

**WILSON DRIVE COMMUNITY-WIDE  
COMMUNITY TASK FORCE  
STEERING COMMITTEE**



**January 6, 2016 6:00 PM**

Village Hall Court Room, 2<sup>nd</sup> Floor  
3930 N. Murray Ave  
Shorewood, WI 53211

AGENDA

1. Call to order
2. Consideration of December 10, 2015 meeting minutes
3. Update on road scenarios, costs and classification
4. Discuss proposed action plan and subcommittee assignments (30 minutes)
5. Discuss Vision 2025 goals and responsibilities (10 minutes)
6. Presentation of business model canvas and strategy briefing (25 minutes)
7. Subcommittee breakout sessions (20 minutes)
8. Discuss future agenda items
9. Open comments
10. Adjourn

Should you have any questions or comments regarding any item on this agenda, please contact Ericka Lang, Planning Director, Planning & Development Department, at (414) 847-2647.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

# DRAFT

## WILSON DRIVE COMMUNITY-WIDE COMMUNITY TASK FORCE STEERING COMMITTEE

### Meeting Minutes

**December 10, 2015**

3930 N. Murray Ave, Shorewood, WI 53211

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Members present: Elizabeth Beeghly, Erick Couto, Nathan Hemming, Henk Joubert, Steve Kavalaskas, Therese Klein, Joseph Teglia, Donna Pollock, Tom Kuhlmann, Ellen Eckman, Tim Vander Mel, Tr. Pat Linnane, Tr. Davida Amenta. Also Present Planning Director Ericka Lang.

Also in attendance approximately 13 residents.

The meeting began 6:00 p.m.

#### **1. Welcome and introductions (Trustee Liaisons)**

Member introductions.

#### **2. Process to date and discussion of Steering Committee roles, responsibilities, and relationships. (Trustee Liaisons)**

Tr. Linnane reviewed the committees charge, roles and framework approved by the Village Board.

#### **3. Road description (Director, Department of Planning)**

**Current uses and why there is potential for alternatives; What might an alternative look like in general, not specific terms**

Staff provided a road elevation of Wilson Drive and Average Daily Traffic Counts of the road and other roads in Shorewood.

ACTION ITEM: Members requested further information on road classifications.

#### **4. Immediate tasks of the Steering Committee (Trustee Liaisons)**

**Communication Plan; Work group composition and process (number of meetings, use of facilitation; clarification of workgroup focuses; Timeline)**

Members agreed to meet twice a month and meeting minutes will be taken by Ms. Lang and will be general notes. Members will discuss further how meeting report-outs by work groups should be done.

Open Meetings Law were reviewed.

#### **5. Small group breakouts**

The committee did not breakout.

##### **a) Identification of additional information needed by Steering committee.**

##### **b) Identification of partners and relationships that may need to be added to the process.**

Members identified Whitefish Bay as key stakeholder and inquired if aware of this task force. Will further discuss stakeholders at the next meeting.

c) **Protocol for bringing additional partners to the table and relationship building.**  
**E.G., Bublir, ADA ramps**

d) **Steering Committee structure and leadership options**

Henk Joubert and Steve Kavalauskas volunteered to be Co-Chairs of the Wilson Drive Steering Committee.

**6. Breakout reports and Steering Committee discussion**

**7. Approve next meeting agenda, meeting time, meeting place, possibly choose a leader for the next meeting. Suggested Agenda Items: Establish leadership model for Steering Committee, Produce Charge to workgroups**

The next two meetings are scheduled January 6 and 20, 2016.

Staff will provide:

- map of communities surrounding Wilson Drive
- road reconstruction estimates
- road classifications

Next meeting agenda items:

- Discuss creating a communication plan
- Discuss identification of stakeholders
- Determine selection, role and timeline of work groups
- Discuss road scenarios to provide to work groups

The meeting was adjourned at 7:49 p.m.

Recorded by,



Ericka Lang  
Planning Director.

# **Wilson Drive Task Force Steering Committee Action Plan**

## **Steering Committee Organization and Action Plan**

- The Steering Committee has many tasks and activities:
  - Communications Plan development and implementation
  - Stakeholder Identification, Contact and Communication
  - Work Group Formation
  - Work Group Oversight and Integration
  - Review of Work Group Findings
  - Development of Wilson Drive Alternatives
  - Presentation of Wilson Drive Alternatives
- As one group of 13 it would take a long time to accomplish all our tasks.
- Organize Steering Committee based on tasks and activities.
- Divide tasks and activities among Steering Committee members using sub-committees.

## **Communications Plan Development and Implementation**

- Set up a Communications Plan sub-committee (5 members?) to address the task of the communications plan development and implementation.
- Communicate to village residents and all stakeholders what is happening in the Steering Committee and all work groups.
- Identify methods of communication.
- Develop a policy and plan for communicating by the February 3 meeting and present it to the Steering Committee.
- Monitor, track and document communications throughout the entire life of the WDTF.
- Stakeholder Communications
  - Identify all stakeholders.
  - Contact all stakeholders.
  - Ensure ongoing communication with all stakeholders.
  - Ensure that stakeholders have input opportunities to all workgroups and the Steering Committee.
- Due to the scale and potential complexity of the initial task of identifying and contacting stakeholders, a separate temporary sub-committee may be warranted.

## **Work Group Formation**

- Work Groups
  - Traffic and Safety
  - Environment
  - Parks and Recreation
  - Development
- Set up a Work Group Formation sub-committee (5 members?) to review the list of prior applicants, contact past applicants and seek new applicants and recommend Work Groups to the Steering Committee.
- Get list of applicants from Strategic Initiatives Committee.
- Seek more applicants and reconnect with past applicants (work with the Communications Plan committee).
- Interview potential Work Group members and make membership decisions.
- Recommend Work Group members to the Steering Committee at the February 17 meeting.

## **Wilson Drive Task Force Steering Committee Action Plan**

### **Work Group Oversight and Integration**

- Set up Steering Committee liaisons for each work group (3 dedicated for each work group?).
- Liaisons should participate on the work group.
- Encourage participation from citizens not on the work group – work with Communications Committee.
- Liaisons ensure that work groups are addressing their tasks, coming up with findings and recommendations, communicating with other work groups, and looking into all aspects of their assignment.
- Set dates for completion of tasks.
- Use the Business Model Canvas methodology.
- Ensure, track, and document Inter Work Group Communications.
- Work group members need to understand what the other work groups are doing and how the work of other groups interconnects with their work group.
- Set up periodic joint meetings of all work groups to communicate their activities and findings – once per month.
- Review and organize findings and alternatives from each work group,

### **Develop and Present Alternatives**

- Work for the entire Steering Committee?
- Present to the public, the Strategic Initiatives Committee, Village Board?

### **Other**

- Use the Business Model Canvas methodology for Steering Committee and Work Groups.
- Consider using the term “Access” to better define the Traffic and Safety Work Group. The term “Access” broadens the meaning to include all types of access, not just cars and trucks, but also, pedestrian, bicycle, public transportation, etc.
- Review and modify this Action Plan at every meeting.
- Develop Project Plan for WDTF

Shorewood Vision 2025 Strategies	Vision 2025 Goals	Steering Committee	Access	Park & Rec	Environment	Development
<b>A vibrant urban community with: ☑ Safe, friendly neighborhoods offering desirable housing options that attract diverse people of all ages and stages of life;</b>						
	Be the safest urban Milwaukee suburb		X			X
	Be the urban Milwaukee suburb with a reputation for friendly and welcoming neighborhoods.		X	X		X
	Lead the region in providing a variety of desirable housing options					X
<b>Opportunities to work in and to grow successful profit and non-profit businesses in and near Shorewood.</b>						
	Goal: Develop/support businesses in/near Shorewood that improve the economic health of Shorewood and the Milwaukee metro area.					X
	Develop/support non-profit business and institutions in/near Shorewood.					X
	Support start-up and permitted home-based businesses					X
<b>Attractive and thriving local service, retail, and hospitality businesses;</b>						
	Increase number of jobs and total sales					X
	Help drive customer traffic to businesses.		X			X

Shorewood Vision 2025 Strategies	Vision 2025 Goals	Steering Committee	Access	Park & Rec	Environment	Development
<b>Excellent local schools and easy access to world-class centers of culture and higher education;</b>						
	Be an educated and culturally aware community where people want to live			X		
	Invest in multi-modal transportation infrastructure that meets transportation needs.		X			
	Be a leader in the use of non-auto transportation methods.		X			
<b>A welcoming community embracing new people and innovative ideas, engaging with others to continuously improve Shorewood and the Milwaukee metro area.</b>						
	Be a welcoming community.			X		X
	Offer and celebrate opportunities to connect with and serve others			X		X
	Be a regional leader in innovation and creative initiatives			X		X
<b>A healthy community with clean air and water; access to excellent medical services; and businesses, facilities, and programs that promote personal health and wellness</b>						
	Rank at the top of comparably-sized Wisconsin communities as measured by public health and personal wellness indicators.		X	X	X	
	Promote personal health and wellness		X	X	X	

Shorewood Vision 2025 Strategies	Vision 2025 Goals	Steering Committee	Access	Park & Rec	Environment	Development
<b>An ecologically-responsible community with an appreciation for the lake, river, and other natural areas and a commitment to sustainability.</b>						
	Rank at the top of comparably-sized Wisconsin communities when measured by formally developed standards of ecological practices		X		X	
	Residents are actively engaged in utilization and stewardship of the lake, river, and other natural areas		X		X	
<b>A financially responsible community with suitable and well-maintained public buildings and infrastructure, strong property values, a competitive tax rate, and a commitment to public service excellence.</b>						
	Be a financially responsible community		X			X
	Serve the community with well-maintained public buildings and infrastructure	X				X
<b>A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future.</b>						
	Commit to open and interactive involvement of all residents and property owners in civic responsibilities	X				
	Regularly develop and update long range plans that have had leaders and citizens participating in the process	X				

# ROADWAY INFORMATION

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## Average Shorewood Road Width

The average width of a residential road in Shorewood is 30 feet. Oakland Avenue is 50 feet wide and Capitol Drive west of Oakland is 63 feet without turning lanes, and east of Oakland ranges 46 to 50 feet.

Data of 314 residential roadway sections in the village show the following breakdown:

### Residential Road Segment Widths

Number of Road Segments	Street Width	Example
1	23 feet	
85	24 feet	Stowell, Prospect, Olive
7	26 feet	
135	30 feet	Maryland, Lake Bluff, Kensington
24	32 feet	
1	34 feet	
8	35 feet	
31	36 feet	Bartlett, Edgewood
10	40 feet	
1	43 feet	
8	44 feet	Downer
2	52 feet	
1	53 feet	
1	56 feet	

## Wilson Drive Road Description

Wilson Drive is a major arterial road connection from Capitol Drive in Shorewood to Hampton Avenue in Whitefish Bay/Milwaukee. The roadway has a curb to curb width of 56 feet and a right-of way of 100 feet. The segment within Shorewood is 4,650 feet in length.

## Annual Average Daily Traffic Counts

The WIS Department of Transportation monitors traffic counts. The following table lists counts for three years for residential and commercial roads.

Location	Year 2004	Year 2007	Year 2013
Wilson at Elmdale Ct	8,800	7,800	8,100
Wilson at Marlborough	8,000	NA	7,300
Wilson at Hampton	7,800	6,900	8,600
Hampton, west of Wilson	11,300	11,800	12,400
Capitol Dr, west of Morris	30,700	27,300	25,900
Capitol Dr, west of Wilson	31,300	28,200	24,900
Capitol Dr, east of Oakland	NA	12,600	10,300
Capitol Dr, at Maryland	9,600	9,700	7,200
Downer Av at Stratford Ct	5,300	NA	NA
Downer Ave, north of Capitol	1,100	NA	NA
Lake Drive, north of Edgewood	14,400	15,500	12,200
Lake Drive, north of Capitol	12,900	13,500	10,600
Oakland, south of Kensington	8,600	8,000	8,900
Oakland, south of Capitol	16,700	14,200	13,900
Lake Bluff, east of Morris	1,300	NA	NA
Kensington, east of Morris	1,800	NA	NA
Maryland, ½ block north of Edgewood	5400	4900	3700
Maryland, ½ block north of Capitol	2400	NA	NA

## ROADWAY CLASSIFICATIONS

According to the Village of Shorewood Pavement Management Plan, approximately 28 miles of roadway are maintained by the Village of Shorewood and also 62 lane miles of pavement that includes parking lanes.

The Roadway Functional Classification System (RFCS) is how the State of Wisconsin classifies roadways into four groups: principal arterials, minor arterials, collectors, and local streets.

There are four basic determinants of functional classification: rural-urban interface, land use service, spacing, and current Average Daily Traffic. The following link is to the Functional Classification Criteria report.

<http://wisconsindot.gov/Documents/projects/data-plan/plan-res/fc-criteria.pdf>

**Principal Arterials**

Shorewood has two principal arterials that run through the Village of Shorewood: Highway 190 (Capitol Drive) and Highway 32 (North Lake Drive). Per RFCS, principal arterials serve major economic activity centers of an urbanized area, the highest Average Daily Traffic corridors, and regional and intra-urban trip length desires. In every urban area, the longest trip lengths and highest ADT are characteristic of main entrance and exit routes.

**Minor Arterials**

Wilson Drive and Oakland Avenue are the only minor arterial roads in Shorewood. Per the RFCS, urban minor arterials serve important economic activity centers, have moderate ADT, and serve intercommunity trip length desires interconnecting and augmenting the principal arterial system.

**Collectors**

There are seven collector roads in Shorewood. East-west streets are Edgewood Ave, Kensington Blvd and Lake Bluff Blvd. North-south streets are Downer Ave, Alpine Ave, Maryland Ave and Morris Blvd. Marlborough Dr is classified as a collector beginning at Kensington, north to the Village boundary for one block. Per RFCS, collectors provide direct access to residential neighborhoods, commercial, and industrial areas, and serve moderate to low ADT and inter-neighborhood trips.

**Local Streets**

The remainders of roadways in the Village are local streets. These roadways provide access to residences and neighborhood businesses and serve the ends of most trips.

*Map following page*

## Legend

Existing	Planned*	Other
<span style="color: red;">—</span>	<span style="color: red;">⋯</span> Principal Arterial	<span style="border-bottom: 1px dashed gray;">   </span> Railroads
<span style="color: green;">—</span>	<span style="color: green;">⋯</span> Minor Arterial	<span style="background-color: lightblue; border: 1px solid blue; display: inline-block; width: 20px; height: 10px;"></span> Lakes, Rivers, Streams
<span style="color: orange;">—</span>	<span style="color: orange;">⋯</span> Collector	<span style="border: 2px dashed yellow; display: inline-block; width: 20px; height: 10px;"></span> City and Village Boundary
<span style="color: gray;">—</span>	<span style="color: gray;">⋯</span> Local	<span style="background-color: lightgray; border: 1px solid gray; display: inline-block; width: 20px; height: 10px;"></span> Urbanized Area
<p>In rural areas, routes are shown coming into the urbanized areas in corresponding functional colors.</p>		<span style="background-color: gray; border: 1px solid gray; display: inline-block; width: 20px; height: 10px;"></span> Other surrounding urbanized areas
<p>* NOTE: All planned route locations are approximations only.</p>		<span style="border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Rural Area
		<span style="border: 3px double gray; display: inline-block; width: 20px; height: 10px;"></span> County Boundary

