



**Design Workshop #1
Revised Village Design Approach and Mission
June 11, 2015
Planning and Streetscape for the Village in Wauwatosa**

From the public comments and discussions that occurred during Public Meeting #1; stakeholder meetings with the Village BID Board, City planning and engineering staff, neighborhood association and bus transit representatives; the participants of the walking audits; and comments from Streetscape Steering Committee members, our team is proposing that the Streetscape Steering Committee consider adopting the Revised Village Design Approach and Mission.

Village Design Approach and Mission:

The Village Design Approach is predicated on the mission of prioritizing the Village district as a great place to live, work, shop, and recreate. This includes:

- We value quality, current and future in-town residential uses as well as our proximate surrounding neighborhoods.
- By making the Village and close-in neighborhoods great places to live, we will insure that the Village has healthy, economically sustainable and balanced collection of businesses that serve the needs of the neighborhoods.
- The quality of Wauwatosa's Village as a unique, vibrant place for its residents will enhance the City's position as a desirable place to visit.
- We value connectivity into the Village from the surrounding neighborhoods, particularly for bicyclists and pedestrians.

Therefore;

- We will prioritize local access, walking and biking characteristics over regional auto through movements when we consider street design.
- Regional through-traffic should pass through the Village at speeds and behaviors that support the Village Design Approach and Mission. The Village is willing to accept a measure of moderate traffic congestion in order to insure the desired community character.
- Vehicle roadway access to local Village businesses and considerable existing parking amenities should be maintained.
- We will plan for the incorporation of public transit options and potential rail stop.
- We will strive to increase public safety in the Village by working with the railroad to minimize hazards.
- The streetscape design and the design of the parks are a function of the mix of uses in the Village.
- We will demarcate and wayfind the Village with gateways and signs to unify its character and maximize its full assets. The Village includes the public realm along State

Street, Underwood, Harmonie and Wauwatosa Avenues, Harwood Avenue north and south of the river, and the area adjacent to the retail shops on Harwood Avenue north/east of Wauwatosa Avenue. Additionally the Village district includes all available parking assets both north and south of the river.

- We will renew Root Common and Pocket Park as vibrant and safe community gathering and civic spaces.
- We will compliment and coordinate efforts made to enhance connection with Hart Park.
- We will enhance public spaces to encourage and support use during all four seasons and for both day and evening activities.
- We will take into consideration likely future development trends along the State Street corridor east of the Village core.