

***AMENDED 3/9/11**

**SPECIAL
NEW BERLIN PLAN COMMISSION
FEBRUARY 17, 2011
MINUTES**

The Plan Commission Meeting was called to order by Mayor Chiovaturo at 4:00 P.M.

In attendance were Mayor Chiovaturo, Alderman Ament, Mr. Wick, Mr. Christel, and Mr. Felda. Also present was Greg Kessler, Director of Community Development; Nikki Jones, Planning Services Manager, Amy Bennett, Associate Planner; Tammy Simonson, Transportation Engineer; Carolyn Esswein, GRAEF; and Mark Blum, City Attorney. Ms. Groeschel and Ms. Broge were excused. Attorney Blum left the meeting at 6:30 P.M.

NEW BUSINESS

1. GK/NJ PG-830(15)/PG-516 Comprehensive Plan – Discussion and possible action on the City Center Planned Unit Development Revision & 2020 Comprehensive Plan amendments to Chapter 10 (Land Use), and Chapter 15 (Neighborhood E – National Avenue East Corridor).

Mr. Kessler summarized the additional activities yet to occur to move toward adoption of the suggested changes to the City Center PUD and 2020 Comprehensive Plan Amendments to Chapter 10 and Chapter 15.

Ms. Jones recapped the summary of proposed changes. Reference was made to Ordinance #2122 adopted in March, 2001. Ms. Jones went over the PUD Ordinance page by page indicating proposed changes on the overhead screen and asked Plan Commissioners for suggested edits.

Page 1,2,3 – no edits.

Page 4 – discussion.

Ms. Jones said 372 units includes all of City Center. The original Plan allowed 600 units. Mr. Christel questioned how many units are built already? Ms Jones said 100. Mr. Christel questioned how many units are in the MSP project? Mr. Kessler said 102. Mayor Chiovaturo said 219 units pending and built; approximately 150 units left to approve.

Alderman Ament questioned the definition of neo-traditional on Line 157 and asked if there are parklands in the PUD as mentioned in Line 174. Mr. Kessler defined neo-traditional and said there are passive, no active parklands in the PUD.

Mayor Chiovaturo questioned the definition of high quality architecture on Line 166. Mr. Kessler explained that it is defined in the design guidelines. Ms. Esswein said reference

can be made to the design guidelines.

Mr. Christel said a definition of neo-traditional is needed. Mr. Wick said Page 19 supplies this information.

Page 5 – discussion.

Mr. Wick asked if a hotel is considered part of housing? Ms. Jones said hotels are referred to as commercial entities.

Page 6 – discussion.

Mr. Felda asked if there has been any interest in a public swimming pool?

Ms. Jones said there has been interest and it is added as an Accessory Use on Page 7.

Page 7 – no edits.

Page 8 – discussion.

Alderman Ament said Lines 392-395 are similar and asked if they referred to Multi-Family? Ms. Jones said it refers to Residential integrated with Commercial. Alderman Ament asked if Line 401 & 402 refer to overnight parking? Ms. Jones said there is no overnight parking.

Page 9 – discussion.

Mr. Wick referred to Line 427 asking what the base setback is? Ms. Jones said the base setback is 20 ft. Mr. Wick asked if there will be no parking within the 20 ft. and it will be greenspace? Ms. Jones said that is correct.

Mr. Wick asked if there is a 20 ft. setback in front of the Library? Ms. Jones said only buildings along National Avenue, the Library would have an up-front setback. Mayor Chiovatero asked if that would be 20 ft. from the curb? Mr. Kessler said it would be 20 ft. from the Right-Of-Way line.

Page 10 – discussion.

Mr. Wick asked how much land do wetlands account for? Ms. Esswein said the 39% Conservancy picks up a lot of the wetlands. Mr. Kessler said that requirements of open space can be discussed on an as-project basis or applied on a whole.

Page 11 – no edit.

Page 12 – EDIT

- **LINE 572 IS A CONTINUATION OF LINE 571.**

Page 13 – no edits.

Page 14 – EDIT

- **LINE 678 - STRIKE “PROVIDED THAT THEY SHALL BE MULTI-FAMILY HOUSING”.**

Page 15 – discussion.

Mr. Wick questioned Line 732 and Line 738 under Conditional Uses. Ms. Jones said mixed uses are allowed. Ms. Esswein said this gives us the ability to place conditions on these types of uses. Alderman Ament asked if Freight Service being listed on Line 758 would put any restrictions on a small package store? Mr. Kessler said it would not put restrictions on small businesses.

Page 16 – no edits.

Page 17 – no edits.

Page 18 – no edits.

Page 19 – no edits.

Page 20 – no edits.

Page 21 – EDIT – Review Formatting

- **LINE 1059 SHOULD NOT END IN :**
- **LINES 1060, 1061, AND 1062 ARE SUB-POINTS UNDER G.**

Page 22 – EDIT

- **LINE 1103 – ELIMINATE ENTIRE LINE “A DETACHED GARAGE SHALL HAVE A MAXIMUM AREA OF 720 SQUARE FEET”.**

Page 23 – no edits.

Page 24 – EDIT

- **LINE 1163 – STRIKE “CONTROL” REPLACE WITH “REVIEW SUB-COMMITTEE”.**
- **LINE 1174 – SHOULD READ C-1/C-2/PUD.**

Page 25 – no edits.

Page 26 – no edits.

Page 27 – EDIT

- **LINE 1339 – STRIKE “CONTROL” REPLACE WITH “REVIEW SUB-COMMITTEE”.**

Page 28 - no edits.

Page 29 - no edits.

Page 30 - no edits.

Page 31 – no edits.

Note: Page 28 – 31 May need to be updated depending on what actions the Plan Commission makes.

Page 32 – EDIT

- **LINE 1552 – LINE SHOULD READ “CITY CENTER PUD MAP”.**
- **GREEN AREA ON MAP SHOULD BE LABELED “C-1/C-2/PUD”.**

Page 33 – EDIT

- **LINE 1556 – LINE SHOULD READ “CITY CENTER FUTURE LAND USE MAP”.**

Page 35, 37 and throughout City Center Design Guidelines Section – EDIT

- **CHANGE PDI TO READ GRAEF.**
- **EDIT SECTION OF DOCUMENT TO SAY DESIGN GUIDELINES DO NOT APPLY TO SINGLE-FAMILY.**

Page 52, 54, 59 – EDIT

- **LINE 2160, 2227-2238, 2413 – NEED TO CAREFULLY CONSIDER STREAMLINING TO ALLOW FOR STAMPED ASPHALT.**

SIGN GUIDELINES

Ms. Jones referenced Section IV New Berlin City Center Sign Guidelines. Ms. Jones explained that the proposed changes were based on previous sign approval waivers. Ms. Jones went through the Sign Guidelines page by page and showed each change on the overhead screen. Comments from the Plan Commissioners were as follows:

Mr. Wick asked if the sign guidelines being discussed were for the whole City Center or just the PUD? Ms. Jones said the City Center Sign Guidelines were for the entire City Center area.

Alderman Ament said the rectangular shaped area of City Center represented by Moorland Road, Coffee Road, and National Avenue is a somewhat different type of area than the average. He felt that multiple business signs make it look junky. It would be more appealing and add more character if there were larger monument signs at the major entrances saying “Welcome to New Berlin City Center”, then after you are in there, look at the individual signs. Alderman Ament did not like the idea of lights flashing and glaring at you as you approach the City Center area.

Ms. Jones said that some suggested signs changes came from feedback from retailers who want to have signs where people can see them.

Mr. Kessler said those were interesting ideas and concepts, but master identity signs will have to be paid for by the City and would cause a significant amount of public investment.

Alderman Ament sees the theme of signage in the City Center to be that of what was in the original Master Plan. Mr. Kessler said the historical presentation is on the City's website.

Mr. Wick said colorful banding and accent lighting on buildings such as one of the newer restaurants now located in New Berlin seems to ***detract** a lot from the architecture. He asked if consideration should be made concerning this in the Sign Guidelines.

Mayor Chiovaturo said there is a concern about neon, but it has to do with branding.

Ms. Jones said it is considered architectural enhancement, not signage, and is reviewed on a case by case basis by the Architectural Review Sub-Committee and the Plan Commission.

Alderman Ament asked if temporary signs require permits and Ms. Jones replied that they did.

Mr. Wick asked if Directional Signage was for site navigation? Ms. Jones answered that they are for entry and exit. Mr. Wick thinks they are clutter. Ms. Jones said they are seen in the business parks and there are none in the City Center.

ADJOURN

The next scheduled meeting will be March 7, 2011 at 6:00 P.M. to continue discussion beginning with Comprehensive Plan amendments to Chapter 15 and Chapter 10. Mr. Kessler encouraged attendance at the City Center PUD Revisions/2020 Comprehensive Plan Update Community Open House to be held on February 24, 2011 in the Common Council Chambers between 5:00 - 7:00 P.M.

Motion by Mr. Felda to adjourn the Plan Commission meeting at 7:00 P.M. Seconded by Mr. Wick. Motion carried unanimously.