

## **Meeting Minutes**

### **OAK CREEK-FRANKLIN JOINT 27<sup>TH</sup> STREET STEERING COMMITTEE Wednesday, July 30, 2008**

#### **I. Call to Order and Roll Call**

The meeting was called to order by Chairman Grintjes at 8:00 am

Members Grintjes, Rhiner, Michalski and Myszkowski were present. Also present were Doug Seymour, Wayne St. John, John Bennett, Tom Taylor, Mark Kaminski and Ashley Booth (HNTB), Matt Hensler (Zizzo Group) and Pat DeGrave.

Alderman Michalski moved to move the meeting from the Solarium to the Oak Creek Common Council Chambers because of space concerns. Ted Grintjes seconds. Roll call, all voted aye. The meeting was moved to the Common Council chambers.

#### **II. Citizen Comment Period**

There were no citizen comments.

#### **III. Approval of Meeting Minutes – July 2, 2008**

Alderman Michalski moved to approve the minutes of the July 2, 2008 meeting. Myszkowski seconds. Roll call, all voted aye with the exception of Rhiner who abstained. The minutes were approved as submitted.

#### **IV. Business**

##### **A. Scheduling and content of a kick-off meeting to set goals and create a project schedule for streetscape design development.**

HNTB presented the steering committee with a design element matrix following the preference exercise from the July 2, 2008 meeting that showed all of the streetscape elements by ranking.

Mr. Seymour noted the items that scored the best would have the most visual effect on the corridor and the ones that didn't receive as strong of support were the ones that we had maintenance and cost effectiveness issues with.

Grintjes noted wayfinding was high on the list and he agrees it is important in the corridor as well as identification.

It was noted there were no roundabouts shown in the design at this time because HNTB has not received a design from the DOT as of yet. Things that can be controlled such as signals and lights are shown. Intersections needed to be laid out with crosswalks and how they will work with the islands.

Gateway treatments could include messageboard signs on two corners, green screening on one corner and a bench or some other element to screen the signal control box.

There are seven intersections that HNTB has identified as major intersections. The committee needs to decide which intersections they would like to see as major intersections and what types of treatments they would like to see on these intersections. Michalski questioned where the treatments should be located because of expense.

The committee decided the following for each intersection:

1. Elm Road – major gateway intersection and a signature intersection and should have a roundabout with median monuments.
2. Oakwood Road – not a major gateway intersection.
3. Ryan Road – major gateway intersection.
4. Drexel Avenue – major gateway intersection.
5. Northwestern Mutual Way – major gateway intersection and signature intersection and should have a roundabout.
6. Rawson Avenue – major gateway intersection
7. Sycamore Avenue – not a major gateway intersection.
8. College Avenue – major gateway intersection.

HNTB showed median monument locations after College Avenue about 600 feet, south of Rawson Avenue before Northwestern Mutual Way, south of Drexel Avenue, south of Puetz Road, from Drexel Avenue to Ryan Road there would not be any, south of Ryan Road and somewhere near Oakwood Road and Elm Road.

Grintjes would like to see one every half mile and was concerned with identifying the corridor. Mark Kaminski explained there would also be wayfinding signage and advanced street notice signage. The Streetscape manual calls for only two median monuments. Grintjes would be okay with two as long as there are other identifiers.

Median Monument locations were decided for the following:

1. Somewhere near Elm Road
2. South of Rawson and Northwestern Mutual Way

Mr. St. John suggested they only discuss the area between College Avenue and Drexel Avenue because that would be the first area to be developed and the monument signs could be relocated if necessary.

**B. Wisconsin Department of Transportation Project Advisory committee for the South 27<sup>th</sup> Street Corridor Study.**

HNTB explained the issue with the roundabouts is they have not received the data from the DOT consultant, Meade and Hunt. They have stated that they had received incorrect traffic projections from the DOT and there will not be a corrected report for at least a week.

Grintjes stated the DOT and consultants need our input. HNTB does not have the matrix at this time. These items need to be on a future agenda or a special agenda of the Steering Committee before August 22, 2008:

Cross access is an issue – before development  
Roundabouts and intersections  
Right-of-way

**C. Marketing, branding, positioning, and public relations activities for the South 27<sup>th</sup> Street Corridor Plan Area. This item will include, but not be limited to, the internet website for the South 27<sup>th</sup> Street Corridor.**

Mr. Matt Hensler, Zizzo Group, explained to the Committee they were moving forward with the development of the formal website and still maintaining the temporary website at no cost to either city. He gave a tentative schedule for the development and requested input from the Committee regarding features and functionality and levels of importance. He would like to be able to gauge the interest as far as level of importance for consumer traffic versus business traffic. He questioned if there should be a login for businesses to gain access to further information and whether and how much consumer information they would like to see on the site.

Mr. Seymour commented there would be a preference but questioned the necessity of the login for businesses. He would

prefer that businesses could view all of the information available without providing their contact information. If they were interested they would contact either of the cities. There should be a link for businesses to be able to contact either city.

There was discussion that the website be relevant in ten or more years. It should not only include development information but also consumer information. The website should be done in two phases, the first of which would include lots of information for the public and developers and the long term development would be less of an importance and shopping and consumer information would be more important.

The Committee will fill out the forms provided by the Zizzo Group and then a report will be prepared for the next meeting. The Committee would like to see a plan for the future as well as for today.

It was decided to schedule a workshop meeting to discuss the website and the content. Concern was expressed whether they would even need a website long term and who and how it would be maintained long term.

## **VII. Future meeting dates(s) and location(s)**

The next meeting of the Steering Committee is scheduled for August 12, 2008 at 8:00 am at the City of Franklin.

An additional Steering Committee meeting to discuss the website was scheduled for September 3, 2008 at 9:00 am at Oak Creek City Hall.

## **VIII. Adjournment**

Member Myszkowski moved to adjourn. Alderman Michalski seconds. Roll call, all voted aye. The meeting adjourned at 10:19 am.