



Downtown Master Plan Public Presentation

April 10, 2019
Village of Elm Grove,
Wisconsin



Building a Better World
for All of Us®

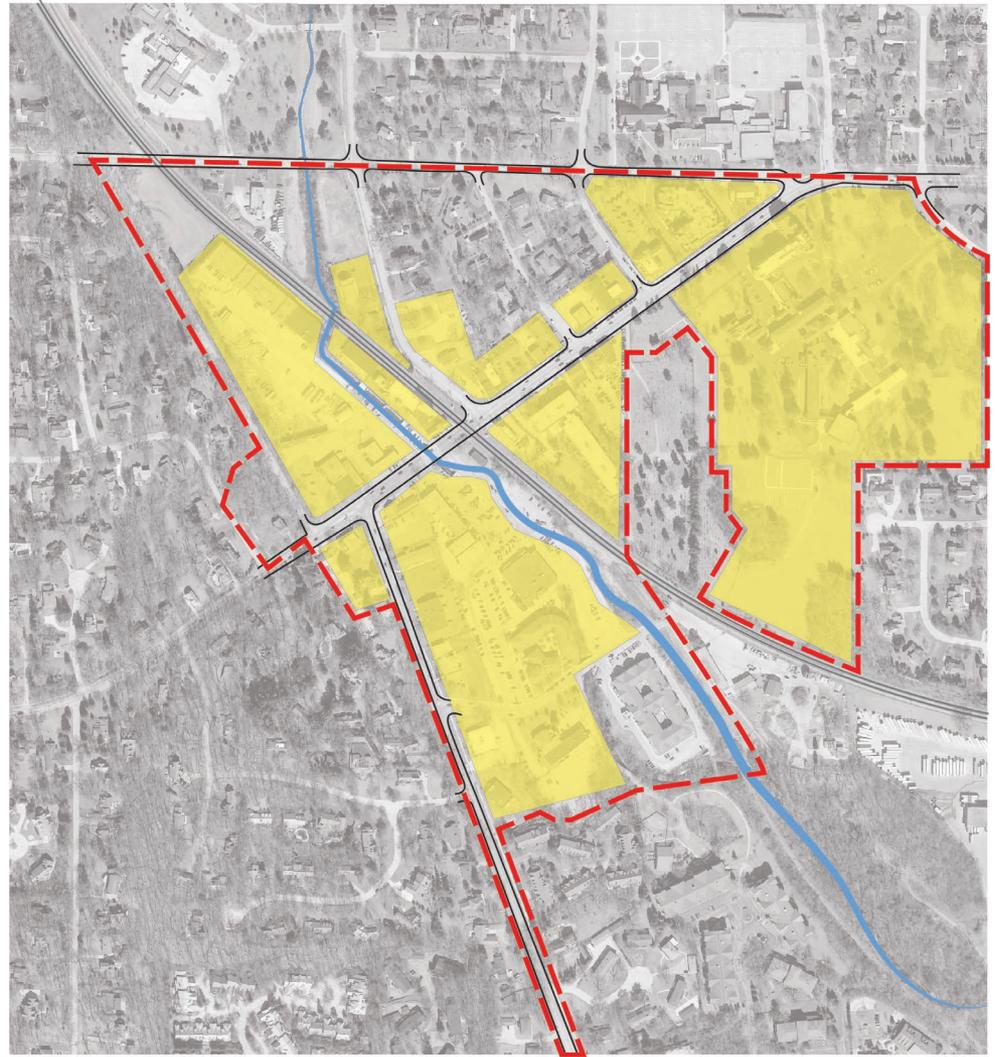
Develop a cohesive redevelopment plan that addresses:

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

Elm Grove

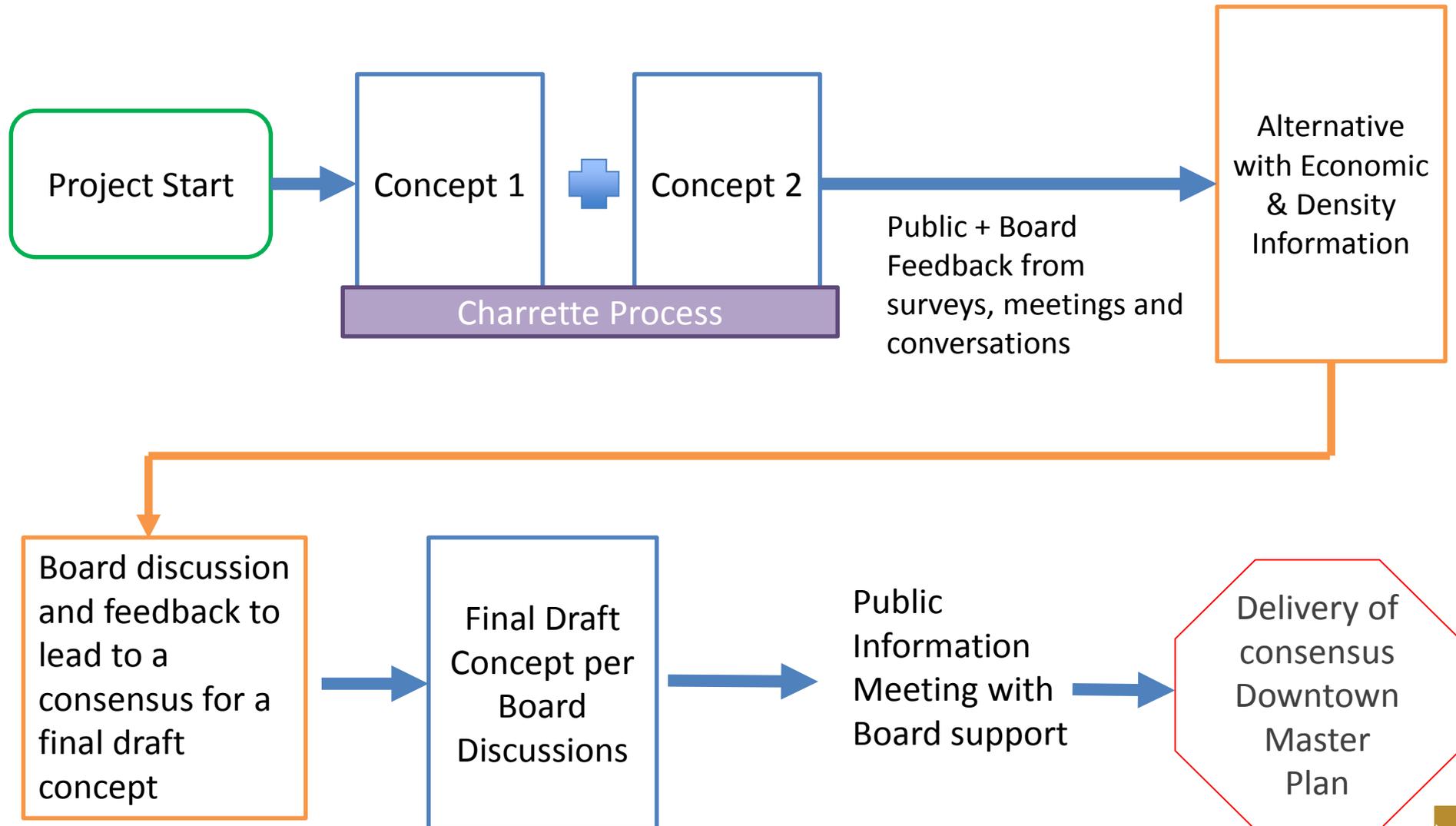
Today

Project Boundary



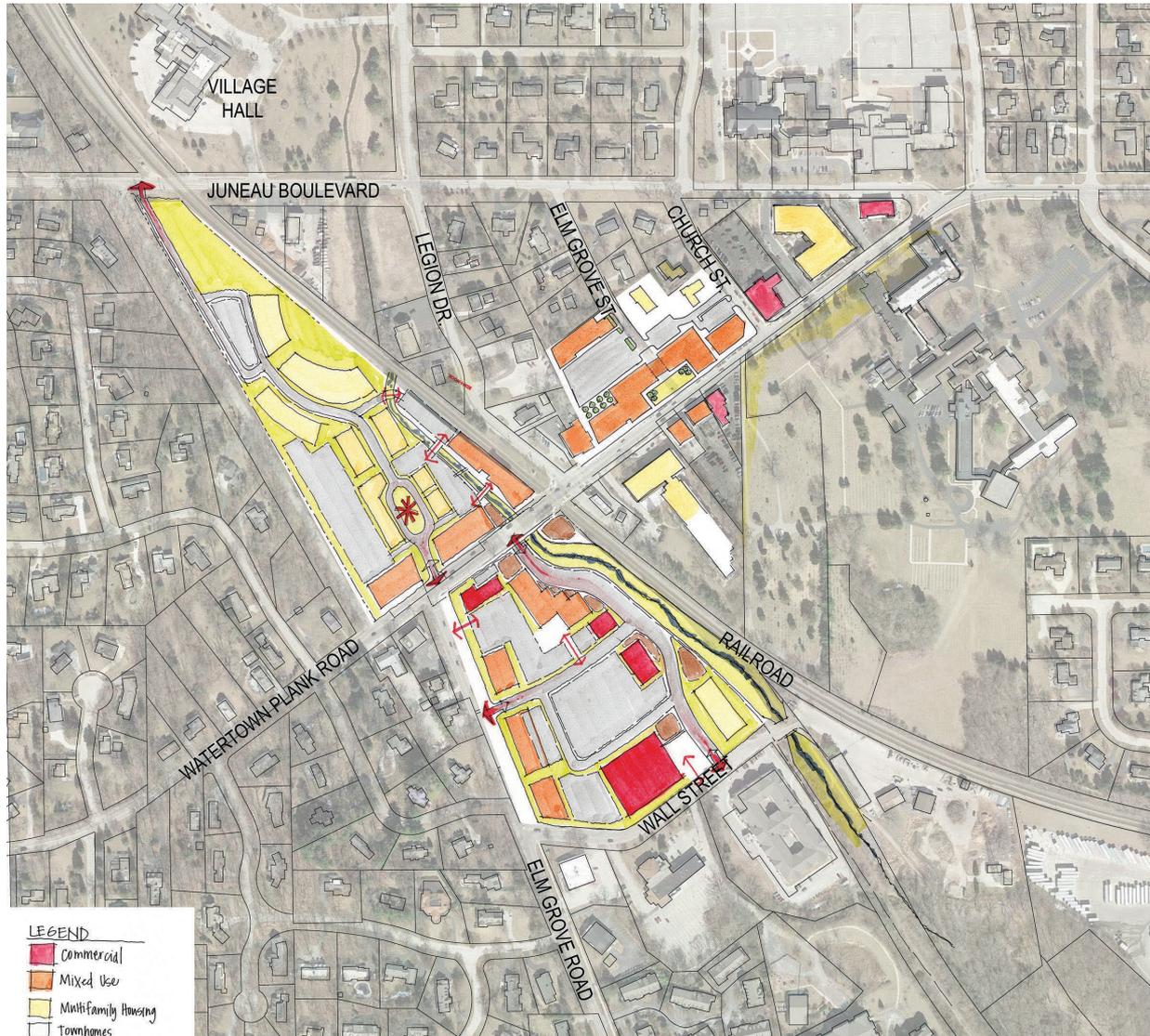
Project Flow

VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN



Concept #1

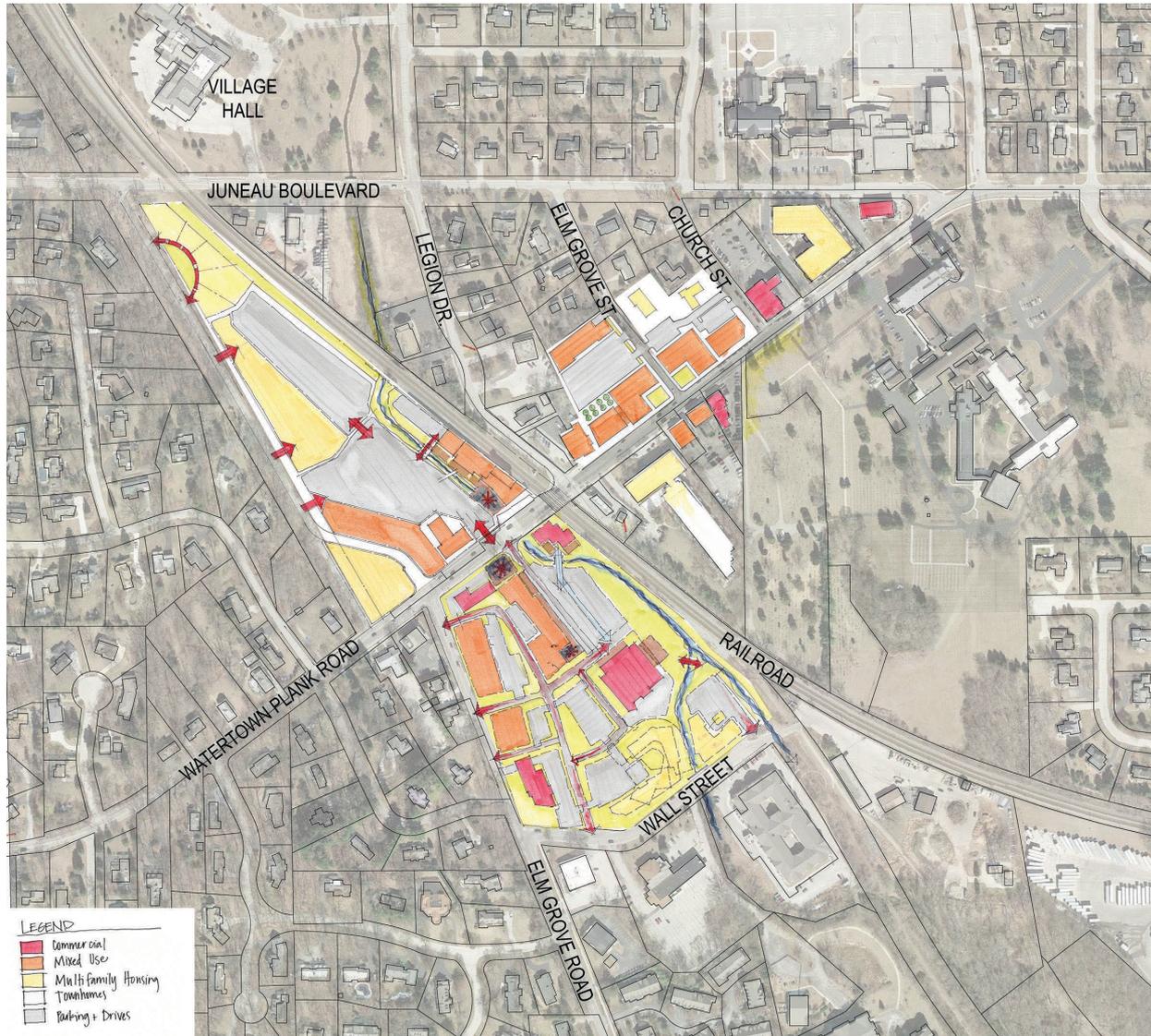
VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



Parking in
planned lot
areas only =
863 spots

Concept #2

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



Parking in
planned lot
areas only =
1,018 spots

Feedback

- Online and Hard Copy Survey Results
- Focus Group Findings
- Comments from Stakeholders and Public throughout charrette process
- Implementation Concerns

Online Survey

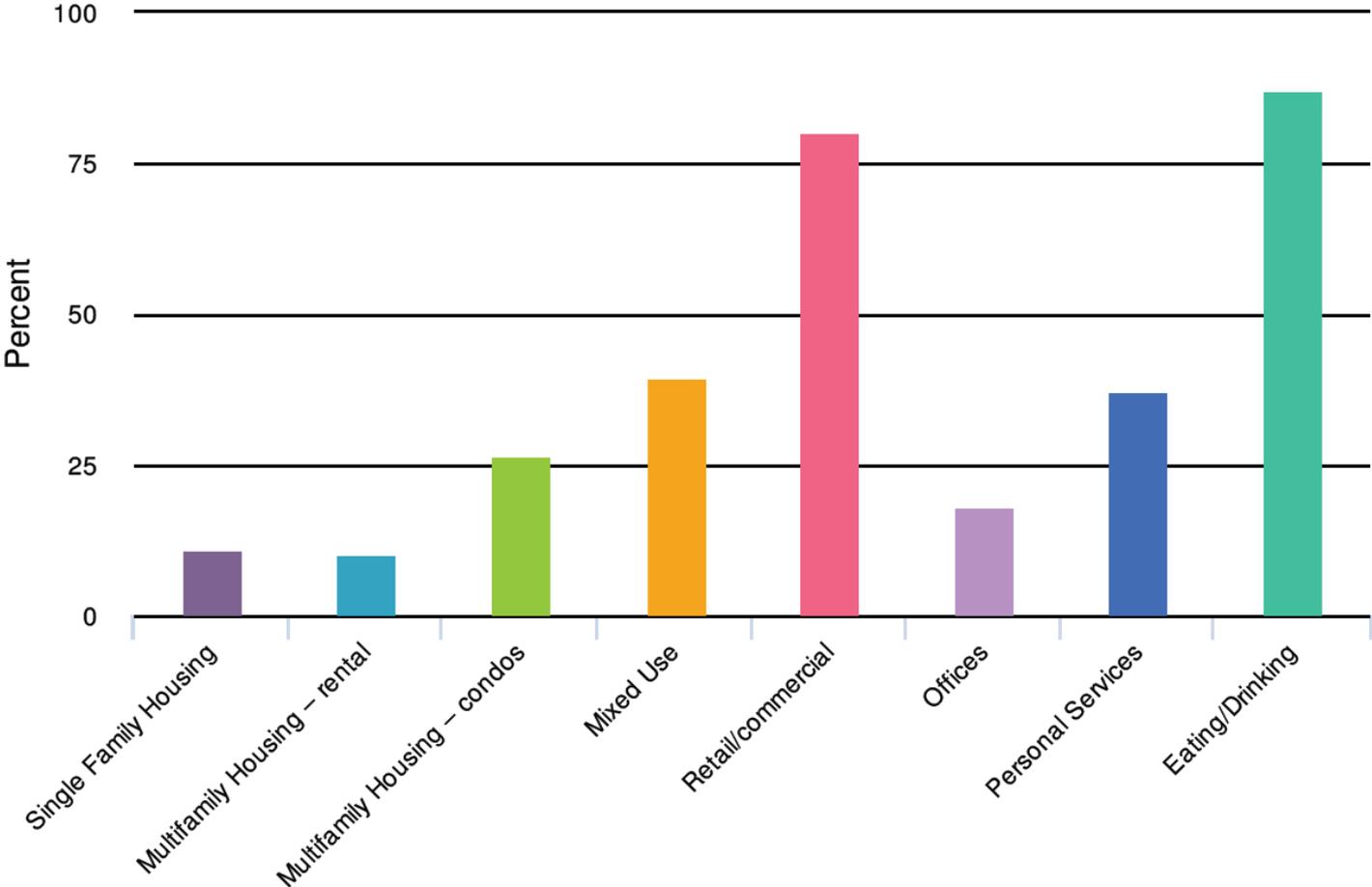
Findings

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



Online Survey Findings

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



Focus Group

Findings

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

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

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

TRANSPORTATION

- Poorly designed parking lots leads to confusion and fender benders
- No continuity of bike/sidewalk/parking
- Lots of driveway entrances to Watertown Plank Road; both confusing and congested

HOUSING

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

Market Study

Findings

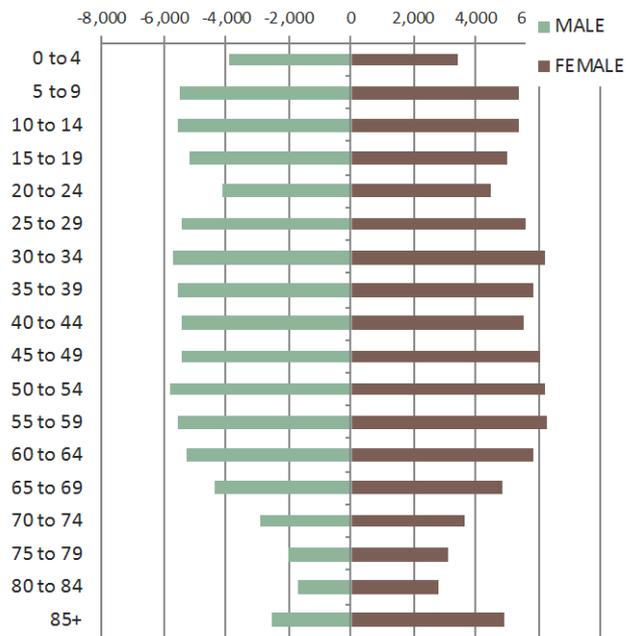
VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN

- Demographic trends
- Retail & Dining
- Development Trends
- Housing Trends

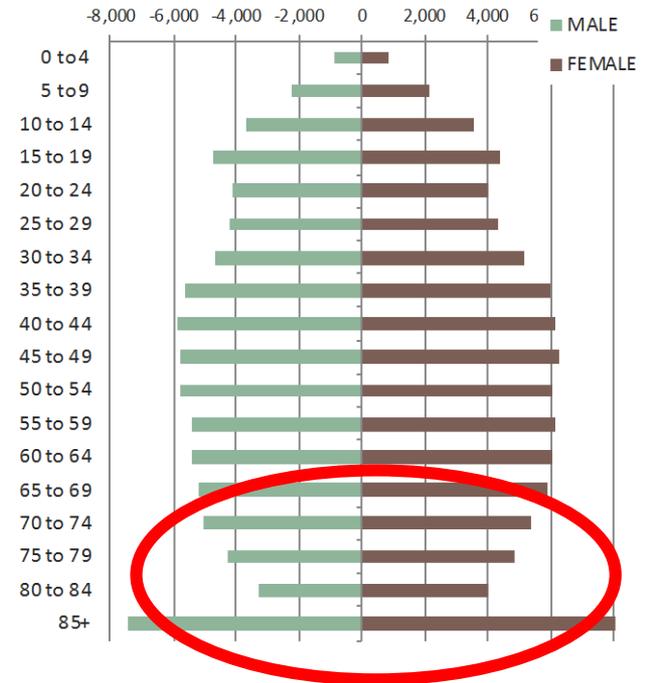
Demographic trends

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

2018



2028



Retail and Dining

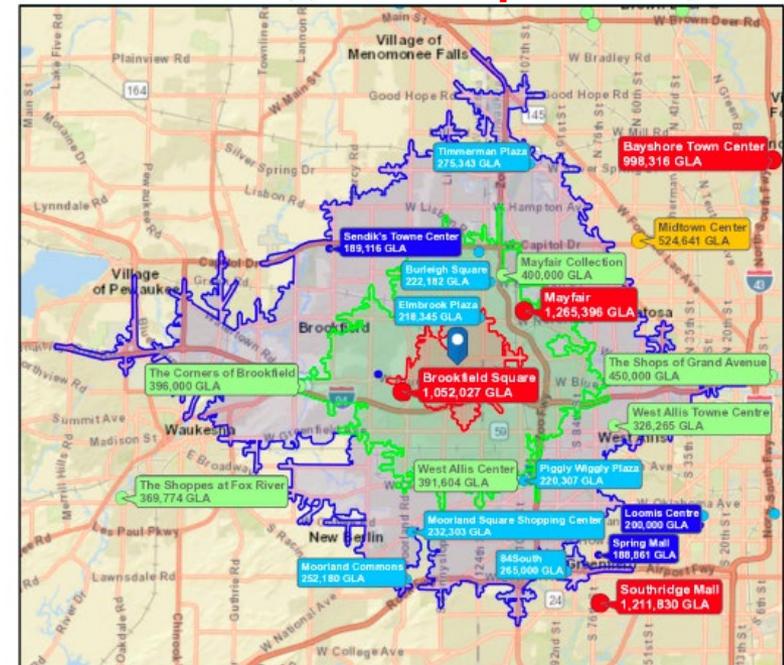
VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

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



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

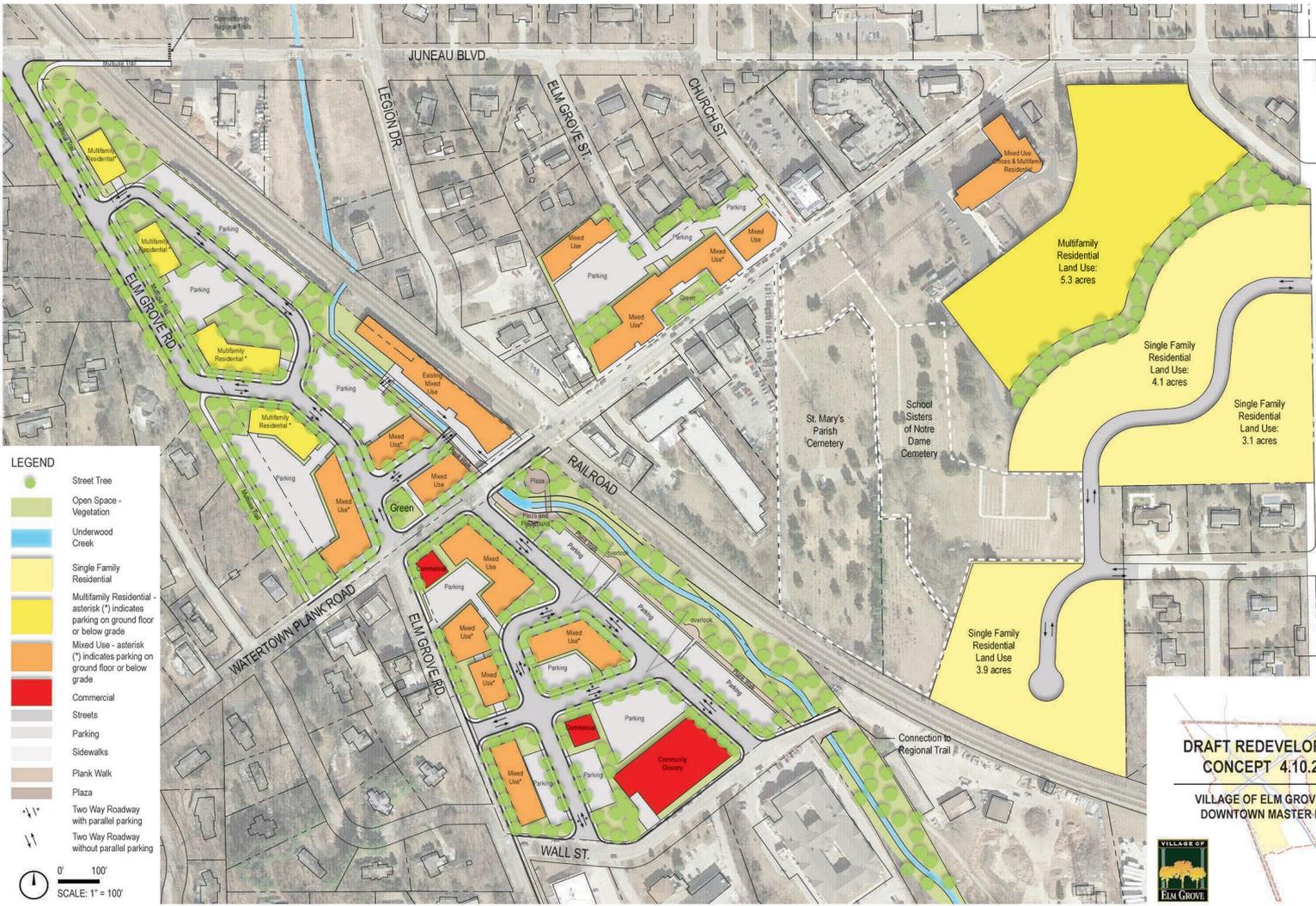
Concerns with Housing

- Traffic impacts
- Impact on Village character

Key Questions

- Where should it go?
- What type of housing?
- How much housing downtown?

Draft Redevelopment Concept



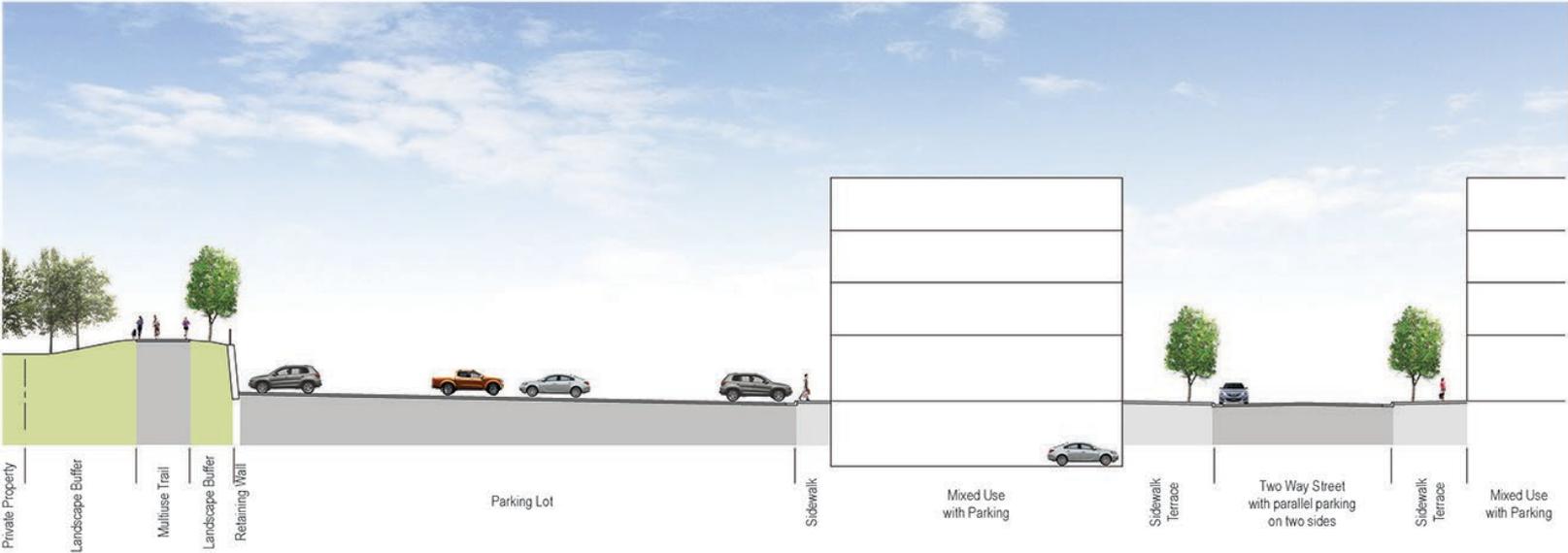
Conceptual Sections



SECTION A: Multifamily Residential Development at Reinders Property
SCALE: 1" = 20'



Conceptual Sections



SECTION B: Mixed Use Development at Reinders Property
SCALE: 1" = 20'

SCALE: 1" = 20'



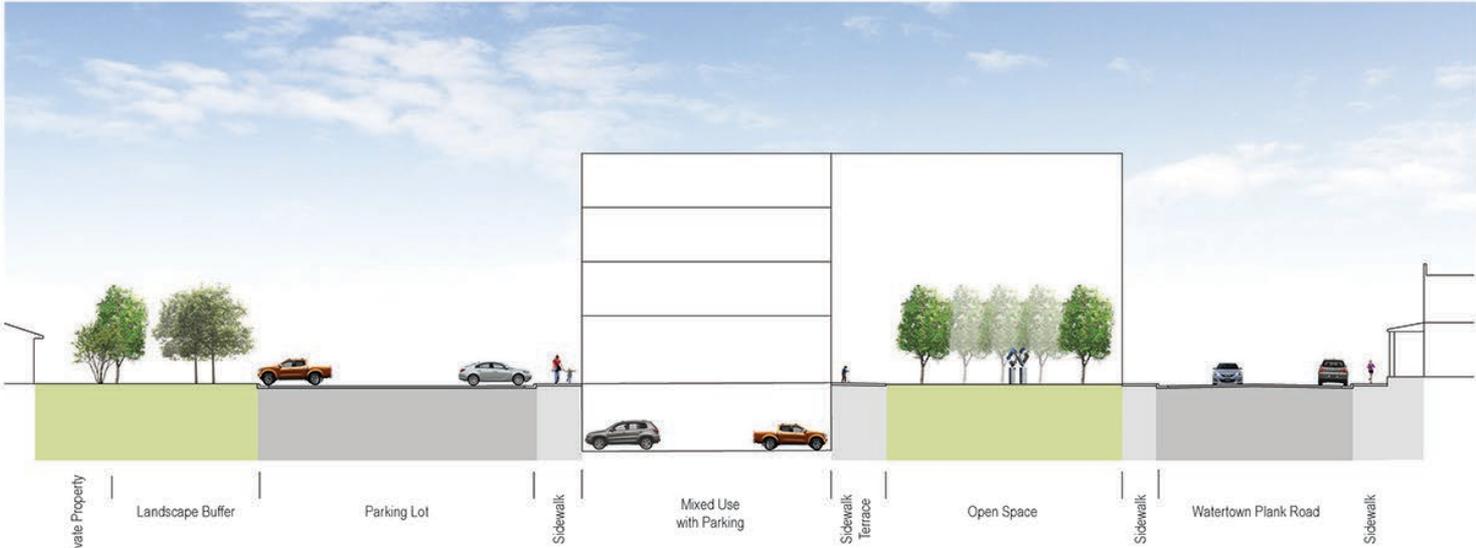
Conceptual Sections



SECTION C: Mixed Use Development at Park and Shop
SCALE: 1" = 20'



Conceptual Sections



SECTION D: Mixed Use Development at Watertown Plank Road
SCALE: 1" = 20'

0' 20'
SCALE: 1" = 20'



Housing Units

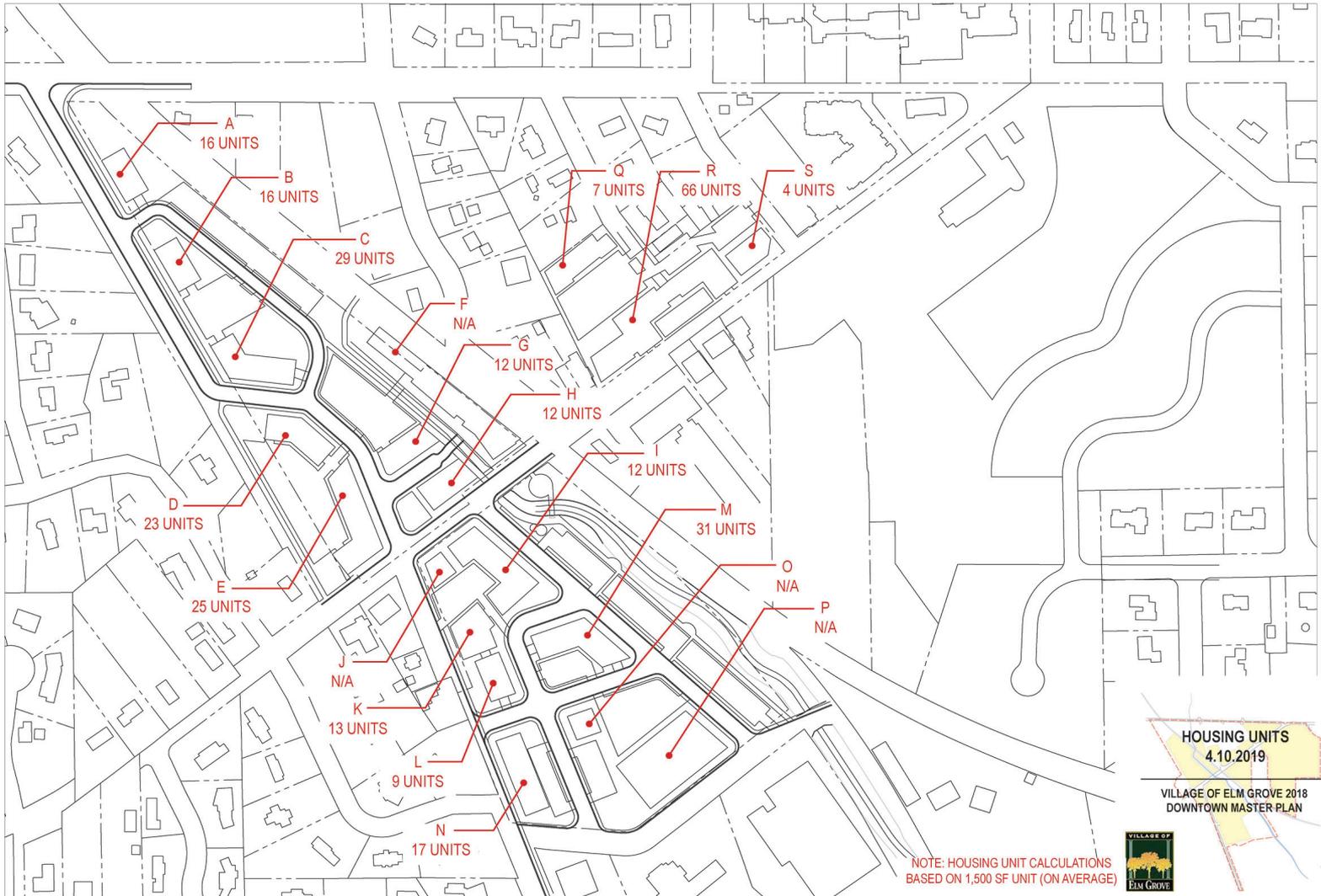
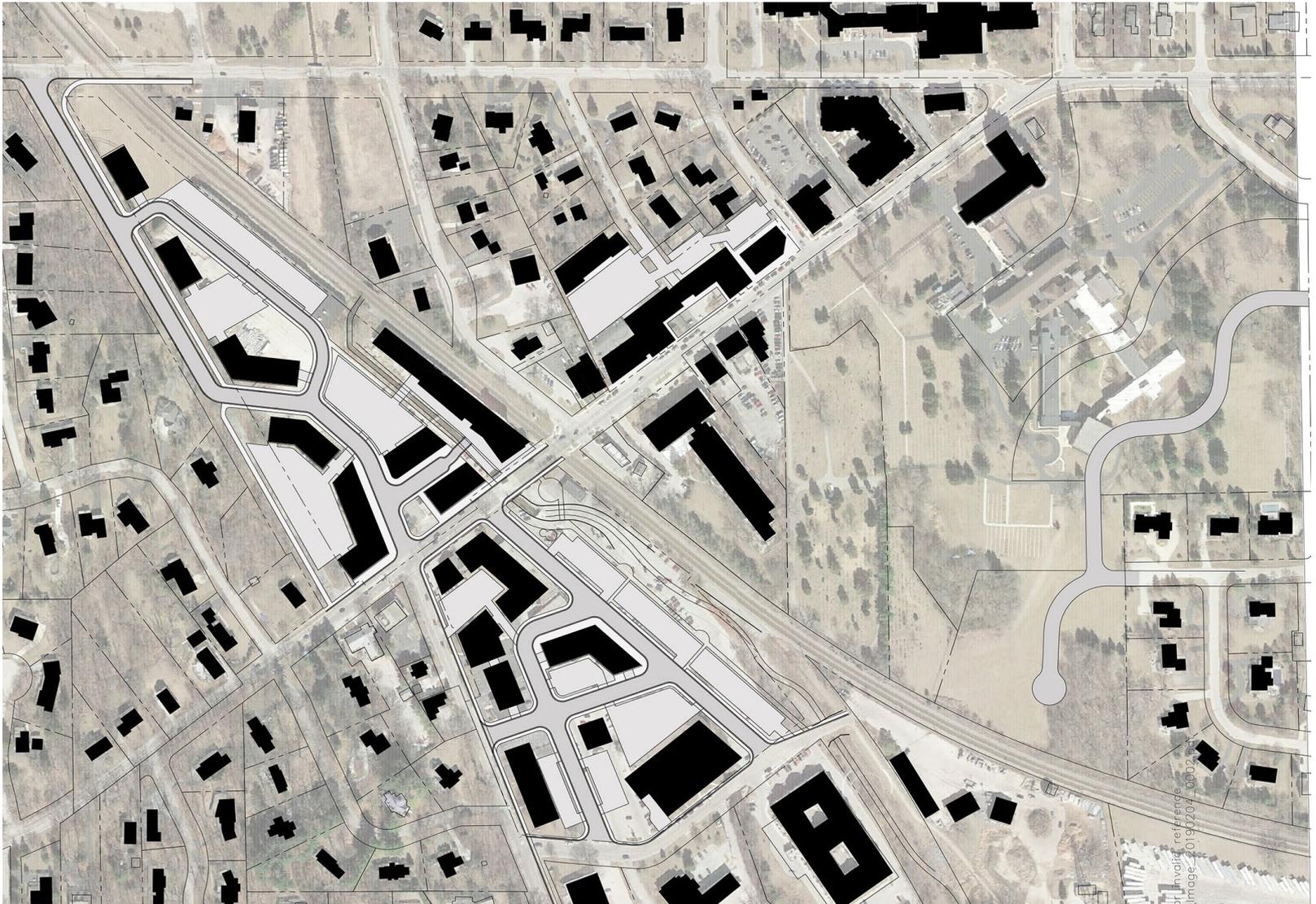


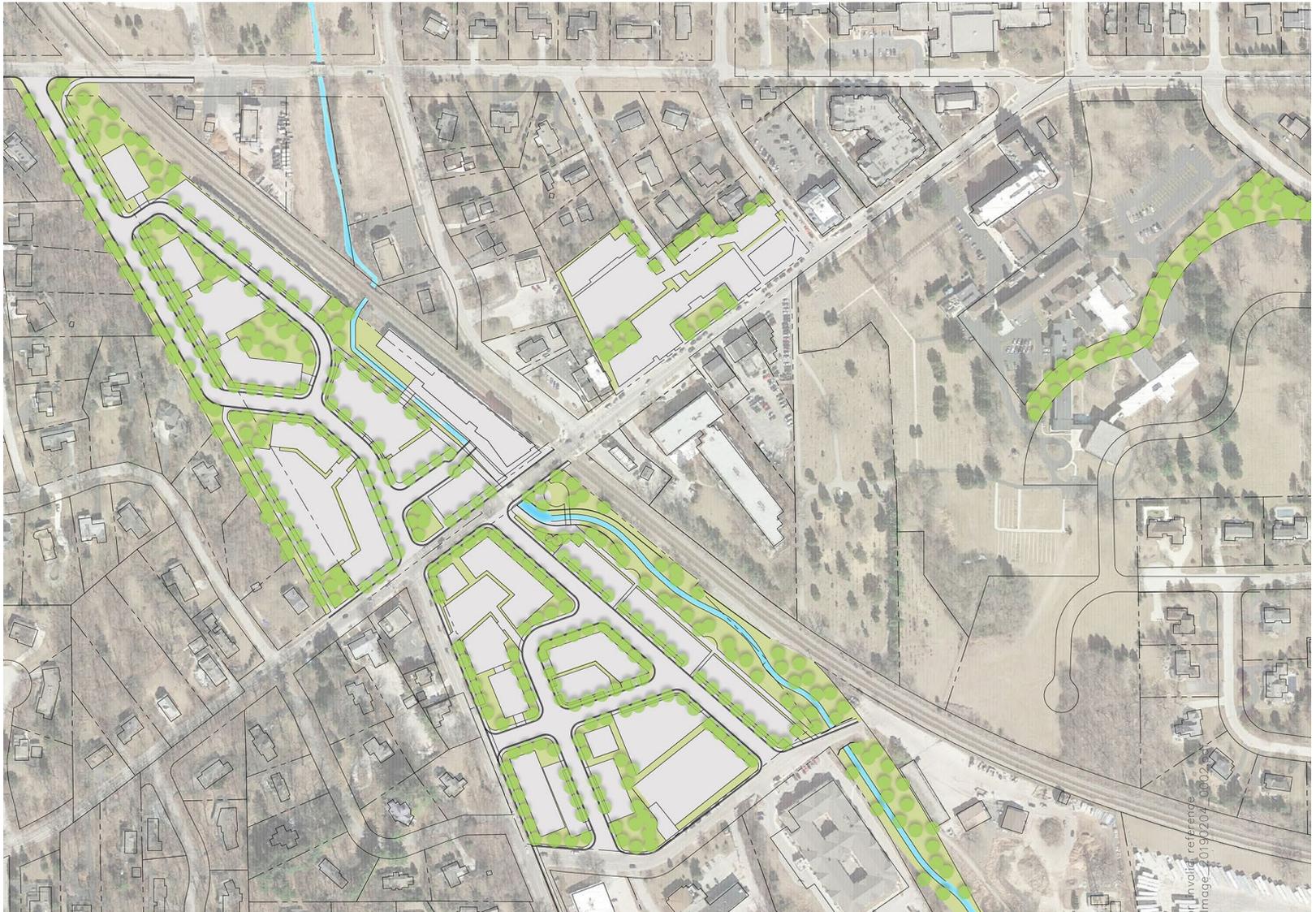
Figure Ground

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



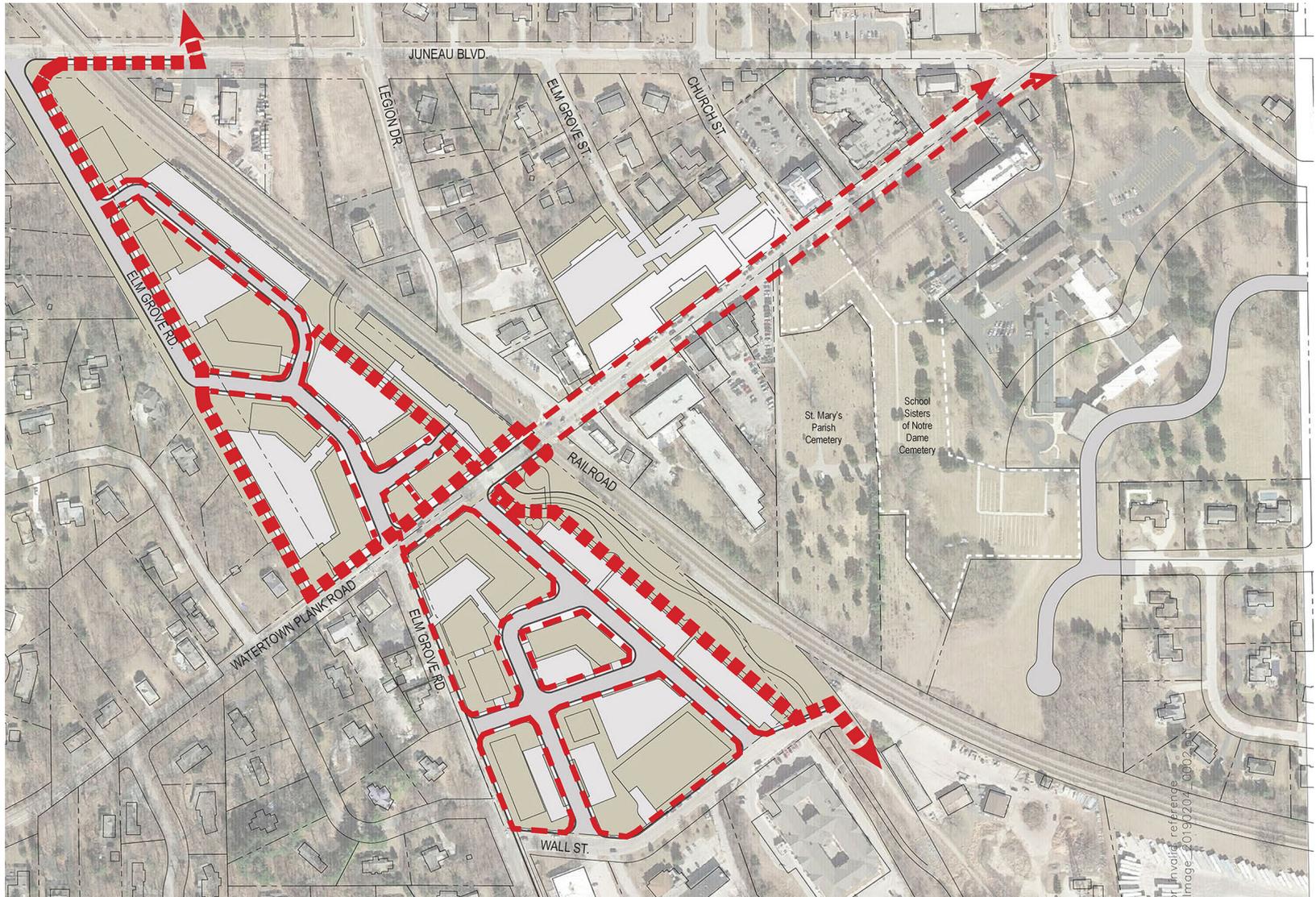
Open Space

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



Pedestrian

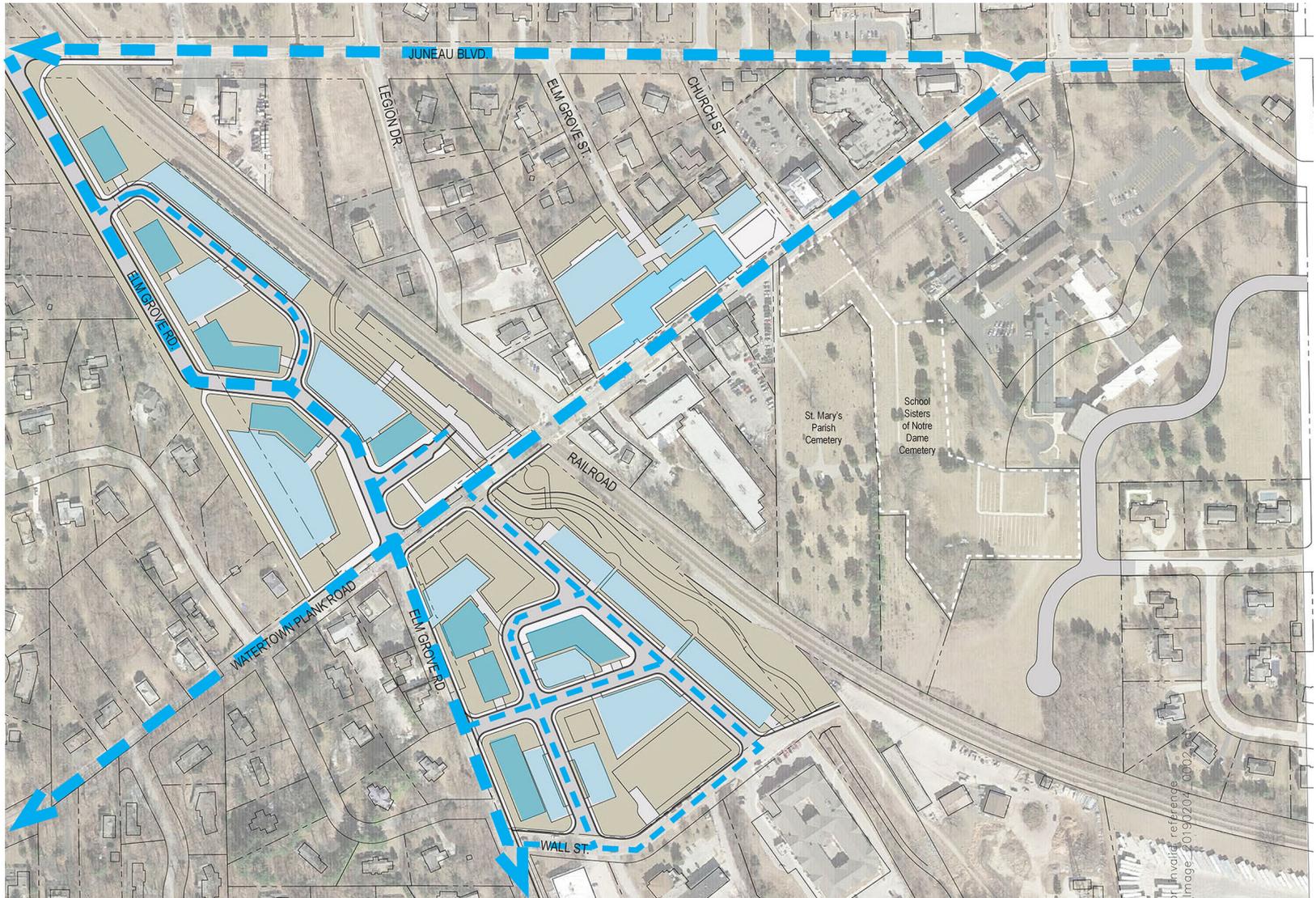
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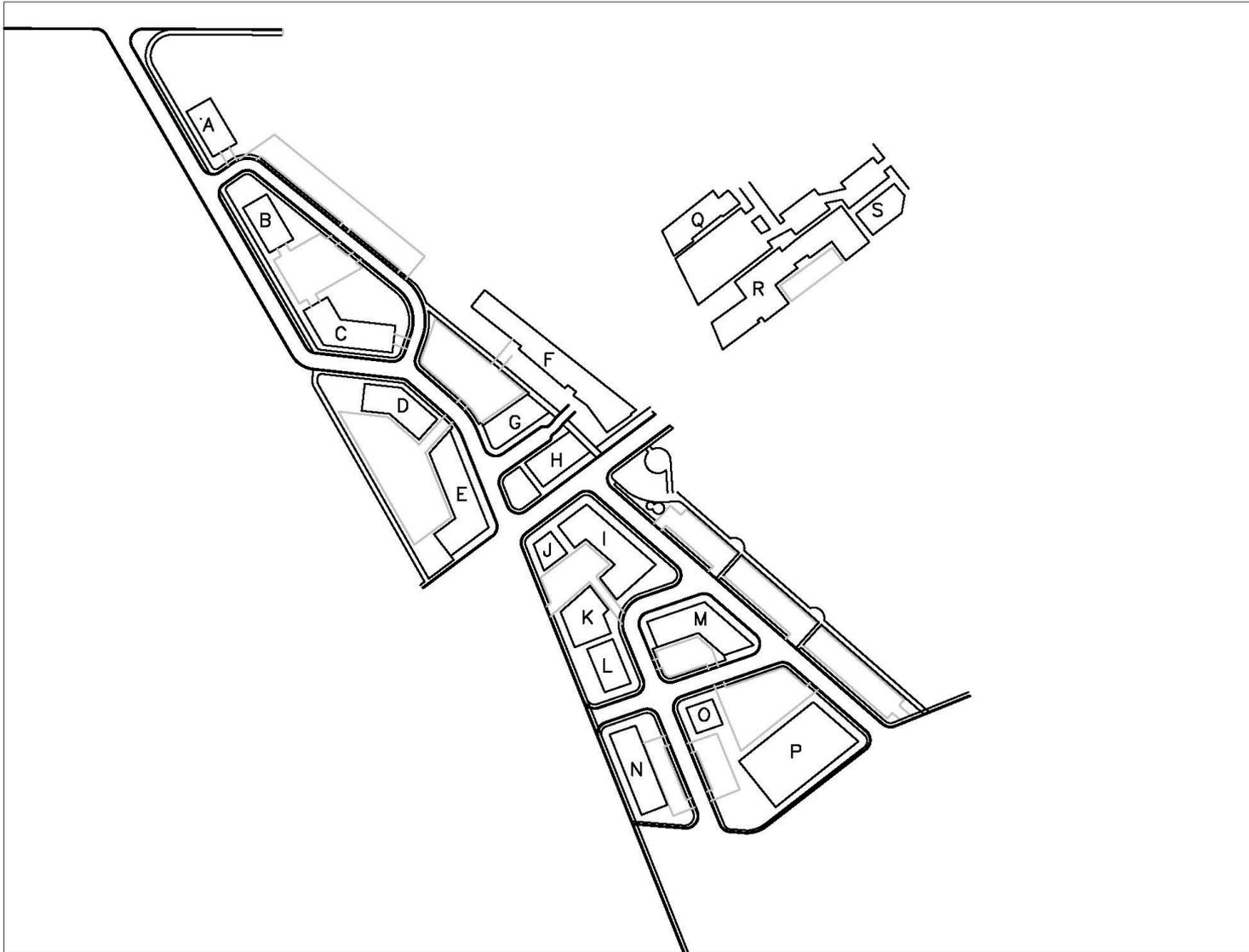
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Parking and Roads

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



Parking Key



Required Parking

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Total Parking Required by Elm Grove Village Ordinance: 1,686

	STRUCTURE	USE	SF	FLOORS	MULTI-FAMILY FLOOR	COMMERCIAL FLOOR	SF MULTI	SF COMMERCIAL	SF/DWELLING	DWELLING UNITS	DWELLING SPACES @ 2 PER	SF/SPACE	COMMERCIAL SPACE	TOTAL PARKING SPACES	
NORTH SECTION	A	MULTI-FAMILY	8000	3	3	0	24000	0	1500	16	32	N/A	0	32	
	B	MULTI-FAMILY	8000	3	3	0	24000	0	1500	16	32	N/A	0	32	
	C	MULTI-FAMILY	14600	3	3	0	43800	0	1500	29	58	N/A	0	58	
	D	MULTI-FAMILY	11700	3	3	0	35100	0	1500	23	46	N/A	0	46	
	E	MIXED USE	19200	3	2	1	38400	19200	1500	25	50	200	96	146	
	F	EXISTING	27258	2	0	2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	17	17
	G	MIXED USE	9000	3	2	1	18000	9000	1500	12	24	200	45	69	
	H	MIXED USE	9400	3	2	1	18800	9400	1500	12	24	200	47	71	
	NORTH RIVER LOT	PARKING	0	0	0	0	0	0	N/A	N/A	0	N/A	0	0	
	STREET PARKING	PARKING	0	0	0	0	0	0	N/A	N/A	0	N/A	0	0	
SUBTOTAL:														471	
SOUTH SECTION	I	MIXED USE	19300	3	1	2	19300	38600	1500	12	24	200	193	217	
	J	COMMERCIAL	3800	1	0	2	0	7600	N/A	N/A	0	200	38	38	
	K	MIXED USE	10300	3	2	1	20600	10300	1500	13	26	200	52	78	
	L	MIXED USE	7300	3	2	1	14600	7300	1500	9	18	200	37	55	
	M	MIXED USE	15700	4	3	1	47100	15700	1500	31	62	200	79	141	
	N	MIXED USE	13300	3	2	1	26600	13300	1500	17	N/A	N/A	90	90	
	O	COMMERCIAL	4200	1	0	1	0	4200	N/A	N/A	0	200	21	21	
	P	COMMERCIAL	33000	1	0	1	0	33000	N/A	N/A	0	200	165	165	
	SOUTH RIVER LOT	PARKING	0	0	0	0	0	0	N/A	N/A	0	N/A	0	0	
	STREET PARKING	PARKING	0	0	0	0	0	0	N/A	N/A	0	N/A	0	0	
SUBTOTAL:														805	
EAST SECTION	Q	MIXED USE	11,000	2	1	1	11000	11000	1500	7	14	200	55	69	
	R	MIXED USE	33,000	4	3	1	99000	33000	1500	66	132	200	165	297	
	S	MIXED USE	7,200	2	1	1	7200	7200	1500	4	8	200	36	44	
SUBTOTAL:														410	
TOTAL:														1686	

Provided Parking

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Total Parking Provided: 1,466

	USEAGE						SQUARE FOOTAGE AND PROVIDED PARKING					
	STRUCTURE	USE	SF	FLOOR	MULTI-FAMILY FLOOR	COMMERCIAL FLOOR	UNDERGROUND SF	UNDERGROUND SPACES	SURFACE PARKING SF	SURFACE PARKING SPACES	STREET PARKING STALLS	TOTAL SPACES PROVIDED
NORTH SECTION	A	MULTI-FAMILY	8000	3	3	0	8000	26		0		26
	B	MULTI-FAMILY	8000	3	3	0	8000	26	18000	55		81
	C	MULTI-FAMILY	14600	3	3	0	14600	48		0		48
	D	MULTI-FAMILY	11700	3	3	0	11700	39	37200	114		153
	E	MIXED USE	19200	3	2	1	19200	64		0		64
	F	EXISTING	27258	2	0	2	0	0	~5525	17		17
	G	MIXED USE	9000	3	2	1	9000	30	25600	78		108
	H	MIXED USE	9400	3	2	1	9400	0				0
	NORTH RIVER LOT	PARKING	0	0	0	0	0	0	29400	90		90
STREET PARKING	PARKING	0	0	0	0	0	0	0	0	46	46	
SUBTOTAL:											633	
SOUTH SECTION	I	MIXED USE	19300	3	1	2	19300	64	12200	37		101
	J	COMMERCIAL	3800	1	0	2	0	0	0	0		0
	K	MIXED USE	10300	3	2	1	10300	34	0	0		34
	L	MIXED USE	7300	3	2	1	7300	24	0	0		24
	M	MIXED USE	15700	4	3	1	0	0	8100	24		24
	N	MIXED USE	13300	3	2	1	13300	44	7900	24		68
	O	COMMERCIAL	4200	1	0	1	4200	14	0	0		14
	P	COMMERCIAL	33000	1	0	1	0	0	23600	72		72
	SOUTH RIVER LOT	PARKING	0	0	0	0	0	0	44000	135		135
STREET PARKING	PARKING	0	0	0	0	0	0	0	0	84	84	
SUBTOTAL:											556	
EAST SECTION	Q	MIXED USE	11,000	2	1	1	0	0	25200	77	3	80
	R	MIXED USE	33,000	4	3	1	33,000	110	6100	18	25	153
	S	MIXED USE	7,200	2	1	1	7200	24	6600	20	0	44
SUBTOTAL:											277	
TOTAL:											1466	

Parking

Strategies for Consideration

Short Term Parking Strategies

- Timed Spaces
- Wayfinding Signage promoting strategic parking based on land use
- Creation of pick-up and drop-off zones for shared parking services and ride-hailing services

Long Term Parking Strategies

- App based parking occupancy sensors showing real-time parking availability
- Parking Fees
- Bike sharing
- Trolley usage if appropriate

Parking volumes will vary according to time of day and usage. The available parking is within a +/-13% margin. Time of day and usage will accommodate variance.

“No Place is worth caring about that doesn’t have a parking problem.”

~ Rollin Stanley

Economic Analysis

**Elm Grove, Wisconsin
Village of Elm Grove**

**Downtown Master Plan Study Area:
Build Out Analysis of Study Area - Draft Redevelopment Concept**

Draft Redevelopment Concept Area: Current Development

Zoning Classification	<i>Rm-1 Multi Family, R-4</i>	<i>B-1 Local, B-2 Office</i>	<i>B-1 Local, B-2 Office</i>	<i>I-1</i>	<i>B-1,M-1</i>	
Land Use	Residential	Residential	Commercial	Institutional	Village	Total
Total Acres (County GIS Data)	8.52	3.21	40.03	30.46	2.76	84.98
		<i>Estimated Developable Area (Acres):</i>		<i>8.50</i>		
Allowed Zoning D.U. Density (<i>per Zoning Ordinance</i>)	8.00	12.00	12.00	0.00	0.00	
Maximum D.U.s (<i>per Zoning Ordinance</i>)	68.00	39.00	480.00	0.00	0.00	587.00
Current D.U.s per Acre	7.63	12.46	0.00	0.00	0.00	
Current D.U.s	65.00	40.00	0.00	0.00	0.00	105.00
Variance (D.U.s)	3	(1)	480	0	0	482

Economic Analysis

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Elm Grove, Wisconsin Village of Elm Grove

Downtown Master Plan Study Area: Build Out Analysis of Study Area - Draft Redevelopment Concept

Zoning Classification	<i>Rm-1 Multi Family, R-4</i>	<i>B-1 Local, B-2 Office</i>	<i>B-1 Local, B-2 Office</i>	<i>I-1</i>	<i>B-1,M-1</i>	
Land Use	Residential	Residential	Commercial	Institutional	Village	Total
Total Acres (County GIS Data)	8.52	3.21	40.03	30.46	2.76	84.98
		<i>Estimated Developable Area (Acres):</i>		8.50		
Draft Redevelopment Concept: Assumptions Applied						
Estimated S.F. (Multi-Family)	0	538,199	0	0	0	538,199
Estimated S.F. (Commercial)	0	0	211,598	0	0	211,599
Total S.F.	0	538,199	211,598	0	0	749,797
Estimated S.F. per D.U.	1,500	1,500	1,500	1,500	1,500	
Estimated D.U.s	0	352	0	0	0	352
Area (Acres) of Concept Plan Development	0	30.25	30.25			
Draft Redevelopment Concept: Density per Acre	#DIV/0!	11.64	0.00	#DIV/0!	#DIV/0!	#DIV/0!
Estimated Assessment Per D.U.	\$ 450,000	\$ 450,000	\$ -	\$ 450,000	\$ 450,000	
Estimated Assessment Per S.F.		\$ -	\$ 75			
Estimated Assessed Value of Draft Redevelopment Concept:		\$ 158,400,000	\$ 15,869,850			\$ 174,269,850

Economic Analysis

Elm Grove, Wisconsin	
Village of Elm Grove	
Downtown Master Plan Study Area:	
Build Out Analysis of Study Area - Draft Redevelopment Concept	
Impact on Assessed Valuation and Tax Rates	
Estimated Assessment of Concept Plan	\$ 174,269,850
Existing Assessment of Concept Plan Area	18,981,500
Net (New) Assessment of Concept Plan	\$ 155,288,350
Current Village Assessed Value	\$ 1,155,876,100
Assessed Valuation Impact Percent	-13.43%
Village Tax Levy	\$ 7,221,720
Tax Rate (Current)	\$ 6.2478
Tax Rate (with New Assessed Value)	\$ 5.5079
Tax Rate Impact (Variance)	\$ (0.7400)
Estimated Tax Rate Impact Percent: New Construction (If Built-out)	-11.84%

Economic Analysis

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Elm Grove, Wisconsin
Village of Elm Grove

Downtown Master Plan Study Area:
Build Out Analysis of Study Area - Draft Redevelopment Concept

Estimated Tax Rate and Tax Levy Impact of Draft Redevelopment Concept

Overlapping Taxing Unit	Current Tax Rate	Tax Rate Impact	Tax Rate Applied to AV:	Estimated Tax Liability	Current Tax Liability	Variance: Tax Liability
			Adjusted Tax Rate			
Village	\$ 6.2478	\$ (0.7400)	\$ 5.5079	\$ 959,855	\$ 118,593	\$ 841,262
School	9.7494	(1.1547)	8.5947	1,497,801	185,058	1,312,743
School Credit	(1.7785)	0.2106	(1.5679)	(273,233)	(33,759)	(239,474)
Technical College	0.3654	(0.0433)	0.3221	56,129	6,935	49,194
County	1.9073	(0.2259)	1.6814	293,024	36,204	256,820
Total	\$ 16.4914	\$ (1.9532)	\$ 14.5382	\$ 2,533,576	\$ 313,031	\$ 2,220,544
Tax Impact per \$ ___ of AV: \$ 500,000			\$ (976.58)			
				Net Assessment by Land Use		
				Residential	Commercial	Totals
				\$ 158,400,000	\$ 15,869,850	\$ 174,269,850
				Tax Impact		
				Estimated Adjusted Taxes Due		
				Village	\$ 87,409	\$ 959,855
				School	136,397	1,497,801
				School Credit	(24,882)	(273,233)
				Technical College	5,111	56,129
				County	26,684	293,024
				Total:	\$ 230,720	\$ 2,533,576

What is next?

- Village Staff, Board of Trustees, and Consultant team to review public comments
- Prepare Final Consensus Plan
- Plan Adoption



Thank you!