

**CHALLENGE:** Kohl's Department Stores planned to build a large retail store next to a residential neighborhood in Muskego. Neighbors were certain to have concerns about traffic, lighting and a variety of other issues.

## Kohl's Department Stores

**EXECUTION:** The Lynne Broydrick Group involved residents from the very start, sharing the project site plan, elevations and other information. Neighbors asked questions and provided feedback. Minor changes were then made to the project plans in order to address the issues raised.

**RESULT:** At a hearing before the Common Council, three neighbors spoke in favor of the project and no opponents appeared. What we discover in cases like this is that a lack of information is most often the leading cause of a project's disapproval. For Kohl's, informing and listening to the neighbors resulted in a successful outcome.