

**Village of Weston, Wisconsin
JOINT MEETING OF THE COMMUNITY DEVELOPMENT AUTHORITY
AND PLAN COMMISSION**

held on Tuesday, July 17, 2018, at 6:00 p.m., in the Board Room, at the Municipal Center

AGENDA ITEMS.

1. Meeting called to order by Chairperson Zeyghami at 6:00 p.m.

2. Roll Call by Recording Clerk Parker.

a. Community Development Authority

Roll call indicated 6 Community Development Authority members present.

<u>Member</u>	<u>Present</u>
Zeyghami, Hooshang	YES
Maloney, Mark	YES
Berger, Scott	YES
Hagedorn, Todd	---
Knopf, Michelle	YES
Jelmeland, Dave	YES
Winkels, Steve	YES

b. Plan Commission

Roll call indicated 7 Plan Commission members present.

<u>Member</u>	<u>Present</u>
Ermeling, Barb	YES
Zeyghami, Hooshang	YES
Gau, Duane	YES
Jordan, Joe	YES
Kollmansberger, Tina	YES
Mumper, Roy	YES
White, Loren	YES

Village Staff in attendance: Donner, Higgins, Wehner, Tatro, Maguire, and Parker. There was 1 audience member present.

3. Community Development Authority Approval of Minutes from Previous Meeting.

Motion by Berger, Second by Jelmeland: to approve the minutes from previous meeting.

Yes Vote: 6 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

<u>Member</u>	<u>Voting</u>
Zeyghami, Hooshang	YES
Maloney, Mark	YES
Berger, Scott	YES
Hagedorn, Todd	---
Knopf, Michelle	YES
Jelmeland, Dave	YES
Winkels, Steve	YES

4. Public Comments.

None.

ACKNOWLEDGEMENTS.

5. CDA Acknowledgement of Building/Construction Activity and Permit Report

Motion by Maloney, Second by Knopf: to acknowledge building/construction activity and permit report.

Yes Vote: 6 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

<u>Member</u>	<u>Voting</u>
Zeyghami, Hooshang	YES
Maloney, Mark	YES
Berger, Scott	YES
Hagedorn, Todd	---
Knopf, Michelle	YES
Jelmeland, Dave	YES
Winkels, Steve	YES

EDUCATION, PRESENTATION, & REPORTS

6. Meetings and Milestones for Entryway/Wayfinding and Schofield Avenue Corridor Plan Process.

Higgins introduced Mark Roffers, of MDRoffers, and the Entryway/Wayfinding and Schofield Avenue Corridor Plan Project that he has been working on.

Roffers went through the meetings & Milestones schedule included in the packet, which he proposed. He stated the Entryway/Wayfinding Sign Plan project will most likely go more quickly than proposed, whereas, the Schofield Avenue Corridor Plan project will probably take a bit longer.

He stated in order to move these forward, there will be a cluster of meetings held this fall, then these two planning documents will become part of the Comprehensive Plan. The goal is to have these included in the Plan by winter time.

Roffers explained to Zeyghami that the County will need to be involved in the County Road X Corridor Plan. Donner stated we have had some discussions with the County on their involvement and how to make the corridor flow better. We want County Road X to remain our major arterial road.

Roffers stated that though County Road X is pretty rough, it's condition does have a few more years left in it. This is our chance to create a template of what the Village would like to see when that reconstruction ever takes place.

a. Introduction to Entryway/Wayfinding Sign Plan Project – Mark Roffers.

Roffers stated he has been working with Dan Lemmer, who works with him as a freelancer, and worked with Roffers on the Village's entryway/wayfinding sign audit. The goal is to work with the committees and Village staff on this project, to help create and enhance a sense of place in our community.

Roffers explained what the entryway and wayfinding plan will include, as explained in his report, and how they will help investigate potential funding sources, including grants, sponsorship, and advertising to pay for this project.

White commented on how he likes signs that are plain and simple, with less clutter, and easy to read. If a sign is not needed, we should remove it.

Gau commented on how consistency with our signage is needed, as we have way too many different types of signs.

Jordan commented on our commitment to landscaping and signage, but how it is difficult in the winter.

Mumper questioned, with the advent of smartphones, how much use is there in wayfinding signs. Roffers commented that most of all of these destinations are correctly identified in Google.

Kollmansberger commented on how we need to be consistent, as people are looking for a similar image.

Roffers stated most people here do not need the signs, and most find the signs unpleasant, where they do not look at them.

Zeyghami commented that not everyone has the ability to use a smartphone. The size and readability is important for everyone. Some of our signs are very hard to read, or by the time you can read it, it's too late.

Kollmansberger feels with there being more foot and bicycle traffic, its more pleasing and more welcoming.

Maloney stated he uses his phone, but it's comforting when he sees the sign showing that he made it.

Roffers stated in 10 years, what we use to navigate may be outdated.

Mumper commented with the advent of self-driving cars, we may not be navigating in 10 years.

Roffers took the group through the picture inventory of all entryway and wayfinding signs that were found in our community through their audit.

Gau commented on how the "W" has so many shapes and fonts.

Roffers feels it is okay for Schofield Avenue Corridor and the Hospital Campus Corridor to have their own look.

Maloney questioned why we stopped at Birch Street. It was clarified the TIF district ended there.

Higgins stated the initial pictured signs in the packet were drawn up when Administrator Zuleger was here. Roffers suggests against listing businesses on our wayfinding signs. He commented that these signs have too much information. There was discussion on how the signs should be set far enough in advance so that a driver has enough time to respond or move over.

Maloney stated seeing all these signs makes him feel we have sign pollution.

Mumper confirmed the Marathon County Uniform Address project will not impact our signs.

White questioned if there is a preferred font to use. It was stated the blue and white signs are easy to see.

Hooshang stated the DOT has certain colors that mean certain things (such as brown for parks, blue for hospitals, etc.)

White questioned the MPO bicycle routes, we did not have a choice on the signs, though provided by MPO and paid for by MPO.

Zeyghami commented how some people have no idea what community they live in (as people have zip codes for Schofield, Rothschild, Wausau, Ringle).

There was discussion on the signage to Leigh Yawkey Woodson Art Museum, how it takes people through Weston.

Berger questioned if we keep different colors, or use just one. Roffers stated we should use one color.

Maloney feels our park signs look like we could not afford to buy them, that they look cheap.

Roffers commented on how reflectivity and readability need to be considered.

There was discussed that our current logo is a cooperative effort with Marathon County. Hooshang stated the County's sign was created, and then the Chamber worked with communities to join in on the brand. Higgins stated the tree has recently changed in the logo to take into account the school district.

Gau pointed out there is a lot of costs involved if replacing signs.

Maloney stated he does not want to be limited to what is currently existing, but he likes the new municipal center sign.

Zeyghami questioned the budget for this. Higgins stated this is just the plan. Roffers stated areas in TID 1, can use that money towards the cost. TID #2 could fund those signs in that district. Other signs would need other funding sources.

Maloney questioned how much the cost of our electronic sign would have been without readerboard. Wehner stated about \$20,000 – \$25,000.

Donner commented on Roffers suggesting sponsorships for funding. Roffers gave the group an example of this, where another community would sell advertising space on sign. White commented some municipalities will advertise businesses on their trucks to help fund.

Winkels questioned if there is a way to re-face the signs to keep them consistent (such as the main sign on Schofield Avenue by Walgreens).

Maguire questioned why we do not have any population signs. Higgins stated she likes to read these when entering communities.

White commented how noting "Village of Weston" is important, as people think they are in either Schofield, Rothschild, etc.

Roffers discussed how it is not necessary to place entryway sign at the exact entrance of the municipality.

White questioned if there has been any feedback on the new sign. Maloney does not agree with municipalities having a readerboard sign.

Kollmansberger stated she likes the readerboard, and refers to it every time she drives by the Municipal Center, and how she feels it makes us new and fresh.

Winkels questioned the Weston Marketplace sign, if it will go back in. Wehner stated it will be going back in, and it will be lit. This is actually a private sign.

Roffers pointed out the final page of his report detailing the issues and potential solutions, along with potential destinations for wayfinding signage.

Roffers stated he will take this information gathered tonight and included in his report, and will put together a plan to bring back here in a couple of months.

White commented with the plan, we could decide what needs to be done now, and take care of issues in phases.

Zeyghami questioned what the budget is for this project. Higgins stated \$19,000 is budgeted for the plan.

b. Introduction to Schofield Avenue Corridor Plan Project – Mark Roffers, MDRoffers.

Roffers stated with the Schofield Avenue Corridor Plan, in format it will look a lot like the Camp Phillips Corridor Plan. There are potential sites targeted for redevelopment. The plan with this proposal is to conduct interviews with stakeholders, having this meeting tonight, and will then come back later (with wayfinding project) and have a public meeting to discuss the final plan.

He explained the planning area will extend from Business Highway 51 out to Ryan Street, which is about 3 miles long. Look at parcels that relate to this, not just immediate parcels, but those a block or two off.

Roffers then read the 6 questions to the CDA and PC within his presentation.

Jelmeland commented if it is something to get an opinion of who would like to see monuments incorporated in the future project area, or to have them repurposed into something else, where we could find other use for them. Higgins stated as part of the current landscaping project, the monuments are getting stretched out to other areas. Maloney feels we should not be placing those extras back in if we may be moving them again. Roffers stated what do we want to do east of Birch. Ermeling suggested to store some of those extra monuments, and place them into this extended area. Ermeling stated this would make the new area feel more like part of the community.

Higgins stated the intent was always for the Damon Farber design plan to be extended in the future all the way out to the Municipal Center, but with economy and back lash from the community, it ended at Birch Street. Roffers feels the hospital district was deliberately designed different.

White stated when before TIF#2 redevelopment, we used to have a lot of crashes and speeding tickets. It has really cut down on that, which he feels was part of the purpose.

Roffers stated all the people he has talked to, understood the intent to the beautification project, but the intensity and overkill was the big issue. Roffers stated we need to learn from that experience with the new area.

Kollmansberger likes Ermeling's ideas with the monuments. Kollmansberger stated she actually likes the animosity of the "W". She feels when they are kept up they are beautiful. She also likes the banners.

Jelmeland questioned if the "W" could be removed and "Weston" added.

Berger commented when focusing on redevelopment opportunities, we should consider the fact that people don't know if they are in Weston or Schofield. He stated though we do not have a downtown, we could try to clean it up. Higgins commented on how a lot of the old sites along Schofield Avenue are now up for sale.

Roffers stated these are cases where the CDA should get staff involved to help move some of these potential development areas along.

Zeyghami stated we can't come up with a perfect plan, but will be better and more appealing.

White commented on additional parcels outside of TID#2 to be included in the rewrite of the plan. Higgins pointed out the LaPorte property that is for sale, along with the vacant Birch Gardens. White commented on trying to identify those lots for the plan.

Maloney commented how the name "Schofield Avenue" is what he is most hearing about, do we want to change that street name? Higgins stated the discussion came up when we were going to give the City of Schofield "Schofield Avenue", and we were going to make our Schofield Avenue "Grand Avenue" during the Marathon County Uniform Addressing Project. Ermeling stated not as many people consider it a hardship, as long as they have enough notice.

Gau questioned what is the main entrance to Weston, which Camp Phillips Road seems to be the most widely used. Gau stated we should make that entrance the best one.

Gau questioned if roundabouts have been considered at the Camp Phillips intersections. Higgins stated this was discussed years ago. Zeyghami explained the public hearing that took place years ago. There was discussion that a roundabout requires too much land. Gau commented Camp Phillips Road and Schofield Avenue would have been a good place for a roundabout. Maloney commented on our roundabout versus the one in Merrill. Gau stated in sun Prairie, where he is from, people donate their time to clean the landscape beds. The community then puts up "donated by" signs.

Zeyghami stated the members should send Higgins an email with any suggestions or comments, and she can share those with Roffers. Wehner commented he is surprised Business 51 was not been talked about. Zeyghami stated Business 51 is DOT controlled. Wehner stated he is referring to redeveloping options. Higgins stated the Schofield Avenue project is a 3-mile stretch, and a big enough project for us to handle, and Business 51 could be a future project.

Winkels agrees with Gau that we should focus on the Camp Phillips Road and Schofield Avenue intersection. Higgins stated with the TIF amendment, we are looking to take into account the Christiansen property. Winkels questioned if we can ask the BP station to move across the road so we can do something there as part of the TID

Higgins brought up the Sanders property. She discussed why we are doing this planning project here, so that people don't abandon using Camp Phillips Road as their main way in.

7. Update by Staff on WEDC Grants for Studies for Economic Development.

Higgins stated Hagedorn brought up the WEDC Grants for economic development. Tim Weber, the Regional representative was looking into additional funding for feasibility study for the sports complex. The original request would not work for us as it was earmarked for downtowns. We are looking into other forms of grants through WEDC. Donner stated monies are to be used for construction, not studies.

8. Update on RFP for Sports Complex Feasibility Study.

Donner stated Wodalski is handling this, and there is a draft RFP attached. This was sent out with an addendum, after meeting with the County. There was some earlier discussion of partnering with the County, in looking at all baseball needs in the area. Proposals are due back on July 27th. There are 12 firms looking at this.

FUTURE ITEMS

9. Next meeting date(s) for CDA:

***August 20, 2018 @ 4:30 p.m. – Special Meeting: TIF 1**

Higgins stated this will be a special meeting for CDA (possible joint with BOT) to take action on TIF 1. This will prevent the 1-month delay in action.

- *September 18, 2018 @ 6:00 p.m. – Regular Meeting
- *October 16, 2018 @ 6:00 p.m. – Regular Meeting
- *October 29, 2018 @ 6:00 p.m. – Special Budget Meeting
- *November 20, 2018 @ 6:00 p.m. – Regular Meeting
- *December 18, 2018 @ 6:00 p.m. – Regular Meeting

10. Topics for Future Meetings

None.

11. Remarks from Staff

Higgins stated Victoria Henschel will reach out to local businesses to get the business tours going again this fall, probably every other month.

12. Remarks from Commissioners

None.

13. Announcements

***August 17 or 24, 2018 @ 8:00 a.m. – Special Meeting: BOT/Directors Board Retreat**

Higgins stated these dates are still being determined, as we try to find a date that will work for most, if not all.

ADJOURNMENT

Motion by Maloney, second by Knopf to adjourn the CDA and PC meetings at 8:06 p.m.

Hooshang Zeyghami, Chairperson/Trustee
Jennifer Higgins, Director of Planning & Development
Valerie Parker, Recording Secretary