

Commercial Zoning Update Working Group



Meeting Notes Wednesday, April 6, 2022 5:30 p.m.

1. Call to order

The meeting was called to order at 5:31 pm.

2. Roll call

Present: Barbara Kiely Miller, Josh Pollack, Scott Kraehnke, Lybra Loest, Jon Krouse, Tr. Kathy Stokebrand, Kale Bresette, Chuck Hagner, Maggie Pipek, Matt Weiss, Gary Brunk, Leslie Oberholtzer, Bart Griepentrog

Excused: Tr. Arthur Ircink, Kate Flynn Post

3. Recap of March 31, 2022 public workshop

Ms. Oberholtzer summarized that the intention of the first workshop was to introduce the concept of form-based codes to the larger public audience. She noted that she was pleased with the turnout (approximately 50 people), which she said was impressive. Director Griepentrog noted that a recording of the workshop has been posted to the project website.

Mr. Brunk noted that the workshop was sidetracked with some parking discussion and asked Ms. Oberholtzer to clarify what, if anything, this project would cover in relation to parking. She stated that this project would not reevaluate off-street parking requirements, which were just recently revised, but that it would consider how parking is physically accommodated/accessed/screened on sites within the corridor.

Ms. Oberholtzer asked the Working Group why they thought the meeting had such a good turnout. Ms. Kiely Miller noted that she shared the meeting on several Shorewood social media sites. Mr. Krouse noted that the Village did a good job of getting the message out, including the post cards, Shorewood Today, social media and other places. Tr. Stokebrand believed the project resonated with more people than some other projects that were more general in nature, like the comprehensive plan. Ms. Loest also referenced the recent review and approval process for the redevelopment on Capitol and Stowell likely brought in some people. Mr. Kraehnke agreed.

4. Discussion of findings of Task 1 Initial Review, Analysis & Project Introduction of the Commercial Zoning Update

Ms. Oberholtzer reviewed her Discovery Memo, which included an overview of relevant information in the Comprehensive Plan and documented existing building typologies and forms in the corridor. She stated that this was a way for her to get on

paper what she is learning and seeing. She noted that it will set the stage for the image preference survey that is planned within the second public workshop. She clarified that this document did not represent the full findings of Task 1 and that a summary of the listening sessions was forthcoming.

Tr. Stokebrand questioned the differentiation of some of the pink colors in the Future Land Use Map. Ms. Oberholtzer noted that this map was taken directly from the Comprehensive Plan.

Ms. Oberholtzer shared an update on the project scope and noted that another memo would be provided after the second public workshop to summarize the scoring of the images along with the reasons why people scored them the way they did.

Tr. Stokebrand questioned the section within the Discovery Memo that dealt with "Compatibility with Adjacent Residential." She wondered how that can be accomplished with skinny commercial districts that abut directly up against single-family zoning. She questioned if allowing triplexes or other medium density development would provide a better transition. Ms. Kiely Miller noted that this was discussed during the drafting of the Comprehensive Plan as a "buffer zone," but that was ultimately not incorporated.

Ms. Oberholtzer also clarified that this project only would review and update the commercial zoning districts, not the residential ones. She noted that she expects to recommend reconfiguration within those districts, but that the overall district boundary would not change. Mr. Kraehnke questioned whether or not rezonings would be proposed. Director Griepentrog stated that he would expect rezonings to be recommended and that new, more or less zones could result.

5. Consider date for second, in-person public workshop – April 27 (Court Room) or May 4 (Village Center) from 6:00 pm – 7:00 pm.

Mr. Brunk confirmed that the Village Center was not available for April 27 and recommended that May 4 be selected as the date in order to have access to the larger space. Ms. Oberholtzer and the Working Group agreed.

Ms. Pipek questioned if images for the next workshop would involve more than Shorewood developments and whether or not those images or a general description of the categories could be shared in advance. Ms. Oberholtzer confirmed that images would be from across the country, but generally the Midwest. She noted that the categories of images would be based on building types but would not get specific to concepts such as energy conservation, for example. She noted that to be realistic, the images would be of new construction. She said that the images would initially be scored quickly "from the gut," as opposed to expecting longer contemplation. Attendees will then separate into small table groups to discuss the images and their components.

Ms. Kiely Miller stated that it would be helpful to have images of older buildings that have been renovated, in addition to new construction. Ms. Oberholtzer noted that she's worked in many communities who have taken their form based cues from older buildings and feature new construction that respond to that aesthetic.

Ms. Oberholtzer requested six volunteers from the Working Group to guide conversation and record responses. Ms. Loest, Tr. Stokebrand, Mr. Brunk, Ms. Kiely Miller, Mr. Pollack and Mr. Weiss volunteered to assist. Ms. Oberholtzer noted that she had instructions for table leaders and that she would send those out about a week in advance.

Ms. Oberholtzer requested that more than an hour be planned for the second workshop. Director Griepentrog noted that the library closed at 8:00 pm and that we would technically need to have the room empty before then. Ms. Oberholtzer stated that ending by 7:45 pm would be acceptable.

Ms. Oberholtzer noted that the results of the second meeting will be posted on the website prior to the third workshop to allow those who were unable to attend to provide feedback.

6. Consider date for third, in-person (Village Center) public workshop – May 19 or May 25.

Based on the selection of May 4th for the second workshop, Tr. Stokebrand suggested that May 25th be confirmed for the third workshop in order to give Ms. Oberholtzer time to prepare in between meetings. The Working Group agreed.

Ms. Oberholtzer noted that she hoped to report out what she learned in the second meeting at the third meeting and talk more specifically about how that would be folded into the code.

7. Future discussion items

Director Griepentrog questioned if the date of future workshops could or should be defined at this stage. Ms. Oberholtzer noted that based on the current timeline, the Working Group is scheduled to meet in June to discuss the draft code. After that, the first draft of the code would be presented to the Plan Commission in July, followed by a public open house in August.

Ms. Oberholtzer also noted that it would be helpful for the Working Group to meet in between the second and third public workshops.

Director Griepentrog pointed out that the meeting to present the public design findings to the Plan Commission would have to be pushed back from the expected May meeting because the public workshop will not take place until after their May meeting. He suggested that a special, joint meeting of the Plan Commission and Working Group could be convened in early June. Mr. Kraehnke suggested that a joint meeting could be helpful. Ms. Oberholtzer and Director Griepentrog agreed to discuss that outside of the meeting and poll the Plan Commission and Working Group, if needed.

Ms. Kiely Miller questioned if Ms. Oberholtzer could provide an overview of what the form based code update does not entail. Ms. Oberholtzer said that she would consider finding the best way to do that, but also noted that responding to those issues is easier during in-person meetings than it is during virtual meetings. She hoped that future meetings would remain more focused.

8. Public comment

Joe Dean questioned why the Village does not pick up refuse and recycling from 4-family properties. Director Griepentrog noted that the question was not relevant to the Commercial Zoning Update, but that he would ask the Department of Public Works to respond to that question.

9. Adjournment

The meeting adjourned at 6:35 pm.

Respectfully submitted,

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