

MINUTES FOR THE VILLAGE OF SHOREWOOD HILLS
PLAN COMMISSION

The Tuesday, January 13, 2015 meeting of the Plan Commission was called to order at 7:00 p.m. by Dave Benforado. On call of the roll members present were: Brauna Hartzell, Dave Benforado, Earl Munson, Debra Remington, Jim Etmanczyk and Karl Wellensiek. Mark Sundquist was excused from the meeting. Also present was Karl Frantz, Village Administrator, Karla Endres, Deputy Clerk and Ben Zellers, Village Planning Consultant.

Discuss affordable housing in the Village of Shorewood Hills and the impact on Village services and the community as a whole of the development and investigate strategies to encourage additional quality Affordable Housing in the Village and make recommendations as to how planned or existing Affordable Housing developments could be improved.

Mr. Benforado explained the letter from Tom Nelson and correspondence from the Village of Shorewood Hills.

Mr. Frantz explained the effects of apartments on the Village services. He collected data on the various recreation programs and services that the Village offers and summarized the effects the apartments specifically have on those programs. See the appendix attached to these minutes. He also explained Matt Dregne's memo and the difficulty of developers being able to utilize the tax credits program for section 42 housing in the Village. He explained the difficulty is due to the competitive application process to receive those tax credits and the difficulty in gaining sufficient points due to per unit costs and other factors. Mr. Frantz and Matt Dregne met with Michael Kendhammer; a CPA who is an expert on section 42 housing, and decided he would be a good future resource to evaluate an alternative view or strategy to develop more affordable housing in the Village. Michael thinks it will be difficult to get quality section 42 housing projects in the Village using the section 42 program. This is a similar problem the City of Madison is having with getting affordable housing projects in the city.

Michael Kendhammer gave Mr. Frantz an individuals name at WHEDA that might help with getting WHEDA to help finance affordable housing projects in the Village due to the desire of the Village to have affordable housing that would meet the requirements of section 42 housing in the Village.

Plan Commission members agreed to recommend to the Village Board that Mr. Frantz continue to consult with Michael Kendhammer. Mr. Frantz stated that the Village will likely have to utilize tax increment financing and attempt to leverage other financing opportunities through WHEDA in order to develop an affordable housing project. The project would not be able to utilize section 42 tax credits but the project would mirror section 42 requirements. The Village is going over and beyond in its efforts.

Mr. Benforado spoke on behalf of himself and Mr. Sundquist as to how the 700 University Bay Drive project coincides with the Village's comprehensive plan and the Doctor's Park Neighborhood Plan. The visuals in the plans directly relate to the proposed project of 700 University Bay Drive, with mixed use projects. Mr. Benforado would like to see a screening process for potential projects in the Village that contain apartments. There are the following screens in place: 1. Does the project contain affordable housing, 2. Does the projects finance itself and the need for T.I.F and 3. Does the project meet the expectations normally considered by the Plan Commission to approve a potential project.

Mr. Munson stated that the affordable housing is the component that takes priority in potential projects. The Village made an agreement with H.U.D. and that agreement needs to be met first when considering the apartment projects.

Mr. Etmanczyk stated it is important to look at the overall numbers and decide if that is what the Village wants.

Mr. Frantz stated that affordable housing is very important but the most “healthy” project is a mixed use where you have different demographics including different income levels in one project.

Public Hearing on rezoning of property located at 2701 and 2705 Marshall Court from C-3 to Planned Unit Development (700 University Bay Drive redevelopment)

Opened the public hearing at 7:46 pm

Mr. Lenhart gave a brief explanation of the project being proposed. He stated he would like the Plan Commission to discuss the project and to encourage any changes they would like to see. His presentation included an explanation from the architect on the project, Randy Bruce and the engineer, Dan Day.

Mr. Lenhart explained they want to start the project on May 16, 2015 and have occupants in the building by June 1, 2016. He explained he wants 20-30 parking stalls for the parking shortage at 800 University Bay Drive. He is proposing a four story building that includes 54 apartments and 10,000 square feet of commercial space. There would be 99 underground parking stalls with 44 on the lowest level and 40 on the next level up. The first floor of the building would be commercial space. The apartments would be a mix of studios, 1, 2, and 3 bedroom rentals. There is also the ability to include affordable housing in the project and his T.I.F. request reflects a scenario where affordable housing is included. It is his hope and preference that it is included if possible.

Dan Day spoke on the various land dedications and the certified survey map.

Bill Thomas, 3230 Tally Ho Lane, asked what percentage of run off would there be from the project. He also had concerns with the bike path taking bikers across University Bay Drive. Dan Day stated they were meeting and exceeding the Village’s requirements for stormwater runoff.

Mr. Benforado stated the Village has been working on the bike path and options with routing it across University Bay Drive.

Mr. Frantz stated the Village has been meeting with various jurisdictions to improve the traffic around the University Bay Drive and University Avenue intersection. This requires property from the V.A. Hospital in order to provide a bus cut out and sidewalk but the V.A. believes both are needed and appear to be willing to make the property dedications in order to do so. Ben Zellers stated Madison is going to do traffic counts to help with the design of that particular intersection as well. An overpass might be a good solution as long as there is federal funding.

Michael Stiennon, 2814 Marshall Court, stated the residents of Shackelton Square Condominiums were promised a traffic study on Marshall Court and haven’t seen any results from one. There is the feeling that Marshall Court is becoming a canyon because of the large buildings being put on that street. He also stated that University Bay Drive backs up and then people choose Marshall Court as an alternative route, which creates more traffic on Marshall Court. He stated that Shackelton Square Condominiums were promised two stop signs on Marshall Court to slow down traffic and he has not seen one. Michael stated he would like to see the economic development report. He expressed his concern with the Village giving up real estate for this project when the results of John Flad’s projects haven’t been ideal for the Village, in particular University Clinics.

Mr. Frantz stated the Village does perform financial due diligence with every project. He also stated there was a traffic study done by Strand Associates for all of Marshall Court.

Ben Zellers stated Jeff Held, from Strand Associates, did the Doctor's Park Neighborhood Plan as well as the corridor planning which includes traffic studies for that part of the Village. Mr. Benforado asked Michael Stienon for the minutes regarding the Village promising the stop signs on Marshall Court. He also clarified that there was a stop sign placed down on the west end of Marshall Court.

Maureen Rickman, 2727 Marshall Court, said as a business owner, she has questions on the parking load for Marshall Court and how it differs if there is commercial user versus mixed use. Paul Lenhart stated there is less traffic during peak usage because there will be more pedestrian friendly individuals.

Public hearing closed at 8:46 pm

Review and possible recommendation on proposed rezoning of property located at 2701 and 2705 Marshall Court from C-3 to Planned Unity Development Plan and possible recommendation on Specific Development Plan

Ben Zellers stated the project meets the needs of the Village's comprehensive plan and Doctor's Park Neighborhood Plan.

Mrs. Remington asked if the bike path would be a straight path that connects in entirety.

Mr. Etmanczyk stated the dedication of land that Paul Lenhart's project is more land than we are giving up. He likes that this particular project has the affordable housing component included and that the four stories meets the needs of the comprehensive plan.

Mrs. Hartzell stated concern over the placement of disabled parking and pedestrian/traffic conflicts. Randy Bruce concurred with the concern and said they would make needed changes to resolve this. The bike path is a positive attribute to this project. Another concern is that the affordable housing for this project can't be changed to market rate in the future if the project is granted T.I.F. money. Mr. Frantz stated the developer and T.I.F. agreements would cover this. Mr. Wellensiek asked if the door next to the garage on the north side of the project would be monitored. He was assured it would be.

Mrs. Remington asked if parking would be included in the rent of the apartment and not charged separately.

Paul Lenhart stated the commercial portion will pay additional for parking but they have not finalized if residential side will have a fee or not.

Mr. Benforado stated he likes the idea of capping the parking allowed. He would also like to see a shadow study performed.

Mr. Munson likes both the AT&T plaza and the 700 University Bay Drive projects. He questions how many apartments in the Village are desired.

Mr. Wellensiek suggested the Village needs to get the residents opinions on what they would like to see for apartments and new projects in the Village.

Moved the recommendation to the January 26, 2015 Plan Commission meeting.

No further action was taken.

Consider certified survey map for 2701-2705 Marshall Court (700 University Bay Drive)

Mr. Benforado stated no action needed to be taken at this time.

Discussion and any recommendations concerning University of Wisconsin recreational sports master plan and U Bay fields. (Resolution passed by Board and its distribution.)

Mr. Benforado asked that Mr. Frantz update the committee with a summary by email. No further action taken.

Approve previous meeting minutes

Mr. Etmaczyk moved and Mr. Wellensiek seconded a motion to approve the December 9, 2014 meeting minutes with changes noted.

Voted: 6:0

Passed unanimously

Next meeting date scheduled for January 26, 2015.

The meeting was then adjourned at 9:33 pm.

Respectfully submitted,

Karla Endres, Deputy Clerk