

JOINT 27th STREET STEERING COMMITTEE
OAK CREEK - FRANKLIN

April 2, 2008

Meeting Minutes
Approved April 18, 2008

I. Call to Order and Roll Call

The meeting was called to order at 9:35 a.m.

Members Grintjes, Rhiner, Michalski and Myszkowski were present. Also present were Matt Hensler, Lisa Ninmer and Dan Augustine (Zizzo Group), Mark Kaminski and Ashley Booth (HNTB) Doug Seymour and Wayne St. John (City of Oak Creek), Doug Wheaton and Jack Bennett (City of Franklin) were also present.

II. Citizen Comment Period

There were no citizen comments.

III. Minutes of the 27th Street steering committee for March 5, 2008

Member Rhiner moved to approve the minutes from March 5, 2008. Member Myszkowski seconded. On roll call, all voted aye.

IV. Business

Item E - Discussion of potential policy recommendations relative to placing the electric, telephone and cable utilities underground for the W. Drexel Avenue reconstruction project(s).

Franklin City Engineer Jack Bennett briefed the committee on Franklin's plans for West Drexel Avenue between 27th and 31st Streets. In doing so he indicated that they had questions whether they should be placing the utilities underground to match the standards of the 27th Street Corridor plan(s). He indicated that the cost to bury the utilities for that 1/4 mile stretch of road would be app. \$259,000. He also indicated that using conduit would triple that cost. He also noted that this Drexel Avenue roadway work will require minimal modifications to the intersection at 27th Street.

Mr. Bennett also spoke to the committee regarding the responsibilities of the utility companies for relocating those utilities for public road projects.

Oak Creek City Engineer Wayne St. John discussed Oak Creek's plans for Drexel Avenue east of 27th Street, and the issues they have encountered with the State, specifically the presence of Butler's Garter Snakes.

Jim Rhiner spoke to the importance of using the specified 27th Street lighting poles and fixtures.

Mark Kaminski indicated that the Streetscape Plan estimated the cost for burial of utilities at \$6 million.

Wayne St. John suggested that the steering committee designate a minimum distance off 27th Street to carry over the corridor lighting specifications. Jack Bennett suggested one-quarter mile would be appropriate.

Member Rhiner moved that the steering committee recommend to the Common Council of the City of Franklin that the following improvements are included in the reconstruction of Drexel Avenue from 31st Street to 27th Street, including recommended streetscape lighting and the burying of all utilities underground without duct work. Member Myszkowski seconded the motion. On roll call, all voted aye.

Chairman Grintjes recommended that HNTB quickly work with each of the communities to identify side streets and how far to carry the streetscape improvements. Mark Kaminski suggested that this should be integrated into the WisDOT coordination meeting(s).

Item A - Kickoff and schedule for the 27th Street Corridor Streetscape Design document and third party review process.

Mark Kaminski asked that the steering committee pick a date for the kickoff meeting for the streetscape design work. He asked that both Engineering and Planning staffs be invited to this meeting. Approximately one hour would be needed for this purpose. He suggested that this be done at a future steering committee meeting, but probably not the next one.

He also indicated that HNTB will schedule separate individual meetings with staff (not steering committee) to kickoff the third party review contract, which is expected to take four months.

Item B - Discussion of community sensitive design (CSD) issues for the I-94 North South project in Oak Creek, including cost, timetable and creative input.

Mark Kaminski recommended that the steering committee have Tom Kindschi attend the kickoff meeting to discuss how many of the CSD design elements are being incorporated into the I-94 contract versus how much of this work is being contemplated as part of the streetscape design contract with the communities. The communities should maximize the value of the work that is being done with CSD on the I-94 and 27th Street contracts before we supplement financial resources for this task.

Doug Seymour questioned the role that the communities had to play in the CSD process given the prior recommendations that have been made by the WisDOT CSD citizen committee.

Mark Kaminski noted that there are two different elements in the CSD process, the structural elements and the artistic elements. He suggested, while there have been some preliminary decisions made on the structural elements, that many of the artistic elements have yet to be decided upon. Ashley Booth indicated that many of the decisions with respect to CSD for the southern portion of Milwaukee County will not be made until this Fall and it is possible to amend some of the earlier recommendations prior to that time.

Doug Seymour indicated that he still has not seen any mechanism for bringing the City(s) into the decision making process to select these CSD elements. Jim Rhiner and Mark Kaminski assured the committee that a process was in place that would allow for the committee's input into the CSD process incorporating some of the streetscape design elements.

Item C - Preparation for the April 10, 2008 WisDOT coordination meeting.

The next WisDOT coordination meeting is on April 10th. Doug Wheaton and Marie Myszkowski will not be able to attend. HNTB is preparing a matrix of the streetscape elements and how they integrate into the WisDOT design process.

Item D - Marketing, branding, positioning, and public relations activities for the South 27th Street Corridor Plan Area. This item will include, but not be limited to, an update on marketing activities from the Zizzo Group.

Chairman Grintjes noted that he has spoke with the City Attorney and that he suggested using Quarles & Brady, who also is the City of Franklin's TIF counsel to secure the intellectual property rights to the corridor name and brand. He indicated that he spoke with Pat DeGrave who indicated that the use of Franklin's counsel was OK and that he should let Oak Creek know what the costs are.

Member Myszkowski moved to authorize a full search with the cost not to exceed \$1500. Member Rhiner seconded. On roll call, all voted aye.

Matt Hensler indicated that the URL's for the branding variations have been secured.

Doug Wheaton questioned whether the expenses associated with this are part of the existing ZGA contract. Chairman Grintjes indicated that he has discussed this with both administrators who said the budget for this (app. \$3000) was fine, and that the communities would split the cost out of TIF funds.

Chairman Grintjes indicated that he has been trying to contact both Northwestern Mutual and Wheaton Franciscan to brief them fully on the naming status of the corridor.

Matt Hensler presented the status report on corridor Marketing activities of the Zizzo Group. He would like the assistance of the committee in identifying members of the real estate brokerage community that may be of assistance. Member Myszkowski indicated that Max Rasansky would be an appropriate person to contact.

The committee looked at five different logo treatments for the selected branding concept. Dan Augustine presented five different logo concepts. The committee will receive this information via email, and should submit their comments back to Matt Hensler.

Item F - Discussion and possible recommendation on the pursuit of Transportation Enhancement (TE) funds through the Wisconsin Department of Transportation for projects within the South 27th Street corridor.

Doug Wheaton noted that the deadline for grant applications for the WisDOT Transportation Enhancements program is April 18th, and questioned whether the two communities should be applying for a project.

Mark Kaminski indicated that this grant funding is for a two year cycle and that it may be more appropriate to apply for funding when we are closer to construction.

Chairman Grintjes asked that both Planners work with HNTB to determine if there is value in applying for funding this grant cycle, and if there is to work with HNTB to apply.

Item G - Discussion and possible recommendation on the pursuit of an “Excellence in Economic Development Award” through the International Economic Development Council.

This item was not discussed

V. Next meeting date(s) and location(s)

The committee will meet again on Friday, March 18 at 4:30 at the Franklin City Hall.

VI. Adjournment

The meeting was adjourned at 11:39 a.m.