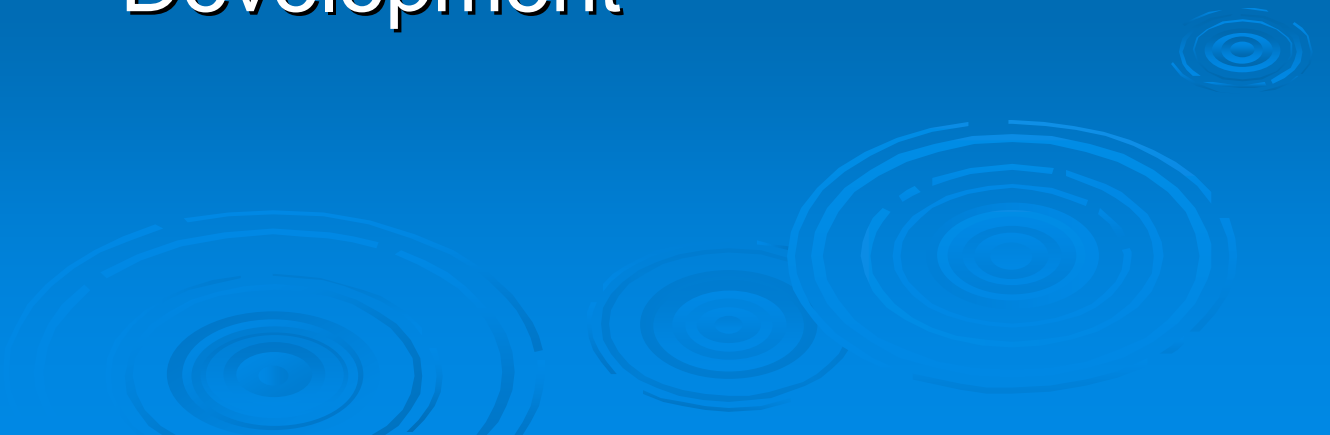


WAUWATOSA VILLAGE

Visioning and First Principles
Development



VILLAGE DESCRIPTORS

- Charming
- Quaint
- European
- Authentic
- Family Oriented
- Community Oriented
- Honest
- Simple
- Accessible
- “Home”
- Upscale
- Cool
- Welcoming
- A River Valley
- Vibrant
- Vital
- Sense of Togetherness
- City of Steeples
- Main Street
- Small
- Walkable
- Not the mall
- Village is a business district
- Community gathering
- Tosa’s downtown – density, shops, variety
- Community service corridor

ISSUES / AREAS OF CONCENTRATION

- *1 – Enhance & Deepen Connections*
- *2 – Build on Strong Sense of Community*
- *3 – Create Stronger Sense of Place*
- *4 - Build Awareness of Village's Natural Resources*
- *5 - Address Traffic & Transportation Issues*



ISSUES / AREAS OF CONCENTRATION

➤ *1 – Enhance & Deepen Connections*

- “How do we connect all this stuff?”
- “Village connection to the watershed (a reality)”
- “How connected to development & it’s impact”
- “Ensure all boundaries are connected”
- “Connecting to neighborhoods”
- “Connection at 68th & State looking to more pedestrian friendly & safer solutions”
- “Must bridge Village to Hart Park”
- “Connecting to parkway & park, connect as a pleasant access route”
- “Provide opportunities for outlying areas to more easily connect to the Village”
- “Trolley connections from Med Center to Village”
- “Connections to outlying businesses & services – institutions/hospital/adoption center”

ISSUES / AREAS OF CONCENTRATION

- **2 –Build on Strong Sense of Community**
- “Strong sense of community”, “Togetherness”
 - “historical aspects”
 - “diversity of architecture”
 - “well planned parkways”
 - “community gathering”
 - “A place to meet for breakfast”
- Consider “kids & adults” with amenities i.e. history walks, nature walks, (that begin at the Common), a naturalist
- Pedestrian Friendly
 - “Walkable/a place to walk to”
 - “Pedestrian friendliness”
 - “Pedestrian orientation”
 - “Safety”
- Neighborhoods
 - “Pedestrian friendly access”
 - “Beautification”
 - “Strengthen neighborhood associations”
- Strong sense of history
 - “Do you remember where we came from?”
 - “Unearth our history – make visible”
 - “Learn from the past while we look to the future and live in the present”
 - “Juxtaposition”
 - “History married to the future”
 - “Historic Heart”
 - “Remember our roots”
 - “Cultural changes thru time (New Englanders/Village/Abolitionists, Germans/farm”
 - “Locally owned family businesses”
 - “Age diverse”
 - “Diversity”
 - “Accessibility”

ISSUES / AREAS OF CONCENTRATION

- **3 –*Create Stronger Sense of Place***
- Aesthetics/Motif
 - “Artful”, “tasteful”, “authentic”, “scale”
 - Vistas & Views – “Differs by direction – Harmony Bridge, from State, Hart Park, from North”,
 - “Topography”
 - “Village needs a rest spot in the middle, a respite”
 - “No entry markers/way finding”

ISSUES / AREAS OF CONCENTRATION

- **4 - Build Awareness of Village's Natural Resources(the River, the parks (Hart & Nesnabek) , the parkway/bike path, Schoonmake Reef)**
- "River is hidden"
- "River corridor – power, recreation, respite"
- "Walled off River along the Park"
- **And Built on Current Efforts Towards "Green Infrastructure"/Sustainability**
- "Watershed"
- "Attention to 'green' spaces", "landscaping"
- "Rain gardens – protect our natural resources"
- "Precedence – Hart Park - storm water management, Nesnebec – native landscaping, County Grounds – storm water management"

ISSUES / AREAS OF CONCENTRATION

- ***5 - Address Traffic & Transportation Issues***
- “Early a.m., 3 to 6 p.m. traffic is bumper to bumper, backups, detracts from the Village concept”
- “Re-routing”
- “Bike paths, navigation”
- “Trains – historic aspects”

FIRST PRINCIPLES

- *Walkability. Pedestrians first.*
- *Authenticity. Maintaining the Historic and cultural character while embracing the future*
- *Connectivity. Linking the Village with its surroundings*
- *Sustainability- a healthy environment, economy and society*
- *Natural Beauty. Integrating the natural resources of the area into the Village fabric.*

TAG LINE

- Tomorrow's Village
- Village Heart
- The place where Tosa comes together



DRAFT VISION STATEMENT

Approaching the village by car or foot, one senses that something special is near. Unique gateways mark the boundaries of the Village heart, identifying its core as a place for pedestrians first and living sustainably. Here, the upscale shops, specialty stores and outstanding public spaces welcome young and old to this vibrant economic hub. Public parks, parkways and the Menomonee River grace its boundary and are on center stage as visible and integral parts of day to day life in the Village and serve as connections to neighboring communities. The Village's story and its historic architecture evokes its rich cultural past. This deep appreciation of natural and cultural history in its parks, river, and architecture serves as the foundation for its ever-evolving future.

DRAFT VISION STATEMENT

- Approaching the village by car or foot, one senses that something special is near. Greenspaces, parks, authentic streetscapes, historic architecture and the Menomonee River all signal ones arrival at the historic heart of Wauwatosa, where history is apparent through the interpretation of its stories, its architecture, its spaces and its environment.
- The village's heart is identified by its unique gateways welcoming residents and visitors and identifying the Village as a place for "pedestrians first". Clear connections are made to neighborhoods with wide sidewalks and visually striking and safe crosswalks reinforcing the pedestrian character.
- The village is a vibrant economic hub with upscale shops and specialty stores catering to both Tosa's neighborhoods and visitors. Businesses near the Village's heart contribute to the economic success and visual character of the area. Strong connections made through the use of indigenous materials, the arts, streetscape and wayfinding design to create a unified Village character.
- Outstanding venues for formal and informal social activities and community events are bustling with activity daily: The Commons, Hart and Neshnabeck Parks and the Little Red Store area serve as important hubs of Village life.
- The restored and clean flowing Menomonee River runs uninterrupted through the village where it is visible and an integral part of day to day life of people in the village. Special places for children and adults allow them the explore the naturalized riverbank and parks, rustic trails, and manicured parkway and recreational park facilities
- The village has become well known as a model of environmental awareness through the practice of stormwater management, energy conservation and closed-loop recycling to name a few.

PHASE II – DESIGN DEVELOPMENT AND PLANNING.

- *Phase II – Design Development & Planning*
- *Continuation of Public Forum Meetings*
- *Meeting 1 – July 18th*
- *Create Vision Statement & First Principles*
- *Meeting 2 – August 1st*
- *Identify Key Historical Stories to be identified in Village design*
- *Explore Common Plan as proposed*
- *Meeting 2 – August 15th*
- *- Finalize Zone Identification & Issues to be Addressed*
- *Preparation: Identify key plans/designs (i.e. Hart Park, Neshnabek, County Grounds, City plans re traffic/transportation, etc)*
- *- Create scenarios to be inclusive of all stakeholders in the Village commercial and non commercial*
- *- Create a Process for Continuation of Planning with Common project as priority*