

# Town Center Moves Forward

Mequon-Thiensville Town Center News

Summer 2009



## Reconstruction of Cedarburg Road fall 2009

The City of Mequon's Cedarburg Road reconstruction project includes realigning the road to the west, allowing space on the east side for pedestrian features including sidewalks and landscaping. The road is designed as a convertible street which will allow it to be closed for public events and festivals. It will give the appearance of a public plaza with color paving and provide a much more comfortable atmosphere for pedestrians. The design includes traffic calming features such as decorative crosswalks, landscaped medians, on-street parking, gateway elements, and street trees.

### When will it start?

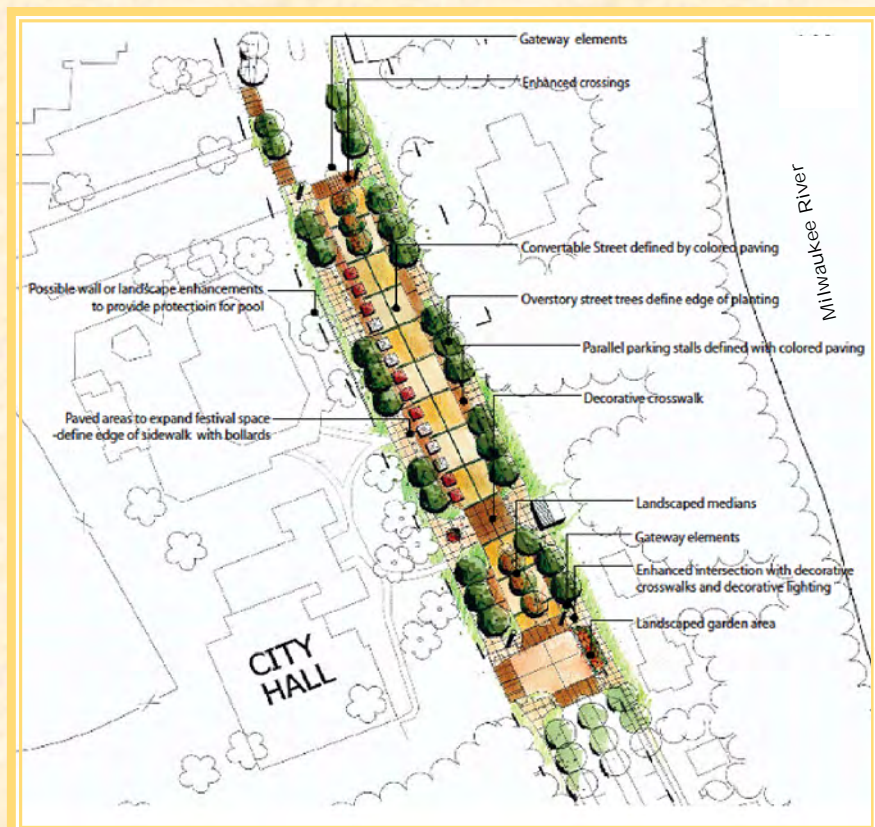
Start of fall of 2009 wapproximate eight week time frame wdetour routes and signage planned wproject updates communicated

### How will it be financed?

One of many public improvements recommended in Mequon's Tax Incremental Finance plan wpaid for through increased value of new development in area

### What are the benefits?

Distinctive neighborhood wwalkable streets whart of the community weconomic development wburial of overhead electric lines wnew and enhanced gathering spaces wintegration of riverfront and civic center wintegration with local Rotary Club's riverwalk system



## Pigeon Creek improvements currently underway

The Village of Thiensville's Pigeon Creek project widens the creek to its original banks, allows for upstream water retention, removes obstructions, and opens fish passage to the 20 miles of Pigeon Creek tributaries. The improvements from Main Street going east and west are estimated to remove 20% of the properties from the floodplain, therefore creating development opportunities that previously did not exist.



Construction for Pigeon Creek project on Main Street currently in progress.



New seating can be found throughout the Village's Town Center area.

#Downtown Friendly#

Carl Templer and Paul Ehrfurth were hired by both communities to identify property owners interested in redeveloping their property or business expansion and retention within Town Center. If you would like to learn more about their activities, please contact them at:

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ctempler@wi.rr.com  
414 975-3484

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# Riverfront Park Development Underway...



Section Through the Isham Day House and Wetland

The City of Mequon's waterfront properties are viewed as a center point and valuable asset in which to build the Town Center and have the potential to create significant economic and public benefits by attracting new businesses, residential uses, increasing the local tax base and recreational opportunities. City of Mequon hired JJR, LLC & Strand Associates to provide design and development plans for improvements to Settler's Park and the other city-owned properties on the Milwaukee River in the Town Center area.

Park Elements: w The design of a gateway feature at the intersection of Mequon and Cedarburg Road may include a plaza, and Veterans Memorial w Riverwalk paths and overlooks, including connections to the Rotary Riverwalk w Integration with non city-owned parcels w Connections to the Civic Campus w Performance space and terraced seating w Coordination with street-scape projects w Ecological enhancements



The above concept is one of three proposed master plans which includes a possible phased approach

## DESIGN APPROACH

### RESTORE

The Milwaukee River is a key local environment. Restoration provides habitat for valuable species and provides educational opportunities.

### CONNECT

Create a pedestrian-friendly environment that promotes health and connects users to the riverfront, civic campus and downtown.

### PRESERVE

The area is rich in the state's early settlement history. Continue to teach generations through focal elements, interpretive signage, and use of architecture unique to the local area.

### SUSTAIN

Incorporate reused, recycled and local materials into park features that keep health and safety in mind. Promote natural systems for stormwater management.

# Park Elements



Concept of historic park pavilion

Example of an at-grade boardwalk



Concept of an amphitheatre



View of the slope at the southern park site

# Illustrations



Section through the existing Isham Day House and possible park pavilion

# Visual Changes Are Coming...



Brewery Square

## APPROVED CONCEPT PLAN

The Brewery Square project located on Mequon Road between Industrial Drive and Buntrock Avenue includes renovation of an architecturally significant structure, a thirty-two unit residential structure and 42,200 square feet of retail and office space.

## Proposed Projects In Mequon

Proposed

### PROPOSED CONCEPT PLAN

The Shaffer development located on Cedarburg Road south of City Hall and north of the Town Market Mobil, potentially includes twenty residential units and approximately 12,000 square feet of retail.



Shaffer Development



Weston Center

### APPROVED CONCEPT PLAN

The Weston Center project by Lakeside Development is located at 6809/6835 West Mequon Road. This mixed use development includes two commercial buildings for a total of 23,930 square feet and twenty-three residential units.

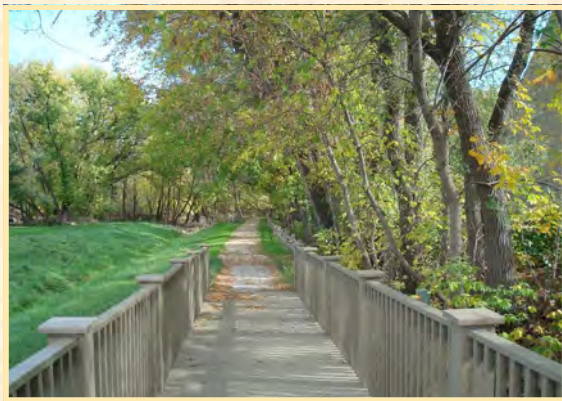
The Mequon-Thiensville Rotary Riverwalk is a civic project that offers access to the Milwaukee River, various Town Center parks, seating, viewing areas, and fishing access. Since the Rotary Club's project announcement in 2003, the Village Park (2004) and Library Loop (2007) segments have been completed. The clubs continue to expand the riverwalk as property and funding becomes available.

For more information on the project, visit [www.mtrotaryriverwalk.org](http://www.mtrotaryriverwalk.org).



Rotary Riverwalk sign with new fencing

## Expanding Rotary Riverwalk



Library loop entrance from Cedarburg Road



Ribbon Cutting—Library Loop



Riverwalk overlooking dam

# Thiensville Streetscape Complements...



## Historical Character

In accordance with the Mequon-Thiensville Town Center Design guidelines, the Village is reconstructing the intersection of Main Street and Freistadt Road as well as Freistadt Road from Main Street to the west Village limits in summer 2009. This area is designated as an arrival corridor, as well as a gateway, in the Town Center Design Guidelines. In an effort to create a distinct and attractive entrance to the Town Center and complement the historic character, the Village's project includes the following:

- new sidewalks
- curb and gutter
- new traffic lights at the intersection
- stamped colored concrete walkways



## History of Town Center Travel

by Lauri Makela

For hundreds of years people have traveled to and through the Mequon-Thiensville Town Center. Early area inhabitants were Native Americans who often used the Milwaukee River for transport and trade. Native American tribes were in residence when the first white explorers and traders arrived via the river. French explorers and missionaries may have passed through the Town Center on the Milwaukee River as they explored the west shore of Lake Michigan and Ozaukee County in the late 17<sup>th</sup> century.

As the promise of the area containing the Town Center was realized, make-shift roads were created to serve the region. Some of the roads followed portions of old Native American trails. Green Bay Road is one such example. During the 1840's, Green Bay Road became a "military" road linking Fort Sheridan in Illinois with the city of Green Bay. By the

mid-1800's a plank road was built that led north through the Town Center. Travel to the area increased and, in 1923, the general route of the former plank/military road became State Highway 57. Highway 57 drove through the heart of the current Town Center. During the 1990's Highway 57 was rerouted to the east at Mequon Road. "Historic" Highway 57 remains a major thoroughfare within Town Center where it masquerades as Cedarburg Road in Mequon and Main Street in Thiensville.

In the late 1800's and the early 1900's steam driven railroads and electric interurban rail lines began serving the area. The long gone Milwaukee Railroad passed through the Town Center. There is little information regarding passenger service but it is fair to assume that steam passenger trains served the area. In 1907 an electric interurban railroad was constructed that ran from Cedarburg to

downtown Milwaukee. For many years the interurban served the Town Center area with a depot in Thiensville and a whistle stop in Mequon at Highland Road. In 1948, interurban service was abandoned and the rail line right-of-way ultimately became the Interurban Trail.

Today's plans include alternatives to the existing transportation system. The primary focus will be improving travel for pedestrians and bicyclist while still maintaining safe and convenient travel by vehicles.

For more information on the Town Center Committee visit [www.ci.mequon.wi.us](http://www.ci.mequon.wi.us) or contact Town Center Committee Chairman Stan Smith



Before Renovation



After Renovation

Dr. Gary Lewis will be presented with the 2009 Town Center award at the "Celebrate Your Community" chamber event. Dr. Lewis will receive the award in recognition for the renovation of 180 South Main Street, Thiensville. The building is now home to *Get Centered*, a yoga studio.

## Town Center Events

### August

Lobster Fest  
Saturday, August 29  
Shully's  
5:00-9:00 p.m.

### September

September 5  
Mequon-Thiensville Senior Art League

Opening Reception  
1:00 p.m.—4:00 p.m.  
Weyenberg Library

September 26  
Homestead High School Parade  
Cedarburg Road and Main Street

### October

October 3—4  
Pig Roast—Legion Post  
7:30 p.m.

October 7  
Classical Guitarist Peter Fletcher  
Weyenberg Library Rotunda  
6:30 p.m.

October 25  
Mequon-Thiensville  
Trick or Treat  
4:00—7:00 p.m.

October 31  
Trick or Treat  
Downtown Thiensville Businesses  
4:00—7:00 p.m.

### November

November 5  
Ladies Night Out  
Thiensville Business Association  
4:00 - 8:00 p.m.

November 19  
Milwaukee Ballet  
Weyenberg Library  
6:30 p.m.

November 26  
Turkey Trot  
Thiensville Fire Station  
9:00 a.m.

November 27  
Optimist Christmas Tree Sale

### December

December 4  
Holiday Tree Lighting  
Downtown Thiensville  
6:30 p.m.



Farmer's Market Every Tuesday  
June 2— October 27  
Parking Lot South of Walgreen's

## Town Center Accomplishments

- ◆ 2009 Fish ladder project at dam approved
- ◆ 2009 Two city owned homes razed for development of riverfront park
- ◆ 2009 Bonestroo designs the streetscaping and utility improvements
- ◆ 2009 Thiensville-Main Street improvements at Freistadt Road
- ◆ 2009 Thiensville-Restoring Pigeon Creek to its natural environment and providing fish passage in the tributary
- ◆ 2009 Thiensville-Reconstruct West Freistadt Road
- ◆ 2008 Town Center Economic Development Specialists hired
- ◆ 2008 Mequon receives \$15,000 matching grant for design of riverfront park
- ◆ 2008 JJR and Strand develop a concept master plan for a riverfront park
- ◆ 2008 Thiensville-Fire Museum opened in the Old Village Hall/Fire Station
- ◆ 2008 City of Mequon TIF District created
- ◆ 2008 Thiensville-Improve East Freistadt Road
- ◆ 2007 Thiensville-purchase property to provide additional Town Center parking
- ◆ 2007 City of Mequon Town Center zoning districts approved & traffic analysis
- ◆ 2006 City of Mequon Town Center market analysis
- ◆ 2006 Thiensville-Main Street intersection improvements at Green Bay Road
- ◆ 2005 Town Center Parking analysis
- ◆ 2005 Town Center Design guidelines
- ◆ 2004 Thiensville- Removal of two properties to create Molyneux Park
- ◆ 2003 Thiensville -Reconstruct Elm Street
- ◆ 2002 Town Center Plan