COMPREHENSIVE PLAN 2050

ADOPTED 11.19.2019

ACKNOWLEDGMENTS

The City of Oconomowoc's Comprehensive Plan 2050 was developed through a planning process that involved many people. Through a range of public input opportunities, the plan utilized resident input to guide the future vision of the community. This plan should be considered the resident's plan. There were many stakeholders and staff that participated in the process, which helped to shape the final plan.

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Steven Ritt	Plan Commission
Joe Moroni	Parks & Recreation Board
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Plan Commission

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INTRODUCTION

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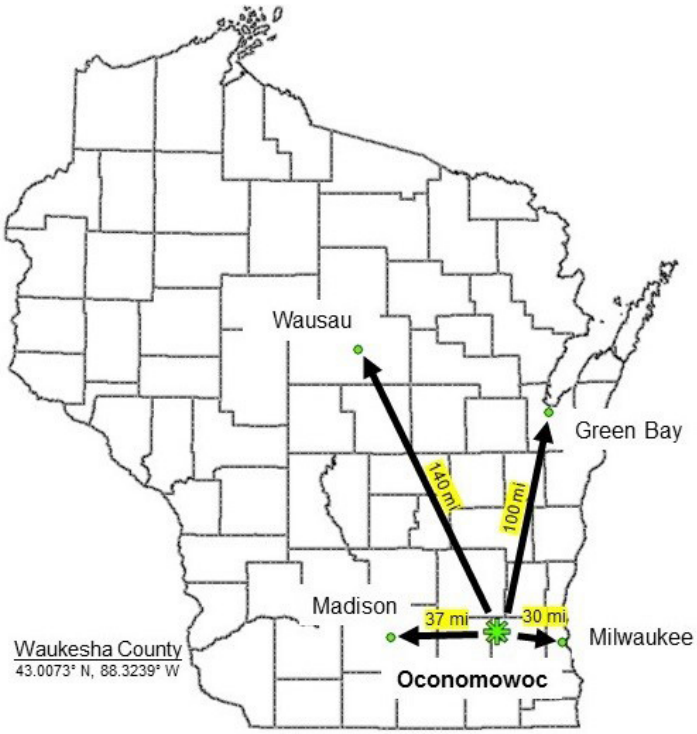


About Oconomowoc

The City of Oconomowoc is a growing community with a 2019 estimated population of approximately 17,212 residents. Oconomowoc is located in northwestern Waukesha County, Wisconsin. Nestled between Lac La Belle and Oconomowoc Lake, the City is surrounded by three towns and two villages. To the north of the City lies the Town of Oconomowoc. The southern boundary abuts the Village of Summit, and the eastern edge shares a border with the Village of Oconomowoc Lake. Jefferson County and the Towns of Ixonia and Concord sit on the western edge. Oconomowoc is positioned in an ideal location with access to I-94, State Trunk Highway (STH) 16, and STH 67. The City is located approximately 37 miles east of Madison (pop. 255,214) and less than 30 miles west of Milwaukee (pop. 595,351), see graphic to the left. The City of Watertown (pop. 23,655) is located approximately 11 miles northwest and the City of Hartford (pop. 14,277) sits just 13 miles northeast of Oconomowoc. Situated in the heart of lake country, Oconomowoc has natural beauty and bountiful recreation opportunities year-round. Whether you are looking for a cluster of unique shopping experiences or a stroll around beautiful lakes and tree lined streets, Oconomowoc has it all.

History

Long before colonialists arrived, the Potawatomi peoples were the primary stewards of the land that is now the City of Oconomowoc. In 1837, Charles Sheldon and Phil Brewer settled in the area and before long, the area was filled

with many settlers drawn in by the area's natural beauty and abundant resources. John S. Rockwell, also known as the "Father of Oconomowoc", established the town's foundational institutions. The young settler built the area's first store, hotel, fire department, and library.

In 1844 Oconomowoc was incorporated as a town. The name of the town comes from the Potawatomi term for "waterfall": Coo-no-mo-wauk. Ever since incorporation, the town has continued to expand. Before long, residents were able to travel to nearby towns of Milwaukee, Waukesha, Pewaukee, and Watertown.

Oconomowoc was incorporated as a City in 1865, and by 1875 its population had grown to almost 3,000. Following the arrival of the railroad, Oconomowoc became a favorite summer retreat for tourists and wealthy resorters from Chicago, Milwaukee, St. Louis and other Midwestern cities. Some of the nation's wealthiest families built stately summer homes on the lakes, and by the 1880s Oconomowoc featured six luxury resorts. From the 1870's until the Great Depression, Oconomowoc was known as the "Newport of the West," and visits by Presidents Cleveland, Harrison, Grant, Taft, Coolidge, McKinley and Theodore Roosevelt earned Main Street the nickname "Avenue of the Presidents."

Today, the summer mansions have transformed into year-round homes, and thriving industries help support what was once primarily a vacation destination. The City's downtown still bears many late 19th century buildings. Stately historic houses in the area are also reminders of those years. Historic walking tours around Fowler Lake provide a snapshot of the grandeur of the area's colonial past. In 2015, Oconomowoc celebrated its 150th anniversary.

What is a Comprehensive Plan?

The Comprehensive Plan for the City of Oconomowoc is intended to serve as a guide for making land use decisions, preparing and implementing ordinances, preparing capital improvement programs, and influencing the rate, timing, and location of future growth. All land use decisions faced by the City of Oconomowoc will be guided by the vision, goals, objectives, and policies set forth in this plan. City staff, elected and appointed officials, stakeholders and property owners should refer to this plan on a regular basis as development actions are pursued.

A sound comprehensive plan not only serves as the guide for community, physical, social, and economic development over a 30-year timeframe, but creates a roadmap that will keep Oconomowoc a healthy, sustainable, and desirable place to live through year 2050.

The Wisconsin State Statutes 66.1001, referred to as the Wisconsin comprehensive planning law, notes that if a local government modifies or puts into law any of the following ordinances, that ordinance must be accordant with the jurisdiction's Comprehensive Plan:

- Official Maps
- Local Subdivision Regulations
- General Zoning Ordinances
- Shoreland / Wetland Zoning Ordinances

The Wisconsin State Statutes 66.1002 state that comprehensive plans must be updated once every ten years. This document serves as an update to the 2010-2030 Comprehensive Plan. The foundation of the Plan is driven by Oconomowoc residents and integrates public feedback into each section of the document. New demographic data and changing technology have led to changing desires for the community and are reflected in the revised goals, objectives, and policies discussed in each chapter. This plan outlines goals and policies to guide the community to its desired vision for 2050. The regular review and update to the plan ensure that the policies and guidance continue to guide the community to that vision.

What is included in a Comprehensive Plan?

Wisconsin's comprehensive planning program, enacted in 1999 Wisconsin Act 9, codified what a Comprehensive Plan in Wisconsin must contain. At a minimum, the Comprehensive Plan must contain nine chapters as shown in the cog graphic below. Comprehensive plans must be updated every ten years and must include at least a 20-year horizon.

All legally required elements are included in this Comprehensive Plan. The plan also consists of a variety of narrative, maps, figures, and tables describing the existing and future conditions of Oconomowoc and identifies a set of tools needed to move the community toward its vision. Additionally, the Comprehensive Plan is used in coordination with other planning documents and municipal ordinances. The Wisconsin comprehensive planning law indicates that a comprehensive plan must address the following nine elements:

Issues and Opportunities

This element includes background information on Oconomowoc and a statement of overall objectives, policies, goals and programs to guide the future development and redevelopment of the community over the Comprehensive Plan planning period. Background information includes population, household and employment forecasts, and demographic trends including, age distribution, educational levels, income levels, and employment characteristics that exist within Oconomowoc.

Housing

The housing element provides a compilation of objectives, policies, goals, maps, and programs in Oconomowoc to provide an adequate housing supply that meets existing and forecasted housing demand in the City. The element assesses age, structural, value, and occupancy characteristics of Oconomowoc's housing stock. Specific policies and programs that promote the development of housing for all residents are identified. Housing policy and guidance in this plan provide for a range of housing choices that meet the needs of persons of all income levels and age groups and persons with special needs; policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing; and policies and programs to maintain or rehabilitate Oconomowoc's existing housing stock.

Transportation

This plan element provides a compilation of objectives, policies, goals, maps and programs to guide the future of the City's multi-modal transportation network, including roadways, transit, transportation systems for persons with disabilities, bicycles, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element identifies and compares the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. This chapter identifies highways within the local governmental unit by function and incorporates state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in Oconomowoc.

Utilities and Community Facilities

The utilities and community facilities plan element outline the objectives, policies, goals, maps, and programs to guide the future development of utilities and community facilities in Oconomowoc. An overview of existing conditions and future planning for the City's public

infrastructure including, sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, telecommunications facilities, power-generating plants and transmission lines, and recycling facilities is provided. Additional community facilities and services that are available to residents are highlighted through the chapter, including parks, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element describes the location, use, and capacity of existing public utilities and community facilities and includes an approximate timetable that forecasts the need to expand or rehabilitate existing utilities and facilities.

Agricultural, Natural, and Cultural Resources

This element provides a compilation of objectives, policies, goals, maps, and programs for the conservation, and promotion of the effective management of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under Wis. Stats. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources. Many of the components discussed within the chapter are major contributors to the quality of life for Oconomowoc residents, and the preservation and maintenance of these areas is important to the future of the community.

Economic Development

The economic development element outlines the objectives, policies, goals, maps, and programs to promote the stabilization, retention, or expansion of the economic base and quality employment opportunities in Oconomowoc, including an analysis of the labor force and economic base. This chapter assesses categories or types of new businesses and industries that are desired by the City and discusses Oconomowoc's strengths and weaknesses with respect to attracting and retaining businesses and industries. The chapter also discusses the use of environmentally contaminated sites for commercial or industrial uses and identifies county, regional and state economic development programs that apply to the City.

Intergovernmental Cooperation

This plan element defines the objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts, drainage districts, and adjacent local governmental units. This chapter analyzes the relationship of the local governmental unit to school districts, drainage districts, and adjacent local governmental units, and to the region, the state and other governmental units. The element incorporates plans and agreements currently in place with other jurisdictions. Areas of future cooperation or conflict between the City and other governmental units are also described within the chapter.

Land Use

The land use plan element provides a compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The Land Use chapter contains a listing of the amount, type, intensity and net density of existing land uses within the City and planning area. Supply, demand, and price of land, opportunities for redevelopment, and existing and potential land-use conflicts are also discussed. This section contains projections, based on the background information specified in Wis. Stats 66.1002 (2)(a) for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The plan elements reviews limitations and opportunities of available land within the community for development and redevelopment opportunities to meet the growth projections for the next 20 years.

Implementation

The final plan element, implementation, outlines the goals and specific actions to be completed to help the City achieve its vision for 2050. These changes may include updates to zoning ordinances, the official map, and subdivision ordinances. The element describes how each of the elements of the comprehensive plan will be integrated and includes a mechanism to measure Oconomowoc's progress toward achieving all aspects of the Comprehensive Plan.

Why Update a Comprehensive Plan?

The City's current Comprehensive Plan was last updated in 2010. Since that time, the City and region have experienced changes in demographics, economy, housing, infrastructure, and land use. In addition to updating these areas, goals, policies, and objectives have changed for Oconomowoc and the Comprehensive Plan evaluates current conditions and identifies a direction moving forward with implementable actions to achieve the community vision.

Adherence to the Comprehensive Plan

This plan is intended to be written as a guiding document of key topic areas over the life of the plan. While the plan is forward thinking in its policies and recommendations, it also needs to be flexible and acknowledge changes over time; responding to emerging trends, or conditions. City officials who use the plan must make logical adjustments to areas within the plan if prompted by unpredictable circumstances such as technology advancement, or environmental change.

The Comprehensive Plan is not intended to address or solve all community issues. When this plan needs to be changed, an amendment procedure will be followed, and the language or mapping within the document can be updated through a public hearing process, as outlined in the Implementation chapter.

Planning Jurisdiction

The study area for this Comprehensive Plan includes lands in which the City has both a short and long-term interest in planning and developing. This area is defined by statutory limits of the City's extraterritorial plat review authority or by agreements with neighboring jurisdictions. At this time, future planning areas outside of the City limits include areas to the north and east into the Town of Oconomowoc, see Figure 1. This planning area will be used to examine the future needs of the community for all plan elements.

Key Terminology

Throughout the document, each chapter will identify distinct goals, objectives, and policies. A definition of each is described below:

Goals

Goals are broad statements that describe a desired outcome or end state within a community. Goals can be short or long-term and should be specific enough to assess whether progress has been made towards achieving them.

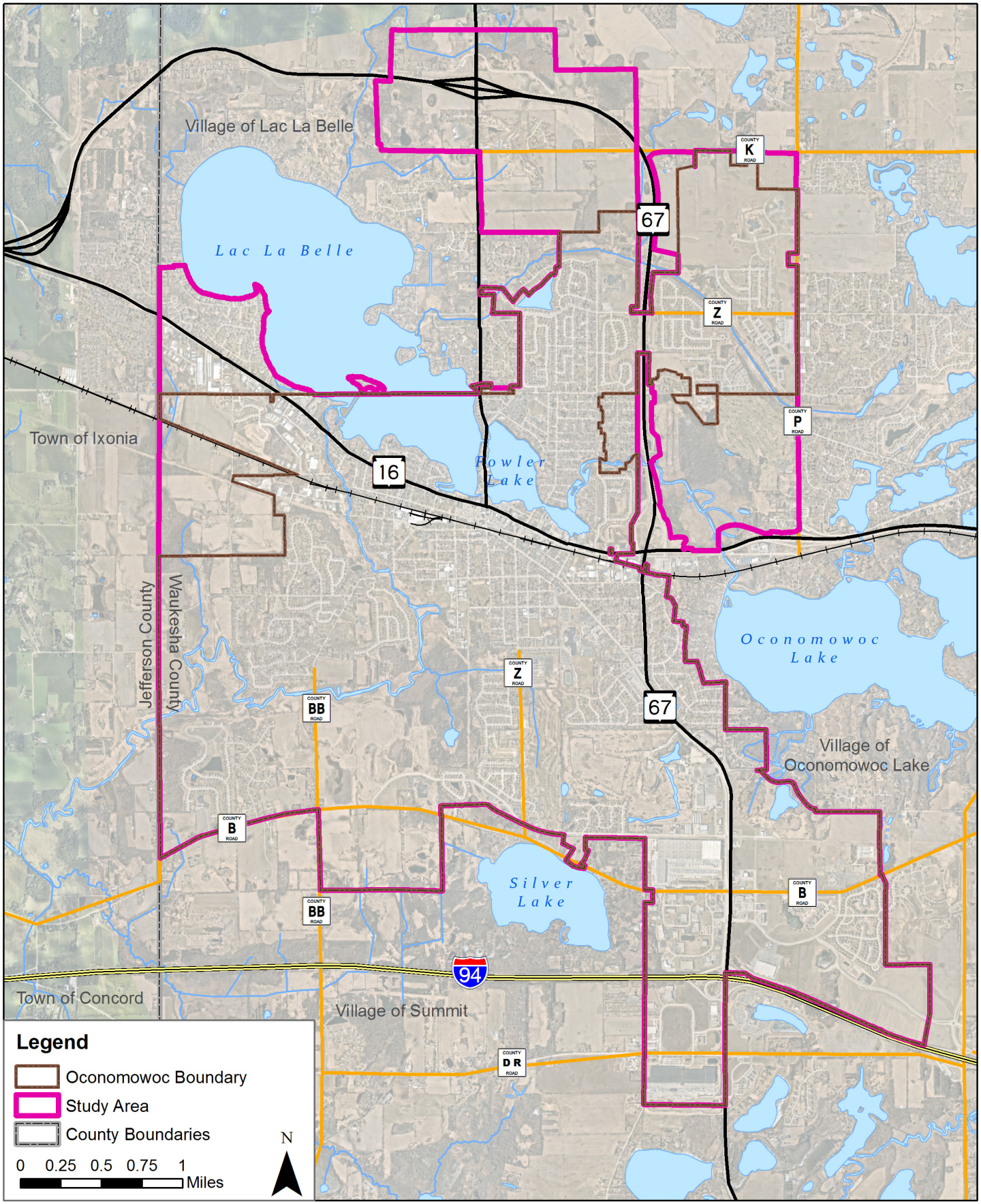
Objectives

Objectives are a subset of a goal which provide measurable steps or strategies.

Policies

Policies are operational actions that a community will undertake to meet the defined goals and objectives. Policies are focused on a specific issue.

Figure 1 : Comprehensive Plan 2050 Study Area



Comprehensive Plan Drivers

The City of Oconomowoc has continued to experience significant population growth since its incorporation. In recent history, from 1970 to 2010, the City has seen over 80 percent population growth. Looking to the future, the City is expected to continue to be one of the fastest growing communities in Western Waukesha County with an estimated population of 21,140 by 2040, an increase of almost 4,000 residents. A growing population and changing demographics drive the need for long-term planning. These issues are discussed in greater detail in the Issues and Opportunities chapter.

Wisconsin Comprehensive Planning Goals

Provided by the Wisconsin comprehensive planning law, there are 14 local planning goals that provide a vision for state and local land use and planning programs, policies, infrastructure, and investments. The 14 local planning goals are briefly described below.

- **Promotion of Redevelopment** - *promotion of redevelopment of land with existing infrastructure and public services, and maintenance and rehabilitation of existing residential, commercial and industrial structures.*
- **Encouragement of Neighborhood Designs** - *encouragement of neighborhood designs that support a range of transportation choices.*
- **Protection of Natural Areas** - *protection of natural areas, including wetlands, wildlife habitats, lakes, and woodlands.*
- **Protection of Economically Productive Areas** - *protection of economically productive areas, including farmland and forests.*
- **Promotion of Efficient Development Patterns** - *encouragement of land uses, densities, and regulations that promote efficient development patterns and low costs.*
- **Preservation of Sites** - *preserving cultural, historic, and archaeological sites.*
- **Encouragement of Cooperation** - *encouragement of cooperation and coordination among nearby units of government.*
- **Building Community Identity** - *building community identity by revitalizing main streets and enforcing design standards.*
- **Providing an Adequate Supply of Affordable Housing** - *providing an adequate supply of affordable housing for all income levels within the community.*
- **Providing Infrastructure, Services, and Developable Land** - *providing infrastructure, services, and developable land to meet market demand for residential, commercial, and industrial uses.*
- **Promoting Expansion or Stabilization of the Economic Base** - *promoting expansion or stabilization of the economic base and job creation.*
- **Balancing Individual Property Rights** - *balancing property rights with community interests and goals.*
- **Planning and Developing Land Uses** - *planning and developing land uses that create or preserve unique urban and rural communities.*
- **Providing an Integrated, Efficient, and Economical Transportation System** - *providing an integrated, efficient, and economical transportation system that meets the needs of all citizens.*

The Planning Process

This Comprehensive Plan is the culmination of a 15-month process. The City of Oconomowoc began preparing for the Comprehensive Plan Update in 2018 and branded an Oconomowoc 2050 theme. A webpage was created to provide citizens with information about the project process, store relevant data collected, and publicize upcoming meetings and events. The planning process was driven by community involvement, which was used to refine the goals, policies and vision for the overall plan and each plan element.

The project consisted of three main phases including Data Collection/Visioning, Element Analysis, and Plan Development. Elements and key tasks are shown in the image below:

Data Collection/Visioning

Understanding the past and the present to plan for the future

ACTIVITIES

- City Tour
- Existing Conditions Review
- Develop Future Vision
- Establish Goals and Policies

Element Analysis

Testing improvements and changes for the furture

ACTIVITIES

Plan Element Analysis

- Land Use
- Natural Resources
- Community Facilities
- Housing
- Economic Development
- Transportation
- Implementation Plan

Plan Development

Developing a plan to guide Oconomowoc into 2050

ACTIVITIES

- Draft Plan Development
- Finalize Comprehensive Plan

Steering Committee

The long-range planning process was guided by a Project Steering Committee. Members of this group were charged with playing an important role in guiding and promoting the planning process, reviewing materials, and sharing updates to their network. The committee included 13 members, each representing various groups within the City. The Committee met three times during the planning process. These meetings were held at key project milestones based on the phases above. Deliverables and findings were reviewed prior to public release.

Public Participation

The Citizens of Oconomowoc had several opportunities to participate in the development of this plan. Three pop up events, two community surveys, and two formal open houses were held for the residents of Oconomowoc to share their thoughts about their future desires for the community they call home. The following dates indicate where public input was collected:

- Summer 2018 – Online Community Survey
- Fall 2018 – Online Student Survey
- August 16, 2018 – Moonlit Movies Pop-Up
- October 19, 2018 – Touch-A-Truck Pop-Up
- April 11, 2019 – Open House #1
- June 8, 2019 – Farmer's Market Pop-up
- October 10, 2019 – Open House #2
- November 13, 2019 – Plan Commission Meeting with Public Hearing
- November 19, 2019 – Common Council Meeting with Public Hearing

A recap of the outreach and meetings are below. Full detailed meeting summaries and survey results can be found in the Appendix.

Community and Student Surveys

Two online surveys were administered to collect resident feedback for the Comprehensive Plan in the summer and fall of 2018. The surveys were available at the project webpage, on social media, and in hard copy format at City Hall and the Senior Center. Cards which contained a link to the online survey were distributed at the pop-up events and available at City Hall.

Online Community Survey

An online community survey was compiled asking City of Oconomowoc residents questions related to the nine-chapter elements. The survey was designed to collect respondent feedback in less than 15 minutes. The online community survey consisted of 25 questions. A total of 474 responses were recorded.

Online Student Survey

A mini nine-question survey was assembled and distributed to high school students in the fall of 2018 to target the City's youth demographic and capture specific input. The shorter survey pulled a sample of questions from the online community survey but was pared down in size to assure the respondent could answer the questions in less than five minutes. The survey was distributed to juniors and seniors at Oconomowoc High School. A total of 408 responses were received.

Pop-Up Events

City staff held a series of three pop-up events to gather feedback at critical milestones throughout the project. Pop-ups are a "meet-people-where-they-are" approach to public engagement where interactive information booths, boards, are on display, and feedback can be provided relatively quickly as passerby's move from point to point within an event.

Moonlit Movies

On August 16, 2018 a pop-up event occurred in downtown Oconomowoc, outside of City Hall as part of the Moonlit Movies event. The purpose of the meeting was to:

- Engage with and inform Oconomowoc residents of the efforts the City is taking to update their ten-year-old Comprehensive Plan
- Introduce the Comprehensive Plan schedule, explain elements and chapters in the plan, discuss who will use the plan, identify key milestones, and recognize ways to stay involved throughout the planning process
- Solicit feedback from residents

Thousands were in attendance for the Superhero and Sci-Fi Festival Moonlit Movies event. The theme for this year's event was The Return of Ocomicon. A superhero action movie was shown on a 45-foot screen in the heart of downtown. Several vendors and downtown businesses had special promotions for attendees, and enthusiasts could participate in a costume contest dressed as their favorite superhero.

Consultant and City staff set up a tent outside the City Hall. The pop-up space included two 6' x 3' promotional banners, tattoos and glowsticks for the kids, and a handout explaining the comprehensive plan update process with a link to the City webpage. Four 2' x 3' boards were on display asking the following questions:

- What is the best thing about living in Oconomowoc?
- What type of housing is needed to meet the future needs of Oconomowoc residents?
- What type of businesses or services are needed in Oconomowoc?
- What is the biggest challenge Oconomowoc and its residents will encounter over the next 25 years?

There was also a "parking lot" where open feedback could be recorded if residents had comments that didn't fit into one of the questions above. Those that provided feedback on any question were encouraged to enter a drawing for a chance to win one of two $25 Visa gift cards. A total of 69 attendees took the time to provide email addresses to stay involved with project updates throughout the planning process.

Touch-A-Truck

The consultant team and City staff set up a tent in Roosevelt Park for the Touch a Truck Event. The tent was staffed from 9:30 am – 12:00 pm. Setup included two 6' x 3' promotional banners, large mazes for the kids, and a handout explaining the comprehensive plan update process and link to the City webpage. Four 2' x 3' boards were on display. Three questions were duplicates from the Moonlit Movies event, along with a new question about the future priorities for the community.

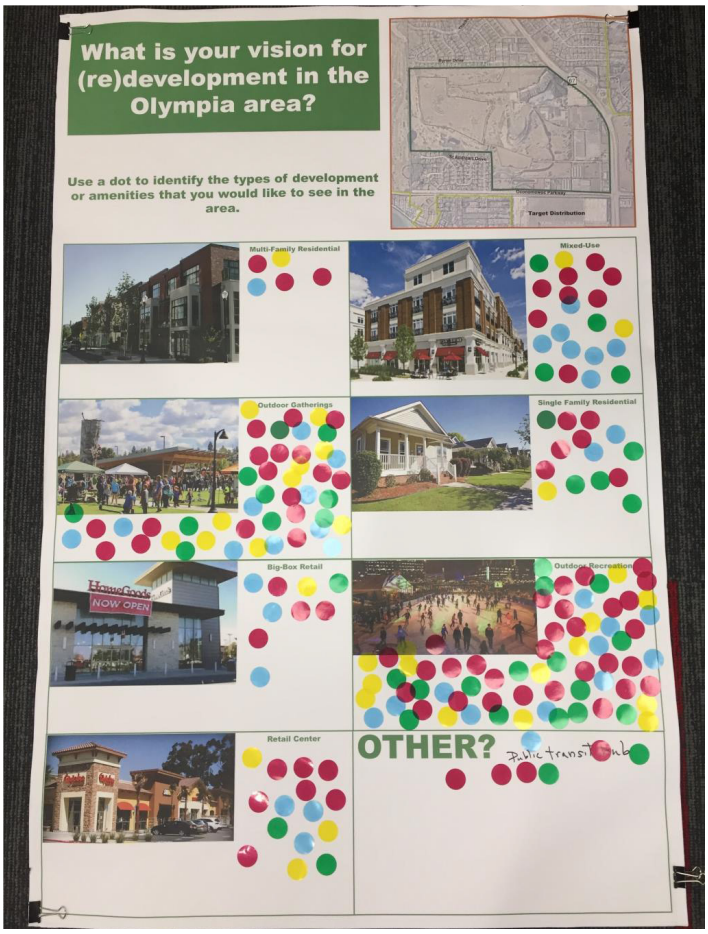
- What is the best thing about living in Oconomowoc?
- What are your highest priorities for the future growth of Oconomowoc?
- What type of businesses or services are needed in Oconomowoc?
- What is the biggest challenge Oconomowoc and its residents will encounter over the next 25 years?

Farmer's Market

City staff and the consultant team conducted a third pop up event on Saturday, June 8, 2019 at the Oconomowoc Farmers Market. The team staffed a booth from 8 am - 10:45 am providing residents and attendees the opportunity to provide feedback regarding the 2050 Comprehensive Plan Update. It is estimated that staff and the consultant team interacted with over 100 individuals at the Farmers Market event, bringing the total of engaged individuals to over 1,250 residents.

This pop-up event was aimed to collect input from residents regarding desired development types for three of the primary growth areas of the community, along with general input on the plan's identified focus areas. Four boards, along with a large notepad for residents to provide open ended comments, were on display. Since people would be passing by the booth quickly, activities were designed to gain feedback in under a minute. Two primary activities were included throughout the event:

Comprehensive Plan Discussion Topics: The first board, "Comprehensive Plan Discussion Topics," listed areas identified as Key Themes for this 2050 Comprehensive Plan Update across the Comprehensive Plan chapter areas. Participants were invited to provide additional feedback or information on these topics, either through discussion with staff or notation on a blank sheet of paper.



- Visual Preference Survey: Three of the boards focused on visual preference and future land use in the East Wisconsin Avenue corridor, Olympia, and Pabst Farm areas to gather input on the desired types of development for each area. Participants were given stickers to identify their desired type or form of development for the respective location.

In total, 584 votes or comments were collected at this event.

Postcards with project information, including the project webpage, key themes identified, and contact information, were distributed to community members. The post card provided general information about the Comprehensive Plan Update with a list of the plan's discussion topics. Interested parties are invited to provide additional thoughts or comments to the project team over the next 30 days for consideration in the plan.

Open House

An open house meeting, which was held on April 11, 2019, provided an opportunity for public input and review of the Comprehensive Plan materials. The meeting occurred after the results of the public survey and two of the three pop up events. The open house provided opportunities for staff to share updates of the plan development, results of the online community survey, and gain public feedback. The meeting was two hours in length and included a formal presentation, followed by a question and answer period for the first hour.

The second half of the meeting provided time for participants to interact with staff, ask questions, and view twelve project boards. Each of the boards contained an engagement activity to provide specific feedback on each of the plan chapters. Engagement tools consisted of informational boards, open ended question, visual preference surveys, "how would you spend your money" activities, and dot exercises where respondents could provide locational feedback on issues and opportunities within the City.

Public Information Meeting

The second Public Informational Meeting for the Comprehensive Plan was held October 10, 2019 at the City Community Center. The meeting provided a variety of maps that are to be included in the Plan for the residents to view. A formal presentation was provided that discussed the State requirements, the content within the chapters of the Plan and how the Plan will be used as a decision making tool. Staff answered questions following the presentation.

Past Planning Efforts

Several planning documents were completed by the City of Oconomowoc over the years across numerous topic areas. The goals and policies established in these plans are integrated into the Oconomowoc 2050 Plan to the extent possible. A list and short description of some of the past planning documents are included below:

2010-2030 Comprehensive Plan

The most recent comprehensive plan, adopted in 2010, has guided the City for the past ten years. This plan is regularly used by City of Oconomowoc's planning staff, Plan Commission, City Council, and stakeholders in decisions regarding growth and development.

2019-2023 Strategic Plan

Finalized in fall of 2018, the 2019-2023 strategic plan provides guidelines in order to create a safe and secure community, improve and maintain infrastructure, focus on economic development, enhance quality of life assets, and refine the effectiveness of the City government. The Comprehensive Plan and Strategic Plan should be used together to guide future decision making within City Hall.

Utilities Updated 25x25 Plan

The 2013 Utilities Plan provides information on population growth, energy use, fleet vehicles, water use, and community partnership. The plan summarizes past and future projects and pathways for efficiency and renewable energy, conservation, and improved use of fleet vehicles.

Southwest Summit Avenue Land Use Plan

The Southwest Summit Avenue Land Use Plan, adopted in 2007, conceptualizes numerous developmental alternatives for this planning area of the City.

River West Neighborhood Plan

This 2009 report puts forth a vision for the future of the River West Neighborhood. It includes information on the Oconomowoc River and floodplain, storm water management, and natural area conservation. There are also maps of the recreation areas and trails available in the neighborhood. The demands, constraints, services, and land use changes of area housing development are also discussed.

Downtown Revitalization Plan & Market Analysis

This plan provides a comprehensive, long-range vision and implementation strategy for the redevelopment of downtown Oconomowoc.

2017 Housing Study in Oconomowoc

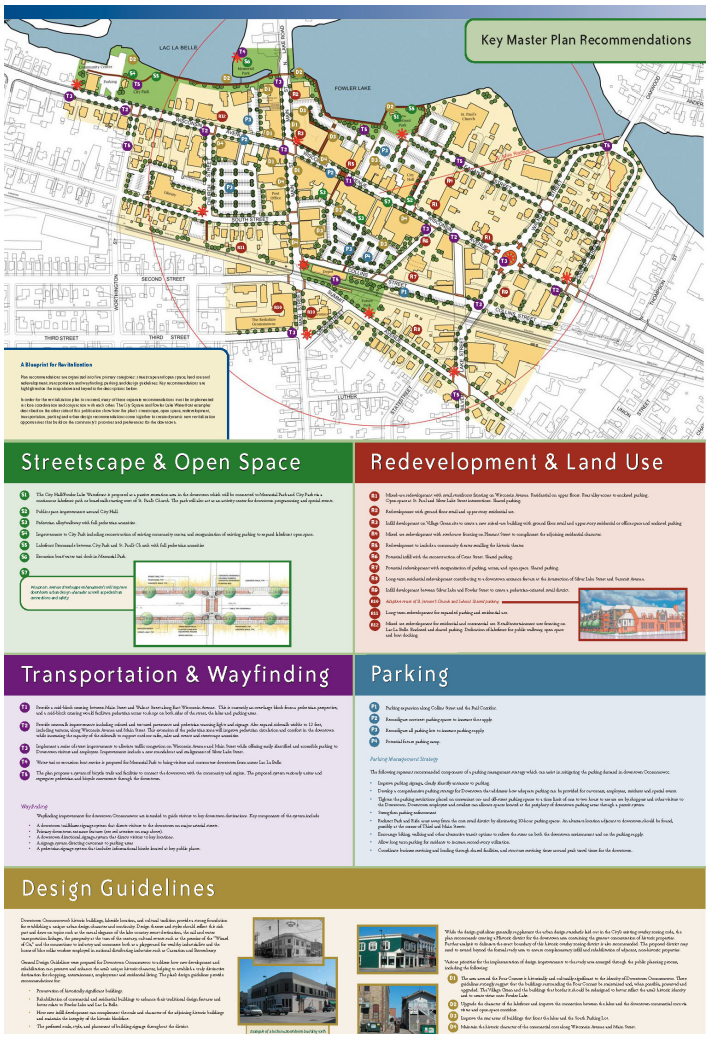
This report gives a full study of previous and current housing, including the guiding plans and development history. The goal is to provide a variety of housing types, designs, densities, and price ranges to meet the needs of a variety of incomes, ages, and lifestyle preferences.

Bicycle & Pedestrian Trail Plan

The City's Bicycle and Pedestrian Plan, adopted in 2006, identifies trails, paths, and other routes for non-motorized modes of transportation throughout the City.

Comprehensive Outdoor Recreation Plan (CORP)

The City is currently updating its 5-year CORP for years 2020-2024. The CORP is used to guide the City in making decisions related to improvements at existing parks, new facilities, land acquisition, recreational trail extensions and improvements and compliance with the Americans with Disabilities Act. Having a CORP maintains eligibility for the City seeking parkland acquisition and development funding through WDNR.



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ISSUES & OPPORTUNITIES

Introduction

This chapter contains data about the study area, specifically, the "who" and "what" the community is planning for. Analysis examines both existing and future datasets. Background information includes population growth, population projections, and population by age cohort; average household size; future household forecasts; owners versus renters; and demographic trends including, educational levels, income levels, and employment characteristics that exist within Oconomowoc.

The current governmental structure in the City is discussed highlighting various departments, committees and commissions and show how each is relevant to this plan update.

Finally, Issues and Opportunities in Oconomowoc are identified and provide some key themes for the City to consider moving forward. The key themes were a result of feedback from the residents, Steering Committee, and City staff. The themes are broken out by chapter areas, and a brief discussion of how they will lay out in this plan is included.

Population Change

From 1970 to 2010, the City of Oconomowoc saw an 80 percent growth in population. As shown in Table 1, the City's growth was higher than most of the surrounding communities during the previous 40-year period. The growth percentage within the City of Oconomowoc also exceeds the County as a whole by almost 12 percent.

Table 1 : Population Growth 1970-2010

Community	1970	1980	1990	2000	2010	% Change 1970-2010
City of Oconomowoc	8,741	9,909	10,993	12,382	15,759	80.3%
Town of Oconomowoc	6,010	7,340	7,323	7,451	8,408	39.9%
Village of Summit	3,809	4,050	4,003	4,999	4,674	22.7%
Village of Lac La Belle	227	289	258	329	289	27.3%
Village of Oconomowoc Lake	599	524	493	564	595	-0.7%
Village of Hartland	2,763	5,559	6,906	7,905	9,110	229.7%
City of Delafield	3,182	4,083	5,347	6,472	7,085	122.7%
Village of Pewaukee	-	-	-	8,170	8,166	-
City of Pewaukee	3,271	4,637	4,941	11,783	11,783	260.2%
Waukesha County	231,335	280,203	304,715	360,767	389,891	68.5%

Source: U.S. Bureau of the Census and the Wisconsin Department of Administration – 2010 Census

Long range planning must examine the potential future population of the community to align the future needs and associated resources. The following projections provide an educated guess for growth within the City and align with statewide projections developed by the Wisconsin Department of Administration. These population projections for the City are anticipated to rise for the next 20-year period. The table below indicates that population in the City of Oconomowoc is projected to grow at a faster rate than the surrounding Waukesha County communities and the County as a whole. The City of Oconomowoc is predicted to exceed 34 percent growth between the years 2010-2040, see Figure 2. In the future, the City of Oconomowoc will likely continue to be one of the fastest growing communities in western Waukesha County and will need to plan accordingly for this growth and accommodating the needs of its residents.

Table 2 : Population Projections 2020-2040

Community	2020	2025	2030	2035	2040	% Change 2010-2040
City of Oconomowoc	17,630	18,910	20,110	20,820	21,140	34.1%
Town of Oconomowoc	9,115	9,570	9,990	10,150	10,140	20.6%
Village of Summit	4,990	5,235	5,450	5,535	5,525	18.2%
Village of Lac La Belle	290	295	295	290	280	-3.1%
Village of Oconomowoc Lake	615	635	650	650	640	7.6%
Village of Hartland	9,770	10,290	10,770	10,980	10,990	12.5%
City of Delafield	7,425	7,720	7,975	8,040	7,955	7.1%
Village of Pewaukee	8,625	9,000	9,335	9,450	9,390	8.9%
City of Pewaukee	15,310	16,590	17,800	18,580	19,010	24.2%
Waukesha County	414,820	434,230	451,470	457,690	455,720	16.9%

Source: Wisconsin Department of Administration – Vintage 2013 Projections

The characteristics of the existing and future population should also be examined to understand changing trends and demographics. The Population by Age Group & Median Age table below provides data from the 2010 U.S. Census that shows the age distribution of City residents. In general, the City has one of the lowest median age among surrounding Waukesha County communities and Waukesha County as a whole.

Table 3 : Population by Age Group & Median Age 2010

Community	Under 5	5 to 14	15 to 24	25 to 44	45 to 64	65+	Median Age
City of Oconomowoc	1,164	2,407	1,422	4,427	4,020	2,319	38.6
Town of Oconomowoc	436	1,141	875	1,807	3,047	1,102	44.6
Village of Summit	199	740	520	821	1,728	666	45.7
Village of Lac La Belle	5	44	18	40	121	62	53.8
Village of Oconomowoc Lake	12	75	66	85	225	132	50.7
Village of Hartland	600	1,520	1,098	2,409	2,573	910	37.5
City of Delafield	313	983	1,334	1,540	2,292	923	41.8
Village of Pewaukee	488	956	788	2,270	2,236	1,338	41.4
City of Pewaukee	665	1,672	1,154	3,033	4,514	2,157	45.3
Waukesha County	21,474	54,404	44,813	91,943	121,569	55,688	42.0

Source: U.S. Bureau of the Census – 2010 Census

The Age Distribution Table provides age distribution within the City from 2000 to 2010. During this period, the City saw an increase in the number of people living in the City age 45 and older. By 2010, the City also had a higher percentage of people 14 and younger living within the City. A percentage and numeric decrease did occur within the 15 to 24 age group and the 25 to 44 age group. The reduction in residents 15 to 44 should be evaluated and considered when the City is making planning decisions.

Table 4 : City of Oconomowoc Age Distribution

Age Group	2000		2010		Change in Percentage of Total Population 2000-2010
	Number	Percentage of Total Population	Number	Percentage of Total Population	
Under 5	781	6.3%	1,164	7.4%	1.1%
5 to 14	1,716	13.6%	2,407	15.3%	1.7%
15 to 24	1,455	11.8%	1,422	9.0%	-2.8%
25 to 44	3,652	29.5%	4,427	28.1%	-1.4%
45 to 64	2,686	21.7%	4,020	25.5%	3.8%
65 and Over	2,092	16.9%	2,319	14.7%	-2.2%

Source: U.S. Bureau of the Census – 2000 and 2010 Censuses

It is important to note that in 2010, 4 percent of all County residents lived in the City of Oconomowoc. During that time, the City contained 4.2 percent of Waukesha County residents 65 and older, 3.3 percent of residents 45 to 64, 4.8 percent of residents 25 to 44, 3.2 percent of residents 15 to 24, 4.4 percent of residents 5 to 14, and 5.4 percent of residents younger than 5 years of age. The City appears to be attracting an aging population but has seen growth in its youngest populations as well.

In contrast with national trends, the City's population of residents 65 and older has decreased. However, the population of residents 45 to 64 has seen nearly 4 percent growth. In general, the population of adults 55 and older will continue to grow in number reflecting the aging of the "baby boomers" (people born between 1946 and 1964). The percentage of population aged 35 to 54 age group will begin to decrease as baby boomers grow older and fewer numbers of persons born in the 1970s move into this age group. The last of the boomers will turn 65 in 2029.

In 2018, AARP conducted a survey of adults and found that 3 out of 4 adults age 50 and older prefer to stay within their homes and communities as they age. Nearly 80 percent would prefer to continue living in the same community even if they are not able to stay in their homes. However, less than 60 percent expect that staying local is a possibility. To compare, between 50 and 60 percent of adults age 18 to 49 would prefer to stay in the same place as they get older.[1]

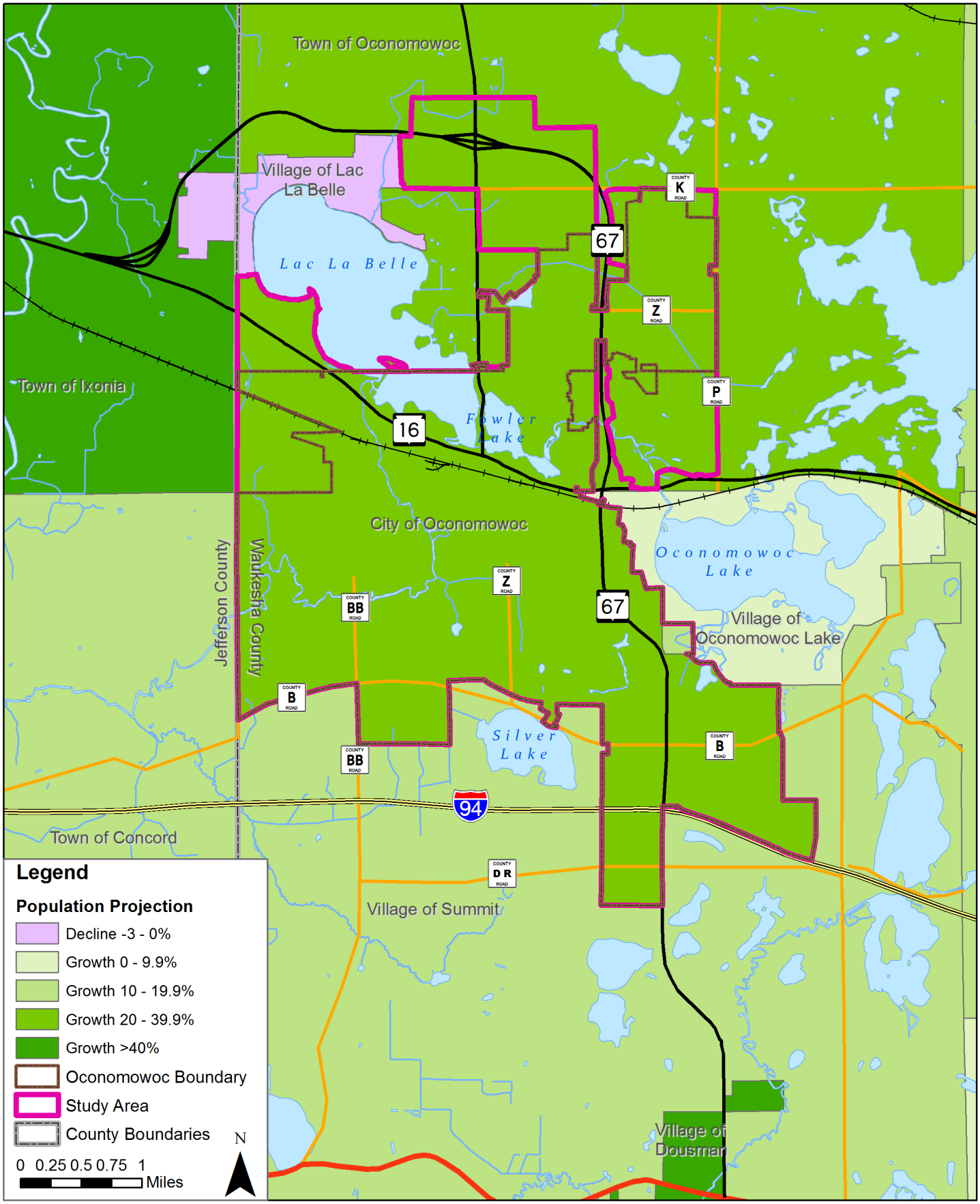
*...**3** of **4** adults age **50+** prefer to stay within their homes and communities as they age....*

*Nearly **80%** would prefer to continue living in the **same community** even if they are not able to stay in their homes.*

The aging of the baby boomer population will have implications for school districts, housing stock, availability of jobs, transportation, and land use. Research indicates that boomers like urban amenities and live in places that provide proximity to downtown destinations. Boomers also tend to like cultural experiences, a sense of community, mobility, access to water, and maintenance-free lifestyles. The City of Oconomowoc has most, if not all the required amenities to attract and maintain baby boomers.

1 | https://doi.org/10.26419/res.00231.001

Figure 2: Population Projection 2010-2040



Source: Wisconsin Demographics Services Center, 2013

Household Forecasts

The U.S. Census defines a household as one person living alone or a group of people, not necessarily related, living at the same address within common housekeeping – generally speaking, the number of households aligns with the number of mailboxes. In 2010, the City of Oconomowoc had an average household size of 2.48 persons (see Table 5 below). The national average household size in 2010 was 2.58 persons. In general, the national trend is a continued decrease in household sizes due to increased financial wealth, people living longer, and greater freedom of mobility. As illustrated in Table 5, the City's slight increase in average household size from 2000 to 2010 goes against national trends and trends seen in surrounding communities and Waukesha County.

A growing population with a decreasing household size has implications for development of housing stock, demand for future water and sanitary sewer capacity, land use, and other utilities and community facilities. This trend is examined in more detail in the Housing and Utilities and Community Facilities chapters.

Table 5: Average Household Size 2000 & 2010

Community	2000 Average Household Size	2010 Average Household Size
City of Oconomowoc	2.40	2.48
Town of Oconomowoc	2.69	2.59
Village of Summit	2.76	2.65
Village of Lac La Belle	2.81	2.54
Village of Oconomowoc Lake	2.71	2.53
Village of Hartland	2.63	2.55
City of Delafield	2.52	2.38
Village of Pewaukee	2.19	2.08
City of Pewaukee	2.57	2.42
Waukesha County	2.63	2.52

Source: U.S. Bureau of the Census – 2000 and 2010 Censuses

The Wisconsin Department of Administration continues to project the City will add new households in the future to support its growing population. New households can include single-family homes, apartments, condominium units, duplexes, and town homes, to name a few. The household forecasts below indicate that future demand for housing in the City will remain strong with people having a desire to live in the community.

Table 6: Household Forecasts:2020-2040

Community	2010 Census	2015	2020	2025	2030	2035	2040
City of Oconomowoc	6,256	6,629	7,298	7,924	8,503	8,856	9,037
Town of Oconomowoc	3,244	3,407	3,672	3,904	4,114	4,211	4,235
Village of Summit	1,727	1,788	1,921	2,040	2,142	2,187	2,192
Village of Lac La Belle	114	116	119	123	124	123	120
Village of Oconomowoc Lake	232	237	250	261	270	272	269
Village of Hartland	3,566	3,698	3,993	4,259	4,500	4,622	4,657
City of Delafield	2,776	2,838	3,016	3,171	3,298	3,324	3,281
Village of Pewaukee	3,903	4,021	4,303	4,547	4,760	4,854	4,854
City of Pewaukee	5,410	5,875	6,550	7,186	7,782	8,178	8,416
Waukesha County	152,663	157,942	169,355	179,460	188,251	191,990	192,110

Source: Wisconsin Department of Administration – Vintage 2013 Projections

As seen in the table below, in 2010, 70.5 percent of the City's dwelling units were occupied by the owner, while 29.5 percent of the units were rented. The City has a higher percentage of renter occupied units than surrounding communities and more than Waukesha County as a whole. As expected, more families with smaller household sizes rent than families who have larger family sizes. Specifically, the average household size for a renter in 2010 was 1.79 persons, compared to an average of 2.68 persons per owner-occupied unit.

Table 7: Owner vs. Renter Occupied Units 2010

Community	Owner Occupied	Percent	Renter Occupied	Percent
City of Oconomowoc	4,409	70.5%	1,847	29.5%
Town of Oconomowoc	2,837	87.5%	407	12.5%
Village of Summit	1,546	89.5%	181	10.5%
Village of Lac La Belle	112	97.4%	3	2.6%
Village of Oconomowoc Lake	216	93.1%	16	6.9%
Village of Hartland	2,165	62.7%	1,290	37.3%
City of Delafield	1,935	69.7%	841	30.3%
Village of Pewaukee	2,289	58.6%	1,614	41.4%
City of Pewaukee	4,574	84.5%	836	15.5%
Waukesha County	117,270	76.8%	35,393	23.2%

Source: U.S. Bureau of the Census – 2010 Census

The table below provides occupancy information and indicates that younger people rent more than they own. This may be a result of income and affordability levels or may be a lifestyle choice. Also, people 65 and older are trending towards rental versus homeownership. This could be due to the reduced maintenance requirements of renting versus owning. In general, rental properties are easier to maintain for the renter, as the property owner usually does all the maintenance. Additional discussion regarding owning versus renting is provided in the Housing Chapter.

Table 8: City of Oconomowoc Owner vs Renter Occupied Units 2010

Age	Owner Occupied	Percent	Renter Occupied	Percent
15 to 24	22	0.5%	144	7.8%
25 to 44	1,565	35.5%	709	38.4%
45 to 64	1,846	41.9%	508	27.5%
65 and Over	976	22.1%	486	26.3%
Total:	4,409	100%	1,847	100%

Source: U.S. Bureau of the Census – 2010 Census

Education & Employment

Approximately 55 percent of citizens in the City of Oconomowoc have an Associate's degree or higher (see Table 9). This statistic is higher than the County and several other surrounding Waukesha County communities but is lower than the Villages of Lac La Belle, Oconomowoc Lake, and Summit. Typically, blue collar jobs like those traditionally in construction and the service sector do not require advanced degrees. Educational attainment is important for the City to consider, as employers typically look at the education level of a population prior to locating a business within that community or area.

In general, Waukesha County has very high educational attainment when compared to other counties in Wisconsin. In 2010, 95 percent of residents 25 and older had completed high school (or equivalent). Only one other county achieved a higher percentage.

Table 9: Residents of Age 25 and Older with an Associate, Bachelor, or Graduate Degree

Community	Number	Percent
City of Oconomowoc	6,059	54.6%
Town of Oconomowoc	3,725	44.3%
Village of Summit*	2,566	55.0%
Village of Lac La Belle	181	62.5%
Village of Oconomowoc Lake	244	61.6%
Village of Hartland	2,638	46.6%
City of Delafield	2,799	59.1%
Village of Pewaukee	2,642	43.1%
City of Pewaukee	5,056	54.4%
Waukesha County	185,978	47.7%

Source: U.S. Bureau of the Census – 2006-2010 American Community Survey (2010 Data)
**U.S. Census Bureau – 2007-2011 American Community Survey Data (2011 Data)*

Waukesha County has continued to enhance its economy through new job creation. As highlighted in the last Comprehensive Plan, there were 270,786 jobs in the County in 2000. From 2000 to 2010, the County experienced a 4.5 percent growth in employment and grew to 281,937 jobs (see Table 10). Despite overall job growth, Waukesha County, like the rest of Wisconsin, has experienced a recent decline in the manufacturing sector. In 2000, manufacturing held roughly 20 percent of the County's total employment. In 2010, that value dropped to 15 percent and is predicted to continue below 10 percent by 2050. Taking the place of manufacturing are growing industries like retail trade, finance and insurance, real estate rental and leasing, professional, scientific, and technical services, and management of companies and enterprises. A more detailed breakdown of industry-specific employment trends can be found in Table 10.

Looking towards 2050, it is predicted that retail trade will hold the greatest percentage of total employment at 12 percent, a 2 percent increase from 2010. This industry is expected to bring nearly 36,000 new jobs to Waukesha County by 2050. The County's employment industry trends align with national trends of continued growth in the technology, consumer retail, real estate, and finance sectors. The table below further explains employment industry trends in Waukesha County.

Table 10: Waukesha County Employment Industry Trends 2010-2050

NAICS Code	Industry	2010	2020	2030	2040	2050	2010-2050 Change	2010 Percent of Total Employment	2050 Percent of Total Employment
11	Agriculture, Forestry, Fishing, & Hunting	917	947	987	1,023	1,068	151	<1%	<1%
21	Mining	527	730	817	913	1019	492	<1%	<1%
22	Utilities	795	637	652	654	639	-156	<1%	<1%
23	Construction	16,101	22,673	26,227	29,052	33,000	16,899	6%	6%
31-33	Manufacturing	42,021	46,377	46,062	45,586	44,933	2,912	15%	8%
42	Wholesale Trade	17,526	21,010	24,168	27,031	29,447	11,921	6%	5%
44-45	Retail Trade	29,153	35,317	44,295	54,194	64,924	35,771	10%	12%
48-49	Transportation & Warehousing	7,466	7,928	8,271	8,640	8,881	1,415	3%	2%
51	Information	5,916	6,054	7,214	8,521	9,957	4,041	2%	2%
52	Finance & Insurance	18,545	22,812	29,503	35,998	42,709	24,164	7%	8%
53	Real Estate Rental & Leasing	13,751	18,386	24,201	30,855	38,754	25,003	5%	7%
54	Professional, Scientific, & Technical Services	18,538	23,200	26,076	29,193	32,554	14,016	7%	6%
55	Management of Companies & Enterprises	6,327	9,729	13,206	17,661	23,300	16,973	2%	4%
56	Administrative & Support & Waste Management & Remediation Services	16,111	20,310	26,871	32,754	36,300	20,189	6%	7%
61	Educational Services	4,732	6,279	8,000	9,822	11,611	6,879	2%	2%
62	Health Care & Social Assistance	27,461	35,027	46,016	55,776	62,634	35,173	10%	11%
71	Arts, Entertainment, & Recreation	5,944	6,811	8,009	9,186	10,155	4,211	2%	2%
72	Accommodation & Food Services	16,007	21,070	25,359	28,230	33,828	17,821	6%	6%
81	Other Services	14,630	18,037	22,974	28,223	33,675	19,045	5%	6%
92	Public Administration	19,469	20,148	23,148	25,109	27,673	8,204	7%	5%
	Total:	281,937	343,482	412,056	478,421	547,061	265,124	100%	100%

Table 10, Source: Woods & Poole Economics, Inc. – 2017 State Profile

Household Characteristics

As shown below, Waukesha County has a substantially higher median household income than adjacent counties. The median County household income was $75,064 in 2010. This amount is more than the median income in 2010 for the City of Oconomowoc, $71,162.

Table 11: Median Household Income 2010

Community	Median Household Income
City of Oconomowoc	$71,162
Town of Oconomowoc	$85,019
Village of Summit*	$102,243
Village of Lac La Belle	$160,000
Village of Oconomowoc Lake	$103,125
Village of Hartland	$67,099
City of Delafield	$76,835
Village of Pewaukee	$56,385
City of Pewaukee	$82,287
Waukesha County	$75,064

Source: U.S. Bureau of the Census – 2006-2010 American Community Survey (2010 Data)
**U.S. Census Bureau – 2007-2011 American Community Survey Data (2011 Data)*

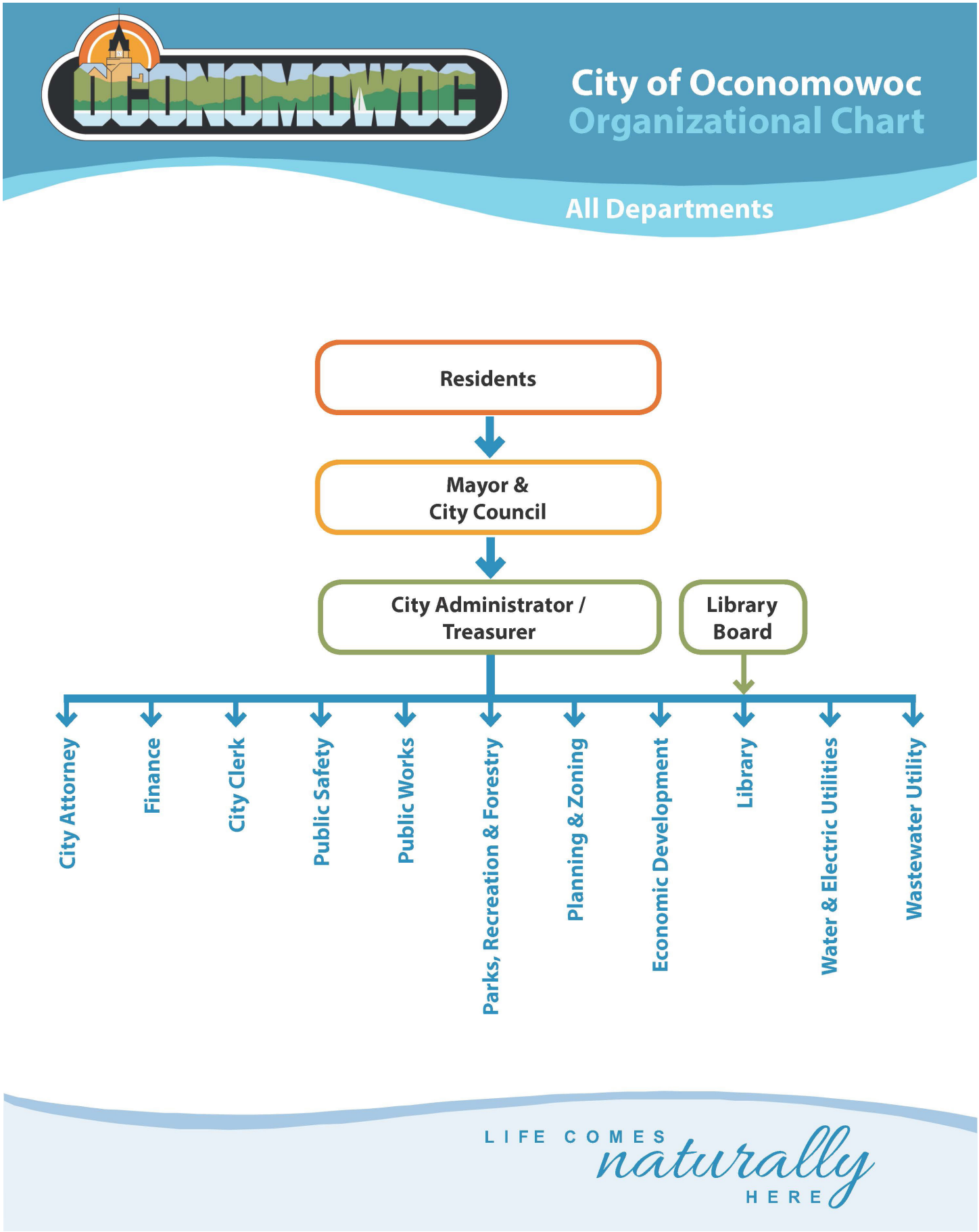
Local Government Structure

The City of Oconomowoc is organized and governed under the provisions of Chapter 62 of the Wisconsin Statutes, known as the Mayor-Council plan. The City of Oconomowoc is a third-class City as determined by its population of 17,212; cities of more than 10,000 and less than 39,000 population classify as third-class cities in Wisconsin.

The Common Council consists of the Mayor and eight Aldermen representing each of the City's four districts. The Common Council conducts the City's legislative business, adopts the City budget, and passes laws, policies, and regulations that govern the City. The Mayor and Aldermen alike are elected to serve a term of two years. Aldermen are elected by district and the Mayor is elected at-large.

The City Administrator is the Chief Administrative Officer for the City and works with the Common Council to aid in decision making and implement the Council's policies and priorities. Among other primary responsibilities, the City Administrator directs, coordinates, and expedites the activities of all City departments. These departments deal with specific issues in the community and include: City Attorney; Finance Department; City Clerk; Public Safety; Public Works; Parks, Recreation, and Forestry; City Planner; the Library; Bureau of Economic Development; Water and Electric Utilities; and Wastewater Utility. The current organizational chart for the City of Oconomowoc is shown in Figure 3.

Figure 3: City of Oconomowoc Organizational Chart



Comprehensive Plan Key Themes

Through feedback from City Officials, Comprehensive Plan Steering Committee, and Oconomowoc residents several key themes were identified as drivers for this Comprehensive Plan update. A list of the main topics within each of the Plan chapters can be found in the figure below. A brief description of each of the elements within the chapters follows.

Figure 4: Comprehensive Plan Discussion Topics

Economic Development/ Land Use

- Pabst Farms
- Olympia Area
- E. Wisconsin Avenue
- Downtown Parking (comparison/perception)
- NE Corridor/Park/CTH P
- Viability of Industrial/Business Parks
- Market Flexibility
- Readiness

Housing

- Apartment / Housing Ratio - Apts vs. Condos
- Senior Housing
- Work-Force Housing - Define "Neighborhood Housing"
- Fair Housing Criteria

Transportation

- Road Extensions
- Official Map
- Establish a truck route
- Bike Friendly
- CTH P
- Maintenance
- Drop off and Pick up Points
- Intelligent Transportation

Cultural Resources

- Historic Structure Preservation - Listed - Eligible - Community Importance
- Community Events (Wizard of Oz)
- Lakes/Wetlands
- Tree City/Bird City
- Watershed protection Program

Utilities & Community Facilities

- Technology Infrastructure "Smart City"
- Sustainable Building Practices
- Sustainability

Intergovernmental Cooperation

- Future City Boundary
- Extraterritorial Area

Housing

Chapter 3 of this Comprehensive Plan discusses Issues and Opportunities in the Housing market in Oconomowoc. Housing types, an aging population, and affordability are key drivers of this chapter. Other key themes and trends discussed include the percentage ratio of apartments versus single family homes and future owners versus renters.

The need for senior housing is on the rise. As the population ages, it is essential that the City plans for the residents who want to remain in the community with housing options that accommodate their needs. The chapter investigates the locations and amenities needed for seniors.

In 2018, the median price of homes that sold in Oconomowoc was $256,700. This represents a four percent rise over the past year. Homes under the $200,000 price point are very hard to come by, and often do not make it on the market before they are sold. There will always be a need for individuals and families to have access to affordable housing. Within the United States, more than half of all adults believe it is challenging to find affordable quality housing in their communities. The residents of Oconomowoc echo this feedback as shown in the community survey results. Specifically, results found that only 74 percent of respondents, indicated that there is a need for more housing in Oconomowoc that is affordable to working families and individuals. Question 23 of the survey indicated "cost I can afford" as the top-rated response (69 percent) when asked if you were moving to Oconomowoc today, what factors would be more important to you when choosing your home or apartment. Residents felt that affordable housing payments should range between $800-$1,500 per month within the survey responses.

In 2018 **$256,700** *was the median price of homes sold in Oconomowoc*

Transportation

Chapter 4 of this Comprehensive Plan discusses Issues and Opportunities in Transportation. Road extensions and connections, establishing a truck route, bike and pedestrian facilities investment, maintenance, park and ride lots and transit connections, and Intelligent Transportation Systems (ITS) were the key themes identified.

Residents currently use automobile as their primary mode of transportation in 2018 (97 percent). However, only 41 percent identify the personal vehicle as their desired mode in 2050. Residents would like to see investments into bicycle and pedestrian facilities and ITS technology, autonomous vehicles, and high-speed rail. Most residents remain neutral when discussing public transit investment. Connectivity of roads, trails, and access to other forms of transportation will be an important consideration.

Only 41% *of survey respondents, identified the personal vehicle as their desired transportation mode in 2050.*

Residents would like to see investments into **bicycle and pedestrian** *facilities and* **ITS technology**, **autonomous vehicles**, *and* **high-speed rail.**

Utilities

Chapter 5 of this Comprehensive Plan discusses sustainability and technological infrastructure required. Investments include Smart City technology. A Smart City is an urban area that uses different types of electronic sensors to collect and track data and manage resources efficiently. These could include assets such as water supply networks, power use to businesses, schools, and community facilities, tracking of water supply networks, and waste management solutions. Improving broadband and planning for 5G connections are a consideration.

Agricultural, Natural, and Cultural Resources

Chapter 6 of this Comprehensive Plan discusses the Agricultural, Natural, and Cultural Resources of Oconomowoc. The components of these elements are major contributors to the quality of life and character of the community. The preservation of these high-quality resources was identified as a need through future planning efforts. Specifically, the assessment and protection of historic structures and lakes were identified.

Economic Development

Chapter 7 of this Comprehensive Plan identifies Economic Development opportunities in the community. Great efforts have been made within the community to grow and maintain the City's economy and access to services over the last 10 years, and this effort is poised to continue moving forward.

Pabst Farms, Olympia, East and West Wisconsin Avenues, Summit Avenue, and the Downtown Area are key redevelopment and infill opportunity areas. Attracting successful and long-term industrial and commercial businesses to Oconomowoc is a top priority. Providing the space, infrastructure, and functionality of a building for potential tenants, and being able to adjust to market flexibilities will be important.

Attracting successful *and* **long-term industrial and commercial** *business to Oconomowoc is a top priority.*

Intergovernmental Cooperation

Chapter 8 of this Comprehensive Plan discusses future growth areas for the City. Many issues and challenges of a region cross jurisdictional boundaries, affecting more than one entity. As Oconomowoc continues to grow, maintaining and fostering partnerships with government partners is key to its success. Additionally, this element examines future growth areas for the City and the process and procedure for pursing growth.

Land Use

Chapter 9 of this Comprehensive Plan discusses current and future land uses for the City. Throughout the survey and pop-up event process, it was noted that residents and visitors enjoy the variety of housing, employment centers, retail areas, and recreational areas within the community. Areas throughout the community were identified for new growth and redevelopment opportunities, which are examined further within the future land use plan. Additionally, focus on the character and diversity of development was identified as a desire from residents.

3

HOUSING

Introduction

The City's housing stock is a very important part of the community fabric. It not only provides a place for residents to call home but contributes to the character and quality of life. The diversity of housing types contributes to the community character, creating neighborhoods and designations. Additionally, many factors of housing contribute to the quality of life from affordability to access to services. Housing costs are one of the largest expenses and developing a diverse housing stock at a range of affordability levels responds to needs of the community. The housing chapter helps to provide a direction for the management and development of the City's housing stock as it works to:

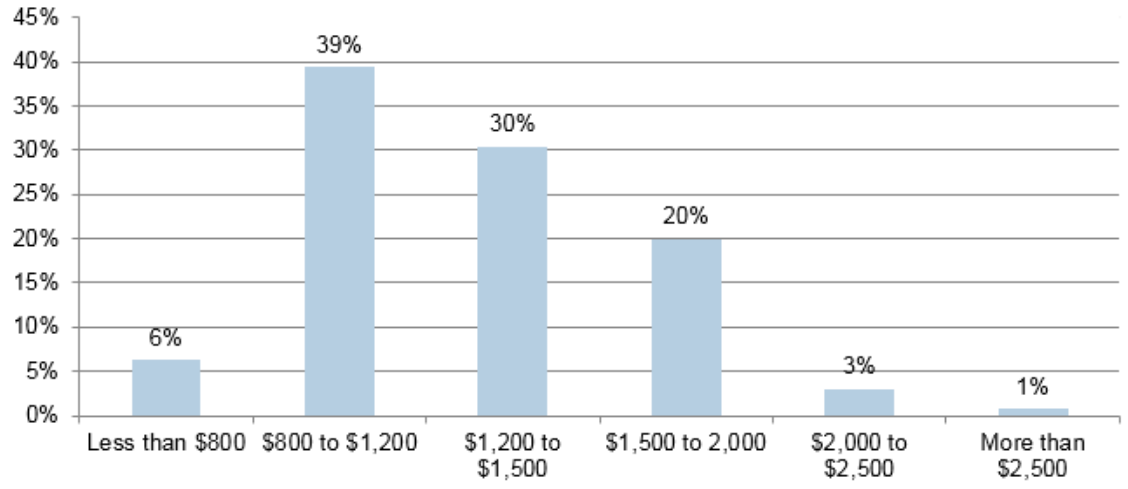
- Continue to play a role in shaping the available housing stock.
- Utilize the data and analysis of the existing conditions to inform an understanding of the current housing situation.
- Maintain a diverse housing stock that responds to the needs of the community.
- Identify tools and programs that can be utilized to maintain the housing stock and respond to housing shortages.
- Prepare for housing development by defining policies that help to maintain a housing stock that respond to a broad range of needs.
- Thoughtfully plan to respond to housing needs that align with the long-range planning for the City's other systems and infrastructure discussed within the Comprehensive Plan.

Vision Statement: *In the year 2050, the City will maintain its diverse housing stock that represents the historic and local character of the City. The density and character of the housing stock throughout the City will respond to the location throughout the community. Higher densities will be available across the City, within the Downtown area, Pabst Farm, and Olympia areas as Oconomowoc provides housing that is affordable and livable for all people. Housing efforts will focus on providing life cycle housing to support a range of residents, incorporating the use of green and sustainable practices, and providing access to a range of amenities. The City of Oconomowoc will continue to be a place that people are proud to call home.*

Public Input – Housing

The community survey in the fall of 2018 was intended to inform the desired future of the City based on input from its residents. The survey included targeted questions about the housing within the community. The survey was available to all Oconomowoc residents through an online survey and hard copy version. Survey results specific to housing focused on the affordability levels and neighborhood aesthetics/character.

- **Question 21: An affordable housing payment is usually defined as 25 to 30 percent of your income. In your opinion, what monthly housing payment would be considered affordable for most residents of Oconomowoc?** *Nearly 40 percent of respondents identified $800 to $1,200 as an affordable monthly payment for Oconomowoc residents. For a home mortgage with a 20 percent down payment, this generally equates to a home price of $155,000 to $230,000. A vast majority identified a monthly payment between $800 and $2,000, which provides for a range of housing values and rent prices.*

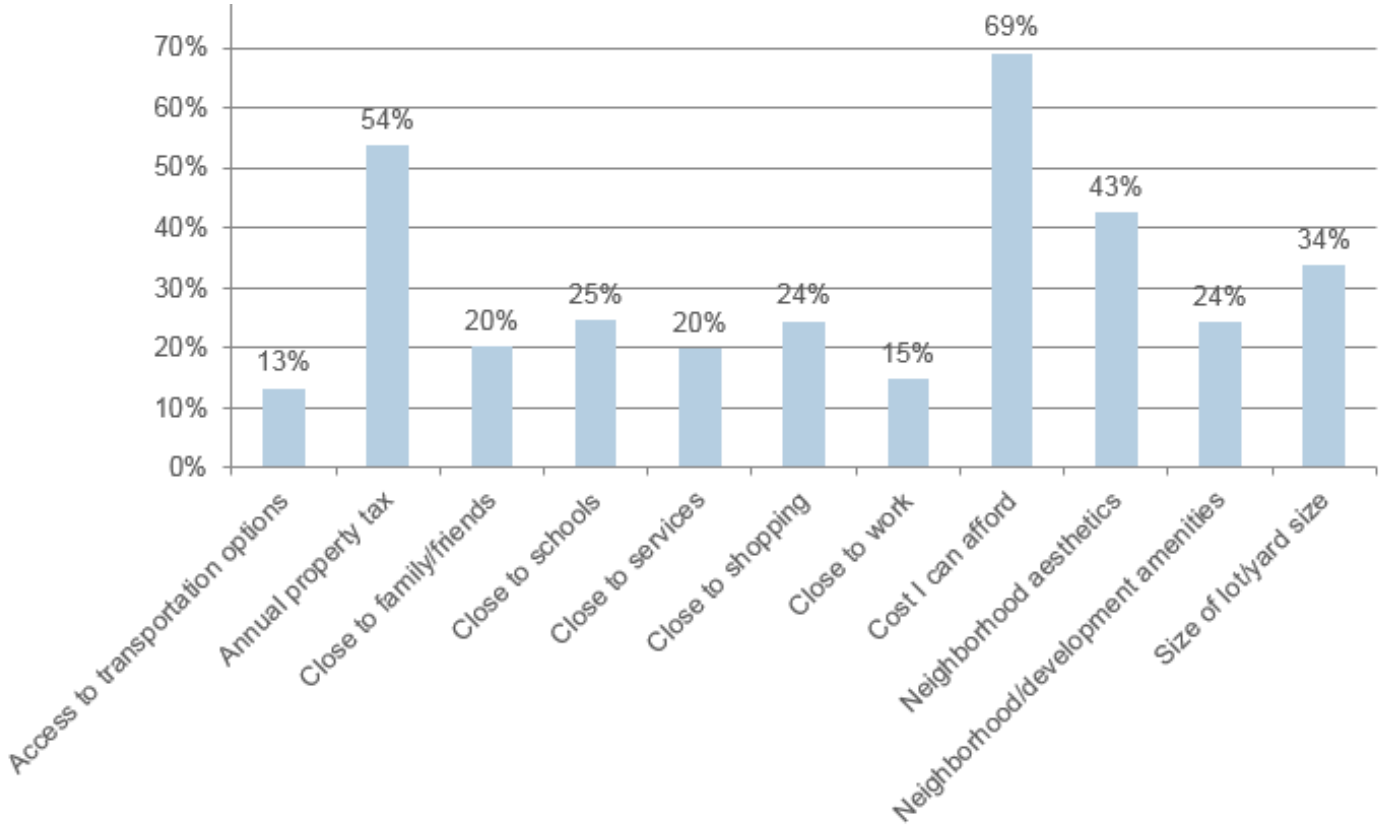


- **Question 22: Please indicate your level of agreement or disagreement with the following statement: There is a need for more housing in Oconomowoc that is affordable to working families and individuals.** *The previous question helped to understand the housing costs that are considered affordable to residents of the City. Question 22 provided insight on understanding the availability of affordable housing within the City. Overall, 26 percent of respondents agreed that there was a need for more affordable housing, and the same percentage neither agreed or disagreed. When the responses from question 21 are used to filter the responses to this question, insights on the desired housing values can be deduced (see Table 12).*

Table 12: Community Survey – Questions 21 and 22 Responses

Response from Question 21	Response from Question 22									
	Strongly Agree		Agree		Neither Agree or Disagree		Disagree		Strongly Disagree	
	%	#	%	#	%	#	%	#	%	#
Less than $800	**69.6%**	**16**	21.7%	5	4.3%	1	0.0%	0	4.3%	1
$800 to $1,2000	**31.9%**	**45**	24.8%	35	27.0%	38	10.6%	15	5.7%	8
$1,200 to $1,500	13.5%	15	**34.2%**	**38**	23.4%	26	20.7%	23	8.1%	9
$1,500 to $2,000	4.1%	3	19.2%	14	**28.8%**	**21**	27.4%	20	20.5%	15
$2,000 to $2,500	27.3%	3	9.1%	1	**45.5%**	**5**	18.2%	2	0.0%	0
More than $2,500	0.0%	0	0.0%	0	33.3%	1	0.0%	0	**66.7%**	**2**
Total	**22.9%**	**86**	**25.8%**	**97**	**25.5%**	**96**	**16.2%**	**61**	**9.6%**	**9**

- **Question 23: If you were moving to Oconomowoc today, what factors would be more important to you when choosing your home or apartments (select up to three)?** *Affordability was another theme that emerged with the responses to this question, as nearly 70 percent identified "cost I can afford". Annual property tax, neighborhood aesthetics and the size of the lot/yard were among the other top responses. Access to transportation options and proximity to work were among the lowest rated responses.*



Existing Housing

In 2010, a total of 6,662 housing units were recorded within the City. This number provides an increase of 24 percent from the number of households in 2000. The housing stock within the community continues grow with a 2017 household estimate from the American Community Survey (ACS) estimate of 6,903 households. As the City's population continues to grow, it is expected that the number of households will also increase to accommodate the growing population.

Acknowledging the change in the number of housing units is only a portion of understanding the community's existing housing stock. The following section examines characteristics of the existing housing stock, from the number of units to housing value, to provide a greater understanding of the current conditions.

Housing Units

A variety of housing types are needed to support the diversity of the City's residents. According to the U.S. Census, 70 percent of the housing were estimated to be single-family detached housing (see Table 13). This number is estimated to have reduced to 64.7 percent in 2017 according to the ACS estimate. The multi-family units represent a larger percentage of the units within the community overall. The structures with 5 to 9 units was the only other structure type to experience a loss in the number of units from 2010 to 2017. The structures with 3 to 4 units experienced the largest increase, with a growth of nearly 60 percent.

Table 13: Total Housing Units 2010 and 2017

Units in Structure	2010		2017		Percent Change
	Number	Percent	Number	Percent	
1-Unit, Detached	4,710	70.0%	4,467	64.7%	-5.2%
1-Unit, Attached	378	5.6%	536	7.8%	41.8%
2 Units	279	4.1%	310	4.5%	11.1%
3 or 4 Units	158	2.3%	250	3.6%	58.2%
5 to 9 Units	511	7.6%	408	5.9%	-20.2%
10 to 19 Units	277	4.1%	389	5.6%	40.4%
20 or More Units	414	6.2%	543	7.9%	31.2%

Source: U.S. Census 2010 and 2017 Estimates

One-unit, attached structures are defined as a 1-unit structure having one or more walls extending from ground to roof separating it from adjoining structures. This housing type is a structure containing a single housing unit that is physically connected to one or more comparable housing units. These units can include townhomes or row houses. Examples in Oconomowoc of these structures include some buildings downtown with apartments above and commercial uses on the ground floor.

The mixture of housing types provides a range of types for those looking to locate within the community. The ratio between the two types has varied for Oconomowoc over the last 20 years. In 2014, the City of Oconomowoc examined the ratio of single-family to multi-family units throughout the community in an effort to establish a policy for the future housing mix. The 2000 Census was used to define the housing ratio in this report, which consisted of 60 percent single-family and 40 percent multi-family. As shown in Table 13, the ratio in 2010 modified to 70/30. This trend is continuing to shift with a ratio of 65/35 identified in the City's 2017 housing report. Continuing to monitor the shifts in housing types and the housing needs is essential to meeting the City's housing need.

Housing Tenure

In 2017, 66 percent of the housing within Oconomowoc was estimated to be owner-occupied, while 28 percent was estimated to be renter-occupied (see Table 14). Renter-occupied units includes all types of housing such as single-family homes, duplexes, and multi-family dwelling units. Overall, when compared to surrounding communities in Waukesha County, the City has a higher percentage of renters than the adjacent villages and the County overall.

Table 14: Housing Tenure 2017

Jurisdiction	Owner-Occupied Units		Renter-Occupied Units		Vacant Units		Total Units
	Number	Percent	Number	Percent	Number	Percent	Number
City of Oconomowoc	4,409	66.2%	1,847	27.7%	311	4.7%	6,567
Village of Lac La Belle	95	77.9%	8	6.6%	19	15.6%	122
Village of Oconomowoc Lake	200	65.8%	21	6.9%	83	27.3%	304
Village of Hartland	2,252	62.4%	1,279	35.4%	77	2.1%	3,608
City of Delafield	1,994	61.4%	1,142	35.2%	109	3.4%	3,245
Village of Pewaukee	2,181	53.4%	1,769	43.3%	135	3.3%	4,085
City of Pewaukee	4,545	77.2%	1,017	17.3%	325	5.5%	5,887
Waukesha County	119,721	73.1%	37,275	22.8%	6,759	4.1%	163,755

Source: American Community Survey 2010 and 2017 Estimates

Of the existing housing units within the City, 6 percent were identified as vacant according to the 2017 ACS estimates (see Table 15). Vacancies can be attributed to a range of characteristics from seasonal units to vacant rental units. Maintaining a healthy vacancy rate is important to providing housing options to potential residents. Generally, a healthy rental vacancy rate ranges between 7 to 8 percent, while a healthy owner-occupied vacancy rate is about 2 percent. For the City overall, a vacancy rate around 5 percent is considered healthy. The 2017 the rental and owner-occupied vacancy rates were estimated to be 2.4 and 1.0 percent, respectively.

Table 15: Vacancy Status 2017

	For Rent	Rented, not occupied	For Sale Only	Sold, not occupied	For Seasonal, Recreational, or Occasional Use	Other Vacancy
City of Oconomowoc	46	0	42	0	103	120
Village of Lac La Belle	0	0	0	0	16	3
Village of Oconomowoc Lake	0	0	16	0	67	0
Village of Hartland	0	22	44	0	11	0
City of Delafield	0	0	54	0	55	0
Village of Pewaukee	30	32	22	0	51	0
City of Pewaukee	5	29	63	20	126	82
Waukesha County	1,328	372	1,295	237	1,958	1,569

Source: American Community Survey 2017 Estimates

Housing Characteristics

The City has consistently experienced housing development since 1940. Of the structures in the community today, it is estimated that 37 percent were built over 50-years ago (see Table 16). Historically, the City has had an older housing stock; however, housing built between 1990 and 2009 has increased the median age of housing units within the community. While the older stock represents a large number of the units, they are, for the most part, well maintained and desirable. They have historic character and play an important role in the City's history. As these homes continue to age, it is important for the City to seek policies that encourage maintenance of the older housing stock. Without routine repairs, these homes have the potential to fall into disrepair faster than newer homes. Once an older home is in disrepair, the worth of fixing or maintaining is lost.

Housing Affordability

Assessing housing affordability within a community must take a variety of factors into consideration. In general, affordable housing is defined as a household paying no more than 30 percent of its annual income on housing. Due to multiple variables such as household income, interest rates, number of dependents, and other housing expenses, it is unrealistic to establish a fixed home value in the City that is deemed affordable to everyone. The City's 2017 median household income was $74,675. Using

Table 16: Housing Age 2017

Year Structure Built	2017	
	Number	Percent
2014 or Later	163	2.4%
2010 to 2013	242	3.5%
2000 to 2009	1,393	20.2%
1990 to 1999	1,087	15.7%
1980 to 1989	658	9.5%
1970 to 1979	796	11.5%
1960 to 1969	588	8.5%
1950 to 1959	550	8.0%
1940 to 1949	296	4.3%
1939 or earlier	1,132	16.4%

Source: American Community Survey 2017 Estimates

this income, total housing spending of $22,402 is considered affordable. This equates to an average spending of $1,866 per month, which should include mortgage/rent, interest, property tax and other housing costs. Providing affordable housing for all income levels in the City is important as hardships may be experienced by those who spend too much money on housing, including the ability to meet basic needs (e.g., nutrition, healthcare) or saving for the future. Assessing the availability of affordable housing for a range of income levels supports the desire for the diversity of housing, while also providing housing that may be located near jobs within the community.

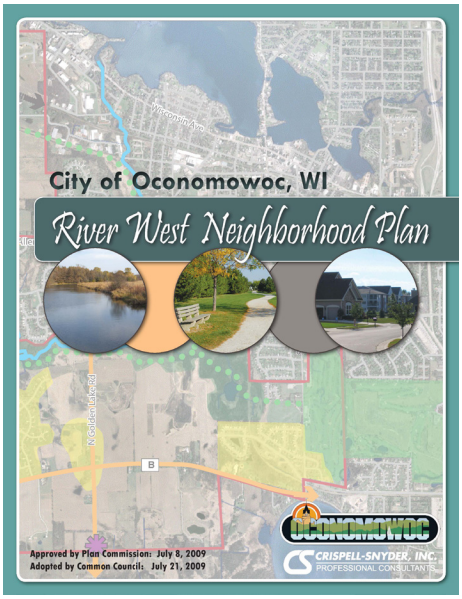
The 2017 median household income is $74,675 according to the ACS, and the estimated monthly housing cost is $1,250. This monthly estimate aligns with the results of the community survey discussed earlier. The ACS evaluates the percentage of household income that is spent on housing by income level. Generally, households earning more than the median household income of $74,675 have secured affordable housing within the community (96 percent of households). Those income levels under the median income have struggled to secure housing under the 30 percent range (see Table 17).

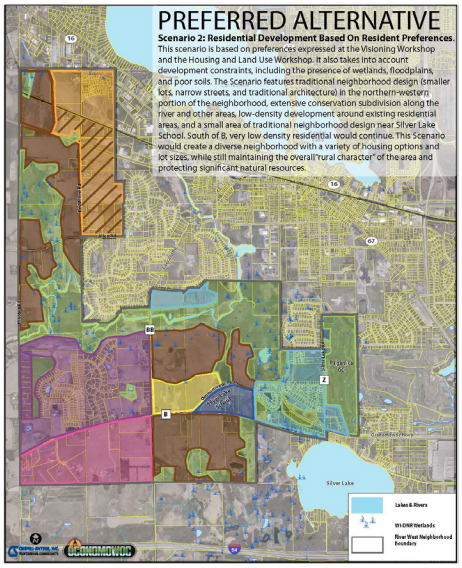
Table 17: Monthly Housing Cost by Household Income 2017

Household Income	Monthly Housing Cost as Percent of Household Income	Number	Percent of Income Group	Percent of All Households
Less than $20,000	Total	524	100.0%	8.0%
	Less than 20%	9	1.7%	0.1%
	20 to 29%	26	5.0%	0.4%
	30% or More	489	93.3%	7.5%
$20,000 to $34,999	Total	969	100.0%	14.8%
	Less than 20%	17	1.8%	0.3%
	20 to 29%	228	23.5%	3.5%
	30% or More	724	74.7%	11.1%
$35,000 to $49,999	Total	522	100.0%	8.0%
	Less than 20%	88	16.9%	1.3%
	20 to 29%	245	46.9%	3.7%
	30% or More	189	36.2%	2.9%
$50,000 to $74,999	Total	1,248	100.0%	19.1%
	Less than 20%	374	30.0%	5.7%
	20 to 29%	590	47.3%	9.0%
	30% or More	284	22.8%	4.3%
$75,000 or More	Total	3,286	100.0%	50.2%
	Less than 20%	2,490	75.8%	38.0%
	20 to 29%	678	20.6%	10.4%
	30% or More	118	3.6%	1.8%

Source: American Community Survey 2017 Estimates

The 2017 median housing valued based on ACS estimates was $245,000. This value is estimated by the U.S. Census based on the home values provided from the Census survey participants and the value they estimate for the home. This is an increase from the 2010 median value of $238,500 and the 2000 value of $147,900. A majority of the existing housing stock is valued between $200,000 and $299,999. Nearly 1 percent of all housing is valued at over $1,000,000 (see Table 18). The value of the existing housing is consistently in flux, as trends and valuation shift within the City, region, and state. The median housing value for Waukesha County in 2017 was estimated at $262,700, slightly higher than that of the City.





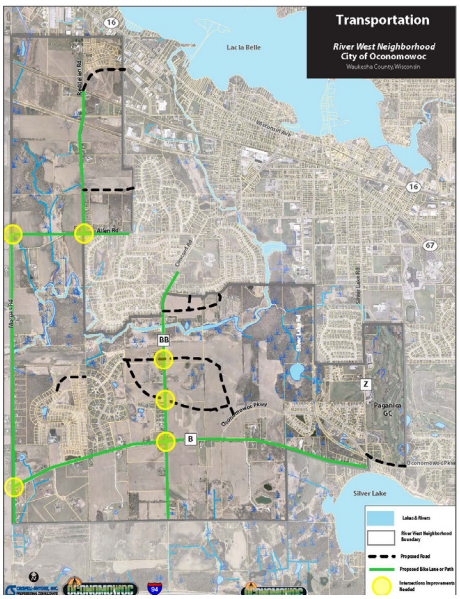


Table 18: Housing Value 2017

Housing Value	2017	
	Number	Percent
Less than $50,000	62	1.4%
$50,000 to $99,999	14	0.3%
$100,000 to $149,999	272	6.0%
$150,000 to $199,999	1,018	22.6%
$200,000 to $299,999	1,699	37.8%
$300,000 to $499,999	1,293	28.7%
$500,000 to $999,999	104	2.3%
$1,000,000 or more	35	0.8%

Source: American Community Survey 2017 Estimates

Past and Future Planning Efforts

The City of Oconomowoc has a long history of planning for growth. Past planning efforts relating to housing are provided within this document. However, this plan also recognizes future planning studies will be completed by the City relating to housing and recommendations provided within this Comprehensive Plan may need to be completed based upon the outcomes of those studies.

River West Neighborhood Plan

Completed in 2009, the River West Neighborhood Plan provides housing recommendations for the western portion of the City. This plan envisions this neighborhood to have an attractive, vibrant, and walkable neighborhood with primarily a rural/suburban residential character. Most homes will be single-family, with limited duplex and multi-family housing mixed into the northwestern portion of the neighborhood, and limited duplex housing around the Silver Lake Intermediate School. All new homes, regardless of type, will be high quality and designed into the single-family character of the neighborhood. Specific recommendations from this plan will be included on the City's Official Map and are incorporated into this Comprehensive Plan. Specific recommendations for the River West Neighborhood are located within the plan itself.

Southwest Summit Avenue Land Use & Development Plan

Adopted in 2007, the Southwest Summit Avenue Plan provides recommendations that relate to housing within City. This plan envisions a variety of housing options to be located within the planned area. Ideas and recommendation of the Southwest Summit Plan have been included within this plan. Specific recommendations for this area of the City are provided within the Southwest Summit Avenue Plan.

2014 Housing Study

Completed in 2014, the City analyzed the City's housing stock. Dwellings units were 67.7 percent single family and 32.3 percent multi-family. and future need to develop the 2014 Housing Study. This study reviewed with goals of the 2030 Comprehensive Plan and the correlation to the existing and future housing stock. The findings of the study were used to inform updates to the Comprehensive Plan.

2017 Housing Study

Completed in 2017, the City analyzed the City's housing stock in relation to the housing goal of establishing a 60 percent/40 percent ratio between single-family and multi-family dwellings. Progress was being made since the 2014 Housing Study to achieve that desired ratio. The City had a housing makeup of 64 percent single-family homes and 36 percent duplex and multi-family housing units in 2017.

Housing Need

As the City continues to grow, focus should be placed on the quality, diversity and availability of its housing stock. The Wisconsin Department of Administration projects that an additional 2,781 households will be needed by 2040 to support the growing population (see Table 19). The market and land availability will ultimately dictate housing growth within the community, but this projection provides a calculated number to base policy and growth planning upon. The City shall continue to monitor housing development and community needs to develop a housing stock that supports its overall vision.

...an additional **2,781 households** *will be needed by* **2040** *to support the growing population...*

The number of persons per household is also projected over the next 20 years for the City. The number is expected to continue to decline, aligning with national trends. Nationally, the family size has experienced a decrease and household living trends are changing. This trend results in adjustments to our housing needs, requiring more housing to provide for the same number of people. For example, and additional 524 households would be needed to support the 2010 household population if the 2040 persons per household number of 2.29 was used. Additionally, the decline in the persons per household also correlates into a diversity in desired housing characteristics, from the number of units to available amenities.

Focus Areas

Monitoring residential development and the maintenance of the existing housing stock will allow the City to provide 9,037 households within the community by 2040. However, the City must also monitor and strive to respond the needs of the community specific to the housing stock. Based upon the community input gathered and discussions with the Steering Committee, the following focus areas were defined. These focus areas are intended to highlight needs of the community's housing stock and should be monitored and considered as decisions are made.

Table 19: 2040 Household Projections

	2010 Census		2020 Projection		2030 Projection		2040 Projection	
	Number	% Change	Number	% Change	Number	% Change	Number	% Change
Household Population	15,526	--	7,343	11.7%	19,765	14.0%	20,704	4.8%
Households	**6,256**	**--**	**7,298**	**16.7%**	**8,503**	**16.5%**	**9,037**	**6.3%**
Persons per Household	2.48	--	2.38	-4.2%	2.32	-2.2%	2.29	-1.4%

Source: U.S. Census, 2010 and Wisconsin Department of Administration, 2020, 2030 and 2040 Projections

Single-Family and Multi-Family Housing

The 2030 Comprehensive Plan outlined the housing goals and policies to guide housing development for the City for the last 10 years. These goals included the determination of a single-family/multi-family housing ratio for the community. The policy was refined in 2014 to establish a housing stock consisting of 60 percent single-family units and 40 percent multi-family units. Single-family units are defined as a single unit within one structure (i.e., one mailbox per building). This policy continues to be referred to and enforced through decision making today. However, the 2017 ratio of single-family/multi-family units is estimated to be trending at 65 percent/35 percent. This ratio can be used to create the desired mix of housing types within the community, but the characteristics of the housing types should also be considered. For example, new developments for both single-family and multi-family developments should include a range for affordability levels, access to amenities, and aesthetics.

The City shall continue to review housing trends and changes in the ratio of various housing types. For example, condominiums are a housing type that can represent a range of affordability levels and styles. However, condominiums are classified as multi-family units even though they are owner occupied. Monitoring the policy and resulting ratio should consider such factors.

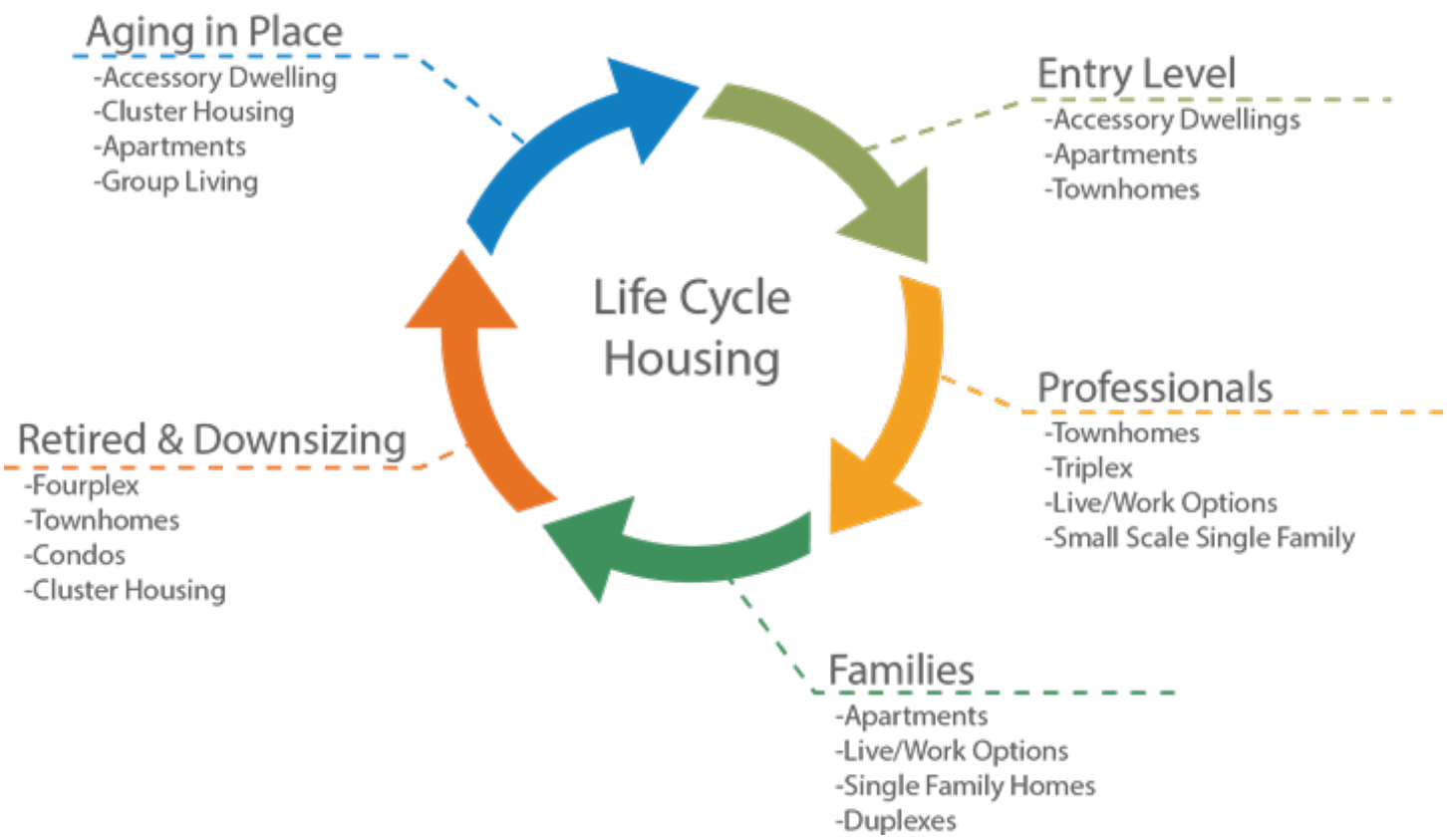
Senior Housing

Our population is aging. National trends suggest that 4.5 percent of the nation's population will be over the age of 85 in 2050 (projected to be 2.5 percent in 2030). As the population ages, considerations must be made for the housing needs of this group. While the City continues to maintain a low median age (38.6 in 2010), the projections for Waukesha County show a large increase in the percent of the population over 65 years of age. In 2010, the population over 65 accounted for 23.5 percent of the county's total population. According to the Department of Administration's 2040 population projections, that same age group is expected to account for 40.4 percent of the total population. To sustain this growing population, the City and County must consider the housing needs of this population and its affordability and availability.

Life Cycle Housing

The availability of housing within Oconomowoc was discussed at multiple points throughout the data collection and public engagement phases of the Comprehensive Plan development. Discussions of affordability, housing choice and amenities were primary discussion points. These points align with a desire to provide life cycle housing. A community that provides life cycle housing is one that has a range of housing options available for different life stages (e.g., entry level professionals and retired individuals). The provision of a range of housing types at a range of affordability levels allows individuals to move to the community and stay as they progress through the cycles of life.

The life cycles can be broken into five general categories. While not every individual may experience each cycle, they are the general groupings that can be planned for. Additionally, there are housing types that span a range of life stages. For example, accessory dwelling units can be a housing option for both entry level individuals and those looking to age in place.



Fair Housing Criteria

The Fair Housing Act was established to project people from discrimination when they are renting or buying a home, getting a mortgage, seeking housing assistance, or engaging other housing-related activities. The act prohibits discrimination based on race, color, national origin, religion, sex, familial status, and disability. The City will continue to support access to housing for all within the community and should establish criteria to ensure fair housing for all.

Housing Policies

Home Modifications Policy

The City continues to support the modification of existing housing to support changing needs of residents. Examples of modifications could include projects to enable elderly or disabled residents to live with them. These alterations include changes to existing dwellings to convert living space into a suite with minor cooking facilities. These could include one bedroom, one bath with a common area that includes the living room and small cooking area. The City should continue to review and modify the zoning ordinances to ensure that this policy is managed to support the need.

Flexibility/Design Policy

The City continues to encourage residential development that respects the environment around it. Tools such as conservation subdivisions and traditional neighborhood development (TND) can be used by developers and promoted through the City's ordinances to achieve development that reflects the surrounding area. Efforts will be made to continue to review the Zoning and Subdivision ordinances to ensure that the codes allow for the flexibility and support a variety of development designs.

Green Building/Development

The City, among others in the region, has continued experience interests in sustainable, resilient and green infrastructure/development. These interests support development that can be characterized as environmentally friendly but is also responsive to change. There are many practices that can promote green development, such as conservation subdivision, diversity of housing and densities, and the use of green infrastructure.

Another example of development that is considered green is "low impact development" (LID). Low impact development is a design approach to developments that emphasize conservation and the use of onsite natural features to protect water quality. This tool along with others can assist the City in providing green developments and buildings for residents.

Housing Mix Policy

To ensure housing continues to contribute to the economic vitality of the City, the Comprehensive Plan encourages the City to continually utilize, assess and refine a housing mix of units. In 2013, the City established a policy to maintain a mix of 60 percent single-family units and 40 percent multi-family units. This ratio corresponded with the ratio defined within the 2000 Census.

The City continues to analyze and revise this ratio in response to changing trends and needs within the housing stock. While the policy has been serving the community well for the development of a mix of housing types, the housing typology of the policy has been reviewed. Other original policy defined a mix of single-family and multi-family units. Under this definition, the multi-family typology includes a broad range of housing types including condos, small scale townhomes, and apartments. After reviewing the policy's use over the last six years, the policy is modified to define the mix by owner-occupied versus renter-occupied units. This modification will continue to promote a range of uses within the City, while promoting different ownership options. This policy should continue to be reviewed and updated on at least a five-year basis.

Housing Programs

The following are housing related programs and agencies that can assist in the implementation of the City's housing goals of this Chapter. The City will consider these programs when implementing this Chapter and encourage developers and homeowners to consider these programs.

Wisconsin Housing & Economic Development Authority (WHEDA)

WHEDA was created by the Wisconsin Legislature in 1972 as a nonprofit "public benefit corporation" to help meet the housing needs of lower-income households in the State. The purpose has expanded to include providing housing facilities to meet the needs of disabled and elderly households. WHEDA offers a variety of programs to assist homebuyers and developers. The best-known program offered by WHEDA is their low-interest rate loans to first time homebuyers.

U.S. Department of Housing and Urban Development (HUD)

HUD provides funding for several housing programs, including the Section 8 Low-Income Rental Assistance Program and the Home Investment Partnership Act. For the City to apply for and receive HUD housing grants or public housing funds, the City must prepare a Comprehensive Housing Affordability Strategy and submit this strategy for HUD approval.

Energy Star Qualified Homes

Homes that earn the Energy Star must meet guidelines for energy efficiency set by the U.S. Environmental Protection Agency. Energy Star qualified homes are at least 15 percent more energy efficient than homes built to the 2004 International Residential Code and include energy-saving features that make them 20-30 percent more efficient than standard homes. Energy Star qualified homes can include a variety of energy-efficient features, such as effective insulation, high performance windows, efficient heating and cooling equipment, and Energy Star qualified lighting and appliances.

Energy Star Mortgages – Focus on Energy

Through the Focus on Energy program and participating lenders, Energy Star Mortgages are available to those who purchase a Wisconsin Energy Star home. Benefits include reduced closing costs and qualifying for a slightly higher mortgage due to increased energy savings.

Habitat ReStore

Habitat ReStores are retail outlets where quality, used and surplus building materials are sold at a fraction of the normal price. Proceeds from sales help in the construction of Habitat for Humanity houses. Materials sold by Habitat ReStores are usually donated from building supply stores, contractors, demolition crews or from individuals who wish to show their support for habitat. ReStores help the environment by rechanneling good, usable materials into use.

Green Built Home

Green Built Home is a green building initiative that reviews and certifies new homes and remodeling projects that meet sustainable building and energy standards. Green Built Home provides neutral third-party certification of green building practices that meet meaningful environmental, health, and energy standards. The State of Wisconsin administers the program throughout the State.

LEED Program

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high-performance green buildings. LEED provides building owners and operators with the tools they need to have an immediate and measurable impact on the buildings' performance.

4

TRANSPORTATION

Introduction

As the City of Oconomowoc continues to grow, the demands placed on the transportation network will increase as well. The ability of the network to handle increased demand across all modes of transportation will contribute to a higher quality of life and provide for safe, efficient, and affordable travel moving forward. Planning for the transportation system in Oconomowoc must account for the effective linkages between different areas of the City, as well as linkages to the state highway and interstate system.

Oconomowoc has completed several major transportation investments over the last several years, including:

- STH 67 pedestrian underpass
- Construction of the Downtown Silver Lake Street roundabout
- Shady Lane through street connection
- Intersection Improvements at Summit Avenue/Old Tower Road/ Thackeray Trail
- Signalization of Robruck Drive and construction of Snyder Way
- Construction of the Pabst Farms Boulevard connection from STH 67 to CTH P
- Signalization of CTH P at Whalen Drive
- Jurisdictional transfer of North Main Street/North Lake Road, West Wisconsin Avenue and East Wisconsin Avenue

The City will continue to proactively plan for future transportation needs and various improvements to the system. All these actions will create an attractive environment in terms of transportation and mobility to support quality residential, commercial, and industrial growth.

Vision Statement: In the year 2050, the City has a transportation network that meets the needs of all residents by providing a variety of affordable, reliable and environmentally acceptable modes of transportation that minimizes traffic congestion, supports economic development, and is inclusive of bicyclist and pedestrian needs.

The City of Oconomowoc's Transportation Chapter addresses the City's needs through the year 2050. The Plan considers ways to provide safe, convenient, and efficient movement of people and goods in, and around the City. This Chapter provides analysis of the existing transportation system and discusses transportation improvements to consider moving forward. Overall goals, objectives and policies of the City relative to transportation planning are identified and should serve as the basis for all future decisions.

Table 20: Lane Mileage per Roadway Type

Roadway Type	Miles	Percent
Local Roads	166.88	87.7%
County Highways	14.48	7.6%
State Highways	6.94	3.7%
Interstate Highways	1.99	0.5%
Total	190.29	

Source: Wisconsin Information System for Local Roads (WISLR)

Existing Transportation

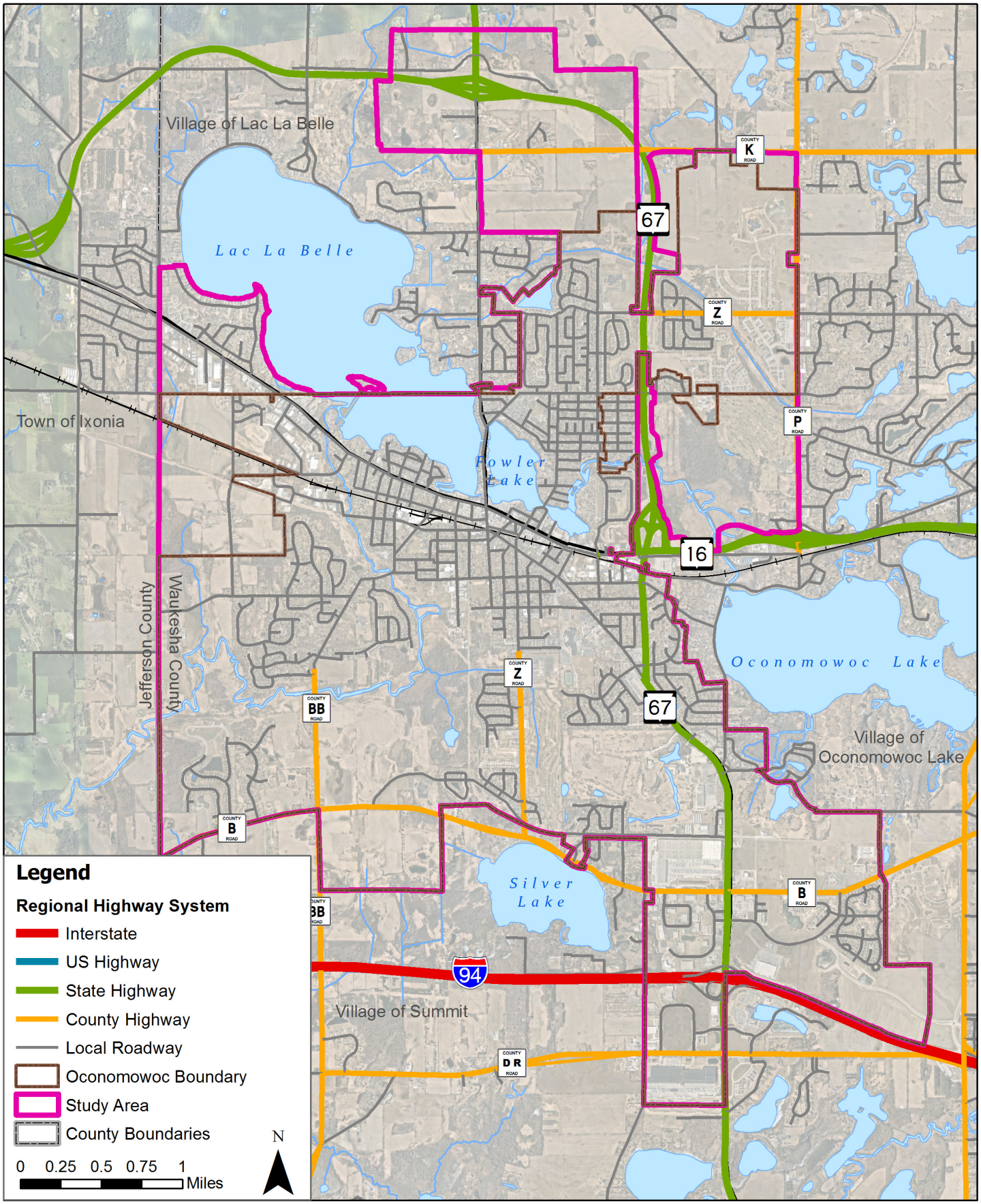
Oconomowoc has an area of 12.18 square miles, an increase from 10.99 square miles in 2008. The City maintains over 190 lane miles of roadway, and approximately 40 lane miles have been added in the last ten years. Lane miles are used to measure the total length and lane count of a given highway or road. Lane miles are different than centerline miles and are calculated by multiplying the centerline mileage of a road by the number of lanes it has. Lane mileage provides a total amount of mileage covered by lanes belonging to a specific road. A breakdown of the lane mileage per roadway type is shown in the Table 20.

The City maintains over **190 lane miles** *of roadway and approximately* **40 lane miles** *have been added in the* **last 10 years.**

Regional Highway System

The City of Oconomowoc is served by a regional highway system that connects to other cities within Wisconsin's Southeast Region. Interstate 94 bisects Oconomowoc near the southern city limits, and connects Oconomowoc to Johnson Creek, Lake Mills, and Madison to the west, and Delafield, Waukesha, Brookfield, West Allis, and Milwaukee to the east. State highways include STH 67 (Summit Avenue), STH 16 (Wisconsin Avenue). County trunk highways include CTH B (Valley Road), CTH BB (N. Golden Lake Road), CTH DR (Delafield Road), CTH K (Lisbon Road), CTH P (Sawyer Road), CTH P (Brown Street), CTH Z (Lake Drive), and CTH Z (Silver Lake Street). The Figure 5 shows the regional highways system in and around Oconomowoc.

Figure 5: City and Regional Highway System



Source: WisDOT WISLR (2018)

Pavement Condition

Pavement conditions are monitored bi-annually using the PASER system. The PASER system is a road rating system developed by the University of Wisconsin-Madison Transportation Information Center that uses a 1 to 10 surface rating scale with 10 representing a new road in excellent condition and a value of 1 representing a failed road.[1] In general, roads rated 1 to 4 require structural improvements that may include rehabilitation or road construction. Roads rated 5 to 7 require capital preventative maintenance such as surface treatments to protect the pavement structure. Roads rated 8 to 10 require routine maintenance such as street sweeping, drainage clearing, and crack sealing.

In 2018, the City had an average PASER rating for all roads of 6.79, which is up from 6.77 in 2008. Local roads are maintained by city staff. The ongoing maintenance of local roads has improved the city wide PASER rating from 6.01 in 2004. The table below shows the total lane miles and their corresponding PASER rating.

Table 21: PASER Ratings for All Road Types

Numerical Rating	Description	Need for Maintenance	Miles	Percent
1	Failed	Reconstruction	0.01	<0.01%
2`	Very Poor	Reconstruction	4.36	2.3%
3	Poor	Structural improvement and leveling (overlay)	11.03	5.8%
4	Fair	Structural improvement and leveling (overlay)	13.1	6.9%
5	Fair	Preservative treatments (sealcoating)	12.36	6.5%
6	Good	Preservative treatments (sealcoating)	12.89	6.8%
7	Good	Routine maintenance, crack sealing, minor patching	77.74	40.9%
8	Very Good	Little or no maintenance	12.86	6.8%
9	Excellent	No maintenance required	9.63	5.0%
10	Excellent	No maintenance required	22.6	11.9%
Unrated			13.71	7.1%
TOTAL			190.29	

Source: Wisconsin Information System for Local Roads (WISLR)

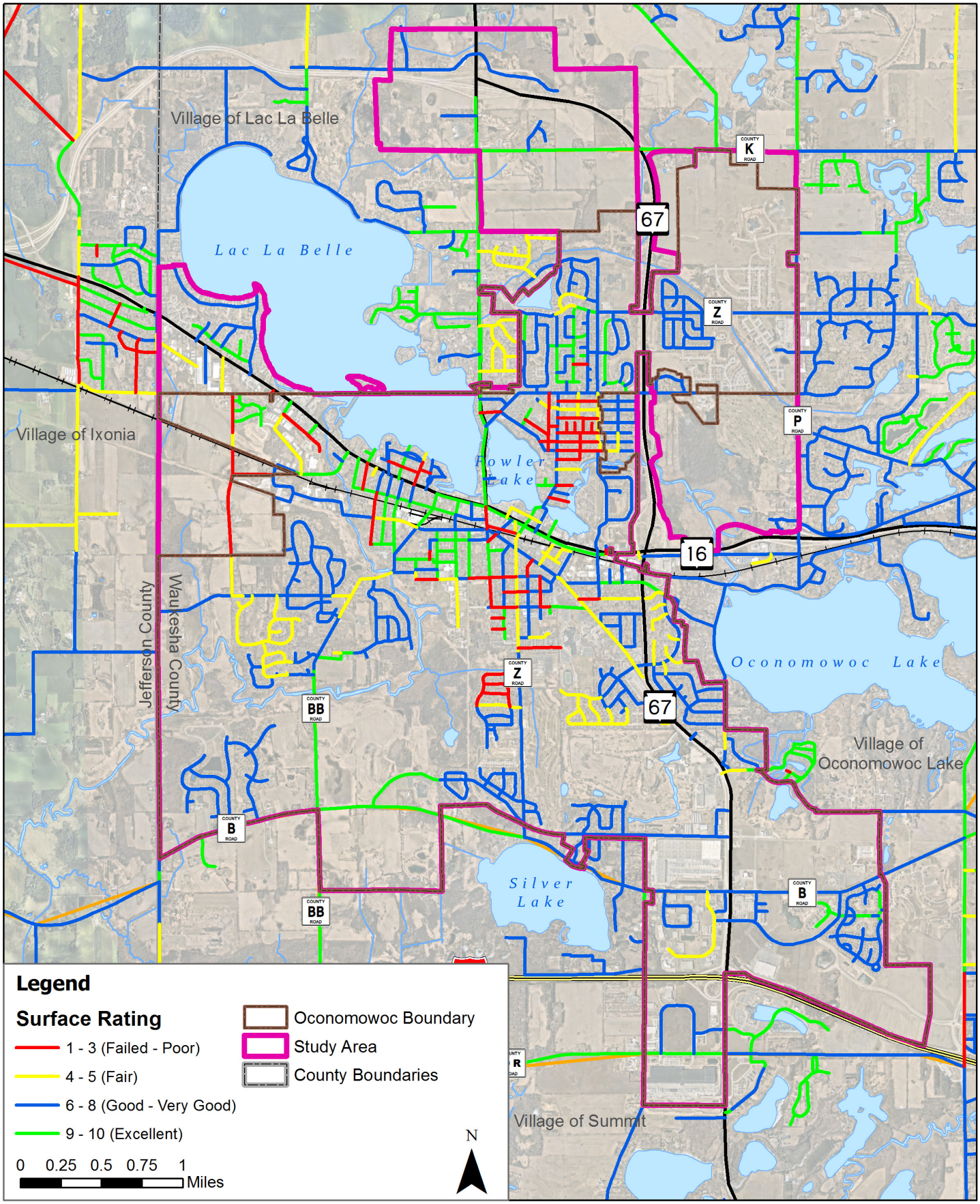
Two paving projects are ongoing in the summer of 2019. CTH Z from CTH B to Bolson Drive (1.2 miles) is being improved along with the intersection of CTH K (Lisbon Road) and CTH P (Brown Street). These improvements will increase the PASER rating of the roads from their current condition of 6 - "good" to 10 - "excellent".

High quality streets and a well-maintained infrastructure is critical to quality of life for residents and visitors of Oconomowoc. The City continues to invest in annual street maintenance, parking lot reconstruction, and storm water management. In 2019, Oconomowoc has earmarked additional funding for an enhanced street program designed at improving street ratings.[2] The current PASER ratings for streets in Oconomowoc are shown in the Figure 6. Please note that unrated streets do not show a color on the map.

1 | *http://epdfiles.engr.wisc.edu/pdf_web_files/tic/manuals/Asphalt-PASER_02_rev13.pdf*

2 | *https://www.oconomowoc-wi.gov/DocumentCenter/View/5662/FINAL-2019-BUDGET*

Figure 6: PASER Ratings



Source: WisDOT WISLR (2018)

Functional Classification

Functional classification of roadways is the process by which streets and highways are grouped into classes, or systems, according to the character of service they are intended to provide. Roadway functional class can be used at the local government level to provide a direct link between transportation and land use. Local comprehensive plans should consider the interaction between adjacent land use and transportation facilities by establishing policies that link access to property, zoning, and development density to the functional classification of area roadways.[3]

WisDOT uses four functional classifications for roadways. A description for each type is shown below.

Principal Arterial Streets

The principal arterial street is the highest classification for streets under local control. Principal arterials carry the highest traffic volumes and are designed and constructed with mobility and long-distance travel in mind. They provide limited access at grade separated interchanges, while offering high levels of mobility and service to urban centers. Arterials are the key corridors linking the downtown area and various neighborhoods to the regional highway system. The primary long-range planning issue related to the arterial roadway system is maintaining the efficiency of the arterial corridors as carriers of through-traffic, an objective that requires careful management of access (i.e. driveways). However, it should be recognized that arterial streets are gateways into our communities, and as such play a major role in how an area is perceived by visitors and residents alike. The appearance and character of these corridors are of major importance. It is also important to ensure that these corridors accommodate more than just efficient vehicular traffic – they should allow for safe walking and biking also.

Principal arterials primarily provide continuity for through traffic and between major centers within the urban area. In Oconomowoc, the following roadways are principal arterials:

- I-94, on the south end of the City, is classified as an east-west principal arterial that routes through Oconomowoc. To the west, I-94 connects Oconomowoc with Madison and I-39/90; and to the east connects with Waukesha, Milwaukee, and I-41/43
- STH 67 bisects Oconomowoc and is classified as a north-south principal arterial. STH 67 connects the City with US 18 and Walworth County to the south and Watertown and Hartford to the north
- STH 16, on the east side of the City, is an east-west principal arterial that ends at STH 67. STH 16 connects Oconomowoc with Pewaukee, Waukesha, and Milwaukee to the east

3 | https://www.cmap.illinois.gov/mobility/roads/roadway-functional-classification

Minor Arterial Streets

Minor arterial streets provide intra-community travel and connect regional transportation routes with local connector streets. Minor arterials do not penetrate neighborhoods and are generally spaced no more than one mile apart in fully developed areas. Although the predominant function of minor arterials is traffic mobility, minor arterials serve some local traffic while providing greater land access than principal arterials. As such, minor arterials may be stub-ended at major traffic generators. Examples of minor arterials in Oconomowoc include:

- CTH P runs north-south through the east side of Oconomowoc. CTH P connects to CTH K and Hartford to the north and US 16 to the south
- CTH BB runs north-south through the west side of Oconomowoc. CTH BB connects to STH 16 to the north and I-94 and US 18 to the south
- CTH Z runs north-south through central Oconomowoc. CTH Z connects to STH 16 to the north and CTH B to the south
- CTH B runs east-west through southern Oconomowoc. CTH B connects to I-94 to the east and STH 67 to the west
- CTH K runs east-west through northern Oconomowoc; ends at STH 67 to the west and Kettle Moraine Scenic Drive to the east and connects to the Village of Hartland to the east

Collectors

Collectors provide direct access and traffic circulation to residential neighborhoods, commercial, and industrial areas, and serve moderate to low traffic volumes and inter-neighborhood trips. As the name implies, these routes collect and distribute traffic between local streets and arterials. Examples of collector streets in Oconomowoc include:

- Thackeray Trail, which collects traffic from the Whitman Hills neighborhood and connects to STH 67/ Summit Avenue
- Oconomowoc Parkway, which collects from the Silver Lake Beach and Briarwood neighborhoods and connects to STH 67/Summit Ave
- CTH Z, which collects from numerous neighborhoods north of Fowler Lake as well as those west of Okauchee Lake and connects to STH 16 and CTH P
- S. Main Street (Downtown), which collects from the Summit and Park Lawn neighborhoods and turns into a minor arterial which connects south and north Oconomowoc
- W. South Street (Downtown), which collects from the Highland Park neighborhood and connects to STH 16 to the west and Concord Road to the east

Local Roads

Local roads carry most of the traffic and connect residents with collector and arterial streets. These roads predominantly serve direct access to adjacent land uses and offer the lowest level of mobility to the community. Local roads serve as the ends of most trips. Examples of local roads in Oconomowoc include:

- Glenwood Road (south central Oconomowoc), which connects to Silver Lake Street/CTH Z near St. Jerome Catholic Church/School
- N. Roosevelt Avenue (northern Oconomowoc), which connects to Lisbon Road
- Locust Street (along western Lac La Belle), which connects to STH 16/W. Wisconsin Avenue

Approximately 68.7 percent of roadways that are functionally classified in Oconomowoc, are local roads. Arterial roadways account for 16.5 percent of the overall total, while collector roadways account for 14.8 percent of the total road mileage within the City.

The Public Works and Engineering Department is responsible for all maintenance, repair and construction of streets, alleys, curbs and gutters, sidewalks, storm sewers, culverts, draining facilities, and bridges; snow and ice removal, stormwater infrastructure, maintenance of Fowler Lake, and addressing traffic control devices.

Existing Traffic Counts

WisDOT produces a traffic count map[4] (TCMap) that observes traffic volumes throughout Oconomowoc. Counts are not available on every road however are available in many locations across the community. The 2018 daily traffic counts recorded are shown on the map below along with the Functional Classification for the streets in and around Oconomowoc. Figure 7 shows many of the recorded traffic counts on Oconomowoc roadways.

Truck Routes

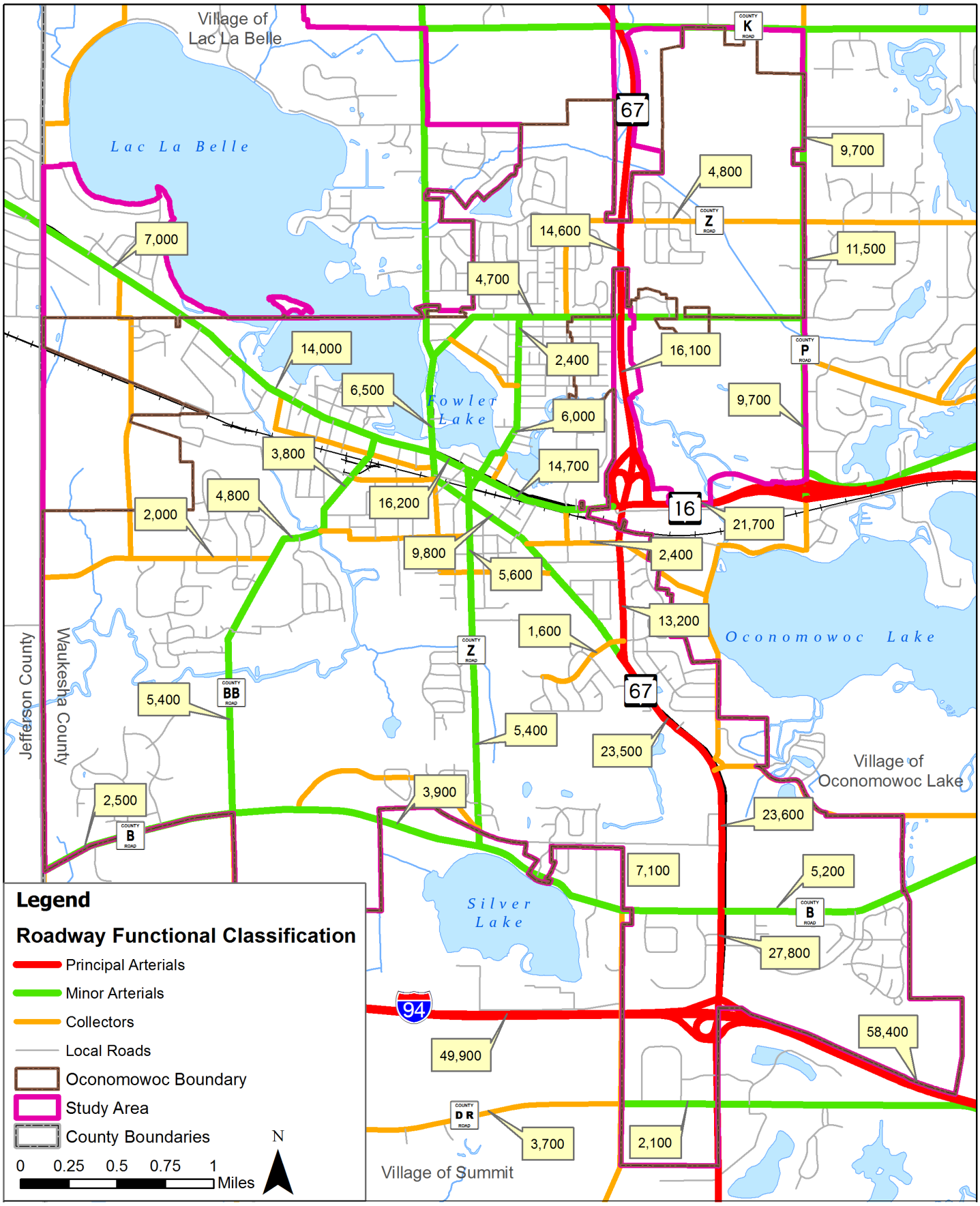
Wis. Stats. Trans 276 identifies and designates lists of highways upon which vehicle and trailer length limits and maximum weight, width is set in order to comply with federal law.

WisDOT publishes a Wisconsin Long Truck Operators map for which operation of vehicles, combinations of vehicles, and the overall lengths of which cannot be limited. In Oconomowoc, I-94 and STH 16 and STH 67 are identified as designated long truck routes.[5] SEWRPC's VISION 2050 plan has identified STH 16 and Wisconsin Avenue as an arterial freight route.

4 | https://wisdot.maps.arcgis.com/apps/webappviewer/index.html?id=2e12a4f051de4ea9bc865ec6393731f8

5 | https://wisconsindot.gov/Documents/dmv/shared/ltr-se.pdf

Figure 7: City of Oconomowoc Traffic Volumes and Functional Classification



Source: WisDOT WISLR (2018)

Oconomowoc Municipal Code Chapter 7, Section 7.04 states that all streets and alleys within the City are hereby designated Class "B" highways and shall be subject to the weight limitations imposed by §348.16, Wis. Stats.

The Director of Public Works may impose special or seasonal weight limits to prevent injury to the roadway of any highway, bridge or culvert within the City or for the safety of users of such highway, bridge or culvert and shall be responsible for erecting signs giving notice thereof in accordance with §349.16, Wis. Stats.

Bicycle and Pedestrian Facilities

The City of Oconomowoc identifies and defines bicycle and pedestrian facilities in its 2006 Bicycle and Pedestrian Trail Plan. The Plan guides walking areas within the City. The Plan emphasizes the desire to connect into the five regional trail systems in the Oconomowoc area including:

- Lake Country Trail
- Bug Line Trail
- Glacial Drumlin State Recreational Trail
- Ice Age National Scenic Trail
- Oconomowoc/Watertown Interurban Trail

The Plan addresses and recommends:

- Establishing on-street and off-street bicycle and pedestrian connections between community destinations including downtown Oconomowoc, neighborhoods, parks, schools, YMCA, and the Interurban Trail, the proposed Oconomowoc-Watertown Trail, and the proposed trail at Rosenow Creek.
- Identifying bicycle connections to the Lake Country, Bugline, Glacial Drumlin, and Ice Age National Scenic Trails.
- Providing crosswalk improvements included colored or textured pavements to increase pedestrian visibility and installing additional warning lights and signage throughout the community.
- Improvements to trailhead locations and wayfinding signage at City Beach, Fowler Park, Roosevelt Park, the proposed Oconomowoc/Watertown Trail, and the Historic Depot Square.

The Plan establishes a Priorities and Phasing schedule that should be periodically evaluated and updated based on the needs of the City and the feedback of its residents. A description of some of the local and regional trails follows:

Lake Country Trail

Lake Country Recreation Trail is a 15.6 mile lightly trafficked point-to-point trail located in Oconomowoc and extending into Waukesha. It is partially on an old railroad ROW, so it is relatively flat, though there are a few good hills in the middle section. The trail is completely paved and shares a few public roads. The trail offers a number of activity options and is best used from March until November. Dogs are also able to use this trail but must be kept on leash.

Bug Line Trail

Merton Bug Line Trail is a 13.3 mile moderately trafficked point-to-point trail located near Merton, Wisconsin that features a lake and is good for all skill levels. The trail is located approximately eight miles east of Oconomowoc. The trail offers several activity options and is best used from April until October. Dogs and horses are also able to use this trail.

Glacial Drumlin State Recreational Trail

Developed in 1986, the Glacial Drumlin State Trail is one of Wisconsin's best bicycle trails. The 52-mile-long trail runs between Cottage Grove and the Fox River Sanctuary in Waukesha south of I-94 with easy connections to Madison and Milwaukee. The Glacial Drumlin State Recreational Trail is located 3.5 miles south of Oconomowoc. Dogs are also able to use this trail but must be kept on leash.

Ice Age National Scenic Trail

The Ice Age National Scenic Trail stretches 1,200 miles across the state of Wisconsin. The trail roughly follows the location of the terminal moraine from the last Ice Age. The trail passes through 30 of Wisconsin's 72 counties. The nearest access point onto the trail is at Centennial Park in the Village of Hartland, located approximately 6.5 miles east of Oconomowoc.

The City of Oconomowoc Area Bike Routes Map[6] was updated in 2018 and defines several bike routes throughout the community. The routes identified are broken down by on road paths, bike lanes/sidewalk, and off-road paths. The University of Wisconsin-Madison State Cartographer's Office also maintains a shapefile of the proposed, existing, and county trails. These trails and paths can be found in the Figure 8.

Bicycle Signing & Wayfinding System

A bicycle wayfinding system should consist of signing and/or pavement marking to guide bicyclists to their destinations along preferred bicycle routes. At a minimum, signs should be placed along intersections of two or more bikeways and at other key locations leading along a route. Wayfinding signs can assist in directing users towards schools, civic/community destinations, and local or regional parks and trails.

Complete Streets

"Complete streets" are broadly defined as roadways designed and operated to enable safe, convenient, and comfortable access and travel for all users. Pedestrians, bicyclists, motorists, and public transport users of all ages and abilities can move along and across a complete street with safety and comfort. Federal policy for providing bicycle and pedestrian accommodation - per the 2010 "US DOT Policy Statement on Bicycle and Pedestrian Accommodation Regulations and Recommendations" (Memorandum) (1) - is as follows:

"The DOT policy is to incorporate safe and convenient walking and bicycling facilities into transportation projects. Every transportation agency, including DOT, has the responsibility to improve conditions and opportunities for walking and bicycling and to integrate walking and bicycling into their transportation systems. Because of the numerous individual and community benefits that walking, and bicycling provide — including health, safety, environmental, transportation, and quality of life — transportation agencies are encouraged to go beyond minimum standards to provide safe and convenient facilities for these modes."[7]

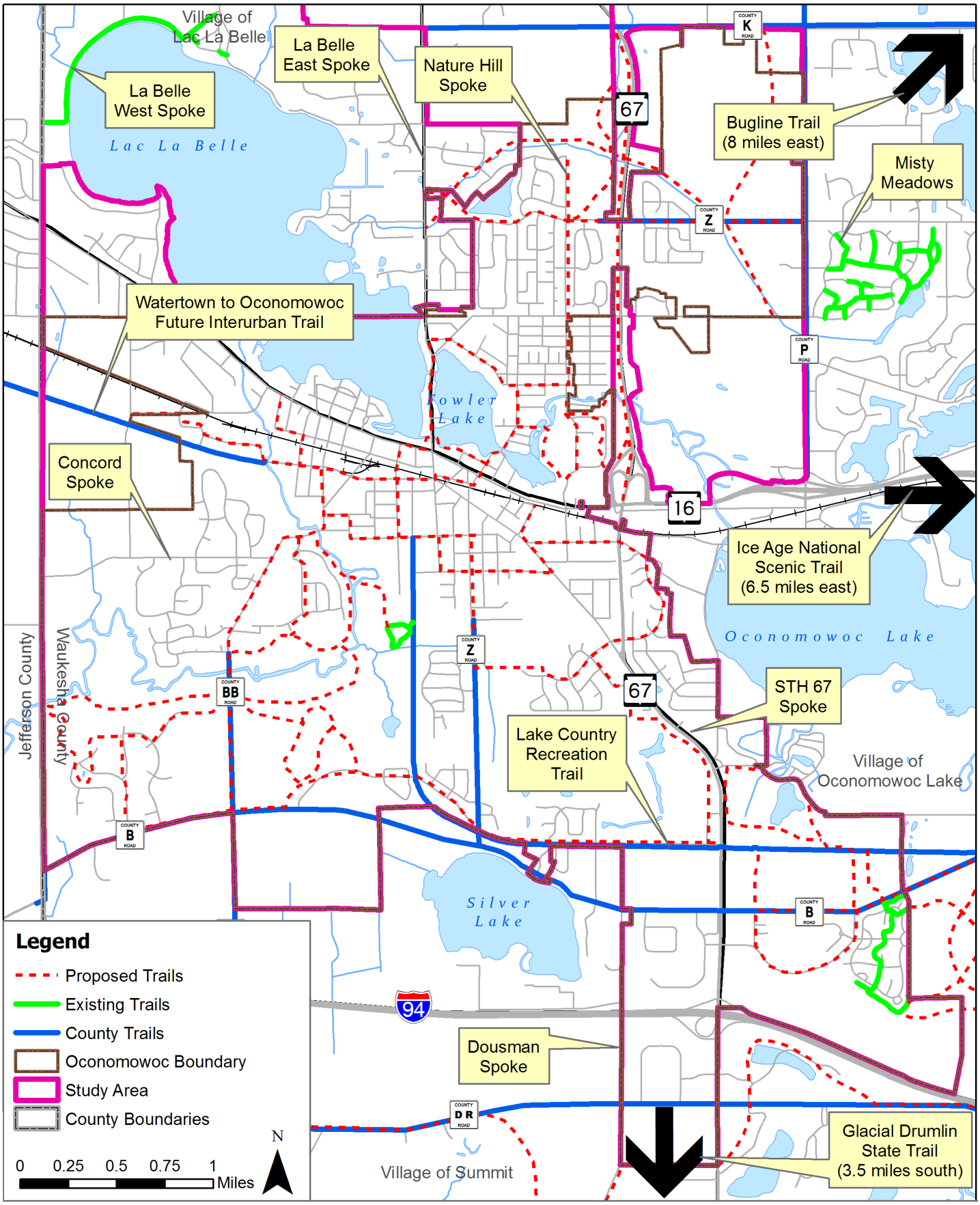
The Complete Streets policy has been revised as more guidance language today. Every effort should be made to plan for complete streets where possible.

Bike.
Our.
Community.

6 | https://www.oconomowoc-wi.gov/DocumentCenter/View/3746/Oconomowoc-WI-BIKE-MAP-All-Spokes?bidId=

7 | https://wisconsindot.gov/rdwy/fdm/fd-11-46.pdf

Figure 8: City of Oconomowoc Trails Map



Source: UW-Madison Cartographer Office

Sidewalks

As the population ages and demographic shifts reduce the dependency of automobiles, investments in sidewalks will become increasingly important to safely move pedestrians. The City requires sidewalks on both sides of all streets for existing and planned construction. Oconomowoc will continue to use and update the Bicycle and Pedestrians Plan to guide future walking areas and planned trail connections within the City. All sidewalks in the City will be compliant with requirements set forth in the Americans with Disabilities Act (ADA), and the City will be compliant with requirements set forth in the Americans with Disabilities Act (ADA).

Railroads

Wisconsin has two intercity passenger rail service lines provided by Amtrak and currently has two daily routes. The Hiawatha Service is a corridor service operating 14 trains daily (twelve on Sunday) between Milwaukee and Chicago. The route provides dependable round-trip travel (1 hour 29 minutes) to the center of each City for $25 each way for single adult tickets. Ten-ride passes are available for $192, and monthly passes can be purchased for $416.

The Empire Builder is a long-distance train operating one round trip a day between Chicago and Seattle. The route has six stations in Wisconsin including Milwaukee Intermodal Station, Columbus, Portage, Wisconsin Dells, Tomah, and La Crosse. Travel from Milwaukee to La Crosse (3 hours 19 minutes) costs $39 each way for single adult tickets. The Empire Builder passes through Oconomowoc twice per day.

Wisconsin and Minnesota Department of Transportations are planning expansion of the existing Amtrak Empire Builder line. Plans to complete the studies, infrastructure and implementing a second Empire Builder train could occur by 2021 at the earliest.

Canadian Pacific Railway

Railway freight service travels through Oconomowoc via the Canadian Pacific Railway (CP). Canadian Pacific is the second largest railroad company in North America in terms of its market value of $34.4 billion. Canadian National is a Canadian Class I freight railway headquartered in Montreal, Quebec that serves Canada and the Midwestern and Southern United States. CN is Canada's largest railway, in terms of both revenue and the physical size of its rail network, and is Canada's only transcontinental railway company, spanning Canada from the Atlantic coast in Nova Scotia to the Pacific coast in British Columbia across about 20,400 route miles of track.

Air Transportation

Air transportation services provide people and goods with direct access to regional, national, and international destinations. Air transportation is vital to business and the tourism industry. In 2017, air freight traffic recorded around 61.5 million tons of freight carried through commercial airlines worldwide and in that same year, cargo airlines generated revenue of around 95.9 billion U.S. dollars worldwide.[8] In 2018, there were nearly 889 million total passenger enplanements in the United States.

General Mitchell International Airport

General Mitchell International Airport is located approximately 33 nautical miles southeast of Oconomowoc. The airport is the 51st largest airport in the United States, and busiest airport in Wisconsin, carrying more than 3.5 million passengers annually. General Mitchell covers 2,180 acres and has five asphalt and concrete runways. For the year ending June 30, 2018, the airport had 112,932 aircraft operations, an average of 309 per day. Over 56 percent of the flights are commercial airline, followed by air taxi (32 percent), general aviation (10 percent), and military (2 percent). In June 2019, there were 95 aircraft based at this airport: 33 single-engine, 27 multi-engine, 25 jet and 10 various military aircraft. The airport is home to nine commercial airlines with non-stop service to 35 destinations across North America.

Dane County Regional Airport

Dane County Regional Airport is located approximately 42 miles west of Oconomowoc. The airport has three runways. Dane County Regional is the second busiest airport in Wisconsin, carrying more than 1.8 million passengers annually. The airport is home to eight airlines with non-stop service to 15 destinations across the country.

Waukesha County Airport

Waukesha County Airport (Crites Field) is located approximately 14 nautical miles southeast of Oconomowoc. Crites Field is listed in the Federal Aviation Administration (FAA) National Plan of Integrated Airport Systems for 2019–2023, in which it is categorized as a national reliever airport facility.[9] Waukesha County Airport covers an area of 543 acres and contains two runways. For the 12-month period ending December 31, 2017, the airport had 36,896 aircraft operations, an average of 101 per day: 91 percent general aviation, 8 percent air taxi, and less than 1 percent military. In June 2019, there were 144 aircraft based at this airport: 116 single-engine, 14 multi-engine, 13 jet, and one glider.

8 | https://www.statista.com/topics/2815/air-cargo-market-in-the-united-states/
9 | https://www.faa.gov/airports/planning_capacity/npias/reports/media/NPIAS-Report-2019-2023-Appendix-A.pdf

Capitol Airport

Capitol Airport is a public use airport located three nautical miles east of the central business district of Brookfield. The airport has two paved and one grass runway. Capitol Airport is listed in the Federal Aviation Administration (FAA) National Plan of Integrated Airport Systems for 2019–2023, in which it is categorized as a regional reliever airport facility. For the 12-month period ending August 30, 2016, the airport had 13,010 aircraft operations, an average of 36 per day: 99 percent general aviation and less than one percent military. In June 2019, there were 103 aircraft based at this airport: 92 single-engine, one multi-engine, five helicopter and five ultralights.

Watertown Municipal Airport

Watertown Municipal Airport is located approximately 12 nautical miles northwest of Oconomowoc. The airport has two paved runways. The airport is listed in the Federal Aviation Administration (FAA) National Plan of Integrated Airport Systems for 2019–2023, in which it is categorized as a regional reliever airport facility. For the 12-month period ending June 8, 2018, the airport had 58,000 aircraft operations, an average of 159 per day: 89 percent general aviation, nine percent air taxi and two percent military. In November 2018, there were 73 aircraft based at this airport: 57 single-engine, 14 multi-engine, one jet, and one helicopter.

Water Transportation

Lac La Belle and Fowler Lake are located in Oconomowoc but there are no ports or harbors located within the City. The Port of Milwaukee is located approximately 30 miles east of Oconomowoc. High speed ferry service is provided four times daily between Milwaukee and Muskegon via Lake Express. The ferry service carries passengers and vehicles across Lake Michigan in 2.5 hours between the months on April and October.

Transportation Issues

Citizens of Oconomowoc had several opportunities to participate in pop up events, community surveys, and formal open houses to share their thoughts about the transportation system. The following dates indicate where public input was collected:

- Summer 2018 - Online Community Survey
- Fall 2018 - Online Student Survey
- August 16, 2018 – Moonlit Movies
- October 19, 2018 – Touch-A-Truck
- April 11, 2019 – Open House
- June 8, 2019 – Farmer's Market

Key transportation themes to consider along with point specific transportation issues were identified through community engagement. A summary of overall transportation issues follows.

Input Received from Community and Student Surveys

Two online Community Surveys were administered in the summer of 2018. The first was a general survey which contained 25 questions and the second was a shortened student survey which contained nine of the 25 questions asked in the general survey. The general survey received 474 responses, while the student survey received 408 total responses.

Several questions were asked regarding transportation topics and issues. The full surveys can be found in the Appendix. Questions 14-18 and question 20 asked for feedback regarding specific transportation topics. A brief summary follows.

- **Question 14: Select your current and desired mode of transportation in 2018 and 2040.** *Today, almost all residents are using personal vehicle (97 percent) as their mode of transportation, however, in 2040 many residents desire to use alternate modes of transportation. Personal vehicles were the preference for only 41 percent of residents, whereas all other modes of transportation increased, especially in walking, and train/high speed rail options. For the student survey, 73 percent are currently using personal vehicle as their current mode of transportation followed by carpooling at just under ten percent. In 2040, approximately 58 percent of the younger generation prefer personal vehicle as their primary mode of transportation. Train and high-speed rail recorded just over ten percent, followed by autonomous vehicle (eight percent).*
- **Question 15: How do you feel the City does with connectivity of the following?** *Generally, respondents felt the City is doing a good job with roadway connections, pathways, bike routes, pedestrian facilities, and senior transportation, with only minor improvements needed.*

Answer Choices	Poor		Okay		Good		Outstanding		Total
Roadway Connections	5.3%	20	23.7%	89	60.1%	226	10.9%	41	376
Pathways	6.0%	22	26.0%	95	58.5%	214	9.6%	35	366
Bike Routes	11.3%	41	23.1%	84	54.6%	198	11.0%	40	363
Pedestrian Facilities	9.1%	33	26.9%	98	54.67%	199	9.3%	34	364
Senior Transportation	12.3%	41	30.9%	103	48.7%	162	8.1%	27	333

- **Question 16: How often do you walk or bike for trips to work, shopping, etc.?** *29 percent of respondents reported not walking or biking at all for commuting to work or leisure purposes. 26 percent walk or bike a few times per year, while 24 percent walk or bike a few times per month. 15 percent walk or bike at least a few times per week, with seven percent reporting doing this activity daily.*
- **Question 17: If safer, more convenient, bicycle/pedestrian facilities and connections were installed, how would you alter your travel behavior?** *35 percent of respondents report they would moderately increase their walking or bicycling trips. 27 percent indicated there would be no change to their travel behavior followed by 24 percent indicating there would be a small increase in walking or bicycling trips. 14 percent responded that investing in more convenient connections would greatly increase their number of walking and bicycling trips throughout the community.*

- **Question 18: Please rate the need for public transit options within or to Oconomowoc.** *This question used a slide bar to indicate from 1 (not needed) to 100 (highest need). Of the 360 respondents to this question, a score of 46.51 was received, indicating a neutral response and a desire to stay about the same.*
- **Question 20: If the City should invest more tax dollars to improve the quality of public services, which areas should it focus on?** *Street maintenance and bicycle and pedestrian facilities were the top two responses.*

Input Received from Open House

At the Open House on April 11, 2019, attendees participated in a Transportation Investment Priorities Activity. Participants were each given beans to distribute to jars on where they thought transportation dollars should be prioritized.

Overall, residents felt investments through additional sidewalks and trails, improved roadway maintenance, and developing a bicycle friendly transportation were top priorities. Roadway expansion was not identified as a priority by any respondent. Results of the activity are shown below.

Answer Choices	Responses	
Additional Sidewalks and Trails	31	20%
Improved Roadway Maintenance	29	19%
Developing a bike friendly transportation network	28	18%
Invest in regional transit	22	14%
Make it easier to get around Oconomowoc for people of all modes	10	7%
Increased ride share options and drop-off locations	10	7%
Improve connections throughout the street network	8	5%
Invest in local transit	7	5%
Planning for electric or self-driving transportation	4	3%
Intersections Improvements	2	1%
Other (Bike Lanes/Repair Shoulder)	2	1%
Roadway Expansion (Additional Lanes)	0	0%
Total	153	100%

Current and Past Planning Efforts

Capital Improvement Plans

In 2019, the following streets are tentatively being proposed for improvements and are shown in yellow in Figure 9:

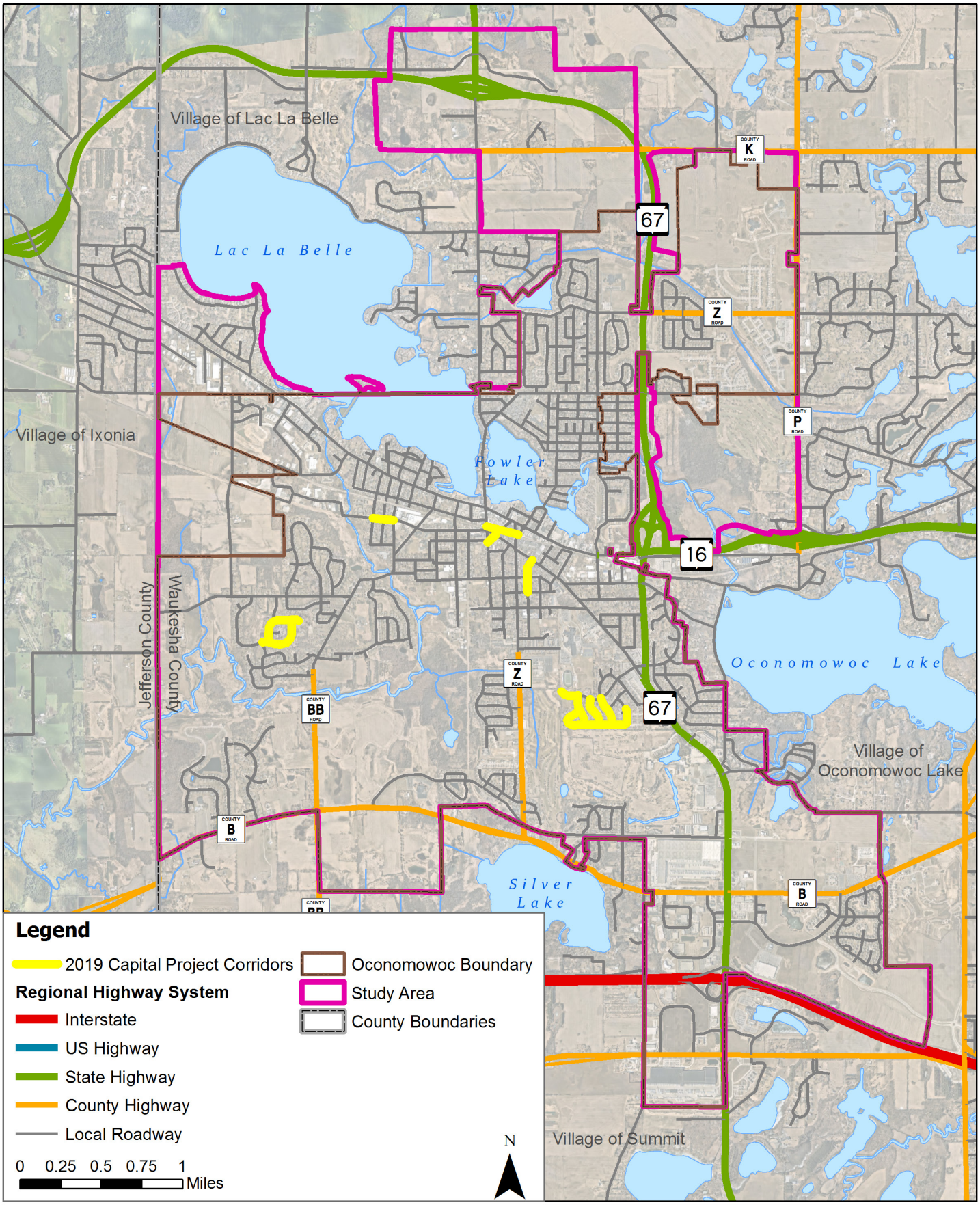
- S. Cross Street - Main Street to Summit Avenue
- Westover Street - Summit Avenue to Oak Street
- 2nd Street - Park Street to Elm Street
- Thackeray Trail - Emerson Drive to end
- Collins Street - Silver Lake Plaza to Cross Street
- Byron Drive - Dickens Drive to Browning Circle/Emerson Drive
- Dickens Drive - Kipling Court to Byron Drive
- Emerson Drive - Browning Circle/Byron Drive to Thackeray Trail
- Browning Circle - Byron Drive/Emerson Drive to Emerson Drive
- Longfellow Drive - Byron Drive to Dante Drive
- Whittier Lane - Thackeray Trail to Byron Drive

more than

$3.2 million

of total investment.

Figure 9: City of Oconomowoc 2019 Capital Projects



Source: City of Oconomowoc

Official Map

Wisconsin State Statute 62.23(6) permits Cities to prepare an official map that is intended to serve as the formal public record to indicate where the City is likely to require right-of-way or easements for the future location of streets, highways, railroad rights-of-way, public transit facilities, historic districts, parkways, drainageways, utilities, or recreational facilities. The map identifies the City's intent to establish certain features for the good of the public.

The City of Oconomowoc has an approved official map. This map enables landowners to plan for future construction to avoid the costly removal of structures when a public facility is identified on the official map. As the City implements the comprehensive plan, updates to the official map will be necessary.

Employment and Workforce Commuting Data

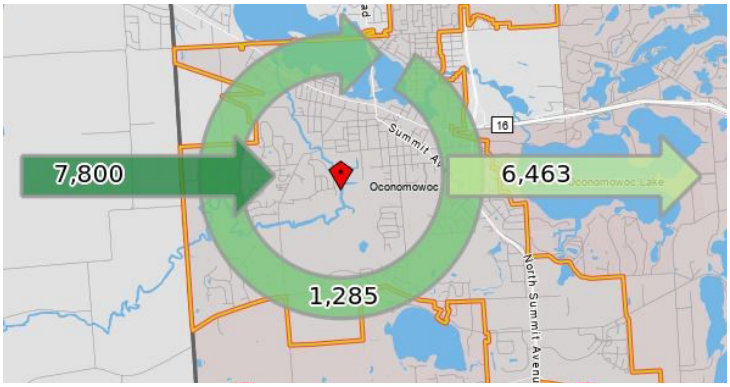
Population in the U.S. is aging. Today, there are more than 45 million adults aged 65 and older. By 2050, that number is expected to grow to nearly 90 million. By 2030, one in every five Americans will be 65 years old and over. This demographic information has an impact of the travel mode, and travel time workers are willing to travel to their primary jobs.

U.S. Census Bureau and On the Map Application data was used to calculate the number of jobs and distance to work for all residents living in the City of Oconomowoc. On The Map software indicates there were 10,092 total jobs and 9,085 primary jobs located within the City of Oconomowoc in 2015. Health Care and Social Assistance (22.9 percent), Manufacturing (19.9 percent), and Retail Trade (13 percent), were the top ranked industry sectors. Females made up approximately 54 percent of the workforce. The workforce had 51.5 percent between ages 30 to 54, followed by worker ages less than 29 (25.9 percent), while the 55 and older population was 22.6 percent.

Inflow and Outflow

In 2015, there were 9,085 jobs available within the selection area. 85.9 percent of the jobs were filled by those living outside City of Oconomowoc limits, while 14.1 percent of jobs are held by residents. On a daily basis, 7,800 people who aren't residents of Oconomowoc are coming to the City for work. Conversely, 6,463 residents leave the City each day to work at their primary job. 1,285 residents live and work in Oconomowoc. The figure below shows the inflow/outflow within the City of Oconomowoc.

Figure 10: Employment Inflow / Outflow



Inflow/Outflow Job Counts	(Primary Jobs, 2015)	
Employed in Oconomowoc	9,085	100%
Workers from outside the city	7,800	85.9%
Residents employed within city	1,285	14.1%
Oconomowoc Workforce	7,748	100%
Residents working outside the city	6,463	83.4%
Residents employed within the city	1,285	16.6%

Population in the U.S. is aging. Today, there are more than 45 million adults aged 65 and older. By 2050, that number is expected to grow to nearly 90 million. By 2030, one in every five Americans will be 65 years old and over. This demographic information has an impact of the travel mode, and travel time workers are willing to travel to their primary jobs.

Vehicles Available

American Community Survey (ACS) 5-year estimates between 2013-2017 indicated that of the 6,592 housing units in Oconomowoc, approximately 4.9 percent do not have access to a vehicle. 47.2 percent indicated have two vehicles, 30.4 percent responded to having one vehicle available, and 17.5 percent indicated having access to three or more vehicles.

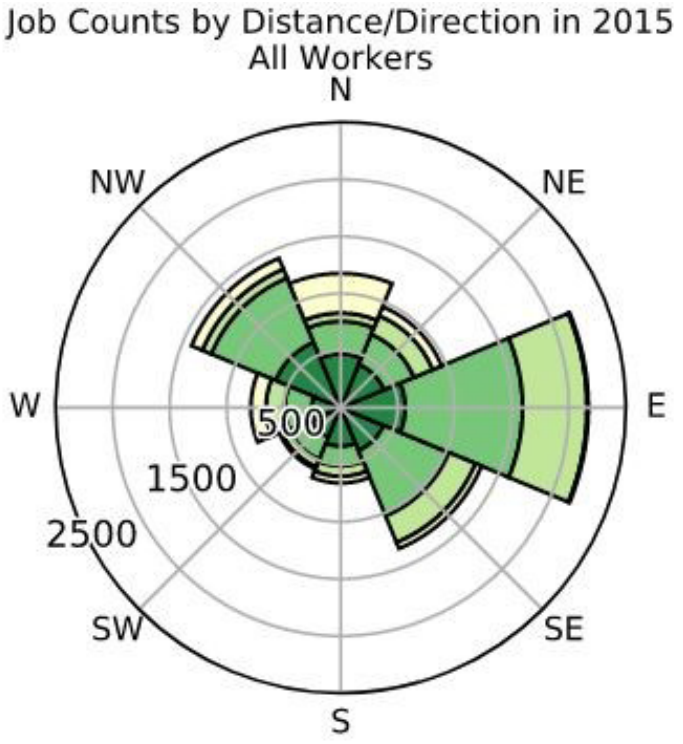
Mode of Travel to Work

According to ACS, almost 98 percent of people use car, truck or van to travel to work.[10] Of these people, 89.8 percent drive alone, while carpooling makes up about ten percent of all work-related automobile trips. Only 0.2 percent of Oconomowoc residents use the bus, and all indicated a total travel time to work exceeding 45 minutes.

10 | https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_B08534&prodType=table

Distance and Direction

In 2018, Wisconsin was ranked as the #13 state in the country for shortest commute times with an average commute of 21.9 minutes.[11] The mean travel time to work for Oconomowoc residents is 24.7 minutes which is close to the national average of 25.4 minutes. Almost nine percent are traveling more than 50 miles each way to their primary job with most of the flow in an easterly direction towards Milwaukee. Nearly 37 percent have travel distances less than ten miles each way to/from work.



Job Counts by Places

The U.S. Census tracks where workers live. Oconomowoc jobs are attracting workers from nearby cities and villages. Watertown attracts the most workers from those living outside of Oconomowoc, followed by Waukesha, Milwaukee, Okauchee Lake, Summit, Hartland, Brookfield, Delafield, and New Berlin.

Jobs by Distance (Work to Home)	(Primary Jobs, 2015)	
Total Primary Jobs	9,085	100%
Less than 10 Miles	3,348	36.9%
10 to 24 Miles	3,448	38.0%
25 to 50 Miles	1,479	16.3%
Greater than 50 Miles	810	8.9%

Major Employers

According to Info USA, in 2015, there were four businesses that employ 250 or more employees and eleven businesses that employ 100-249 employees within the City of Oconomowoc. Two of these businesses, Olympia Resort and K-Mart have since closed. City Economic Development staff continues to work on attracting employers to Oconomowoc and infill business parks throughout the community.

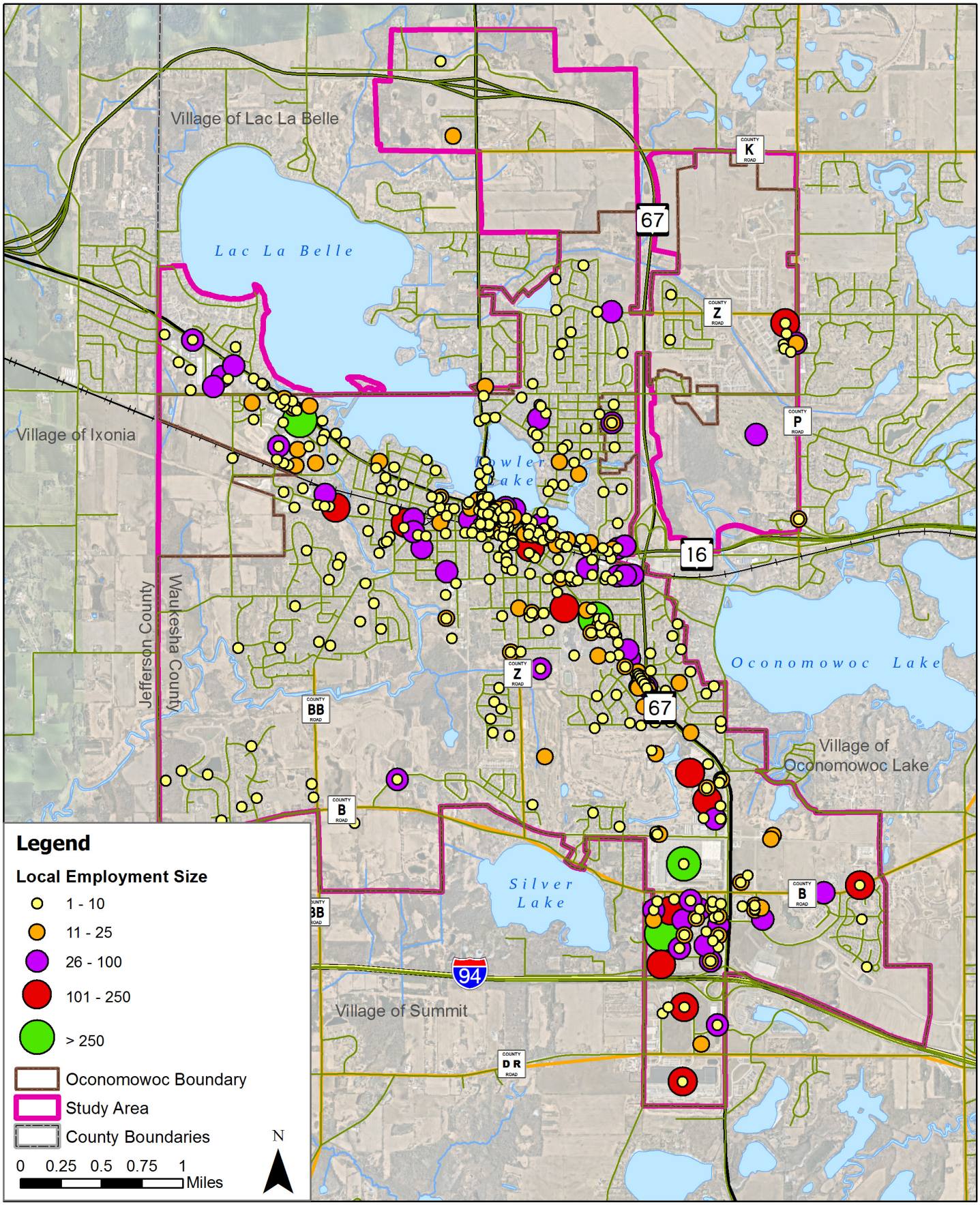
Employers with over 100 staff include:

- Target Distribution Center
- Oconomowoc Memorial Hospital
- Roundy's Distribution Center
- Bruno Independent Living Aids
- Lutheran Homes of Oconomowoc
- Piggly Wiggly
- CL&D Graphics
- Oconomowoc High School
- Silgan Containers LLC
- Bimbo Bakeries
- YMCA at Pabst Farms
- Pantheon Industries Inc.
- Orbis
- Sentry Clinic

Aurora Medical Center, Aurora Occupational Health, Mc Kesson Technology Solutions, and Union Institute UAHC are also major employers located just outside the City of Oconomowoc municipal boundary, add see Figure 11.

11 | *https://storage.googleapis.com/titlemax-media/2018/03/average-commute-to-work-by-state-city-9_compressed.jpg*

Figure 11: Major Employers



Source: Info USA (2015)

Park and Ride Lots

There are 115 park and ride lots in Wisconsin, and 13 park and ride lots located within Waukesha County. Three park and ride lots are located within five miles of the City limits.

Oconomowoc (I-94/CTH P) Park and Ride

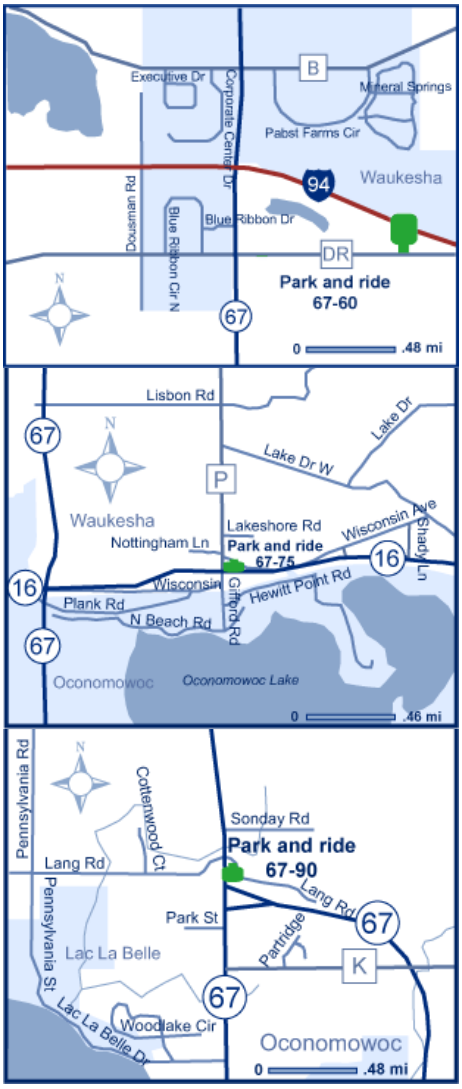
The Oconomowoc I-94/CTH P Park and Ride is located in the south portion of the City limits off I-94 (exit 283). This park and ride lot offers 120 stalls in a free parking lighted asphalt lot. Overnight parking (48 hours max), is allowed along with bike parking. This lot offers handicap accessible parking stalls, a shelter, and access to multi-modal transportation via Wisconsin Coach Lines.

Oconomowoc Lake (STH 16/CTH P) Park and Ride

The Oconomowoc Lake STH 16/CTH P Park and Ride is located off STH 16 at exit 176. This park and ride lot offers 45 stalls in a free parking lighted asphalt lot. Overnight parking (48 hours max), is allowed. This lot offers handicap accessible parking stalls, a shelter, public telephone, gas station, convenience store, and access to multi-modal transportation via Wisconsin Coach Lines.

Oconomowoc (STH 16/STH 67) Park and Ride

The Oconomowoc STH 16/STH 67 Park and Ride is located on Lang Road, two blocks off STH 16 at exit 67. This park and ride lot offers 45 stalls in a free parking lighted asphalt lot. Overnight parking (48 hours max), is allowed. This lot offers handicap accessible parking stalls.



Public Transportation

Public transportation is the transport of passengers by group managed on a schedule, operated on established routes, and that charge a posted fee for each trip. Because public transit carries many passengers on a single vehicle, it can reduce the number of vehicles on the road, reduce traffic noise, and reduce emissions. Studies have shown that public transportation is an important contributing factor towards urban sustainability and have benefits including:

- Transit users are healthier
- Buses are safer than individual vehicles
- Public transportation improves access
- Buses create community cohesion

Bus Routes

There are no fixed route bus services currently operating in the City of Oconomowoc at this time. The closest public transportation system is located in the City of Waukesha, approximately 13 miles southeast of Oconomowoc.

Waukesha County Transit funds and outsources Wisconsin Coach Lines to operate route 904/905 named the Oconomowoc Milwaukee Express on weekdays. The route provides service to/from downtown Milwaukee through Pewaukee, Waukesha, Hartland, and Oconomowoc. There is one stop located at the Collins and Cross Street parking lot. Two eastbound trips begin at 6:05 am and 6:35 am, Monday through Friday. Westbound return trips arrive back into Oconomowoc at 5:56 pm and 6:15 pm.

Transportation for the Elderly and Disabled

Approximately 15.5 percent of Oconomowoc's population is aged 65 years and older and nearly five percent of residents have a disability. As the nation's aging population continues to rise, with 1 in every 5 Americans expected to be 65 years of age or more by 2020, the provision of safe and accessible transportation options remains a top concern. To ensure that community transportation services are available to everyone, attention should be paid to the needs and preferences of older adults and persons with disabilities. Currently, mobility options are focused mainly on driving and dial-a-ride services, but periodically, Oconomowoc should evaluate the need for options other than automobile.

Oconomowoc Silver Streak

Oconomowoc Silver Streak, Inc., is a non-profit transportation service for seniors and the disabled in the Oconomowoc area. The Silver Streak provides auto transportation for ambulatory adults over the age of 55 and transportation for disabled individuals of any age. Oconomowoc Silver Streak provides 800 rides each month to medical, dental, and personal care appointments, grocery stores, and social activities, and is available Monday-Friday from 8:30 am – 4:30 pm. The service area is within the City of Oconomowoc east of the YMCA, south to Valley Road, north to Lang Road, and west to the Jefferson County line.

The Ride Line Program

The Ride Line Program is available to Waukesha County residents who are non/limited-drivers and 65 years of age or older, or under 65 years of age, with a disability designation, who use assistive devices such as; walker, wheelchair, scooter, or are legally blind. Individuals must be unable to enter or exit a car with little or no assistance. If a certified person is ambulatory and the trip is not in a taxi provider's service area, the person may use the Ride Line program. Service is available Monday-Friday from 6:00 am – 6:00 pm.

Lake Area Free Clinic

Lake Area Free Clinic serves individuals and families who lack health insurance and whose income is below 250 percent of the federal poverty level. Many of these individuals work full-time, but are either not offered health insurance, or cannot afford the premiums. Lake Area Free Clinic also provides free rides to/from medical and dental appointments.

Other Transportation Options

There are several well-known peer-to-peer ridesharing programs such as Uber and Lyft that transport passengers and goods throughout the Oconomowoc area. Passengers use an app to order a ride, where they are quoted a fare using a dynamic pricing model that varies depending on supply and demand for rides. Once confirmed, the app shows the driver's name, ratings by past passengers, and photos of the driver and car. Drivers and passengers can add personal information to their profiles about their hometown, music preferences, and other details to encourage drivers and passengers to converse during the ride. After the ride is over, the rider is given the opportunity to provide a tip to the driver, which is also billed to the rider's payment method.

Future Considerations

Other Local and Regional Plans

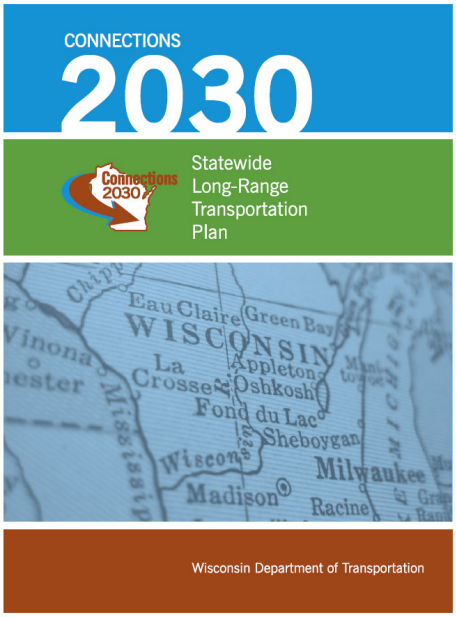
There are several local, regional and state plans and documents that should be evaluated when future development or planning decisions are considered. These include, but are not limited to the following:

VISION 2050: A Regional Land Use and Transportation Plan

VISION 2050 recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region to improve economic competitiveness, increase travel options, maintain a high quality of life. It makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050.

Connections 2030 Plan

Connections 2030 is the Wisconsin Department of Transportation's (WisDOT) long-range transportation plan for the state. This plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian and transit. WisDOT officially adopted Connections 2030 in October 2009. The plan is at the end of its life and needs to be updated. WisDOT will likely begin work in Year 2020 to update the Plan to a Year 2040 horizon.



Wisconsin State Freight Plan

Wisconsin DOT completed the Wisconsin State Freight Plan in 2018. The State Freight Plan provides a vision for multi-modal freight transportation and positions the state to remain competitive in the global marketplace. The State Freight Plan includes policies and performance measures, and links transportation investments to economic development activities.

Wisconsin Statewide Transportation Improvement Program (STIP) 2019-2022

The Statewide Transportation Improvement Program (STIP) produces a four-year plan of highway and transit projects for the state of Wisconsin. Revised every year, the plan is a compilation of all highway (state or local) and transit (capital or operating) projects in urban and rural areas. The STIP plan adopts the Transportation Improvement Programs prepared by the state's 14 metropolitan planning organizations by reference. The STIP plan is approved by the Federal Highway Administration and the Federal Transit Administration. Several transportation investments are programmed in the Oconomowoc area over the next few years.

Wisconsin State Transportation Budget

On July 2, 2019 the 2019-2021 Wisconsin State Transportation Budget was signed by Governor Evers. The budget includes more than $465 million in new funding for roads, $66.5 million for railroad programs and facility upgrades. The governor also increased title and registration fees which is anticipated to bring in $337 million to the state's transportation system. Local roads will receive a $90 million onetime funding allocation, with $32 million earmarked for county projects and $22 million going to municipalities.

Roadway Extensions

There are many advantages to communities that have a connected network of roadways and trails. Designing and constructing a roadway network with a high degree of connectivity is an important, efficient strategy for accommodating increased traffic as Oconomowoc grows. An interconnected roadway network can provide more options for residents to access any destinations around the City.

When roadways become connected, many potential advantages can be realized including:

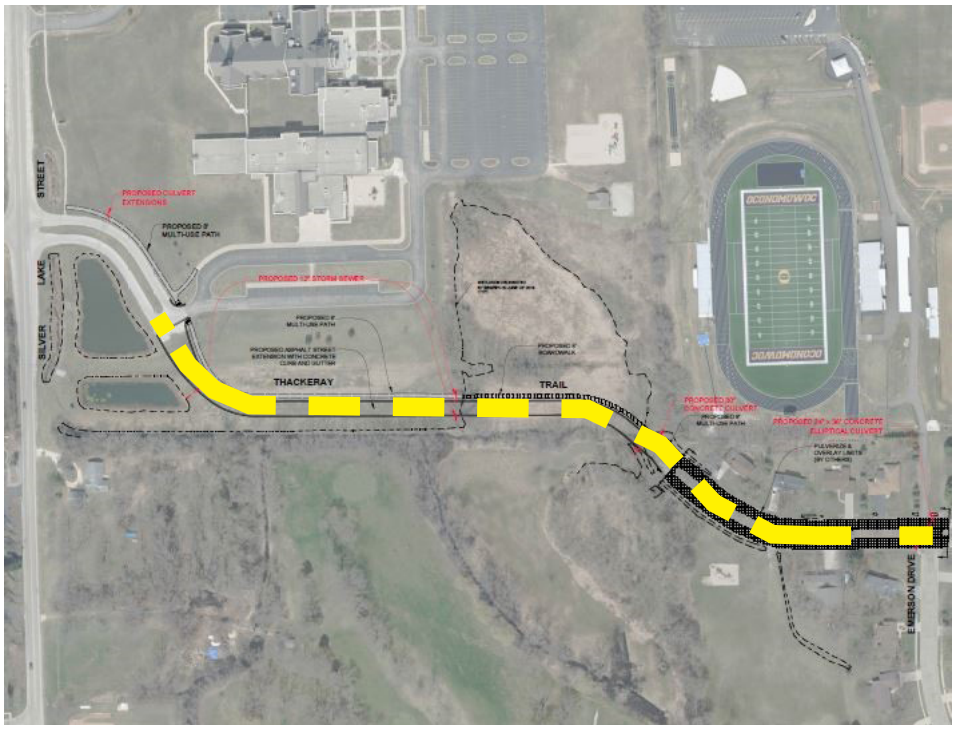
- Reduced travel time
- Reduced emissions and fuel savings
- Reduced congestion
- Increased safety for all modes of transportation
- Increased health benefits, encouraging walking and biking options

Oconomowoc has several roadways that are being evaluated for extensions to improve connectivity. Several extensions are consistent with the 2019-2023 Strategic Plan, Goal II, Objective C. to Plan and Complete Road Extensions. These include Thackeray Trail, Lake Bluff Drive and Oconomowoc Parkway to name a few.

Thackeray Trail

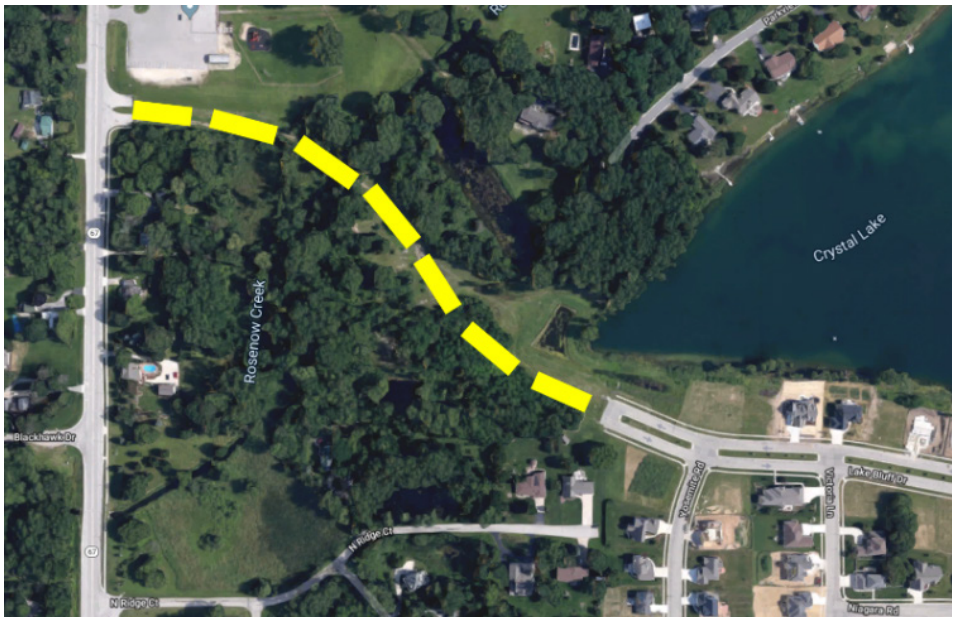
The Thackeray Trail connection between Silver Lake Street and Summit Avenue has been contemplated for dozens of years. The 2,800-foot street connection would connect Thackeray Trail from the entrance of St. Jerome Parish School with the existing road structure just north of Whitman Hills Park subdivision. The City has purchased property for the extension. The total estimated project cost, which includes construction, construction management, contingency, permits, design, environmental remediation and wetland mitigation, is about $1.97 million, with a City share of approximately $1.24 million.

Preliminary design for the extension was originally completed in January 2019. In summer 2019, a consulting firm was hired to further evaluate up to three additional alternatives for the existing roadway and determine impacts to stormwater, wetlands, traffic, and pedestrian facilities.



Lake Bluff Drive over Rosenow Creek

Lake Bluff Drive is proposed to be extended over the Rosenow Creek and connect in with STH 67. Currently, there is no date planned for the extension as the City considers environmental impacts related with the extension along with Wisconsin Department of Resource (WDNR) feedback. If the connection is realized, Lake Bluff Drive/CTH Z would become an east-west arterial road. No 2018 traffic volumes were counted on Lake Bluff Drive, however, 4,800 vehicles per day were counted just east of the STH 67 and Lake Drive intersection.

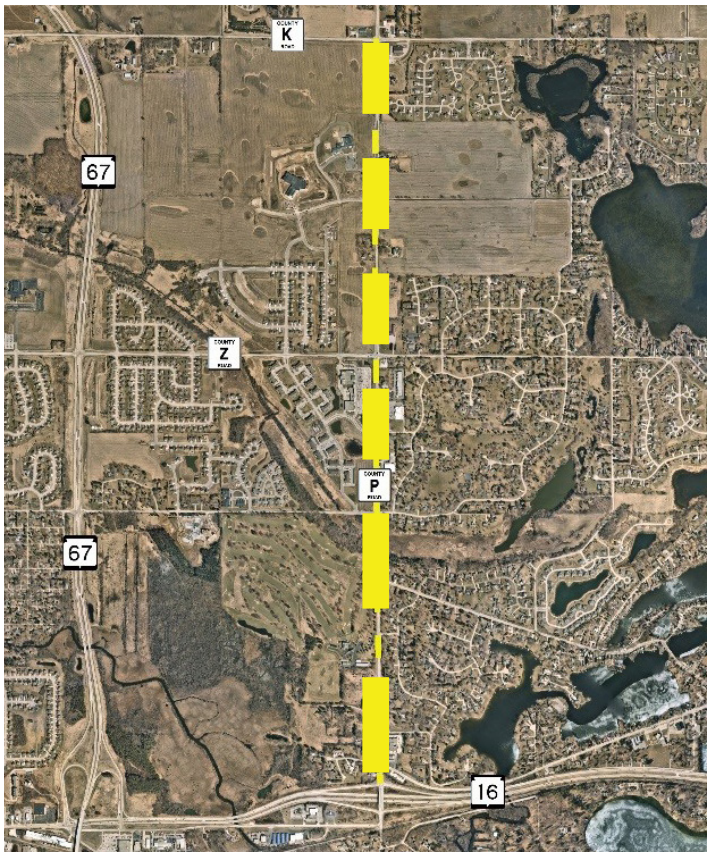


Oconomowoc Parkway

Oconomowoc Parkway currently has an east-west gap that begins at CTH Z/Silver Lake Street to avoid the Paganica Golf Course. Traffic on Oconomowoc Parkway in this area need to follow CTH Z to Valley Road, and St. Andrews Drive before returning back to the roadway. The City owns two of the four properties that would be impacted if the direct extension would be realized. Upon completion, the extension would create logical east/west connection. Close coordination with the Paganica Golf Course, Waukesha County and the Village of Summit would be required.

CTH P

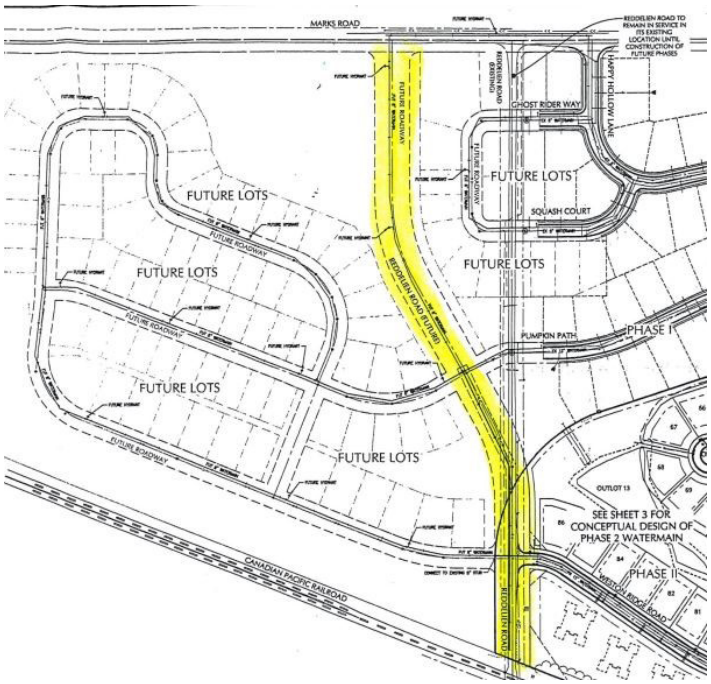
CTH P from CTH K to STH 16 is experiencing an increase in traffic. Residential development in the northern part of Oconomowoc has increased 2018 volumes between 9,700 and 11,500 vehicles per day. According to the Highway Capacity Manual, 6th Edition, once volumes exceed 18,300 vehicles per day for a two-lane facility with left-turn lanes, capacity should be considered. Because of the amount of vacant land and current and planned residential construction, this threshold could be reached within the life of this plan and should be periodically monitored. Plans for CTH P as shown in SEWRPC's VISION 2050 call for four lanes between CTH Z and STH 16, and reserving right-of-way to accommodate future improvement needs on CTH P north of CTH Z.



STH 16/Wisconsin Avenue and Reddelien Road/ Frontier Road Connection

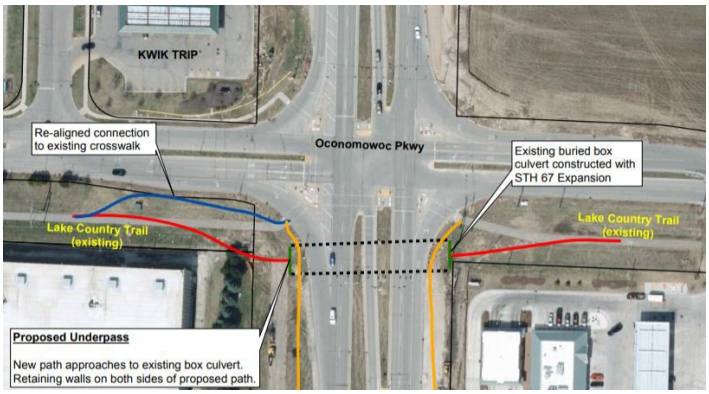
The Weston Meadows Phase II subdivision plans to create 34 single family lots, ten duplex lots, and an outlot for a future multi-family development. The development is located off of Marks Road and Reddelien Road.

The proposed roadway network and connections to the subdivision caused concerns from the public and City Council. It was determined that potential alignment issues at the intersection of STH 16/Wisconsin and existing Reddelien Road could cause traffic issues. As such, Reddelien Road is proposed to be reconstructed and realigned to eventually tie into Frontier Road in the Town to access Wisconsin Avenue. Reddelien Road could eventually extend from Wisconsin Avenue (Frontier Road at that point) all the way to Allen Road and provide a north/ south connection to serve the west side of the City. Total length of the extension is approximately 1.5 miles.



Lake Country Trail Underpass of STH 67

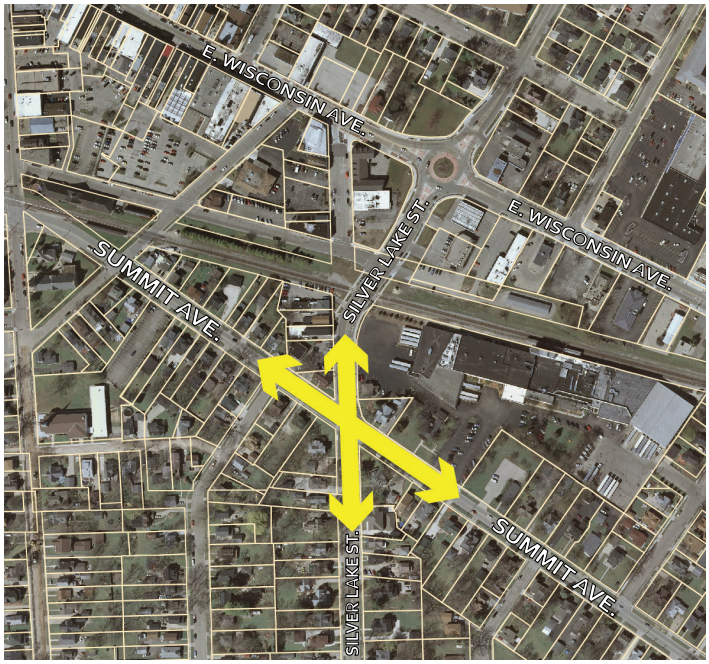
Waukesha County, together with the City of Oconomowoc and the Wisconsin Department of Transportation are proposing to construct a shared use pathway connection under the newly expanded STH 67 south of the Oconomowoc Parkway intersection. During the STH 67 expansion project, a box culvert was installed in anticipation of this future connection. Trail approaches on the east and west side of STH 67 to the Lake Country Trail will be included with this project. Additional safety enhancements with lighting and video surveillance will be added to complete the underpass.



Design of the facility will be finished in 2019 and construction will be completed by Waukesha County in 2020.

Silver Lake Street/Summit Avenue Intersection Alignment

The geometry at the Silver Lake Street and Summit Avenue intersection is challenging. The intersection is planned to be realigned and could be reconstructed in the future. When roadways intersect at skewed angles, the intersections may experience a series of problems including:



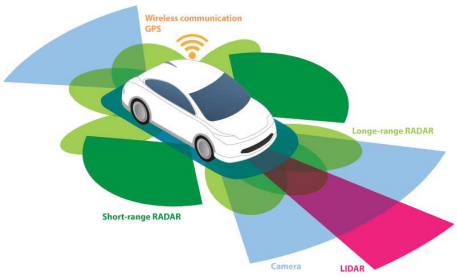
- Vehicles may have a longer distance to traverse while crossing or turning onto the intersecting roadway, resulting in an increased time of exposure to the cross-street traffic.
- The driver's sight angle for convenient observation of opposing traffic and pedestrian crossings is decreased.
- Older drivers may find it more difficult to turn their heads, necks, or upper bodies for an adequate line of sight down an acute-angle approach.
- Drivers may have more difficulty aligning their vehicles as they enter the cross street to make a right or left turn.
- Drivers making right turns around an acute-angle radius may encroach on lanes intended for oncoming traffic from the right.
- The larger intersection area may confuse drivers or cause them to deviate from the intended path.
- Through-roadway drivers making left turns across an obtuse angle may attempt to maintain a higher than normal turning speed and cut across the oncoming traffic lane on the intersecting street.
- The vehicle may obstruct the line of sight of drivers with an acute-angle approach to their right.

Alternative Transportation Options and Emerging Technologies in Oconomowoc

The examples below include several options for alternative and emerging transportation technologies that the City of Oconomowoc may choose to invest in. The list below shows only examples of programs and how they may be currently used in nearby cities. City government is not currently investing in these programs and will need to determine if these technologies fit the transportation needs of Oconomowoc residents in the future.

Autonomous Vehicles

An autonomous car, also known as a robotic car, self-driving car, or driverless car, is a vehicle that is capable of sensing its environment and moving with little or no human input. Autonomous vehicle technology is becoming increasingly sophisticated each year and current technologies are already in full operation with features like park assist, crash avoidance, and lane departure alerts. Some leading manufacturers have released driverless technology and autopilot features on the highway system.



There are several different types of self-driving vehicles; the Society of Automotive Engineers has classified them into stages ranging from Level 0 to 5. As of 2019, autonomous vehicles are in the Level 0-3 range with Level 4-5 technology perhaps year or decades away.

- **Level 0:** *Many of the cars available today are Level 0, as they lack any autonomous driving functions. The driver is responsible for all steering, acceleration, and braking, even if the vehicle is equipped with forward collision warning, cruise control, or lane departure warning.*
- **Level 1:** *Level 1 autonomous vehicles have one or more systems that can intervene to brake, steer, or accelerate the car, but the systems do not work in tandem with one another. Examples of Level 1 features include adaptive cruise control, automatic emergency braking, and lane keeping assist.*
- **Level 2:** *Vehicles with Level 2 autonomous technology can simultaneously control steering and speed at the same time, without driver intervention for short periods. They cannot perform autonomously under all conditions. The driver is required to stay attentive and be able to regain control of the car at any time.*
- **Level 3:** *Level 3 vehicles have full autonomous functions in all driving conditions but need to shift control back to the driver if they are unable to perform. Several of the autonomous cars currently being tested on public roads by companies such as Waymo (Google's former driverless car project and now Alphabet Inc.'s project) feature Level 3 technology.*
- **Level 4:** *Fully autonomous vehicles can operate with no intervention from the driver other than the entry of the destination. They are designed to operate under any condition. If the autonomous car systems fail, the vehicle will safely stop. They typically have redundant controls for the driver to actively take command of the car if they wish.*
- **Level 5:** *Level 5 autonomous vehicles are designed from the ground up to operate entirely autonomously. While they may have redundant controls, they are not intended to be driven regularly by human drivers. Level 5 vehicles are likely still years or decades away from widespread deployment.*

It is difficult to say when or if this technology will be fully integrated into the transportation system but advances in technology could make this way of travel possible within the life of this Comprehensive Plan.

Electric Vehicles

An electric vehicle, also called an EV, uses one or more electric motors or traction motors for propulsion. An electric vehicle may be powered through a collector system by electricity from off-vehicle sources, or may be self-contained with a battery, solar panels, or an electric generator to convert fuel to electricity. [12]

The benefits to the environment from EV's are immense. An EV releases no tail pipe pollutants and are extremely quiet to operate. A study showed the potential air pollution benefits of EV's and according to one of the scenarios, Europe is on track to reduce CO_2 emissions from cars by 88 percent by 2050.[13] The number of electric vehicles on the road is expected to reach 125 million by 2030.[14]

A privately-owned electric vehicle charging station is located at the Collins Street municipal parking lot.

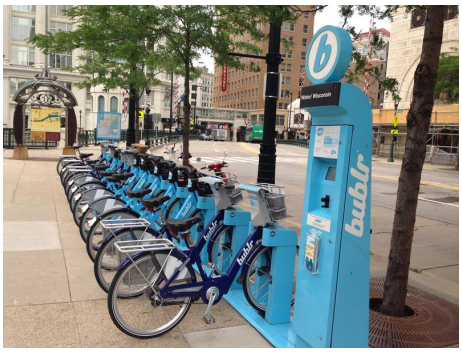
Car Sharing

Car sharing is essentially car rental where people rent for short periods of time, often by the hour, or partial day. This technology is drive on-demand program attractive to drivers who need only occasional access to a vehicle and allows customers to reserve wheels when you want them. Currently Zip Car has a program in Madison and Milwaukee, where drivers pay $7 month membership fee and have 24-hour a day access to cars. Trips up to 180 miles are part of the membership and gas and insurance are included. Vehicles are accessed by a key card and can be picked up and returned to dedicated parking spots around the cities.

zipcar
wheels when you want them

Bike Sharing Stations

Madison and Milwaukee have bike sharing programs (Bublr and Bcycle). Bike sharing allows you to go to a kiosk and choose a bike of your choice using credit card or a mobile app. The program charges riders by the half hour increment, and bikes can be returned to numerous locations throughout the City. Prices are generally affordable for one-time use ($4 per half hour), and 30 day, and annual passes are also available at a discount.



Intercity Transit Services

SEWRPC's VISION 2050 recommends improving intercity rail connections between the seven-county region. WisDOT studies have indicated that a new intercity rail line is proposed, connecting Milwaukee to Minneapolis/St. Paul via Madison. These services would operate as extensions of the existing Amtrak Hiawatha service from Chicago and would operate at speeds of up to 79 miles per hour. If this extension is realized, Oconomowoc is a location for a commuter rail line station.

Transportation Assistance Programs

The following programs can provide financial assistance to local governments, along with other public and private entities, to make a variety of improvements to the transportation system in and around Oconomowoc. Highways and local roads, railroads, bicycle and pedestrian facilities, air quality are just some of the assistance programs offered to communities throughout Wisconsin.

12 | Asif Faiz; Christopher S. Weaver; Michael P. Walsh (1996). Air Pollution from Motor Vehicles: Standards and Technologies for Controlling Emissions. World Bank Publications. p. 227. ISBN 978-0-8213-3444-7.

13 | https://www.transportenvironment.org/press/electromobility-could-create-over-200000-net-additional-jobs-2030-europe-%E2%80%93-study

14 | https://www.cnbc.com/2018/05/30/electric-vehicles-will-grow-from-3-million-to-125-million-by-2030-iea.html

State Infrastructure Bank (SIB) Program

The SIB program offers a range of loans and credit options to help finance eligible surface transportation projects. Projects that would be eligible for SIB would be those that include Economic Development or Transportation Efficiency, Safety and Mobility improvements:

- Access improvements for vehicle traffic near commercial or industrial sites
- Improvements to roads serving brownfields or idle industrial sites
- Reconstruction of a bridge that connects downtown businesses to a state highway
- Addition of vehicle capacity to a road linking to an intermodal or transload facility
- Installation of signal lights, turn lanes, and pedestrian walkways at a highway intersection
- Road modifications to accommodate truck movements near a distribution center
- Improvements to an interchange near a new commercial development
- Construction of parking facilities, bicycle lanes, and pedestrian walkways to better facilitate customer traffic near retail centers and tourist attractions

Transportation Economic Assistance (TEA) Program

The TEA program provides funding of up to $1 million to governing bodies for the completion of road or rail improvements that support the increase or creation of jobs.

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The Program encourages transportation projects that improve air quality in southeastern Wisconsin. It includes efforts to enhance public transit, bicycle/pedestrian facilities, ridesharing programs and facilities, and technologies that improve traffic flow and vehicle emissions.

Freight Rail Infrastructure Improvement Program (FRIIP)

The FRIIP provides loans that assist with improvements to rail infrastructure, highway/grade crossings, and the construction of new rail-served facilities in an effort to boost economic activity. Eligible applicants include private industries, railroads, and local governments. The FRIIP provides up to 100 percent loans for rail projects that:

- Connect an industry to the national railroad system
- Make improvements to enhance transportation efficiency, safety, and intermodal freight movement
- Accomplish line rehabilitation
- Develop the economy

Freight Railroad Preservation Program (FRPP)

The FRPP provides grants up to 80 percent of the project cost to:

- Purchase abandoned rail lines to continue freight service, or for the preservation of the opportunity for future rail service
- Rehabilitate facilities such as tracks or bridges, on publicly owned rail lines

Railroad Crossing Improvements

The Wisconsin Department of Transportation works with freight and passenger railroads and other businesses on initiatives that preserve rail service, improve the efficiency of railroad operations, and enhance economic development.

A separate state agency, the Office of the Commissioner of Railroads (OCR), enforces regulations related to railway safety and investigates the safety of highway/rail crossings. In partnership with private rail firms, local governments and citizens, OCR oversees a variety of highway/rail crossing issues including:

- Replacement or enhancement of passive and active warning devices at highway/rail crossings
- Repair of rough highway/rail crossing surfaces
- Installation of highway/rail crossings at new locations
- Alteration of existing highway/rail crossings
- Closing or consolidating existing highway/rail crossings

Transportation Alternatives Program (TAP)

The Transportation Alternatives Program (TAP) is a legislative program that was authorized in Fixing America's Surface Transportation Act (or "FAST Act"), the federal transportation act that was signed into law in 2015. With certain exceptions, projects that met eligibility criteria for the Safe Routes to School Program, Transportation Enhancements, or the Bicycle and Pedestrian Facilities Program are eligible TAP projects.

All TAP projects require sponsors to pay 20 percent of approved projects costs. TAP projects are capped. A TAP project may not be substituted for another project. TAP projects must commence within four years of the award date.

Highway Safety Improvement Program

The Highway Safety Improvement Program (HSIP) funds highway safety projects at sites that have experienced a high crash history. Emphasis is on low-cost options that can be implemented quickly.

The overall objective of HSIP is to develop and implement, on a continuing basis, stand-alone safety projects designed to reduce the number and severity of crashes on all streets and highways (state and local). The federal funding ratio for HSIP funds is usually 90 percent, requiring a 10 percent match of state and/or local funds.

Local Bridge Improvement Assistance

The Local Bridge Improvement Assistance Program helps rehabilitate and replace, on a cost-shared basis, the most seriously deficient existing local bridges on Wisconsin's local highway systems. Counties, cities, villages and towns are eligible for rehabilitation funding on bridges with sufficiency ratings of 80 or less, and replacement funding on bridges with sufficiency ratings less than 50.

Local Roads Improvement Program (LRIP)

Established in 1991, the Local Roads Improvement Program (LRIP) assists local governments in improving seriously deteriorating county highways, town roads, and City and Village streets. LRIP is a reimbursement program, which pays up to 50 percent of total eligible costs with local governments providing the balance.

5

COMMUNITY FACILITIES AND UTILITIES

Introduction

Utilities and community facilities are important in providing high quality services to enhance the safety and welfare of City residents. The major community facilities and utilities within the City include schools, libraries, cemeteries, healthcare facilities, childcare facilities, public safety, telecommunications infrastructure, public and private utilities. Providing these services efficiently and effectively enhances the quality of life for Oconomowoc residents and visitors.

Vision Statement: In the year 2050, the City will maintain an efficient and effective network of community facilities and utility infrastructure to support its residents. The City's parks and recreation areas continue to serve as destinations for residents and visitors alike and providing for quality year-round recreational access. The City will ensure that all community services, infrastructure and utilities continue to efficiently serve Oconomowoc and contribute to the overall quality of life.

Governmental/Institutional Facilities

Governmental/Institutional facilities consist of schools, hospitals, libraries, museums, churches, and cemeteries. The City of Oconomowoc has a total of 61 of these facilities within their 2050 planning area boundaries.

Senior Center

The City of Oconomowoc has a Senior Center in the Berkshire Apartment building located at 210 S. Main Street. The Center was founded in 1989 and is supported by donations from members, professionals, churches, businesses, organizations, municipalities, memorials, and senior memberships. A 15 member Board of Directors, all of whom are also volunteers, establishes the polices under which the Center operates. The Center is staffed by volunteers and a part-time paid coordinator. In excess of 6,000 hours are contributed by volunteers annually.

The Center office is open Monday through Friday from 9am to 4pm. Some evening activities are also available. The Center provides an opportunity for the elderly population to socialize and make new friends, enjoy activities with fellow members, learn and teach classes, attend timely and fun presentations and programs, become a volunteer, play cards, ping pong, darts, bingo, board games and puzzles, and travel with the group to local attractions for extended and day long trips.

Cemeteries

The City of Oconomowoc has two cemeteries: La Belle and St. Jerome. La Belle Cemetery is located on the eastern shore of Fowler Lake, immediately adjacent to North Lapham Street. This cemetery was established in 1851 by the Oconomowoc Cemetery Association.[1] La Belle Cemetery replaced the City's original cemetery which was located along Walnut Street between Wisconsin Avenue and the Norwegian Bridge. St. Jerome's Catholic Cemetery is located on Concord Road and was established in 1863.

1 | *https://www.linkstothepast.com/waukesha/122.php*

Health Care Facilities

The City of Oconomowoc has one operating hospital providing care to City and County residents. Oconomowoc Memorial Hospital, located on Summit Avenue, has 76 beds to provide services including birthing, blood/lymphatic, bones/joints/muscles, brain and nerves, cancer, diabetes, digestive, ear/nose/throat emergency services/urgent care, heart and vascular, integrative medicine, lungs/breathing, nutrition, rehabilitation services, sleep, diagnostic services, general surgery, infections, orthopedic, women's health, senior's health and stroke. Oconomowoc Memorial Hospital is classified as a level 3 facility, which indicates a trauma center with ability to provide prompt assessment, resuscitation, surgery, intensive care, and stabilization.
Other smaller clinics and healthcare facilities are located throughout the City. This includes the Lake Area Free Clinic, which offers basic health care for individuals and families who lack health insurance and meet the income requirements. In 2018 the Clinic handled 7,686 patient visits.

Aurora Medical Center is located in the Village of Summit, just south of the City of Oconomowoc border, in the southeast quadrant of I-94 and STH 67. Aurora Medical Center has 92 beds and is classified as a level 2 facility, which indicates a trauma center with ability to initiate definitive care for all injured patients.

Child Care Facilities

Adequate childcare facilities are necessary for a healthy family life and provide the opportunity for full participation in the City's labor force. To become a childcare provider in Wisconsin, one must obtain a certificate, unless they are a relative of the child. There are several qualifications a person must meet to become a certified childcare provider. The Bureau of Regulation and Licensing in the Division of Children and Family Services is responsible for licensing and regulating childcare centers, residential care facilities for children and private child welfare agencies. There are 13 certified childcare facilities that provide childcare services. Access to affordable childcare options continues to be a high priority of many areas, and should be reviewed on a regular basis. They include:

- Little Dumplings Early Learning Center
- Little Lambs Christian Child Care & Preschool
- Oconomowoc Nursery School
- Almost Home Child Development
- St. Paul's ECC
- Cherle's Home Day Care
- Oconomowoc Head Start
- Hearts and Hands Christian Preschool
- Angels Among US
- All About Learning – Oconomowoc
- Rachel's Learning Center
- YMCA at Pabst Farms
- First Steps Childcare at St. Matthews Lutheran Church

Police

The City of Oconomowoc Police Department (located at 174 E. Wisconsin Avenue), is responsible for protecting the health, safety, and welfare of the general public. The department employs police officers, detectives, dispatchers and community service officers. Programs the Department participates in includes Police School Liaison Program (PSLO), boat patrols, Cops in the Schools Program, Walk and Talk Program, National Night Out, and a variety of community of events.

Fire & Rescue

The City of Oconomowoc Fire Department merged into the Western Lakes Fire District in 2017, continuing a proud tradition of service dating back to 1880. The Western Lakes Fire District (WLFD) provides fire, rescue, and emergency medical services to ten municipalities in Waukesha, Dodge, and Jefferson counties. WLFD proudly is owned and operated by the City of Oconomowoc, Village of Summit, Village of Dousman, and Town of Ottawa through an intergovernmental agreement. The District also serves the Town of Ashippun, Town of Concord, Village of Lac La Belle, Town of Oconomowoc, Town of Sullivan, and Village of Sullivan. WLFD serves over 34,000 residents and covers over 178 square miles with an annual call volume of approximately 4,200 calls.

WLFD employs ten full-time personnel and approximately 150 part-time and paid-on-call personnel. Four stations are located to provide the best service to the communities and include: Pabst Station #1, 1400 Oconomowoc Parkway in the City of Oconomowoc; Dousman Station #2 at 107 S. Main Street in the Village of Dousman; Oconomowoc Station #3 at 212 S. Concord Road in the City of Oconomowoc; and Sullivan Station #4 at 912A Front Street in the Village of Sullivan.

Along with day-to-day duties, the Fire District provides inspection services for properties within the City and public education for local organizations. Firefighters from the Western Lakes Fire District are also part of the Western Waukesha Rapid Intervention Crew which specializes in techniques to remove incapacitated or unconscious firefighters from burning buildings. In addition, some firefighters are part of the Western Lakes Dive Team which responds to open water and ice-covered lakes for emergency responses.

Library

The Oconomowoc Public Library is one of the oldest libraries in the State, progressing from a private association in 1870 to a public library in 1893. In 1918, the City of Oconomowoc took over operation of the library from the Oconomowoc Public Library Association. From 1900 to 1987 the library was located at 212 N. Lake Road in a three-building complex that was constructed during the 1850's and 60's. After 1950, the library began offering children's story hours and material collection continued to expand. In 1987, the library moved to the current building at 200 South Street.

The library provides materials, services, facilities, technology and up-to-date resources and programs to meet the educational, informational, cultural, and recreational needs of the community. The library is a free and vital resource, providing the community with the opportunity to explore, discover, learn, grow, and enriching individual lives and the community as a whole. The library actively

promotes an interest in-and appreciation for reading and encourages lifelong learning. The library features current, high-demand, high-interest materials in a variety of formats for persons of all ages. The Oconomowoc Public Library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together. The library actively provides timely, accurate, and useful information for community residents. The Oconomowoc Public Library supports individuals of all ages pursuing independent learning.

Schools

The Oconomowoc Area School District (OASD) covers approximately 120 square miles surrounding the City of Oconomowoc and draws approximately 5,300 students from Waukesha, Jefferson, and Dodge Counties.[2] The district features a high school (Oconomowoc High School), serving students in 9th through 12th grades that provides scholastic, athletic and arts opportunities.

Two intermediate schools, Nature Hill and Silver Lake, opened in September 2008. The almost identical schools, located at opposite ends of the City, are comprised of students in grades 5 through 8 and were designed for students at this age-range. OASD also includes five elementary schools for students in grades K to 4. In addition to Meadow View Elementary School which opens in September 2019, Greenland Elementary, Stone Bank Elementary, Park Lawn Elementary, and Summit Elementary are also located with Oconomowoc.

Four private schools are also available in and around the community. These schools include St. Jerome Parish, St. Matthew Lutheran School, St. Paul's Evangelical Lutheran School, and Genesee Lake School. Charter schools and the school choice programs have provided additional education options for parents and their children.

Churches

Churches are places of worship and generally refer to temples, mosques, and synagogues, as well as traditional churches. According to Churchangel.com, there are 33 churches in Oconomowoc in 2019.[3]

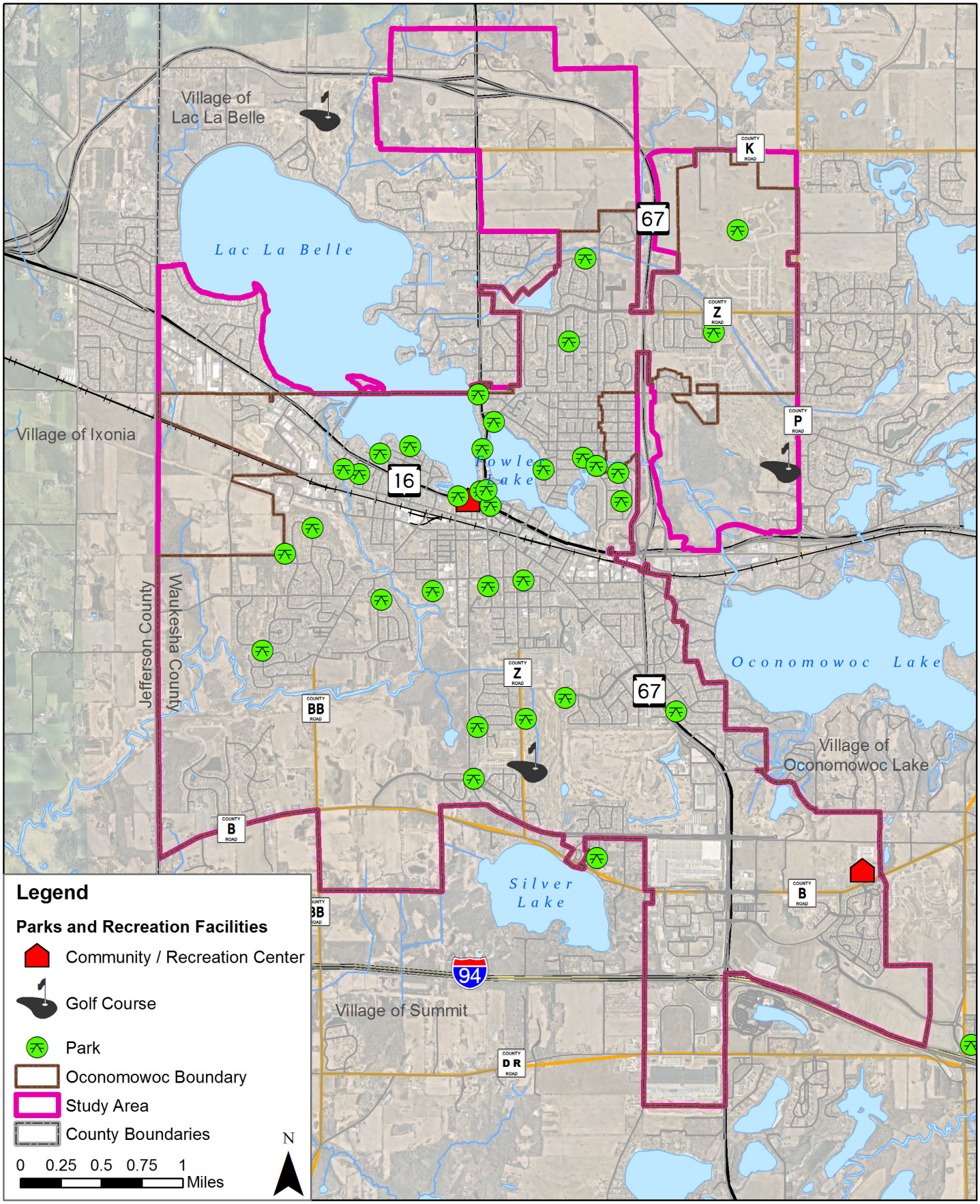
Parks & Recreation

The City of Oconomowoc provides community wide parks and recreation through the Parks, Recreation and Forestry Department, with policies and budget development determined by the Parks and Recreation Board. The department has two divisions: Recreation and Parks/Forestry. The Recreation division is responsible for providing recreational programs and activities for all age groups. These include sports leagues and programs, leisure and fitness classes, and youth and adult instructional programs. In addition, the Department cooperates with and assists many Oconomowoc groups, organizations and clubs to provide recreation services throughout the community and surrounding area. The activities are planned year-round and are published in the Department's seasonal brochures; which are available to all residents two times a year.

2 | https://www.oasd.k12.wi.us/page.cfm?p=8734

3 | https://www.churchangel.com/WEBWI/oconomowoc.htm

Figure 12: Parks and Recreational Facilities



Source: Waukesha County, ESRI

The Parks, Recreation, and Forestry division is responsible for 47 park sites and designated open space areas totaling over 337 acres of which approximately 218 acres are active type land suitable for recreation areas and facilities (see figure 12). The Division is also responsible for maintaining the urban forest. Major responsibilities include routine maintenance of facilities and equipment, providing support services for recreation programs, and park improvements and development.

The City has been part of the Tree City USA program for 26 years. This program provides direction, assistance, attention, and national recognition for urban and community forestry programs in thousands of towns and cities in the country. The City provides information on tree maintenance, and insects and diseases. The City is also a designated Bird City to protect and manage areas within the City limits and surrounding areas, of both migrating and resident birds. Oconomowoc is surrounded by lakes and rivers that birds use as nesting grounds.

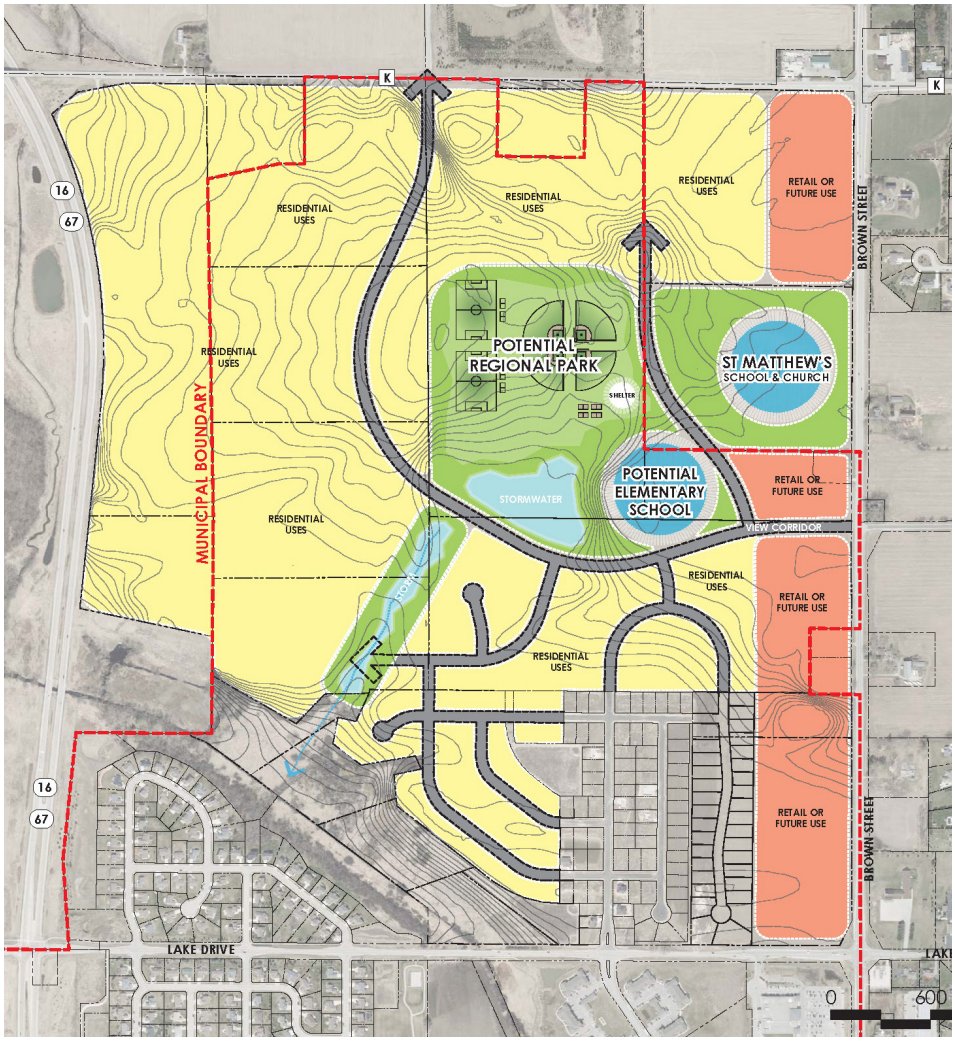
The City adopted a Bike and Pedestrian Trail Plan in 2006, that will be discussed in the Transportation Chapter. In addition, the City's 2010 Park and Open Space Plan provides goals and objectives for the Oconomowoc park and open space system.[4] This plan is updated every five years and is integrated into the City's planning and budgeting framework. Precise details and implementation actions of the Park and Open Space within in the City is provided within that plan.

4 | https://www.oconomowoc-wi.gov/DocumentCenter/View/684/2010-Park-and-Open-Space-Plan?bidId=

Northeast Regional Park

During 2017 the City of Oconomowoc, along with the Oconomowoc Area School District (OASD), the developer of Prairie Creek Ridge Subdivision, St. Matthew's Church and the property owner all worked together in a collaborative effort to develop a large area in the northeast part of the City. The City purchased 34 acres for a regional park, the OASD purchased 20 acres for an elementary school, St. Matthew's Church was in the process of developing their 19-acre site, and the subdivision developer was asking to create the next phase of their single-family subdivision. The City of Oconomowoc took the lead and sat down with representatives from the five entities and discussed costs and timing for each of their projects including the utilities, road extensions, stormwater management, and parking. The City developed a Cost Share Agreement between all parties to mutually share the costs of engineering, design and construction of the infrastructure. After completion there is an offsite four-acre regional stormwater basin that serves this area and shared parking agreements between the parties that is beneficial to all the parties. In the end, the individual cost for each party was estimated to be 20 percent lower than if each entity designed and installed the required improvements independently.

The Northeast Regional Park was purchased, and the City is in the process of determining the best uses and layout of this park. It is estimated the park will be developed over a number of years. It is envisioned to be an active park with ball diamonds and various sports fields. With trails and walking recognized as a high priority in the community, an asphalt paved walking path will extend around the perimeter of the park.



In the end, the individual **cost for** *each party was estimated to be* **20% lower** *than if each entity* **designed and installed** *the required improvements* **independently.**

Oconomowoc Community Center

The Oconomowoc Community Center was constructed in 2013 and is located at 220 W. Wisconsin Avenue on Lac La Belle. The Community Center can hold events up to a capacity of 250 individuals and offers ballroom, beach/waterfront, and classroom settings. Amenities include a ceremony area, dressing room, indoor event space, and reception area. Wireless internet and handicap accessible accommodations are also included.

The Community Center is a multiuse facility that is made available to Oconomowoc residents. Rooms within the Center are available for rent or public and private gatherings. The Center accommodates the following activities:

- City recreation programming offering daily classes and programs
- Rental space for private events including weddings, business meetings, parties, club activities, and other social gatherings

YMCA at Pabst Farms

The YMCA at Pabst Farms provides adult and child recreational related programming opportunities to YMCA members and their guests. The current facility is located on Valley Road immediately east of the Summit Elementary School.

Golf Courses

There are three private and one public golf course within the close proximity of the City of Oconomowoc. The golf courses include:

- Oconomowoc Golf Club is an 18-hole private golf course located at W360N5261 Brown Street
- Paganica Golf Course is an 18-hole private golf course located at 1335 S. Silver Lake Street
- La Belle Golf Club is an 18-hole private golf course located at W389N6996 Pennsylvania Street
- DeerTrak is an 18-hole public golf course located at W976 County Road O

Other Governmental Facilities

Constructed in 1886, City Hall contains local government operations for the City. Departments located in building include Administration, Planning, Economic Development, Public Works, Finance, Police, and the City Clerk. City Hall continues to function as the focal point of downtown Oconomowoc.

Oconomowoc Utilities

Oconomowoc Utilities is the locally owned and operated electric, water and sewer services utility, serving over 8,700 customers in the Oconomowoc area. Oconomowoc Utilities was founded 120 years ago by the citizens of Oconomowoc and is a non-profit utility. The community's early founders voted to establish their own City-owned utility to provide light to its downtown area and to encourage economic development. Today, the Utility still offer residents some of the lowest electric rates in the State, significantly lower than those in territories served by investor-owned utilities. Oconomowoc Utilities provides customers with clean, high quality water that meets or exceeds all State and Federal standards. As part of the community, Oconomowoc Utilities affords it citizens a voice in decisions and programs. Oconomowoc Utilities continues to strive to provide quality and affordable service for all customers. The Utility uses an Automated Meter Reading system to read electric and water meters hourly, which greatly enhances efficiencies and conservation for both customers and the Utility.

Energy

Oconomowoc Utilities is an owner of WPPI Energy, a regional power company serving 51 customer-owned electric utilities. Together, WPPI Energy's member utilities purchase all of their electric requirements from WPPI Energy and supply power to more than 200,000 customers in Wisconsin, Iowa, and Michigan. WPPI Energy owns power generation facilities and purchases energy to meet the demands of customers. A 138-kilovolt transmission line is located along the Oconomowoc Parkway and extends north into the City to a substation. This line is owned by the American Transmission Company. WE Energies provides all-natural gas to the City.

The Electric Utility currently provides electrical service to City of Oconomowoc. In addition, some service is provided to areas of the Village of Lac LaBelle, the Village of Oconomowoc Lake, the Town of Oconomowoc, and the Village of Summit. Areas for expansion of the Electric Utility are contemplated and are planned for by the Electric Utility. Maps are provided later in this chapter showing present and future service areas, see Figure 13. The Electric Utility continues to budget for the replacement of existing aged infrastructure (e.g. old cables and inefficient transformers).

Water Supply

An adequate supply of fresh groundwater is essential for life and must be managed carefully for preservation of our future. The City of Oconomowoc has an adequate supply of water at both the shallow and deep level aquifers for our present and future needs, with proper management. The future goals and focus must implement strategic conservation measures, continued stringent wellhead protection/proper abandonment of private wells, careful placement of new high capacity wells, and the protection of delicate eco-systems and recharge areas in order to sustain this supply. With the onset of geothermal wells for heating alternatives, ordinances will need to be in place to further protect the cities wells.

The Oconomowoc Water Utility uses six ground water wells, through three entry points, to supply water to the City, Plank Road properties in the Village of Oconomowoc Lake, and some lands in the Village of Summit. Five of the wells are drilled deep into the Sandstone Aquifer and the sixth well obtains water from the shallow sand and gravel formation. The City's drinking water is safe and meets all Federal and State requirements. The Oconomowoc Water Utility routinely monitors drinking water according to Federal and State laws. Test results are made accessible for public viewing at any time.

Four water towers are located within the City. The newest tower was constructed in 2004 on the City's north side near the Wood Creek development. Other towers are located on the northwest corner of Commerce Street and Unity Drive, east of North Lapham Street, and northwest of the St. Jerome Cemetery.

The water system has traditionally relied on developers for the installation of all new local water main and appurtenances. However, the City does not support future development when radial feeds are proposed. The proper circulation and turnover of water is instrumental to quality. Service outages due to radial feeds can be large and costly, especially depending on the type of customer fed by them. Recent capital improvement projects including the mile long 12" diameter main installed on Valley Road closes a large radial feed on the southwest area of the City. The City will continue to address these low fire flow radials fed areas each year with the Street Program projects. The Water Utility must focus on the replacement of mains and infrastructure that has exceeded its life span. These replacements are necessary for reliability and to meet fire flows in deficient areas (primary old 4" mains). The City of Oconomowoc should consider commitment to replacing lead water laterals when in conjunction with water main replacements/upgrades within the City ROW or easements.

Sanitary Sewer

The City's wastewater treatment plant has been online since June 1977 when it replaced the original plant that dated back to 1935. The sanitary service area for the City's wastewater treatment plant includes the City of Oconomowoc, the Town of Oconomowoc Utility District No. 1, the Blackhawk Sanitary District, the Village of Oconomowoc Lake Plank Road properties, the Silver Lake Sanitary District, the Sanitary Districts of Lac La Belle, Mary Lane, Ixonia II, and areas within the Village of Summit. Figure 13 shows the existing sanitary service area. Following the recent plant expansion in 2012, hydraulic design parameters for the facility are 5.5 million gallons per day average flow and 12.0 million gallons per day peak flow. Organically, the facility is designed for 8,340 lbs/day of biological oxygen demand (BOD) and 6,672 lbs/day of suspended solids (SS). The present population served by the facility is equivalent to approximately 20,000.

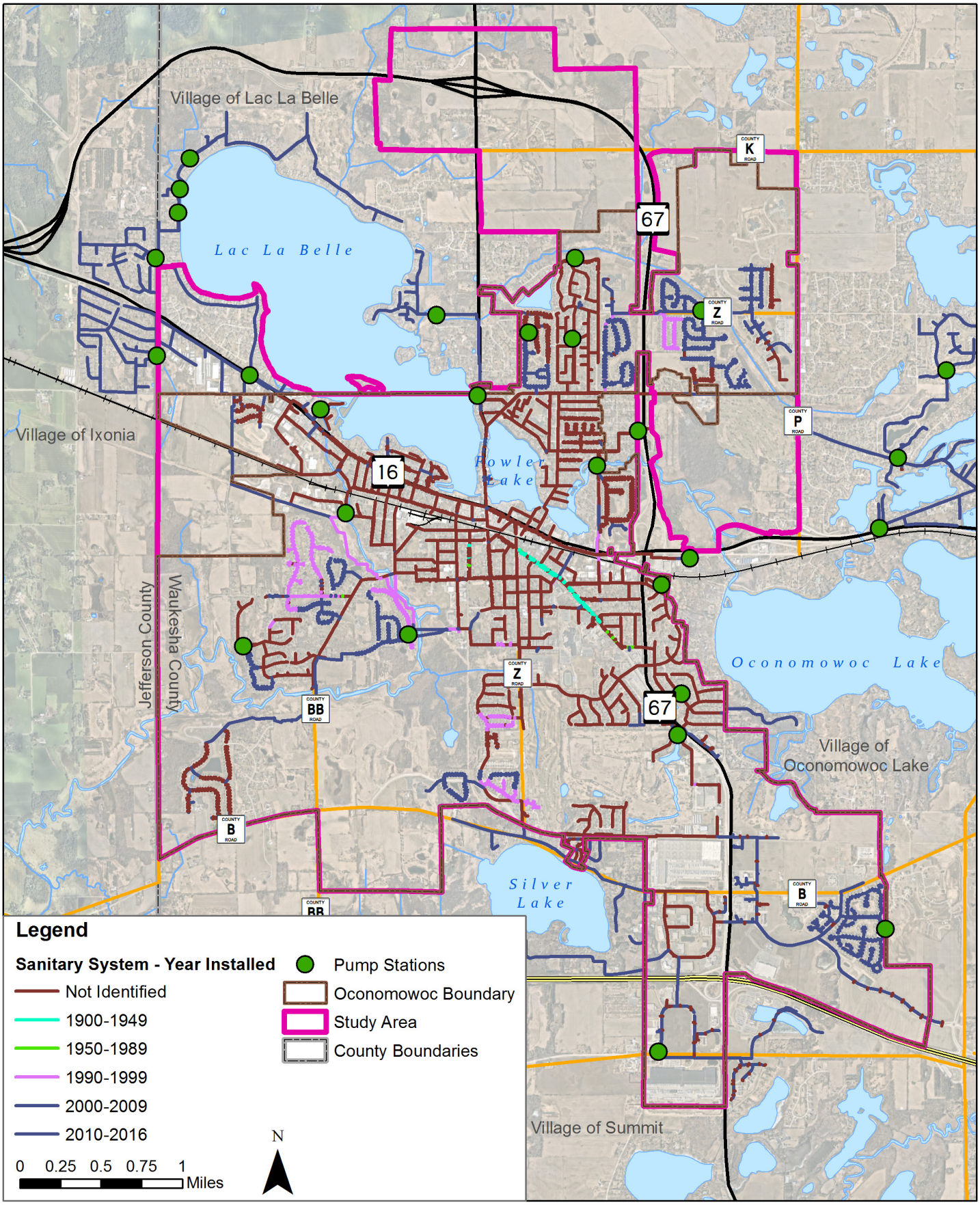
Effluent from the Oconomowoc facility is consistently within permit with BOD and SS typically maintained below 5 mg/l and 2 mg/l respectively. Although not a requirement, the facility included fine bubble aeration in 1989, gravity sludge thickening and sludge storage in 1990, de-chlorination in 1994, filtrate storage and handling in 1995, fine screens in 2001 and 2008, influent pumps in 2005, and tertiary filtration in 2008. With the 2012 capacity expansion, the facility replaced its recent chlorine-based disinfection system with ultraviolet disinfection providing better control of the disinfection process. An additional 1.1 million biosolids storage tank was added, as well as a containment basin for chemical delivery and sewer maintenance residuals. A new transformer, switchgear, and new SCADA system for biosolids managements improved the reliability for the plan. The physical plant is in excellent condition, giving tribute to the exceptional maintenance it has received since construction. Upgrades and routine maintenance occur on a regular/yearly basis.

The Oconomowoc Wastewater Utility is part of the City's utility departments also consisting of water and electric service. The Utilities SCADA System provides monitoring and control for the Sewer and Water Utilities. The Utilities are managed in a proactive manner, incorporating 10-year Capital Improvement Plan, 10-year Replacement Fund Plan, commercial and industrial monitoring, and comprehensive safety programs. The efficient operation of the Oconomowoc Utilities is reflected in user rates that are regionally competitive.

Private On-Site Wastewater Treatment

In general, the City does not allow POWTS within the City as properties are better served by City water and sewer. As properties request annexation, it has been and will continue to be City policy to require those parcels to connect to City sewer when available.

Figure 13: Sanitary Sewer Service



Source: Waukesha County, ESRI

Stormwater Management

In November 2006, the Wisconsin Department of Natural Resources (WDNR) issued the City of Oconomowoc a Wisconsin Pollutant Discharge Elimination System (WPDES) permit to regulate the discharge of municipal stormwater runoff. As part of the compliance program, the City developed and implemented numerous programs aimed at improving the quality of stormwater runoff throughout the City. The City updated its Erosion Control and Stormwater Management Ordinance to comply with State and Federal Standards in November of 2008. This new ordinance included a 40 percent reduction in total suspended solids from all redevelopment projects which add more than 0.5 acres of impervious surface, or which disturb more than 1-acre of land. The City compiles annual stormwater reports, promotes the installation of rain gardens and has a stormwater public education campaign.

Pabst Farms Stormwater District

Due to the Pabst Farms development located in both the City of Oconomowoc and the Village of Summit, the stormwater for the development is required to be regulated by a separate entity. The Pabst Farms Stormwater District was created and includes two members from the City, two members from the Town, and one member representing Pabst Farms. The District approves and monitors all stormwater activities within the Pabst Farms development.

Solid Waste Disposal and Recycling Facilities

Johns Disposal is the refuse collection firm for the City of Oconomowoc. Collections are once a week for garbage and once every two weeks for recycling. Land filling is still the primary method of disposal of solid wastes generated in the City. City residents follow recycling guidelines provided by Waukesha County.

Telecommunications Facilities

There are many telecommunication service providers who provide basic communication services to City residents. These include voice transmission services, data transmission service, multimedia services, and broadcast services. There are two cellular tower antenna sites within the City limits of Oconomowoc. Multiple towers are located on some sites in the City. Other types of telecommunication technology available in the City include wireless (Wi-Fi), which can be accessed in many local businesses. Telecommunication technology is rapidly evolving and is ever changing. Changes in technology relating to communication may require the City to adapt with the new technology.

Future Utilities and Community Planning Facilities

The City has a long history of planning future utilities and infrastructure needs within the City and surrounding areas. As development within and surrounding the City continues, infrastructure will need to be maintained, upgraded, and in some cases expanded to accommodate development.

Wireless Technology

The next phase of wireless technology is 5G, defined as "fifth generation" is a network relying on a high-frequency spectrum and is considered the next generation in broadband cellular networks. 5G technology planning and development are well underway across the country, however, many of the pros and cons are still not known. Benefits to the consumer by using the 5G network include faster internet speeds and higher capacities than current 4G capabilities, although there are some known drawbacks.

While 5G can transmit massive amounts of data faster, their range is much smaller, which will likely require a dense network of smaller cell towers and transmitters throughout the Oconomowoc area. These higher frequency waves also have more difficulty bypassing large objects and walls.

Undoubtably technology will continue to change, which could impact the City's infrastructure and operations. In addition to faster broadband speeds, 5G technology could open the door for additional transportation opportunities including autonomous car enhancement.

Oconomowoc Utilities Lead by Example Team

The Oconomowoc Utilities Lead by Example Team's mission is to instill a strong conservation ethic in the community while demonstrating the effectiveness of energy efficiency, conservation, and renewable resource development. The Lead by Example Team's purpose is to implement projects and programs which benefit the municipality, business community, and residential power user. Through education and outreach, the Lead by Example Team can share emerging technology related to renewable energy and energy conservation with the community. An example of the projects tackled by the Lead by Example Team include the Wisconsin Energy Independent pilot partnership program which created a 25x25 plan that will help the municipality reduce energy consumption by 25 percent by 2025.

Utilities and Community Facilities Programs

The State and Federal governments provide programs related to utility and community facilities. Some of those programs are listed below. Many programs are dependent on the scope of the project, size of the community, and many require matching funds.

Clean Water Fund Program (CWFP)

The Clean Water Fund Program (CWFP) is a subsidized loan included in the Environmental Improvement Fund (EIF). The CWFP provides loans to municipalities for wastewater treatment and urban stormwater projects. Most CWFP projects receive a subsidized interest rate of 55 percent, 65 percent, or 70 percent of the EIF market interest rate. Wastewater projects that meet certain criteria may be eligible to receive financial assistance in the form of a lower interest rate loan or a grant. Municipalities constructing wastewater projects with a total project cost of less than a million might be able to utilize the Small Loan portion of the CWFP.

Safe Drinking Water Loan Program (SDWLP)

The Safe Drinking Water Loan Program (SDWLP) provides loans to public water systems to build, upgrade, or replace water supply infrastructure to protect public health and address Federal and State drinking water requirements. The Wisconsin DNR is the primary administrator and the Wisconsin Department of Administration is the financial manager for this program.

Assistance to Firefighters Grant Program (AFG)

The AFG Program is administered by the Department of Homeland Security, and the Federal Emergency Management Agency in coordination with the U.S. Fire Administration. Nationally, the program awards approximately $510 million to fire departments and nonaffiliated emergency medical service organizations. The program attempts to enhance response capabilities and to protect the health and safety of the public with respect to fire and other hazards. The grants enable local fire departments to purchase or receive training, first responder health and safety program, and buy equipment and response vehicles.

Capital Improvement Program (CIP)

The City currently utilizes a capital improvement program that guides spending and larger projects throughout the City. As discussed in the Transportation Chapter, the City will continue to make use of the CIP as a valuable tool in planning for future community improvements.

Other Programs

The City promotes incentive programs to lower energy costs for residents as well as increase recycling. Programs include the 2019 Central Air Tune-Up Program, The Focus on Energy Residential Programs and the 2019 Tree Power Incentive Program. Bill and budget assistance is provided through the Wisconsin Home Energy Assistance Program (WHEAP) and Home Energy Suite tools of WPPI Energy. Incentive programs provide discounts to qualifying applicants on a first-come, first-served basis until allocated funds are spent.

Utilities and Community Facilities Policies

- Consider shared service opportunities, when necessary, to improve the efficiency and quality of utilities and community facilities.
- Reserve areas that are planned as parkland for parks or other recreational areas.
- Locate park and open space throughout the community to ensure all neighborhoods have access to open space.
- Encourage the involvement of citizens in the planning and improvement of City parks.

6

AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

Introduction

The conservation and thoughtful use of the agricultural, natural and cultural resource base is vital to the physical, social, and economic development of any area and to the continued ability of the area to provide a pleasant living environment. In absence of sound planning, the anticipated growth of the Oconomowoc area and the related land use development may be expected to subject the natural resource base of the area to possible degradation and even destruction. Consequently, a sound comprehensive plan for the City of Oconomowoc should identify areas with concentrations of agricultural, natural and cultural resources deserving of protection from intensive urban development. In addition, areas having natural resource characteristics which may impose severe limitations on urban development should be identified, as well as those which have characteristics suitable for urban development.

Vision Statement: *In the year 2050, the City's unique natural and built resources will continue to contribute to the character and quality of life of the community. The quality water resources, historic features, and recreational areas are valued resources that are incorporated into development planning.*

Groundwater

Groundwater resources are plentiful within the City at both shallow and deep levels. Due to the lack of the Maquoketa Shale confining layer in the area, both the shallow and deep aquifers are hydraulically connected. Both aquifers are linked to certain surface water features and receive recharge from rainfall. Water quality in both aquifers is acceptable, with the shallower aquifer being more susceptible to contamination from the surface. Water directed recharge from surface runoff should not be located near shallow wells and potential shallow well sites unless properly treated, particularly for chlorides from salt.

The regional water supply study prepared by SEWRPC in 2011 recognizes that the area in and around the City is a prime recharge area for the deep sandstone aquifer in Southeastern Wisconsin.[1] The plan projects a 9.3 percent increase in impervious surface for the region by 2035. This increase will be accompanied by a reduction in infiltration and groundwater recharge to both the shallow and deep aquifers and an increase in runoff to surface waters. The effects of development can be mitigated through the use of proper subdivision design, density control and stormwater infiltration requirements of Chapter 151 of the Wisconsin Administrative Code.

In general, the City has some risk for groundwater contamination. This risk is caused by the geological formations underneath the City. There is no confining impermeable layer of rock between the glacial drift and the sandstone aquifer. An increase in the areas impervious surface impacts the recharge of the sandstone aquifer by diverting larger amounts of precipitation into surface drain rather than allowing it to percolate into the ground. As development continues in the future, the City should continue to ensure safe water is available in the City.

Rivers and Streams

The Oconomowoc River is an important natural and visual feature of the City. Linking Okauchee Lake, Upper Oconomowoc Lake, Oconomowoc Lake, Fowler Lake, and Lac La Belle, with the lakes of its upper basin, the river is among the most heavily recreated in Wisconsin. Extensive development (mostly unsewered outside of the City of Oconomowoc) has occurred around these lakes. Dams are located at the outlet of Okauchee Lake, Fowler Lake, Oconomowoc Lake, and Lac La Belle. The lower portion of the Oconomowoc River, from Concord Road to its confluence with the Rock River, is relatively undisturbed by urban or suburban development.

1 | *Technical Report No. 47 http://www.sewrpc.org/SEWRPC/Environment/RegionalWaterSupplyPlan.htm*

Rosenow Creek, located in the northeast portion of the City, saw mostly farming activities along its banks, but urbanization in the form of both sewered and septic-based development has been occurring since the 1960's. Additional development in its basin is likely, as virtually the entire watershed is located within the Oconomowoc Sanitary Sewer Service Area, and is shown for continued development in plans adopted by SEWRPC.

Rosenow Creek

The City is in the Oconomowoc River and Bark River Watersheds, part of the Rock River Basin. The Rock River Basin covers 3,777 square miles and is located in ten counties.[2] The area is growing rapidly and urbanization is overtaking the once largely rural river basin.

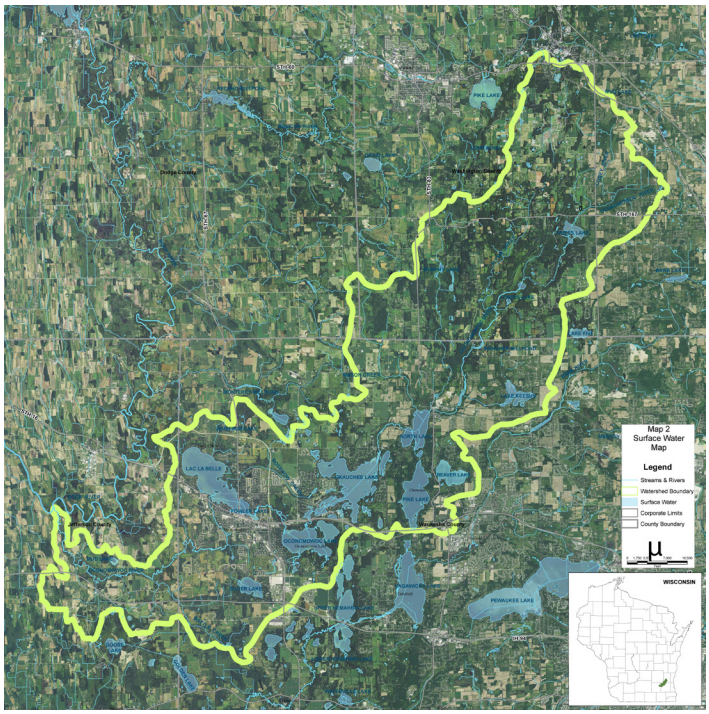
Watersheds

According to USGS, a watershed is an area of land that drains all the streams and rainfall to a common outlet such as the outflow of a reservoir, mouth of a bay, or any point along a stream channel. Watersheds can be as small as a footprint or large enough to encompass all the land that drains water into rivers draining into Chesapeake Bay, where it enters the Atlantic Ocean. The watershed consists of surface water (lakes, streams, reservoirs, and wetlands) and all the underlying groundwater. The word "watershed" is sometimes used interchangeably with drainage basin or catchment. Watersheds are shown in Figure 14.

Oconomowoc River Watershed

The Oconomowoc River watershed provides unique fish, wildlife, and recreational habitat in its 17 lakes and numerous wetlands. The watershed covers nearly 140 miles in Wisconsin's most densely populated region, making it one of the most-used recreational resources in the state. The Oconomowoc River Watershed starts in Washington County and terminates when it enters the Rock River in Jefferson County.

The three major lakes within City limits (Lac La Belle, Oconomowoc Lake, and Fowler Lake) are all part of the Oconomowoc River watershed. Many other lakes nearby, including Silver Lake, Okauchee Lake, Pine Lake, and North Lake are included as well. Almost all of the City of Oconomowoc is part of the Oconomowoc River watershed.



Oconomowoc Watershed boundary highlighted in light green over surface water

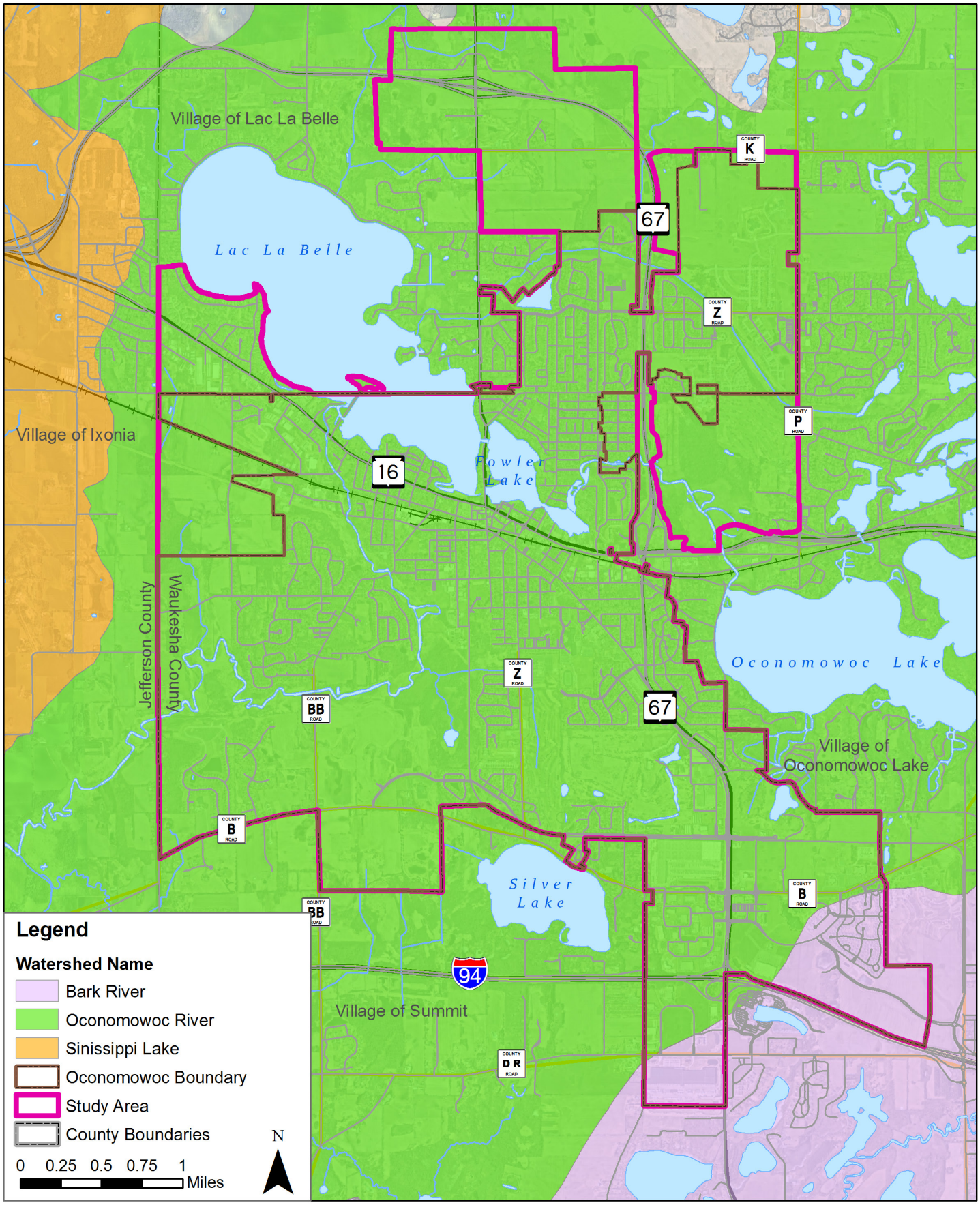
Bark River Watershed

The Bark River is a tributary of the Rock River and runs southeast of the City of Oconomowoc. Formerly known as the "Peelbark River," the Bark River stretches almost 70 miles through Washington, Waukesha, and Jefferson Counties. Much of the area surrounding the Bark River is wetlands, making it a critical waterway to protect, especially as Waukesha County continues to develop.

The southwest corner of the City of Oconomowoc (near the I-94 interchange) lies within the Bark River Watershed. Smaller lakes nearby, such as Crooked Lake, Duck Lake, and Middle Genesee Lake are within the watershed and provide important wildlife habitat and recreation opportunities.

2 | https://dnr.wi.gov/topic/watersheds/basins/lowerrock/

Figure 14: Watersheds



Source: Wisconsin State Cartographer Office

Oconomowoc Watershed Protection Program

The Oconomowoc Watershed Protection Program[3] has several initiatives and focuses on:

- Evaluating ways to improve efficiency and increase removal levels of phosphorus
- Agricultural pollutant load reductions
- Improvements in reduced tillage practices
- Increased conservation and vegetative cover
- Wetland restoration
- Establish Nutrient Management Plans

In the fall of 2018, the City planted cover crops on over 1,000 acres of farm land in the watershed. Utilizing a helicopter, the seeds were dropped into standing corn and beans to allow early germination and subsequent soil and nutrient protection during the upcoming winter and spring. The erosion control from this method of cover crop planting will enhance our water quality programs in the watershed, while at the same time help farmers improve the health of their soils on their farms.

Sinissippi Lake Watershed

Sinissippi Lake is a 3,078-acre lake located in Dodge County near Horicon Marsh State Wildlife Area and the Rock River headwaters. The eastern border of its watershed is located just west of the City of Oconomowoc.

Surface Water

Lac La Belle, Fowler Lake, and Silver Lake are lakes located within the City. Lac La Belle has a surface area of 1,117 acres and a maximum depth of 45 feet. Fowler Lake, located entirely within the City, has a surface area of 99 acres and a maximum depth of 50 feet. Silver Lake, located in the city and the Village of Summit, has a deepest point of 44 feet and covers 222 acres. These lakes are considered mesotrophic lakes and are associated with clear water, beds of submerged aquatic plants, and medium levels of nutrients.

Floodplains

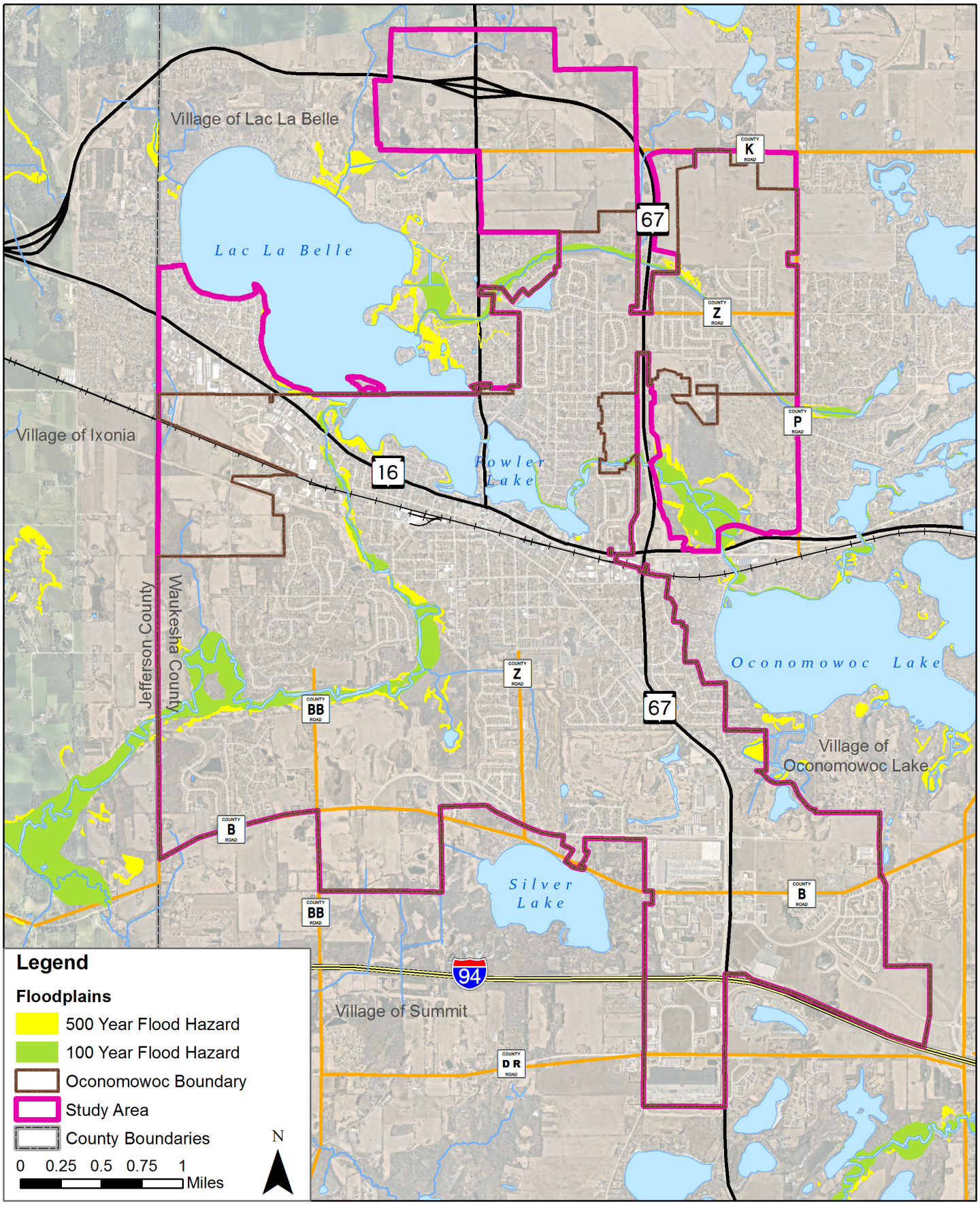
Extensive flood hazard areas are located along the Oconomowoc River. These have been identified and mapped by the Federal Insurance Administration for risk management purposes. The 100-year flood area, where the flooding probability is greater than one percent in any given year, is restricted to development. The 100-year (1 percent annual chance of flooding) and 500-year (0.2 percent annual chance of flooding) floodplains are shown in Figure 15.

Wetlands

Wetland areas are located along streams, drainageways and in isolated low spots, as shown in Figure 16. The Army Corps of Engineers and the Wisconsin Department of Natural Resources identified and mapped these areas. These areas are important for aquifer recharge, groundwater and surface water quality improvement, and wildlife habitat. Very significant wetlands are located throughout the City. Generally, these areas are restricted to development.

3 | https://static1.squarespace.com/static/570ff487f85082f4a00a168d/t/57192e5ab654f9dd5cbb6b18/1461268067707/Map2Water_small.pdf

Figure 15: Floodplains



Source: Wisconsin Department of Natural Resources (2018)

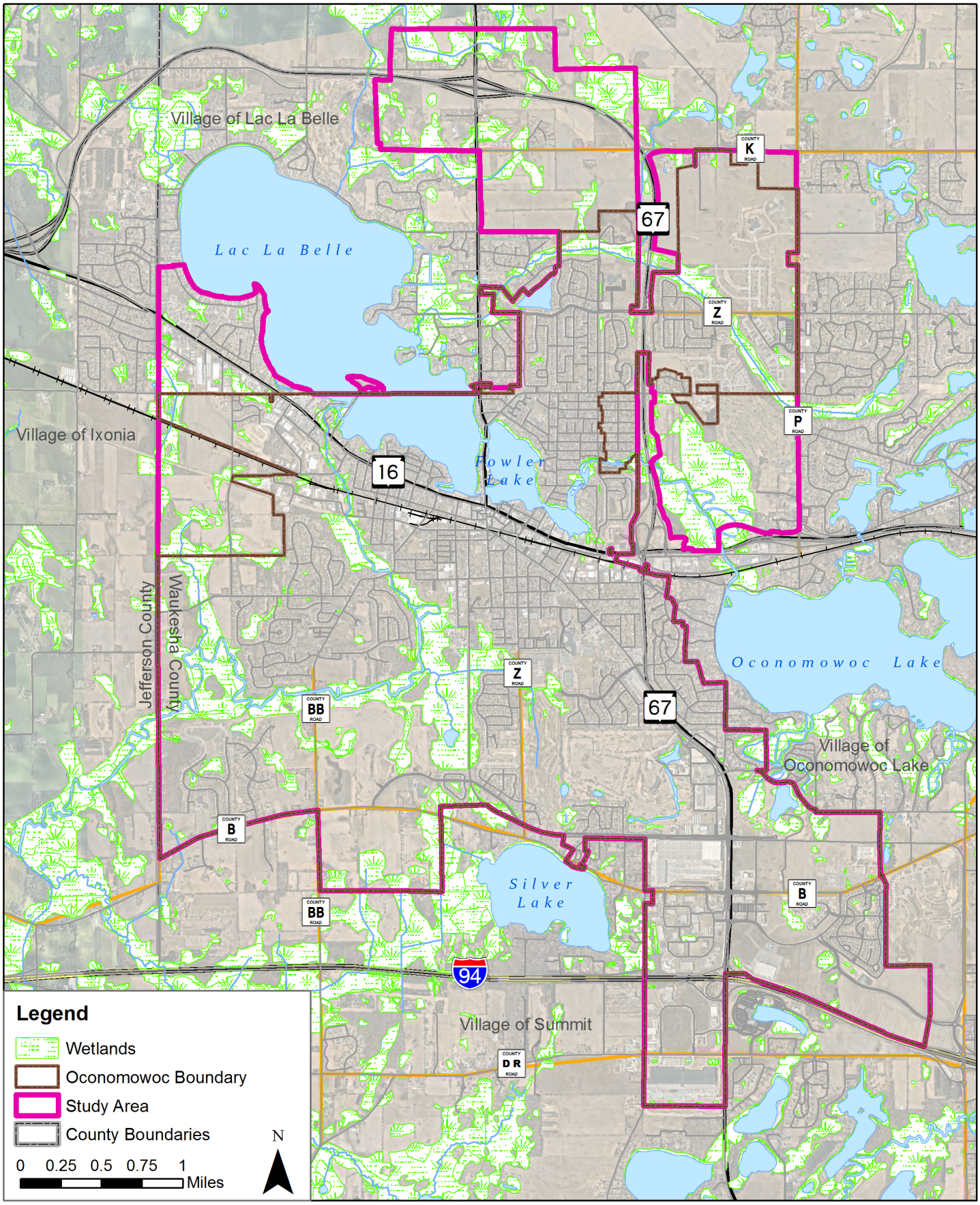
Within the study area, there are 2,113 acres and 43 distinct types of wetlands (see Table 22). Wetlands are a critical part of the natural environment. They protect shores from wave action, reduce the impacts of floods, absorb pollutants, improve water quality, and sequester carbon. Wetlands also provide habitat for many plant and animal species, including some that are found nowhere else in the world. These abundant resources bring recreationalists and scientists alike to wetlands across the state.

Table 22: Wetland Descriptions

Current Wetland	Wetland Description	Acreage
E1K	Filled/drained wetland, Emergent/wet meadow	29.8
E1Kf	Filled/drained wetland, Emergent/wet meadow	4.5
E2k	Emergent/wet meadow	140.7
Fokf	Flats/unvegetated wet soil	47.9
S3K	Filled/drained wetland, Scrub/shrub	16.6
T3/E2H	Filled/drained wetland, Forested, Emergent/wet meadow	14.0
T3/E2K	Forested, Emergent/wet meadow	184.9
T3K	Filled/drained wetland, Forested	124.4
WoHx	Open Water	70.0
A1L	Aquatic bed	334.4
A3L	Aquatic bed	4.4
DWL	Deep water lake	24.8
E1/A2H	Emergent/wet meadow, Aquatic bed	1.5
E1H	Emergent/wet meadow	33.3
E1Ka	Emergent/wet meadow	22.5
E1Kv	Emergent/wet meadow	0.6
E2/WoH	Emergent/wet meadow, Open Water	19.3
E2H	Emergent/wet meadow	120.0
E2Ha	Emergent/wet meadow	17.4
E2Hx	Emergent/wet meadow	2.9
E2Ka	Emergent/wet meadow	10.1
E2Kf	Emergent/wet meadow	0.5
E2Kv	Emergent/wet meadow	4.9
E2Kx	Emergent/wet meadow	0.4
E4/WoH	Emergent/wet meadow, Open Water	5.0
E5/A3L	Emergent/wet meadow, Aquatic bed	19.9
S3/E1H	Scrub/shrub, Emergent/wet meadow	8.5
S3/E1K	Scrub/shrub, Emergent/wet meadow	24.6
S3/E1Ka	Scrub/shrub, Emergent/wet meadow	6.4
S3/E2H	Scrub/shrub, Emergent/wet meadow	73.5
S3/E2K	Scrub/shrub, Emergent/wet meadow	386.1
S3/E2Ka	Scrub/shrub, Emergent/wet meadow	28.6
S3H	Scrub/shrub	0.1
S3Hx	Scrub/shrub	0.1
T1K	Forested	76.3
T2K	Forested	13.9
T3/8K	Forested	5.2
T3/E1H	Forested, Emergent/wet meadow	4.3
T3/E1K	Forested, Emergent/wet meadow	148.5
T3/S3H	Forested, Scrub/shrub	19.7
T3/S3K	Forested, Scrub/shrub	59.2
T3/WoHx	Forested, Open Water	2.1
WoH	Open Water	1.1

Source: Wisconsin Department of Natural Resources (2018)

Figure 16: Wetlands



Source: Wisconsin Department of Natural Resources (2018)

Productive Agricultural Areas

Areas in and around the City have been identified as prime agricultural soils by the National Resources Conservation Service. There is some agricultural land within the City, but much of that land may be developed in the future. The City strongly supports townships surrounding the City in the preservation of agricultural lands; provided the land is not identified on the City's future land use map as urban development. The City supports the preservation of farmland, especially prime farmland, in areas located outside of the City.

Forests

The City contains very few wooded areas, except in areas dominated by floodplains or wetlands. This sparsely wooded condition is due to a combination of productive soils, few steep slopes, and residential activity which tends to place a high value on wooded sites. As such, the remaining woodlands of the City are valuable contributors to the area's character and beauty.

Environmentally Sensitive Areas

Environmentally sensitive areas include lands which have physical or environmental constraints limiting development. Lands included in this designation include wetlands, shorelands, floodways, floodplains, steep slopes, highly erodible soils, groundwater recharge areas, soil types, environmental corridors, etc.

The 2010 Environmental Corridors map provides an overview of areas within and around the City considered to be environmental significant.[4] Environmental sensitive areas and corridors include:

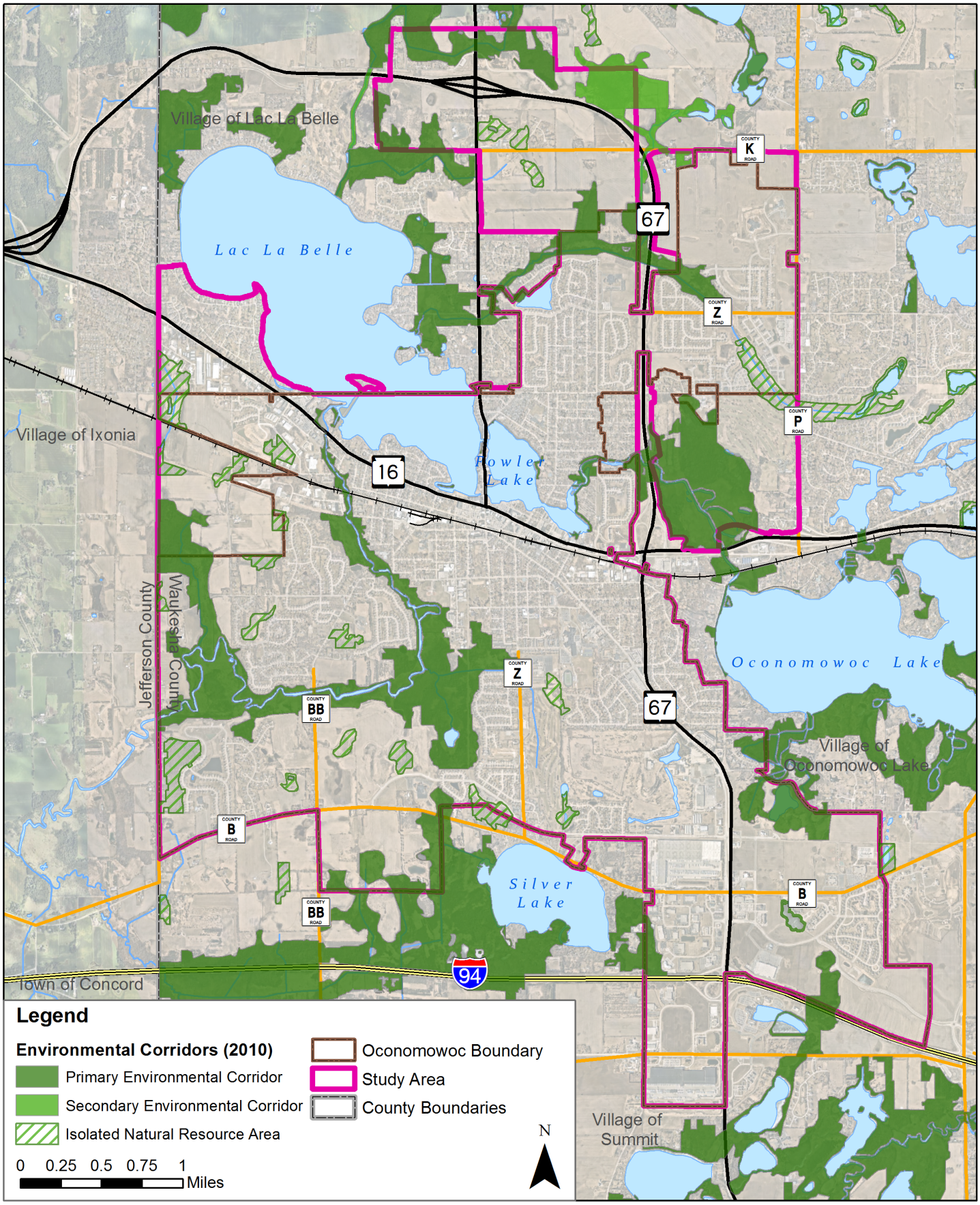
- Lakes, rivers, streams, shorelands, floodplains
- Wetlands
- Woodlands
- Wildlife habitat areas
- Areas of steep slopes
- Significant geological formations and physiographic features
- Wet, poorly drained, and organic soil

Lands identified as primary environmental corridors are linear landscape features containing at least three of the above criteria. These features occupy an area of at least 400 acres, have a minimum length of two miles, and a minimum width of 200 feet. Secondary environmental corridors occupy at least 100 acres, have a minimum length of one mile and have one or two of the elements identified above. Isolated natural resources are at least five acres in size, more than 200 feet wide, and have at least two of the elements above.

The City has limited primary environmental corridors remaining (see Figure 17). As a result, this plan recommends a policy limiting development within these environmental sensitive areas.

4 | SE WI Regional Planning Commission, https://www.arcgis.com/home/item.html?id=3fa77442e80e4c1e80d6bcb796d065cb

Figure 17: Environmental Corridors



Source: SE Wisconsin Regional Planning Commission

Wildlife Habitat

The Wisconsin Department of Natural Resources and the Southeastern Wisconsin Regional Planning Commission conducted inventories of wildlife habitat in the Southeastern Wisconsin region. A variety of wildlife lives within the City in natural areas, parks, and open space.

Threatened or Endangered Species

Wisconsin law prohibits the "taking" of any plant or animal listed as endangered or threatened, regardless of where it occurs. Taking is defined as the act of killing, harming, collecting, capturing, or harassing a member of a protected species. For plants, taking is prohibited only on public property. However, even on public lands, taking of listed plants is not prohibited if it occurs in the course of forestry, agriculture, or utility practices.

The Wisconsin Department of Natural Resources (WDNR) provides information on endangered or threatened species. In addition, the WDNR maintains Wisconsin's Natural Heritage Inventory (NHI). Established in 1985 by the Wisconsin Legislature, the NHI program is responsible for maintaining data on the locations and status of rare species, natural communities, and natural features in Wisconsin.

Metallic & Non-Metallic Mineral Resources

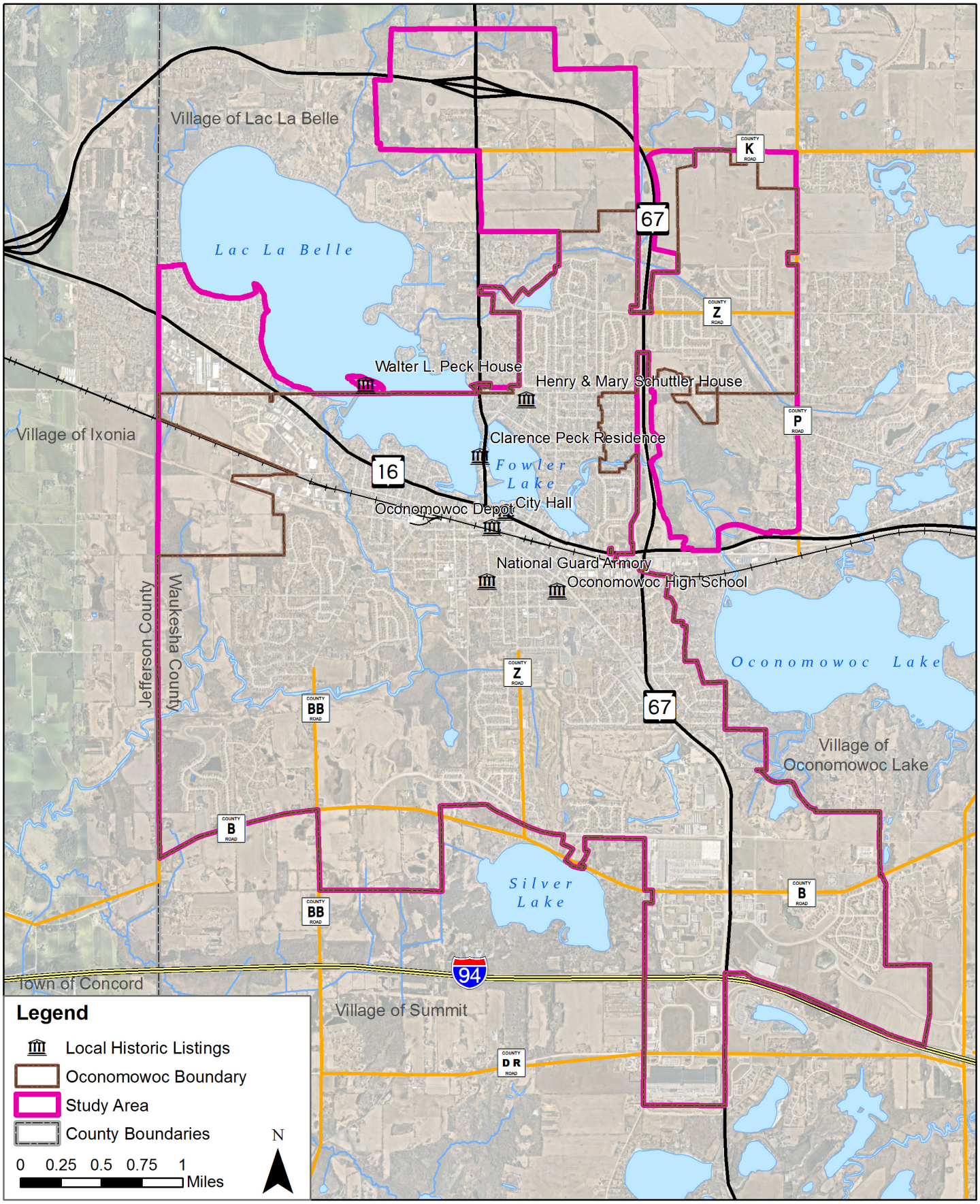
The City's geology is glaciated dolomite bedrock, covered with glacial till and loess deposits. Surface soils are extremely fertile throughout the area, except on steep slope areas and in low lying wetlands and floodplains. There are several areas within and around the City where glacial deposits of sand, gravel, and bedrock (dolomite, limestone, and sandstone) are present in sufficient amounts to be economically mined. This includes the area immediately south of Silver Lake. There are no active metallic or nonmetallic mining sites in the City.

Parks, Open Space & Recreational Resources

Parks and open space fulfill key functions, including meeting human needs for recreation and aesthetics, protecting and enhancing the natural environment, and shaping the extent and patterns of development in a community. The park and open space system of every community should be planned and designed to meet the diverse needs of persons living in the community. Proper recreation based planning requires a focus on both the types of facilities needed to meet the needs of the community, as well as the geographic distribution of those facilities in relation to the persons who will use them. Currently, the City of Oconomowoc is experiencing a substantial amount of new development activity, which will have a direct impact on the community for years to come. Therefore, it is important for the City to continue to proactively plan for the future recreational needs of the community.

The Park and Open Space Plan is an important element of Oconomowoc's overall community master planning program. This plan is updated every five (5) years and is integrated into the City's planning and budgeting framework. Precise details and implementation actions of the Park and Open Space within in the City is provided within that plan. Additional details relating to recreation activities in the City are included in the Community Facilities and Utilities Chapter.

Figure 18: National Register of Historic Places – Oconomowoc Listings



Source: Wisconsin Historical Society

Historic and Cultural Resources

The City of Oconomowoc's history resulted in numerous older structures within the City with historic value. Buildings in the City listed with the State Historical Society, the National Register of Historic Places and the State Register of Historic Places in Wisconsin include the following (also see Firgure 18):[5]

- National Guard Armory (present day Historical Society and Museum) – 102 W. Jefferson St. (1921)
- City Hall – 174 E. Wisconsin Ave. (1886)
- Oconomowoc Depot – 115 Collins St. (1896)
- Clarence Peck Residence – 430 & 434 N. Lake Rd. (1845)
- Walter L. Peck House – 38926 Islandale Dr. (1882)
- Henry & Mary Schuttler House – (present day Inn at Pine Terrace), 351 E. Lisbon Rd. (1879)
- Oconomowoc High School – (present day Ocon. School Apartments), 623 Summit Avenue (1923)

Due to the numerous historic structures and places within the City, special consideration should be given to development within areas of cultural or historical significance. Future development will attempt to balance the historic past of the City and the future needs.

Along with being a historic community in Waukesha County, the City offers numerous cultural attractions and resources. Some of those cultural resources include:

- The Oconomowoc Historical Society and Museum educates and serves the public in preserving the history of the City and Lake Country.
- The Oconomowoc Arts Center (OAC), completed in 2008, provides seating capacity for 750 people and is used by both the school and the community for performances. The facility includes a full rehearsal room, full fly feature, orchestra pit, scene shop, dressing rooms, and a lobby reception area. In addition to the numerous historic and cultural resources already stated, the City has many churches and places of worship. These places of worship help provide residents and visitors additional cultural experiences in the City.

Historic Preservation Incentive Programs

The state of Wisconsin provides historic preservation resources through the State Historic Preservation Officer (SHPO) of the Wisconsin Historical Society. There are separate programs for owners of historic homes and for owners of historic commercial buildings. The historic homeowner tax credit program allows homeowners who invest in the preservation of their houses to be eligible for Wisconsin income tax credits up to 25 percent of approved costs. Commercial property owners who invest in the preservation of their buildings may be eligible for state and federal tax credits. Approved costs of 20 percent for state tax credits and another 20 percent for federal tax credits may be available for up to a total of 40 percent eligible tax credits.[6]

Historical Society : 102 W. Jefferson St.

City Hall : 174 E. Wisconsin Ave.

Private Residence : 430 & 434 N. Lake Rd.

Inn at Pine Terrace : 351 E. Lisbon Rd.

Oc. School Apartments : 623 Summit Ave.

5 | http://www.wisconsinhistory.org/Records?&facets=CATEGORIES%3a%22National+or+State+Register+of+Historic+Places%22%2cCommunity%3a%22Oconomowoc%22&more=Community

6 | http://www.wisconsinhistory.org/Records/Article/CS15322

Community Design

A wide variety of elements contribute to the creation and preservation of community character or design, outlined in the subsections below.

Geographic Context

A key element of the character of Oconomowoc is its setting as the main urban center of the "Lakes Region." Planning and development within the community must ensure that the relation of development to surface water areas, including rivers, creeks, and wetlands, emphasizes the visibility and accessibility of the water.

Lacking dominant hills, extensive forests, or other prominent natural features, the character of the Oconomowoc area is also strongly influenced by subtle environmental corridor components such as drainageways, steep slopes and woodlands. These too should be protected, and yet made as visible and accessible as possible.

Urban Form

The Downtown Oconomowoc area highlights and builds upon it historic nature. This character is most emphasized by a combination of architectural styles ranging between 1880 and 1930, a clear pedestrian (versus auto) orientation, and a well-defined urban hierarchy. Specifically, virtually all important local roads in the community lead directly to the Downtown area. Outlying commercial centers should create characters which are well-integrated and defined to complement the Downtown area.

Density and Intensity

The most visually successful transitions of land use occur where residential densities (as defined by the number of dwelling units per acre) and nonresidential intensities (as defined by floor area ratios and the percentage of land left in green areas) remain relatively consistent, even though dwelling unit types or land use may vary significantly. The use of zoning districts which encourage a variety of uses with a similar density or intensity make for more gradual and visually comforting transitions.

Building Scale

The consistency of building scale is comparable to density and intensity issues. With the exception of carefully designed and carefully sited institutional uses, differences in building scale at magnitude levels is disruptive to an urban fabric. Proposed attached single-family (townhouse), multi-family, commercial and industrial structures which are inconsistent with the dominant scale of surrounding buildings (of all uses) should find other locations, or in certain instances, should incorporate design elements which create an appearance of several smaller structures. In general, the largest structures in a community should be located along its most important roadways.

Building Location

Consistent building setbacks (with exceptions possible for unique institutional structures complemented by pedestrian-orientated facilities) are also important in both residential and non-residential areas.

Architecture

When possible to identify a dominant architectural style, infill development should be complementary. Where a wider variety of styles exist, common architectural themes or elements (such as materials, colors, roof pitches, or stylistic appurtenances) should be reflected. In peripheral locations, styles should be of long-term merit rather than reflective of short-term trends, quality of materials should be stressed, and the relative availability and affordability of the dominant architectural elements should be ensured.

Signage

The size of wall signs should be related to the area of the wall on which they are located. No wall sign should contain more than one sign, except in a multi-tenant development. In these developments, sign materials and the location of signs on the façade must be consistent, and the use of consistent colors and lettering styles should be approved under a Master Sign Plan. Sign area is related to façade area. Occupants with no façade frontage are allowed a nameplate sign designed as part of a well-executed tenant listing sign.

Freestanding signs should not exceed a height of eight feet. Monument signs can be effectively landscaped. Tall pylon signs are not allowed.

Certain types of signage, such as changeable letter reader boards and electronic message signs are considered on a case-by-case basis.

Public Furnishings

The use of public furnishings, particularly in public spaces relating to waterfronts, plazas, busy pedestrian streets, and institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability.

Landscaping

Significant amounts of landscaping should be required in all forms of development, except single-family residential uses (which virtually always provide adequate amounts of landscaping without need for public regulation), and family farm structures. For all other uses, landscaping should be required around building foundations, in and around paved areas, and along streets with required supplement plantings in "yard" areas. Landscaping materials should be of adequate size to ensure both a high degree of survivability and immediate visual effectiveness.

Transitions

Very careful attention must be paid to providing an urban form which creates a clear-cut pattern of land uses that transition in a gentle, rather than abrupt fashion, and invite, rather than repel the pedestrian or view gaze across land use boundaries.

Community Events

Community events provide an opportunity for residents and visitors to gather together and share a sense of community. These events include those programed by the City or other governmental entity to local neighborhood events.

Local Foods

Community Gardens

Community gardens are single or multiple parcels of land that are used by people to produce fresh produce and plants. In many cases, a nonprofit or private organization owns the garden. Community gardens allow people to interact with other citizens, produce locally grown food products, and sell or donate what they grow. Most gardens have plots or areas that are divided to allow each person or group their individual gardening space. A community garden exists on Worthington Street. This garden provides residents with the opportunity to grow their own food in an urban setting.

Farmers Markets

The City of Oconomowoc offers two year-round Farmers Markets for residents.

Oconomowoc Winter Farmers' Market

The Oconomowoc Winter Farmers' Market (OWFM) will be heading into its tenth year in the fall of 2019. The market is held at Oconomowoc High School and runs every Sunday from early November through the month of March 2020. The twenty-two-week winter market allows the community access to fresh, locally grown produce and other products throughout the late fall, winter, and early spring seasons. The OWFM is sponsored by the Oconomowoc Chamber of Commerce and Greener Oconomowoc (GO).

Oconomowoc Summer Farmers' Market

Every Saturday from May to October, a large number of vendors offer a variety of fresh produce, delicious bakery, beautiful artisan works and more. Farmers markets offer an opportunity for locally grown foods and products to be sold directly to the consumer, supporting local food production. Locally produced foods are an opportunity for local farmers and producers to provide a value-added product directly to the consumer, while customers have a chance to directly interact with the producer. Farmer markets can be the starting point for a local foods network, setting up local distribution networks and centers, establishing a commercial kitchen for community use, and mapping the local foodshed. The Summer Farmers' Market is held at the First Bank Financial Centre campus lot.

Agricultural, Natural and Cultural Resources Programs

A variety of programs are available from the Wisconsin Department of Natural Resources, the Federal Emergency Management Agency, and other State and Federal groups. The programs with these agencies may be able to assist the City with the implementation of the Agricultural, Natural and Cultural Resources Chapter of the comprehensive plan.

Agricultural, Natural and Cultural Resources Policies

As the City continues to manage, preserve, and promote its agricultural, natural and cultural resources, the following policies can be applied to the decision-making process.

- Encourage development within the City corporate limits to promote efficient, compact urban development patterns that maximize available services and include adequate open space.
- Plan for and support the extension of public services in an orderly manner to discourage scattered rural development.
- Encourage the proper handling of wastes and chemicals so that they produce a minimum effect upon ground and surface water.
- Regulate the type of development near the City's municipal wells to minimize the chances of groundwater contamination.

7

ECONOMIC DEVELOPMENT

Introduction

Continued success in economic development efforts is vital for the City of Oconomowoc. With optimum paying jobs and growing businesses, the City and the region will be able to maintain and expand its quality of life. To maintain the highest quality of life for its residents, the City must be a partner in the regional economy. The City of Oconomowoc, Waukesha County and the region should maintain existing efforts and foster opportunities for job growth and new business development.

When examining economic development, businesses and trends outside of the City need to be examined, as the economic development in the City is not solely influenced by City decisions. Residents of the City work in places outside of Oconomowoc, and people living outside of Oconomowoc commute to the City for employment. Due to these factors, the Economic Development Chapter will discuss City, County and regional related economic development trends, issues and strategies.

Vision Statement: *In the year 2050, the City will have a resilient and diverse economic base that provides a range of employment and business opportunities that make the City a great place to live and visit. The City will stay ahead of trends and technology that support economic growth and attract quality talent and industry to the area.*

Oconomowoc Economic Development Strengths and Weaknesses

The City currently has a strong economic base that, like most things, has its strengths and weaknesses. The Plan shall define policies and tools to capitalize on the identified strength and overcome the weaknesses. Strengths in the area include:

- Community events
- History of local entrepreneurship fostering business growth
- Sustained population growth
- Access to quality municipal infrastructure
- Growing tax base
- Attractive local, County, and State park system
- Innovative business leaders
- Quality schools that attract families and businesses
- Existing sustainable economic base
- Ideal location between two thriving urban areas: Milwaukee and Madison
- Desirable lots and locations with high visibility and traffic
- Thriving downtown and areas for highway dependent corridors STH 67 and I-94

Weaknesses or concerns identified with economic development in the area include:

- The median price of a home is increasing at a faster rate than median income
- The need to generate enough revenue to continue all municipal services while balancing fees and taxes and remaining competitive at the same time
- Health care costs continue to rise
- Need to focus on regional cooperation
- Transportation costs continue to rise
- Provision of workforce housing
- Downtown parking supply
- Continued population growth will impact local school districts
- Need to maintain and expand our transportation infrastructure
- Aging workforce and population
- Lack of population diversity
- Need to plan for new and shifting desires for residents for millennials

Employee and Employer Trends

In 2018, Waukesha County had 13,142 businesses employing over 244,000 positions. The three largest business establishment groups consisted of trade, transportation, and utilities, manufacturing, and professional and business services (see Table 23). The locations of businesses can be found in Figure 11 and Major Employers in the Transportation chapter.

Table 23: Waukesha County Resident Employment by Industry Sector 2018

Industry Sector	Number	Percent	Average Annual Pay
Natural Resources and Mining	548	0.2%	$49,063
Construction	17,039	7%	$69,441
Manufacturing	42,667	17%	$68,338
Trade, Transportation, and Utilities	48,261	20%	$47,391
Information	4,588	2%	$99,424
Financial Activities	16,295	7%	$79,522
Professional and Business Services	36,290	15%	$68,751
Education and Health Services	32,167	13%	$49,534
Leisure and Hospitality	21,200	9%	$16,676
Other Services	8,360	3%	$37,074
Government	16,649	7%	$48,765
Total	244,063		$56,250

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, 2018 https://www.bls.gov/cew/datatoc.htm

Current Business Inventory and Business Environments

In general, businesses within the City are clustered around five locations throughout the community. As of 2015, there were 9,085 employees within the City of Oconomowoc (see Figure 10 Inflow/Outflow within the City of Oconomowoc). The following summaries provide a brief profile of the present business clusters within the City.

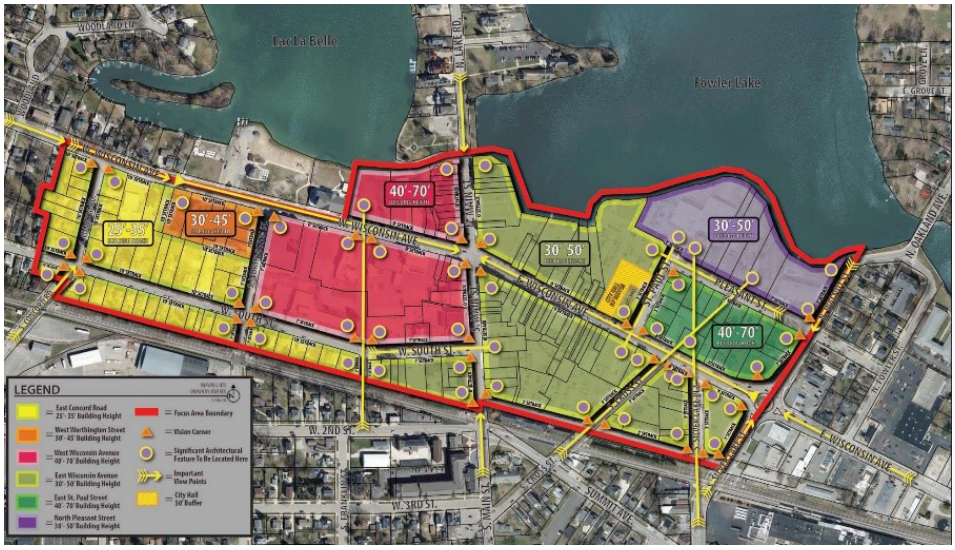
Downtown

The heart of the City of Oconomowoc is the Historic Downtown with the center defined as the "Four Corners". The Four Corners is the intersection of Wisconsin Avenue and Main Street. Situated on Fowler Lake and Lac La Belle, the Downtown has and continues to serve as the focal point of the City. To enhance the appeal of this business district further, the City continues to explore public investment opportunities including parking, transportation and recreational improvements. An example includes the roundabout was constructed at STH 16 and N. Walnut Street which used to be a constrained Downtown area. Improving traffic flow and pedestrian environment, this roundabout has provided the City with excellent redevelopment opportunities. These facelifts along with the utilization of a tax increment financing district within Downtown is helping to attract businesses and redevelopment to this area of the City. Presently, the Downtown provides a mix of uses including residential, commercial, office, retail, restaurants and taverns. The area is a walkable environment where patrons can easily travel by foot to numerous establishments.

The City also maintains a Downtown Design Overlay District that establishes architectural design standards to provide clarity to how new development should be consistent with current infrastructure. This guidance assists the Architectural Commission in their consideration of discussing and recommending conditions to ensure attractive, vibrant, and sustainable downtown area on a project-by-project basis.

East Wisconsin Avenue

Located east of the Downtown roundabout until reaching the bypass, this district provides a mix of office, retail and industrial uses. Retail establishments located on E. Wisconsin Avenue are best defined as small strip malls, fast food restaurants, gas stations, and other automobile-oriented uses. An industrial/warehousing area is located south of Wisconsin Avenue and adjacent to STH 67. Businesses within this area include offices, light manufacturing and warehousing. Areas south of Fowler Lake and east of the Silver Lake Street roundabout have 20-50-foot maximum building heights.



West Wisconsin Avenue

The West Wisconsin Avenue business district includes commercial land uses along West Wisconsin Avenue, the Oconomowoc West Industrial Park and the Riverbend Industrial Park. Commercial uses along Wisconsin Avenue include a hotel, offices, and automobile service repair businesses. The two industrial parks with this business district provide manufacturing and warehousing for industrial related corporations. Areas bordered by Concord Road to the west and the Silver Lake Street roundabout to the east have 25-75-foot maximum building heights.

Summit Avenue

In general, this district includes parcels located along Summit Avenue not located within Pabst Farms. Businesses within this cluster are the Oconomowoc Memorial Hospital, various strip mall shopping centers, the Target distribution center, and the Oconomowoc Corporate Center. This district, along with Pabst Farms, provides the bulk of office, industrial and retail employment within the City. Due to the close proximity to I-94 and STH 67, developments within this area are accessible by vehicles, including truck traffic. The former Olympia resort and golf course is a major opportunity for redevelopment along this corridor.

Pabst Farms

Pabst Farms, is one of the largest mixed-use development (1,500 acres) in Wisconsin, has three distinct areas for economic development within the City. The Pabst Farms Market Place and Town Centre, located south of Valley Road, east of STH 67, and north of I-94, contains commercial and professional services. The Business Tech Core, located east of the Town Centre, is planned for industrial and office related uses. The Pabst Farms Commerce Center, located west of STH 67 and south of I-94, contains the Roundy's distribution center, a hotel, and industrial businesses. Pabst Farms will continue to provide a mix of uses to serve the City and the region. Housing, retail and commercial areas, industrial uses, a hotel and a major regional medical complex are all a part of the continuing development. Having the advantage of being a suburban site with ample green space and nearby public parks, Pabst Farms apartments also offers access to several walkable community amenities including the YMCA, restaurants, coffee shops, multiple super markets such as Pick 'n Save, restaurants and hotels.

Economic Base Analysis for Waukesha County

For planning and economic development purposes, it is important to analyze and understand what industry sectors have the greatest potential for future job growth. The data provided within in this analysis was obtained from the Woods & Poole Economics Inc. report for Waukesha County.

Agriculture, Forestry, Fishing, & Hunting

Agriculture, Forestry, Fishing, and Hunting establishments are primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats. In 2010, this sector made up less than 1 percent of total employment in the County. From 2010 to 2020, the sector is expected to have grown by 30 jobs. Looking to 2050, Agriculture, Forestry, Fishing, and Hunting are forecasted to grow by 151 jobs in all, still occupying less than 1 percent of total County employment.

Mining

The Mining sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term mining is used in the broad sense to include quarrying, well operations, beneficiating, and other preparation customarily performed at the mine site, or as a part of mining activity. In 2010, Mining was sized at 527 jobs, less than 1 percent of total County employment. From 2010 to 2020, it is projected that the sector will have grown by 103 jobs. From 2010 to 2050, it is anticipated that Mining will grow by 492 jobs, but still occupy less than 1 percent of total County employment.

Utilities

The Utilities sector comprises establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. 795 jobs were held by Utilities in 2010 (less than 1 percent of total County employment). From 2010 to 2020, it is estimated that this sector will have declined by 158 jobs. Despite these predicted declines in the near future, the sector is expected to grow slightly from 2020 to 2040. However, from 2010 to 2050, the overall trend will likely be decline. The sector is predicted to shrink by 156 jobs in this time.

Construction

The Construction sector comprises establishments primarily engaged in the construction of buildings or engineering projects. Establishments primarily engaged in the preparation of sites for new construction and establishments primarily engaged in subdividing land for sale as building sites also are included in this sector. In 2010, Construction made up 6 percent of total County employment, with 16,101 jobs. From 2010 to 2020, the sector is expected to have grown by 6,572 jobs, an increase of over 40 percent. Looking to 2050, it is estimated that the Construction sector will still occupy 6 percent of total County employment and will have grown to 33,000 jobs (an increase of 16,899 jobs).

Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. In 2010, Manufacturing made up 15 percent of total County employment, with 42,021 jobs. In 2020, the sector is predicted to have 46,377 jobs. From 2010 to 2050, Manufacturing is predicted to grow by 2,912 jobs and make up 8 percent of the total County employment. Despite growing in total number of jobs, Manufacturing is predicted to hold a smaller percentage of the total employment in 2050, because other sectors are growing more rapidly.

Wholesale Trade

The Wholesale Trade sector comprises establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The merchandise described in this sector includes the outputs of agriculture, mining, manufacturing, and certain information industries, such as publishing. 17,526 jobs were held by Wholesale Trade in 2010 (6 percent of total County employment). From 2010 to 2020, the sector is predicted to grow to 21,010 jobs. From 2010 to 2050, Wholesale Trade is predicted to grow by 11,921 jobs. The percent of total County employment for the sector is predicted to be 5 percent in 2050.

Retail Trade

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. In 2010, Retail Trade made up 10 percent of total County employment, with 29,153 jobs. In 2020, the sector is expected to hold 35,317 jobs. From 2010

to 2050, the sector is likely to continue growing. 35,771 jobs are expected to be added in this time. Twelve percent of total County employment is predicted to be held by Retail Trade in 2050.

Transportation & Warehousing

The Transportation and Warehousing sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. In 2010, the sector held 7,466 jobs in Waukesha County (3 percent of total employment). From 2010 to 2020, 462 jobs are expected to be added. In 2050, the sector is predicted to make up 2 percent of total County employment, with an estimated 8,881 jobs.

Information

The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data. In 2010, the Information sector made up 2 percent of total County employment, with 5,916 jobs. From 2010 to 2020, it is expected that 138 Information jobs will be added. In 2050, it is estimated that 2 percent of total County employment will be held by Information, with an estimated 9,957 jobs.

Finance & Insurance

The Finance and Insurance sector comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. 18,545 jobs were attributed to the Finance and Insurance sector in 2010 (7 percent of total County employment). By the end of the decade, it is estimated that the sector will hold 22,812 jobs. From 2010 to 2050, it is estimated that 24,164 Finance and Insurance jobs will be added. The sector is expected to hold 8 percent of total County employment in 2050.

Real Estate & Rental & Leasing

The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The sector held 13,751 jobs in 2010 and grew to 18,386 jobs in 2020. In 2050, the sector is estimated to hold 7 percent of total County employment and will have increased by an estimated 25,003 jobs over the 40-year period.

Professional, Scientific, & Technical Services

The Professional, Scientific, and Technical Services sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. 18,538 jobs belonged to the sector in 2010 (7 percent of total County employment). In 2020, that number is predicted to grow to 23,200 jobs. From 2010 to 2050, it is estimated that 14,016 jobs will be added, and 6 percent of total County employment will belong to the Professional, Scientific, and Technical Services sector.

Management of Companies & Enterprises

The Management of Companies and Enterprises sector comprises (1) establishments that hold the securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or (2) establishments (except government establishments) that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decision making role of the company or enterprise. In 2010, the sector held 2 percent of total County employment, with 6,327 jobs. 3,402 jobs are expected to be added from 2010 to 2020. In 2050, it is expected that 4 percent of total County employment will be held by the Management of Companies and Enterprises sector, with 23,300 jobs (an estimated increase of 16,973 jobs).

Administrative & Support & Waste Management & Remediation Services

The Administrative and Support and Waste Management and Remediation Services sector comprises establishments performing routine support activities for the day-to-day operations of other organizations. These essential activities are often undertaken in-house by establishments in many sectors of the economy. The sector held 16,111 jobs in 2010 (6 percent of total County employment) and 20,310 jobs in 2020. From 2010 to 2050, the sector is expected to grow by 20,189 jobs and will eventually hold an estimated 7 percent of total County employment in 2050.

Educational Services

The Educational Services sector comprises establishments that provide instruction and training in a wide variety of subjects. The sector made up 2 percent of total County employment in 2010, with 4,732 jobs. From 2010 to 2020, the sector is expected to grow by 1,547 jobs. In 2050, Educational Services is still expected to hold 2 percent of total employment in Waukesha County and will have grown to an estimated 11,611 jobs.

Health Care & Social Assistance

The Health Care and Social Assistance sector comprises establishments providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. In 2010, 27,461 jobs were held by Health Care and Social Assistance (10 percent of total County employment). From 2010 to 2020, it is predicted that the sector will grow by 7,566 jobs. By 2050, the sector will hold an estimated 11 percent of total County employment, with 62,634 jobs (an estimated increase of 35,173 jobs since 2010).

Arts, Entertainment, & Recreation

The Arts, Entertainment, and Recreation sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. The sector held 5,944 jobs in 2010 (2 percent of total County employment) and is expected to hold 6,811 jobs in 2020. From 2010 to 2050, the sector is expected to grow by 4,211 jobs. An estimated 2 percent of total County employment will be held by Arts, Entertainment, and Recreation in 2050.

Accommodation & Food Services

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment. 16,007 jobs were held by the sector in 2010 (6 percent of total County employment). In 2020, it is expected that the sector will have grown to 21,070 jobs. From 2010 to 2050, Accommodation and Food Services is expected to grow by 17,821 jobs. The sector is predicted to make up 6 percent of total County employment in 2050.

Other Services (except Public Administration)

The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. In 2010, the sector held 14,630 jobs and 5 percent of total County employment. In 2020, Other Services is expected to have grown to 18,037 jobs. It is predicted that, from 2010 to 2050, 6 percent of total County employment will be held by the sector (an estimated 33,675 jobs).

Public Administration

The Public Administration sector consists of establishments of federal, state, and local government agencies that administer, oversee, and manage public programs and have executive, legislative, or judicial authority over other institutions within a given area. These agencies also set policy, create laws, adjudicate civil and criminal legal cases, provide for public safety and for national defense. The sector held 19,469 jobs and 7 percent of total County employment in 2010. By 2020, the sector is predicted to hold 20,148 jobs. From 2010 to 2050, it is expected that 8,204 Public Administration jobs will be added. The sector is predicted to hold 5 percent of total County employment in 2050.

Community and Development

The City staff and the consultant team conducted three Pop Up Events in 2018 and 2019. The purpose of these events was to provide residents and attendees the opportunity to provide feedback regarding the 2050 Comprehensive Plan Update. The results are summarized in the following sections.

Required Businesses/Services

Participants were asked to identify their desired businesses and services within the community. A total of **82 responses** were collected for this question. The responses were sorted into categories as follows:

- Big box commercial development near I-94/WIS 67 including Target, Walmart, Kohl's, Barnes and Noble
- Restaurants/dining options including lakefront dining, restaurants that offer more types of choices, and some specific chain restaurants
- Recreational facilities including movie theater, jumping gym, skate park
- Grocery stores including downtown grocery stores, specialty stores such as Sendik's or Whole Foods
- Other attractions including lakefront marina, local book clubs, nighttime entertainment (bars and clubs)
- Municipal services including additional maintenance workers, fire, EMS, and downtown parking

Biggest Challenges of Oconomowoc Over the Next 25 Years

Participants were asked to identify their thoughts on the biggest challenges for Oconomowoc. A total of **59 responses** were collected for this question. The responses related to future economic development efforts and were sorted into categories as follows:

- Controlling condominium development and viewsheds of Oconomowoc lakes
- Providing enough recreational opportunities for all ages
- Diversity in restaurant options
- Shopping opportunities
- Increased traffic, parking
- Pedestrian trails and non-motorized vehicle options, bike lanes, bike facilities
- Keeping up with top notch schools and school referendum item
- Affordable housing
- Managed growth

Vision for Growth and Development of Pabst Farms

Participants responded to a visual preference survey to identify the top development typologies they'd like to see. A total of **114 responses** were collected for this question. The highest-ranking response was a community gathering space, and the options below are ordered by response:

- Community gathering
- Multi-tenant retail
- Mixed use
- Single family, small lots
- Big box retail

Vision for Re-Development in the Olympia Area

Participants responded to a visual preference survey to identify the top development typologies they'd like to see. A total of **188 responses** were collected for this question. The highest-ranking response was an outdoor recreation space and the options below are ordered by response:

- Outdoor recreation
- Outdoor gatherings
- Mixed use
- Retail center
- Single family residential
- Big box retail

Vision for Re-Development along E. Wisconsin Avenue

Participants responded to a visual preference survey to identify the top development typologies they'd like to see. A total of **154 responses** were collected for this question. The highest-ranking response was an active streetscape and the options below are ordered by response:

- Street life, outdoor dining
- Historic downtown, mixed use
- Mixed use, traditional downtown
- Single family, small lots
- Modern mixed use

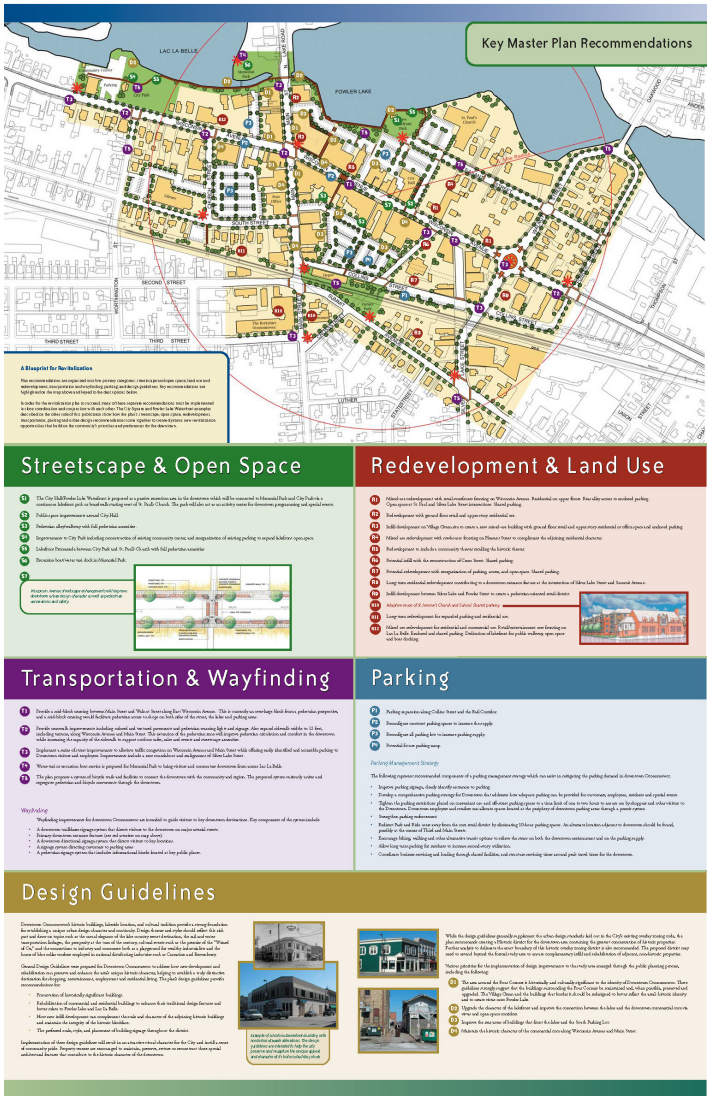
Past and Future Planning Efforts

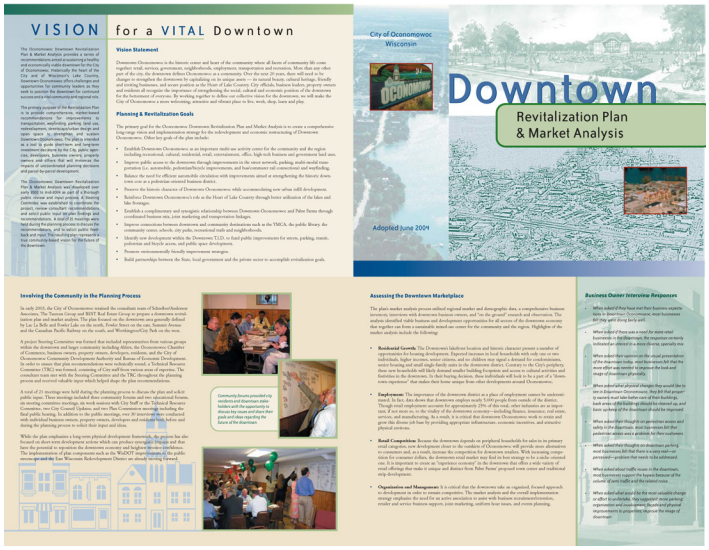
The City of Oconomowoc has a long history of planning for growth. Past planning efforts relating to economic development are provided within this document. However, this plan also recognizes future planning studies will be completed by the City related to economic development and recommendations provided within this plan may need to be completed based upon the outcomes of those studies.

City of Oconomowoc Downtown Plan

Downtown Oconomowoc is the historic center of the community retail, services, government, and recreation. The City of Oconomowoc worked to develop a downtown revitalization plan in 2004. The plan has ten goals:

- Establish Downtown Oconomowoc as an important multi-use activity center for the community and the region including recreational, cultural, residential, retail, entertainment, office, high-tech business and government land uses.
- Improve public access to the downtown through improvements in the street network, parking, multi-modal transportation (i.e. automobile, pedestrian/bicycle improvements, and bus/commuter rail connections) and wayfinding.
- Balance the need for efficient automobile circulation with improvements aimed at strengthening the historic downtown core as a pedestrian-oriented business district.
- Preserve the historic character of Downtown Oconomowoc while accommodating new urban infill development.
- Reinforce Downtown Oconomowoc's role as the Heart of Lake Country through better utilization of the lakes and lake frontages.
- Establish a complimentary and synergistic relationship between Downtown Oconomowoc and Pabst Farms through coordinated business mix, joint marketing and transportation linkages.
- Improve connections between downtown and community destinations such as the YMCA, the public library, the community center, schools, city parks, recreational trails and neighborhoods.
- Identify new development within the Downtown T.I.D. to fund public improvements for streets, parking, transit, pedestrian and bicycle access, and public space development.
- Promote environmentally friendly improvement strategies.
- Build partnerships between the State, local government and the private sector to accomplish revitalization goals.





Economic Development Programs and Tools

A variety of economic development programs are available for utilization by the City and private organizations to assist or promote economic development within the City.

Community Development Authority (CDA)

The Community Development Authority (CDA) is authorized to undertake projects relating to blight elimination, slum clearance, urban renewal, and redevelopment programs, as approved by the Common Council on a project-by-project basis. The CDA's work has included helping businesses secure loans and seeking grant funding for City projects.

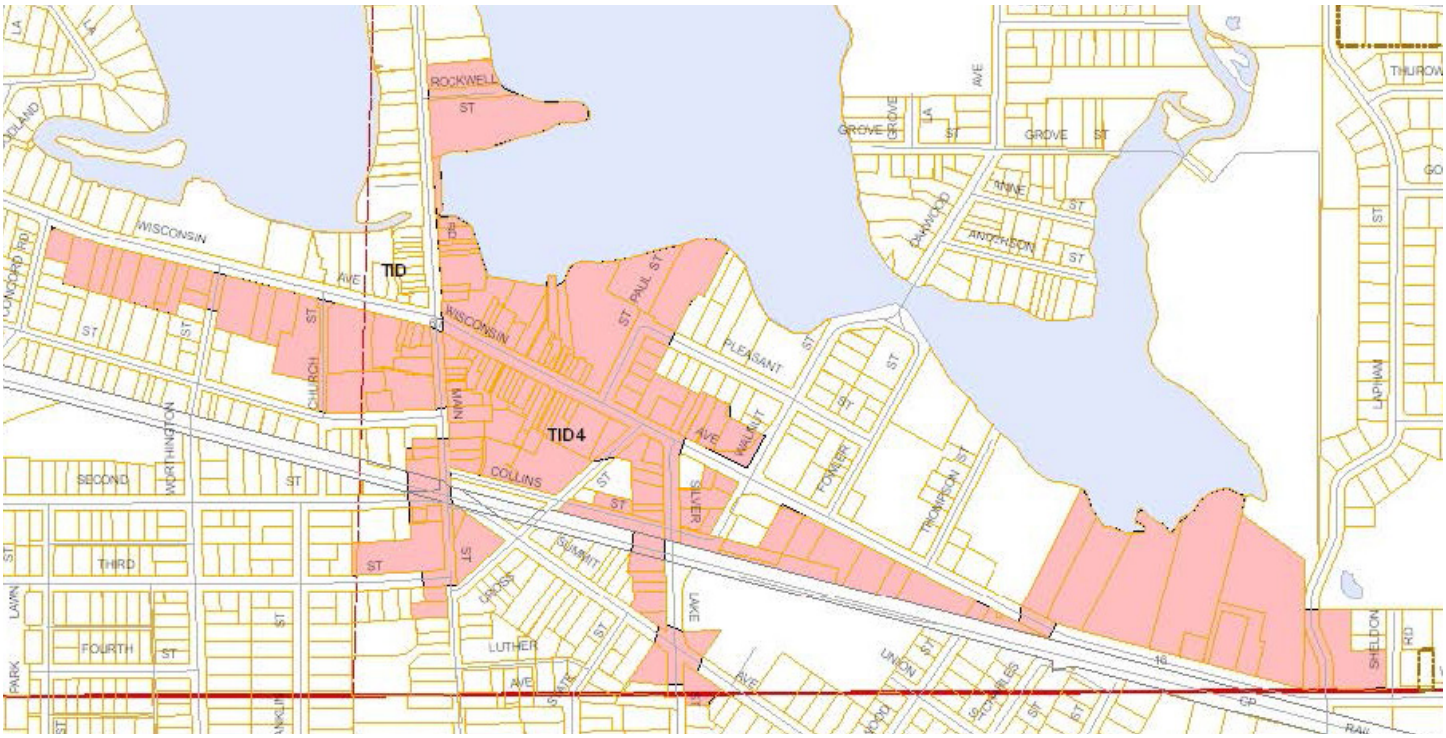
Tax Increment Financing

Wisconsin's Tax Increment Finance (TIF) program was approved by the legislature in 1975. Its purpose is to provide a way for a City, Village or Town to promote tax base expansion through its own initiative and effort. TIF is aimed at eliminating blight, rehabilitating declining property values, and promoting industry and mixed-use development. The City of Oconomowoc currently has three active TID's

Downtown TID #4 - Downtown Revitalization

The Downtown District was created in 2003 with a base value of $39,668,300. The district was created in response to the adoption of a Downtown Revitalization Plan and the jurisdictional transfer and reconstruction of Wisconsin Avenue. The TIF is being used to implement street reconstruction, streetscape improvements and parking lot reconstruction. The City also created a Community Development Authority to undertake revitalization activities in the district such as property assembly, building demolition, relocation expense, site improvement funds, and future revitalization loans. The district includes approximately 190 parcels within the downtown revitalization planning area. The district anticipates mixed-use redevelopment activities that will lead to a vital downtown. The total construction costs in the original project plan were estimated at $19 million, with 6.3 million of project costs for TIF sources.

The Downtown TID #4 Project Plan was amended to increase the total project costs to $22.5 million, with 13.2 million of project costs covered by TIF sources. Given the changes in the TIF law, and due to the complexities related to redevelopment, the district termination has been identified as 2030, which is in accordance with the 27-year statutory limit.



Downtown TID #5 - Downtown W. Wisconsin Avenue Redevelopment

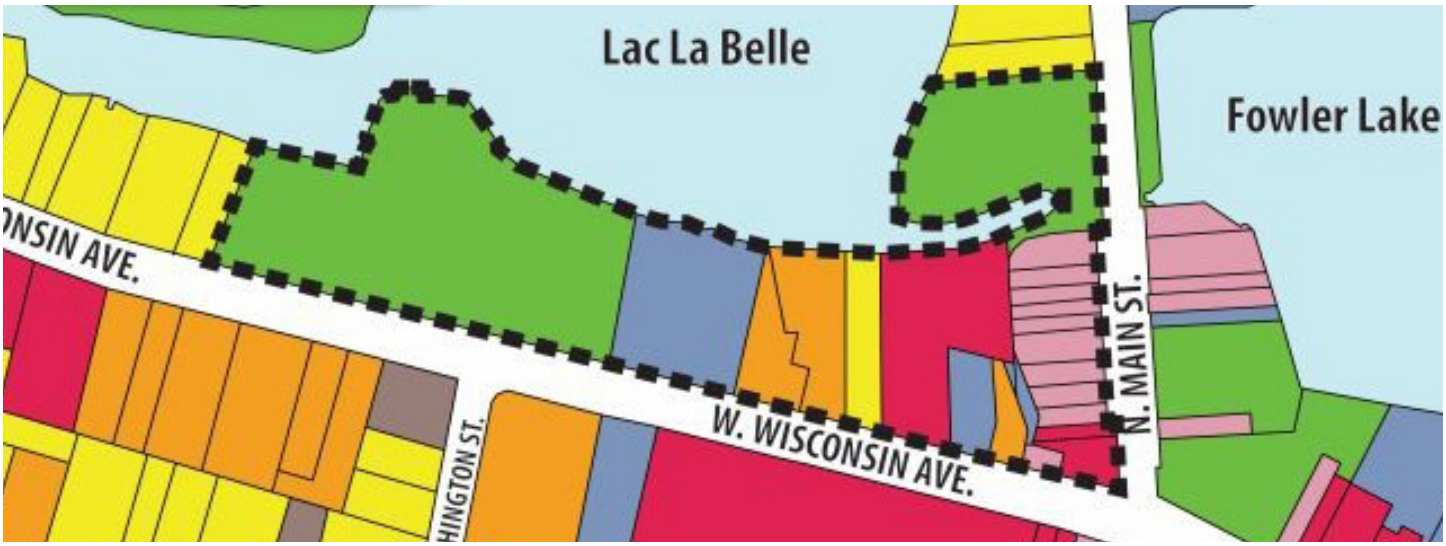
The Downtown TID #5 is focused on the redevelopment of West Wisconsin Avenue. TID #5 consists of approximately 7 acres and is comprised of 21 parcels. TID #5 was created in order to provide a mechanism to overcome challenges associated with blighted parcels that deter private investment and the additional costs associated with the rehabilitation of existing structures and the redevelopment of the under-utilized parcels, environmental remediation, and a lack of owner-occupied residential opportunities in Downtown Oconomowoc. Specific improvements could include improving building facades (front and rear building), as well as upgrades and enhancements to boat launch and piers.

Since its creation, the development of Eagles Landing and Parc on Lac La Belle condominium projects have been completed.

Downtown TID #6 – East Wisconsin Avenue and St. Paul Redevelopment Area

The Downtown TID #6 consists of 3.28 acres and is focused on the redevelopment of East Wisconsin Avenue. The TID was created in order to provide a mechanism to overcome challenges associated with blighted parcels that deter private investment and the additional costs associated with the rehabilitation of existing structures and the redevelopment of the under-utilized parcels, environmental remediation, and a lack of owner-occupied residential opportunities in Downtown Oconomowoc.

Since its creation the Fowler Lake Village mixed use development has been constructed.



Waukesha County Action Network (WCAN)

The WCAN is a business coalition that recommends strategies for community issues important to maintaining Waukesha County's success in the region. The coalition addresses unique issues of public interest related to the conditions and improvements of the infrastructure, educational systems, cultural, social and economic welfare of the broader community of Waukesha County by providing a forum to exchange information, research and alignment of resources of business and community leaders who will spur action through recommendations toward solving matters of concern.

Waukesha County Community Development Block Grant Program

Waukesha County receives funds from the U.S. Department of Housing and Urban Development for community and economic development projects. These projects must benefit areas of the County with at least 51 percent low to moderate income levels.

Waukesha County Center for Growth

The Waukesha County Center for Growth, Inc. is Waukesha County's economic development organization. Created in 2016 by Waukesha County in partnership with the City of Waukesha, Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities, the mission for the Center for Growth is to serve as the central point of contact for businesses looking to grow in Waukesha County.

Wisconsin Economic Development Corporation (WEDC)

The Wisconsin Economic Development Corporation (WEDC) is committed to creating and maintaining a business climate that allows residents to maximize their potential. To help Wisconsin realize its full economic potential, WEDC cooperates with different statewide organizations including academic institutions, industry groups, regional economic development organizations, supporting business development and advancing industry innovation.

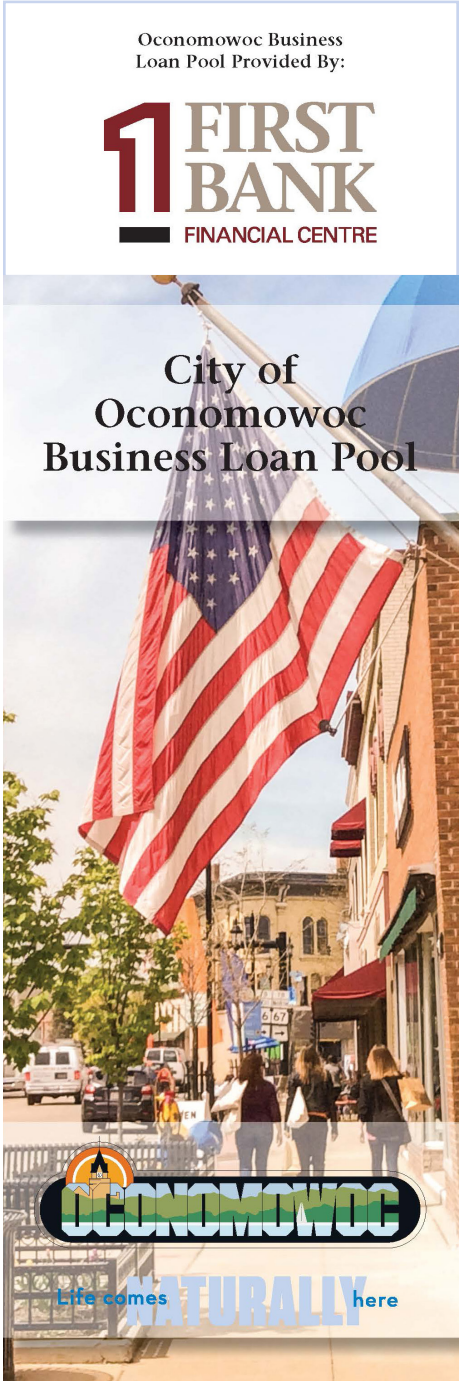
Attracting New Business

Downtown Oconomowoc Business Loan Pool

To help attract more businesses to the downtown area, the City of Oconomowoc and First Bank Financial Centre teamed up to establish a Downtown Oconomowoc Business Loan Pool. As the number one SBA lender in Wisconsin, First Bank Financial Centre committed capital to fund the loan pool. Eligible expenses for these loans include acquisition of property, building improvements, equipment purchases, and environmental or safety compliance. The loans are generally $10,000 to $25,000 at a fixed 1 percent rate, and loan decisions are made by the Oconomowoc Community Development Authority.

Major Façade Loan Program

The City of Oconomowoc has established a Major Facade Loan program. The program has been established as a revolving loan fund through a public partnership/bank collaboration. The revolving loan fund is designed to provide



low cost loans for Major Façade Improvement projects or costs for existing businesses to make handicapped accessibility improvements located in Oconomowoc.

Downtown Oconomowoc Façade Improvement Grant Program

The grant program provides incentives to stimulate visible reinvestment in downtown Oconomowoc businesses. Property owners are encouraged to consider improvements that incorporate the surrounding community including but not limited to aesthetics, environment, cultural & historic elements and architecture. These improvements should create a cohesive, inviting environment. The program provides dollars for actual exterior building improvement costs, up to $5,000 per property address, to commercial property owners and/or merchants for exterior building and site improvements. Approved projects will be funded on a first-come/first-served basis until all funds are expended.

Southeastern Wisconsin Regional Planning Commission (SEWRPC)

SEWRPC is considered the official area-wide planning agency for the urbanized southeastern region of the State. It is the designated Metropolitan Planning Organization (MPO) for the Milwaukee-Waukesha metro area. The commission serves seven (7) counties, and includes the City of Oconomowoc. The Commission was created to provide the basic information and planning services necessary to solve community and transportation problems, which transcend the boundaries and fiscal capabilities of the local units of government in the region.

Milwaukee 7

This economic development partnership is comprised of about 35 civic and business leaders on a council of representatives from the seven (7) county. The Milwaukee 7 formed with the idea that a regional approach is the key to fostering economic growth and is engaged in efforts focusing on a regional strategic planning for economic development. Among the Council's goals are to pull together comprehensive information about the region, creating a way for businesses to access data to help them plan expansion or location decisions.

The Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is the State agency charged with building and strengthening Wisconsin's workforce. DWD offers a wide variety of employment programs and services, accessible

Major Facade Grant : BEFORE : 100 N. Main Street

Major Facade Grant : AFTER : 100 N. Main Street

Facade Improvement : BEFORE : Sherpers, 225 E. Wisconsin Avenue

Facade Improvement : AFTER : 225 E. Wisconsin Avenue

at the State's Job Centers, including securing jobs for the disabled, assisting former welfare recipients to transition to work, linking youth with jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring worker's compensation claims are paid in accordance with the law.

Wisconsin Housing and Economic Development Authority

Wisconsin Housing and Economic Development Authority (WHEDA) offers innovative products and services in partnership with others to link Wisconsin residents and communities with affordable housing and economic development opportunities. WHEDA helps borrowers obtain financing on favorable terms to start up, acquire, or expand small businesses. WHEDA also offers assistance to experienced developers or existing business owners in obtaining financing to stimulate economic development in urban neighborhoods.

Wisconsin Main Street Program

The Wisconsin Main Street Program is a comprehensive revitalization program designed to promote the historic and economic development of traditional business districts in Wisconsin. The Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin communities. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

Wisconsin Economic Development Association

The Wisconsin Economic Development Association (WEDA) is a statewide non-profit organization dedicated to growing the economy of the State of Wisconsin. Since 1975, WEDA has successfully represented the collective economic development interests of both the private and public sectors by providing leadership in defining and promoting statewide economic development initiatives. WEDA provides members a variety of benefits including professional development, continuing education opportunities, legislative affairs, and resources and networking.

US Small Business Administration

The missions of the SBA is to maintain and strengthen the nation's economy by aiding, counseling, assisting, and protecting the interests of small business and by helping families and businesses recover from national disasters.

US Department of Housing and Urban Development (HUD)

The mission of HUD is to increase home ownership, support community development, and expand access to affordable housing free from discrimination. For many families, the American dream means owning their own home. One of HUD's highest priorities is to help more families realize this dream for themselves. Through its programs and initiatives, HUD is breaking down the barriers that lock families out of homeownership.

Service Corps of Retired Executives

The Service Corps of Retired Executives (SCORE) is a group of retired business professionals who donate their time to provide guidance and advice to business owners. The expertise that this group provides can be helpful whether the business owner is just starting out or have been in business for years. SCORE provides resources and expertise to maximize the success of existing and emerging small business.

Waukesha County Business Alliance

The Waukesha County Business Alliance has been the voice of business since 1918. As a private, member-driven organization, we are the county-wide chamber of commerce for Waukesha County. We have a broad and diverse membership representing everything from sole proprietorships to some of the largest employers in the region from a variety of industries. Our 1,200 member organizations represent more than 75,000 employees. We work to strengthen the economy in the county by advocating on behalf of the business community, developing organizations and their employees, facilitating networking opportunities to build strong business relationships and promoting our member businesses.

Oconomowoc Area Chamber of Commerce

The Oconomowoc Area Chamber of Commerce is a private, member-based organization. It was established in 1969 and incorporated in 1976 and is invested in the community and advocates for and supports over 330 local business members. The Chamber is not a department of any governmental or social service agency, charitable institution, private advertising, private advertising, publicity relations agency. The Chamber is financed through membership investments (dues) that are tax-deductible as a legitimate business expense. Membership is strictly voluntary and is an investment in the present and future of Oconomowoc. The mission of the Chamber is to partner in the growth, development and success of the Oconomowoc area business community.

Downtown Oconomowoc Business Association (DOBA)

The mission of DOBA is to help promote the entrepreneurial spirit ingrained in the rich history of Oconomowoc and reclaim the area as the Heart of Lake Country through communication, entertainment and events. Some items DOBA focuses on are being a voice for the downtown business owners, promoting fiscal responsibility, the retention of existing business, coordinating downtown events, and pursing future opportunities for downtown.

Economic Development Policies

As the City continues to press forward towards a vibrant and resilient economic base, the following policies can be used to inform decision making:

- Recruit new business and industry to Oconomowoc with the potential for market longevity and creating quality jobs that allow people to live and work in the community.
- Continue to utilize the City's Capital Improvement Program to anticipate future budget expenses and support infrastructure investments that are necessary for economic development.
- Promote the retention and expansion of existing industry.

8

INTERGOVERNMENTAL COOPERATION

Introduction

Intergovernmental cooperation is any arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can be as simple as communicating and sharing information, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue. It can involve consolidating services, jurisdictions, or transferring territory. To help improve or further enhance communication among municipalities, a copy of this comprehensive plan will be provided to all surrounding governments.

Many issues cross jurisdictional boundaries, affecting more than one community. For example, air and water pass over the landscape regardless of boundaries so that one jurisdiction's activities with regard to air and water impact other jurisdictions downwind or downstream. However, benefits can be obtained from intergovernmental cooperation. These benefits include:

- **Cost Savings** – Cooperation can save money by increasing efficiency and avoiding unnecessary duplication. Cooperation can enable some communities to provide their residents with services that would otherwise be too costly.
- **Reduced Litigation** – Communities that cooperate are able to resolve issues before they become mired in litigation. Reducing the possibility of costly litigation can save a community money, as well as the disappointment and frustration of unwanted outcomes.
- **Service to Citizens** – The biggest beneficiaries of intergovernmental cooperation are citizens. They may not understand, or even care about, the intricacies of a particular intergovernmental issue, but all Wisconsin residents can appreciate the benefits, such as cost savings, provisions of needed services, a healthy environment and a strong economy.
- **Environmental** – Cooperation can decrease environmental impacts caused by flooding, groundwater contamination, air quality degradation, etc.

Potential Conflicts of Intergovernmental Relations

The City of Oconomowoc shares a border with Jefferson County, Village of Oconomowoc Lake, Village of Lac la Belle, Town of Oconomowoc, Village of Summit, Town of Concord, and the Town of Ixonia. The City is cognizant of the fact that conflict related to specific issues may arise in the future. It is the City's intent to work with other entities to ensure that conflict is either mitigated or altogether eliminated.

Village of Oconomowoc Lake

Part of the City's eastern border is shared with the Village of Oconomowoc Lake. The Village and the City have not entered into a Municipal Boundary Agreement. However, the City and Village have an understanding that the Village has no intentions of expanding past its existing boundary. The City provides electric, sanitary and water service for some properties in the Village along Plank Road. The City and Village maintain a good relationship and will continue to work together.

Village of Lac La Belle

Located north and west of the City on the shores of Lac La Belle, both the City and the Village are located on this body of water. The City and the Village have not entered into a Municipal Boundary Agreement. However, the two municipalities do have a good working relationship. The City provides sanitary sewer service to the Village and it is anticipated this area may need to be expanded further in the future. The City and Village also share lake responsibilities and will continue to work together on various issues as they arise.

Town of Oconomowoc

The City provides sewer to properties within the Town and sewer connections will be part of future discussions. The Town and City will continue to work together on planning their common boundaries to eliminate future land use conflicts.

Village of Summit

The City of Oconomowoc and the Village of Summit established a permanent border with the establishment of the Municipal Boundary Agreement in 2000, amended in 2007. This agreement defines the City and Village boundaries, allocates sewer/water to certain areas of the Village, and requires certain lands to attach to the City. All in all, this agreement has helped both municipalities in guiding future growth and limiting disagreements on annexation issues. The City and Village work together on other issues including stormwater and fire protection. The City and Village will continue to work together and share services when costs are beneficial.

Certain lands located in the Village of Summit were identified in the Peripheral Area Plan for the City of Oconomowoc dated December 4, 1996 as being required to have a minimum 15-acre lot size. Due to the approved boundary agreement between the City and the Village, the City finds this 15-acre lot size constraint is no longer applicable.

Town of Concord and Town of Ixonia

The Towns of Concord and Ixonia are both located in Jefferson County and help form the western boundary of the City. The City does not have Municipal Boundary Agreements with these communities. With current law, it is very difficult for the City to annex across a county line. State Statutes does not permit the City to annex across the Jefferson/Waukesha County line unless the Town Board of the annexing Town parcel adopts a resolution approving the proposed annexation, and the County Board of the County in which the territory is located adopts a resolution approving the proposed annexation. Due to this requirement for annexations, a Municipal Boundary Agreement with the Towns of Concord and Ixonia is not necessary at this time. However, the City will continue to keep a positive working relationship with both communities and will work together on issues when needed.

Waukesha County

The City and County work together on issues ranging from transportation to land use decisions. Many roadways in close proximity to the City are County highways and require coordination between both governments. In addition, the City has been in discussions with the County regarding the jurisdictional transfer of roadways. The City's Planning Department works with the County on annexed properties that require the City to enforce the County Shoreland/Wetland Zoning Ordinance. The City and County will continue to work with each other on future City related issues.

State of Wisconsin

The City and various State agencies work together on a variety of issues. The City works most closely with the Wisconsin Department of Transportation and the

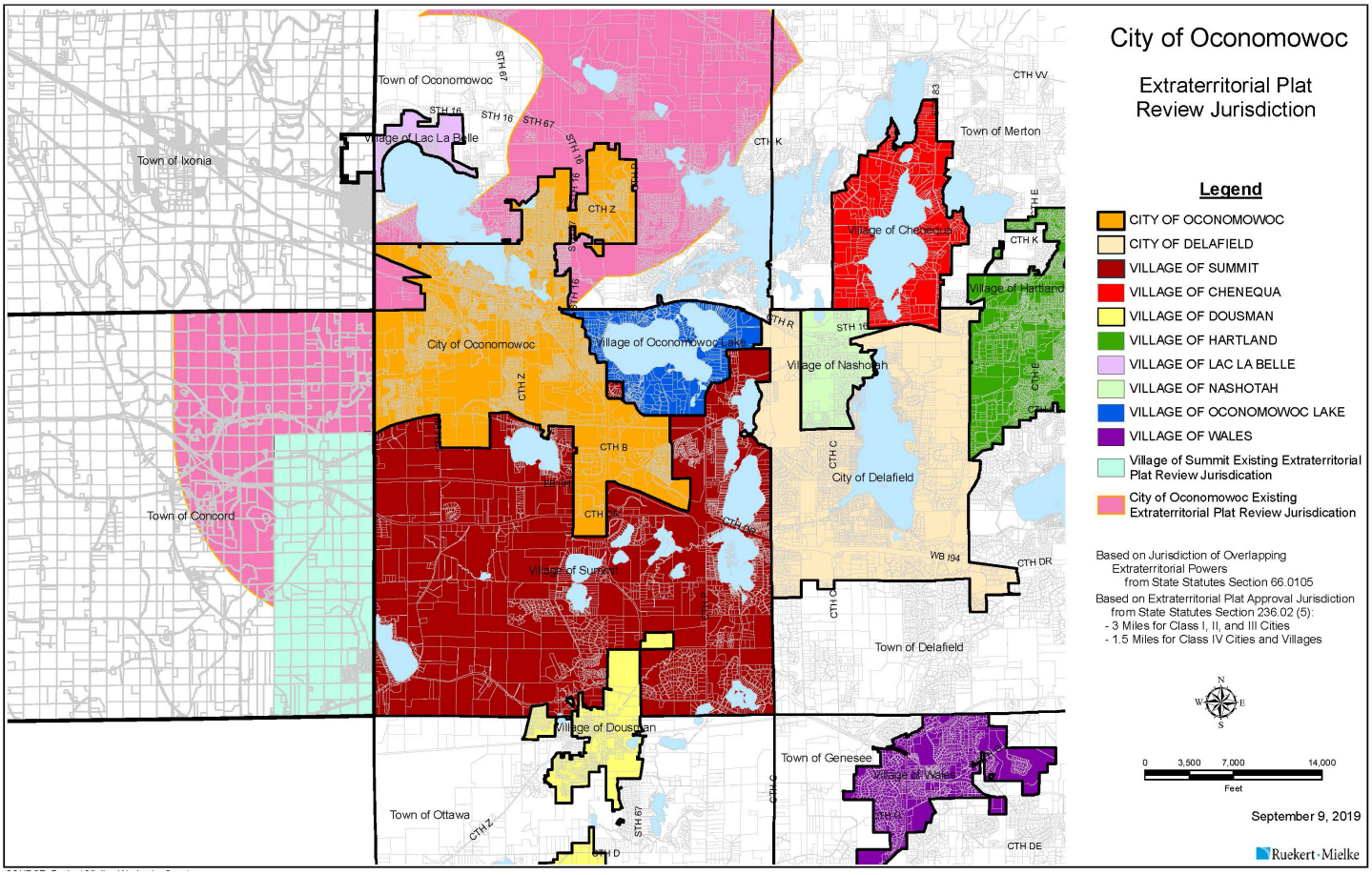
Wisconsin Department of Natural Resources. The City and the State have long history of coordinating projects; specifically, Wisconsin Avenue reconstruction and work along STH 67 in the Pabst Farms area. In addition, the DNR has jurisdiction of waters and wetlands within the City including floodplains. A Chapter 30 Permit from the DNR is required for certain land disturbing activities in the City. The City and the State will continue to work together on future planning issues.

Oconomowoc Area School District

The City of Oconomowoc has coordinated closely with the Oconomowoc Area School District (OASD), on issues relating to growth and future school property needs. In recent years, the City worked proactively with the School District on the construction of two intermediate and an elementary school. Meadow View Elementary School opened in September 2019 after several years of planning and construction. The City of Oconomowoc and the Oconomowoc Area School District entered into a shared use agreement for the newly constructed school and the adjacent 34-acre regional park in the northeast part of the City. For example, the City and OASD share parking and stormwater management for the School and Park sites. This benefits both entities with less asphalt to install and maintain, and less overall area needed for stormwater basins to serve both areas. The City and School District will continue to work together on existing and future needs.

Extraterritorial Platting Jurisdiction

The City of Oconomowoc exercises its extraterritorial land division review authority for areas located outside of the City's boundaries, as seen in the map below. The City



has adopted an Extraterritorial Platting Jurisdiction map (see previous page) to guide the City in determining reviews for land divisions located outside of the City. This review authority will ensure land divisions that may be in the City at a future date are being divided with sound planning methods. The pink areas on the map below show the existing extraterritorial plat review jurisdiction area for the City review of land divisions.

The map was amended in 2012, at which time the Village of Summit was removed from the map. The map was also amended again in 2015 when the Town of Ixonia was removed from the ET area. The only two Towns left in the EPJ area are parts of the Town of Oconomowoc and part of the Town of Concord.

Intergovernmental Programs

The State of Wisconsin encourages municipalities to partner with one another to reduce costs and to increase the efficiency of services being provided. A variety of ideas and programs for City use can be provided from the State. One program in particular that could assist the City is municipal revenue sharing as allowed by State Statute 66.0305. Under this Statute, two or more cities, villages, and towns may enter into revenue sharing agreements, providing for the sharing of revenues derived from taxes and special charges. The agreements may address matters other than revenue sharing, including municipal services and municipal boundaries. Municipal revenue sharing can provide for a more equitable distribution of the property tax revenue generated from new commercial and industrial development within urban areas and help reduce tax base competition among communities, competition that can work against the best interests of the urban area as a whole.

Intergovernmental Agreements

The City of Oconomowoc has numerous governmental agreements with surrounding municipalities and outside agencies. Some of these agreements have been discussed in other chapters or in this chapter. Other relevant intergovernmental agreements of importance to the City include:

- **Fire Protection/EMS/Ambulance Service** – The City merged into the Western Lake Fire District in 2017. This district provides fire, rescue, and emergency medical services to ten municipalities in Waukesha, Dodge and Jefferson Counties. The Fire District is owned and operated by the City of Oconomowoc, Village of Summit, Village of Dousman, and Town of Ottawa.
- **Police Protection** – The City has signed a variety of agreements to assist other municipalities with safety to ensure the City is properly protected during a major catastrophe. These agreements include the county-wide mutual aid agreement, joint powers agreement and participating in the National Incident Management Systems.
- **Lake Country Municipal Court** – Formed in 1988, the Lake Country Municipal Court is a shared multi-jurisdictional court which the City of Oconomowoc is a member.
- **Bridges Library System** – The City's library is part of a two-county system that assists in funding for the City's library and helps facilitate the sharing of materials among all libraries within the system.

Intergovernmental Cooperation Policy

The City will continue to work internally and externally to resolve possible future differences between this City of Oconomowoc Comprehensive Plan and plans from adjacent communities.

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9

LAND USE

Introduction

As one of the nine required elements of a Comprehensive Plan per Wisconsin Planning Law, land use is discussed within the plan. However, it may be one of, if not the, most crucial elements of long-range planning for the City. This chapter outlines existing regulations and conditions within the City, highlights opportunities for growth and redevelopment, and defines policies and framework to guide development decision making for the next 30 years. This chapter should serve as a useful tool for decision makes, property owners, and stakeholders to guide growth and development in the City. All future land use decisions must be consistent with the adopted future land use map found in this chapter.

Existing Regulations

The City of Oconomowoc currently utilizes a range of tools and regulations to manage and guide growth within the community. Authority is given to the City through Wisconsin State Law to establish and enact these regulations in accordance with the guidance of the Comprehensive Plan. These regulations include: zoning ordinance, floodplain ordinance, shoreland zoning, subdivision regulations, and an official map.

Zoning Regulations

A zoning ordinance is a public law which regulate and restricts the use of property in order to protect the public health, safety, and welfare. The City's zoning ordinance divides the community into districts for the purpose of regulating the use of land and structures, heights, size, shape, and placement of structures, and the density of population. Zoning seeks to confine certain land uses to areas of the community, which are particularly well suited to those uses, thereby encouraging the most appropriate use of land throughout the community. Zoning seeks to assure adequate light, air, and open space for each building, to reduce fire hazard, and to prevent the overcrowding of land, traffic congestion, and the overloading of the utility systems. Zoning also provides an important means for protecting and preserving the natural resource base.

These regulations and guidelines are established within the Zoning Ordinance. Each property within the community is zoned to one of thirteen districts, which define the use and development standards that must be met. The existing zoning map should be referenced to determine the zoning of a property or the locations of various districts throughout the community. The 13 existing zoning districts can be grouped into either residential and non-residential, and are highlighted below:

Residential Zoning Districts

A majority of the property within the City is zoned for residential development. The seven residential zoning districts allow for housing development of various types, densities, and locations (see Table 24). The intent of these districts is to:

- Provide appropriately located areas for residential development that are consistent with the Comprehensive Plan and with standards for public health, safety, and general welfare;
- Ensure adequate light, air, and privacy for all dwelling units with respect to density;
- Minimize traffic congestion and overloading of public services and utilities;
- Protect residential neighborhoods from incompatible uses that create excessive noise, illumination, unsightliness, odor, and smoke; and
- Create a mixture of residential uses and preserve edges and transitions between districts.

Table 24: Residential Zoning Districts

District	Map Code	Target Density	Uses/Types
Rural Residential	RR	1.0 units/acre	Detached single-family housing
Suburban Residential	SR	3.0 units/acre	Detached single-family housing
Traditional Residential	TR	6.0 units/acre	Detached single-family housing
Multi-Unit (Low) Residential	RML	8.0 units/acre	Small lot single-family housing, duplexes, attached dwellings and multi-dwelling residences
Multi-Unit (High) Residential	RMH	12.0 units/acre	Multi-Unit residential buildings, generally located near heavily traveled roadways and adjacent to commercial districts
Isthmus Residential Multi	IRM	10.0 units/acre	Applied to the isthmus between Fowler Lake & Lac La Belle
Isthmus Residential Single	IRS	5.0 units/acre	Applied to the isthmus between Fowler and Lac La Belle, and north of the North Lake Road bridge

Non-Residential Zoning Districts

The remaining six zoning districts allow for a range of uses within the City (see Table 25). These include commercial, industrial, office, recreational, institutional and government uses. The non-residential districts are intended to:

- Provide appropriately located areas consistent with the Comprehensive Plan for retail, service, office, and industrial uses;
- Strengthen the City's economic base and provide employment opportunities close to home for residents of the City and surrounding communities;
- Provide parks, open space, and other public facilities that serve the needs of the community; and
- Minimize any negative impact of nonresidential development on adjacent residential districts.

Table 25: Non-Residential Zoning Districts

District	Map Code	Uses/Types
General Commercial	GC	Provide for shopping, service and office facilities adjacent to heavily traveled roadways. Intended to meet the convenience shopping and service needs.
Mixed-Use Commercial	MC	Promote a concentration of mixed uses including retail, service, office and residential uses. The location, mix and configuration of land uses should encourage convenient alternatives to the automobile such as pedestrian and bicycle friendly, and safe and attractive streetscapes and a more livable community.
Business Park	BP	Intended for a broad range of office, light industrial uses and other complimentary uses that promote high quality development. The purpose is to permit a variety of uses that provide professional employment, while also providing personal and professional services to the employees working within the zoning district
Industrial	I	Intended for industrial uses that are generally not compatible with residential development because of operational characteristics. Intended for uses that may require outdoor areas to conduct business activities for product display or storage.
Urban Reserve	UR	Intended to provide a transition between surrounding town agricultural/rural residential areas on large parcels of land at a low rate of population density. It also serves as a holding zone for recently annexed properties into the City. The City will not issue building permits for new single-family residential dwelling units on parcels over 10 acres in size within the UR, unless a future layout is approved.
Institutional/ Public	IP	Intended to serve larger institutional facilities such as churches, campus, school sites and associated playgrounds, hospitals, sewer and water treatment facilities and cemeteries. Also allows uses such as government services, educational facilities, public parks, open space, and similar activities.

Floodplain Ordinance

Wisconsin Statute requires all cities to adopt floodplain zoning to preserve the floodway conveyance and storage capacity of floodplain areas and to prevent the location of new flood damage prone development in flood hazard areas. In 2008, the City adopted the DNR's model Floodplain Ordinance.

Shoreland Regulations

The City of Oconomowoc has adopted shoreland and water quality standards to help protect the City's lakes and waterways. In addition to City regulations, the City also enforces Waukesha County Shoreland requirements in areas of the City that were annexed after May 7, 1982. These regulations manage the tree cutting and shrubbery clearing, earth movement, and setbacks within the shoreland areas. Specific regulations are also defined for shoreland areas annexed into the City.

Land Division Regulations

All land divisions are regulated through the City's Subdivision Control Ordinance and the City's zoning regulations. Wisconsin State Statute provides requirements and rules the City is responsible for enforcing with subdivision and other land divisions.

Official Map

The official mapping powers granted to local governments are an important, but underutilized tool. An official map can be used to identify the location and width of existing and proposed streets, highways, historic districts, parkways, railroad right-of-way, waterways, public transit facilities, airports, and the location and extent of parks and playgrounds. The official map prohibits the construction of buildings and associated improvements on lands that are identified for future public use identified on the map.

Extraterritorial Zoning Regulation

State Statutes authorize cities to adopt extraterritorial zoning regulations for adjacent unincorporated areas within three miles of the City. A City can initiate preparation of an extraterritorial zoning ordinance and map at any time. Initiation of the extraterritorial zoning ordinance freezes existing zoning in the Town for two years, while the City and Town jointly develop an extraterritorial zoning ordinance and map. A joint committee made up of three representatives from the City and three representatives from the Town is formed to develop the ordinance. The time period can be extended for one additional year at the end of the two year period. The Intergovernmental Cooperation chapter provides further discussion of extraterritorial zoning.

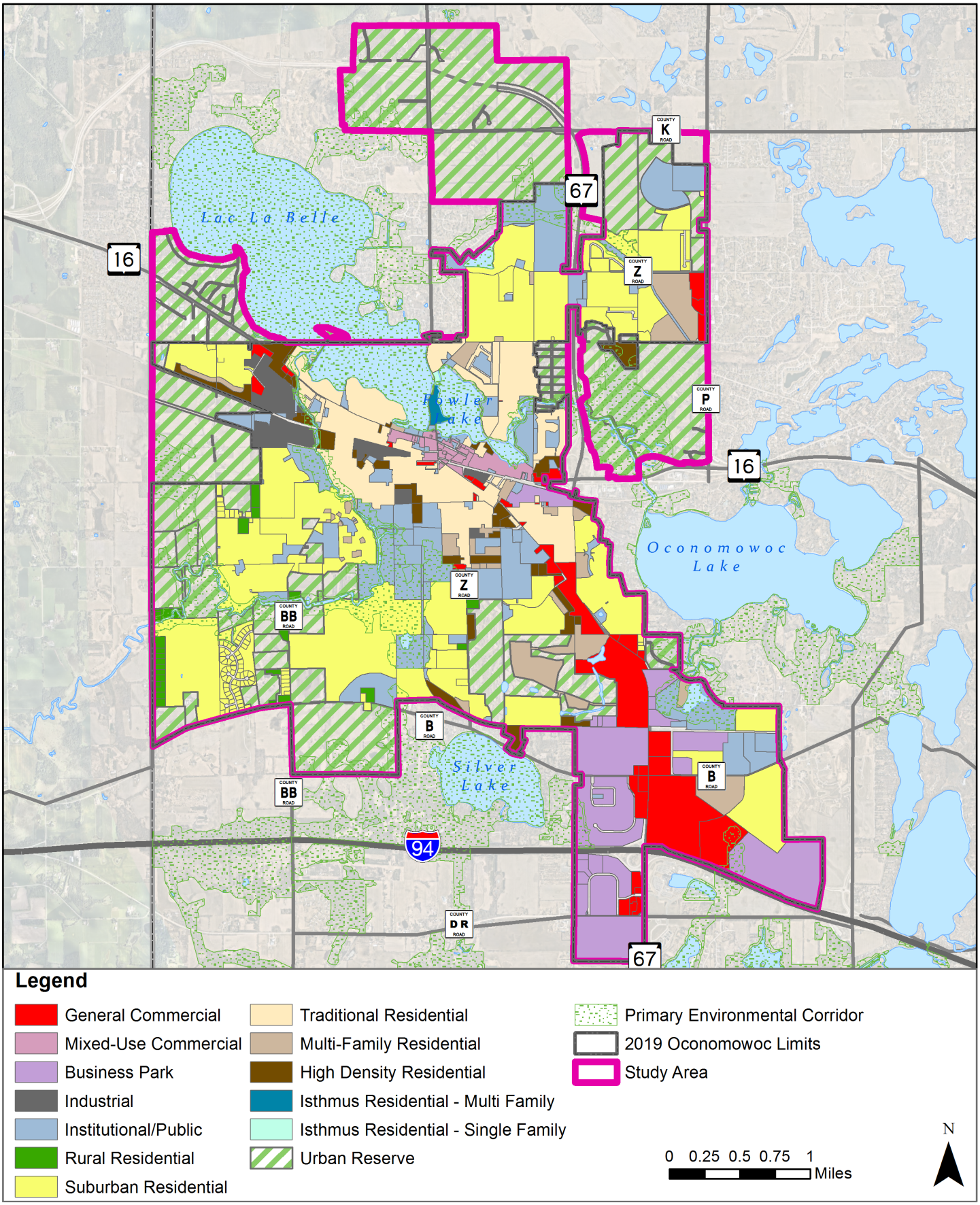
Existing Land Use

The existing use of properties within the City and the Comprehensive Plan study area was completed to identify growth potential within the community (see Figure 19). Existing development was categorized into one of 11 land uses to represent the current use of the property. Many of these existing land use districts align with those used in the future land use plan. A majority of the study area is currently used for residential uses, comprising 44.2 percent of the total area (see Table 26). The existing land use plan should be reviewed and updated on a regular basis to ensure that the proper land use is identified. This figure can also be compared to the future land use plan included within this chapter to identify areas of desired change.

Table 26: Existing Land Uses

Land Use	2019 Acres	Percent
General Commercial	508.3	5.8%
Mixed-Use Commercial	78.2	0.9%
Business Park	691.7	7.9%
Industrial	143.6	1.6%
Institutional/Public	1,093.7	12.4%
Rural Residential	84.9	1.0%
Suburban Residential	2,194.0	24.9%
Traditional Residential	697.3	7.9%
Multi-Family Residential	333.7	3.8%
High Density Residential	219.0	2.5%
Isthmus Residential - Multi Family	14.4	0.2%
Isthmus Residential - Single Family	2.5	0.0%
Urban Reserve	2,740.9	31.1%
TOTAL	8,802.3	100.0%

Figure 19: Existing Land Use



Existing Trends

The City should continue to monitor and respond to change development trends within the county and greater region. These trends may influence development to varying degrees and for short and long periods of time.

Land Demand

Development interests in Oconomowoc continue to remain high as residential, commercial, and industrial development is pursued within the community. The continued successes in Downtown Oconomowoc and the Pabst Farms development are evidence of this demand. This success is contributed to the economic development work within the community, and discussed within economic development plan element. While development pressures continue to exist, the City should monitor the availability of future land for development and ensure that the best practical use is being pursued.

Land Prices

The price of land will always play a role in development within the City. Access to amenities, infrastructure and the roadway network and just a few of the features that can influence land prices for both residential and non-residential development. While the market will drive the land values, the City should monitor changes in prices as it works with developers and property owners regarding development decisions.

Opportunities for Redevelopment

The pursuit of redevelopment of existing properties provides a variety of benefits including access to existing infrastructure and a reduction of the land demand outside of the City's core. There are a range of redevelopment opportunities present throughout the community that create options for both residential and non-residential development. Three key redevelopment areas were outlined during the public engagement process and include East Wisconsin Avenue and the Olympia Resort. These areas are discussed in more detail later in this chapter. The Downtown continues to be a focus area for redevelopment as well. Tools such as façade improvement assistance and the establishment of tax increment financing districts have been used to promote investment in the area.

Industrial redevelopment is also an important consideration. There are currently significant Industrial land use vacancies and this tax base is essential to the City. The City should be in a position to respond favorably to any future changes or trends across this industry.

Existing/Potential Land Use Conflicts

The establishment of a zoning district and future land use plan is intended to reduce the potential for land use conflicts. However, conflicts are inevitable, regardless of the City's efforts to reduce the potential. For example, agricultural and residential uses are a potential conflict that many cities deal with. Smells and noises with farming can create issues to adjacent residential areas. The City continues to deal with conflicts between residential and non-residential uses due to noise and traffic. Use of the future land use plan and zoning ordinance will help to reduce and manage these conflict areas.

Future Land Use and Projections

The 2050 Future Land Use Plan should be referred to on a regular basis to guide the location and type of development throughout the City that aligns with its established vision. Opportunities for redevelopment of existing properties and new development areas are highlighted within the future land use plan.

2040 Projections

The population is projected to grow to 20,704 people by 2040. This growth requires residential development to supply additional housing and commercial and industrial growth to provide goods, services and employment. According to the Wisconsin Department of Administration, the City is projected to experience a population increase of 33.3 percent from 2010 to 2040 (see Table 27). These projections are updated every five years, and the next update to DOA numbers out to future year 2045 are expected in 2020. The future land use plan guides growth to support population growth as projected.

Table 27: 2040 Projections

	2010 Census		2020 Projection		2030 Projection		2040 Projection	
	Number	% Change	Number	% Change	Number	% Change	Number	% Change
Household Population	15,526	--	7,343	11.7%	19,765	14.0%	20,704	4.8%
Households	6,256	--	7,298	16.7%	8,503	16.5%	9,037	6.3%

Source: U.S. Census, 2010 and Wisconsin Department of Administration, 2020, 2030 and 2040 Projections

Future Land Use

The 2050 Future Land Use Plan defines a desired future land use for all lands within the City's zoning authority, as well as potential future growth areas that may be pursued by 2050 (see Figure 20). Identified future land uses may not align with the existing land uses of a parcel, identifying a desired change in land use. In these instances, an immediate change in the use or zoning of the property is not required. Rather, should the property owner pursue a change in use or redevelopment of the property, the future land use category shall regulate future uses. A description of each land use category is provided in the following pages.

Suburban Residential

The Suburban Residential land use category supports a majority of the residential land uses within the future land use plan. This land use is intended to provide residential densities at a maximum of 3 units per acre. In general, the suburban residential district provides for the development of single-family homes at a range of lot sizes.

While future suburban residential land uses are scattered throughout the future land use plan, there are three primary growth areas identified. The first is in the northeast corner of the City, near the new school development. The recent construction of the school and other residential development will support future growth in this area. The second area is the southwest quadrant of this City. This area includes a range of single-family developments that can be supported by similar development in the future. The final area is two large parcels to the north of Pabst Farms. These areas should be pursued for single-family development that could benefit from access to amenities and services.

Medium Density Residential

The Medium Density Residential land use category is intended for a range of residential units with a maximum density of 6 units per acre. This category provides for both single-family and multi-family developments, depending on the lot size and characteristics. Future medium density development opportunities are identified at key locations throughout the community. These are areas that have connections to both existing utility and transportation infrastructure that can support the increased density.

High Density Residential

The High Density Residential land use category allows the high density of standalone residential development within the City. This category supports residential development of varying types up to a density of twelve units per acre. Developments within this category support primarily multi-family developments of varying types and sizes. Similarly, to the medium density category, future high density uses have been identified throughout the community to provide for a range of housing options. Ideal locations include a range of transportation options and access to goods and services.

Government, Institutional, Public

The land use plan clusters governmental, institutional, and public land uses into one category. These uses can include churches, schools, and other public buildings. The land use projections for these uses are included in the "other public uses" category.

Industrial

The Industrial land use category is intended to guide the development of manufacturing facilities, warehousing, storage, assembly, and other traditional industrial related land uses. This land use, coupled with business park, provides for a majority of the employment growth over the next 30 years.

Business Park

The Business Park land use identifies future high-tech uses, office, and other professional services with some light manufacturing. The land use helps to diversify employment uses and groups together complementary land uses to reduce the potential for conflict.

Commercial/Office

This Comprehensive Plan provides lands for commercial and office related uses, which may include professional services (i.e. medical or veterinary uses). Most existing commercial areas are remaining commercial. Very little new commercial areas are being planned for in the City.

Mixed-Use – Commercial/Office/Residential

Areas within Downtown or near Downtown have been designated as "mixed use". These areas are uniquely situated for possible redevelopment because of their locations. Some lands are located on major roadways while others are in close proximity of a future rail stop in the City. Uses within these areas will vary from strictly residential, to office or commercial. The design of buildings in these areas shall blend with existing architecture in the area and should strive to create a pedestrian/walkable environment. Mixed use was included in the commercial and office calculations.

Recreational/Parks

Areas of land that are designed as recreation and parks are intended to provide park space and recreational areas, including golf courses. The land use projections for these uses are included in the "other public uses" category.

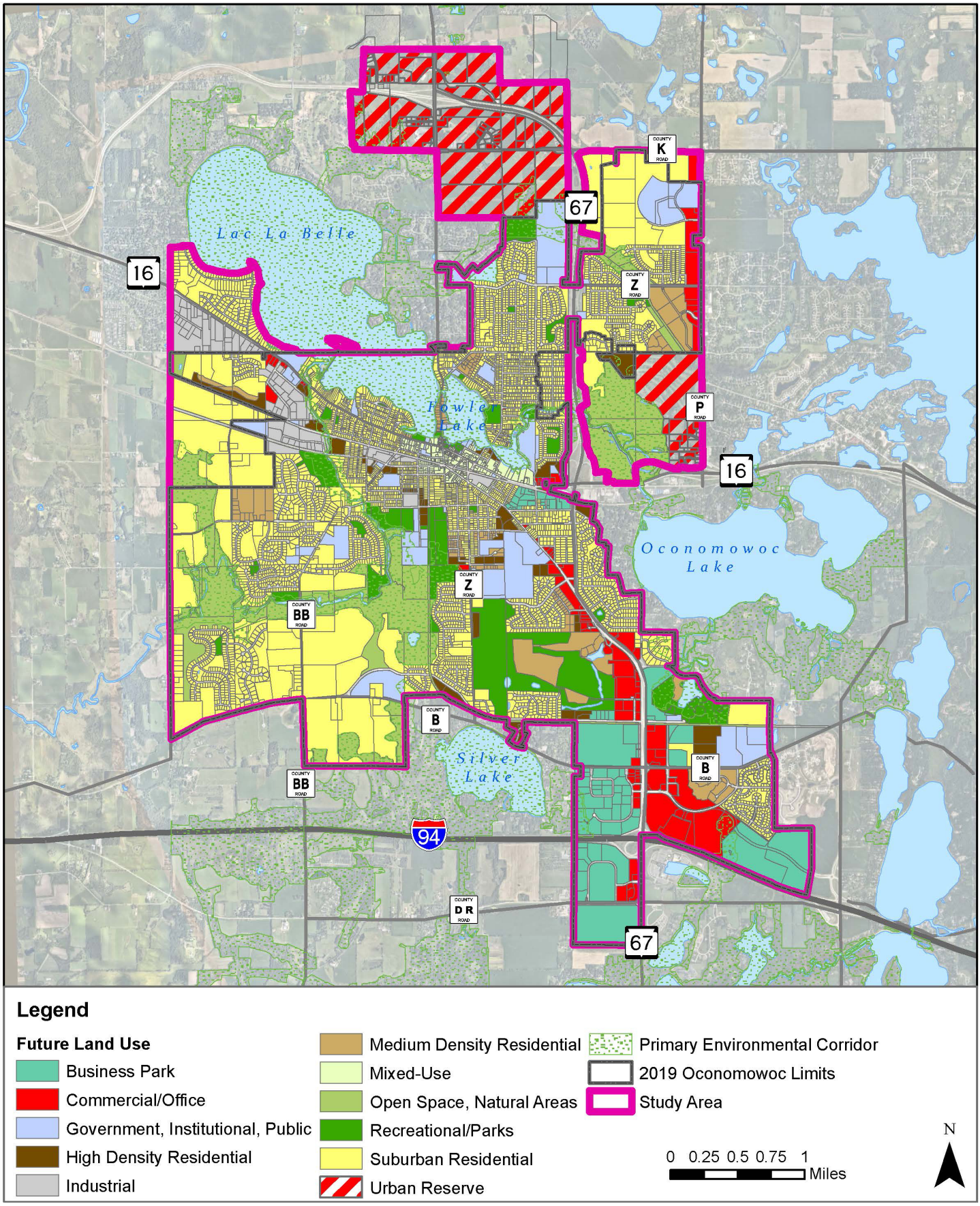
Open Space, Natural Areas

Areas of land that are identified as open space are intended to remain in a natural space and left undeveloped. In many situations, these lands contain wetlands, floodplains or other environmental features that limit development. In the future these lands may be publicly or privately owned. The land use projections for these uses are included in the "other public uses" category.

Urban Reserve

Areas designated as urban reserve are lands outside of the City's current boundaries and in general do not have services readily available. These lands are considered to have the highest priority for the City to possibly include in the City's boundary. However, with City, and the Town need to have further discussions about establishing a border agreement for both municipalities. Until an agreement between the City and Town is finalized, the City will be reluctant to approve any major/significant land divisions within the urban reserve as these lands could be annexed/attached to the City within the next 20 years. The City needs to ensure any new lots will not hinder the future City services in the area.

Figure 20: Future Land Use



This plan recognizes and has been created to accommodate the projected number of households without utilizing the urban reserve lands. However, the City has already exceeded the land use projections and growth is occurring at a quicker rate than what was anticipated. The City is growing faster than the Department of Administration population projections as provided in past chapters. Proper planning and coordination of the urban reserve needs to occur. A future neighborhood plan for these lands may be necessary prior to the City approving any developments within the urban reserve.

Agricultural

This land use plan does not designate land within the City for future agriculture use. However, lands located within the urban reserve area of the City could be utilized as agricultural lands until water/sewer are available in those areas and boundary agreements are reached with surrounding Towns.

ROW-Proposed

Future right-of-way areas are identified within the future land use plan. These areas identify future components of the roadway network and align with the future connections identified on the official map.

2050 Land Use Consumption

Residential land uses continue to comprise a majority of land within the future land use plan (see Table 28). The Suburban Residential category is poised to represent over 45 percent of the area within the City. The land use with the next highest consumption is the Urban Reserve category with 13.0 percent of the total area.

Table 28: 2050 Land Use Consumption

Land Use	2050 Acres	Percent
Commercial/Office	442.0	5.0%
Mixed-Use	83.9	1.0%
Business Park	642.4	7.3%
Industrial	226.9	2.6%
Government, Institutional, Public	583.9	6.6%
High Density Residential	201.5	2.3%
Medium Density Residential	346.3	3.9%
Suburban Residential	3,629.4	41.2%
Open Space, Natural Areas	933.9	10.6%
Recreational/Parks	609.5	6.9%
Urban Reserve	1,104.4	12.5%
TOTAL	8,802.3	100.0%

Focus Areas

Throughout the public engagement process of the Comprehensive Plan, three areas were identified within the City as focus area for redevelopment. A description of each area, the future land use plan and considerations specific to each focus area are defined.

Pabst Farms

Pabst Farms is a 1,500-acre development located north of I-94 and east of WIS 67 in Oconomowoc (see Firgure 21). Because of its ideal access to these highways, Pabst Farms is an attractive location for commercial development west of Milwaukee.

The development includes a 200-acre, 2 million square-feet of office, light industrial, and warehouse distribution centers. The Commerce Centre is home to Roundy's Distribution Center, Harley Davidson Dealership, Ace Precision Headquarters, Sentry Equipment, Fastenal, and Lake Country Manufacturing. It also includes a 128-room hotel.

The planned development will also include several types of residential development including single family homes, townhomes, and condominiums. Four neighborhoods have been established as part of the Pabst Farm development plans. These include Eastlake Village (170 single family homesites), Lake Country Village (300 homesites), Interlaken Village (26 estate sized single-family homesites), and Village Crossing (over 100 condominiums and five floorplans).

Olympia Redevelopment

In early 2018, the Olympia Resort and Conference Center closed. Olympia Resort was home to a 135,000 square foot hotel and conference center and had 256 rooms on its 29-acre parcel near WIS 67 and I-94 (see Figure 22). At one time, the complex included a golf course and ski hill. Later, those amenities split from the resort and were owned separately but have since closed.

In December 2018, a developer purchased the site and pitched development plans. Since that time, the developer has been in discussions with the Planning Commission and City Council to finalize how details of the development.
Future land use includes medium density residential as well as commercial and recreational/parks. Final concepts are in discussion, but not yet approved for this location. The developer and City staff will continue to work towards a final plat for this area.

East Wisconsin Avenue

The East Wisconsin Avenue corridor extends from the Downtown roundabout to the bypass of STH 67 (see Figure 23). In 2018, the City finalized detailed zoning requirements for redevelopment opportunities located on E. Wisconsin Avenue. The Design Overlay District will regulate height, setbacks, and building design elements for future projects and improve the eastern gateway entrance to Downtown Oconomowoc.

Land Use Policies

Land use decisions should be made in an effort to protect the health, safety and welfare of all occupants of Oconomowoc. These decisions should also be mindful of the impact and relationship to all other elements of the Comprehensive Plan. As the City makes decisions regarding future development, the following policies should be used:

- Promote energy efficient building and design practices
- Ensure that all development within the City is consistent with the Comprehensive Plan
- Proactively plan for development by monitoring trends and updating the future land use plan and polices as needed to best serve the City
- Promote infill development
- Align future land use planning with all long-range planning efforts within the Comprehensive Plan
- Pursue timely development that can be effectively serviced by municipal infrastructure
- Reduce and mitigate land use conflicts throughout the development review process

Figure 21: 2050 Future Land Use – Pabst Farms

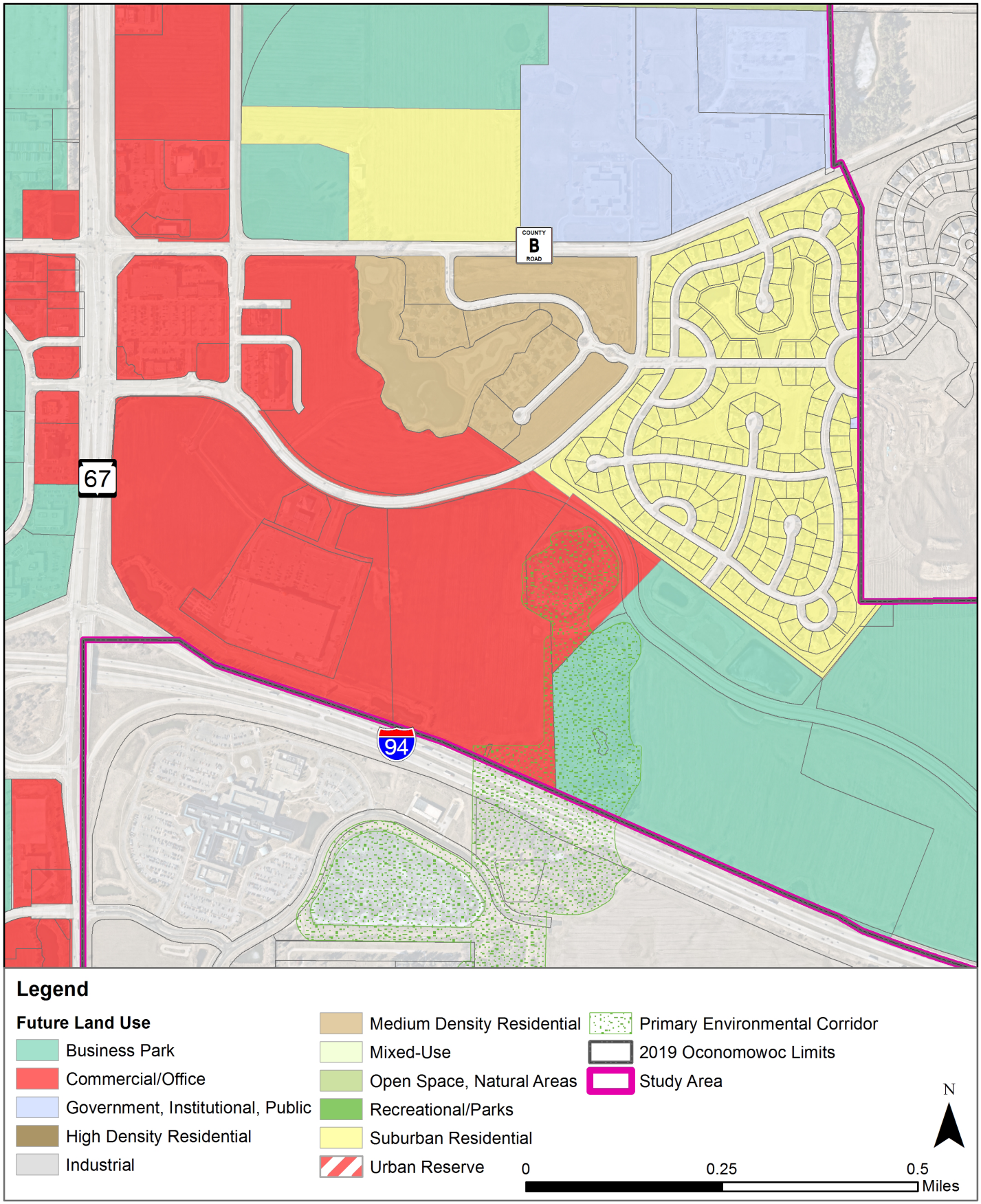


Figure 22: 2050 Future Land Use – Olympia Resort

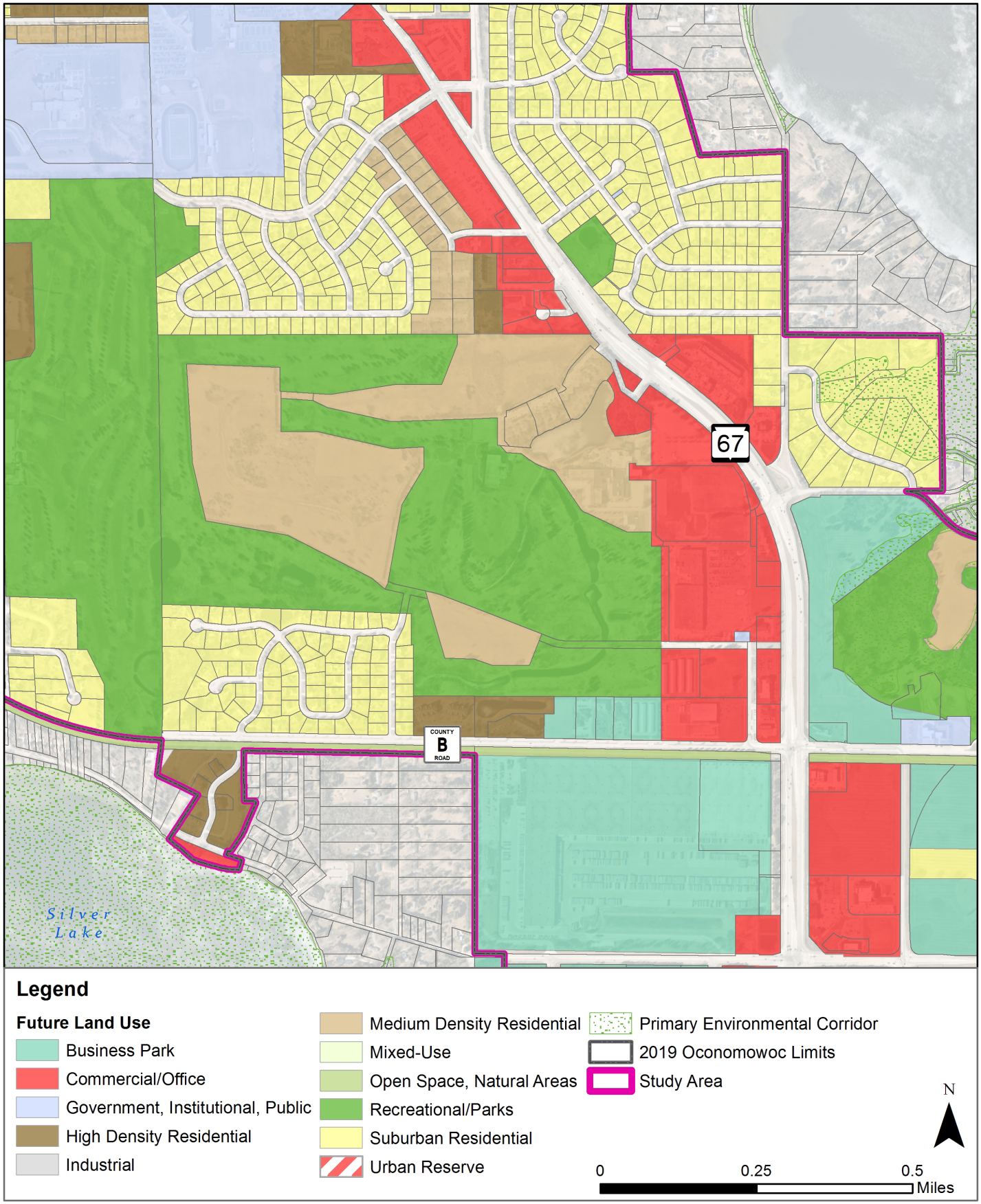
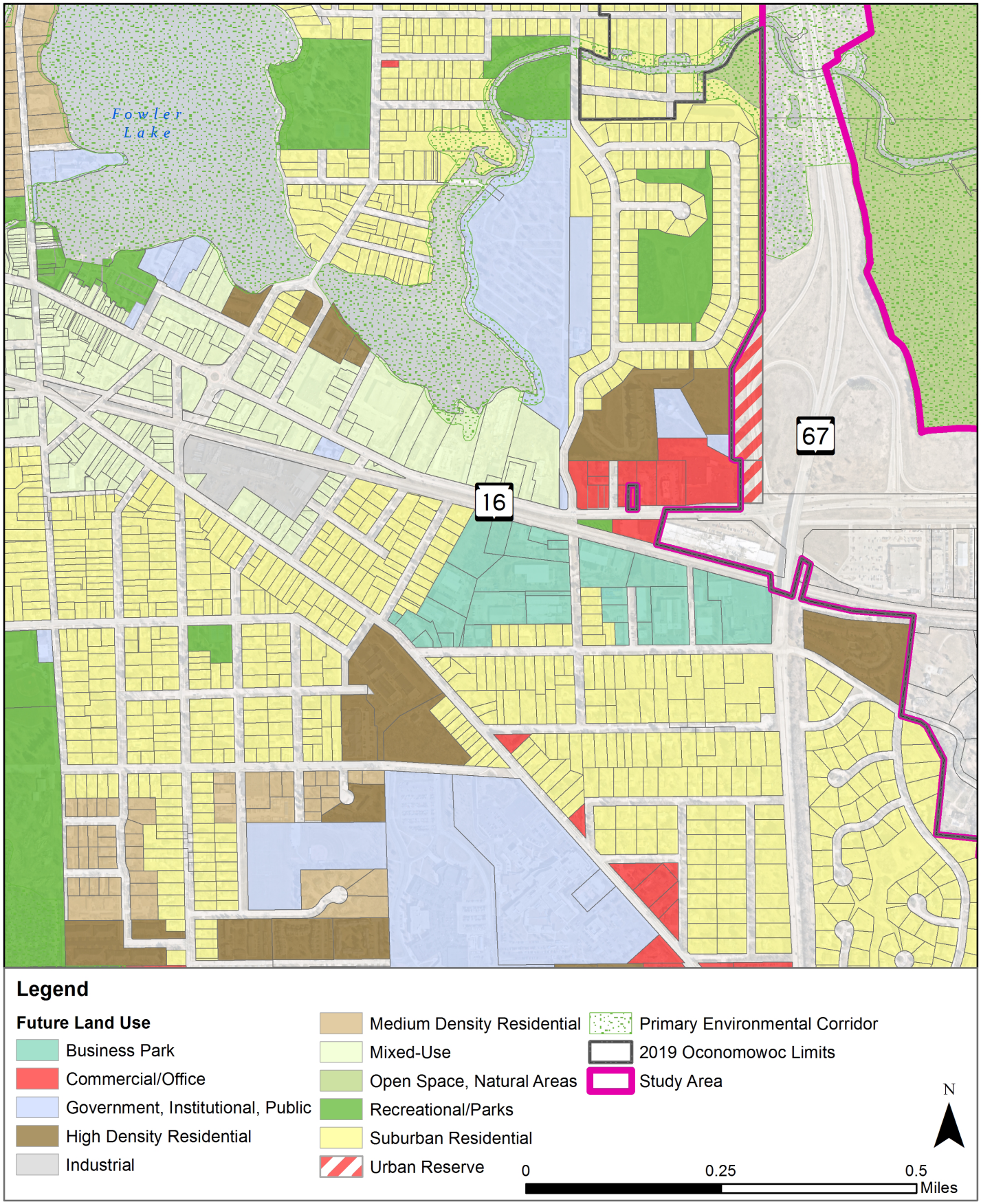


Figure 23: 2050 Future Land Use – East Wisconsin Avenue



10

IMPLEMENTATION

Introduction

The Comprehensive Plan outlines the policies and guidance for future decision making related to each of the plan elements. The Implementation Plan serves as a tool for putting that guidance to work. The goals, objectives and actions identified within this chapter set the stage for tasks that can be completed to help the city achieve its vision by 2050. Actions identified within this chapter can range from the review of existing ordinance language to procedures for amending the plan. The Implementation Plan should be referred to on a regular basis as development decisions are made.

The goals listed in the chapter recognize that the tools and procedures as outlined are necessary to achieve the goals and objectives identified in the other plan elements. The Wisconsin "Smart Growth" Comprehensive Planning Law requires that the implementation element "describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan". The City of Oconomowoc has achieved consistency and integration by preparing all elements simultaneously and under the guidance of experienced city staff.

The actions identified in the chapter provide a general list of potential tasks that the city can complete as it works to achieve its goals and overall vision for 2050. This is not intended to be a complete list and should be added to and modified on a regular basis. Additionally, some of identified actions may not be necessary or applicable as trends and conditions change.

Housing Goals

Goal 1:	**Enhance the environmental and residential assets so the city continues to be an attractive place to live.**
Objective 1:	Encourage neighborhood development within the city that allows for a variety of dwelling types and uses.
Objective 2:	Provide pedestrian access and amenities as part of all housing developments. This includes consideration of the location of developments that cater to various user groups and access to their desired amenities (e.g., young families with access to schools and parks).
Objective 3:	Promote and encourage housing developments that include adaptive reuse of existing buildings.
Objective 4:	Encourage new developments and redevelopments to incorporate sustainable and innovative site design to conserve energy resources and protect environmental resources.
Objective 5:	Encourage residential development and redevelopment within the Downtown.
Objective 6:	Encourage conservation and clustered housing developments to protect open spaces, provide alternative housing options, promote the sharing of services, and to potentially provide shared community garden spaces for residents.
Goal 2:	**Maintain housing values and quality of life over time.**
Objective 1:	Continue to review and update city codes, ordinance and plans every five (5) years to consider amendments to address housing concerns.
Objective 2:	Promote inspection, maintenance, and rehab programs that help owners maintain current dwellings.
Objective 3:	Continue to protect the character and scale of existing residential areas and carefully plan new ones so that large, non-residential uses such as parking lots, roadways, or institutional growth minimize negative impacts on residential properties and residential neighborhoods.
Objective 4:	Work with property owners and developers to improve the quality of repair and adaption of existing residential buildings and promote the quality of new design and construction to enhance new developments.
Objective 5:	Encourage the connection of existing and future housing developments to amenities and infrastructure throughout the community.
Goal 3:	**Provide a variety of housing types, designs, and densities, and price ranges to meet the needs of residents of varying incomes, ages, and lifestyle patterns.**
Objective 1:	Consider providing zoning incentives to developers who provide affordable housing. These incentives could include density bonuses.
Objective 2:	Maintain approval processes for developments that focus on central issues like affordability, functionality, design, sustainability, and neighborhood fit to achieve balance with the established City objectives.
Objective 3:	Support non-profit and private-public partnerships to ensure Oconomowoc citizens have quality, affordable housing.
Objective 4:	Provide clear explanations of the City's decision processes and expectations to developers, builders, owners, and property managers as they become involved in those processes.
Objective 5:	Consider allowing accessory dwelling units and "live-work-units" to help provide housing as well as affordable office or work spaces for entrepreneurs.
Objective 6:	Encourage high density development in and near downtown.
Objective 7:	Provide flexible and streamlined zoning standards that encourage creativity in development designs.
Objective 8:	Inventory existing City housing stock to track types of housing units located within the City.
Objective 9:	Continue citywide design requirements for multi-family housing units.

Transportation Goals

Goal 1:	**Develop and maintain a coordinated and balanced transportation system that provides a variety of choices among transportation modes.**
Objective 1:	Plan for and provide a balanced and efficient transportation network that offers realistic and viable alternatives to automobile travel and maximizes use of existing transportation investments.
Objective 2:	Work closely with the Wisconsin Department of Transportation and Waukesha County to develop long-range regional land use and transportation plans.
Objective 3:	Encourage transportation infrastructure that promotes land use patterns that encourage the sustainable use of resources and reduces demands on natural resources.
Goal 2:	**Develop and maintain a transportation system that supports new and existing residential, employment, commercial, and recreation areas, preserves and enhances neighborhood livability and the quality of life for the City of Oconomowoc residents, while providing for safe, efficient and effective movement of people and goods.**
Objective 1:	Encourage a mixture of land uses in areas that help foster a transportation environment that allows numerous transportation modes to interact effectively.
Objective 2:	In new neighborhoods, plan and construct a pattern of streets, sidewalks, bicycle facilities that maximize the connectivity of land uses within the neighborhood and connectivity to areas outside the neighborhood.
Objective 3:	Encourage redevelopment to occur in a manner that is integrated with various components of the transportation system.
Objective 4:	The City will consider traffic calming techniques, including, but not limited to roundabouts, speed tables, boulevard sections, and varying street cross sections when designing street and intersection improvements.
Objective 5:	Consider the need to add designated mass transit pick-up/drop-off locations (i.e. taxi stands) for Uber/Lyft, employment transportation, and designation of bus routes.
Objective 6:	Consider adding accommodations and charging stations for electric vehicles in areas throughout the City.
Goal 3:	**Explore multi-modal opportunities within and around the city, including mass transit. Actively participate in regional transportation planning efforts.**
Objective 1:	Support the Midwest Regional Rail Initiative and encourage the location of a station stop that connects neighborhood to the Downtown area within the City.
Objective 2:	Consider adding a connection between Downtown and the Pabst Farms development.
Objective 3:	Work with the Southeastern Wisconsin Regional Planning Commission to conduct a major review and reevaluation of the jurisdictional transfer recommendations in the VISION 2050 Regional Transportation System Plan.
Objective 4:	Support and encourage the expansion of the Lake County Recreation Trail from Oconomowoc to Watertown in Jefferson County.

Community Facilities and Utilities Goals

Goal 1:	**Provide adequate active and passive recreational opportunities for all people of the city.**
Objective 1:	Coordinate with the school district and local organizations to improve recreation choices, including the shared use of facilities for community benefit.
Objective 2:	Consider natural and manmade features that may act as barriers for people when locating parks. Provide pedestrian access that is separate from vehicular traffic as needed.
Objective 3:	Update the Bike and Pedestrian Plan, and Park and Open Space Plan. Provide for more diverse recreational opportunities such as the development of bike trails and walking trails.
Goal 2:	**Ensure that all city development is served by adequate, efficient, cost-effective utilities and community facilities.**
Objective 1:	Continue to utilize the City's CIP to develop needed utilities and community facilities.
Objective 2:	Communicate with the school district about new development to allow the district to plan for staff, building additions, and other needs.
Objective 3:	Upgrade utilities located in street right-of-ways when streets are reconstructed.
Objective 4:	Reserve street right-of-way, parkland and easements in undeveloped areas by amending the Official Map.
Objective 5:	Explore opportunities for intergovernmental cooperation to improve efficiencies and reduce costs with respect to governmental services, garbage collection, road maintenance, equipment purchase and sharing, and snowplowing.
Goal 3:	**Continue to plan our City Staffing levels to meet the needs of the community.**
Objective 1:	Determine opportunities to effectively reorganize job responsibilities to improve communication and efficiencies. This may include consolidating services, identifying needs for additional staff, and reorganizing space or acquiring additional space to accommodate increased staff.
Goal 4:	**Maintain an electric, water, and sanitary system that is capable of serving the needs of the growing resident and visitor population.**
Objective 1:	Update and maintain utility facility plans to determine long-term strategies to providing efficient and additional utility capacity.
Objective 2:	Continue to replace undersized, aged, and damaged utilities as necessary.
Objective 3:	Continue to enhance well-head protection and well abandonment as necessary to protect future water supply.
Objective 4:	Encourage water conservation techniques that reduce water usage within the City.
Objective 5:	Continue to promote the use of and recommend construction and generation of alternative forms of energy (e.g. solar, wind, geo-thermal) and support efforts to increase the generation of electricity and transportation fuels from renewable resources.
Objective 6:	Continue program of lead water lateral replacement in conjunction with street maintenance program.
Goal 5:	**Stay informed, educated, and proactive on technological trends that will affect the City and its residents.**
Objective 1:	Consider polices that protect the public privacy regarding technology.
Objective 2:	Consider how autonomous vehicles will affect infrastructure needs, etc. along with current needs for growth of electric vehicles.

Agricultural, Natural and Cultural Resources Goals

Goal 1:	**Protect wetlands in the City of Oconomowoc from water quality issues and elimination from development.**
Objective 1:	Avoid development in wetlands and Primary Environmental Corridors to the extent possible , except limited passive recreation
Objective 2:	Consider creating building and development setbacks from wetlands to minimize potential negative impacts on wetlands and water quality.
Goal 2:	**Preserve, protect, and expand the natural resources of the city for use and enjoyment by residents and visitors.**
Objective 1:	Preserve remaining undeveloped lands within designated primary environmental corridors as natural or open space. Low impact development or conservation subdivisions are potential ways to preserve these areas.
Objective 2:	Use public acquisition, dedication, or conservation easement in areas of environmental importance.
Objective 3:	Promote cluster/conservation development as a way to preserve open space and environmentally important lands.
Objective 4:	Maintain Oconomowoc Watershed Protection Program (OWPP)
Goal 3:	**Protect agricultural land from premature development.**
Objective 1:	In areas designated for the future development served by public sanitary sewer and public water systems, use a holding zone strategy (e.g. Rural Agricultural, Urban Reserve zoning) which allows only agricultural and limited site improvements until the property is developed.
Objective 2:	Support community gardens on appropriate private and public property.
Goal 4:	**Preserve and protect the historic resources of the city.**
Objective 1:	Evaluate the City's Zoning Ordinance to provide more protection of historic structures.
Objective 2:	Continue to provide assistance with the façade improvement program for the Downtown.
Objective 3:	Seek available grant money to improve historic structures.
Objective 4:	Conduct an inventory of the historical structures and local landmarks within the City limits.
Goal 5:	**Preserve and protect the historic resources of the city.**
Objective 1:	Use recharge area overlay zoning district requirements to protect recharge areas.
Objective 2:	Avoid the use of directed surface water recharge near shallow well sites.

Economic Development Goals

Goal 1:	Expand economic development opportunities to grow and expand the local economy.
Objective 1:	Use the City of Oconomowoc webpage as an economic marketing tool. Maintain the webpage to provide additional demographic, market, site locations, cost and other information about the community for prospective entrepreneurs.
Objective 2:	Develop and make available a guide for local property owners who wish to establish home occupations. Include criteria for site development and information about any necessary approvals. This guide could be similar to the guide to opening a business in the City.
Objective 3:	Seek grants to identify and clean-up Brownfield sites and/or vacant/older industrial buildings to create opportunities for redevelopment.
Goal 2:	**Develop and maintain a physical, cultural, educational, and recreation environment in the city that is conducive to and attracts business and residential development.**
Objective 1:	Update performance standards as needed (e.g. signage, noise, lighting, height, etc.)
Objective 2:	Coordinate with the Oconomowoc Area School District, church and civic organizations to market the City's network of cultural and educational amenities.
Objective 3:	Provide financing to assist façade improvement projects and to encourage business to locate in commercial areas throughout the City, especially in Downtown Oconomowoc.
Objective 4:	Continue to coordinate with area banks to establish a revolving loan fund for façade improvements.
Objective 5:	Support development proposals that provide a mix of uses in the Downtown, including residential, retail, and service establishments.
Objective 6:	Work with merchants to promote economic development programs and ordinances that affect the business economy.

Intergovernmental Goals

Goal 1:	Cooperate with neighboring municipalities, Waukesha County, special districts, State agencies, and the Oconomowoc Area School Districts.
Objective 1:	Maintain and pursue cooperative agreements for mutual aid and services with adjoining units of government and explore opportunities to reduce financial costs and eliminate inefficiencies and duplication.
Objective 2:	Work closely with the Southeastern Wisconsin Regional Planning Commission, the Wisconsin Department of Transportation, the Wisconsin Department of Natural Resources and neighboring municipalities.
Goal 2:	**Resolve annexation and boundary disputes in a mutually beneficial manner.**
Objective 1:	Pursue the discussion of boundary agreements with neighboring municipalities.
Objective 2:	Seek to work collaboratively with surrounding municipalities during the City's review of extraterritorial subdivision within surrounding Towns.
Objective 3:	Evaluate the need to continue the review of land divisions within the ET platting jurisdiction area.

Land Use Goals

Goal 1:	**Allow for flexibility in residential development to provide a range of housing options suitable for all residents.**
Objective 1:	Consider the use of planned development districts and other planning mechanisms to accommodate a range and mixture of housing options within the Community.
Objective 2:	Promote infrastructure and amenities that are user friendly and residential development that includes a sense of connectivity in sidewalks, streetscape, and trails. The design should be conducive for public use.
Goal 2:	**Provide for appropriate commercial development on a scale that accommodates the needs of the City.**
Objective 1:	For presently developed commercial areas, encourage infilling and redevelopment where appropriate.
Objective 2:	Ensure that new development allow for adequate parking, storage, vehicular movement, landscaping, buffering, open space and public infrastructure and facilities.
Goal 3:	**Designate areas for industrial development, with design guidelines and development standards that contribute to the economic stability of the City.**
Objective 1:	Continue to direct industrial development to appropriate areas, with attention to design and development standards.
Objective 2:	Support efforts of existing industrial businesses to expand and grow within the community.

Implementation Goals

Goal 1:	**Implement a systematic review of all appropriate ordinances including: Zoning, Subdivision, Sign, Parking, Landscaping, Floodplain, Wetland Ordinances, etc. to ensure consistency with the adopted Comprehensive Plan.**
Objective 1:	Regularly review and revise the City's zoning ordinance to promote concepts from the Comprehensive Plan including mixed-use development, traditional neighborhood development, and transit-orientated development.
Goal 2:	**Ensure the City of Oconomowoc Comprehensive Plan is an effective tool for making local land use decisions.**
Objective 1:	Periodically review the goals and objectives to assess implementation success and consider additional objectives.
Objective 2:	When available, provide updated information and data to supplement the plan (e.g. Census data, zoning map, etc.).

Implementation Actions

The following table identifies a range of implementation actions that includes tools, programs and other resources that the city can use to achieve its goals. A general timeframe is included as a recommendation for when the action may be required:

- Ongoing – this action is currently in place today and should be carried forward.
- Short-Term – efforts toward this action should occur over the next 1 to 5 years.
- Mid-Term - efforts toward this action should occur over the next 5 to 10 years.
- Long-Term – efforts toward this action should be considered in the next 10+ years.

Topic	Action	Timeframe
	Review housing ratio definition	Short-term
	Accessory dwelling units	Short-term
	Track/review Affordability Policy	Short-term
	Review housing stock for aging and Millennial housing	Short-term
	Establish a Truck Route map and determine wayfinding signage	Mid-Term
	Establish an Official Map	Short-Term
	Periodically inventory community facilities and utilities when DOA growth projections are released to assure residents needs are being met.	Short-Term
	Evaluate technology advancements that are safe and contribute to higher quality of life for residents and businesses in the area.	Short-Term
	Conduct a Historic Structure Inventory and review options for a Historic Preservation Program	Short-Term
	Monitor initiatives and successes of the Oconomowoc Watershed Protection Program and adjust sustainability goals as applicable	Mid-Term
	Periodically inventory downtown parking space and availability	Short-Term
	Review 2015 ETJ boundaries and Extraterritorial Platting policy	Short-Term
	Routine review of the City-wide plans and Ordinances	Short-Term

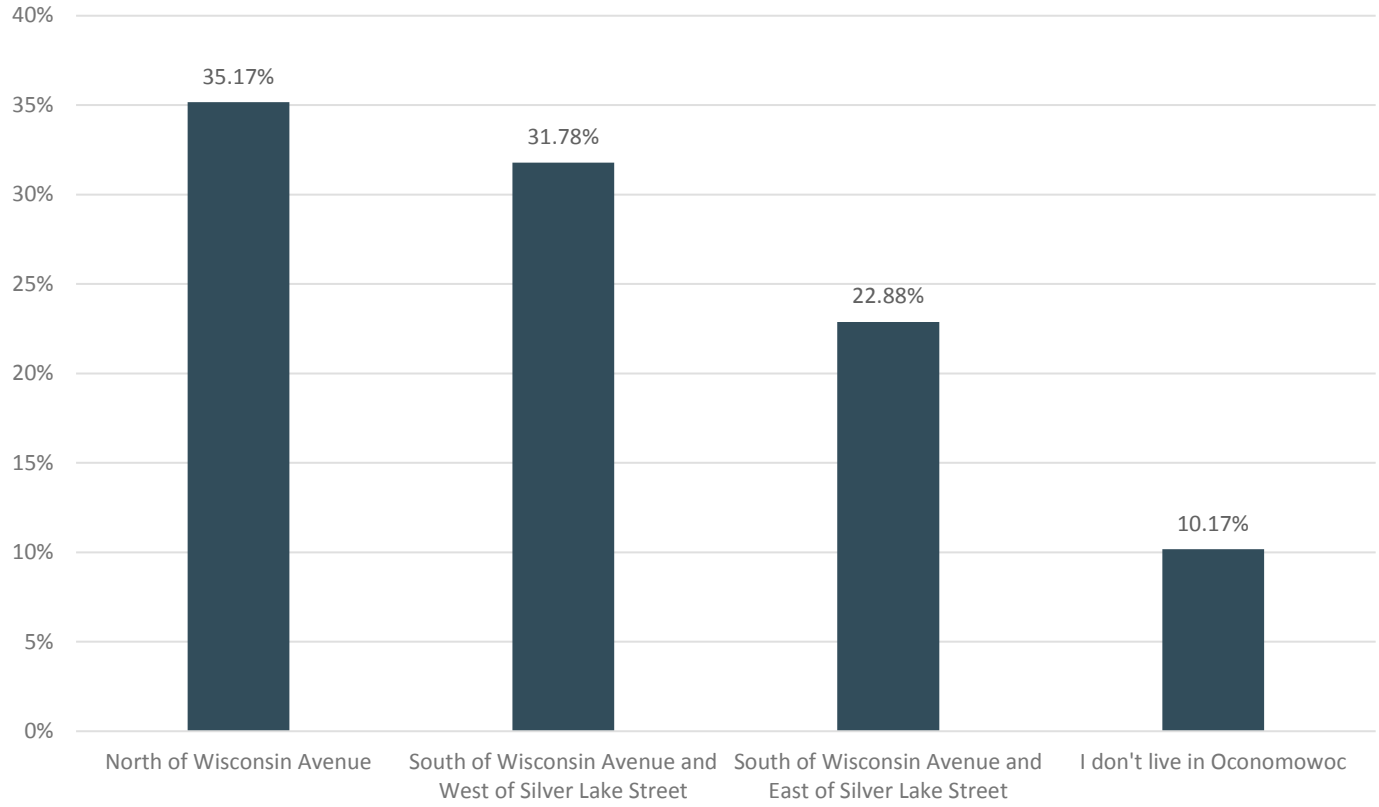
A

APPENDIX

Oconomowoc General Survey Response Summary

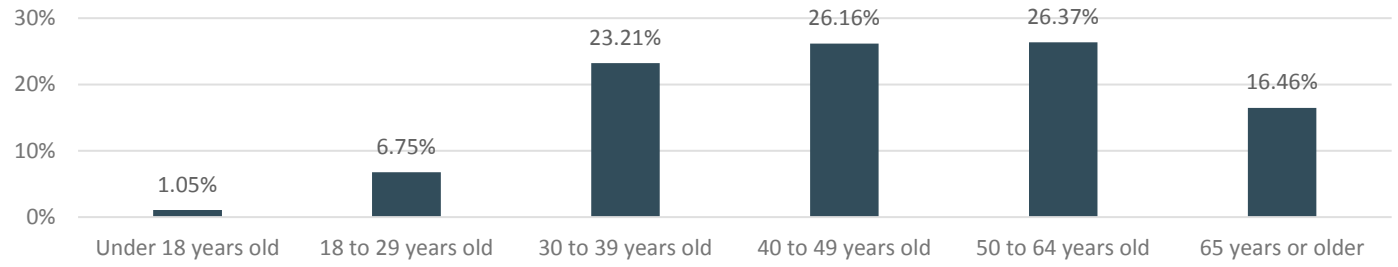
Question 1: In which area of Oconomowoc do you live?

Answer Choices	Responses
North of Wisconsin Avenue	**166**
South of Wisconsin Avenue and West of Silver Lake Street	150
South of Wisconsin Avenue and West of Silver Lake Street	108
I don't live in Oconomowoc	48
Total	**472**



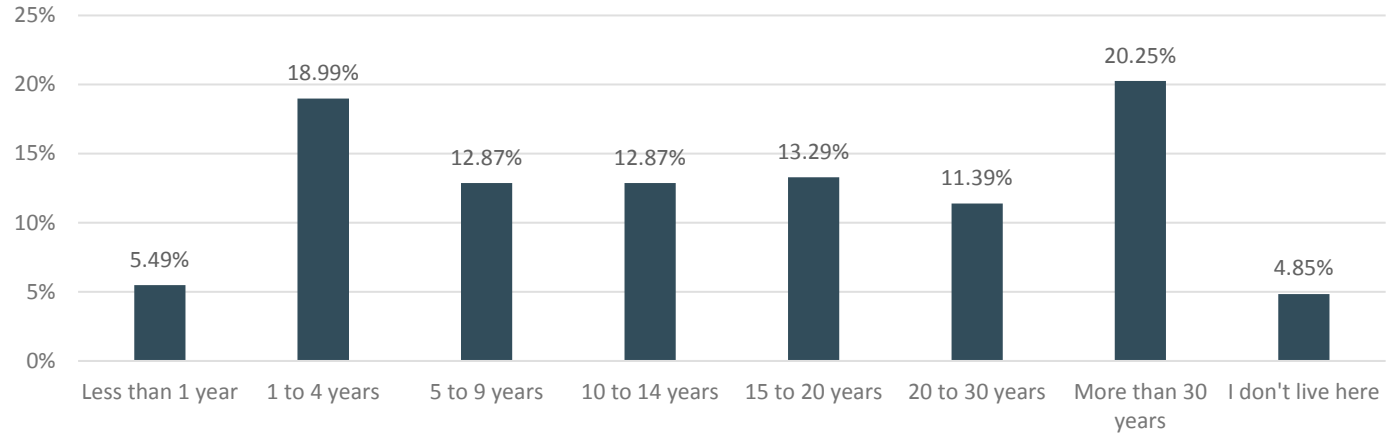
Question 2: In which age bracket are you?

Answer Choices	Responses
Under 18 years old	5
18 to 29 years old	32
30 to 39 years old	110
40 to 49 years old	124
50 to 64 years old	**125**
65 years or older	78
Total	**474**



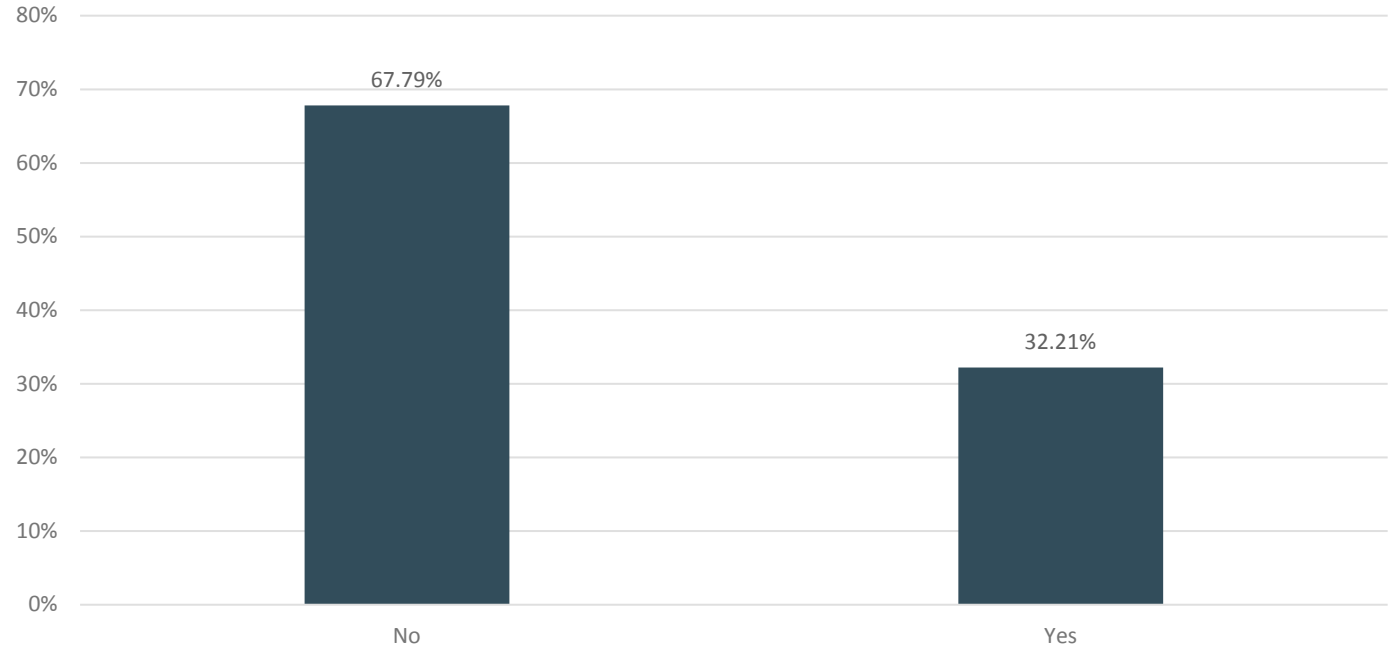
Question 3: How long have you lived in Oconomowoc?

Answer Choices	Responses
Less than 1 year	26
1 to 4 years	90
5 to 9 years	61
10 to 14 years	61
15 to 20 years	63
20 to 30 years	54
More than 30 years	**96**
I don't live here	23
Total	**474**



Question 4: Is your employer located within the City of Oconomowoc?

Answer Choices	Responses
No	**303**
Yes	144
Total	**447**

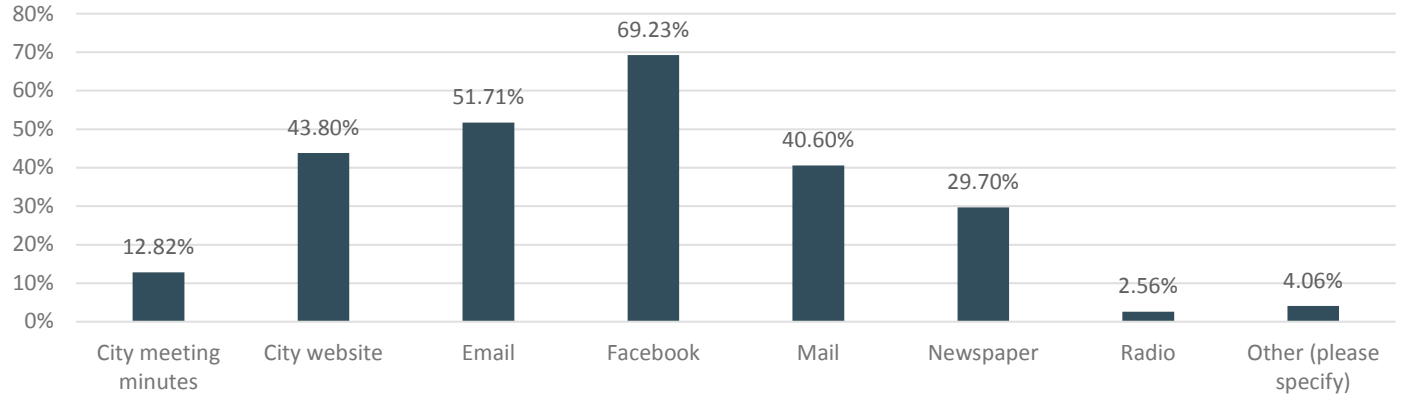


If no, what is the zip code for your place of employment? (Top Responses)

1. Oconomowoc (118 Responses)
2. Waukesha (32 Responses)
3. Milwaukee (15 Responses)
4. Pewaukee (13 Responses)
5. Hartland (12 Responses)
6. Delafield (10 Responses)
7. Brookfield (9 Responses)
8. West Allis (9 Responses)

Question 5: What are the best ways for you to receive information and communications from the City of Oconomowoc? *(Check all that apply)*

Answer Choices	Responses
City meeting minutes	60
City website	205
Email	242
Facebook	**324**
Mail	190
Newspaper	139
Radio	12
Other (please specify)	19
Total	**468**



Open-ended Responses

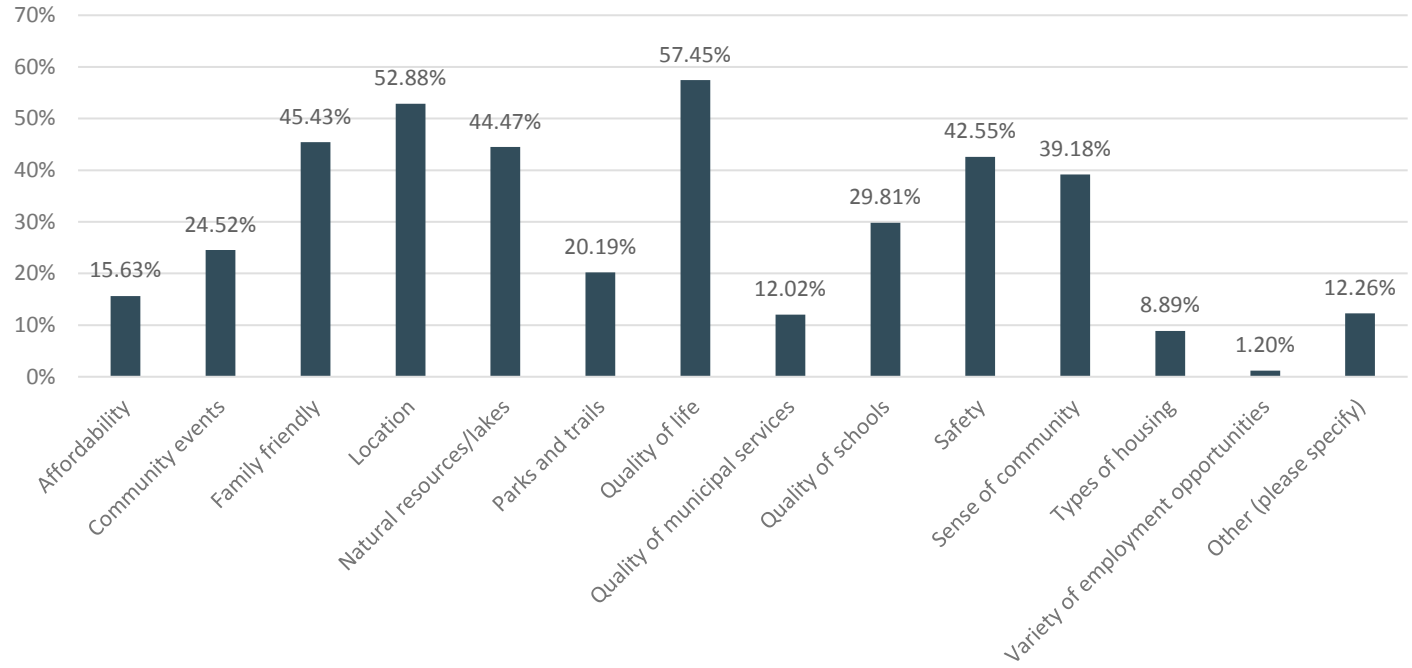
1. from friends and observations
2. go to conferences about the city
3. AARP Duffy Presentation
4. Text alerts
5. Text
6. Twitter
7. Twitter
8. WMMM Madison and The Lake Country Reporter
9. Mailed flyers
10. Text message for emergent events..."1 day left to vote"
11. Text Message Updates
12. Social media
13. Text
14. Text
15. text messages
16. Text
17. twitter
18. Text
19. Text

Question 6: Please provide your contact information

Answer Choices	Responses
Name:	201
Company:	0
Address:	200
Address 2:	22
City/Town:	0
State/Province:	0
ZIP/Postal Code:	204
Country:	0
Email Address:	187
Phone Number:	0
Total	**206**

Question 7: Why do you live in Oconomowoc? *(select up to 3)*

Answer Choices	Responses
Affordability	65
Community events	102
Family friendly	189
Location	220
Natural resources/lakes	185
Parks and trails	84
Quality of life	**239**
Quality of municipal services	50
Quality of schools	124
Safety	177
Sense of community	163
Types of housing	37
Variety of employment opportunities	5
Other (please specify)	51
Total	**416**



Open-ended Responses

1. retired
2. senior housing
3. employment (presently retired)
4. Proximity to work.
5. We moved to East coast 5 years ago but will be moving back to Oconomowoc in 2019. We love the sense of community
6. Beautiful area

7. grew up here
8. Dont
9. Appreciating property values
10. Walkable downtown
11. Employment
12. Small-town atmosphere! Please retain!
13. Lived here my whole life.
14. Family
15. Born and raised here, it's always been "home" even when living elsewhere
16. Close to family
17. wife lived here when I married her in 2003
18. all of the above
19. family reasons
20. married to a man that lived here
21. This is where my business has been for 21 years
22. Hometown
23. 4th Generation in my family to grow up and stay here
24. Job
25. Long family history in area
26. Ability to walk around Fowler and the downtown.
27. FMily near
28. Lakes & historic downtown
29. Vacation home on Lac LaBelle
30. Dining options / downtown
31. Support for people with dust.
32. Lots of activities for those with special needs
33. To be near family
34. Grew up here, lakes and community
35. Where I grew up /family. Certainly not affordable
36. I was born in Oconomowoc as were my parents abs sisters and return at least once a year. I know and care deeply about the city.
37. A vibrant downtown
38. fate
39. Beautiful city
40. My husband is from here.
41. Did like the small town safe feeling before the growth
42. Because I grew up here
43. Because I was annexed
44. Family
45. I lived in Oconomowoc for 30 years and return many times a year
46. Live on the water
47. Beautiful, safe, and excellent schools!
48. As a past resident of Cooney what I enjoyed the most was the parks and lakes
49. family here
50. Moved back from Los Angeles to take care of my mom and dad
51. Churches and private school

Question 8: Within the past ten years, how would you evaluate the quality of life in Oconomowoc?

64.21

Declined Stayed the Same Improved

Total respondents: 414

Question 9: List two aspects that could be modified to improve day-to-day life in Oconomowoc.

Top Responses	Number
Downtown	**95**
Condominiums	74
Parking	55
Stores/Shopping	50
Restaurants/Dining	48
Building	40
Streets	30
Parks	26
Traffic	21
Schools	20
Total Respondents	**381**

Summary of Top Responses – *The following summary identifies the top words/phrases that appeared throughout the open-ended responses and the discussion related to each.*

1. Downtown
   - More parking downtown
   - Less development downtown
     - Fewer large condominiums
   - More restaurants/higher quality retail/ entertainment options downtown
   - Better grocery options downtown
   - Heavy traffic congestion downtown
   - Increase in safety downtown
   - More special events downtown
   - Downtown shops open more evenings
   - Renovate Downtown buildings
2. Condominiums
   - Fewer condominiums
   - Fewer condos as lakefront property
3. Parking
   - More parking downtown
   - More parking on city streets
4. Stores/Shopping
   - More locally-owned businesses
   - Downtown grocery options
   - Better shopping options
   - More variety in shopping options
   - Variety of low-cost stores

- Better walking/biking access to stores
- More options at Pabst Farms
- Need of a Target store
- Continue to update shops downtown

5. Restaurants/ Dining
    - More restaurants
        - Higher-quality, more upscale
        - More places to eat
        - More locally-owned restaurants
        - Greater variety
6. Building
    - Preserve historic buildings
    - Limit buildings that block the lakefront
    - Stop building condos
    - Fix current infrastructure before building new things
    - Better planning of building. Length it takes to do street repair
7. Streets
    - More parking
    - Better lighting
    - Fewer street closures during construction
    - Better maintenance (surfaces and plowing)
    - Fix pavement on the side roads/streets
8. Parks
    - More dog-friendly parks
    - More trees
    - Upgrade parks/equipment
9. Traffic
    - Too much congestion
        - Downtown specifically
    - Less truck-traffic
    - Traffic signals are poorly timed
10. Schools
    - Need high quality public schools
        - Increased funding
    - Better sidewalk infrastructure for children
    - Improved youth activities/ gathering areas
    - Safer roads/lower speed limits near schools

	Response 1	Response 2
1	senior center activities building	
2	don't like those huge condos on the lake	are taxes going to decline?
3	warning flasher lights of pedestrian crossing on WI Ave	
4	downtown parking	larger facilities for senior center
5	Downtown parking	less condos and a senior center
6	less traffic construction downdown	allow dogs in parks
7	fix pavement of side roads/streets	
8	less condos	better planning of building-community center, length it take to do street repair
9	Less Condos	Repair Streets
10	Housing	Recreation
11	Fix the roads	Fix the roads
12	continue to update shops/restaurants in downtown area	
13	Downtown shops open more evenings	Better control of careless drivers
14	More parking	
15	affordable single family housing	
16	Public Transportation	
17	downtown grocery store	outside dining/cocktails on Fowler Lake
18	a downtown market for groceries	less stop lights on 67
19	renovate old downtown buildings	bring a Red Lobster restaurant into town
20	Less residential building and urban sprawl	Less traffic congestion
21	more active citizen participation in gov.	improve street maintenance

	Response 1	Response 2
22	Help/support neighborhood HOAs enforce covenants agreed upon by homeowners...	Allow wider driveway approaches for 3 car garages. 2 car approaches are awful and not practical for 3 car garages.
23	Stop building, buildings on lake side of street !!! (Save the view for ALL to enjoy)	STOP building condos and apartments in downtown !!!!
24	Bring in more nightlife i.e. restaurants, bars, night clubs etc.	Bring in more retail business so Oconomowoc residents don't have to drive so far to go shopping.
25	Things for a family to do	Lower taxes so a family can spend money on family things instead of taxes
26	Stop building condos	Have a store or 2 besides 2 pic and saves and 3 kwik trips
27	More parking downtown	More activities for teens
28	Fewer condos/multi-family units/apartments	Continuing care and emphasis on keeping old building and our heritage alive in Oconomowoc.
29	Less regulation	Less government
30	More hiking trails in woodland areas	Be more dog friendly
31	More parking downtown	Limit large buildings blocking the lake views
32	Parking (of course), better LIGHTING of sidewalks at night (more lights), better sidewalks - making them wider for bikes to use as well, better crosswalks - cars cant see me when crossing the street at crosswalks... So many people walk around the lake yet when daylight savings time hits we are all in the dark most of the way. Waukesha has way more street lights on their roads than we do in Oconomowoc	Put grocery store back in sentry building for those of us who need to walk to the store and cant drive but can ride a bike to it. PnS is so far to get to.
33	Lower property taxes	Drug store downtown
34	Continue improving roads	Continue doing events downtown
35	Target closer and bigger than Delafield	More food locations with drive through
36	Fewer apartments/condos	Locally owned shopping and restaurants
37	More amenities on the west side of town	
38	Less high rise condominium	Better roads/ plowing/salting residential area
39	Downtown parking increase	Less condos
40	Stop condo and apartment complex blds	No more gas stations
41	Better schools	Need grocery store downtown
42	Roads	Parking
43	Orange crossing flags with buckets at busy crosswalks.	Grocery store downtown.
44	Not sure	
45	More restaurants	Better retail shopping
46	Downtown parking limits ability to attend events	Overbuilding resulting potential loss of overall charm and culture of the city.
47	Stop all the building	More parking
48	Better restaurants	Better shopping options
49	Nothing	
50	Less expansion	Less condos
51	Parking downtown	Allow Pets at Veterans Memorial Park
52	More pet friendly	More parking
53	Better public works- terrible at plowing and maintaining green space	No more expensive high rise apts/condos. Downtown looks terrible
54	Parking structure behind Avenue Mall	Remove some of the stop lights, add round abouts
55	Less development downtown	Less residential development

	Response 1	Response 2
56	Decrease new housing projects. Oconomowoc is starting to not be able to handle the population growth in every aspect.	Improve crosswalk signals/lighting so people can be seen. Dangerous at times driving on Wisconsin Ave.
57	Higher end restaurants downtown	Supporting infrastructure for all the new condos & subdivisions
58	Better restaurants	More things for teens to do
59	Lower taxes	Better snow plowing!
60	Parking need a park structure	Parking in front of Eagles Landing on the street
61	Complete trails for bikers, walkers.	Improve quality of foods available at restaurants.
62	Less building to preserve natural environment	More activities specifically for seniors
63	Don't close streets while building condos	Better retail
64	Improved east-west flow of traffic	Complete tunnel under hwy67
65	Alternate side parking on city streets in winter - I have a small driveway and we barely fit	Dogs allowed in parks, especially a few on water.
66	Transportation - bike path connectivity	School quality
67	Stop building	Stop building
68	More casual dining options	
69	Less condos	More events
70	More walking/biking paths	Better schools
71	Train whistle enforcement	Park and Rec department
72	Creating a public dog park.	Keeping as much waterfront land open to the public.
73	Better garbage company. John's is absolutely horrible.	More city parking. All the shops but no place to park
74	more parking downtown [not sure how though...]	
75	More entertainment and dining in the downtown	More specialty retail in the downtown
76	more trees planted in parks	
77	Less truck traffic	More parking space
78	Improve the lake view	Improve the schools
79	Safety, crime and sex offenders	Holding people more accountable
80	Better shopping: Wal-Mart and/or dept. store	Smoother roads
81	-add vacuum truck for curbside leaf collection	-block semis on Wisconsin ave, elim parking on Wisc downtown, put in bike lane
82	Monthly "lights out" to view stars	Green spaces preserved
83	Less residential development along water; river or lake.	More green space, dedicated river access for paddle, bike lanes.
84	More green spaces	Pet friendly areas
85	Continued emphasis on green space, natural areas, etc.	Limitations to downtown traffic during evenings and weekends. Not sure how to accomplish this, but the quantity and speed of cars is concerning for public safety.
86	Lower taxes	Less condos
87	Connect the Oconomowoc Parkway	
88	More bike and walking paths	more variety in restaurant and shopping choices
89	Moderate development especially high rises	Be fiscally responsible with city spending
90	More access to the lake	Increase the beach accesses and size
91	Seeing more businesses coming into town	More kids activities for working parents in the evenings or weekends
92	remove parking from on Wisconsin Ave between North Walnut and Main St and replace with a bicycle lane	Allow dogs in all of the parks and provide garbage bags for dog waste
93	Stop putting up condos.	Add a variety of lower cost stores and eateries.

	Response 1	Response 2
94	change the stop lights to be flashing red/yellow after 7 at night	remove lights at old Sentry intersection
95	Downtown parking	More roundabouts in key locations
96	More dining options (variety)	Improvements on Village Green (restrooms, etc.)
97	Road Condition	Affordable Housing
98	stop building condos	get rid of the construction downtown
99	We need parking downtown. Storefront parking is not enough.	Our roads need a lot of repairs!
100	No huge unattractive condos I our historic downtown	Keep our historic feel
101	Make sure streets that need to be paved are paved before streets that don't. (ex. Harvard St.)	Improve street lighting in some areas.
102	To have a train station for people in Oconomowoc to commute to Milwaukee and Madison by train.	To keep green space and beaches near the lakes. NO MORE HUGE CONDOS GOING UP ON THE LAKE!
103	Listening to the people of the communitu	Shopping
104	More employers	More events
105	A downtown higher end grocery store	
106	Stop allowing private developers to clog public streets w construction equipment	Allow leaf pickup in the streets w vacuum truck
107	More restaurant options that are not fast food	
108	More bike trails	Upgraded parks
109	No more condos.....blocks the lake view and makes the town feel claustrophobic	Small grocery store in or around downtown
110	No codos	Less apments
111	More commercial development	
112	More places to take your kids like a splash pad, bounce house place.	Target store
113	Road quality	Less stop lights, more round a bouts
114	Road repairs	
115	Fishing pier put back on Lac La Belle	More cops ticketing speeding. It's awful how fast people go.
116	.	.
117	Better on line communication	Fulfill promises made at Pabst Farm
118	More Trendy restaurants (rooftop bar)	
119	Talk about Diversity and it’s importance	Empowering low income families in our own city
120	Parking for access to stores in downtown	Fix traffic congestion-it’s hell driving through downtown to get to the house
121	Downtown Parking	
122	Connecting more roads in the city. Right now you have a two major roads.	
123	Continue to develop more businesses downtown	Stop selling lakefront land to condominiums
124	Affordability	
125	More parking throughout the city, not just downtown.	More big box stores
126	Stop building	Better police protection
127	Real stores	Restaurants
128	Give us back our lake views downtown	Stop selling to condo developers.
129	Less big development	Create an off-leash dog park
130	More downtown parking	More nice restaurants
131	Roads	More businesses in pabst farms

	Response 1	Response 2
132	Additional restaurants	Additional retailers
133	More unique (not chain) restaurants.	Healthy food options (grocery stores, restaurants)
134	Better Street Maintenance on Thackeray Trail	Council that listened to the citizens
135	More bike and walking paths	Downtown or west side grocery store
136	Finish Oconomowoc Parkway	More bike & pedestrian friendly infrastructure
137	Less low-income housing for the transient population	Stop building high-rise apartments/condos right by the lake. It blocks the view for everyone else.
138	Continue efforts to manage growth	Increased education to public
139	Better street maintenance, snow plowing etc	Consolidate law enforcement to save $$
140	Slow down the building of high priced condos and apartments	Make Pabst Farms what it was promised to be
141	Slow down the development	Do something, anything for the youth.
142	walk or bike to shops, hospitals, services	more boat launch spots/parking (for a pontoon, not a small fishing boat)
143	No Comment	No Comment
144	better restaurants in downtown	
145	available public transportation	more available help for assistance with house and yard chores
146	Revitalize the downtown	New development
147	Finish the lake walk to City Beach	Better Downtown Parking
148	more pedestrian paths and safe biking/walking routes for kids and adults	preserve open space - the scenic views of open land provides beauty, stress relief, and so many ecosystem services - clean water, air, soil, habitat, etc..
149	Get rid of K-mart need a store more affordable choices: Target, Meyer, Walmart	Continue to improve beauty of boardwalk/downtown area with park area and trees
150	Better parking in the downtown	More quality shopping out at Pabst Farms
151	Walgreens or other drug store downtown to walk to	Grocery store - not expensive
152	Further development of Pabst Farm	Sidewalk on Lapham adjacent to Longmeadow subdivision
153	updated schools	
154	More dog Friendly parks and public areas	
155	Refresh of parks and and park equipment in some of the smaller parks	Continuing development of the downtown area
156	stop building condos	more diverse dining/entertainment options
157	Preservation of historic properties	More controlled development
158	The city listening to issues such as flooding on Crystal Lake	Larger variety of stores in Pabst Farms
159	roadway connections at Thackeray & Lake Bluff Drive	Implement trail connections & easments City has in place
160	less road work	more parking downtown
161	Get rid of the round about and put in a light.	Get more stores in the Pabst Farms area.
162	less condos blocking the view of the lake	less condos blocking the view of the lakes
163	Maintain the downtown charm- don’t lose all historic aspects	Be proud to be Oconomowoc. Stop trying to be Brookfield or other cities.
164	Less churches/omnipresent religion	Fill empty buildings with businesses
165	Parking. More parking, central to downtown. I don't mind walking, I do mind having to hunt for a space.	Allowing chickens within city limits (limited by household size maybe?)
166	Safe cross walks	Communication from City

	Response 1	Response 2
167	More events for younger people	More boat docks for rent
168	Even greater appreciation for our lakes, river, watershed	Even better parks
169	Chick fil A	Sams Club, Woodmans or Costco
170	Expansion of teen services	Continued economic development
171	Traffic tie ups downtown	Parking downtown
172	A better department store. Please get rid of Kmart and give us a Walmart	
173	More grocery options	More food options
174	Chemically Treat Lake Fowler to control weeds	Improve safety via better speed control in downtown areas. Too many speeders for the number of pedestrians
175	Healthier restaurants	Don't over build. Keep nature.
176	Attrack more day to day life shopping options for daily household needs; a better option than just Kmart	
177	quality of street surfaces	downtown parking
178	Free city beaches for residents	Bike trails around town now that there is increased traffic
179	Grocery stores and churches in town not outskirts	Stop the building and taking the countryside away so we can stay small town feeling and the country can stay country. We don't want to be another Waukesha
180	More activity's for teenagers	More restaurants
181	Open road on Thackeray Trail	Stop building condos on the lakes, can't see the lake anymore
182	Fix more roads, especially Elizabeth st	Better water quality
183	School drop off traffic	More dining choices
184	Grocery store on west end of town	Proper Sidewalks for walking to schools
185	No more high rises	Less retention ponds
186	Na	Na
187	Less new apartments, condos	Less crowding out of businesses
188	Affordability of housing (not low income, just affordable options for those who are middle class)	Revamp of older town down buildings
189	Less growth	
190	Small town feel	
191	Downtown parking	Better variety of medium to fine dining. Too many pizza and coffee places.
192	Less condos especially around lakes so everyone can enjoy the views	More parking downtown
193	More for kids and teenagers to do	More affordable homes for the middle class
194	None	None
195	No more condos	
196	keep the old and historical houses standing	keep offering great family activities
197	More undeveloped natural spaces	
198	The smaller streets in town in the older neighborhoods should be repaired, not just shoddily patched.	Getting thrush the roundabout from the north or south is impossible at busy times of the day.
199	More destinations for families to go together	A greater appreciation for the history of the city
200	More ways to enjoy the lakes	Fix up the homes around downtown
201	Drive through coffee	More shopping options

	Response 1	Response 2
202	Do not charge city residents for beach use	More downtown parking spaces
203	more affordable living	
204	Construction	Downtown offerings for restaurants and shopping
205	corridor east of the roundabout	spaces for teens and young adults
206	Lower taxes	affordable rentals
207	Quality healthcare	Outlets for tweens and teens
208	Higher quality business/restaurants	Bike trails on major roads south end of town / concord road
209	The length of the traffic light at Wisconsin & Main	Fix the roads
210	Stop building condos blocking out beautiful lake views and brining in a different crowd downtown	
211	Woodman's please	Chick-Fil-A
212	I feel cut off due to the bypass and having to "go around."	I am worried how much worse the traffic will be with all these condos/apartments going in downtown because the traffic is already ridiculous during rush hour.
213	Less segregation or favoritism of the higher income families	All schools equal and more programming for kids who accel
214	More dining options	More retail options/ but not cheap places like Farm & Fleet :(
215	Better community planning affects everyone daily	
216	Clean up old neighborhoods...help remodel houses	Sick of dumpsters and junk at business property at end of franklin street
217	More local business in downtown	
218	Train stop	East Wisconsin Ave retail development
219	Some more shopping options on the northern side of town near 16/67 and closer to NHI	
220	Stop building condos and apartments in downtown area	Add more Green space in planning. For example the area on Lisbon Rd by Oconomowoc golf course should have been set aside rather than build more senior services. There is no Green space as the city continues to expand.
221	Better response from city departments!	
222	Traffic signals based on traffic flow, not timed	Less Fleet Farm businesses
223	More non-chain resteraunts	Need for more teen/juvenile friendly venues
224	more affordable housing - too many richy condos!!!!	more stores like Target, Shopko, World Market
225	Traffic	Less growth
226	Dont get busier	I am happy as it is
227	Sensible growth development	Taxes
228	More bike trails	More downtown businesses
229	Get rid of the "Pabst Farms" high end idea, we need shops and different food options	Dont make it hard for small business to succeed!
230	Communication	
231	more affordable housing/less condos	public transportation within city
232	Careful, thoughtful city budgeting and taxation.	Road maintenance.
233	Improve East Wisconsin Ave corridor	Make sure Olympia does not become a Subdivision
234	Local transportation	
235	Better protect the lakes, we have to much impermeable	It seems as if the city rubber stamps every

	Response 1	Response 2
	surface right next to the lakes	development that comes a long, more study of all the impacts to our community is needed.
236	Control traffic at hwy 67/ beach rd area	Develop better ways to control water runoff in subdivisions
237	Many residential roads need improvement	The lights on hwy 67 are not timed well at all
238	Downtown traffic handling	West/East side development
239	Less condos near downtown	Less downtown “NEW” construction
240	No more high rise condos; no more round-about	a movie theater
241	More roundabouts and less stop lights	Legalize medicinal marijuana
242	Restrict building on our lake shores	Invest in public education
243	NO MORE CONDOS	NO MORE CONDOS
244	more restaurants	
245	More parking	More views of the lakes
246	More parking downtown	More shopping at Pabst farms
247	Parking needed for downtown	Increase community park for usage
248	Construction and traffic	Stop Building
249	Stop allowing Big condo builders in our downtown	Stop removing the historic value from our community. It’s one of the main reasons we chose to move here
250	Improve schools	
251	More business in the area, ex:restaurants,shops	Less development ex:condos
252	Less condos and Apts	More community type stuff for downtown
253	We need a dog park	Bike path/trail to Dousman to hook up with trail there
254	Ending school referendums	Adding conservative leadership to school board
255	Emphasis on teens -skate park, sledding hill @Olympia w/ rec center. Coordinate events with school district	Plan for affordable housing. Businesses need access to lower wage employees
256	Community investment in schools	Fewer condo developments
257	More green turn arrows and stop lights on the bypass to deal with all the new developments. Driving there is so dangerous.	More restaurants and shops downtown.
258	Prioritize natural spaces with collaborative educational partners	Increase city/area wide bike/walking paths
259	Public transport to/from Milwaukee and Madison	Increased focus on diversity and bringing more minorities to the area
260	Street improvements- repaving	Attract more high quality businesses
261	A grocery store downtown, like a Sendicks	Parking structure
262	Turn Olympia Resort into a publiy owned golf and ski destination	
263	Fewer condos and obstructions of the beautiful lake views. The overdevelopment is a travesty.	The Village Green and restaurants downtown have been a plus. Nicely scaled.
264	Safety of individuals downtown (teen hours?)	Continued community events
265	More restaurants	More shopping
266	More realistic speed limits on major roads	Free access to beaches for city residents
267	Less condos	Less condos
268	Less construction	More downtown parking
269	More downtown parking	More upscale shopping, a movie theater
270	If we had a Target store	Improve the curb appeal of businesses on Wisconsin ave. Between downtown and 67 bypass-that area is

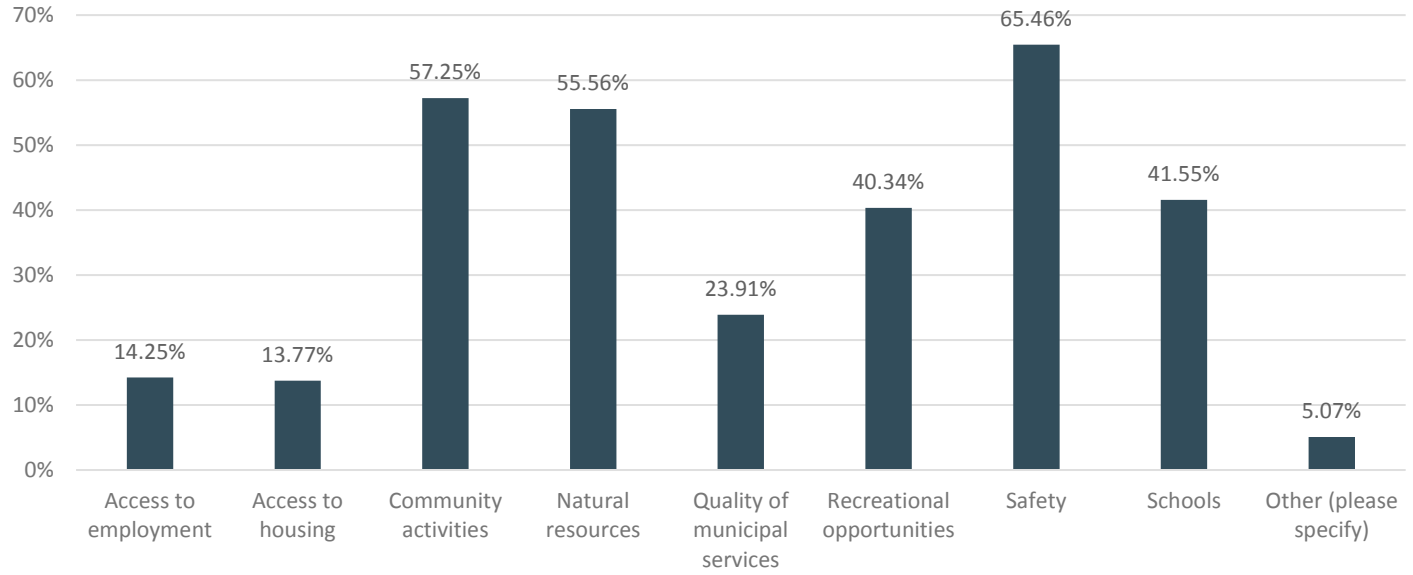
	Response 1	Response 2
		such an eye sore. Develop the old Sentry property into family friendly retail space. For the love of God, stop building condos.
271	More options to choose from.	A Target store.
272	Pabst farms retail	More restaurants/bars
273	Bike trails through city	Not sure
274	Continued city growth	Being back high-end shopping growth
275	Road improvement	Quality Public Schools
276	not sure, have to think about this one.	
277	cracking down on unsafe drivers, specifically those who drive through stop lights when it is red!	build a Splash Pad :-)
278	Stop condo building	Provide parking downtown
279	More affordable apartments instead of ridiculous condos	Supporting downtown businesses and upkeep of buildings to make it appealing for visitors
280	Different stores	More parks
281	Police presence during rush hour/slow down traffic on Summit Ave./67	Do not allow any more high rise apartments or condo living
282	Grocery store where sentry use to be. Not pick n save	Improve the buildings and businesses east of the roundabout downtown. Many buildings are unkept.
283	Better zoning	More conviences
284	Less development	
285	Better traffic control	More downtown parking
286	Fix road at train track Wisconsin Ave and Cross St	Improve the approach on Hwy 16 heading west in to Oconomowoc.
287	Less condominiums	Transparent city government-which we do not have
288	Train stop	
289	More parking	
290	Road repairs in areas other than downtown.	More police enforcement of speed along the bypass and Hwy 16 corridors.
291	Fewer condos	
292	More retail- big box stores...Target, Home Depot/Lowe's, Costco	More national chain restaurants - Olive Garden, Red Robin, Macs. You know what I'm saying. Something besides Chili's.
293	Local road improvements	It'd be nice to have a yard waste dump so we don't have to wait for pickup
294	Additional moderate to high end restaurants and shopping	More dog friendly; additional recreation facilities such as a tennis/racket facility, community pool
295	City plants a tree barrier on their lot on 67bypas and Z. The stop lights shine in our windows. There are big trees behind all of the homes next to the bypass.	
296	Fewer condos so that everyone can see the lakes rather then big stupid brick monstrosites. Keep the big old houses that have been part of Oconomowoc's past.	Fewer fast food places on Hwy 67 and more natural beauty visiable.
297	More police patrol to stop speeding	Slow down growth
298	not extend Thackeray Trail	time stop lights better between walgreens & 94
299	Lower price new homes	Better retail stores
300	Fix our street without extending it	Improve parking downtown
301	Less traffic	Less building

	Response 1	Response 2
302	Less condos	No low income housing
303	We need a discount store. Kmart is terrible. We really need a Walmart or Target.	parking downtown needs to be addressed. It's awful. The new condos/stores are going in across from St Paul's with NO PARKING being added. Parking there stinks already.
304	Improve access to lakes for entire community	Listen to residents instead of developers. Stop condo growth!
305	Leaf pick up without bags	Burning regulations
306	Road quality	More dog-friendly parks
307	Less buildings/retail improvements	
308	No more condos or appts	Affordable subdivisions for middle class taxpayers
309	Stop all the building of massive structures. Who wanted all of this.	Opportunities for Family Activities
310	Less apartments and condos	Up scale businesses
311	Less million dollar condos	Preserve the history
312	No more condos	more pet friendly
313	Downtown stores opened after working hours.	Less clustered high rise buildings.
314	More beer gardens	More upscale, unique restaurants
315	More (and better) options for shopping. Like Target, Kohl's, Costco, Woodmans	Continue to support and improve downtown.
316	More retail like target, woodmans etc	More restaurants
317	Continue to improve public safety	Continue special events downtown
318	Better public schools	
319	Bathrooms open year round at the main city locations	Have beach prices be for school district not city based
320	More Shopping Locations (big stores)	Pet friendly parks
321	More police patrols on Oakwood Ave.	No parking enforced on Greenland Ave.
322	Less condos	More trees and nature space
323	public transportation options to Madison and Milwaukee	more bike lanes and sidewalks
324	Better parking downtown	Fewer condos and neighborhoods
325	More sidewalks in our area to local schools	Higher-end shopping out in Pabst farms- Target, Trader Joes, etc.
326	Less condos	Better roads
327	Less condos!	More restaurants
328	Additional parking downtown	
329	Streets	
330	More retail stores	More restaurant choices
331	Stop building condos to keep small town feel	Improve things that people care about instead of things they dont
332	Outdoor aquatic center	
333	more retail shopping	
334	Better roads	More chain restaurants
335	More retail near Pabst Farm	Fix current infrastructure before building/expanding
336	Less development	Less big stores
337	Higher quality places to shop	Less rampant building on the lakes
338	More restaurants	Target
339	More grocery stores like Trader Joe's	Continued investment in schools
340	Quality education preparing students for future tech and	Develop the commercial offerings at Pabst

	Response 1	Response 2
	science careers	Farms...larger retailers, restaurants and businesses. Local employment opportunities
341	Better Streets	More Basic retail shops
342	More sit down restaurants	Meijer food store
343	Less condos!	Increase communication within community, realize in today's world not everyone can attend city meetings or read the minutes. Have information easily accessible, Jeep open lines of communication always within the community. So much is still good ole boys club, works has changed, have more social media posts alerting residents of happenings. All anyone wants is to know what is going on. When you fail to communicate above and beyond, it gets the rumor mills going and people speculate, judge, and gossip. That could easily be improved with better communication. This community is so amazing, and I am so proud to have worked, lived and raised our children in this wonderful environment. Let's never lose that!
344	Fix downtown side streets (Cross Street, Forest. etc)	No more condos/apartments! Too crowded and looks awful. Bring back the charm.
345	Put roads through to distribute traffic	Contruct parking garage on Collins street
346	street repair	yard waste removal
347	Social conscience regarding preserving public space for the community.	Limiting large scale development of land on the lakes.
348	-	
349	more parks with playgrounds	more bike lanes
350	more small business	less apartments
351	Switch roundabout to one lane	Develop a program for the emerald ash bore to help home owners with removing or treating these trees
352	Traffic	Bikability
353	Focus on small businesses	Less expansion of condos and apartments
354	More restaurants	Get a Sendik's
355	More downtown businesses and less condos	More parking downtown without a structure
356	street repair	more handicap parking
357	More restaurant optuons	More or improved parks and recreation areas
358	na	Na
359	Safer driving; lower speed limits, especially near schools	More employment opportunities with a living wage
360	More inviting downtown	Less condos
361	Cheaper housing all these condos insanity bring in wealthy people not us everyday Joe's	Police freaking out if they see someone with darker skin. My kids love diversity
362	More "big box store" shopping (ex: target, walmart) in pabst farms area.	
363	More parking downtown- build a parking structure to increase spots without taking up too much land	Increase public school funding- I'm not impressed with the scores we have received over the last few years and I know we can do better
364	Downtown grocery store	Movie theater
365	Recreation adults	Recreation for kids
366	Council without personal agendas	spend the $12 on a good Police Station / Sentry

Question 10: What primary factors contribute to a positive quality of life for you in Oconomowoc? *(select up to 3)*

Answer Choices	Responses
Access to employment	59
Access to housing	57
Community activities	237
Natural resources	230
Quality of municipal services	99
Recreational opportunities	167
Safety	**271**
Schools	172
Other (please specify)	21
Total	**407**



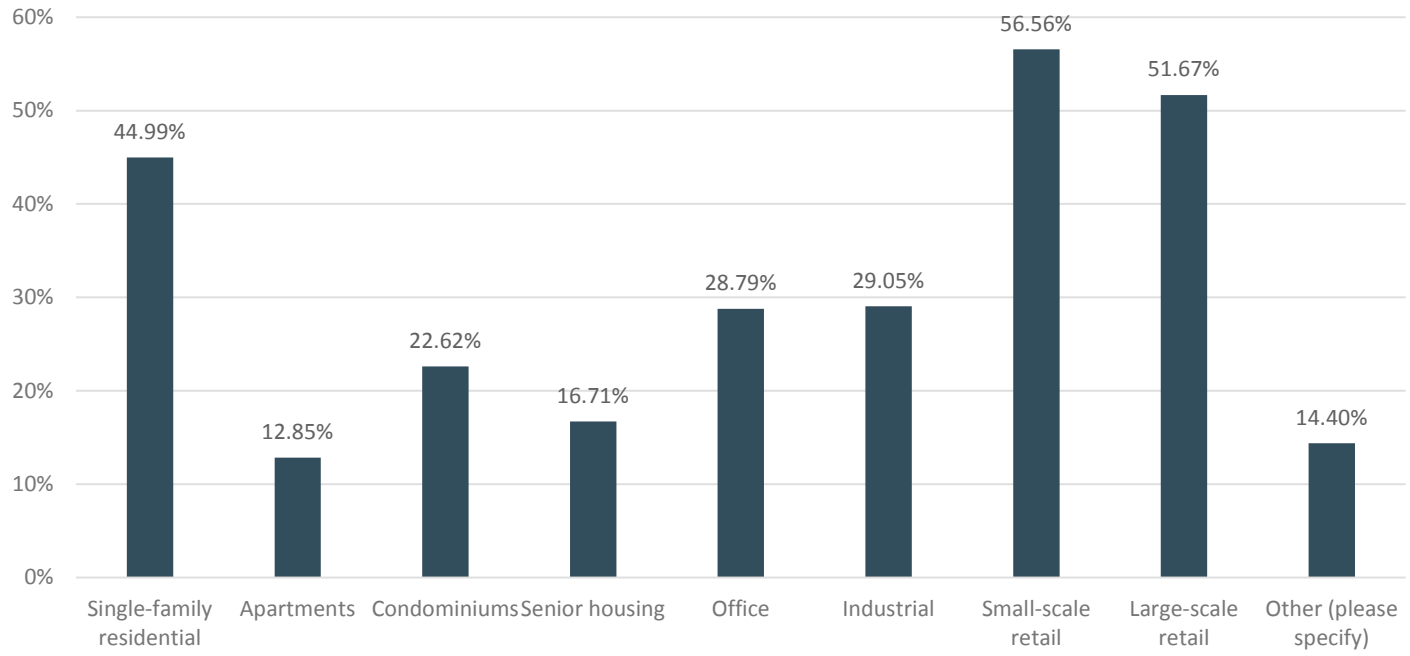
Open-ended Responses

1. Minimal low income housing
2. Affordable housing. Right now the apartment prices are ridiculous That is why all these apartments buildings you build sit half empty after a couple of years being open. It's too expensive to live there. We aren't all rich in Oconomowoc, there are some poor people that live here too.
3. Retail and restaurants
4. Holding criminals accountable
5. Less traffic
6. Restaurants and retail
7. small town feel in the downtown area.
8. Shopping
9. We need a dump or place to take refuse
10. Downtown

11. Quiet, rural type quality of life
12. Friendly and open community
13. 2
14. Proximity to family
15. Downtown bars/restaurants
16. Still has a small town feel
17. I enjoy the cultural opportunities (art festival, OAC, band shell), access to local businesses, love my library. We are still a small city.
18. used to be less people & traffic
19. I like the downtown area
20. Save the old buildings
21. Family connections

Question 11: Where would you support a growing tax base to maintain existing municipal services and quality-of-life amenities?

Answer Choices	Responses
Single-family residential	175
Apartments	50
Condominiums	88
Senior housing	65
Office	112
Industrial	113
Small-scale retail	**220**
Large-scale retail	201
Other (please specify)	56
Total	**407**



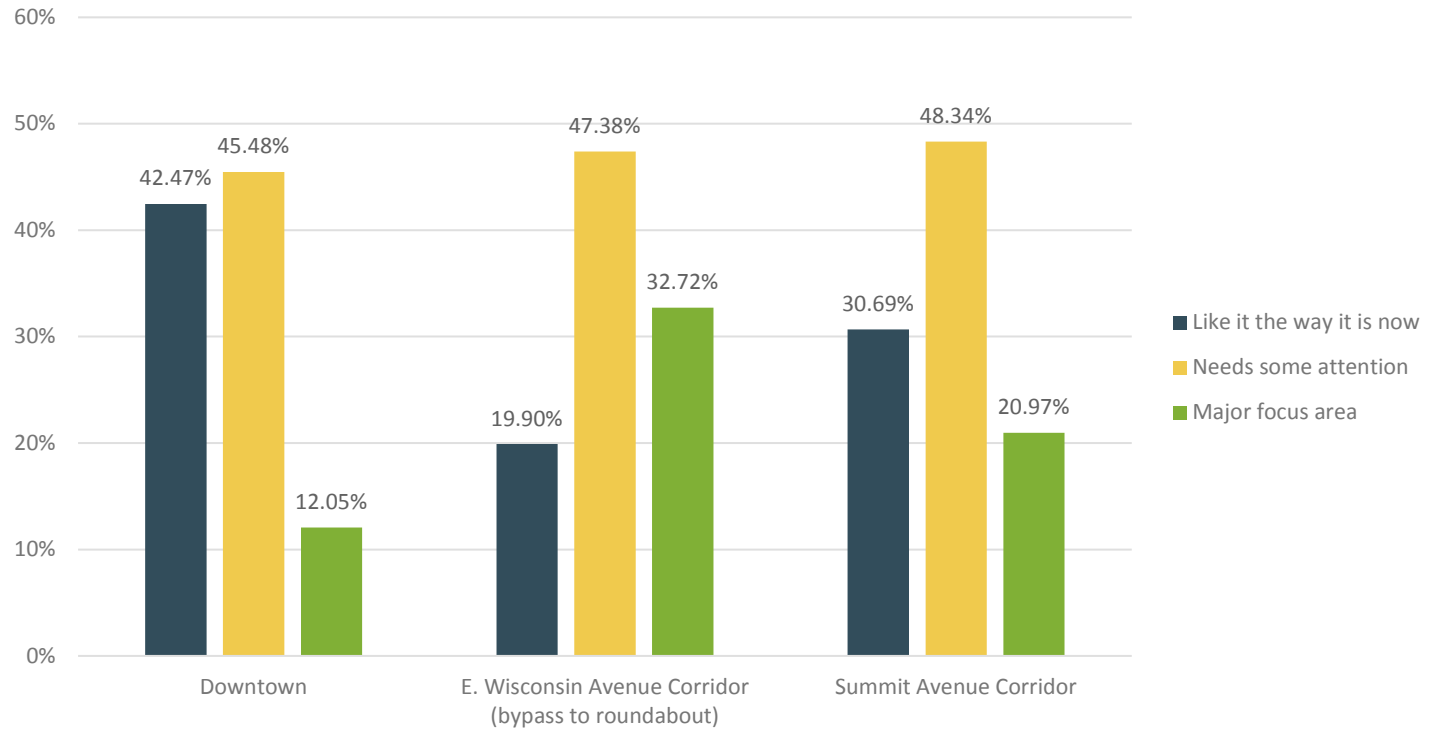
Open-ended Responses

1. ?retired
2. ALL - But in zoned areas established zoning area and let the markets determine. No 30 story high building at this time.
3. No more condos on the lake
4. seek balance and compatability
5. No more "high rise" buildings close to the lakes like the one across from St Paul's lutheran church.
6. Keep the quaintness of down town. (Think Lake Geneva, Galina ...
7. Better money management is needed
8. Expand Pabst Farms retail
9. None
10. Low income housing
11. More police and other safety services
12. Perhaps a movie theater
13. Parks and Recreation: Fenced Nashota type dog park.
14. Large-scale retail where appropriate (e.g., Pabst Farms area)
15. No need to continue growing
16. apartments and condo's that are not right on the lake.
17. Tax churches
18. Rental properties
19. No more large condos with no green space
20. Special Assessments
21. please - no big box stores and gigantic parking lots.
22. No More Apartment Buildings Please!
23. Need a facility like Princeton Club
24. Not sure
25. Corporate center development
26. AFFORDABLE senior apartments and living
27. Park improvements. Skate park?
28. Too vague of question
29. Stop trying to make Oconomowoc a Brookfield
30. Recreational opportunities for children ages 10-18
31. We are going to grow too fast and it will kill the small-town community feel.
32. Not sure what this question means
33. I don't see the value of increasing tax base as expansion just creates more expenses (e.g. more schools, larger roads, expansion of services.).
34. Better upkeep of roads
35. public transportation
36. If it’s only to maintain, then no additional uilding needs to be done. To grow the services, then industrial outside of the downtown area.
37. Legal medicinal marijuana!
38. NO MORE CONDOS!!!!
39. None
40. With thoughtful, collaborative long term planning
41. NOT condos!
42. Restaurants

43. I rather have a reasonable tax increase, versus more condos or large-scale retail
44. Affordable apartments
45. Build a community pool like HCrtford or a country Springs indoor/outdoor pool that can host parties and swim lessons for kids.
46. PLEASE STOP WITH THE CONDOS!
47. 😎
48. Do not support current growth initiatives which have put us in a terrible position
49. nicer scale retail!
50. Affordable housing
51. Not sure
52. Stop giving TIFs to big corporations
53. Vertical mixed use development that compliments areas close to but not on the lakes.
54. More residential bleeds tax dollars...we need office and industrial and commercial to generate tax dollars
55. restaurants
56. If it's only to maintain then taxes don't need to increase. If you're going to improve them then I'm okay with it.

Question 12: What are your feelings about redevelopment in the following areas?

Answer Choices	I like it the way it is	Needs some attention	Major Focus Area	Total Reponses
Downtown	155	**166**	44	365
E. Wisconsin Avenue Corridor (bypass to roundabout)	76	**181**	125	382
Summit Avenue Corridor	120	**189**	82	391



Open-ended Responses

1. no more huge condos
2. No more condos on the lake
3. A small scale grocery store in downtown area
4. no low income housing, please
5. Fiberesin is an eyesore; more views of Fowler Lake.
6. Summit ave is far too urban. It's like Brookfield's Bluemound road. 'Tis not for walking.
7. No more condos !! Out of towners do not know where to park, and locals are running out of paces to park.
8. Bring in more retail and restaurants!
9. The areas as you approach downtown all should be evaluated. From lorelebergs on down. Need more restoration of buildings. Put the city Christmas tree in the village green center and add more lights to it.
10. East Wisconsin ave. corridor. Would like to bring to attention that a good number of properties have Fowler Lake frontage behind the buildings. This needs to be cleaned up and have an walkway or nature trail. What a waste of our Natural Resources right in our city.
11. I thought when you were upgrading the hwy 67 summit avenue that you were going to put a big roundabout there and take out the BP and the two lights in that area. I was disappointed that you still put up those two lights so close together. People race through those intersections even though it is suppose to be 25mph.
12. Must drive to Delafield or Watertown due to poor retail
13. Please update and cleanup E. Wisconsin Ave. It is not reflective of the quality of our community.
14. If the condos are selling, then we must need them. So build if they sell.
15. Businesses have a difficult time staying open, between Whitman Park and Target is a hot mess, Kmart is really the only option for a big box store and it’s grossly understaffed.
16. Needs lights, way too dark evening driving
17. The subdivision off of Summit need more attention. Hertiage Hgts has sewer issues and after Summit was redone City has done a horrible job of maintaining the green space.
18. Too many stop lights, takes 10 minutes to get from downtown to Hwy 94
19. More restaurants but not duplicates of what we have now.
20. The new construction blocks the views of lakes, Major loss the community
21. Move city hall to the old Sentry with condos and a park
22. A mural or landscaping by fiber resin building would improve Eastern entrance to the city.
23. I would try to limit Tractor Trailers from going downtown...
24. I understand why the city has allowed the recent "high rise" residential developments in the downtown area ($$$), but they have certainly dramatically altered the anesthetic of Oconomowoc. Please be sure to take a well-rounded approach to development that prioritizes natural space and a community mentality.
25. Too many condos downtown/on the lakes!
26. I love the old town feel and character with Oconomowoc, but love the new shops going up that keep the old character and add a few modern/industrial touches
27. Housing downtown is enough. Needs beautification w focus on non-red brick architecture
28. The hwy 16 entrance to downtown needs improvement
29. No more atrocious condos blocking the view of our beautiful lakes
30. Move the PD to Sentry find a developer for Olympia
31. Do not need to redo every building
32. Pabst farms needs big box clothes stores
33. I don't like the condos downtown however.
34. The downtown needs to continue to be preserved as a treasure, not developed for big ugly buildings that block the views and sunshine
35. Would like to see the Thackeray trail expansion

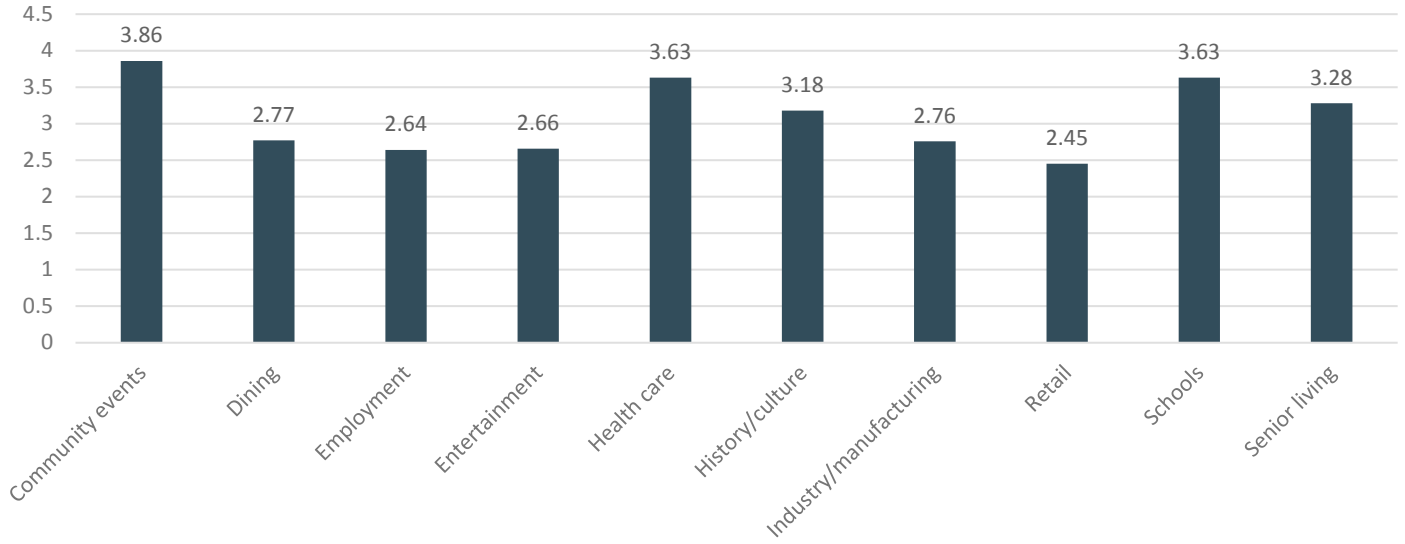
36. Too many vacant businesses and buildings
37. Please work with property owners to maintain/improve buildings
38. More pedestrian & bike friendly improvements
39. I appreciate the bike paths that were added to HWY 67 and to summit ave. If you could add a bike path on the E. Wisconsin Corridor that would be great too. There is also a big dip right by the manhole cover by the BP station, when driving west-bound. I usually swerve to miss the dip but fixing it would be a better long term solution.
40. Downtown has done well and is used as examples across other municipalities. E Wisconsin needs to have similar focus as the downtown and should be a continuation of those efforts. Summit ave, specifically the area around Olympia and the Kmart shopping center has a great opportunity for development.
41. City needs a firm 5 yr. strategic plan
42. Not sure if there's anything the City can do about Fiberesin (spelling?) but it's really an eyesore.
43. Wis Ave front lot just east of City Hall -major focus
44. Silver Lake Street Area
45. preserve open space on Summit Ave, especially between Pabst Rd and Ocon Parkway. The wetlands are critical for recharging stormwater, trapping soil and pollutants washed in from Hwy 67, habitat. Keep this land open!
46. please maintain Oconomowoc's charm and stop adding ugly condos. The downtown area is becoming ugly.
47. Some attention and updates needed but don't lose the charm
48. Needs more restaurants and retail, including upscale shopping.
49. No more condos!!!
50. No more banks or gas stations
51. No more massive condo projects, especially on the lakes
52. Downtown needs a parking structure close by to support businesses
53. Downtown Oconomowoc has lost a lot of its small town feel and charm due to all of the outrageously priced condos
54. Fleet Farm has helped. Miss living in Waukesha for all the shopping and conveniences.
55. The Olympia area has great possibilities to address useful Green space such as park, county golf course, community gardens plus living areas that are planned as a community such as Greendale. No more subdivisions or condos. And no more curvey roads. Let's get back to grid blocks like Milwaukee that share the traffic rather than protecting the cul de sac owners.
56. Speeding is out of control
57. Pabst Farms???
58. The Summit Ave. corridor is fast becoming another "Bluemound Rd" I think we have the opportunity to do better.
59. Less stop lights.
60. Old Sentry store area off Summit needs attention. Downtown parking is a big problem. New construction is not complete and these buildings and removal of public parking spaces will be a huge issue-and detrimental to current businesses and consumers.
61. Leave everything alone!
62. NO MORE BANKS OR GAS STATIONS
63. Stop knocking down old historic buildings and stop building view blocking condos! Such a disappointment when another old building is destroyed. The roundabout area needs help.
64. Olympia area good place for police station, movie theatre, rec potential on hill (like in New Berlin) and low cost apartment
65. Bypass really needs turn arrows to improve safety coming out of new development areas. More retail and restaurants on the summit corridor
66. No more on Summit.
67. Downtown has improved so much
68. I feel there has already been too much growth too quickly. I would rather you hold off on encouraging new construction and see what the effects are of what has been developed. Also, the economy is very vulnerable (spelling?) right now. I rather see empty buildings filled then new construction. On E. Wisconsin, I would just like

to see it cleaned up more, beautified versus new condos, etc.

69. Summit avenue if it includes area between Olympia to Kmart needs ton of attention and then George Webb's to sentry in town
70. ???? Don’t understand the questions
71. NO More condos PLEASE!!!!
72. Way too many ugly tall buildings downtown
73. The Kmart mall and Olympia make that area look trashy. It would be nice to have developers come in and improve that area. Especially Olympia. That’s an eyesore.
74. Could use a 2 story parking structure behind Crafty Cow, etc., in downtown. On Summit avenue, the area from KMart to Culver’s needs attention.
75. bury power lines along Summit
76. Focus on parking downtown. Focus on Wisconsin Ave Corridor asthetics (landscaping, trees especially by Fiberesin). Get rid of delapatated houses along there too. Summit Ave Corridor needs more businesses. Olympia needs to be reimagined. Pabst Farms needs a shot in the arm.
77. Downtown is a draw and center of the community, but avenues leading in need some of the attention too. They should be clean, natural and walkable!
78. Ditch that awful Kmart!
79. This area is ripe for development so very close attention how that is done in such away that everyone in the community can enjoy the lakes, and public places is essential
80. Stop adding huge condos
81. Better lights to stop all the accidents
82. strip malls on west side of summit avenue main area that could use some attention and the Olympia Resort area
83. Housing downtown is dumb idea. Use this area for business and not housing. Wasted opportunities
84. Herro's need to improve their property

Question 13: Promoting Oconomowoc and its economic development is important to the community. Please rate the following:

Answer Choices	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)	Weighted Average	Total Reponses
Community events	0	18	104	**190**	84	**3.86**	396
Dining	32	**111**	173	70	8	2.77	394
Employment	28	**124**	181	39	3	2.64	375
Entertainment	26	145	**165**	50	7	2.66	393
Health care	7	28	128	**173**	59	3.63	395
History/culture	13	66	**173**	114	24	3.18	390
Industry/manufacturing	14	104	**212**	38	2	2.76	370
Retail	51	**155**	151	38	0	2.45	395
Schools	5	33	118	**172**	56	3.63	384
Senior Living	12	41	**180**	113	29	3.28	375



Open-ended Responses

1. No more senior living complexes
2. New Senior Center would be good
3. Losing history; retail is nothing usable; activities and sr housing unaffordable.
4. A good little city is a bunch of things. Only a thoughtful government can keep matching needed changes with responsible improvements. Growth is not always an answer.
5. No More Condos Downtown !!!!!!!
6. I'm saddened that Presbyterian Homes and Services is allowed to build in such a beautiful, natural area on Lisbon Road. I moved here because of the beauty of Oconomowoc, not to see continued building and concrete all in the name of progress.
7. Let the more of chain restaurants come in near Pabst farms. And the area by pig wig is in deparate need of businesses to support new growth.
8. Oconomowoc needs to focus on bringing people in from the outside. We need some popular restaurants here to bring them to our area. NOT expensive apartments. You should really put

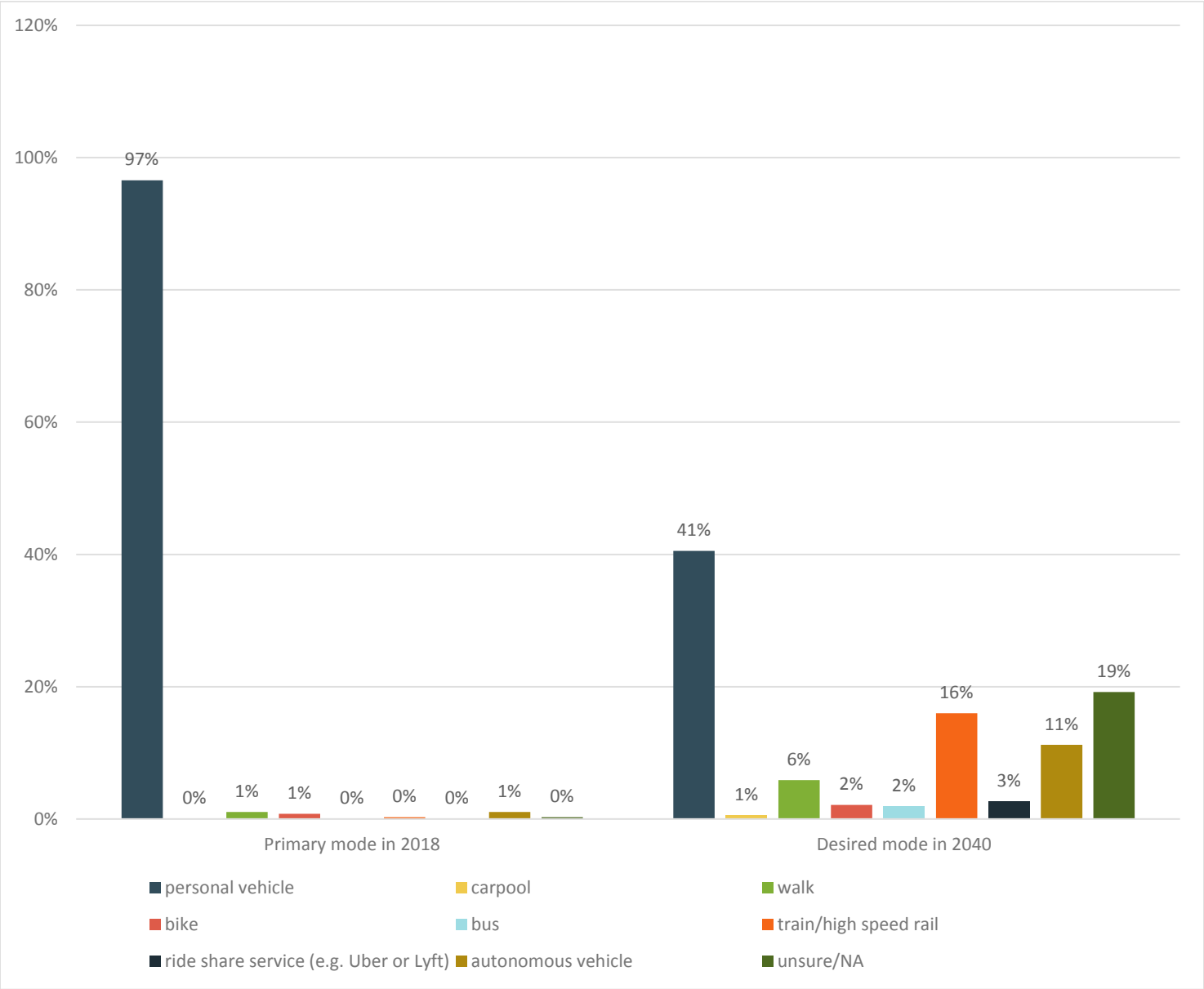
Olympia back to a resort/conference center. How are you going to get outside people to stay here if you just make more apartments. We have enough apartment buildings that are half empty because the rent is too high. Bring in family friendly restaurants something other than Chinese or mexican. How about applebees or chick fil a. Oconomowoc does not listen to the people very well. Why do we need more empty apartment buildings. You have wonderful fun activities here why not have a resort/conference center to bring in more events. The people coming to these events will buy food and gifts at our stores. I am Disappointed in Oconomowoc getting rid of the conference center at Olympia

9. Schools need trade classes. Mfg, auto and building
10. Need more high paying jobs -not more over priced condos
11. Would be nice to have a large scale retail provider (Target, Wal-Mart, etc) as well as some additional entertainment options (theater, etc)
12. More higher-end restaurants would be great!
13. This question is confusing, what are you asking. How has been accomplished or what should be focused on
14. Please keep downtown developments at current heights; otherwise a walled-in tunnel effect happens.
15. I do not support major retail outlets/chain stores in Oconomowoc. I left blank the lines I have no knowledge of and could not rate
16. Too many sr living and not enough focus on down town/ restaurants
17. Condos and senior housing could be considered complete in the City. Surely the City must be getting close to maximizing the density in the Comp Plan for housing of these types.
18. Need more variety of restaurants
19. I'm not qualified to answer several of these, knowing little about our senior living development. I'm also not sure how we do with industry/manufacturing, but I do NOT want that in my neighborhood any more than it already is (I highly dislike the sound/pounding from D&H)
20. More emphasis on historic/small town feel of the area
21. City needs new talent in top city positions too much same folks making all critical decisions and ? There background to make such decisions.
22. I think the community is saturated now with senior living facilities
23. what about tourism? The local bike trails offer great reasons to draw visitors. Also leverage our midpoint between Milwaukee and Madison - we should be able to offer a diversity of meeting places in our community. I'm on multiple state-wide boards and we are always driving to MKE or Madison, why not meet in Oconomowoc?
24. Need better shoping, Chain hotel in the Olympia area like a Comfort Suites, etc.
25. small town with growing pains
26. Include area merchants in the German fest activities. Give these retailers a chance to share in the event's profits and abilities to draw in more people. Current vendors at German fest are vary lacking.
27. Need more grocery, dinning, and fast food options.
28. This question is confusing. Not sure i answered it with the intent desired
29. Need good downtown shopping and more parking. No place to park means less people able to shop
30. Need a movie theatre and grocery store within walking distance of downtown
31. You need an option for no comment.
32. Need more affordable senior living areas.
33. Different kinds of dining are great; we tend to keep adding the same thing, especially in terms of fast food.

34. You needed a not applicable or ‘I don’t know’ option in Question 13.
35. DO NOT DESTROY ANY MORE OF OUR HISTORY FOR THE HIGH RISES. WE ARE LOSING OUR HISTORY ONE OLD HOME, BUILDING AT A TIME.
36. Rec department sucks. They basically leave all development of kids programming to private clubs. No emphasis beyond tennis and swimmingn lessons, both individual sports. No rec soccer, baseball, football, softball, etc. They should be working with schools to develop those programs so they are available to larger community. Seems like private Y and private clubs are the only game in town, and they're too expensive for most families. Coordination can be done with townships and villages. There is poor coordination between neighboring communities within the school district. Shared municipal court and joint fire/rescue services are proof that it can work really well. Why isn't rec department doing that?
37. The beauty of the area is what makes it unique. Stress this and do not overdevelop.
38. More upmarket shopping
39. I think a movie theater would be a great addition
40. Schools were excellent 20 years ago when we moved here. The steady decline is alarming.
41. I think there can always be more cultural events, and I appreciate the historical significance of our city - could there be more of an emphasis here? If I don't have an opinion on an area, I am leaving it unanswered.
42. I would love to work here and not commute. Not enough high paying jobs for bachelors degrees.
43. It seems like so many of the recent developments have been for seniors and there maybe an over supply in the near future. The community should have a balance of homes and condos. I favor developers and residents who support the community and tax base, condos and homes over apartments
44. Upon the completion of the work done on roads in the city their is a momentum of retail space that is going to continue to make Cooney that place to visit.
45. Would love to see a Trader Joes and/or Target in the area
46. Stop adding condos
47. need affordable senior housing
48. Shorehaven owns Oconomowoc seniors for a price and do glad we have other options now w better quality for seniors
49. No more focus on housing

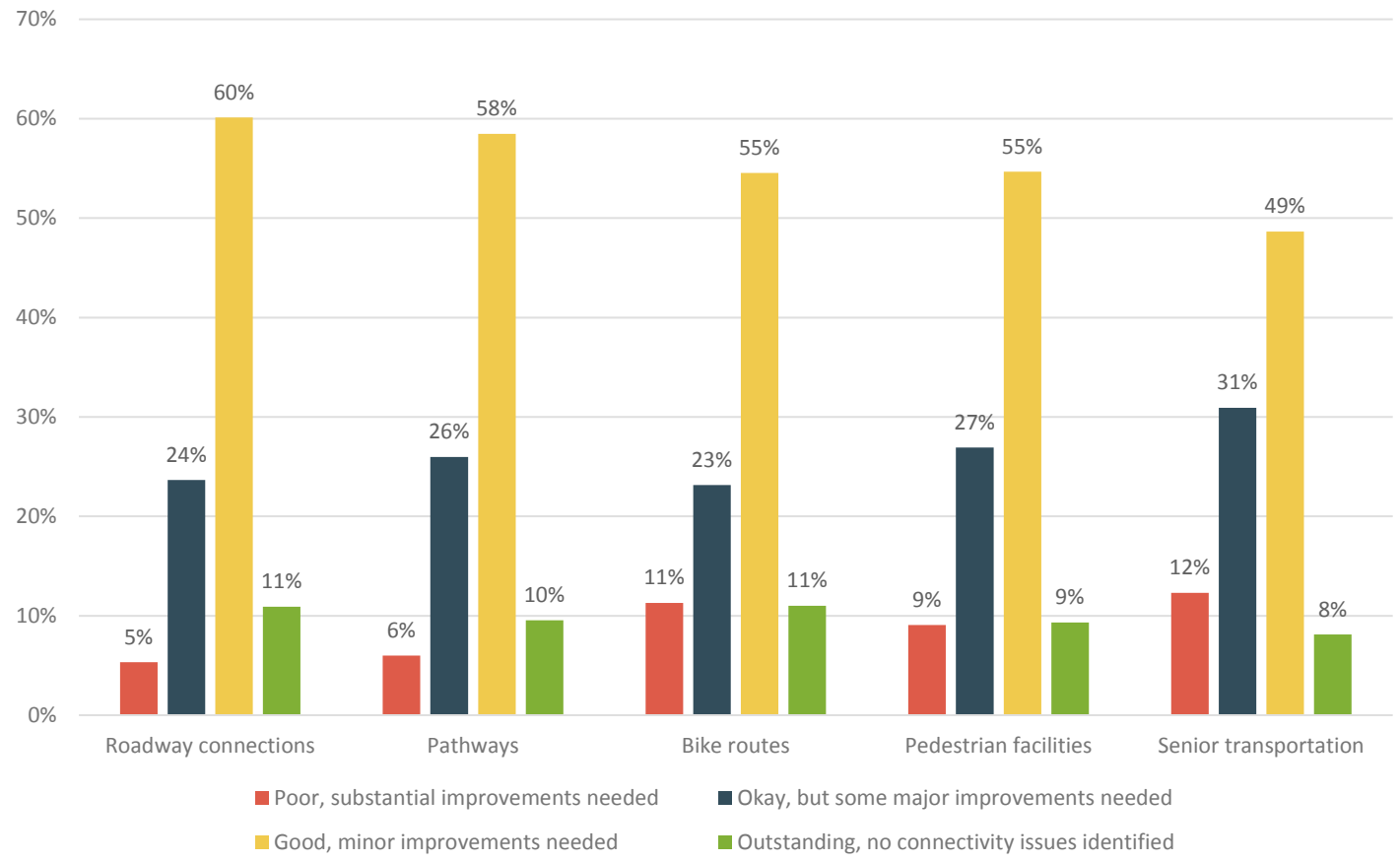
Question 14: Select your current and desired mode of transportation in 2018 and 2040.

Answer Choices	Personal Vehicle	Carpool	Walk	Bike	Bus	Train / High Speed Rail	Ride Share	Autonomous Vehicle	Unsure
2018	**367**	0	4	3	0	1	0	4	1
2040	**152**	2	22	8	7	60	10	42	72



Question 15: How do you feel the City does with connectivity of the following?

Answer Choices	Poor		Okay		Good		Outstanding		Total
Roadway connections	5.32%	20	23.67%	89	**60.11%**	**226**	10.90%	41	376
Pathways	6.01%	22	25.96%	95	**58.47%**	**214**	9.56%	35	366
Bike routes	11.29%	41	23.14%	84	**54.55%**	**198**	11.02%	40	363
Pedestrian facilities	9.07%	33	26.92%	98	**54.67%**	**199**	9.34%	34	364
Senior transportation	12.31%	41	30.93%	103	**48.65%**	**162**	8.11%	27	333



Open-ended Responses

1. senior rides on weekends needed
2. Thackeray Trail should go through
3. Thackeray Trail connecting route
4. Need parking downtown
5. Bus - public transportation
6. keep up with road repairs, path to pick n save on wis ave
7. Takes forever to get through this city from point A to B; recent improvements have actually worsened the routes.
8. I would repair the streets instead of Thackery Trail extension. The by-passes are ripe for commercial, and city planning should be ready with what we think is good.
9. Add bike lanes like Minneapolis
10. Crosswalks downtown should be automatic. Requiring pedestrian to push the button is

dangerious. Roads need resurfacing... look around, you can't miss seeing the needs !!

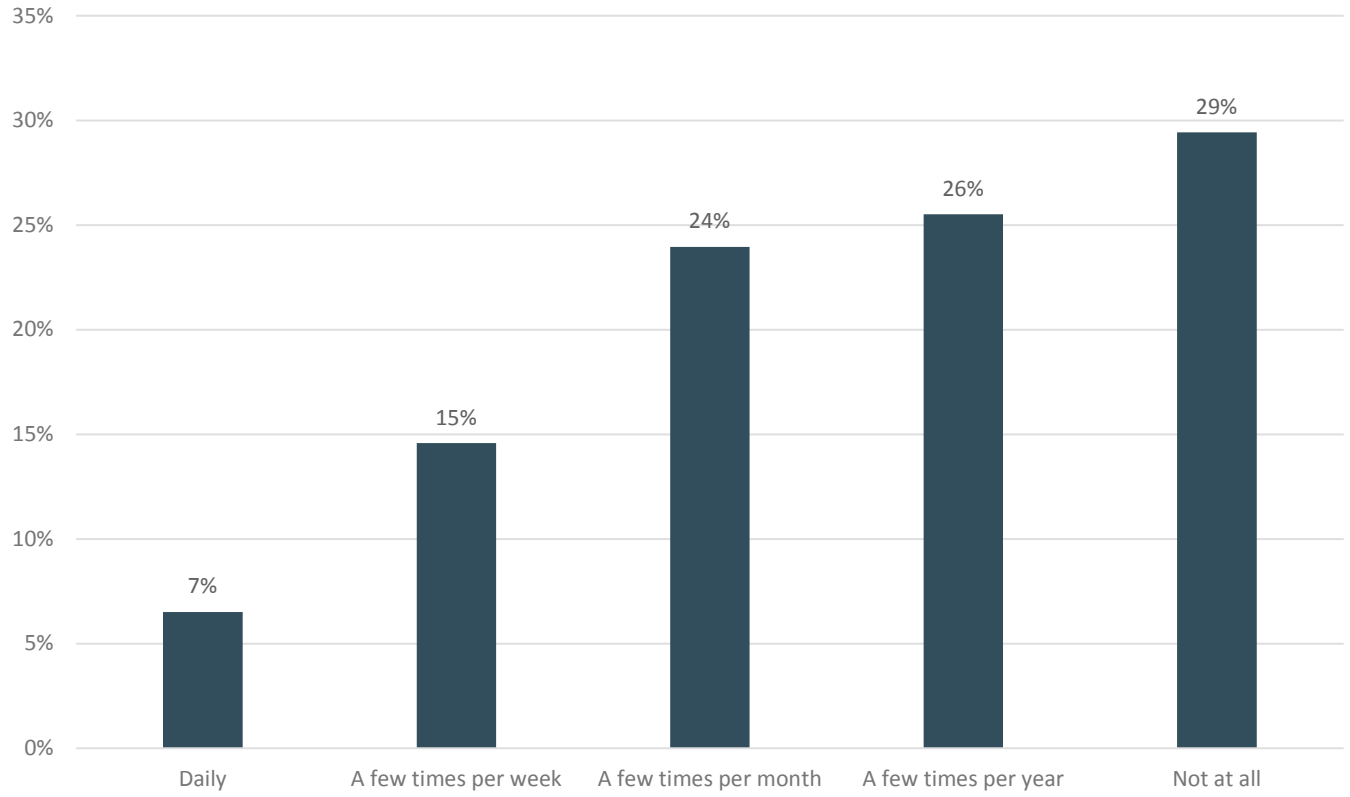
11. Improve bike routes. Add more bike routes. Open up tunnel under HWY 67!
12. Definitely need a bike path that would loop the city
13. I would like to see wider side walks and better night time lighting on the sidewalks - you changed the bulbs but if you walk the sidewalks they are pretty dark - hint you need to space the light poles better, not so far apart. I walk or bike to my destinations in Oconomowoc so I use the sidewalks frequently.
14. Raise speed limit on 67 bypass
15. Orange flags at crosswalks!
16. Highway P north is a nightmare.
17. Is there any way to connect Oconomowoc with Nashotah Park via bike/walking path
18. The new bike paths developed around Pabst Farm area is great! Downtown area is tricky for bikes but not unexpected due to the tight space.
19. Oconomowoc Parkway!
20. A bike lane on all roads would be fantastic
21. Please stop the Thackeray Trail Extension.
22. These questions suck. I'd like there to be more public transport in Oconomowoc. I am not familiar with what "Pedestrian Facilities" refers to, and I'm not familiar with the senior transport situation
23. All city streets need sidewalks. More bike paths to schools and businesses.
24. NA on senior transportation as I don't use it or know anyone that uses it.
25. Need major street improvement program, not nickel and dime fixing but a 5 yr. plan to improve streets not constantly patching roadways
26. connecting north and south areas via path would be nice
27. #14- only offering the choice of one desired mode misses the complexity of transportation. I want to walk, bike, use public transit, rail, and more.
28. If you could just move your city out of Waukesha County I would visit and spend money there.
29. Thackery Rd needs to be extended
30. Crosswalks around schools need improvments for safety. There are also areas where sidewalks could be installed in older neighborhoods.
31. Too much reliance on surface streets for bike paths
32. Silver streak is good but no transport on nights and weekends plus some can't afford it to do everything they need. So I've talked to some walking from pick n save to over by firestation with a bag of groceries due to no ride.
33. road repairs were too long.
34. Repave older roads with concrete or asphalt
35. It would be nice to finish the tunnel under hwy 67.
36. The multipurpose path should extend to the river on concord
37. What senior transport is there?
38. Not familiar enough with the rest to comment
39. Don't know what senior transport options are available
40. DOES THE SILVER STREAK EVEN EXIST ANYMORE?
41. I'm not a senior, but would like to age in place. Seniors answering the senior question should be more heavily weighted.
42. If thackery trail was done it'd be great.
43. I know "connectivity" is an "in" phrase and positions the city towards the "smart city" concept, the city leadership should be transparent about this. I strongly disagree with the so-called smart city concept. I do believe that a rail system to downtown would be a plus.

Regarding question 16 - I enjoying walking every day to be in nature and to be contempletive -- not for it to be task oriented ie: walk to work, shop, etc.

44. Sidewalks need some work...ie: hard to get the stroller around the lake
45. Lisbon Ave. is a huge mess and hard on cars with its many dips, ruts, etc. Would really like to see it repaired from Lake to the bypass. PLEASE! I had to buy and use a neck brace for all the bumps and dips, causing rough riding.
46. Need to finish tunnel under 67 for bikers and walkers. Need to add bike lanes to streets around town.
47. pedestrian lane on roads is dumb & unnecessary
48. Oconomowoc is desirable because it is a walkable community. Continue to enhance the walkable, cycling and mass transit options will only help to maintain a high standard of quality of life for the community
49. Cooney is a vibrant community that has such great potential and should be a leader in all aspects of connectivity. I believe there is room for improvement and look forward to future...
50. Silver streak is outrageous tho it's all Oconomowoc has so they keep their monopoly
51. City taxi service needed

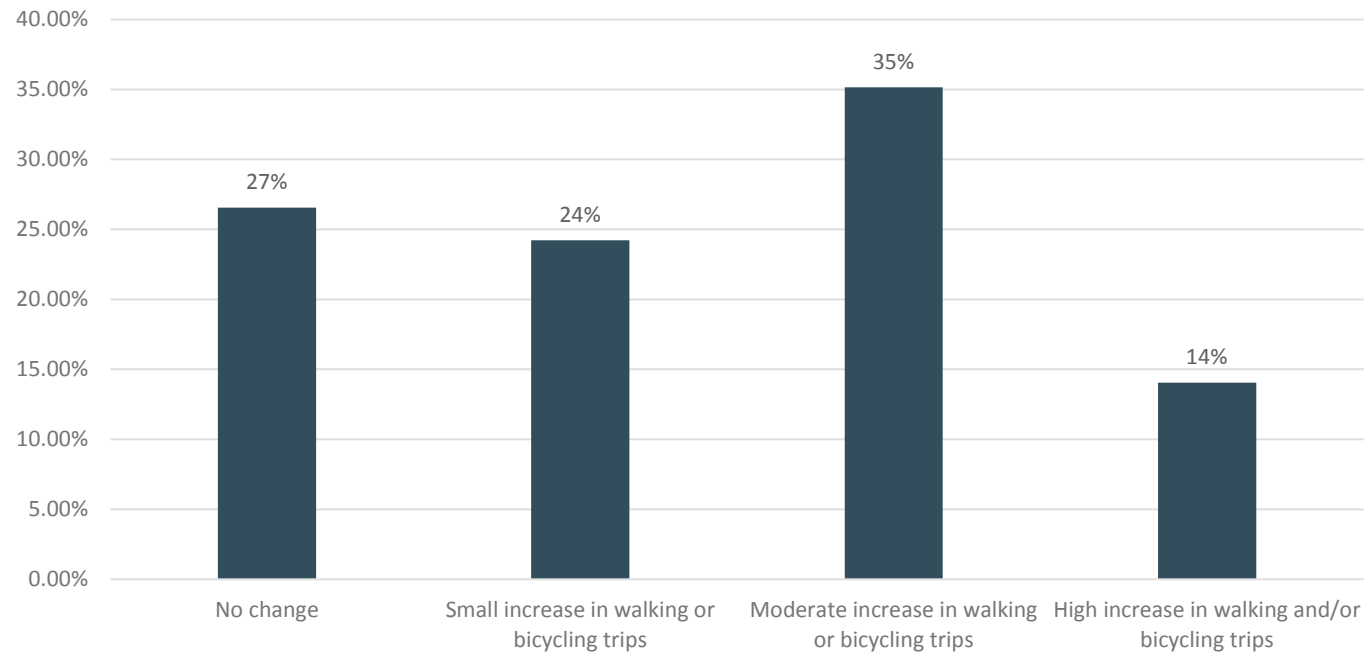
Question 16: How often do you walk or bike for trips to work, shopping, etc.?

Answer Choices	Responses
Daily	25
A few times per week	56
A few times per month	92
A few times per year	**98**
Not at all	**113**

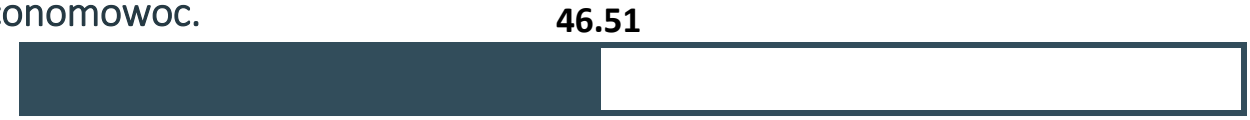


Question 17: If safer, more convenient, bicycle/pedestrian facilities and connections were installed, how would you alter your travel behavior?

Answer Choices	Responses
No change	102
Small increase in walking or bicycling trips	93
Moderate increase in walking or bicycling trips	**135**
High increase in walking and/or bicycling trips	54



Question 18: Please rate the need for public transit options within or to Oconomowoc.

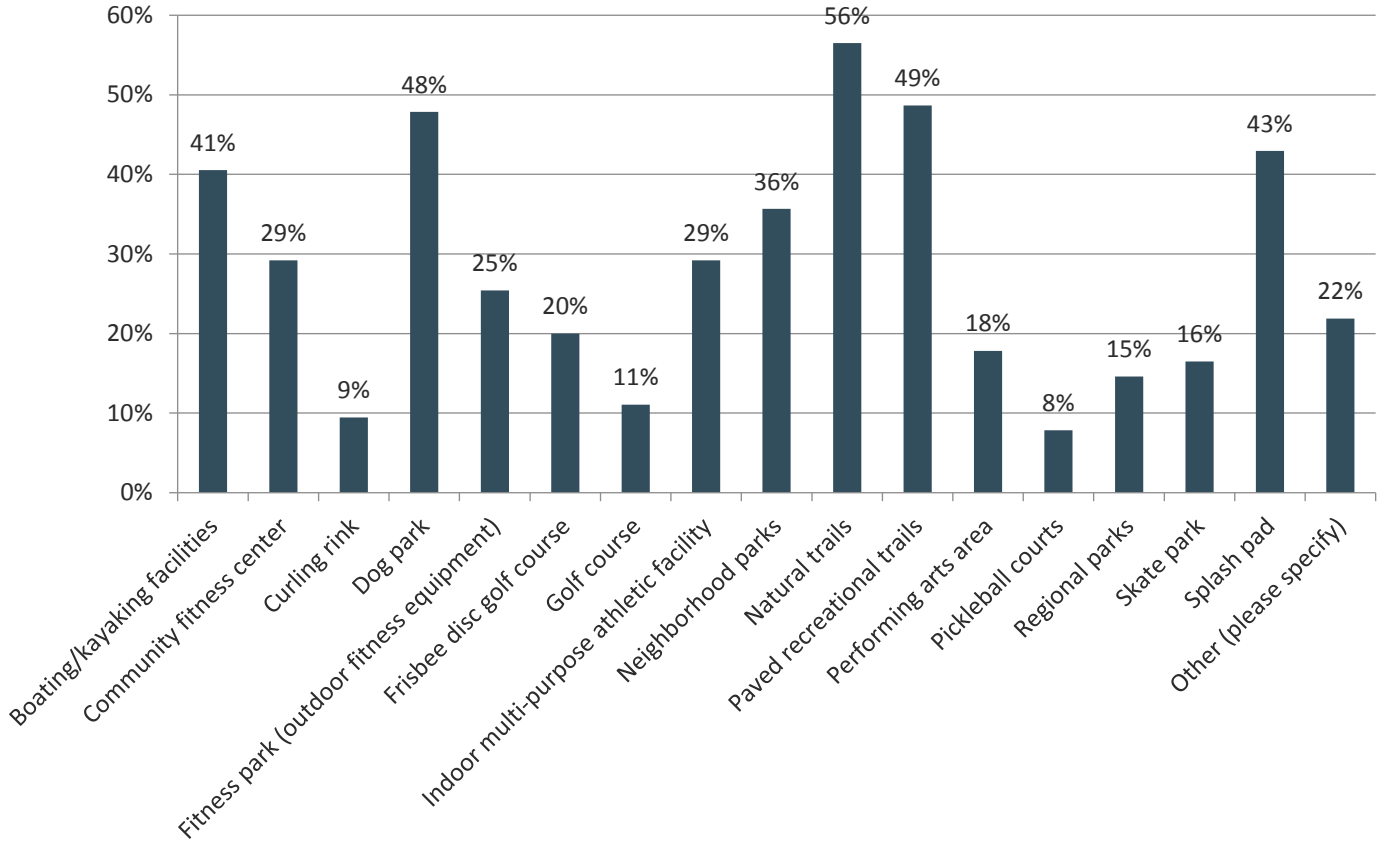


Not Needed Stay the Same High Need

Total respondents: 360

Question 19: What recreational facilities would you most like to see more in the future? *(select all that apply)*

Answer Choices	Responses
Boating/kayaking facilities	150
Community fitness center	108
Curling rink	35
Dog park	177
Fitness park (outdoor fitness equipment)	94
Frisbee disc golf course	74
Golf course	41
Indoor multi-purpose athletic facility	108
Neighborhood parks	132
Natural trails	**209**
Paved recreational trails	180
Performing arts area	66
Pickleball courts	29
Regional parks	54
Skate park	61
Splash pad	159
Other (please specify)	81



Other Responses

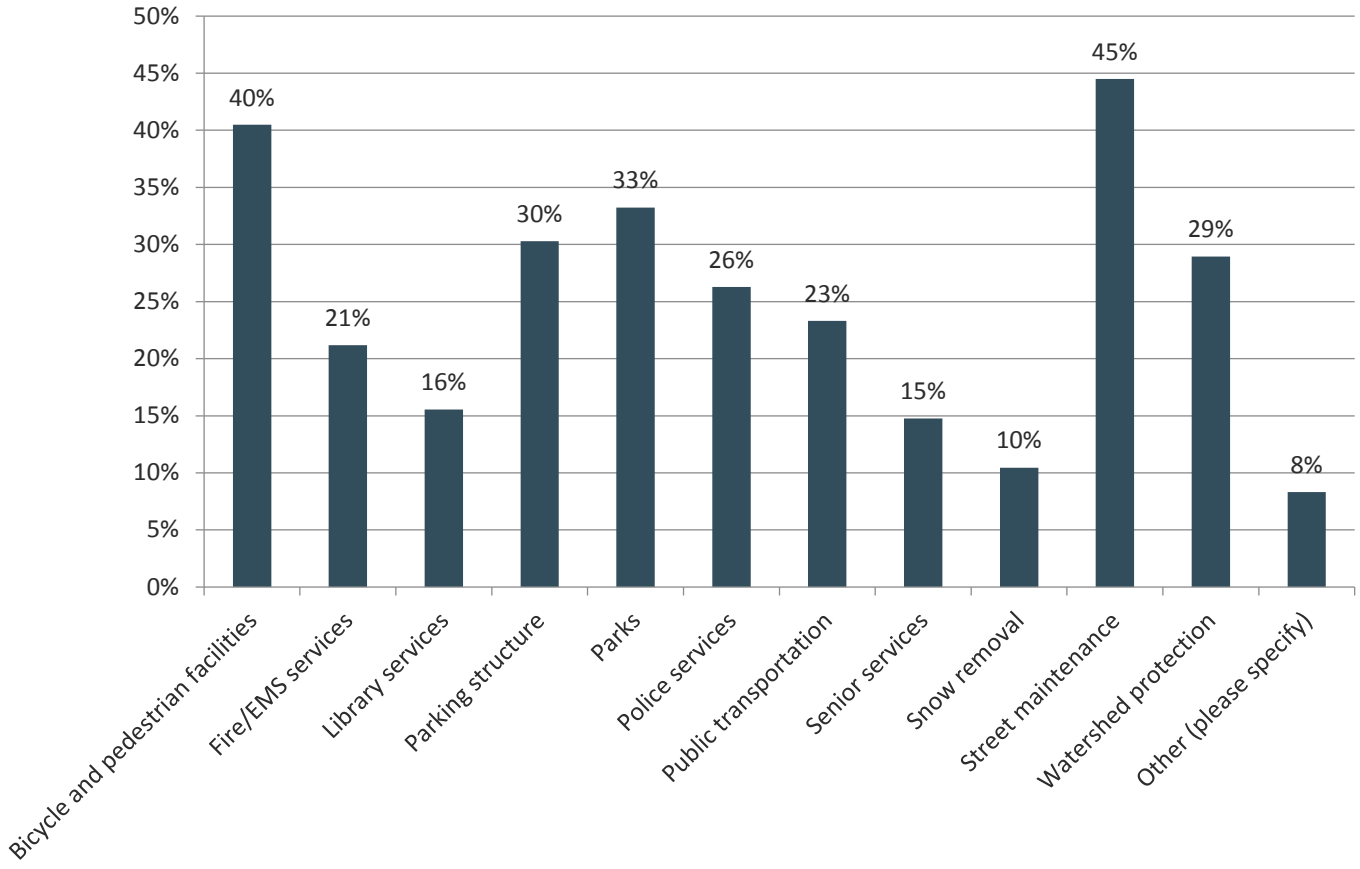
1. Retired - Shorehaven Oasis
2. allow dogs in parks
3. senior center now
4. Senior Center Building
5. driving range (golf)
6. for everyone, not exclusive to Oconomowoc
7. YMCA is wonderful at Pabst Farms
8. swimming pool for public
9. Hill at Olympia turned into fitness trail. More drinking fountains along walks.
10. Present Community Center could several of the listed activities.
11. Botchi ball court, NO dog park !! Maybe some dog bag stations and or fines for those who leave thier dog shiat laying on the sidewalk
12. How about encourage a wilderness like place for a family to go not costing tax payers a penny.
13. TENNIS courts. What happened to the tennis building promised. Please bring Olympia back with its indoor pool and golf course and ski hill What a better way to bring people in from other cities to our are to purchase at our stores. People come from all over to shop at ben franklin. Because they have what other people don't have. We need that in the city of Oconomowoc. Think about it.
14. We have many options already
15. Hockey arena
16. Ice skating/ hockey rink
17. Ski hill reopened, activity center for kids
18. Skate park for sure!! What the heck is pickle ball?
19. More tennis courts
20. Outdoor public pool, more indoor activities like a bowling alley or arcade
21. Public swimming pool
22. Fowler lake area old sentry for a new city hall and park. Move the police station to all of city hall
23. Allow dogs in all parks
24. Improved access for kayaks at Oerding park to easily get in and out of the river.
25. Mountain Bike Trails and biking trails to connect subdivisions.
26. Ski Hill
27. bike lanes on all major roads
28. Bowling Ally
29. A huge indoor volleyball facility with a bar. A adaptive playground.
30. Mtb trails
31. Ice skating rink
32. Concert venue
33. Pool other than ymca
34. Please don't add a skateboard park
35. Waterpark
36. Community indoor walking track would be great!
37. Need futuristic plan, not next 2 years
38. Pool
39. need more places for kids to play and hang out

40. Downtown Restroom in Green Space
41. None. We have enough of all these here
42. Don't we already have these?
43. Mini golf course
44. locked area to store kayaks and canoes adjacent to Woodland and Park beachs
45. More accessible, fenced dog park
46. More community rooms for about 50 people
47. Tennis courts
48. Many of these already exist.
49. Something geared towards children ages 10-18
50. Community outdoor pool
51. Community Pool like Watertown
52. Slash pad on the northern end or anywhere within Oconomowoc would be great sooner than 2040.
53. Indoor/outdoor pool
54. Indoor tennis
55. We have plenty of parks, a lot of young adults would like activities too!
56. Oconomowoc has done a fairly good job in this area.
57. Not sure what people would use. A splash pad at Imagination Station would be nice and has been thought about I believe.
58. Just painted bike lanes on roads which are wide enough would be amazing.
59. Downhill skiing
60. Two votes for skate park! Offers unique opportunity for teens. Could be small/beginner to lessen liability concerns. Ice rink would be excellent, could be used for curling as well, and good complement to outdoor opportunities. Swimming pool developed in coordination with school district so that we can actually have a team. Hartford's outdoor model might reduce pressure on beach in summer time, but indoor pool is needed for development of competitive aquatic programs. We're the only school that doesn't have a pool in our conference, which is why the school district should be involved.
61. None
62. mini-dark sky park that residents and visitors can visit, it has a telescope to view the night sky, and we host astronomers (sp?) and storytellers who talk about the night sky.
63. Splash pad definitely! Afpfordable options for low to middle class...nature center, bowling center...more places for families to go.
64. Affordable optiins for stuff
65. An outdoor water park/pool like Hartford for the kids with an indoor facility for parties, like Country Springs.
66. A public pool.
67. Indoor tennis facility
68. LAKE ACCESS!! Silver Lk access is a joke between cops & nasty neighbors
69. Indoor pool
70. Mini golf
71. Community pool
72. Community pool- needed badly!!
73. Aquatic center like Watertown
74. I consider the YMCA to be a community fitness center as well as the downtown community center
75. Roller skating rink, movie theatre, video game arcade (like Garcade in Menominee Falls)
76. With the lakes and natural setting abundant in Cooney it would in best interest of the community to preserve and protect as much of this space as possible
77. A splash pad would be AMAZING!

78. fishing area in Blain St park. clean debris from water and shore
79. Ice skating rink that has a proper warming house
80. Indoor tennis facility
81. No idea what a splash pad is but it sounds amazing

Question 20: If the City should invest more tax dollars to improve the quality of public services, which areas should it focus on? *(Select up to 3)*

Answer Choices	Responses
Bicycle and pedestrian facilities	151
Fire/EMS services	79
Library services	58
Parking structure	113
Parks	124
Police services	98
Public transportation	87
Senior services	55
Snow removal	39
Street maintenance	**166**
Watershed protection	108
Other (please specify)	31

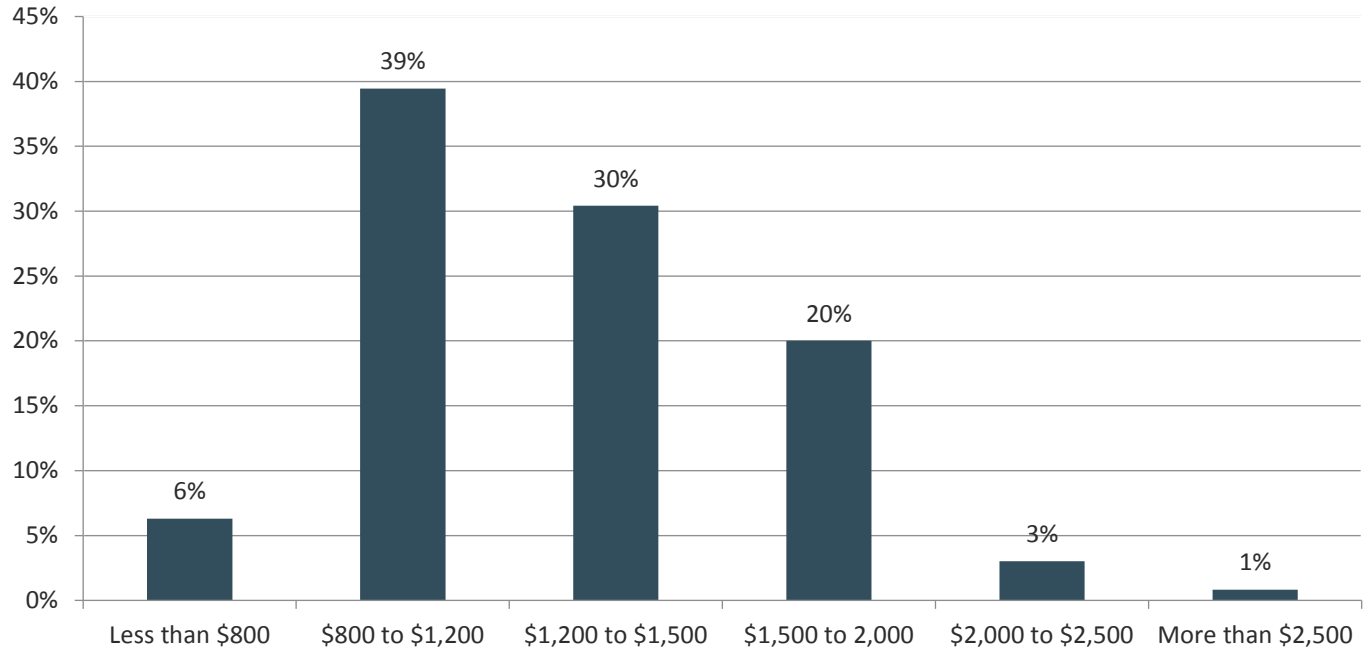


Other Responses

1. good the way they are
2. Need new Senior Center Building
3. Hire more qualified arborists and natural resources staff. Quit hacking on trees or cutting them down unnecessarily.
4. Improve the above but do not increase taxes. Fund through reducing the cost of government.
5. develope with a quality mindset, not quantity driven by money (ie: GREED)
6. Every city has parking issues. Our streets are in bad shape (very bumpy) with a city with so much money. Greenland ave has been very bad for years now, yet still not repaired. Lisbon has been bad for years, they just this week put a patch on the huge dip in the road, really?? its been bad for years. We lived here for ten years before Coolidge ave was repaired. I think Oconomowoc has too many hands in the cookie jar and someone needs to stand up and make some confident decisions. Question; why do you only remove the snow around the board walk sidewalk. and there is no ramp to get down from the sidewalk to the parking lot. Also when the boardwalk gets wet it is VERY slippery. I am a walker and have caught myself from falling many times on that wet sidewalk.
7. Give public works and parks employees a raise because they do a great job and have not had a raise for 7 years
8. Removal of dead trees and invasive shrubs/trees (buckthorn) and better mowing and maintaining green spaces on and off of Summit
9. Accountability of criminals and hold heroin dealers accountable
10. Maybe a parking structure located where the old Sentry store was on WI Ave. locals and visitors could park and walk to downtown.
11. parking lot behind Wisconsin Av businesses
12. leaf collection at the curb
13. TRAIN SYSTEM TO AND FROM MILWAUKEE AND MADISON
14. Sidewalks
15. Better snow plowing of redidential streets
16. Public Utilities (old water main, lead laterals)
17. Fix infrastructure
18. Parking expansion downtown
19. A dump or place to take refuse
20. Recreational opportunities for children ages 10-18
21. Certainly we need more parking. A structure would be ugly, and, personally, I don't believe safe in the long run.
22. Rec opportunities, but not necessarily outdoor parks. Our climate needs indoor facilities there seasons/year.
23. None
24. Splash Pad would be AMAZING!
25. Better roads within the city of Oconomowoc, most especially Lisbon north of Fowler Park.
26. More resources to go after the heroin problem.
27. Enviorment
28. Community pool!!!!!
29. Improve lake accesses
30. The increase in senior living centers in and around Cooney and the over all natural settings that are God given in the area it makes sense to provide more ways for people of all ages to enjoy getting around the town
31. Police should have AED’s and be trained to use them as first responders.

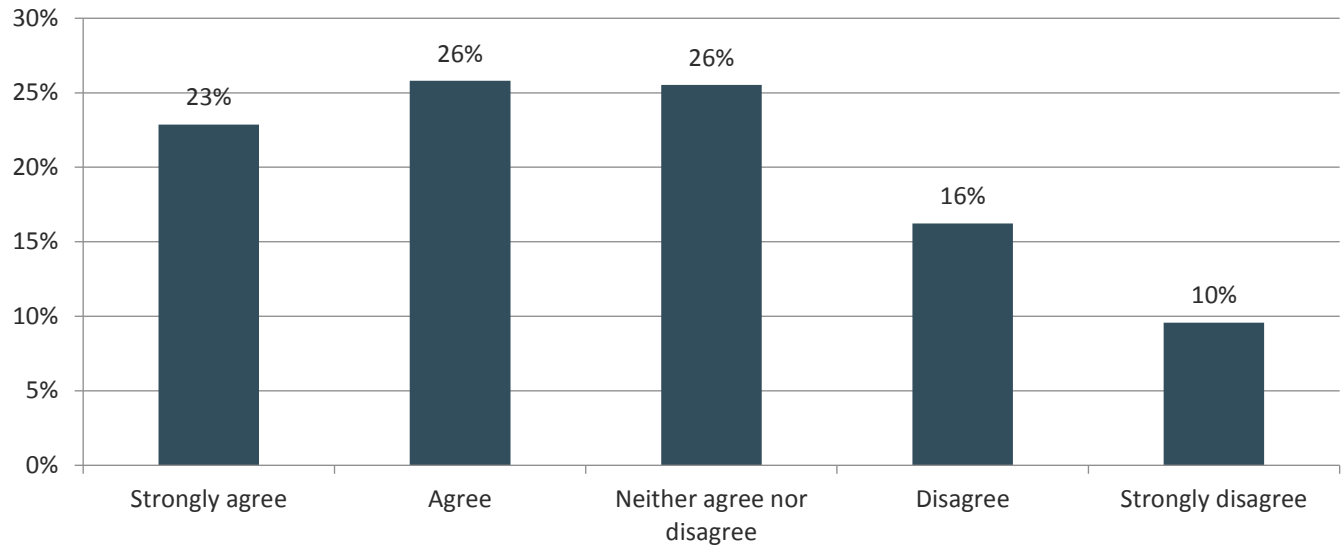
Question 21: An affordable housing payment is usually defined as 25%-30% of your income. In your opinion, what monthly housing payment would be considered affordable for most residents of Oconomowoc?

Answer Choices	Responses
Less than $800	23
$800 to $1,200	**144**
$1,200 to $1,500	111
$1,500 to 2,000	73
$2,000 to $2,500	11
More than $2,500	3



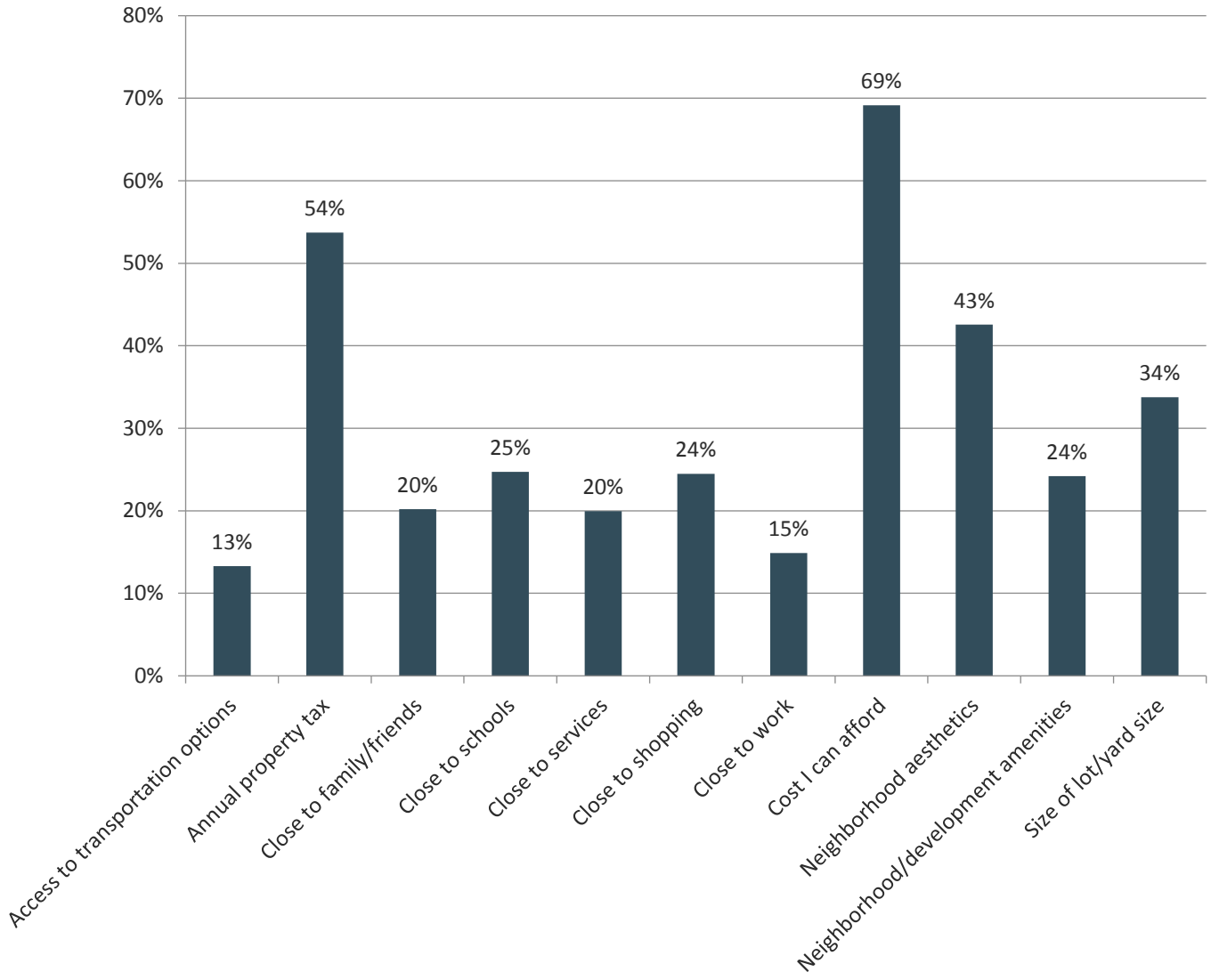
Question 22: Please indicate your level of agreement or disagreement with the following statement: There is a need for more housing in Oconomowoc that is affordable to working families and individuals.

Answer Choices	Responses
Strongly agree	86
Agree	**97**
Neither agree nor disagree	96
Disagree	61
Strongly disagree	36



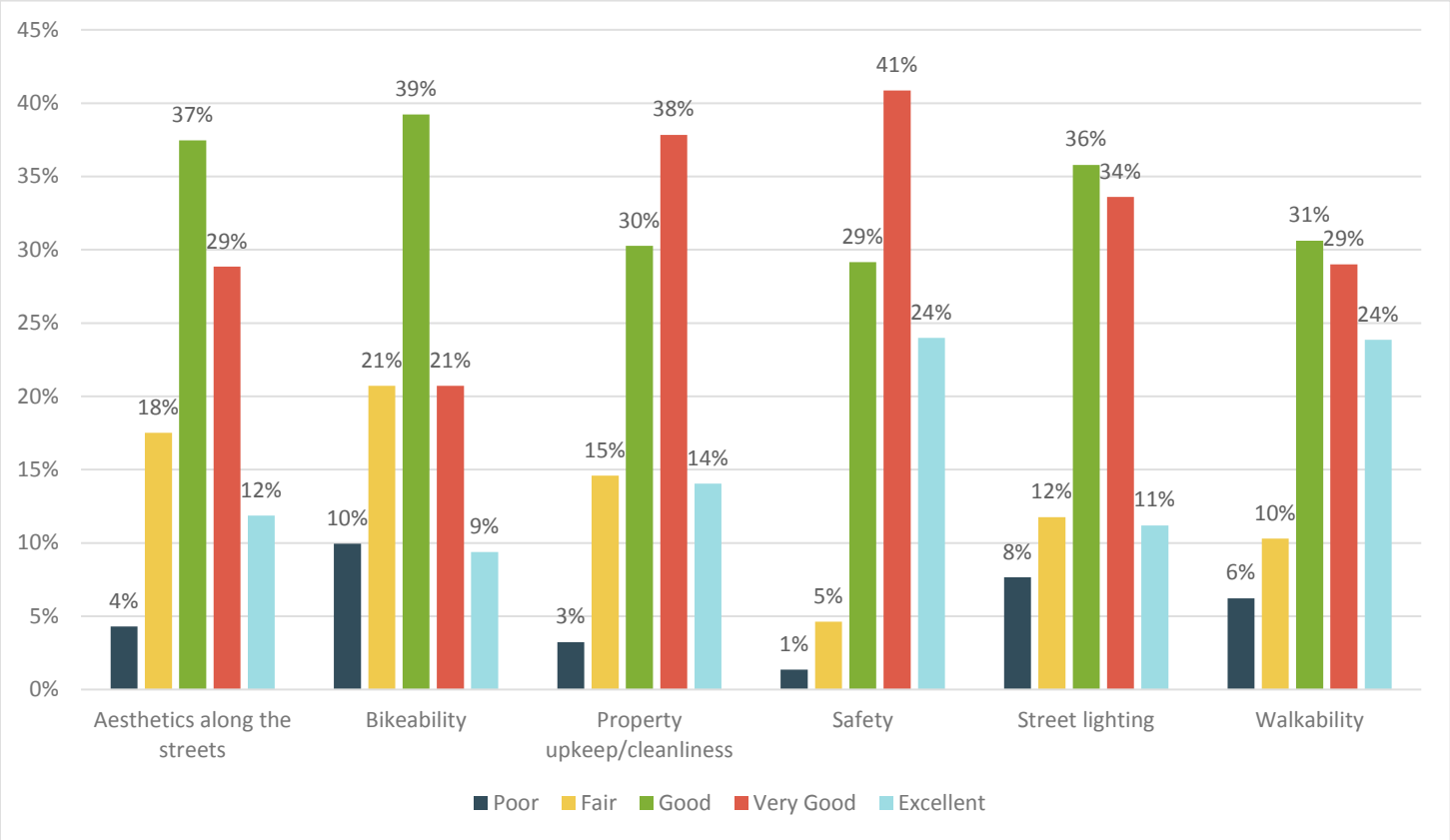
Question 23: If you were moving to Oconomowoc today, what factors would be more important to you when choosing your home or apartment? *(select up to 3)*

Answer Choices	Responses
Access to transportation options	50
Annual property tax	202
Close to family/friends	76
Close to schools	93
Close to services	75
Close to shopping	92
Close to work	56
Cost I can afford	**260**
Neighborhood aesthetics	160
Neighborhood/development amenities	91
Size of lot/yard size	127



Question 24: How would you rate the following aspects in your neighborhood?

Answer Choices	Poor		Fair		Good		Very Good		Excellent		Total
Aesthetics along the streets	4.31%	16	17.52%	65	**37.47%**	**139**	28.84%	107	11.86%	44	371
Bikeability	9.94%	36	20.72%	75	**39.23%**	**142**	20.72%	75	9.39%	34	362
Property upkeep/cleanliness	3.24%	12	14.59%	54	30.27%	112	**37.84%**	**140**	14.05%	52	370
Safety	1.36%	5	4.63%	17	29.16%	107	**40.87%**	**150**	23.98%	88	367
Street lighting	7.65%	28	11.75%	43	**35.79%**	**131**	33.61%	123	11.20%	41	366
Walkability	6.23%	23	10.30%	38	**30.62%**	**113**	29.00%	107	23.85%	88	369



Question 25: Are there any improvements/actions you would like to see in Oconomowoc's future that were not covered in this survey?

Top Responses	Number
Preserve Natural Beauty	78
Walk and Biking	18
Downtown Upgrades	40
Fewer Apartments and Condos	47
Better Parks and Open Space	15
More/Better Activities/Opportunities for Youth	12
Total Respondents	**200**

Summary of Top Responses – *The following summary identifies the top words/phrases that appeared throughout the open-ended responses and the discussion related to each.*

- Preserve Natural Beauty
  - Protect water resources
  - Protect open and green space
  - Protect the lakes and public access
  - Preserve historic resources
- Walking and Biking
  - Accessibility to everything in town by foot and by bike
- Downtown Upgrades
  - Roads
  - Shops/Retail
    - Grocery stores specifically
  - Restaurants/Dining
  - Community events
  - More parking options
- Fewer Apartment Buildings and Condos
  - Block lake views
  - Do not align with the culture of the town
    - Maintain the small-town feel
- Better Parks and Open Space
  - Upgrade park infrastructure
  - Create more parks
  - Preserve green space
- More/Better Activities/Opportunities for Youth
  - Increase safety around schools
  - Provide accessibility by walking and biking to schools and parks and within neighborhoods

	Response
1	Travel speed start stop joint meeting crossing
2	Comments: Be sure developers repair W WI Ave where asphalt patch was installed over sewer/water connections.
3	Close parking for access to beach
4	More stores at Pabst Farms replace Brennan's with Trader Joes.
5	The new boardwalk is beautiful! Thank you!
6	Movie Theater
7	Senior Center!!!
8	Consider Senior Center Building
9	I would love to see a Whole Foods or Trader Joe's
10	Keep bikes off sidewalks in downtown area
11	Need new Senior Center Building
12	Trader Joe's come to Oconomowoc would be an asset.
13	train stop between Milwaukee and Madison with stop in Oconomowoc
14	blue zone type of community with a focus on health, well being. a marketplace similar to milwaukee public market, but smaller scale, less condos, more family focus. love the downtown events!
15	neighborhood swimming pools
16	Less urban sprawl; less cornfield developments; more focus on maintaining history and preserving existing buildings, homes and neighborhoods; less tree harvesting; MORE green space; less condos; more green space along lakes; less school development.
17	be vigilant about "run-down" areas. Let developers know how citizens want city to change, if at all. Keep striving for urban balance.
18	No... Not at this time
19	We love the activities downtown. I'd like to see more concerts at the band shell, starting sooner in the spring and longer into the fall. (I hope the new residence are aware and don't complain of noise from the band shell after they move into their obstructive condos. If they complain, that is on YOU) (the owners might want to let people know BEFORE they move in) When we moved here, we loved the fact that people stopped to let pedestrians cross the street, as a courtesy. You have since put up signs exclaiming it is LAW to stop, completely taking away the personal touch of this town. Now, people don't even look as they enter the cross walk. It is expected, it is cold and it screams lawsuit awaiting. Get rid of the legalistic signs! Let the good natured people of Oconomowoc be people
20	Add more retail and restaurants! Open up HWY 67 bike tunnel!
21	Overall, I love Oconomowoc. To keep our quality of life, I would encourage the city to please reduce the emphasis on “affordable housing.” I say this as a middle-class husband and father of three. Oconomowoc is a gem. If someone can’t afford to move here, there are affordable options in neighboring towns and communities. Let’s maintain and improve what we have - East Wisconsin Avenue comes to mind - rather than build more buildings, condos and apartments. Please, please maintain the natural beauty in Oconomowoc. I will strongly support any political figure who opposes or is at least balanced in the approach to building more “affordable housing” in our town. I would also love to see - and fully support - lakeside dining options in the downtown area.
22	N/a
23	Again would like to bring to light the unused and forgotten Fowler Lake shoreline behind the old Sentry building and other buildings along East Wisconsin ave. This natural resource could be a beautiful walkway or nature trail.
24	As I have stated throughout this survey my concerns are: Wider sidewalks to accommodate bikes and people with dogs I dont feel comfortable riding in the bike lane on summit down the hill it just scares me being next to a big truck on my bike. improve Lighting along the sidewalks. The light bulbs were changed but the spacing in

	Response
	the lamps are too far apart. Take a walk down the sidewalks when there is no moon out. It is very dark walking around the lake. Roads that are close to downtown are really in need of some looking after. It shouldn't take years to repair a road that has been a hazard for years. You want to get people to shop here then bring in the restaurants people are going to want to eat at. I had a couple walking down the sidewalk, that were visiting from out of state, and they stopped me because they couldnt find a good place for breakfast. Where are all the restaurants?? they wanted to know. Downtown is pretty in the winter, it just needs some regular upkeep every year. I love the lights on the trees, good job with that. Please Please do not build any more apartment buildings. the ones we have now are sitting half empty. Listen to the people and their conversations about what was good about Olympia being here. They say that it brought people in from all over for the conference center. There is not a conference center that big in the area at all. I think it is a bad shame not to keep it as a conference center. It brings in activities from all over and people stay here overnight and then eat at our restaurants and shop at our local stores. The indoor pool was always busy with the elderly trying to get their exercise in. Now you took away my pool. :(please bring it back. I need a grocery I can walk to or bike too and so do many other elderly/handicapped people. Also to add - I think the school bus company should reevaluate their routes. They say that we do not qualify for the bus yet the bus stops 500 feet from our house yet our kids can not ride the bus because we live too close. How come the subdivision that my kids walk through to get home, get to ride on the bus?? It doesn't make sense. The bus follows my kids home, yet we live to close to the school to ride the bus?? I called the bus company and they said that is the way it is we live too close and that was that. They also said the bus is full. Well if you follow the bus in the car you can see that it is empty. How can we get the kids to ride the bus to alleviate the congestion of the car drop offs and pick ups. The buses are there, we pay for them and yet the kids are afraid or don't want to ride them. I shouldn't have to wait on the road to try to get to the parking lot to get to the office of the school at the end of the day. There has to be another option. I have been to other schools that you are able to get to the parking lot even though the line to pick up kids is long. I love how everything is so close to my house that I can walk or ride my bike to a lot of places and activities the city has downtown. That's all I have for now. Good luck.
25	Drugstore needed downtown
26	I would like there to be more restaurants and businesses that cater to young families. It would be nice if there were more options of drive throughs with small children over by Pabst farms. If Jimmy Johns or Starbucks had a drive through it would be nice. If there was a dry cleaner with a drive through option. Another restaurant that is family friendly near Pabst farm. It would also be VERY beneficial to the city and families to take out Kmart and place a target there or near Pabst Farms. The target in Delafield is small and outdated. I run into MANY moms that often complain about target and would like to see a bigger one placed in Oconomowoc. A movie theater that is better than the one in Delafield would also be a great idea. You have to keep in mind that for families in Ixonia, the far end of Oconomowoc and Sullivan it is a far drive to Delafield with small children. Making Oconomowoc a bit more family friendly would increase the likelyhood that more young families would move to the area.
27	Lakeside dining, incentives for buying and remodeling older homes, maintenance and upkeep requirements for historic homes (like those in the Merchnants Plat area).
28	No more condos- destroying culture of beautiful City
29	No more apartments and no more condos!!!!!
30	Proper snow removal and salting of city streets
31	Finish east/west street corridors
32	Too many apartments. The schools are overcrowded as it is. People rarely stay in oconomowoc to shop or eat because options are so limited.
33	More pet friendly places
34	Housing that is coming in is cheap looking and high density. Need more open space. Development is too tight. Example is the area by Qdoba-horrible parking!! Need more good paying non retail or food industry jobs in the

	Response
	city to help the tax base
35	Less residential development and more focus on preserving the country feel of Oconomowoc. While still developing retail options by improving existing retail spaces. Keeping lots large and homes spread apart.
36	Small Grocery/ convenience store downtown.
37	Keep the historic look of Oconomowoc relevant in downtown for any future renovation or construction plans.
38	No.
39	Faster response time for emergencies
40	Balance development, new housing, and the city's charm and aesthetic. Downtown is a great example of this done well, but with so much development taking away views of the lake it may be tipping too far - Fowler Lake project is a solid balance. Maintain focus on bringing in new business and retail to manage tax burden.
41	Stop building condos and apt
42	The park and rec department is subpar for the taxes we pay. We have to go to other communities for our children to participate in any sports. It is poorly organized and ran. I would love to see this improve. It's sad we can't stay in our own community to support our children's athletic development.
43	More publicly on radio and TV of upcoming events in Oconomowoc.
44	I love to see Oconomowoc be the safest city in the state. Not Heroin heaven like the SE end of the County. Redevelop the old sentry with a park on the lake, a new city hall and condominiums with retail closer to Wisconsin Avenue. Police Department takes over the old city hall and it gets remodeled and big push on lowering crime and holding criminals accountable. Not the hug a thug current mentality like Milwaukee, West Allis or Muskego.
45	Improvements to downtown parking: improve current lots and increase availability of parking.
46	Just in general would like to see downtown more pedestrian and bike focused
47	I think affordable workforce housing would be a good idea. The area around Fowler Lake is a jewel in Oconomowoc's crown: the historic homes and vistas along Main Street between the two lakes is a treasure. The lovely swings and benches are wonderful around the lakes.
48	1. We have enough housing development. 2. I would develop and protect access to our water resources. We do not have to develop every inch of waterfront. 3. Collaborate and attempt to connect to adjacent communities with bike lanes to Dousman, Ixonia ect. Pabst Farms area to Delafield is a great example. 4. Encourage population diversity. 5. Encourage small businesses (food or retail) 6. No more gas stations! We have enough and they are great but adding more will not bring quality or decrease fuel prices.
49	Stop trying to become a "big city". My wife and I moved here for the small town feel and we are certainly not pleased with the addition of condos downtown and all of the housing developments. The city is losing touch with what makes our great in exchange for chasing the dollar signs.
50	Again, please be sure to take a measured approach to development. Don't bite the hand that feeds you and continue to prioritize the things that have made Oconomowoc special from the beginning (natural resources, green space, community mindset, parks and libraries, etc.). Thank you.
51	Need more beach areas, need more public access to shore front. The new condos next to the beach should have been purchased by the city to expand the beach.
52	No big box stores. Continued development of downtown for new residents in current condos.
53	I would like the city to add fall leaf collection at the curb. I would like the city to find an alternate route for trucks going through downtown. Its very unpleasant to have semi trucks going down Wisconsin Ave.
54	I would like to see lower property taxes for seniors on fixed or low incomes.

	Response
55	Continue to update and improve the front of stores in downtown. Make sure that there is a connection between downtown and Highway 67 out to I-94. Additionally, Olympia and its surrounding area would be the number one priority I would mention. That area could be a huge opportunity for the city. I think the K-Mart needs to be replaced with something that will draw more people and the vacant lot between that mall and Olympia needs developing.
56	We could use a better variety in choices of restaurants and other stores. We have too many multiples.
57	Oconomowoc's history is beautiful and valuable, and it has been unfortunately disregarded and disrespected by the city's current government/decision makers. Please work to keep our beautiful history and architecture alive and present in our city.
58	Again no more condos or apartments to go up. Please keep the green space. Also my biggest thing I would love to see before 2050 is to have a train stop for people to commute to Milwaukee and/or Madison.
59	None
60	I would like to see the city allow people to rake leaves to the street and the city comes through to remove. Many other cities do this and it seems to be a good option. Thank you
61	Again please stop allowing private developers to use public City streets to park construction equipment and materials while they are building. As a private homeowner I was not allowed to do this. Also please enforce the construction times w developers, there are areas near the downtown where construction has been going on for years. This is a lot of early morning and weekend pounding and beeping for people to take over several years time. Please build the new public safety facility on the Sentry site. The city is expanding and your safety services will grow into the space. Give the police what they are asking for-their budgets get cut far too often by council members unfamiliar w what they need and why they ask for it. Also please choose a cohesive architectural look and uphold standards. Red brick boxes several stories tall are not that attractive.
62	Concerned about over development of the city without services to support the growth.
63	I feel the green space on NW corner of roundabout is wasted space...it needs a purpose, even if just a path or gazebo with benches. The back of the buildings that back up to fowler lake and the boardwalk still need work to look nice and offer more lakeside dining. I'd also like to see a small grocery store in or near downtown. A specialty cinema/theatre would be nice downtown for movies, plays, concerts and special events...there really isn't anything to do for entertainment downtown besides eat and drink.
64	N/a
65	Water runoff control in Riverline dr. area.
66	Fishing pier on Lac La Belle
67	Better response to on line communication. Questions are seldom answered, emails not returned. Little feedback offered when residents of neighborhoods suggestions on improvements
68	Keep up the good work on improving safety, community activities, and aesthetics
69	We need improvement in the other areas of town besides the downtown. We always forget about the westside by the bypass and the part of town out by golden lake road.
70	Better traffic flow near/around/in OHS area. Better lighting for nighttime crosswalks,especially downtown on Wis St and by rec dept. Can't see people crossing at night
71	Better school
72	Can we fix the street lights? I'm glad we got these LEDs, but they are so bright that they are no longer safe, because your eyes can't adjust quickly between the dark and light in between, and it makes the dark places even darker. Plus they are so bright we've had to modify our use of curtains. Can we find something warmer and less...polluting?
73	Thackeray trail expansion and fixing water issues on Thackeray Trail. Would like to see the road go through as originally intended.
74	less focus on extensions of certain street. better maintenance of the streets.
75	Please work with the property owners of historic buildings to fix them up and keep the sense of place and the history of Oconomowoc alive. It would be great if students could ride their bikes to all the schools safely on bike paths. Enforce property ordinances regarding lawn care, building safety, etc.

	Response
76	Fix drainage issues in our subdivision that were reported to the City Engineer in January 2018. Each winter, I have to constantly chip ice away from the end of the driveway because all of the water collects by the utility box/shared mail boxes. Any prolonged minor or quick hard rain event creates a lagoon in the same area that the ducks like to swim in.
77	Police consolidation with Summit, Town of Oconomowoc Oconomowoc Lske to improve coverage and saturation
78	In terms of retail, would like to see a market/bakery in the downtown area. More restaurant options always wsntrd. Also think the alleyways/walkways between parking lots and businesses should undergo a 'beautifucation' Campaign. The walkway done with the grant last year shows what could be. That alleyway next to Fiesta really needs attention.
79	Do we have a sustainable potable water source for the next 50 years? What is the plan to get rid of the LEAD water laterals to homes?
80	Measures that keep us from adding to, and help us adjust to climate change
81	Better downtown parking with larger spacing to park a typical vehicle, more renewable energy options, fix Main St from 4 corners to rail road tracks.
82	No mention of youth. Kids need safe transportation options, engaging places to go (parks, not just shopping or coffee shops), places that foster creativity and resilience. Multi-age development could help replace the family support that many of us do not have. We all need better and affordable childcare options.
83	We have to travel so far for good shopping Brookfield. Best store closest is Kohls in Delafield (17 Miles from my house). We need a store that has nice clothes at an affordable price not too expensive. Continue to make parks and downtown beautiful while maintaining the roads.
84	1. More trash cans on E. Wisconsin Ave. 2. Clean mold from public buildings like the Post Office. 3. "No Parking" signs for events downtown with VERY LARGE times printed to be seen before driving by. 4. Paint road dividing lines more often so they can be seen when raining at night. 5. Shade/pavilion on the village green.
85	Pedestrian bridge over 16/67 bypass by Nature Hill. Sidewalk behind Longmeadow Subdivision on Lapham
86	no
87	Encourage development of original music venues.
88	Additional parking in the city lot across from The Depot. 2nd level.
89	No
90	Less condos and more focus on maintaining what Oconomowoc offers- upkeep of the parks, lakes, and festivals
91	I would like to see more shopping..Target, Kohls, departments stores like Nordstrom, small local shops, etc. A continued emphasis on downtown appearance. Most of all stop with the ugly condos. They are a disgrace and destroy the quaint look and feel of out town.
92	I do not like how the lakefront is being developed.
93	Would love to have Morgan road connected to a bike path or have one added. Its a much travelled road and very unsafe for bikers and walkers and kids.
94	I enjoy living in this community, too much growth too quickly is concerning.
95	Kmart has nothing in it and the items they do have are over priced. Rents for seniors are ridiculously high. Shameful. Utilities on the high side. Otherwise this area is beautiful
96	More grocery, shopping, dinning, and fast food options are greatly needed. More industry. Get a Meijer and a target out here. No more gas stations or banks. Let more options move into Pabst Farms.
97	More parks on lakes OTHER than just lake Fowler. Also why are there no questions about managing or reducing property taxes? I'm all in favor of adding select, additional amenities but am concerned there was no focus on affordability of living other than what I think an average monthly housing payment could be for most residents. I'd also appreciate continued focus on the cost of municipal services.

	Response
98	1. Continue to maintain the balance of a small town community feel without becoming outdated. 2. Would like to see more hotel options for overnight stays. 3. Would like to see more affordable access to beaches and lakes, as well as classes at the community center. Would be nice to broaden the scope of those who don't have to pay a higher fee to include residents that live within the Oconomowoc School District.
99	no
100	More round-abouts and fewer traffic lights
101	Stop all the big tall building developments and taking the country away.
102	Our library and historical society are good but deserve more attention by the community. A bus like Badger Bus stop in Oconomowoc would encourage college students and family working away to come home more often
103	Improved sewer/drainage on Elizabeth st. It floods a lot. There are also no sidewalks for those in wheel chairs. We joke about calling dominoes to come fill the pot holes.
104	Would like to see discussion on a second high school and a third intermediate school.
105	Stop allowing huge properties being built along waterfront and building huge homes on 1/4 acre lots. Add more neighborhoods like misty meadows as it no longer feels like “lake country”
106	Keep Lake Bluff Dr a “No Through Road”
107	Na
108	A limit to new expensive housing.
109	Lake bluff rd extended to hwy 67
110	Again, we NEED something for our youth to do. There is no where for them to go. They need a fun and safe place to hang out. Maybe that would help with some of our drug problems . We also need to stop pushing out the lower middle class families. Oconomowoc has become unaffordable for families who don’t make 6 figures.
111	None
112	I would like to put emphasis on the preservation of the local HISTORY. We are losing that feel so quickly and with it goes the small community feel that so many live here for.
113	Control goose population on lakes.
114	Yes!!! All future delvelopements must be limited to 3 stories and architecture design MUST fit/match existing HISTORICAL buildings. Stop ruining the charm of this beautiful HISTORIC CHARM of this city!
115	Keep the park downtown on the corner of Main and Wisconsin Ave as it is right now. I know in the past there were plans for a condo there. This large open space is perfect for events we have here and for people gathering. It is rare in any town to have such a resource for all in the community as this large green space. Please do not make it smaller or change it. Thank you.
116	A bridge or pass over hwy 67 off of hwy z so kids/families can bike to downtown without the dangers of crossing that intersection.
117	Community Pool
118	Address Wisconsin Avenue - bypass to roundabout- depressing! What is going on at Pabst Farms? Walkable paths//sidewalks from Nature Hill Intermediate School to neighborhood
119	Extend the multipurpose path to the river on concord
120	Yes the elephant in the room not addressed on this survey. High density housing being added at a crazy ratio that it can’t be filled! Oconomowoc is abandoning its own guidelines of high density housing ratio. While not keeping up adding businesses and single family housing. Just looking for the tax advantages but not adding businesses in areas that need it. Not handing out liquor licenses to restaurants that are going to be despartely needed to support ur high density housing and not addressing parking like u did downtown. While then not enforcing some of slum landlords and developers. Not listening to the public at netting’s and constantly allowing Jason Gallo to approve developments against their own plan. Finally not recruiting businesses to have more people

	Response
	Love here and work here. Would love to but no availability and now another plant will sit empty in the tracks. We move in the right direction but sure have a lot more to fix! 40 year resident of Oconomowoc and 4th generation of Oconomowoc
121	Clean up abandoned and deteriorating houses in neighborhood and close businesses in neighborhood that are eyesore
122	The new street lights are too bright. My yard looks like a parking lot.
123	More play parks on the northern edge of Oconomowoc. Public swimming pool or splash pads.
124	No
125	More Downtown parking needed.
126	Well thought out development that doesnt destroy small town charm that entices folks to move out here. I dont feel we need a bunch if low income housing or more lake view impeding condos. Also address some opioid problems before it gets out of control.
127	I think safety for children riding bikes as I have seen an increase in speeding the larger we grow.
128	Make the back of the buildings behind the Irish Bar look more appealing
129	Clean the street lights and bridges a few times a year, they are full of cobwebs
130	Fine people who do not keep their yards well maintained. Or, give them help to clean it up.
131	Watershed protection, to much impermeable surfaces close to the lakes, and need to educate citizens about dumping to storm sewers, proper pesticide applications.
132	Crossing guard fir NHI kids at bypass
133	Would love to see a few summer seasons with no downtown construction. Since we moved here, between the First bank addition, the community center construction, the two new condo developments, Wisconsin ave has been under constant construction traffic. Would really be nice to see a few seasons of clean open roads. We really love OC and are happy we made this choice. Thanks for all you do.
134	NO MORE CONDOS
135	PLEASE DO NOT BUILD ANYTHING RIGHT NEXT TO THE ROAD WAY (PARK/REC CENTER, WORTHINGTON STREET APARTMENTS). THESE ARE BOTH EYE SORES. WHY DO WE ALWAYS HAVE TO TEAR DOWN OLD BUILDINGS TO MAKE WAY FOR THE LATEST AND GREATEST? WHAT IS WRONG WITH PRESERVING OUR HISTORY AND ADAPTING TO TODAY AND THE FUTURE? PLEASE CONSIDER MORE AFFORDABLE HOUSING. THERE ARE A LOT OF PEOPLE WHO CANNOT AFFORD THE "AFFORDABLE" HOUSING THAT IS AVAILABLE, AND THE HOMELESS PROBLEM WILL ONLY GET WORSE WITH TIME. OCONOMOWOC IS NOT AS AFFLUENT AS EVERYONE THINKS.
136	Stop building condos
137	Do not become too big of a city. Keep the historic charm and culture alive here. Do not over populate or compete with the big retailers
138	I live in the town, two houses outside the city limit. I would like to see greater coordination between town, city, and school district in development plans, including asking the town to offset costs of community resources such as recreation facilities that town residents can then access. The school district boundaries cover a large geographic area, and coordination with the district is in the interest of all citizen taxpayers because such a large portion of local taxes support the schools. Those funds are considerable, and the money spent should benefit the larger community. Healthy parents/grandparents raise healthy kids.
139	The Olympia area needs attention as that is the area people see when they enter Oconomowoc and right now it gives a poor impression.
140	Fiscal responsibility
141	There is no need to use tax dollars to disrupt wetlands and build more connecting roads. Please use our tax dollars more responsibly. Leave our wildlife, wetlands and the beauty of Oconomowoc alone. Let's focus on the current roads that need major help as the development in Oconomowoc rises
142	- Consistent, available access to community information - thoughtful, long term plan that prioritizes the community goals over tax revenue.

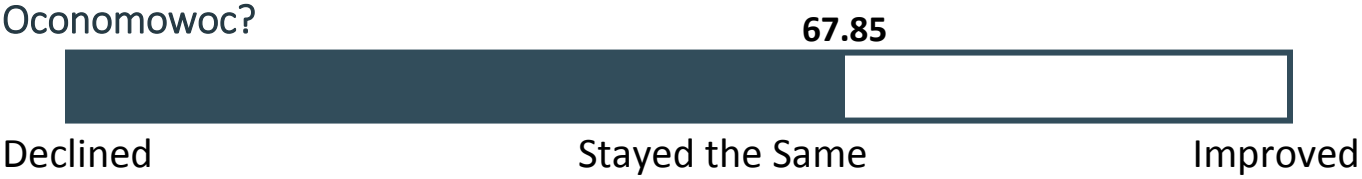
	Response
	- a strong priority to protecting, preserving, and advocating for our amazing natural resources. This focus could be the model of a visionary, sustainable, environmentally focused community. This has a generational impact and could lead the way for others to admire and follow.
143	No
144	Do not overdevelop.
145	Enough large development. Let's work on smaller projects to continue the community feel and get away from the corporate feel we are moving towards. Don't take away the history/charm.
146	I live right by the 67 bypass, which hinders kids (and adults!) from being able to safely ride bikes or walk to OHS, downtown..... perhaps a pedestrian bridge? That entire KMart area is a serious blight .... including the road in there which is horrible to drive on. I'm not opposed to having Kmart, Goodwill..... but that property is in dire need of a facelift. Please, make something wonderful happen at the former Olympia .... like the Marcus Corp
147	No
148	re-sync the traffic lights, sidewalk for students to safely walk to Nature Hill from Lisbon to Lapham to Nature Hill Intermediate School
149	I gave lights a 'poor' rating. They certainly look fine, however night time is suppose to be dark. :) I am assuming you think this is a safety feature, but it is over the top with the number and the brightness of lights. Turn down the brightness, save some energy. -the residents of Oconomowoc need to be told the health, privacy, safety, security risks of 5G as well as its environmental consequences and the energy cost of the infrastructure on top of the 3G&4G energy costs. *Ideally, I would like Oconomowoc to be an oasis away from radiation. That people desire to come to Oconomowoc because we don't have 5G, but we still have trees that have leaves on them, birds which sing in the trees, and fish that still swim in our lakes. Residents are healthy because they are not bombarded with 5g-"smart city" radiation 24/7. *In June, 2018 Foxconn's chairman told his board of directors that within 5 years, 80% of their workforce would be replaced by AI. I understand cities are creating/planning to create infrastructures to meet possible Foxconn workers, etc -- I hope we are alert to Foxconn's long term strategies. Thank you for asking for my input. I truly appreciate the beauty and quality of life that Oconomowoc represents right now. I appreciate our leadership team and those city employees that work deligently for our city.
150	Affordable apartments and housing is huge...increase that and you get more tax payers and increase in school attendee plus more revenue to local businesses hopefully. And the old empty buildings and spaces have got to go. Stop the huge developments if over priced condos and focus on the dumps of the city.
151	I would like to see more low cost or no cost fun family entertainment options or facility's
152	Get rid of kmart. Bring in better retail not just dollar stores and goodwill.
153	Stop building multistory buildings around the lake
154	An off leash dog park and less fireworks. Way less fireworks. I walk a lot with a dog who doesn't want to leave the house in the evenings because they are a constant from mid June to Labor Day. Or at least notice when they will be going off.
155	Please do not destroy the charm we all love as residents (tourists love it too) by focusing so hard on high density housing!! A few modest neighborhoods is all we need. The ridiculous tall, very expensive condos are and eye sore and don't help our real residents!
156	I feel that no matter what I say it will be ignored and current city government will just go ahead and do whatever they want-as they have clearly done in the past. They are out to make money and the hell with what citizens would like to see happen. Don't even know why I'm filling this out.

	Response
157	No
158	Again, leveling out and repaving Lisbon from Its origin off of 67 north (Lake?) to Hwy. P. It is an absolutely terrible drive, hard on the body and hard on the vehicle.
159	We'd like to see some retail development such as a strip mall that would include things like Pier 1, Ulta, Bed, Bath & Beyond. Would love to see a Meier's come in to town.
160	I think we should focus on restaurants and retail in the downtown corridor and make sure to accommodate those businesses to keep our downtown lively and draw guests from other places. Currently, there are many too office type places in this area.
161	Enforce speed limit infractions
162	No
163	It would be nice to have more green space downtown to offset the condos. The Haunted house building is an eye sore and needs to be torn down.
164	Parking. Please address parking downtown! I'd also like to see the old Enterrpise building leveled. It's such an eyesore downtown.
165	Downtown is already overdeveloped! It has to STOP! Condos are not the answer to a make downtown vibrant. They have enclosed downtown & made it claustrophobic! ☹
166	Put Thackery Trail and Oconomowoc Parkway through to Silver Lake Street to better distribute traffic. Open up a parking circle downtown. Boardwalk area open to main Street open to Eagles Landing open to the new lot open to Collins street so that people can drive through the lots looking for a spot to park. The boardwalk /promenade area should go through, no dead end there. Increase parking with a second level over Collins street lot, styled to match the depot with bus stop, station and toilets on Collins street. NO MORE tall buildings like the one on Pleasant Street in the downtown district. No buildings exceeding the height of the roof lines of our landmarks, city hall and the churches, should be allowed. This has ruined our skyline and hides our landmarks and should not have been allowed.
167	Please stop giving a green light to all this development. We live here for a small town feel. Not gigantic buildings all along the downtown.
168	While I understand we are growing and that is wonderful, I'd like to see less condos and apartments approved. We have so many of them. At some point people will start buying and then the price will need to drop on rent in order to fill them up and we will then create a draw from people who may bring problems from other areas to Oconomowoc.
169	Save the history, stop knocking down the historic buildings and building condos only the elite can afford.
170	Stop blotting out the lakefront with multi story condos
171	Not really, emphasis on public transportation, parks, community events, higher end unique restaurants and water pad
172	Neighborhood parks required in subdivision developments.
173	No
174	More bike/walking paths (sidewalks)to and from schools so kids don't have to walk next to or on the road or cut through neighborhoods.
175	I think that Oconomowoc needs to focus less on creating affordable housing and condominiums. I also think that we should be creating less subdivisions. We don't need to grow Oconomowoc, many people enjoy it because it a small nice town where everyone knows each other. And I know many people would like to have more nature paths and areas. Unfortunately, many of those areas have been torn down to build more unnecessary housing. Which is disappointing.
176	We Need a COMMUNITY POOL!! Roads in the city need to be repaired!! By the condos are the worst!!
177	Less high priced condos

	Response
178	No more ugly, over priced condos please :)
179	Yes stop taking away the small town feel by building condos and apts we don't want them anymore.
180	Less Condos!!!!!!!! Would like to see a community aquatic center rather than going to the lake where you really can't swim.
181	Repair of street that I live on.
182	Protect natural resource! Stop building in protected areas, deal with the current problems before moving on to NEW projects.
183	Stop with the huge condo developments downtown. I know they bring in taxes but my god what an eye sore. And please baby Jesus no more big stores. I know I know, jobs and money and convenience. A lot of us are here or moved out of the city for the small town country experience.
184	Stop spending $ on fireworks, enforcement of private fireworks use, more activities for teens
185	More Tax paying development that does not need a handout from the city.
186	n/a
187	Please finish the underground predestrian tunnel at Hwy 67/Lake Crountry Trail. It is dangerous crossing that road in a car, much less on a bike or on foot.
188	As a person that lives in a city that is being loved to death managing growth while preserving the character of the community is the biggest challenge for the community. The very fact that you have offered this survey and are thinking comprehensive in planning the future of the community I applaud the effort and hope to live long enough to enjoy it in the future.
189	-
190	Focus on the core community and reduce new construction like condos and income based housing they don't provide enough tax revenue. And reduces the Small Town feel I so enjoy here. I moved out of a big city for a reason. And I don't like seeing these massive structures that literally cast a shadow over some historic properties
191	Stop approving condos downtown. Work to bring in much better dining
192	Stop putting high rise condos blocking all the views of the lakes.
193	Please stop taking away from the beauty of downtown by building high rises. I understand wanting to increase occupancy but make it for the area. People want to see the lakes not condos that take away from parking for businesses. Don't tear down business for green space either. People have backyards for a reason, and downtown needs to thrive on business not green space.
194	Add more neighborhood parks to newer subdivisions and mandate larger vs smaller lot sizes. This would help bring in and keep upper middle class families.
195	Continue to develop Pabst farms. We need retailers that are going to bring people to oconomowoc because of uniqueness in the area (Trader Joe's; midscale restaurants). A shame IKEA didn't play out.
196	The streets have not been fixed paved in over 15 years where I live. And more areas for kids to play and keep busy so they can be active without always being on phones and drugs so on.
197	Single family housing developments that are more affordable, less apartment/condo/senior living. I think the recent apt/condo developments are great, but there are a lot now. Cleaning up/finding tenants for vacant buildings in downtown area.
198	I would love to see Oconomowoc grow while keeping its charm and lots of green space. It's nice to feel like we are a community that is close to bigger cities but also that we are in the country. I would hate to see Oconomowoc turn into the next Brookfield or Waukesha.
199	Listen to the community members before deciding on the future of the town
200	walkability along Lisbon to Hwy P

Oconomowoc Student Survey Response Summary

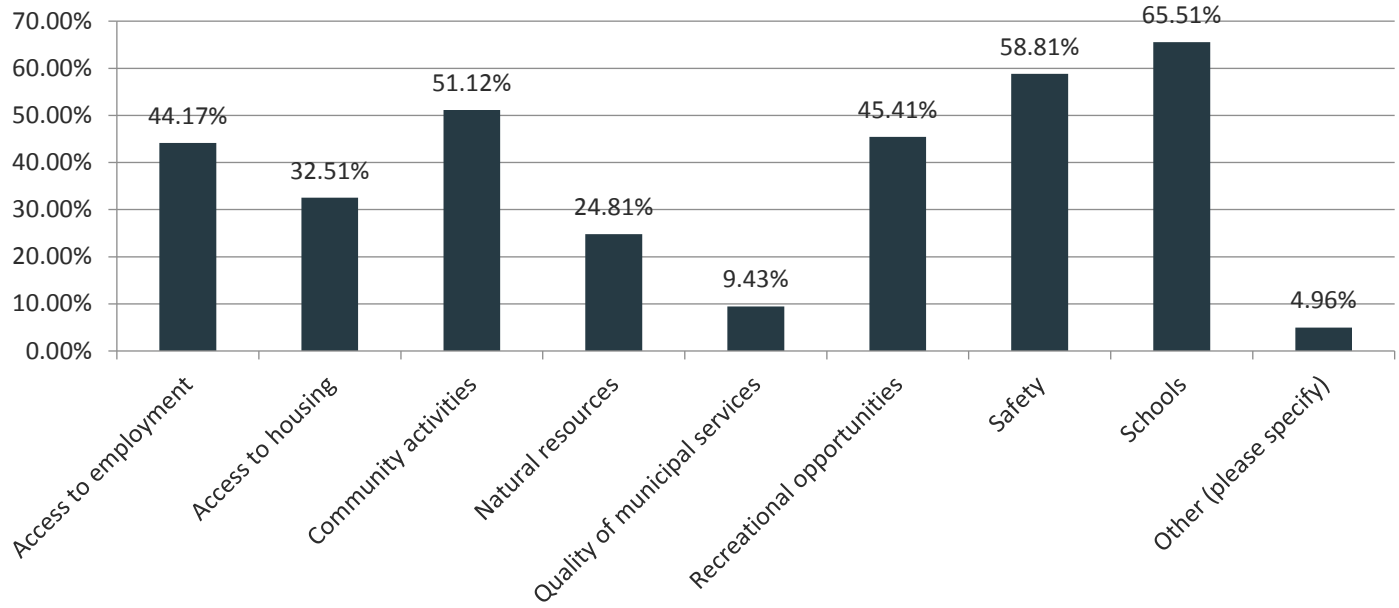
Question 1: Within the past ten years, how would you evaluate the quality of life in Oconomowoc?



Total respondents: 405

Question 2: What primary factors contribute to a positive quality of life for you in Oconomowoc? *(Select up to 3)*

Answer Choices	Responses
Access to employment	178
Access to housing	131
Community activities	206
Natural resources	100
Quality of municipal services	38
Recreational opportunities	183
Safety	237
Schools	**264**
Other (please specify)	20
Total	**403**

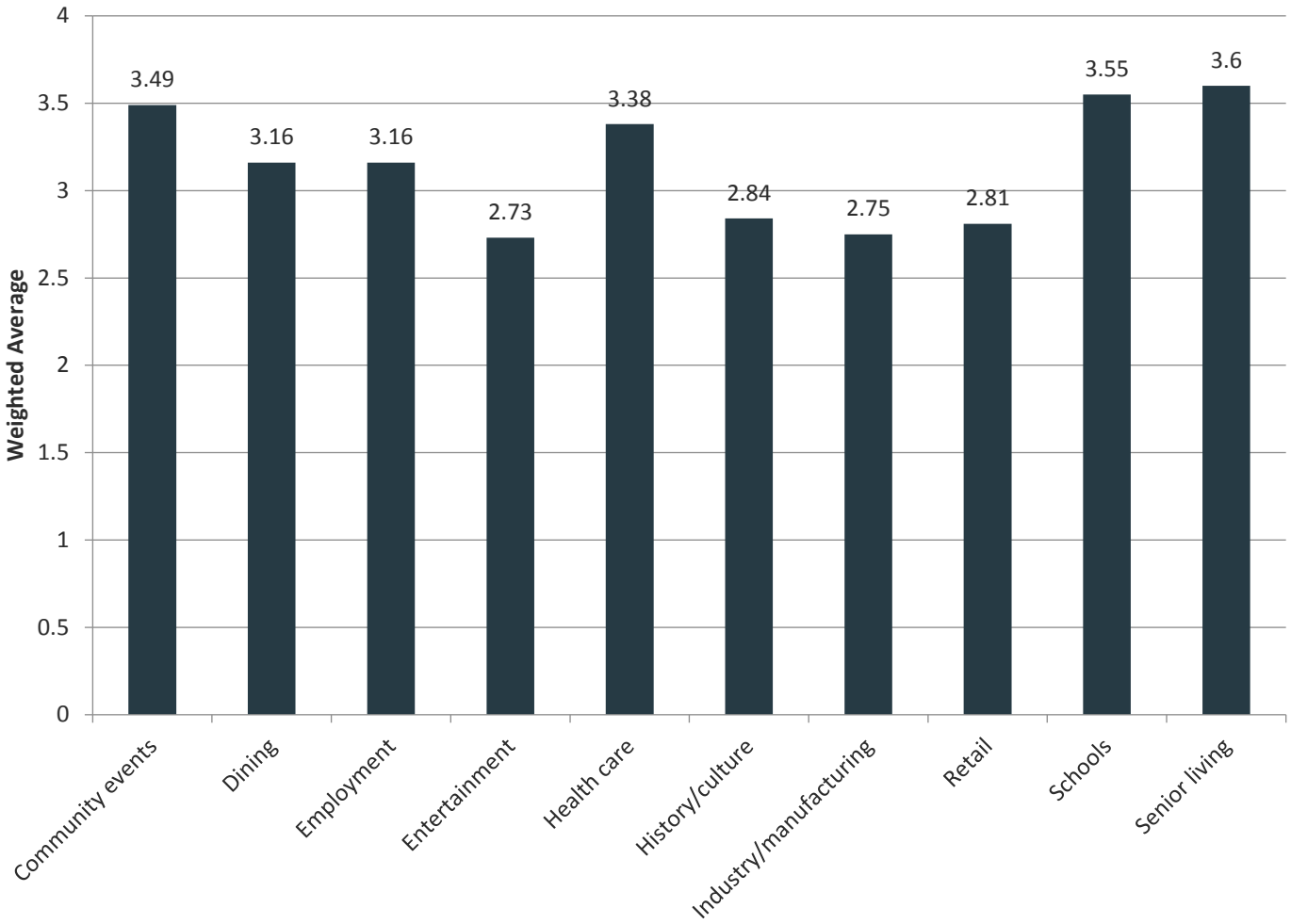


Open-ended Responses

1. Other
2. Good and Improving Law Enforcement
3. good food
4. roots/ food
5. i do not have a positive quality of life in Oconomowoc
6. places to shop
7. i do not have a positive quality of life in oconomowoc
8. community
9. we need a buffalo wild wings here.
10. Oconomowoc has been a great town to grow up in, there are endless ways for EVERYBODY in the community to be involved in so many things!
11. The people
12. The community in general is really nice and welcoming.
13. More places for teens to hang out and have fun
14. All the concerts that are local at the band shell
15. Historical preservation
16. Community in general
17. Diversity
18. Kindness
19. Restaurants
20. Other

Question 3: Promoting Oconomowoc and its economic development is important to the community. Please rate the following:

Answer Choices	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)	Weighted Average	Total Reponses
Community events	11	41	141	160	51	3.49	404
Dining	20	87	140	124	34	3.16	405
Employment	13	60	198	103	24	3.16	398
Entertainment	54	126	119	88	18	2.73	405
Health care	11	40	176	127	42	3.38	396
History/culture	41	116	144	74	29	2.84	404
Industry/manufacturing	30	115	192	49	13	2.75	399
Retail	47	94	166	78	16	2.81	401
Schools	18	47	110	154	76	3.55	405
Senior Living	**6**	**27**	**157**	**138**	**69**	**3.6**	**397**

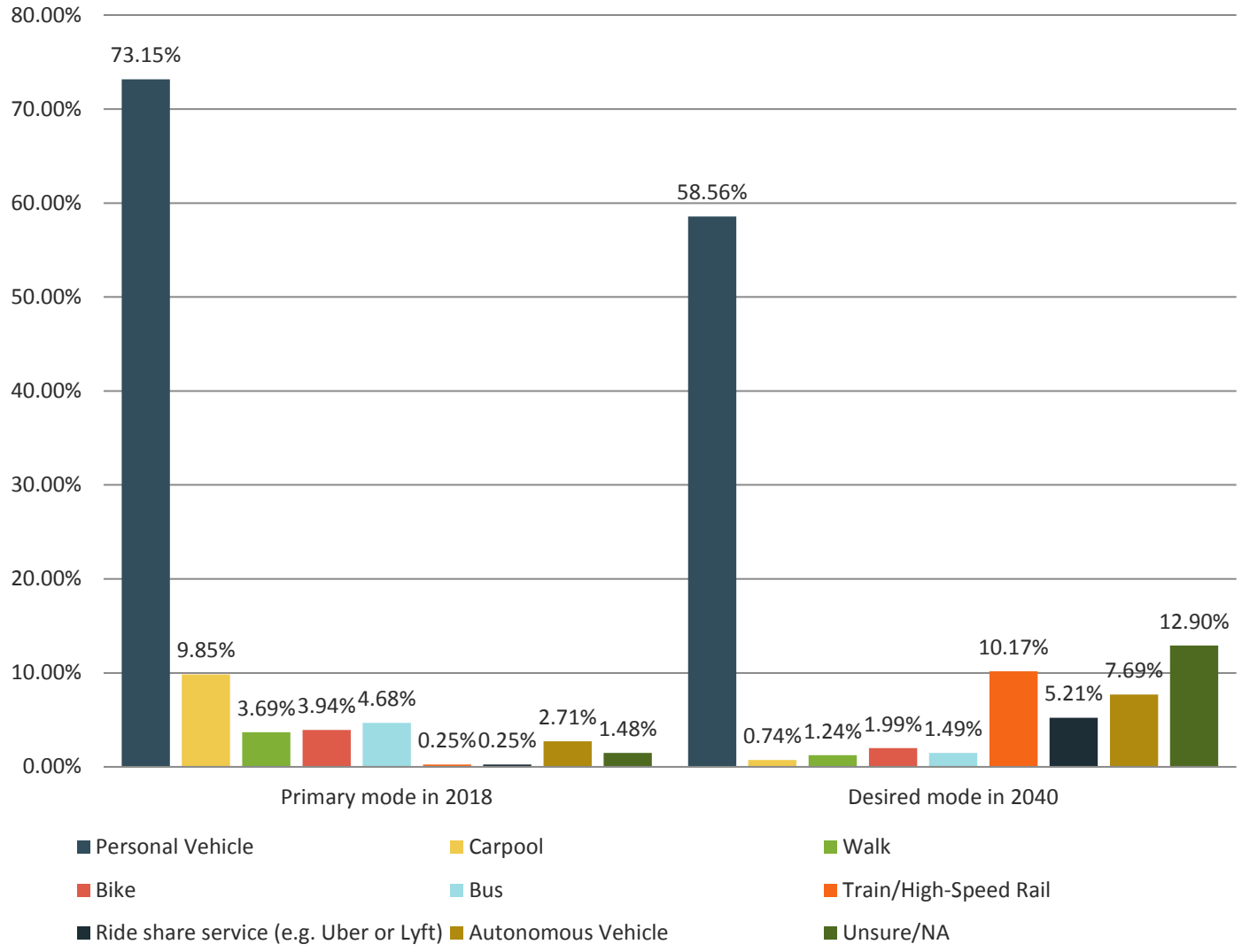


Open-ended Responses

1. Some schools are nice, such as the high school, but the elementary schools are lacking, and retail, can we get like a Macy's or JCPenney's?
2. ocon is for old people
3. Not a lot to do in Oconomowoc
4. more restaurants, a movie theater, mall
5. we don’t need anymore apartments, and no more cops we have enough
6. more restaurants
7. we need a bigger High School not East campus
8. Oconomowoc needs better shops where teenagers would like to be.
9. People would always come to Oconomowoc because it has so much history to it but the more and more we are building these huge apartment buildings and condos, the more we are taking away from that history of an old town with character. Try focusing more on restoring the old buildings instead of raising them and building modern ones.
10. We need a Wendys
11. Maybe Be a teacher but with art stuff
12. Oconomowoc is a great place but most of the culture is white i woukd love to see diversity
13. There needs to be more things for teenagers to do instead of hanging out in the cemetery and smoking pot.
14. Lack of resturants downtown
15. we need to get more things to do such as more different nice resturant/ food places
16. Hi

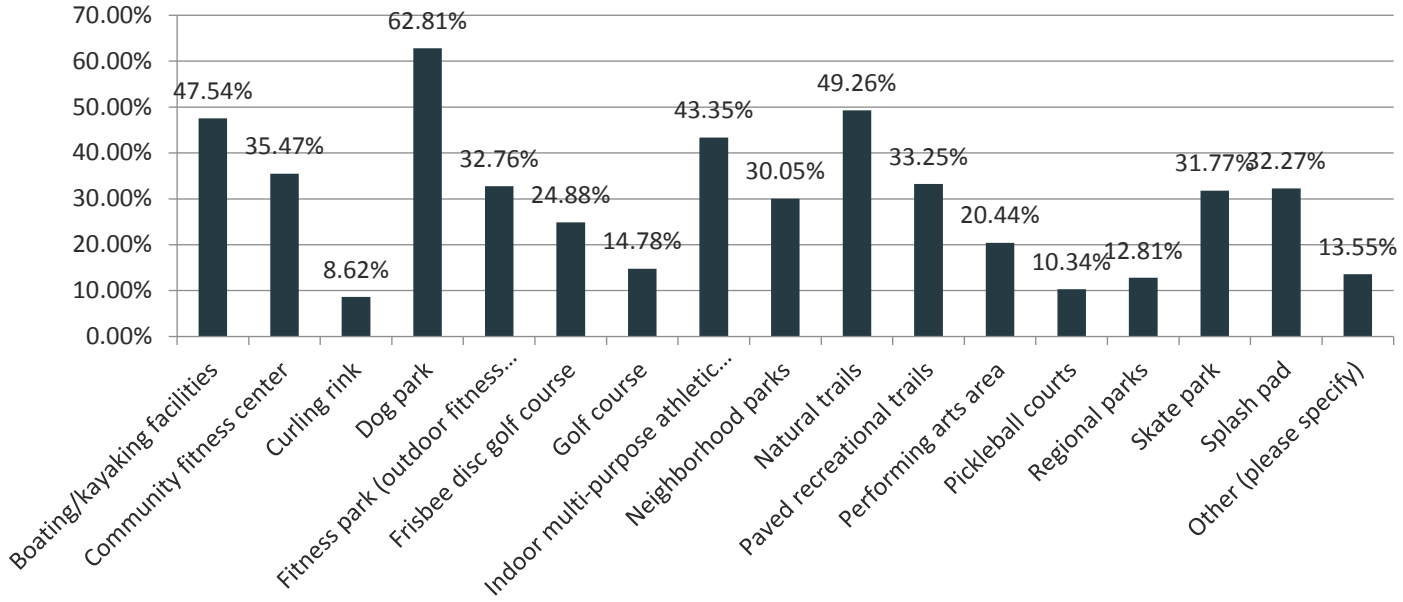
Question 4: Select your current and desired mode of transportation in 2018 and 2040.

Answer Choices	In 2018	In 2040
Personal Vehicle	**297**	**236**
Carpool	40	3
Walk	15	5
Bike	16	8
Bus	19	6
Train/High-Speed Rail	1	41
Ride Share Service (e.g. Uber and Lyft)	1	21
Autonomous Vehicles	11	31
Unsure/NA	6	52
Total	**406**	**403**



Question 5: What recreational facilities would you most like to see more of in the future? *Select all that apply.*

Answer Choices	Responses
Boating/kayaking facilities	193
Community fitness center	144
Curling rink	35
Dog park	**255**
Fitness park (outdoor fitness equipment)	133
Frisbee disc golf course	101
Golf course	60
Indoor multi-purpose athletic facility	176
Neighborhood parks	122
Natural trails	200
Paved recreational trails	135
Performing arts area	83
Pickleball courts	42
Regional parks	52
Skate park	129
Splash pad	131
Other (please specify)	55
Total	**406**



Open-ended Responses

1. SKATEPARK
2. Golf course
3. Food
4. Community Pool
5. Ice rink
6. x
7. more community activities where kids can meet and see their peers on a daily basis
8. we need fun things for kids to do because, getting pulled over riding a scooter isn't fair
9. more basketball gyms
10. A good arcade, shopping mall or places to shop in general
11. Ice skating rink
12. Ice skating rink (indoors)
13. pool
14. Ski hill
15. shopping center
16. Community Pool
17. Less neighborhoods and condos
18. Places for teens and kids a lot of middle schoolers hold an intrest in sky zone but need a ride. If you had something for their age to walk to and enjoy
19. Community pool
20. Ice rink
21. trampoline park
22. Wendys
23. Basketball courts
24. Basketball courts
25. Movie Theater
26. I'm not sure yet
27. POOL
28. Movie Theatre
29. Skating rink and stores
30. Some where for kids to hang out outside of school
31. movie theatre/teen hangout spots
32. Basketball courts
33. Bigger arcade
34. More retail stores
35. Mini golf
36. Firearms range
37. hockey arena
38. outdoor pool.
39. Mini-golf course
40. Cheaper bowling
41. Shopping/Outlet mall
42. An art studio
43. Healthier eating alternatives (Smoothies/Health food resturants)
44. Horse back riding
45. indoor tennis facility

46. Parkour/Obstacle course area
47. Indoor ski hill
48. I think a skate park would be awesome and well used
49. Wheelchair acssesibility
50. just wanted to say skate park again
51. More places for teenagers to enjoy and hand out at
52. Movie theater
53. ice rink, swimming pool
54. Hi
55. frozen yogurt

Question 6: List the things you remember about growing up in Oconomowoc.

Top Responses	Number
Downtown	86
Lakes	56
School	53
Movies	46
Moonlight	43
Community	42
Parks	40
Friends	31
Safe	29
People	28
Beaches	23
Walking	22
Parades	19
Events	18
Biking	12
Fowler Park	10
Total Respondents	**381**

Open-ended Responses

	Response 1	Response 2
1	dreams	possibility
2	Culture changed like looks	
3	It's peaceful	It's friendly
4	school	school
5	Ocomocon	Moonlit movies
6	My mom	My dad
7	school	basketball
8	going to Aldi	
9	Two kwik trips right next to each other	nothing
10	Family beach days at City or Bender Beach	Ice Cream Truck
11	Ice cream	Swimming at the Y
12	My boat	The parks
13	Parades	LaBelle
14	Lake acitivities	Downtown candy shop
15	The people	The schools
16	football	food
17	walking to school with my mom	The park by my house
18	stuff	more stuff
19	The arts	The community events
20	enjoying the lakes	going to my park in my neighborhood
21	Good community	Safe
22	Playing in the snow.	Play football.
23	Being able to walk around and experience Oconomowoc.	How friendly everybody is in Oconomowoc.
24	Park lawn baseball	Parades
25	The Parks	The Beaches
26	Having fun at imagin Nation Station	Riding my bike with my friends downtown.
27	Having a good school and a good environment and just love the people around here	Fun events in oconomowoc and they were fun
28	the freedom	friends
29	Food	Firends
30	I didin't grow up here	
31	i didn't grow up here	
32	Just recently moved	I don't know
33	nothing	nothing
34	A nice park	a decent house
35	walking around	
36	t	t r
37	Summit Elementary School (lots of fun memories)	First Stage camp at the OAC
38	poor quality of life	lack of affordable housing
39	fun	cool
40	Going to school	Sports
41	Ocomacon	Moonlight movies.
42	pretty quiet	not having very good community mutuality

	Response 1	Response 2
43	Piggly wiggly being nearby	Friends
44	fishing	murder cases
45	elementary school	playing soccer
46	Trains through the city (Ashippun too)	Christmas Train
47	walking from my house to downtown and enjoying my day downtown	going to downtown and finding something to do everyday
48	Going to every parade	playing on the street in the summer at night
49	Always having stuff to do downtown.	Nice people.
50	Moonlit Movies	Skating downtown with friends and knowing that I am safe
51	did not live in ocon	did not live in ocon
52	The schools were kind of small	there was less people
53	the murder case	not sure
54	being open and un-crowded	close community
55	idk	idk
56	The town events.	Going to a good school.
57	I had fun playing outside, but there weren't many playgrounds in my neighborhood.	I loved going downtown.
58	poor quality of life	lack of affordable housing
59	Its always been a nice community.	You seem to know at least one person no matter where you go.
60	the people	events
61	Having a town that hosted events and has always seemed more united rather than other towns I have grown up in.	Being able to see the lakes while driving through downtown it has become more buildings now.
62	Great school system	Great community events
63	It seemed like something was always going on downtown (like community events).	I felt safe
64	The people	The many lakes
65	The beach	Walking around in town
66	i don't live in oconomowoc	i live in ixonia
67	Ski hill	
68	going to the park	walking home from school
69	Lakes	Great people
70	Kiltie	OHS Sporting Events
71	Going to moonlit movies with my friends in middle school	Walking around the lake and going swimming with my family
72	The lake in the summer, boating	Gelato down town and Mexican (all around good food)
73	Sentry	Candy shops
74	Friendly community	Great schools
75	It's a great place to grow up.	Nice downtown.
76	Having to pay extra for the city beach because we lived in the town	Whelan's
77	going downtown to get ice cream	meeting lots of new people

	Response 1	Response 2
78	Beautiful scenery with many lakes and nature spots	Many building being made, I personally don't like the huge buildings blocking the view of the lakes
79	swimming in lac labelle	going out for ice cream
80	Easy access to everything	Nice surroundings.
81	Fishing	biking
82	Going to Town Hall to meet the mayor and look around the building	Very safe, quiet community that had friendly people
83	My Elementary School: Greenland Elementary.	The first house that I lived in.
84	Condos being built that nobody wants	Subdivisions being built that will over populate our schools.
85	Lots of recreational activities availiable.	Many fun places for young adults to hang out downtown.
86	buildings burning	black outs
87	downtown	moonlit movies
88	burger king	papa murphies used to give out cookie dough on halloween
89	It's very quite and nice.	The schools have really good teachers overall.
90	A lot of parks to play at	
91	Condos	Christmas parade
92	nothing	nothing
93	The beach was a huge part of our summer	Downtown was the only place to go for entertainment
94	Nothing	Nothing
95	moonlit movies	parades
96	Community Events	Fireworks
97	Small communitys and no high rise buildings in downtown	Oconomowoc building high rise buildings in downtown
98	Not good shops downtown that are expensive.	Pretty in the summer.
99	The wonderful people and community, I always felt safe.	The trees downtown wrapped in lights during the winter months, it makes downtown Oconomowoc look magical.
100	The gazebo that they destroyed	Moonlit movies
101	Republican	Good Schools
102	Community events	Downtown
103	Going to Fowler park and walking around the lake.	Visiting and playing at the beaches.
104	In the summer swimming in the lake or walking downtown with my friends	Moonlit movies
105	Swimming at the beach	Goofing off with friends
106	Lake	
107	The farmers markets	The great food downtown.
108	Parks for kids	Sports games
109	The Beach	The ymca
110	idk	idk
111	The freedom to have fun	Riding my bike downtown to the candy shop

	Response 1	Response 2
112	Growing up in a nice town where I could walk around downtown as a kid without having to worry for my safety	Lakes have always been a really big part of Oconomowoc. We always have events and buildings based around them and it's nice.
113	Fourth of july fireworks	Chili fest
114	Peaceful	Calm
115	It is a good environment	
116	Ice cream downtown	Safety
117	Fall Fest	Moon lit movies
118	Construction	Amalias restaurant
119	Days on the lake	Football games
120	Sitting at home	Doing nothing but school
121	Lake walks (around fowler lake) with my family!	I love the little shops/cafes in downtown oconomowoc. I can't count the number of times I've heard "want to meet up at roots and study?"
122	The school	Community
123	The people	Downtown shops
124	I was always safe and felt safe.	There were not many things to do as a teenager.
125	going to the moonlit movies	attending parades for homecoming
126	Good schooling	Community events
127	Going out to eat downtown	Going to the beach
128	Biking around town with my family and friends	Going to the parks
129	Safe sidewalks while walking my dogs	Going out to eat at the Crafty Cow
130	Riding my bike to Sweet Dreams Candy Shop with my brother.	Letting my dogs swim off the board walk.
131	Skiing at Olympia	Going out on the lake in the summer
132	Friendly people	Nice place
133	Downtown to get ice cream	homecoming parade
134	the lakes	the family type feel
135	Parades	Going to the neighborhood park
136	the schools/education	what it's like downtown
137	Lakes/boating	Coffee shops
138	going to Gallery Night with my family	participating in children's events at the library
139	that they were super unsure about closing the comic book store and it closed like 5 times and then they were like "just kidding lol"	^^^
140	Weather	Schools
141	Moonlit Movies and spending time downtown	the neighborhood parks
142	The lakes	Playing outside
143	Friends	Food
144	The apple orchard by my house	Downtown
145	Good schools	Great culture
146	Parades	Beaches
147	Lots of opportunities to try sports/activities	Amazing schools
148	The Lake	Downtown

	Response 1	Response 2
149	Biking with friends	Going into downtown oconomowoc with the bros
150	Beach	Parades
151	Everything	Everything
152	Board walk	People
153	Comicon	There was nothing to do downtown
154	Beach	Downtown
155	taking walks around fowler	going to the fireworks show
156	The community events	Summer on the lake
157	Not enough basketball courts	Riding bikes
158	Going for walks	The old highschool
159	Biking around downtown	Eating at the restaurants
160	I've only lived in oconomowoc since September 30th, 2017. (Moved from Southern California)	When I moved here, everyone was very welcoming. They answered the questions I had, told me about the town for places to eat, and go. And I made friends quickly.
161	Games at the ballpark	Moonlit Movies
162	I remember going to the park and feeling just at home	
163	Living on the lack	Making some new friends
164	midnight movies in the summer	the Halloween parade downtown
165	Nothing	Nothing
166	Parades	City beach
167	Always felt safe	Down town was always clean
168	The Lakes	Developments
169	Safety	Family friendly
170	Moonlite Movies	Parades for Christmas, 4th of July, etc.
171	Good atmosphere	Nice shops
172	Schooling	Moonlit Movies and other community events
173	Homecoming parade and game	Walks downtown with friends to visit the store fronts.
174	All the friends I meet and good neighbors that were close friends with.	Being able to hang out with friends downtown/anywhere and feel safe and not be scared of not being with a parent.
175	Burger King	Seeing dr. Sues play at oac
176	Different traditions during the seasons	
177	Family friendly neighborhood's	Parks
178	Walks around Fowler lake	Kayaking down Oconomowoc river
179	The boat show	Imagination station
180	Good community	A town that wasn’t alive
181	Summit school	Moonlit movie
182	The parks we went to	How it was so nice
183	Being bullied	Stuck up neighbors
184	moonlit movies	silver lake intermediate
185	Watching trains	Playing t-ball

	Response 1	Response 2
186	Taking dance classes at the dance studio	Taking Taekwondo at a studio in the downtown area
187	Schools	Moonlit movies
188		I
189	German market	ONS
190	City beach	The ymca
191	Going downtown	Fun at school
192	The great community	opportunities it presented me
193	Going to football games and spending time with friends	Going to Oconomowoc High School. Having Mr. Curtis as the principal at the high school has greatly improved the culture and communication within our school.
194	Parks	Lakes
195	Fowler lake	Downtown lights
196	Walking around the lake	Theatre at OAC
197	Wood creek park	Meadow view
198	Going to Meadow View Elementary School	Everyone being kind and caring
199	Going to the park	Going to the beach
200	The super welcoming and safe downtown area	All the fun activities and events
201	School	Friends
202	Going downtown to eat ice cream.	Going to Roosevelt Park.
203	The lakes	Downtown Oconomowoc Shops
204	Moonlight movies	High school
205	Boardwalk	Downtown activities
206	A lot of friends	A good amount of awesome teachers
207	Having nice walks with friends	Metting the love of my life
208	Boardwalk	Schools
209	Oconomowoc beach	Downtown
210	Fowler park being a good place to hangout with friends	The accessibility of most places from the high school, when it comes to walking
211	Small town	
212	All the friendly people and places	Lots of good restaurants
213	Very safe	Lots of great friends
214	The amount of polite people willing to help put anyone	The German Christmas market
215	Community Events	Good schools
216	The parades	The lakes
217	The whole community was all together	The festivals downtown
218	low quality educational facilities	lack of affordable housing
219	moonlit movies	imagination station
220	Arts Festival	Oconomowoc City beach
221	Ymca	Community
222	Moonlight movies	Football games
223	Downtown	Community activities
224	uh	muh
225	Walks around Fowler Lake	Moonlit Movies/Waterski show

	Response 1	Response 2
226	Parks	Biking
227	The great schools	The great places downtown
228	Friendly neighbors	School
229	Friendly Neighboorhood	Good Schooling
230	The food	School
231	A historical feeling	Relaxing and fun community
232	fun and nice people	fun downtown area
233	Moonlight Movies at Fowler Park	neighborhood parks (playground)
234	Downtown	The school system
235	City beach	Safe community
236	Being able to go to walk or bike to the lake and spend the whole day there	Not having very many good resturaunts to eat at
237	Beach	Smaller town without the big buildings
238	My teachers	The recreational activities put on by the community
239	It's safe	It's peaceful
240	Feeling safe	Biking around my neighborhood
241	The parades	German Fest
242	Going to the public beach.	Friendly downtown area.
243	Strong sense of community	Small town feel
244	No pool outdoor	Walking to nearby restaurants
245	Moonlit Movies	OHS Football games
246	playing at parks	going to fun schools
247	Didn't grow up here	
248	Parks	Friends
249	Moonlit Movies	Art Fair
250	Not a lot of people	Good people
251	visiting lots of playgrounds with my grandma	lots of activities downtown... parades, trick or treat, etc
252	Medowview elementary	Nature
253	Lake days	Moonlit movies
254	Moonlit movies	The beach
255	Friendships	Great community
256	Football games	Eating dinner at all the restaurants
257	Knowing a lot of people and feeling like a connected community.	Moonlit movies and other downtown Oconomowoc activities!
258	OHS sports	Boating on Oconomowoc Lake
259	Football Games	Parades Starting Late
260	Going to Nature Hill Intermediate (and being in Oconomowoc High School currently)	Playing tennis tournaments at OHS when I was younger
261	Downtown Oconomowoc	Activities In Oconomowoc
262	The German Christmas market	The out door movies
263	Moonlight movies	Highschool football games
264	Struggling to find things to do nearby with friends	Having fun the winter (sledding)
265	The schools were very good	The food and restaurants were very easy to get to

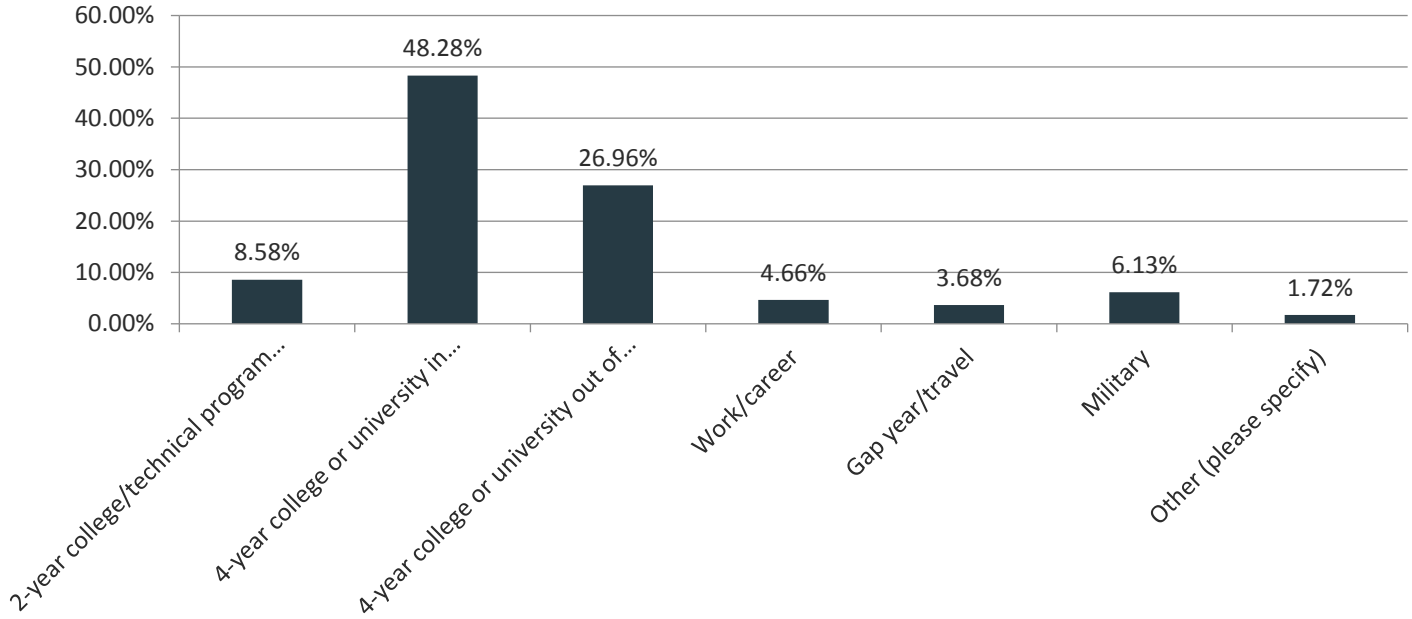
	Response 1	Response 2
266	The amount of time and money the community of Oconomowoc puts in to create the best living space	Going to the ice sculptures and winter festivals on the lake and seeing kites in spring
267	School	City beach
268	Parks	Going down town and stopping in The unique shops
269	Going each year to the German Christmas market or other events held down town	Always feeling safe
270	Safe	Small Community
271	Meeting up with friends downtown	Walking around
272	Swimming at City Beach	Kayaking
273	Walking downtown	Highschool plays
274	White	People
275	My mom being barely able to afford a crappy apartment in town after she divorced my dad.	That one of my childhood friends died of a heroin overdose after freshman year, and another childhood friend almost shot up the highschool during our freshman year.
276	The people are great	Always feel safe
277	None	None
278	The coin shop & candy shop downtown	Visiting community festivals (Summer music, fall fest, German Christmas)
279	School	The people
280	Walking around	Not having anything to do besides ride my bike
281	Moonlit movies	Going to the kiltie
282	Hanging out downtown	Exploring wooded areas
283	The wizard of Oz movie watch thing	CO scare at the highschool
284	Being out on the Lake	Firework show
285	Living on and being around lakes	walking around downtown
286	Imagination station	The depot
287	Walking around Fowler Lake	Going to many of the different parks.
288	German Christmas Market	Moonlit Movies
289	The balance of nature and city	The close and caring community
290	Hanging out with my friends everyday when there was warm weather.	Getting my first cat and still to this day my cat is here with me.
291	Parades	Good schools
292	A very small town, nice place	The beach was always very nice
293	still growing up	
294	going to the high school plays and musicals	haning out in the downtown area
295	Great experiences downtown	Fun times at the lake during summer
296	Lots of Lakes	Lots of events within the community
297	Small quiet yet bust city/town	Dance classes
298	The YMCA	moonlit movies
299	Going to our neighborhood park	Hiking at close by nature trails
300	The fire downtown oconomowoc	having the cops harass me
301	Fowler Park Moonlit Movies	Roosevelt Park
302	Downtown	Parks

	Response 1	Response 2
303	Walking downtown (which has progressed greatly)	Participating in many clubs and sports int he area (through the YMCA and rec center)
304	Riding my bike to the parks with my family	All the parades
305	The old buildings and places downtown that have stayed the same!	Everyone is so friendly.
306	Lakes	Candy Store
307	St. Paul's Lutheran	Hanging around downtown
308	The lakes	Canoeing
309	Nice people	Good things to do
310	Community parks	Moonlight movies
311	Small town appeal	Lots of rich people here
312	Going on the lake	Going to parks
313	High school plays	
314	All of the markets and festivals that go on downtown	Just how our community helps out with animals and keeping it clean
315	Not much to do as a teen in Oconomowoc	Nice people most of the time
316	Positivity	Love
317	Walking around the lake	German Christmas market
318	Beautiful lands	Now there's so much city dude like we can't become a big city so let us have our beautiful lands
319	Fowler Park	Whalens
320	Great Small Town Vibe	Amazing People
321	Parades	Fireworks on the lakes
322	The beach	The ice cream
323	Lakes	
324	Arts festival	Moonlit movies
325	Poeple	It growing at a rapid rate
326	The amazing community	The schools and the performing arts programs
327	Exploring downtown	Going out on the lake
328	Moonlit Movies	Legion Band concerts and playing at City Beach
329	Didn't grow up in Oconomowoc	
330	hanging out with people downtown	walking around lakes
331	Moonlight movies	Playing games in my culdesac
332	Predominantly white community	Few places to shop
333	Beautiful walks around the lake	The parades
334	The city beach	Downtown
335	School	Going downtown
336	Going to all of the festivals downtown	Going to the parks with friends
337	German Christmas Market	Roots
338	Plenty of places to go out to eat	Extremely safe environment
339	Kowabunga Comics	Parklawn Elementary School
340	As a little kid, smelling the bread and chocolate smells in the morning	I don't know
341	Traffic	School
342	walking around downtown	the lakes

	Response 1	Response 2
343	Small cute town	
344	Good people	Plenty of opportunity
345	Beaches	Moonlight movies
346	Lakes	Moonlight movies
347	The bands playing	City beach
348	Honestly, always wanting to be somewhere else. Oconomowoc isn't exactly the most exciting of cities.	
349	Lakes	Moon lit movies
350	Going downtown all the time	Football games
351	Nice people	Very safe
352	The people	Downtown
353	It was always a Small community never super crowdered	The downtown area was good there was a lot of cool stores open
354	A friendly old style town	I was able to see the lake because there weren't 500 condos in the way
355	Moonlit Movies	
356	Not much and was going to build up	I had a corn field behind my house. Now there is houses
357	Moonlit movies	The beauty of the city
358	Hi	Hi
359	The beautiful lakes	All the community events
360	Spending lots of time downtown.	Riding bikes to many different places.
361	Moonlit Movies	Hanging out at Fowler Park
362	Community events	Spending time with friends downtown
363	Walking around downtown with friends	The opportunities I have in high school
364	Great restaurants	Safe community
365	Candy shop downtown	The lake walk
366	Friendly Community	Not a lot of apartment complexes
367	Parks	Parades
368	Moonlight movies	Ice cream shops
369	Parks	The Lakes
370	Biking	Friends
371	Condos	Oconomowoc Arts Center
372	The lake	The special feeling
373	Moonlit Movies	Downtown
374	Recreational Sports	Beach
375	Moonlit movies	Parades
376	Going downtown	Always swimming
377	the beach	downtown
378	The people	
379	Football	Safe environment
380	Moonlit movies	Fireworks
381	safe	caring

Question 7: What are your plans after high school?

Answer Choices	Responses
2-year college/technical program (e.g., Waukesha County Technical College)	35
4-year college or university in Wisconsin	**197**
4-year college or university out of state	110
Work/career	19
Gap year/travel	15
Military	25
Other (please specify)	7
Schools	35
Other (please specify)	197
Total	**408**

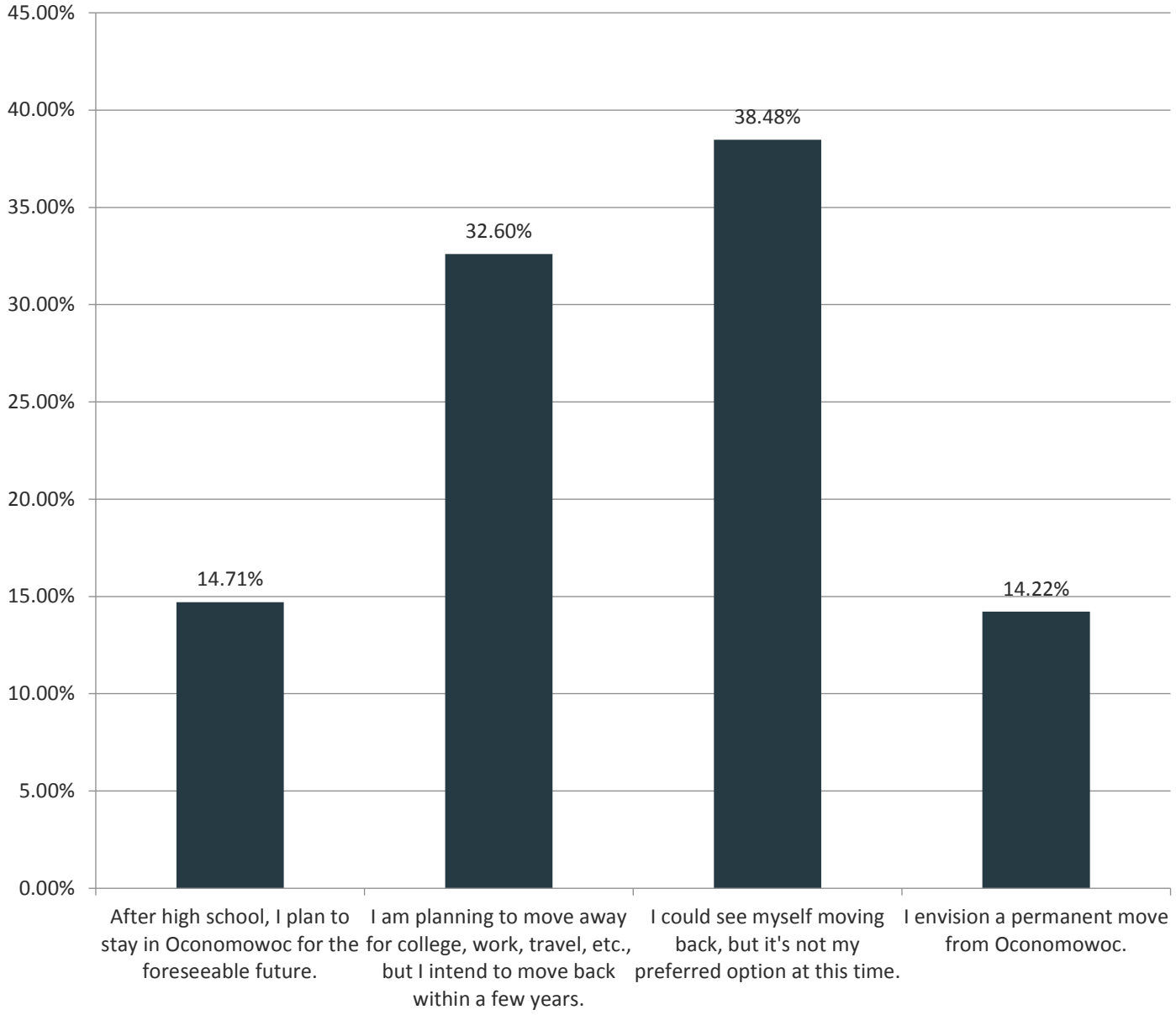


Open-ended Responses

1. get the bag
2. getting out of ocon by ANY MEANS NECESSARY
3. i wanna be tracer
4. 4-8 year college or university out of state
5. 2.5 year apprenticeship
6. I honestly don't know
7. Hi

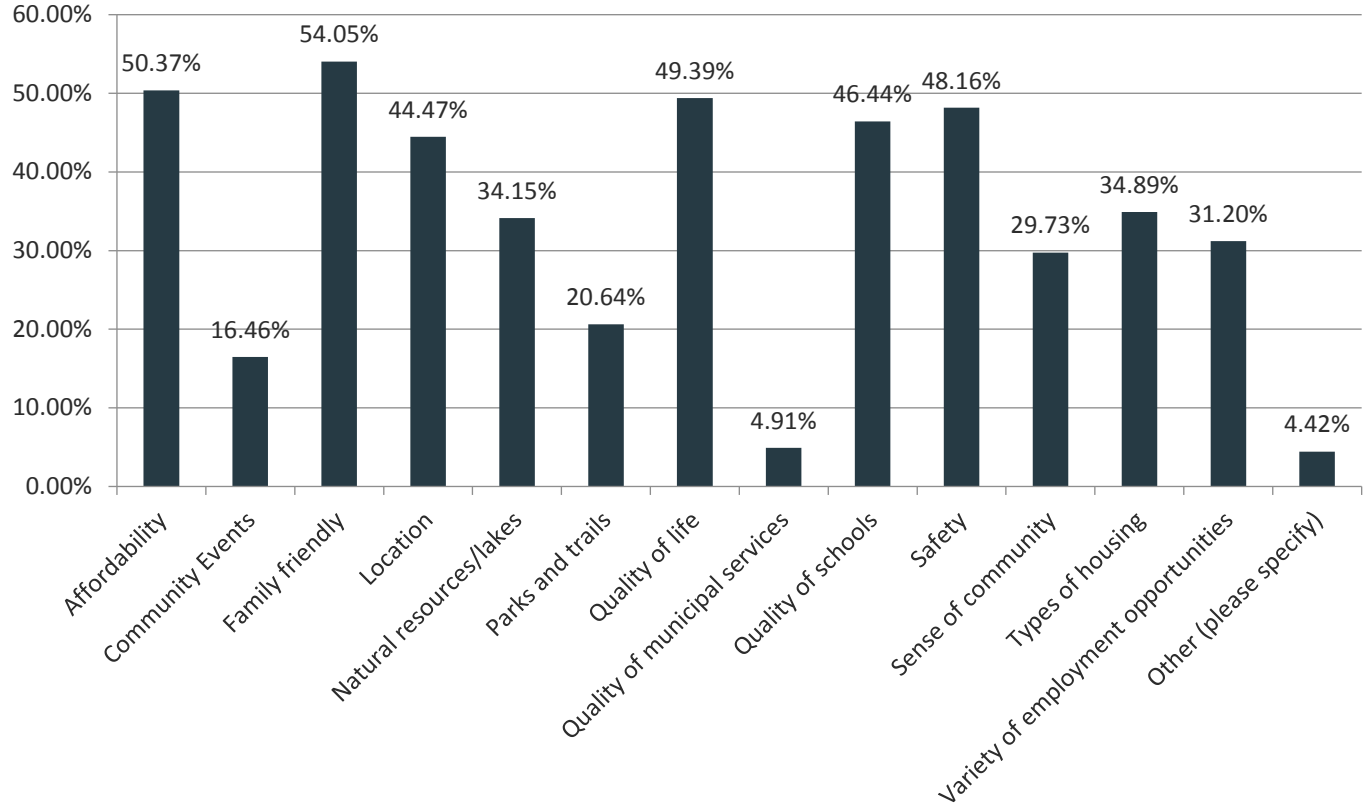
Question 8: Which of the following statements best describes your attitude toward living in Oconomowoc after high school?

Answer Choices	Responses
After high school, I plan to stay in Oconomowoc for the foreseeable future.	60
I am planning to move away for college, work, travel, etc., but I intend to move back within a few years.	133
I could see myself moving back, but it's not my preferred option at this time.	**157**
I envision a permanent move from Oconomowoc.	58
Total	**408**



Question 9: What factors would you consider in moving back to Oconomowoc? *Select up to 3*.

Answer Choices	Responses
Affordability	206
Community Events	67
Family friendly	**220**
Location	181
Natural resources/lakes	139
Parks and trails	84
Quality of life	201
Quality of municipal services	20
Quality of schools	189
Safety	196
Sense of community	121
Types of housing	142
Variety of employment opportunities	127
Other (please specify)	18
Total	**407**



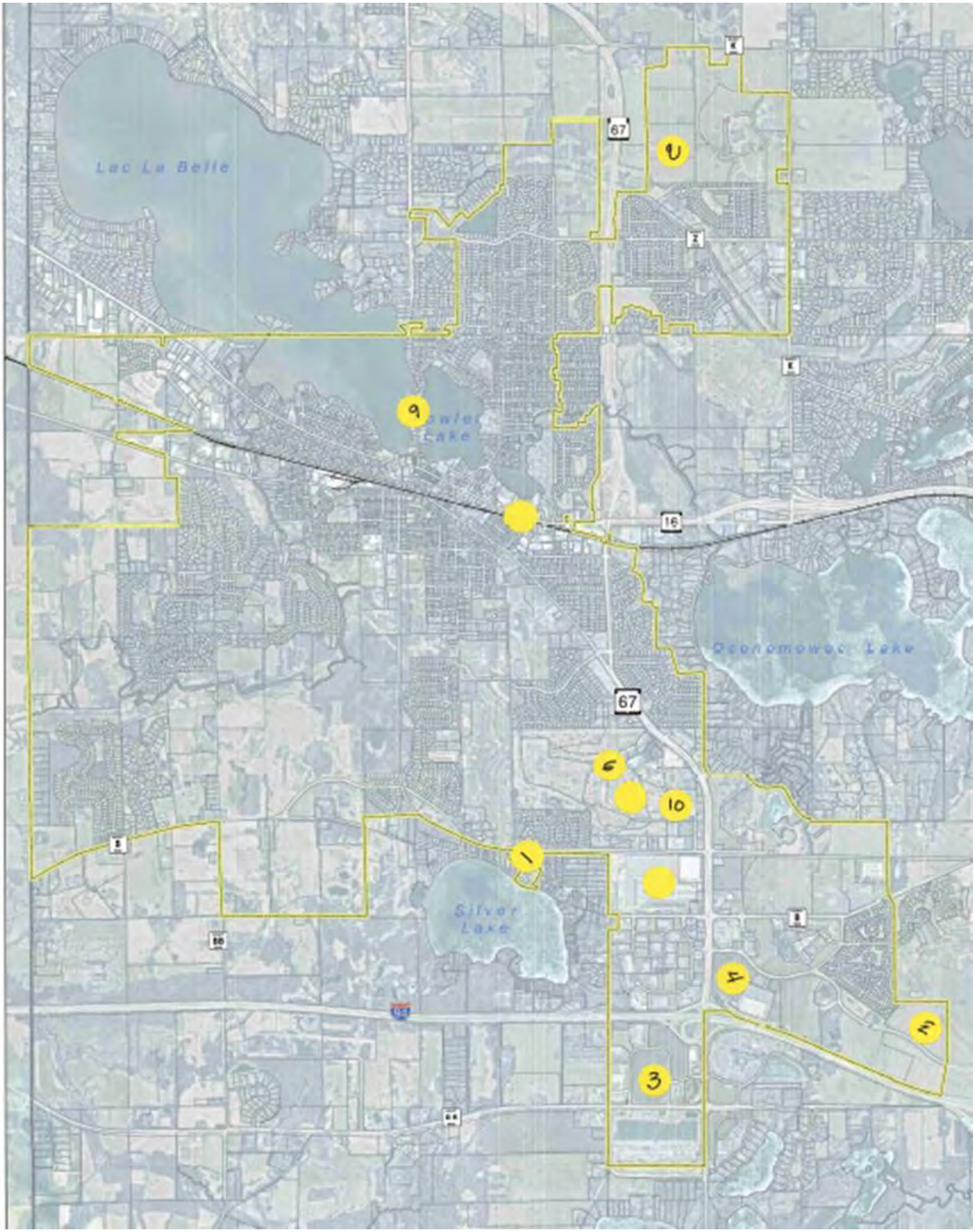
Open-ended Responses

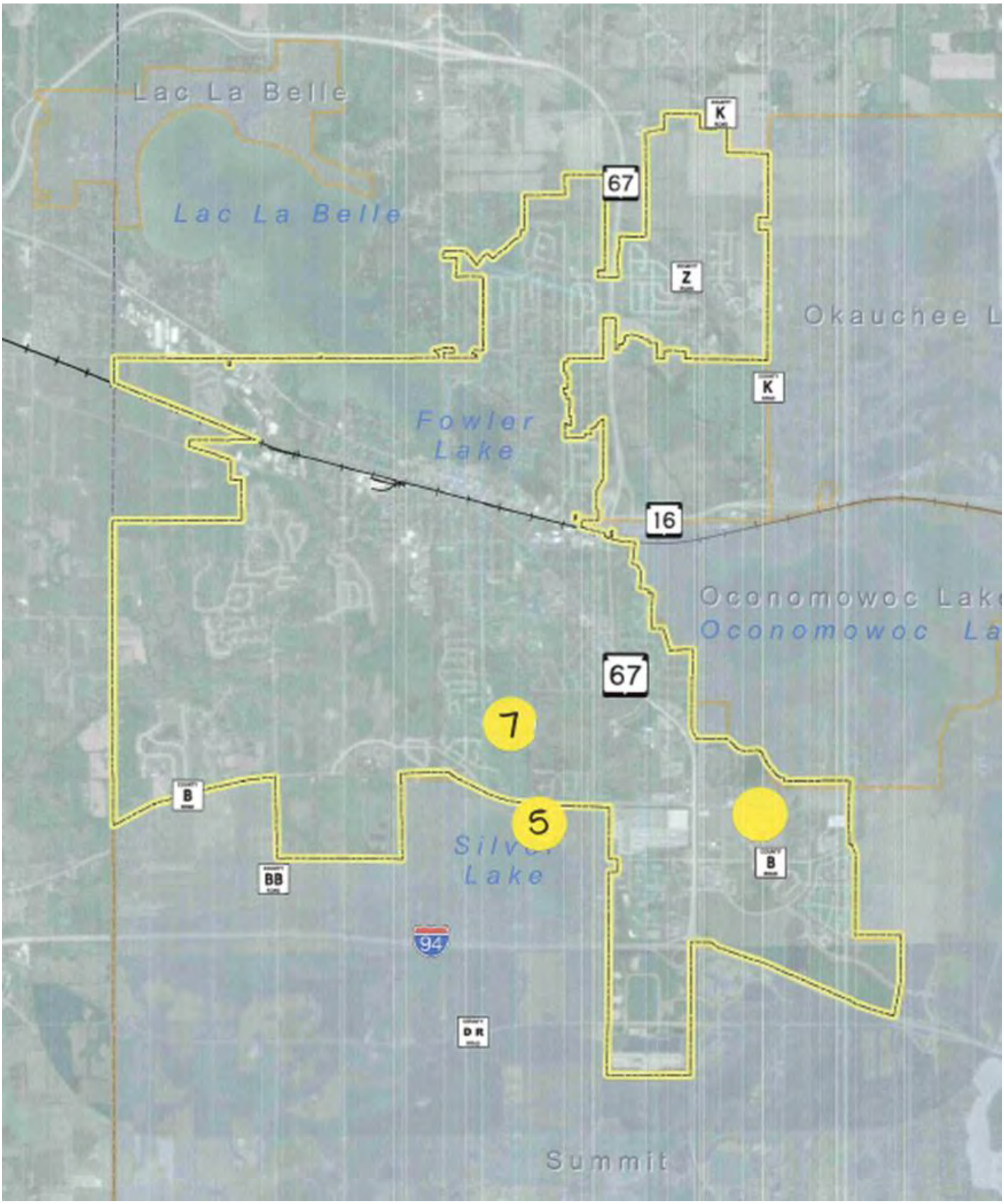
1. parks
2. none, i would never come back here
3. i would not consider this
4. More things to do
5. If its not filled with condos and subdivisions
6. idk
7. Schooling improvements
8. I'm not moving back to Oconomowoc
9. Because I like to live close to them
10. I will not move back to oconomowoc
11. Cracking down on the high drug use problem
12. Diversity
13. Career opportunities
14. more entertainment/things to do. WE NEED CHICK FIL A AND LESS CONDOS/ APARTMENTS ITS RUINING DOWNTOWN
15. Nothing
16. Transportation options
17. Hi
18. Family

City of Oconomowoc – 2050 Comprehensive Plan
Public Open House #1 – Meeting Summary
April 11, 2019

Station 1: Where are the opportunity areas for change or growth? *Please place a colored dot on a location you feel has an opportunity for change or growth.*

Open Responses
Lessen the residential zoning units on the isthmus
Smaller lots
Update/breakup vacant Kmart
Not sure Olympia should be residential
Don't extend Thackeray Trail
Full parking lots are a sign of a great attractive city
Big crowds for big events are a sign of vigor
Native vegetation throughout public land
Preserve historic buildings
Develop Kmart area
Residential lots should be larger
Limit height of structures on Isthmus
Limit open space closure blockage along lake walks. No buildings wider closing off views


Lac La Belle
Lake
Oconomowoc Lake
Silver Lake
67
16
9
6
10
1
3
4
2


Lac La Belle
Lac La Belle
K
67
Z
Okauchee L
K
Fowler
Lake
16
Oconomowoc Lake
Oconomowoc La
67
7
B
5
Silver
Lake
B
BB
94
DR
Summit

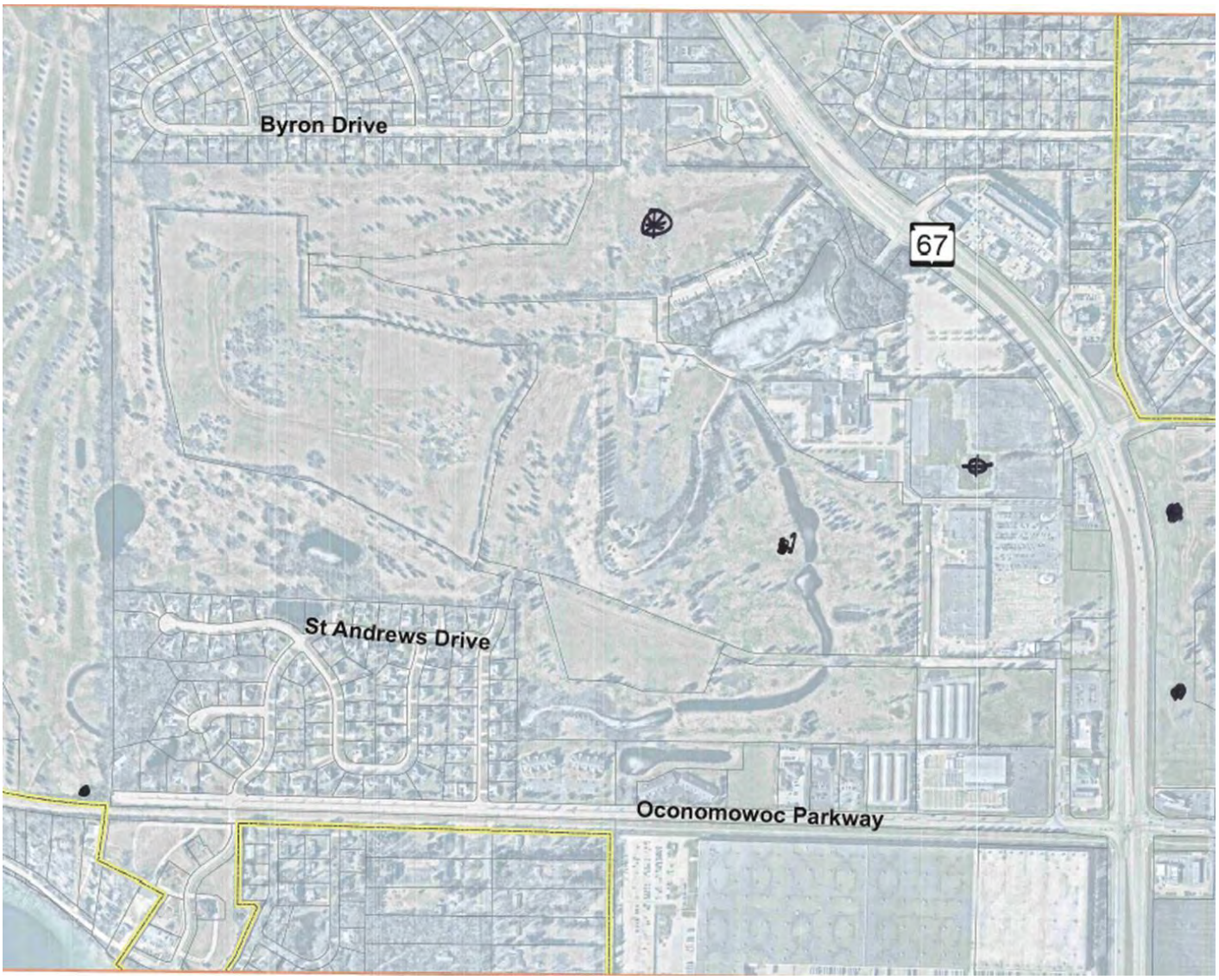
Station 2: Use a dot to identify opportunities or challenges in Pabst Farms.

Open Responses
More upscale/variety of restaurants
Balanced local vs chain
Higher density mixed use along I-94 - helps with noise from I-94
Stop putting the "back" of a business facing the road

Although open responses were received, no dots were placed on the map.

Station 3: Use a dot to identify opportunities or challenges in Olympia Area.

Open Responses
Revitalize Ski Hill - Tubing?
Good Idea!! [referring to ski hill comment]
Roller blading/ ice skating rink [noted by circled asterisk on the map]
Forced Air sports facility - closed to the in hill one [noted by asterisk on the map]
Great ideas [referring to the roller blading and forced air facility comments]
Finish Oconomowoc Parkway
Entertainment venue built around ski hill, movie theatre, sports complex, etc.



Station 4: Use a dot to identify opportunities or challenges along E. Wisconsin Ave.

Open Responses
Area is run down, needs attention; not visually appealing [number 1 on map]
[Referring to #1 on map]. It's an eye sore today. Needs more modern storefronts. Parking lots are in terrible shape. Do more than fast food in this location.
More local shops, unifying signage, modernize pedestrian walkability and connectedness to downtown. Poor representation of the city driving from Milwaukee
Public Path needed to walk around downtown
Trees along Wisconsin Avenue are needed to block views of industrial facilities. Unattractive city entry [number 4 on the map]

Station 5: What type of housing is needed to meet the future needs of Oconomowoc residents?

Type	Owner-Occupied	Renter-Occupied	TOTAL
4-Plex/Duplex	8	4	12
Senior Living / Apartments	1	6	7
Condo/Apartment	1	2	3
Single-Family Residential	10	1	11
Single-Family Detached	**8**	**6**	**14**
Townhomes	2	1	3
TOTAL	30	20	50

Station 6: Identify your priorities for Oconomowoc's transportation network by placing your beans in the corresponding jar.

Answer Choices	Responses	
Additional Sidewalks and Trails	**31**	**20%**
Improved roadway maintenance	29	19%
Developing a bike friendly transportation network	28	18%
Invest in Regional Transit	22	14%
Make it easier to get around Oconomowoc for people of all modes	10	7%
Increased ride share options and drop-off locations	10	7%
Invest in local transit	7	5%
Improve connections throughout the street network	8	5%
Planning for electric or self-driving transportation	4	3%
Intersection Improvements	2	1%
Other (Bikes Lanes/repair shoulder)	2	1%
Roadway Expansion (additional lanes)	0	0%
TOTAL	153	100%

Station 7: What resources do you want to preserve, protect and enhance in Oconomowoc?

Open-ended Responses

1. Isthmus Historic District
2. Lake Front. No condos on Lake!
3. Lakes, Parks, community library
4. Water quality, beauty, accessibility of lakes
5. Protect natural resources with responsibility
6. Slow growth - not explosive
7. Access to lakes and rivers
8. preserve historical homes
9. wetlands, open space
10. Add a community garden?
11. Protect water quality of lakes
12. Isthmus historic district - love the masonic home restoration!
13. No more condos blocking views
14. Small town charm is what attracted everyone. Don’t let overgrowth destroy it
15. Native vegetation to waterways/roadways
16. Historic buildings
17. Impeccable Park Facilities
18. Parks
19. Greenspace
20. Wetlands
21. Isthmus Historic District
22. Clarify and rewrite specifications in the architectural rules and ordinance on N lake road homes/residences

Station 8: What would you improve about Oconomowoc community facilities and services?

Open-ended Responses

1. Senior Center
2. Senior Center
3. Senior Center
4. Senior Center
5. Senior Center
6. In 1990 Seniors use City beach
7. In 1994 there was a new senior center at Shorehaven
8. In 2005 the senior center was deconstructed, City, OASC, Berkshire move into OASC on S Main St. Now OASC at 600+ members. Budget aid same as 2005, can we get going on something new?
9. Parking ramp downtown
10. Better use of parking lots on Fowler
11. Parking ramp (multilevel) can be partially funded with self-metered pay boxes
12. Music garden on village green
13. More access to parking
14. Better transportation i.e. buses and taxis
15. Develop programs to monitor, clean, and enforce water quality (EPA) to ensure safety of Lac Labelle and Fowler Lakes
16. Parking ramp downtown
17. Diversification of restaurants --> so many bars/pubs
18. Senior Center
19. Downtown Parking
20. Downtown Parking
21. Hiking/walking/skiing trails in Olympia Hill area
22. Prevent excess hard surface on lake lots, keep lake environment healthy
23. Shift police resources off of La Belle. There are 3 regimes on water providing little value, harassing and ticketing to justify presence.
24. Dog Park
25. Community Garden
26. Splash Park

Station 9: What exciting places, activities, or events do you visit in nearby communities?

Open-ended Responses

1. Community/Recreation Sports Facilities
2. Other restaurants with healthier options, and/or vibrant (i.e. Wauwatosa
3. Dog Parks
4. Community Pools
5. Splash pads
6. Restaurant Diversity
7. Target
8. Vibrant Downtown
9. Indoor tennis facility
10. Zoo
11. Farms
12. Pumpkin patches
13. Indoor Soccer Park
14. Forced Air Sports Training Facility
15. Parades
16. Church
17. Conservation events
18. Dog Parks

Station 10: What can Oconomowoc learn from nearby communities?

Open-ended Responses

1. Stop building multi-story condos/apts downtown
2. Top high-density condo buildings downtown
3. How can Ocon serve our "suburbs" without being and interference with their "turf" yet encouraging them to contribute the services they use and enjoy?
4. Need more high density
5. Redefine medium density housing to require those medium density homes to have their own "footprint" as opposed to high density housing which just takes up air space
6. Be aware of impact to current residents, not just future
7. Digest excessive new buildings in business and downtown area. Assess traffic/congestion impact prior to new approvals
8. Protect the lakes and open spaces attracting traffic to downtown businesses
9. Protect parks, greenspace, and wetlands
10. Housing density

Comment Cards:

Open-ended Responses

1. What I would love to see is a bike park / pump track in this town. Even a skate park would be great. As growing up in this town and now having 3 kids, it would be nice to have this added to the parks plan. The property is there and already being maintained (cutting grass, etc.). As a biking community it would be great for schools (bike clubs in schools), and businesses. City could even host events there and rally local bike shops. BMX Teams. Could even put it along the existing bike path behind Roosevelt.

This city has so much to offer, why limit it. So many people in the community that would use it of ALL ages. Could go on and on.

2. Don’t allow buildings, like the Wentworth apts., to be built right on the sidewalk - should have 10' setback at least.
3. We would like to see Oconomowoc Parkway put through. The traffic on Silver Lake and Valley Road is terrible and is only getting worse with all the new development down Valley near Hickory Woods. Valley Road is dangerous to drive and hard to cross on foot to the lake.
4. Consider holding extensions of roads until current roads can be maintained (i.e. Thackeray Trail). If we cannot maintain current roads, how will we maintain current AND future roads.
5. Climate change needs to be the underlying rationale for all elements of the plan.
6. We need a workforce to support the growing elderly population. The dimension projections are staggering. The workers will need affordable housing. Density increases will be necessary.
7. Maintaining an economic balance is essential. Oconomowoc would have never favored a Fox-Conn.

City of Oconomowoc – 2050 Comprehensive Plan
Pop Up Event #3 – Meeting Summary
June 8, 2019

City staff and the consultant team conducted Pop Up Event #3 on Saturday, June 8, 2019 at the Oconomowoc Farmers Market. The team staffed a booth from 8 to 10:45 a.m. providing residents and attendees the opportunity to provide feedback regarding the 2050 Comprehensive Plan Update.

It is estimated that staff and the consultant team interacted with over 100 individuals at the Farmers Market event, bringing the total of engaged individuals to over 1,250 residents. Prior to the third Pop Up Event, over 1,150 Oconomowoc residents and stakeholders has provided input on the Comprehensive Plan through the online community and high school surveys Moonlit Movies and Touch a Truck pop up events, as well as the Pubic Involvement Open House.

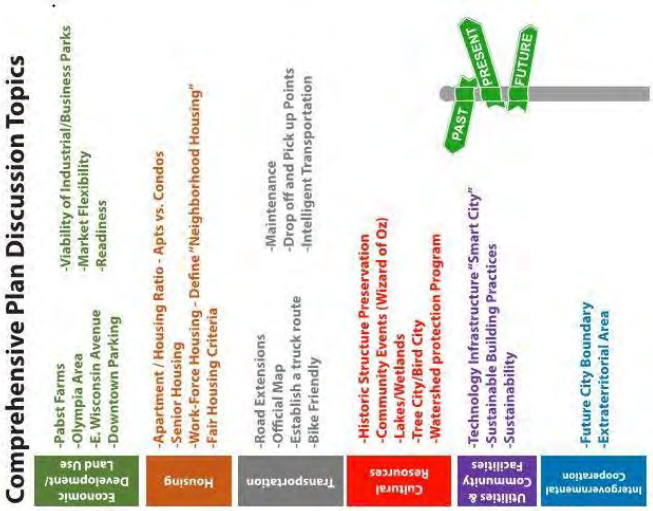
This Pop Up Event was aimed to collect input from residents regarding desired development types for three of the primary growth areas of the community, along with general input on the plan's identified focus areas. Four boards, along with a large notepad for residents to provide open ended comments were on display. Since people would be passing by the booth quickly, activities were designed to gain feedback in under a minute, if desired. Two primary activities were included throughout the event:

- **Comprehensive Plan Discussion Topics:** The first board "Comprehensive Plan Discussion Topics" listed areas that were identified as Key Themes for this 2050 Comprehensive Plan Update across seven-chapter areas. Participants were invited to provide additional feedback or information on these topics either through discussion with staff or notation on a blank sheet of paper. *The additional thoughts/comments identified by participates are identified below.*
  NOTE: For the board, Economic Development and Land Use are combined, and Issues and Opportunities and Implementation are forthcoming.
- **Visual Preference Survey:** Three of the boards focused on visual preference and future land use in the East Wisconsin Avenue corridor, Olympia, and Pabst Farm areas to gather input on the desired types of development for each area. Participants were given stickers to identify their desired type or form of development for the respective location. *The results of the three visual preference survey boards are provided in the following pages.*

In total, 584 votes or comments were collected at this event.

Beyond in person activities, postcards with project information including the project website, key themes identified, and contact information were distributed. The post card provided general information about the Comprehensive Plan Update, with a list of the plan's discussion topics. Interested parties are invited to provide additional thoughts/comments to the project team over the next 30 days for consideration in the plan.

Postcards: Distributed at Event



Board 1: Comprehensive Plan Discussion Topics. *Please review the Comprehensive Plan Discussion Topics key themes and let us know if you have any areas you feel need to be addressed.*

Throughout the first ten months of the project, two surveys, two pop up events, two Steering Committee meetings, and one public open house have occurred. Feedback from these events has developed some key themes to focus on in this Comprehensive Plan Update. We asked attendees to review these themes and provide comment if appropriate.

Comprehensive Plan Discussion Topics

Economic Development/ Land Use

- Pabst Farms
- Olympia Area
- E. Wisconsin Avenue
- Downtown Parking (comparison/perception)
- NE Corridor/Park/CTH P
- Viability of Industrial/Business Parks
- Market Flexibility
- Readiness

Housing

- Apartment / Housing Ratio - Apts vs. Condos
- Senior Housing
- Work-Force Housing - Define "Neighborhood Housing"
- Fair Housing Criteria

Transportation

- Road Extensions
- Official Map
- Establish a truck route
- Bike Friendly
- CTH P
- Maintenance
- Drop off and Pick up Points
- Intelligent Transportation

Cultural Resources

- Historic Structure Preservation - Listed - Eligible - Community Importance
- Community Events (Wizard of Oz)
- Lakes/Wetlands
- Tree City/Bird City
- Watershed protection Program

Utilities & Community Facilities

- Technology Infrastructure "Smart City"
- Sustainable Building Practices
- Sustainability

Intergovernmental Cooperation

- Future City Boundary
- Extraterritorial Area

Board 2: Other comments, thoughts, or observations. *Please let us know if you have any other thoughts about the Comprehensive Plan.*

There were 128 open-ended comments/votes collected. Individual responses are listed in the table below. The accompanying number identifies the number of dots used to agree with the statement.

Open Responses
There are too many condos on the lake - 19
We need a downtown grocery store (Whole Foods or Trader Joe's) - 16
Stop destructing/razing old buildings. Focus on renovating these as this character is what sets Oconomowoc apart - 9
The building heights in our downtown are too high. No more 3+ story developments blocking viewsheds of lakes - 8
I oppose the cell tower of CTH K - 7
Build the Thackery Trail connection - 7
Keep and preserve historic character and façades - 7
The City should explore public transit (bus, trolley, train) - 6
Historic preservation to educate all residents and city staff - 5
Look into a Walmart of Target at the site of K-Mart vacancy in Olympia - 5
We need more smaller, more affordable single-family homes <$400,000 - 5
More affordable apartments are needed for all ages of residents - 4
I oppose all 5G technology advancements – use of Fiber optics - 4
The City should do more to let development happen. If it is legal and meets requirements, let them develop - 4
Oconomowoc should focus on lakeshore walking paths - 4
We need more trees in village green - 4
Stop annexing the town of more residential property of businesses. Infill first - 3
More downtown parking is needed. Investigate a parking garage – 3
There should be bike lanes and no parking on Wisconsin between Main St and the circle – 2
A pedestrian crossing/bridge is needed across from Community Center
The City needs bigger homes/mansions
Economic Development should focus on bringing in more businesses with high paying jobs to the area
We need more hotels
More attention needed on highway construction and repair and updates for public
I support 5G technology advancements

Post-it Easel Pad
Tableau à feuilles mobiles
Block de Hojas Reposicionables
Super Sticky Super Collant Super Adhesivas
3M

Oconomowoc Pop Up #3 Comments

6/8/19

Bike Lane - no parking on Wisconsin between Main & the Circle

Pedestrian Crossing / Bridge - same look and feel as City benches.

Too MANY CONDOS ON LAKE

Let development happen

Affordable Apartments - ALL Ages

Oppose CCM tower Hwy K

Build Thackery Trail connection

" " " "

Smaller Single family, more affordable homes < $400K

BIGGER Homes / Manisons

Less condos → bring in businesses w/great paying jobs

More hotels - keep Olympia a resort

No more Large over 3 story structures in DOWNTOWN —

Keep "Historic" looking buildings!

Walmart at Olympia - K-Mart Vacancy

whole foods trader joes

Downtown Grocery — I second this!

Parking Garage - downtown - So. Parking lot

Hwy. construction/repair Info/Updates for public

Public transit: bus, trolley, tram

Oppose All 5G technology - use Fiber Optics

USE 5G welcome to the peasants.

Supervisors - Please ignore petty objections to development. If it's legal, let them develop.

Lakeshore walking paths.

Trees in village green.

More cream city brick!!! what makes Ocon beautiful is the character (turn of the century)

Stop Bulldozing All the Old Buildings

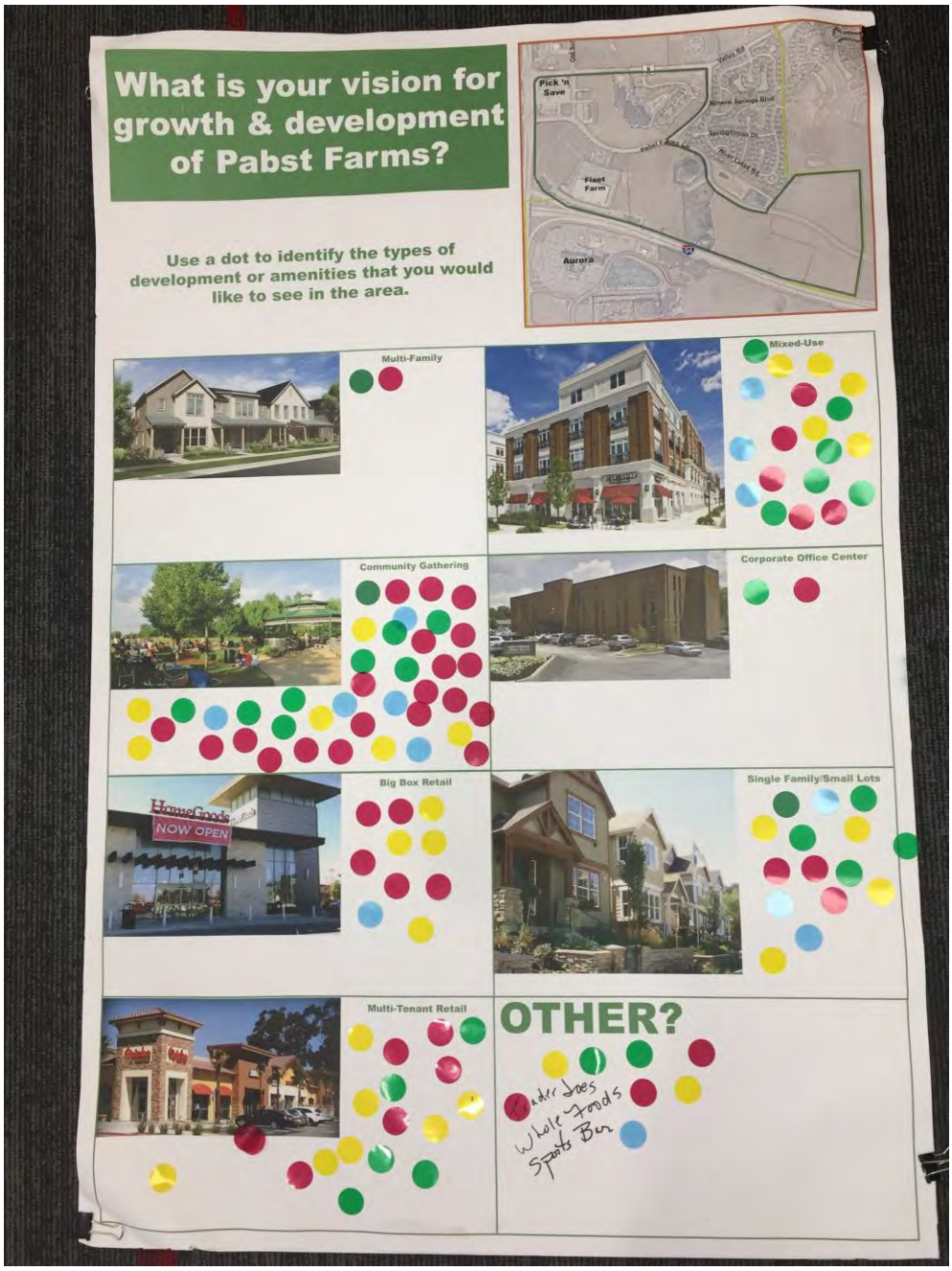
Learn what Historic Preservation Really Means.

Stop Annexing Town for more residential property or business

Board 3: What is your vision for growth and development of Pabst Farms?

There were 114 dots were placed on the board. The top responses are listed in the table below.

Responses
Community Gathering - 40
Multi-Tenant Retail - 19
Mixed Use - 18
Single Family/Small Lots - 15
Big Box Retail - 10
OTHER (Sports Bar, Trader Joes, Whole Foods) - 8
Corporate Office Center - 2
Multi-Family - 2

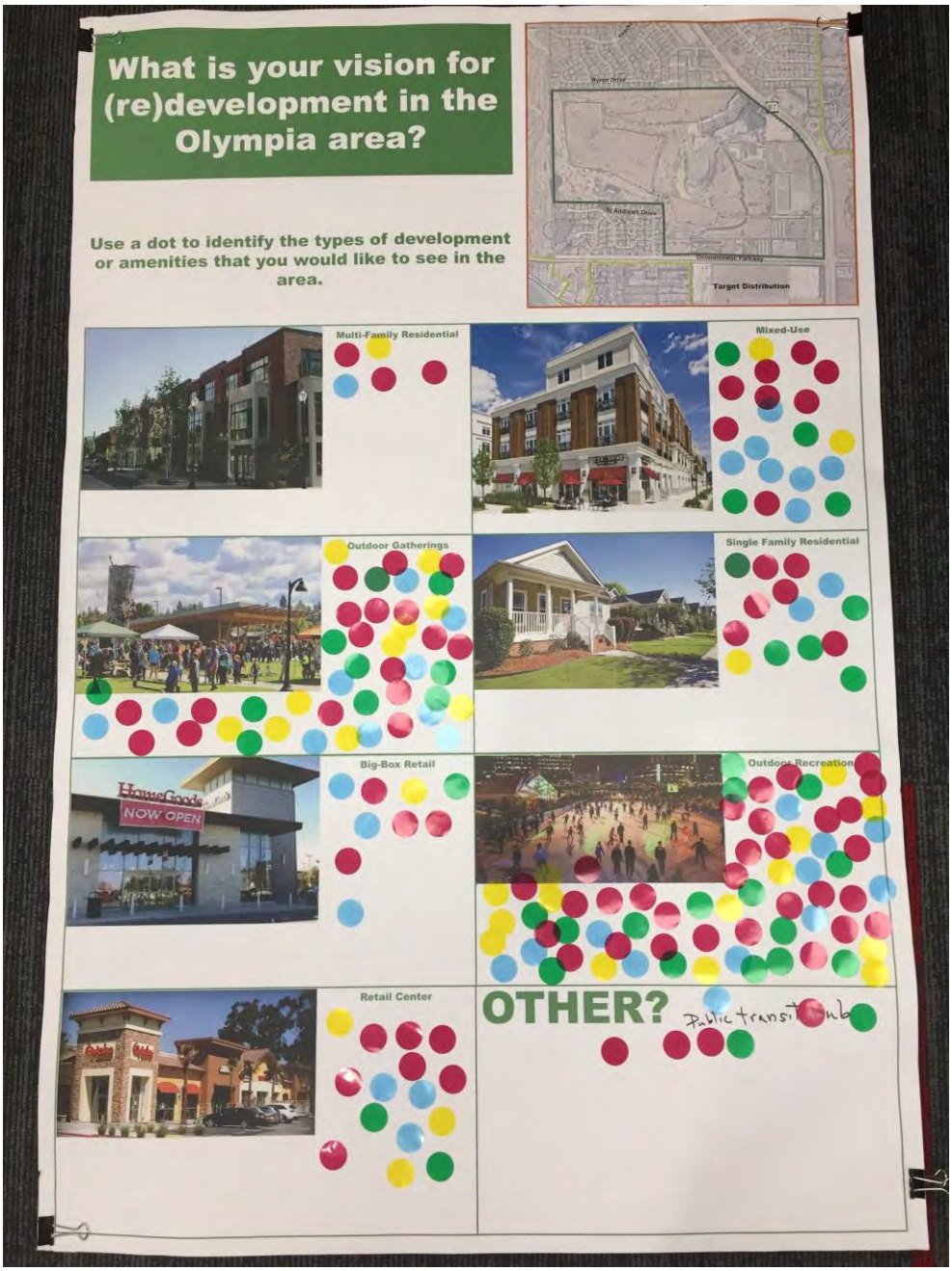


It is clear from the responses received that residents value their community events and spaces. Discussions focused on the potential of identifying a site or sites capable of hosting larger regional events such as fairs, festivals, and concerts in the Pabst Farm area and taking advantage of the location's access to I-94 and STH 67. Commercial activity via Multi-Tenant retail and big box retail also received considerable support due to adequate access to the interstate and roadway network. Residents prefer this area to be walkable with dining and shopping options and smaller sized residential lots.

Board 4: What is your vision for (re)development in the Olympia area?

There were 188 dots were placed on the board. The top responses are listed in the table below.

Responses
Outdoor Recreation - 70
Outdoor Gatherings - 47
Mixed-Use - 21
Retail Center - 15
Single Family Residential - 14
Big-Box Retail - 9
OTHER (Public Transportation hub) - 7
Multi-Family Residential - 5



Once again, outdoor recreation and gathering space is important for the Olympia area according to residents. Oconomowoc citizens generally feel Olympia's location serves as a gateway into the city and the area could use some attention as it considers redevelopment. Residents generally support big-box and retail center development along Center Drive and Grand High Road. There is support for specialty grocers and regional shopping and big-box potential such as Target or Walmart to replace

Mixed use, which includes commercial on the first floor and residential above garnered high support in this area. Single family residential was also supported at a moderate level, more so then a true multi-family residential development.

Several people mentioned this might be a good spot for public transportation in the future. Specifics could include a bus/transit center or possible high-speed rail hub should a Twin Cities – Chicago route be established.

Board 5: What is your vision for (re)development along E. Wisconsin Avenue?

There were 154 dots were placed on the board. The top responses are listed in the table below.

Responses
Street Life/Outdoor Dining - 66
Historic Downtown/Mixed-Use - 50
Mixed-Use/Traditional Downtown - 16
Single Family/Small Lots - 10
Modern Mixed-Use - 7
Contemporary Mixed-Use - 3
Multi-Family - 1
OTHER - 1

The main theme brought up on the E. Wisconsin Avenue corridor was that businesses in this area have a tired appearance and could use some attention as redevelopment is considered, both in the type of use and in the physical façade/appearance. Residents feel this area has potential but currently is being underutilized. It has a lot of concrete and parking and doesn't lend itself to be walkable like the rest of downtown.

Comments received weighted heavily on street life and outdoor dining, and public space with some mixed-use development. Residents discussed missing opportunities to capitalize on the views to Fowler Lake. There was little support for true multi-family high density development especially for sites that would build higher than two stories.

Record of Meeting

SRF No. 11606

Location: Downtown Oconomowoc - City Hall

Client: City of Oconomowoc

Date: Thursday, August 16, 2018 – (5-8 PM)

Subject: Moonlit Movies – Oconomowoc Comprehensive Plan – Pop Up Meeting #1

Attendees:

From: Paul Chellevold, AICP, GISP – Project Manager

Copy: Jason Gallo, AICP, Kristi Weber, APA, Assoc. AIA, CNUa

Purpose of Meeting:

A pop-event was held outside of City Hall as part of the Moonlit Movies event. The purpose of the meeting was to:

- Engage with and inform Oconomowoc residents of the efforts the City is taking to update their Comprehensive Plan from 2008
- Introduce the Comprehensive Plan schedule, explain elements and chapters in the plan, discuss who will use the plan, determine milestones, and identify ways to stay involved throughout the planning process
- Solicit feedback from residents

Summary of Meeting

Thousands were in attendance for the Superhero and Sci-Fi Festival Moonlit Movies event. The theme for this year's event was The Return of Ocomicon. A superhero action movie was shown on a 45-foot screen located in the heart of downtown. Several vendors and downtown businesses had

special promotions for attendees, and enthusiasts could participate in a costume contest, dressing as their favorite superhero.

SRF Consulting Group Inc. and City staff set up a tent outside the City Hall building from 5-8 PM. Setup included two 72" x 36" promotional banners, tattoos and glowsticks for the kids, and a handout explaining the comprehensive plan update process and link to the City website. Four 24" x 36" boards were on display asking the following questions:

- What is the best thing about living in Oconomowoc?
- What type of housing is needed to meet the future needs of Oconomowoc residents?
- What type of businesses or services are needed in Oconomowoc?
- What is the biggest challenge Oconomowoc and its residents will encounter over the next 25 years?

There was also a "parking lot" where open feedback could be recorded if residents had comments that didn't fit into one of the questions above. Those providing feedback on any question were encouraged to enter a drawing for a chance to win one of two $25 Visa gift cards. A total of 69 attendees provided email addresses to stay involved with project updates throughout the planning process.

Feedback Received

The following is a summary of the question responses.

What is the best thing about living in Oconomowoc?

A total of 122 responses were collected for this question. Residents love their lakes, safety, small town feel, family friendly, and sense of community, parks and beaches, unique and quaint downtown, opportunities for recreational activities, and the numerous free family-oriented community events. The following responses were sorted into sixteen categories below:

- lakes/cleanliness/water activities (29)
- family friendly community/people (23)

- safety (12)
- downtown/community events (11)
- parks/beach (11)
- unique downtown (8)
- dining options unique/specific restaurants (6)
- recreation opportunities (6)
- churches (4)
- schools (4)
- scenery/walkways (3)
- entertainment (2)
- bike paths/trails
- convenient location/proximity to everything
- affordability

What type of housing is needed to meet the future needs of Oconomowoc residents?

The term "affordable" housing was the theme of the day for this question. Residents cited more single-family homes, especially for young families, and larger three-bedroom apartments/rental properties are needed. Five respondents listed more senior living housing will be needed in the future.

We heard dozens of people say, "no more condos." Many of these residents feel that the larger condominium projects impact the viewsheds of Lac La Belle and Fowler Lake. Some are not opposed to the condominiums themselves as they understand it is a City initiative to have this 60/40 split between single family homes, they just don't support where they are locating.

What type of businesses or services are needed in Oconomowoc?

A total of 82 responses were collected for this question. The following responses were sorted into categories as follows:

- big box commercial development near I-94/WIS 67
    - Target (9)
    - Walmart (3)
    - Kohl's (2)
    - Barnes and Noble
- restaurants/dining options
    - restaurants having dock access and lakefront dining (3)
    - higher end restaurants or supper clubs as opposed to bar food and fast food (3)
    - unique restaurants, offering more types of choices (tapas, sushi) (3)
    - kid-friendly and family friendly dining options (3)
    - specific chain restaurants (Olive Garden (3), Taco Bell (3), Chik-Fil-a (3), Sonic (3), McDonalds (2), Hu Hot Mongolian, Panera Bread)

    - local bakery (3)
- recreational facilities
    - movie theater (7)
    - jumping gym or trampoline park (i.e. Sky Zone or Monkey Joe's) (3)
    - tweens gathering center (2)
    - skate park (2)
    - laser tag
    - batting cages
    - library
    - indoor soccer facility
    - pool
- grocery stores
    - downtown grocery stores (3)
    - specialty stores such as Sendik's or Whole Foods (2)
- other attractions
    - lakefront marina (3)
    - local book clubs (3)
    - boutique hotel (3)
    - nighttime entertainment (bars and clubs)
- municipal services
    - additional maintenance workers, fire, EMS
    - downtown parking

What is the biggest challenge Oconomowoc and its residents will encounter over the next 25 years?

A total of 59 responses were collected for this question. The following responses were sorted into categories as follows:

- controlling condominium development and viewsheds of Oconomowoc lakes (12)
- providing enough recreational opportunities for all ages (8)
    - pickleball courts
    - senior recreation activities
    - pool
    - ball fields
    - volleyball courts
- diversity in restaurant options (5)
- shopping opportunities (5)
- increased traffic (5)
- pedestrian trails and non-motorized vehicle options, bike lanes, bike facilities (4)
- keeping up with top notch schools and school referendum item (3)
- affordability in housing (3)

- managed growth (3)
- parking (3)
- keeping lakes clean (2)
- taxes
- revitalize downtown and maintenance of buildings
- attracting and retaining young families
- affordability of businesses downtown
- needing an aquatic center for swim lessons/classes, and exercise
- attracting higher education center (college) for adults
- emergency response times
- needing more maintenance workers, fire, EMS

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