

EAGLE ADVISORY COMMITTEE (SMART GROWTH)
Village of Eagle Portion

Monday, June 8, 2009

Chair Mike Rice

Present: Citizen members – Sharon Royston, Lee Greenberg

Minutes: After an initial meeting with the Town, both groups split to work on our Smart Growth Chapters. The Village began a review of Chapter 7 Economic Development dated 5-24-09 and removed the underline in the first paragraph on page 7-3, and added the year (2001) to the bottom of Tables 7-2 & 7-3.

On Page 7-7 in the first paragraph under VILLAGE OF EAGLE DEVELOPMENT PROGRAMS, we replaced “offers the” with “supports”. Mike Rice will review all of the programs offered on pages 7-7 through 7-9 to see if they have changed. The committee removed the four bullet points at the top of page 7-10. We reviewed, added and changed the Objectives, Principles and Standards on pages 7-10 through 7-12 to:

Objective No. 1

Diversify the local economic base and increase employment opportunities

Principle

Attract new manufacturing firms and retail businesses while encouraging and facilitating the retention and expansion of existing business in the community, which could raise local income levels.

Standards

1. ~~Obtain~~ **Research** federal, state, and county grants and access available programs for workforce development, small business development, business district improvements, incubator development, high technology development, and brownfield redevelopment.
2. ~~Provide~~ **Encourage** a greater variety of housing options ~~to encourage~~ **that will allow** more workers to live in as well as work in the Village.
3. ~~Develop~~ **Consider** a marketing plan for the use of vacant and underutilized sites in downtown Eagle for small-scale retail, business, office and service uses.

Objective No. 2

Locate manufacturing firms and retail businesses in appropriate sites

Principle

Locate ~~manufacturing firms and retail businesses in~~ **firms at** appropriate sites and ~~at appropriate~~ intensities reflecting the projected business uses, the surrounding uses, the infrastructure capacity and the presence of environmentally sensitive features.

Standards

1. **Review the design of** STH 59 and STH 67 intersection in downtown Eagle to improve traffic flow, improve aesthetics and provide safe pedestrian access.
2. Evaluate, on an annual basis, the desirability and feasibility of extending public water to potential retail, commercial and industrial economic development sites.

3. ~~Incorporate~~ **Encourage** preservation of open spaces, environmental corridors and isolated natural features, such as wetlands, flood plains, streams, woodlands and prairies, into the design and development of business and light industrial areas as the Village grows and as annexations occur.

Objective No. 3

Revitalize the downtown and commercial area aesthetics

Principle

~~Revitalize the downtown and commercial area aesthetics to~~ **Revitalization will** promote economic development and a sense of place for the community.

Standards

1. Encourage the use of appropriate architecture, landscaping, street trees, buffers and signage in downtown Eagle, within the industrial parks, in the developing commercial area south of the Village Hall along CTH NN, Hwy 59 and at the Village's gateways to improve the Village's overall visual appeal. As necessary and desirable, revise the Village Zoning Ordinance and land development ordinances to facilitate better commercial and industrial design, consistent and aesthetic streetscaping and improved signage and lighting to promote economic development and downtown revitalization.

Objective No. 4

Tie economic development in Eagle to local tourism

Principle

~~Seek to tie economic development in Eagle to local tourism so that the~~ **Tourists will see the** Village becomes as a major gateway to the Kettle Moraine State Forest.

Standards

1. ~~Maintain~~ **Plan for** adequate road connectivity and increase bicycle and pedestrian connectivity between the Village's residential, commercial, institutional and light industrial areas and the Kettle Moraine State Forest to help stimulate more of a tourist-based local economy.
2. Seek to attract tourism-related retail business to encourage tourist traffic into the community to patronize local business.

On page 7-12 the committee removed the work "garden" from the second bullet point and on the last bullet point, replaced the work "create" with "Encourage the Village Economic Development"

The committee then reviewed Chapter 9 Land Use dated 5/29/09 and removed the words "to the south and west" in the first paragraph of page 9-2. The 2nd sentence of the first paragraph, the words "Table 2-2" we replaced with "Table 9-2". The table on page 9-16 was renamed "Table 9-4", cut & pasted after the HOUSING section on page 9-8. The last sentence of page 9-12 the words "Table 9-4" were replaced with "Table 9-5" and Table 9-4 was re-named 9-5. In the last paragraph of page 9-14 midway through the paragraph the words Waukesha County" were inserted to read "The **Waukesha County** projected population for the Village of Eagle in 2035 is 2,414." The last line on page 9-15 we added the words "as shown in Table 9-4." Land Use Objective No 3 the words "in order" were removed and the words "transportation, utility, and public facility" were replaced with "these". A space was removed from the second bullet on page 9-18 and in the third bullet point, the words "be required in un-sewered areas limited to" were replaced with "include" and a comma inserted after agriculture. Table 9-7 was re-named Table 9-6 on page 9-19. On page 9-20 Land Use

Objective No 5 Standards 1 the words (these standards” are placed with “which” and character “)” removed at end of sentence. A space was removed from page 9-221 in first line of Implementation Recommendations.

Chapter 6 Housing Element was reviewed by committee with no changes. All bolds and strikeouts will be removed.

The meeting was adjourned at 7:50 pm and Mike Rice re-joined the Town meeting to give an update.

Minutes compiled by Mike Rice