



2018 Downtown Master Plan

October 4, 2018
Village of Elm Grove,
Wisconsin



Building a Better World
for All of Us®

Your Team

VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN



BRIAN DEPIES
CLIENT SERVICE MANAGER



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LEAD URBAN DESIGNER



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PROJECT MANAGER



ALEX THILL
URBAN DESIGNER



Project Intent

Develop a cohesive redevelopment plan that addresses:

- Vehicle and Pedestrian Circulation
- Development Opportunities
- Enhanced Branding and Identity
- Downtown Housing Infill
- Retain current businesses and attract complimentary businesses
- Overall Consensus Plan

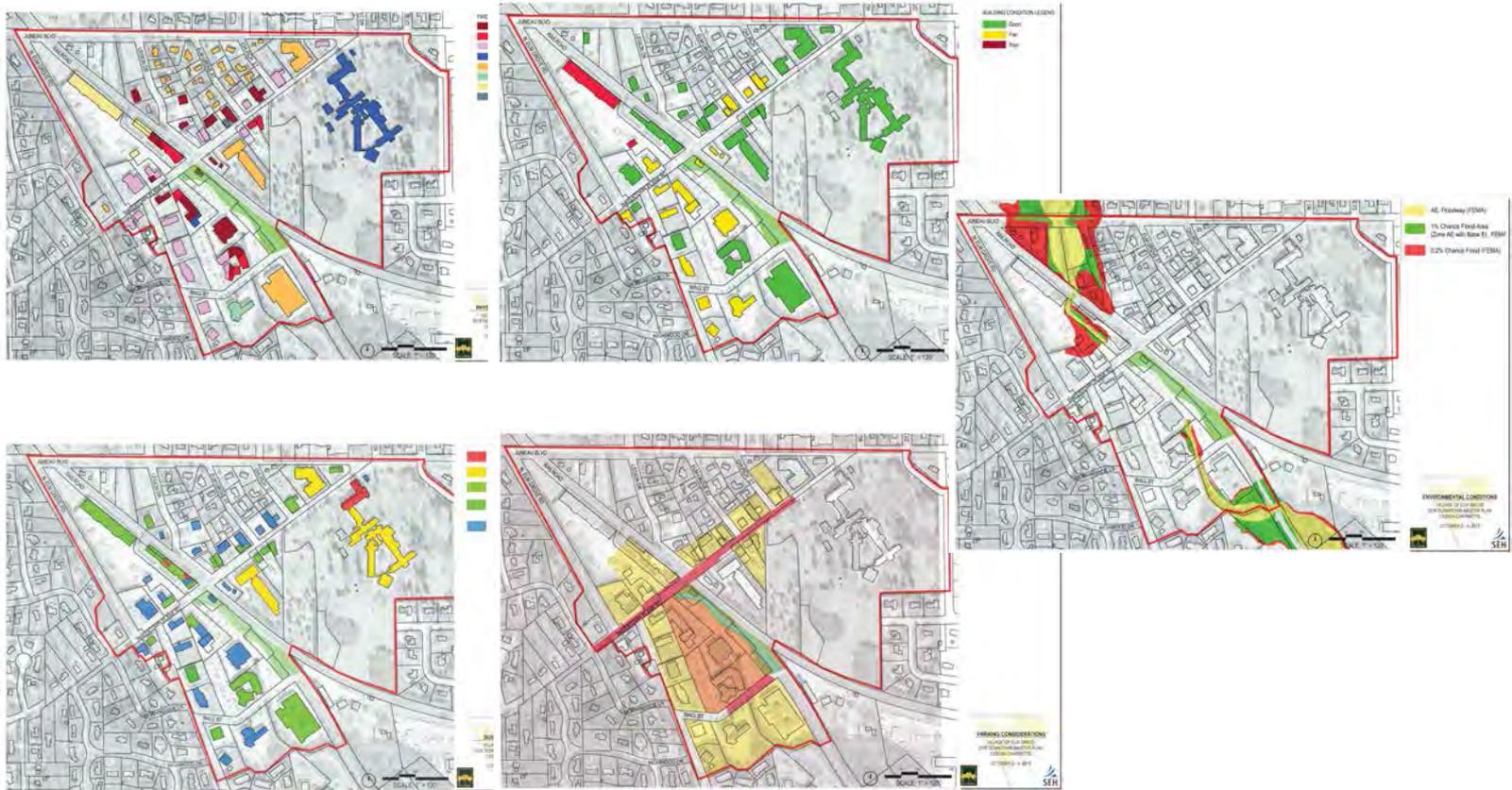
Project Purpose

- To provide guidance for public and private investment.
- To identify specific infill and redevelopment opportunities.
- To establish an implementation strategy
- To identify ways to improve and maintain commercial core of downtown.
- To identify recommendations for public spaces
- To establish recommendations to make downtown a year round walkable destination
- Leverage the Underwood Creek daylighting project to enhance the downtown's identity and create a sense of place.

Elm Grove

Today

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



Focus Group

Findings

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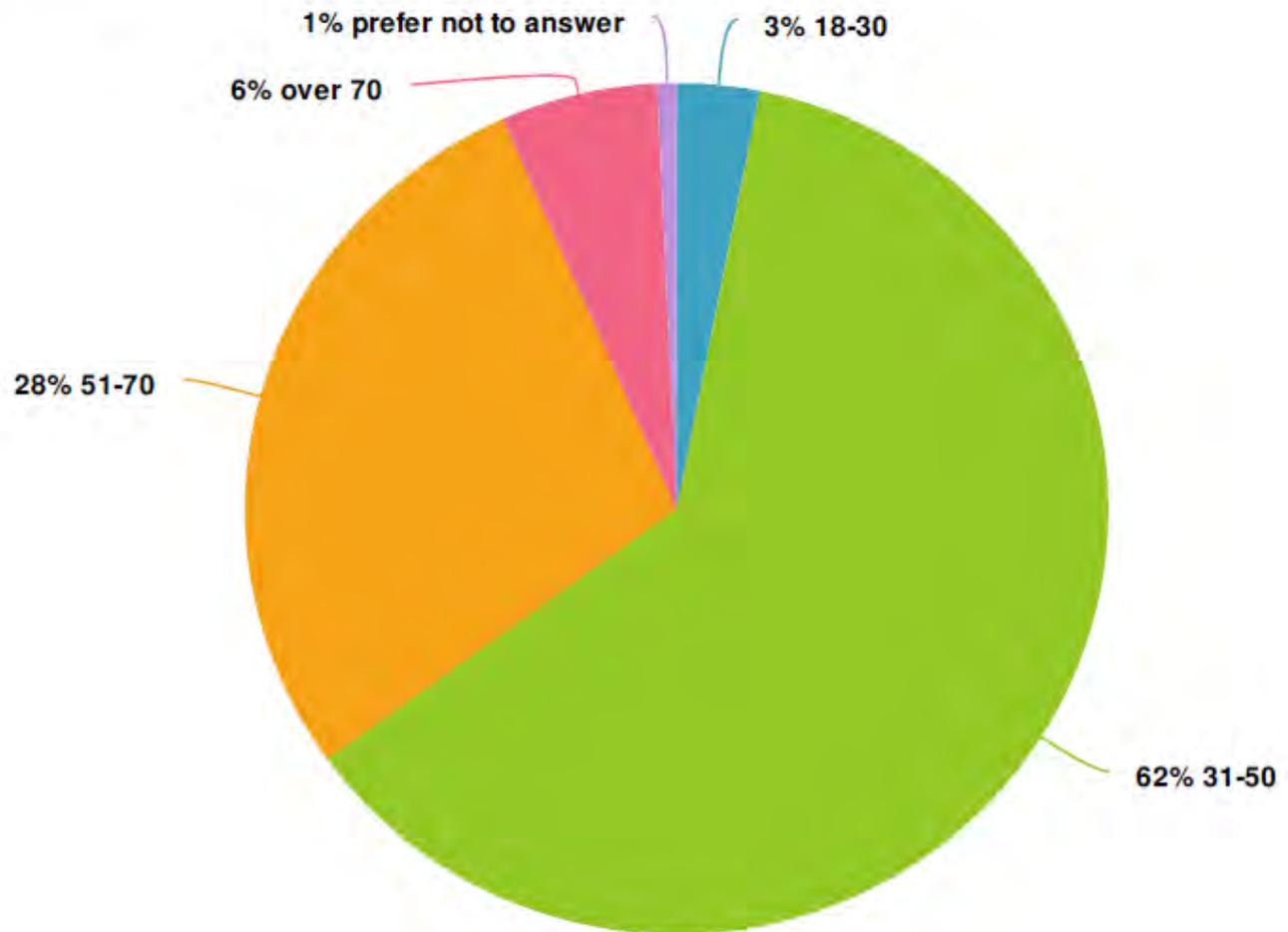
- Buying local
- Parking + Access
- Branding + Wayfinding
- Walkability + Housing
- Managing the district

Online Survey

Findings

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1. What is your age?



Online Survey

Findings

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2. What are three words or phrases that best describe Downtown Elm Grove's strengths or assets?



Online Survey

Findings

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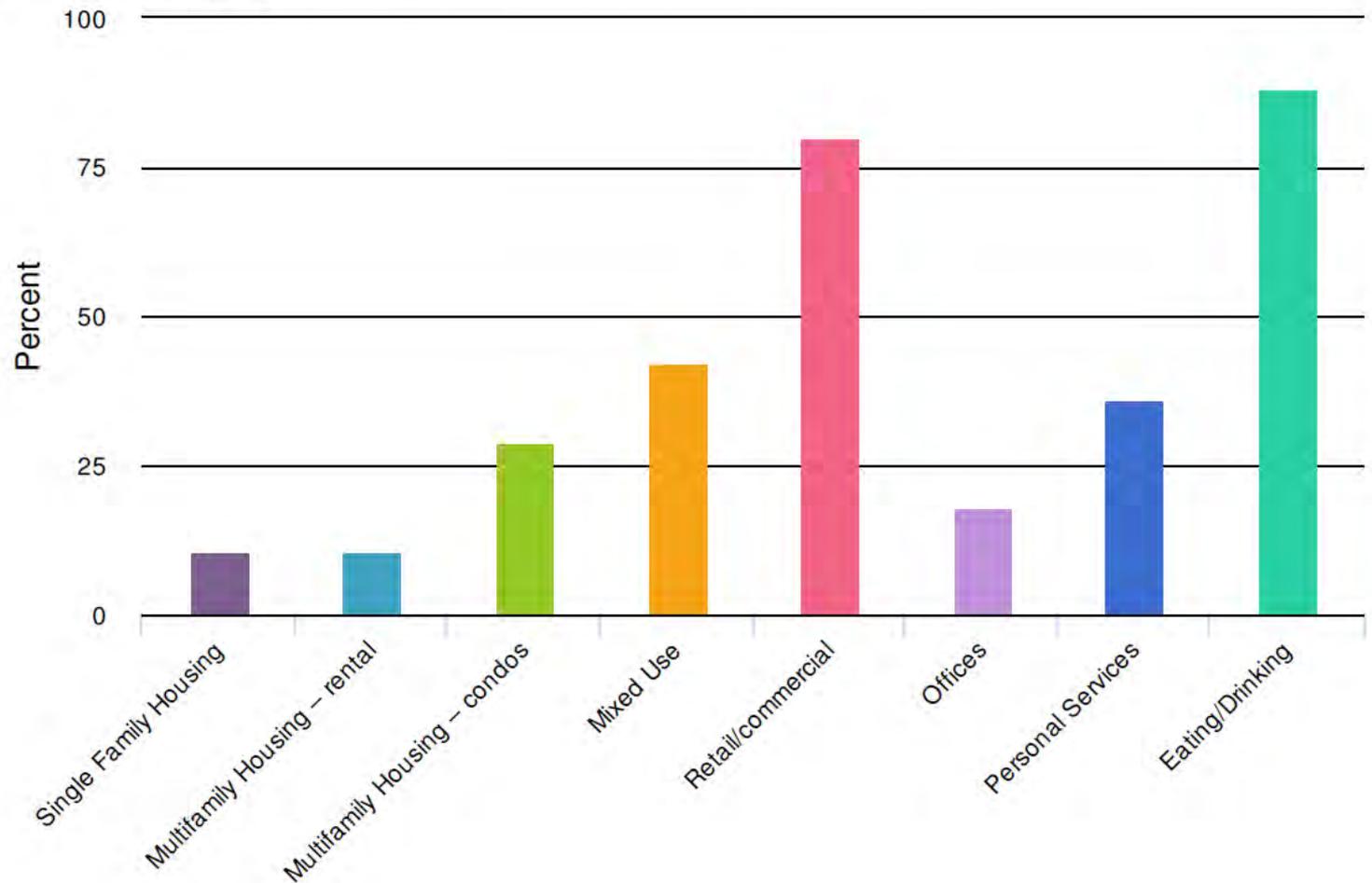
3. What are three words or phrases that best describe Downtown Elm Grove's needs or weaknesses?



Online Survey Findings

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4. What land uses should be the priority of Downtown Elm Grove's redevelopment?
(select all that apply)

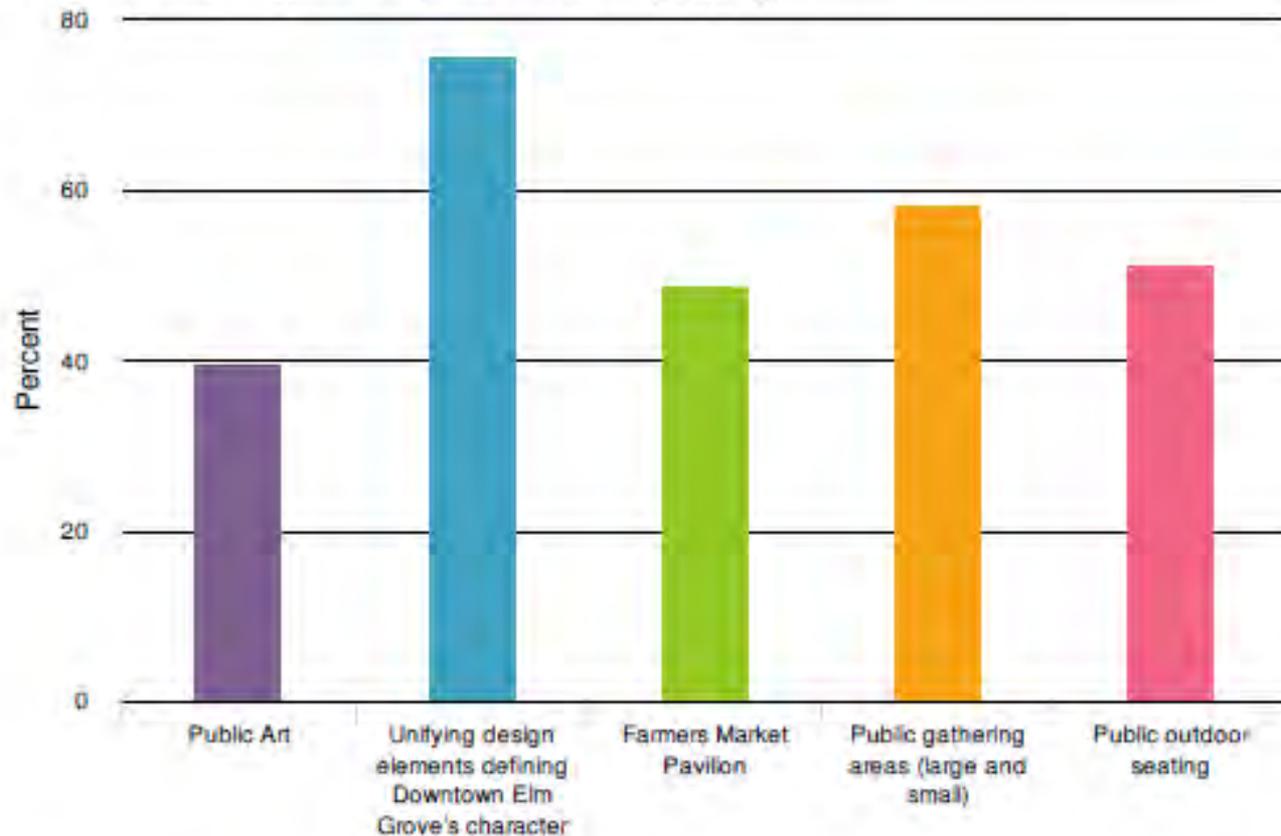


Online Survey

Findings

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5. Which of these design elements do you feel are important to include in Downtown Elm Grove's redevelopment? (select all that apply)



Market Study

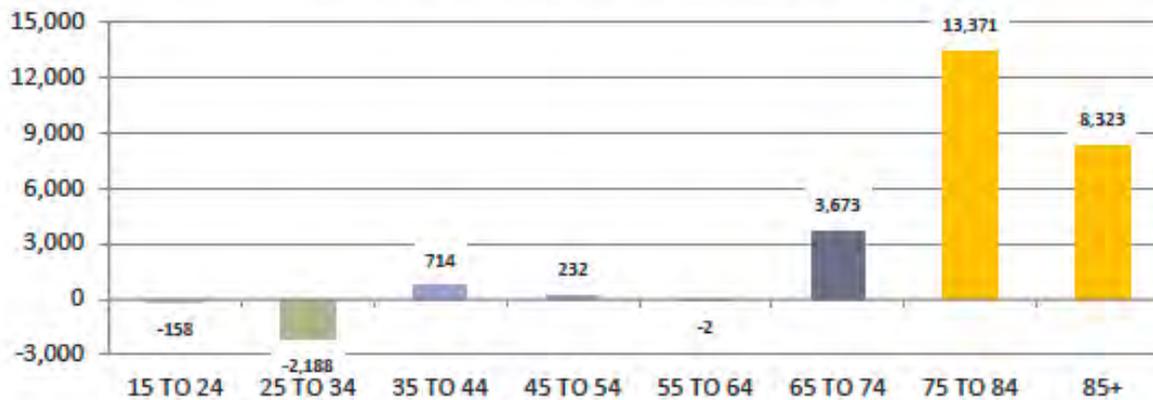
Findings

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- Demographic trends
- Housing
- Retail & Dining
- Office

Housing

PROJECTED CHANGE IN HOUSEHOLDS BY STAGE



SINGLES AND NEW HOUSEHOLDS

Renters and first

FAMILY HOUSEHOLDS

Trade-up homebuyers

EMPTY NESTERS AND ACTIVE SENIORS

Trade-up and

OLDER SENIORS

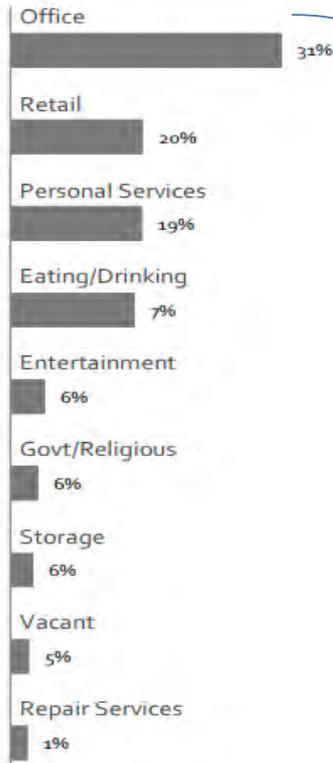
Renters and special needs housing



ELM GROVE'S CENTRAL AREA

Single Family Units	12
Multifamily Units	182
Group Living Quarters	169

Retail and Dining



DOWNTOWN USES
BY FIRST FLOOR AREA

TOTAL NUMBER OF DOWNTOWN COMMERCIAL BUSINESSES BY TYPE	
Professional Offices	71
Personal Services	38
Retail	16
Eating/Drinking	9
Entertainment	2

Very few
neighborhood/
community stores



Larger number of
specialty stores



Few eating and
drinking establishments



Retail and Dining

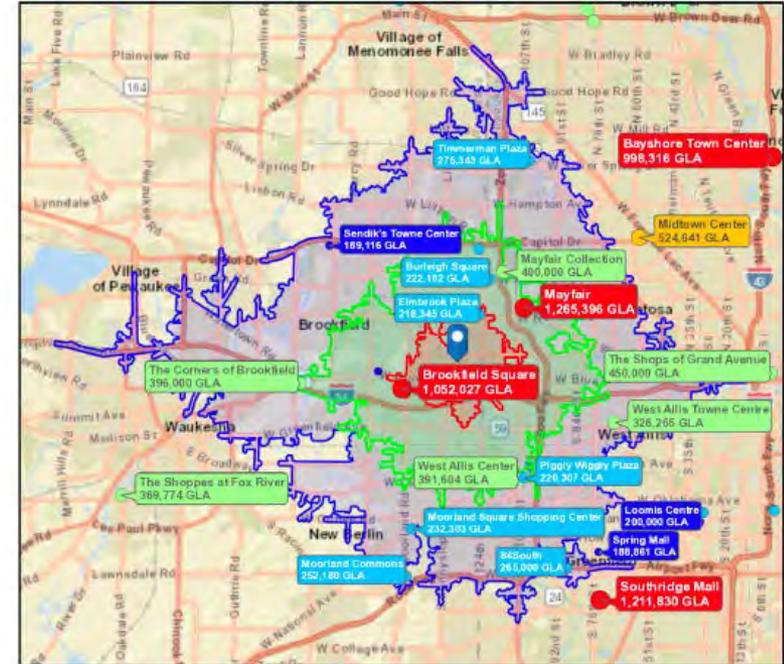
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Market Potentials

TOTAL SPENDING		2018
Full Service Restaurants		\$170,609,000
Limited Service Restaurants		\$215,358,000
Other venues		\$40,554,000
TOTAL		\$426,520,000

RETAIL CATEGORY	MARKET POTENTIAL
Apparel and accessories	162 Million
Gifts and novelties	47 Million
Art galleries and art or craft supplies	13 Million
Furniture and home furnishings	47 Million
Hobby, toy, and game shops	10 Million
Specialty food stores	22 Million

Intense Competition



Office

By 2028, new office jobs will create a demand for 22,732 square feet of new office space

Downtown Elm Grove should seek to capture 20% to 40% of the future demand for office space in the Village.



Development Trends

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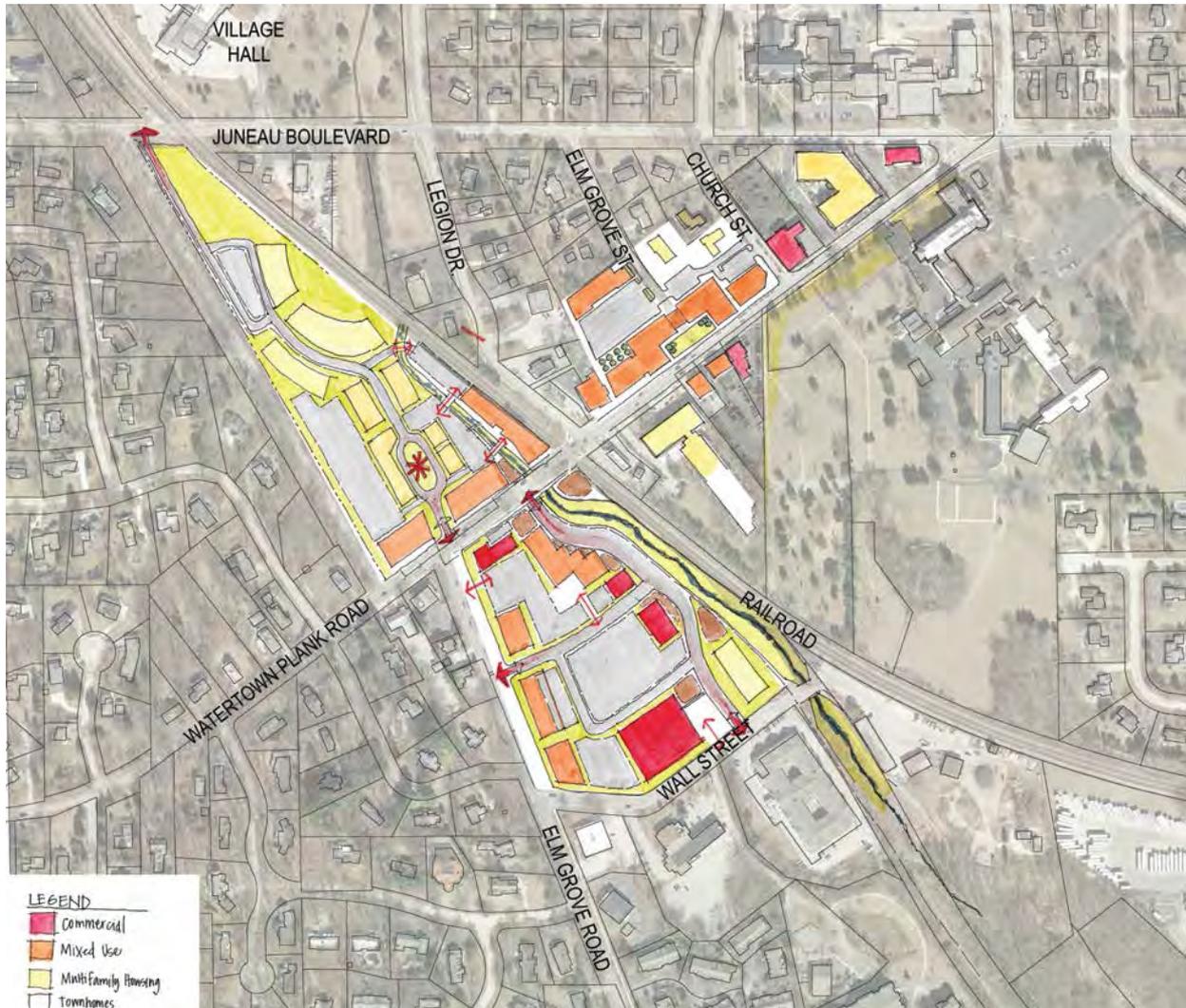
Current Development Trends within the marketplace:

- Destination: Downtown Elm Grove
- The promotion of pedestrian space
- Parking and Circulation
- Density and Mixed Use
 - Housing
 - Retail
 - Recreation



Alternative #1

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

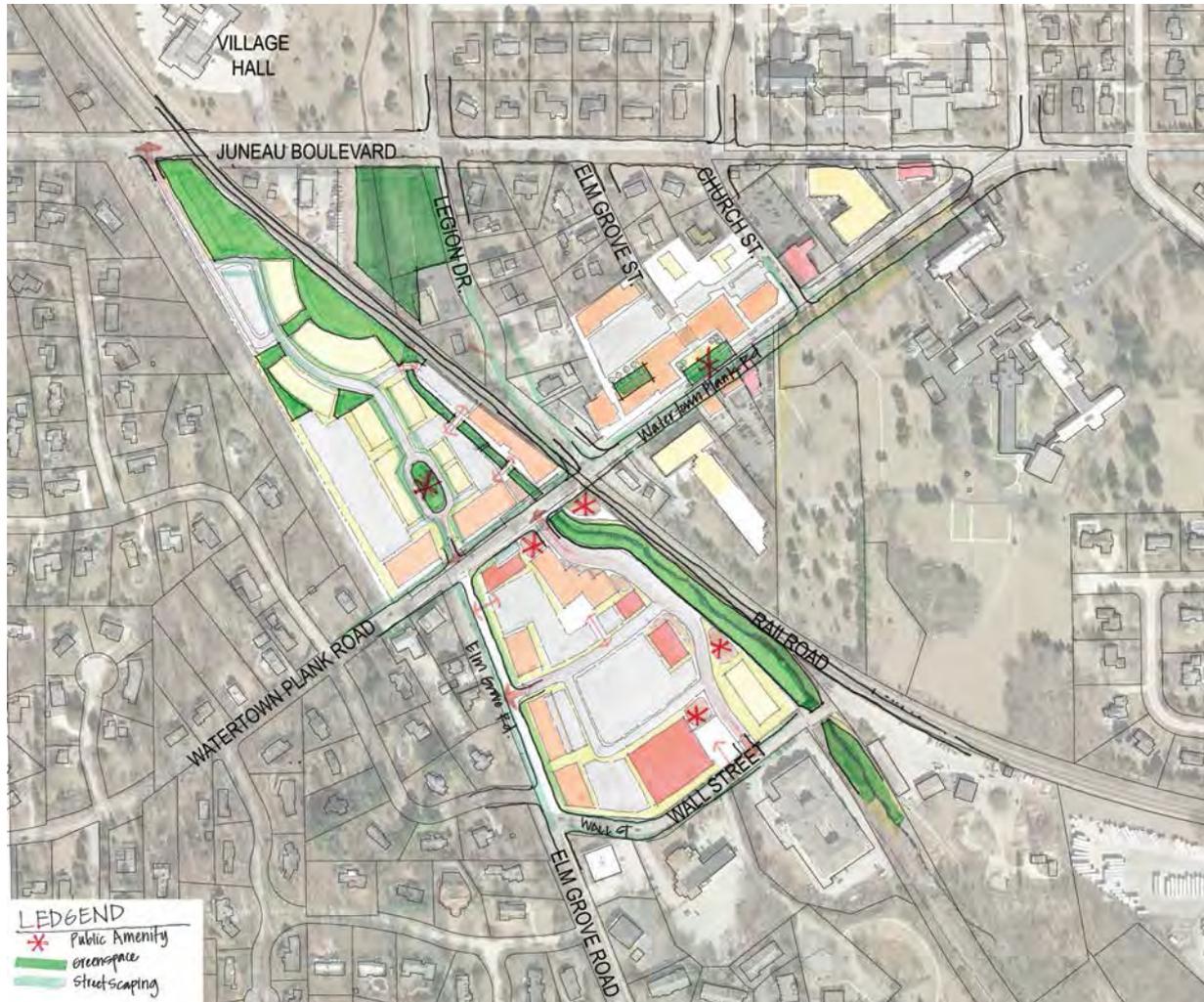


Framework

Diagrams

VILLAGE OF ELM GROVE
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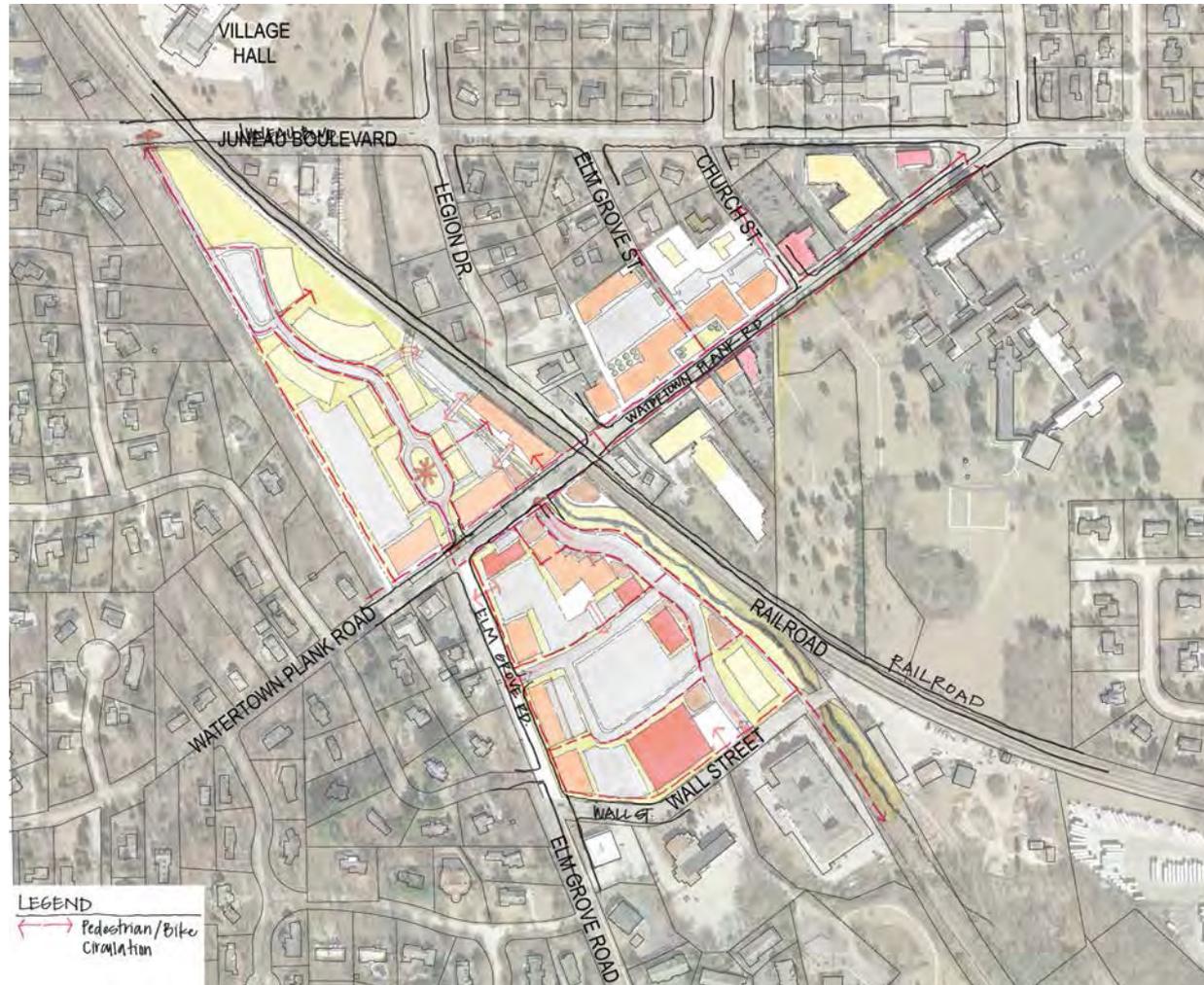
Open Space Framework



Framework Diagrams

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Pedestrian Network

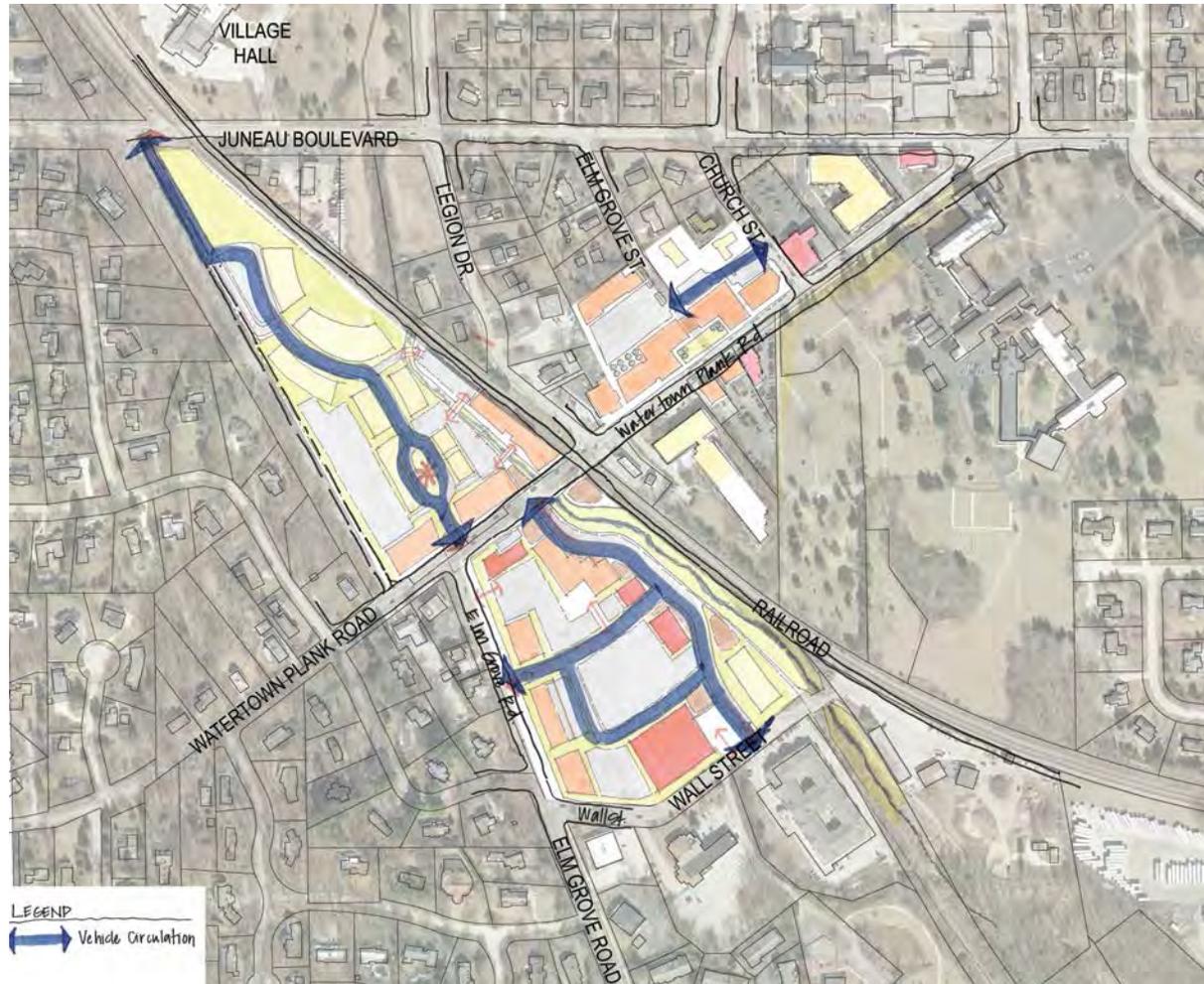


Framework

Diagrams

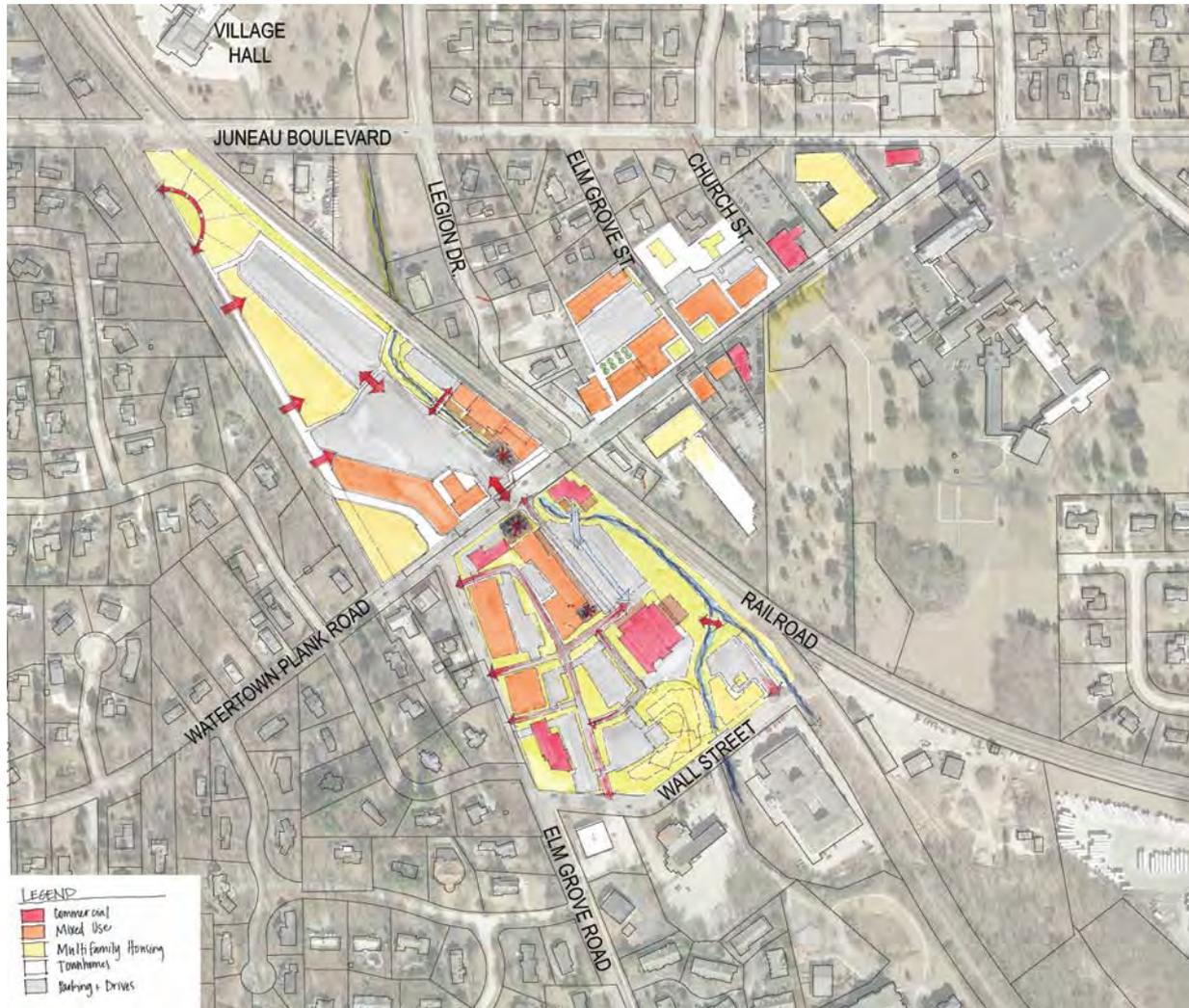
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Vehicular Network



Alternative #2

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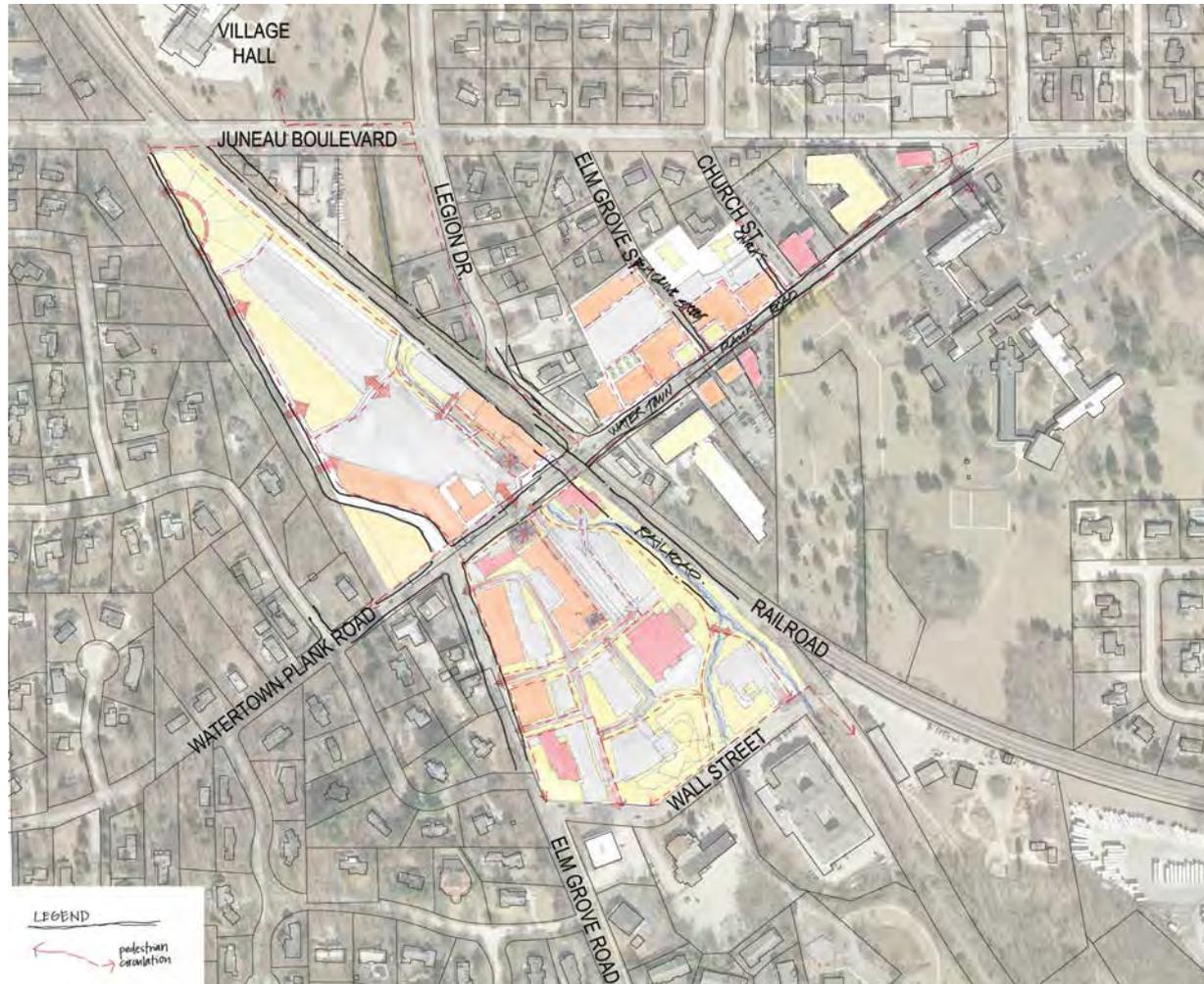


Framework

Diagrams

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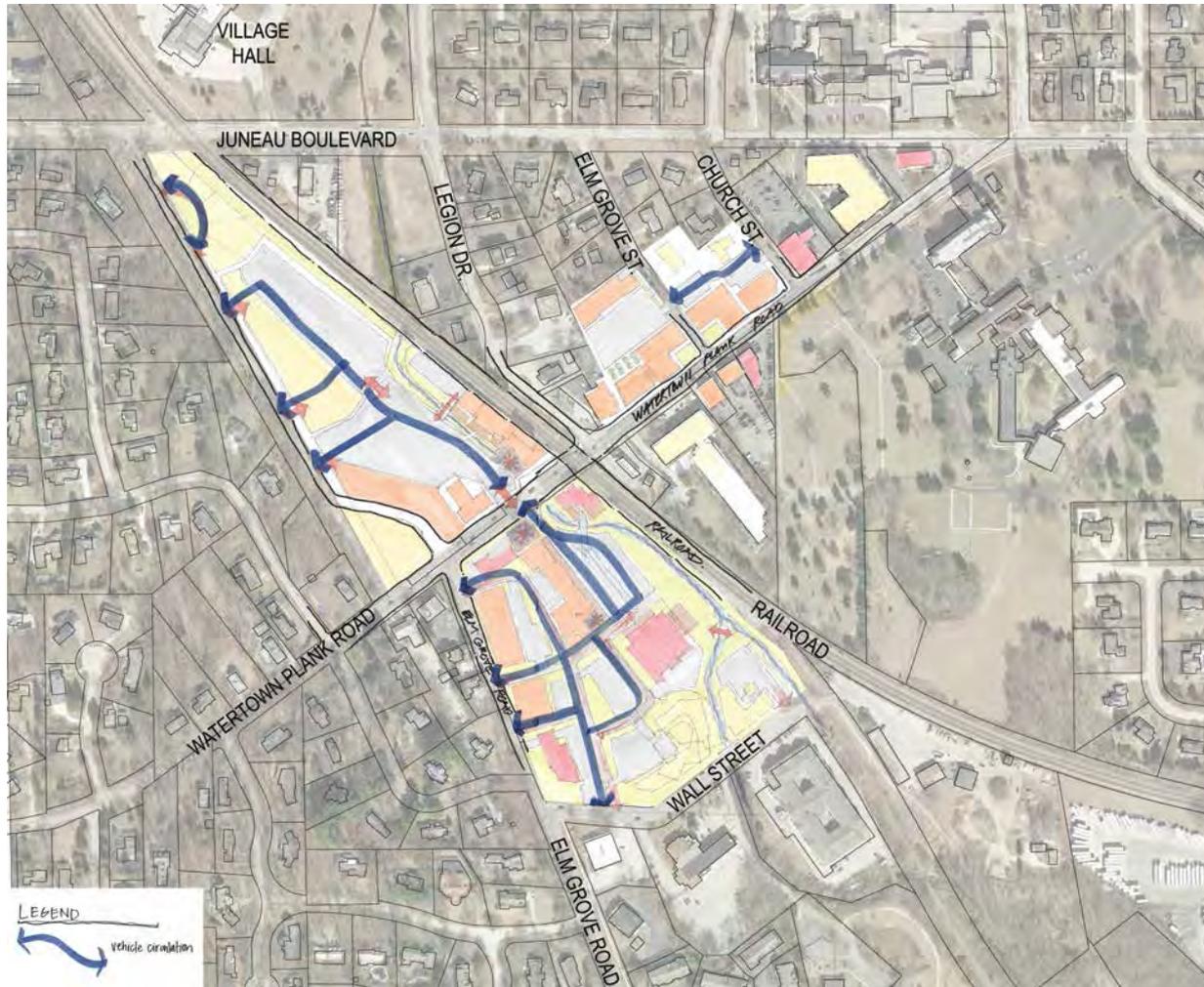
Pedestrian Network



Framework Diagrams

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Vehicular Network



Benefits of Housing

- Supports aging in place
- Critically important to local business vitality

Concerns with Housing

- Traffic impacts
- Impact on Village character

- Key Questions to Ask
 - Where should it go?
 - What type of housing?
 - How much housing?

Where should it go?

- North of Watertown Plank Rd.
- Along the creek
- South of Sendik's/Village Court

Housing

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What type of housing?



How much housing?

- Plenty of demand
- How much does the Village want downtown?

Residential density typically
expressed in dwelling units
per acre
(DU/Ac.)

Housing

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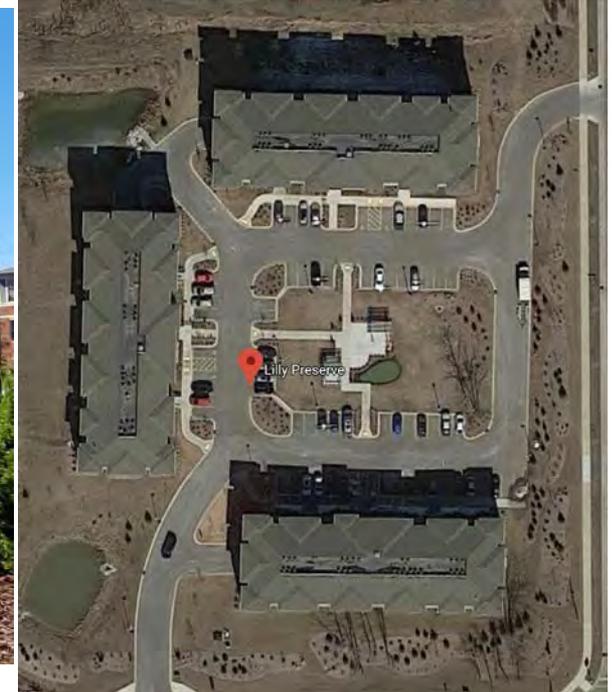


THE PARK, ELM GROVE

Housing Units	40
Acres	11
Density	3.6 DU/Acre

Housing

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LILLY PRESERVE, BROOKFIELD

Housing Units

76

Acres

5

Density (DU/Ac.)

15.2 DU/Acre

Housing

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MAMMOTH SPRINGS, SUSSEX

Housing Units

153

Acres

4.25

Density (DU/Ac.)

36 DU/Acre

Housing

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THE WATERMARK, ELM GROVE

Housing Units	36
Acres	1.4
Density (DU/Ac.)	25.7 DU/Acre

Housing

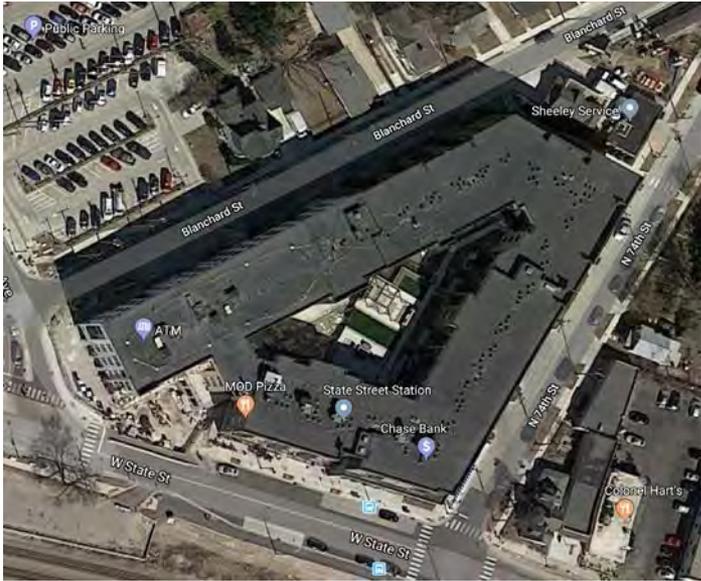
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RAVENNA, SHOREWOOD

Housing Units	20
Acres	.83
Density (DU/Ac.)	24.1 DU/Acre

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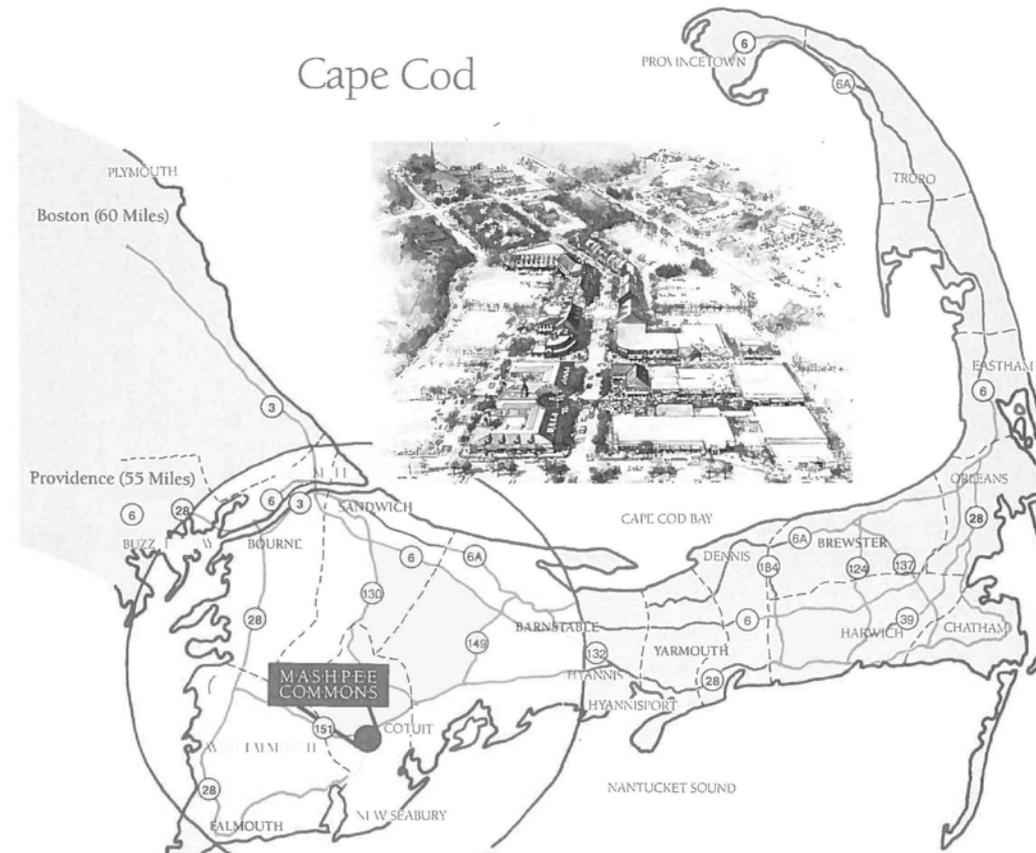
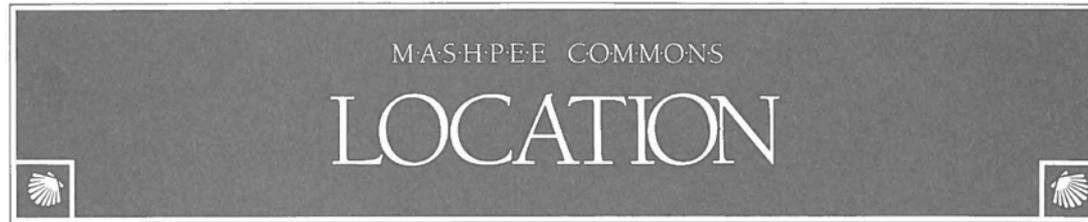
STATE STREET STATION, WAUWATOSA

Housing Units	148
Acres	1.58
Density (DU/Ac.)	94 DU/Acre

Case Study

Precedents

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Case Study

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Case Study

Precedents

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THE REGULATING PLAN OF MASHPEE COMMONS MASHPEE MASSACHUSETTS



Fields Point Limited Partnership
Owner

Andres Duany & Elizabeth Plater-Zyberk
Town Planners

Charles Berrell
William Deane
Terik C. Sager
Vera Kruger
Nick Molari

Stephen Rothwell
Julius Sney
Mauri Parronides
Bill Lamerla
Ann Dale

Eric Callahan
Douglas Foster
Paul Hodge
John Santiago, Esq.
Elizabeth Plater-Zyberk

Case Study

Precedents

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Case Study

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Case Study

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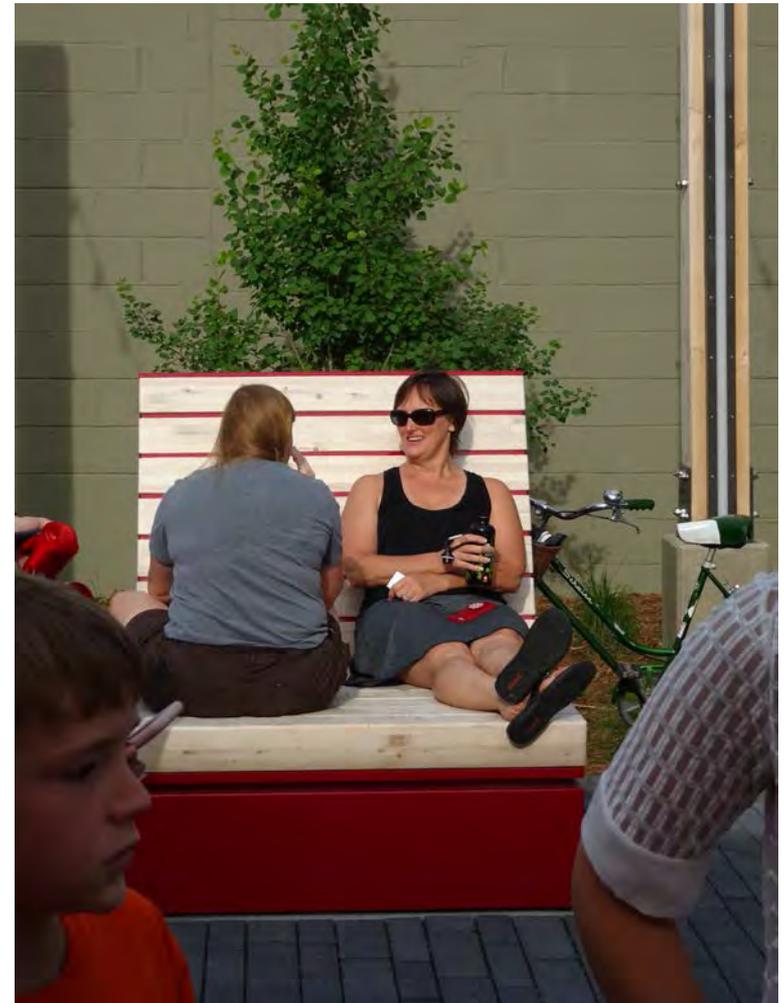
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Case Study

Precedents

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Case Study

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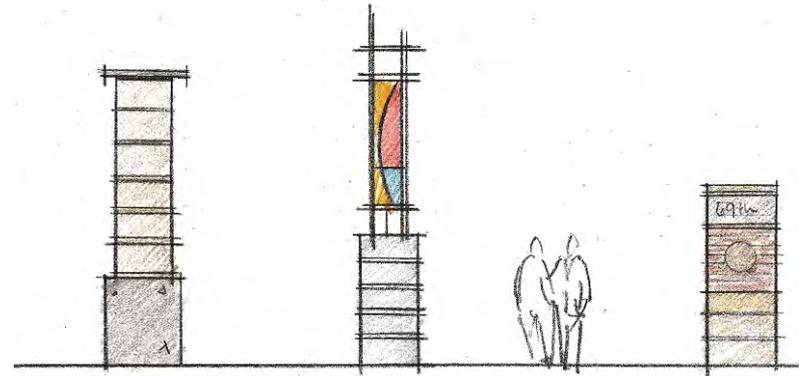
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Case Study

Precedents

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Case Study

Precedents

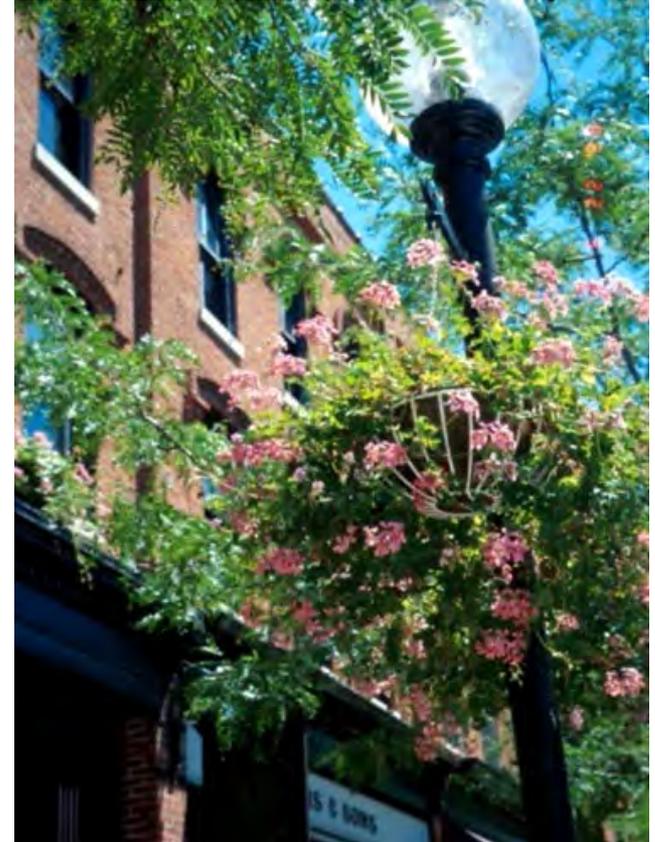
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Case Study

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Case Study

Precedents

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What is next?

- Prepare Draft Land Use Plan
- Identify Implementation Strategies
- Prepare Draft and Final Plans
- Plan Adoption

What is next?

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Status Quo



Tomorrow's Vision



Thank you!