

**VILLAGE OF PLEASANT PRAIRIE
COMMUNITY DEVELOPMENT AUTHORITY
Village Hall Auditorium
9915 39th Avenue
Pleasant Prairie, WI
March 18, 2009
4:30 p.m.**

A regular meeting of the Pleasant Prairie Community Development Authority was held on Wednesday, March 18, 2009. Meeting called to order at 4:50 p.m. Present were John Steinbrink, Gary Hutchins, Kate Jerome, Phil Godin, Tom Reiherzer and Larry Nelson. Mike Serpe was excused. Also present were Mike Pollocoff, Executive Director, Kathy Goessl, Treasurer and Jane Romanowski, Secretary.

1. CALL TO ORDER

2. ROLL CALL

3. CITIZEN COMMENTS – None.

4. COMMISSION COMMENTS – None.

5. NEW BUSINESS

A. Consider a Request for Qualifications to prepare a marketing assessment for the CDA property located in the redevelopment area.

Mike Pollocoff:

Mr. Chairman, what we're looking for authority is to issue a request for qualifications to begin the process to select a consultant to do a market analysis to accomplish primarily two things. One is to, given this market, take one more look at the CDA properties and see what values we have placed on them and update that. And as well we've been, of course, approached by WisPark seeking to change their zoning from their properties away from corporate office and put it in the same zoning as the CDA property, which is commercial development.

What I'd like to do is bring a consultant on board before the Authority considers that recommendation or the request from WisPark and look at what the impact would be on creating more commercial zoning in that area from both a competition standpoint and from an absorption standpoint. When the Authority completed the redevelopment plan, and that plan was premised in large part on us being able to redevelop the corner of 165 and I-94 as a highway commercial business use and the dollars that development would drive to help pay off that. Now, if we create more of that type of use on the other side of the Interstate what's that going to do to the value of our property and what's it going to do to the likelihood that we're going to continue to keep developing. WisPark is looking to do that so they won't be holding land that right now isn't moving that fast and that's corporate office. So that's what that is.

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My recommendation is we really do a request for qualifications, bring in some consultants, have them and be able to sit down with them and between myself and Jean Werbie and the Village Assessor and interview them and see who is qualified to do it and come up with a recommended consultant to use to prepare the market study for us, bring that back to the Authority and approve that contract.

Tom Reiherzer:

So, Mike, we would get like three consultants to get bids on?

Mike Pollocoff:

Yes, I'm hoping at least we get three. I saw a list of about seven that I want to send it to. And I'm really looking to send it to somebody who isn't going to want to turn around and say I'll sell this for you. I want to have somebody that's going to do a disinterested market analysis on it so they're not going to be the realtor on it or the broker. I think that's the decision we make next after we get the market analysis done.

Phil Godin:

So how do we formulate the RFP? Do we put a dollar amount out or how do we capture the value of their services?

Mike Pollocoff:

We can select a consultant who could do that and then enter into a contract rather than going out for a subsequent RFP, then just enter into a contract to do the market analysis.

Phil Godin:

So how are we going to decide on how we're going to pay the consultant then? Or how are we going to work—

Mike Pollocoff:

In their submission for the qualifications their proposed cost is going to be one of the criteria we evaluate.

Phil Godin:

And generally they're going to bid it like on hourly, the time factor?

Mike Pollocoff:

Right.

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Phil Godin:

Okay, then we'll look at the different bids we get and then they can--

Mike Pollocoff:

See what their level of effort is, what their qualifications are, how many of these they've done, evaluate the resumes of the professionals that are going to be on the project, take a look at the timing. We'd like to have this done not in a rush but sooner than later.

Phil Godin:

And do you feel companies are interested in doing this now even in this economy?

Mike Pollocoff:

Yeah, because nobody is doing anything right now.

Phil Godin:

Okay, even better for us then.

Mike Pollocoff:

Yes. Just from the couple I've talked to they're extremely interested, a couple in Chicago. If I can get some in Illinois and some in Milwaukee to come down and do this I think that would give us at least a nice group to select from to proceed on the work.

Gary Hutchins:

Do you have any idea of the cost?

Mike Pollocoff:

We're looking I think between \$15,000 and \$20,000 to do the analysis, prepare a complete work up. That's what the numbers are that they talked to me about. We really have a lot of data to bring. So I don't think the data accumulation is going to be difficult at all because we have all that information. We have all the maps and things like that. It's really going to be taking a look at what the market is. What we're depending on them for is given what we have here is tell us what they feel the market demand is for more commercial in this area, what the likelihood is of what's going to happen, what's the competition, what's the absorption rate going to be.

John Steinbrink:

You want a motion on this?

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Mike Pollocoff:

Yes, a motion to issue the request, the RFQ.

Phil Godin:

So moved.

Tom Reiherzer:

I'll make that second.

John Steinbrink:

We have a motion and a second. Any further discussion on this item?

GODIN MOVED TO AUTHORIZE THE ISSUANCE OF A REQUEST FOR QUALIFICATIONS TO SOLICIT A CONSULTANT TO PREPARE A MARKET ANALYSIS FOR THE PROPERTY LOCATED IN THE REDEVELOPMENT AREA; SECONDED BY REIHERZER; MOTION CARRIED 6-0.

B. Consider adoption of the Architectural Standards for the CDA property located in the redevelopment area.

Mike Pollocoff:

Mr. Chairman, staff has compiled a booklet here of architectural standards and really dovetailing that into what the positives are of this development. Right off the top we took a look at naming this Prairie Springs Pointe. We're kind of looking for a name. And one of the things we want to do is, and it's a little bit tough to see on this map, maybe go to the next sheet and there's a bigger map. Prairie Springs Park itself is 840 acres and it comes all the way out to the Interstate from here up to here. This development here is Prairie Wood, and this is LakeView. From a land use standpoint we look at this as the Prairie Springs Neighborhood. So given the elevation of the Authority's property it's kind of got that overlook quality because we've raised it and it's high, so we came up with the name Prairie Springs Pointe. If anybody has got some good ideas we're open to suggestion and maybe something the marketing people would be interested in doing.

We're identifying it as a class A retail center surrounded by class A offices in the Abbott Life Sciences Center, Uline and the surrounding LakeView developments. What we're looking at is the pictures kind of tell the story. These are pictures that we'll use that frame the architectural requirements that we're going to have. In the beginning we're talking about what's around here that drives the development. In particular for that one component of our development that's a hotel use we want to make sure that they understand the corporate development is coming as well as what happens at RecPlex in the winter because that's usually a hotel person's worst concern is when you're in off season what do you have. And RecPlex now between volleyball, basketball, ice hockey and soon to be swimming we generate a lot of room nights just from what happens out

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there. That's not going to carry ten hotels but right now we know that the room rates or the occupancy rates are pretty good here for wintertime occupancy because there isn't a lot of other things going on in the winter.

We're identifying the positives of this on page 5. It's one of the few retail sections that's along I-94 that has full sewer and water service. The access to the Interstate is already completed. It's not going to have to be modified with this recent upcoming highway work that's going to take place so it's ready to go.

As the Authority has provided, we have off site storm water basins so the site itself will not have to contain any. The plan development zoning reduces or comes to zero lot line building setbacks which can accommodate larger buildings if we get a proposal for that. We've been out there, if you've driven out there recently, we have wide roads that meet a far higher traffic count than what is out there now. We're looking for the full build out of Uline plus half of the build out for Abbott plus the build out for this commercial area so those roads will accommodate that level of activity. We have walkways out there. The signal controls we have there are, again, set up for that ultimate construction and we have unlimited sewer and water.

We describe those things that are in the neighborhood, LakeView Corporate Park, Prime Outlets, the RecPlex, Prairie Springs Park, Abbott and Uline is surrounding uses that are going to affect it. We have eighteen and a half acres in the development area. Again, in our proposed planned development we've got the ability to push and pull these building sizes within this development. For example, the hotel could theoretically go as high as we want it to. There's not a limitation on height in this area. As they go higher they're going to have to put in more fire protection for the building. That's really the limiting factor. But as far as sewer and water we don't have a problem.

These are, again, the types of buildings that we'd want to see, whether two story buildings, we'd want to have a third story with pitched roofs. Again, we have existing landscaping out there and as it's finally developed we're going to want to have more. The land use summary, again, is hotel for a minimum of 200 rooms with a 5,000 square foot conference center, 36,000 square feet of corporate office; restaurant and dining, gas and convenience and retail services. We have the hotel and conference center that we've identified specifically. I don't think we'll see this out there. We really took this picture from Dubai. We tried to find something to show that you can go high. But if it sits right in that corner then the vista and the view from that is really nice.

Tom Reiherzer:

One question. On the Radisson there was a height restriction on that. Why isn't there a height restriction here?

Mike Pollocoff:

Back when we did the Radisson we really governed our height restriction by the length of the fire department's aerial ladder. Given sprinkler technology the best thing is to douse the flames in the rooms and go that way. As it is, if the ladder is up eight stories, getting people down unless it's

really, really necessary they're not going to climb out on the ladder anyway. So the fire protected stairwells and the sprinkler systems are really the way to go. It doesn't work if a plane flies into it or things like that but just your basic fire the code will protect that.

Larry Nelson:

Has the fire department reviewed this?

Mike Pollocoff:

Yes. And we kind of went through that same exercise; we did go through that same exercise with Abbott. Abbott wanted to be able to have a 20 story building on their site. We went through that and, one, we made sure we had enough water capacity to pressurize that system and the volume needed to fully supply it and we were able to accomplish that. The corporate offices we could go higher. We would accept a glass building with metal if it was appropriate. This building here is in the Glens. Again, this is a three story topped off, so we're really looking at developments in this, from an architectural standpoint, we're looking for buildings in this area that will have a pitched roofs and not have flat roofs with the HVAC stuff sitting on the top and you're looking at that. Or, more importantly, the people that are over at Uline or Abbott and their buildings are looking down at the tops of flat roofs. We're not looking at all brick. That doesn't mean it's all red but it could be a match of brick, masonry stone, block. There could be some Dryvit for just for some detailing and things like that. But we definitely don't want to have just tilt up concrete panels or metal.

Retail services we have two buildings that we've provided for in this corner over here. Again, Uline is right there, Abbott is across this way and their Phase 4 is looking at doing commercial that would support the Abbott campus but also service highway retail as well. That's probably ten to twelve years out, because they need to kind of start at what would be 97th, go up towards C and wrap around until they get to that point. So we won't have any surfaces out there up until that point because all we have is this one here or what's across the Interstate. So we're really looking to get the most we can out of these buildings. And we've, again, identified if it's a one story building it needs to have the appearance of a two. If it's a two it needs to have the appearance of a three in order to get the most out of it. We have provided pretty extensive parking. We don't want to be in a spot like where Panera is or Chili's where you've got some commercial uses and not enough parking and you can't find a place to park.

Gas and convenience we have that one spot for the gas station. We have a model here where we're going to be requiring if it's a gas station, again, it has to be a two story building. It has to appear as a two story building. It can be one story as far as functional space, 16 pumps, no semi use. They can have diesel there, 22 parking spots. And this and the hotel is the only thing that's available for 24 hour use under the current zoning ordinance. But, as we indicated in here there's 85,000 vehicles passing this location every day so we feel this is—with only one other gas station in that whole intersection.

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Larry Nelson:

The architectural standards for the gas station will meet the requirements for the surrounding buildings?

Mike Pollocoff:

Right.

Larry Nelson:

We don't want a plain gas station when you have these fancy buildings.

Mike Pollocoff:

Right. This actual building right here is a gas station in Delafield. It's a Mobile station. So along the street side which would be right here, you see what looks like a two story building but you can kind of see there's the Mobil sign.

John Steinbrink:

They have some old pumps sitting in the front there, too, under the overhang.

Mike Pollocoff:

Yes, decoration, the old fuel pumps. But you turn around the back and they've got 16 pumps in the back. That one has been in business probably five years and they do very well there. Restaurants, we probably could pop in a McDonald's there, not McDonald's because they're across the street, but if we wanted a Burger King or Wendy's that would happen. I think all we'd have to do is ask them and they'd build there. But in the standards we're looking for more of a sit down restaurant that's going to be a national chain or something like that that's significant. I don't know if you'd have a P.F. Chang's or a Fish Market but that's what we're looking for. Again, we're going to want the architectural standards for those to be similar to what's in the area, not what's similar to their franchise identity. That's always a push/pull one when it comes time to give them the permit or make the approval.

Site landscaping standards, even locally this is Ventura Jewelers or what used to be Ventura Jewelers. That's pretty similar. If you have a pond or landscaping that's coming in from even a low level that's going to build up that's what we're looking at. It makes the place visible early as they're developing business and as the landscaping matures the business is established and everybody comes out ahead on that. That's not to say we won't have some more mature trees planted along the streets. We also want to have landscaping along the pedestrian areas there because we do have a lot of sidewalks out there.

This is probably the best look of what it kind of looks like today although we've graded out that site. Again, it's a divided roadway. The ponds are in here. This pond is going to be where all this

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land is going to deposit their storm water. Uline, in our agreement with them, they've agreed to maintain that pond at their expense. And we're building it in the first instance to our design. We'll be getting in a landscape plan in for that fairly shortly. On this one we identify the number of vehicle trips that are in this area.

Tom Reiherzer:

On that site, Mike, with the money coming in to do those on and off ramps we're all set with that, with the water move, and didn't we have that high speed internet service?

Mike Pollocoff:

Yes, this site is complete with broadband, sewer and water. We did I-94 with Kenosha County and WisPark ten years ago and it was build to a fifty year standard. So all they're going to do to 165 this next year is paint it and put some ornaments on it just like they are the other bridges. So it's going to look like the Marquette Interchange, that same type of—

Larry Nelson:

That light brown sandstone?

Mike Pollocoff:

Yes.

Larry Nelson:

That's a nice look.

Mike Pollocoff:

Yes. So that's basically all they're going to do to 165 is dress it up to look like the rest of it. But it's designed to handle a lot more traffic and it's designed for fifty years. Every traffic study we've done with Abbott and Uline and everything we're still under the design abilities of that intersection so we're doing okay on that.

We do have walkways planned throughout the entire area that will connect in with the Uline walkways. We're still working on an easement agreement to connect the two. So we basically said we'll let your walkways connect to ours and use ours if you let us connect to yours. So they're kind of reworking their walkways a little bit so that people don't go in areas they don't want them.

Outdoor lighting, if you're out there you can see some of the outdoor lighting we have now. We have the man scale lighting on the interior road and then we have the higher lighting on the top site. We're not able to get We Energies to put in LED lighting. They're not sold on it yet so we're doing sodium vapor.

Again, landscaping. These shots are from the Glens. This is similar to the intensity and the level we're looking at in this area here.

Signage will be low level and on the buildings. On this building here this is the type of signage we're looking at I think which works, and then this entry signage as you come into the development. We're not going to allow any tower signs to the Interstate. We don't do that anywhere in the Village.

Again, the buildings standards, exterior material such as brick, stone and glass, with decorative accent materials such as concrete block, metals, woods, glass and glazing, architecturally varied roof lines and screened mechanicals.

Gary Hutchins:

Are these standards for just this particular development?

Mike Pollocoff:

Most of these are particular, but they're not too different. The most recent application of Village design standards is Prairie Ridge Shopping Center, Target and the out buildings. On those buildings, though, we only required the front of the peaked roofs to be there and you can see that there's nothing behind them. On these here we'd require that roof to be completed.

Tom Reiherzer:

Are those flat roofs then?

Mike Pollocoff:

Yes.

Phil Godin:

It looks good, though. Prairie Ridge is really taking shape

Kate Jerome:

There's nothing above it.

Mike Pollocoff:

No, there isn't. But these here there might be mechanicals above and they would just vent out, but we want our roofs covered over here. But from the exterior standpoint the out buildings where the Cousins Subs is or the Starbucks that's the kind of level of architectural intensity we're looking to have at the Interstate.

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Gary Hutchins:

I thought at one time there was some discussion of Uline's vision? Would a higher hotel concern them?

Mike Pollocoff:

It does concern them. And basically in our development agreement with them we agreed we'd allow them to make a comment on it but it's really up to the Authority and whatever is good for our financial interest. We're not going to look to hide it but we don't think that will happen. I mean it's a big building out there now, the Uline building.

Phil Godin:

Plus they kept that sight line view east.

Mike Pollocoff:

Yes, it's straight east. Three stories is the highest we'll go. I think they'll be okay.

Larry Nelson:

From what I can tell it looks like the architectural standards on Prairie Springs Pointe matches what we're requiring from Abbott, the same level of standards and that's important.

Mike Pollocoff:

Right. It's higher than what we had in WisPark but that was an earlier day.

Phil Godin:

And more industrial use.

Mike Pollocoff:

And it's a little bit different product, too. So, anyway, I'd be looking to have this approved. This would also be part of the RFQ that's going out that's the basis for some initial information for somebody to evaluate it. We'll be turning this loose for some people to look at. There's a couple of shows in Milwaukee, one show in Milwaukee and one show in Chicago where we might even open up a booth and distribute these to developers. I forget the name of the conferences, they're the end of next month.

Tom Reiherzer:

Who put this together for you, Partners

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Mike Pollocoff:

We got some of the pictures from them. Our communication coordinator did, Chris Lopour.

Larry Nelson:

There's no doubt it's really nice.

Mike Pollocoff:

She does good work.

Phil Godin:

I move to adopt.

Larry Nelson:

Second.

John Steinbrink:

Motion and a second for adoption. Any further comments or question?

GODIN MOVED TO APPROVE THE ARCHITECTURAL STANDARDS FOR THE CDA PROPERTY LOCATED IN THE REDEVELOPMENT AREA AS PRESENTED; SECONDED BY NELSON; MOTION CARRIED 6-0.

6. ADJOURNMENT

HUTCHINS MOVED TO ADJOURN THE MEETING; SECONDED BY GODIN; MOTION CARRIED 6-0 AND MEETING ADJOURNED AT 5:10 P.M.