

COMMUNITY DEVELOPMENT AUTHORITY MEETING
March 22, 2005

Chairman Day called the meeting to order at approximately 7:01 p.m. and the Clerk confirmed that appropriate meeting notice had been given.

Members present: Jones, Gross, Whalen, Schwabe, Day and Bartel (arrived at 7:40 p.m.)

Members absent: Rowe (a quorum was present)

Staff present: Duffy, Lamp, Gard, Coenen and Senfleben

Others present: Attorney Bruce Block

Chairman Day stated there are no public hearings scheduled for this evening.

Comments from the Audience: Mr. Ron Schneider, 514 W. Lincoln, representing St. Paul's Church, stated that the CDA is aware of the concerns of the church, and was very interested in seeing the plans for the re-development area, particularly the possible closing of St. Paul Street in the absence of a traffic study.

Review CDA Mission – no discussion

Approval of Meeting minutes – February 24, 2005 – Ms. Whalen made a correction to the minutes: On page 2 in the Implementation Role & process paragraph: It is corrected to read as follows: "Ms. Whalen stated she did not feel a need to have anyone other than Mr. Duffy represent the CDA on the Project Management team, but if the CDA felt differently, she would probably be able to attend the meetings." Motion was made by Mr. Jones, seconded by Ms. Whalen to approve the minutes, as corrected. Voice vote carried with no dissenting votes.

Old Business

- a. Update on Expo Center project – Mariette Anderson/Kevin Riordan – Mr. Duffy stated that he continues to have conversation with Mr. Riordan, who has a couple of interested parties. He would like him to come and introduce himself to the CDA members, and expected him to be here tonight. He has also been in touch with Ms. Anderson, and he will ask both individuals to be present at our next meeting. Mr. Schwabe felt we should look at further options for the Expo Center, which Chairman Day stated will be addressed next month.
- b. Discussion: Update on Downtown Projects
 - Mr. Duffy reported that the Berkshire project is moving forward, pointing out that the City will be doing some work on Third St. & S. Main, and will meet with the Berkshire developers regarding incorporating our streetscape plans with their work; Mr. Duffy reported further that he has been meeting monthly with Tim Anderson regarding the re-development project. Another meeting is scheduled for next week.
 - Regarding fundraising, Mr. Duffy reported that he and Ms. Phillips are meeting with businesses and expect success with one or two of them in the next couple of weeks. He suggested that if any of the CDA members have contact with any of the Dream Team members, urge them to join in the fundraising. We want to move forward prior to the re-construction of

Wisconsin Ave., but need funding. Mr. Schwabe and Ms. Whalen will meet in an effort to gain support for funding.

- Façade Design Grant program – Mr. Duffy reported that we received \$24,000 last month through the Community Block Grant program to strictly provide reimbursement for façade design. They would have to go through the Architectural process. He pointed out it is a grant, not a loan, and we would reimburse them, just for the design phase. Chairman Day reported that there were two businesses at the Architectural Commission who are prepared to upgrade their facilities, and neither was familiar with the revitalization plan. The Commission postponed action, and advised them to talk with the City about the revitalization plan which would assist them, and others. Ms. Whalen felt the grant is nicely targeted, pointing out that the last time the downtown was upgraded, there were no grants available.
- STH 16/67 Reconstruction Update - Mr. Duffy stated that the City has approved the 3 project agreements, i.e. N. Lake Rd. scheduled for 2007; downtown scheduled for 2008, and W. Wisconsin Ave., west to bypass, 2009-2010. The 3-party Agreement between the City, the DOT and MSA has also been approved. This includes Schreiber Anderson and the traffic analysis. He will be meeting with them next week regarding design and traffic flow issues. There will be public meetings as each project gets underway, for design and reconstruction of the roads. Mr. Schwabe asked who maintains Wisconsin Ave., as there are some large potholes out there, to which Mr. Duffy stated that the City maintains as part of a connecting highway Agreement. Mr. Jim Lamp, Engineering, stated that the City will do some pavement patching, as necessary, and there is \$10,000 budgeted for that.

New Business:

- a. Review/Endorse the proposal for Rockwell Village Lofts and Enterprise Plaza, requesting a favorable opinion to construct a multi-use retail/residential development within the St. Paul/E. Wisconsin Ave. Redevelopment area - For background, Mr. Duffy reported that in September of 2004 we started to look at the East Wisconsin redevelopment area. The CDA has seen two presentations. In December we asked for the individuals who control most of the property to do a joint project. The role of the CDA is to look conceptually at the projects, and recommend them to move forward into the approval process, which would be to the Plan Commission and ultimately to the Common Council.

Mr. Ken Herro and his brother Mike Herro are Sandy Creek , LLC. Mr. Herro introduced several other people present involved in their proposal, among them Larry Witzling of PDI, Inc.; and Paul S. Schmitter of MSI, Inc.:

Mr. Jeff Seymour, Rockwell Development, LLC, introduced other people present involved in the proposal for Rockwell Village Resort and Market, among them Rob Perry of Rockwell Development.:

Mr. Witzling, Architect began by stating there are three criteria the proposal must include, i.e. 1) Meet the Downtown Master Plan requirements. 2) Address Architectural character. and 3) Address economic and social value to the community.

Goals in meeting the downtown plan requirements, are: Create a destination place for Downtown Oconomowoc; Reinforce the "Main Street" character of Wisconsin Ave.; Reinforce the residential neighborhood along Pleasant St.; Enhance St. Paul Street as a public place; Improve vehicular and pedestrian access; and enhance the lakeshore. He elaborated on each goal, pointing out the 2 block area involved and how the proposal attains the goal.

Downtown Master Plan -Phase I will include Buildings A, B & C; Phase II will include Buildings D & E. Building A (on the northeast corner of St. Paul St. and E. Wisconsin Ave.) will have ground floor retail with 4 floors of residential above; Building B (on the southeast corner of St. Paul St. & Pleasant St.) will have shops and living units with 5 floors of residential; Building C (in the middle of the Pleasant St. block on the north side of the street) will be 2 story townhomes, and galleries with five floors of residential above in the courtyard.

To maintain the "Main Street" character, the buildings will be established at street edge, will relate to other buildings with main entrances along Wisconsin Ave. and streetscape improvements. To reinforce the residential neighborhood along Pleasant Street, the multi-family units will be in scale with existing homes and landscape "gateways" will be at either end of Pleasant Street. To enhance St. Paul Street as a public place, a mixed-street will be created to accommodate pedestrians, with limited vehicular access and public events; it will be right turn only, in and out, onto Wisconsin Ave and building setbacks will accommodate a public arcade leading to the lake. To increase pedestrian activity, an active interior courtyard will be created, with linkages to and from local streets. To improve vehicular and pedestrian access, the proposal offers multiple options for vehicular movement, while developing continuity and options for pedestrians. It will facilitate traffic management and protect police access points. This will also protect and enhance access to the church. To improve vehicular and pedestrian access, there will be 84 interior block surface parking for retail, and 49 block periphery spaces. There will be underground parking for residences, hotel and employees, 210 in the west block and 100 – 140 in the east block.

To achieve the Architectural Character, there were 4 goals: St. Paul Street to be "European Street"; Wisconsin Ave. to be Classic "Main Street"; Pleasant Street to be small town "front porch" neighborhood; and Silver Lake St. to be a picturesque "court and lane" theme. Mr. Witzling showed examples of developments in other areas achieving the European look, with trees, benches for public gathering, and ballards rather than curbs. Other uses could be an outdoor market, gallery night and weekend events. To achieve the classic "Main Street" look on Wisconsin Ave., they propose a classic architectural character building built to street edge with retail, a restaurant and theatre all with main entrances on Wisconsin Ave. with streetscape.

To achieve the “front porch” neighborhood flavor on Pleasant Street, the proposal is for residential units, to scale with existing homes. There would be some type of landscape gateway on either end of Pleasant Street in an effort to slow traffic down.

To achieve the “court and lane” neighborhood on Silver Lake St., it will be streetscaped and reproduced in the courtyards and will create a picturesque lane down to the lake.

Address economic and social value to the Community: This proposal will be a major increase in the City's tax base. With the renewed retail, office and entertainment proposed economic and social value will be greatly enhanced; will offer diverse residential uses; will offer increased parking and improved circulation in the downtown; additional public amenities will draw more people to our City; various activities will be offered for year-round participation.

The audience and CDA members were encouraged to view the model and the renderings and ask questions. People showed great interest. It was pointed out that there are 499 parking spaces as a result of this proposal; traffic on St. Paul St. will be limited and will be closed at other times, but they plan for this area to be very active. Mr. Witzling stated that they will talk with the church to consider their peak hours. There was a question as to seating in the proposed theatre, and it appears it will be for approximately 175, in comfortable group settings as opposed to normal theatre seating. Mr. Seymour stated he will propose shingle signage; he will pursue artisans who will have shops and live in the building as well. This will have a very low impact on traffic. There will be unique detailing on the building that will be done by local artisans. Mr. Witzling pointed out this is only a proposal and some changes will be made, but was interested in hearing comments on this presentation.

Mr. Duffy stated that we wanted the proposal to meet our downtown plan, and he felt they did a good job. This body needs to recommend to move it forward to begin the approval process. He pointed out that this will be a PD (Planned Development) and takes multiple hearings before the Architectural Commission, the Plan Commission and the Common Council. If the process were to begin in April, for instance, it would take possibly until August to complete, and he added, that is a very ambitious timeline.

Ms. Whalen congratulated both groups on working together. We had seen two separate presentations and they were told by this group to “go home & work together”. She said she understood it took a lot of effort on both sides, but they kept the creativity and ended up with a better plan. Chairman Day remarked that when we asked them to work together, there was no commitment on the City's part that we would move forward. Although there is a lot to be done, we should let them know if it is favorable. This will involve an amendment to the TIF District, but we are pleased with the preliminary plan. This is only conceptual, however. No development can happen unless approved by the Common Council. They will, however, be looking for guidance from this body as to it being consistent with the plan. Mr. Schwabe agreed with congratulations on a great job and stated he appreciated the combined efforts.

Attorney Block suggested that if this body feels that the plan, as presented, is consistent with the redevelopment plan, a recommendation should be made to let this proceed for approval by the Common Council.

Motion was made by Ms. Whalen, seconded by Mr. Schwabe that this body express its belief that the plan presented this evening is conceptually in accordance with the downtown development plan and request that the Plan Commission and Common Council move it forward for approval. Roll call vote carried unanimously.

- b. Property owner correspondence – Mr. Duffy stated, per request of the CDA, that he sent letters to property owners. Although there was nothing specifically in violation, according to our Code, they were asked to address concerns of the CDA regarding health and safety. They are being done. Mr. Schwabe asked Mr. Duffy to get in touch with Ms. Rowe for her personal satisfaction.

There being no further business to properly come before this body, a motion to adjourn was made by Mr. Jones, seconded by Mr. Gross, and carried. (7:58 p.m.)

Ardyce Senfleben, City Clerk