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Meeting Notes from the Cudahy Downtown Implementation Team Workshop Meeting on Friday, June 27, 2008 at 9:30 AM in the Wintergarden Room of the Cudahy Family Library at 3500 Library Drive, Cudahy Wisconsin 53110

The DIT meeting was conducted as an interactive workshop to gather DIT input into the Downtown component of the City's Comprehensive Plan update, currently underway.

Key Discussion Points:

What is a "Downtown"?

- Hub of Activity and excitement– where the community comes together
- Civic Center
- Urban Living Center – housing & working area (getting back to Patrick Cudahy's original walk-to-work environment with small-scale retail; housing above & adjacent)
- Place that is convenient to residents and a destination for non-residents
 - Core of repetitive businesses generating daily foot traffic
 - Destination Entertainment Area

What do people come to Downtown Cudahy for today?

- Printing
- Banking
- Restaurants (Greek; Mexican; Soup)

What is Cudahy's Primary Target Market?

- 1st-time home-buyers (looking for value; proximity to Downtown Milwaukee)
 - Homes are changing hands (baby-boomers)—presents opportunity to attract younger residents
 - Chicago Transplants (want Chicago to be near/accessible)
 - Strong stock of \$130K - \$180K range homes
- St. Francis residents—attract to Downtown Cudahy

Uses to Attract Target Markets:

- Split Downtown uses between day & night populations (night includes non-residents)
- TOD
- Ice Cream Shop; bakery; coffee shop
- Lunch spots
- Restaurants
- Clothing retail
- Public Market
- Artist enclave
- Fine Art/Craft Museum

These uses would help change people's perception of Cudahy.

Activities to Attract Target Markets:

- Meet with Realtors to find out what people are looking for
- Update website with testimonials of newcomers to Cudahy
- Need PR/Marketing
- Become more business-friendly
- Welcome the creative class with accommodating spaces; achievable ownership.
- Employer-Assisted Housing Opportunities?
- Housing could drive Packard Ave revival. Offer small incentives; grants?

Other Issues & Strategies:

- Engaging business owners can be a challenge—may have stopped investing time and money in their properties.
- Large housing turnover is approaching due to aging boomers. Need to create a home-buying stimulus to avoid influx of landlords attracted to affordable properties.
- Need to target new residents while addressing needs of current residents as well
- Need to sell initiatives to current residents and develop buy-in—a vocal majority needs to be behind initiatives to drive them. Must be able to explain the benefits of initiatives to current residents.
- Gas prices may make Cudahy more attractive (especially with Commuter rail, but even without given its' proximity to Milwaukee and walkable neighborhoods).

Next Steps:

- First-Time Homebuyers (young new residents) Focus Group
- Downtown Business Focus Group
- Discuss Streetscape plans & timing at next meeting

In Attendance:

DIT members:

1. Mayor Ryan McCue
2. Michael Clark
3. Sean Smith
4. Ray Glowacki
5. Paul Burkhardt
6. Joan Houlehen
7. Craig Faucett

Steering Committee members:

8. Lee R. Barczak

Vandewalle & Associates:

9. Rob Gottschalk (DIT)
10. Jolena Presti
11. Kristina Surfus