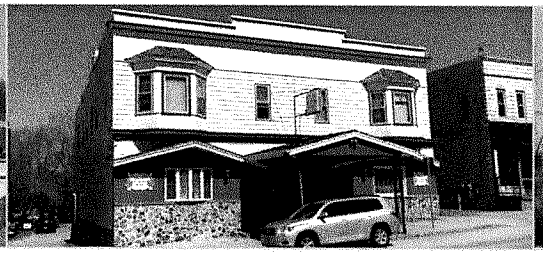
Steering Committee Meeting

Development consultants attended a meeting of the Village Steering Committee on February 18, 2019 to present takeaways from initial stakeholder interviews and the Visioning Workshop. The Steering Committee provided direction on the primary components of the vision and the overall visioning effort.

Prioritization Meeting

Insert summary text after meeting in May.

Part IV: Downtown Vision



This document includes a Vision Summary, Development Concepts, Development Objectives, and an Implementation Strategy for the Downtown. These items, which appear on the pages that follow, are intended to help guide the Village in working with property and business owners considering redevelopment options and to guide the Village in considering future public improvements in these areas. The Vision Summary presents a description of what this area may be like in the year 2045. The Village will use the Vision Summary to guide visionary, yet realistic and attainable improvements that build off the area's existing assets.

The Vision Summary

The Vision Graphic (on page 12) summarizes the Downtown Vision, developed based on input at public meetings, property owner interviews, Village staff input, and consultant recommendations. As indicated in the Vision Summary for this area, Downtown Slinger in 2045 is envisioned to be the place that Slinger residents go to meet, connect, and have fun. The area will be home to a mix of entertainment, dining, personal services, gathering places, new housing, and recreation options. The Downtown's attractive storefronts, new residential buildings that complement existing historic buildings, and attractive streetscaping make walking downtown feel inviting, safe, energizing, and familiar.

Downtown Vision Concept (Bird's-Eye View)

The Downtown Vision Concept drawing (on page 13) provides an illustration of the Downtown Vision. The Downtown redevelopment concepts shown in this sketch are general concepts of how new development or improvements may be designed to meet the Vision. These redevelopment concepts will not be followed precisely – the sketch simply shows one way that the Downtown Vision could be achieved. Additional improvements could be incorporated, other components could be left out, and designs could be changed or refined as the process goes along.

Development Objectives

The Development Objectives are guidelines that all projects in these areas should follow. They align with the Village's goals and vision for the Downtown and are organized around the major types of improvements that the Village could pursue, including:

- Rehabilitation/Restoration of Existing Buildings
- Infill Development
- Screening of Outdoor Storage
- Improvement of Outdoor Display Areas
- Public Parking

On pages 14-15, the recommendations listed under each of these Development Objectives are the key components of Slinger's Downtown Vision. Meeting these Objectives is more important than precisely reproducing the ideas illustrated in the Downtown Vision Concept sketch, as this sketch just shows one example of how new development or other improvements may be designed to meet the Objectives. Undoubtedly, there are other equally good ways to meet these same general Objectives and still achieve the Vision. As changes occur in the Downtown, the Village should strive to ensure that the Development Objectives are met.

Downtown Gathering Space Vision Concept

A primary recommendation of the 2016 Economic Opportunity Analysis was that the Downtown should be a destination where residents meet and that more public event/ gathering spaces are needed. This need was strongly reaffirmed by the public during this visioning process. The Downtown Gathering Space Vision Concept (on page 16) shows five possible gathering spaces within Community Park. All could be developed, or the Village may prioritize development of some of the gathering spaces over others or may phase the development of each as funds become available. Page 17 includes images that illustrate the types of improvements that could be made such as a Festival/Farmer's Market Space, Public Parking/Flexible Multi-Use Space, and Amphitheater.

Downtown Streetscape Improvements

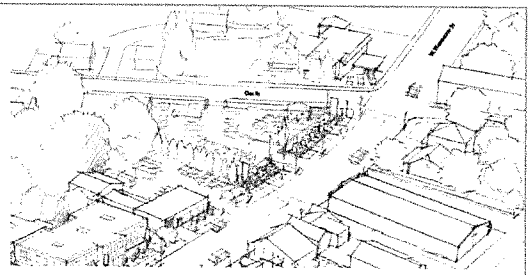
The Downtown Streetscape Improvements graphic (on page 18) includes several recommendations for streetscape investments to provide a comfortable and welcoming pedestrian experience in Downtown. The graphic includes a sketch depicting enhanced pedestrian amenities that highlight the presence of the Ice Age Trail through Downtown Slinger along Kettle Moraine Drive. The graphic also includes a cross-section sketch of Washington Street that includes a bike lane. Although these sketches focus primarily on the intersection at Kettle Moraine Drive and Washington Street, the streetscape improvements could be applied throughout the Downtown study area.

Implementation Strategy

Lastly, an Implementation Strategy has been included. An implementation prioritization process was created to help guide the Village's work, and priorities will be reconsidered on an regular basis to ensure the Village's efforts adapt to the changing development market and new opportunities.

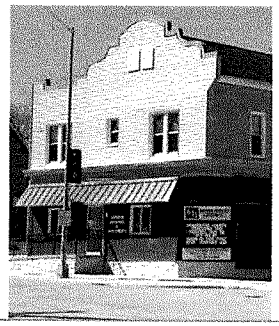
DOWNTOWN SLINGER

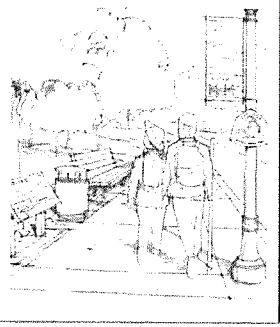
Imagine 2045...



THE VISION. Downtown Slinger is the place that Slinger residents go to meet, connect, and have fun. Centered on Slinger's origin at the crossroads of Washington Street and Kettle Moraine Drive, today it is home to a dynamic mix of entertainment, dining, personal services, gathering places, new housing, and recreation options.

The Downtown's effortless blend of attractive storefronts, new residential buildings that complement existing historic buildings, attractive lighting, lively plantings, and outdoor seating make walking downtown feel inviting, safe, energizing, and familiar. Slinger residents feel a strong sense of ownership and pride in the downtown and support unique, locally-owned businesses.





BUSINESS MIX. While some businesses that rely on passing traffic will locate near Highway 60, Downtown Slinger will be a unique destination that offers residents and visitors several places to gather and meet.

Restaurants:
- Casual dining options
- Coffee shop
- Breakfast destination
- Brewpub
- Outdoor dining
- Bakeries and sweet treats
- Tasting room
- Bed and breakfasts

Specialty Retail:
- Specialty foods
- Home goods & accessories
- Specialty apparel
- Arts supplies and galleries
- Hobby and craft shops
- Pet supplies
- Candy stores

Personal Services:
- Barber shops / Spas
- Hair and nail salons
- Banks
- Dry cleaning drop off

Professional Office Space:
- Attorneys / Accountants
- Real Estate / Insurance
- Engineers and Architects
- Consultants

DOWNTOWN CHARACTER.
What will it look and feel like?
Authentic; Welcoming, safe, friendly; Walkable; Attractive; 2-3 story buildings; Blend of contemporary and historic styles; Use of traditional building materials such as stone, brick, and wood; Geared toward people walking between destinations.

Who will live here? Any and all will be warmly welcomed as residents in downtown Slinger. New housing will be best suited for empty-nesters looking to downsize and stay in the community, young professionals without kids, and downtown employees.

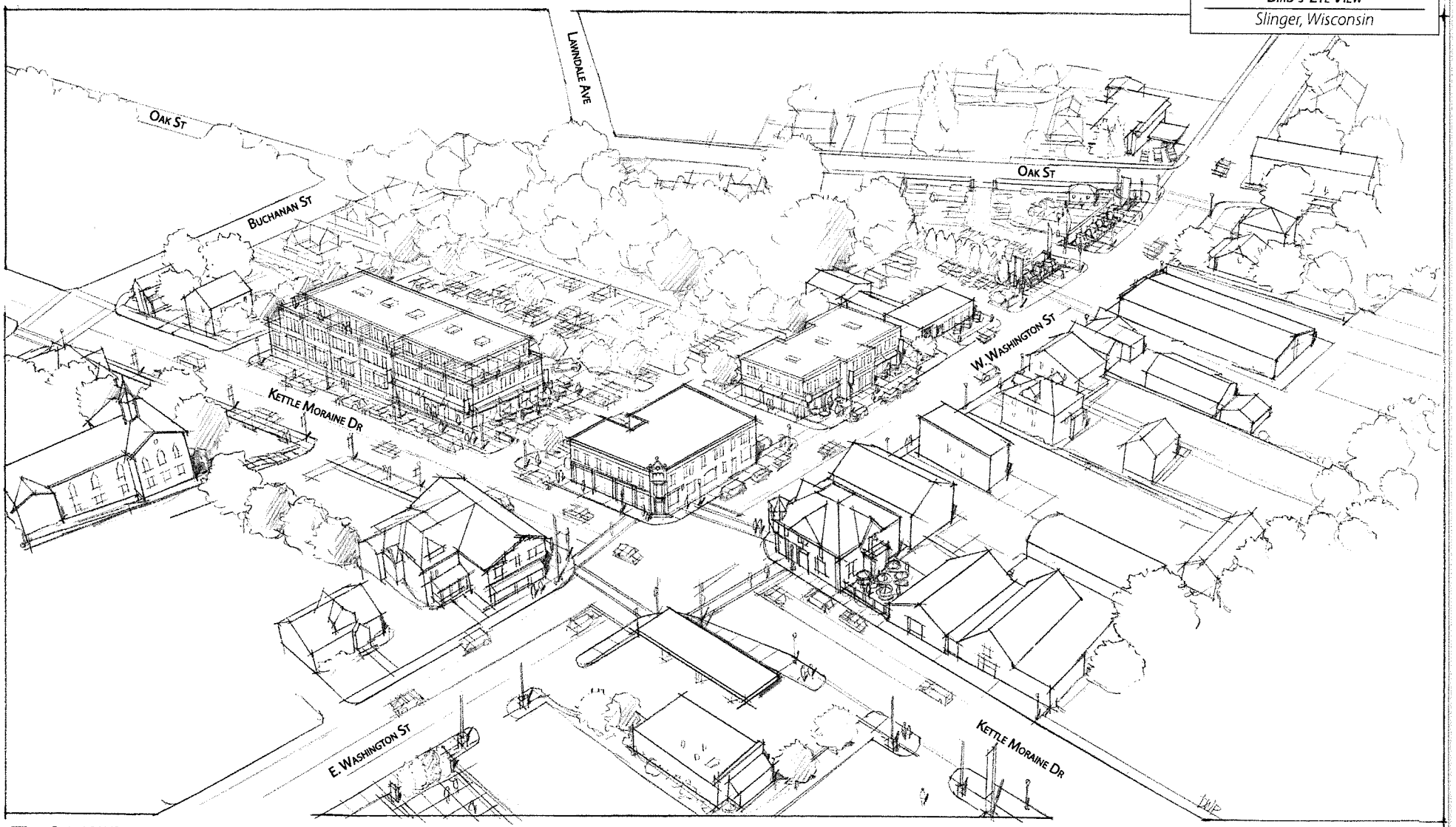
What will be here? Beautification of public spaces; More amenities, businesses, and destinations; Public events and art; Gathering and performance spaces in Community Park; Diversity of quality housing options, including condos, apartments, and smaller units for individuals/couples; Building updates and rehabilitation; Improved pedestrian connectivity; Enhanced Ice Age Trail experience; Walkability and bikeability; Access to entertainment and dining; Retail to meet daily needs; Local businesses; Authentic destinations; Furnished streetscape; Attractive lighting and signage

POSSIBLE FUNDING SOURCES.
- **General Operating Fund –** Allocation from the Village's annual operating budget.
- **General Obligation Bonds –** Use of borrowed funds to be paid back through property taxes.
- **Tax Increment Financing –** Village-created district where property taxes generated can be used to fund public improvements & land acquisition.
- **Wisconsin Economic Development Corporation (WEDC) Grants –** Various grants programs that fund downtown community redevelopment projects as well as redevelopment of commercial and industrial sites that have been adversely impacted by environmental contamination.
- **Wisconsin Department of Natural Resources Stewardship Grant –** State program that funds the preservation of valuable natural areas and wildlife habitat, protection of water quality and fisheries, and expansion of opportunities for outdoor recreation. Common projects include land acquisition for parks & trails and construction of hiking trails, bike paths, and park shelters/restroom facilities. The program will fund up to 50% of total project costs.
- **Philanthropic Grants –** Funds from private individuals, organizations, and/or foundations for specific components of the Vision. Usually requires a match of 50% or greater.
- **Private Donations/Fundraisers –** Community-led initiative(s) to raise funds and/or donated services, often with donor recognition such as engraved bricks, donor board, naming rights, etc.
- **Private Investment –** Private investment by individuals or companies that support the project and downtown as a whole.

DOWNTOWN VISION

Bird's-Eye View

Slinger, Wisconsin



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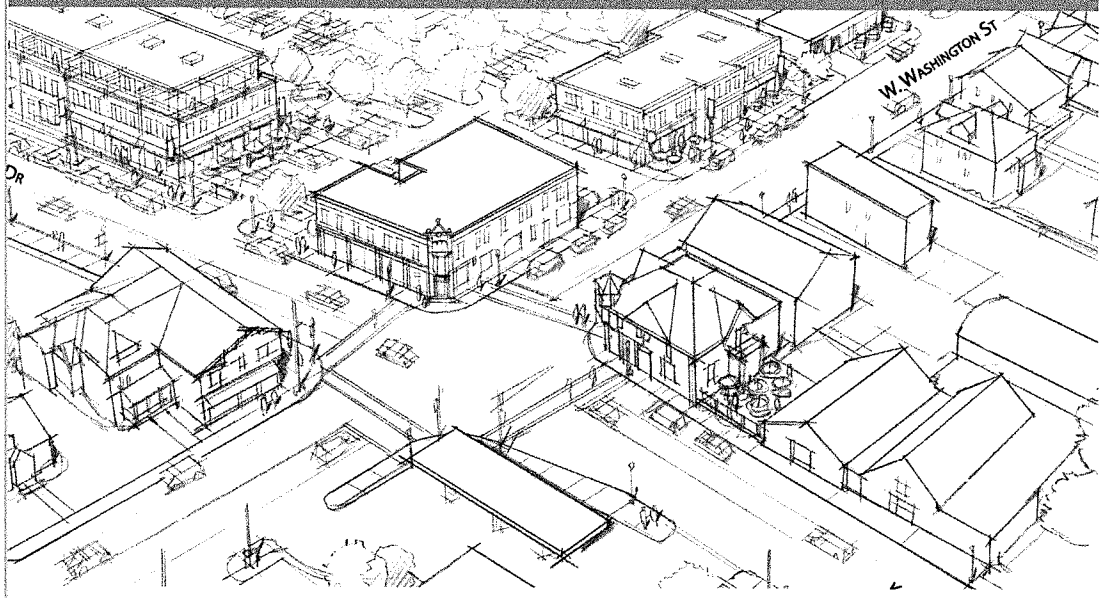
DOWNTOWN REDEVELOPMENT OBJECTIVES

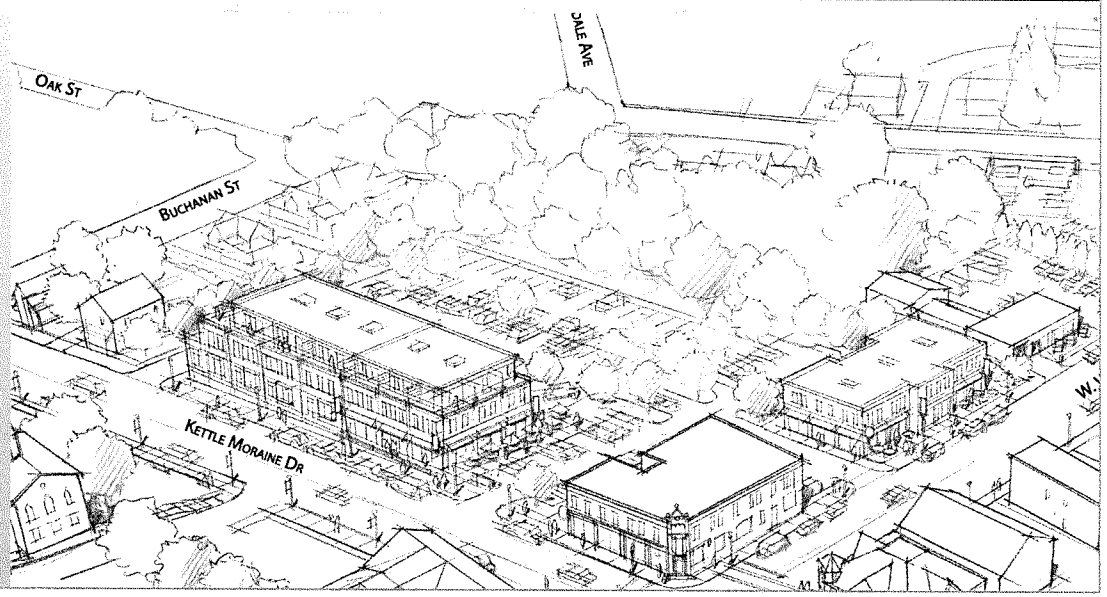


A. REHABILITATION/RESTORATION OF EXISTING BUILDINGS.

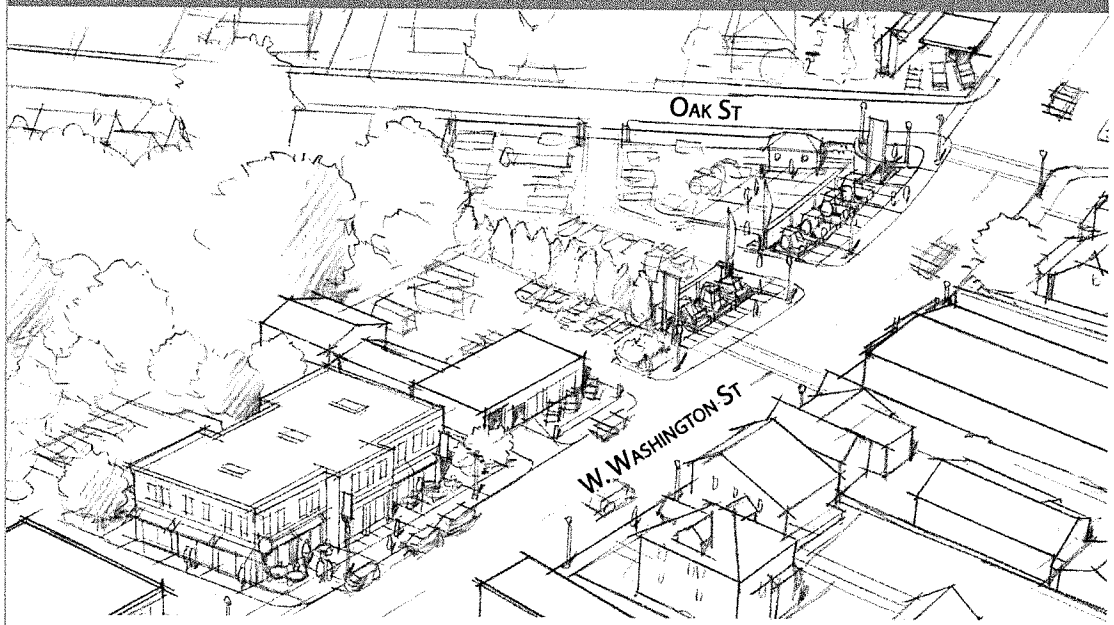
1. Restore significant historic buildings
   - Restore historic elements to building façades (windows, doors, decorative elements)
   - Remove inappropriate, contemporary features from façades
   - Incorporate historically compatible sign designs
2. Improve appearance of non-historic buildings
   - Repair/replace exterior damage and decay (siding, windows, screens, porch rails)
   - Paint siding and tuckpoint masonry
   - Remove abandoned signs
   - Repair/replace damaged and weathered signs
3. Improve functionality and longevity of buildings
   - Provide structural & functional upgrades (foundations, roofs, electrical, plumbing)
   - Improve handicapped accessibility (ramps, door widths, elevators)
   - Improve life safety systems (fire alarms, emergency lighting, exits)
   - Incorporate sustainable features (natural materials, low-energy systems)
4. Develop Village programs to assist with the above
   - Develop a façade and building grant program
   - Work with local banks to provide low-interest loans
   - Provide assistance with façade designs to ensure high quality
   - Provide assistance in identifying needed upgrades
   - Enforce recently-adopted property maintenance codes
   - Typical façade grant program is $5,000 - $10,000 per building and requires a match of at least 50%

B. INFILL DEVELOPMENT.

1. Replace obsolete buildings with new development
   - Development of mixed-use buildings primarily with upper floor residential and some ground floor commercial space
   - Relocate existing businesses into new buildings
   - Limit building height to three stories
   - Maintain small setbacks off of sidewalks
   - Step back upper levels
   - Create outdoor seating/activity areas on building sides
   - Break up long façades into smaller components with projections/recesses and changes in exterior materials
   - Provide residential parking under buildings
   - Provide surface parking behind buildings
2. Develop Village programs necessary for site assembly and financial gaps
   - Develop a land banking program to acquire properties as they become available
   - Seek grants to assist with environmental clean-up (lead paint, asbestos, soils)
   - Provide assistance to close financial gaps to make projects happen
   - Create a tax increment finance district to capture tax revenues from new development to offset costs
   - Redevelopment site assembly costs can range from $0.5M - $2.5M
   - Increased value from redevelopment can range from $2.5M - $8M



DOWNTOWN REDEVELOPMENT OBJECTIVES



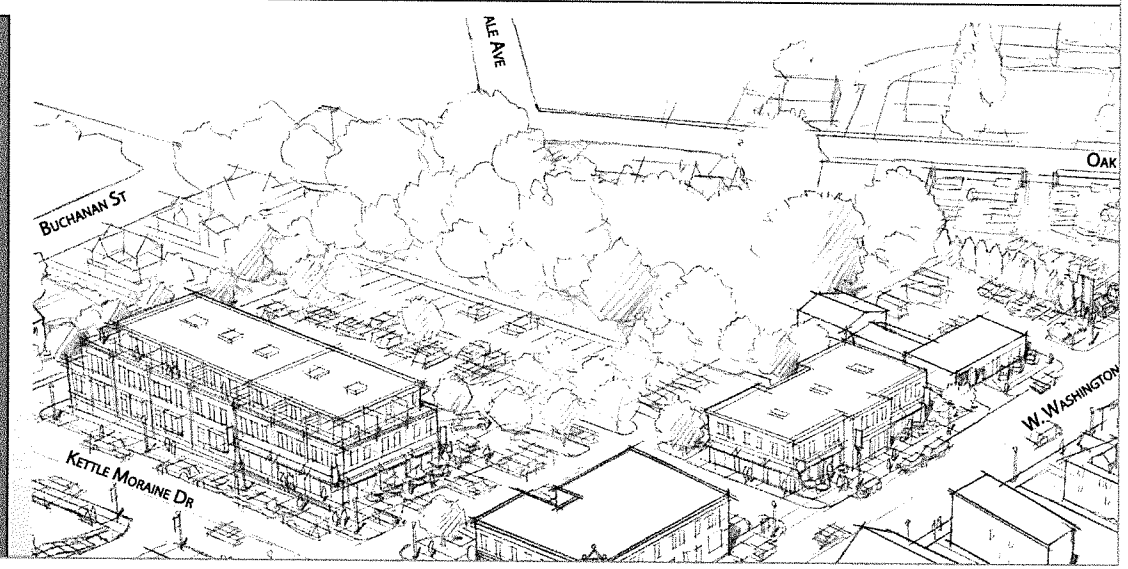
C. SCREEN OUTDOOR STORAGE AND IMPROVE OUTDOOR DISPLAY FOR VEHICLE-ORIENTED USES.

1. Screen and limit outdoor storage of damaged and inoperable vehicles
   - Provide vegetative screening and/or fencing around storage areas
   - Limit the length of time inoperable vehicles can remain on-site
   - Reduce the number and width of curb cuts
2. Improve outdoor display areas
   - Provide formal display areas (platforms, special paving, lighting)
   - Provide small setbacks of display areas from sidewalks
   - Integrate permanent/seasonal signage and flags
   - Limit temporary signs and flags
   - Separate display and storage areas with vegetative barriers or fencing
3. Develop Village programs to assist with the above
   - Develop site improvement grant program
   - Work with local banks to provide low-interest loans
   - Provide assistance with site designs to ensure high quality
   - Provide assistance in identifying needed upgrades
   - Typical site improvement grant is $5,000 - $10,000 per property and requires a match of at least 50%

D. PUBLIC PARKING.

1. Improve on-street parking
   - Stripe individual stalls
   - Revisit time limits and consider removing them in summer months
   - Enhance signage to more clearly identify parking areas
   - Consolidate and narrow driveways where possible to increase on-street spaces
2. Evaluate potential for shared parking
   - Meet with owners of large lots to determine availability
   - Enter into shared use agreements
   - Provide clear signage to direct traffic
3. Create off-street parking lot
   - Purchase property for off-street parking
   - Locate near Washington/Kettle Moraine intersection

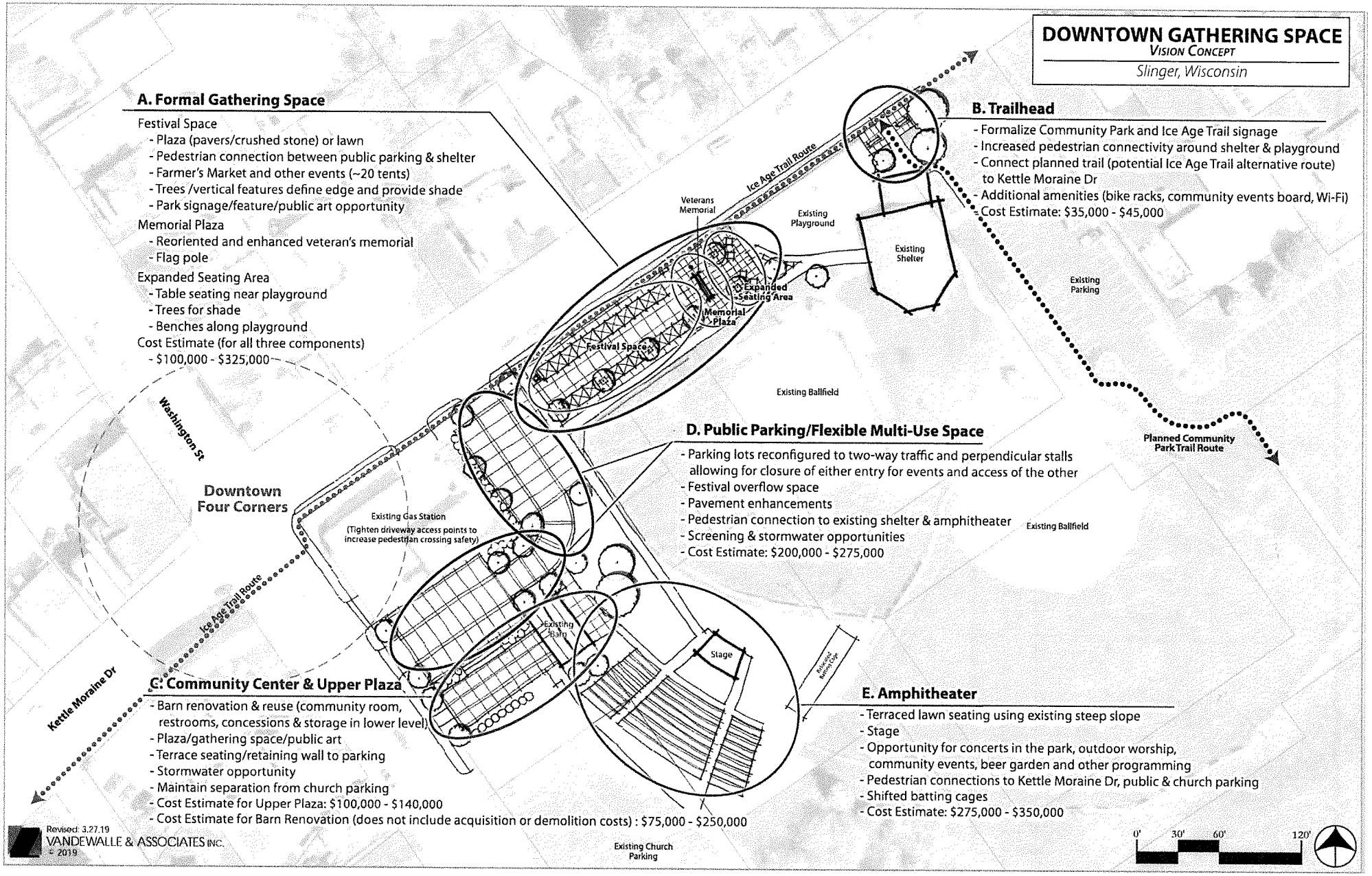
- Cost of 25-50 space lot, not including land acquisition: $150,000 - $300,000



DOWNTOWN GATHERING SPACE

Vision Concept

Slinger, Wisconsin



A. Formal Gathering Space

Festival Space
- Plaza (pavers/crushed stone) or lawn
- Pedestrian connection between public parking & shelter
- Farmer's Market and other events (~20 tents)
- Trees /vertical features define edge and provide shade
- Park signage/feature/public art opportunity

Memorial Plaza
- Reoriented and enhanced veteran's memorial
- Flag pole

Expanded Seating Area
- Table seating near playground
- Trees for shade
- Benches along playground

Cost Estimate (for all three components)
- $100,000 - $325,000

B. Trailhead

- Formalize Community Park and Ice Age Trail signage
- Increased pedestrian connectivity around shelter & playground
- Connect planned trail (potential Ice Age Trail alternative route) to Kettle Moraine Dr
- Additional amenities (bike racks, community events board, Wi-Fi)
- Cost Estimate: $35,000 - $45,000

C. Community Center & Upper Plaza

- Barn renovation & reuse (community room, restrooms, concessions & storage in lower level)
- Plaza/gathering space/public art
- Terrace seating/retaining wall to parking
- Stormwater opportunity
- Maintain separation from church parking
- Cost Estimate for Upper Plaza: $100,000 - $140,000
- Cost Estimate for Barn Renovation (does not include acquisition or demolition costs) : $75,000 - $250,000

D. Public Parking/Flexible Multi-Use Space

- Parking lots reconfigured to two-way traffic and perpendicular stalls allowing for closure of either entry for events and access of the other
- Festival overflow space
- Pavement enhancements
- Pedestrian connection to existing shelter & amphitheater
- Screening & stormwater opportunities
- Cost Estimate: $200,000 - $275,000

E. Amphitheater

- Terraced lawn seating using existing steep slope
- Stage
- Opportunity for concerts in the park, outdoor worship, community events, beer garden and other programming
- Pedestrian connections to Kettle Moraine Dr, public & church parking
- Shifted batting cages
- Cost Estimate: $275,000 - $350,000

Revised: 3.27.19

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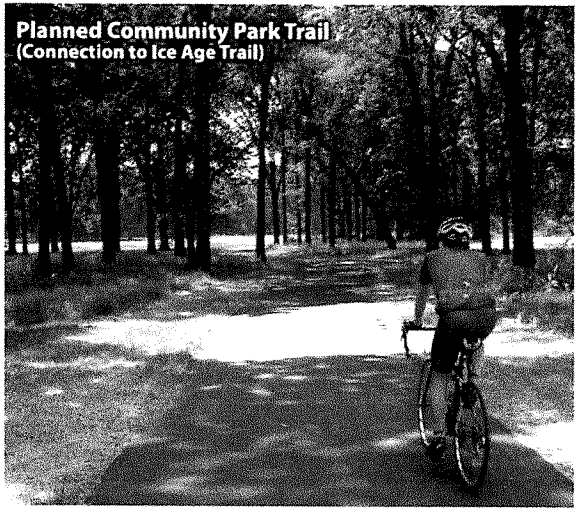
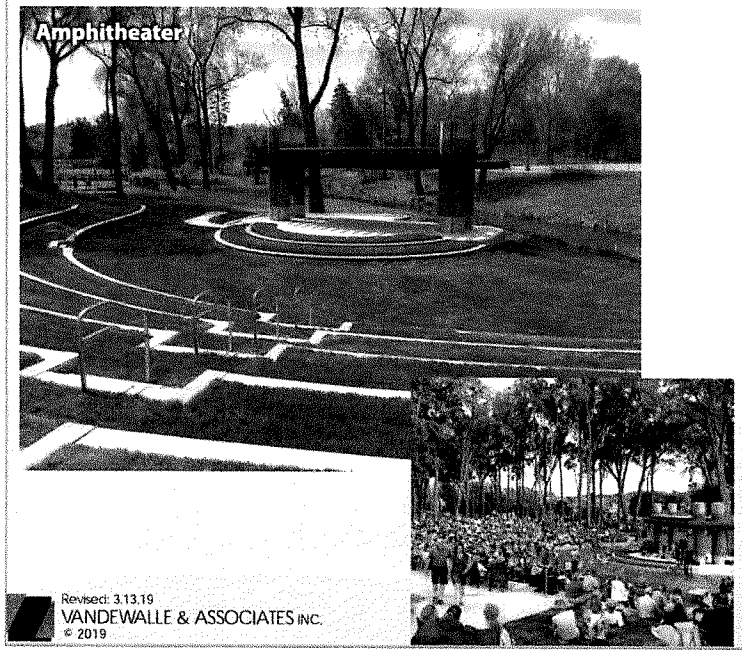
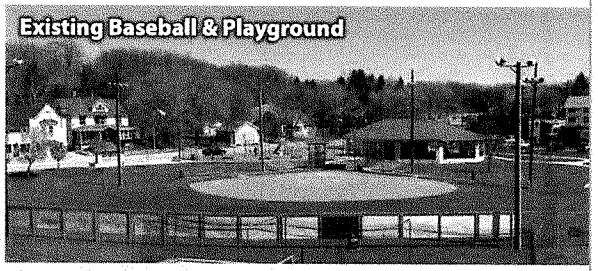
COMMUNITY PARK & DOWNTOWN GATHERING SPACE

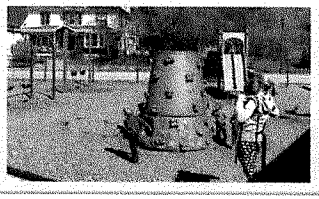
VISION IMAGES

Slinger, Wisconsin









Revised: 3.13.19

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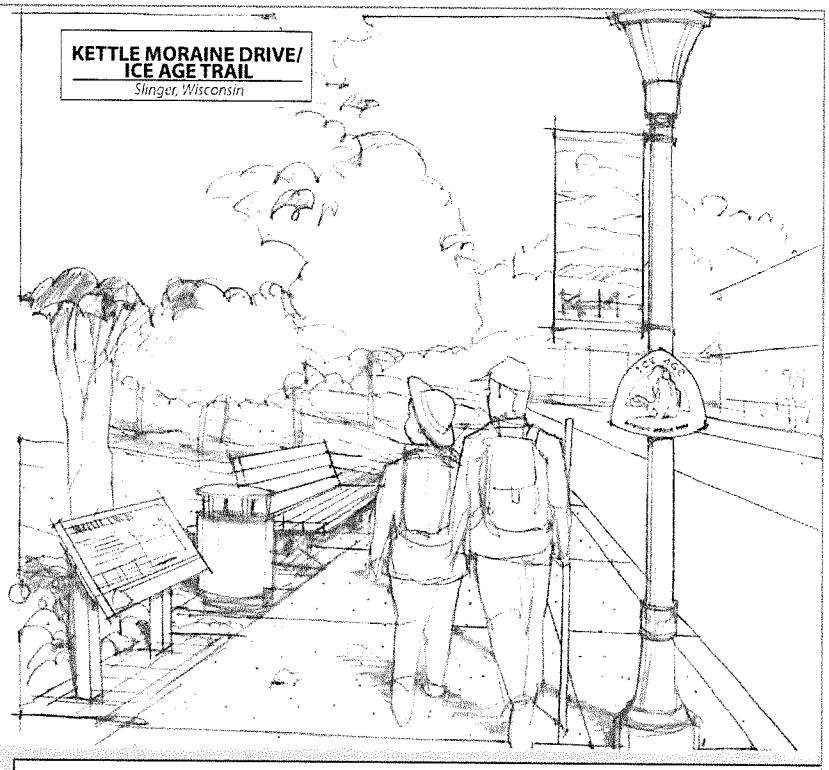
DOWNTOWN STREETSCAPE IMPROVEMENTS

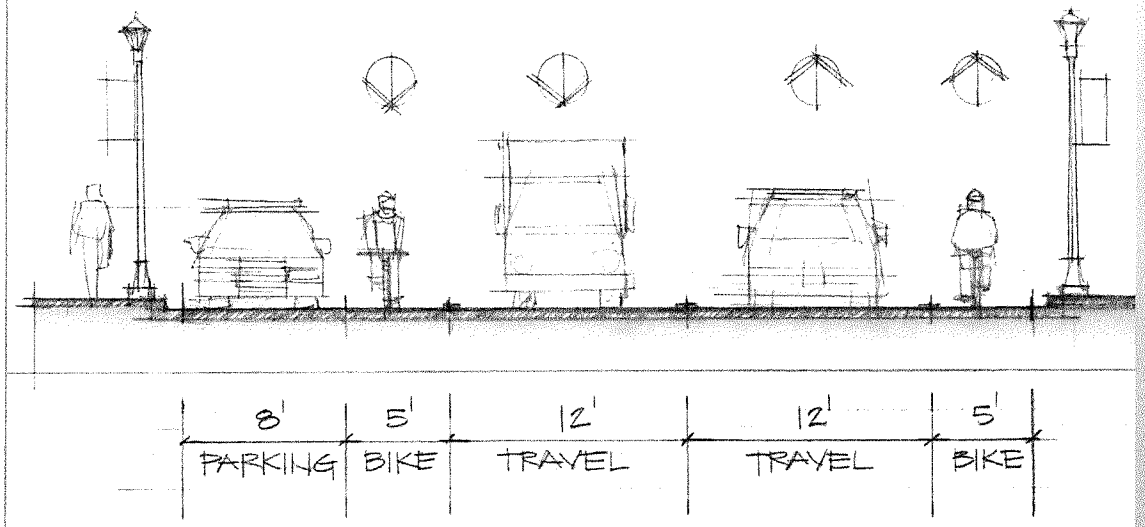
KETTLE MORAINE DRIVE / ICE AGE TRAIL IMPROVEMENTS.

- Direct Ice Age Trail users to the sidewalk on the east side of the street
- Provide Ice Age Trail wayfinding and interpretive signage
- Add pedestrian-scaled light fixtures
- Add banners, benches and trash receptacles
- Widened sidewalk where possible
- Enhance crosswalks
- Create small Downtown gateway features/signs near Community Park and the railroad tracks
- Consolidate and narrow driveways where possible to increase on-street spaces
- Obtain easements from adjoining property owners to add shade trees and other features along the sidewalk
- Estimated cost: $320,000 - $360,000

KETTLE MORAINE DRIVE/ ICE AGE TRAIL
Slinger, Wisconsin



WASHINGTON STREET
(Looking Northwest)
Slinger, Wisconsin



WASHINGTON STREET STREETSCAPE IMPROVEMENTS.

- Add pedestrian-scaled light fixtures
- Add banners, benches and trash receptacles
- Widened sidewalk where possible
- Enhance crosswalks
- Create small Downtown gateway features/signs near Oak St. and Beine St.
- Consolidate and narrow driveways where possible to increase on-street spaces
- Once replacement off-street parking is available, consider adding a bike lane
- Estimated cost: $250,000 - $290,000

Part V: Downtown Implementation Strategies & Priorities

RECOMMENDED IMPLEMENTATION STRATEGIES

The concepts and ideas on the previous pages can be distilled to 11 recommended implementation strategies. In order to achieve the Downtown Vision, the Village will identify which strategies are the highest priority and will begin to pursue the recommended action steps (bullet points) associated with each.

1. Rehabilitation/Restoration of Existing Buildings

Estimated cost: Begin a fund of $50,000 and replenish the fund every 2-3 years. A typical façade grant/loan is $5,000 to $10,000 per building and requires a match of at least 50%.

- Develop a façade and building grant program
- Work with local banks to provide low-interest loans
- Provide assistance with façade designs to ensure high quality
- Provide assistance in identifying needed upgrades
- Enforce recently-adopted property maintenance codes

2. Infill Development

Estimated cost: Redevelopment site assembly costs can range from $50,000 to $2,500,000.

- Recruit developers
- Develop a land banking program to acquire properties as they become available
- Seek grants to assist with environmental clean-up (lead paint, asbestos, soils)
- Provide assistance to close financial gaps to make projects happen
- Create a tax increment finance district to capture tax revenues from new development to offset costs

3. Screen Outdoor Storage and Improve Outdoor Display for Vehicle-Oriented Uses

Estimated cost: Begin a fund of $50,000 and replenish the fund every 2-3 years. A typical façade grant/loan is $5,000 to $10,000 per building and requires a match of at least 50%.

- Develop a site improvement grant program
- Work with local banks to provide low-interest loans
- Provide assistance with site designs to ensure high quality
- Provide assistance in identifying needed upgrades

4. Kettle Moraine Drive / Ice Age Trail Improvements

Estimated cost: $320,000 to $360,000

- Direct Ice Age Trail users to the sidewalk on the east side of the street
- Provide Ice Age Trail wayfinding and interpretive signage
- Add pedestrian-scaled light fixtures
- Add banners, benches, and trash receptacles
- Widened sidewalk where possible
- Enhance crosswalks
- Create small Downtown gateway features/signs near Community Park and the railroad tracks
- Consolidate and narrow driveways where possible to increase on-street spaces
- Obtain easements from adjoining property owners to add shade trees and other features along the sidewalk

5. Washington Street Streetscape Improvements

Estimated cost: $250,000 to $290,000

- Add pedestrian-scaled light fixtures
- Add banners, benches, and trash receptacles
- Widened sidewalk where possible
- Enhance crosswalks
- Create small Downtown gateway features/signs near Oak Street and Beine Street
- Consolidate and narrow driveways where possible to increase on-street spaces
- Once replacement off-street parking is available, consider adding a bike lane

6. Formal Gathering Space

Estimated cost: $100,000 to $325,000

Festival Space

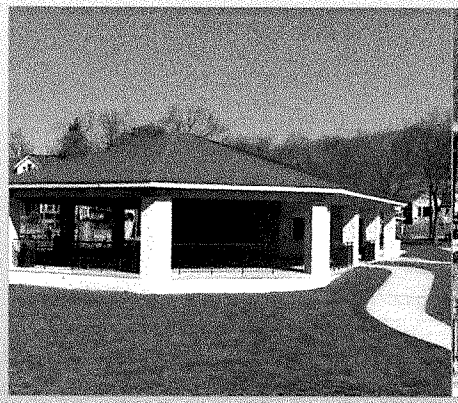
- Plaza (pavers/crushed stone) or lawn
- Pedestrian connection between public parking & shelter
- Farmer's Market and other events (~20 tents)
- Trees/vertical features define edge and provide shade
- Park signage/feature/public art opportunity

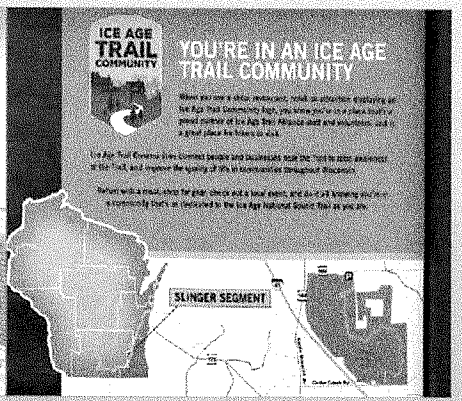
Memorial Plaza

- Reoriented and enhanced veteran's memorial
- Flag pole

Expanded Seating Area

- Table seating near playground
- Trees for shade
- Benches along playground





7. **Trailhead**

Estimated cost: $35,000 to $45,000

- Formalize Community Park and Ice Age Trail signage
- Increased pedestrian connectivity around shelter and playground
- Connect planned trail (potential Ice Age Trail alternative route) to Kettle Moraine Drive
- Additional amenities (bike racks, community events board, Wi-Fi)

8. **Community Center & Upper Plaza**

Estimated cost: $100,000 to $140,000

- Barn renovation & reuse (community room, restrooms, concessions & storage in lower level)
- Plaza/gathering space/public art
- Terrace seating/retaining wall to parking
- Stormwater opportunity
- Maintain separation from church parking lot

9. **Public Parking/Flexible Multi-Use Space**

Estimated cost: $200,000 to $275,000

- Parking lots reconfigured to two-way traffic and perpendicular stalls, allowing for closure of either entry for events and access of the other
- Festival overflow space
- Pavement enhancements
- Pedestrian connection to existing shelter & amphitheater
- Screening and stormwater opportunities

10. **Amphitheater**

Estimated cost: $275,000 to $350,000

- Terraced lawn seating using existing steep slope
- Stage
- Opportunity for concerts in the park, outdoor worship, community events, beer garden, and other programming
- Pedestrian connection to Kettle Moraine Drive, public & church parking
- Shifted batting cages

11. **Public Parking**

Improve on-street parking - $5,000-$10,000

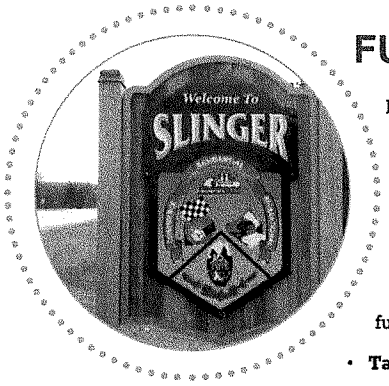
- Stripe individual stalls
- Revisit time limits and consider removing them in summer months
- Enhance signage to more clearly identify parking areas
- Consolidate and narrow driveways where possible to increase on-street spaces

Evaluate potential for shared parking – less than $5,000

- Meet with owners of large lots to determine availability
- Enter into shared use agreements
- Provide clear signage to direct traffic

Create off-street parking lot - $150,000 - $300,000

- Purchase property for off-street parking
- Locate near Washington/Kettle Moraine intersection

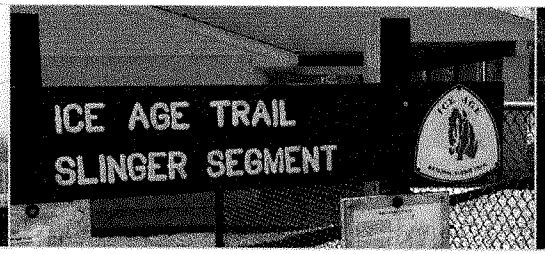


FUNDING SOURCES

Possible sources of funding to achieve the Vision include:

- **Village General Operating Fund** – Allocation from the Village's annual operating budget using property taxes and other general operating revenues such as fees, intergovernmental payments, fines, etc.
- **Village General Obligation Bonds** – Use of borrowed funds to be paid back through property taxes.
- **Tax Increment Financing** – Village-created district in which property taxes generated by increased property values from new development and renovations can be used to fund public improvements and land acquisition and to assist in closing financial gaps of private projects that otherwise would not go forward.
- **Wisconsin Economic Development Corporation (WEDC) Community Development Investment Grant** – A state program that supports urban, small city, and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on downtown community-driven efforts that lead to measurable benefits in job opportunities, property values, and/or leveraged investment by local and private partners. Grants up to $250,000 or up to 25% of total project costs, whichever is less.
- **Wisconsin Department of Natural Resources Stewardship Grant** – The state program funds the preservation of valuable natural areas and wildlife habitat, protection of water quality and fisheries, and expansion of opportunities for outdoor recreation. Common projects funded through these grant programs include land acquisition for parks & trails and construction of hiking trails, bike paths, and park shelters and restroom facilities. The program will fund up to 50% of total project costs.
- **Wisconsin Economic Development Corporation (WEDC) Brownfield Grants** – A state program that grants up to $500,000 to local governments, businesses, nonprofits, and individuals for redeveloping commercial and industrial sites that have been adversely impacted by environmental contamination. Match of 70% required.
- **Philanthropic Grants** – Funds from private individuals, organizations, and/or foundations for specific components of the Vision such as public art, cultural and historic improvements and programs, environmental enhancement, bicycling, education, etc. Usually requires a match of 50% or greater.
- **Private Donations and Fundraisers** – Community-led initiative(s) to raise funds and/or donated services and materials for specific components of the Vision, often with some form of donor recognition such as engraved bricks, donor board, naming rights, etc.
- **Private Investment** – Private investment by individuals or companies for new development, rehabilitation of existing buildings, new infrastructure that supports new development, or downtown amenities that support the project and downtown as a whole.

Appendices:



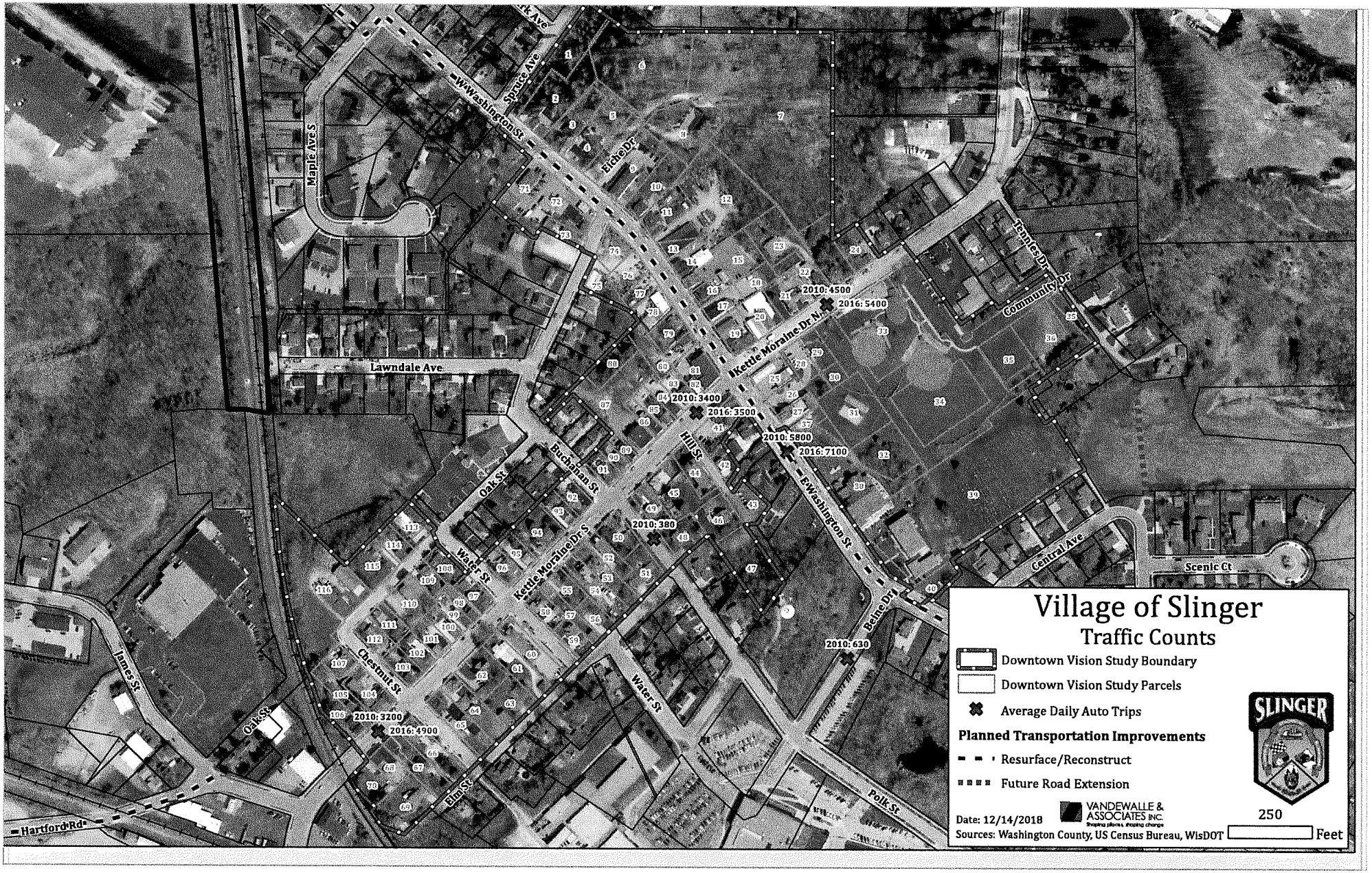
Appendix A: Background Context Maps

Appendix B: Workshop Public Comment Summary

Appendix C: Open House Public Comment Summary

Appendix D: Niphos Site Concepts

APPENDIX A: BACKGROUND CONTEXT MAPS


W Washington St
Spruce Ave
Maple Ave S
Birch Dr
Lawndale Ave
Kettle Moraine Dr N
Jeannes Dr
Community Dr
2010: 4500
2016: 5400
2010: 3400
2016: 3500
2010: 5800
2016: 7100
Hill St
Buchanan St
Oak St
Kettle Moraine Dr S
2010: 380
E Washington St
Central Ave
Scenic Ct
Water St
Chestnut St
James St
Oak St
2010: 3200
2016: 4900
Elm St
Hartford Rd
Belmont Dr
2010: 630
Polk St
Village of Slinger
Traffic Counts
Downtown Vision Study Boundary
Downtown Vision Study Parcels
Average Daily Auto Trips
Planned Transportation Improvements
Resurface/Reconstruct
Future Road Extension
Date: 12/14/2018
VANDEWALLE & ASSOCIATES INC.
Sources: Washington County, US Census Bureau, WisDOT
250
Feet

W Washington St
Spruce Ave
Maple Ave S
Birch Dr
Kettle Moraine Dr N
Tennies Dr
Community Dr
Lawndale Ave
Hill St
E Washington St
Buchanan St
Oak St
Kettle Moraine Dr S
Water St
Central Ave
Scenic Ct
James St
Chestnut St
Elm St
Hartford Rd
Village of Slinger
Existing Land Use
Downtown Vision Study Boundary
Downtown Vision Study Parcels
Single Family Residential
Two-Family/Multi-Family Residential
Commercial
Commercial / Mixed Use
Food, Beverage, Entertainment
Food, Beverage, Entertainment / Mixed Use
Auto/Equipment Related
Auto/Equipment Related / Mixed Use
Vacant Building
Vacant Land
Government and Institutional
Recreational
Date: 12/14/2018
Sources: Washington County, US Census Bureau
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change
SLINGER
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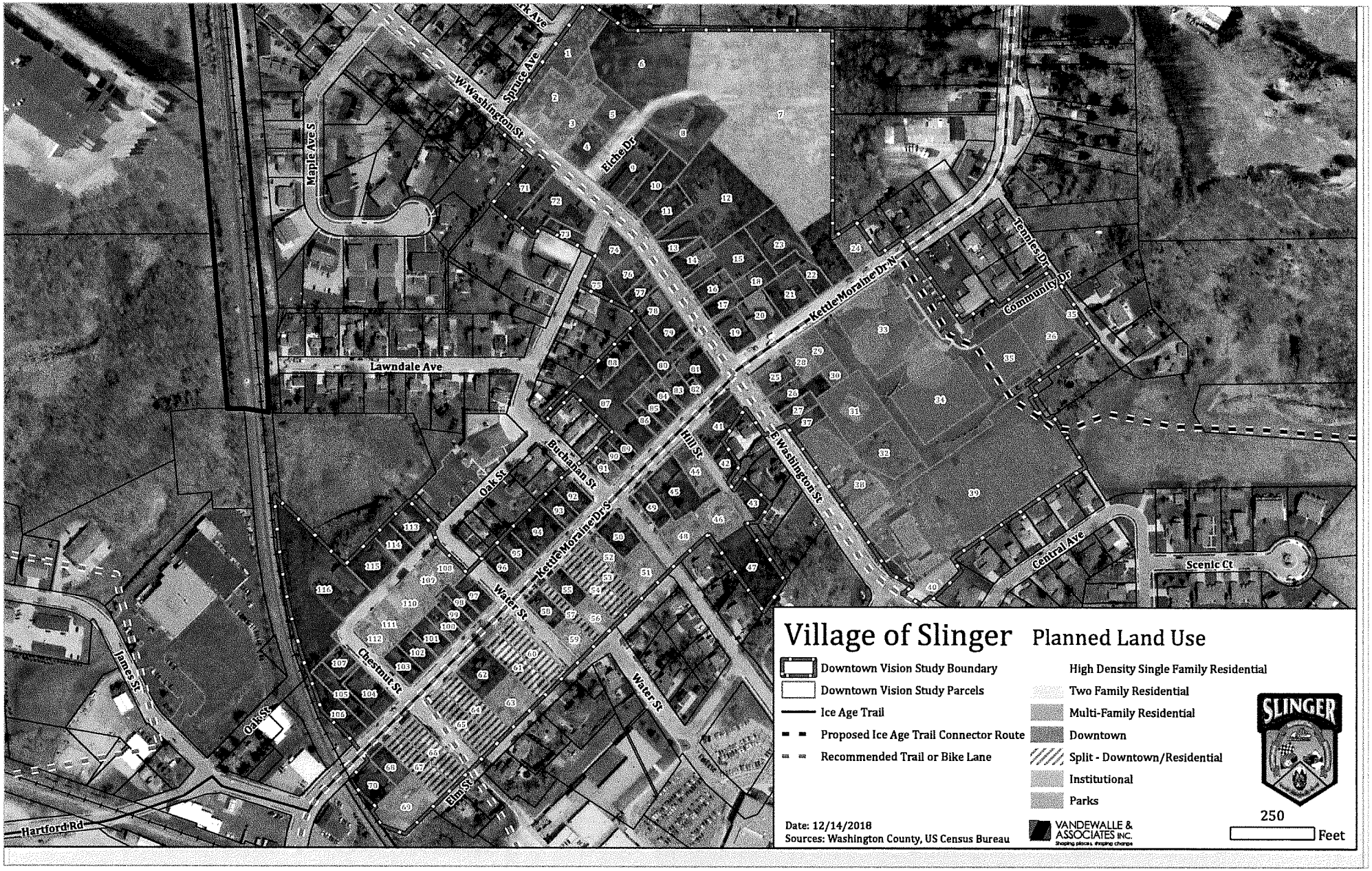
Feet


Maple Ave S
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Spruce Ave
Elche Dr
Kettle Moraine Dr N
Tennessee Dr
Community Dr
Lawndale Ave
Hill St
E Washington St
Buchanan St
Oak St
Kettle Moraine Dr S
Water St
Chestnut St
James St
Elm St
Central Ave
Scenic Ct
Hartford Rd
Village of Slinger
Planned Land Use
Downtown Vision Study Boundary
Downtown Vision Study Parcels
Ice Age Trail
Proposed Ice Age Trail Connector Route
Recommended Trail or Bike Lane
High Density Single Family Residential
Two Family Residential
Multi-Family Residential
Downtown
Split - Downtown/Residential
Institutional
Parks
Date: 12/14/2018
Sources: Washington County, US Census Bureau
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change
SLINGER
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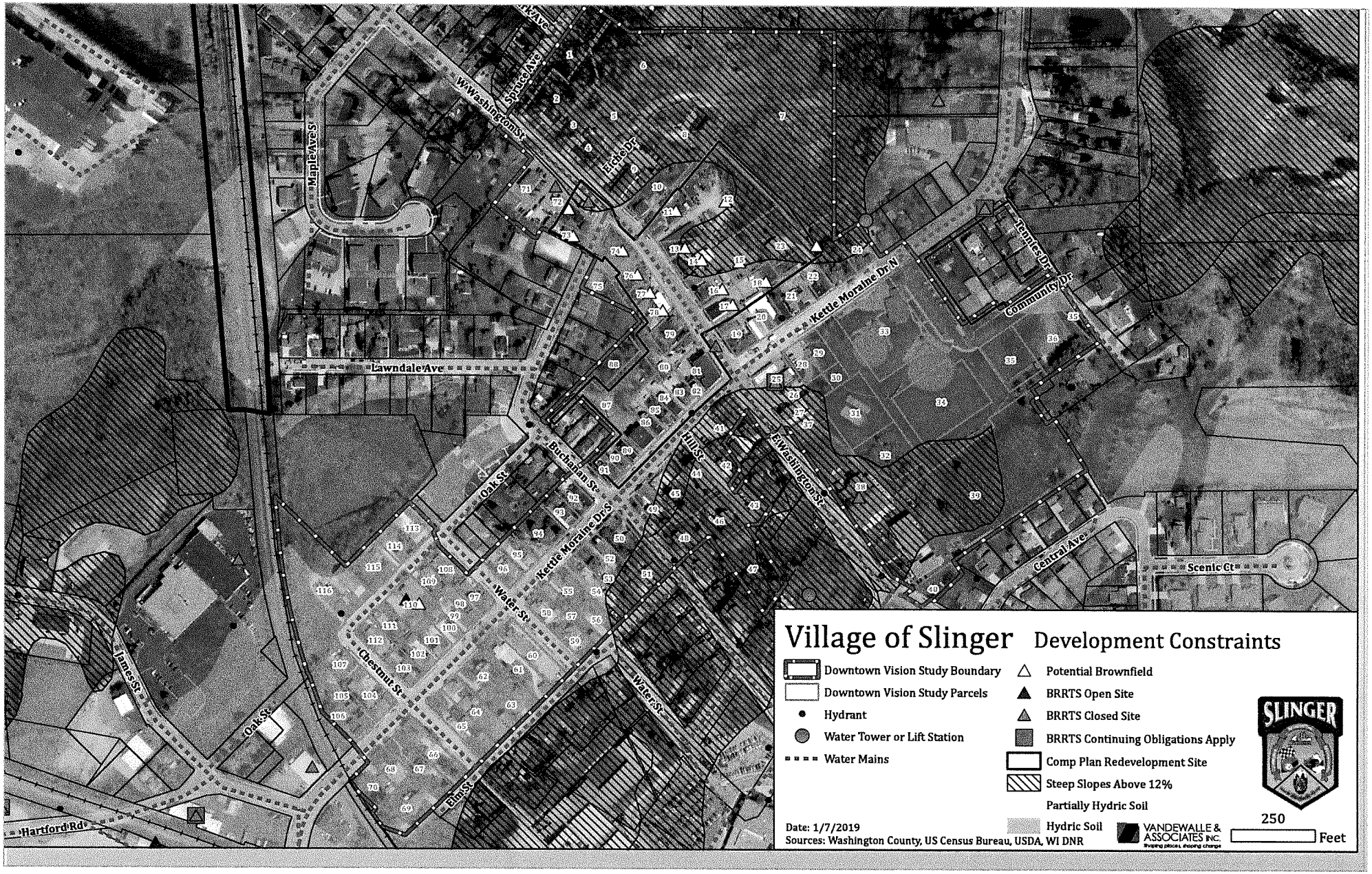
Maple Ave S
W Washington St
Spruce Ave
Birch Dr
Kettle Moraine Dr N
Tennis Dr
Community Dr
Lawndale Ave
Oak St
Buchanan St
Kettle Moraine Dr S
Hill St
E Washington St
Central Ave
Scenic Ct
Water St
Chestnut St
James St
Elm St
Hartford Rd
Village of Slinger
Development Constraints
Downtown Vision Study Boundary
Downtown Vision Study Parcels
Hydrant
Water Tower or Lift Station
Water Mains
Potential Brownfield
BRRTS Open Site
BRRTS Closed Site
BRRTS Continuing Obligations Apply
Comp Plan Redevelopment Site
Steep Slopes Above 12%
Partially Hydric Soil
Hydric Soil
Date: 1/7/2019
Sources: Washington County, US Census Bureau, USDA, WI DNR
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change
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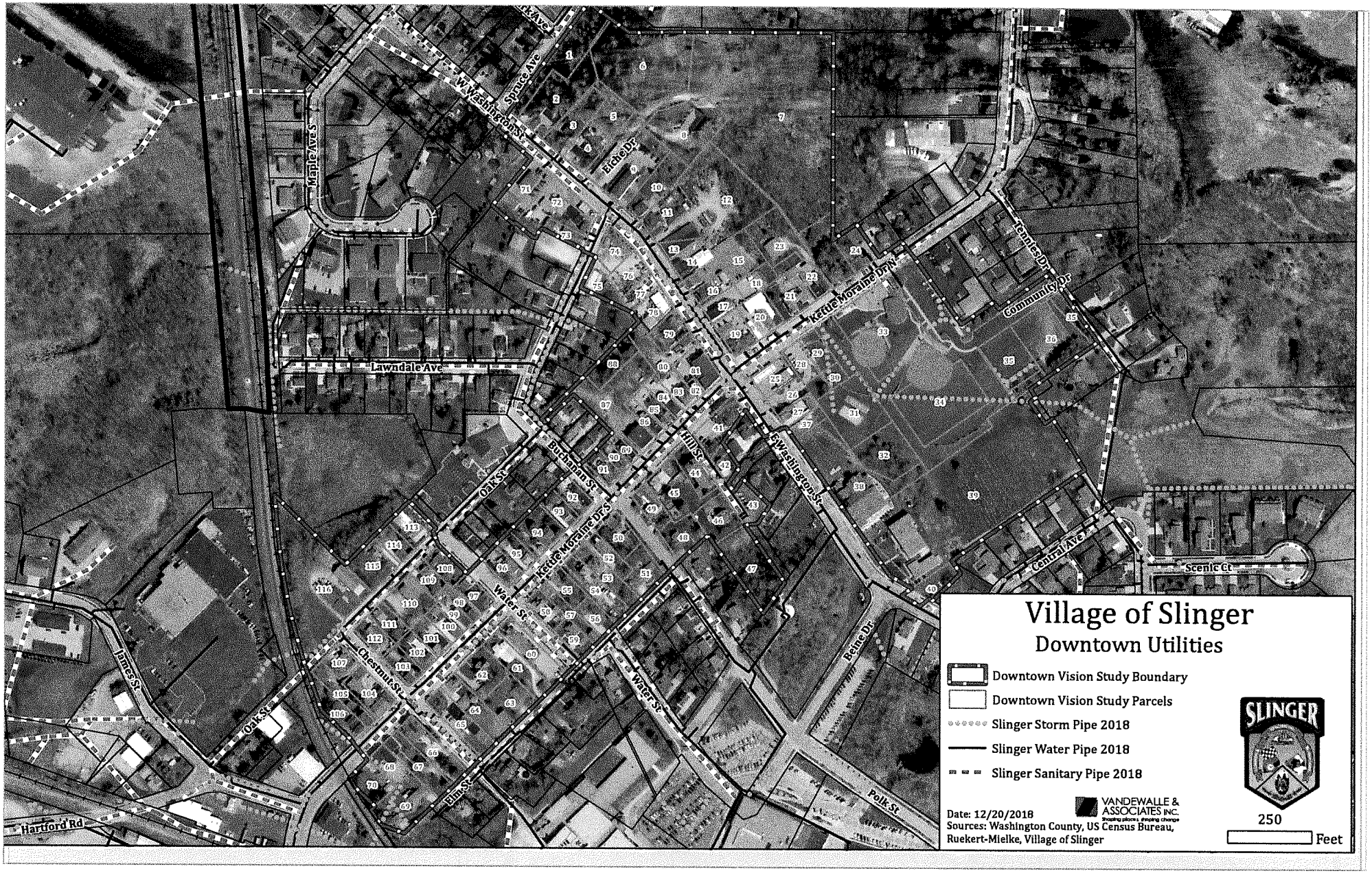
Feet


Maple Ave S
W Washington St
Spruce Ave
Ficke Dr
Kettle Moraine Dr N
Tennis Dr
Community Dr
Lawndale Ave
Hill St
E Washington St
Oak St
Buchanan St
Kettle Moraine Dr S
Water St
Chestnut St
James St
Elm St
Hartford Rd
Central Ave
Scenic Ct
Beine Dr
Polk St
Village of Slinger
Downtown Utilities
Downtown Vision Study Boundary
Downtown Vision Study Parcels
Slinger Storm Pipe 2018
Slinger Water Pipe 2018
Slinger Sanitary Pipe 2018
VANDEWALLE & ASSOCIATES INC.
Shaping places & shaping change
Date: 12/20/2018
Sources: Washington County, US Census Bureau, Ruekert-Mielke, Village of Slinger
SLINGER
250
Feet

W Washington St
Spruce Ave
Maple Ave S
Birch Dr
Kettle Moraine Dr N
Tennies Dr
Community Dr
Lawndale Ave
Buchanan St
Oak St
Hill St
E Washington St
Kettle Moraine Dr S
Water St
Central Ave
Scenic Ct
James St
Chestnut St
Elm St
Hartford Rd
Village of Slinger DNR Brownfields Database
Downtown Vision Study Boundary
Downtown Vision Study Parcels
Brownfields Database Records
Open Site
Closed Site
Continuing Obligations Apply
Date: 1/7/2019
Sources: Washington County, US Census Bureau, USDA, WI DNR
VANDEWALLE & ASSOCIATES INC.
250
Feet

APPENDIX B: WORKSHOP PUBLIC COMMENT SUMMARY

VILLAGE OF SLINGER DOWNTOWN VISION AND STRATEGY
DOWNTOWN VISIONING WORKSHOP

AGENDA

January 29, 2019
6:00 – 8:00 p.m.

---

1. **Introductions and Presentation** — **20 Minutes**
   a. Village Welcome and Introductions — 2 min.
   b. Meeting purpose, Village goals & objectives, role of V&A — 3 min.
   c. Community Overview — 15 min
      i. Slinger Vital Statistics
      ii. Downtown Assets, Issues, and Opportunities

2. **Who's in the Room?** – Diagnostic Polling Questions — **10 Minutes**
   - A few questions on who is in attendance and how the Downtown is used

3. **What Could Downtown Look Like?** – Visual Preference Polling — **10 Minutes**
   - A few questions about building form and style

4. **What is Your Vision for the Downtown?** – Small Group Discussion — **65 Minutes**
   a. Determine small group roles – Recorder, Facilitator, and Reporter — 5 min.
   b. Individuals fill out Business Mix Worksheet (blue) and Vision Worksheet (green) — 10 min.
   c. Small group discussion of Vision Worksheets – use flip chart — 30 min.
   d. Report out on consensus ideas from small groups — 15 min
   e. Individuals fill out Village Role Worksheet (pink) — 5 min.

5. **Final Thoughts and Wrap-up** — **5 minutes**
   a. Next steps:
      i. Vandewalle & Associates will compile all workshop results to be sent to the Steering Committee
      ii. Future meetings in March

TOOLS FOR ACHIEVING THE DOWNTOWN VISION

This exercise asked participants to consider how the Village might best utilize time, energy, and funds in order to achieve the Downtown Vision. Attendees were asked to rate their interest in the Village of Slinger further exploring the tools and initiatives listed, from 4 to 1.

	4 High Priority	3 Medium Priority	2 Low Priority	1 Not a Priority	Avg Rating
Village Initiatives and Programs					
Tax Increment Finance (TIF)	3 (20%)	4 (27%)	**5 (33%)**	3 (20%)	2.47
Architectural/Design Guidelines	4 (27%	**6 (40%**	4 (27%)	1 (6%)	2.87
Purchase Properties for Redevelopment	**6 (40%)**	3 (20%)	5 (33%)	1 (7%)	2.93
Property Maintenance Code Enforcement	5 (36%)	**7 (50%)**	2 (14%)		3.21
Façade Improvement Grant/Loan Program	**8 (53%)**	6 (40%)	1 (7%)		**3.47**
Interior Improvement Grant/Loan	3 (22%)	**7 (50%)**	2 (14%)	2 (14%)	2.79
Small Business Loans	**7 (46%)**	6 (40%)	1 (7%)	1 (7%)	3.27
Purchase Property for Public Parking Lot	**8 (53%)**	4 (27%)	3 (20%)		**3.53**
Improve Streetscaping	**7 (50%)**	5 (36%)	2 (14%)		**3.36**
Bike Parking Program	3 (20%)	**6 (60%)**	3 (20%)	3 (20%)	2.60
Public Amenities					
Improve Streetscaping	**7 (50%)**	4 (29%)	3 (21%)		**3.50**
Pedestrian Improvements	4 (29%)	**6 (42%)**	4 (29%)		3.0
Bike Lanes	2 (14%)	**6 (43%)**	2 (14%)	4 (29%)	2.43
Public Art Fund	1 (7%)	**5 (37%)**	4 (28%)	4 (28%)	2.21
Ice Rink		4 (29%)	**7 (50%)**	3 (21%)	2.29
Farmer's Market	5 (33%)	**9 (60%)**	1 (7%)		**3.27**
Interactive Fountain/Splash Pad		**7 (50%)**	**7 (50%)**		2.50
Public Art	3 (20%)	1 (7%)	**9 (60%)**	2 (13%)	2.33
Bike "Fix-it" Station	1 (7%)	3 (21%)	**5 (36%)**	**5 (36%)**	2.0
Bike Share System			**9 (64%)**	5 (36%)	1.64
Stage/Events Area	**7 (50%)**	6 (43%)	1 (7%)		**3.43**
Community Bulletin Board	**6 (40%)**	3 (20%)	4 (27%)	2 (13%)	2.87
Outdoor Dining	4 (29%)	**7 (50%)**	3 (21%)		3.07
Public Wi-Fi	1 (8%)	3 (21%)	**7 (50%)**	3 (21%)	2.14
Other: Benches	1				

Business Mix

Participants of the Visioning Workshop were asked to share their level of interest in the following development opportunities from "Not Interested" to "Very Interested."

	Very Interested	Interested	Somewhat Interested	Not Interested
BUSINESS TYPE - RESTAURANTS				
Coffee Shop	**9 (57%)**	4 (25%)	1 (6%)	2 (12%)
Deli	**7 (44%)**	6 (38%)	2 (12%)	1 (6%)
Fine Dining	4 (25%)	**6 (38%)**	3 (18.5%)	3 (18.5%)
Casual Dining	**11 (69%)**	5 (31%		
Local Foods	**6 (35%)**	4 (24%)	**6 (35%)**	1 (6%)
Ethnic Food	3 (19)	2 (12%)	4 (25%)	**7 (44%)**
Seafood Restaurant	1 (6%)	4 (24%)	**6 (35%)**	**6 (35%)**
Farm to Table	5 (32%)	**9 (56%)**	1 (6%)	1 (6%)
Small Plate/Tapas	3 (18%)	5 (32%)	**6 (38%)**	2 (12%)
Lunch Spot	5 (32%)	**8 (50%)**	3 (18%)	
Breakfast Destination	**9 (56%)**	5 (32%)	2 (12%)	
Dance Club		2 (12%)	1 (6%)	**13 (82%)**
Sports Bar	3 (18%)	2 (12%)	**6 (38%)**	5 (32%)
Tiki Bar	3 (18%)		5 (32%)	**8 (50%)**
Brew Pub	**8 (50%)**	4 (25%)	3 (19%)	1 (6%)
BUSINESS TYPE - RETAIL				
Bike Shop Sales/Repair/Rental	2 (12%)	**6 (38%)**	4 (14%)	4 (25%)
Bait & Tackle		3 (20%)	5 (33%)	**7 (47%)**
Farmer's Market	5 (29%)	**9 (53%)**	3 (18%)	
Green Grocer	3 (19%)	3 (19%)	**8 (50%)**	2 (12%)
Wine & Cheese/ Specialty Foods Retailer	5 (29%)	**7 (41%)**	3 (18%)	2 (12%)
Athletic Apparel		3 (18%)	**8 (50%)**	5 (32%)
Clothing Stores		**7 (42%)**	5 (29%)	5 (29%)
Home Accessories	1 (6%)	**7 (44%)**	5 (31%)	3 (19%)
Vitamin Store/Community Pharmacy		5 (30%)	**6 (35%)**	**6 (35%)**
Accessories & Jewelry Store		5 (31%)	4 (25%)	**7 (44%)**
Toy/Hobby Store		1 (6%)	**9 (53%)**	7 (41%)
Electronics & Accessories Stores	1 (6%)	4 (25%)	3 (19%)	**8 (50%)**
Pet Supplies		4 (24%)	**7 (41%)**	6 (35%)
Antiques/Consignment Shop	2 (12%)	**7 (41%)**	4 (23.5%)	4 (23.5%)
Artisan/Gift Shop	4 (27%)	**6 (40%)**	3 (20%)	2 (13%)
Other: Book store/souvenirs	1			
Other: Convenience store/basic supplies		1		
BUSINESS TYPE - SERVICES				
Spa/ Health Club	**5 (29%)**	3 (19%)	**5 (29%)**	4 (23%)
Hair Salon/Nail Salon	4 (25%)	**5 (31%)**	4 (25%)	3 (19%)
Interior Design House		**6 (38%)**	5 (31%)	5 (31%)
Yoga/ Dance/Fitness Studio	4 (25%)	**7 (44%)**	3 (19%)	2 (12%)

	Very Interested	Interested	Somewhat Interested	Not Interested
PUBLIC SPACE AMENITIES				
Ice Rink	1 (7%)	4 (27%)	3 (20%)	**7 (46%)**
Farmer's Market	7 (41%)	**9 (53%)**	1 (6%)	
Interactive Fountain/Splash Pad	1 (6%)	**9 (56%)**	5 (32%)	1 (6%)
Public Art	3 (19%)	1 (6%)	**7 (44%)**	5 (31%)
Bike "Fix-it" Station	1 (6%)	4 (25%)	4 (25%)	**7 (44%)**
Bike Share System		3 (19%)	4 (25%)	**9 (56%)**
Stage/Events Area	4 (24%)	**8 (47%)**	3 (17%)	2 (12%)
Community Bulletin Board	2 (12.5%)	**8 (50%)**	4 (25%)	2 (12.5%)
Outdoor Dining	6 (35%)	**9 (53%)**	2 (12%)	
Wi-Fi	4 (25%)	**7 (44%)**	1 (6%)	4 (25%)
Other: Wine Tap	1			
Other: Brewery	1			

Other Comments:

- Cedarburg and Hartford have the exact idea for envisioning. Quaint, diverse, bike paths, wine tap/brewery, shopping, coffee shops…
- Senior crafts, etc.
- Grass/park sitting areas around town. Nothing big, but maybe two or three areas that you can sit and read with a dog.

Downtown Vision

This exercise had participants think about Downtown Slinger's current state and what they envision for the Downtown in the future. They were encouraged to consider what makes a downtown a place that people want to live, work, and spend time and provide suggestions on how we can make Downtown Slinger that kind of exciting destination.

Please record your responses below and when prompted, share your thoughts with your table. After the small group discussion, the table recorder/presenter will share your table's top ideas with the larger group.

Downtown Housing

Consider the following groups of people:

- Young professionals without kids
- Baby boomers looking to downsize
- Current or potential downtown employees

If helpful, think about someone you know. Maybe a niece or nephew who recently graduated and is just getting started in their career. Or relatives who are now empty nesters after raising a family in suburban, single family homes and are now moving toward (*or* considering downsizing in their) retirement. Or a new resident in Slinger, brought to the community for a new employment opportunity.

If these represent people that are different than you, put yourself in their shoes. Consider their lifestyles, preferences, and unique needs to best answer questions 1 and 2 below.

1. **If one of these people wants to live in Downtown Slinger, what might they be looking for from the Downtown (housing, entertainment, amenities, access to resources)?**
   - Housing; walkable to dining, basic needs items; entertainment venues
   - Places to gather/socialize with family and friends (i.e., park pavilion); boutique places to eat/drink/socialize (i.e., coffee shop); parking amenities; outside seating
   - Amenities like parking; destinations for visitors; lunch spots for employees; outdoor "center" space with bistro lights and weekend events and seating; coordinated Christmas lights
   - Coffee shop, bagel shop, classy food/drink, niche shops. Something to do – like music in the park, winter festival, etc.
   - Walkable destination (i.e., library, coffee shop)
   - Housing; entertainment; food-restaurant, small grocer to walk to
   - Affordable housing; food/entertainment business downtown; parking
   - I would say there is potential. Potential for a great place to relax after work, have a beer before a high school game, or after skiing, or after a race at the speedway. Also, a great hub for biking to local areas around Washington County.
   - Walkable dining, entertainment, and recreation
   - Younger people starting out might want more entertainment opportunities. Older downsizing couples may look for more ways to socialize with others in the neighborhood
   - Entertainment, casual dining
   - Nice housing with easy access to small businesses (coffee shop, fresh foods)
   - Dollar Store – convenient shopping
   - Housing; events at the park; gas station; ice cream shop; breakfast/lunch (more like Perc Place); theater; pizza house – bars w/food
   - Those looking for entertainment and such have moved to Milwaukee. You won't get those millennials to move back where there is nothing for them to do.
   - Pleasing aesthetics – cute/trendy buildings to go in and out of. No chain restaurants. Quaint coffee houses and brew taps to socialize and be able to walk to.

2. **What would need to change in the Downtown for you to recommend someone to move to Downtown Slinger?**
   - Walkable to basic needs items
   - A good place to live with walkability to a couple places to eat, socialize, hang out outside; beautification of streetscape

Downtown Vision

   - We need a Target! Maybe outside downtown slightly. Liven up the streets – flowers, brick paths, more parking. Clean up Jim's Place!
   - Lots of beautification and amenities (coffee, sandwich shop, etc.)
   - Clean up some of the ugly buildings; provide more parking, benches for people to be able to walk around downtown and sit down for a visit. Hanging plants on the light poles.
   - Fewer vacant buildings; better parking
   - Appearance
   - Clean it up! Also, some microbrew house, art gallery, public meeting area (indoors), small diner/deli, live music, a "Slinger event", cool apartments
   - Selective demolition to create appropriate building area
   - More public amenities – benches, artwork, walking paths
   - The train horn
   - Update outdated buildings; more lighting for night activities
   - One person in a smaller unit
   - Keep gas station close by – too far to other stations. Slinger events in Community Park – like other towns do.
   - Downtown currently looks like the ghetto – also sounds like it. We'd need cleaner sidewalks, bike paths, more lighting/less dark and dangerous feeling.

Vision & Big Ideas for Downtown

3. **Finish this thought: Downtown Slinger should be the place in the community where:**
   - Friends meet up to dine/go out; people go for personal services, health
   - You can walk through stores, stop to eat/drink
   - You can enjoy a date night
   - People come to gather and socialize
   - People enjoying living, feel safe
   - You can go to and join friends and family
   - People gather for recreation and relaxation, socializing, and entertainment
   - Families can enjoy their down time in activities and food
   - Everyone feels welcome and has opportunities to enjoy doing things
   - We all get together – join organization, community center, Bingo
   - Folks gather – see neighbors – make friends – attend events downtown in park – movie night – food truck night – Slingerfest
   - Feel safe to go out and enjoy themselves. The small town feel that welcomes everyone.
   - People pass through to get to a real viable commercial corridor on Hwy 60 & 41 that needs to be developed more.
   - People want to hang out/meet up. Whether that be couples, families, or friends. Needs to be more inviting – more alive!

4. **My big ideas to help Downtown Slinger become the type of place I envision include:**
   - Façade loan program; more activity in the park for teens and adults
   - Coffee house
   - Hanging Bistro lights, flowers, bike paths and walking
   - Get a Destination! Winery or brewery
   - Brunch is hot! Barre and spin are hot!
   - Milwaukee weekend getaway – small quaint town
   - Weekend market vendors in community park. Music on the green with shopping.
   - Improve parking; encourage user-friendly businesses – coffee shop, library
   - Develop parking behind KM Drive South and West Wash Street. Develop access parking from both KM Drive South and West Wash Street. Purchase funeral parlor, house next to old bank (W Wash Street)
   - Artist presence with family values
   - Village purchasing and razing properties to create a building space
   - Update building; improve lighting
   - Clubs to help people get together; crafting, quilting, etc.
   - Housing – apartments or townhouses. Forget retail. Keep all Village on one campus (i.e., library, hall, police, etc.)

DOWNTOWN VISION

- If you sit back and truly look at it – there is nothing downtown. It is comprised of mostly housing. The days of small Schlesingville are gone. I think too many believe it still exists. We have allowed more than three buildings to be rezoned so they can be renovated into homes from commercial. We need to focus more efforts on starting a real business park and bring jobs before we can try to force a development downtown.
- Wine and beer taps; outdoor music/concerts; outdoor dining; biking; small town shops; coffee houses; safety

After individuals recorded responses to the above, the ideas were then discussed with the table group to record the different big ideas.

What Downtown needs:

Table Group A
- Entertainment
- Coffee shop
- Breakfast
- Parking

Table Group B
- Beautification
- Parking
- Coffee shop/destinations
- Event space/pavilion, event advertising and community-planned activities (bands, farmers markets)
- Bed & Breakfast
- Daily needs: groceries, fitness, daycare

Table Group C
- Community/senior center/fitness
- Townhouses/efficiency apartments
- Breakfast/coffee shop
- Convenience/gas

Table Group D
- Aesthetically pleasing buildings
- Parking
- Residential (apartments, high-end)
- Brew/wine taps
- Coffeehouse
- Stopping place for bicyclists/hikers
- Greenspace
- Street benches

Table Group E
- A small grocer/convenience store
- More parking
- Self-guided walking tour (plaques identifying historic buildings, etc.)

What needs to change in Downtown:

Table Group A
- Walkable to basic needs

Table Group B
- Streetscape
- Breakfast place
- Clean up storefronts and buildings (attractiveness)
- More mixed-use

Table Group C
- More events at Community Park (music in the park, etc.)
- More lighting

Table Group D
- Remove dilapidated buildings
- Change business dynamics (less mechanical shops, less outdoor storage/vehicles & equipment)
- More lighting (safety)
- Public indoor party/gathering area

Table Group E
- More public amenities – benches, artwork, walking path

DOWNTOWN VISION

Downtown Slinger should be a place in the community where:

Table Group A
- Families can enjoy their down time in activities and food

Tale Group B
- Walk/bike destination where community can gather to socialize and participate in activities
- Draw to ski hill and racing from outside town

Table Group C
- Folks gather, meet friends
- Everyone feels welcome
- Know your neighbors

Table Group D
- A place to meet up/join/enjoy time with friends and family
- It feels inviting and ALIVE!
- To drive thru to get to "Hwy 60, aka Downtown" – Brian

Table Group E
- People gather for recreation, socializing and entertainment

Our big ideas for Downtown are:

Table Group A
- Façade Loan Program
- More activities in the park for teens and adults

Table Group B
- Improve parking
- Weekend market
- Music
- Aesthetic (lighting, flowers, brick walk)

Table Group C
- Improve affordable housing and lighting
- Community center

Table Group D
- Music in the Park
- Free art galleries
- Use existing buildings for other purposes (ex: KMPH)
- Outdoor dining/coffee

Table Group E
- Develop behind the 100 block of Kettle Moraine South for off-street parking and better access to businesses

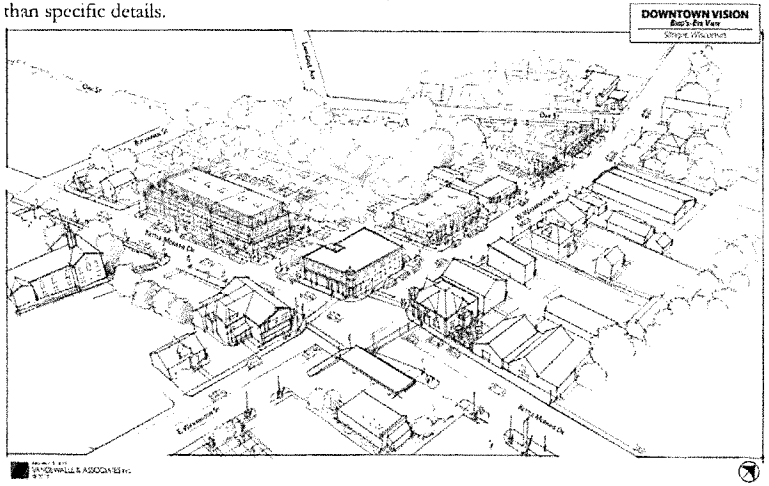
APPENDIX C: OPEN HOUSE PUBLIC COMMENT SUMMARY

SLINGER DOWNTOWN VISION AND STRATEGY

Downtown Vision Open House

This following questions correspond to display boards presented at the Vision Open House

We asked attendees to identify what components of the Vision they support, and which components still need adjustment. In so doing, they were asked to try to **focus on the big picture** – general look and feel, degree of change and investment, scale of resources – rather than specific details.



Vision for Downtown Slinger (Board #2)

The Downtown Vision board presents a description of what Downtown Slinger may be like in the year 2045. The Village will use this to guide visionary, yet attainable improvements that build on Downtown Slinger's existing assets. Improvements may be made by the Village or by private property owners.

As you review, rate your agreement with each section and tell us what you would change.

4	3	2	1
Support strongly	*Support most elements*	*Disagree with some elements*	*Do not support*

How much do you support **The Vision** (blue box on board)?	4	3	2	1
Average: 3.53	10	6	1	

SLINGER DOWNTOWN VISION AND STRATEGY

What would you add/subtract/change about the **Vision Statement?**

- Add art wherever you can.
- Any way to see this vision sooner?
- Walkability requires new sidewalks
- May be over estimating the sustainability of so many small businesses. Many have tried over the years, with little success – great vision in theory!
- 2045 – none of us would be around to see and enjoy it! Don't want to pay taxes for future changes we can't see or use now.
- Increased focus on "cleaning" up old buildings or restoring beautiful homes on Kettle Moraine Drive (North & South)
- Need more parking
- Nothing – sounds good

How much do you support the **Business Mix** (green box)?	4	3	2	1
Average: 3.53	10	6	1	

What would you add/subtract/change about the **Business Mix Vision?**

- Concentrate on new – less on duplication of existing businesses outside the downtown.
- Add more small business, unique stores to attract people to Slinger.
- What is plant to get businesses to stay or be able to service?
- Specialty retail needs enhancing; lack of department stores; large range dining would be a plus – small businesses are dying in Slinger
- More restaurants/specialty apparel stores
- Good luck – going to be more like Hustisford downtown – residential
- I think there is a good mix of businesses that would draw people downtown
- Great as is!

How much do you support the **Downtown Character** (teal box)?	4	3	2	1
Average: 3.71	12	5		

What would you add/subtract/change about the **Downtown Character Vision?**

- Again, is it realistic to assume business professionals will fit the mold of the location.
- More emphasis on upgrades to Community Park ball diamonds
- What downtown employees!! Subsidized housing needed
- Need more parking
- Design restrictions should be in line to allow developers to build

Additional Thoughts:

- So happy to see this project on the Village's agenda! Finally.
- Work with downtown needs now. Kettle Moraine/Polk needs a red light for the hill. Maybe cut the hill down in size for safety to the schools.
- As long as private property owners are given some time to improve their property – I am all for it!
- The existing strip malls in Slinger are horrible aesthetics. They are clumsy. They house businesses that do little to support growth in community.
- Don't go market rate housing. People can't afford it. Subsidies!!

Downtown Gathering Space Vision Concept (Boards #3 & #4)

These designs for Community Park Gathering Spaces will not be followed precisely – the images you see today simply show one way the Downtown Vision could be achieved. Additional improvements could be incorporated, other components left out, and designs could be changed or refined as the process goes along.

As you review, rate your agreement with each component of the Community Park Gathering Spaces.

4 Support strongly — *3 Support most elements* — *2 Disagree with some elements* — *1 Do not support*

A. Formal Gathering Space (on Kettle Moraine Drive.)	4	3	2	1
Average: 3.50	10	4	2	

What would you add/subtract/change about the **Formal Gathering Space?**

- Festivals have never done well in Slinger – would be cool to have
- Don't block view to turning lanes of bushes – like on Slinger Road and Polk by the high school parking. The bushes block view.
- Small space
- Interesting concept to use the barn.
- Looks good!

B. Trailhead	4	3	2	1
Average: 3.44	9	5	2	

What would you add/subtract/change about the **Trailhead?**

- Cost effective space that makes sense
- Cost too high – support effort in theory
- Promote the trail
- I wouldn't use it at moment, but sounds great for families.

C. Community Center & Upper Plaza (on Washington Street)	4	3	2	1
Average: 3.56	11	3	2	

What would you add/subtract/change about the **Community Center & Upper Plaza?**

- Who would use?
- Like it!
- Good use of space; expensive on barn build
- Pricey
- Is this space big enough?

D. Public Parking/Flexible Multi-Use Space	4	3	2	1
Average: 3.57	8	6		

What would you add/subtract/change about the **Public Parking/Flexible Multi-Use Space?**

- We need the parking, but hope it's not stories overdone.
- Eliminate street parking near T-ball field on park side for safety. Lots of little kids in area.
- Cost reduction
- Is this enough parking for a large event?

E. Amphitheater (on Washington Street)	4	3	2	1
Average: 3.50	11	3	1	1

What would you add/subtract/change about the **Amphitheater?**

- Low to ground lighting
- Great idea!
- Love this for community and kids
- Nice idea, not overly expensive and gives a nice touch
- I like it!

Gathering Spaces in Community Park (overall)	4	3	2	1
Average: 3.56	9	7		

What features do you like best about the **Gathering Spaces in Community Park?**

- Formal Gathering Space (festival space)
- Wonderful idea/concept! Brings community together
- So so – pricey
- Plaza, festival space

Next, please rank improvements (assign a number 1 through 5) in order of the priority you think they should be assigned by the Village. The most important improvement should be ranked 1.

	Rank
A. Formal Gathering Space (on Kettle Moraine Drive)	Average score: 3.06
B. Trailhead	Average score: 3.81
C. Community Center & Upper Plaza (on Washington Street)	Average score: 3.00
D. Public Parking/Flexible Multi-Use Space	Average score: 2.63
E. Amphitheater (on Washington Street)	Average score: 3.06

Additional Thoughts:

- Nice concept!
- Improving Community Park should be a must. Build dugout for ball diamonds. Cleaning downtown street signage/light poles. The one in front of our house is always burned out. Slinger signage is welcome. Needs cleaner look.
- The cost of the trail specifically, seems a bit much for what it is projected to be.

Downtown Vision– Bird's-Eye View (Board #5)

The Downtown Redevelopment Concepts shown in the bird's-eye sketch here are general concepts of how new development or improvements may be designed to meet the Vision.

These Redevelopment Concepts will not be followed precisely – the images you see today simply show one way that the Downtown Vision could be achieved. Additional improvements could be incorporated, other components could be left out, and designs could be changed or refined as the process goes along.

As you review, rate your agreement with the Downtown Redevelopment Concepts.

4 Support strongly — *3 Support most elements* — *2 Disagree with some elements* — *1 Do not support*

Downtown Redevelopment Concepts (overall)	4	3	2	1
Average: 3.55	7	3	1	

What features do you like best about the **Downtown Redevelopment Concepts?**

- The attention to detail and honor of village history. The newness.
- Want to see changes in future, like to keep as many historical buildings as possible.
- How will you keep businesses in Slinger?
- Getting rid of old rundown buildings
- Add new businesses for attracting people
- The use of space, revamping of buildings, etc. is great
- Refreshed look focusing on community driven spaces. Downtown will flourish with more connectivity.
- The apartment block looks like the Hartford block being built – good idea!
- Retail, restaurant, and condos across from Bible Trust. More options for gathering and dining
- Mixed use, parking; outdoor seating areas; façade grants
- Upgrades to façades. Sustainable features. Love that there's ample parking and the idea of the three-story and consolidating access points for more street parking.

What would you add/subtract/change about the **Downtown Redevelopment Concepts?**

- Art.
- Does not really give information of what they are showing as changes.
- Would love to see improvements to the ball diamonds at Community Park. Funds for new dugouts – fence and scoreboards.
- Subsidy, subsidy – no taxing me

Downtown Redevelopment Objectives (Boards #6 & #7)

As you review, rate your agreement with each of the following objectives for the Downtown.

4 Support strongly — *3 Support most elements* — *2 Disagree with some elements* — *1 Do not support*

A. Rehabilitation/Restoration of Existing Building and Sites	4	3	2	1
Average: 3.63	11	4	1	

Why did you select the level of support that you did?

- I anticipate there could be resistance by some current owners who have not on their own maintained/optimized their properties. Bless whatever incentives you can use to convince them village image can be vastly improved.
- I would love to see a facelift on the downtown area
- Kettle Moraine Drive needs to be cleaned up, the appearance of the existing buildings look run down
- Would like to see the older buildings restored
- Some downtown buildings really need a lot of improvement
- Downtown needs a new look. As a property owner on Kettle Moraine Drive South, giving Slinger a new look is much wanted and will create jobs and bring in "out of village" revenue
- Needs a fresh look
- To improve function and longevity and buildings
- This all seems necessary

B. Infill Development	4	3	2	1
Average: 3.60	10	4	1	

Why did you select the level of support that you did?

- Attractive for new people to live and for businesses to grow
- Some buildings need to be improved or taken down and new buildings in their place
- There are several buildings that are constant eye sores that affect us as homeowners
- It fits the needs of area to redevelop
- Right on!

C. Screen Outdoor Storage and Improve Outdoor Display for Vehicle-Oriented Uses	4	3	2	1
Average: 3.60	11	2	2	

Why did you select the level of support that you did?

- The smashed vehicles outside of auto tech look terrible
- Some businesses need to clean up their outside areas
- I would want to beautify my lot to "hide" certain aspects of the business – if I owned one
- If cost is low. Space is valuable – need to be wise with how we use it.

D. Public Parking	4	3	2	1
Average: 3.75	13	2	1	

Why did you select the level of support that you did?

- Again, we need it, but we are not Milwaukee.
- This has always been an issue for businesses and multi-family housing in the area
- There is very little parking downtown
- We need more parking for businesses
- Creating lined parking spots and creating more parking behind businesses is a good idea
- For our village to prosper and grow – we need places to park!
- A need or a must if changes are to be made
- It is needed!

Downtown Streetscape Improvements (Board #8)

The Streetscape Improvements are general concepts of how new development or improvements may be designed to meet the Vision.

These Streetscape Improvements will not be followed precisely – the images you see today simply show one way that the Downtown Vision could be achieved. Additional improvements could be incorporated, other components could be left out, and designs could be changed or refined as the process goes along.

As you review, rate your agreement with each of the following Downtown Streetscape Improvements.

4	3	2	1
Support strongly	*Support most elements*	*Disagree with some elements*	*Do not support*

Kettle Moraine Drive/Ice Age Trail Improvements	4	3	2	1
Average: 3.13	6	6	2	1

What would you add/subtract/change about the **Kettle Moraine Drive/Ice Age Trail Improvements?**

- This effort will be a continuation of an already strong and accomplished program.
- Not a lot of parking now and not much building set back; better more off-street parking
- I like the idea, but some downtown space is limited, so some easements cannot be done.
- The idea is good in concept. However, the price is very expensive for a trailhead

Washington Street Streetscape Improvements	4	3	2	1
Average: 3.60	10	4	1	

What would you add/subtract/change about the **Washington Street Streetscape Improvements?**

- Perfect this way it is designed. This would be my first priority. It is the value and aesthetic upgrade on the entire property

Streetscape Improvements (overall)	4	3	2	1
Average: 3.64	10	3	1	

What features do you like best about the **Streetscape Improvements?**

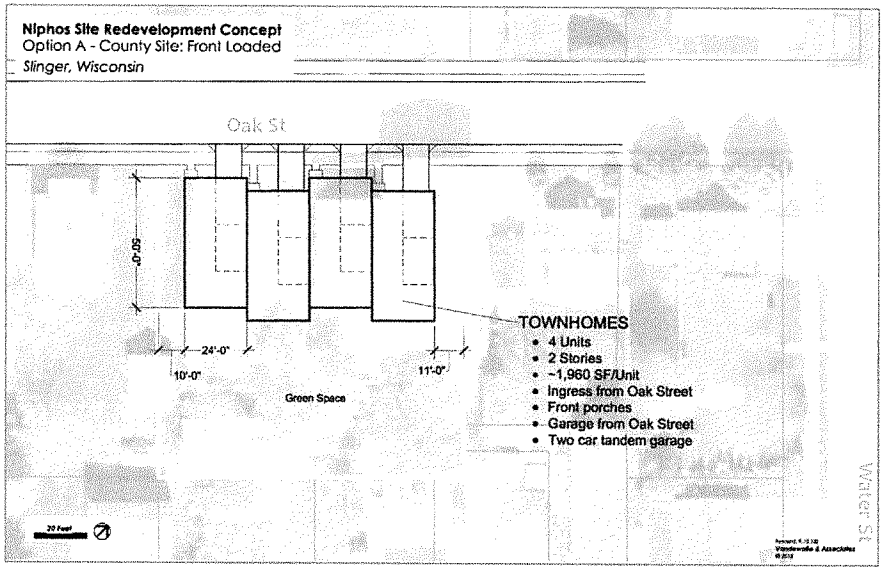
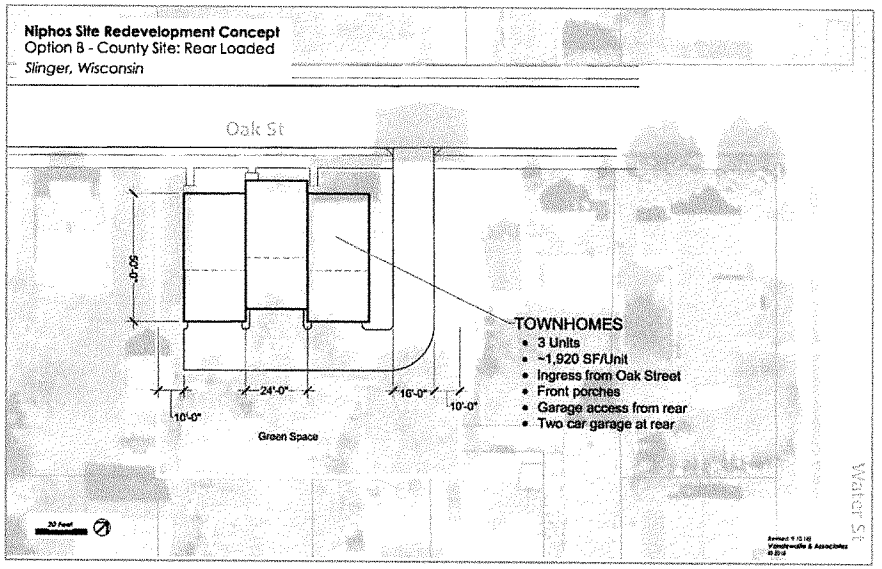
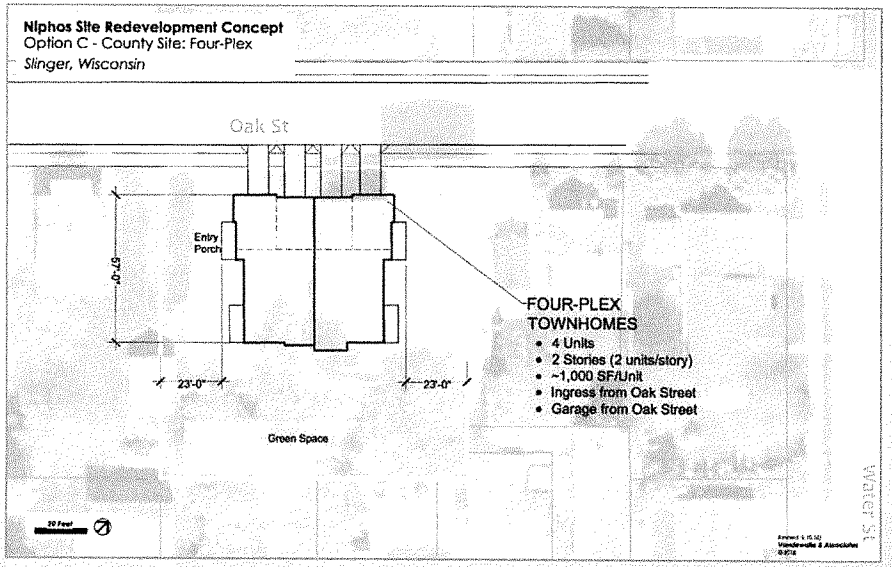
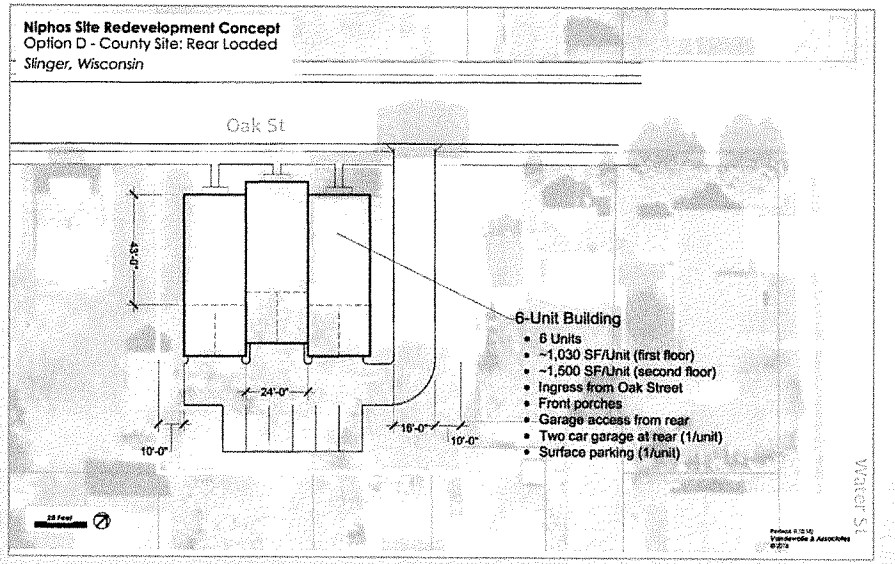
- Lights, benches, trash bins, bike lane
- Off street parking needed
- It is much more inviting – also, we definitely need more trash cans around town
- I love the idea!

- Perfect this way it is designed. This would be my first priority. It is the value and aesthetic upgrade on the entire property
- Banners, benches, gateways
- Beautiful and attractive

What would you add/subtract/change about the **Streetscape Improvements?**

- Sidewalk improvements greatly needed!
- Just make sure all property owners are on board with the changes
- In theory, it looks great. I am very interested in a more three dimensional look and color layout.
- Entrance/crosswalks enhancements; bike lane
- We need more industry in town to reduce our residential property taxes. As long as this vision doesn't cost my taxes anything, go for it. Taxes are high enough.

Additional Comments:

- This would obviously be a massive undertaking to complete most/all of these objectives. To that same token, I don't know that it would be worth only doing parts of it, as it may not draw in the people and businesses, which would leave us at square one. I look at Hartford and their recent renovations and it appears they have a lot of vacancies in their "luxury" apartments. In addition, although they have filled business locations, this may look completely different if the economy wasn't running at peak performance.
- Again, sustainability is key. The last thing I want to see is a massive accumulation of debt, with little return on investment.
- Would like to see focus on grant money to redevelop downtown. Downtown is in need of public parking.
- Community, community, community!
- The amphitheater and gathering space provide opportunities for kids and adults alike. I do not agree with the age/demographic listed – empty-nesters, elderly, young professionals without kids and downtown employees – why? We own a lovely home with kids. Kids are the backbone of the village. They will be the ones who benefit from these dreams. Why would we not have an immediate solution to benefit/embrace family as that is what Slinger is all about. Trying to make Slinger a "friendly" boutique town would be a miss. Culture is wonderful. Final thoughts – slinger athletics support this town. Huge passion for all age groups. Large sports bars would be a good fit. Also a department store of some sort. This would feed the downtown business.
- Gathering spaces and more businesses geared toward the population that is being served vs. trying to get to live here seem inconsistent in some respects. Including more of a variety, specifically within the business mix may provide better for this.

APPENDIX D: NIPHOS SITE CONCEPTS