

**PLAN COMMISSION MINUTES
5500 SCHOFIELD AVENUE
WESTON, WI 54476
MONDAY, OCTOBER 22, 2007 – 6:00 P.M.**

FRINGE AND EDGE DEVELOPMENT ROUNDTABLE WORKSHOP

Village Administrator, Dean Zuleger opened up the workshop at about 6:00 p.m. with an introduction of Kevin Pomeroy, AICP, Planning Director of 1000 Friends of Wisconsin, 16 North Carroll Street, Suite 810, Madison, WI 53703, who was present. Plan Commission members present were Mike Stenstrom, Keith Donner, Mary Hancock, and John Evans. Board Trustees were Fred Schuster and Loren White. Public Works & Utility Committee members present were Mark Porlier and Greg Falkowski. Community Development Director, Jennifer Higgins, Building Inspector, Scott Tatro, Project Engineer, Dan Koski, GIS Technician, Nathan Crowe, and Recording Secretary, Valerie Parker were present. There were about 40-50 residents in attendance.

Zuleger introduced to the audience that tonight we are in the second part of a discussion that began at the September 6th Village Board Retreat about edges and centers of our community. He stated that we will spend the entire year engaged in a community conversation on a variety of issues. We have started through the Public Works & Utility Committee talking about utilities and how we are going to serve unserved areas. We will be talking about sidewalks and bike paths, specifically, on November 7th, where we will have a community-wide discussion on that as the Village Board determines whether or not they will change the policy on sidewalks. He stated that tonight we are talking about planning on the edges and centers of our community and to take a look how we want to continue grow on the inside and outside of the TIF District, to take a look at what it means to develop the edges in particular. He pointed out that the residents that were invited, and in attendance at this meeting, are residents who live in the E. Everest area that is in that transition right now. He explained that before we go and make decisions, with respect to rezoning and how that will be used, we want to have a dialog with the residents. Zuleger explained that we have asked Pomeroy to join us to help us focus on good land use planning.

Pomeroy explained 1000 Friends of Wisconsin is a land use and transportation education organization. He stated that his background is as a planner and architect. He explained that he is here today representing the Village of Weston and that he is more in favor of traditional and environmentally friendly neighborhoods. He stated that he is just here to listen to the neighborhoods comments, provide some options and guide discussion. He gave a slideshow presentation with information on traditional neighborhood developments. He suggested that as we do new development, to possibly consider mixing up the uses more. He stated that a lot of people like to walk from their home go to the grocery store. He pointed out a lot of development in the Village has been planned more for vehicle traffic. He brought up a survey that asked people what they liked. One of the questions on the survey showed that 53% of people like to walk to places. He suggested to take area photos and use computers to create possible changes to show what we would like to see happen to areas in the future. He read "TND Design Principles" based on Sun Prairie. He explained that these were all principles of making a more walkable community. He went through a sample general development project plan for different building types (single family, townhouse, multi use, etc.). He went through sample street design standards. He explained that Sun Prairie is looking at how to keep themselves a small community but to position themselves into a metropolitan market place. He stated that we need to be specific on our expectations for construction approvals. He stated to tell the story visually of what you want to do, using photos and other technologies. He pointed out that most people do not know how to read site plans and telling the story visually would get more participation. He suggested to encourage pedestrian paths, narrower streets, shorter blocks. Pomeroy feels we should connect all roads if possible and make a center. He gave examples of how easy it is to get around if using connecting streets versus cul-de-sacs.

A resident commented that it would have been wise if the Board would have had someone like Pomeroy come in to help, prior to all the rezonings and development in the E. Everest area. Pomeroy stated that most communities have made mistakes with their decisions, but it is never too late to make positive changes. Pomeroy stated that everyone needs to get involved in the decision-making process. Pomeroy stated that he has noticed some really good improvements along Schofield Avenue. Pomeroy explained that with the Sun Prairie community, the changes there were part of the comprehensive plan. He stated that there the committees, residents, and businesses got together and came up with a plan. It was pointed out that the development in Sun Prairie was based on existing buildings where they kept the good useable buildings and

tore down the old buildings to create a new area. Pomeroy stated that by having a plan, we can say no to certain types of development that we do not want.

Pat Kelly asked Pomeroy how he would describe their area. Kelly sees a relatively new residential neighborhood that has no buffer between them and a 4-story hotel. He stated that he does not see the traditional neighborhood or the grocery store. Pomeroy stated that possibly there could be the type of buffering in the way of a low scale mixed-use 2-story (ex. coffee shop) building in between. Pat Kelly's wife asked if putting a center in a residential area would be able to support a coffee shop. She does not feel enough people walk anymore or that they would walk all year long. Pomeroy stated that this type of development would not appeal to everyone, but to not consider the idea at all would be cutting out a piece of the market that others would like. Mrs. Kelly feels that is unrealistic. Pomeroy stated that he encourages the people to do some homework and think about if there is another way to frame this issue.

Chris LeSage explained that we originally were a town and hopscotch developments occurred all over. Zuleger feels that the E. Everest area is traditional neighborhoods. Zuleger gave a timeline on how the entire Barbican development came about and how a frontage road that was supposed to go in there with a buffer of multi-family between that development and the existing residential area. Zuleger stated that we are now trying to fix what happened. He stated that we are trying to get control of development before it gets out of hand. Zuleger pointed out that in a recent demographic study, the current average age in the Village is 32. This age group is more interested in mixed uses. Zuleger asked the audience what can we do to make sure if we buffer the area, we will not drive residents out of their homes. Zuleger stated that we did not get it right the first time, and that we want to get it right now. He questioned what do the residents want to see? Boulevard and landscaping seems to help. Zuleger explained that Pomeroy is here as a guest to give us some creative ideas for this area.

Pomeroy stated that it is okay to tell developers no. He stated a case could be made to soften the edge so that it is not so abrupt. He stated that a business could open up a little market and he feels there are a lot of residents there to support that. He pointed out that the E. Everest Avenue/Camp Phillips Road area is the main entrance into Weston. He stated that we should make a bold statement with this corner and that it does not have to be with buildings, it could be a forest on both sides instead. He suggested we could have mixed uses there with a mixture of residential and retail. Some of the residents were concerned with if we rezone a property for a specific use that is coming in, that business relocates, that we do not know what the next business is going to be. Residents then gave some of their concerns with the high speed along Camp Phillips Road that it is impossible to back out of driveways.

Pomeroy polled the audience on the major issues: community trust, property value, safety, quality of life, traffic/access, street maintenance, East side of E. Everest Avenue being more of a neighborhood feel. Stenstrom explained to the audience how the Plan Commission and Village Board have listened and taken into consideration the residents' concerns.

People are concerned that to rezone commercial, there would be a domino effect all the way down Camp Phillips Road. Pomeroy stated that because someone wants to sell their property, the Village does not have to say yes to the rezoning request, that the Village has to follow the comprehensive plan. Pomeroy stated to zone a single parcel without a neighborhood plan is not a good idea.

A resident stated that she agrees with the entrance being trees. She would like to see the east side of Camp Phillips Road kept intact, whereas the west side could change. She feels that there may be people that would like to live there. Kevin reiterated that just because there are issues with a property, it is not the Village's responsibility to buy them out. Zuleger stated that historically what was supposed to be there as the buffer was duplexes, but people do not like duplexes (because of renters). Zuleger questioned if the residents would prefer to see a nice retail business versus a duplex. Zuleger stated to a resident that as far as population that we would be comfortable with in the future, that a population of about 20,000 would be a comfortable number. A resident questioned of all the 32-year old residents, how many are owners versus renters. She questioned at what point do we stop building rentals. Zuleger explained that the Board has taken a stance that we will no longer rezone properties to multi-family. However, if the property is already zoned multi-family, then we would allow the multi-family building.

Pat Kelly questioned if there is something we can do to bring in more upscale rentals. Stenstrom questioned if the residents would prefer condos versus duplexes. A resident stated that the more dense the neighborhood, the more problems there are.

Zuleger took a poll from the residents present of if they would like to see the neighborhood stay the same or change. Most people want us to allow commercial. LeSage would like to see the Village purchase the land at the two corners and make a nice entrance for the Village. Some residents stated they would like the Village to use the two properties as a park-like setting. Jerry Hoffman stated that most properties around him now are rental. Zuleger stated that this area will change sometime, but how do we change it right. LeSage brought up the County Concrete/Brehm's Subdivision issue. He stated we need to rezone, but to allow the kind of changes that were proposed. This is where we can plan and state exactly what type of business could go there or a range of type of services (dentist, attorney, etc.). Stenstrom stated that Plan Commission and Village Board makes decisions on what is best and how we can make good decisions. Zuleger explained how the comprehensive plan works. Higgins explained the process to change a zoning. Some residents expressed that they afraid that we would lose control if we let those properties be rezoned.

Zuleger questioned Pomeroy what he would do with that corner to make it a better place. Pomeroy questioned as far as commercial on Camp Phillips Road, how much more commercial do we need. He does not see Camp Phillips Road being rezoned to commercial. On E. Everest Avenue, he feels there is an opportunity, with 2 to 4 of the properties, with making a signature statement there for an entrance to the community. He stated that it could be 2-story corner buildings and parking behind the building. Pat Kelly's wife suggested the Village buy the property. Some residents would like to see a median going down Camp Phillips Road (similar to Schofield Avenue). Zuleger clarified that Camp Phillips Road is under the County's jurisdiction.

Zuleger asked the Plan Commission members if they have questions of the neighbors. A few people liked the idea of a park on the corner. None of the residents like the mixed-use idea. One resident suggested rezoning both sides of Camp Phillips Road, having a greenway, more lights, and slower traffic. Zuleger stated that the previously planned pedestrian bridge will go over STH-29 on Birch Street. Several people then discussed how there are a lot of dogs running at large and that speeding traffic is a huge issue.

Karen LeSage explained that it appears what the big developers do is they own the rentals (because they can't rezone), they let the rental buildings get run down to a point that we then we get the neighborhood pressures to clean them up, to a point that we will allow them to rezone.

Zuleger stated that we will talk to Plan Commission in December on another table top exercise to plan out what we want to do. Zuleger stated that mixed uses are okay in certain areas. Mark Porlier explained to the residents to be sure to give their address when commenting so that we have an idea of the area that is having issues.

Respectfully submitted,

Valerie R. Parker
Recording Secretary