


Downtown Oconomowoc

“Implementing Changes & Getting Results”

10.3.19

Jason Gallo, AICP
City Planner / Zoning Administrator

Bob Duffy
Economic Development Director



Where is Oconomowoc, WI?



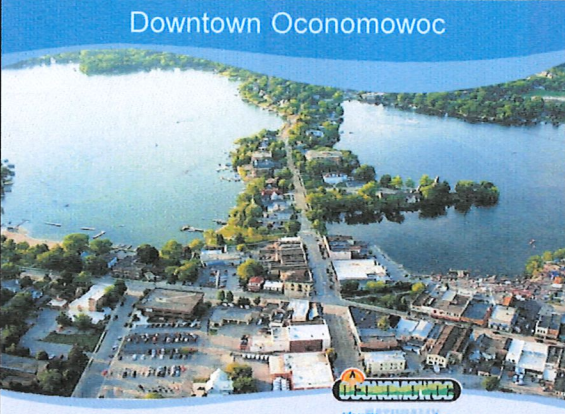

Oconomowoc, WI

Quick Facts about City:

1. Halfway between Madison & Milwaukee
2. Population 17,000
3. Waukesha County / Interstate 94
4. Has been rated Best Places to Live



Downtown Oconomowoc

Engage the Community

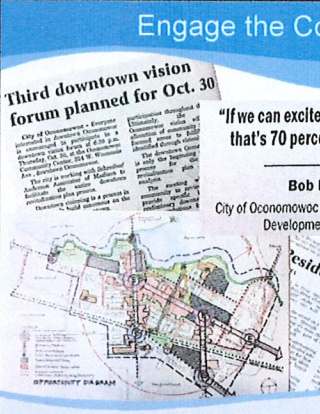

Residents speak out...

Third downtown vision forum planned for Oct. 30

“If we can excite this community, that’s 70 percent of the job.”

Bob Duffy
City of Oconomowoc Bureau of Economic Development Director

Residents interested in downtown’s future



Community Feedback

Oconomowoc Downtown Revitalization Plan and Market Analysis
Public Vision Forum No. 1


Session 6: Individualize your vision

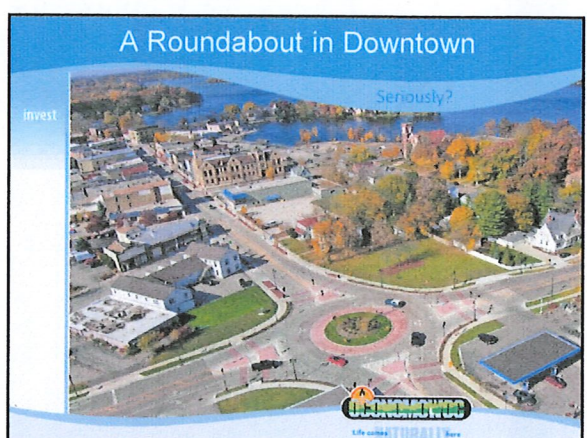
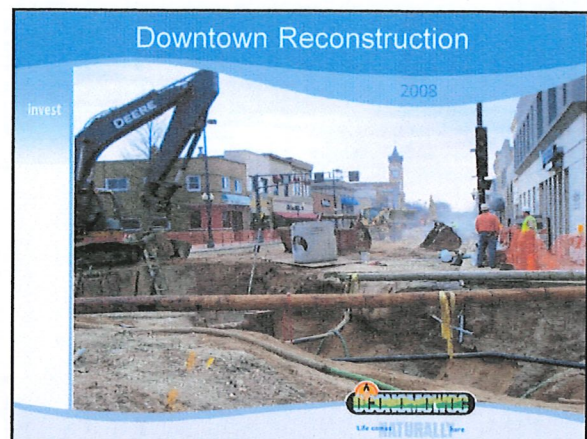
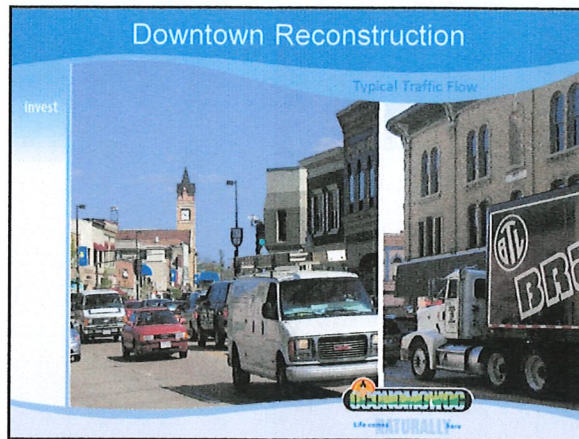
...These things mean that the other downtown Oconomowoc people they had seen...
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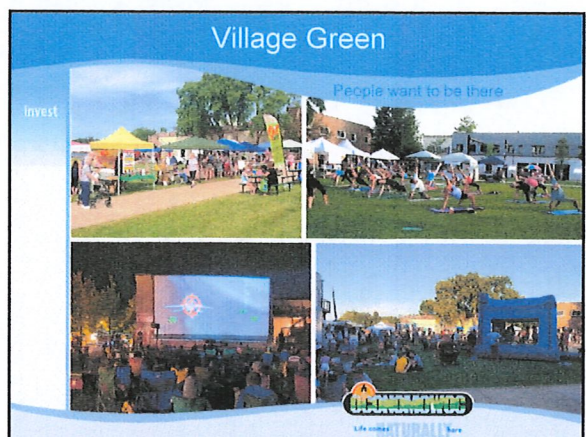
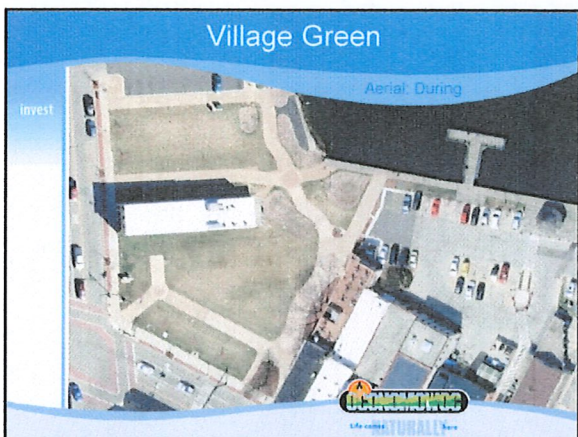
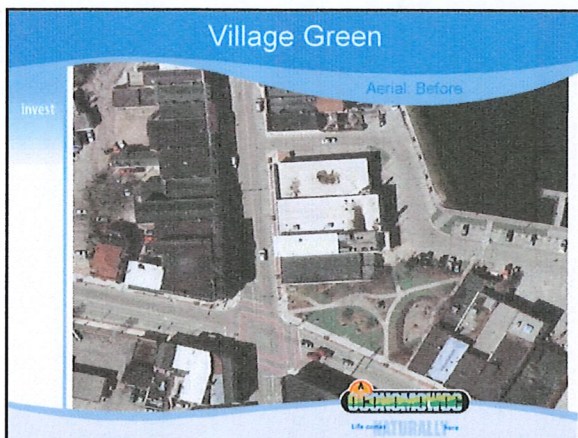
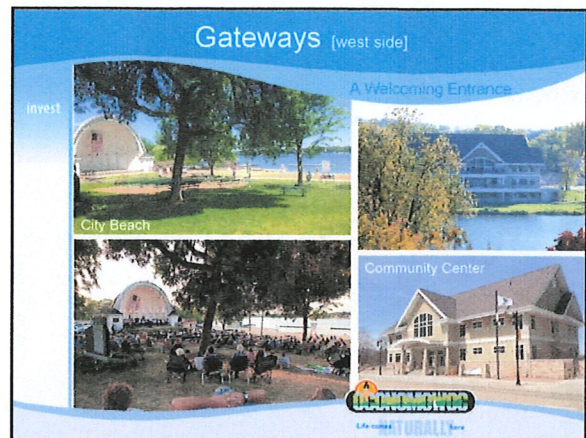
Issue	Feedback
Accessibility	Improve access to downtown
Architecture	Improve architecture
Artistic	Improve artistic
Business	Improve business
Community	Improve community
Culture	Improve culture
Environment	Improve environment
Food	Improve food
History	Improve history
Infrastructure	Improve infrastructure
Land Use	Improve land use
Marketing	Improve marketing
Neighborhoods	Improve neighborhoods
Parks	Improve parks
Public Safety	Improve public safety
Recreation	Improve recreation
Shopping	Improve shopping
Transportation	Improve transportation
Utilities	Improve utilities
Workforce	Improve workforce

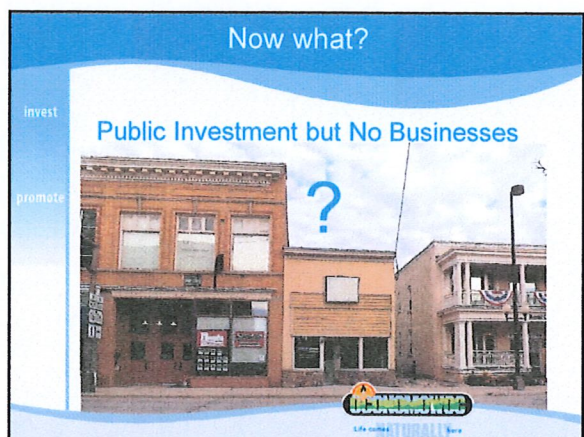
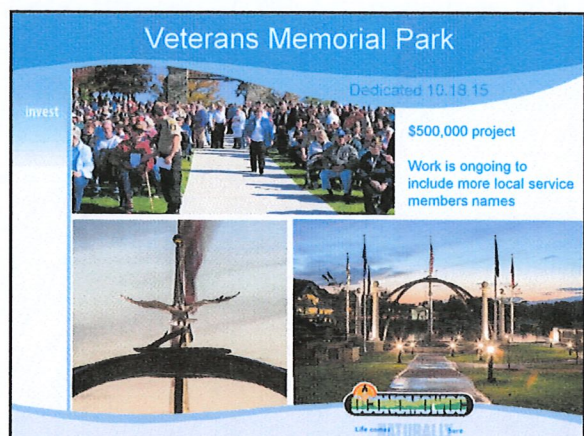
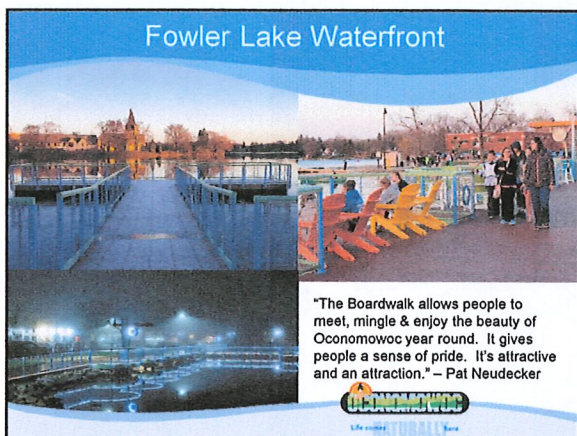
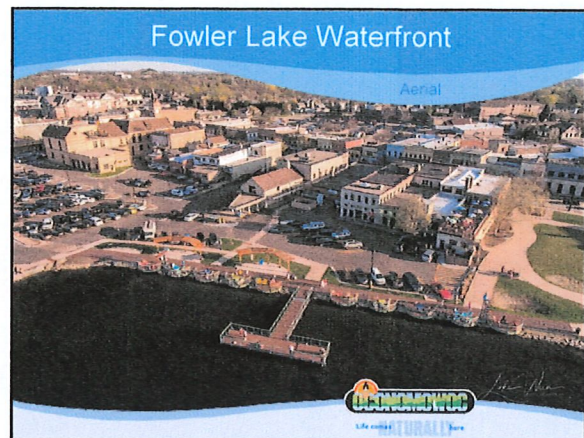



Downtown Development Plan.....







Downtown Loan Pool

Public/Private Partnership

invest

promote

**DOWNTOWN
OCONOMOWOC
BUSINESS
LOAN POOL**



DOWNTOWN
OCONOMOWOC
the heart of lake country

- Capitalized by First Bank Financial Centre to meet CRA requirements
- Resulted in 36 new businesses downtown since 2010

Downtown Oconomowoc Business Loan Pool Provided By:



**FIRST
BANK**
Financial Centre

In Conjunction With:



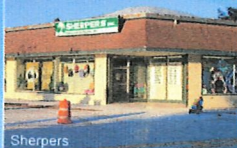
Life center | TOWN | Here

Proof of Business Investment


Façade Grant Program

invest


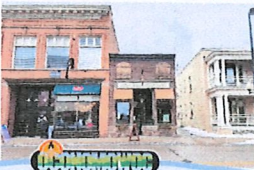
promote



Sherpers



Bella Gusto

**DOWNTOWN
OCONOMOWOC**

Life center | TOWN | Here

Proof of Business Investment

Façade Program







**DOWNTOWN
OCONOMOWOC**

Life center | TOWN | Here

Worthington Apartments

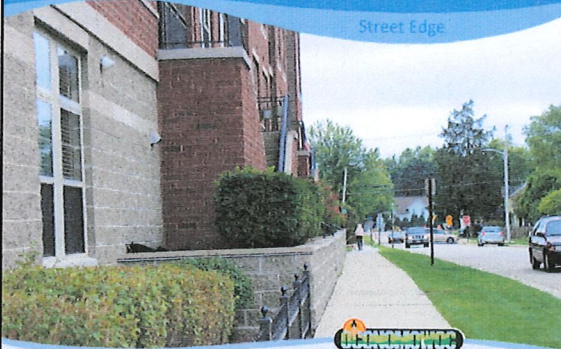


**DOWNTOWN
OCONOMOWOC**

Life center | TOWN | Here

Worthington Apartments

Street Edge



**DOWNTOWN
OCONOMOWOC**

Life center | TOWN | Here

Worthington Apartments

Transparency/Stepback





**DOWNTOWN
OCONOMOWOC**

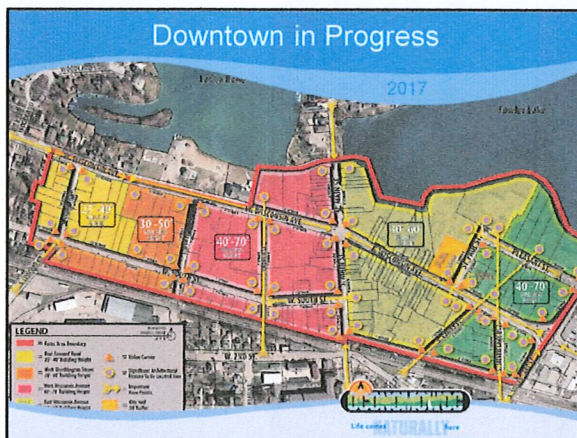
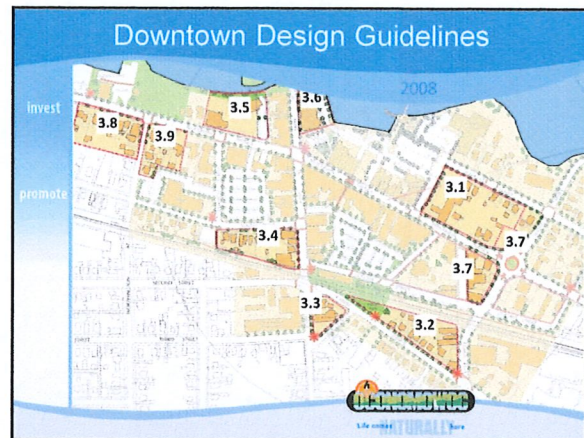
Life center | TOWN | Here

Everything Has a Process...

Forward Thinking

Idea → Concept Plan → Ordinance → Construction

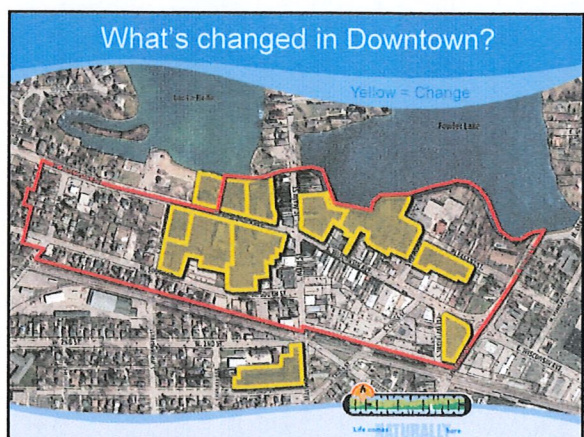
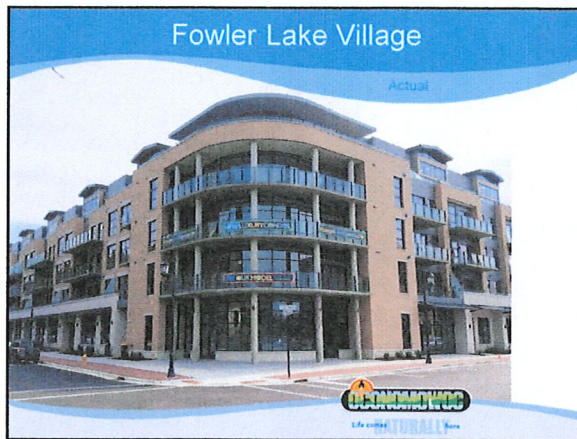


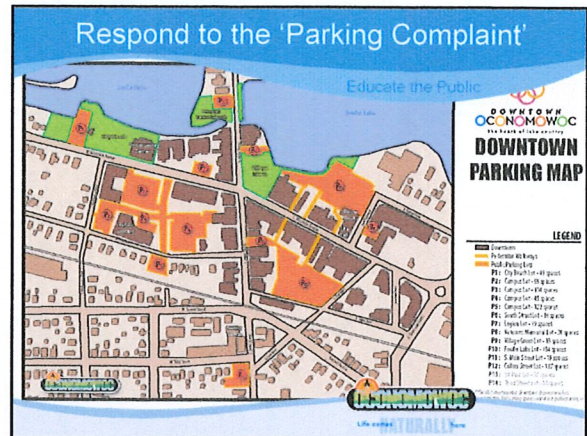
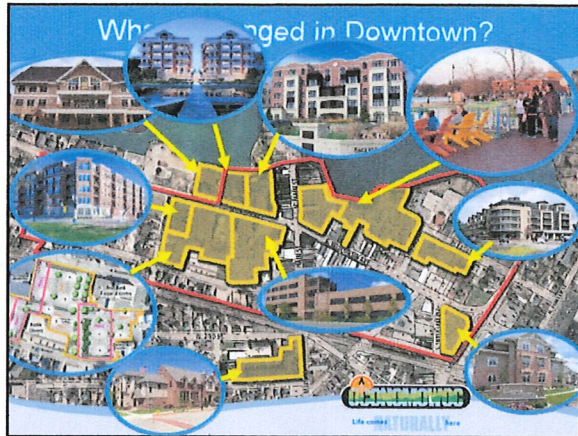



Downtown Design Ordinance Covers

- Building Height
- Ground Floor Uses
- Curb Cuts
- Open Space
- Landscaping
- Parking
- Pedestrian Connections
- Entrance Locations
- Architecture
- Building Massing / Articulation
- Building Setback
- Building Stepback
- Ground floor transparency
- Street Edge
- Vision Corners
- Windows
- Canopies / Awnings
- Building Materials
- Sustainability
- Mechanicals
- Garbage / Dumpster
- Lake Setbacks
- Building Orientation
- Paving Setbacks





Gallery Nights

Spring & Fall

invest
promote
attract
+

Oconomowoc
Life makes it natural here

Music at City Beach

Summer, Twice a Week

invest
promote
attract
+

Oconomowoc
Life makes it natural here

Festival of the Arts

Downtown Celebrations

invest
promote
attract
+

Oconomowoc
Life makes it natural here

Wizard of Oz

Premiered in Oconomowoc

invest
promote
attract
+

Oconomowoc
Life makes it natural here

Fall Festival

2nd Saturday in September

invest
promote
attract
+

Oconomowoc
Life makes it natural here

German Christmas Market

Thanksgiving Weekend

invest
promote
attract
+

Oconomowoc
Life makes it natural here

