



# Planning + Economic Development = Vibrant Public Spaces

**Kristi Weber, CNUa**

Planner/Community Development Specialist

**Bob Duffy**

Economic Development Director

**Paige Brunclik**

Community Outreach & Services Assistant



Life comes here

NATURALLY

# Why can't we be more like...

Delafield



...Delafield, Cedarburg...



Pewaukee



Cedarburg



Strawberry Festival



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# Why can't we be more like...

Residents speak out ...

## Third downtown vision forum planned for Oct. 30

City of Oconomowoc - Everyone interested in downtown Oconomowoc is encouraged to participate in a downtown vision forum at 6:30 p.m. Thursday, Oct. 30, at the Oconomowoc Community Center, 324 W. Wisconsin Ave., downtown Oconomowoc.

The city is working with Schreiber/Anderson Associates of Madison to facilitate the entire downtown revitalization plan process.

Downtown visioning is a process in which the community builds consensus on the future of the downtown.

participation throughout the visioning process. Ultimately, the vision will be used for allocation of community funds to focused areas to fulfill identified through visioning.

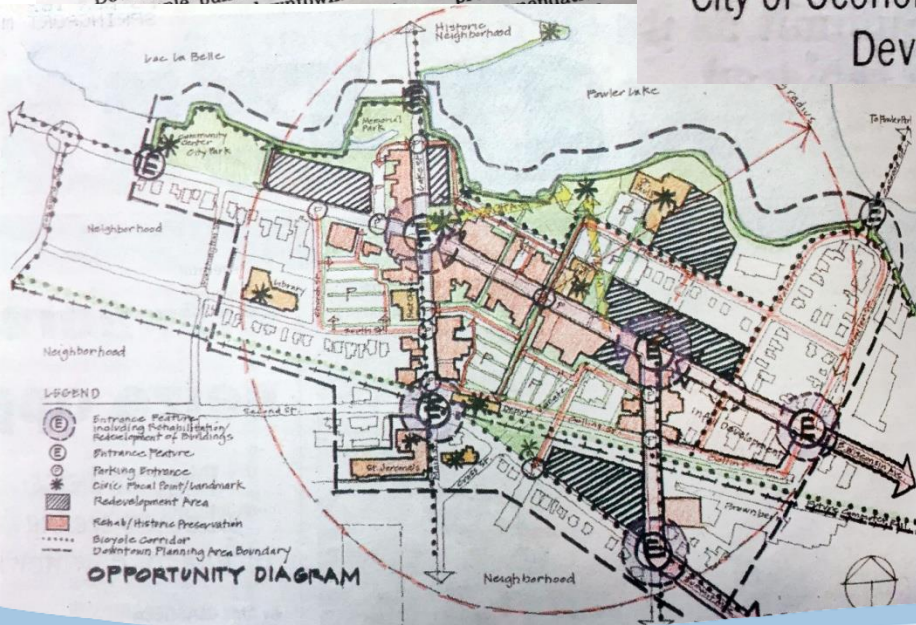
The downtown Oconomowoc visioning process is only the beginning of a revitalization plan analysis.

The meeting with the community to review the visioning process will provide specific recommendations for the downtown.

**"If we can excite this community, that's 70 percent of the job."**

**Bob Duffy**

City of Oconomowoc Bureau of Economic Development Director









# Created a Downtown Vision

## Branding the Downtown

invest

Downtown Oconomowoc is the historic center and heart of the community where all facets of community life come together: retail, services, government, neighborhoods, employment, transportation and recreation.

More than any other part of the city, the downtown defines Oconomowoc as a community.



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# A Roundabout in Downtown

invest

Seriously?



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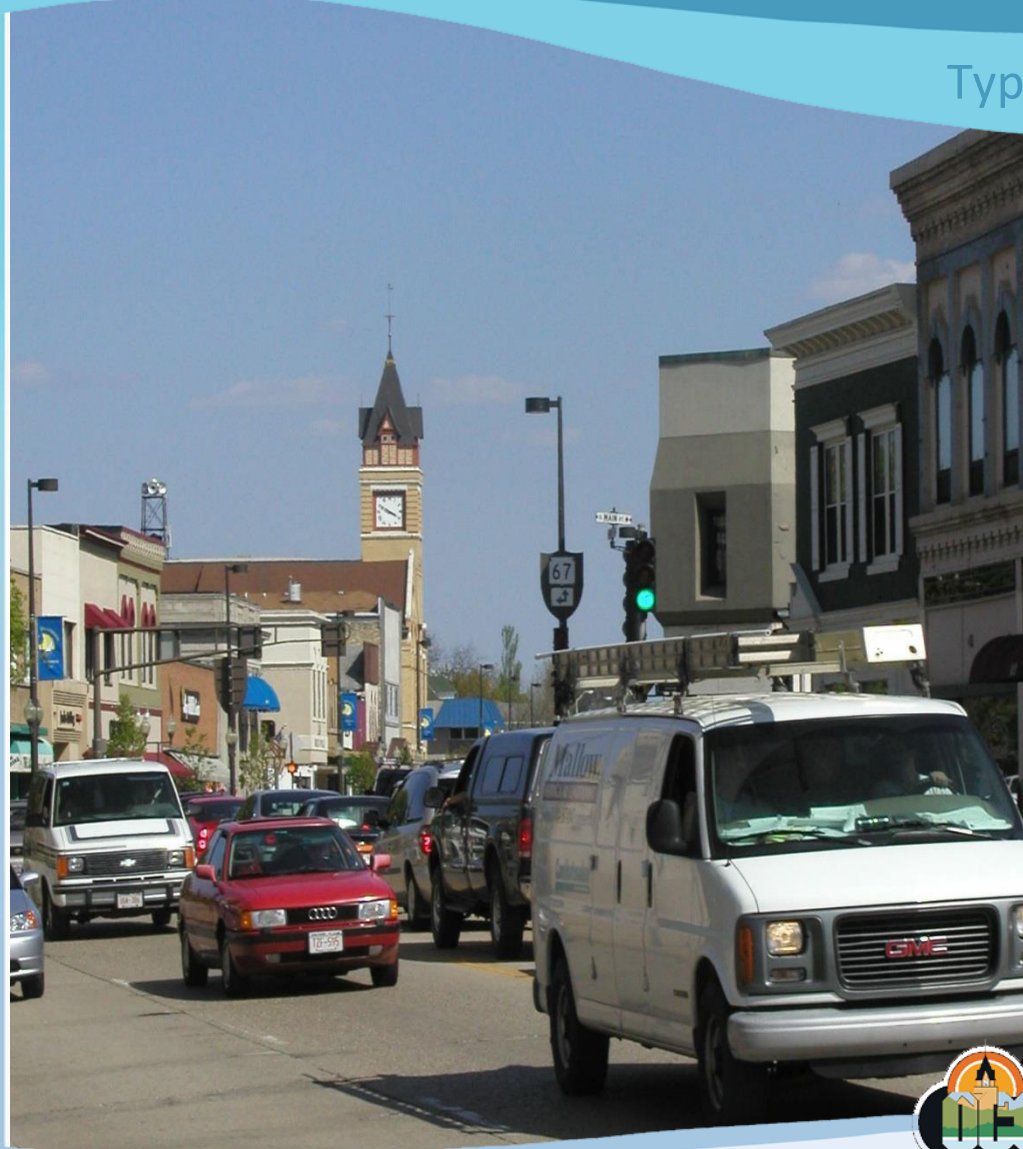
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# Downtown Reconstruction

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Typical Traffic Flow



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# Downtown Reconstruction

invest

2008



Life comes here

NATURALLY



# Downtown Reconstruction

2008

invest



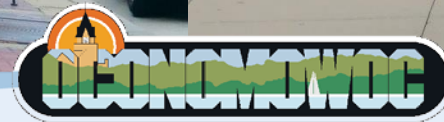
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# The Finished Product

invest

Today



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## invest

## Lac La Belle

## Fowler Lake



Life comes here

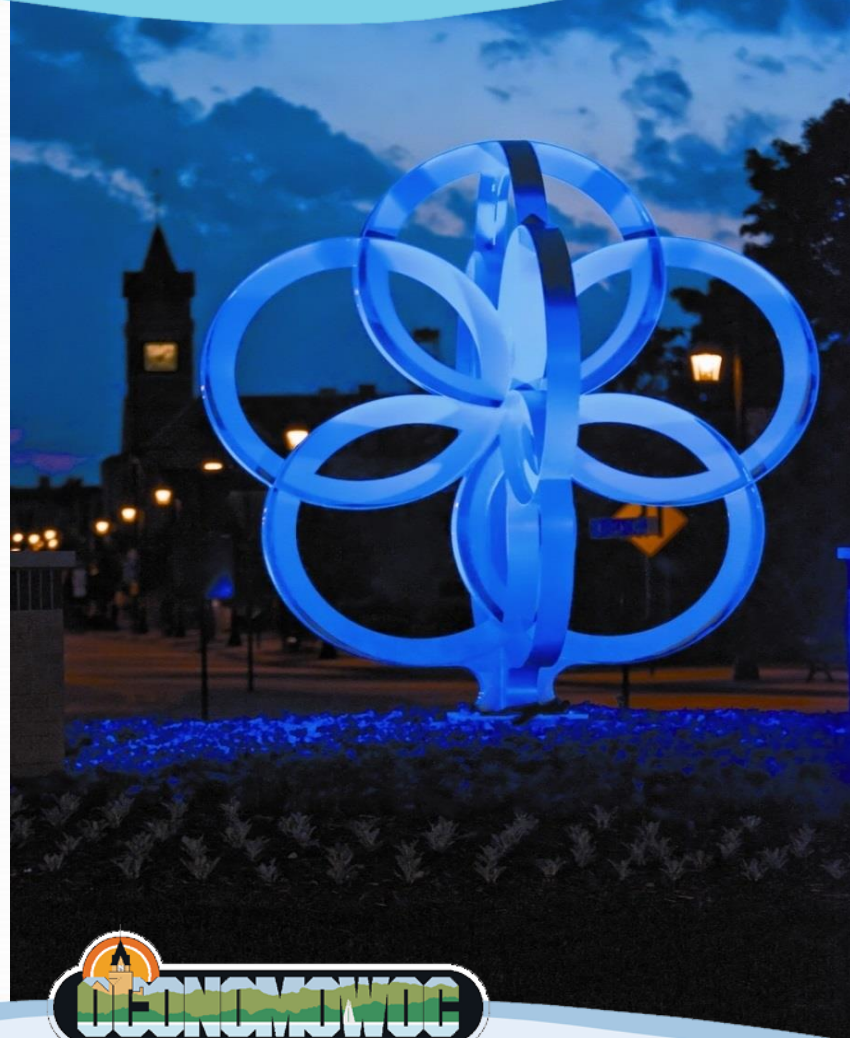


# Gateways [east side]

invest



A Welcoming Entrance



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# Gateways [west side]

invest

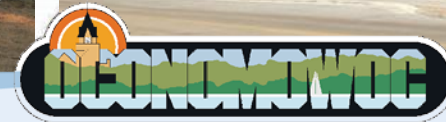
A Welcoming Entrance



City Beach



Community Center



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# City's Home on the Lake

invest

Community Center



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# Vision for Improved City Center

invest

2012

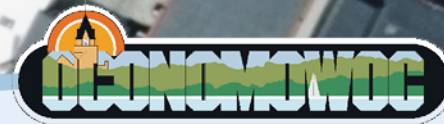


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# Existing Village Green

Aerial: Current Status

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# Existing Village Green

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People want to be there



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# Waterfront Concept

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GAZEBO/SHELTER AT WATER'S EDGE AS SEEN FROM BOARDWALK



2016 - Fowler Lake



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# Veterans Memorial Park

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Dedicated 10.18.15

\$500,000 project

Work is ongoing to  
include more local service  
members names



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# Now what?

invest

## Public Infrastructure but No Businesses

promote



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# Downtown Loan Pool

Public/Private Partnership

invest

## DOWNTOWN OCONOMOWOC BUSINESS LOAN POOL



promote

- Capitalized by First Bank Financial Centre to meet CRA requirements
- Resulted in 26 new businesses downtown since 2010

Downtown Oconomowoc Business Loan Pool Provided By:



In Conjunction With:



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# Façade Improvement Program

2008

invest

2008

- Provided \$65,000 of incentives, which has resulted in \$450,000 worth of investment

promote

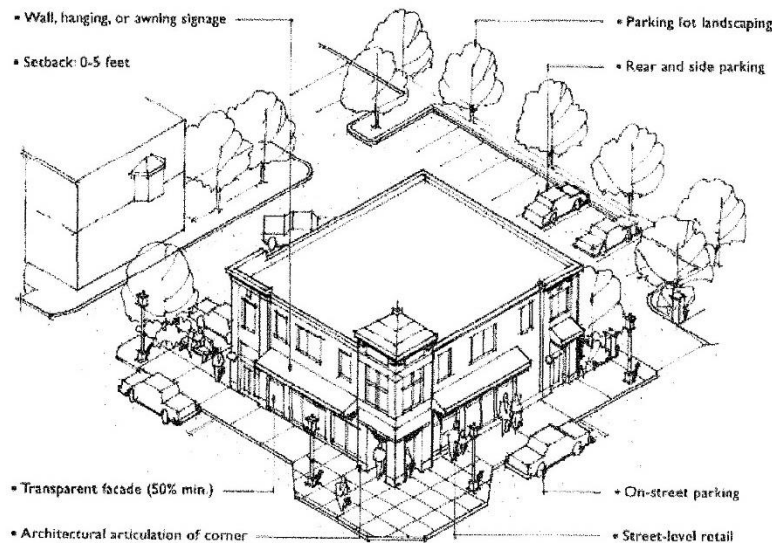


Figure 2: Building Siting and Treatment

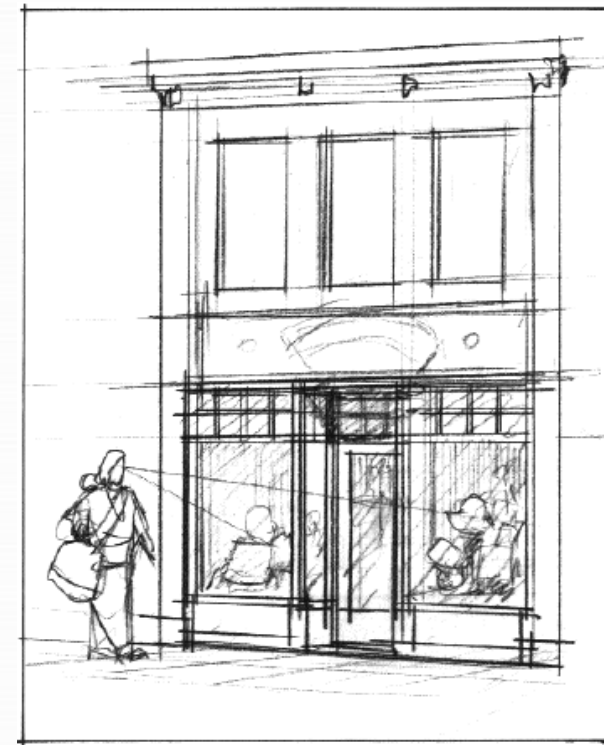
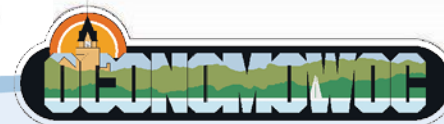


Fig. 5: Facade Treatment



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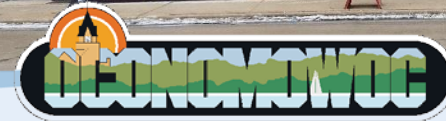
# Proof of Business Investment

invest



promote

## Façade Loan Program



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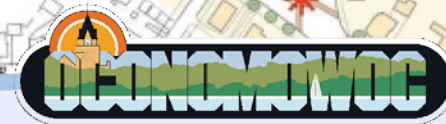


# Downtown Design Guidelines

2008

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# What's changed in Downtown?

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Yellow = Change



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# What's changed in Downtown?

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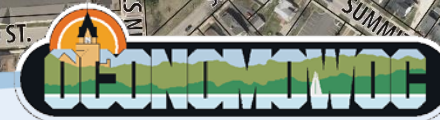


# Downtown in Progress

## Map & Ordinance

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# Obtain the NEW Skills Needed

Kristi & Paige

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Life here

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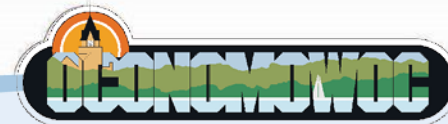
## 2013: Existing Assistant Planner Position [KRISTI]

- Updated description based on needs
- Planner / Community Development Specialist
  - Assistant / Project Planner
  - Economic Development

attract

## 2014: NEW Position [PAIGE]

- Created job description based on needs
- Community Outreach & Services Assistant
  - Parks, Recreation and Forestry
  - Tourism



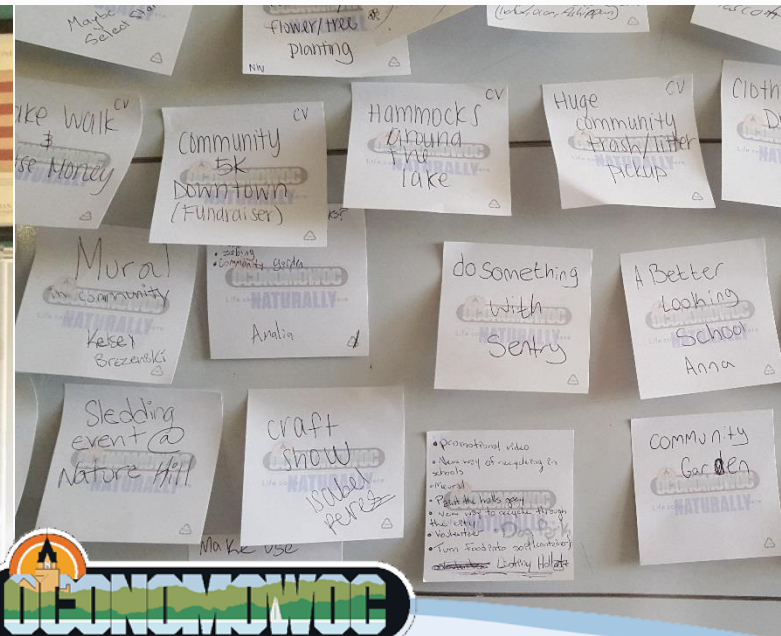
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# Start Simple

Keep it Relevant

- Get the information out there
- USE what you got
  - What are residents doing?
  - Where are they?



Life comes NATURALLY here



# Start Simple: Website

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Keep it Relevant

Oconomowoc WISCONSIN

Our Community Government Departments Resident Help Center Business Resources

Search

Available Buildings & Sites

City Meetings

Garbage & Recycling

Parks, Recreation & Forestry

Public Utilities

Eat, Play, Shop & Stay

Community Videos

How Do I...? Online Payments

Notify Me Report a Concern

Home Print Mail Share

News & Announcements VIEW ALL NEWS

Questions on your Assessment? Call GROTA Appraisals (262) 253-1142  
The City Assessor will be conducting Open Book starting on Wednesday, June 26 at 9:00 am at the City Hall. [Read on...](#)

Are you up for the challenge?  
Do you think you can unplug, power down and step outside for 30 minutes every day in June? Did you know that a few minutes in nature can immediately reduce stress levels, blood pressure and muscle tension? [More info...](#)

Village Green - Pedestrian Detour  
During construction of the Village Green, pedestrian traffic will need to be detoured along Wisconsin Ave. Please see the attached map. [Detour Map](#)

Stay connected!  
Subscribe to Notify Me to receive updates and information about community news and happenings. [Read on...](#)

CALENDAR

Tue, Jul. 1  
Common Council Meeting

Wed, Jul. 2  
American Legion Band Salute to America Concert

Fri, Jul. 4  
City Hall Closed

Sat, Jul. 5  
Oconomowoc Summer Farmer's Market

VIEW ALL

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OCONOMOWOC

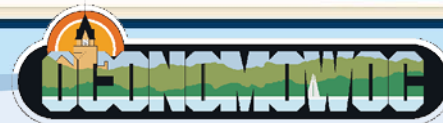


Home

Contact Us

Translate

Site Map



red by CivicPlus

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# Start Simple: Website

Keep it Relevant

invest



**BEFORE (04.14.14)**

**Piwik (website analysis tool)**

The Department wanted to look/function more efficiently by using more graphics to lend the public user through the site.

**AFTER (05.28.14)**

Each of the buttons directs the user to another link/page within the website. The background of the Department's website was also cleaned up and made more efficient.



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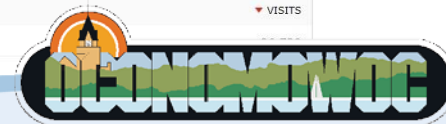
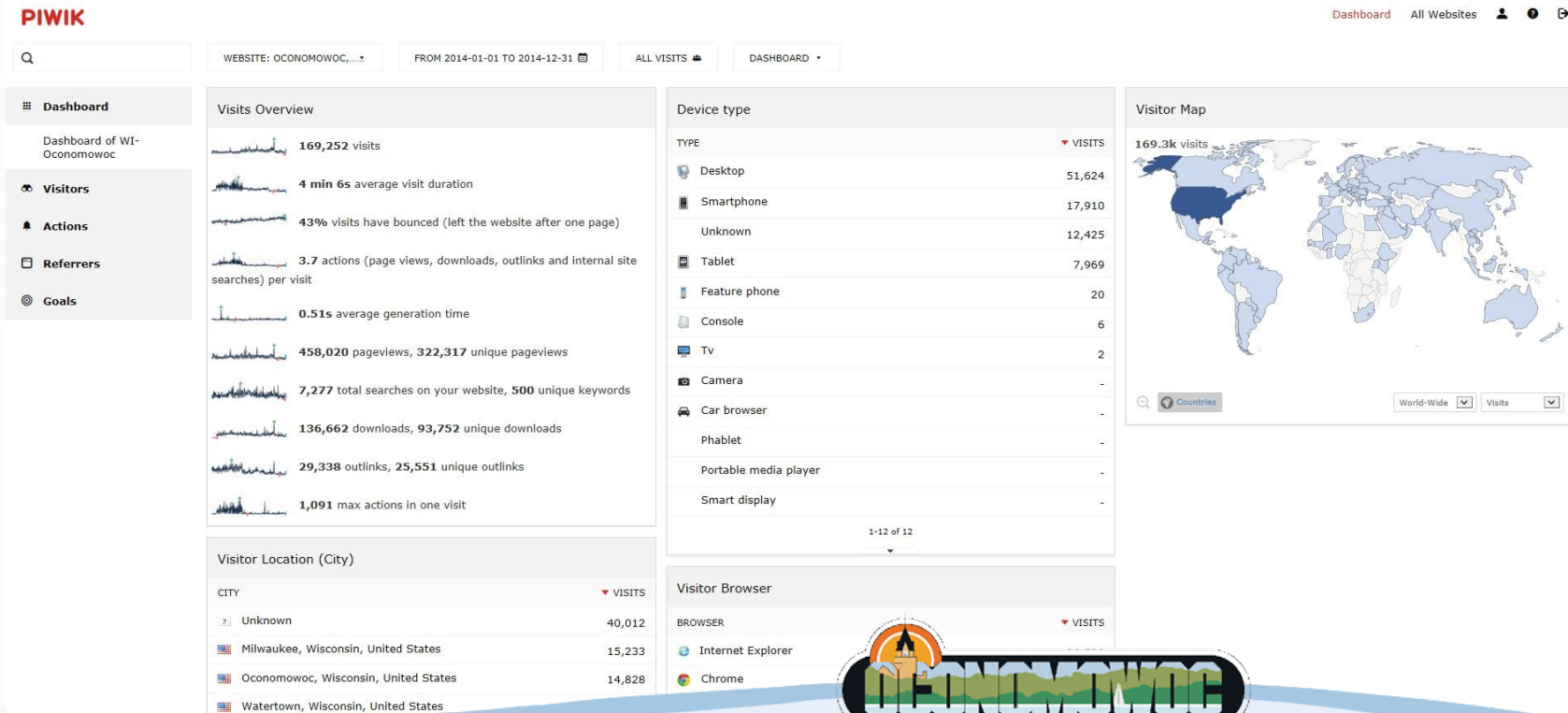


# Start Simple: Website

## Analytics

Keep it Relevant

- Progressive Stats
- Goal: To Stay Progressive with the demands of our residents



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# Redesign: Website

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## New Website Launch



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# NEW Website Analytics

New Website Launch

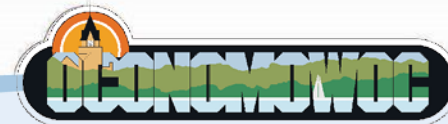
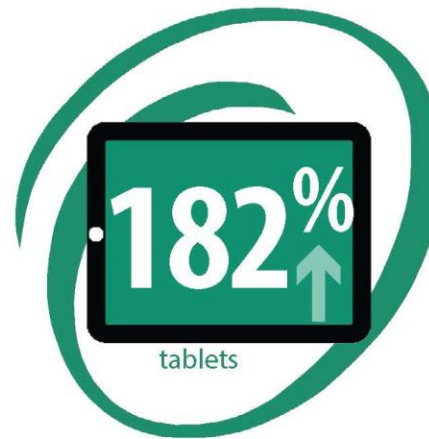


Search Oconomowoc...



2015: WEBSITE STATUS CHECK

*user technology*



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# Start Simple: Social Media

- USE Facebook

Keep it Relevant

- Initial goal – Post 3x a week
- Now – we have to make sure we aren't overloading our page

- USE

**dlvr.it**

[Learn More](#) [Promoted Stories](#) [Pricing](#) [Support](#) [Sign In](#)

## Share Better

### Smart Automation

The fastest way to find and share great content across your social networks.



### Sign up to get started

It's free and takes less than 60 seconds



Delivering over 5 million items daily for 1,000,000 individuals, businesses, and global brands.

GROUPON REUTERS CBS business Macworld Los Angeles Times ESPN USA TODAY

[About Us](#) [Blog](#) [Browser Extension](#)



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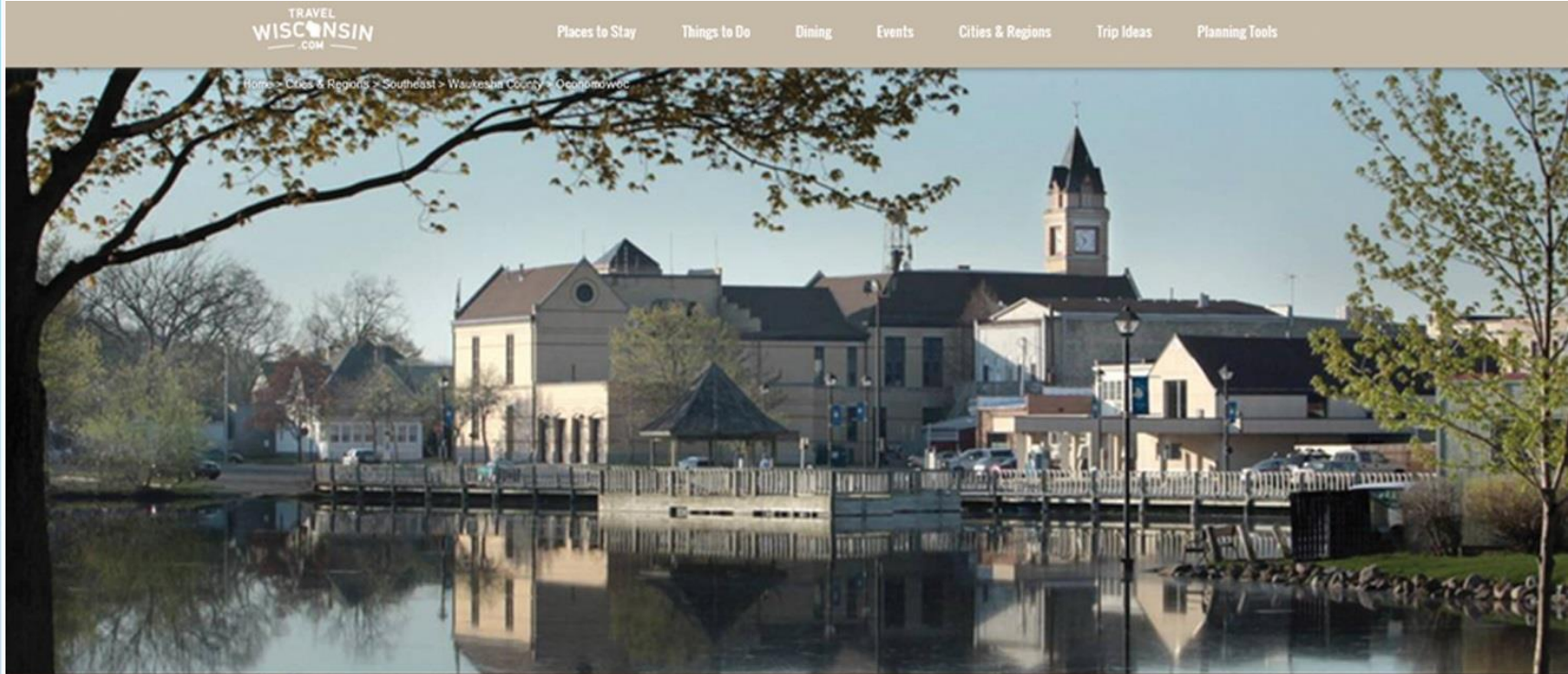
# Tourism: Travel Wisconsin

invest



Growing Presence

promote



attract

## OCONOMOWOC



Things to Do

Search

The resort community of Oconomowoc sits in the heart of southeastern Wisconsin's lake country. Lake Monona is nearby. A self-guided walking tour maps many of the city's central streets.



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# Tourism: Travel Wisconsin

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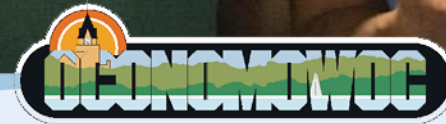
TRAVEL  
**WISCONSIN**  
— .COM —

**Wisconsin**  
**STATE FAIR**

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Growing Presence



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# Historic Walking Tour

invest

promote

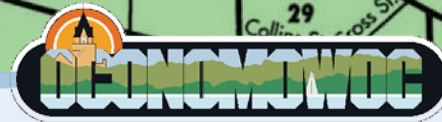
attract

+



around Beautiful  
Fowler Lake

conomowoc, Wisconsin



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# Blooming Guides

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## PROPOSED LOCATIONS

City Parks:  
No permit needed

Waukesha County Trailheads:  
Parks & Recreation to Verify

## ESTIMATED COST [per Leaf]

Information Box: \$24

Yard Stake: \$8

MDF (one board): \$6-12

Paint (quart): \$18

**TOTAL: \$56-62**



Collaboration with the  
High School



Sketch

attract

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# New Bike Map

invest

## OCONOMOWOC

### City Bicycle Route Map



Explore the City of Oconomowoc  
All Routes Connect to Downtown  
Information on connections outside the city

- Ongoing project to enhance bicycling opportunities in the city.
- Funded through tourism to promote biking as a destination activity.
- Teamed with local group, Greener Oconomowoc's Walk and Bike Committee to create routes.

promote

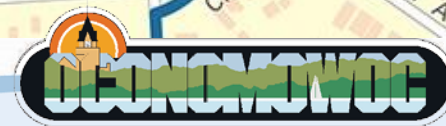
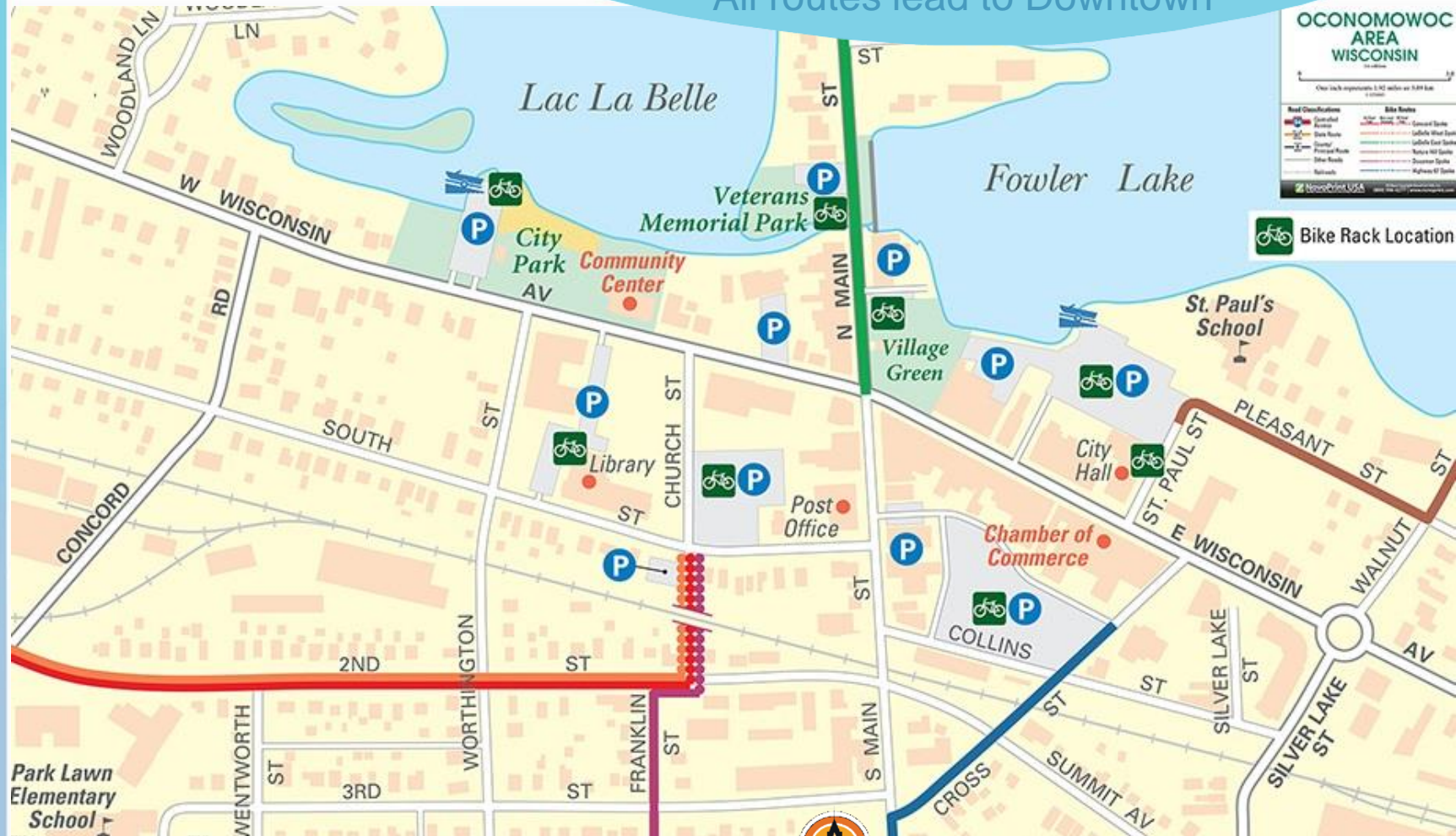
attract



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# New Bike Map

All routes lead to Downtown



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# Start Simple: Empty Walls?

Hallway Art

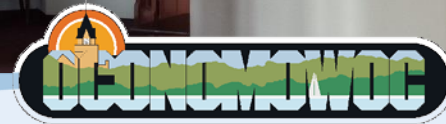


invest

promote

attract

+



Life comes here

NATURALLY

# Start Simple: Empty Walls?

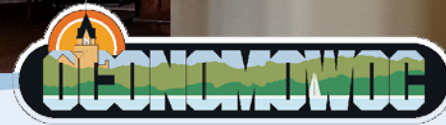
invest

promote

attract

+

Hallway Art



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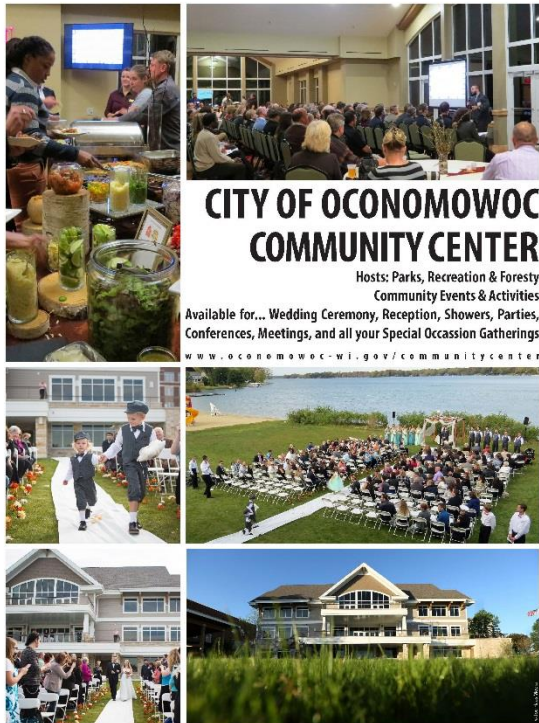


# Start Simple: Empty Walls?

## Hallway Art

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# Downtown Branding

invest

Lakes

Heritage

People

Vibrant

Creative

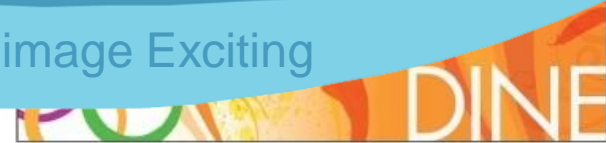
Keep your image Exciting

promote



attract

+



Life comes **NATURALLY** here

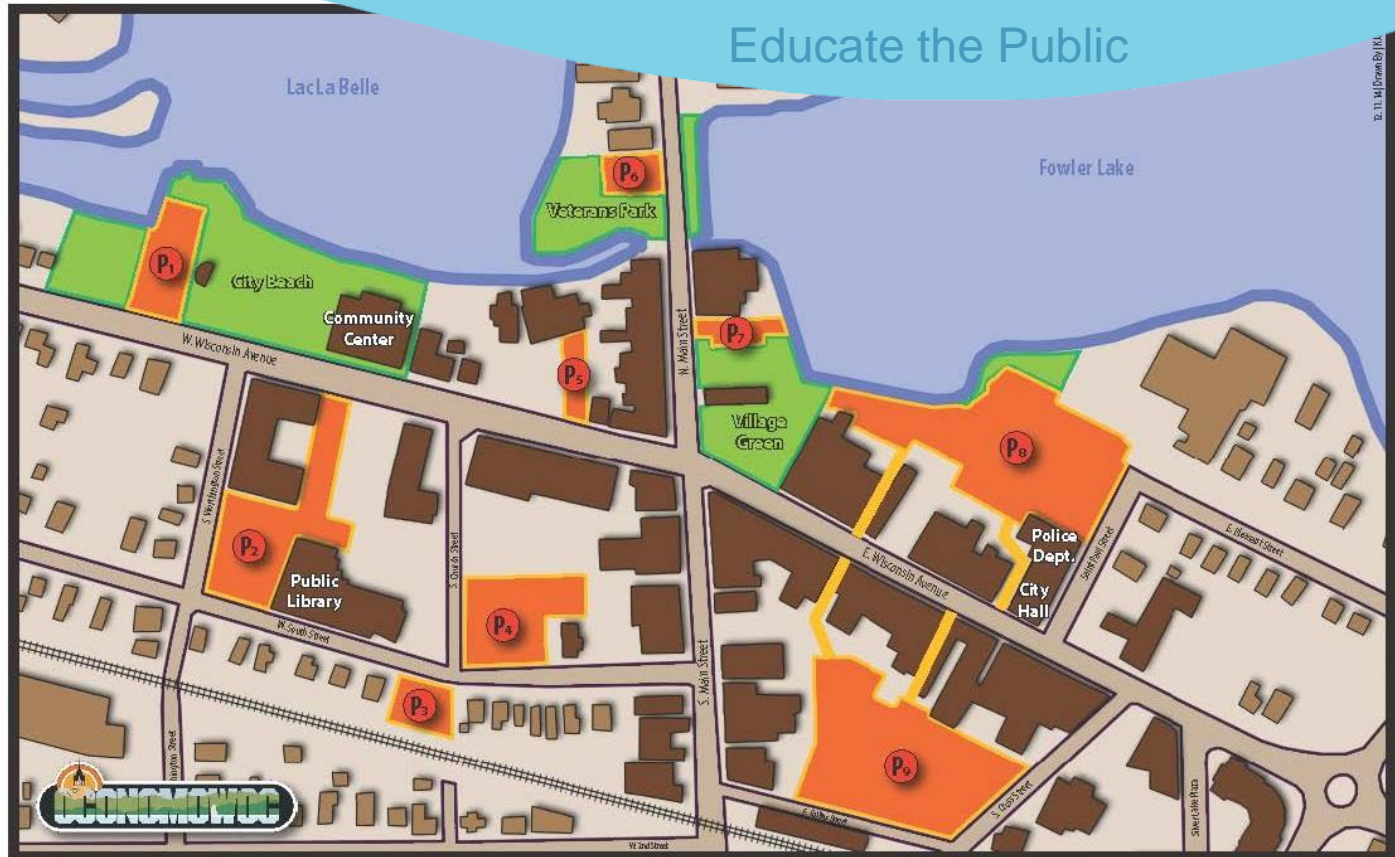


# Respond to the 'Common Complaint'

invest

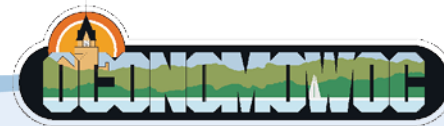
promote

attract



## DOWNTOWN PARKING MAP

City of Oconomowoc



LEGEND	
	Downtown
	Pedestrian Walkways
	Public Parking Lots
Lot 1 : 40 spaces	Lot 6 : 20 spaces
Lot 2 : 82 spaces	Lot 7 : 13 spaces
Lot 3 : 16 spaces	Lot 8 : 154 spaces
Lot 4 : 77 spaces	Lot 9 : 187 spaces
Lot 5 : 23 spaces	

# Start Simple: 'FREE' City App

Keep it Relevant

invest



*Download the City App Today!*

# CONOMOWOC

promote

attract

**Know Where To Go... & What To Do...**

*Shopping ~ Dining ~ Entertainment ~ Events*



+



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# Start Simple: 'FREE' City App

Keep it Relevant

invest



DESIGN BY CITYCENTER

## APP IDEAS

promote



PROPOSED: NEW CITY 'O'



PROPOSED: NEW CITY 'O' (thicker)

attract

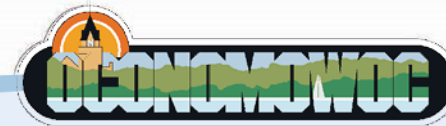


PROPOSED: NEW CITY 'O' + CITY icon



PROPOSED: NEW CITY 'O' + CITY icon, darker blue

+



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# City App

Keep it Relevant

invest



DESIGN BY CITYCENTER

promote



PROPOSED: NEW CITY 'O'

attract



PROPOSED: NEW CITY 'O' + CITY icon

+

## APP IDEAS

# FAIL



PROPOSED: NEW CITY 'O' + CITY icon, darker blue



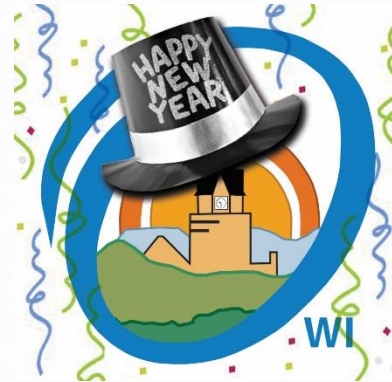
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# City App FAIL = Social Media Icon

Keep it Relevant

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# Tell YOUR Story

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Our own Photo Shoots



## CONNECTING

COMES NATURALLY HERE

Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethnic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.



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# Start Simple: Newsletter

Keep it Relevant

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## CITY ALDERMEN

### Mayor

David Nold (262) 719-5760

### First District

Derek Zwart (414) 940-8462  
Jeff Schmidt (262) 567-7371

### Second District

Ken Herro (262) 853-0246  
Tom Strey (262) 490-0416

### Third District

Matt Rosek (262) 370-0773  
Michael Miller (262) 567-3465

### Fourth District

Charlie Shaw (262) 719-8430  
John Gross (262) 567-0238

## CITY DEPARTMENTS

City Clerk (262) 569-2175  
Economic Dev. (262) 569-2185  
Finance (262) 569-2170  
Fire Department (262) 569-6428  
Human Resources (262) 569-3225  
Library (262) 569-2193  
Parks, Rec. & Forestry (262) 569-2199  
Planning & Zoning (262) 569-2166  
Police Department (262) 567-4401  
Electric & Water Utility (262) 569-2196  
Wastewater (262) 569-2192  
Public Works (262) 569-2189

## From Our Staff to Your Home

What a great city we live in! Our fall-winter newsletter is a great example of the amazing partnerships we have in this community. Check out Parks news to see the work that our community has done in partnership with our Parks Department to improve our green spaces.

We care greatly about our lakes and rivers, too. The Wastewater Department shares more exciting news on our watershed protection program and its continued successes.

Development has not slowed down in the city. Check out the exciting news our Planning Department has shared about new development projects.



- David Nold, Mayor

## We're getting even more Social! Connect with Us!



**Facebook:** Tried and true. Find fun stuff, great info and keep up with what's going on in the city. [facebook.com/Oconomowoc.WI](https://www.facebook.com/Oconomowoc.WI)



**Twitter:** Loads of info, in shorter format for those of you who like it that way. @WI\_Oconomowoc



**Snapchat:** Our latest social media venture. [WI\\_Oconomowoc](https://www.snapchat.com/add/Oconomowoc)



**Instagram:** Who doesn't like beautiful photos? Who doesn't like beautiful photos of Oconomowoc? [wi\\_ocomowoc](https://www.instagram.com/Oconomowoc.WI)



**YouTube:** Watch and learn. Watch and enjoy. Just watch. You never know what we'll put up there and where we take our city GoPro next! [Oconomowoc.WI](https://www.youtube.com/Oconomowoc.WI)

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## PLANNING DEPARTMENT

(262) 569-2166 • [www.ocomowoc-wi.gov/planning](http://www.ocomowoc-wi.gov/planning)

## The City is Abuzz with New Projects

### Development Update

- **The Glen of Oconomowoc** – Condos on Lisbon Road
- **Pine Ridge Estates** – Single-family homes, Lisbon Road
- **Prairie Creek Ridge** – Single-family homes, Lake Drive
- **Shorehaven** – Expansion, W. Wisconsin Avenue
- **Retreat at Prairie Creek** – Apartments on Lisbon Road
- **Lexington Square** – Apartments on Snyder Way
- **View at Pine Ridge, Phase II** – Elderly Care, Lisbon Road



First Bank Financial Centre Garage, Under Construction



Our Savior's Lutheran Church, Bell Tower, Rendering

### Recently Approved Businesses

The City continues to fill vacant buildings with new businesses. Here is a sample of recently approved businesses.

- **Paddleboard Specialists** – 1217 W. Wisconsin Avenue
- **Buena Vista Bar & Grill** – 685 E. Valley Road
- **KatDawgs** – 419 W. Wisconsin Avenue
- **Hammer Down** – 128 Silver Lake Plaza
- **Guardian Software** – 109 S. Concord Road
- **Raw Beauty Salon** – 211 W. Second Street



Lutheran Homes of Oconomowoc (Shorehaven) Expansion, Rendering



Parc at Lac La Belle, Rendering

## Interested in a Home Based Business?

Referred to as "Home Occupations," the City allows residents to work from their homes, without approvals or permits, as long as they comply with the following:

- Cannot occupy more than 50% of the home floor area.
- Only one (1) person other than those living in the home may be employed in the home occupation.
- Shall not serve more than one (1) client at a time
- Any traffic generated by the home occupation shall be minimal and normal for a residential neighborhood.
- No outdoor storage is permitted.
- It may have one (1) non-illuminated sign not exceeding two (2) square feet in area (sign permit required).
- Cannot create a nuisance (noise, odor, vibrations, etc.)

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# Partnerships / Sponsorships

invest

## We didn't do this alone

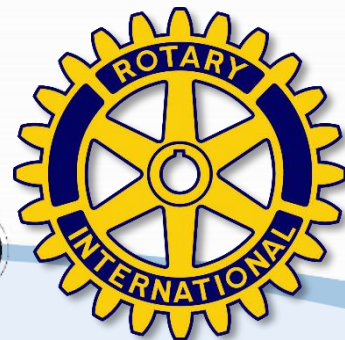
- Lots of in-kind donations and time

## Who gets publicized on City's Website Calendar & Social Media?

- Partnerships
- Sponsorships



We aren't alone...





# Partnerships / Sponsorships

invest



## Generous Donations

### Downtown Holiday Lights

- Downtown sparkles thanks to donation from Barb and Bill Mielke

promote



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# Chili-Fest

Last Saturday in January

invest

promote



attract

+





# Gallery Nights

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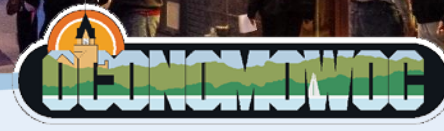
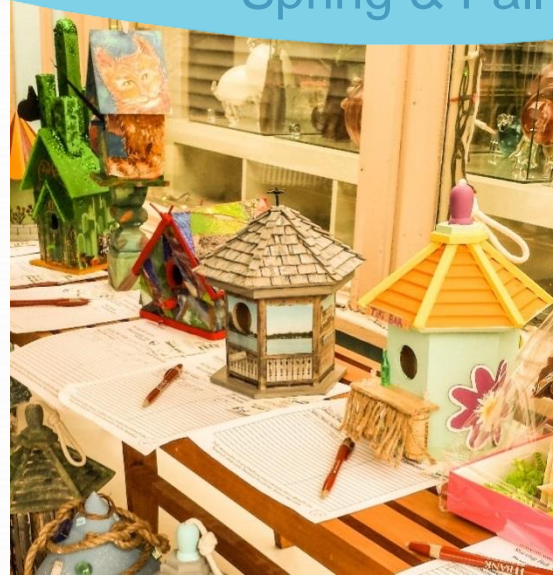
promote

attract

+



Spring & Fall



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# Farmers Markets

Summer & Fall

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# Music at City Beach

Summer: Twice a Week

invest



promote



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# Festival Week

Create a Brochure

invest



**Tuesday**  
August 16<sup>th</sup>

## Kid's Fest

Roosevelt Park ~ 9 a.m. - 1 p.m.  
Free Family Entertainment, Refreshments,  
Inflatables and Games.  
[www.facebook.com/Oconomowoc-Kids-Fest](http://www.facebook.com/Oconomowoc-Kids-Fest)

## Kid's Day

City Beach ~ 1:30 p.m. - 3 p.m.  
Free Fun Beach Activities  
Sandcastle Contest at 3 p.m.  
[www.oconomowoc-wi.gov/parks](http://www.oconomowoc-wi.gov/parks)



**Wednesday**  
August 17<sup>th</sup>

## Mid-Week Farmer's Market

Village Green ~ 4 p.m. - 7 p.m.  
Fresh \* Local \* Fun  
[www.oconomowoc.org](http://www.oconomowoc.org)

## Yoga on the Green

Village Green ~ 6 p.m.  
Free, Donations Welcomed

## Legion Band Concert



**Thursday**  
August 18<sup>th</sup>

## Badgerland Water Ski Show

Fowler Park ~ 6 p.m.  
Enjoy the Free Show  
[www.badgerland.org](http://www.badgerland.org)

## Moonlit Movies

Downtown ~ Dusk  
Free Family Movie on a  
Giant Screen in the Street  
[www.moonlitmovies.org](http://www.moonlitmovies.org)

**Friday**  
August 19<sup>th</sup>

## Free Fridays

City Beach ~  
1:30 p.m. - 3:30 p.m.  
Free Stand-Up Paddleboarding

## Bands at the Beach

City Beach ~ 7 p.m.  
Featuring Highfield Drive  
[www.oconomowoc-wi.gov/parks](http://www.oconomowoc-wi.gov/parks)



**Saturday**  
August 20<sup>th</sup>

## Farmer's Market

Downtown, South Parking Lot ~ 7:30 a.m. - 12 p.m.  
[www.oconomowoc.org](http://www.oconomowoc.org)

## Festival of the Arts

Fowler Park ~ 10 a.m. - 5 p.m.  
[www.oconomowocarts.org](http://www.oconomowocarts.org)

## Fowler Lake Pontoon Boat Shuttle

Downtown, North Parking Lot ~ 10 a.m. - 5 p.m.  
[www.downtownoconomowoc.org](http://www.downtownoconomowoc.org)

## Legion Band Concert

City Beach ~ 7:30 p.m.

## Light Up the Lake Boat Parade & Fireworks

City Beach ~  
Lineup at Dusk

**Sunday**  
August 21<sup>st</sup>

## Festival of the Arts

Fowler Park ~ 10 a.m. - 5 p.m.  
[www.oconomowocarts.org](http://www.oconomowocarts.org)

## Fowler Lake Pontoon Boat Shuttle

Downtown, North Parking Lot ~ 10 a.m. - 5 p.m.  
[www.downtownoconomowoc.org](http://www.downtownoconomowoc.org)



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# Festival of the Arts

## Downtown Celebrations

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# City Beach

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- Beach Season:
  - Memorial Day to Labor Day
- Beach is groomed and staffed daily during the season.
- Amenities: Transient boat piers, boat mooring, watercraft rentals, Buddy's Beach Bungalow



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# Parades

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# Wizard of Oz

Premiered in Oconomowoc



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# Wizard of Oz

The Washington Post

TODAY'S NEWSPAPER  
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National Attention

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washingtonpost.com > Photo

## Day in Photos

Aug. 14, 2009 Wizard of Oz anniversary, California wildfires, baby parade, health care, Eunice Kennedy Shriver services, Leonardo da Vinci mechanical horse and more news and feature photos.

Aug. 13: Over 2,000 viewers watch "The Wizard of Oz" in Oconomowoc, Wisconsin, shown in celebration of the film's 70th anniversary. Oconomowoc was the site of the film's world premiere in 1939.

John Hart-AP

### Related Content:

- More Day in Photos Galleries
- Washington Post Photo Store
- Camera Works Front



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Credits

Autoplay ▶

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# Moonlit Movies

In Parks & Downtown



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# Fall Festival

2nd Saturday in September



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# Sister City Relationship



Kreisstadt  
Dietzenbach



German Christmas Market





# VIDEO: The Making of the German Christmas Market

Thanksgiving Weekend

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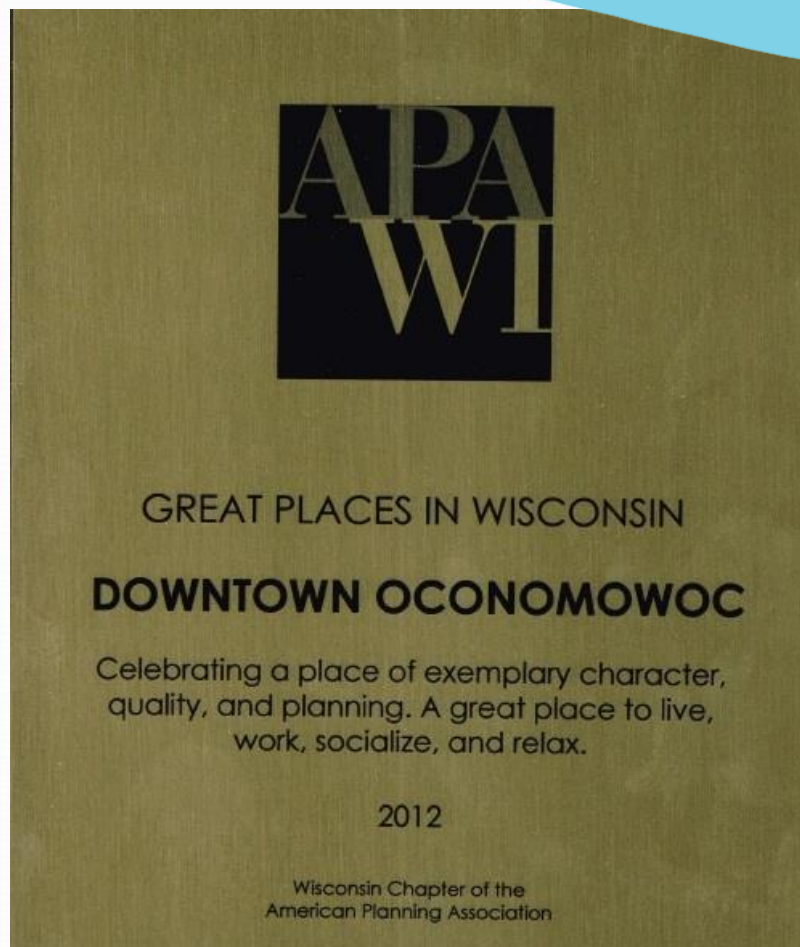
# Recent Awards

## Gaining Recognition

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**Great Places in Wisconsin Award**  
– American Planning Association



**Operational Excellence Award**  
Wisconsin Green Building Alliance

City & Utility both recognized as **Green Professional** by WI Sustainable Business Council for best practices



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## #1 Community in Wisconsin For Job Seekers

- City Growth
- Reasonable Cost of Living
- Most People Employed

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## #2 Community in Wisconsin for Young Families

- Good Schools
- Affordability
- Community Growth & Prosperity

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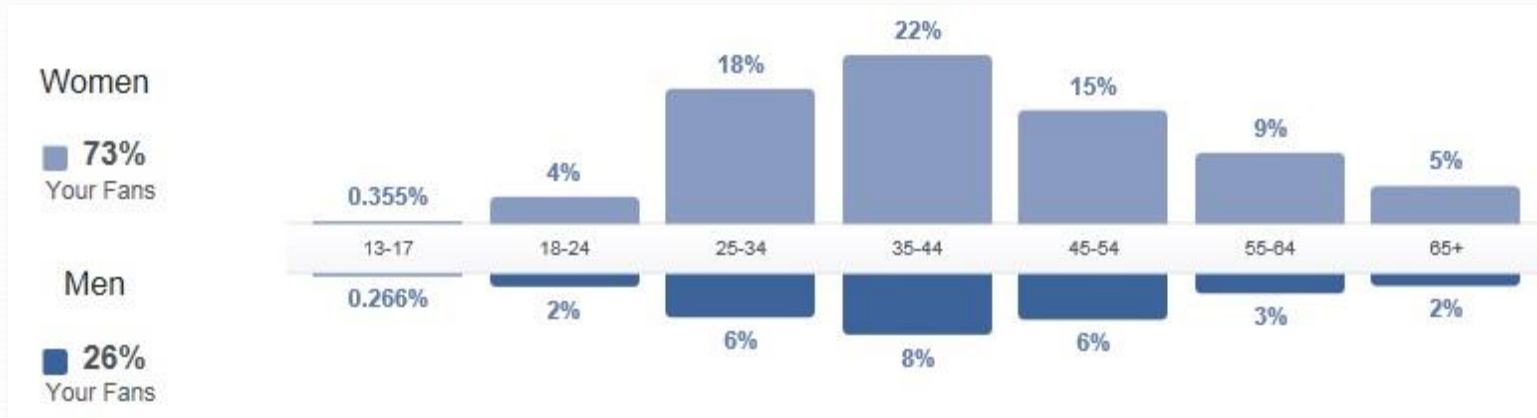
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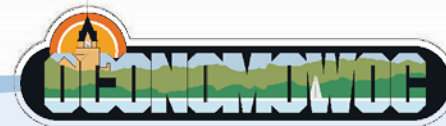
# So that's great...now what's next?

## Next Generation

- Recent Trials...
  - Facebook is great for the 35-44 age group



- Now, the next generation
  - Snap Chat
  - Instagram



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# Snapchat & Instagram

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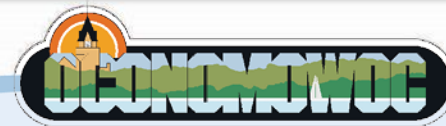
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Updating  
our  
Geofilter



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# So that's great...now what's next?

Borrow Ideas

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## Recent Projects...

- Places to 'Hang out in' - Swings
- Bringing 'Kid Friendly Events' Downtown

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# Borrow Ideas – Seriously!

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Recently installed on Lac La Belle  
In Oconomowoc, Wisconsin

Original Idea seen in  
Beaufort, South Carolina



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# Relocate Ideas

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**DOWNTOWN OCONOMOWOC**

# TOUCH-A-TRUCK

**FAMILY FRIENDLY EVENT**  
WINGS, WHEELS, AND WATER

OASD no school day

**FRIDAY**  
**OCTOBER 7th, 2016**

**LIBRARY/COMMUNITY CENTER**  
**PARKING LOT : 10am - 1pm**

**FREE** accepting donations for  
your Oconomowoc Food Pantry

**KIDS OF ALL AGES**  
**CAN CLIMB, HONK,**  
**DISCOVER, AND PLAY**

Ambulance	Garbage Truck	Dump Truck
Fire Trucks	NEVs	Sweeper
Police Vehicle	Backhoe	Boats
Lineman Truck	Front Loaders	Hovercraft
Electric Car	Snow Plow	... and more!*

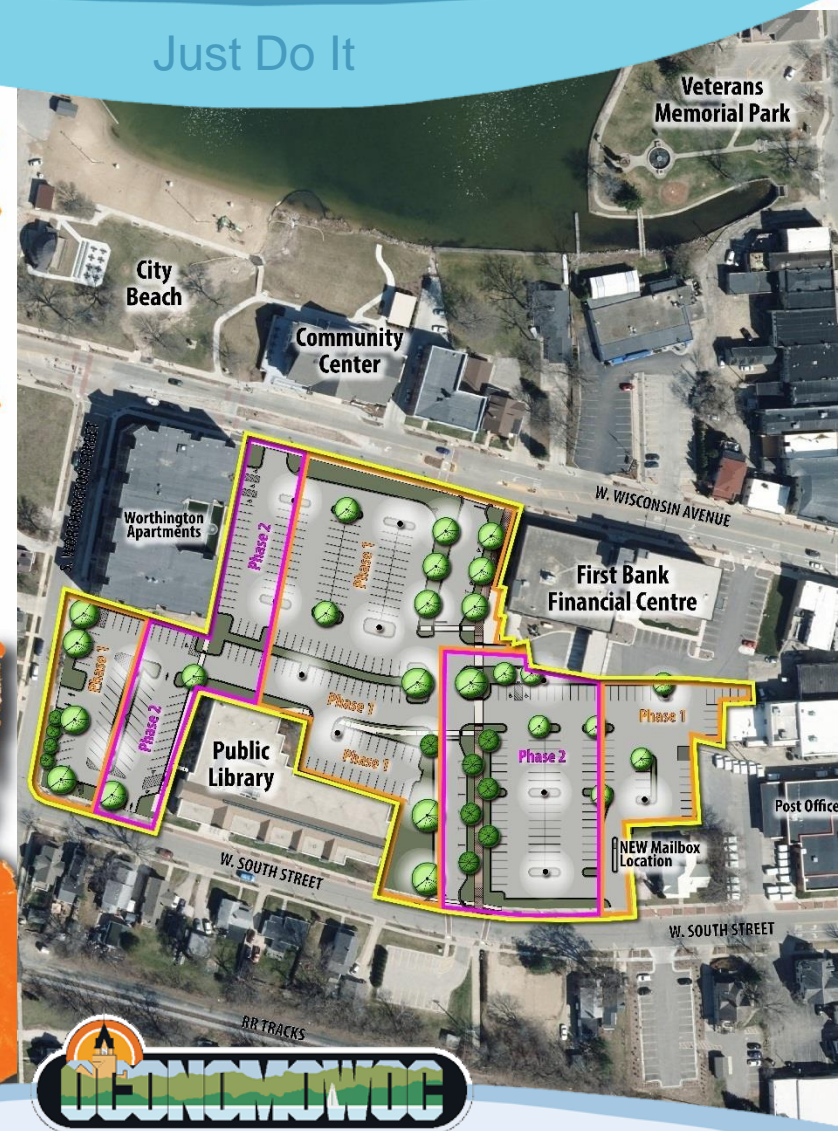
(\*vehicle availability subject to change)

**rain or shine**  
**OCONOMOWOC**  
www.oconomowoc-net.net

Touch-A-Truck is a **FREE** family event where children have the opportunity to explore and just have fun.

**PLEASE NOTE:**  
from 10am-11am the event will be siren free.

Just Do It



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# What's Next?

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In progress...

- Slip 'N Slide
- Sidewalk Gateways
- Never Wet - Sidewalk Art

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Borrow Ideas



Nathan Sharratt



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# What's Next?

- YouTube
- GoPro
- Drones

**You**Tube



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# ~ Thank You ~

Any Questions?



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