

OAK CREEK - FRANKLIN  
JOINT 27th STREET STEERING COMMITTEE

November 7, 2007

Meeting Minutes

Approved November 26, 2007

- I. Call to Order and Roll Call (*members Grintjes, Rhiner, Foeckler and Myszkowski were present. Also present were Doug Seymour – City of Oak Creek, (HNTB - Mark Kaminski, Ashley Booth, Tom Kindschi), Zizzo Group (Matt Hensler, Jeff Fleming, Bethany Rucinski), Alan Hammelman – City of Franklin Alderman. Doug Wheaton arrived at app. 6 p.m.*)
- II. Citizen Comment Period (*no citizen comments were received*)
- III. Approval of Meeting Minutes (*Jim Rhiner moved to approve the minutes of September 26th, October 9th and October 23rd; seconded by Al Foeckler. On roll call, all voted aye.*)
- IV. Business
  - A. Marketing of the South 27th Street Corridor, including, but not limited to, follow-up activities, and next steps in the preparation of the plan for branding, theme, logo, positioning, and public relations activities for the South 27th Street Corridor Plan Area.

*Matt Hensler briefed the steering committee on the progress to date, including the development of talking points, the presentation to the WisDOT Secretary, as well as the positioning document that will be presented to the Oak Creek and Franklin CDA/EDC at an upcoming meeting. He also mentioned, and there was some discussion regarding an upcoming news release for the opening of South 31st Street in Franklin, and what level of attention should be sought for less significant items within the corridor until such time as the branding and theme is announced.*

*The steering committee heard a presentation on the progress towards naming and branding of the corridor. Bethany Rucinski and Matt Hensler presented nine different naming options for the corridor.*

*The Committee briefly discussed the options, but deferred more detailed discussion and action on the alternatives to a future meeting.*
  - B. South 27th Street Corridor Streetscape Plan and Ordinances.
    1. Implementation Schedule.

*Mark Kaminski distributed a CD of the final draft of the Streetscape Manual to each of the steering committee members. He indicated that this would be going to the printers in about one week, and that it is very important that any changes be brought to their attention as soon as possible.*

2. Future meeting dates for Franklin and Oak Creek Community Development Authorities and/or Common Councils to consider adoption of the South 27th Street Corridor Plan and Streetscape Design Manual.

*It was noted by the steering committee that the Streetscape Plan and Manual is ready to proceed for adoption by both cities. It was suggested that both Oak Creek and Franklin place this item on agendas for their CDA/EDC for recommendation to the respective Councils for final approval.*

3. Zoning ordinances for the South 27th Street Corridor Plan Area.

*Ashley Booth briefed the steering committee on the discussions that have been taking place between HNTB and each community on the proposed revisions to the Zoning Code/Unified Development Ordinance to implement the recommendations of the Streetscape and Corridor plans.*

*Doug Seymour indicated that the Oak Creek CDA had (as of this morning) made the recommendation that the Common Council enter into a contract with HNTB for this work. It was indicated that Franklin was close to a similar agreement.*

4. Sign ordinances for the South 27<sup>th</sup> Street Corridor Plan Area.

*There was some discussion regarding the need to include a diagnostic memorandum regarding the sign codes for the 27th Street Corridor as part of the individual contracts with the communities. The members from Oak Creek felt that it would be premature to address sign code issues in the Oak Creek contract prior to refinement of the streetscape standards. They felt that this was more appropriately handled through a joint effort, and as part of a refinement of the streetscape plan.*

C. Transportation improvements proposed for the South 27th Street Corridor.

1. Reconstruction of the intersection of South 27th Street (Wisconsin State Highway 241) and West Rawson Avenue, including how the plans do or do not address the recommendations of the South 27th Street Streetscape Plan.
  - a. Traffic modeling of roundabouts and South 27th Street and West Rawson Avenue intersection.
  - b. Communication with the Wisconsin Department of Transportation.
  - c. Amendment to the Contract between HNTB Corporation and the City of Franklin, to facilitate implementation of streetscape elements into Wisconsin Department of Transportation project design for the intersection of South 27th Street and West Rawson Avenue.

*Tom Kindschi (HNTB) handed out a draft scope and project overview for the next phase of corridor and streetscape development. The preliminary scope will be reviewed in further detail at a future steering committee meeting.*

2. Future meeting between the Mayors of Franklin and Oak Creek and the Secretary of the Wisconsin Department of Transportation to discuss transportation improvements proposed for the South 27th Street Corridor.

*Wednesday, December 5th at 10:00 a.m. has been confirmed for the meeting between the steering committee and Mayors with the Secretary of the Wisconsin Department of Transportation. The meeting will take place at 1001 W. St. Paul Avenue. Mark Kaminski will follow up with directions.*

3. Scheduling of ongoing coordination meetings between the Joint 27<sup>th</sup> Street Steering Committee, City staff, and Wisconsin Department of Transportation project teams, for State projects affecting the South 27th Street Corridor.

*It was noted that, based on a request by WisDOT, that these meetings will not commence until next year. This item should be removed from future agendas of the steering committee until that time.*

4. Proposed Interstate Freeway Interchanges for I-94, at approximately Drexel Avenue, and at approximately Elm Road.

*No discussion*

- D. Utility improvements within the South 27<sup>th</sup> Street Corridor Plan Area.

*No discussion*

- E. Procedures for review of development proposals within the South 27th Street Corridor.

*It was noted that a preliminary scope for creating the third party review process was sent out the communities last Friday. Ted Grintjes summarized what he felt may be a good model for the process. The cities are to respond to HNTB with their comments on the preliminary scope. This will be an agenda item for discussion at a future steering committee meeting.*

- F. Outstanding implementation activities recommended in the South 27th Street Corridor Plan (Schreiber/Anderson Associates).

*No discussion*

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

*The next meeting of the steering committee will be on Monday, November 26, 2007 at 8:00 a.m. at the Franklin City Hall. The only items that will be discussed at this meeting will be the naming and branding of the corridor, as well as a walkthrough of the presentation to the WisDOT Secretary.*

*Wednesday, December 5th at 10:00 a.m. has been confirmed for the meeting between the steering committee and Mayors with the Secretary of the Wisconsin Department of Transportation. The meeting will take place at 1001 W. St. Paul Avenue.*

*Wednesday, December 12, 2007 (8:00 a.m.) at the Oak Creek City Hall has been designated for a future steering committee meeting.*

VI. Adjournment

*The meeting was adjourned at 6:55 p.m.*