

WPB SSA #33  
Guide Development Committee Meeting  
September 18, 2009

Present: Larry Griffin (Chair, voting member), Daniel Dean, Suzanne Keers, John Paige (voting member), Jessica Peterson (Co-chair, voting member), Claudia Skylar, Jamie Simone, Eleanor Mayer.

1. Review of old business from August meeting.
2. Façade improvement program.
  - A. Discussed procedural change – full WPB commission will vote on façade improvement submissions after they are initially approved by the Guide Dev Committee.
  - B. Suzanne Keers and Eleanor Mayer to meet with CoStar rep, city agencies to discuss plans for CoStar project and report back at next meeting. Suzanne and Eleanor will find out about limitations on how we can use data.
  - C. Discussed potential use of CoStar to assist artists in identifying work-live or workspaces for rent within the SSA.
  - D. ACTION ITEMS:
    1. Updated pamphlets/Web site page re: business improvement programs. ) [Jamie/Jason]
    2. Add info to Web site re: business improvement projects already in progress or completed (e.g. success stories). ) [Jamie/Eleanor]
    3. Check on status of sign/placard for WPB-sponsored projects. [Jamie/Eleanor]
    4. Request that aldermen and Chamber forward info to mailing lists. (Suggest we also ask Pipeline to include info) [Jamie/Eleanor]
3. Reviewed long-term planning committee recommendations to Guide Dev. Will review again after initial inquiries with aldermen re zoning (see below).
4. Discussed zoning-related Master Plan recommendations.
  - A. Per discussions, the plan is for Eleanor and Jamie to reach out to the aldermen's offices to see whether they would be amenable to (1) updating zoning maps and/or (2) involving WPB in the project approval process (e.g., via WPB zoning policy/density stance).

- B. Committee discussed the importance of having a mechanism to give effect to any zoning stances promulgated by WPB.
  - C. Committee also agreed to focus on following the steps identified in the Master Plan as a starting point for any projects within this category.
5. Agenda items for next committee meeting – Friday, October 16 2009, at 8:00 a.m.
- A. Review old business and action items.
  - B. Review/update on status of approved façade improvement program applications/projects.
  - C. Review new façade improvement program applications.
  - D. CoStar update and discussion.
    - 1. Consider whether we can reach out directly to trade groups/ specific businesses pursuant to Master Plan Recommendations re: encouraging retail development.
  - E. Update on loading zone projects.
  - F. Update re discussions of zoning issues with aldermen’s offices.