



Meeting: **COMPREHENSIVE PLAN STEERING COMMITTEE –
VILLAGE BOARD & PLAN COMMISSION**

Date/Time: **Wednesday, June 11, 2014 @ 5:30 P.M.**

Location: **Weston Municipal Center (5500 Schofield Ave) – Board Room**

DISCUSSION NOTES

1. CALL TO ORDER

A. ROLL CALL OF ATTENDANCE

White called the meeting to order at 5:30 p.m. Present were President Loren White, Trustees Fred Schuster, Scott Berger, and Jon Ziegler; Plan Commission Citizen Members Dave Diesen, Mike Stenstrom, Tina Kollmansberger, Hooshang Zeyghami, and Marty Johnson. Trustees Mark Porlier, Sharon Jaeger, and Barb Ermeling were excused. Village staff present were Administrator, Daniel Guild, Planning & Development Director, Jennifer Higgins, Parks Superintendent, Shawn Osterbrink, Public Works Director, Keith Donner, Deputy Public Works Director, Michael Wodalski, Building Inspector, Scott Tatro, Planning & Development Intern, Jared Wehner, and Planning & Development Administrative Specialist, Valerie Parker were present. MDRoffers Consultant, Mark Roffers, and Assistant Planner, Colette Spranger were also present. There were three audience members present.

2. CONSENT ITEMS

A. APPROVE AND PLACE ON FILE THE PREVIOUS MEETING DISCUSSION NOTES FROM APRIL 30, 2014

**M/S/P Johnson/Schuster: to approve and place on file the previous meeting discussion notes from April 30, 2014.*

3. DISCUSS COMPREHENSIVE PLAN PROGRESS UPDATE

Roffers explained the goal is to meet at the end of July to present the Park and Rec plan, Camp Phillips Corridor, Land Use plan, and Transportation plans. He explained the intergovernmental planning meeting that took place this morning to discuss Weston's Comprehensive Outdoor Recreation Plan, along with surrounding community plans; and he also explained the staff meeting that took place this afternoon with Village staff to discuss both the Park and Open Space Plan Chapter and Camp Phillips Road Corridor Plan.

4. REVIEW OF PRELIMINARY DRAFT CAMP PHILLIPS CORRIDOR PLAN MATERIALS

Roffers explained this is a detailed land use study, where tonight we are vetting the initial ideas of the plan, and will next be sharing these ideas with the public by putting these ideas into maps and graphics, and this will then be shared once again before key stakeholders individually and the public. Roffers stressed to the committee that what he is presenting tonight is just ideas.

Roffers then described the existing conditions along Camp Phillips Road, and how they have changed over time, with higher traffic and lower quality of living. Roffers explained the borders of this planning area on Camp Phillips Road stretching from Ross Avenue down to Weston Avenue and extending 2 -3 blocks east and west along this corridor. He pointed out that most of the properties along Camp Phillips Road are

owner occupied. He pointed out the elevations change throughout the study area, which in some areas range 5 – 10 feet difference in elevation height. There are some road challenges as far as 66-foot right-of-way width, and how there is very little space on either side to dress up the area and create a safe environment for pedestrians. While there is sidewalk along Camp Phillips Road, it is not very heavily utilized. He commented on how Camp Phillips Road, from State Highway 29, is the front door to our community, and the type of new development that has occurred along East Everest Avenue/Barbican Center/Community Center Drive is attractive and we may want to replicate what we see there. He talked about our way finding and road signs and how they could be improved. The power lines are not attractive, and could potentially be buried in conjunction with a development project.

Roffers explained he sees tremendous opportunity for business development, and how we want to preserve Camp Phillips Road as a travel route so people do not avoid it. He recommended the Village be active through the development and redevelopment that occurs here, and not wait for something to happen.

Roffers pointed out the community survey recently done, where people are looking for gathering places, a growth in the tax base and new businesses.

Diesen acknowledged Roffers contacts with Marathon County, and asked if he has had contact with the School District, since they may be impacted. Roffers stated he has had an exchange of contact with them, though, he wanted to be sure this committee was open to what he is presenting tonight.

Schuster discussed issues the Police Department has with not being able to catch speeding culprits in time with as much traffic as there is on Camp Phillips Road. Schuster feels if we take all the houses off of Camp Phillips Road, all the residential properties behind those would want to go as well.

White commented the School District is well aware of the amount of traffic going past the Elementary School, and wonders if the School District would be open to making Sternberg Avenue their main entry to the school.

Roffers explained some themes here: to create a welcoming high-quality and clear image, enable the conversion of residential to commercial uses, and require lot consolidation and demolition to allow for larger more viable lots. Roffers pointed out the stable neighborhoods east of Camp Phillips, which we want to still preserve the residential flavor and quality of life for those neighborhoods. Roffers explained that as land redevelops, the goal is to consolidate and relocate driveway access points. We need to create a conceptual plan for phased construction, and if we could obtain 80-feet of right-of-way, we could better create a better quality of life environment.

Stenstrom commented he feels even if wider sidewalks go in, people will choose to drive their car across the street. Roffers stated he feels the opposite that people will chose to walk across the road.

Roffers then presented the draft preliminary Camp Phillips Corridor plan, which was broken down into 3 sections – Ross Avenue to Schofield Avenue, Schofield Avenue to State Highway 29, and State Highway 29 to Weston Avenue.

Highlights of Discussion relating to the Ross Avenue to Schofield Avenue (north) section

Roffers explained how along the east side, some of the uses (owner-occupied residential) here will remain the same in this plan and feels the Village should work with the owners here to preserve ownership. He pointed out the field of the Elementary School would be a great location for a boundless playground. He stated there are opportunities in this area to improve the cross walk. He stated the school here is a good attractor for residential use.

Along the west side is residential reinvestment area, suggesting and encouraging redevelopment. Roffers feels residential redevelopment is the more viable option. One market we see here is residential use, which could help drive commercial development and drive viability of commercial if it includes a residential component.

He explained how the northeast corner of Schofield Avenue and Camp Phillips Road is a suggested redevelopment site, for community commercial development. Roffers commented how the intersection there needs help for pedestrian crossing. Adding right turn lanes from both north and south will help, along with some advance notice to those traveling north about what lanes to get in to in advance of the intersection.

Highlights of Discussion relating to the Schofield Avenue to State Highway 29 (central) section

Roffers explained the recommendation is for redevelopment and reinvestment for predominantly commercial use, and the potential for mixed use. The idea here is to consolidate lots for larger sites where the potential building footprints and parking areas could work. This idea promotes reduced access along Camp Phillips Road. We are looking at potentially two 4-way intersections here, and relocating the driveway to Winding Ridge Way to the south, with some property acquisition for a road. He explained this would allow for more logical places for crossing of vehicles.

Along the eastern (of the redevelopment area) side, we would be looking at some neighborhood preservation through collaboration with the property owners. There was discussion on a challenge raised earlier, where when housing changes to commercial uses, how to prevent this from spilling over onto the blocks behind the redevelopment area? It was discussed to promote a redevelopment pattern for different residential unit types.

There was discussion how there are currently 20-30 driveways along this stretch and redevelopment could dramatically reduce that number. Marathon County Highway is in support of this redevelopment concept. Roffers stated as land redevelops, we could obtain 7 or 8 feet more of right-of-way, which could someday allow for bus stops, or create opportunities for pull-offs.

Schuster commented how there is not much for front yards along this stretch. Roffers stated with this concept plan, the homeowner would sell their land to a developer, the developer would raise the buildings and plan for larger development, at which time we could request more right-of-way. The plan with this concept is the future retail business buildings would face the street with access in the back. It was stated we do not want to make this too difficult, or developers would go somewhere else.

Highlights of Discussion relating to the State Highway 29 to Weston Avenue (south) section

Roffers stated this southern area is least developed. Here, we would focus on the east side. Suggestions for a regional retail (big box) store have been made. There are some challenges with this section as there is a lot of low and wet land, a conceptual plan will be drawn up with the wetland delineation. Because of the challenges, we may not be able to fully achieve a mirror image from what is seen on the west side.

Roffers then presented a slideshow to give examples of the different uses we could see along this corridor such as community commercial, commercial/residential mixed uses, and residential only uses. He talked about how we could consider townhouses along Randy Jay Street to allow a transition to those residential neighborhoods. Stenstrom questioned how in the mixed-use areas to handle tenant parking. Roffers stated there are opportunities for underbuilding parking.

Roffers commented on having valuable alternatives available in cases of the mobile home parks, to create a higher value use, such as a traditional neighborhood.

White suggested when developers come in, we should require they submit some type of an impact statement. As far as how the development will impact public services, roads, etc.

Roffers commented we need to look at infrastructure enhancements, as far as creating a safe way for pedestrians to cross a busy road, with pedestrian medians, in case the pedestrians cannot cross the highway in time. We also need to create small gathering spaces for people to linger and something to look at, like public art. He also recommended we update our way finding signs.

There was discussion on the size blocks we have here and how we would fit these concepts. Guild pointed out to the committee that the lines shown on these plans are not set in stone by any means. Those are simply for renderings, imaginings, concepts, and brainstorming. A developer is who would be drawing these lines. Johnson questioned if developers would spend a million or more to buy these lots from the residents. Roffers stated that potentially, the Village could be a player with a TIF program, where we make an investment in the space too, the added tax revenue from the redevelopment is paying back that investment, which is guaranteed through a development agreement. Roffers stated as each property goes up for sale, their lot could get purchased until you have the space. Zeyghami feels the second this plan gets out to the public, the cost of land will increase. Roffers stated at the same time we need to communicate what the Village sees as opportunities for this site. Roffers stated he is not suggesting everyone move out of their homes, that they can continue to live there if they choose. However, he suggests a redevelopment option that is creating an environment that is conducive to modern commercial uses and conducive to make sure the road continues to function over time.

Guild stated the Village is working on a proposal to re-amend our two TIF districts, to either move a TIF over or up, or combining them. He also pointed out we have this corridor from Schofield Avenue to Camp Phillips, and along Camp Phillips to hospital area. These would be 2015 projects. White explained to everyone this is just a plan, and is not written in stone. This is our long-range plan. With pressures from people who want this to go commercial, it will not be long before these people sell.

Higgins explained when talking with the County, they do not have any recent plans for reconstruction of Camp Phillips Road, other than some band-aids at the Schofield Avenue intersection in 2015. We are talking to the County about extending their plans out a bit further and doing more extensive work. It was clarified we are not planning for the road to get wider, other than the pull-off's or turning lanes.

There was discussion about how some members feel Camp Phillips Road has turned in to a "Grand Avenue", and how some businesses moved from that area due to too high of traffic. Roffers pointed out the primary difference here that Camp Phillips Road is off a major interchange, where Grand Avenue is way downtown.

There was discussion of Schofield Avenue and the large amount of right-of-way we have there going east of Camp Phillips Road. White pointed out the apartments on the north back side of Schofield Avenue, were supposed to be along Schofield Avenue.

5. DISCUSSION OF PUBLIC AND STAKEHOLDER INPUT FOR CAMP PHILLIPS CORRIDOR PLAN

Guild asked if members were comfortable, if these were released out to residents and media, as this would represent their values and leadership in the community.

White stated he has been here for 39 years and seen all the growth, and feels they are obligated as leaders to deal with the issues, and feels good with this. Roffers stated we are not asking for approval, just asking if they are comfortable for this to go out to the public.

Schuster questioned how this will eliminate traffic congestion. Roffers stated we will not eliminate traffic but will reduce conflicts and slow traffic down by reduced points of access. Schuster confirmed they drive on side road and into lots, and there will be potential for buses to stop and drop off kids. It was explained a 3rd idea is to work with the County on improving intersections. Schuster feels this plan will reduce traffic if we eliminate residential homes, but still have to deal with people coming in and out of retail areas. We could add right turn lane intersections. Roffers stated you may not be able to reduce traffic, but could manage them better. It was commented that all the driveways here were built back in the day when Camp Phillips Road was a dead-end.

Zeyghami questioned if we have current traffic counts. It was stated we are at about 18,000 cars.

Stenstrom recommended we tag or identify something specific on the southeastern-most lot with, it will help the rest of the area north to develop. Stenstrom also feels when these go public, we should not include the possibilities of structures, footprints, uses (residential or business), or dimensions, as he feels the public will assume that is exactly what is going in. He stated it was great to see these ideas here tonight, but when we go public he recommends we do not include dimensions, just the color maps. Wehner stated either way the public will be reactive. Stenstrom stated the residents will have less to grab hold of, if we do not have the drawings, and will reduce the expectation that in 10 years there will be (for example) a grocery store at a specific location.

White feels a good developer would make a good plan.

Berger stated he is fine with this, but also agrees with Stenstrom's suggestions. Roffers stated he could still include some of the photographs, ultimately, when people are interested in the blocks to share concepts. Stenstrom questioned how big a spot do we shoot for? Roffers stated a half block is a good size for development. A whole block would be better.

Roffers explained we will be holding a public meeting sometime in July. He will be speaking with the school district and select property owners one-on-one. There was discussion of where to hold the public meeting, in the event there is a large crowd. There was discussion about possibly using the Middle School. Roffers stated he welcomes any further comments from the committee as we transition this from Roffers' plan to Weston's plan, as Weston is the one who will have to implement and live with this plan over time.

6. PUBLIC COMMENTS

Emma, Gerry, and Adam Hoffman, 4104 E. Everest Avenue, were present. She explained they have had a few business inquiries who were interested in their property and the property behind them, which would be about a full acre in size. Her only concern is if this process takes too long, these businesses will walk away.

7. NEXT MEETING

Roffers stated through a Doodle Poll process, we'll schedule the next meeting towards the end of July. The subject matter then will be transportation, with an update on Parks and Open Space and background reporting.

Higgins stated staff probably will not send out the public notice and agenda no sooner than a week in advance, as we want people to come and listen and understand this. Stenstrom suggested to hold two meetings, one where a presentation to public is given, and the second meeting could be for public comments.

White suggested putting together a Talking Points Memo, or Frequently Asked Questions worksheet. Higgins stated this needs to be explained that this is a long-range plan. Roffers stated there are two public meetings built in to this process, but a few months apart. We will be presenting a modified version of

tonight's presentation to the public in July, then when a draft plan chapter is completed, to present that – in October. Higgins pointed out there will be a public hearing also. Guild stated trustees have invested significantly over the last several years in some really important planning projects, he is hoping everyone can now see the components all coming together – new zoning code, revised comprehensive plan, new corridor plan, and as part of the budget process and discussion for 2015, we'll be talking about an amended and updated TIF project plans for redevelopment plans for the TIF#1 and TIF#2 areas.

8. ADJOURN

White adjourned at 7:35 p.m.

Respectfully Submitted,

Valerie Parker
Administrative Specialist,
Planning & Development Department