

Design Review Board
Meeting Minutes
Thursday, January 9, 2020
3930 N. Murray Avenue, Shorewood, WI



1. Call to order.

The meeting was called to order at 5:02 p.m.

Members present: Chair Scott Kraehnke, Wesley Brice, Ryan O'Connor and John Rizzo.

Others present: Bart Griepentrog, Planning & Development Director

2. Approval of December 19, 2019 meeting minutes.

Mr. Brice motioned to approve the minutes as drafted; seconded by Mr. O'Connor. Vote 4-0.

3. Discussion and possible consideration of CDA/Village Board strategic goals and priorities survey on economic development and housing.

Director Griepentrog provided a brief re-introduction of the CDA's request for DRB's opinion on matters related to economic development and housing via survey. The Board was reminded that they did not need to answer all questions, if they did not want to. The Board went through the survey question by question and provided suggested answers. Those answers were documented in the draft response attached to these minutes as Exhibit 1.

The next step of the process will be to have the Board formally consider their responses at their next meeting.

4. Adjournment.

Mr. Rizzo motioned to adjourn the meeting at 6:25 p.m.; seconded by Mr. Brice. Vote 4-0.

Recorded by,

A handwritten signature in blue ink that reads "Bart Griepentrog". The signature is written in a cursive, flowing style.

Bart Griepentrog, AICP
Planning & Development Director

VILLAGE OF SHOREWOOD, WISCONSIN
Online Survey Questions
Economic Development and Housing Strategic Goals & Priorities

Economic Development Programs

1. Would you like to give feedback on the Village's economic development activities and priorities?

1. Yes - x
2. No

2. Economic Development – Strengths

What do you think are the Village's greatest strengths when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1
 - Character, quality and architectural diversity of community
2. Strength #2
 - Walkable development pattern
3. Strength #3
 - Variety of uses in close proximity to each other

3. Economic Development – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1
 - Lack of vacant land for new construction
2. Issue/Challenge #2
 - Limitation of uses within existing stock

3. Issue/Challenge #3

- Aging structures

4. Economic Development – Actions

1. What is the most important thing the Village should start doing as relates to economic development?
 - Identify redevelopment opportunities
 - Pro-actively design redevelopment opportunities
 - Target and market redevelopment opportunities
2. What is one thing the Village does related to economic development, which it needs to do better?
 - Utilize the Design Review Board more extensively within redevelopment actions, park improvements, streetscaping and other public infrastructure
 - Property code enforcement
3. What is one thing the Village does related to economic development which it should stop doing?
 -

5. Economic Development – Outcomes

1. What is the most important economic development outcome that you would like to see the Village achieve in the next 1-3 years?
 - Fill vacant spaces – particularly on Capitol Drive
 - Attract businesses
2. What is the most important economic development outcome that you would like to see the Village achieve in the next 4-10 years?
 -

Housing Programs

6. Would you like to give feedback on the Village's housing activities and priorities?

1. Yes - x
2. No

7. Housing – Strengths

What do you think are the Village's greatest strengths when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1
2. Strength #2
3. Strength #3
 - Diversity of housing stock – size, style and type
 - Location near Milwaukee
 - Walkable amenities
 - Level of quality control
 - Code compliance

8. Housing – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1
2. Issue/Challenge #2
3. Issue/Challenge #3
 - Removal of inspection at time of sale
 - Historic definitions and requirements
 - Lack of residential architectural guidelines
 - Lack of submittal standards for DRB review

9. Housing – Actions

1. What is the most important thing the Village should start doing as relates to housing?
 - Require architectural review for window and siding replacement, structural landscaping, and porch materials (skirting and floor) - ie material changes
2. What is one thing the Village does related to housing which it needs to do better?
 -
3. What is one thing the Village does related to housing which it should stop doing?
 -

10. Housing – Outcomes

1. What is the most important housing outcome that you would like to see the Village achieve in the next 1-3 years?
 - Targeted programs to increase owner-occupancy
 - Income based grant/loan funding for property maintenance
 - Target funds towards blighted properties
2. What is the most important housing outcome that you would like to see the Village achieve in the next 4-10 years?
 -

11. Communications

1. How can the CDA communicate most effectively with you and your stakeholder group?
 - Staff liaison
 - In-person updates from CDA on semi-annual basis
2. How would you prefer to provide comments and feedback to the CDA going forward?
 - Staff liaison