

Memo

To: Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: APPROVAL OF RIVERSIDE DRIVE AND WEBSTER AVENUE CORRIDOR STUDY

Date: September 11, 2015

In January 2015, the Village of Allouez contracted with GRAEF Engineering and Planning to perform a corridor study for the two main thoroughfares in the village – Riverside Drive and Webster Avenue. The purpose of the study was to take into account the existing conditions of the corridors, to analyze current market conditions, and to work with residents and land owners in creating a vision for the future development of Allouez. GRAEF presented their final plan to the Village Board at the July 7, 2015 meeting. The Village Board asked the Plan Commission, Economic Development Committee, Public Works Committee, Historic Preservation Committee, and Allouez Business Association review the plan and provide comment prior to action on the plan scheduled for the September 15th Village Board meeting.

The study was sent to the above mentioned groups for review and comment, as well being made available at the Village Hall and on the village website for public comment. Below are the comments received.

- I like the concepts of Riverside Drive being a 'Scenic Parkway' and Webster Avenue being our 'Main Street'. They really are two different corridors and can become complimenting 'brands' for the Village.
- I question why this study stopped at Webster? Why didn't it go all the way to the East River including Libal Street as a corridor as well? Especially since the Village chose to build its facilities on Libal and there continues to be opportunity for complimentary development.
- I agree with incorporating the study as an amendment to the Comprehensive Plan. Right now that really only creates a vision for the Village but at least that is a start.
- I support the other key recommended actions as well.
- I am concerned that while this is being crafted the Village is still moving ahead with zoning and development requests that may be in conflict with this study – i.e. the gas station on Riverside; Brew Pub zoning, etc. I am not saying we stop all operations but we do need to align what is going on. We also need to make sure that the parks study we are now commissioning gets aligned with this as well.

The Village Board is asked to approve the Riverside Drive and Webster Avenue Corridor Study, request that the plan commission recommend the necessary changes to the comprehensive plan, and schedule a public hearing to adopt the amendments to the comprehensive plan.