

OAK CREEK - FRANKLIN
JOINT 27th STREET STEERING COMMITTEE

September 12, 2007

Meeting Minutes

Approved September 26, 2007

- I. Call to Order and Roll Call (*members Grintjes, Rhiner, Foeckler and Myszkowski were present. Also present were Doug Seymour, Lori Holly and Jeff Fleming. Mark Kaminski arrived at 8:25. Doug Wheaton arrived at 8:30*)
- II. Citizen Comment Period. (*no comments were received*)
- III. Approval of Meeting Minutes.
 - A. July 9, 2007. (*A motion was made Jim Rhiner to approve. Seconded by Al Foeckler. On roll call, all voted aye.*)
 - B. August 15, 2007. (*A motion was made Marie Myszkowski to approve. Seconded by Al Foeckler. On roll call, all voted aye.*)
- IV. Report of the Committee Chair
 - *Ted Grintjes notified the steering committee that the Franklin Common Council approved the contract with HNTB/Zizzo, as well as the MOU on cost sharing for the study.*

He also indicated that the Franklin Common Council has authorized Jim Rhiner and himself to investigate the financial benefits that the City of Franklin.

Doug Seymour indicated that both Councils had agreed to look at a funding formula for the Drexel Interchange, but felt that such a study (and the cost it would entail) was premature until we receive a more definitive word on the status of the interchange proposal.
 - *Lori Holly indicated that she was leaving the Zizzo Group to take a position elsewhere. The Committee thanked Lori for the considerable effort that she has already put into this project. Jeff Fleming will coordinate the project until a new project manager is hired.*
- V. Business
 - A. Discussion of marketing for the 27th Street corridor, including, but not be limited to, discussion of follow-up activities and next steps in the preparation of the plan for branding, theme, logo and public relations activities for the South 27th Street Corridor Plan Area.
 - *Doug Seymour said that he would get a signed copy of the MOU to the City of Franklin.*

- *Lori Holly indicated that they are moving forward on the creative brief and the naming and logo portion of the project. She also handed out a revised tentative timeline, and said she would email the document to the steering committee. Jeff Fleming spoke about the positioning meetings and their role in the naming process for the corridor.*
 - *Ted Grintjes asked where people could send suggested names for the corridor. Jeff Fleming said that these should be sent to the Zizzo Group. However, he also cautioned the group about soliciting public suggestions for names. Lori Holly noted that the logo alternatives and naming concepts would be available for a public meeting in December.*
- B. Discussion of the 27th Street Corridor Plan and Streetscape Design Manual.
- *Mark Kaminski indicated that a final draft of the plan could be ready within 2 weeks of the go ahead from the committee. The Committee agreed that the stormwater section of the plan would talk in generic terms about the need for regional solutions, but would not get into any specifics.*
 - *The committee gave the go ahead for the final draft of the plan to be prepared.*
 - *Ted Grintjes suggested that the adoption schedule for the streetscape plan not be finalized until we have come to a resolution on the outstanding issues (zoning code amendments and stormwater recommendations)*
 - *The committee discussed the issue of the zoning code and UDO amendments, and whether they were to be part of the streetscape plan. Doug Wheaton advised the committee that the Franklin City Attorney's concerns had not yet been resolved.*
 - *Doug Seymour noted that the Oak Creek CDA had already endorsed the idea of contracting with HNTB for the additional amendments to the zoning code to implement the streetscape plan, and to adjust for deficiencies from the corridor plan. He also noted that it was the City's expectation that there be some credit for the unspent zoning work from the streetscape plan.*
 - *Ted Grintjes noted that he spoke with the Franklin City Attorney regarding this matter. He was under the impression that these differences had been resolved, but will clarify the matter with staff.*
 - *Jim Rhiner noted that we, as a group, need to talk about development standards and review processes.*
 - *Ted Grintjes talked about the application process for projects within the City of Franklin, and how that might be applied to projects within the corridor. In Franklin Business Park, potential developers first present their plans to a third party (an architect working on behalf of the City). That architect reviews the plans against the standards of park and makes suggestions for changes before the application is filed with the City.*
 - *Doug Seymour agreed with the concept for an independent third party pre-review, saying that it removed the politics from the process. He said it was*

important to note that the City's were not handing over their review authority to a joint review committee.

- *Doug Seymour stated his preference that the development review process be incorporated into the proposed zoning and UDO changes being prepared by HNTB. He also noted that cost was a sensitive issue for the City, and would like to see those review costs passed on to the developers.*
- *The Committee concurred that Oak Creek should move forward independently with the revisions to its Zoning Code, including the development review process. There would be the normal meeting and hearing process for the adoption of amendments to the zoning code.*
- *The committee talked about how those review costs were handled in the Franklin Business Park.*

C. Discussion of transportation improvements proposed for the 27th Street corridor.

- *Mark Kaminski indicated that they are working on a meeting with Secretary of the Department of Transportation in late September or early October. The committee talked about the format for the meeting. It should include the Mayors. You should let them know what you are trying to get out of the meeting. (What are your top three issues) There should be a 'dry run' of the meeting in advance. There also needs to be an agenda for that meeting. Jeff Fleming suggested that Zizzo may be able to play a role at that meeting, not as an active participant, but to reinforce the message of the cities to the Secretary and his staff.*
- *Mark Kaminiski indicated that we want to (1) educate them (WisDOT), (2) seek their concurrence, and (3) seek their specific assistance as we move forward.*
- *Jeff Fleming noted that the committee needs to emphasize the connection between investment and jobs in the corridor.*
- *Mark Kaminski thought that the cities should keep the presentation to Secretary Bussalachi brief, but should show the animation and let them know that we have invested a lot in this corridor. He also offered Brian Swenson's services to meet with the Committee for a dry-run prior to the WisDOT meeting. The presentation could take the format of:*
 - *Background*
 - *Goals*
 - *Progress to date*
 - *What we need to make the corridor successful*
 - *27th Street (WisDOT corridor planning)*
 - *I-94 reconstruction*
 - *Drexel and Elm Road interchanges*
 - *27th Street intersections*

- *streetscape elements*
- *COORDINATION!*
- *The Committee will wait for a meeting date from Mark Kaminski prior to scheduling the 'dry-run'.*
- *The Committee would like to meet monthly with WisDOT; either at the beginning or end of the day.*
- *These meetings are public, and should be posted and minutes kept.*
- D. Discussion on the coordination of local sign ordinances as they pertain to properties within the 27th Street corridor.
 - *Ted Grintjes emphasized that the 27th Street Streetscape standards must be incorporated into the respective sign codes.*
 - *Doug Seymour indicated that Oak Creek's sign code does not have special restrictions for the 27th Street corridor. Oak Creek is in the process of reviewing their sign code, and has received a copy of Franklin's sign code for review.*
- E. Discussion of procedures for review of development proposals within the 27th Street Corridor.
 - *This item was previously discussed.*
- F. Discussion of outstanding implementation activities recommended in the South 27th Street Corridor Plan (Schreiber/Anderson Associates).
 - *This item was previously discussed.*
- VI. Next meeting date(s) and location(s).
 - *The next meeting will be Wednesday, September 26th at 4:30 p.m. at the Franklin City Hall.*
- VII. Adjournment.
 - *motion to adjourn by Rhiner, seconded by Myszkowski. Meeting adjourned at 9:31*