



PLAN COMMISSION MEETING MINUTES
Monday, December 1, 2025 * 6:00 PM * Court Room

13600 Juneau Boulevard, Elm Grove, WI 53122

12/1/2025 - Minutes

1. Roll call

President Koleski called the meeting to order at 6:00 p.m.

Present:

- President Koleski
- Ms. Becker
- Mr. Cashin
- Mr. Fronberry
- Ms. Peter
- Ms. Stuckert

Absent:

- Mr. Termuehlen

Also Present:

- Thomas Harrigan, Village Manager
- Ethan Sowl, Assistant Village Manager / Zoning & Planning Administrator
- Hector de la Mora, Village Attorney

2. Review and act on meeting minutes dated November 3, 2025

Ms. Peter made a motion to approve the minutes. Ms. Stuckert seconded. Motion passed 6-0.

3. Review and act on a Plan of Operation for SAGE Center S.C. at 890 Elm Grove Rd

Assistant Village Manager / Zoning & Planning Administrator Sowl stated that SAGE Center seeks to occupy unit 206 within the Village Court building for an outpatient psychotherapy practice. The operation would be considered a permitted use as a medical clinic in the B-1 Local Business District.

Ms. Peter asked if the owner sought to modify their business hours. Sowl stated that he reached out to the owner but has not heard anything back from them.

Mr. Cashin made a motion to approve the plan of operation. Ms. Stuckert seconded. Motion passed 6-0.

4. Review and act on a Plan of Operation for Laura Andres LLC at 890 Elm Grove Rd

Assistant Village Manager / Zoning & Planning Administrator Sowl stated that Laura Andres seeks to occupy unit 217 within the Village Court building for use as a life, wellness, and business coaching service. The operation would be considered a permitted use as a business office in the B-1 Local Business District.

Laura Andres was in attendance and provided a brief overview of her business. Andres stated that she has been business coaching on zoom with her clients since June and will now be meeting with her clients in-person.

Ms. Peter made a motion to approve the plan of operation. Ms. Stuckert seconded. Motion passed 6-0.

5. Review of Integrated Comprehensive and Downtown Master Plan Proposals

Assistant Village Manager / Zoning & Planning Administrator Sowl provided an overview of the bid tabulation and proposal scoring. Sowl stated that the Village received proposals from five (5) qualified consultant firms to complete the Comprehensive and Downtown Plan. Bids ranged from a low-end of \$107,475 to a high-end of \$156,180. Staff graded the proposals based on the criteria set forth in the evaluation and selection portion of the RFP. This included: Approach and understanding of project goals, cost proposal, experience and qualifications, proposal quality and clarity, and their innovation, visualization, and added value. RINKA-MSA's proposal scored the highest at 95/100 points.

President Koleski asked for feedback on each proposal from the Commissioners.

RINKA / MSA

Ms. Peter stated that she appreciated that Eric Mayne, Senior Design Director for RINKA, is an Elm Grove resident. Peter also appreciated the comparison to plans recently completed in Menomonee Falls and Shorewood Hills. Mr. Cashin agreed, stating he ranked them the highest.

Ms. Stuckert stated that she appreciated that one of their principals is an Elm Grove resident and that the proposal emphasized preserving community character. However, Stuckert stated that she did not have them in her top two. She felt the proposal was boilerplate and that many of the examples provided were not relevant to Elm Grove. Ms. Becker agreed that they were not in her top two but that she would like to interview them. Becker added that she was unsure how the RINKA / MSA partnership would function. Becker was also concerned about the format for the downtown master plan, which emphasized a steering committee that may lead to some top-down planning. Becker added that RINKA also appears to specialize in more wholesale redevelopment of areas.

Mr. Fronberry asked if staff knew how often RINKA / MSA work together on these types of plans. Sowl stated that he believed they have worked together in the past but was not sure. Village Manager Harrigan stated that RINKA would appear to be the design lead, whereas MSA would lead the overall planning process.

Redevelopment Resources / Studio gwa

Ms. Peter stated she was underwhelmed with this proposal with little relevant examples of recent projects completed. Peter added that the proposal lacked substance.

Ms. Stuckert stated that she believed the proposal was tailored to Elm Grove, pointing to the land use section in the cover letter. Stuckert added that she appreciated their proposal's focus on tying the downtown master plan into the comprehensive plan. She appreciated their understanding of residents' concern about the long-term viability of downtown and how increased density would change the character of the community. Overall, Stuckert felt that Elm Grove would receive a very individualized approach.

Mr. Cashin stated that they were not in his top 3; however, the proposal was very detailed. Cashin mentioned the proposal was hard to follow at times. Mr. Fronberry agreed that the proposal was hard to read. Ms. Becker stated that they were not in her top 3 either; however, she would like to interview them.

President Koleski stated that this proposal lacked visualization and visual examples in their proposal. However, Koleski agreed with Stuckert that the proposal spoke accurately on the Village's vision for the project.

Ayres

Mr. Fronberry stated that they appear to have good experience; however, it seemed boilerplate. Fronberry added that the proposal did not seem very personalized. Ms. Becker agreed, emphasizing that the proposal lacked personalization to Elm Grove. Mr. Cashin agreed; however, he did find that their participation in the East Central Wisconsin Regional Planning Commission serves as good experience.

Ms. Stuckert stated that Ayres is a definite no for her, emphasizing their completion of the traffic study for Mandel Group in 2019. Ms. Peter agreed.

President Koleski stated that, based on the feedback given, it appears the Commission is in agreement to leave this proposal out from the interview stage.

Vandewalle & Associates

Mr. Fronberry stated that they are well qualified, having done many similar projects throughout Wisconsin. Ms. Becker agreed, emphasizing their existing relationship for the Village having just completed the Comprehensive Outdoor Recreation Plan (CORP) earlier this year. Becker felt that their approach was very thoughtful to the type of growth Elm Grove is supportive of and able to absorb. Mr. Cashin agreed, emphasizing their past experience with the Village. Ms. Stuckert agreed, stating they were her first choice. Stuckert was impressed with a statement in the proposal that said the greatest recommendation for a community like Elm Grove is to maintain and preserve what it makes it great rather than focusing on growth strategies that do not align with Village values and desires. Ms. Peter agreed, stating they were her first choice. Peter was impressed on their approach and understanding of Elm Grove.

President Koleski stated that the opening map caught his eye, which incorporated Katherine Drive into a potential redevelopment area.

Houseal & Lavigne

Ms. Peter stated that she was not impressed with their proposal. Peter was concerned about the project team not being local and stated that the proposal was not individualized to Elm Grove. Ms. Stuckert stated that this proposal was a no for her, stating that the clients they have worked with in Wisconsin have all been much larger than Elm Grove. Stuckert also disagreed with a statement they made referencing how Caroline Heights shows how carefully planned redevelopment can add new housing while maintaining the Village's character.

Mr. Cashin stated that the firm appears to be a qualified, planning powerhouse; however, they seem more focused on urban communities and the proposal was not tailored to Elm Grove. Becker agreed, stating that she was very impressed with their proposal but that they are too big and not a good fit for Elm Grove. Mr. Fronberry agreed.

President Koleski stated that, based on the feedback given, it appears the Commission is in agreement to leave this proposal out from the interview stage.

Discussion

President Koleski stated that, while Commissioner Termuehlen was unable to attend, he submitted his rankings of the proposals which concurred with the Commission's recommendations to not invite Ayres and Houseal Lavigne for interviews.

President Koleski asked if the Commissioners would rank their top 3 proposals.

- Ms. Peter
 1. Vandewalle & Associates
 2. RINKA / MSA
 3. Redevelopment Resources / Studio gwa

- Ms. Stuckert
 1. Vandewalle & Associates
 2. Redevelopment Resources / Studio gwa
 3. RINKA / MSA

- Mr. Cashin
 1. RINKA / MSA
 2. Vandewalle & Associates
 3. Redevelopment Resources / Studio gwa

- Ms. Becker
 1. Vandewalle & Associates
 2. RINKA / MSA
 3. Redevelopment Resources / Studio gwa

- Mr. Fronberry
 1. Vandewalle & Associates
 2. RINKA / MSA
 3. Redevelopment Resources / Studio gwa

- Mr. Termuehlen
 1. Vandewalle & Associates
 2. Redevelopment Resources / Studio gwa
 3. RINKA / MSA

- President Koleski
 1. Vandewalle & Associates
 2. RINKA / MSA
 3. Redevelopment Resources / Studio gwa

The Commission decided to bring in Vandewalle, RINKA / MSA, and Redevelopment Resources / Studio gwa for interviews at the January 5th regular meeting. The Commission agreed to move the meeting time up to 5pm.

President Koleski asked staff to speak with Village Manager Mark Fitzgerald of Menomonee Falls, who used RINKA / MSA for a recent planning project. Koleski also inquired as to who Waunakee used for their Comprehensive Plan.

6. Other Business.

President Koleski updated the Commission that the stormwater management plan for the Caroline Heights development has been completed and reviewed by the Village Engineer. Additionally, the development has obtained final occupancy as a result of completing the stormwater plan.

7. Adjournment.

Ms. Peter motioned to adjourn. Ms. Stuckert seconded. Meeting adjourned at 6:58 p.m.