APPENDIX 9-4
VILLAGE GREEN CENTER CAFÉ SUMMARIES

In 2007, the Village held the first of a series of three (3) Village Green Cafés to assist in the conceptual planning of the Village's downtown.

The first Café was held on November 15, 2007. The purpose of this Café was to provide information out about the Village Green planning process, to form a vision of the Village Green Center, to provide information about what makes village centers successful. In addition, participants discussed places they have been and what they liked and did not like about those places and identified issues and opportunities that need to be further explored. Figure 9-4a was the newsletter sent to all participants that summarized the results of the first café.

A second Café was held on January 17, 2008. The purpose of this Café was to discuss concepts for future development of the Village Green Center. Figure 9-4b was the newsletter sent to all participants that summarized the results of the second café.

FIGURE 9-4a
SUMMARY NEWSLETTER OF THE FIRST VILLAGE GREEN CAFÉ

Village Green Café

December 15, 2007

Café Questions Ask Participants To Envision The Future Village Green Center

What Did You Like About Village Centers or Downtowns that You Have Visited? 2

What Did You Dislike About Village Centers or Downtowns that You Have Visited? 3

What Opportunities or Issues Are Present that May Help or Hinder the Development of the Village Green Center? 4

What Types of Uses, Activities, or Events Should Be Located in Our Village Center? 5

Village Green Café #2 Scheduled for January 17th 7

Those 12 years old and up shared their ideas for the future of the Village Green Center.

On November 15, 2007 over 125 participants attended the first of three café-style workshops to discuss their vision for the new Village Green Center. Participants worked in small groups to answer three questions that will help guide the planning for the Center.

The November 15th café produced many great responses to the three questions posed to the participants. The questions were:

1. What did you like about Village centers or downtowns that you have visited? What did you dislike about Village Centers or downtowns that you have visited?
2. What opportunities or issues are present that may help or hinder the development of the Village Center? (This may be related to the existing site conditions, transportation system, real estate factors or other issues.)
3. What types of uses, activities or events should be located in our Village Center?

The next café will take place on January 17, 2008. Feedback from the November 15th café will be used to shape the design for the center.

Residents, property owners, business owners, Board and Commission members, Village staff, and developers brainstormed ideas for the Village Green Center.

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Downtowns/ Village Centers Participants Like Include:

Brookfield, WI
Cedarburg, WI
Appleton, WI
Lake Forest, IL
Galena, IL
Long Grove, IL

Question #1: What did you like about Village centers or downtowns that you have visited?

At the November 15th café, participants discussed communities they have visited, and the positive attributes of those communities they enjoyed are listed below:

- Created a community identity
- Pedestrian-friendly
- Park-like setting/green space
- User-friendly
- Easy to navigate
- Good central focal point
- Well-lit and safe
- Attracts young people and senior citizens
- Connected to residential areas
- Convenient/underground parking
- Functional town square
- Upscale and unique shops
- Specialty markets
- Restaurants with outdoor seating
- Attractive architecture
- Band shell/gazebo for performances
- Museum
- Cultural Center/Library
- Bookstore
- Bed and breakfast lodging
- Interconnection with walking
- Blend of retail, civic, and residential uses
- Curved main street that is visually pleasing

Downtowns that were preferred have a "good blend of retail, civic and residential areas."

- Travel lanes with boulevards
- Nice streetscape with benches, sidewalks, lights, landscaping, and canopies
- Planned holiday activities/ gatherings

Participants like Village Centers that have a fountain, water feature or other central focal point.

Question #1: What did you dislike about Village Centers or downtowns that you have visited?

Qualities and attributes that participants did not like in other communities include:

- Too much traffic
- Security, crime, blight
- Poor access
- Narrow streets
- One-way streets
- No parking or parking is far away
- Too many stoplights
- No way to bypass downtown
- Named streets
- No green space
- Underdeveloped
- Cheap, tacky shops
- Loss of authenticity
- Haphazard architecture
- Dark, unsafe feeling
- Vacant storefronts
- Too commercial
- No visual appeal
- Delivery trucks in street block traffic
- Too expensive

Participants work together to discuss the aspects of downtown areas that they like or dislike.

"The biggest turn-off of going to a downtown area is the lack of parking. How do you expect to draw people into the area if there is nowhere to park?"

After each question, a representative from each table was encouraged to briefly share their table's findings with the group.

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Question #2: What opportunities or issues are present that may help or hinder the development of the Village Green Center?

This café question asked participants to focus on what will help the development of a new Village Green Center by taking into account any site conditions, transportation systems, real estate factors or other issues that may affect the planning and development of the Center.

Issues that will help in developing a Village Green Center are:

Open Space
- Natural area for storm water run-off
- Existing green space with pond
- Preservation of trees and wetlands

Transportation
- Easy access from Highway 165 to Interstate 94
- 39th Avenue leads into Illinois and Kenosha
- Location ideal for bike path access
- Main Street will connect to Green Bay Road

Location, Location, Location
- Central location to Village population
- Near Village Hall
- Location appealing to retail users
- Surrounded by residential areas

Growth
- Increasing population desires local conveniences
- Quality development is beneficial
- Village creates great new subdivisions

In addition, the café groups believe that:
- The area is a clean slate for new development
- The space is available to develop the area properly
- The park/green space buffers between residential and commercial, and that
- A downtown area would bring in workers from the industrial areas

Issues that may hinder the development of a Village Green Center include:

- Existing residential properties within Center
- Traffic congestion
  - -Springbrook Road is not pedestrian-friendly
  - -Traffic is too fast
  - -Nearby intersections are congested
- Limited parking
- Over abundance of commercial space
- Architecture and parking at the existing Post Office
- Available funding
- Environmental constraints
- Lack of pedestrian walkways
- How to connect stores without turning the area into a strip mall

After each question, café attendees move to a new table to discuss the next question with a new group of participants.

Question #3: What types of uses, activities or events should be located in our Village Center?

For the last question of the café, attendees were asked to voice their own preferences for what they would like to see in a downtown area in Pleasant Prairie.

Retail shops/ services that people would like to see in the new Village Green Center include:

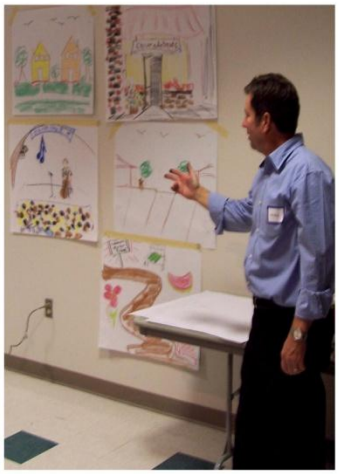
- Coffee shops
- Hardware store
- Specialty clothing stores
- Upscale clothing and cosmetics store
- Shoe repair shop
- Hobby stores
- Bookstore
- Florist
- Art gallery
- Antique store
- News stand
- Grocery store
- Gift shop that has cards, jewelry, clothing, and candy
- Pharmacy
- Ice cream shop
- Barber/beauty salon
- Bakery
- Dry cleaner pick up
- Gas station
- Day care
- Dance studio
- Bank
- Attorney offices
- Dentist offices
- Doctor offices/Walk-in clinic
- Veterinarian office
- Video rental
- Local Chamber of Commerce

By working together, participants hope to create a Village Center that everyone can enjoy.

Dining options that residents would like to see include:

- Outdoor cafés
- Family restaurants
- Brewpub
- Fine dining
- Quality steakhouse
- Midscale restaurants
- Wine bar
- Deli/sandwich shop
- Dinner theatre

An artist at the November 15 café displays some of the many ideas participants have for the Village Green Center.



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Question #3: What types of public uses, activities or events should be located in our Village Center?

For the last question of the café, attendees were asked to voice their own preferences for what activities and events they would like to see in a downtown center in Pleasant Prairie.

Uses that participants want to see in the Village Green Center include public areas such as:

- Community center
- Senior center
- Cultural center
- Library
- Performance theatre
- Band shell
- Bike trails
- Bocce ball
- Children's play areas
- Benches around the pond
- Hiking trails/ walking paths
- Picnic areas
- Public restrooms
- Ice skating rink
- Paddleboat rentals
- Central park
- Clock tower
- Fountains
- Gazebo/pavilion

Events that should take place at the Village Green Center include:

- Christmas tree lighting and caroling
- Winter festival
- Fourth of July parade
- Memorial Day parade
- Oktoberfest
- Veterans Day service
- Art fairs
- Holiday parade
- Farmer's market
- Concerts/movies in the park
- Ice skating in the winter
- Pleasant Prairie Days
- Restaurant Feature Days
- Wine/cheese tastings
- Model sailboat races
- Horse carriage rides

To create a public gathering place, Village residents would like to see a band shell for outdoor performances and farmer's market included in the plans for the Village Green Center.

Artists at the November 15 café visually represent the ideas participants have for the future Village Green Center.

Visioning the Future of the Village Green Center Through Café-Style Workshops

In 1994, planning began for a Village Green Center that would create a downtown-style center for the Village. It was decided at that time that additional residential growth would be needed before pursuing the idea.

Recently, the decision was made to resume planning for a Village Green Center. The center is proposed to be constructed on land north of Highway 165 and southwest of the intersection of Springbrook Road and 39th Avenue, near the Pleasant Prairie Post Office. **Three café-style workshops have been scheduled to discuss the Village Green Center.**

The first café was held on November 15, 2007. Prior to the café property owners, residents and other stakeholders in the immediate area were interviewed regarding existing conditions in the area.

At the November 15 café, over 125 participants gathered to share their vision for the Center. The feedback received from each question at the café will be used in the planning for the new Village Green Center.

A second café will involve the development of concepts and will address the issues and opportunities relating to the location of the Center. During this step, those working on the project will identify visual preferences for the architectural style of the Center. This step will be accomplished through a second café meeting with the Village Green Technical Advisory Committee, residents, and other interested parties. **The second Village Green Café will be held on Thursday, January 17, 2008.**

The desired outcome and final step will be to prepare a Neighborhood Plan Amendment and a detailed, architectural and site Design Guidelines document regarding the character and identity that the Center will portray. The outcome generated at this stage will be reviewed during a third café when developers will describe the Plan with related details and will answer questions and concerns from the community. **The third Village Green Café will be held on Thursday, March 13, 2008.** After the third café, the Village Green Technical Advisory Committee, Village Plan Commission and Village Board will review and consider approval of the documents.

This map shows the proposed general location for the Village Green Center.

At the cafe, residents, developers, and staff work together to plan the future Village Green Center.

Village Green Café #2 is scheduled for

Thursday, January 17, 2008

at 5:15 p.m. at Village Hall

For more information about the Café, or if you plan to attend, please contact the Village Community Development Department at **(262)925-6717.**

"To create a great place takes passion, and it happens at the point of execution, one person at a time, across specialties. That's where great places are created—somebody has to care."
-Art Lomenick

A special thanks to the JJR staff, Land and Lakes staff, the Commissions and Boards, the Village staff, and the many insightful participants who made the November 15th café a success.

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Coming together. Sharing together.
Working together. Succeeding together.
-Author Unknown

FIGURE 9-4b
SUMMARY NEWSLETTER OF THE SECOND VILLAGE GREEN CAFÉ

Village Green Café 2

March 5, 2008

Café 2 Participants Discuss Design Concepts For Village Green Center

In This Issue:

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Concept B.....3

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Café participants work together at the café to discuss three different design concepts for the Village Green Center.

After discussing each concept in groups, everyone came back together to share their group's findings.

At the January 17, 2008 Village Green Café 2, about 108 participants came together to discuss three different design concepts for the downtown-style Village Green Center. In addition, participants took part in a Visual Preference Survey™ which asked what they liked and disliked about 52 architectural building images. The images were broken down into four different categories: edge residential, mid/core residential, commercial and civic/open space.

Village staff and representatives from JJR gave history about the site and details about each concept drawing. Participants worked in groups of eight to discuss each concept drawing. Each table was given copies of each concept and time to discuss each one.

Results from the café will help guide the planning and design process for the Center. The third Village Green Café is scheduled to take place this spring.

Participants use maps to discuss the proposed layouts for the Center.

Concept A

Aspects participants liked about Concept A included:

- Small parks
- Open space
- Community garden
- Village Square located off of a main road
- Walking trail around the pond
- Wetland preservation
- Bike trail
- High-end residential neighborhoods
- Commercial on both sides of Main Street
- Controlled intersections
- Flex space

Uses participants would like to see in Concept A:

- Additional park/recreation facilities
- Gazebo
- Gathering place
- Band shell
- Convenient park
- Walk-in clinic
- Outdoor dining

Other things that participants would like to see in Concept A:

- Bridge or tunnel for bikes and pedestrians to safely cross 39th Avenue
- Bike trails should be integrated into wetlands
- Post Office should have better access along with better traffic flow

Aspects of Concept A that participants did not like included:

- Location and transition of Main Street into the development
- Main Street is too small and dead-ends into Springbrook Road
- No public transportation identified
- Not enough walking trails
- Road pattern does not capture Village Green theme
- Not enough centralized green space
- Too much water/bugs
- Commercial area is too small and should be located around center of Village Square or extended along Springbrook Road curve
- Village square could be larger
- Not enough civic space
- Village Hall should be located within Village Square
- Too much residential space
- STH 165 roundabouts

Concept B

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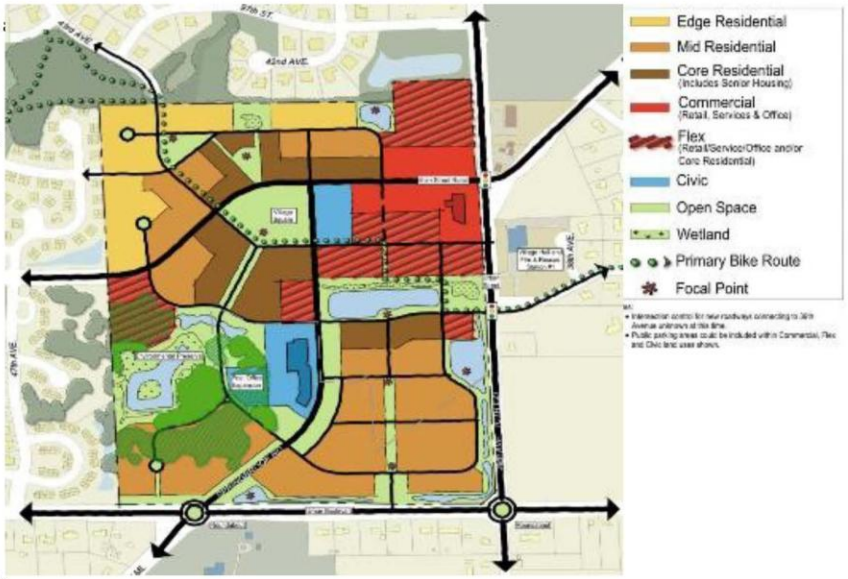

Aspects participants liked Concept B included:

- Pockets of retail
- Location of Village Square
- Civic space
- Easy traffic flow
- Green space is located between homes
- Housing is less dense
- Cul-de-sacs
- 100th Street connection allows easy access for residents and creates better access for the Fire Department
- Road through the wetlands
- Buffer of water/green space at STH 165 and 39th Avenue
- Open space by the Post Office
- Straight roads capture the Village Center concept
- Larger commercial district

Other things participants would like to see in Concept B:

- Parking under green space
- Residential should be on the outskirts and downtown commercial in center—closer to 100th Street and Springbrook Road
- Gas station
- Mixed-use with residential located over commercial

One concern groups discussed about Concept B was whether or not Main Street will generate too much traffic west.

Aspects of Concept B that participants did not like included:

- Bike path is not scenic enough
- Springbrook Road layout
- Main Street connection will cause higher traffic along core residential
- Not pedestrian-friendly
- Needs more green space
- Need trails along water features
- Housing is too dense along Village Square
- Not enough central commercial
- Location of Village Square
- Village Square is too small
- Village Square is too far from existing Village Hall

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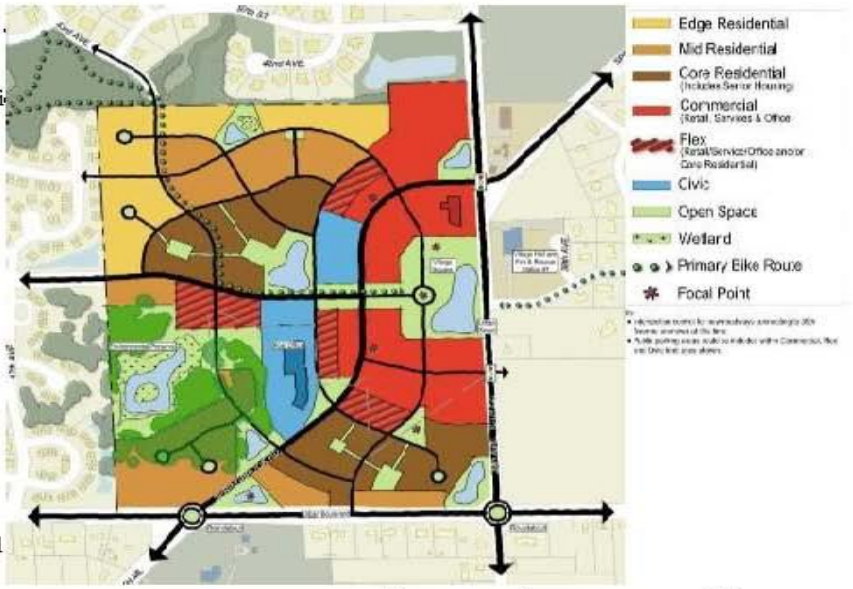
Concept C

Aspects participants liked included:

- Better distribution of traffic to disburse traffic
- Bike trail flows across wetlands
- Relocation of Springbrook Road
- Pond in Village Square
- Size of Village Square
- Area around wetlands used well
- Large civic area
- Commercial has access around Village Square and to 39th Avenue
- Efficient residential layout
- Increased commercial space
- Concentrated storm water basins and not ditches
- Addresses Post Office parking and access issues
- Springbrook Road becomes less of a shortcut
- Integrates Village Hall with Village Square
- Main Street ends in downtown
- Natural, relocated curve of Springbrook Road
- Interconnected green space is conducive for special events
- Location of Village Square draws people into events



Aspects of Concept C that participants did not like included:

- Bike trail seems to dead-end
- Expense of re-routing Springbrook Road
- Speed of ML
- Needs more green space in the northwest quadrant
- Civic space should be closer to the wooded area
- Too much residential
- Needs a bridge for bikes to safely cross 39th Avenue and over the pond
- Post Office building expansion should go west

Additional uses participants would like to see in Concept C:

- Gas station/convenience store
- Grocery store
- Public parking
- Village Square access for seniors

Participants believe that Concept C offers a good blend of residential, commercial, civic and open space.

Visual Preference Survey™

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Participants know that by attending the café-style workshop meetings, they can help play a role in the planning of the future of

At the January 17, 2008 Village Green Café, about 108 participants took part in a Visual Preference Survey™ which asked participants to look at 52 images and explain what aspects they did and did not like about each image.

Participants were given a copy of the Visual Preference Survey™ when they signed in at the café. During the café, a PowerPoint discussion session lead by JJR staff gave participants roughly two minutes per image to shout out what they liked and disliked. Answers from this session were recorded and collaborated by Village Staff and JJR.

The Visual Preference Survey™ was divided into four categories: edge residential, mid/core residential, commercial, and civic/open space. Edge residential consists of six to twelve homes per acre and includes duplexes quadplexes, and townhomes. Mid/core residential areas would have sixteen to thirty homes per acre and would consist of townhomes, multi-units, and senior apartments.

Upon arrival at the café, participants were given copies of the Visual Preference Survey™.

Through the use of the Visual Preference Survey™, those working on the project will take into account what participants do and do not want to see in the future Village Green Center.

Participants envision a village center that creates a destination in downtown Pleasant Prairie. General aspects participants desire for the Village Green Center include having a balanced design, creating architectural diversity and the preservation of green space.

Participants anticipate that the area will not only draw in local residents but attract people from neighboring communities as well.

Participants hope to see outdoor dining, coffee shops, specialty stores, gift shops, and professional offices in the Village Green Center. In addition, participants hope to host outdoor events such as concerts, parades, art fairs, and farmers markets in the area as well.

The entire results of the Visual Preference Survey™ are available online at www.pleasantprairieonline.com or at Village Hall upon request.

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Visual Preference Survey™:

Edge Residential

The first section of the Visual Preference Survey™ illustrated residential areas that would consist of six to twelve homes per acre. Types of homes in this area would consist of duplexes, quadplexes, and townhomes. In edge residential areas, participants generally liked images which showed:

- Plentiful green space with lots of trees and quality landscaping
- Balanced design
- Resemblance to a single family home
- Buildings in which garages are not visible from the street
- Pedestrian-friendly walkways
- Clear walkways
- Front porches
- Architectural diversity

Participants like residential areas that already look like part of an established neighborhood.

Qualities that participants used to describe the images included:

- Cozy
- Charming
- Safe
- Soothing

Representatives from JJR helped lead the discussion for the Visual Preference Survey. Participants had roughly two minutes to shout out what aspects they liked and did not like.

Visual Preference Survey™:

Mid/Core Residential

The second residential category was mid/core residential. This category consists of sixteen to thirty homes per acre and includes townhomes, multi-units, and senior apartments. Aspects of mid/core residential images participants liked included:

- Senior housing with a covered drop-off area
- Green space between housing unit and road
- Lamp posts
- Mailboxes and garages that are not visible from the road
- Bay windows
- Porches and balconies
- Pedestrian-friendly brick sidewalks
- Speckled brick
- Varying elevations so that some buildings are two stories and others are three stories
- Curved tree-lined streets
- Wrought iron fences

Qualities that participants used to describe the mid/core residential images included:

- Pleasant
- Inviting
- Tasteful
- Accessible

Participants at the January 17th café works on their Visual Preference Surveys™.

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Visual Preference Survey™:

Commercial

The third set of images in the Visual Preference Survey™ were for the commercial areas of the Village Green Center. In the commercial area of the Center, participants envision:

- Curved roads
- Lots of green space
- Individual buildings with unique signs
- Brick sidewalks
- Parking on the street rather than in a parking lot
- Covered entrances and awnings
- Streetlamps

Qualities participants used to describe the

- Historic
- Unique
- Inviting
- Traditional

Participants want a commercial area that invokes a warm, inviting hometown feeling. Participants wish to create a pedestrian-friendly area with some sort of central focal point that brings with it a sense of character. Additional uses that participants would like to see in the commercial area include outdoor dining and a transportation stop.

Participants believe that having landscape near the corner and curb help to soften the design of the commercial area.

Participants want to see a nice mix of glass, stone, and brick in the commercial area.

Visual Preference Survey™: Civic/Open Spaces

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The final category of the Visual Preference Survey™ was for civic and open space areas. In the civic/ open space category, participants want:

- Well-manicured trees and landscaping
- Benches
- Fountain or other water feature
- Statues
- Flower pots
- Convenient parking
- Wide, lighted walkways
- Plant beds near the curb
- Shelter with overhangs
- Drainage along the bike path
- Parkways and boulevards

Qualities participants used to describe the civic/open space images include:

- Clean and green
- Inviting

Participants envision a civic and open space area where the street terminates at a focal point or public gathering place. Participants also hope that commercial areas will be within walking distance. Features in this area that participants would like to see include:

- Clock tower
- Gazebo
- Sitting area
- Statue

Participants want wide sidewalks that encourage outdoor dining and sidewalk events.

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Participant Comments

At the January 17th café, participants were invited to write down any additional comments they had about the Village Green Center project. Responses included:

- There should be mixed-use zoning for commercial areas to incorporate apartments above storefronts.
- More pocket parks should be incorporated into the development.
- Refined plan should show the location of sidewalks, buildings, parking lots, and handicapped areas.
- Underground parking should be considered or at least half underground parking. The benefit is that shoppers miss weather elements and the overall building height is lower.
- All architectural features of this development should borrow from each other and accentuate the gently-rolling topography of the site.
- The size of signage should be limited.
- All buildings should have a height restriction.
- There should be a more gradual transition between existing one acre single family homes and proposed 16 to 30 homes per acre multi-family homes on the south part of the parcel.

"I had not expected so much residential area. If this can be cut down as much as possible that would leave larger park areas and stores to surround Village Square."

"I hope parking for commercial areas can either be accommodated along main streets or hidden in back in order to encourage a pedestrian-friendly Village Center."

"Encourage fronts of residential to face the street."

"We only have one opportunity to preserve green space. We should err on the side of more—not less."

Artist Images

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Artists visually represented the conversations going on at the January 17th café.

Village Green Café 3 To Be Held Late Spring 2008

The third Village Green Café workshop is tentatively scheduled for late spring 2008. At this final café, participants will review a Neighborhood Plan Amendment and detailed Architectural and Site Design Guidelines document regarding the Center's character and identity.

At the final Village Green Café, developers will describe the Plan and those attending the café will be able to ask questions and voice any concerns they might have.

After the third café, the Village Green Technical Advisory Committee, Village Plan Commission, and Village Board will review and consider approval of the plan.

For more information or if you would like to be added to the mailing list for the café, please contact the Community Development Department at (262) 925-6717.

By working together, participants help shape the future of the Village Green Center.

"Buildings do more than house people and shops: they establish the design vocabulary of places and the visual rhythm of streetscapes."

-Charles C. Bohl

A special thanks to the JJR Staff, Land and Lakes staff, the Village Commissions and Boards, the Village staff, Culver's of Pleasant Prairie, and the many insightful participants who made the January 17th café a success.

Village Green Café #3 is tentatively scheduled for Spring 2008.

For more information about the Café or would like to be added to the mailing list, please contact the Village Community Development Department at **(262)925-6717.**

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