



2018 Downtown Master Plan Workshop Debrief

October 22, 2018
Village of Elm Grove,
Wisconsin



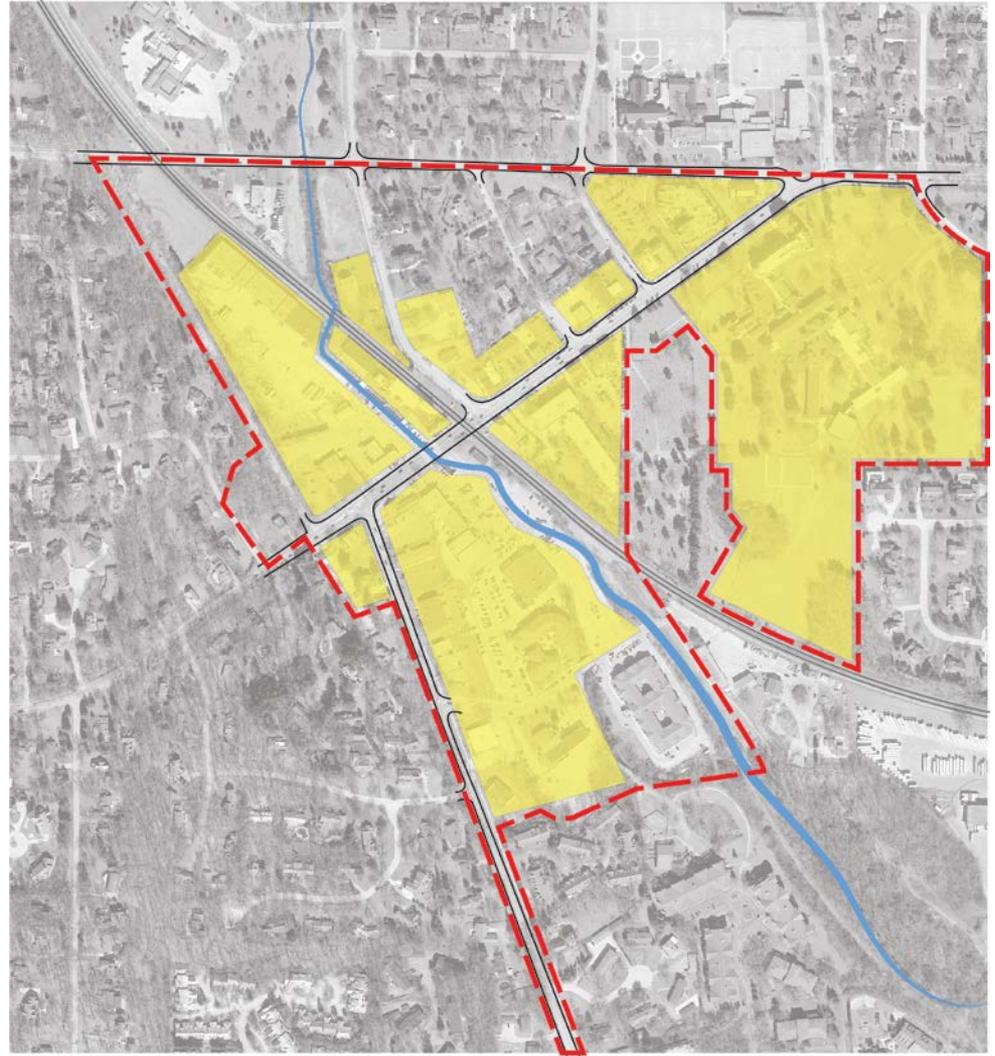
Building a Better World
for All of Us®

Elm Grove

Today

VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN

Project Boundary



Workshop overview

VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN

Time	2-Oct	3-Oct	4-Oct
9:00 AM	Orientation and Site Analysis Briefing	Team Work Planning Meeting: Develop Initial Design Concepts	Team Work Planning Meeting: Refine Design Concepts
10:00 AM	Downtown Stakeholder Meeting #1		
11:00 AM			
12:00 PM	Downtown Stakeholder Meeting #2		Project Team Work Product Review
1:00 PM			Completion of Charrette Work Products
2:00 PM	Downtown Stakeholder Meeting #3		
3:00 PM	Team Work Planning Meeting: Develop Initial Design Concepts	Full Project Team Design Review Session with Downtown Stakeholders	
4:00 PM		Evening Refinement Session	Presentation to Community and Downtown Stakeholders
5:00 PM	Presentation to Community		
6:00 PM	Team Work Planning Meeting: Develop Initial Design Concepts		
7:00 PM			
8:00 PM			

Project Intent

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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

Focus Group

Findings

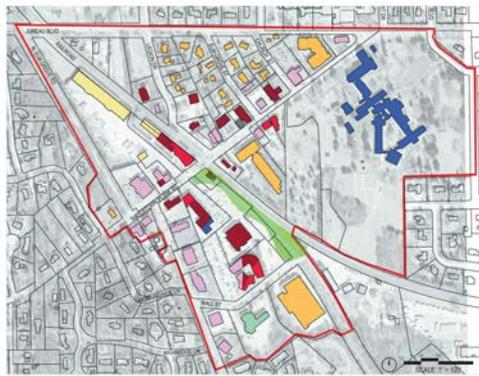
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- Buying local
- Parking + Access
- Branding + Wayfinding
- Walkability + Housing
- Managing the district

Elm Grove

Today

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FIRST FLOOR



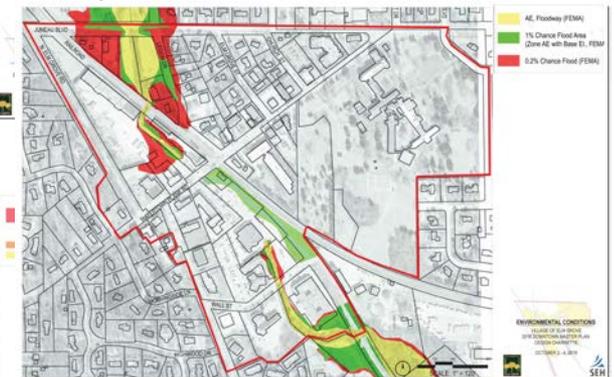
BLDG. CONDITIONS



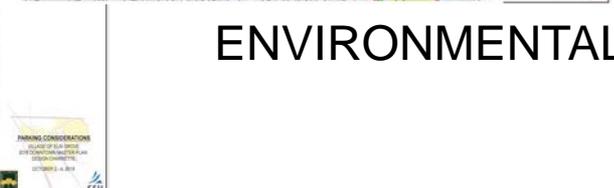
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PARKING



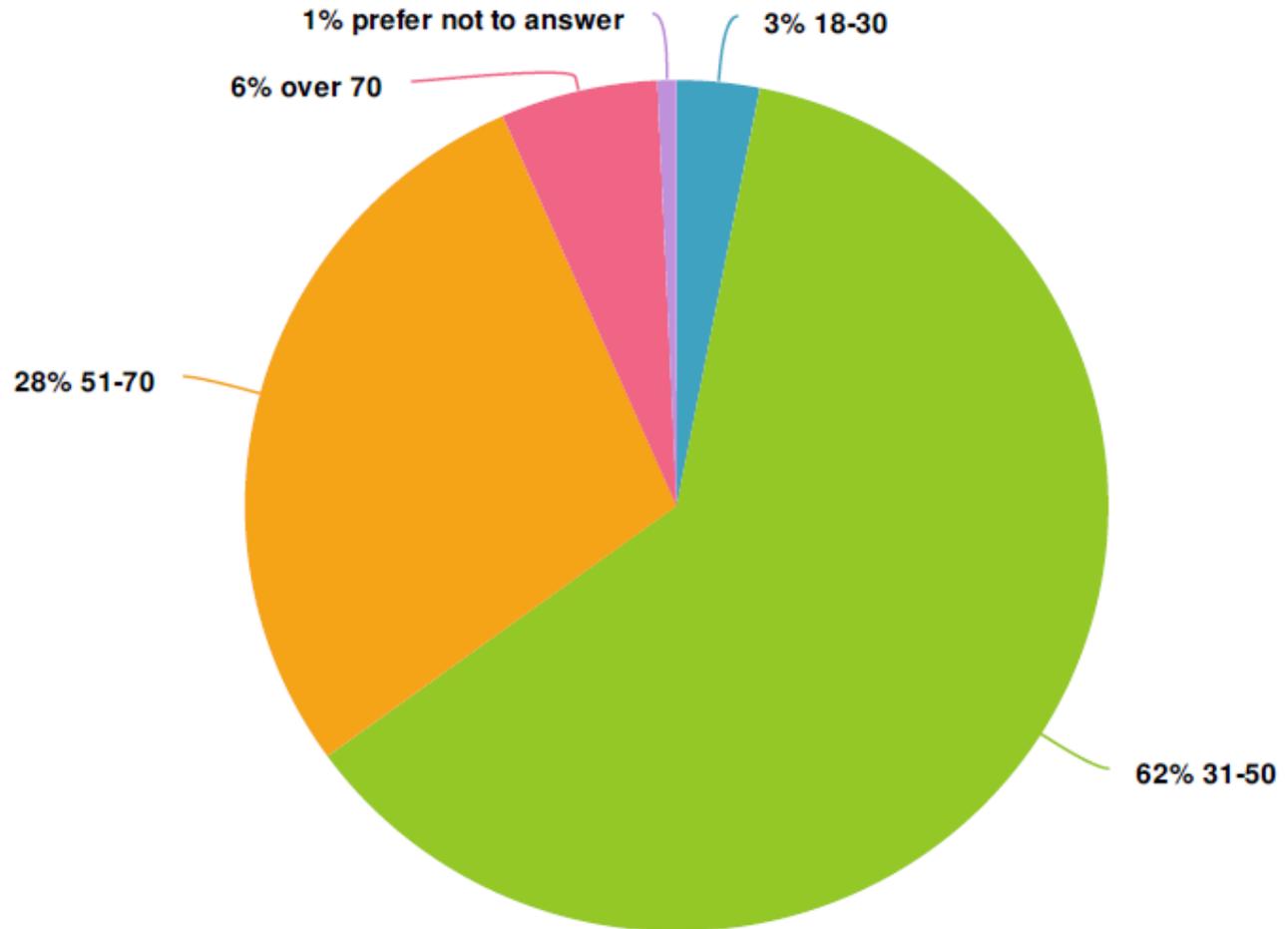
ENVIRONMENTAL



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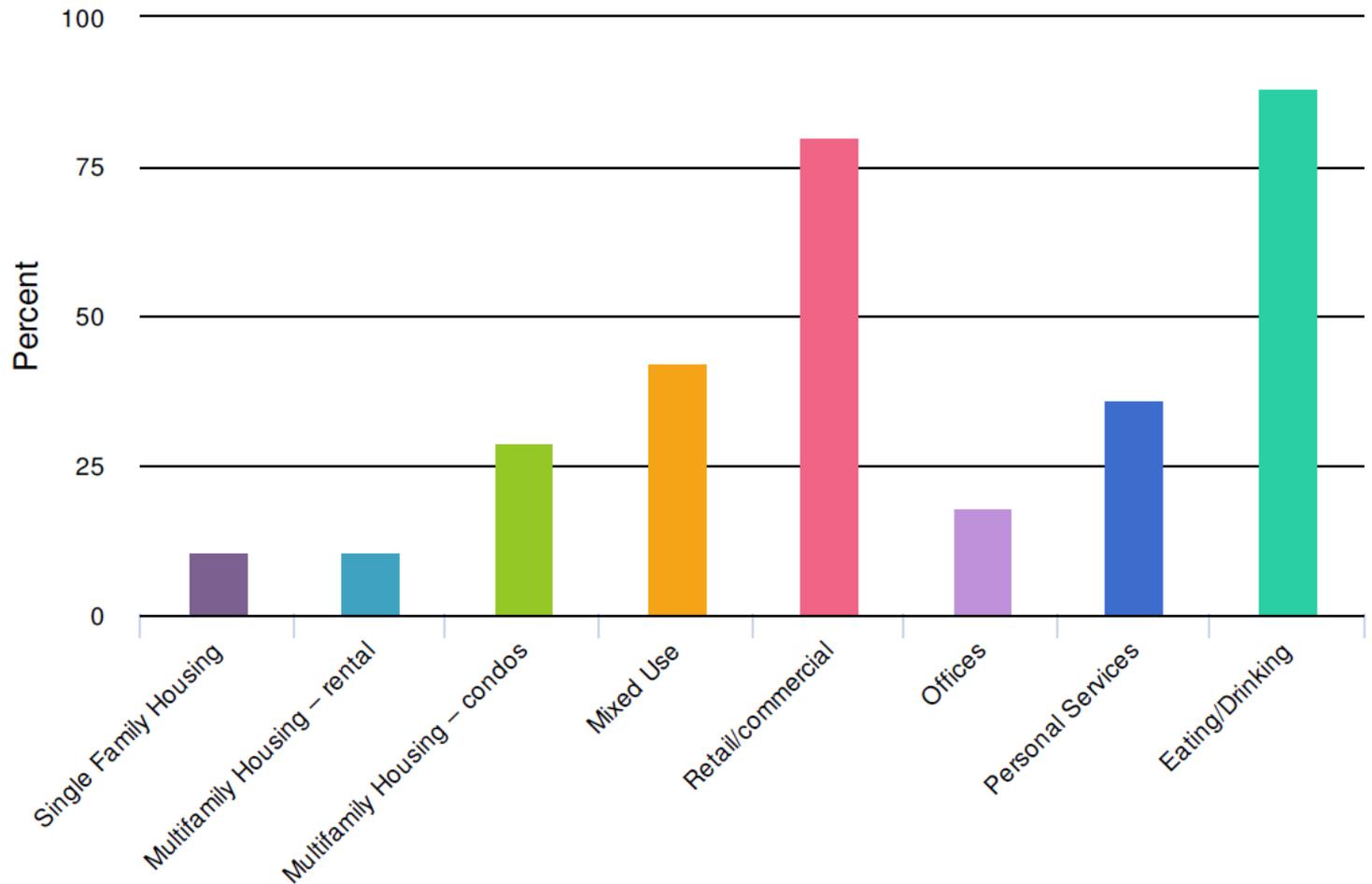
3. What are three words or phrases that best describe Downtown Elm Grove's needs or weaknesses?



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)

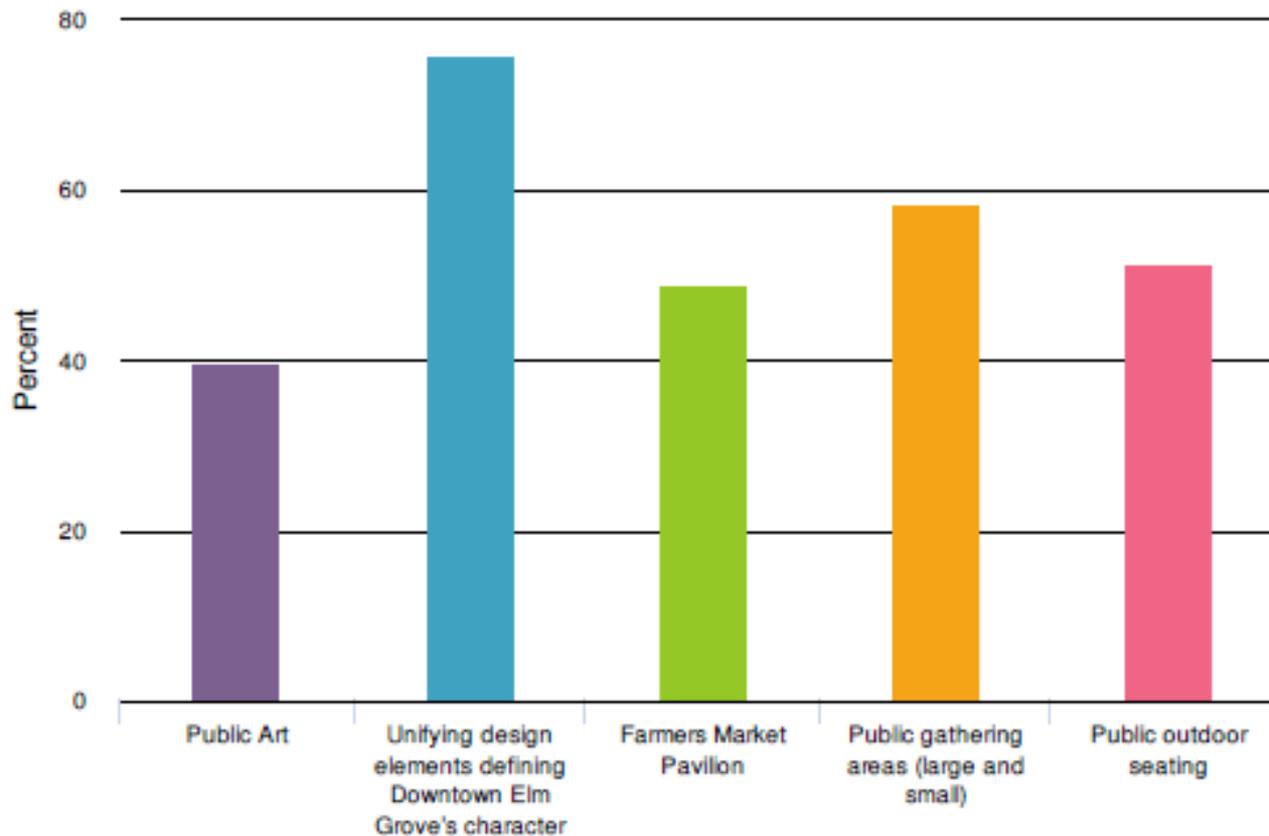


Online Survey

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)



Comments

Stakeholder + Public

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ECONOMIC

- Challenge of retail retention
- Encourage linked trips
- Makers/art/artisan cluster
- Restaurants – diverse mix from quick serve to formal dining
- Mixed use development
- Co-working facilities

Comments

Stakeholder + Public

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BRANDING + IDENTITY

- Walkable and bikeable downtown
- Balance between attraction and quaintness
- Public green space
- Community events: bike rides, music, etc.
- Update signage code and recommendations
- Parking: on street, underground, or back of building

Comments

Stakeholder + Public

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TRANSPORTATION

- Lots of car accidents due to lack of well-designed parking lots
- No continuity of bike/sidewalk/parking
- Lots of driveway entrances to Watertown Plank Road; both confusing and congested

Comments

Stakeholder + Public

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HOUSING

- Increase in downtown housing desired
- Multifamily housing – downsizing households
- Senior housing – mix of independent and assisted living

Comments

Implementation Concerns

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- Municipal Water
- Utilities
- Stormwater Management
- Public Safety
- Business Marketing + Promotions

Market Study

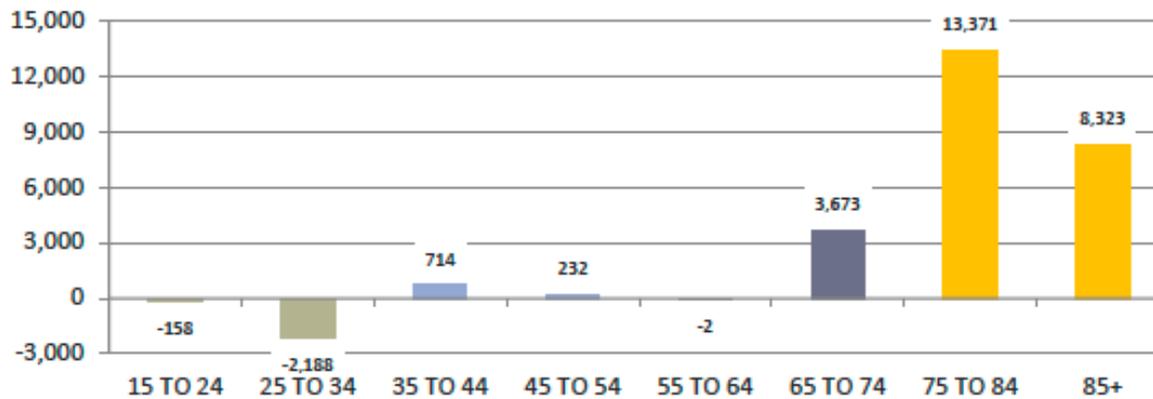
Findings

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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

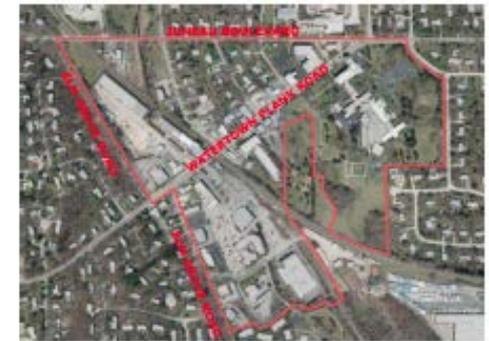
Trade-up homebuyers

EMPTY NESTERS AND ACTIVE SENIORS

Trade-up and

OLDER SENIORS

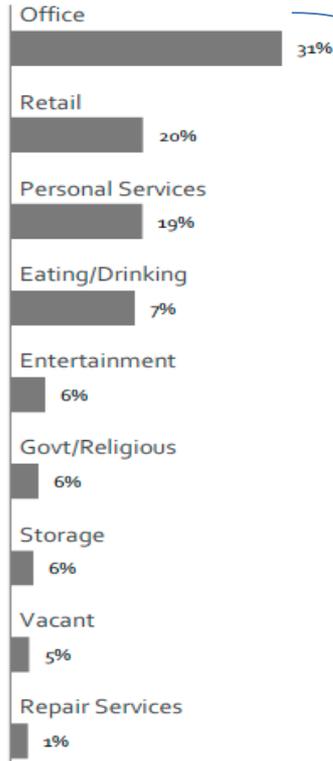
Renters and special needs housing



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

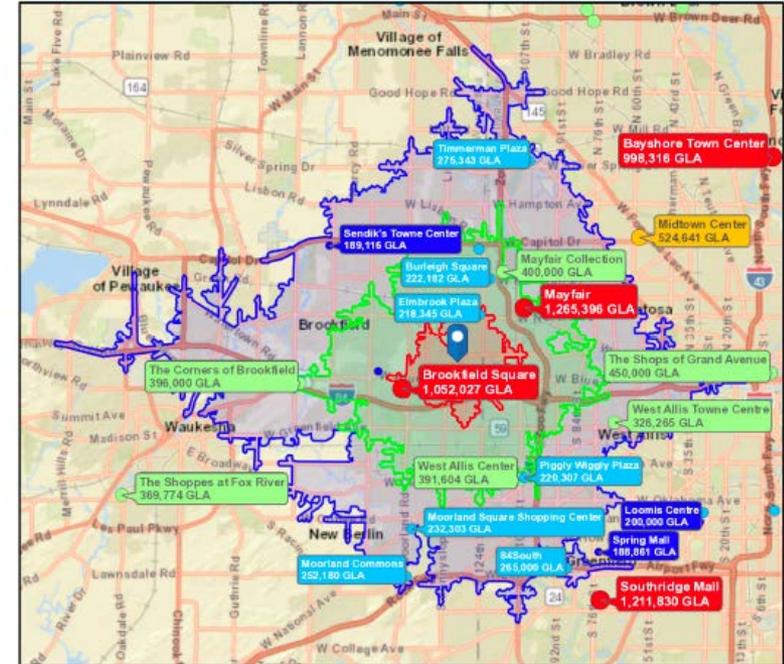
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Market Potentials

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

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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



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?



Housing

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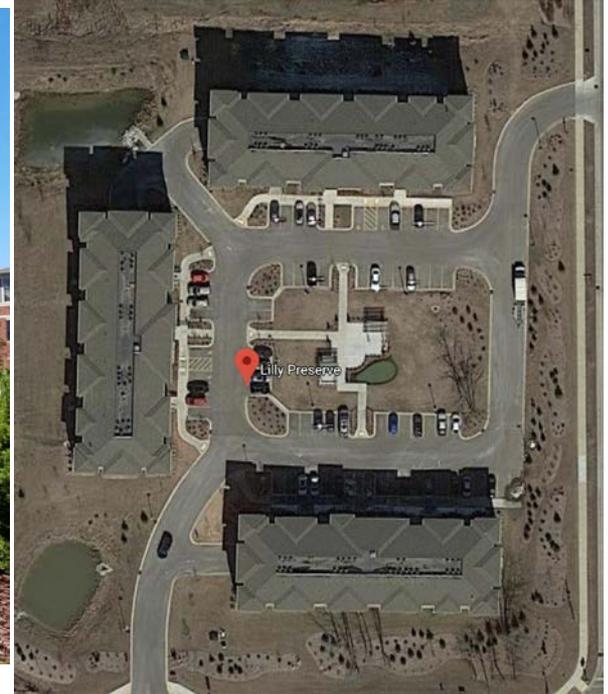


THE PARK, ELM GROVE

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

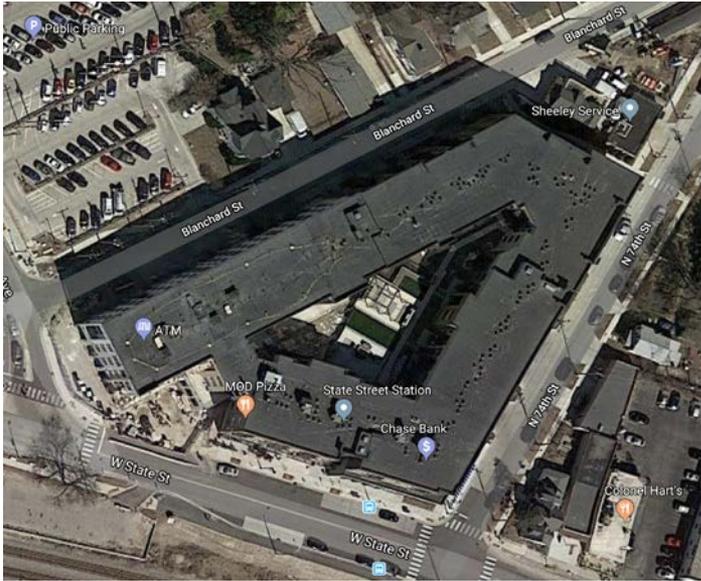
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RAVENNA, SHOREWOOD

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

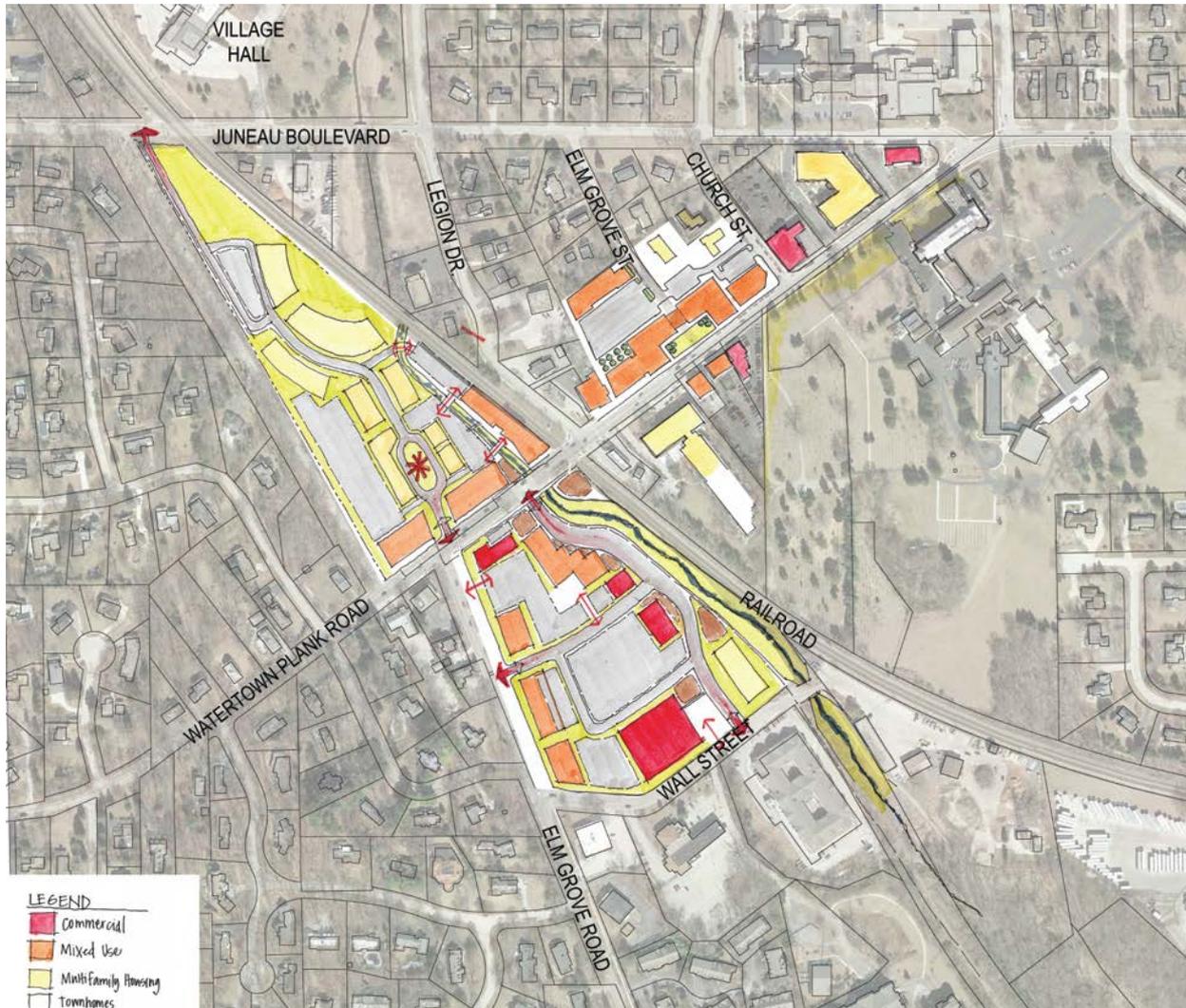
How much housing?

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

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

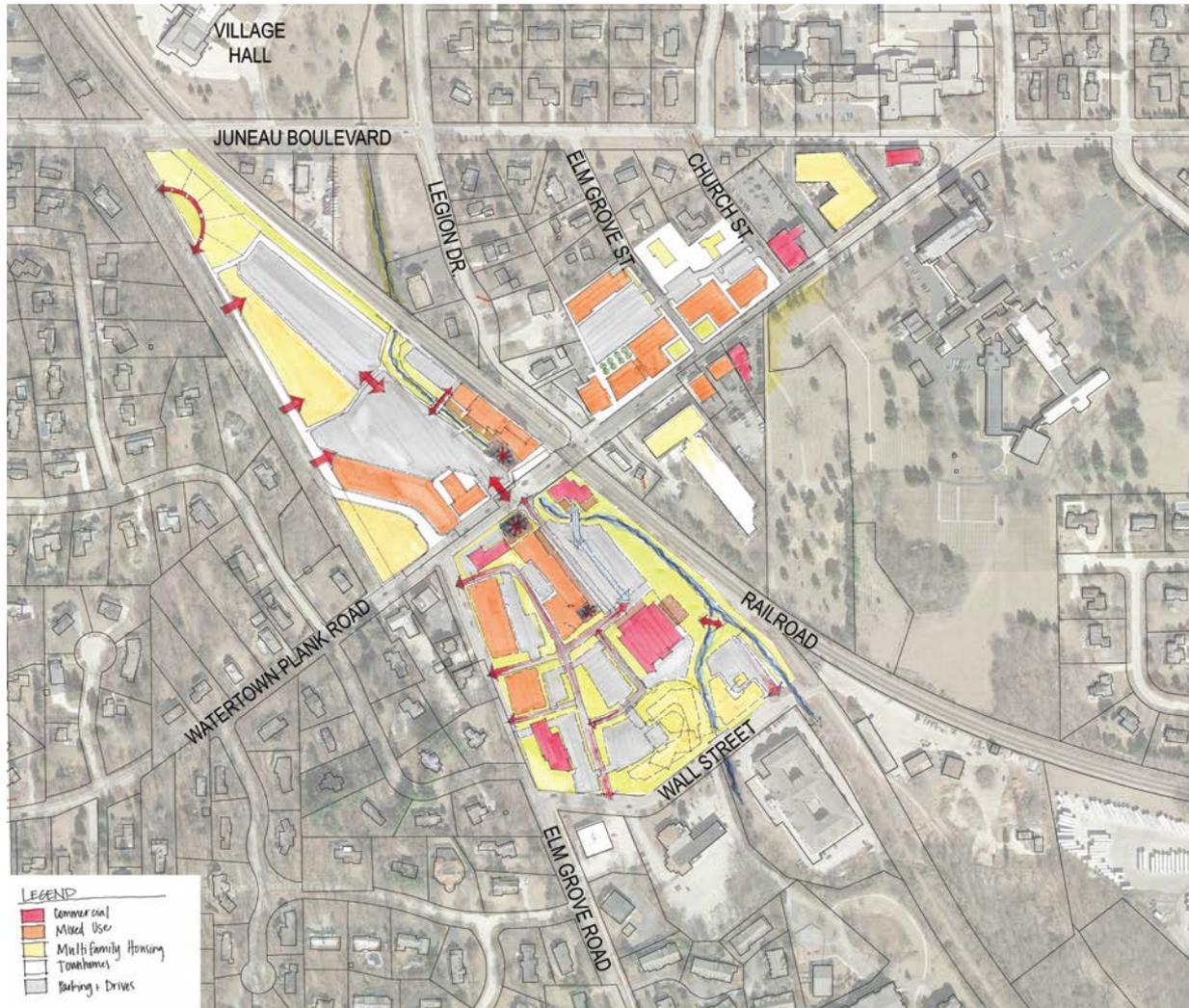
Alternative #1

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Alternative #2

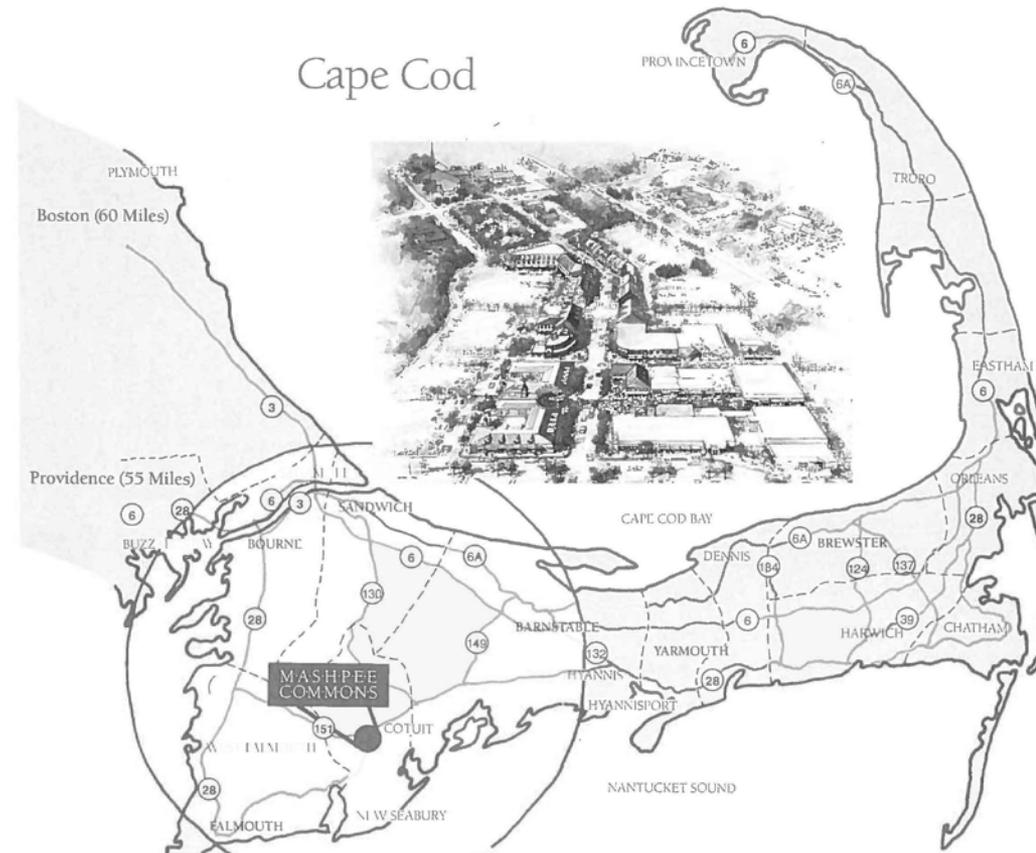
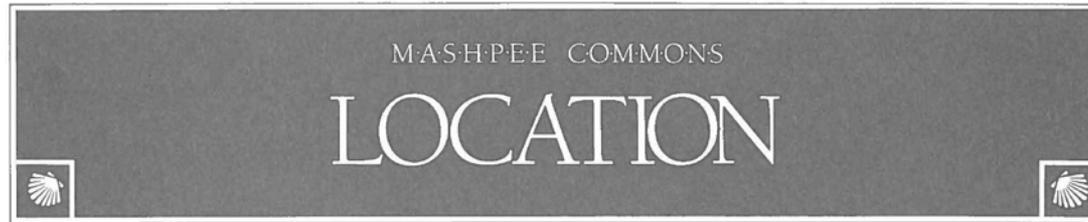
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Case Study

Precedents

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Case Study

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Precedents

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What is next?

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Status Quo



Tomorrow's Vision

What is next?

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



Thank you!