

WPB SSA #33
Guide Development Committee Report
April 2010

The Guide Development committee met at 8 a.m. on April 16 2010, at Caffè de Lucca. Present: Larry Griffin (Chair), Laura Weathered (Co-Chair), Daniel Dean, Eleanor Mayer, John Paige, present.

1. Committee discussed need to recruit additional members. John has been in contact with a woman named Dina, who would like to join. Laura has a local architect in mind. **Eleanor to coordinate with John and Laura to make sure potential new members are invited to May 2010 meeting.**
2. Review of old business and action items.
 - A. ACTION ITEM (JANUARY 2010): EM to review past applications and search Internet for similar programs that WPB façade rebate applicants might also be eligible for, info to be posted to Web site no later than April 2010. **Update to provided at May meeting.**
 - B. ACTION ITEMS RE: FAÇADE IMPROVEMENT PROGRAM.
 - Larry suggested that WPB recruit a student intern (paid or unpaid) to target a set of buildings that would benefit from façade improvements and solicit owners with upcoming WPB Resource Guide and info about the program specifically. Eleanor said the database created by Firebelly for the art in storefronts program may be helpful, as it includes photo. **Eleanor and Laura to coordinate whether we can engage an intern for this project by June meeting.**
 - Eleanor reported that recent changes w/ WPBCC staff may impact efforts to have a breakfast meeting. She will follow up and report at May meeting. **Eleanor to provide further update at May meeting.**
 - Web page. **Larry to follow up on enhanced façade rebate Web page in coordination with Eleanor by May meeting.**
 - E-mail campaign to take place after enhanced façade rebate Web page is in place (April/May 2010) and in anticipation of July 16 Chamber breakfast presentation.
3. **Compact development endorsement team.** Further discussion was had re: compact development endorsement team.
 - A. Dan raised concerns about the name, which could be too narrow or misleading. Committee suggested alternatives such as “livable development” or “pedestrian-oriented development.” Committee agreed

to keep an open mind about the name of the program (but will refer to the program internally as CDET until a new name is agreed).

- B. Committee discussed sources of panel members. Possibility of students or grad students as an active/leading member of panel was discussed. Consultation with outside consultants or organizations was discussed.
 - C. Committee to discuss incentives for developers at May meeting. It was agreed that political support from aldermanic offices will be integral in this project.
 - D. Larry suggested that committee needs to be more proactive in monitoring key development proposals/ activity in neighborhood.
 - E. **ACTION ITEM: Larry to revise project memo (incorporating March and April committee comments) and circulate by May committee meeting for additional input.**
 - F. **ACTION ITEM: Committee members to continue thinking about potential members for the review panel. Possibilities include WPB program staff, WPB committee members, and external professionals.**
 - G. **ACTION ITEM: At May/June meeting, committee to discuss what elements need to go into a “scorecard” for projects, with goal of developing a scorecard by the July meeting.**
 - H. **ACTION ITEM: Discuss incentives (endorsement? Density bonus?), getting plugged into neighborhood development gossip at May/June meetings.**
4. **Zoning/ development.** Committee discussed memo to aldermen. It was suggested that we find out precedent for adoption of a Master Plan, first by looking to the Milwaukee-California corridor.
- A. **ACTION ITEM: Eleanor to revise the “zoning memo” for aldermen to touch on this point prior to May meeting.**
 - B. At April meeting, Laura suggested the possibility of a pilot “live work re-zone” project of a limited scope as a proof of concept/ example. Paducah, KY’s program may be an example for this. Committee to discuss steps to implement this at June meeting. (Suggest that Laura find and circulate info on Paducah program prior to that meeting.
5. **Transportation management agency.** Dan presented on the topic of a TMA. He mentioned other cities have implemented successfully (SF, Portland). He suggested that a TMA be a funded entity that could act in concert with other stakeholders to implement parking and transit programs within the district. He reported that Logan Square had a pilot to explore this issue. Committee members

discussed concerns about a separate agency to accomplish this, and queried whether we could partner with another organization (e.g., Active Trans Alliance or CNT) to accomplish a similar goal. Possible steps include lobbying for creation, providing funding, identifying partners.

- A. First step is to find precedent (in Chicago and outside the city) for this sort of program and circulate for discussion. **ACTION ITEM: Dan to research and circulate info on additional precedent for a TMA program.**
6. Agenda for next meeting (May 21, 2010, 8 a.m., Caffè de Lucca):
- A. Old business/ action items follow up.
 - B. Discussion of revised CDET memo; discussion re scorecard, potential team members, incentives for same.
 - C. Discuss zoning memo to aldermen status.
 - D. Update re transportation management agency (D. Dean).
 - E. Future topic – tenant attraction programs for neighborhood vacancies.