

# **Minutes of the Downtown Okauchee Advisory Committee (DOAC)**

**Friday, May 11, 2018**

## **Committee Members Present**

All committee members were present.

## **Contributing Staff Present**

Ben Greenberg, Senior Land Use Specialist

Jacob Heermans, Land Use Specialist

Kim Haines, Assistant Corporation Counsel

Ms. Barrows greeted the committee and introduced Ben Greenberg and Jacob Heermans.

## **4/18/18 Minutes**

There were no comments regarding the minutes for the 4/18/2018 meeting.

## **Summary of DOAC Input Session**

Ms. Barrows described that the summary of the committee input sessions from the 4/18/18 meeting is included in the minutes. She mentioned that there was a lot of useful information provided and diverse thoughts related to positives of downtown Okauchee and needed improvements. The information will be used in guiding decision making throughout the course of the project. She stated that Mr. Fruth will discuss the committee's preferences on use and development form/type as part of the zoning/use priority topic discussion. Ms. Barrows summarized issues identified by the committee that may, in part, fall outside of the zoning focus of this project. She mentioned that the group would discuss such issues and opportunities in more detail at the last meeting and that additional studies or actions may be warranted after completion of the DOAC effort. Ms. Barrows identified the following preliminary list of topics that may require separate, more detailed analysis:

- Lack of sewer availability
- The need for an active chamber/advertising
- Events (year-round, kid-friendly, outdoor venue, community sponsored)
- Walkability/bike access from surrounding neighborhoods
- Lodging
- Surviving the winter slow down
- Improved façade/architecture

Ms. Barrows encouraged the committee to bring forward additional recommendations and noted that such issues will be added to a list for future consideration.

## **Priority Topics Discussion**

Ms. Barrows explained the agenda for the remainder of the meeting. The focus will be discussing priority topics. Staff will provide background information, offer options for code amendment considerations, and request input from the committee regarding preferred options one priority topic at a time. The goal

will be to gain consensus from the entire committee. If consensus cannot be achieved, staff will look for substantial agreement. If substantial agreement cannot be achieved, staff will share the differing committee opinions with the Town and County committees as part of the formulation of proposed zoning amendments. Public comment will also be considered in the development of final Town and County recommendations.

The committee agreed on two ground rules for the remainder of the meetings. First, disagreement and debate is encouraged, but should be done respectfully. Second, consideration should be given to limited time. All members should be provided an equal opportunity to discuss their preferences and concerns.

### **Zoning/Use Priority Topic**

Mr. Fruth summarized the committee's preferences on use and development form/type. The preferences are noted on the *Zoning/Use Preferences Document*. Mr. Fruth also referred to the pie chart that identifies the number of each business type (retail, service, etc.) within the entire study area. He stated that retail uses are quite limited and noted that the split of commercial activity is almost equally split between service, office and restaurant/bar uses.

Mr. Fruth described existing zoning provisions and land use categories. He explained that in order to make the discussion on use more focused, a map was developed that breaks the project area into seven sub-areas for discussion purposes. A document was prepared for each sub-area describing the location, existing conditions, and use types.

Mr. Fruth led a discussion with the committee requesting their preferences for use types within each sub-area. The use type categories for consideration included:

- Commercial use
- Multi-family residential
- Single-family residential
- Public and institutional
- Mixed use-1<sup>st</sup> floor commercial
- Legal non-conforming uses

The DOAC offered the following comments and recommendations regarding sub-areas 1-5.

### **Sub-area 1 (Central Area) discussion points**

#### *Commercial*

- There is a changing demographic and County should not give up commercial use.
- Need to preserve commercial use on the lake
- Supportive of 1<sup>st</sup> floor commercial provisions
- ADA access issues prevent many businesses from occupying buildings as-is.
- Concern that requiring commercial may limit potential for residential development

#### *Residential*

- Shouldn't mix single-family with businesses in core commercial area
- Need to be flexible in order to support economy, cost of commercial is expensive

- Residential uses won't bring people to the area
- Higher density multi-family residential should be encouraged with eased parking regulations
- Should consider residential structures nonconforming and limit the continuation of use
- Old single family homes should not be recycled for new single family homes. With patience, proper redevelopment will occur. The group supported a provision that would make existing residences within the sub-area legal non-conforming.
- The residential building east of Bucky's relies on the foundation of Bucky's and was recently purchased by the owner of Bucky's. The residence will probably become part of the business operations.
- To make the area prosper, you can't have mixed-use with single-family development as part of the formula. There is an incompatibility between single-family and many commercial uses.

*Miscellaneous*

- Okauchee consists of many outdated established uses. The demographics are quickly changing. There needs to be a vision, thinking ahead and bigger, rather than considering lot by lot changes.
- Provide for Public and Institutional uses to enhance business/community environment. Strongly consider a public space oriented to and fronting Okauchee Lake. Downtown Pewaukee Siepmann Realty commercial project across from beach would not have been successful without the adjacent lakefront beach/park. Concern was raised that public spaces would reduce tax dollars and increase public maintenance. Mr. Fruth noted that green spaces and unique park amenities have been found to increase property values of surrounding properties and offered that Staff could bring research on this topic back to the committee.
- Previously, there were more multi-family and cottages next to and behind Kickswitch.
- The area, including existing residential structures, used to have bars, a children's store, and small retail shops. The Journal Sentinel used to occupy one of the buildings.
- Need broad options to accommodate redevelopment opportunities.
- Attorney Haines inquired about income levels in the surrounding area and asked if CDBG grants may be available for community improvements such as development of a public space. Mr. Fruth responded that the area likely has a fairly broad income mix and that Staff would reach out to community development staff to inquire about available funding sources.

**Committee Recommendations- Sub-Area 1**

Use Type	Yes/No	Notes
Commercial	Y	
Multi-family residential	?	Several committee members initially expressed a preference against multi-family-only buildings but others felt the option should be available via a CU process which would ensure multi-family doesn't impact desired commercial environment. Final DOAC decision pending.
<ul style="list-style-type: none"> <li>• Single-family residential (new use)</li> </ul>	N	Consider including residence west of Bucky's in project area.
<ul style="list-style-type: none"> <li>• Single-family residential (re-build)</li> </ul>	N	Regulate as non-conforming use
Public & Institutional	Y	Via CU process
Mixed Use – 1 <sup>st</sup> floor Commercial	Y	

Sub-area 2 (Wisconsin Ave. – Northeast) discussion points

- With so many commercial uses in this stretch, making commercial available throughout sub-area preferred.
- Re-build of single family residences acceptable, as unlike sub-area 1, the existing residences are not located in heart of business area.

**Committee Recommendations- Sub-area 2**

Use Type	Yes/No	Notes
Commercial	Y	
Multi-family residential	Y	Via CU process
<ul style="list-style-type: none"> <li>• Single-family residential (new use)</li> <li>• Single-family residential (re-build)</li> </ul>	N Y	
Public & Institutional	Y	Via CU process
Mixed Use – 1 <sup>st</sup> floor Commercial	Y	

Sub-area 3 (Wisconsin Ave. – Southeast)

- Easterly properties with more acreage and greater depth may be suitable for commercial, lodging, multi-family or mixed uses.
- Narrow properties viable for low intensity commercial home occupation uses.
- Most properties have limited space for on-site parking making commercial/multi-family use difficult.
- Drainage way exists between two easternmost properties.

**Committee Recommendations- Sub-area 3**

Use Type	Yes/No	Notes
Commercial	Y/N	*Limit to small office/home occupations except for two easterly properties, where commercial/mixed use may be appropriate.
Multi-family residential	Y	Via CU process, consider parking limitations
<ul style="list-style-type: none"> <li>• Single-family residential (new use)</li> <li>• Single-family residential (re-build)</li> </ul>	Y Y	
Public & Institutional	N	No foreseeable P-I uses
Mixed Use – 1 <sup>st</sup> floor Commercial	Y	Allow, but do not require 1 <sup>st</sup> floor commercial

Sub-area 4 (Wisconsin Ave. – East End) discussion points

- Mr. Weissgerber owns the three properties next to Sam's Overboard. He explained that he had developed a concept plan for the area a couple of years ago. Sam's was shown as a possible

hotel site with multi-family on the gravel pit property and the three properties east of Sam's Overboard.

- The Sam's Overboard property may be most appropriate for commercial use, but may want to limit area of commercial use on that site because the north end is narrow and unusable.
- Ms. Mueller explained that she has marketed the property and has received a lot of calls proposing light industrial and storage uses for the gravel pit property.
- Multi-family is preferred option for the area.
- Multi-family creates a good buffer between commercial and single-family residences.

#### ***Committee Recommendations- Sub-area 4***

<b>Use Type</b>	<b>Yes/No</b>	<b>Notes</b>
Commercial	Y*	*Limit to Sam's Overboard property
Multi-family residential	Y	Via CU process
<ul style="list-style-type: none"> <li>• Single-family residential (new use)</li> <li>• Single-family residential (re-build)</li> </ul>	N	
Public & Institutional	Y	Via CU process
Mixed Use – 1 <sup>st</sup> floor Commercial	Y*	*Limit to Sam's Overboard property

#### **Sub-area 5 (Lake Dr. – South) discussion points**

- There are substantial homes present; commercial uses not appropriate.

#### ***Committee Recommendations- Sub-area 5***

<b>Use Type</b>	<b>Yes/No</b>	<b>Notes</b>
Commercial	N	N/A
Multi-family residential	Y	Via CU process, minor proposals only (i.e. duplex)
Single-family residential	Y	N/A
Public & Institutional	N	N/A
Mixed Use – 1 <sup>st</sup> floor Commercial	N	N/A

#### **Sub-area 6 (Lake Dr. – North) discussion points**

With time running short, the group ended after initial discussions regarding this sub-area, which included:

- Mr. Weissgerber described his holdings surrounding his restaurant which include a large number of neighboring single-family parcels. He noted that he had prepared a re-development concept plan including multi-family and mixed uses a few years ago.
- Some of the single family residential properties in the area are blighted and should be replaced.
- Most felt that some commercial use near the roundabout would be appropriate and there were mixed views regarding commercial uses moving to the west of the roundabout area. There was discussion that commercial opposite the residential homes along Lake Dr. may cause conflicts. Mr. Greenberg asked whether commercial site design considerations (parking to rear) may help mitigate that concern and asked whether the residential properties would be impacted since

their primary view/use area is faced toward the lake. Multi-family was discussed as an option along the water, while a statement was also made cautioning that density on water needs to be carefully considered relative to impacts on the lake.

**Next meeting topics:**

Ms. Barrows let the committee know that the zoning/use topic will be continued at the next meeting, including discussion of density allowances for multi-family uses. The committee will also begin a discussion on height, road setback and offset. The next meeting will be on **May 23, 2018, at 9:00 a.m., at the Town Hall.**