

APPROVED MINUTES FOR THE VILLAGE OF SHOREWOOD HILLS PLAN COMMISSION

The Tuesday, February 21, 2023 meeting of the Plan Commission via Zoom was called to order at 7:01 pm by Chair Dave Benforado. Members present were: Mr. Benforado, John Imes, Tessa Martin, Karl Wellensiek, Jim Etmanczyk and Earl Munson. Also present was Derek Panches of Stafford Rosenbaum, Scott Harrington and Ben Rohr of Vandewalle, Administrator Sharon Eveland, Administrative Services Coordinator David Sykes and about six Village residents.

Ms. Eveland confirmed the meeting had been properly posted and noticed.

Approval of Minutes – January 10, 2023

Mr. Wellensiek moved and Mr. Imes second a motion to approve the minutes as presented.

Vote: 6-0 (approved).

Discussion/possible action regarding short-term rental ordinance language adjustments

Mr. Benforado provided a history of the short-term rental (STR) ordinance which was based on a recommendation from former Village Administrator Karl Frantz. The Village currently has no tools to deal with short-term rental operators that may be acting badly. The ordinance creates a licensing process with the possibility of that license being revoked in the event of a bad actor.

Mr. Benforado allowed some time for public comment. A few residents had concerns about the character and safety of the community if the Village's ordinance is less restrictive than the City of Madison. They felt the ordinance should be more like the City of Madison ordinance.

Resident Marilyn Townsend provided her experience as an AirBNB host and supports the ordinance regulations for hosted stays.

Resident John Clancy provided some information about previous meetings of the Plan Commission. AirBNB has certain registration requirements and operators must be registered with Dane County Public Health. The Village started with the Madison ordinance and eliminated some of the redundant requirements and eliminated the option of a one-night stay, which may be the problematic party type rentals. He felt the Commission found a reasonable balance of regulations for the Village and STR operators.

Administrator Eveland and Attorney Panches revised the ordinance based on direction from the Village Board.

Ms. Martin said she appreciated hearing from the resident side and their concerns, previously the Commission had only heard from those that operate STRs. She feels the Commission has struck a fair balance between protecting the Village and not making the process too difficult for operators.

Mr. Etmanczyk moved and Mr. Wellensiek seconded a motion to recommend the STR ordinance as presented to the Village Board.

Vote: 6-0 (approved).

Kickoff of the University Avenue Corridor Planning Project Work Session Presentation and Plan Commission Discussion

Mr. Rohr introduced himself and his history of work for Vandewalle on Village projects in the past. Zoning review and planning is his focus. He reviewed a prepared presentation and facilitated a discussion on the plan.

Project purpose is to look holistically at the entire University Avenue Corridor on both the Village side and City of Madison side. Also, to engage the public and stakeholders throughout the process and develop detailed recommendations on development or redevelopment. And, ultimately adopt the plan as part of the 2021 Comprehensive Plan.

Study area covers everything from the railroad track to University Avenue excluding the Garden Homes neighborhood. The Commission agreed with Vandewalle's recommendation to include University Station properties in the study area.

The project schedule includes three public meetings and some Plan Commission work sessions through October 2023.

Mr. Rohr led a discussion of the main objectives of the plan and visions for the corridor in the next 10-20 years.

- Having a plan allows the Village to be proactive in direct development in the way the Village wants, before a developer makes a proposal.
- Surveying the community regarding what types of retail spaces are desired.
- Make room for a unique project that would be desirable to the Village but not considered in this planning process.
- Determine the Village's level of interest for more residential components in the corridor.
- Residential and mixed-use type construction is desirable along with a Complete Streets approach.
- Bus Rapid Transit (BRT) may increase demand for higher density/intensity. Desire to balance the density/height with the amount of greenspace and walkability.
- Focusing on a few properties that may be underutilized and have high potential for redevelopment in the next 20 years (typically single-story properties with large parking lots).
- Development encroaching on Locust Drive/railroad tracks should be stepped down on the north side to avoid tall buildings in the view of residential properties north of the railroad tracks.

Consideration and Recommendation of Public Participation Plan

The proposed plan will meet and exceed State statutory requirements. Mr. Imes moved and Karl Wellensiek seconded a motion to approve Plan Commission Resolution 2023-02 recommending the adoption of a public participation plan for an amendment to the Village's Comprehensive Plan.

Vote: 6-0 (approved).

Future Agenda Items (includes items that will be considered at a future meeting):

Fence Ordinance

Electric Vehicles Ordinance

Next Meeting Dates

The Plan Commission next regularly scheduled meeting is set for March 14, 2023 at 7:00 pm.

Public Workshops on the University Ave Corridor Plan are scheduled for March 15 and May 11 (with another one in August). Commission members are encouraged to participate.

Adjourn

The meeting was adjourned at 10:10 pm.

Respectfully submitted,

David Sykes

Administrative Services Coordinator