

**WILSON DRIVE COMMUNITY-WIDE
COMMUNITY TASK FORCE
STEERING COMMITTEE and
WORK GROUPS**



April 27, 2016 6:00 PM
Village Center Lower Level
3920 N. Murray Ave, Shorewood, WI 53211
AGENDA

1. Call to order.
2. Consideration of April 13, 2016 meeting minutes.
3. Update on public comments received.
4. Discuss communication efforts and posters/flyers for June open house event.
5. Guest speaker presentation- TBD.
6. Discussion of evaluating need for traffic study for the Wilson Drive corridor.
7. Update on June 15 open house event format and responsibilities
8. Review ideas for conceptualizing improvements along Wilson Drive for the open house event.
9. Work group breakout sessions.
10. Schedule next meeting.
11. 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) 847-2640.
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.

June 15 Open House Event Format

The purpose is to gather comments about the ideas presented by the work groups and to get additional ideas.

Time 6:00 p.m. – 8:00 p.m. at Village Center LL

Room Setup and Activity

- A. Divide room into four areas by work group
- B. Use table(s) to display bubble diagram of Wilson Drive that illustrates work group ideas.
- C. Have 5th table for Strategic Initiatives Committee members to answer questions, possibly located at entrance to hand out materials.
- D. Each work group has a Poster Board on an easel next to their table that bullets the individual work groups concerns. Each work group is responsible for preparing the poster board.
- E. A poster board and handout will be available at room entrance explaining process of evening.
- F. Process:
 - a. Participants will go to each station and review work group improvements on the bubble diagram.
 - b. Each station will have a volunteer that is able to sketch ideas from the public that is not already identified and displayed on the diagram. Concerns will not be added to the bubble diagram. Sketches will be attached to the bubble diagram with art tape.
 - i. Clip art cutouts may be provided
 - c. There will be comment half-sheets for concerns and ideas as well that will be collected. Ideas that participants want displayed will be written on a post-it and provided to sketcher.
 - d. The bubble diagram will be to-scale and distances easily measured. A mechanical ruler will be at each station.
- G. Each station has at least 3 volunteers from the work groups: one to sketch, one to explain concerns; one to explain diagram and take comment sheets. A 4th volunteer is ideal.
- H. Provide additional Poster that explains the Task Force Process and Timeline. Have 2 identical posters in room.

Wilson Drive Project June 15 Open House Mailing/Marketing Costs

Postcards	Quantity : all households 6700; all businesses 260		
	Design changes		\$500
	Printing - color		\$1000
	Postage	0.22 cents each	\$1500
	Glenco –label & mail		<u>\$275</u>
		subtotal	\$3,275
Posters			
	Print Costs	Qty 40	\$125
	Design changes		<u>\$300</u>
		subtotal	\$425
Flyers	Print cost	3800 carts	\$700
		TOTAL	\$4,400

Prepared by:
Village Planner
Ericka Lang
4/15/2016

Wilson Drive Suggestions to Date, listed South to North

Enhanced multi-purpose Trail to Hubbard Lodge on River's edge

Façade Improvement Grant on corner of Capitol and Wilson

Police Station relocation to AB Data building

Shorewood Community Center in portion of AB Data building with Arts focus, and Public Art display

Pocket Neighborhood Development at American Legion Building

Olive Street Landscaped Gateway connection to Oak Leaf Trail and interior of Estabrook Park

Housing Block for: Special Needs Young Adults, Elderly, Co-Housing, or Row Houses with retail at corner

Atwater School Safe Pathway for school groups to use Estabrook Park as outdoor science education site

Olsen Storm Water Treatment Island to narrow intersection

Narrow Wilson to 34' width, with (2) lanes of 12' traffic and (1) lane of parking east side only

Pedestrian trail to Benjamin Church House (c. 1854) oldest single family residence in county

Alpine Avenue Landscaped Gateway connection to Oak Leaf Trail and interior of Estabrook Park

Enhanced multi-purpose Trail on Riveredge

Lake Bluff School Safe Pathway for school groups to use Estabrook Park as outdoor science education site

Pedestrian Safety Bump Outs at Intersections

Narrow Wilson to 24' width, with (2) lanes of traffic and (1) lane of parking east side only in parkway in-between mature trees

Estabrook Parkway removed

Re-design Wilson as a boulevard to 58' width, (2) lanes of traffic and (2) lanes of parking

Extension of Sheffield Avenue to connect through to Estabrook Parkway

Enhanced transit connections with dedicated safety and climate protection

Sustainable Best Practices in design of new roadway for Storm Water management

Congress Street Landscaped Gateway connection to Oak Leaf Trail and interior of Estabrook Park

Rehabilitation of Subterranean Connection to Estabrook

Milwaukee River Kayak/Canoe Launch Site

Restoration of Native Plants and Topography, Removal of Invasive Species

Butterfly Sanctuary

Urban Agriculture plots, annual rentals from Shorewood Recreation Department

Kensington Boulevard Landscaped Gateway connection to Oak Leaf Trail and interior of Estabrook Park

Enhanced paths from bike trail at Kensington to interior of park

Adult workout area/equipment with kids' playground

Boutique hotel with restaurant

Housing Block for: Special Needs Young Adults, Elderly, Co-Housing, or Row Houses with retail at corner

Glendale Avenue Landscaped Gateway connection to Oak Leaf Trail and interior of Estabrook Park

Rehabilitated Park Building

Pedestrian path to Lagoon/Pond

WDTF Guest Speakers

March 23, 2016

Leann Butschlick

Don Lee

Future Options

Bob Schneider (Tom)

Police Department Representative (Tim)

SEWRPC Representative

County Park Management – Guy Smith, Jill Organ, Kevin Haley (Eric)

Harold Schmidt, County Parks (Donna)

Village Treasurer (Henk)

Shorewood Schools (Henk)

Development Representative (Davida)

Mike Merrick, Landscape Architect (Ellen)

MMSD

WDCTF Stakeholder List	Impact (H/M/L)	Responsible Party	Primary Methods of Communication										
			Wilson Drive Project Website	e-Notifications	Public Meeting Notices	Weekly Village Manager's Memo	News Releases	Social Media	Written and Electronic Comments	Direct Mail & Newsletter	Garbage Carts	Posters & Signs	
Shorewood Stakeholders			E. Couto		village	H. Joubert	T. Klein				E. Beeghly		D. Pollock
Shorewood WILSON DRIVE Residents													
Property owners - commercial/multifamily	H	Ericka Lang	X		X	X	X	X			X		X
Landlords		Ericka Lang									X		X
Home Owners	H	Ericka Lang									X	X	X
Renters (students)	M	Ericka Lang									X	X	X
Parents	M										X	X	X
Commuters - Drivers, cyclists, pedestrians	H	Steve Kavalauskas											X
Pet walkers	H	Steve Kavalauskas											X
Bike Path Users	H	Steve Kavalauskas											X
Park Users/Beer garden	H	Steve Kavalauskas											X
Shorewood WILSON DRIVE Businesses													
Wilson Drive Businesses-Rainbow Jersey, Pet Outpost, VFW, Remax, Concept hair	H	Ericka Lang									X		X
Business owners WFB	H	Ericka Lang									X		
Harbor Chase Assisted Living	M	Ericka Lang									X		
Active Senior apartments	M	Ericka Lang									X		
customers of Shorewood businesses	H												X
Shorewood Residents													
All residents	M		X		X	X	X	X			X	X	X
Landlords													
Home Owners	M			x							X	X	X
Renters (students)	L			x							X	X	X
Parents	M										X	X	
Commuters - Drivers, cyclists, pedestrians	M												X
Pet walkers	L												X
Shorewood Businesses													
All Businesses	M	Ericka Lang									X		
Business owners	M	Ericka Lang									X		
Business employees	M												X
Developers	M	Ericka Lang					X						
Realtors	M	Ericka Lang					X						
Future Businesses	L						X						
Home Businesses	L										X		
Landlords	M	Ericka Lang					X				X		
customers of Shorewood businesses	L												X
Shorewood Organizations													
Clubs	M												X
Churches	M												X
Public Art Committee	M	Ericka Lang									X		
Senior Resource Center	L	Ericka Lang											X
Shorewood Woman's Club	L										X		
Shorewood Men's Club	L										X		
Shorewood Little League	M										X		
Shorewood Kickers	M										X		
InterNorthShore Football Club	M										X		
Mom's Club	L										X		
Athletic Department	M										X		
Shorewood Village Government													
Police Department	M	Ericka Lang			X								
Public Works	H	Ericka Lang			X								
North Shore Fire Department	M	Ericka Lang			X								
School District	L	Ericka Lang									X		
Public Library	L	Ericka Lang			X								
Historical Society	L	Ericka Lang									X		
School Administrators	M	Ericka Lang									X		
Shorewood Marketing Campaign	H	Ericka Lang									X		
Community Development Authority	H	Ericka Lang									X		
Neighboring Municipalities													
Neighboring Municipalities Residents													
All residents	M						X						
WFB residents Wilson to Hampton		Ericka Lang											
Neighboring Municipalities Businesses													
Beer Garden	M										X		
Food Trucks	M										X		
Bike Taxis	M										X		
Visit MKE	L										X		
Developers	L	see SHWD businesses					X						
Realtors	L	see SHWD businesses					X						
Neighboring Municipalities Organizations													
Clubs	L						X						
Disc Golf League	M										X		
Urban Ecology Center	L										X		
RiverKeepers	L										X		
Bike Advocates	L										X		
Soccer clubs	M										X		
Wisconsin Bike Federation	M										X		
Friends of Estabrook Park	L										X		
Parks People	L										X		
Sporting event attendees	L												X
Badgerland Striders	L										X		
Neighboring Municipalities Government													
Milwaukee County Transit System	M	Ericka Lang			X								
Whitefish Bay	H	Ericka Lang									X		
Glendale	M	Ericka Lang									X		
Milwaukee County Parks	M	Ericka Lang									X		
Milwaukee County Supervisors	M	Ericka Lang									X		

