

Minutes of the Downtown Okauchee Advisory Committee (DOAC)

Wednesday, June 27, 2018

Committee Members Present

All committee members were present.

Contributing Staff Present

Sandy Scherer, Senior Planner

Rebekah Leto, Senior Land Use Specialist

Bill Lincoln, Okauchee Fire Department Chief

6/13/18 Minutes

There were no comments or concerns regarding the June 13th minutes.

Review of Sub-Area Land Use Type Designations

Ms. Barrows presented the land use type designations that were recommended by the committee at previous meetings. *The following recommendations were clarified by the committee:*

- P-I uses should be a CU everywhere within the study area.
- Sub-area 1 (Central Area):
 - Mixed uses within a single building should be a permitted use without a CU.
 - Multi-family as a single use on a property should not be allowed unless the property is rezoned.
 - The property is considered mixed use if residential is above commercial, in the rear of a building on the 1st floor, or if the property contains multiple buildings with separate uses.
- Sub-area 3 (Wisconsin Ave. – Southeast)
 - Existing residential structures can be converted to limited commercial uses without a residential use present.
- Sub-area 4 (Wisconsin Ave. – East End)
 - Multi-family uses below a certain density threshold (10 units/acre) should be permitted by right but with a public hearing to allow public comment. Multi-family uses above a certain density threshold should require a CU (>10 units/acre). Sam's Overboard property is designated for commercial, mixed-use, and multi-family residential via a CU.
- Sub-area 6 (Lake Drive – North)
 - The properties between LeRendevous' and Lacy's Lane abutting Lake Drive should be designated as commercial, mixed use-1st floor commercial, or multi-family (via CU). New or rebuilding of single-family homes shall not be permitted.
- The committee asked that the County review the property across the road from the small cottages west of Foolery's to see what could be done to improve aesthetics and maximize its space.
- It was noted that there is a lot of multi-family being allowed in the study area and there may be public concern regarding the increased density and use of the buildings as condos vs. rental units.

Height

Number of Stories

The Committee had previously recommended that a special process be provided that would allow up to four stories with consideration of specific performance measures and neighborhood context. The committee further clarified that if a four-story building is contemplated, its fourth story should be designed into the roofline. This would preclude flat roofed four-story buildings. The committee confirmed that new one-story buildings should be limited to the single-family residential areas only.

Offset

Ms. Barrows presented examples of building offsets that exist in other communities for the committee to review. Staff recommended a 10 ft. offset by-right within the entire project area, but provide a special process to allow a zero offset within the Central Area only. The special process would require a heightened level of review by the Plan Commission and County Staff, with consideration given to neighborhood compatibility, building design, safety, and access. A reduced offset shall not be provided to a structure adjacent to a legal conforming single-family residence use. Staff recommended that existing structures that are nonconforming to offset be allowed to expand laterally and vertically provided the expansion not extend closer to the lot line than the existing structure.

On behalf of the fire department, Bill Lincoln preferred either 0' or 10', but recommended that staff not approve reduced offsets with narrow passageways.

The committee recommended in favor of the staff recommendation provided new structures in the Central Area be either zero feet offset from an adjacent building or at least 10 ft. from the lot line for safety purposes.

Parking

Non-residential

Ms. Leto outlined the benefits of a flexible parking approach. Municipal lots, shared parking, and on-street parking are considered in most ordinances. Many communities require demonstration that supply exceeds demand. She also noted the preferable walking distance to a municipal lot is 400 feet or less. The committee noted positive examples of shared street parking that currently exist in Okauchee, such as between Spitfire and Groskopf Construction, due to different business hours.

Mr. Fruth stated the recommendation for non-residential parking regulatory scheme for the study area is to review the parking needs on a case by case basis using parking resources and demand/availability.

The committee had the following discussion regarding non-residential parking:

- Public parking is more successful in downtown areas as compared to private lots.
- Shared parking can be difficult to control. The Pewaukee lakefront development ultimately shares their stalls with other businesses and beach goers. Tenants get frustrated because they expect parking to be available for their customers. It is the responsibility of the building owner

to maintain the parking stalls even though others are using it. A small amount of reserved parking immediately in front of a business is important.

- Additional signage would be helpful to direct people to the municipal lot.
- Additional signage prohibiting overnight parking would be particularly helpful near Foolery's. It was noted that residents and business owners have been sharing the limited on-street parking on Lake Dr. ever since the road was widened with sewer and water, which eliminated previous available parking areas.
- Additional municipal parking is needed and would encourage pedestrian use of the downtown.
- Other communities are too congested with parking and it discourages visitors.
- Consideration should be given to privately-owned shared parking with incentives for establishing the parking. Liability, lighting, maintenance, and plowing would need to be considered.
- There are already significant charges to sewer hook ups so contributing toward shared parking may be cost prohibitive.
- Cottage owners are tying up limited stalls in the vicinity of Foolery's.

The committee recommended that non-residential parking be considered on a case-by-case basis as recommended by staff.

Municipal Parking

Ms. Leto stated about half of Okauchee parking is unmarked on-street parking and about half of Okauchee parking is on W. Wisconsin Avenue. The Okauchee municipal lot is located too far from many businesses and not many permits are obtained to park there (i.e., underutilized). There is also a lack of directional parking signage. Ms. Leto also presented some examples of well-constructed and well-located municipal parking lots.

The committee discussed the use of in lieu parking fees or parking districts where businesses that cannot provide for parking can fund a municipal/shared lot instead. Another example of good practice includes the City of Oconomowoc partnering with First Bank to construct a public parking lot near the public beach. The committee expressed how important it was for more public parking lots and for them to be dispersed throughout the area to serve all businesses. It was also noted that different types of parking is needed: spaces outside businesses for quick stops (dry cleaner, bakery) vs. spaces for long visits. The Town agreed to further engage in a conversation about more parking and the County offered to assist.

Mr. Fruth discussed the possibility and benefits of an alternate municipal parking lot location by extending Mission Lakes Road to Shady Ln. Ms. Scherer passed around a map showing a 400 foot buffer from the alternate municipal lot Mr. Fruth mentioned. The committee agreed that the location was desirable and added that there may be concern regarding loss of land for density of future development.

Large-scale Residential (>4 units) Parking

Ms. Leto described current trends and provided options for consideration. Mr. Michelic mentioned that Mission Lakes has approximately 2.1 parking stalls per unit and they are all occupied. Each unit is provided one parking stall and additional stalls are offered with a fee.

The committee recommended status quo of 2 stalls/unit with an option for reduced parking at a ratio of 1.75 stalls/unit if the ratio of different sized units was appropriate.

Staff recommended and the *committee agreed that visitor parking could be handled on a case by case basis.*

Small-scale Residential (<= 4 units) Parking

The committee recommended that 2 stalls per unit be provided.

Parking Offset

Staff provided options for parking offset requirements.

The committee recommended that the offset be 10 ft. if abutting a designated single-family residential area, otherwise the offset could be reduced to as little as 0 ft. with a snow removal plan.

Parking Dimensions

Mr. Fruth recommended parking stall dimensions as specified on the Parking Options and Recommendations document.

The committee agreed with the parking stall and aisle dimensions as recommended by staff.

Staff noted ADA compliance measures would be written into the code.

Outdoor seating

Ms. Barrows briefly mentioned outdoor seating, noting staff would develop standards to be consistent amongst operations that can be reviewed as part of the Site Plan/Plan of Operation process.

Signage

Ms. Leto presented the Signage Summary Study Area map and briefly mentioned the current signage requirements in the Code. She then presented summaries of both Okauchee signage types and signage types throughout Waukesha County.

Non-residential properties in the Central Area

Mr. Fruth presented the primary wall and awning signage recommendations for non-residential properties in the Central Area, as well as recommendations for accessory signage.

The committee agreed with the staff recommendations identified in the Signage Alternatives/Recommendations document, provided the following modifications are considered:

- A question was raised regarding murals and whether they will be treated as advertising signage or artwork. Staff indicated that language will be added regarding this type of signage.
- The committee recommended that side entry signage and rear ingress/egress signage on waterfront properties be allowed where appropriate.

Staff indicated that they can develop side entry and waterfront signage recommendations. Ms. Barrows stated the current code allows one sign per building side, which would likely remain based on the comments at the meeting with consideration of visibility of different sides of a building.

Non-residential properties in all other study sub-areas

Mr. Fruth presented signage size, type, and height options for these remaining areas.

Discussion was held at length about the need for flexibility for certain types of businesses such as those located far off the road or those needing to display changing information (e.g. restaurant specials). Some sign approval should be situational and with architectural considerations. It was mentioned that sign approval should be part of the architectural review committee, if formed.

The Committee recommended the same provisions as in the Central Area, except that a single free-standing sign be allowed in compliance with the following provisions:

- 10 ft. maximum height
- 35 sq. ft. maximum size
- Maximum height and size can be waived with a heightened review process that considers location of buildings, design standards, impacts to surroundings, etc.

Illumination – all areas

The committee recommended that digital message boards and internally-lit signs be prohibited throughout the project area. Existing signs may be grandfathered in.

Landscaping – all areas

As recommended by staff, the committee agreed to a minimum of 5 feet of landscaping surrounding the sign, to the greatest extent practicable.

Building Footprint

Ms. Barrows described that a 50% building footprint is currently allowed in business districts and a 17.5% building footprint is currently allowed in residential districts. Staff proposed that a 50% building footprint be utilized in all areas, except that areas designated for single-family residential use remain at 17.5%.

The committee agreed with the staff recommendation.

Gathering/Open Space

Mr. Fruth and Ms. Leto provided examples of other municipal public spaces and identified potential areas in Okauchee that may be ideal for open space uses. *The committee indicated they would like the Town and County to explore possible opportunities for gathering/open spaces.*

The committee had questions about funding mechanisms for all of the ideas mentioned in this planning process. Tax Incremental Finance Districts, Business Improvement Districts, the Okauchee Business

Association (events, facade improvement program, etc.), etc. were mentioned as possible ways to defray the costs of some of these ideas. Ms. Barrows explained that the County is willing to assist in future projects, but the first step should be to prepare code and plan amendments to begin to implement the work of this committee.

Improvements to the permitting process

Ms. Barrows noted a committee has been formed to work on streamlining the Site Plan/Plan of Operation process. The Committee has met once and will be meeting again in July.

Next steps

County staff will prepare a summary document of committee recommendations and share with the committee members as soon as it is available.

Ms. Barrows stated that the group will meet again in the fall after staff has drafted the amendments. Then meetings with Town committees and a public informational meeting will be held. A public hearing would then be scheduled with the Town. Finally, the Park and Planning Commission, Land Use Parks and Environment Committee and the County Board will consider the amendments. The County hopes to have the amendments completed by the end of 2018, if possible.

Other topics for future committee collaboration

Mr. Fruth listed a number of things that could be discussed further outside of this planning process:

- Sewer requisitions
- Municipal parking
- Gathering spaces
- Design/architectural guidelines (Village of Pewaukee, City of Delafield examples)
- BIDs
- TIFs
- Historic preservation tax credits
- Okauchee Business Association efforts to schedule additional events, etc.
- Town of Oconomowoc Park and Open Space Plan update