

VILLAGE OF SHOREWOOD HILLS
Joint Meeting of Plan Commission and
Board of Trustees Minutes
Wednesday, November 1, 2023, at 6:30 pm
Location: Village Hall – 810 Shorewood Blvd.
(with Zoom Hybrid Option)

1. Called to Order:

Village President John Imes called the meeting to order at 6:32 pm.

2. Roll Call:

Plan Commission Members Present: Chair John Imes, Karl Wellensiek, James Etmanczyk, Cara Coburn Faris, Tessa Martin, and Craig Weinhold

Plan Commission Member Absent: Earl Munson

Board of Trustees Members Present: Village President John Imes, Carol Barford, Dietmar Bassuner, Erin Clune, Cara Coburn Faris, and Mark Lederer

Board of Trustees Member Absent: Shabnam Lotfi

Also in Attendance: Village Administrator Sharon Eveland, Clerk-Treasurer Julie Fitzgerald, Ben Rohr (Vandewalle) and Scott Harrington (Vandewalle)

3. Statement of Public Notice:

Eveland stated the meeting was properly noticed.

4. Procedures Orientation:

A. Facebook Live Statement: Imes noted that the meeting was being live-streamed on the Village's Facebook page and any comments provided through Facebook may not be considered contemporaneously by those at the meeting. Comments should be sent to the Village Administrator (seveland@shorewood-hills.org) and she will disseminate them to the Trustees.

5. Public Hearing on Proposed Comprehensive Plan Amendment (University Avenue Corridor Development and Design Plan):

A. Call Public Hearing to Order:

M/S Bassuner/Clune to call the public hearing to order. Motion carried.

Public Hearing Opened at 6:39 pm.

B. Presentation by Vandewalle and Village staff:

Ben Rohr of Vandewalle presented the UACP (University Avenue Corridor Plan). The UACP has been developed through a series of public workshops, surveys and Plan Commission meetings beginning in January 2023. More than 200 village residents participated in the process. The plan is intended to provide recommendations and guiding principles to be applied to future development along the University Avenue corridor. Major issues addressed include diverse land use for housing, commercial, and green space; architectural suggestions including taller

buildings toward University Avenue and shorter buildings toward Locust Drive, architectural character, and unique design elements; stormwater management and sustainability; transit-oriented development, safe pedestrian and bicycle connections and active street frontages; tax base increase due to increased density and multiple housing options.

C. Public Invited to Speak:

David Deemer strongly approves of the UACP.

Greg Meyers has concerns about traffic congestion on Locust Street. Rohr and Harrington explained most traffic will be entering from University Ave., not Locust. Increased use of bike/pedestrian and BRT (Bus Rapid Transit) is anticipated as well. Studies on Marshall Ct. project resulted in less traffic than originally planned.

Bill Thomas stated he is unenthusiastic about the plan and has concerns about flooding, especially along Columbia Rd.

Ariel Ford also expressed her concerns about stormwater management.

Tom Sutula stated his concern that Locust Street is currently an arterial street between 7-8 am. He is concerned about how proposed plan may increase traffic.

Mark Trewartha believes increased traffic currently on Locust Street is due to University Ave. construction. He also expressed concerns about the aesthetics and possible “canyon effect” from having 8-story buildings along University Ave.

Fred Wade stated he is concerned about the potential financial impact on the Village. He believes we need higher density projects to help finance future projects. Also wants to make sure that there are enough setbacks to avoid canyon effect along University Ave.

Maurine Rickman is concerned that taller buildings may cast a shadow over the solar panels already installed on her business. She also pointed out that bike routes should touch businesses. It is difficult for bicycle traffic to cross roads and parking lots. Rohr informed Rickman that the UACP includes solar shadow studies for all future projects.

Michael VonSchneidemesser believes that almost everyone objects to the 8-story building possibility.

Mary Fitzpatrick stated that an 8-story building is too tall. She would also like to see an overpass included for crossing University Ave. She emphasized the need for green space and gathering spaces.

Jane Hamblen stated she was concerned about the aesthetics of 8-story buildings. She also believes that the underground parking proposed in the plan would work.

Leslie Clark expressed her concerns about potential flooding. She suggested lowering the base ground level of the development to prevent run-off flooding neighboring properties.

Kelda Roys spoke in favor of the UACP. She believes the University Avenue corridor is being very underutilized. She encourages implementing the highest possible density and providing housing for all income levels. She believes the UACP will provide more amenities while

increasing the Village's tax base. Taller buildings will block noise from University Avenue. The UACP is the best chance to stay fiscally viable as a Village.

Marilyn Townsend stated that public consensus from previous meetings regarding the UACP was that 8-story buildings were acceptable. She believes that higher density housing options are necessary in order to strengthen the tax base and support current amenities and services.

Myra Sun questioned if there had been any studies done on noise pollution, especially by the train tracks.

David Deemer spoke in favor of the UACP. Would like to see an increase in options of affordable apartments and condos in the Village.

Ariel Ford stressed a need to balance additional tax base and address issue of non-taxable entities. Eveland pointed out that PILOT agreements can be established with non-taxable entities such as the UW-Madison.

Annette Mahler questioned how to integrate separate projects into the proposed plan and how do we know that this is affordable.

Rohr and Harrington addressed concerns about flooding and the "canyon effect" expressed by several residents. The area in question is currently 75% impervious surface. The plan greatly reduces this percentage. New technology allows more pervious paving, structured parking and underground parking allow for more green space and green roof technology increases green space and provides additional common gathering areas. "Stepback" construction along University Ave. helps mitigate the canyon effect.

D. Plan Commission & Board of Trustees questions and comments: See below.

E. Close Public Hearing:

M/S Bassuner/Lederer to close the public hearing. Motion carried.

Public Hearing Closed at 8:07 pm.

Short recess called.

8:15 pm Meeting Resumed

D. Harrington (Vandewalle) explained that the area of the UACP discussed in this meeting and highlighted in the plan primarily shows properties owned by Flad and UW-Madison because those properties have the potential for the earliest development. Full UACP includes properties further to the west as well.

Board and Commission members asked additional questions and discussed topics of the plan including economic impacts, transparency of future development agreements, timeline of the projects, traffic studies, police services and tax implications.

Harrington reported that there would be an expected \$2.6 million dollar increase per acre or more in value due to increased density. Each future project and development agreement will need to go through the planning process with permits expected to take approximately 12 months to be approved. First project is anticipated to be completed within 3-5 years, but the entire plan for the area could stretch over 30-40 years. Projects are done by private entities and are dependent upon market conditions and interest of developers.

6. Plan Commission Discussion/Possible Action on Plan Commission Resolution 2023-01 recommending amendments to the 2021 Comprehensive Plan:

Wellensiek stated that he feels strongly that a 6-story building should be the limit but will vote for the motion because he believes it is a strong overall plan.

M/S Wellensiek/Martin to adopt Resolution 2023-01 recommending an amendment to the 2021 Village of Shorewood Hills Comprehensive Plan. Motion carried.

7. Village Board Discussion/Possible Action on Ordinance L2023-03 to adopt an amendment to the 2021 Comprehensive Plan (1st Reading):

Members indicated that they would like to discuss and propose possible changes or amendments at future readings. Bassuner would like to propose a greater density option be included.

M/S Lederer/Coburn Faris to waive the 1st reading of Ordinance L-2023-03 to adopt an amendment to the Village of Shorewood Hills Comprehensive Plan. Motion carried.

8. Adjourn:

M/S Coburn Faris/Bassuner to adjourn. Motion carried.

The Village Board / Plan Commission meeting adjourned at 9:46 pm.

Respectfully submitted,

Julie Fitzgerald
Village Clerk-Treasurer