

WPB SSA #33  
Guide Development Committee Report  
June 2010

The Guide Development committee met at 8 a.m. on June 23 2010, at Caffè de Lucca. Present: Larry Griffin (Chair), Laura Weathered (Co-Chair), Daniel Dean, Eleanor Mayer, Gerhard Z, Suzanne Keers.

1. FAÇADE IMPROVEMENT PROGRAM.

- (a) Per Eleanor, Business 101 session is set for July 15 from 9 to 10 a.m. Barry Golin, grant recipient, will host at Barry's Drugs on Milwaukee. Dina will help with presentation and arguments for why business owners should improve their facades.
- (b) Suzanne noted that Barry had applied for other state programs and that we ought to be providing business owners with those opportunities as well.
- (c) Committee discussed how to promote event.
  - (i) Eleanor to develop email advertisement.
  - (ii) Potential recipients:
    - (1) Freed and other large commercial tenants;
    - (2) Local architects;
    - (3) Chamber email list;
    - (4) Commercial real estate agents;
    - (5) Firebelly email list from art in storefronts;
    - (6) Aldermanic mailing lists;
    - (7) Local on-line media.
  - (iii) Committee discussed need to compile a running email list for this type of project.
- (d) Eleanor reported that WPB staff is considering who to hire / how to distribute resource guide.
- (e) **ACTION ITEM:** Larry still owes Eleanor info re enhanced façade rebate Web page in coordination with Eleanor.

- (f) **ACTION ITEM:** Eleanor 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.

2. PARKING-RELATED ISSUES.

- (a) Larry to forward background materials re TED proposal to team.
- (b) Eleanor reported on implementation of loading zone audit proposals in pilot areas on Damen and Division. She reported that progress is slow but steadily moving in the right direction.
- (c) Larry to circulate traffic enhancement district backgrounds materials from Dan to group before next meeting.

3. COMPACT DEVELOPMENT ENDORSEMENT.

- (a) Gerhardt provided comments on the general idea of the project and the need to liaise with other neighborhood organizations.
  - (i) **ACTION ITEM:** Larry to coordinate following up with other community group (BCO, WPC, East Village Assoc., and BTO among others).
    - (a) Inform groups of our intended project
    - (b) Request that they provide any criteria or written materials relating to their zoning oriented programs.
    - (c) Solicit their feedback/ comments on the project generally.
- (b) **ACTION ITEM:** Eleanor to take lead on drafting scorecards.
- (c) Committee agreed that we want the evaluators to be professionals with meaningful experience in zoning, development, planning and/or architecture. Committee also agreed that we want to keep the group of reviewers very small and the process as streamlined as possible.

4. ZONING GENERALLY.

- (a) **ACTION ITEM:** Eleanor continues to work with Jamie and revise the “zoning memo” for aldermen. Due date is August 30 (in advance of Sept. committee meeting).

5. IDEAS FOR FUTURE CONSIDERATION.

- A. Live/work pilot. 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. Laura to provide research on this for future discussion.

- B. Tenant attraction programs for neighborhood vacancies.
6. Agenda for next meeting (July 15, 8 a.m., Filter Café on Milwaukee (please note new location for this meeting only!)):
- A. Review action items and updates on old business. Encourage committee members to pick up outstanding action items.
  - B. Eleanor to bring applications for Dina and Gerhardt can become voting members of committee.
  - C. Attend façade improvement session.