

CHALLENGE: The Redmond Co. proposed building a new Walgreens at a key intersection in downtown Mukwonago on property occupied by a vacant fast-food restaurant. The village board rejected the needed rezoning and a crowd of residents opposed the Walgreens on grounds that it did not meet the downtown area's architectural standards.

Walgreens

EXECUTION & RESULTS: The Lynne Broydrick Group undertook an extensive canvassing effort throughout the village, informing residents of the project and its many benefits. The initiative awakened a silent majority that had not been aware of the village board's initial disapproval. Organized and guided by the Lynne Broydrick Group, a grassroots citizens group collected signatures and put an advisory referendum about the project on a spring election ballot. The referendum passed and several new village trustees were elected. One of the new board's first actions was to approve the Walgreens rezoning.