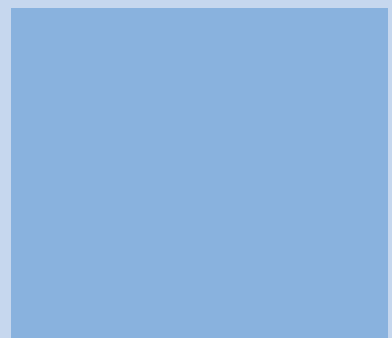
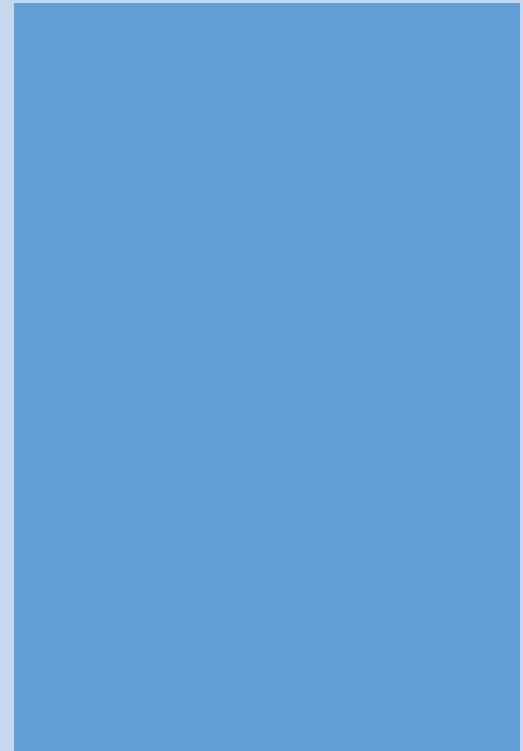
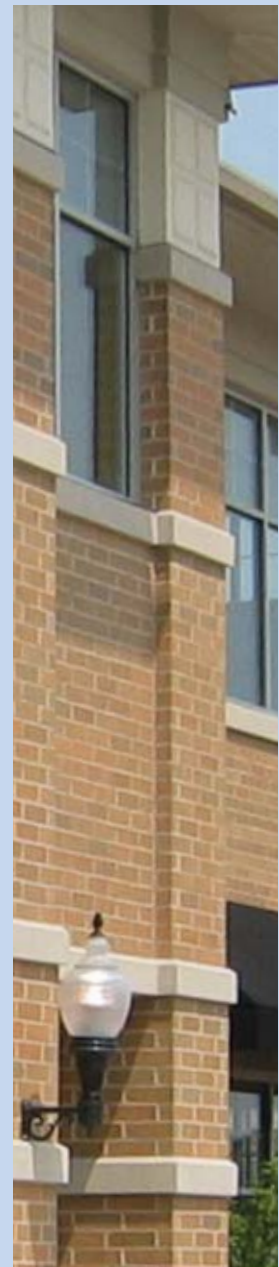




VILLAGE OF SUSSEX Main Street Vision and Action Strategy

Adopted: July 26, 2011



VILLAGE BOARD RESOLUTION #11-26
ADOPTION OF THE MAIN STREET VISION AND ACTION STRATEGY PLAN

WHEREAS, the Village of Sussex Downtown area also referred to as Main Street has sections where redevelopment is likely to occur particularly the areas of Main Street between Silver Spring and Maple Avenue and the intersection of Main Street and Waukesha Avenue.

WHEREAS, the Village of Sussex Community Development Authority has worked with Vandewalle & Associates to create a document to guide long range planning for the areas and named the plan Main Street Vision and Action Strategy Plan; and

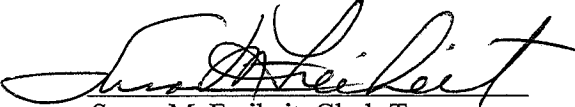
WHEREAS, the Village of Sussex Community Development Authority held a public open house to receive input from the business community and the public to help create the plan; and

WHEREAS, the Village of Sussex has determined that the adoption of the Main Street Vision and Action Strategy will ensure that the goals and objectives are consistent with current needs and trends.

NOW, THEREFORE, BE IT RESOLVED that the Village of Sussex Plan Commission on June 16, 2011 recommended the Village Board adopt a resolution to approve the Main Street Vision and Action Strategy Plan to be used as a working guide for the Community Development Authority.

Adopted this 26th day of July, 2011.


Greg L. Goetz, Chairperson


Susan M. Freiheit, Clerk-Treasurer

Number of ayes 6

Number of nays 0

Acknowledgements

SUSSEX COMMUNITY DEVELOPMENT AUTHORITY

Ralph Benka
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 Chad Engstrom
 Jim Pino
 Arnold Vaske
 Tony Lapcinski, Village President (2007-2011)
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Relationship of this document to the Downtown Design and Development Plan

This document was created by the Village Community Development Authority (CDA) and adopted by the Village Board as an implementation supplement to the Downtown Design and Development Plan. However, it is not a formal part of that Plan or the Village Comprehensive Plan. Instead, this is a policy document intended to guide the actions of the CDA as it seeks to implement those Plans through its own actions and those undertaken jointly with property owners and developers.

Given the length of time that has passed since the last formal update of the Downtown Plan and the significant changes that have occurred in the real estate and development markets, the CDA thought it was important to revisit the vision for two specific areas of the downtown now referred to as Sussex Center and Cannery Crossing. In addition, specific development objectives and example concept designs also were developed for these areas in order to gain a greater understanding of the implementation requirements. However, the contents of this document are intended to be generally consistent with the contents of the adopted Downtown Plan, and property owners and developers should view this document as simply providing more detail for these two areas. Any actual or apparent conflicts between this document and the Downtown Plan should be discussed with Village staff and the CDA to gain clarity on the preferred direction.

A final outcome of this effort is the identification of 15 different projects, which the CDA has prioritized in terms where it intends to direct its efforts on a proactive basis. The CDA welcomes additional projects as proposed by property owners and developers, but in the absence of those the CDA will focus on the priorities identified in this document. Further, the CDA will revisit all of the projects twice a year and amend the Implementation Action Plan at least once per year based on the then prevailing development environment and the prioritization criteria included in this document.



Open House Attendees review planning materials on February 3, 2011



Over 40 attendees met with Village Staff, CDA Members, and the planning consultant

Introduction

The Village's development of a Vision and Action Strategy for the central Main Street area is a long-range planning effort intended to update and augment the Downtown Design and Development Plan and to help guide the work of the Village's Community Development Authority (CDA). The planning process provided an opportunity for the community to envision how the Main Street area would best look, feel, and function in the year 2030. The process included collaborative planning and design work between Village Staff and their development consultant for this project, Vandewalle & Associates; meetings with the CDA to discuss the areas and review draft documents; and a Public Open House in which over 40 members of the public came together to discuss the project areas and review draft materials.

This document focuses on two distinct areas of Main Street: the stretch between Silver Spring Drive and Maple Avenue, referred to here as "Sussex Center", and the area around the intersection of Main Street and Waukesha Avenue, referred to here as "Cannery Crossing". The two areas are shown on the Planning Areas Map on Page 3. Note that the names for these areas are only suggestions. In particular, it is expected that the ultimate developer of the "Cannery site" will have significant input into the name of that site and the area around it.

Sussex Center includes the area around the Village Hall, Library, and Weyer Park and extends generally along Main Street between Maple Avenue on the west and Youth Hall/Silver Spring Drive on the east. As indicated in the Vision Statement for this area (Page 5), Sussex Center is envisioned in 2030 to serve as the Village's "living room"—a center of civic life and community activities. The area includes a mix of public facilities and businesses that meet many of resident's daily needs. The area is attractively maintained and its buildings reflect a mix of old and new development.

Cannery Crossing includes the former Cannery site, the Quarry, and the properties across the street along both Main Street and Waukesha Avenue. As indicated in the Vision Statement for this area (Page 9), Cannery Crossing is envisioned in 2030 as a dynamic crossroads development area that acts as an eastern gateway to Main Street. Notable mixed-use development leverages the former cannery's prime location and provides residents and passers-by with a mix of retail, offices, dining, and multi-family housing. The area is also an important recreational asset as the restored Sussex Creek and Quarry Pond—connected by the Bugline Trail to the larger area—provide valuable natural spaces for the community.

While these two areas are near one another and are connected economically and physically, they have different current and anticipated future land uses and fill different roles within the community and region. Recognizing this, the CDA decided to create a distinct plan—including a vision, development objectives, conceptual development plans, and implementation strategy—for each area. These products, compiled in this document, are intended to help guide the CDA in working with property and business owners considering redevelopment options, and to guide the Village in considering

future public improvements in these areas. The Vision Statements present a description of what this area may be like in the year 2030. The Village will use these Statements to guide visionary, yet realistic and attainable improvements that build off the area's existing assets. The Development Objectives are guidelines that all projects in these areas should follow. They align with the Village's goals and vision for their respective areas. The Conceptual Development Plans show examples of how new development or improvements may be designed to meet the Objectives. Two alternatives are provided for each area, but the sub-area components from each can be mixed and matched (and new ones that meet the Development Objectives introduced) as may be desired by property owners/developers and the CDA. The Main Street Vision graphics show how the Conceptual Development Plans fit together within the full context of Main Street from Maple to Waukesha Ave. Lastly, an Implementation Strategy has been included. An implementation prioritization process was created to help guide the CDA's work, and priorities will be reconsidered on a biannual basis to ensure the CDA's efforts adapt to the changing development market and new opportunities.

SUMMARY OF OPEN HOUSE COMMENTS

Over 40 members of the public, including Main Street business and property owners, attended the Open House held February 3, 2011. The Open House was an informal event where attendees could review planning materials around the room, complete comment sheets, and discuss the work with members of the CDA, Village Staff, and the project consultant. A summary of comment sheet responses is provided on Page 17.

In reviewing completed comment forms and conversations held, the Village found there was a high level of agreement with the vision, development objectives and concept plans for both planning areas. For Sussex Center, all elements of the Vision received a high degree of support. Top priority projects of the community included the Grocery Store Site and the Main and Silver Spring Intersection. Most attendees supported components from both Conceptual Designs A and B rather than supporting either A or B in its entirety. For Cannery Crossing, there was a majority of support for taller buildings and apartments although there were participants who were adamantly opposed to both. Top priority projects identified for Cannery Crossing included Quarry Pond restoration, redevelopment of the Cannery Site, and improvements/realignment of the Bugline Trail. Attendees had a clear preference for Conceptual Design A, which was similar to B in many respects but showed the Creek realigned to its historic location. Many attendees also expressed concern that newer residents and visitors may not understand the reference to the cannery, and recommended "Mammoth Springs" be referenced in the name instead.

Overall, the Open House found very little disagreement regarding the written development objectives for each area. While the Village can expect differences in public opinion regarding specific proposals, it appears that the written objectives reflect well the common priorities of the public for these areas. They will serve as a useful guiding tool for discussions with business owners and developers regarding project reviews and development negotiations.

PLANNING AREAS SUSSEX, WI



Created: January 19, 2011
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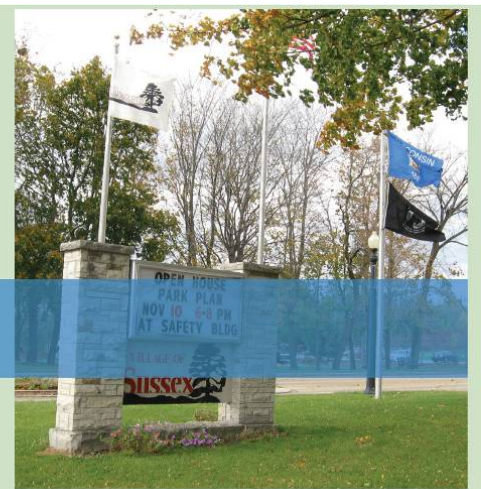




SUSSEX CENTER



Imagine 2030...



THE VISION: Sussex Center is the Village’s “living room” hosting a variety of civic activities, community events, outdoor recreation opportunities, and cultural programming. The Center’s many public facilities are complemented by a mix of businesses catering to residents’ daily needs. High quality buildings, a mix of historic and modern, convey the community’s rich history and forward thinking outlook. The area is inviting and appealing to residents and visitors alike.



WHAT WILL BE HERE? Located in the heart of the Village, Sussex Center is a vibrant area of public life. A rich set of public facilities including the Library, Village Hall, Weyer Park, Old Brooke Square, Sussex Creek, and Youth Hall are highly utilized. Extending west from this civic core to the “Four Corners” of Main and Maple is a diverse mix of complementary retail and commercial businesses. Businesses range from a grocery and medical offices to specialty retailers and restaurants.

Infill development is thoughtfully integrated into the existing community fabric, leveraging and adding new value to the core functions of Sussex Center. Continued reinvestment and the overall cohesive, attractive, and welcoming appearance throughout the Center demonstrate community pride.

Together, these public and private developments create an identifiable district that meets the daily needs of residents and serves as a center point for interaction between neighbors. Residents enjoy the convenience of having many daily needs, as well as specialty destinations, available within the community. The choice to meet many needs without a car has increased the attractiveness of new residential development in the area and in adjacent older neighborhoods.

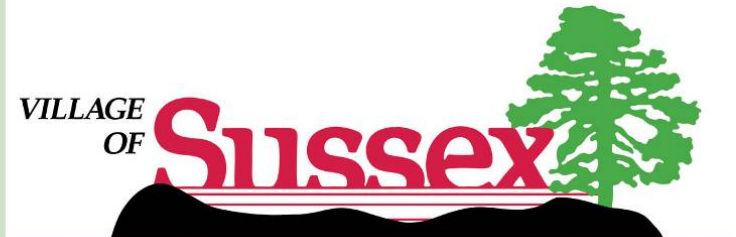
WHAT WILL IT LOOK LIKE? Sussex’s Center’s character and visible heritage are central to its success. Through its Design Guidelines as well as careful code enforcement, the Village works to mix old and new, promote cohesive growth, encourage high-quality, lasting construction, and prevent blight. The result is a visually-distinct and activity-rich area offering a strong contrast to typical suburban development.

Visual cohesiveness in Sussex Center is achieved through thoughtful and integrated site layout standards; use of materials that set a standard of quality and artisan feel, such as Lannon Stone and wrought iron; and through quality and consistent streetscaping including landscaping, banners, seasonal decorations, appropriately-scaled lighting, and well-marked intersections. Likewise, public facilities are of the highest standards. Through diligent maintenance and sensitive additions to historic structures like Youth Hall, and through quality newer buildings like the library, Sussex Center’s public buildings reflect the pride in and importance of these amenities to the community. This sentiment is also expressed through the parks and open spaces within Sussex Center, including the restoration of Sussex Creek and Weyer Park improvements such as an amphitheater, picnic areas, walking trails, and seasonal landscaping.



HOW WILL IT FIT INTO THE COMMUNITY? Sussex Center helps promote the community’s small-town character. Aided by the Center’s appeal, Sussex is regionally-known as a highly-desirable, active community in which to live, do business, raise a family, or retire. Whether traveling Main Street by car or on foot, it is evident Sussex is a well-established, prosperous, and inviting community.

With good connections to new residential development, existing neighborhoods, and Cannery Crossing via Main Street and the Bugline Trail, Sussex Center can be reached by walking or biking as well as by driving. While Main St. is heavily-traveled by Village residents, area employees, and those passing through town on their way to the lakes, clearly-delineated paths and well-maintained infrastructure facilitate safe access and help Sussex leverage its traffic flow to build its name and image and attract businesses and customers.



Sussex Center Development Objectives

CIVIC CAMPUS

- Restore creek channel, improve vegetation, and enhance stormwater management reducing the 100 year floodplain
- Add trails on both sides of the creek through Weyer Park to Old Mill Lane
- Add other amenities like seating, lighting, picnic areas, etc. to increase daily use
- Add amphitheater/restrooms to host events
- Consider relocation of the train depot & museum to the Campus to attract more visitors
- Consider reconfiguration of parking areas to increase efficiency, add spaces, and provide more useable green space
- Work with neighboring bank to improve the creek all the way to Main St. and add attractive landscaping east of Village Hall
- Look for other ways to “bring the Park to the street” through increased landscaping, perhaps as part of a Village Hall relocation/reconstruction

GROCERY STORE SITE

- Work with owner to evaluate expansion/redevelopment options
- Owner to evaluate additional land acquisition
- Improve building exterior consistent with adopted design guidelines
- Screen parking lot along Main Street consistent with adopted design guidelines
- If site is expanded, look to add retail building on east side
- Provide stormwater treatment along east side consistent with creek restoration

MAIN AND SILVER SPRING INTERSECTION

- Evaluate potential to realign to a 90° intersection
- If intersection is realigned, evaluate relocation of the creek to south side of Silver Spring Rd.
- If intersection is realigned, add cul de sac to end of Pembroke St. with trail connection to Bugline
- If intersection is realigned, aggregate property in new SE quadrant for substantial redevelopment project and expanded parking for Youth Hall
- If intersection is realigned, maintain general location of Bugline trail and integrate into new development
- If intersection is realigned, provide a community/Sussex Center gateway feature at the new corner
- If intersection is not realigned, evaluate potential to expand Sussex Square to the east and add parking to serve Youth Hall

- If intersection is not realigned, evaluate potential to relocate train depot & museum to an expanded Sussex Square

YOUTH HALL

- Evaluate potential to acquire property to the west to provide expansion space and parking area
- If additional land is acquired, separate parking area from drop-off area
- Evaluate potential to acquire property across Silver Spring Rd. for additional parking

BUGLINE TRAIL

- Use trail to connect redevelopment sites in area
- Use trail to connect area to Cannery Crossing and other parts of community
- Providing wayfinding and information signage to direct visitors

NORTH SIDE OF MAIN, EAST OF ORCHARD

- Encourage property assembly to provide more parking for vacant commercial building
- Encourage property assembly to accommodate more significant redevelopment
- Mixed-use development serving local and regional needs
- Ground floor commercial with office or residential above
- Orient buildings to Main St.
- 2-3 stories
- Building designs and materials consistent with adopted design guidelines
- Incorporate “green building”/sustainable features
- Minimize access points along Main Street (1 per property, shared where possible)
- Parking only in the rear/along the side
- Access from Hillview Drive to serve only residential uses

MAIN STREET WEST OF CIVIC CAMPUS/GROCERY STORE

- Encourage property assembly and/or commercial/office redevelopment over time
- Orient buildings to Main St.
- 2-3 stories
- Building designs and materials consistent with adopted design guidelines
- Incorporate “green building”/sustainable features
- Seek to consolidate/minimize vehicular access points (1 per property, shared where possible)
- Locate future development outside of floodway

SUSSEX CENTER

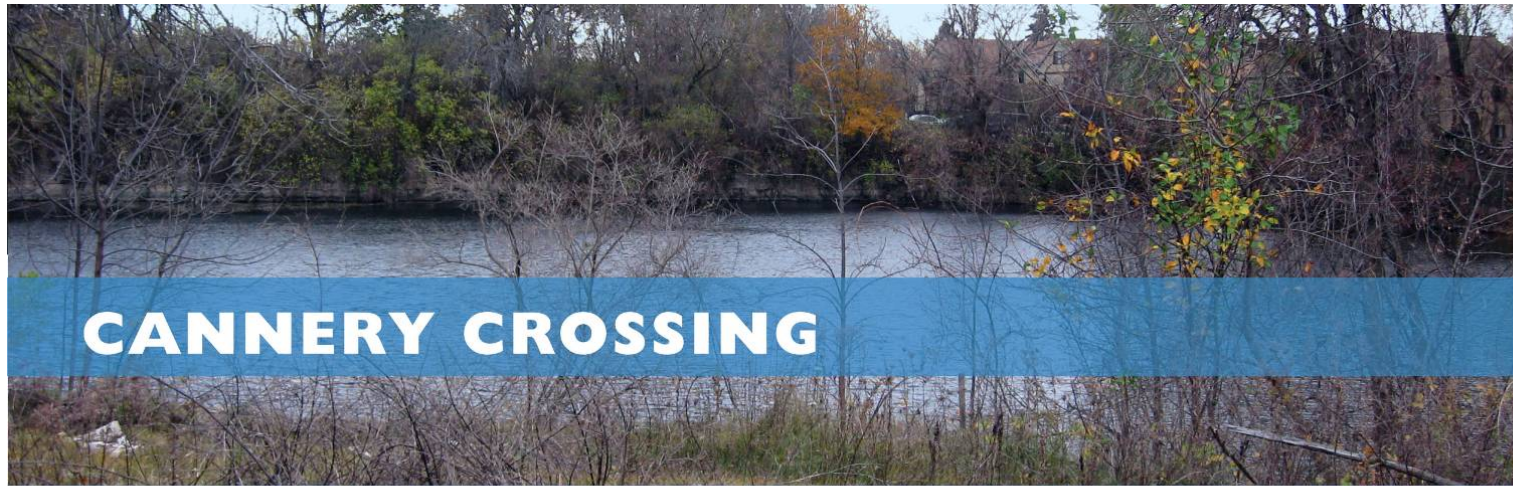
CONCEPT A



SUSSEX CENTER

CONCEPT B



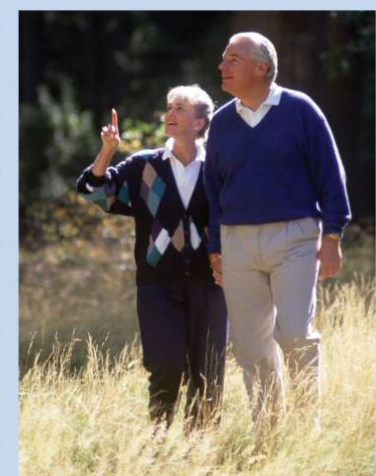


CANNERY CROSSING

Imagine 2030...



THE VISION: Cannery Crossing is a dynamic crossroads and Main Street’s eastern gateway. Anchored by an eye-catching, new mixed-use development on the former cannery site, Cannery Crossing offers a mix of retail, offices, dining, recreation, and multi-family housing for Village residents, area workers, and visitors. The restored Sussex Creek, Quarry Pond, Bugline Trail, and new “green” construction demonstrate Sussex’s commitment to both vibrant urban placemaking and sustainability.



WHAT WILL IT LOOK LIKE? Eye-catching, multi-story development is oriented to the intersection and uses sustainable, quality construction materials. An inviting and dynamic plaza captures the interest of passers-by and serves as a gatepost to Sussex for those approaching from the east. Streetscape emphasizes the area as a community gateway and visually connects Cannery Crossing to Sussex Center via Main Street. A comprehensive and integrated wayfinding system also directs visitors to various points of interest within the Village. Environmental conditions have improved, including removing development from the Sussex Creek floodway and floodplain; daylighting and restoring Sussex Creek north and south of Main Street; shoreline improvements and pier construction at the Quarry Pond; rerouting the Bugline Trail to the south shore of the Pond; improving amenities at the Bugline Trailhead; and incorporating state-of-the-art stormwater management into all new development. The result is an accessible, vibrant and attractive urban environment that is interwoven with and complimentary to the area’s natural features.

WHAT WILL BE HERE? Cannery Crossing includes a compact mixture of new commercial and multi-family residential development of high architectural quality that utilizes green building technologies.

At the former Cannery site, a major redevelopment supports 4-6 story buildings. Oriented to the corner of Main St. and Waukesha Ave., ground-floor commercial development is topped with offices and residences. In the site’s interior, development ranges from 2-6 stories, with commercial uses concentrated toward the northeast corner and residential or office uses adjacent to the Quarry Pond. The Cannery site’s size has resulted in a phased development with a variety of new uses, including new housing to meet emerging demands such as for high-quality apartments and condominiums for young professionals and empty-nesters.

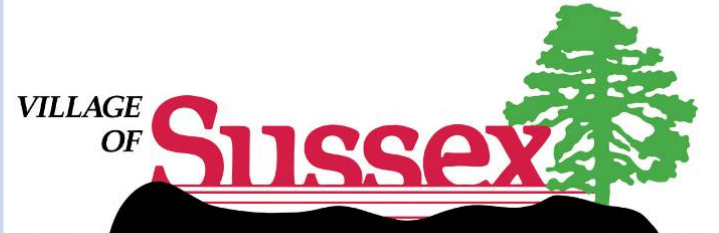
The Village has worked with the site developer to reclaim the Quarry for public recreation—developing a walking trail, scenic overlook, fishing pier, and green space. The Quarry’s safety and appearance have been improved, drawing visitors while minimizing liabilities. In addition, the Bugline Trail has been relocated around the Pond to improve its accessibility.

Across Main St., underutilized properties have been assembled and redeveloped to serve as a complementary gatepost to the Cannery site. New development includes two- to four-story green commercial buildings that take advantage of their location adjacent to the restored Sussex Creek and an enhanced Bugline Trailhead, which includes public parking.

Interest in additional new development along both sides of Waukesha Ave., between Silver Spring and Main St., is growing. New development here consists of compact, interconnected retail, restaurants, and offices that cater to both passing traffic as well as Village residents and nearby employers.

HOW WILL IT FIT INTO THE COMMUNITY? At its prominent location along heavily-traveled Waukesha Ave., Cannery Crossing contributes economically and visually to the community in its own right, while also anchoring the eastern end of Main St. Development of this key crossroads has established a sense of place along Waukesha Ave. and attracts motorists’ attention both to the development and down Main St. toward Sussex Center.

While Cannery Crossing and Sussex Center are distinct in their development type and function, they are visually connected through the Village’s streetscape improvements along Main St. Market-driven infill redevelopment between the two areas is also picking up pace. By increasing the population base in the heart of the community and generating new activity on Main St., Cannery Crossing also supports Sussex Center’s role as the vital center of daily activity and civic life.



Cannery Crossing Development Objectives

CANNERY SITE

- Mixed-use with retail/restaurant on ground floor with office and/or residential above
- Orient buildings in front to Main and Waukesha with minimal setbacks
- Residential or office uses adjacent to the quarry pond
- 2 – 6 story buildings
- Building design and materials consistent with adopted design guidelines
- Integrate significant “green building”/sustainable features
- Minimize vehicular access points (no more than 2 on Main and 1 on Waukesha)
- Provide parking in/under buildings
- Surface parking only in rear/along sides and broken into smaller lots
- Attractive and inviting public plaza space at corner
- Community gateway feature at corner
- Restore creek and provide trail consistent with improvements on north side of Main
- Maintain Bugline trail through the site (may be relocated along quarry)
- Maintain utility easement through the site (along current trail alignment)
- Provide public access to the quarry and integrate site development with recommended quarry improvements

QUARRY RESTORATION

- Obtain public trail access easements around the entire quarry
- Quarry pond safety – combination of attractive fence, berm, and landscaping
- Provide a pier or boardwalk to permit fishing at west end
- Provide an overlook on south side and potential public parking area

BUGLINE TRAIL

- Use trail to connect redevelopment sites in area and provide access to quarry
- Use trail to connect area to Sussex Center and other parts of community
- Add trail connection to the south to Spring Green Park
- Provide wayfinding and information signage to direct visitors

DEYER DRIVE REDEVELOPMENT

- Medium density residential development
- Building types compatible with single family homes on street, such as townhomes, attached villas

- Maintain front setbacks similar to single family homes
- Consider senior housing
- Maximum of 2 ½ stories
- Building designs and materials consistent with adopted design guidelines
- Incorporate “green building”/sustainable features
- Parking in garages, or surface lots only in rear/along side and in small lots
- Garages not to extend beyond front walls of living units
- Integrate with recommended quarry improvements

NORTH SIDE OF MAIN STREET

- Daylight creek to reduce flooding, restore habitat, and attract new development
- Encourage land assembly and redevelopment consistent with new creek alignment and revised limits of floodplain and floodway
- Orient buildings to Main Street
- Commercial development serving local and regional needs
- 2-4 stories
- Building designs and materials consistent with adopted design guidelines
- Incorporate “green building”/sustainable features
- Minimize access points along Main Street (1 per property, shared where possible)
- Parking in/under buildings to increase development potential
- Surface parking only in the rear/along side in small lots
- Integrate restored creek as an amenity (patio area, etc.)
- Consider additional amenities at county trail parking area (seating, shade/rain shelter, etc.), or create regional trailhead at Madeline Park

WAUKESHA AVENUE BETWEEN MAIN AND SILVER SPRING

- Encourage land assembly and/or commercial/office redevelopment over time
- Orient buildings to the street with minimal parking in the front
- 2-4 stories
- Building designs and materials consistent with adopted design guidelines
- Incorporate “green building”/sustainable features
- Minimize vehicular access points (1 per property, shared where possible)
- Parking in/under buildings to increase development potential
- Break surface parking into smaller lots
- Integrate with recommended quarry improvements where adjacent

CANNERY CROSSING

CONCEPT A



CANNERY CROSSING

CONCEPT B





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Village of Sussex CDA Main Street Area Implementation Priorities

PRIORITIZATION CRITERIA

Priority projects are those that:

1. Have already started, are making progress, and have established momentum for moving ahead
2. Are more cost effective and efficient to advance simultaneously with another project(s) already identified as a priority
3. Continue/build off of a previous project
4. Have funding source(s) available that are specific to the project/are economically viable
5. Have potential to serve as a catalyst that will accelerate other identified projects
6. Result in the development of more detailed plans, establishment of policies, or decisions necessary for other implementation activities to be undertaken
7. Have identified partners who are willing and able to participate
8. Have the strong support and interest of the CDA, Village Board, and citizens

PRIORITIZATION LEVELS

Projects are broken into the following priority levels based on their extent of consistency with the Prioritization Criteria.

- Level 1 –** These are projects that meet five or more of the criteria and should be the primary focus of the proactive efforts undertaken by the CDA and Village.
- Level 2 –** These are projects that meet three or four of the criteria. The CDA should continue to monitor conditions and trends related to these (such as the completion of related projects, availability of funding, market conditions, etc.) to determine when they comply with the Level 1 criteria and are more ripe for attention and action.
- Level 3 –** These are projects that meet less than three of the criteria. Current conditions and trends will need to change significantly before these would increase in their level of priority. Many of these will be market driven and are dependent upon a property owner/business/developer initiating them. Once that happens, the project is likely to jump to a Level 1 Priority. Thus, classifying a project as a Level 3 Priority does not indicate the CDA is not interested in it; it means the CDA believes current conditions and trends require another party to take the lead.

MAIN STREET IMPLEMENTATION PROJECTS

Based on the above, all of the projects identified in the Main Street planning process have been classified into three prioritization levels. The numbers within the parentheses that follow each item are the Priority Criteria that apply to each item.

Level 1

- ◆ Sussex Creek Restoration (1, 2, 4, 5, 6, 7, 8)
- ◆ Grocery Store Site (1, 4, 5, 7, 8)
- ◆ Cannery Site, Quarry Restoration & Bugline Trail Improvements (2, 5, 6, 7, 8)
- ◆ Main and Silver Spring Intersection (2, 4, 5, 6, 8)
- ◆ TIF (2, 3, 4, 5, 6, 8)

Level 2

- ◆ Civic Campus (2, 3, 7, 8)
- ◆ Youth Hall (3, 6, 7)
- ◆ Village Wayfinding Program (2, 4, 7)
- ◆ Bugline Trailhead Improvements (1, 2, 3, 7)

Level 3

- ◆ East Side of Waukesha
- ◆ Main Street West of Civic Campus/Grocery Store
- ◆ North Side of Main, East of Orchard
- ◆ Deyer Drive Redevelopment

IMPLEMENTATION MANAGEMENT

The CDA should informally review and evaluate all projects every six months and formally amend its work plan once a year.

Sussex Center and Cannery Crossing
Implementation Action Plan 2011 - 2013
March 2011

Heavier Level of Effort
Lighter Level of Effort/Ongoing

ACTION ITEM	Lead Organization	Partner Organizations	2011												2012											
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
LEVEL 1 PRIORITIES																										
Sussex Center																										
1.A. Grocery Store Site																										
Continue working with owners to determine needs and options	Store Owner	CDA																								
Assist owner in determining potential for property acquisition to the west	Store Owner	CDA																								
Investigate relocation of depot to civic campus	CDA	Historic Society																								
Work with owners on exterior design	Store Owner	CDA																								
Work with owner on site improvements (landscaping, screening, parking, walkways)	Store Owner	CDA																								
Work with owners on stormwater options	Store Owner	CDA																								
Assist owner in determining potential for additional development on east side of property	Store Owner	CDA																								
Investigate designs and costs for restoration of the creek	CDA	Parks																								
Negotiate development agreement with owners	Store Owner	CDA																								
Approve development agreement	Village Board	CDA																								
Approve needed zoning	Village Board	Plan Commission, CDA																								
1.B. Main and Silver Spring Intersection																										
Work with Village Engineer to evaluate feasibility and costs of realignment	CDA	Village Engineer																								
Prepare construction schedule and funding strategy	CDA	Village Engineer																								
Decide whether to move ahead with construction	Village Board	CDA																								
Cannery Crossing																										
1.A. Sussex Creek Restoration																										
Continue working with DNR on preferred concept	DNR	CDA, Parks																								
Work with DNR on cost estimates	DNR	CDA, Parks																								
Work with DNR on funding strategy	DNR	CDA, Parks																								
Determine interest of affected property owners	DNR	CDA, Parks																								
Decide whether to acquire property and move ahead	DNR, Village Board	CDA, Parks																								
1.B. Cannery Site																										
Work with prospective developer on development concept	Developer	CDA																								
Uses																										
Design																										
Sustainability components																										
Creek restoration																										
Bugline Trail relocation																										
Access points																										
Plaza design and amenities																										
Integration with Quarry																										
Phasing																										
Negotiate development agreement	Developer	CDA																								
Approve development agreement	Village Board	CDA																								
Approve needed zoning	Village Board	Plan Commission, CDA																								
1.C. Quarry Restoration																										
Determine access needs around all sides to accommodate a continuous trail	Parks	CDA, Cannery Developer																								
Meet with adjoining property and determine impacts and costs to obtain easements	CDA	Parks, Cannery Developer																								
Decide whether to obtain easements	Village Board	Parks, CDA																								
Determine perimeter security needs and potential designs	Parks	CDA, Cannery Developer																								
Determine needs/designs for pier, overlook and other improvements	Parks	CDA, Cannery Developer																								
Prepare cost estimates	Parks	CDA, Cannery Developer																								
Prepare funding strategy including participation by Cannery Developer	Parks	CDA, Cannery Developer																								
Include Quarry improvements in development agreement for Cannery as appropriate	CDA	Cannery Developer																								
1.D Bugline Trailhead Improvements																										
Based on creek realignment, work with county to determine improvements	Parks, CDA, County	DNR																								
Prepare funding strategy	Parks, CDA, County	DNR																								
Decide whether to construct improvements	Parks, CDA, County																									
General Implementation																										
1.A. TIF																										
Determine potential TIF boundaries	CDA	TIF Consultant																								
Determine TIF adoption schedule/triggers	CDA	TIF Consultant																								
Prepare TIF plan	CDA	TIF Consultant																								
Conduct TIF hearings and JRB meetings	CDA	TIF Consultant																								
Decide whether to adopt TIF	Village Board, JRB	CDA																								

CDA Open House Public Comment Summary – Sussex Center

FEBRUARY 3, 2011

COMMENT SHEET RESULTS: "SUSSEX CENTER"

As you make your way through the displays, please consider the following questions:

Sussex Center Vision — The Vision presents a description of what this area may be like in the year 2030. The Village will use this to guide visionary, yet realistic and attainable improvements that build off the area's existing assets. As you review, rate your agreement with each section:

← 4 3 2 1 →
Support strongly Support most elements Disagree with some elements Do not support

	4	3	2	1	Average
The Vision statement	6	9	1	2	3.06
What will be here?	5	8	3	2	2.89
What will it look like?	5	9	2	2	2.94
How will it fit into the community?	5	9	1	2	3.00

Additional Thoughts:

- Geographical center of village.
- The Village Hall - a signature building of our community should remain and added to - the Save Our School Committee had the right idea in 1988-1990. The 1922 High School/Main Street School should remain for hundreds of years. This is the reason why there was/is the Sussex Fire Dept (1922) and because the fire department was founded because of this fire the same men incorporated the Village of Sussex in 1924. It is our icon, our logo.

Development Objectives & Conceptual Development Plans — Once adopted by the Village, the Development Objectives become guidelines that all projects should follow. Therefore, it's important they align with the Village's goals and vision for the area. In contrast, the two Conceptual Development Plans will not be followed precisely—they simply show concepts of how new development or improvements may be designed to meet the Objectives.

As you review, please rate your agreement with each section of the Development Objectives and indicate which Conceptual Development Plan (A or B) you prefer for each area:

#	Development Objectives	Agreement:				Average	Prefer:	
		4	3	2	1		A	B
4	Civic Campus	9	6	0	1	3.44	7	5
6	Grocery Store Site	5	8	0	0	3.38	3	8
6	Main & Silver Spring Intersection	6	6	1	1	3.21	5	6
3	Youth Hall	4	9	3	0	3.06	6	6
4	Bugline Trail	6	9	0	0	3.40	4	5
2	North Side of Main, East of Orchard	4	8	1	0	3.23	2	9
0	Main St west of Civic Campus/Grocery Store	6	8	1	0	3.33	4	5

Next, please put a check mark by the 1-3 areas above you think should be the Village's priorities for this area.

Additional Thoughts:

- Do something to allow expansion of grocery store. Moving depot looks good. Option of realigning SS is good. West of Campus good for condos, townhomes, professional businesses.
- The youth hall should be expanded, but within the framework of Plan A.
- Really don't like SS reroute that little salon is kind of an eye sore.
- My concern is rerouting Silver Spring. I believe it will cause more traffic on Sunset
- Pedestrian important
- I would like to combine both ideas. I don't want to limit the traffic flow. If anything, increase it to promote more growth. I would like to see the Pig expand and move the historic access street.
- To change Silver Spring - Main Street intersection would be very expensive and impede traffic flow to areas you want to draw to.

Area Name: The Village is referring to the area in question as "Sussex Center" for planning purposes as it seemed to be a good descriptor of the area and a name which could be used in the future for marketing/promotions. Clearly other names could also work well. Please indicate whether you think we should use Sussex Center, a different idea below, or another idea:

Sussex Center (2)	Sussex Square (6)	Sussex Crossing (0)
Civic Center (0)	Sussex on the Creek (1)	Main Street (0)
Village Center (3)	Sussex Downs (2)	Sussex Main (0)
Other (3) Sussex Town Square; Sussex Civic Center		

Additional Comments:

- What becomes of historic Zion Evangelical Church? Can't some use be found for it, expansion of museum? Annex?
- Save the Village Hall/Main Street School. Have referendum, I would abide by vote.
- If you call it Sussex Center or something that says the center of civic activities, it should have most or all of the Village services a resident would need. Keep as many things together so people don't need to travel to different parts of town to conduct Village business.

CDA Open House Public Comment Summary – Cannery Crossing

FEBRUARY 3, 2011

COMMENT SHEET RESULTS: "CANNERY CROSSING"

As you make your way through the displays, please consider the following questions:

Cannery Crossing Vision — The Vision presents a description of what this area may be like in the year 2030. The Village will use this to guide visionary, yet realistic and attainable improvements that build off the area's existing assets. As you review, rate your agreement with each section:

← 4 3 2 1 →
 Support strongly Support most elements Disagree with some elements Do not support

	4	3	2	1	Average
The Vision statement	8	9	4	0	3.19
What will it look like?	6	10	4	1	3.00
What will be here?	6	9	6	0	3.00
How will it fit into the community?	8	7	5	0	3.15

Additional Thoughts:

- Concerned about traffic pattern at left turn lane into Cannery from northbound 74.
- Allow fishing and small boats for fishing in quarry - no swimming.
- No apartments!
- No multi-family units on Deyer Drive
- Use Sussex Lake as an anchor - develop around it.

Development Objectives & Conceptual Development Plans — Once adopted by the Village, the Development Objectives become guidelines that all projects should follow. Therefore, it's important they align with the Village's goals and vision for the area. In contrast, the two Conceptual Development Plans will not be followed precisely—they simply show concepts of how new development or improvements may be designed to meet the Objectives.

As you review, please rate your agreement with each section of the Development Objectives and indicate which Conceptual Development Plan (A or B) you prefer for each area:

#	Development Objectives	Agreement:				Average	Prefer:	
		4	3	2	1		A	B
9	Cannery Site	6	7	1	1	3.20	11	2
10	Quarry Restoration	10	6	0	1	3.47	12	2
8	Bugline Trail	7	8	1	1	3.24	12	2
1	Deyer Drive Redevelopment	2	9	2	3	2.63	9	3
4	North Side of Main Street	5	7	2	3	2.82	12	3
1	Waukesha Ave between Main & Silver Creek	4	8	2	2	2.88	10	2

Next, please put a check mark by the 1-3 areas above you think should be the Village's priorities for this area.

Additional Thoughts:

- Creak flow looks more natural
- Make the Quarry Pond the center piece of a retail "boardwalk"
- The back and forth of the Bugline (at Main St) is a huge pain when you are on a bike (or snowmobile). Think direct path.
- Two story maximum at canning site.
- Traffic coming in/out of crossing would impede already congested area - otherwise great.
- Would love to shop and eat in town and support local business, but don't feel it should include residential area within shopping area.

Area Name: The Village is referring to the area in question as "Cannery Crossing" for planning purposes as it seemed to be a good descriptor of the area and a name which could be used in the future for marketing/promotions. Clearly other names could also work well. Please indicate whether you think we should use Cannery Crossing, a different idea below, or another idea:

Cannery Corners (1)	Main & Waukesha (0)	Templeton Crossing (1)
East Village (0)	Quarry Crossing (1)	Templeton Corners
Mammoth Springs (10)	Quarry Corners (1)	
Other (2), Village East, Sussex Springs		

Additional Comments:

- Leave the cannery reference for the commercial development
- Please, no parking lot access on ONLY Kneiske. Option to travel around quarry while on Bugline. We still need a gas station on Main. Don't eliminate both! We've lived here for 10 years and a long time resident had to explain the "Cannery". If you go with that you have to do something to show why, otherwise as generations go on nobody will get it.
- Cannery is no longer on the property - only older residents know of the canning operation.