

Commercial Zoning Update Working Group



Meeting Notes Wednesday, April 18, 2022 5:30 p.m.

1. Call to order

The meeting was called to order at 5:32 pm.

2. Roll call

Present: Barbara Kiely Miller, Josh Pollack, Scott Kraehnke, Lybra Loest, Tr. Kathy Stokebrand, Jake Bresette, Chuck Hagner, Matt Weiss, Gary Brunk, Kate Flynn Post, Leslie Oberholtzer, Bart Griepentrog

Excused: Jon Krouse, Tr. Arthur Ircink, and Maggie Pipek

3. Recap of May 4, 2022 public workshop and image preference survey results

Ms. Oberholtzer started the meeting with a recap of the project timeline to remind the Working Group where they are at in the process. She referenced the upcoming special Plan Commission meeting, which would be followed by a presentation of the draft code to the Working Group. She noted that presentation would take place in two modules, possibly at the end of June and middle of July.

Ms. Oberholtzer stated that continued public comment on the image preference survey summary document that has been posted on the Village website was welcomed. Ms. Kiely Miller noted that she and Ms. Flynn Post had both been sharing the results via social media. Director Griepentrog confirmed that only one additional comment has been received.

Ms. Oberholtzer noted that the results of the survey would continue to be referenced throughout the process to support the draft code.

Mr. Kraehnke noted that he felt the results matched his expectations of the community. He questioned the placement of Shorewood examples within the survey (Metro Market and Cornerstone), feeling that they may not have expanded knowledge of the community's preferences. Ms. Oberholtzer noted that agreement on those images showed that the community is closer together than they are far apart and explained that was important to understand.

Ms. Kiley Miller pointed out that Storefront building images scored highly with corner entrances and questioned if the draft code could regulate such placement. Ms. Oberholtzer confirmed that the placement of key features, such as entrances could be part of it.

Tr. Stokebrand questioned how people's views of contemporary buildings within the General building type would be addressed. Ms. Oberholtzer noted that elements

such as rooflines or materials could be developed. She noted that style was not going to be regulated and cautioned the Working Group that ugly buildings may still be developed.

Ms. Kiely Miller stated that she would not want to see Shorewood turn into Bayshore. Mr. Hagner agreed and questioned if the survey results were perhaps too narrowly focused on what people currently think of Shorewood as opposed to what the future could look like. Ms. Kiely Miller noted that new buildings in small segments were preferred, as opposed to new, block-long facades.

Ms. Loest stated that she felt like she heard an acceptability of mixed materials within the workshop discussion, but the survey skewed heavily towards all brick or masonry buildings.

Ms. Kiely Miller questioned when aspects related to height and parking would be discussed. Ms. Oberholtzer confirmed that those details would be included in the draft code and noted that it would be easier to understand and respond to those specifics once they are on paper.

4. Discuss third public workshop (May 25, 2022)

Ms. Oberholtzer noted that the third public workshop would open with an even more abbreviated introduction to the project and form-based codes. She stated it would then provide an overview of proposed building types, as presented in the Discovery Memo and image preference survey summary, followed by an introduction to the code format for building types, uses and design details. She noted that she would then present details of proposed zones and how those zones have been drafted on a map of the corridors. Following the presentation, attendees would break out into groups to discuss the proposed zones and map.

Ms. Oberholtzer provided three options for the breakout sessions: three tables where attendees would stay with the same group and discuss all areas with no rotation, three tables with specific areas that required attendees to perform three rotations, or free-form stations that allowed attendees to choose the areas they wished to discuss. By consensus the Working Group chose option two, noting that if attendees were not forced to rotate that they may not provide comments on all areas. It was noted that each rotation would last approximately 15 minutes. Mr. Hagner suggested that the materials be hung on a wall or placed on an easel, as opposed to having attendees hover over the tables.

5. Update on special Plan Commission meeting (June 16, 2022)

Director Griepentrog reminded the group of the special Plan Commission meeting which has been scheduled for Thursday, June 16, 2022 at 5:30 pm. He noted that members of the Design Review Board and Working Group would be invited to attend. As noted in the project timeline, the focus of the meeting will be to present the findings of the public design process to the Plan Commission.

Director Griepentrog also noted that it may be desired to schedule a Working Group meeting that same night following the Plan Commission meeting at either 6:30 pm or 7:00 pm to discuss any upcoming project activities with the Working Group.

6. Future discussion items

No future discussion items were presented.

7. Public comment

No public comment was provided.

8. Adjournment

The meeting adjourned at 6:45 pm.

Respectfully submitted,

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

Bart Griepentrog, AICP
Planning & Development Director