

# APPENDIX 2



## STAKEHOLDER INTERVIEWS

### Interview Summary

(March 21, 2011)

The following bullets document comments made during the stakeholder interviews for the Comprehensive Central City Master Plan. The interviews were held between December 2010 and January 2011 and included a cross-section of public and private stakeholders in the community. The bullets are qualitative, not quantitative, and seek to illustrate the range of topics discussed. These comments will be infused into the recommendations and alternatives outlined in the Master Plan.

### DOWNTOWN

#### General

- There should be an emphasis on keeping the downtown clean, limiting the number of amenities that obstruct the walkways, and incorporating visible signage into the area (not blocked by anything).

- Downtown needs general infrastructure replacement. Process could be smoother, takes a long time.
- City's primary approach to downtown should be one of historic preservation and attracting retailers
  - Provide grants to retailers
- The stores need better eye appeal.
- Utilize investment money to address façade grant program for retail (invest in the exteriors).
- 2nd floor uses could be an asset:
  - City should relax the building codes to make 2nd floor uses more feasible. Could look at codes on case-by-case basis through Appeals Board to encourage building reuse for the "public good".
  - They could also have an assistance program for conversion of 2nd floors into active uses.
- Perhaps the downtown could become a center for designers, architects, graphic designers, and IT professionals.

#### Commercial Uses

- Low daytime population is a problem in attracting more business
- Maybe some focus of new business – maybe some preferential treatment for locals.
- Many community members are interested in a grocery downtown; developers haven't been able to identify an interested anchor due to the lack of daytime population.
  - Developer has looked into a co-op model, but requires a great deal of investment in the expense of the building for a small operator that can't carry that cost.
  - Existing options within the Downtown are limited and expensive (e.g. Walgreens)
- Many people don't know what businesses exist
- There should be better marketing to residents about what retail and service businesses are in downtown
- Encourage non-chain restaurants.
- There are probably enough restaurants, a lot of Mexican restaurants

- The growth of mixed bar/restaurants downtown rather than "bar only" establishments has been positive for the downtown.
- Businesses need to be open for lunch – it could bring more people into the downtown
- Restaurants are improving, but there isn't enough retail mix
- Emerging businesses tend to be affordable and woman focused
- There is no banquet type facility within the downtown for large meetings or conferences (100+)
- Could there be a demand for more hotels between Carroll, WMH, etc.? Clark Hotel 75% capacity
- We don't have a large office anchor downtown. Could use and anchor employer, large commercial employer. Vision is to have more A and B type office downtown.
- We should look into incubator concepts; do not have an incubator; perhaps the empty social security building on Grand.
- Develop a multi-story landmark building on southwest corner St. Paul and Barstow

### Cultural Resources, Entertainment & Events

- Neighborhoods value the downtown and utilize it for entertainment, etc.
- The reputation of the downtown appears to stand on its own, in terms of stores, entertainment, etc.
- The central city should be a destination to attract users. To make it a place where you go to Christmas shop for example.
- Best thing for the area is to keep promoting the downtown with events, unique shopping and retail, etc. Give people a reason to go downtown.
- 13 years ago the downtown was a “ghost town”. The arts community and events like the Art Crawls and Friday Night Live have helped bring life back to downtown.
- The area is well suited to be a destination place. The presence of the arts, antiques and other amenities near affluent communities.
- There needs to be more opportunities/events to bring people downtown, especially in winter
- Events (e.g. Friday night bands) in the Downtown get rave reviews by employees – many will stay after work to attend the events
- It would be good to try to promote a night life downtown by using amenities that attract people such as interesting lighting, etc.
- The presence of the arts/antiques downtown is exciting and unique.
- The farmer’s market is a positive but it is a little disjointed. West Allis’ market is more organized.
- Cultural attractions should be used and promoted as much as possible in Waukesha.
- Continue to build on grass roots cultural activity.
- About 25-30 properties on the National Register, others are on the City’s register.
  - Most of the important properties are already landmarked. All of the “A” properties are on the list and most “B” properties are also on the list.

- Landmarks Commission has identified an additional 30-40 properties (e.g. gas station) that they may want to add to the historic register.

### **CIRCULATION & PARKING**

#### Traffic Circulation

- Traffic circulation into downtown is difficult.
- Traffic and circulation could use improvement – awkward intersections, limited wayfinding
- Traffic is horrible and the area needs a bypass.
- Confusing given street layout.
- The roads are too narrow and impede traffic flow.
- People leaving angled parking spaces often tie up traffic by backing up out of a stall to go the opposite direction.
- Truck traffic downtown should be avoided.
- One-way roads along North and St Paul are very difficult/confusing to navigate.
- Wayfinding, gateways are an issue on the approaches into downtown.
- Madison is a positive gateway into the downtown, but tricky to deal with hospital traffic.
- There are not enough street signs on some of the corners (e.g. Main and Clinton) to help drivers navigate the downtown.
- Speeding is an issue on several neighborhood streets.
- There is a speeding issue along North and St Paul – the posted speed limit is 25mph, but traffic moves much more quickly than that.
- The train tracks cause major circulation issues and is a big divider between the eastern Central City and downtown.
- Generally traffic is better downtown, but most people avoid going downtown during rush hour.

- The 5-points traffic flow was improved by opening up to two-way traffic.
- When Clinton Avenue is redone the city should consider widening the sidewalks (to encourage walking, cafes, streetscape) and reducing width to 2 lanes from 3. The feeling now is to keep driving, there is no reason to slow down and notice business.
- Create an easy ingress/egress route around the downtown
  - Use decorative lighting, clear signage, etc. to signify the downtown area and loop
  - Look at placing round-a-bouts (3-5) at key intersections to allow traffic to keep moving smoothly.
  - Look at modifying traffic signals (blinking yellow lights) along the route to allow traffic to keep moving.
  - Support the idea of making a connection between North and St. Paul to allow St. Paul to be main route into town from north.
- Know people that don’t have a reason to come downtown. They think:
  - Don’t have a reason to come down
  - Hard to get around
  - Not aware that one-way streets have been changed
- State Highway 164 to Highway F made it difficult to give directions from I-94.

#### Parking

- Parking throughout the downtown is difficult.
- The parking is tight but it is manageable.
- People’s perception is that it is hard to get around downtown and parking is too far from businesses.
  - The walking distances are no further than most shopping malls but are perceived as less convenient for shopping.

- Also there needs to be a way to get people to understand that there are many parking spaces available and that they can park once and walk to destination. Make them feel that the “walk is worth it”; the path and destination.
- 2 hr on-street parking is not long enough and the businesses lose shoppers as a result. City ticketing is very aggressive and serves as a disincentive.
  - Not sure that meters would be better, especially for single purpose trips
  - Merchants sometimes pay parking tickets to avoid upset customers.
- There should be a better system to encourage residents and employees to stop parking on the street
- The Transit Center ramp is not well-utilized.
- The 30 minute time limitation in the Transit Center parking ramp lot turns over too quickly – tickets are a disincentive
- City Garage (on South Street) is scary – it is necessary, but is falling apart and not safe. There is a homeless population that populates the stairwells.
  - Some overnight use of garage by residents
  - The parking ramp needs to be more attractive and have better signage
- The City should investigate a program of use for parking, based on actual use of various parking options.
- City should provide inexpensive program for overnight parking

#### Bike & Pedestrian

- Need for better multi-modal transportation options – particularly, better pedestrian and bicycle access within the downtown.
- There is a push for more bike paths and bike access throughout the area.

- There is a big opportunity to connect residential areas to downtown, offering alternate modes of transportation (many people do not like to drive in, but would walk).
  - Targeted corridors would be: Broadway, Madison, Main, East, Arcadian, St Paul/North
  - Conversion of abandoned rail to bike paths
- Rails-to-trails project behind WCTC is a positive thing.
- Pedestrian traffic: not all sidewalks are accessible in the Downtown due to uneven pavers and grates. It isn't safe and needs to be fixed.
- BID recognizes that foot traffic is critical for business health. There are access issues: lack of bike parking amenities (there are none – bikes are locked to the light poles and impede pedestrian movement).
- Not enough capacity for pedestrians during busy shopping times and events – Ex: Friday evening events have led police to close the streets to vehicles. There are too many pedestrians spilling into the parking areas and traffic lanes and police felt the overflow was a safety hazard.
  - BID doesn't want to ever stop the vehicular flow on streets – would like to see the capacity issue addressed in a different way.
  - For others, street closures for events have been a positive thing.
- Pedestrian safety is an issue – crosswalks are too close together in some areas, causing vehicles to ignore them completely and drive through too quickly.
- Pedestrian crossing signs in the middle of the crosswalks have been helpful.
- Traffic calming measures on a variety of residential and student-traveled streets: Madison, East Ave, White Rock

### Transit

- Transit is very important and does not adequately serve the needs of the community in terms of frequency, service areas, and accessibility.
- Transit services need to be studied (ex: transit access and frequency/timing)
- City could provide U-pass for downtown (for Carroll University) – maybe rubber wheel trolley – maybe to fox run as well
- Public transportation is a real strength at the Waukesha WCTC campus

## **RESIDENTIAL**

### General

- Affordable housing is a major issue within the area – there is a high percentage of renters and limited ownership opportunities.
  - High taxes are a deterrent
  - Rents for nicer housing are also not very affordable
- The neighborhoods surrounding downtown are diversifying significantly.
- There is a philosophical difference in living styles – you go from urban living to suburban living in the span of a minute.
  - More interest has come from individuals outside Waukesha who like the urban feel of the downtown (e.g. Chicago physician)
- Perception is that neighborhoods are not safe
- Historic district issues near Carroll University, residential neighbor issues, what to fix and what not to fix
- The Prairie Point neighborhood (south of the hospital) has a high level of police department activity

### Resident Populations: General

- There has been a significant change in the downtown – more young professionals are coming into the area.
- Professionals are looking at downtown residential units – they have their own means of transportation and are not necessarily staying downtown (not live-work-play model)
  - In the morning, a lot of the professionals are looking to get out of downtown quickly in order to get to work.
  - In evening, looking to come back for entertainment within walking distance
- Population of downtown shifts significantly during the daytime – residents head out of the area towards work and employees for hospital etc. come in from outside.
- Carroll faculty and staff live within the campus neighborhood
- Perhaps look at opportunities to get employees to live downtown (e.g. down payment assistance)
- We need more people downtown and more “owners”.

### Resident Populations: Student

- Student population is growing market for developers and Carroll University. The school is growing faster than housing can be provided on campus.
  - Enrollment growing at Carroll University – second year of record growth – about 50 to 100 per year increasing
  - 1600 to 1700 Carroll students next year living on campus
- Most recent Carroll University dorms done as partner with developer
- Resident hall may be torn down on Carroll campus – too small – need density

- Carroll does not have as many rentals as other campuses

### Residential Unit Types

- Need a mix residential types; maybe residential is a conditional use
- Apartments are needed – many apartment complexes are 95-98% occupied within the Downtown.
- There is a general interest in studio apartment units – they rent very quickly, but not a practical build out from a developer perspective.
- Need for more rentals (students, seniors), not condos;
- Not enough condos
- Believe condo owners would be more committed to the downtown.
- Need to create a “condo express” from neighborhoods to the downtown
- The Ad-Hoc Housing Mix Committee recommended a greater proportion of condos versus rentals. Too much rental in the city already.
- If neighborhood improved a little bit and there were some unique condo opportunities (i.e. lofts), could see opportunities for individuals wanting to retire in Waukesha
- Some thought that the “ratio” of condos to rentals was not germane; instead the issue was quality of units. High-end attractive rentals were acceptable.
- The neighborhood around the YMCA seems to be a mix of nice older starter homes, historic mansions, and pockets of lower income residences.

### Residential Programs

- Community oriented policing and block watch programs are positive for the neighborhood.
- Block clubs are a success.
- There are incentive programs out there to promote walk-to-work type programs, but there needs to be

improvement in the neighborhood before middle-income employees would be interested in investing

- Neighborhoods have a reputation for being a little rough
- Walk to work program: the hospital studied this a few years ago, looked at owning some rentals in a primary target area and providing incentives for employee home-ownership in a wider area (WHEDA, low-interest loans, etc). Didn't implement the program due to:
  - Not enough significant interest in the program
  - Not enough quality housing to attract employees
  - Too expensive to implement

#### Property Maintenance and Code Enforcement

- Property maintenance and code enforcement is an issue in several neighborhoods.
- Graffiti has been an issue in the Phoenix Heights neighborhood, although it has gotten better
- Of homes owned by WMH, would give most of them a "C" to "D-" grade for condition – they are on the downhill side of their lifecycle and haven't been well maintained.
  - General sense is that the 3-block target expansion area has a higher rental occupancy than the rest of the neighborhood (neighborhood overall is approximately 1/3 rental and 2/3 owner)
- No access to maintain (cut grass, etc) property along tracks in Phoenix Heights neighborhood due to fence.

#### **COMMUNITY AND SOCIAL SERVICES**

- Waukesha seems to provide a larger proportion of the region's social services than other communities in the area.
- There's a lack of social services in a city that is growing – not enough supply to meet the demand

- Downtown has a stigma: skid row sort of feeling
- Homeless population is an issue within the downtown. Shelters operate at 97% capacity year round, several of which are located within the study area.
- Waukesha Memorial Hospital is a great community partner with several need-based programs.
- The clinic services available in the Barstow building are not easily accessible to the wrap-around services available within the La Casa Community Center (ex: daycare services).
- There seems to be a high concentration of "halfway houses" in the area that rent rooms to multiple convicted offenders.

#### **PARKS & OPEN SPACES**

- Dopp Park is not integrated into the neighborhood.
- The City should continue to make the Fox River an important part of the downtown environment.
  - With this asset, they could attract more housing and possibly some office space into the downtown.
- Frame Park is a great asset.

#### **CITY PROCESSES, REGULATIONS, AND DEVELOPMENT ISSUES**

- From development perspective, there is a lack of a monopoly in Waukesha. As a result, people tend to migrate to whatever the newest project is.
- There are some image issues in downtown Waukesha. Not everyone is used to proposals suited to the urban density of downtown – requires a big mentality shift.
- City could incentivize development in some of the more challenging areas with TIF to defray the expense of dealing with topography and soil conditions (bedrock) – ex: City Hall property, some of other development opportunities north of river.

- The new UBC sprinkler regulations are very cumbersome and make remodeling of older buildings very difficult.
  - It adds about \$2/sf of cost for remodeling projects.
  - It requires that building must be sprinkled if the remodeling effort exceeds 50% of the building area.
  - Each time a space is remodeled it counts cumulatively towards the 50% .
- The city's fire code is tougher than the state code. This is making renovating 2nd and 3rd floors more difficult. Expand restaurant fire codes.
- From development perspective, there should be more checks and balances on the front end of the development process.
  - Building department should have a better process for ensuring development plans are accurate prior to issuing building permit – mistakes become very costly to correct once construction begins.
- Development process within the City can be very onerous – there are too many independent groups to interact with and not sufficient amount of coordination between them. The City would benefit from a centralized process.
- Perhaps create a streamlined approval process that sets the standards and then says "if you meet the standards, you will get approved". A little like "preapproved" concepts.

#### **MISCELLANEOUS**

- Waukesha is a "city" not a suburb. It is a creative place, arts community. Voted one of 50 best small cities in the U.S.
- The city has to market itself as the center of the county.

- Capital improvements and infrastructure upgrades are often identified as needs by the neighborhoods, such as:
  - Traffic flow
  - Streetscaping
  - Maintenance
- Infrastructure for data communications within the City could be better (no fiber optic, T-1 available, for example)
- Hospital has been a good neighbor to some and not to others. A lot of residents are upset.
  - Community gardens are an asset – partnered with UW extension,
  - Parking is an issue – employee garage has helped some, but others still park in the neighborhood. About 900 spaces in garage and about 600 used.
- Concerned with the school district's budget plans – White Rock Elementary was one of the schools on the closure list, but it remains open at this point. There is a lot of discussion about switching to choice programs versus neighborhood schools, but this disconnects parents from schools (especially where personal transportation is a concern).
- Concerns regarding broader water issues in the community, police, and fire.
- Of the major employers (manufacturing, skilled labor), everyone is talking growth – however, there is difficulty in finding qualified employees to fill the positions.

## LISTENING WORKSHOP

(March 21, 2011)

A community wide Listening Workshop was held on February 23rd at the Rotunda building in downtown Waukesha. The event was held as an open house that was attended by at least 61 residents, business owners and public officials. Attendees were able to view a presentation on “what we have heard so far” and were invited to engage in conversations with workshop facilitators about important issues and opportunities for the Central City.

The following bullets document the comments made during these discussions. The bullets are qualitative, not quantitative, and seek to illustrate the range of topics discussed.

In addition to one-on-one conversations, the participants were invited to give written comments about specific areas of the Central City in a “Dot for your Thought” format. Those written comments are contained in the attached table (see Figure 89) with the specific dot locations shown on the attached map (see Figure 88).

These comments will be infused into the recommendations and alternatives outlined in the Comprehensive Plan.

## DOWNTOWN

### General

- A clear vision for the downtown is essential. Must start with a vision. What should the downtown be? Not a mini Water Street, not a social service area, not Cedarburg, not Delafield.
- We need a long-term “big vision” for the downtown. Think big like Walt Disney. We should have a visioning meeting to help create this.
- The rebirth of Waukesha’s downtown is a good story to tell. There should be a advertising

campaign to get the word out and tell the positive story and promote the Central City.

- Waukesha is “coming back”.
- It is not enough to draw tourists on Friday night. The downtown and surrounding neighborhoods must be a place where people work and live and have a stake in the community.
- We need to create more reasons to come downtown.
- The downtown should be easy, accessible, clean and safe.
- Create a better sense of entering downtown. Create downtown guide – kiosks, unique street lighting, banners etc.
- Create Lannon stone archways.
- Use special pavement at “focal points”.
- Keep the long views open in downtown.
- Walls outside of the Rotunda building blocks views of businesses and routes
- Could explore moving the BID offices into the parking garage to improve image of garage.
- Need to attract “pioneers” to come to area and get in on the ground floor of the revitalization.
- Some of the building facades along the river could be improved.

### Commercial Uses

- Need to increase the daytime population to attract an anchor such as a grocery store. Right now Discount Liquor is the biggest retail anchor downtown.
- The downtown could use more lunch/deli options to attract office workers.
- People would rather go to locally owned businesses rather than chains.
- Retail space varies from 400 sf to 2,200 sf. The largest tenants are service oriented.

- We need to target and attract businesses to fill vacant office spaces in the downtown.
- Less than 10% of downtown businesses are open after 5 pm.
- There should be a vibrant eclectic mix of shops and stores that are open after 5 pm.
- The presence of the art establishments and community has been positive. They have attracted many people downtown.
- The downtown is missing a few essential services such as a grocery store and affordable eating establishments. The nearest grocery store is outside of the Central City. This is inconvenient for people who do not use automobiles.
- The Marine Bank should turn into a gym and fitness center.
- Many customers come from the lake country area of Oconomowoc, Hartland, Delafield. Brookfield residents don’t seem to shop in Waukesha. Factors seem to be first location coming from west and Blue Mound Road shopping for Brookfield.
- Some businesses also draw customers from Mukwonago area. They come through the best gateway from the south.

### Cultural Resources, Entertainment & Events

- The Les Paul Museum is in the planning stages and could be seen as a draw for the downtown and should be factored into the plan. No decision has been made about its future location. Need about 3, 000 -4,000 sf of space, which could be in a mixed-use building. The planned opening date is the summer of 2013.
- The various programmed events (e.g. art crawls) are an asset.
- The events such as Friday night live, art crawls, Halloween are great.
- There should be lots of activities going on all of the time.

- Allow outside dining, roof terraces, coffee shops etc. to help create an atmosphere of people enjoying themselves.
- The events do help business. A lot of the pedestrian traffic during the events will not shop the day of the event but will often come back a few days or much later. The events help people become familiar with the offerings downtown. The events help business sales over the long run.
- The farmer’s market is a positive thing and parking doesn’t seem to be a problem.
- There are mixed feelings about closing the streets during the events. Some businesses support it while others seem to feel it hurts their business.

## CIRCULATION & PARKING

### Traffic Circulation

- Traffic calming is needed on College Avenue by Saratoga School.
- The downtown streets should be slow. The bypass is for faster travel around the City.
- Clinton and Barstow (by the liquor store) are too fast.
- It would be good to have a more direct route linking the hospital to the downtown.
- Designate travel route for commuters.
- There is a stigma of driving in the downtown. Should think, “make a wrong turn and find something new”.
- Stop the perception of the downtown having “dead ends”

### Parking

- Should work to overcome that perception of difficult parking in the downtown.
- Several people felt that downtown parking policies should be examined and modified.

- Employees and residents should be encouraged through a combination of incentives and parking fines to park away from business fronts in ramps and lots.
- Many businesses encourage and support employees parking in ramps but others allow employees to abuse on street parking.
- There should be free parking in the ramps and lots, at least during events.
- The City has not marketed the parking ramps.
- Possibly allow businesses to validate ramp parking for customers. There used to be a system for doing this but current automated system does not allow. There are new systems that allow automated validation (e.g. Third Ward ramps)
- Parking signage should be more creative and made clearer and easier to perceive
- Parking structures have retail uses on the ground floor.
- It usually is the local people that complain about parking rather than the visitor from outside.

#### Bike & Pedestrian

- East Avenue should be closed for 2 blocks by Carroll University to allow students to cross safely.
- There should be connections between the bike trails that come into the Central City.
- Connect the bike trail from Bethesda Park to downtown.
- Requirement for having 5' passage width is too restrictive in many areas to allow outside dining.
- Outdoor seating that blocks sidewalks can be dangerous.
- Balance needs of bikes, pedestrians and businesses.
- Create bike routes to UW Waukesha and WCTC
- Create a bicycle friendly town with a bicycle center and connection points.

- Clinton Street needs wider sidewalks and slower traffic.
- Could start a walking club (like Mayfair) that walks along the river and into downtown.
- There is an inconsistency in the sidewalks in the downtown. Work to make walking easier.

#### **RESIDENTIAL**

- It is important that the neighborhoods surrounding the downtown are safe, attractive and comfortable places that support the downtown. The downtown cannot stand on its own it needs to be supported by these neighborhoods and the wider community.
- Many of the surrounding neighborhoods are rental income areas much like the areas around the UW campus in Madison. The houses are not maintained well and are used as income producing properties by absentee landlords. People visiting downtown have to go through these areas on their way into downtown and get an unfavorable impression of Waukesha.
- The area has too many rooming houses and a lot of social services. It is up to the City permitting process to change this.
- The neighborhoods west of Grand are “shady”.
- 500 housing units are needed – especially if it can be for persons walking to work.
- Moderate income housing is good – especially for lower paid employees (e.g. hospital workers)
- Residential base is the key. Need to draw more on the residential base that is outside the downtown.
- Carroll University area could be “college town”
- Should have taller buildings for housing, 9 to 10 stories.
- The hospital should provide 1,000 units of moderate housing in hospital area for workers.
- Waukesha shouldn't be the rental capital of the world.

- We need more seniors downtown. More seniors equal more customers.

#### Property Maintenance and Code Enforcement

- Older buildings may have lead paint issues
- Sidewalks and streets should be cleared better in winter. Businesses currently clear snow.
- Property maintenance and code enforcement are issues.

#### **COMMUNITY AND SOCIAL SERVICES**

- Don't get rid of social services.
- There are too many concentrated social services. I don't want the City future vision for the City to be the County Seat; as the main provider of social services in the County.

#### **PARKS & OPEN SPACES**

- Extend the river walk to Bethesda Park.

#### **CITY PROCESSES, REGULATIONS, AND DEVELOPMENT ISSUES**

- Building code changes are making renovations to downtown spaces too expensive.
- Review sign ordinance and change electronic signs – safety issue.
- Should infill sites as soon as possible.
- Need to peel away the various silos within the City and work together more to achieve success.

Figure 88. 'Dot for Your Thought' Exercise Map

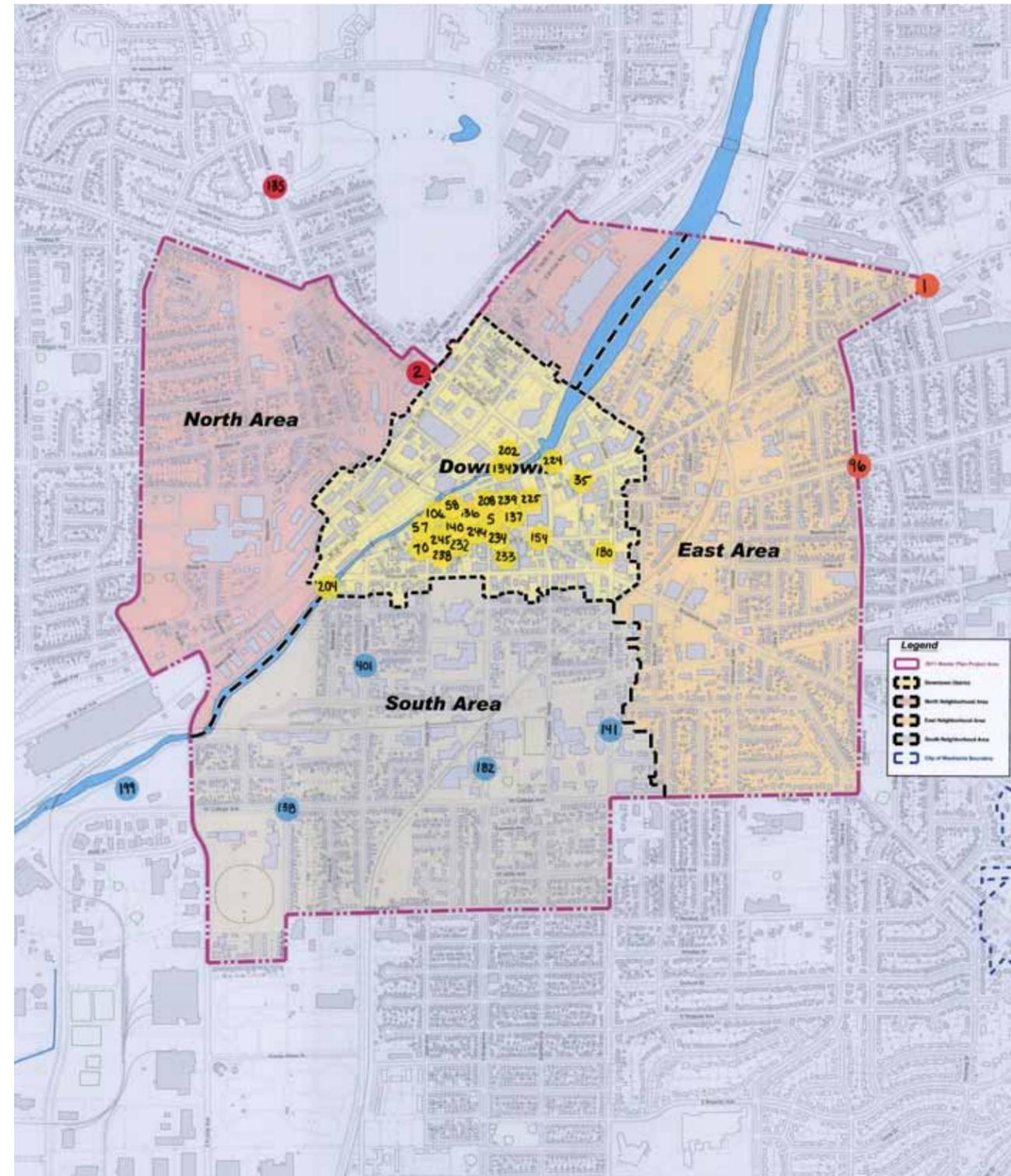


Figure 89. 'Dot for Your Thought' Table of Comments

DOT FOR YOUR THOUGHT

Central City Master Plan Listening Workshop, February 23, 2011

Dot #	Central City Area	Board	Comment
1	Overall Central City	East Discussion	Gateways are an embarrassment: *East Main Street, Arcadian Ave, Summit Ave, West Ave, Whiterock
2	Overall Central City	East Discussion	There seems to be a lack of code enforcement; Broken windows, torn awnings, piles of junk, junk cars, dilapidated buildings, trash, public urination, pan handling
5	Downtown	East Discussion	Downtown Waukesha lacks a clear vision; vision, mission, goals, action plans. Does Waukesha want to be like: Wisconsin Dells - tourist attractions? - No; Cedarburg/Delafield? - No; Water Street? - No; #1 Art Community? - No; Livable Community?, stores, restaurants, bars, galleries, offices, owners/residents - Yes; Historic Downtown - tourists?, attractions, antique shops; County Seat - social services, homeless shelters, soup kitchens, 2nd hand stores, planned parenthood, sex offenders, rooming houses, low rent for houses - No. "Better Than is the Enemy of the Great"; don't settle for mediocrity
35	Downtown	East Discussion	Make downtown more bike friendly. Sheltered bike racks
57	Downtown	South Discussion (2)	We need to develop a "creative economy". Architectural designers, fashion designers, web site and graphic designers who can both live above our downtown spaces and work in the professional spots they will rent below.
58	Downtown	East Discussion	The remodeling of historic buildings should be done to a higher level using thermo-pane windows, central air-conditioning, insulation to attract professionals instead of the poor cheap remodeling that has gone on for years in downtown Waukesha! Remodeling in a cheap way creates low rents for low rent people.
70	Downtown	South Discussion (2)	Eliminate all traffic patterns by auto from Maple to Barstow on Main Street. Friday night lives already use this concept - use it all the time and make Main Street a non-traffic area - plenty of parking elsewhere downtown. Dine & shop with a walk or a bike - no car!
96	East	Overall Discussion	Arcadian Ave is a main street into and out of Waukesha. We must at least look at maintaining this street. I have a business on Arcadian Ave and everyone remarks about how bad of a condition this street is in. We need it repaired correctly very soon. Cold patch is not a solution.
106	Downtown	Overall Discussion	Widen Clinton Street sidewalks. Change Clinton Street to two lanes to promote outdoor seating for restaurant use.
134	Downtown	Overall Discussion	More office space filled. Marketing to attract businesses to operate downtown. Lunch breaks and after work has potential for commerce to sustain downtown merchants.
135	North & (West)	Overall Discussion	Roads (Delafield St.) very bumpy & potholes
136	Downtown	Overall Base Map	2-hour parking on streets & 3 hours in lots is not enough for lunch & shopping. If we are encouraging people spending time downtown something must be done about parking. Offer incentives for shop owners/employees to park in ramps leaving street parking for customers/visitors.
137	Downtown	Overall Discussion	Outdoor dining during summer months is a huge boon to businesses. Summer in Wisconsin is so short that people want to enjoy some outdoor weather an patronize businesses at the same time, let them do it.
General (back of 136 & 137)	Downtown		Poor parking and one-way streets continue to be a misconception downtown. An ad-campaign to squash those myths would do a huge service to downtown. Repair parking ramp. Offer some type of incentives for new businesses - help with printing costs for new stationery, biz cards, envelopes etc. During this past snow emergency the no parking was not enforced and therefore snow removal did not happen in a timely manner.
138	South	South Discussion (1)	Slow down traffic along College and Newhall, west of West, to bring back a more residential feel to that area. Lots of school children there with the new STEM school who have to dodge traffic.
140	Downtown	Overall Discussion	Promote outdoor dining throughout the downtown.
141	South	Overall Discussion	Put traffic lights at mid-block crossing and at Wright Street at Carroll University.
180	Downtown	East Discussion	Just want to know when the plan will be implemented on N. East Avenue (west side of street) between South Street and Broadway. Is the City acquiring the properties? (this comment from landowner on this block)
182	South	South Discussion (1)	Grand Ave. north of College has been greatly improved by Carroll University but once the snow melts the litter along there to downtown is very bad, probably partly due to the middle school and Taco Johns and along the train tracks.
202	Downtown	East Discussion	There needs to be within walking distance of downtown (or downtown parking areas) another grocery store with inexpensive staples (milk, cheese). Panos is great for produce and some bulk items but milk and cheese are expensive. A cheap lunch buffet place - used to be a T Rex with a great, affordable lunch - and quick.
204	Downtown	East Discussion	Continue Fox River walk past Veteran's Park through Besthesda Park to Fox River Sanctuary.
Not Dot (with 204)	Overall Central City		Connect Glacial Drumlins, New Berlin, and Fox River bike and pedestrian trails adjacent to or through the downtown area. Contact Waukesha Bike Alliance for specific ideas.
208	Downtown	East Discussion	Keep outdoor dining downtown!
232	Downtown	South Discussion (1)	Narrow Clinton, widen sidewalks. Do everything you can to support outside dining. Clinton traffic way too fast! Plan for youth!! Bicycle-friendly, micro-car friendly - open seating all through our social/urban settings - build serious collection sites for family centering on retail - support sites - create a family court "like a mall food court"
233	Downtown	South Discussion (1)	Make parking structures free.
199	South	South Discussion (1)	Please consider creating downtown as a bicycle hub connecting to New Berlin Trail - Drumlins Trail - Lake Country Trail. Start with better signage now - but design solid for our communities future...
224	Downtown	Zoning Map	Main Street closings during Friday Night Live reinforce erroneous perceptions that downtown is difficult to navigate and that parking is scarce. Need to find alternative venues on side streets so Main doesn't have to be closed (i.e. Gaspar, Broadway, Freidman, Plaza, etc.)
225	Downtown	Zoning Map	Parking ramp is in awful shape, needs to be fixed up.
234	Downtown	East Discussion	As a restaurant owner it is critical that we have as many working professional people living in the available spaces above most of the storefronts. It appears that many of these spaces are either empty or housing "less than desirable" people who are not contributing to the mix of people who are actively patronizing businesses during the day. <b>Very important for us to know that the people who patronize our business also live in the neighborhood.</b>
238	Downtown	East Discussion	Housing created in a contemporary urban environment should seriously take into consideration the issues of the hustle-bustle of a thriving city life. People who want the city to roll-up and "go to sleep" after dark should move to the country. There is an enormous difference between the normal nighttime activity noise and the unacceptable noise that is already clearly managed by ordinances.
239	Downtown	East Discussion	It seems a thriving urban environment revolves around the people who work, live and play there. The great thing about a neighborhood is that people know and recognize others moving around in the area. Safety and a sense of safety is greatly enhanced by this. Activity in the streets should not be limited to day time banker's hours. These same people want to run into neighbors out to dinner, at a night spot, art galleries, evening street festivals, outdoor dining - and these people won't have to worry about where to park!!
244	Downtown	Overall Base Map	Waukesha (City) should follow the example set by City of Milwaukee who made it easy for downtown restaurants and bars (to) flourish. These created a reason for people to go downtown and have a good time and ultimately seen residency where they ate and socialized. Night spots created the demand for housing!!! The domino effect it created demand for condos from \$100,000 to \$2,000,000.
245	Downtown	South Discussion (2)	Don't have City father's be so near sighted as to attempt to eliminate outdoor dining. They did so by attempting to create an ordinance that required a fence around tables on the sidewalk. Come on!
401	South	South Discussion (1)	West Avenue needs serious repair - it's barely a road anymore and with all the beautiful houses a nice new West Avenue would help the houses start selling and make the area more attractive. Also most of the side roads by West Avenue also need attention.
No Dot (with 401)	Downtown		We need a micro-brewery like the Ale House (put it where the Black Trumpet is). We need a much better City Guide.
No Dot	Overall Central City		Entrance archways denoting coming into Waukesha's heart. Creative paving brick to replace walkways along Main Street. Unified lamp posts that are unique on Main Street.
No Dot	Overall Central City		Get rid of slum lords. Too many low rent apartments. Too many rooming houses. Too many homeless. Too many sex offenders. Too many transients. Not enough live/work. Not enough vested owners. Renters don't care. Business renters come and go.
No Dot	Downtown		Parking - there is adequate parking if - business owners use the South Street ramp - apartment dwellers use the South Street ramp.

