

West Capitol Drive Corridor Redevelopment Plan

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Village of Shorewood, Wisconsin
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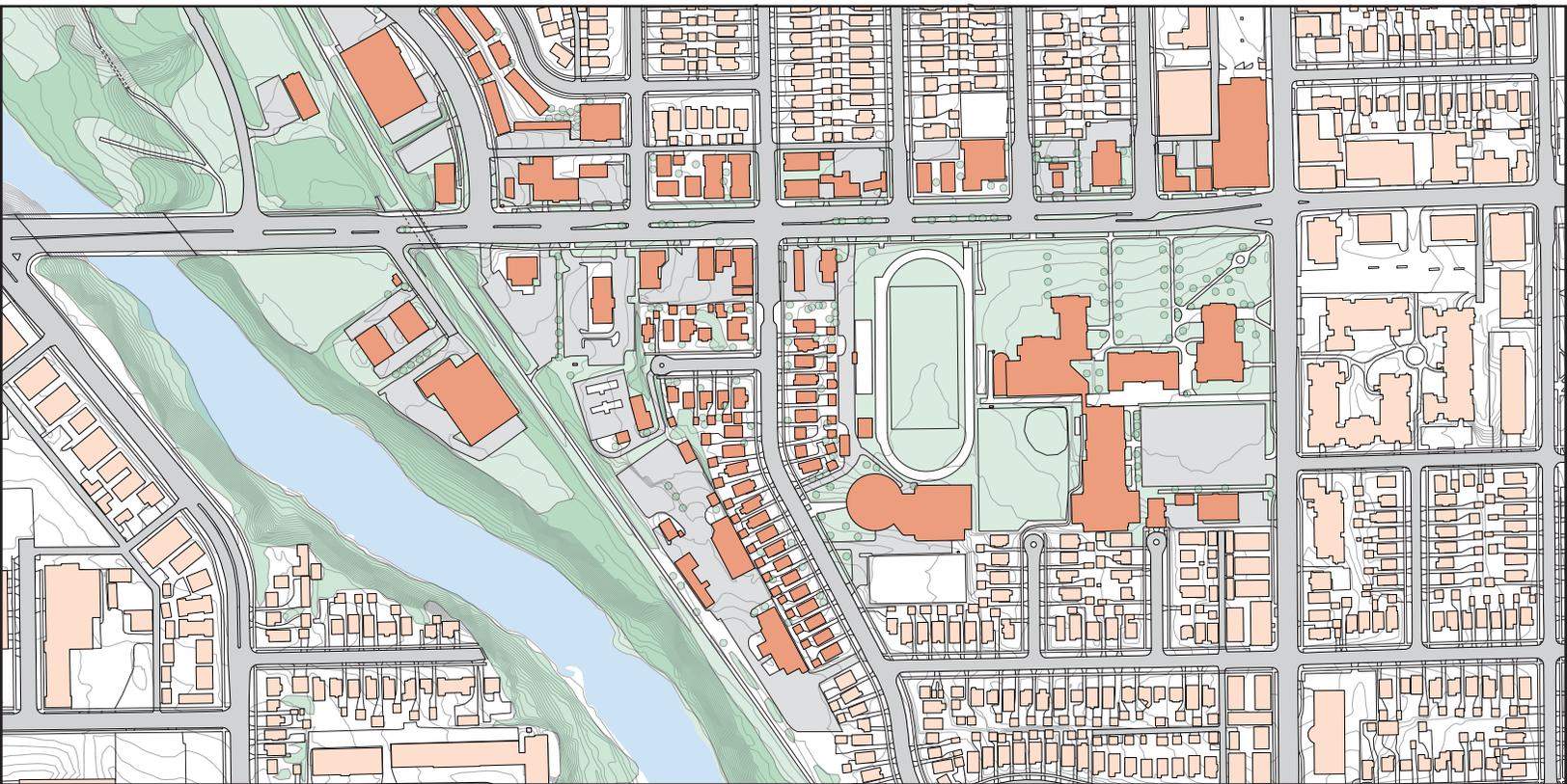


I. Executive Summary

Introduction & Problem Statement

The West Capitol Drive Corridor is a heavily-traveled commercial corridor located in the western portion of the Village of Shorewood. The corridor spans East Capitol Drive from the Milwaukee River to North Oakland Avenue, and is one of two main commercial corridors in the Village. The corridor is

currently not providing Village residents with the quality of life, sense of place, and economic cohesion that the Village of Shorewood strives to provide. Creating a redevelopment plan that focuses on increasing density and enhancing the corridor's character could address these issues.



West Capitol Drive Corridor Existing Conditions Map

A Clear Vision

The Village of Shorewood has produced many quality plans in the past which can be used to help shape a vision for a redeveloped West Capitol Drive Corridor. The Village's Vision 2015 Plan and 2010 Comprehensive Plan provide guidance for redevelopment opportunities along the corridor. The 2015 Vision Plan describes a Village that is walkable, provides a range of housing options, encourages multi-modal transit use, protects

property values, enhances green space, and maintains Shorewood's "small town" feel.

The West Capitol Corridor currently has an auto-oriented feel that contrasts with the walkability of the rest of the Village. Traffic counts from 2007 show 27,300 vehicles at the intersection of Capitol Drive and Wilson Drive, with counts falling slightly to 22,300 at the intersection of Capitol Drive and

Oakland Avenue, making the corridor one of the most traveled areas in the Village.

The corridor as it is now does not create a sense of place, and there are several properties along the corridor that are not being utilized

to their greatest potential. Opportunities also exist to redevelop the Village Department of Public Works (DPW) site at 3801 North Morris Boulevard and enhance green space along the Shorewood High School lawn.

Village of Shorewood Central District Master Plan



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Existing Conditions

Despite having an auto-oriented feel, the corridor does provide multiple transportation options. In 2010, new streetscaping was completed along Capitol Drive that enhanced pedestrian safety and added bicycle lanes and a connection to the Oak Leaf Bike Trail. Capitol Drive is a major thoroughfare for Milwaukee County bus lines, which have connections at Oakland Avenue.

The West Capitol Corridor presents many opportunities for the creation of new retail, housing, and office development in the Village. A 2009 retail market study

conducted by BDI found retail market gaps in the Village and noted that the Village could accommodate a 27% increase in retail space (about 79,500 square feet) without over-saturating the retail market. A resident survey identified several categories of retail stores that could work well in the Village:

- Hardware
- Home accessories
- Organic grocer
- Specialty foods
- Sporting goods

Office vacancy rates in the Village are estimated between 10 and 15 percent. Many office buildings located along the corridor are old and deteriorating. The demolition of older buildings and construction of newer facilities could bring down office vacancy rates. This study recommends adding a modest amount of office space to the corridor given the fact that vacancy rates are high.

The West Capitol Drive Corridor contains a variety of housing options. A 2010 housing market analysis conducted by Baker Tilly found that sufficient demand exists within the study area to add 150-200 market-rate multifamily housing units and 70-135 market-rate independent senior living units. The market study focused on an area roughly bound by Silver Spring Drive on the north,

Lake Michigan on the east, North Avenue to the south, and Interstate 43 and North Holton Street to the west. Since the housing study was completed the Village has added 108 units of market-rate housing outside of the corridor.

The majority of parcels along the corridor are zoned B-3, mixed-use commercial, which prescribes either multi-family use or mixed-use with commercial space on ground floors. Parcels zoned B-3 have a minimum height of two stories and a maximum height of five stories. Many parcels along the corridor were rezoned in 2007 to allow for greater building height and thus greater density. One drawback to higher density redevelopment along the corridor is that it could lead to parking and traffic congestion issues.



Bikers cross Capitol Drive via the Oak Leaf Trail pedestrian bridge at the western end of the corridor

Site Specific Analysis

Our analysis of the West Capitol Corridor identified six privately-owned sites with the best potential for redevelopment. Some of the redevelopment sites contain multiple parcels adjacent to one another. Redevelopment sites in this study include:

Redevelopment Sites		
Site	Address	Current Use
A	1700 - 1714 East Capitol Drive	Retail
B	1602 - 1602 East Capitol Drive + 4014 Newhall Street	Post Office/Gas Station Vacant Lot
C	1518 - 1530 East Capitol Drive	Retail/Bank
D	1330 East Capitol Drive	Auto Repair
E	1409 - 1425 East Capitol Drive	Retail/Offices
F	1305 East Capitol Drive	Sit-Down Restaurant

Many of these sites contain buildings with outdated architecture, a small building footprint, or heights well below what is allowed under their current zoning regime. Opportunities exist at each of these sites to improve the corridor by redeveloping these sites in a way that adds density, helps foster a sense of place along the corridor, and increases the Village's tax base.

Catalytic Development at the Bakers Square Site

This report contains a real-estate pro forma analysis for a redeveloped mixed-use building at the current Bakers Square site. Four pro formas are presented that provide slight variations to parking and height regulations, with each scenario providing an estimated internal rate of return. Our findings indicate that the Village could consider allowing a greater maximum building height at the site or consider reducing parking requirements in order to make the site more attractive to investors.

Bakers Square Redevelopment - Internal Rate of Return (IRR)		
	5 Stories	6 Stories
1.75 Parking Stalls/Unit	5.1%	6.8%
1.4 Parking Stalls/Unit	8.0%	12.4%



Bakers Square Site, Higher Intensity Redevelopment Proposal

Public Sites

In addition to examining redevelopment opportunities at six privately-owned sites, this report also explores redevelopment opportunities at the Village DPW site and

Shorewood High School lawn. Both spaces are underutilized and redevelopment could increase the Village's tax base and help create a sense of place along the corridor.

DPW Site

The Village has recently explored consolidating and sharing services in order to free up its Department of Public Works (DPW) site for other uses. A major challenge to redeveloping the DPW site is that the site has access issues which prevent a larger road from being constructed into the parcel. The site itself is long and narrow, which would prevent the construction of larger buildings on the site. The best redevelopment strategy for the DPW site would be to construct 24 townhomes on the site while saving the southern historic building and reusing it as a community space. Constructing townhomes on the site would allow the parcel to be put onto the Village's tax roll and provide better community access to the Oak Leaf Bike trail and the Milwaukee River.



Proposed townhome redevelopment for DPW Site

Shorewood High School Lawn Site



Rendering of recaptured public space at Shorewood Highschool Lawn Site.

Enhancing the street edge along the High School lawn and constructing public infrastructure on the lawn near Capitol Drive would create a greater sense of place along the corridor, make the area more pedestrian friendly, and provide a better use for currently underutilized space. The Village could consider constructing a series of colonnades and converting a portion of the lawn for multipurpose public use.

New space could be utilized for pep rallies, farmer's markets, art festivals, concerts, winter festivals, etc.

Redevelopment Summary

Given considerations such as the Village’s future vision, parking constraints and design opportunities, our final proposed corridor redevelopment scenario contains a mixture of lower and higher intensity development proposals for each of the redevelopment

sites. Our proposed redevelopment mix would add 21,374 square feet of retail space, 6,112 square feet of office space, 2,502 square feet of sit-down restaurant space, 63 multi-family residential units, 20 senior residential units, and 24 townhomes.

Proposed Redevelopment - Square Footage				
Commercial Retail	Office	Restaurant (Sit-Down)	Residential (Multi-family)	Residential (Senior)
21,374	6,112	2,502	63,720	21,612

Proposed Redevelopment - Total Units		
Residential (Multi-family)	Residential (Senior)	Residential (Townhomes)
63	20	24

Recommended Mix Intensities		
Site	Proposed Intensity	Notes
A	Higher	Higher intensity development would fit well near the transit-oriented intersection of Oakland & Capitol. Higher intensity would allow for additional retail space at the site, which could cater to High School students.
B	Lower	Preserve Post Office while utilizing vacant lot and gas station.
C	Higher	Site supports higher intensity development and provides needed housing units.
D	Parking Structure	The parcel at 1330 East Capitol Drive could be used as a parking structure to address parking deficits at Site E (1409-1425) redevelopment and other developments along the corridor. While this is not an optimal location for a parking structure, we believe it is the best option available.
E	Lower	Increase density while preserving green space. Inclusion of Green Space would encourage pedestrian traffic and help create a sense of place along southern edge of corridor.
F	Higher	Site is large enough to accommodate high intensity with mostly adequate parking, would provide scenic view of Milwaukee River, and would not disrupt any feeling of continuity along the corridor.
DPW	Higher	Maximize redevelopment potential to increase Village tax base.
HS Lawn	Public Infrastructure	Create a sense of place and a well-defined edge for the corridor with the construction of public infrastructure along the north side of the Shorewood High School lawn.

Parking Challenges

One of the greatest challenges developers and the Village will face is addressing parking issues along the corridor. The best course of action to alleviate parking deficits along the corridor would be to construct a shared parking structure at Site D (1330 East Capitol Drive). The Village should also consider amending its zoning code to ease parking

requirements for sit-down restaurants. Many of the proposed developments in the scenarios above were only feasible with underground parking, which is often costly or impractical. The Village should consider adding bicycle or transit bonuses to developments that provide bicycle parking or are located near a transit stop.

Public Feedback

On Tuesday, April 16th, 2013 the Village held a public participation event to solicit corridor redevelopment feedback from the public. The event was held in a community space beneath the Shorewood Library from 6:30 to 8:00 PM. The event included a brief presentation about the corridor followed by an opportunity for residents to walk around to different stations and provide feedback on redevelopment proposals. The event had approximately 35 attendees.

Public feedback for redevelopment scenarios was mostly positive, with residents agreeing that the studied sites were not representing the highest and best possible uses of land along the corridor. Residents were receptive to the idea of redeveloping the Village DPW site and enhancing the edge of the high school lawn. Common concerns raised with redevelopment proposals included parking availability and the over-saturation of the rental market.



Next Steps

While this document provides an in-depth examination of several redevelopment opportunities along the corridor, it is only a starting point in the redevelopment process. The Village can take several steps in the future to facilitate redevelopment. First, the Village should seek to change its parking requirements to facilitate future development. Second, the Village should

examine additional properties along the corridor not mentioned in this study that could be redeveloped. Third, the Village should continue to study redevelopment opportunities at the Village DPW site and Shorewood High School lawn, exploring reuse opportunities for the historic DPW buildings and examining the best use for new public space at the Shorewood High School lawn.

II. Problem Statement

The focus area of this study is the West Capitol Drive Corridor, which is comprised of properties located on the north and south side of East Capitol Drive between the Milwaukee River and North Oakland Avenue. The West Capitol Drive Corridor is one of the two main commercial corridors in the Village of Shorewood.

While much of the Village has a pedestrian-oriented feel, the West Capitol Drive Corridor is currently dominated by auto-oriented uses and is not nearly as pedestrian-friendly as other areas of the Village. Traffic counts from 2009 show nearly three times as much vehicular traffic at the intersection of East Capitol Drive and North Wilson Drive compared to East Capitol Drive and Maryland Avenue.

Multiple buildings along the corridor cater to an auto-oriented clientele. The corridor contains three gas stations, a drive-through fast food restaurant, a drive-through bank, and an auto repair shop. Furthermore, several of the buildings along the corridor have large setbacks or parking lots with frontage along East Capitol Drive which adds to the auto-oriented feeling of the corridor. Shorewood residents are proud to live in a walkable community. The West Capitol Drive Corridor, however, does not provide the pedestrian-friendly atmosphere that residents have come to expect from other parts of the Village.

Many of the buildings located along the corridor were constructed in the 1930s and

40s. Subsequent infill development and the redevelopment of sites have led to a variety of architectural styles employed along the corridor. While architectural diversity can be visually appealing, the multiplicity of buildings in various states of repair (and disrepair), coupled with a jarringly wide range of architectural variation within the corridor does not allow for the creation of a sense of place. The corridor also lacks a true anchor tenants that could make the area a “destination” spot.

In 2007 the Village rezoned many of the parcels along the corridor to allow for greater density. Much of the land along the corridor is not being utilized to its fullest extent given traffic counts and the sizes of existing buildings. Some buildings along the corridor have a building lot coverage area of less than 10 percent and are only one or two stories tall. The current zoning for much of the corridor allows four to five stories.

The small size and old age of buildings along the corridor means that many properties are not making significant contributions to the Village’s tax base. Opportunities exist to redevelop the corridor and increase the Village’s tax base. The corridor contains several government-owned sites, such as the Shorewood DPW site and the U.S. Post Office that could be redeveloped for private use and brought onto the Village property tax roll.

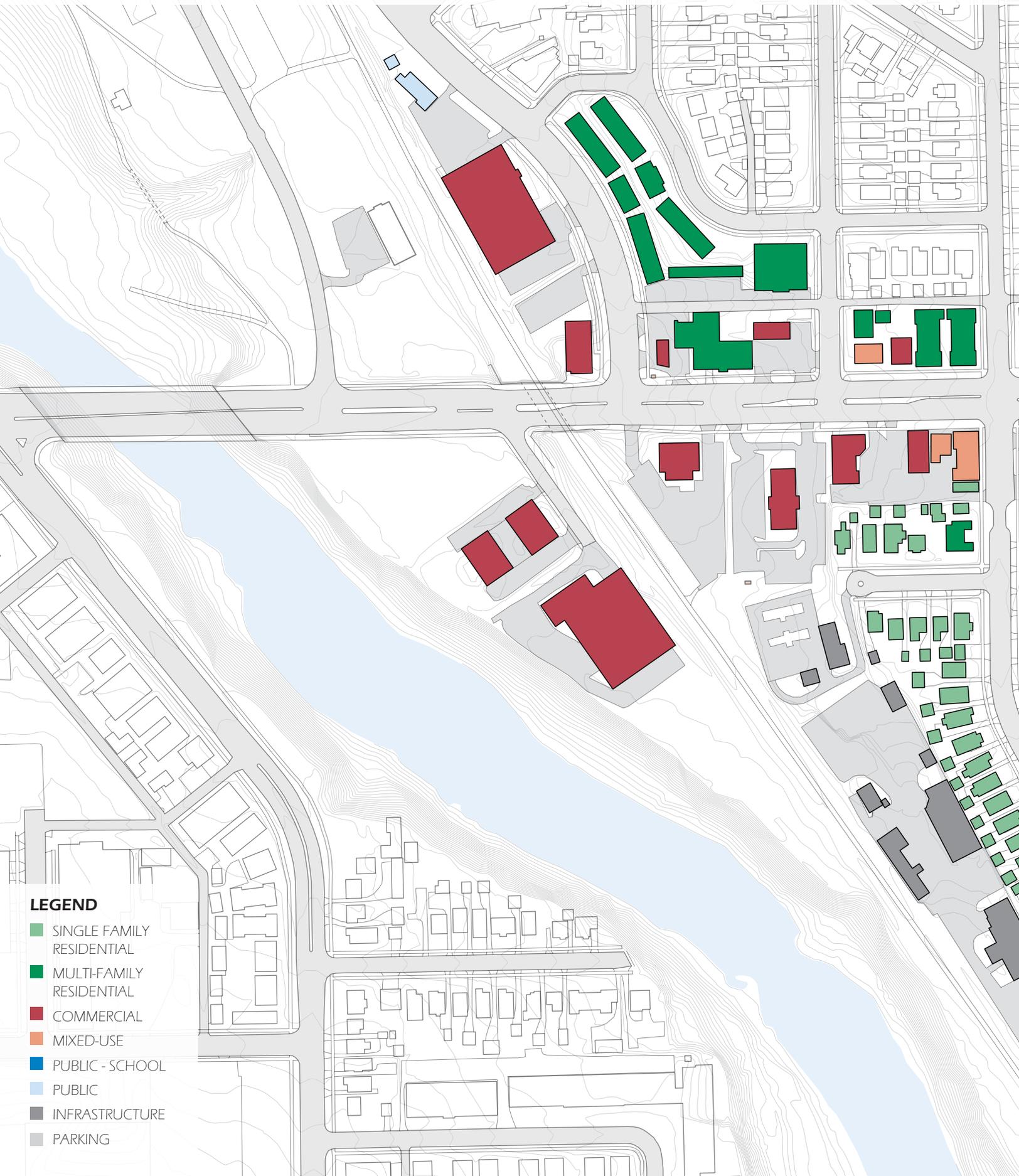
Problem Statement

The West Capitol Drive corridor is not currently providing residents with the quality of life, sense of place, and economic cohesion that the Village strives for. Creating a redevelopment plan for the area that focuses on increasing density and enhancing the corridor’s character could address these issues.

VILLAGE OF SHOREWOOD

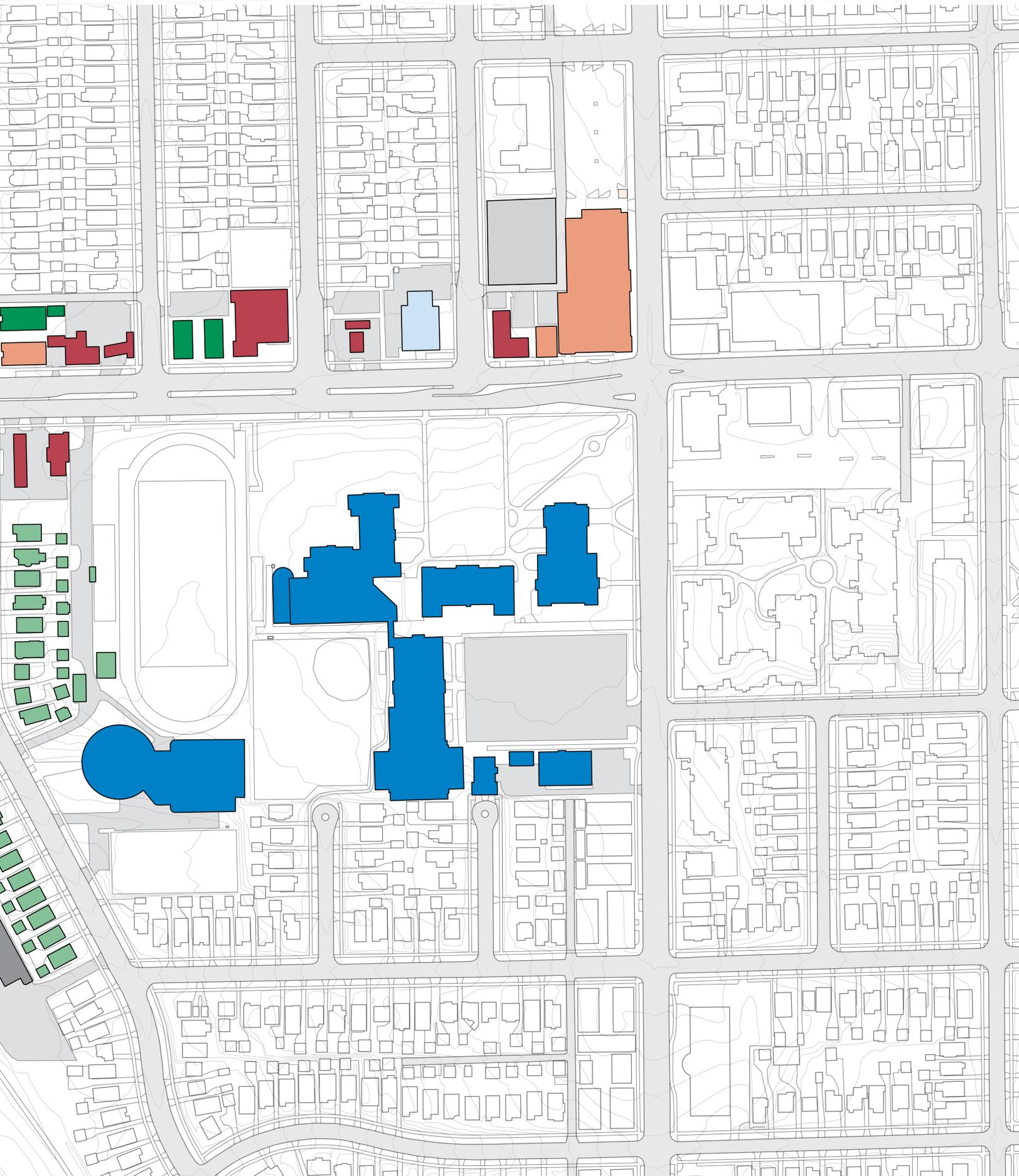
CAPITOL DRIVE CORRIDOR

EXISTING LAND USE



LEGEND

- SINGLE FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- PUBLIC - SCHOOL
- PUBLIC
- INFRASTRUCTURE
- PARKING



III. Introduction

The Village of Shorewood is a historic Village with a strong legacy of comprehensive planning and civic involvement. The Village of Shorewood has created numerous plans in the past that have incorporated citizen input and helped guide development in a way that protects property values and enhances the Village's quality of life for residents.

The purpose of the following document is to help the Village of Shorewood and its residents understand what a redeveloped West Capitol Corridor could look like in the future. The West Capitol Drive Corridor, located along East Capitol Drive between the Milwaukee River and Oakland Avenue, is one of two major commercial corridors in the Village.

In order to guide future development along the corridor, the Village has enlisted the help of urban planning graduate students from the University of Wisconsin-Milwaukee Department of Urban Planning to review past Village planning documents, summarize current conditions along the corridor, identify potential redevelopment opportunities, present preliminary findings to the public, and create a written report that Village staff and residents can easily refer to with regards to redeveloping the West Capitol Corridor. This document consists of the work of students in the Department of Urban Planning's capstone

planning course – Applied Planning Workshop. This study was completed over a period of several months during the spring of 2013.

In completing this report, the Village of Shorewood asked us to examine redevelopment opportunities along the West Capitol Corridor and at the Village's Department Public Works (DPW) site located at 3801 North Morris Boulevard (see the appendix for the Village's initial scope of work request). This document is divided into several distinct sections which pertain to redevelopment along the corridor.

The beginning sections of this document contain a synopsis of key problems addressed and an overview of current conditions in the corridor. This document also contains several site-specific analyses, which are comprised of lower and higher intensity redevelopment proposals for each site along the corridor, as well as an in-depth development analysis for a mixed-use redevelopment at the current Bakers Square site at 1305 East Capitol Drive. The document also provides commentary on redevelopment opportunities at the Shorewood DPW site and the High School lawn. The conclusion contains three corridor-wide redevelopment scenarios and provides commentary on future steps the Village could take to encourage redevelopment.



Central District Master Plan

IV. Existing Conditions Analysis

The West Capitol Drive Corridor is one of the most visible and highly-traveled areas in the Village of Shorewood and presents many redevelopment opportunities. Examining the visions outlined in past plans and understanding the current conditions within the corridor are an essential part

of creating an effective redevelopment plan for the corridor. This section covers the key characteristics that residents have envisioned for the future of the Village, as well as existing conditions within the corridor and challenges for redevelopment.

Vision & Central District Plan

One of the guiding documents for the West Capitol Drive Corridor Redevelopment Plan is the Village of Shorewood’s “Vision 2015” plan. Originally produced in 2005 and updated in 2009, the 2015 Vision project was a strategic planning process undertaken by residents and Village stakeholders to develop an understanding of how the Village should look in 2015 and what steps the Village could take in order to achieve the vision.

The Vision 2015 plan encapsulates community sentiment regarding four main questions: (1) Where are we now? (2) Where are we going? (3) Where do we want to be? and (4) How do we get there? Using a variety of demographic, economic, and social data, as well as surveys and community feedback, the Vision 2015 planning process produced the following vision for the Village.

In 2015 Shorewood will be:

A vibrant urban community with safe, friendly neighborhoods offering a range of well-maintained housing options which reflect Shorewood’s architectural heritage.

A desirable community that continues to attract and retain residents who value Shorewood’s community assets and rich diversity.

An attractive community with strong property values and a competitive tax rate; well-maintained public infrastructure; quality, cost-effective, and valued Village services; and outstanding staff members who use collaboration, innovation, and technology to optimize productivity and

service excellence.

An attractive community with strong property values and a competitive tax rate; well-maintained public infrastructure; quality, cost-effective, and valued Village services; and outstanding staff members who use collaboration, innovation, and technology to optimize productivity and service excellence.

A thriving community with a mix of attractive stores and services in a robust and profitable commercial center.

After forming the 2015 vision statement, the Village held several public participation events which explored the courses of action that the Village could take to work toward the vision. Several of the objectives formed relate directly to redevelopment within the West Capitol Corridor:

Implement more aggressive and larger-scale redevelopment projects.

Promote vibrant urban housing that meets the needs of people of all ages and stages of life

Maintain a safe, walkable, “small town” urban living experience

Protect and enhance property values

Protect and enhance the environment and public green spaces

In addition to the Vision 2015 plan, the Central District Master Plan (CDMP) released by the Village in 2006 also addresses the West Capitol Drive Corridor. The vision for the Village's Central District (the area surrounding Oakland Avenue and Capitol Drive) is to increase the area's density while maintaining the Village's small town feel and walkability. Goals for the Central District include:

Encourage mixed-use development of key sites to create more active, cohesive, and walkable shopping zones

A regional destination for specialty shops and restaurants

Increase commercial development to provide more goods and services for residents and visitors

Increase commercial and residential development to enhance the economic base of the Village

Provide modern, diverse residential opportunities, including housing above stores in mixed-use buildings, apartment and condominium buildings, and row houses

The Central District Master Plan also identifies specific issues in the West Capitol Drive corridor. The corridor has large parking lots, aging residential buildings, and "suboptimal storefronts" that act as gaps in the streetwall of shops, and the high amount of motor vehicle traffic diminishes the area's walkability.

Despite multiple transportation options within the study area, the West Capitol

Drive Corridor maintains an auto-oriented feel. The corridor has many low-density buildings, and its street wall is broken up by parking lots that disrupt any feeling of continuity within the corridor. The corridor is not currently providing the "walkable, 'small town' urban living experience" that the 2015 vision calls for, nor is the corridor currently designed in a way that protects and enhances property values. The corridor is also not providing vibrant urban housing that meets the needs of people of all stages of life.

The CDMP calls for the study area to maintain its office/service character while suggesting that new development could provide additional residential space. This would be possible through future development of mixed-use buildings with office or retail use on ground floors and residential units above.

Future redevelopment along the corridor that adheres to the Vision 2015 plan and Central District Master Plan would address several corridor issues and help stitch the fabric of the corridor back together. Redevelopment along the corridor would feature higher density, transit-oriented development including new retail, goods & services, office, and residential development. Redeveloping key properties along the corridor into multifamily and mixed uses would promote the "vibrant housing" called for in the Vision 2015. Encouraging higher density, mixed-use development would also promote an environment that creates a sense of place, protects property values, and enhances walkability.

Transportation

The West Capitol Drive Corridor is a major thoroughfare that provides residents with multiple transit options. The Village of Shorewood is well known for its walkability, having received a Bronze award for

walkability from the Pedestrian and Bicycle Information Center. Many residents have a walk of less than half a mile to the nearest grocery store and less than one-quarter mile to the nearest coffee shop. The Village continues

to be walkable partly due to its high density of over 8,000 residents per square mile.

The Village's 2015 Vision rests largely on the upkeep and improvement of infrastructure and ambitious plans to create a more walkable, pedestrian-oriented community. In 2007 the Village undertook

a multi-million dollar streetscaping project that improved walkability along Capitol Drive. The project included upgrading crosswalks and sidewalks, the installation of pedestrian signage, improvements along the Oak Leaf Bike Trail, and enhanced landscaping along Capitol Drive medians.

Motor Vehicle Traffic

The main arterial of the study area – Capitol Drive – is a two-lane thoroughfare that runs East-West throughout the Village. Traffic counts from 2007 show 27,300 vehicles at the intersection of East Capitol Drive and North Wilson Drive, with counts falling to

22,300 at the intersection of East Capitol Drive and North Oakland Avenue, making the West Capitol Corridor one of the highest traffic areas in the Village. (See appendix for complete Village traffic counts).

Bicycling

The western portion of the corridor contains the Oak Leaf Bike Trail, a bicycle thoroughfare that spans 108 miles and runs throughout Milwaukee County. The trail runs along the Milwaukee River and features an ingress and egress point onto Capitol Drive. Despite easy access to Capitol Drive, the Oak Leaf Trail does not have any significant signage indicating to riders that they are in Shorewood or that shopping and dining options are nearby. A large portion of the trail that runs near Capitol Drive has no visibility onto the corridor due to elevation differences.

The trail is maintained year-round and is a major bike corridor for commuters from the northern suburbs heading downtown during the morning and back home during the evening. Traffic on the Oak Leaf Trail will increase as Milwaukee County continues to invest in the trail and municipalities promote cycling. Significant additions along the Oak Leaf Trail include the 2004 construction of the Milwaukee Urban Ecology Center, south of Shorewood, and the addition of the Estabrook Park Beer Garden in 2012.

Public Transit

Shorewood is served by public transit lines operated by the Milwaukee County Transit System, including the Red line, which runs along Capitol Drive, the Green line, which runs along Oakland Avenue, and Route 10, which runs north-south along Wilson Drive before heading West along Capitol Drive. Both the Red and Green line are high-frequency routes.

Since the Village made significant upgrades to streetscaping along Capitol Drive, this report does not recommend any major transit changes. Shorewood's 2015 Vision plan recommends encouraging alternative transit uses throughout the Village. Any redevelopment along Capitol Drive should be pedestrian-focused and provide adequate parking for private vehicles as well as bicycles.

Parking

The Village of Shorewood code requires twenty spaces of parking per 1,000 square feet of sitting area for restaurant uses and 4 spaces per 1,000 square feet of retail space. Restaurant parking requirements creates a tremendous amount of strain on developers in the West Capitol Drive Corridor.

There is also a burden on residential developments. Currently the Village code requires 1.75 parking spaces per dwelling unit. Also, half of the development's parking must be covered or underground.

Market

Commercial/Retail

Given the high traffic counts on both East Capitol Drive and Oakland Avenue the corridor offers many opportunities for retail, residential, and office development. In 2009 the Village of Shorewood commissioned Business Districts, Inc. (BDI), to identify current gaps that exist in retail markets and identify new development opportunities. The analysis considered the ability of existing businesses to expand and which new businesses types could fill gaps in the market.

The study showed that Shorewood captures 84.6-percent of total resident spending and identified several markets capable of capturing additional resident expenditures, including: specialty food stores, restaurants, apparel, and home furniture. The study

suggested that the Village could accommodate additional sales of 43-percent and could increase commercial square footage in the Village by 27-percent, which would equate to an addition of roughly 80,000 square feet of retail space. Several suggestions for business expansion and recruitment were made based on the spending trends gathered in BDI's resident survey. Business recruitment opportunities applicable to the redevelopment of the West Capitol Drive Corridor include such companies as Breadsmith, Great Harvest, Wine Styles, Flat Top Grill, Great Dane, VIVO, and Utrecht - All of which were suggested by residents in BDI's survey and fit within the niche market that exists within the corridor.

Residential

The Village of Shorewood is one of the most densely populated communities in the State of Wisconsin. With that title a number of factors have been concluded. The Village of Shorewood prides itself on being a walkable and livable community that is easily accessible in all directions. The West Capitol Drive Corridor is one of the main arterials leading into the Village and accounts for more traffic

than any other road in the Village. Along this corridor lie a number of single-family, multi-family and condominium developments that contribute to the "walkable and livable" feel.

Today there are 233 housing units, of which 94.8% are occupied. That number is expected to grow .21%. Vacancy rates as of 2012 lie at 9.2% or 21 units.

Residential Analysis	
Use	Notes
Senior (Independent)	Average/Strong
	<ul style="list-style-type: none"> Few new construction options in market area Average to above-average vacancy currently due to housing market
	Recommendation: 70-135 Market rate units, 20-40 Affordable Housing units
Multi-Family Rental	Strong
	<ul style="list-style-type: none"> Limited parking availability Only 3.7% of units are vacant
	Recommendation: 150-250 Market rate units, 65-110 Workforce Housing units
Multi-Family Condominium	Below Average
	<ul style="list-style-type: none"> Trends of declining sales, falling prices Capital markets make financially difficult
	Recommendation: Not recommended

There is currently one major project underway that is near the West Capitol Drive redevelopment area. The major development under construction is Lighthouse 4041. Lighthouse, developed by Mandel Group and RE Enterprises LLC is to include 18,000 square feet of retail space. Walgreens, currently next door is the announced tenant to move into the first floor of this development. The development will create 84 apartments at this location, as well as an above-ground/underground parking structure.

Further to the north in the 4500 block of Oakland Avenue is a mixed-use project that was recently developed by WiRED Properties. This development, known as “Ravenna,” contains 22 apartments and 7,500 square feet of retail space. WiRED also developed the nearby Cornerstone apartments, a mixed-use project also in the 4500 block. These developments bring an estimated 25,500 square feet of retail space to the Village and over 100 apartments aimed at luxury renters.

Environment

The West Capitol Drive Corridor is situated along the east bank of the Milwaukee River. Like many urban rivers, the Milwaukee River has been victim to decades of neglect and abuse with the dumping of industrial wastes, runoff, and raw sewage into the waterway. Toward the end of the 20th century a number of organizations have stepped forward to restore the river. The Village of Shorewood is an active member of the Milwaukee River Master Plan Team, which, in 2010 developed the Milwaukee River Greenway Master Plan: A Vision for Recreation and Restoration.

The master plan’s objective is to, “create a community based master plan for the Milwaukee River that provides recommendations for preservation, revitalization, management, and improved public access and recreation.” The plan identifies improvements in remediation, restoration, signs, collective government action and trails as five principal areas of focus.

The Village’s DPW site and River Site parcels are located adjacent to the Milwaukee River. Development on these two sites must have a twenty foot bluff line setback, allowing for a maximum building height of four stories, or a seventy foot setback allowing a height of six stories.

In addition to the Milwaukee River Greenway, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) has included both the DPW and River Sites as part of the region’s primary

environmental corridor, which consists of areas that contain concentrations of high value natural, scenic, historic, scientific and recreational features that are important to the region’s environmental quality.

The Milwaukee River has experienced severe flooding in the past. These events have caused erosion of soils and trails, and at times can affect soil composition and compaction. Throughout the study area river water levels are between 590 and 595 feet above mean sea level (MSL). Water levels can rise 11 to 16 feet before they crest the Federal Emergency Management Agency’s (FEMA) 100-year floodplain MSL of 606 feet.

Research for the Conceptual Plan for the B-4 River District found that the river’s banks are reasonably stable. It was also noted that this is partly due to vegetation along the banks that serves to slow the velocity of the water reaching them, in addition to slope angles, soil types, and drainage. All four of these factors must be preserved as a line of defense for future flooding, and future development must reduce stormwater flow to the river to aid in reducing the severity of these events.

Potential Brownfields

The study area also contains three gas stations and an auto repair shop which could pose environmental risks. None of these sites have been classified as a brownfields, but future development will need to conduct soil testing to ensure the site has not been contaminated.

Current Land Use

The West Capitol Corridor contains a variety of residential, office, and retail uses. Notable features within the corridor and surrounding neighborhoods are listed in the table below.

Use	Address	Zoning	Notes
Post Office	1620 East Capitol Drive	B - 1 Commercial	The Shorewood Post Office is likely to be closed in the near future. The facility was built during the Work Progress Administration program in the 1930s and is eligible for admission to the National Register of Historic Places.
High School Site	1701 East Capitol Drive	P - 1 Public Building	A large amount of open space on northern portion of the school lot could be used as public space along the corridor.
DPW Site	3801 North Morris Boulevard	P - 1 Public Building	The Village has expressed interest in sharing services with other municipalities in the near future so that the DPW lot could be redeveloped for other uses. Buildings on the site are of historical significance and should be left standing if the parcel is redeveloped.
River Site	1111 East Capitol Drive	B - 4 River District (Planned Development District)	This is one of the largest vacant parcels in the Village. The parcel provides views and access to the Milwaukee River and is currently zoned for a planned development district (PDD). The site has been the focus of several redevelopment studies in the past.
Tudor Revival Apartments	1420 - 1428 East Capitol Drive	B - 3 Mixed Use Commercial	These apartment buildings were designed by F.H. Oppitz and constructed in 1929. Both of the buildings are eligible for admission to the National Register of Historic Places
Catholic Life Insurance (Former)	1572 East Capitol Drive	B - 3 Mixed Use Commercial	The building on this site is a 50,000 square-foot office building that was vacated by Catholic Family Life Insurance. The parcel is currently for sale. The building was the former home of the American Bowling Congress and is eligible for admission to the National Register of Historic Buildings.
Morris Apartments	3919 North Morris Boulevard	B - 3 Mixed Use Commercial	This building is eligible for admission to the National Register of Historic Buildings.

Auto Oriented Use

As previously mentioned, the corridor is comprised of many buildings that serve an auto-oriented clientele. The corridor contains three gas stations, an auto repair shop, a fast food restaurant, and a drive-through bank. Some parcels have on-site parking lots situated between the parcel’s main building and East

Capitol Drive, which create gaps in the street edge along the corridor. The Village’s current design guidelines prohibit parking areas in front of buildings and recommends limiting mid-block parking lots in order to avoid breaking up the commercial street wall.

Auto Oriented Structures within the Corridor		
Use	Address	Notes
Gas Station	4000 North Wilson Drive	
Gas Station	1513 East Capitol Drive	
Gas Station	1602 East Capitol Drive	This building has a large setback and a small footprint. In the past the gas station has had trouble with leaking underground tanks.
Fast Food Restaurant	1325 East Capitol Drive	The building has a large setback from Capitol Drive.
Drive-Through Bank	1530 East Capitol Drive	This building has a small footprint and the drive-through is used infrequently. Wells Fargo has another location nearby on North Oakland Avenue.
Auto Repair	1330 East Capitol Drive	This building has a large setback and a parking lot that fronts Capitol Drive.

Zoning within the Corridor

The corridor contains a variety of zoning types with most parcels zoned B-3, Mixed Use Commercial. B-3 zoning prescribes either multi-family use on all levels of a structure, commercial use on all levels of a structure, or mixed-use with commercial use on the first floor and other uses on higher levels. B-3 zoning requires a minimum building height of two stories and permits a maximum height of five stories.

Parcels on the northeast side of the corridor closer to North Oakland Avenue are zoned B-1, Commercial. The requirements of B-1 zoning are similar to B-3 zoning in the Village except that B-1 zoning does not allow a parcel’s building to be used exclusively for multi-family. B-1 zoning requires commercial use on the ground floor with commercial or apartments on floors above. In this sense,

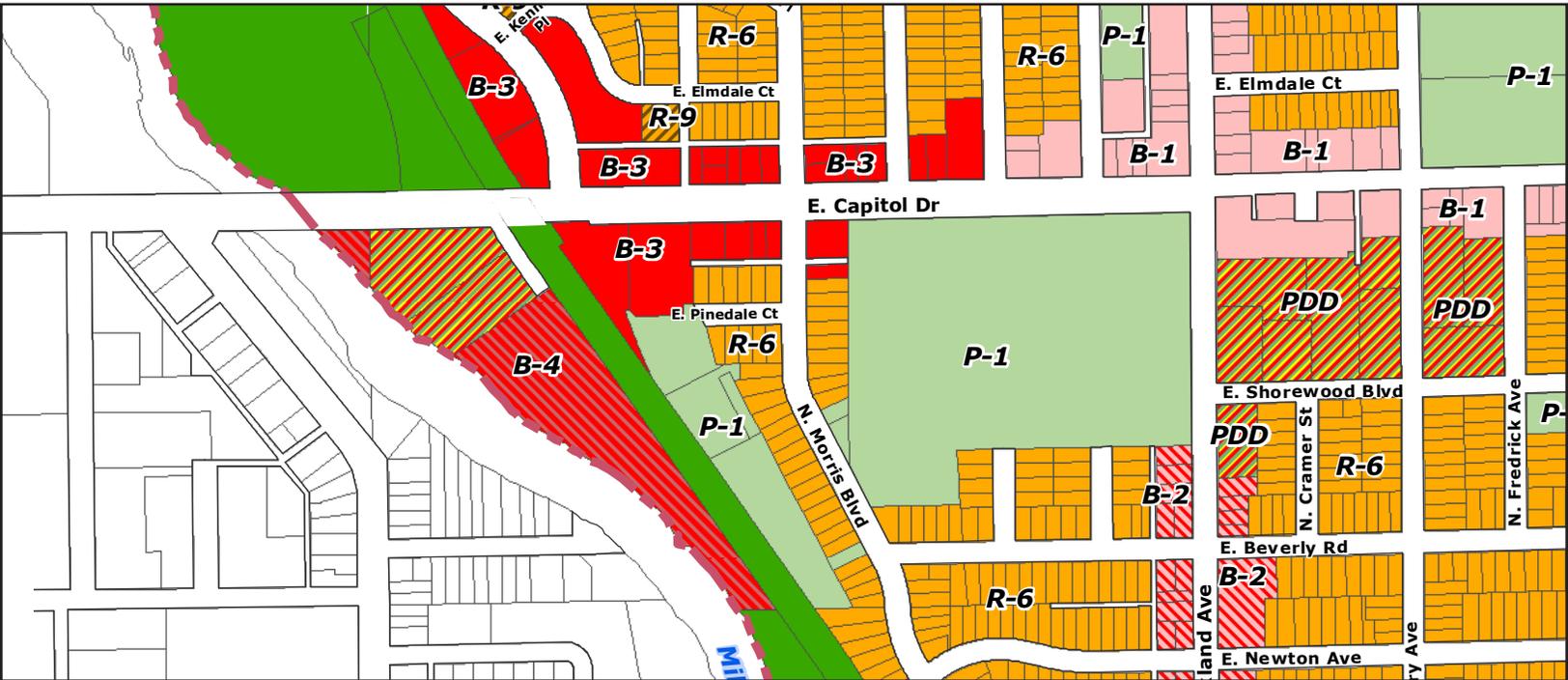
B-1 zoning is slightly more restrictive than B-3 zoning although the maximum height for each type of zoning is the same.

Two of the three parcels on the southern side of the corridor that sit adjacent to the Milwaukee River are zoned “planned development district” (PDD), which allows developers increased flexibility in redevelopment. The third parcel adjacent to the Milwaukee River at 3900 North Sherburn Place is zoned B-4, Commercial, which prescribes multi-family or planned development. These parcels have been the focus of past Village studies, and this report does not explore significantly different alternatives from what has previously been recommended.

The purpose of the Planned Development District zoning is to encourage and

provide a means for creating desirable development, redevelopment, rehabilitation, and conservation in the Village. Planned Development District Zoning allows for greater flexibility, better utilization of

topographical and natural site characteristics, and more economical and stable development with variations in siting, land use, and types of dwellings and commercial buildings.



Village of Shorewood Zoning Map

West Capitol Drive Corridor Zoning			
Designation	District Name	Principal Use	Building Height
B - 1	Commercial	Commercial use ground floor; commercial or apartment above	Minimum 2 stories; maximum 5 stories
B - 3	Mixed Use Commercial	Multi-family or commercial use all floors; mixed use with commercial ground floor only	Minimum 2 stories; maximum 5 stories
B - 4	River District	Multi-family or Planned Development District	Minimum 2 stories; maximum 6 stories
PDD	Planned Development District	Requires Village Approval	-
P - 1	Public Building	Schools, churches, and other public buildings	Maximum 50 feet

* For a complete zoning table, including setback requirements, please see the appendix.

One-Story Buildings within the Corridor

The Village of Shorewood’s zoning code requires a minimum building height of two stories for most parcels in the corridor. Currently, there are multiple one-story buildings along the corridor. These one-story buildings are good candidates for redevelopment.

One-Story Buildings within the Corridor		
Address	Zoning	Current Occupant
4000 North Wilson Drive	B-3 Mixed Use Commercial	Mobil Gasoline
4057 North Wilson Drive	B-3 Mixed Use Commercial	A.B. Data Warehouse
1305 East Capitol Drive	B-3 Mixed Use Commercial	Bakers Square Restaurant
1325 East Capitol Drive	B-3 Mixed Use Commercial	Culver’s Restaurant
1330 East Capitol Drive	B-3 Mixed Use Commercial	Shorewood Auto Repair
1421 East Capitol Drive	B-3 Mixed Use Commercial	Thompson Pharmacy
1513 East Capitol Drive	B-3 Mixed Use Commercial	B.P. Gasoline
1518 East Capitol Drive	B-3 Mixed Use Commercial	4 Paw Pet Grooming
1520 East Capitol Drive	B-3 Mixed Use Commercial	Nick’s Barber Shop
1530 East Capitol Drive	B-3 Mixed Use Commercial	Wells Fargo Bank
1604 East Capitol Drive	B-1 Commercial	Citgo Gasoline
1706 East Capitol Drive	B-1 Commercial	Brighter Concepts Lighting

One Story Buildings Located within Corridor



Shorewood Auto Repair, 1330 East Capitol Drive



Thompson Pharmacy, 1421 East Capitol Drive

Land Use Challenges in Redevelopment

The Village of Shorewood's vision for a redeveloped West Capitol Corridor includes encouraging pedestrian-friendly redevelopment along Capitol Drive while increasing density and creating a consistent street wall. While the Village's zoning code

provides for the flexibility needed to achieve these goals, several land use challenges could pose difficulty in corridor redevelopment, including maintaining a consistent street wall, redeveloping parcels near historic buildings, and meeting parking requirements.

Continuous Street Walls: A Land Use Challenge

Walkability along commercial corridors can be greatly enhanced by encouraging the creation of a continuous vibrant street wall. Continuous street walls are created when buildings are placed at a consistent setback. A continuous street wall creates

a sense of formality and consistency for pedestrians and generally calms vehicular traffic. A prime example of a consistent street wall in the Village of Shorewood is the southern portion of Oakland Avenue between Edgewood Avenue and Menlo Boulevard.

Consistent Street Wall - Oakland Avenue



The West Capitol Corridor currently lacks a street wall, with some buildings having large setbacks and others built to the edge of their respective parcels. Creation of a street wall along the southern portion of East Capitol Drive will pose a significant challenge with

only a handful of parcels sitting adjacent to Capitol Drive. The majority of space on the southern side of the corridor is occupied by the Shorewood School District parcel, which currently has no defined edge.

Historic Structures

Multiple buildings along the corridor are eligible for admission to the National Register of Historic Places due to their old age, historic significance, or architectural features. The historic significance of buildings along the corridor deserves

consideration when creating a redevelopment vision for the corridor. New development along the corridor should not overpower important historic buildings, nor should new development unnecessarily disrupt views of buildings with ornate stonework façades.



Historic Morris Apartments at 3919 North Morris Boulevard.



The Former Catholic Family Life Building at 1572 East Capitol Drive, was previously home to the American Bowling Congress.

Parking Requirements

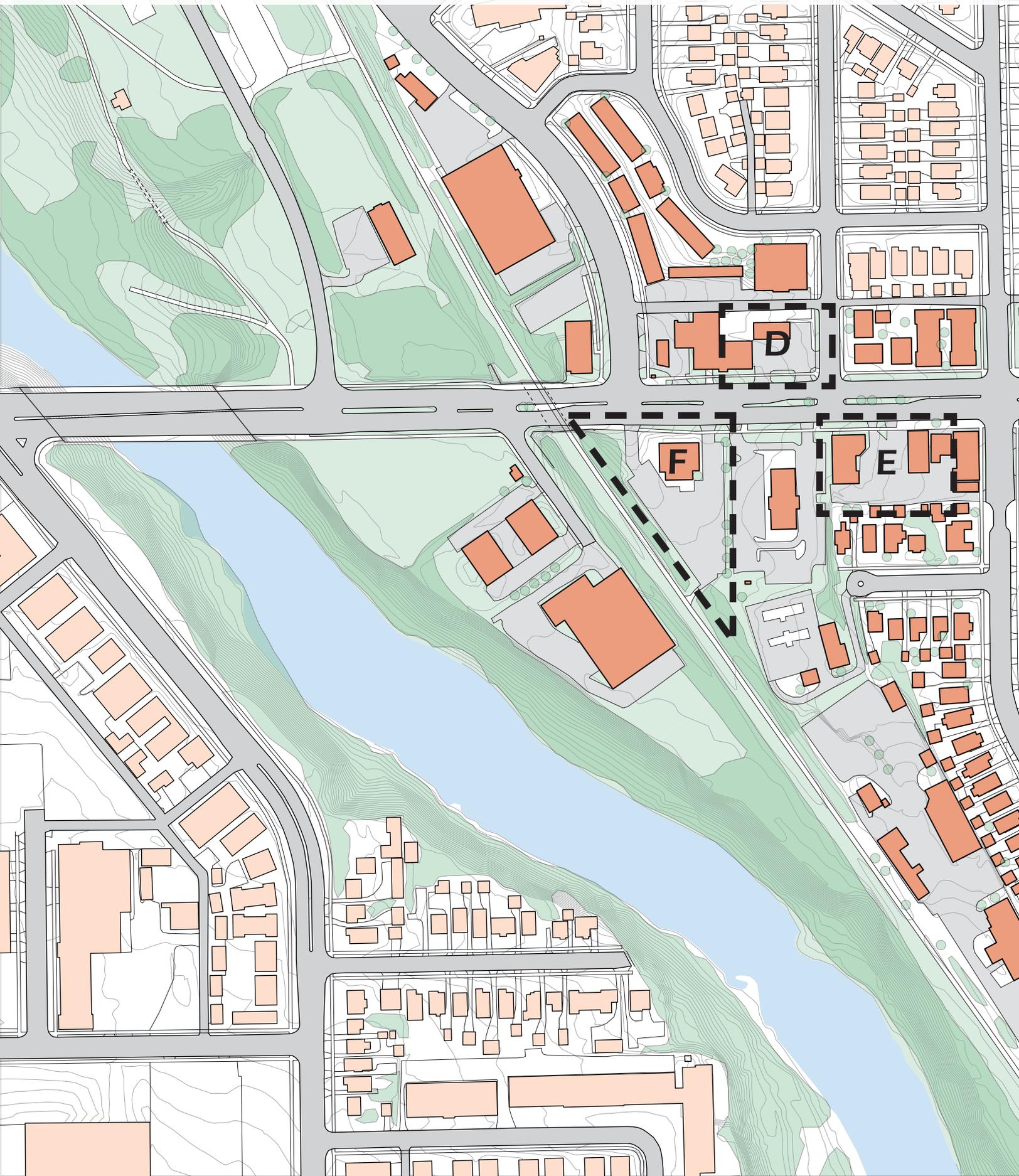
Redevelopment of the West Capitol Corridor will add density to the corridor and increase pedestrian, bus, bicycle, and automobile traffic. Increased density along the corridor will require the construction of additional parking spaces, whether they be in a shared surface lot or a parking structure. The Village of Shorewood generally requires

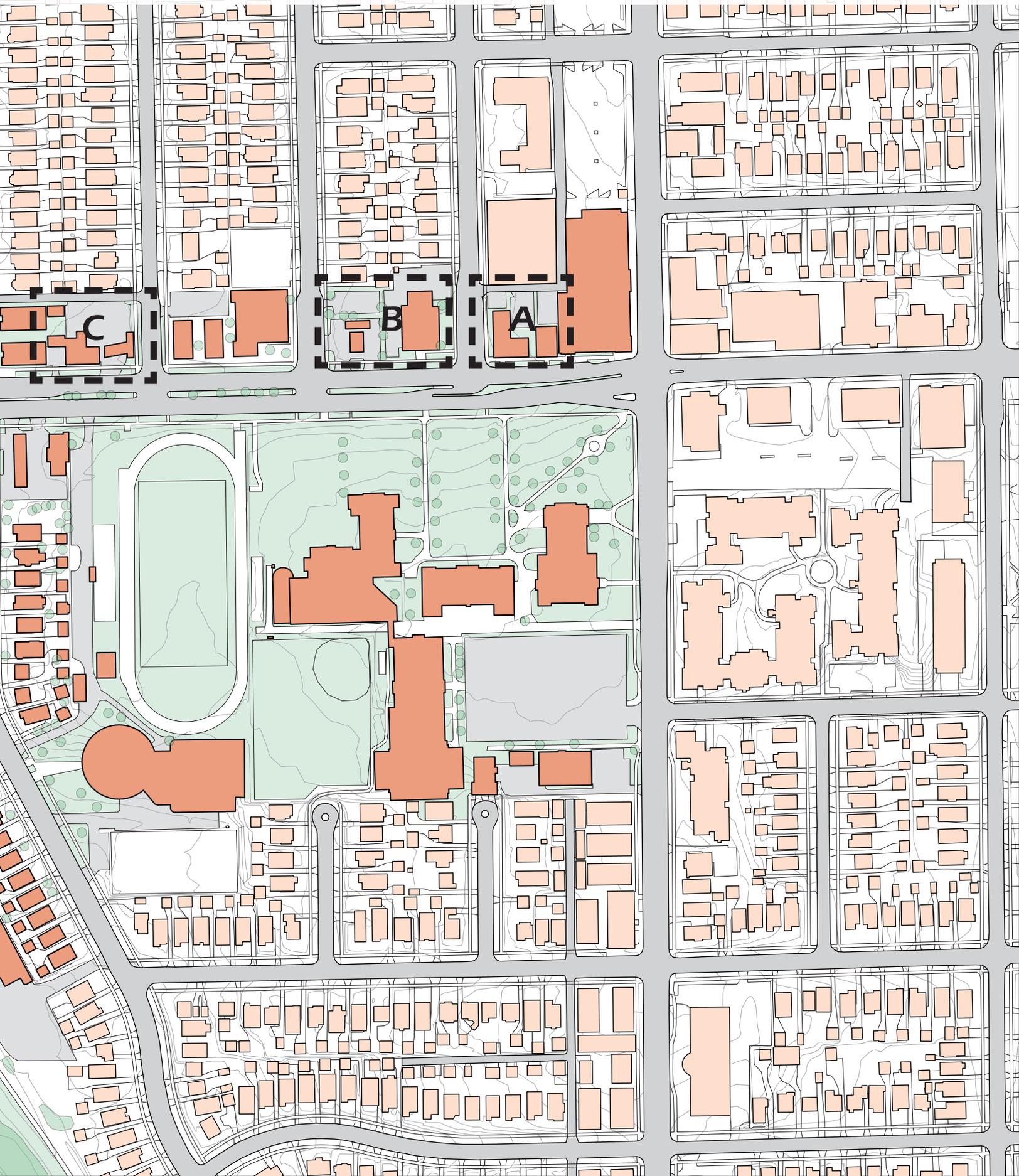
four parking spaces per 1,000 square feet of retail or office space, and 1.75 parking spaces per dwelling unit in multi-family buildings, with the requirement that 50 percent of parking be covered. For an in-depth analysis of parking along the corridor please refer to the conclusion section.

VILLAGE OF SHOREWOOD

CAPITOL DRIVE CORRIDOR

EXISTING CONDITIONS







V. Redevelopment Sites

Since there are several hundred properties located within the study area of the East Capitol Drive Corridor a specific set of criteria was necessary in order to focus the redevelopment plan on a much smaller number of sites. In order to determine

which sites would be most suitable for development and have the greatest impact along the Capitol Drive Corridor, each of the developments met three out of the five following criteria:

- (1) Listed on the Shorewood Community Development Authority's list of "Prime Sites for Redevelopment"
- (2) Be a non-conforming use
- (3) Coverage Ratio is less than 65%
- (4) Tax Levy per square foot of land is less than \$2.50
- (5) New parcel assembled would be over 0.33 Acres

In order to assemble parcels that would be large enough to develop higher density buildings a large lot is required for setbacks and surface parking. For one case (1714 E. Capitol), even though it only met two of the

required criteria, this parcel was necessary for sites A in order to make a larger development site that could accommodate the proposed development.

Redevelopment Site Selection Criteria					
Site A	Criterion 1	Criterion 2	Criterion 3	Criterion 4	Criterion 5
1700 East Capitol	Yes	Yes	61%	\$2.29	0.115 Acres
1706 East Capitol	Yes	Yes	21%	\$1.59	0.138 Acres
1714 East Capitol	No	No	48%	\$2.58	0.116 Acres
Site B					
1604 East Capitol	Yes	Yes	8%	\$1.83	0.216 Acres
4014 Newhall	No	Yes	0%	\$0.20	0.12 Acres
1620 East Capitol	Yes	Yes	32%	\$0.00	0.55 Acres
Site C					
1518-1520 East Capitol	Yes	Yes	94%	\$1.85	0.14 Acres
1530 East Capitol	Yes	Yes	21%	\$1.99	0.072 Acres
Site D					
1330 East Capitol	Yes	Yes	16%	\$0.99	.134 Acres
Site E					
1409 East Capitol	No	No	39%	\$2.15	0.302 Acres
1421 East Capitol	No	Yes	33%	\$1.64	0.092 Acres
1425 East Capitol	No	No	34%	\$2.48	0.051 Acres
Site F					
1305 East Capitol	Yes	Yes	9%	\$0.66	0.493 Acres



Site A

1700 - 1714 East Capitol Drive

Site Overview

Site A of the West Capitol Drive Corridor Plan provides many opportunities to enhance the corridor’s street wall, increase density and create additional commercial space, while also providing the opportunity for market-rate rental housing units or independent senior housing units. Redevelopment site A is comprised of three contiguous parcels located at 1700, 1704, and 1716 East Capitol Drive. Site A parcels are located on

the north side of East Capitol Drive, east of the Shorewood Post Office. Currently there are three buildings located on the site that do not represent the highest and best use of the parcels. Combining all three parcels into one redevelopment site would allow for greater redevelopment opportunities. Individual parcel overviews are provided, along with a lower intensity and higher intensity redevelopment proposal for the Site A.

Existing Conditions



1700 East Capitol Drive Overview

1700 East Capitol Drive is a 5,029 square foot parcel and located on the northeast corner of East Capitol Drive and North Bartlett Avenue. The parcel is owned by a living trust that resides within the City of Milwaukee. The building located on the site is currently occupied by Mike Crivello's Camera Center, and has been occupied by the Camera Center since 1972. The style of the building is akin to red brick colonial architecture. Constructed in 1930, the building has not been occupied by many different uses. In the 1930s the building was used as office space and before transitioning to retail uses in the 1940s. The last interior remodel of the building occurred in 1969, with no major renovations

occurring thereafter. The current property assessment of the parcel is \$176,400, with improvements assessed at \$232,000 for a total assessed value of \$408,600.

The building is situated on the southern edge of the parcel with the store fronting East Capitol Drive. A small parking lot is located at the back of the parcel along an alley, providing parking for about five vehicles. The building footprint covers 61 percent of the parcel's area. The parcel is zoned is B-1, Commercial, which prescribes commercial space on the ground level and commercial or apartment use on the upper levels. The building has not had any major upgrades in the last forty years.

1700 Parcel Specifics	
Taxkey	2400020000
Current Use	Commercial Retail
Zoning	B-1
Lot Size	5,029 Square Feet
Building Height	2 Stories
Building Area	3,044 Square Feet
Building Footprint	2,450 Square Feet
Footprint (Percent of Lot)	61%
Appraised Value	\$408,600



Site A, looking northeast from East Capitol Drive

1706 East Capitol Drive Overview

1706 East Capitol Drive is a 5,990 square foot parcel that sits directly west of the 1700 parcel. The parcel is owned by individuals who reside within the Village of Shorewood. The building on the parcel is connected to the building on the 1700 parcel and shares the same red brick colonial architecture. The building was constructed in 1941 and is currently occupied by Brighter Concepts Ltd. The building has had no major recent renovations. The parcel's land is assessed at \$210,000 and the building is assessed at \$128,000 for a total value of \$338,000.

The building located on the parcel fronts Capitol Drive with eight parking spaces accessible via the alley on North Bartlett Avenue. The building has a very small footprint, covering only 21 percent of the parcel. The parcel is zoned B-1, which requires a minimum of two-stories, rendering the current building nonconforming. The exceptionally small building footprint and nonconforming nature of the building on the parcel contribute to lack of density and cohesive attributes needed within the corridor.

1706 Parcel Specifics	
Taxkey	2400021000
Current Use	Commercial Retail
Zoning	B-1
Lot Size	5,990 Square Feet
Building Height	1 Story
Building Area	1,266 Square Feet
Building Footprint	1,266 Square Feet
Footprint (Percent of Lot)	21%
Appraised Value	\$338,000

1714 East Capitol Drive Overview

This parcel is a 5,033 square foot parcel located on the north side of Capitol Drive at the eastern end of the corridor. Individuals who reside in Bayside, WI own the parcel. The building located on the site is a two-story structure with red brick colonial features, similar to the buildings at 1700 and 1706 East Capitol Drive. The mixed-use building was constructed in 1949 and is currently occupied by a firm that provides tax accounting services. The land is assessed at \$176,400 with improvements of \$285,100, for a total assessed value of \$461,500. The building fronts Capitol Drive and

extends back no more than half the length of the parcel (roughly 60 feet), creating a building footprint of only 48 percent. Similar to parcels 1700 and 1706, parking is located in the rear of the parcel, however due to orientation of the property there is only parking availability for seven cars. The site is zoned B-1, Commercial, requiring at least 2-stories and restricting height to no more than 5 stories. B-1, Commercial zoning recommends ground level commercial space with additional commercial or residential space on upper levels. Although the building is conforming to the height

requirements designated in the Village Code, the small building footprint and proximity to the Oakland Avenue and Capitol Drive

intersection make the parcel a good candidate for redevelopment.

1714 Parcel Specifics	
Taxkey	2400022000
Current Use	Commercial Retail
Zoning	B-1
Lot Size	5,033 Square Feet
Building Height	2 Stories
Building Area	4,782 Square Feet
Building Footprint	2,391 Square Feet
Footprint (Percent of Lot)	48%
Appraised Value	\$461,500

Site Considerations & Challenges

Redevelopment site A is adjacent to the busiest intersection in Shorewood (Oakland & Capitol), with a new multi-level parking structure and developments abutting the rear of these parcels. Although the zoning allows for the construction of buildings up to 5-stories in height, the existing 3-story mixed-use structure to the east of the site and single level bank to the west must be considered for purposes of redevelopment continuity. One redevelopment opportunity would be to combine the three parcels into one redevelopment site to provide flexibility in redevelopment while not exceeding a maximum height of three stories.

Amenities along Oakland Avenue and the parcels' proximity to bus lines and Shorewood schools make these parcels a prime location for redevelopment and increasing density with uses such as ground-level retail and upper-level residential. Redevelopment of the three parcels into one larger development will aid in creating the

Capitol Drive street wall that is currently disrupted in several locations.

Additional consideration for redevelopment must be given to the issue of parking for both the lower and higher density development proposals. Razing all three current structures would eliminate 24 surface parking spaces. Current village parking regulations would require 62 spaces for the proposed lower intensity development and 79 spaces for the higher intensity alternative. The proposed developments would only provide 35 underground parking spaces and 5 surface spaces, creating a parking deficit for both proposed developments. If a senior housing proposal was to be considered, the developer could argue that proximity to bus routes and age of residents could lessen the need for a 1.75 parking space/unit ratio.

Lower Intensity Redevelopment

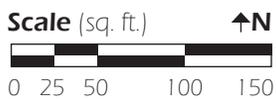
Mixed-Use, Retail + Residential

This proposal involves combining the three parcels (1700, 1706, and 1714) together to allow for greater flexibility in redevelopment. The assembly of the parcels would create the ability for construction of a larger building and the creation of a cohesive street wall along East Capitol Drive.

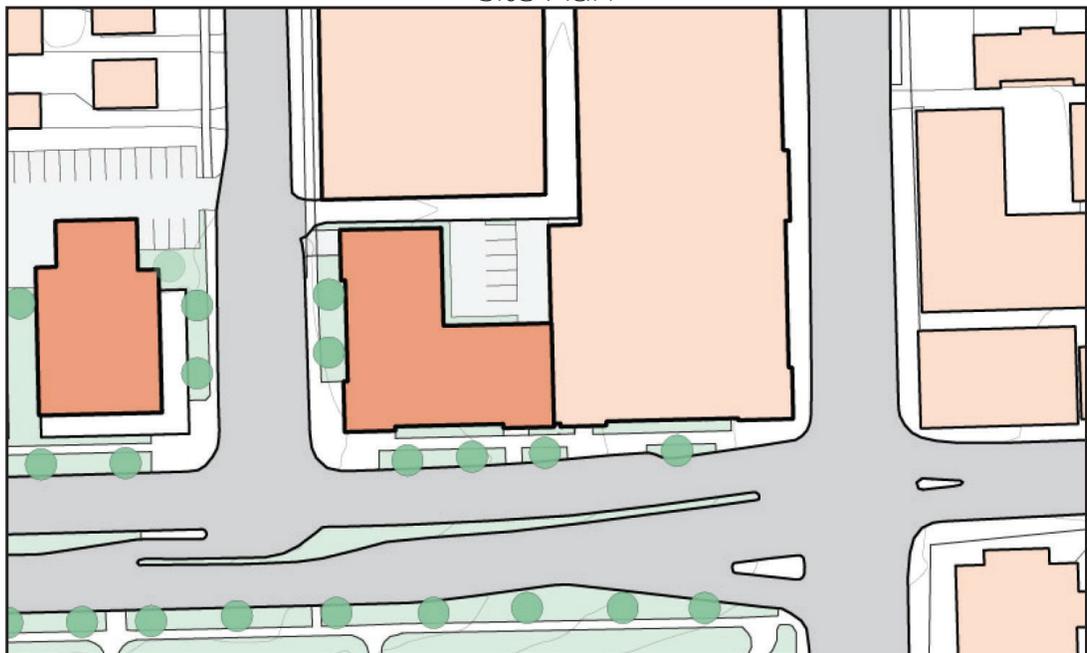
The proposal involves the demolition of the three existing buildings and the construction of a single two-story mixed-use building on the site. This development would utilize the ground level for commercial/retail space with upper levels being comprised of market-rate residential units. The building would have a footprint of 10,806 square feet. The second and third levels of the redevelopment would consist of 60 percent one-bedroom

units and 40 percent two-bedroom units. With an average one-bedroom unit size of 750 square feet and a two-bedroom unit size of 1,000 square feet the development would create six one-bedroom units and four two-bedroom units.

Due to increased density on the site, additional parking would be necessary for the development to meet the Village's parking requirements. Village parking regulations would require 62 total parking spaces, nine of which would need to be covered. New construction would allow for the development to incorporate underground parking for 36 vehicles, with six additional surface parking spaces.



Site Plan



Lower Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(4,310)	Commercial Retail	10,806
Office	(4,782)	Residential	10,806 (10 Units)
Parking	24 Surface	Parking Required	53 Surface 9 Covered
		Parking Provided	6 Surface 36 Covered
Net Gain - Commercial Retail		6,496	
Net Gain - Residential		10,806	
Net Loss - Office		4,782	
Net Parking Deficit		20	



Site A Massing, Lower Intensity Proposal

Higher Intensity Redevelopment

Mixed-Use, Retail + Senior Independent Housing

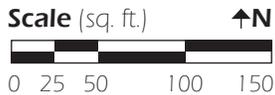
This proposal once again involves combining all three parcels into one (1700, 1706, and 1714). All parcels are currently underutilized given their current uses and do not adhere to the goals of increasing density as outlined in Shorewood's Vision 2015 Plan. This proposal involves the demolition of all three existing buildings located on the parcels and the construction of one three-story mixed-use building. New construction would include ground level commercial space and two upper levels of senior housing. The new building would have a footprint of 10,806 square feet, covering 67 percent of the lot.

The ground level of the development would have a total of 10,806 square feet of commercial/retail space. The two upper levels would have 21,612 square feet for independent senior residential units. Based on the Market Analysis prepared by Baker Tilly for the Village of Shorewood's Milwaukee Riverside, it has been identified that the market is capable of supporting between 70 and 135 market rate independent senior units. Comparables provided in the study show that 50 percent of the square-footage should be one-bedroom units and the remaining 50 percent, two bedroom units.

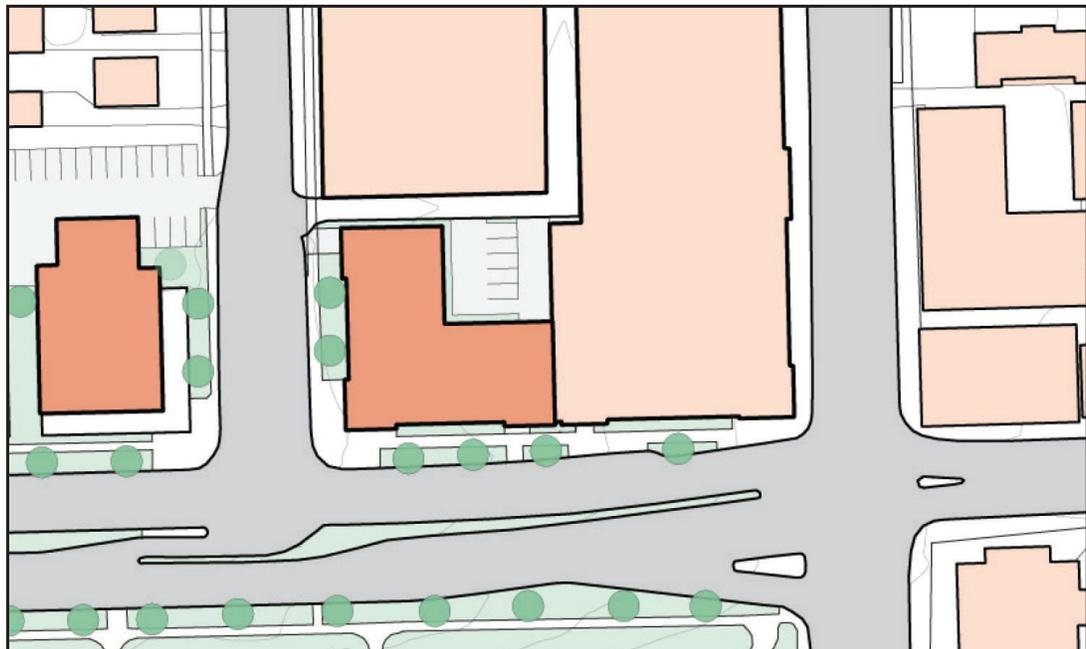
The high impact development would create 12 one-bedroom and eight two-bedroom senior independent living units.

Former tenants of the occupied buildings on the parcels could occupy ground level commercial space. New retail space could also be used as a restaurant, which would cater to the needs of the senior tenants and/or students. A 2009 Market Study found the Village could support over 7,000 additional square feet of restaurant space. Current parking regulations would require a total of 79 parking spaces for the development, 61 surface and 18 covered. A total of thirty-five underground parking spaces would be incorporated into the development, as well as five surface parking spaces that would be located behind the building.

By creating one unified development, the best use of the parcels can be utilized to create more commercial space on the ground level, as well as much needed senior housing. The proximity of the proposed development to existing and planned amenities and transit make it a favorable site to redevelop with the proposed mixed-uses, commercial and senior residential.



Site Plan



Higher Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(4,310)	Commercial Retail	10,806
Office	(4,782)	Residential	21,612 (20 Units)
Parking	24 Surface	Parking Required	61 Surface 18 Covered
		Parking Provided	6 Surface 36 Covered
Net Gain - Commercial - Retail		6,496	
Net Gain - Residential		21,612	
Net Loss - Office		4,782	
Net Parking Deficit		37	



Site A Massing, Higher Intensity Proposal



Site B

1602 - 1620 East Capitol Drive & 4014 Newhall Street

Site Overview

Opportunities exist to increase density, enhance the corridor's street wall, and create additional office space at corridor redevelopment site B. The redevelopment site is comprised of three adjacent parcels located at 1601 and 1620 East Capitol Drive, as well as 4014 North Newhall Street. The three parcels are located on the northern side of Capitol Drive, west of small retail stores, and north of Shorewood High School. 4014 North Newhall Street is a vacant parcel lo-

cated directly behind or north of the current Citgo gas station. The buildings that currently sit on these three parcels do not represent the highest and best possible use of the parcels, and combining or re-subdividing the parcels could allow for greater redevelopment flexibility. An overview of each parcel is provided below, along with a lower and higher intensity redevelopment proposal for the entire site.

Existing Conditions



1620 East Capitol Drive Overview

This parcel is a 24,000 square foot parcel located in the eastern portion of the West Capitol Drive Corridor along the north side of Capitol Drive. The site is federally-owned and is currently a post office. The building was built in the 1930s under the Work Progress Administration program and is historically significant. The building's architecture is unique and stands out from other buildings along the corridor. While the building is still a functioning post office, many back-end post office operations (such as mail routing) have been moved off-site to other post offices in Milwaukee and it is

expected that the post office will eventually close.

The building has a parking lot on its north side and sits adjacent to a 9,394 square-foot lot to the west that is currently being used as a gas station. The current building footprint covers 32 percent of the parcel. The site is zoned B-1, Commercial Use, which prescribes a mix of retail, service, restaurant, office, and residential uses. The buildings appears to be in acceptable conditions although the parking lot is in need of repair.

1620 Parcel Specifics	
Taxkey	2400102000
Current Use	Post Office
Zoning	B-1
Lot Size	24,000 Square Feet
Building Height	1 Story
Building Area	7,636 Square Feet
Building Footprint	7,636 Square Feet
Footprint (Percent of Lot)	32%
Appraised Value	-



Site B, looking northwest from East Capitol Drive

1602 East Capitol Drive Overview

This parcel is a 9,394 square foot lot located on the north side of Capitol Drive in the eastern portion of the western side of the corridor. The site is owned by Syed M Rizvi doing business as Sara LLC and is home to a Citgo gas station. The primary building on the site is one-story tall and has four gasoline pumps. The building does not have a distinct architectural feel and is mostly utilitarian in design. The property was built in 1974 and is currently assessed at \$330,800 with \$279,100 in improvements for a total value

of \$609,900.

The current building is only occupying a quarter of its entire site. The small, outdated size of the building and uninviting gas pumps makes this a prime parcel for redevelopment. The corridor already contains two other gas stations, both of which appear to be in better condition than this station. The parcel is zoned B-1, Commercial Use, which prescribes a mix of retail, service, restaurant, office, and residential uses.

1602 Parcel Specifics	
Taxkey	2400101000
Current Use	Retail - Gas
Zoning	B-1
Lot Size	9,394 Square Feet
Building Height	1 Story
Building Area	715 Square Feet
Building Footprint	715 Square Feet
Footprint (Percent of Lot)	8%
Appraised Value	\$609,900

4014 North Newhall Street Overview

This parcel is a vacant lot with a total area of 5,200 square feet. The lot is currently used for parking and lies directly south of single-

family homes and directly north of the Citgo gasoline station.

4014 Newhall Parcel Specifics	
Taxkey	2400100000
Current Use	Parking - Vacant
Zoning	B-1
Lot Size	5,200 Square Feet
Building Height	-
Building Area	-
Building Footprint	-
Footprint (Percent of Lot)	-
Appraised Value	-

Site Considerations & Challenges

A major challenge to redevelopment of these parcels is that all three parcels are of diverse uses and are not complementary. All three parcels are an eyesore to the corridor and provide little to no improvement in public tax/property value. With the vacant lot on Newhall and parking lot behind the post office there is some room for surface parking at a new redevelopment at this site, but not enough for a redevelopment to add density and meet the Village's parking code without constructing underground parking or drawing on spaces from a shared parking ramp. A parking structure would be

necessary to support both commercial and multi-family development at these sites if no parking variance is allowed.

Another major challenge to redevelopment is the possible remediation of the gas station, which could be a brownfield. An intense Phase I remediation and cleanup of the site will have to be completed before any development/construction can commence. Soil studies, contamination, etc. are some of the principal concerns that will slow the progress of new development.

Lower Intensity Redevelopment

Adaptive Re-Use Post Office + Mixed-Use

This proposed lower intensity redevelopment option involves renovating the existing post office into a contemporary sit-down restaurant space that compliments current architecture and façade designs. This option would be a cost effective approach to redeveloping the site and would preserve a historically-significant building in the Village. The redevelopment would keep the existing parking lot in the back of the gas station. After a Phase I evaluation of the gas station, the site could be redeveloped for a retail use that serves residents in the area and high school students.

A sit-down restaurant user would suit the post office space well according to Shorewood's market study and the current commercial marketplace in the Milwaukee MSA. Given the post office's design it is not likely that a retail tenant would make use of the space without significant modifications to the building. Using the post office as a restaurant could protect the architectural significance of the building and make the site a "destination" restaurant.

The gas station would be the site of a new two-story mixed-use retail/multi-family

use space with a footprint of approximately 6,490 square feet. This footprint would be similar to that of the post office next door (7,636 sf) in order to keep the character of the street and size of the two buildings consistent. The retail use would take all of the 6,490 square feet, but could be divisible if the developer entered into an agreement with two retailers. A fast casual restaurant would be the most feasible option for the development. The two-story development would include a floor of housing above the restaurant. The multi-family portion would include four 1-bedroom apartments and two 2-bedroom apartments, leaving a total requirement of 190 parking spaces (184 surface & 6 covered) for the entire development.

The development in this situation would be two stories high so as not to dwarf the size of the historically significant post office next door. The post office building is eligible to be placed on the National Register of Historic Places. If accepted, there would be a number of benefits for the post office/restaurant. Historic building owners are often eligible for redevelopment tax credits.

Scale (sq. ft.)



0 25 50 100 150



Site Plan



Lower Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(756)	Commercial Retail	6,490
		Sit-Down Restaurant	7,636
		Residential (Multi-Family)	6,490 (6 Units)
Parking	3 Surface	Parking Required	184 Surface 6 Covered
		Parking Provided	40 Surface 0 Covered
Net Gain - Commercial Retail		5,734	
Net Gain - Sit-Down Restaurant		7,636	
Net Gain - Residential		6,490	
Net Parking Deficit		150	



Site B Massing, Lower Intensity Proposal

Higher Intensity Redevelopment

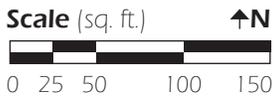
Mixed-Use, Retail + Residential

This proposed higher intensity redevelopment option involves joining the three aforementioned parcels together, demolishing the post office and gas station, and building one three-story mixed-use retail/housing development across the parcels. There is a major need for housing in Shorewood, especially multi-family market rate and luxury apartments. The West Capitol Corridor currently lacks fast casual restaurants that could cater to Shorewood's high school population across the street. A mixed-use redevelopment featuring several fast casual options and smaller retail tenants might be successful here.

This redevelopment proposal involves demolishing all existing buildings (both post office and gas station) with an emphasis on the site cleanup of the Citgo station.

The redevelopment would include first-floor retail uses with two floors of multi-family housing above. Housing would include twelve one-bedroom and seven two-bedroom market rate apartments with parking in the back of the development. The mixed-use housing/retail site would have a building footprint of approximately 14,301 square feet and a total area of 34,617 square feet with 20,316 square feet of apartment space and 14,301 square feet of retail space.

The development would require approximately 91 parking spaces (29 multi-family parking spaces). The village code requires that the development accommodate at least 1.5 spaces per dwelling unit with at least 50 percent of multifamily parking spaces covered.



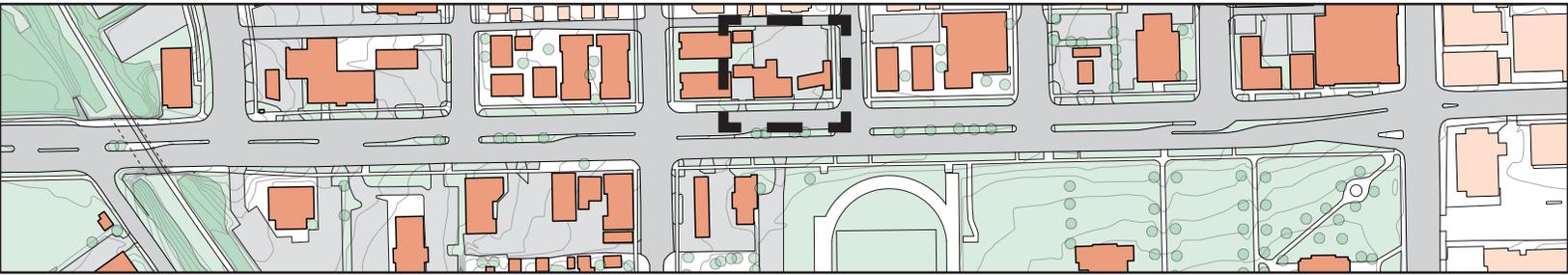
Site Plan



Higher Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(756)	Commercial Retail	14,301
Civic (Post Office)	(7,636)	Residential (Multi-Family)	20,316 (24 Units)
Parking	-	Parking Required	74 Surface 17 Covered
		Parking Provided	49 Surface 0 Covered
Net Gain - Commercial Retail		13,545	
Net Gain - Residential		20,316	
Net Parking Deficit		42	



Site B Massing, Higher Intensity Proposal



Site C

1518 - 1530 East Capitol Drive

Site Overview

Redevelopment Site C is comprised of two adjacent parcels with addresses 1518, 1520, and 1530 East Capitol Drive. Opportunities exist to create additional commercial retail and residential space and increase density along the corridor at this site. The corner parcel is located on the northeast corner of the intersection of Capitol Drive and North Larkin Street, with the second parcel adja-

cent to the west. Both buildings are one-story tall and are not complementary to the rest of the block, nor do they represent the highest and best use. Combining the parcels would allow for greater redevelopment flexibility, and allow for greater density along the corridor. An overview of each parcel is provided, along with a lower and higher intensity redevelopment proposal for the entire site.

Existing Conditions



Site C, looking northwest from East Capitol Drive

1518-1520 East Capitol Drive Overview

1518 and 1520 East Capitol Drive comprise one combined situated on an 8,072 square foot lot located on the north side of the corridor. The 1518 portion of the building is owned by James M. Petr and is home to 4 Paw pet grooming business. The 1520 portion of the building is owned by Caplar, LLC and is home to Nick's Barber Shop. The

building on the site was built in 1936, with an addition eight years later to take its current shape. The building on the parcel lacks architectural character. The parcel has been the location of many businesses in the past, including SW Bike Shop, Best Photo, TAB Comics & Beyond, and several hair salons. There have been no major improvements to

the building since 1976 when the building’s storefront was remodeled. 1518 has a total value of \$340,600, with \$168,300 assessed land value and \$172,300 in improvements. 1520 has a total value of \$195,900, \$115,000 assessed land value and \$80,900 in improvements.

The one-story building is located on the southern portion of the parcel and has a small

shared parking lot for approximately eight vehicles behind it. The current building is occupying 94 percent of the site. The parcel is zoned B-3, Mixed-Use Commercial, which prescribes either multifamily or commercial use on all floors, or mixed use with commercial use on the ground floor only.

1518 - 1520 Parcel Specifics		1530 Parcel Specifics	
Taxkey	2400359000, 240035800	Taxkey	2400360000
Current Use	Commercial Retail	Current Use	Bank
Zoning	B-3	Zoning	B-3
Lot Size	8,072 Square Feet	Lot Size	7,774 Square Feet
Building Height	1 Story	Building Height	1 Story
Building Area	7,573 Square Feet	Building Area	1,613 Square Feet
Building Footprint	7,573 Square Feet	Building Footprint	1,613 Square Feet
Footprint (Percent of Lot)	94%	Footprint (Percent of Lot)	21%
Appraised Value	\$340,600, \$195,900	Appraised Value	\$548,800

1530 East Capitol Drive Overview

1530 East Capitol Drive is located on a 7,774 square foot lot that lies on the central northern portion of the corridor North Shore Bank purchased the lot in 1980, and built a 1,613 square foot ban on the site with three drive-thru lanes. At the time, residents unsuccessfully petitioned the Shorewood Planning Commission to not allow a drive-thru use at the site. The current occupant is Wells Fargo. The parcel was first home to a filling station with permits dating back to 1938. That building was demolished in 1980 to make way for the current use. No major upgrades have been made to the property since the buildings construction in 1980. The parcel has a total assessed value of \$548,800 with \$273,000 of assessed land value and \$275,800 in improvements.

The one-story building is located on the southeastern portion of the site, with three drive-thru lanes stemming from a driveway coming off the North Larkin Street, North Morris Boulevard alleyway. There is room for parking two employee vehicles directly behind the building. The current building footprint covers 21-percent of the parcel. The site is zoned B-3, Mixed-Use Commercial, and prescribes either multi-family or commercial use on all floors, or mixed-use with commercial use on the ground floor only.

Site Considerations & Challenges

One challenge to the redevelopment of the two parcels is that both parcel sit adjacent to single-family homes to the north. Redevelopment at the site should respect and not overshadow these single-family homes. A new multi-story development could cause isolation issues with neighboring residents.

Redevelopment at this site should be limited to three stories, matching the height of the two apartment buildings at 4000 and 4008 Morris Boulevard, while respecting the neighboring single family properties near the parcel.

Lower Intensity Redevelopment

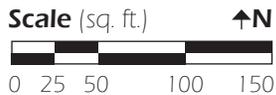
Mixed-Use, Retail + Residential

The lower intensity proposal at this site would consist of demolishing the two buildings on the two parcels and replacing them with a two-story 15,600 square foot mixed-use building with retail on the first floor and nine one-bedroom apartments on the second. The 7,800 square feet of commercial space on the first floor of the building could be divided between two tenants depending on their needs. The coverage of the new building's footprint on the combined parcel would be 49 percent.

Remaining space would be designated for eighteen on-site, surface level parking spaces coming directly off the alleyway. The

redevelopment would require 22 additional outside parking spaces and nine covered spaces to suit the Village's commercial and residential parking requirements. The building would be positioned on the southern portion of the parcel, and at the minimum setback of the adjacent building to keep consistency with the rest of the block.

The Village's 2009 Retail Market Analysis found unmet demand for several categories of retail use, such as building supply, restaurant space, and home goods. The new building could be large enough to support a specialty sporting goods store such as a bike shop or water sports store.



Site Plan



Lower Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(9,186)	Commercial Retail	7,800
		Residential	7,800 (10 Units)
Parking	10 Surface	Parking Required	41 Surface 9 Covered
		Parking Provided	18 Surface 0 Covered
Net Loss - Commercial Retail		1,386	
Net Gain - Residential		7,800	
Net Parking Deficit		32	



Site C Massing, Lower Intensity Proposal

Higher Intensity Redevelopment

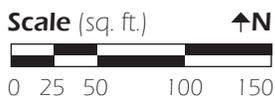
Multi-Family Housing

This redevelopment would again involve combining the two parcels into one large parcel to allow for greater redevelopment potential. Higher intensity redevelopment would involve the construction of a three-story multi-family housing building. With two three-story apartment buildings along Morris Boulevard directly to the west of 1518-1520, a new three-story development would be consistent with the rest of the block, running from Morris Boulevard to North Larkin Street. The redevelopment would build density along the corridor. Although they were both built together in 1936, the new building's design could reflect the other two three-story apartment buildings at 4000 and 4008 Morris Boulevard that would share the block on East Capitol Drive.

Redevelopment at the site would involve demolishing both buildings on the parcels, combining the parcels into one redevelopment site, and constructing a twenty-four unit, three-story multi-family apartment building with eighteen on-site surface level parking spaces. An additional three outdoor parking spaces and 21 covered spaces would be required to satisfy

Shorewood's commercial and residential parking requirements. The new building would have a footprint of 7,800 square feet and a total area of 23,400 square feet. The coverage of the new building's footprint on the combined parcel would be 49 percent. The twenty-four units will consist of fourteen three-bedroom units approximately 1,200 square feet, and ten two-bedroom units approximately 1,000 square feet. This building would be positioned on the southeast corner of the site, and designed as an L-shaped building that would run the length of the property along Capitol Drive. This structure would also be at the minimum setback of the adjacent building to keep consistency with the rest of the block.

The Village's River Site Market Analysis (2010) shows that sufficient potential exists for approximately 150-250 market-rate multi-family rental units. At that time, existing market-rate multi-family developments in the Village were at 96 percent occupancy rate. This redevelopment would provide the Village of Shorewood with twenty-four additional market rate multi-family units.



Site Plan



Higher Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(9,186)	Residential (Multi-Family)	23,400 (24 Units)
Parking	10 Surface	Parking Required	21 Surface 21 Covered
		Parking Provided	18 Surface 26 Covered
Net Loss - Commercial Retail		9,186	
Net Gain - Residential		23,400	
Net Parking Surplus		2	



Site C Massing, Higher Intensity Proposal



Site D

1330 East Capitol Drive

Site Overview

Opportunities exist to increase density, enhance the West Capitol Drive Corridor’s street wall, and create additional retail and residential space at corridor redevelopment site D. The redevelopment site is comprised of only one parcel located at 1330 East Capitol Drive which currently houses the Shorewood Automotive mechanic. This parcel is located on the northern side of Capitol Drive and located on the northwest corner

of Woodburn Street and East Capitol Drive. The building that currently sits on the parcel does not represent the highest and best possible use of the space and demolishing the current Shorewood Automotive provides opportunity for new redevelopment possibilities. An overview of the parcel is provided, along with a higher and lower intensity redevelopment proposal for the entire site.

Existing Conditions



Site D, looking northwest from East Capitol Drive

1330 East Capitol Drive Overview

This parcel is a 14,396 square foot parcel located on the north side of East Capitol Drive in the western portion of the West Capitol Drive Corridor. The site is owned by EKL Investments, Inc. and is currently being used as an auto repair garage (Shorewood Auto Repair). The original building on the site was constructed in 1926 as a filling station for the Standard Oil Company. In 1957 the station was razed and the current structure was built. The building was originally constructed with porcelain and metal siding and was renovated in 2011 to upgrade the façade to brick. The renovation also included the addition of new signage. The property is currently assessed at \$504,000 with \$0 in improvements for a total value of \$504,000 million. The Village of Shorewood's Assessor's Office has valued the building at \$0 since 2006 because the improvement on the site adds no value to the site. However, with the new renovation completed in 011 there will be another assessment done in 2013 that will take these into consideration which may remove

its functional obsolescence. Until the new appraisal has been released it is unknown how much value the new improvements will add to the tax base.

The building is located on the northwest corner of the parcel and has a parking lot in front of the building that is accessible from Capitol Drive. The current building footprint covers 16 percent of the parcel. The site is zoned B-3, Mixed-Use Commercial, which prescribes either multi-family or commercial use on all floors, or mixed use with commercial use on the ground floor only. As an auto repair facility this parcel is a nonconforming use according to the Village Zoning Code. While the recent renovations to the building's façade do give the appearance of acceptable condition, the building is still nonconforming, has a large parking lot directly on East Capitol Drive, and has a small parcel footprint, making the parcel a potential site prime site for redevelopment.

1330 Parcel Specifics	
Taxkey	2409983000
Current Use	Auto Repair
Zoning	B - 3
Lot Size	14,396 Square Feet
Building Height	1 Story
Building Area	2,286 Square Feet
Building Footprint	2,286 Square Feet
Footprint (Percent of Lot)	16 %
Appraised Value	\$504,000

Site Consideration & Challenges

One of the major challenges to the redevelopment of this parcel is that it may be a brownfield. Past uses at the site include: auto repair, car wash, and filling stations. There could be environmental contamination

on the site due to heavy use of solvents and chemicals and potential leakage from underground tanks on-site.

Lower Intensity Redevelopment

Mixed-Use, Retail + Residential

This proposed redevelopment option involves demolishing the current auto repair building on the site and replacing it with a two-story mixed use building. The building would have a footprint of 6,300 square feet (70' x 90' for example) with 6,300 total square feet for retail and 6,300 square feet for apartments in the upper stories. The total square-footage of the new building would be 12,600 square feet.

The first floor of the building would contain a commercial use with the proposed tenant being a hardware store such as Ace or TrueValue. Shorewood's 2009 Market Analysis suggested that there may be opportunities for new retail businesses in the Village. The Market study notes that hardware stores were highly requested in the resident survey, and a new hardware store development would be able to capture resident spending that is currently outside the village.

According to the River Site Market Analysis (2010) sufficient potential demand exists for approximately 150-250 market-rate multi-family rental units as existing market-rate

multi-family rental developments in the Residential Primary Market Area (bounded by Silver Spring Drive to the north, Lake Michigan to the east, North Avenue to the south and I-94 and Holton Street to the west) were 96 percent occupied at the time of the study. With an average size of 700 square feet for one bedroom apartments and 1,050 square feet for two bedroom apartments, the new development could add six one-bedroom units and one two-bedroom unit.

Additional parking would have to be added on-site to accommodate increased density. The village's parking code would require an additional 25 spaces for a hardware store and 12 spaces for the apartments. Shorewood's parking code mandates that 50 percent of residential parking must be underground or in an enclosed parking facility. Approximately 20 spaces would be available as surface parking after redevelopment, which would not meet village code requirements. Underground parking could be added beneath the building to provide an additional 21 spaces of covered parking and meet the parking requirements.



Site Plan



Lower Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(2,286)	Commercial Retail	6,300
		Market Rate Multi-Family Residential	6,300 (7 Units)
Parking	28 Surface	Parking Required	33 Surface 7 Covered
		Parking Provided	20 Surface 21 Covered
Net Gain - Residential		6,300	
Net Gain - Commercial Retail		4,014	
Net Parking Surplus		1	



Site D Massing, Lower Intensity Proposal

Higher Intensity Redevelopment I

Mixed Use, Retail + Residential

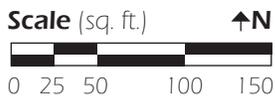
This proposed redevelopment option involves demolishing the current auto repair building and replacing it with a much larger mixed-use four-story building. The building would have a footprint of 6,300 square feet (70' x 90' for example), with 6,300 total square feet of retail space and 18,900 square feet for apartments in the upper stories. The gross square-footage of the new building would be 25,200 square feet.

The first floor of the building would contain a commercial use with the proposed tenant being a hardware store such as Ace or TrueValue. Shorewood's 2009 Market Analysis suggested that there may be opportunities for new retail businesses in the Village. The study notes that hardware stores were highly requested in the resident survey, and a new hardware store development would be able to capture resident spending that is currently outside the village.

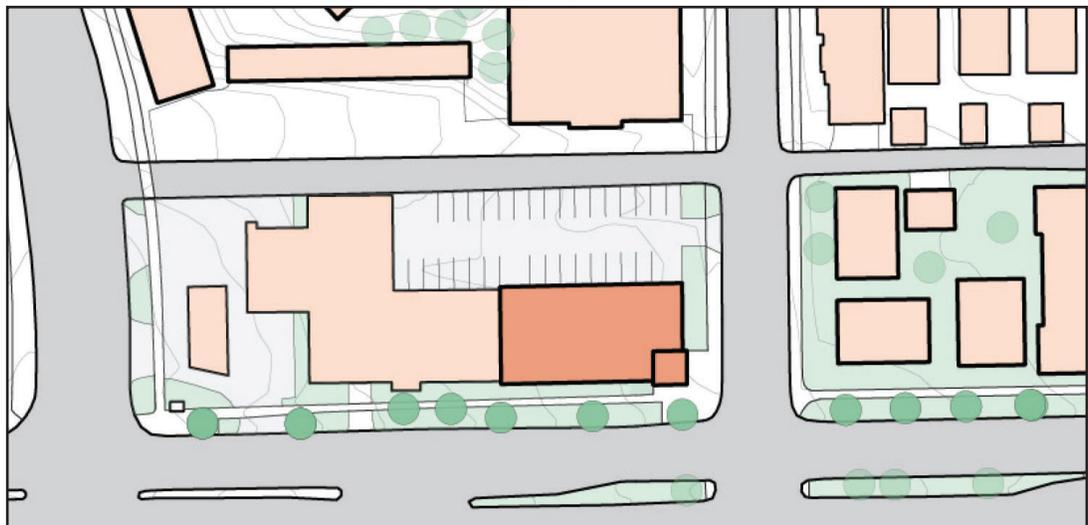
According to the River Site Market Analysis (2010) sufficient potential demand exists for approximately 150-250 market-rate multi-family rental units as existing market-rate multi-family rental developments in the Residential Primary Market Area (bounded by Silver Spring Drive to the north, Lake Michigan to the east, North Avenue to the south and I-94 and Holton Street to the

west) were 96 percent occupied at the time of the study. This proposal calls for the construction of 60 percent one-bedroom and 40 percent two-bedroom market rate apartments in the 24,000 square feet of multi-family residential space above the ground floor. With an average size of 700 square feet for one-bedroom apartments and 1,050 square feet for two-bedroom apartments, the development could add approximately 11 one-bedroom and 7 two-bedroom units.

Additional parking would have to be added on-site to accommodate increased density. The village's parking code would require an additional 25 spaces for the hardware store and 32 spaces for the apartments. Shorewood's parking code mandates that 50 percent of residential parking must be underground or in an enclosed parking facility. Approximately 20 spaces would be available as surface parking on the parcel after redevelopment, necessitating the construction of underground parking. Underground parking on-site could provide an additional 21 spaces of covered parking. Even with the addition of underground parking however, the redevelopment would still have a deficit of 17 spaces under the village's parking requirements.



Site Plan



Higher Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Retail	(2,286)	Commercial Retail	6,300
		Residential (Multi-Family)	18,900 (18 Units)
Parking	28 Surface	Parking Required	42 Surface 16 Covered
		Parking Provided	20 Surface 21 Covered
Net Gain - Commercial Retail		4,014	
Net Gain - Residential		18,900	
Net Parking Deficit		17	



Site D Massing, Higher Intensity Proposal

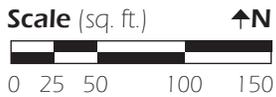
Higher Intensity Redevelopment II

Parking Structure

This proposed redevelopment option involves demolishing the current auto repair building and replacing it with a four-story parking structure to accommodate multiple new developments along East Capitol Drive. The parking structure would have a footprint of 12,430 square feet (120' x 101' for example). The total square-footage of the parking structure would be 42,130 square feet.

The Village's strict parking requirements may be limiting redevelopment along the corridor, and a parking structure could alleviate some of the difficulties imposed by current regulations. Many of the

developments proposed in this study run a large parking deficit despite being fewer stories than the maximum height prescribed under current zoning requirements. If the West Capitol Corridor is to add density and shared parking is to be encouraged, then the village may want to consider building a parking structure that could serve multiple developments along the corridor much like the recently completed parking structure near Oakland and Capitol. A four-story parking structure at this site would provide 50 parking spaces per floor for a total of 200 spaces.



Site Plan



Higher Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Commercial Service	(2,286)		
		Parking Required	0 Surface 0 Covered
Parking	28 Surface	Parking Provided	0 Surface 200 Covered
Net Loss - Commercial Retail		2,286	
Net Parking Surplus		200	



Site D Massing, Higher Intensity Proposal



Site E

1409 - 1425 East Capitol Drive

Site Overview

Opportunities exist to increase density, enhance the West Capitol Drive corridor's street wall, and create additional office space at corridor redevelopment site E. The redevelopment site is comprised of three adjacent parcels located at 1409, 1421, and 1425 East Capitol Drive. The three parcels are located on the southern side of Capitol Drive and are located east of Culver's restaurant and

west of the historic Morris Apartments. The buildings that currently sit on these three parcels do not represent the highest and best possible use of the parcels, and combining or re-subdividing the parcels could allow for greater redevelopment flexibility. An overview of each parcel is provided below, along with a high and low intensity redevelopment proposal for the entire site.

Existing Conditions



1409 East Capitol Drive Overview

This parcel is a 13,158 square-foot parcel located in the central southern portion of the West Capitol Drive Corridor. The site is owned by Windmere Properties and is currently being rented out as office space (medical service, accounting). The primary building on the site is two stories tall and was constructed in 1974. The building features Spanish style architecture with a stucco exterior and terracotta roof. In the past the site has housed a variety of occupants, including financial offices, insurance agents, and a photography studio. Recent major upgrades to the building include the installation of an elevator in 2001. The property is currently assessed at \$462,000 with \$542,800 in improvements for a total value of just over \$1 million.

The building is located on the western edge of the parcel and has a shared parking lot on its eastern side (13 spaces on the parcel). The southern edge of the parcel is adjacent to the backyards of single-family homes that face East Pinedale Court. The current building footprint covers 39 percent of the parcel. The parcel is zoned B-3, Mixed Use Commercial, which prescribes either multi-family or commercial use on all floors, or mixed use with commercial use on the ground floor only. While the building appears to be in acceptable condition, its architectural style is wildly inconsistent with neighboring uses. Furthermore, the parcel's parking lot, which has frontage on Capitol Drive, breaks up the corridor's street wall and creates pedestrian safety concerns.

1409 Parcel Specifics	
Taxkey	2751086001
Current Use	Office
Zoning	B - 3
Lot Size	13,158 Square Feet
Building Height	2 Stories
Building Area	10,336 Square Feet
Building Footprint	5,168 Square Feet
Footprint (Percent of Lot)	39 %
Appraised Value	\$1,004,800



Site E, looking south from East Capitol Drive

1421 East Capitol Drive Overview

This parcel is a 9,926 square-foot parcel located in the central southern portion of the West Capitol Drive Corridor. The parcel is owned by Cap Lane Realty and is home to Thompson Pharmacy. The primary building on the parcel is one story tall, was constructed in 1948, and has seven parking spaces. The building does not have a distinct architectural feel and is mostly utilitarian in design. The parcel has been continuously occupied by Thompson Pharmacy since construction and has not undergone major renovations since the 1970s. The land is currently assessed at

\$348,600 with \$230,900 in improvements for a total value of \$579,500.

The building is located on the eastern portion of the parcel and is only occupying one-third of the entire parcel. The small size of the building and uninviting façade make the parcel a prime candidate for redevelopment. The parcel is zoned B-3, Mixed Use Commercial, which prescribes either multi-family or commercial use on all floors, or mixed-use with commercial use on the ground floor only.

1421 Parcel Specifics	
Taxkey	2751085000
Current Use	Retail
Zoning	B - 3
Lot Size	9,926 Square Feet
Building Height	1 Story
Building Area	3,254 Square Feet
Building Footprint	3,254 Square Feet
Footprint (Percent of Lot)	33 %
Appraised Value	\$579,500

1425 East Capitol Drive Overview

This parcel is a 5,502 square-foot lot located in the central southern portion of the West Capitol Drive Corridor. The site is owned by Morris Avenue Properties. The primary building on the site is a two-story mixed use building with office space on the first floor and two residential units on the second floor. The building was originally constructed as an apartment in 1930 but later converted to mixed-use. The building is built to the lot line on its east and west sides and has five parking spaces. The land is currently assessed at \$193,200 with \$290,200 in improvements for a total value of \$483,400.

The building's footprint covers 34 percent of the site's area. The small size of the building, coupled with the underutilization of surrounding parcels makes the parcel a candidate for redevelopment. The building on the site is dwarfed by the three-story Morris Apartment complex to the east. The parcel is zoned B-3, Mixed Use Commercial, which prescribes either multi-family or commercial use on all floors, or mixed-use with commercial use on the ground floor only.

1425 Parcel Specifics	
Taxkey	2751084000
Current Use	Office
Zoning	B - 3
Lot Size	5,502 Square Feet
Building Height	2 Stories
Building Area	3,712 Square Feet
Building Footprint	1,856 Square Feet
Footprint (Percent of Lot)	34 %
Appraised Value	\$483,400

Site Considerations & Challenges

A major challenge to the redevelopment of these parcels is that all three parcels backs up to an alleyway and sit adjacent to single-family homes along East Pinedale Court. There are some trees obscuring the view from taller buildings onto East Pinedale Court home backyards, however if a new building is built to a higher height it could pose issues for the privacy of residents living along East Pinedale Court. Redevelopment at this site should be limited to three stories, matching the height of Morris Apartments, the parcel to the immediate east, while respecting single family properties to the south. The Morris Apartment complex is eligible to be placed on the National Register of Historic Places and has a distinguished architectural style. Any redevelopment occurring should respect the historic nature of Morris Apartments.

An additional consideration with respect to redevelopment of these parcels is that the parcels are only three of eight parcels along the southern portion of the West Capitol

Drive Corridor since the High School and Intermediate school comprise such a large portion of the southern half of the corridor. These three parcels in conjunction with one another could be a prime spot for an anchor tenant.

A multi-story redevelopment at these parcels may not be feasible unless parking issues are addressed. The parcels have adequate parking for their current use; however higher-density development at the site will create parking issues. It is not possible to redevelop the site in a way that builds a consistent street wall and increases density while providing the necessary amount of parking required in the Shorewood Village Code. In order to address parking issues the village could consider granting a variance to redevelopment proposals, revising its parking requirements entirely, or building a shared parking structure along the corridor (possibly at 1330 East Capitol Drive, the current Shorewood Auto Repair site).

Lower Intensity Redevelopment

Two Mixed-Use Buildings + Public Space

This proposed redevelopment option involves joining all three parcels together and then re-subdividing them to facilitate redevelopment. All three buildings on these parcels have small building footprints and are not fully utilizing the land. Modifying the size of parcels would allow the village to encourage greater development density.

Redevelopment at the site would involve demolishing all buildings on the three parcels and replacing them with two identical three-story mixed-use office/retail buildings on the east and west end of the site while maintaining the center 36 feet of the site as public space. Each building would have a footprint of 5,040 square feet (example 50' x 100'), with 5,040 total square feet of retail in each building and 10,080 total square feet of office space in each building for a site total of 10,080 square feet of commercial retail space and 20,160 square feet of office space.

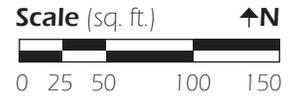
The first floor of each building could contain a commercial retail or dining use such as clothing, sporting goods, a coffee shop, or other fast casual dining. The second and third stories of each building would be reserved for office space. The village's 2009 market study notes that Shorewood could add up

to 21,000 additional square feet of apparel and accessory retail stores without oversaturating the market. The market study also notes that over 60 percent of Shorewood residents work from home at least once per week. Fast casual dining options mixed with public green space could create a destination feel for the redevelopment and cater to residents who work from home, business tenants on upper floors of the redevelopment, and Shorewood High School students.

While maintaining a 36 foot open space in the center of the new parcel would create a gap in the street wall, it is important to note that the creation of public space plays a key role in creating a sense of place along any commercial corridor. Additionally, the street wall along the southern portion of Capitol Drive is already convoluted by a large setback for Culver's restaurant to the west, therefore breaking the street wall in order to create a public space on the site would not necessarily have a detrimental effect on the overall feel of the corridor. Using the Village of Shorewood's parking requirements, this redevelopment would require 121 parking spaces while providing 43 spaces on-site.



Site Plan



Lower Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Office	(14,048)	Office	20,160
Commercial Retail	(3,254)	Commercial Retail	10,080
Parking	25 Surface	Parking Required	121 Surface 0 Covered
		Parking Provided	43 Surface 0 Covered
Net Gain - Office		6,112	
Net Gain - Commercial Retail		6,826	
Net Parking Deficit		78	



Site E Massing, Lower Intensity Proposal

Higher Intensity Redevelopment

Anchor Tenant + Office

Similar to the lower intensity proposal, this proposal involves joining all three parcels together to provide greater flexibility in redevelopment. Redevelopment at the site would involve demolishing all buildings on the three parcels, combining the three parcels into one large parcel, and building one mixed-use building on the site. The building would feature a commercial retail use on the first floor and office space on the second and third floors. This building would have a footprint of 13,000 square feet with 13,000 square feet of retail and 26,000 square feet of office space.

The village's 2009 Market study notes that multiple survey respondents requested a hardware store and specialty organic grocer be built in Shorewood. Survey respondents indicated that they would spend "a lot more" of their money in Shorewood if the village

added a hardware store or organic grocer. Market research in the study notes that most hardware stores average approximately 10,000 square feet of retail space. Specialty grocers average between 10,000 and 15,000 square feet of retail space. This amount of space can be achieved by combining the three parcels into one large parcel and constructing a single building on the site. Creating one building at the site would reinforce a consistent street wall and accommodate a large anchor tenant that would draw residents to the corridor, much like Pick 'N Save does along the North Oakland Avenue corridor. The second and third floors of the proposed development would contain office space. Using the Village of Shorewood's parking requirements, this redevelopment would require 156 parking spaces while providing 40 spaces on-site.



Site Plan

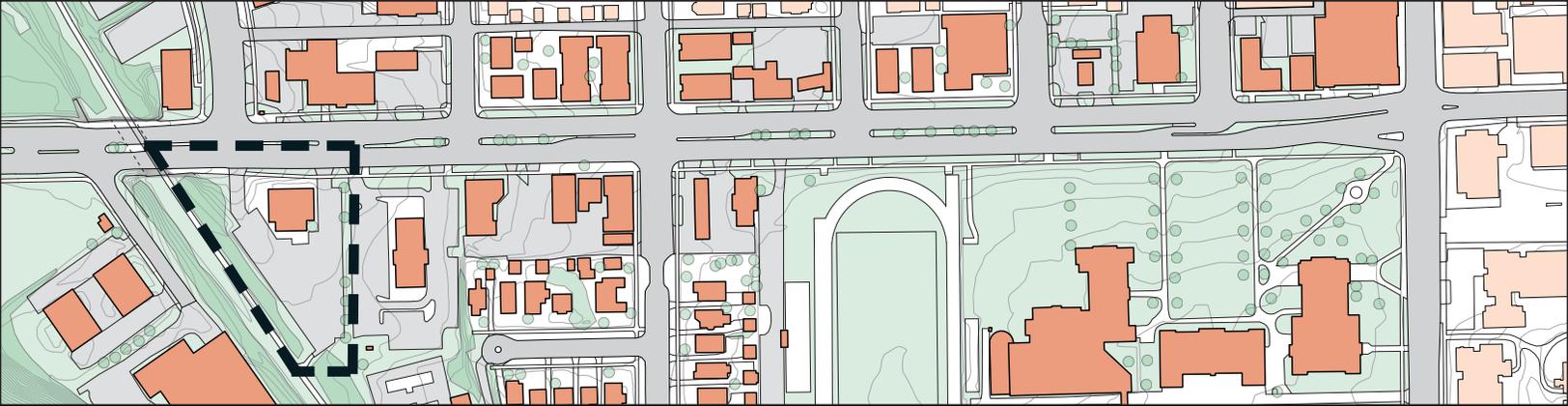


Higher Intensity Development Specifics

Loss Due to Demolition		Gains From Redevelopment	
Office	(14,048)	Office	26,000
Commercial Retail	(3,254)	Commercial Retail	13,000
Parking	25 Surface	Parking Required	156 Surface 0 Covered
		Parking Provided	40 Surface 0 Covered
Net Gain - Office		11,952	
Net Gain - Commercial Retail		9,746	
Net Parking Deficit		116	



Site E Massing, Higher Intensity Proposal



Site F

1305 East Capitol Drive

Site Overview

Opportunities exist to increase density, enhance the West Capitol Drive Corridor’s street wall, and create additional retail and residential space at corridor redevelopment Site F. The redevelopment site is comprised of only one parcel located at 1305 East Capitol Drive, which currently houses the Bakers Square restaurant. This parcel is located on

the southern side of Capitol Drive and directly west of Culver’s and east of the Oak Leaf Trail. The building that currently sits on the parcel does not represent the highest and best possible use of the space. An overview of the parcel is provided below, along with a higher and lower intensity redevelopment proposal for the site.

Existing Conditions



Site F, looking east from East Capitol Drive

1305 East Capitol Drive Overview

This parcel is a 53,108 square-foot lot located in the southwest portion of the corridor. The site is owned by the Konstantine & Tina Dimitropoulos Trust, which also owns the Culver’s parcel to the east. The site is currently home to Bakers Square restaurant. The primary building on the site is a one-story building that was constructed in 1976. The original tenant in the building was Poppin Fresh Pies. The most recent upgrades to the site were in 1993 when the restaurant underwent significant a significant interior remodel. The property is currently assessed at \$1,234,600 with \$778,500 attributed to the land and \$456,000 for the improvements.

elevation from the street. A surface parking lot with 78 spaces makes up the majority of the rear portion of the parcel. The current building footprint has a 9 percent coverage ratio. The site is zoned B-3, Mixed Use Commercial, which prescribes either multi-family or commercial use on all floors, or mixed use with commercial use on the ground floor only. The building is currently not conforming to the village code since it is only one-story in height and the current zoning code requires a minimum of two stories in the B-3 district. While the building seems to be in acceptable condition, village property files note that, in 2008, the site had several commercial inspection violations regarding its plumbing and electrical systems.

The building is located in the center of the parcel and has good visibility from East Capitol Drive since the parcel sits at a higher

1305 Parcel Specifics	
Taxkey	2758999001
Current Use	Restaurant
Zoning	B - 3
Lot Size	53,108 Square Feet
Building Height	1 Story
Building Area	5,134 Square Feet
Building Footprint	5,134 Square Feet
Footprint (Percent of Lot)	9 %
Appraised Value	\$1,234,600

Site Considerations & Challenges

This site is a prime spot for redevelopment due to the parcel’s large size and high elevation. The parcel is larger than one acre, has adequate street frontage, and easy access to Capitol Drive via North Wilson Drive, making it suitable for medium-scale redevelopment. The site sits adjacent to the Oak Leaf bike Trail, a major bicycling

thoroughfare that takes cyclists downtown. The largest redevelopment challenge at the site is the parcel’s irregular shape (trapezoidal/triangular), which could make certain designs impractical. The site is a prime area to add additional housing along the corridor.

Lower Intensity Redevelopment

Mixed-Use, Retail + Residential

This proposed redevelopment option would involve demolishing the current Bakers Square restaurant and replacing it with a three-story mixed-use building. The building would contain retail space on the bottom floor and multi-family residential on the second and third floors. The building would have a footprint of 13,850 square feet (115' x 120'), with 11,850 total square feet of retail and 2,000 square feet of residential (lobby, office, common area) on the ground floor, and 22,000 total square feet of single-family residential apartments on the upper two floors. The total square-footage of the building would be 35,850 square feet.

The ground floor of the building would contain a commercial use that would be appropriate for a building footprint of this size. The Village's 2009 Market Study found business opportunities for the construction of additional retail space such as a grocery store. With current estimated annual sales of approximately \$22 million and resident spending power of \$31 million, the study calculated that the Village is only capturing 71 percent of resident spending when it comes to groceries. The corridor could

likely support an additional grocery store, especially a specialty or organic green grocer, which was requested numerous times in the Shorewood resident survey portion of the market survey. Examples of specialty or organic green grocers include Trader Joe's or Glorioso's.

According to the River Site Market Analysis (2010), sufficient potential demand exists for approximately 150-250 market-rate multi-family rental units as existing market-rate multi-family rental developments in the Residential Primary Market Area (bounded by Silver Spring Drive to the north, Lake Michigan to the east, North Avenue to the south and I-94 and Holton Street to the west). At the time of the study multi-family residential units were 96 percent occupied. With an average size of 700 square feet for one bedroom apartments and 1,050 square feet for two bedroom apartments, this lower-intensity development could add a mixture of 13 one-bedroom units and eight two-bedroom units.

Lower Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Sit-Down Restaurant	(5,134)	Commercial Retail	8,850
		Multi-Family Residential	22,000 (21 Units)
Parking	78 Surface	Parking Required	54 Surface 19 Covered
		Parking Provided	34 Surface 47 Covered
Net Loss - Sit-Down Restaurant		5,134	
Net Gain - Commercial Retail		8,850	
Net Gain - Multi-Family Residential		22,000	
Net Parking Surplus		8	

Site Plan



Lower Intensity Redevelopment

Mixed-Use, Retail + Residential





Higher Intensity Redevelopment

Mixed-Use, Retail +Residential

This proposed redevelopment option involves demolishing the current Bakers Square Restaurant and constructing a five-story mixed-use building with retail on the bottom floor and multi-family residential units on the second through fifth floors. The building would have a footprint of 15,790 square feet (125' x 125' for example), with the ground floor containing 13,790 square feet of retail space and 2,000 square feet for lobby and common area for the upper floor apartments. The upper four stories would be smaller than the base building footprint and only contain 33,840 total square feet of single family residential apartments. The new building would have a gross square-footage of 47,630 square feet.

The ground floor of the building would contain a commercial use that would be appropriate for a building footprint of this size. The Village's 2009 Market Study found business opportunities for the construction of additional retail space such as a grocery store. With current estimated annual sales of approximately \$22 million and resident spending power of \$31 million, the study calculated that the Village is only capturing 71 percent of resident spending when it comes to groceries. The corridor could likely support an additional grocery store, especially a specialty or organic green grocer, which was requested numerous times in the Shorewood resident survey portion of the market survey. Examples of specialty or organic green grocers include Trader Joe's or Glorioso's.

According to the River Site Market Analysis (2010) sufficient potential demand exists for

approximately 150-250 market-rate multi-family rental units as existing market-rate multi-family rental developments in the Residential Primary Market Area (bounded by Silver Spring Drive to the north, Lake Michigan to the east, North Avenue to the south and I-94 and Holton Street to the west). At the time of the study multi-family residential units were 96 percent occupied. This redevelopment option includes the construction of 60 percent one-bedroom and 40 percent two-bedroom market rate apartments in the 27,840 square feet of multi-family residential space above the grocery store. With an average size of 700 square feet for one-bedroom apartments and 1,050 square feet for two bedroom apartments, this would add approximately 29 one-bedroom units and 15 two-bedroom units.

Additional parking would need to be added to accommodate the increased density at the site. Village parking code would require that an additional 55 spaces be provided for the grocery store and 77 spots be provided for the apartments. The Village mandates that 50 percent of parking spaces must be underground or in an enclosed parking facility. The site could contain approximately 48 surface parking spaces after building construction, which would not be enough to meet the Village's parking requirements. Building an above-ground parking deck would be the most cost effective way to provide covered parking for the residential units due to the extreme cost of underground parking. In order to provide for all the parking required by zoning the parking structure would have to be able to accommodate 132 spaces.

Higher Intensity Development Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Site-Down Restaurant	(5,134)	Commercial Retail	13,790
		Multi-Family Residential	33,830 (33 Units)
Parking	78 Surface	Parking Required	94 Surface 38 Covered
		Parking Provided	0 Surface 132 Covered
Net Loss - Sit-Down Restaurant		5,134	
Net Gain - Commercial Retail		13,790	
Net Gain - Multi-Family Residential		33,830	
Net Parking Surplus		0	

Site Plan



Higher Intensity Redevelopment

Mixed-Use, Retail + Residential





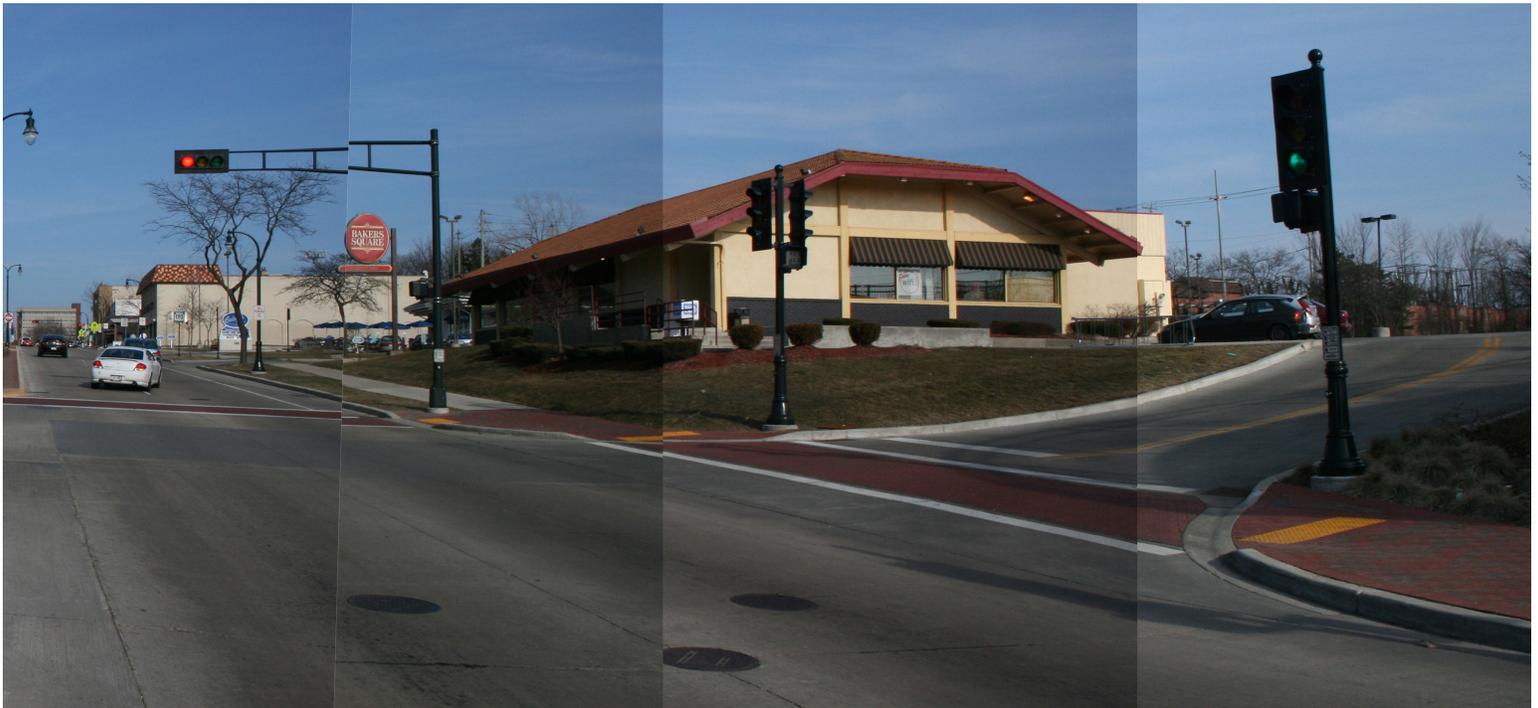
Bakers Square In-Depth Analysis

A full financial pro forma analysis was conducted to determine the feasibility of new grocery and residential development as part of our analysis for Site F. The major considerations for redeveloping the site were how large of a redevelopment could be built at the site and whether the site could be designed to include sufficient parking while providing an attractive return for a developer.

Four different scenarios were created to display how different zoning requirements affect not only the costs of a project, but also the income generated by the redevelopment and the property tax revenue generated by the development. The focus is on two variables: lowering the parking requirement and allowing a height variance to add a sixth story at the site. The parking requirement was eased from 1.75 to 1.4 spaces per unit. This number was chosen based on the product mix of the apartments, representing approximately one space per bedroom for

the residential use, while maintaining four spaces per 1,000 square feet of retail space.

The majority of the construction figures were obtained from RS Means (<http://rsmeans.reedconstructiondata.com/>) in order to establish a reasonable cost for the development of the property. Rental rates and vacancy predictions were based on the River Site Market Analysis (2010) as well as current rental comparables such as the recent LightHorse developed located on North Oakland Avenue. Disposition of the property was estimated using an eight percent capitalization rate after five years of operations. Although this is a reasonable capitalization rate for the present (mixed-use projects are currently selling between seven and a half and eight and a half percent) it is hard to predict future rates with any degree of accuracy. The debt for the development was estimated with a four and a half percent commercial loan amortized over 25 years.



Site F, Bakers Square

Scenario A

Scenario A for the Bakers Square redevelopment site consists of one mixed-use building with underground parking for all of the residential spaces and surface parking for all of the retail spaces. This scenario follows all zoning codes regarding setback, height restrictions, and parking codes. Scenario A's pro forma forecasts an IRR of 5.1 percent if the property were sold after 5 years of operation and an NPV of approximately \$65,000. This is the lowest IRR of all the scenarios

as it strictly follows the Village code and makes no allowances for any variances. A large portion of the costs under this scenario come from the high parking ratio required by the Village (1.75 spaces per residential space) and the high cost of underground parking. Even though a developer could charge \$100 per month for underground parking this would not be sufficient to recoup the cost of installing underground parking within a reasonable time frame.

Project Summary	
Square Footage	
Retail	13,790
Residential	33,840
Total Leasable Space	47,630
Product Mix	
Retail	13,790
One-Bedroom	29 Units
Two-Bedroom	12 Units

Parking	
Provided	
Surface	58
Covered	-
Underground	70
Total	128
Required	
Retail	55 Surface
Residential	36 Surface, 36 Covered
Ratio	2.7/1,000 SF

Financial Metrics	
Net Present Value	
\$64,083.86	
Internal Rate of Return	
5.1%	
Cash on Cash Return	
Year 2	7.2%
Year 3	8.1%
Year 4	8.9%
Year 5	9.7%
Year 6	90.1%

Scenario B

Scenario B for the Bakers Square redevelopment site is the same as Scenario A except that this scenario assumes a reduction in the parking requirement for residential units from 1.75 spaces per unit to 1.4 spaces per unit. This reduction would decrease the number of underground spaces required from

70 in scenario A to 54 in scenario B. This has a dramatic impact on both the NPV and IRR of the investment. The NPV is almost \$300,000 higher and the IRR would be approximately eight percent with a twenty percent reduction in the parking requirement.

Project Summary	
Square Footage	
Retail	13,790
Residential	33,840
Total Leasable Space	47,630
Product Mix	
Retail	13,790
One-Bedroom	29 Units
Two-Bedroom	12 Units

Parking	
Provided	
Surface	58
Covered	-
Underground	54
Total	112
Required	
Retail	55 Surface
Residential	29 Surface, 28 Covered
Ratio	2.4/1,000 SF

Financial Metrics	
Net Present Value	
\$365,024	
Internal Rate of Return	
8.0%	
Cash on Cash Return	
Year 2	8.1%
Year 3	8.8%
Year 4	9.6%
Year 5	10.5%
Year 6	102.2%

Scenario C

Scenario C maintains all of the Village code requirements relating to parking and setbacks. This scenario would allow the development to be six stories instead of five, adding an additional ten units to the development. However, because there is not enough room to have surface parking for the additional units all of them would

have to be built underground at a high cost.

This change would increase the NPV to \$298,375 and increase the IRR to 6.4% percent. While this change would improve the IRR and NPV, it would still not be high enough for most investors to consider developing the site.

Project Summary	
Square Footage	
Retail	13,790
Residential	42,600
Total Leasable Space	52,090
Product Mix	
Retail	13,790
One-Bedroom	36 Units
Two-Bedroom	15 Units

Parking	
Provided	
Surface	55
Covered	-
Underground	72
Total	127
Required	
Retail	55 Surface
Residential	45 Surface, 45 Covered
Ratio	3.1/1,000 SF

Financial Metrics	
Net Present Value	
\$298,375	
Internal Rate of Return	
6.8%	
Cash on Cash Return	
Year 2	7.6%
Year 3	7.8%
Year 4	8.6%
Year 5	9.4%
Year 6	100.0%

Scenario D

Scenario D involves relaxing both the parking requirements to 1.4 spaces per unit as well as allowing the redevelopment to go up to six stories (five stories of residential) instead of the five stories allowed under the current zoning code. All of the retail parking would be behind the building in a surface lot and all the residential parking would be underground just as in scenarios A and B. However, the parking requirement

would be the same as in Scenario B thus reducing parking construction costs while increasing building density and adding ten additional units. With these changes the predicted NPV for the development would be approximately \$1 million and the IRR would be 12.4-percent. This would be enough for investors to get a satisfactory return as well as adding significant tax revenues to the Village.

Project Summary - Scenario D	
Square Footage	
Retail	13,790
Residential	42,600
Total Leasable Space	52,090
Product Mix	
Retail	13,790
One-Bedroom	36 Units
Two-Bedroom	15 Units

Parking - Scenario D	
Provided	
Surface	55
Covered	-
Underground	72
Total	127
Required	
Retail	55 Surface
Residential	36 Surface, 36 Covered
Ratio	3.1/1,000 SF

Financial Metrics - Scenario D	
Net Present Value	
\$1,028,330	
Internal Rate of Return	
12.4%	
Cash on Cash Return	
Year 2	8.8%
Year 3	10.1%
Year 4	10.9%
Year 5	11.8%
Year 6	123.6%

Analysis

Bakers Square Redevelopment - Internal Rate of Return (IRR)		
	5 Stories	6 Stories
1.75 Parking Stalls/Unit	5.1%	6.8%
1.4 Parking Stalls/Unit	8.0%	12.4%

Development Scenario Conclusions

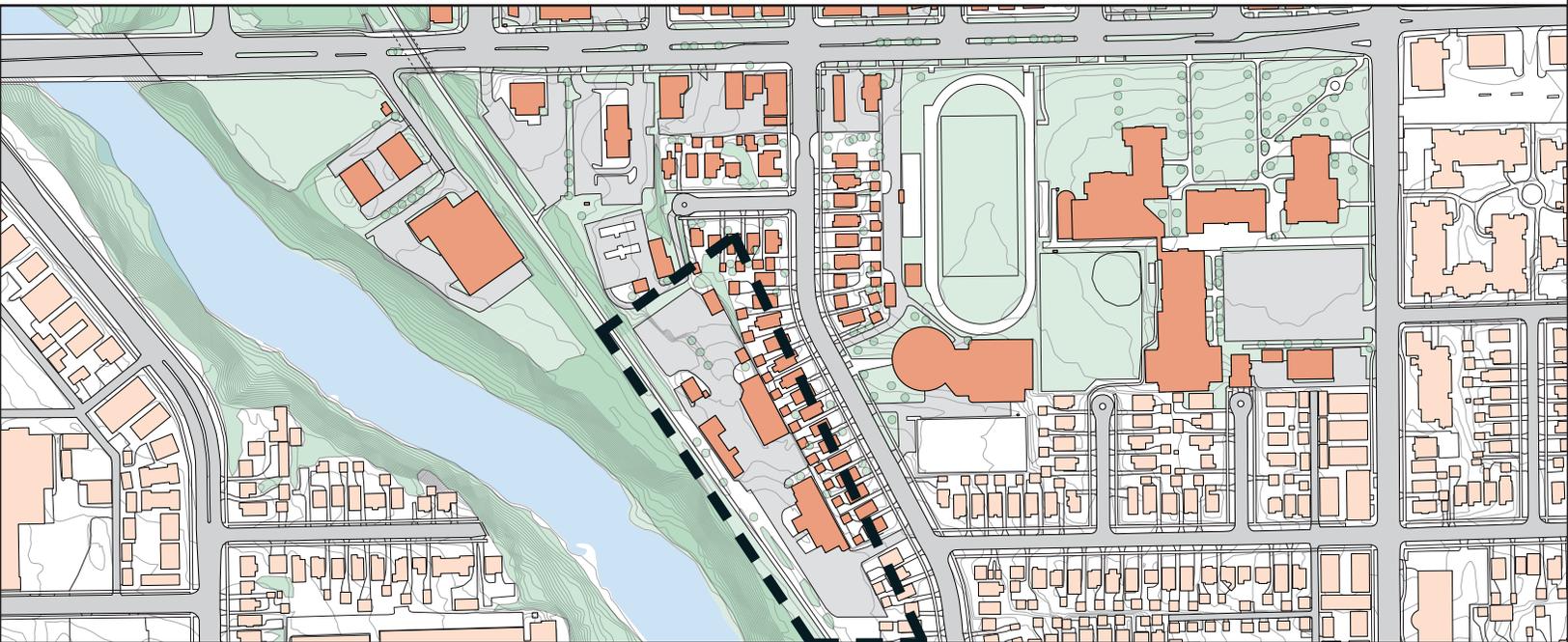
Based on the two variables examined in the analysis (height & parking) it is clear that each of these scenarios made a significant difference on the development's net operating income (NOI) and the internal rate of return (IRR). Based on the four different scenarios the IRR ranged from 5.1 percent under the current parking and height requirements to 12.4 percent with an allowed height variance and reduced parking requirements. Most investors would not consider a 5.1 percent, 6.8 percent, or 8.0 percent IRR suitable for a real estate development and would likely seek an IRR between nine and fifteen percent depending on the risk levels involved.

While an additional one story of residential units would increase the development's IRR by 1.7 percent, additional units could be added on each of the lower residential floors to increase density instead having to grant a height variance since under the current building design the upper floors do not cover the entire building footprint. The reduction in the parking requirement to 1.4 spaces per unit increased the IRR by 2.9 percent. This is almost a 60 percent greater increase in IRR than the increase in height restriction and it would be a more effective way to attract developers to the area than a height variance since it has a greater effect on the overall rate of return of the project.

VI. Catalytic Sites

Much of the future redevelopment along the West Capitol Drive Corridor will be driven by private market forces. There are, however, several government-owned sites in the study area that could be redeveloped in the future. The Village DPW site, located at 3801 North Morris Boulevard, and the Shorewood High School lawn are two sites within the study

area that could be transformed for higher intensity uses. As previously noted, opportunities also exist to rehabilitate the Shorewood Post Office for a commercial retail use, such as a restaurant. This section focuses on redevelopment and enhancement opportunities that exist at the Shorewood DPW site and the Shorewood High School lawn.



DPW Site 3801 North Morris Boulevard

Site Overview

The Shorewood DPW site is an 87,500 square foot parcel located in between the Oak Leaf Bike Trail and single-family homes and duplexes located on North Morris Boulevard. The site is currently being used as a Public Works lot. The Village of Shorewood is exploring opportunities to consolidate and share services with other North Shore municipalities, which could free up this site for redevelopment.

The DPW site contains several historically significant buildings and a large parking lot. The buildings were constructed in 1936 under the Work Progress Administration and were designed by Henry C. Hengels. The eastern edge of the parcel is adjacent to the back yards of single-family homes and duplexes along North Morris Boulevard, and the western edge of the parcel abuts the Oak Leaf Bike Trail. An electrical substation borders the parcel on its north side.

Existing Conditions



DPW Site, bird's eye view

DPW Site Specifics	
Current Use	Department of Public Works Lot
Area	2.0 Acres
Current Zoning	P-1 Public Building
Nearby Parcel Zoning	R-6 One and Two Family Residence

Site Considerations & Challenges

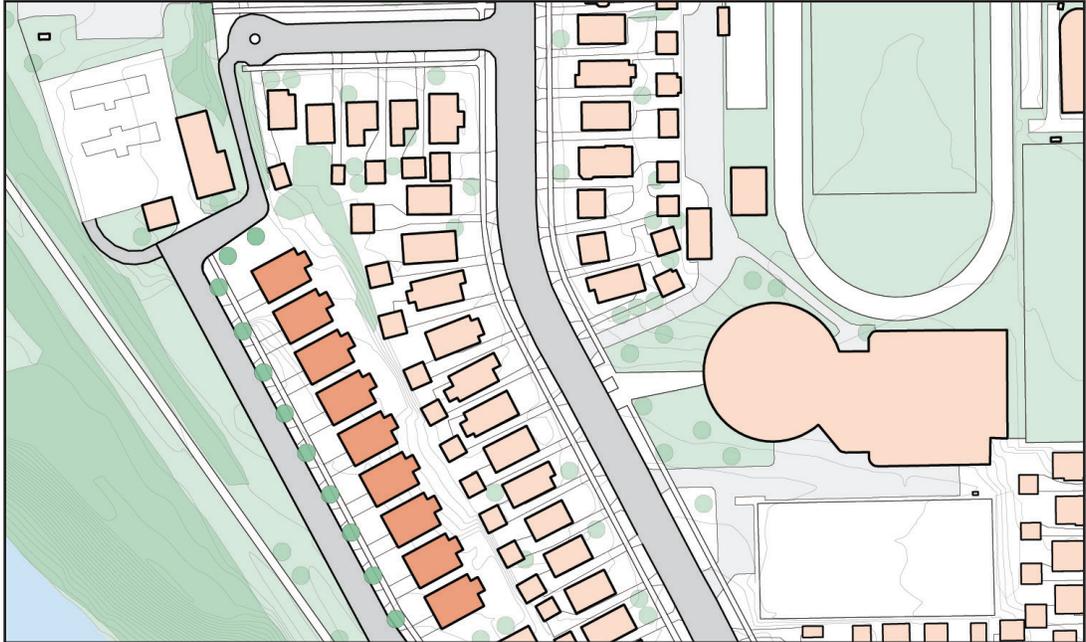
Despite containing a significant amount of square footage, the site poses geometric issues for redevelopment since the parcel is so narrow. The parcel is 180 feet wide at its northern edge and 120 feet wide at its southern edge (in comparison, the home lots located to the east of the DPW site are 120 feet deep). Development along the Milwaukee River is required to have a twenty foot bluff line setback along the river, allowing for a maximum building height of four stories, or a seventy foot setback with a maximum height of six stories. The setback from East

Capitol Drive is held at fifteen feet while the Oak Leaf Trail's is ten feet. A new road on the parcel would be necessary in order make the site accessible.

The southeast building on the DPW parcel is historic and should not be torn down. Consideration should be given to matching the intensity of redevelopment with similar uses nearby. Redeveloping this site could allow for greater residential access to the Milwaukee River and Oak Leaf Bike Trail.

Redevelopment Proposal I

Single-Family Detached



Redevelopment I Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Buildings	~ 4	Residential (Single Family)	9 Units (2,025 SF/Development)
		Historic Preservation	1 Building
Net Gain - Residential (Single Family)		9 Units (18,225 Square Feet)	

The lower intensity option for redevelopment at the site would be to construct nine single-family homes that would face the Milwaukee River. A new road on the site would be single loaded on the west side and would have green space to the west up to the Oak Leaf Trail. These homes would be similar to the along Morris Boulevard, sized at approximately 2,000 square feet each, resulting in

the addition of 18,255 square feet of residential space to the corridor. The single-family home garages would be located in the front of the house, adding additional height to the homes in order to access a better view to the river. The historic building at the southern end of the site would be preserved and renovated into a community center.

Redevelopment Proposal II

Townhomes



Redevelopment II Specifics			
Loss Due to Demolition		Gains From Redevelopment	
Buildings	~ 4	Residential (Townhomes)	24 Units (1,250 SF/Unit)
		Historic Preservation	1 Building
Net Gain - Residential (Townhomes)		24 Units (30,000 Square Feet)	

The higher intensity proposal on the parcel would provide 24 new townhome units along the new street, each having a 1,250 square foot building footprint. Parking for the homes would be located along the newly constructed street and in a newly constructed parking lot near the southern edge of the site. The townhomes could be two to three stories tall to give better visual access to the river. Two-story townhomes would add an additional 60,000 square feet of residential

housing to the corridor, while three story units would add 90,000 square feet of residential housing. This proposal also calls for the retention of one of the historic buildings as a community center and would provide a large surface lot nearby for up to 30 parking spaces. There would be a break along the western row of townhomes for a pedestrian and bicycle connection to the Oak Leaf Trail.

Addressing Connectivity Concerns

Increasing connectivity at the site is one of the main goals of redevelopment. Both alternatives consider three access points to the DPW redevelopment site: 1) off the western terminus of Pinedale Court, 2) near the intersection of Morris Boulevard and Beverly Road, and 3) a spur leading north towards the currently vacant River Site. Once the River Site is redeveloped, the spur could be completed to provide access to the DPW redevelopment site from East Capitol Drive and better transportation flow throughout the entire area.

Another important aspect of connectivity is access of the surrounding neighborhood to the Oak Leaf Trail and the Milwaukee River. The new road passing through the development would abut the Oak Leaf Trail providing several access points to the trail. In order to gain access to the river, either an overpass or underpass would be necessary to bypass the Oak Leaf Trail as there is significant grade separation and topographic inconsistency.



High School Lawn Site

1701 East Capitol Drive

Site Overview

Two key components of developing a successful corridor area are the creation of a sense of place within a corridor and the creation of well-defined edge condition. Both of these goals can be attained by local government through various policies, such as zoning and façade regulation, or through the construction of public spaces within a corridor. Zoning and façade regulations encourage the creation of a consistent street wall and architectural continuity within the corridor. Strategically placed public infrastructure can encourage pedestrian traffic and aid in placemaking along the corridor.

The southeastern portion of the West Capitol Drive Corridor is home to Shorewood High School, a nineteen acre campus built in the 1920s. The school spans over 1,000 feet of Capitol Drive and contains swaths of underutilized space. The buildings on the

parcel have setbacks in excess of 150 feet from Capitol Drive, which leaves a large open space between the buildings and the street. This condition de-emphasizes the architectural significance of the school as there is no definitive edge to differentiate the school property from the public right-of-way along Capitol Drive. The area in between the buildings and the street is underutilized and contains minimal landscaping or sidewalks.

By creating a hard edge to the campus, the school will be able to better define the school property and create additional space for public events. Installing public infrastructure here would create a sense of place and create a defined edge to the corridor while increasing pedestrian traffic on the southern side of the corridor. Creating a defined edge along the lawn sends the subtle message to pedestrians that they are at an important destination which has defined boundaries.

Existing Conditions

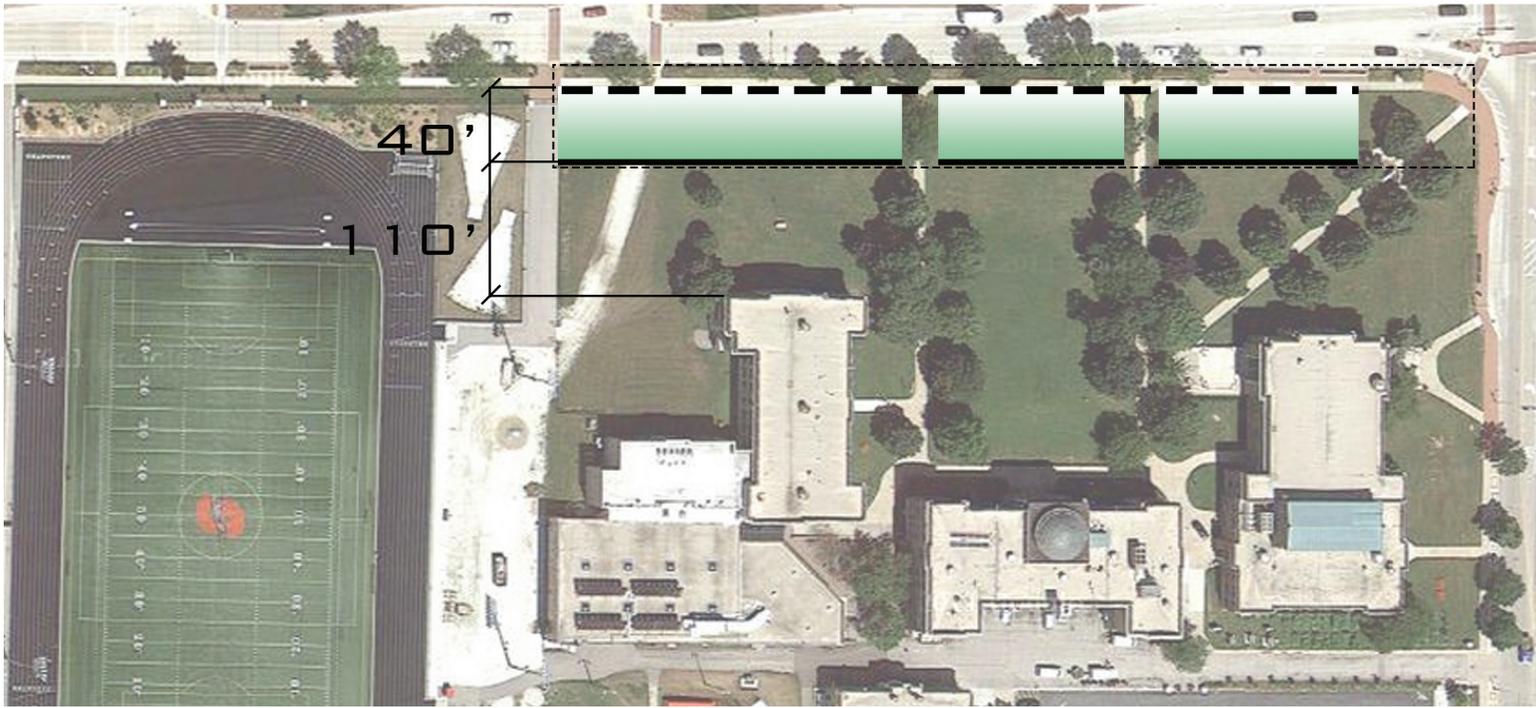


High School Lawn Site F, looking southwest from East Capitol Drive

Redevelopment Scenario

One possibility to create a sense of place and define an edge for the school would be to build a series of colonnades along East Capitol Drive to define the street edge and utilize 30 - 40 feet of space south of the colonnades to create a series of plazas. The colonnades would serve as a barrier for pedestrian traffic from East Capitol Drive and create a grand entrance to the school property. The plazas could be utilized during the week for pep rallies or school functions while the commu-

nity could utilize the space on the weekend for farmer's markets, art festivals, concerts, and other community events. Parking for the newly-created public space could be located along side streets or in the existing high school lot. The creation of such a space would create a buffer between the school and street, activate an underutilized lawn, and aid in making the corridor more pedestrian friendly.



Shorewood High School Lawn, site diagram.

\ As depicted in the diagram, the first edge condition established is the edge of the street. This edge condition can be defined by a colonnade or architectural wall that offers a hard edge to better define the extents of the corridor, yet be porous enough not to block visual access to the school. A colonnade could play off of the architectural style of the school while providing that porous edge needed to define the street edge and entrance to school property.

The second edge condition could be defined by a retaining wall and series of gardens to

create a threshold to define the entrance to the school. This hard edge will give better definition and prominence to school entrances and help to activate the underutilized front lawn. The interstitial spaces created from defining these edge conditions can be utilized for a number of public and school activities which can help to activate Capitol Drive and improve walkability along the corridor. Within the three areas created, the space can be used for gardens, urban agriculture, community events, farmer's markets, school events, and winter events.



High School Lawn Site example of summer use.



High School Lawn Site example of winter use.



River Site

Site Overview

The River Site was not chosen as one of the redevelopment sites in this study since the Village completed two market suitability studies for the site in 2010, and included it in the Central District Master Plan in 2006. One of the suitability studies was completed by Baker Tilly and included seven different proposals that focused exclusively on housing. Three of these seven proposals are briefly noted below, in addition to the Central District Master Plan's final recommendation. The other suitability study was submitted by Hovde Properties and included retail and medical office proposals in addition to housing.

The River Site is located at the west end of the study area near Capitol Drive and the Milwaukee River. The site consists of three

contiguous parcels totaling 6.9 acres. The parcel located closest to Capitol Drive (2.0 acres) is the former site of a restaurant and parking lot. The building that once occupied this parcel was recently razed. The parcel located directly south of the restaurant parcel (1.5 acres) is currently occupied by two vacant multi-family apartment buildings. The third and largest (3.4 acres) parcel is located behind the apartment buildings and is currently occupied by a vacant warehouse building. The two suitability studies estimate that all parcels combined contain approximately 4.2-4.5 developable acres. There were a total of seven different plan scenarios created for Baker Tilly's River Site Suitability Study, three of which are noted below in addition to the Central District Master Plan's recommendation.

Scenario A

This scenario would construct four apartment buildings on the site with a total of 158 units. Apartments would range in size from 900 square feet for a one bedroom to 1,400 square feet for a three bedroom. Rental rates were expected to range between \$850 to \$1,450 per month respectively. 249 parking stalls would be provided with 200 of them

being covered. Total construction cost would be approximately \$18 million excluding land and infrastructure. This scenario would require the Village to purchase the land, pay for all infrastructure costs, and pay an additional \$1.1 million to the developer in order to achieve a 15 percent rate of return.

Scenario B

The second scenario was modeled after a Continuum of Care Campus and would provide independent senior living, memory care, and senior assisted living facilities. The scenario proposed construction of 176 senior units in three buildings, requiring 276 parking spaces of which 167 would be covered. Senior independent living apartments would range in size from 750 square feet for one bedroom units to 1,250 square feet for three bedroom units. Rental rates would range from \$900 to \$1,200 per month, respectively. The memory care facility would

provide 350 square foot studios renting at \$3,800 per month. Senior assisted living apartments would range in size from 400 square feet for studios to 900 square feet for two bedroom units, with rents from \$2,850 to \$3,650, respectively. Total construction costs were estimated at \$16.6 million. This scenario proposes that all three buildings be built at the same time, requiring the Village to provide enough incentive to purchase the land and a portion of the infrastructure costs.

Scenario C

The third scenario would bring in market rate multifamily apartments and townhome condominiums. Two apartment buildings consisting of 75 units each would be positioned on the north end of the site with 37 townhomes located to the south. 229 parking spaces would be provided with 162 being covered. The apartments would range in size from 900 square feet to 1,400 square feet. Rental rates would be between \$850 and \$1,450, respectively. The two bedroom townhomes would be offered in two sizes - 1,800

square feet and 2,300 square feet - with costs of \$321,396 and \$386,396. Total construction cost was estimated at \$15.5 million excluding land and infrastructure. The Village would be required to purchase the land, pay for all infrastructure costs, and contribute an additional \$1.4 million to the developer to achieve a 15 percent rate of return for the apartment portion of the development, and for the townhomes the Village would only be required to purchase a share of the land.

Scenario D

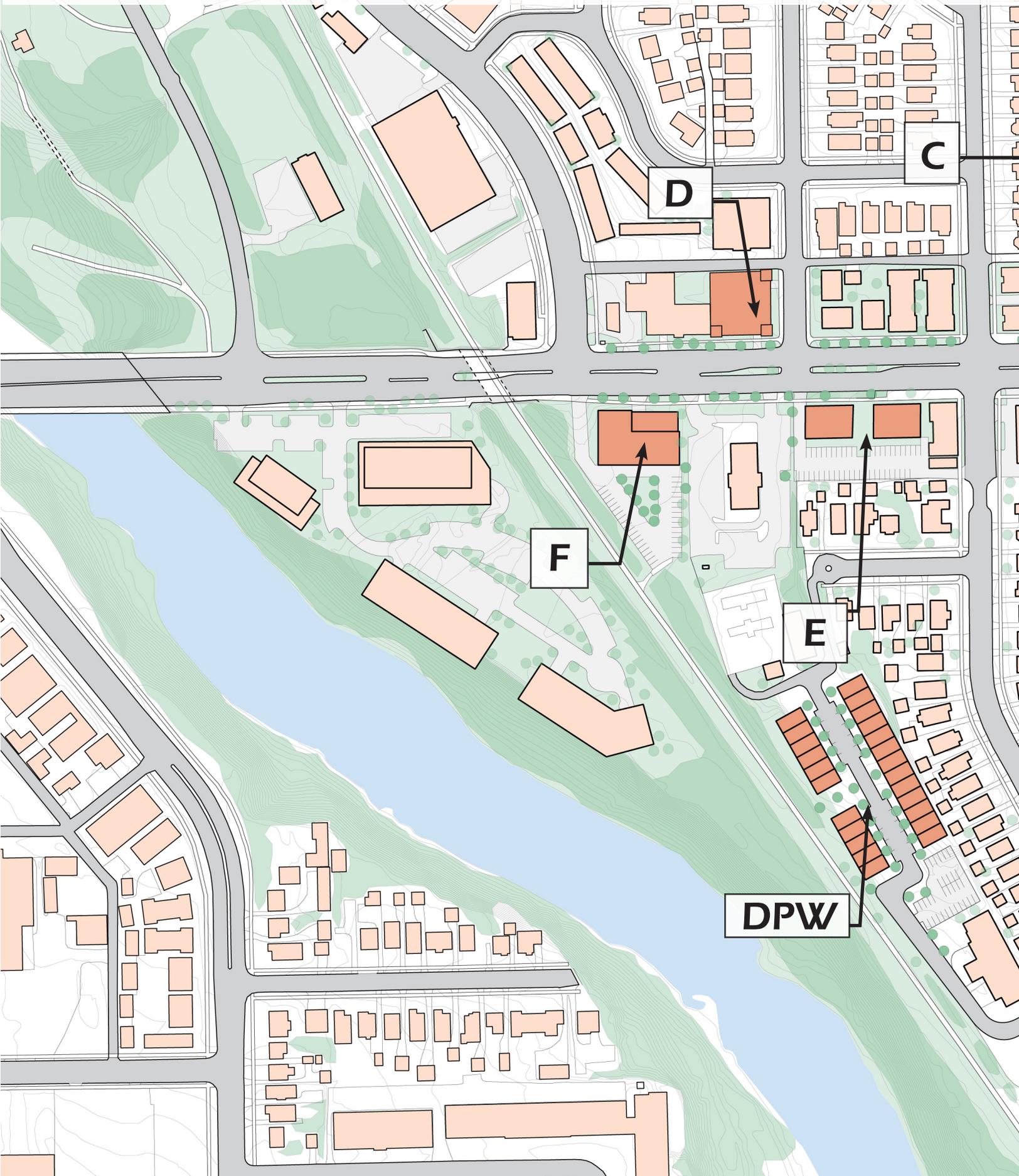
The Master Plan proposed construction of a restaurant and a mixed-use building with first floor retail and indoor parking. The restaurant would be positioned overlooking the Milwaukee River and include a riverview terrace and parking. The mixed-use building would be located along Capitol Drive directly east of the restaurant. The plan also includes the construction of two multi-story condo-

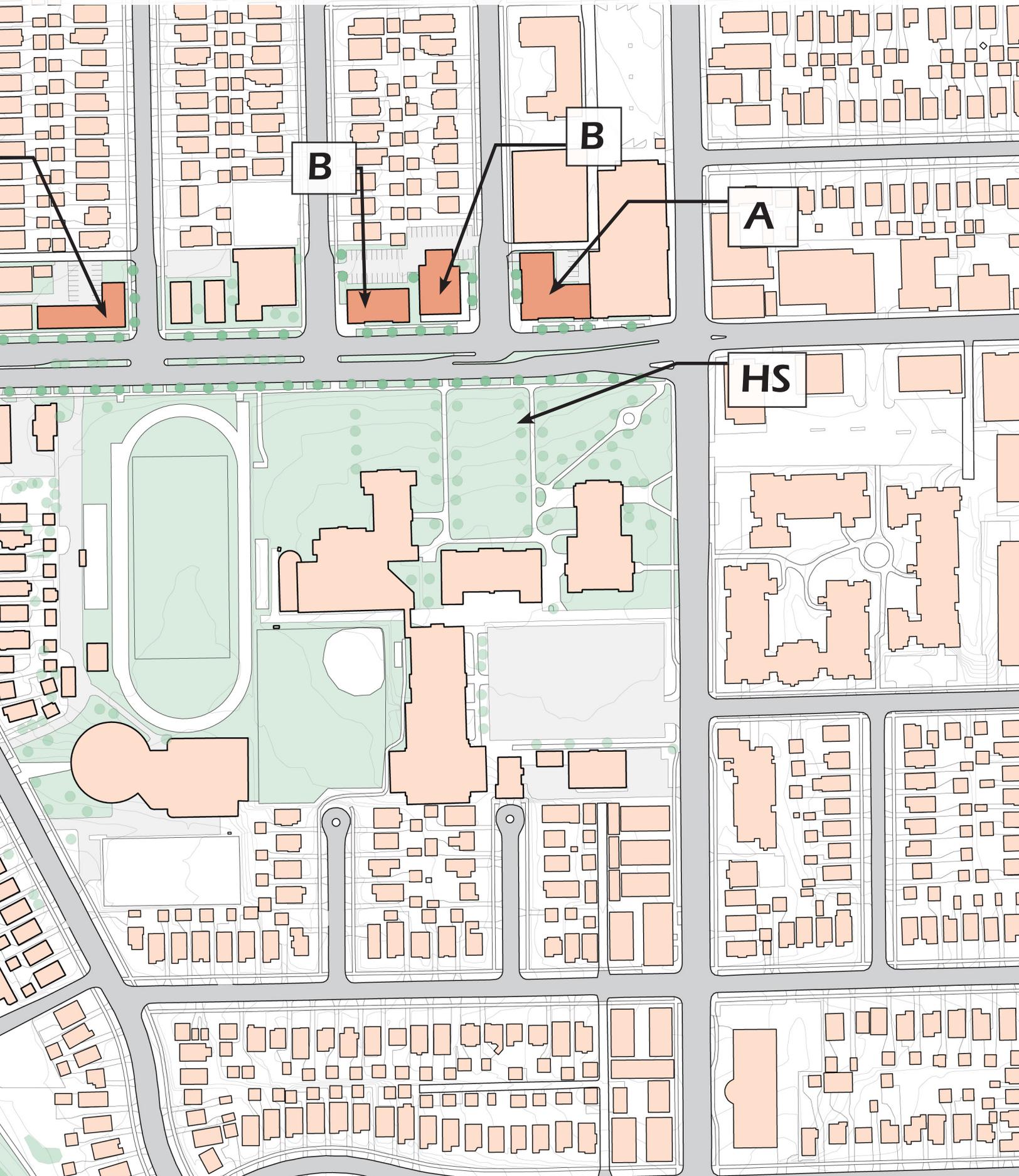
minium buildings with indoor and surface parking nestled between the Oak Leaf Trail and the Milwaukee River. These developments would revitalize an underutilized area in Shorewood and reconnect the surrounding neighborhoods to the river. These developments are portrayed in the final map included in this report as an example of one of the proposals for this site.

VILLAGE OF SHOREWOOD

CAPITOL DRIVE CORRIDOR

NEW DEVELOPMENTS





B

B

A

HS

VII. Conclusion

Future development along the West Capitol Drive Corridor will occur at its own pace according to market demand. Nevertheless, having a guiding plan to understand what types of redevelopment could take place and what opportunities and challenges exist along the corridor is helpful to the Village, residents, and developers. The corridor contains several prime redevelopment opportunities and the Village has shown its commitment to improvement through rezoning along the

corridor to allow for higher density in 2007 and implementing improved streetscaping in 2010. This section presents three different redevelopment scenarios for the corridor overall. The first scenario proposes instituting all lower intensity redevelopment along the corridor. The second scenario proposes instituting all higher intensity proposals. The third scenario presents a recommended mix of various intensities at each site.

Previous Village Retail/Housing Studies

The Shorewood Retail Market Development Plan and the Milwaukee River Site Market Analysis provide baselines for understanding what amount of retail and housing could be added in the Village without over-saturating the market. The 2009 Retail Market Development Plan suggested that the Village could add approximately 75,000 square feet of retail space, and the 2010 Milwaukee River Site Market Analysis found sufficient demand for 150-250 market-rate multi-family housing units and 70-135 market-rate

Senior Independent units.

Since 2010 there have been two major housing developments in the Village - the Ravenna Apartments at 4525 North Oakland Avenue (24 units) and the Lighthouse Apartments at 4027 North Oakland Avenue (84 units). Factoring these developments in with the River Site Market Analysis suggests that market demand exists for 42-142 new multi-family units. There has been no recent construction of Senior housing.

Village of Shorewood 2009 Retail Market Development Plan

		A	B	C = A / B	D	E = C - D
	Estimated Sales	Desired Sales	Sales / SF	Supporting SF	Existing SF	Needed SF
Food	\$ 21,984,791	\$ 38,763,018	\$ 500	77,526	45,492	32,034
Restaurants	\$ 20,744,798	\$ 31,084,665	\$ 500	62,169	54,450	7,719
Apparel/Accessories	\$ 3,674,880	\$ 17,221,424	\$ 350	49,204	27,788	21,416
Home	\$ 7,644,520	\$ 17,542,788	\$ 250	70,171	37,381	32,790
Other Retail	\$ 31,353,237	\$ 27,324,658	\$ 500	54,649	48,610	6,039
Haircare	\$ 6,600,096	\$ 6,600,096	Existing	32,325	32,325	0
Total	\$ 96,648,345	\$ 138,536,649	\$ 441	346,045	246,046	99,999
Currently Vacant						10,500
Office Conversion						10,000
New Space						79,499

Milwaukee River Site Market Study

Housing Type	Market Rate Demand (# Units 2010)	Affordable Demand (# Units)
Senior (Independent)	70 - 135	20 - 40
Senior (Assisted)	55 - 110	N/A
Multi-Family	150 - 250 (Currently 42 - 142)	65 - 110

Scenario 1 - All Lower Intensity

Implementing all lower intensity redevelopment recommendations would add 30,534 square feet of commercial retail space to the corridor, 1,330 square feet of office

space, 2,502 square feet of sit-down restaurant space, 54 multi-family residential units, and nine single-family homes to the corridor.

Scenario 1					
Commercial Retail SF	Office SF	Restaurant (Sit-Down)	Residential (Multi-Family) SF	Residential (Multi-Family) Total Units	Residential (Single Family) Total Units
30,534	1,330	2,502	53,396	54	9

It should be noted that the proposed addition of restaurant space listed here only includes sit-down restaurant space. In all three of the scenarios we assume that additional fast casual restaurant space, such as a coffee shop or upscale fast food restaurant, could be added to the corridor as part of new commercial retail space with commercial retail parking requirements. We differentiate sit-down restaurants from other forms of dining is because the parking requirements for sit-down restaurants are more stringent than other forms of restaurants.

While the Village defines sit-down restaurants as any restaurant with tables, we define sit-down restaurant as a restaurant with traditional wait service with a hostess and waiters, such as Harry's Bar and Grill. Fast casual restaurants with tables would technically fall under the requirement of 20 spaces per 1,000 square feet of floor area per the Village code. Most fast casual options in the Village

do not meet this parking requirements, and it is likely more permissible for a fast casual restaurant to not meet parking requirements than a traditional sit-down restaurant, thus we have differentiated them here.

The Village Retail Market Development Plan notes that Shorewood could accommodate an additional 7,719 square feet of restaurant space. In each of our development scenarios the only restaurant demolished along the corridor is Bakers Square. Under the lower intensity scenario the loss of Bakers Square would be counterbalanced by the reuse of the Post Office building as a sit-down restaurant. Additional demand for restaurant space identified in the Retail Market Development Plan could be met by fast casual offerings. Fast casual dining would be more suited to the corridor given the location of Shorewood schools nearby and the existence of a handful of sit-down restaurants at the north and south ends of Oakland Avenue.

Additional Sites to Consider for Redevelopment

The addition of 30,534 square feet of retail along the corridor would still leave the Village well short of the 79,499 square feet of additional retail space that the retail market study estimates could be added. It is important to note, however, that corridor redevelopment at the studied sites should not consume all 79,499 square feet of available retail space. There are other locations within the corridor and within the Village where

additional housing units and retail space could be added. Additional sites along the corridor not examined in this report that could also be redeveloped. These sites include the River Site parcels, A.B. Data warehouse at 4057 North Wilson Drive, State Farm Insurance at 1410 East Capitol Drive, and the former Catholic Family Life insurance building at 1572 East Capitol Drive.

Parking Under the All Lower Intensity Scenario

Even when implementing lower intensity developments at all sites, several redevelopments have large parking deficits. This is most notable at Sites B (Post Office) and E (Mediterranean).

Parking Summary - Scenario 1						
Site	Parking Required (Outdoor)	Parking Required (Covered)	Parking Provided (Outdoor)	Parking Provided (Covered)	Deficit (Outdoor)*	Deficit (Covered)
A	53	9	6	36	20	0
B	184	6	40	0	144	6
C	41	9	18	0	23	9
D	33	7	20	21	0	0
E	121	0	43	0	78	0
F	54	19	34	47	0	0

* Sites that have a surplus of covered parking have their outdoor parking deficit reduced by the amount of excess covered parking provided
 * DPW site not shown since parking would not be an issue with single-family homes

The deficit in parking at the Shorewood Post Office site is due to the Village's requirement of 20 parking spaces per every 1,000 square feet of floor area. Converting the Post Office into a restaurant would require over 150 parking spaces for the restaurant alone. Site

E would have a parking deficit of 78 spaces, resulting mostly from the fact that the Site E parcels are not very deep. Some of the parking deficits could be reduced by counting on-street parking spaces, however doing so would not significantly reduce the deficit.

Scenario 2 - All Higher Intensity

Implementing all higher intensity redevelopment proposals would add 38,405 square feet of commercial retail space, 7,170 square feet of office space,

99 residential multi-family units, 20 senior residential units, 24 town-homes, and result in the loss of 5,134 square feet of traditional sit-down restaurant space.

Scenario 2							
Commercial Retail SF	Office SF	Restaurant (Sit-Down)	Residential (Multi-Family) SF	Residential (Multi-Family) Total Units	Residential (Senior) SF	Residential (Senior) Total Units	Residential (Town-homes) Total Units
38,405	7,170	(5,134)	118,058	99	21,612	20	24

The major difference between implementing higher and lower intensity developments along the corridor is the number of housing units created since the Village encourages mixed-use development and higher intensity developments have more

stories. Implementing all higher intensity developments would create more than twice the number of housing units in the corridor compared to implementing all lower intensity developments.

Parking Under the All Higher Intensity Scenario

Implementing all higher intensity developments throughout the corridor would cause parking shortages. The all higher intensity scenario avoids large parking deficits at the Shorewood Post Office by not prescribing a sit-down restaurant at the site, instead suggesting an opportunity

for fast casual restaurants to locate on the bottom floor of a mixed-use development. Here we again presume that a fast casual restaurant would require significantly less parking than a sit-down restaurant. The all higher intensity development scenario still runs a large parking deficit at Site E.

Parking Summary - Scenario 2

Site	Parking Required (Outdoor)	Parking Required (Covered)	Parking Provided (Outdoor)	Parking Provided (Covered)	Deficit (Outdoor)*	Deficit (Covered)
A	61	18	6	36	37	0
B	74	17	49	0	25	17
C	21	21	18	26	0	0
D	42	16	20	21	17	0
E	156	0	40	0	116	0
F	94	38	0	132	0	0

* Sites that have a surplus of covered parking have their outdoor parking deficit reduced by the amount of excess covered parking provided
 * DPW site not shown since parking would not be an issue with single-family homes

Scenario 3 - Recommended Mix Intensities

Redevelopment along the corridor will likely take many forms. In some situations, such as with the Bakers Square parcel, higher intensity development is advisable over low intensity development. The Bakers Square parcel is large, has enough space to provide adequate parking, and higher intensity development at the parcel would not look out of place or disrupt any feeling of continuity along the corridor.

Shorewood Post Office and Citgo gas station site, for example, rehabbing the Post Office for commercial restaurant use would be preferable to demolishing the building and replacing it with a higher intensity mixed-use development since the Post Office is historically significant. Our recommended development mix contains a variety of higher and lower intensity developments depending on which proposal works best for each site.

In other situations, lower intensity development is preferred. In the case of the

Scenario 3 - Recommended Mix Intensities		
Site	Proposed Intensity	Notes
A	Higher	High intensity development would go well near the major transit intersection of Oakland/Capitol. Higher intensity would allow for additional retail space at the site, which could cater to High School students.
B	Lower	Preserve Post Office while utilizing vacant lot and gas station.
C	Higher	Site supports higher intensity development and provides needed housing units.
D	Parking Structure	The parcel at 1330 East Capitol Drive could be used as a parking structure to address parking deficits at Site E (1409-1425) redevelopment and other developments along the corridor. While this is not an optimal location for a parking structure, we believe it is the best option for the corridor.
E	Lower	Increase density while preserving green space. Inclusion of Green Space would encourage pedestrian traffic and help create a sense of place along southern edge of corridor.
F	Higher	Site is large enough to accommodate high intensity with mostly adequate parking, would provide scenic view of Milwaukee River, and would not disrupt any feeling of continuity along the corridor.
DPW	Higher	Maximize redevelopment potential to increase Village tax base.
HS Lawn	Public Infrastructure	Create a sense of place and a well-defined edge for the corridor with the construction of public infrastructure along the north side of the Shorewood High School lawn.

Site D Parking Structure

Our recommended redevelopment mix would create a parking structure at Site D rather than developing the site. A parking structure at Site D could create up to 200 spaces if the structure were built to four stories in height. Higher intensity development on many of the studied sites is not feasible without costly underground parking or a shared parking structure somewhere along the corridor. One of the biggest challenges in constructing a parking structure is

choosing a location. Parking structures are generally undesirable as they are costly to construct and may not contribute to a municipality's tax base if the facility is Village-owned. A successful corridor, however, must provide adequate parking regardless of how walkable or bikeable the corridor is. Without the addition of adequate parking it will be difficult for the Village of Shorewood to bring developers to the area.

Proposed Redevelopment Mix

Our proposed redevelopment mix would add 21,374 square feet of retail space, 6,112 square feet of office space, 2,502

square feet of sit-down restaurant space, 63 multi-family residential units, 20 senior residential units, and 24 townhouses.

Scenario 3							
Commercial Retail SF	Office SF	Restaurant (Sit-Down)	Residential (Multi-Family) SF	Residential (Multi-Family) Total Units	Residential (Senior) SF	Residential (Senior) Total Units	Residential (Townhomes) Total Units
21,374	6,112	2,502	63,720	63	21,612	20	24

This proposed mix results in a lower net addition of retail space in the corridor than the all lower intensity scenario since the recommended alternative does not include the construction of retail space at Site D

and also results in the loss of 9,186 square feet of current retail space at Site C (1518-1530 East Capitol Drive) in order to provide additional housing along the corridor.

Proposed Redevelopment Mix Parking

Despite the construction of a shared parking structure under the recommended scenario, the corridor would still have some parking issues. The Post Office site would have a large outdoor parking deficit due to the Village’s 20 spaces per 1,000 square feet sit-down restaurant requirement. The Village could address this issue by modifying its restaurant parking ordinance, which seems unnecessarily high given restaurant parking requirements of nearby municipalities and Shorewood’s desire to have a walkable community (see parking section below for further commentary). The large parking deficit created at Site E would be addressed by a proposed parking structure across the street at Site D.

structure on the north side of Capitol Drive (Site D) primarily serving a development on the south side of the street (Site E) is less than ideal, we believe that, given the constraints of the corridor, the Site D parcel is the best location for a parking structure. The recommended development at Site E is two mixed-use buildings with a total of 10,080 square feet of retail on the first floors (5,040 square feet in each building) and office space on the second and third floors. The retail portion of the redevelopment would require 42 parking spaces and the office portion would require 79 spaces. The redevelopment would provide 43 on-site parking spaces to serve the first floor retail use while spaces for second and third floor office could be located in the proposed parking structure across the street.

While the situation of having a parking

Parking Summary - Scenario 3						
Site	Parking Required (Outdoor)	Parking Required (Covered)	Parking Provided (Outdoor)	Parking Provided (Covered)	Deficit (Outdoor)*	Deficit (Covered)
A	61	18	6	36	37	0
B	184	6	40	0	144	6
C	21	21	18	26	0	0
D	0	0	0	200	0	- 200
E	121	0	43	0	78**	0
F	94	38	0	132	0	0

* Sites that have a surplus of covered parking have their outdoor parking deficit reduced by the amount of excess covered parking provided
 * DPW site not shown since parking would not be an issue with single-family homes
 ** Draw from parking structure to alleviate deficit.

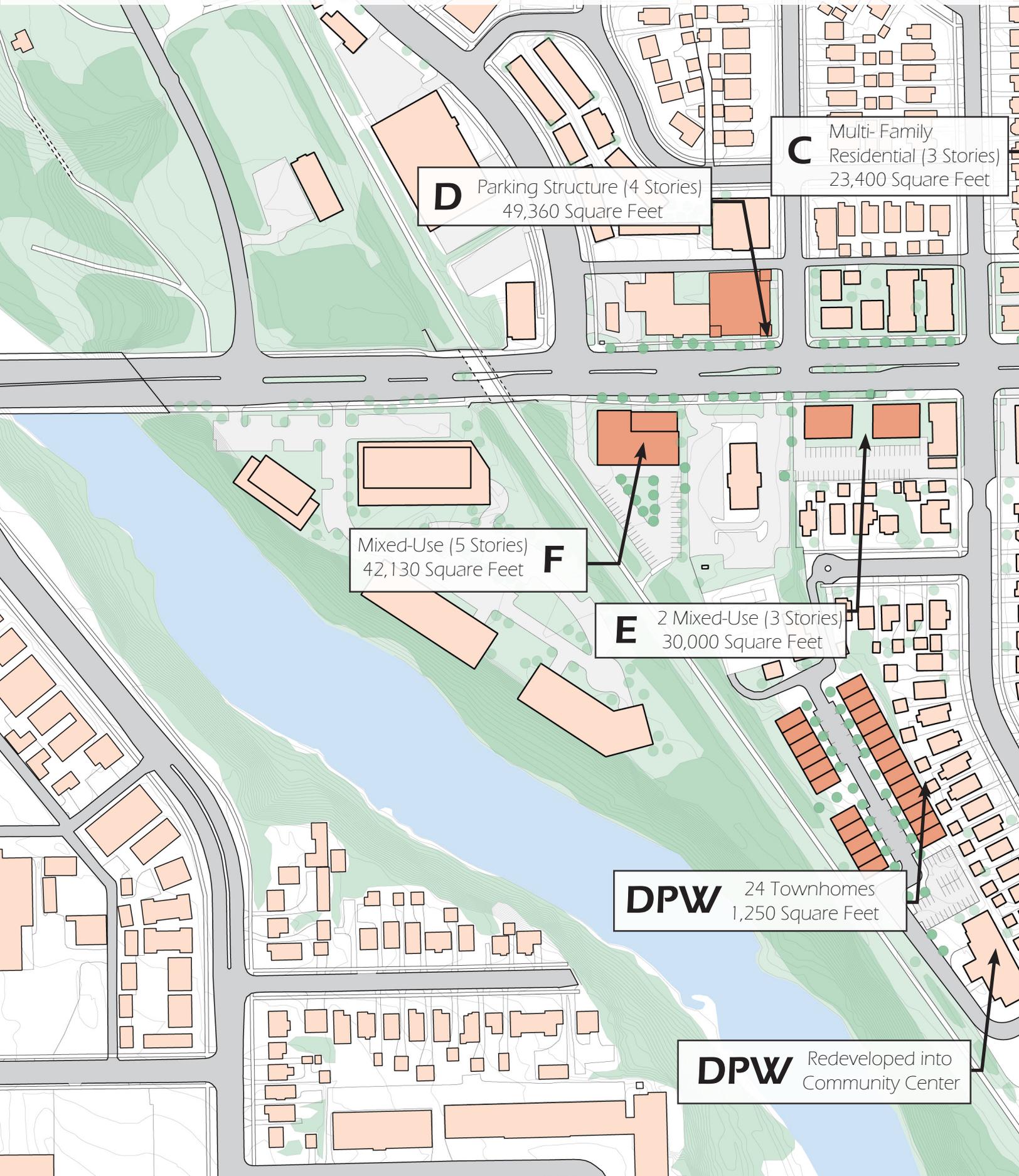
A proposed parking structure at Site D could provide up to 50 parking spaces per floor. A four-story structure would provide 200 parking spaces. If the parking structure only served Site E, then the structure could be two stories tall. If the structure served additional

sites, then it could be built to a higher height. The ideal location for a parking structure serving the south side of the corridor would be at 1325 East Capitol Drive, the current Culver’s site, however redeveloping that site in the near future is likely not feasible.

VILLAGE OF SHOREWOOD

CAPITOL DRIVE CORRIDOR

NEW DEVELOPMENTS



C Multi-Family Residential (3 Stories)
23,400 Square Feet

D Parking Structure (4 Stories)
49,360 Square Feet

Mixed-Use (5 Stories)
42,130 Square Feet **F**

E 2 Mixed-Use (3 Stories)
30,000 Square Feet

DPW 24 Townhomes
1,250 Square Feet

DPW Redeveloped into
Community Center

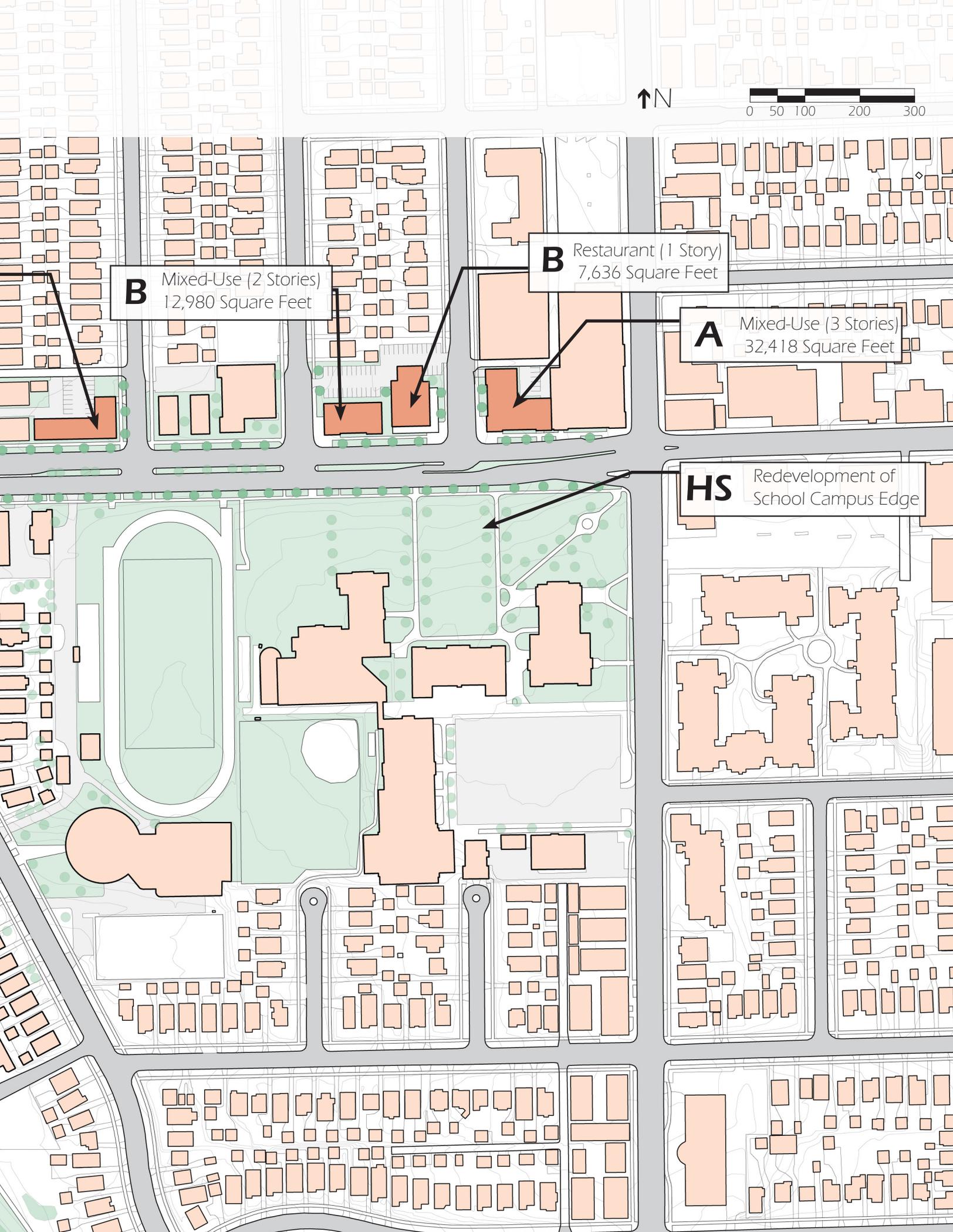


B Mixed-Use (2 Stories)
12,980 Square Feet

B Restaurant (1 Story)
7,636 Square Feet

A Mixed-Use (3 Stories)
32,418 Square Feet

HS Redevelopment of
School Campus Edge



Parking along the Corridor

Most of the Village’s parking requirements are on par with those of other communities, with the exception of the Village’s sit-down restaurant parking requirements. Shorewood’s Village code currently requires 20 parking spaces per every 1,000 square feet of floor area for sit-down restaurants (535-47(D)(7)).

An average size sit-down restaurant has a building footprint of approximately 5,000

square feet. Under the Village’s parking requirements, a 5,000 square-foot sit-down restaurant would require 100 parking spaces. Redeveloping the 7,636 square-foot Shorewood Post Office into a restaurant would require over 150 parking spaces. This requirement seems unnecessarily high considering that 150 spaces is roughly equal to three quarters of the total spaces in the Sendik’s parking structure.

Restaurant Parking Regulations in Other Municipalities

Other municipalities in the area have less stringent parking requirements for restaurants. The Village of Whitefish Bay, for example, requires approximately 4 spaces per 1,000 square feet of restaurant space. The Village of Brown Deer requires

5 spaces per 1,000 square feet of floor area. Shorewood should consider modifying its zoning code to decrease sit-down restaurant parking requirements to allow for greater flexibility in redevelopment.

Parking Requirements for Restaurants		
Municipality	Spaces Required per 1,000 SF	Village Code Requirement
Shorewood	20	20 parking spaces per 1,000 square feet of floor area for sit-down restaurants.
Whitefish Bay	4	The greater of 1 space per 3 seats, or 1 space per 250 square feet up to 2,000 square feet, then 1 space per 500 square feet above 2,000 square feet.
Glendale	20	1 stall for each 50 square feet of floor area, or equal to 3 chair seats, whichever requires the greatest number of spaces.
Thiensville	4 (Plus Employee Parking)	Four (4) spaces per 1,000 square feet of gross floor area, plus one (1) space per employee for the work shift with the largest number of employees.
Brown Deer	5	1 space per 200 square feet of floor area.
Cedarburg	6.66 (Plus Employee Parking)	One (1) space per one hundred fifty (150) square feet of gross floor area, plus one (1) space per employee for the work shift with the largest number of employees.

Bicycle and Transit Ordinance

The Village could also consider creating a bicycle or transit ordinance to address parking issues. The ordinance could lower parking space requirements for developments that provide bicycle parking or are located within a specified distance of

a transit stop. It would make sense to lower parking requirements along the corridor given the corridor’s proximity to alternative transit sources and the Village’s goals of encouraging transit-oriented development.

Bakers Square - Catalytic Development

Bakers Square Redevelopment - Internal Rate of Return (IRR)		
	5 Stories	6 Stories
1.75 Parking Spaces/Unit	5.1%	6.8%
1.4 Parking Spaces/Unit	8.0%	12.4%

A real-estate pro forma analysis for various redevelopment scenarios at the Bakers Square site found that height regulations and parking requirements might hinder redevelopment at the site. The Village could consider allowing a greater maximum building height at the site or consider reducing

parking requirements in order to make the site more attractive to investors, who would likely seek an internal rate of nine percent or greater. The only pro forma that provides an IRR greater than nine percent under our scenarios would require less parking and allow a six-story redevelopment of the site.

Public Participation

On Tuesday, April 16th, 2013, The Village of Shorewood held a public participation event to solicit corridor redevelopment feedback from the public. The event was held in a community space beneath the Shorewood Library from 6:30 to 8:00 PM and included a brief presentation about the corridor

followed by an opportunity for residents to walk around to different stations and provide feedback on redevelopment proposals. The event had approximately 35 attendees. Resident feedback about redevelopment sites was recorded and is reported below.

Publication Participation Meeting Feedback	
Site	Notes
A	<p>Feedback for this site was relatively positive throughout the night. The public, for the most part, agreed with the increased density proposed at the site, however preferred a two-story redevelopment to the higher intensity three-story.</p> <p>Reactions were most favorable towards the inclusion of senior independent living units, even though it was included in the higher intensity proposal. Older residents expressed concern about their ability to remain in Shorewood as they get older and appreciated that we recognized the need for senior housing. The only criticism concerning the residential component of the redevelopment proposal was the potential noise associated with being located on the heavily traveled East Capitol Drive.</p> <p>The most frequent concern expressed towards the overall corridor proposal was centered on the notion that the increased density and height of the buildings would detract from the 'village' feeling/character of Shorewood.</p>
B	<p>The major concern with this development was the aspect of losing the Post Office. A number of attendees mentioned that the Post Office should stay and if they needed to conserve costs they should stop Saturday deliveries. The majority of residents did not like the look and feel of the Citgo gas station and recommended that it be razed. The majority of those who gave feedback liked the low intensity proposal that included renovations to the Post Office and a new freestanding building in the place of the gas station.</p>
C	<p>Both the high and low intensity proposals for Site C received positive feedback from the majority of the participants. Two people did not like the idea of increasing density anywhere along East Capitol Drive. Comments favored the low intensity since it was said it could bring in a hardware store or restaurant on the first floor, whereas the high intensity proposed housing only. Suggestions were made to have a minimum setback of at least three to five feet to include green space between the building and sidewalk. Participants did not like the idea of the parking deficit being made up by a parking structure at 1330 East Capitol Drive.</p>
D	<p>There was not much feedback left for this redevelopment site. Residents agreed that the site was a good location for redevelopment given the fact that the building was set back far from East Capitol Drive and had a parking lot fronting the street. Some residents noted that, if a parking structure were built on the site it would be far away from other redevelopment sites in the corridor.</p>

Publication Participation Meeting Feedback	
Site	Notes
E	Public feedback for this site was very positive for the lower intensity development proposal. For the this proposal, residents liked the idea of keeping green space in between the two redeveloped buildings, especially if a restaurant were to go into one of the buildings. Residents suggested that having the green space fronting a restaurant would make outdoor dining more comfortable than dining outdoors along East Capitol Drive. No concerns were raised about using the second and third floors of the development for office space. Several residents noted for both development proposals that parking at this site would be difficult, and that any development that occurs here should provide adequate parking, including bicycle racks. Most residents agreed that the current parking lot on the site was creating a hole in the street wall. Residents seemed less enthused about the higher intensity proposal. Several residents noted that the higher density massing looked large and imposing on the lot.
F	Most of the attendees of the public participation meeting were positive of a redevelopment at the Bakers Square site. Most people preferred the five story higher density proposal to the lower density one. Despite this, the major concern was that an increased residential density and destination location such as a Trader Joe's would seriously impinge traffic along Capitol Drive and cause parking to be an even bigger problem. There were also several comments that wanted to make sure that access to the Oak Leaf Trail would still be easily accessible if the site were redeveloped.
DPW	Overall, the feedback for the DPW site was positive. People were excited about the possibility of increased access to the Oak Leaf Trail and a possible new kayak launch off the river. They were also excited about the redevelopment of the historical DPW building into a community center with access to bike and kayak rentals. Among the concerns for this site was the nature of the developments (owner occupied versus rentals). Some showed concerns about an excess of rental properties within the area while others embraced the possibility of rentals for senior housing. The historic preservation board showed some concerns about tearing down the other buildings which qualify for the historic registry but understood the need to open up access to the river.
HS Lawn	The feedback on the High School development was overwhelmingly positive. Everyone agreed that the front lawn was underutilized and that the school property needed more of an edge condition. The possibilities for farmer's markets, art festivals, ice skating, and concerts got a lot of positive feedback. Two small concerns were that there needs to still be a "sidewalk" condition for orientation along the corridor for the handicapped population and the issue of parking. Some were in favor of including more parking for this development and others agreed that the parking could be located in the existing school lot and it was more important to establish a place to "stop" along the corridor for pedestrians.

The open house brought to attention the significance of an increased tax base, green space, and walkability. The majority in attendance also liked the idea of more density but worried about the increase in traffic and parking space needed that result from it. A number of people said that there needed to be pockets of green space, especially if two or three stories get added to buildings along the corridor.

Outside of the chosen sites, comments were made on bringing in a police station or a boutique hotel into the vacant Catholic Family building, townhouses with community space that increases access to the Milwaukee River at the River Site, and adding more bike parking along the corridor to accommodate the Oak Leaf Trail more. The high school and Village of Shorewood Department of Public Works sites also received positive feedback.

Next Steps Forward

This study creates a firm foundation for the future redevelopment of the West Capitol Drive Corridor. There are several properties along the corridor that are not being utilized to their full potential that could be redeveloped in the future. There are also several steps that the Village could take in order to continue encouraging redevelopment along the

corridor. Shorewood has already rezoned the corridor to allow for greater density and made significant investments in new streetscaping along East Capitol Drive. In the future the Village should consider revising its parking requirements to facilitate redevelopment and continue to study redevelopment opportunities for the DPW site and High School lawn

Parking Requirements

Nearly all of the redevelopment proposals examined in this study had trouble conforming to the Village's parking code. Shorewood should consider lowering parking requirements along the corridor or consider constructing a shared parking structure that could be utilized by multiple developments. While this study proposes locating one large parking structure at Site D - 1330 East Capitol Drive - an in-depth parking study along the corridor may provide more strategic alternatives for providing corridor parking.

The Village should consider scaling back or eliminating its sit-down restaurant requirement of 20 spaces per 1,000 square feet of floor space. With the exception of Glendale, other municipalities nearby have much less stringent parking requirements for sit-down restaurants. It appears that this ordinance is not being strictly followed anyway given the fact that some

restaurants in the Village have very little or no off-street parking, and the recently constructed North Star American Bistro restaurant has very few off-street spaces.

The Village should also consider providing parking bonuses for developments that provide bicycle parking or are located near transit stops. The Oak Leaf Bike Trail and newly-installed bicycle lanes along East Capitol Drive could bring a significant number of cyclists into the area. This will be dependent, however, on developers providing ample bicycle parking. East Capitol Drive and Oakland Avenue are major Milwaukee County Transit System thoroughfares and it is likely that many new residents in the corridor may choose not to have a car since parking restrictions are tight in the Village and multiple forms of alternative transit exist along the corridor.

Identify existing barriers to development based on previous proposals

The West Capitol Drive Corridor presents many redevelopment opportunities, however in the past years little development along the corridor has occurred. The Village should consider looking into whether there are any policies or zoning regulations in place along the corridor that are inhibiting redevelopment. This study identified parking as a major

barrier for redevelopment, however there could possibly be other conditions along the corridor that inhibit redevelopment. The Village should also explore whether a tax incentive program could spur development and what financing mechanisms are available to encourage redevelopment.

Continued Study of DPW and High School Improvement

Both the DPW site and the Shorewood High School lawn could be redeveloped in the near future. The Village should continue studying the feasibility of consolidating or sharing DPW services with nearby municipalities in order to free the DPW site up for redevelopment. The Village should also engage stakeholders to determine which historic DPW buildings should not be torn down, and how those buildings could be reused. With respect to the High School lawn the Village should also conduct a survey or hold a charrette to obtain resident feedback about what types of improvements would best serve the community and School District on the school's lawn.

Increase Public Access to the Milwaukee River

Development along the river at the River Site and DPW site could provide more access for the public to safely enjoy the Milwaukee River. A number of points and trails along the river have been opened up since the removal of the North Avenue dam, and riverfront land that once stood private is now publicly owned. The Urban Ecology Center has also made commitments to maintain a number of the trails and keep invasive species under control in areas near their Riverside Office location downriver. Fishing and water sports are now thriving on the river. With organizations like the Urban Ecology Center, Milwaukee Riverkeepers, and the Milwaukee River Greenway Coalition, the Milwaukee river valley has the potential to become a recreational hotbed in the future.

APPENDIX

SCOPE OF WORK

February 21, 2013

Ericka Lang, Planning and Zoning Administrator
Chris Swartz, Village Manager
Village of Shorewood
3930 N Murray Ave
Shorewood, WI 53211

Dear Ericka and Chris:

On behalf of myself and my UWM urban planning graduate colleagues, thank you for giving us the opportunity to help the Village of Shorewood visualize and understand the redevelopment opportunities for the western Capitol Drive corridor and surrounding properties. This work will be completed as part of our semester-long Applied Planning Workshop class to help us gain real-world planning experience and contribute to the growth of local communities.

The western portion of Capitol Drive, located between the Milwaukee River and Oakland Avenue, is one of the two main commercial corridors in the village and, at present, is dominated by auto-oriented uses. This section of Capitol Drive experience nearly three times the volume of traffic relative to its eastern counterpart (east of Maryland Ave). The majority of buildings along the street have large setbacks from Capitol Drive which elicits an auto-oriented feeling and decreases connectivity throughout the area.

Although Capitol Drive is heavily-traveled and provides a variety of services to residents, the corridor is not currently providing residents with the quality of life, sense of place, and economic cohesion that the village strives for. We believe creating a redevelopment plan that focuses on increasing density, enhancing the neighborhood's character, and encouraging multi-modal transit use could address these issues.

We are looking forward to exploring redevelopment options for the western Capitol Drive corridor in depth and making recommendations on various planning and design elements. In addition to reviewing the land use for properties with frontage along Capitol Drive, we will also examine redevelopment options for catalytic sites located in a larger study area surrounding Capitol Drive and engage with key stakeholders in creating a future vision for the West Capitol Corridor. Key stakeholders will include the Village Board, Plan Commission, Shorewood School Board, Shorewood Community Development Authority, and Shorewood residents. We plan on presenting our findings at an open house in April to get public feedback. Our final deliverables will consist of a report and a final presentation in May.

We are excited to have this opportunity and look forward to working with stakeholders and residents to create a redevelopment plan that will guide future development along the Capitol Drive to create a vibrant, livable, and modern commercial corridor that will be a premier feature of the village. Please refer to the attached project overview for more information.

Sincerely,

Brian Peterson, Matt Chappell, Chelsea Couette, Danny Martin, Rich McMurry, John Pearson

January 10, 2013

VILLAGE OF SHOREWOOD WEST CAPITOL CORRIDOR REDEVELOPMENT PLAN



BACKGROUND AND PROJECT OVERVIEW

The Village of Shorewood is a suburban community directly north of Milwaukee. Shorewood is bordered by Milwaukee on the south and west, Whitefish Bay on the north and Lake Michigan on the east. The Milwaukee River is Shorewood's western boundary. The Village is approximately 1.5 square miles and is the most densely populated community in Wisconsin. It also is neighbor to the University of Wisconsin-Milwaukee.

Shorewood has two commercial corridors that are centrally located, extending the entire length of Capitol Drive (east-west) and entire length of Oakland Avenue (north-south). The perpendicular corridors dissect the Village into four quadrants. The western corridor along Capitol Drive, located from the Milwaukee River east to Oakland Avenue, is the project area and is most different from the other three commercial corridors. This area is dominated by auto-oriented land uses and building setbacks similar to fringe suburbs. The other commercial corridors reflect traditional urban business districts with buildings fronting the sidewalks.

Over the past decade, Village leaders have made an asserted effort to promote healthy commerce. In 1995 a Community Development Authority formed and today Shorewood has three active Tax Incremental District's. Nearly the entire west Capitol corridor properties lie within a TIF district, which includes the Shorewood High School campus that represents a large portion of the project area.

Shorewood's commercial corridors experience high levels of traffic. The Average Daily Traffic Count for the project area is nearly three times (27,300 Morris/Capitol) the volume of the eastern corridor (9700 Maryland/Capitol) along Capitol Drive. Like other sections of the commercial district, the project area has several gaps in the streetfront. Apart from the other areas, the project area also has varying building setbacks and businesses with drive-throughs that creates an incongruous streetfront.

There are many tools available for businesses and redevelopment with many improvements to note. The most recent for the area is the 2010 Capitol Drive Street Reconstruction Project that included comprehensive streetscaping improvements and a proposed public plaza at the High Schools northeast corner.

There's a variety of land uses in the west corridor, including restaurants, gasoline and service stations, apartments, offices, and a small mix of retail.

PROJECT OBJECTIVE

Provide a West Capitol Drive Redevelopment Corridor Plan that makes recommendations on planning and design elements that address circulation, pedestrian-friendly design and parking. Also include land use elements that address specific commercial, office residential and civic uses.

PROJECT SCOPE

1. Preliminary meeting with Village Staff to review resources, zoning and land uses; walk site.
2. Meet with Public Works Director gathering information on corridor restraints, transportation restrictions and other relevant program data.
3. Stakeholder meeting with Community Development Authority, Plan Commission, Shorewood School Board and Pedestrian & Bicycle Safety Committee.
4. Review current auto and bicycle public and private parking facilities and conditions.
5. Review current zoning regulations.
6. Review area and surrounding land uses, highlighting redevelopment sites; review existing housing making recommendation in potential new dwelling units.

January 10, 2013

7. Identify constraints and opportunities with associated properties, including property ownership impacts and building conditions and life expectancy.
8. Plan to include related maps and design concepts that contain building footprints and massing.
9. Include one (1) public participation event.

DELIVERABLES

1. One (1) electronic copy and two (2) copies of draft plan.
2. One (1) electronic copy and three (3) copies of final plan with one copy unbound; raw data

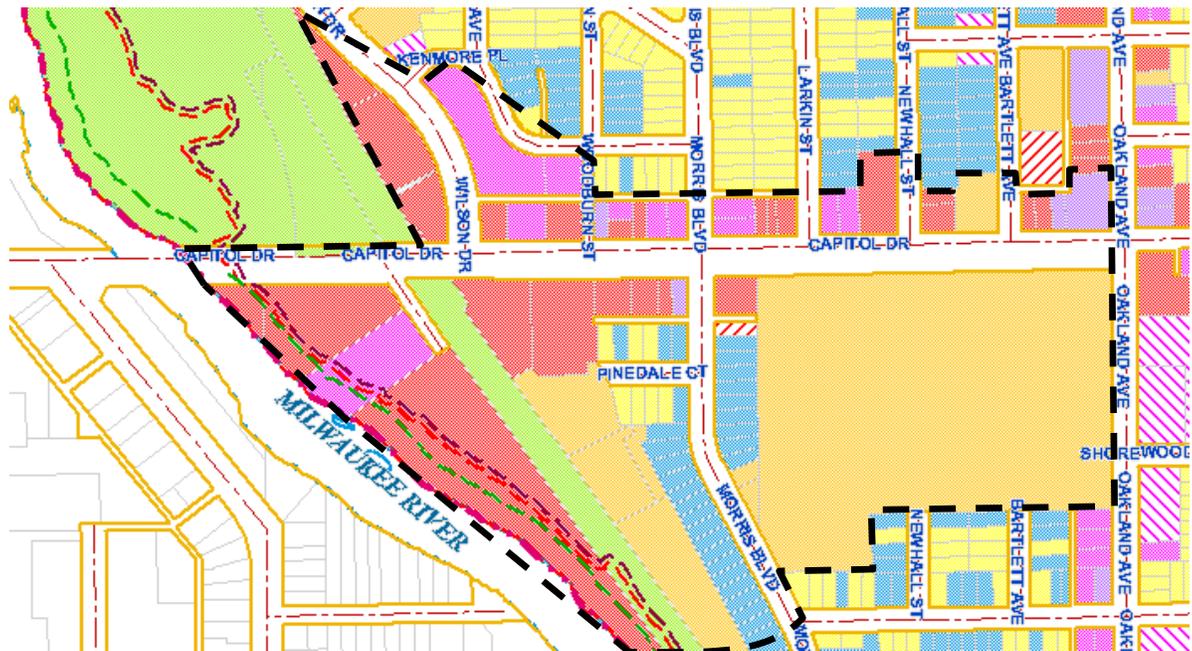
CONTACTS

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3930 N. Murray Avenue, Shorewood, WI 53211
Web: www.villageofshorewood.org

Project Area 



ShorewoodPatch

UWM Students Seek Public Input in Shorewood Redevelopment Project

UWM urban planning graduate students are seeking the community's input, as part of a semester-long project looking at redevelopment of the west corridor of East Capitol Drive.

By [Adam W. McCoy](#)

April 5, 2013



Oak Leaf Trail Bridge

The new bridge was installed as part of the \$12 million Capitol Drive reconstruction project. Credit Village of Shorewood

As part of a semester-long project, University of Wisconsin-Milwaukee School of Urban Planning graduate students will work on a redevelopment plan for the west corridor of Shorewood's East Capitol Drive.

To field public input on the project, the students will host a public, open house on April 16, at 6:30 p.m. in [Shorewood's Village Center](#) (lower level of Shorewood Library). The open house starts with a short presentation, followed by the review of various display stations showcasing key areas for discussion. Display stations will remain open until 7:30 p.m.

The scope of the project includes the creation of a redevelopment plan that addresses land use, civic use, housing use, parking and transportation. Graduate students are working closely with the village and school district to better understand the needs of the community.

After the completion of the project, the student's work will be evaluated by village staff with possible future integration into the Village's Master Plan. The completed student project will be featured on the [village's website](#) in May.

Questions and comments may be directed to the Village of Shorewood's Planning & Zoning Administrator Ericka Lang at 414.847.2647 or PAD@villageofshorewood.org.

Related Topics: [East Capitol Drive](#), [Redevelopment](#), and [UWM School of Urban Planning](#)

Graduate students to show off plans for redeveloped Capitol Drive corridor in Shorewood



A rendering of a "high intensity" redevelopment of the current Baker's Square site at the intersection of Capitol and Wilson drives.



By **Michael Meidenbauer**
April 9, 2013

Shorewood - A group of University of Wisconsin-Milwaukee Urban Planning graduate students will unveil plans for a reimagined Capitol Drive corridor April 16 as part of a student project that could ultimately help shape the future of the area.

Their project, which focuses on West Capitol Drive between Oakland Avenue and the Milwaukee River, addresses a number of "underutilized" properties which could be redeveloped to increase density, make the area more pedestrian friendly, and bolster the tax base.

"I think the village has a strong vision for where they want to be and where they want to go," said Brian Peterson, one of the students involved on the project. "We're not necessarily reinventing the wheel, just helping them see where the vision would take them."

At the same time, school district leaders see a redevelopment of Capitol Drive as an opportunity to rethink the high school and Intermediate school campus, which straddles Capitol and Oakland, and bisects the business district.

"This kind of project, I think, is going to prompt that kind of planning," Superintendent Martin Lexmond said. "I think this will be sort of a catalyst to get that conversation going."

Components of the UWM students' project could be worked into an updated central district master plan next year, said Village Planning and Zoning Director Ericka Lang, meaning the students vision could take shape as soon as 2015.

Foot traffic, higher density key

Sites like Baker's Square, the drive-through Wells Fargo, Citgo gas station, Post Office, Shorewood Auto Repair, the old Pig 'n Whistle and vacant lot behind it, are focal points of the redevelopment plan.

The student plan shows redevelopments on the sites which range from rehabs to teardowns and rebuilds of varying size and complexity.

Generally speaking, Peterson said, the plan calls for mixed-use developments along the corridor - similar to the two story commercial/residential properties in the area today - to increase commercial and population density along the corridor.

By increasing the footprint of buildings, some of which only cover between 10-15 percent of their lots now, density and property values can increase.

"There's obviously opportunities to increase your tax base," Peterson said. "They've been envisioning having a higher density corridor."

Another guiding principle of the redevelopment is pedestrian-friendly planning.

"You're thinking of walkability, of people biking, of a destination where you can walk up and down the corridor," Peterson said. "We took that vision to what the corridor could look like in ten to fifteen years."

Campus could be included, developed

Referred to as the district's "front yard," the grassy section buffering the high school, Oakland and Capitol could also come into play as planning progresses.

"There's just this sea of front yard that's underutilized," Lang said.

A public plaza had been proposed at the corner of the front yard at the intersection of Capitol and Oakland and could be again, Lang said.

School Board President Rob Reinholfer said that a redeveloped Capitol Drive would benefit the district, and that the front yard, both on Oakland and Capitol, could be potential development sites someday - ultimately unifying the disconnected northern and southern halves of the village's business district.

"There's no continuity in the business district," Reinholfer said. "The idea is you need a more contiguous kind of downtown area, and the only way that can happen is if we're open to some kind of development."

A thriving downtown, Lexmond said, could encourage more foot traffic and bring in more parents to the district.

"If we can encourage more development that does that," Lexmond said, "that's of interest to me."

All of these ideas exist in the abstract now, School Board member Colin Plese said, but could enter the community conversation after the presentation next week.

"It creates the perfect platform to start a discussion."

IF YOU GO

WHAT: West Capitol Drive corridor redevelopment open house

WHEN: 6:30 p.m. April 16

WHERE: Village Center (library lower level), 3920 N. Murray Ave.

Community Invited to Open House Event To Review Redevelopment Plan for West Capitol Drive

By Barb Caprile

April 10, 2013

UWM Graduate Student Project Solicits Input on April 16

Graduate students from the UW-Milwaukee School of Urban Planning are working on a redevelopment plan for Shorewood's West Capitol Drive corridor (west of Oakland Avenue) as part of a semester-long project. To gather public input, the students will host a public, open house event on Tuesday, April 16, at 6:30 p.m. in Shorewood's Village Center (lower level of Shorewood Library, 3920 N. Murray Ave.).

The scope of the project includes the creation of a Redevelopment Plan that addresses land use, civic use, housing use, parking and transportation. Graduate students are working closely with Village and School representatives to better understand the needs of the community. Shorewood's Planning & Zoning Department has been the group's liaison at Village Hall. The public is now invited to provide input for the project during a community open house.

The open house will begin at 6:30 p.m. with a short presentation, followed by the review of various display stations showcasing key areas for discussion. The display stations will remain open until 7:30 p.m. Shorewood residents and business owners are invited to attend the open house, see the student concepts and offer suggestions.

Public input is very valuable for the success of the student's redevelopment plan. After the completion of the project, the student's work will be evaluated by Village staff with possible future integration into the Village's Master Plan. The completed student project will be featured on the Village's website (villageofshorewood.org) in May.

Questions and comments may be directed to the Village of Shorewood's Planning & Zoning Administrator Ericka Lang at 414.847.2647 or PAD@villageofshorewood.org.

VILLAGE OF SHOREWOOD
in collaboration with the UWM School of
Architecture & Urban Planning

WEST CAPITOL DRIVE CORRIDOR REDEVELOPMENT
OPEN HOUSE

Tuesday, April 16, 2013

6:30 pm

Village Center Lower Level-South, 3920 N. Murray Ave.

WHO? UWM graduate students & Village of Shorewood

WHAT? Redevelopment plan and recommendations

WHY? Improve the West Capitol Drive Corridor by increasing density and promoting new mixed-use development

**COME SHARE YOUR THOUGHTS &
IDEAS AND EXPLORE THE FUTURE
VISION OF YOUR COMMUNITY!**



Parking Study - Existing Conditions

Surface Parking

North Side of Capitol

South Side of Capitol

Between the River and Wilson

1200 Capitol	28		
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Between Wilson and Woodburn

4000 Wilson	6	1305 Capitol (Site F)	78
1320 Capitol	10	1325 Capitol	78
1330 Capitol (Site D)	30		

Between Woodburn and Morris

1400 Capitol	0	1409 Capitol (Site E)	14
1410 Capitol	4	1421 Capitol	10
1420 Capitol	0	1425 Capitol	12
1428 Capitol	0	3919 Morris	0

Between Morris and Larkin

4000 Morris	4	1513 Capitol	6
1518 Capitol	6		
1520 Capitol	8		
1530 Capitol (Site C)	2		

Between Larkin and Newhall

1550 Capitol	12		
1560 Capitol	12		
1572 Capitol	50		

Between Newhall and Bartlett

1604 Capitol (Site B)	3		
1620 Capitol (Site B)	3		

Between Bartlett and Oakland

1700 Capitol (Site A)	4		
1706 Capitol (Site A)	10		
1714 Capitol (Site A)	10		
4001 Oakland	0		

Total Surface Parking

400	202		198
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TAX ANALYSIS – WEST CAPITOL DRIVE CORRIDOR

A detailed study of the 2012 Property Tax data attained from the Village of Shorewood's Assessor's office has revealed the following observations about the Capitol Drive corridor. Note: all of these analyses are based on privately owned properties as public institutions do not pay property taxes to the Village. The gross property tax levy in the Village of Shorewood is \$0.0282285 per dollar of assessed value.

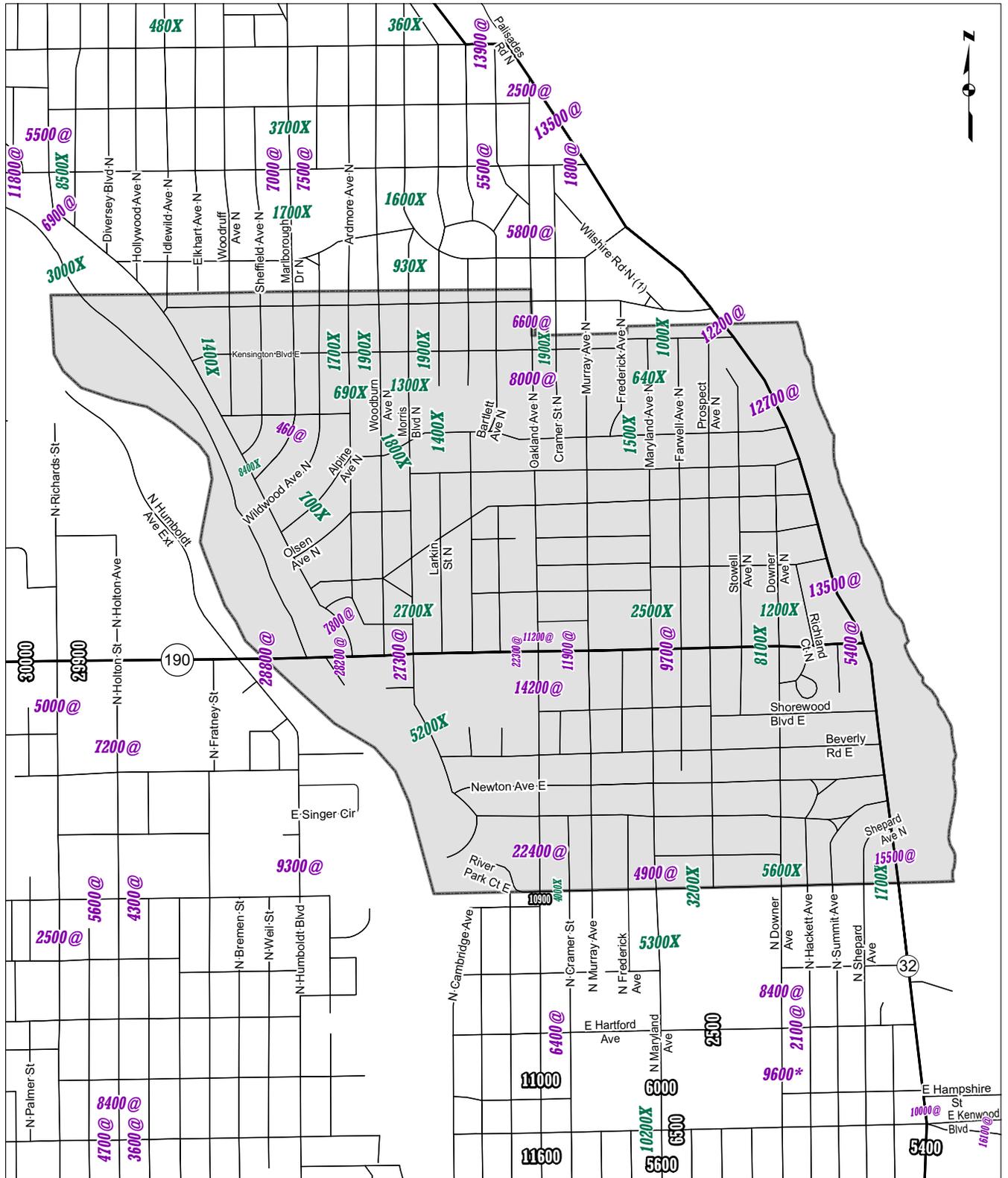
- The lowest valued parcel in the study area was a duplex at 3904 Morris assessed at \$160,200. This nets the Village an annual property tax levy of \$4522.
- The highest valued parcel in the study area was the Montrose Apartment complex at 4012 Wilson assessed at \$4,612,700. This nets the Village an annual property tax levy of \$130,210.
- The mean assessed value in the study area was \$660,435. This would net the Village an annual property tax levy of \$18,643.
- The median assessed value in the study area was \$334,550. This would net the Village an annual property tax levy of \$9,444.
- The total assessed value in the study area was \$48,872,200. This nets the Village an annual property tax levy of \$1,379,589.

In order to control for lot size, dividing the property tax levy by the square footage of the lot allowed for the analysis of a new metric: Tax Levy per Square Foot. This metric could be helpful in determining which parcels are making less efficient use of land and could be improved to raise the tax base for the Village. Examining this metric gave the following observations.

- The lowest tax levy per square foot was a vacant parcel at 3900 Sherburn with tax levy per square foot of 0.0873.
- The lowest tax levy per square foot on an improved parcel was Baker's Square located at 1305 Capitol with a tax levy per square foot of 0.656.
- The highest tax levy per square foot was Grande Flowers apartments located at 3919 Morris with a tax levy per square foot of 5.212.
- The mean tax levy per square foot was 1.807.
- The median tax levy per square foot was 1.550.

**Village of Shorewood, WI
Zoning District Summary Table**

	<u>District</u>	<u>Principal Use</u>	<u>Building Height</u>	
R-1	Lake Drive Residence	One-family dwellings	Max 30 ft	
	Setbacks: front-minimum 100 feet; side-minimum 10 feet; rear-see specific requirements for bluff areas Sect 535-19 A(7) Village Code.			
R-2	Lake Drive Residence	One-family dwellings	Max 30 ft	
	Front setback: minimum 50 feet or the average of existing setbacks on the west side of North Lake Drive as established between the two closest intersecting streets, whichever is less.			
	Side setback: Interior- minimum 5 feet; Street- 18% of the width of the lot but not less than 20 feet			
	Rear setback: minimum 5 feet			
R-3	Lake Drive Residence	One-family dwellings	Max 30 ft	
	Front setback: minimum 40 feet or the average of existing setbacks on the west side of North Lake Drive as established between the two closest intersecting streets, whichever is less.			
	Side setback: Interior- minimum 5 feet; Street- 16% of the width of the lot but not less than 15 feet			
	Rear setback: 5 feet			
R-4	Lake Drive Residence	One-family dwellings	Max 30 ft	
	Front setback: minimum 25 feet or the average of existing setbacks on the east side of North Lake Drive as established between the two closest intersecting streets extended, whichever is greater.			
	Side setback: minimum 5 feet			
	Rear setback: see specific requirements for bluff area Section 535-19D(7) Village Code			
R-5	Single-Family Residence	One-family dwellings	Max 30 ft	
	Front setback: minimum 25 feet or the average of existing setbacks on the side of the street where the property is located between the two closest intersecting streets, whichever is greater.			
	Side setback: Interior-- minimum 3 feet; Street side-25% of the width of the lot but not less than 10 feet, provided that the buildable width of the lot shall not be less than 20 feet.			
	Rear setback: minimum 3 feet			
R-6	One-and-Two Family Residence	One-and-two family dwellings	Max 30 ft	
	Front, Side and Rear Setbacks: see R-5			
R-7	Townhouse Residence	One-family dwellings	Max 30 ft	
	Front setback: minimum 15 feet	Side setback: minimum 6 feet	Rear setback: minimum 3 feet	
R-8	Estabrook Homes Residential	Multiple-dwelling units	Max 30 ft	
	Front setback: minimum 15 feet			
	Side setback: there shall be a minimum distance between such multiple-dwelling buildings of not less than 30 feet; provided, however, that a minimum distance between a recreational clubhouse and all other buildings or structures shall be no less than 20 feet.			
	Rear setback: minimum 30 feet between buildings			
R-9	Apartment House	Multi-family dwellings (3 dwelling units or more)	Max 40 ft	
	Front setback: minimum 15 feet			
	Side setback: Interior side- 10% of width of lot but not less than 5 feet. For buildings more than 2.5 stories in height, each side yard shall be increased 1 additional foot in width for each story above the second floor;			
	Street side- 12-foot setback shall be required on all corner lots.			
	Rear setback: 20% of depth of lot, but not less than 20 feet for interior lot or 15 feet for corner lot.			
R-10	Apartment House	Multi-family dwellings (3 dwelling units or more)	Max 40 ft	Setbacks: see R-9



2010
 Village of SHOREWOOD
 MILWAUKEE County

9999 = 2010
 9999# = 2009
 9999* = 2008
 9999@ = 2007
 9999^ = 2006
 9999~ = 2005
 9999x = 2004 or older

- Character following count value designates the year the count was taken
 - AADT lie perpendicular to road
 - Ramp counts lie parallel to road

Legend

- IH
- USH
- STH
- CTH
- Local Roads
- Railroads

Parcel ID	Note	Land Use - Description	Main Tenant
1700-1714 (A)			
Low Impact		2 story mix - retail/res	Retail/Multi-fam Housing
High Impact	Preferred	3 story mix - retail/sen housing	Retail/FastCasualFood/Senior Hou
1604-1620 (B)			
Low Impact	Preferred	2 story mix - retail/res, post office renov - rest	Restaurants - Fast Service/Multi-fam Housing/ Sit Down Rest- post o
High Impact		3 story mix - retail/res	Restaurants - Fast Service/Multi-fam Housing
Parking Garage		2 story parking garage	Parking Garage
1518-1530 (C)			
Low Impact		2 story retail/res	Retail/res
High Impact	Preferred	3 story res	Multi-fam Housing
1330 (D)			
Low Impact		2 story mix - retail/res	Hardware-Retail/Multi-fam
High Impact		4 story mix - hardware/res	Hardware-Retail/Multi-fam
Parking Garage	Preferred	4 story parking garage	Parking Garage
1305 (F)			
Low Impact		3 story mix - grocery/multifam	Spec. Grocery Store/Multi-fam
High Impact	Preferred	5 story mix - grocery/multi-fam	Spec. Grocery Store/Multi-fam
1409-1425 (E)			
Low Impact	Preferred	2 - 3 story mix - ret/office	Retail/Office
High Impact		3 story mix - anchor tenant/office	Hardware/Office
DPW			
Low Impact		Single-Family Homes	Residential
High Impact	Preferred	Townhomes	Residential

ment Numbers

	Building Footprint	Total Size (sq. ft.)	Size - Retail/Commercial/Office	Number of Units - Residential	Parking Required (Outside/Covered)	Parking Provided (O/C)	Deficit (O/C)
	10,806	21,612	10,806	6 - 1 bed 4 - 2 bed	Total = 62, 53 O / 9 C	6 O / 36 C	20 O / 0 C
using	10,806	32,418	10,806	12 - 1 bed 8 - 2 bed	Total = 79, 61 O / 18 C	6 O / 36 C	37 O / 0 C
	6,490	12,980	6,490	4 - 1 bed 2 - 2 bed	Total = 190, 184 O, 6 C	40 O / 0 C	144 O / 6 C
fam ff am	16,025	34,617	14,301	12 - 1 bed 7 - 2 bed	Total = 91, 74 O, 17 C	49 O / 0 C	25 O / 17 C
	14,400	28,800	0	0	0	0 O / 78 C	0 O / +78 C
	4,000	8,000	4,000	10 - 1 bed	Total = 50, 41 O / 9 C	18 O / 0 C	23 O / 9 C
	7,800	23,400	0	10 - 2 bed 14 - 3 bed	Total = 42, 21 O / 21 C	21 O / 21 C	0 O / 0 C
	6,300	12,600	6,300	6 - 1 bed 1 - 2 bed	Total = 40, 33 O / 7 C	20 O / 21 C	0 O / 0 C
	6,300	25,200	6,300	11 - 1 bed 7 - 2 bed	Total = 58, 42 O / 16 C	20 O / 21 C	17 O / 0 C
	12,430	49,360	0	0	0	0 O / 200 C	0 O / + 200 C
n	13,850	35,850	8,850	13 - 1 bed 8 - 2 bed	Total=73, 54 O / 19 C	34 O / 47 C	0 O / 0 C
n	14,290	42,130	10,000	21 - 1 bed 12 - 2 bed	Total = 132, 94 O / 38 C	0 O / 132 C	0 O / 0 C
	5,040	2 - 15,120	30,240	0	Total = 121, 121 O / 0 C	43 O / 0 C	78 O / 0 C
	13,000	39,000	39,000	0	Total = 156, 156 O / 0 C	40 O / 0 C	116 O / 0 C
	N/A	N/A	N/A	9 Single-Family	Self-sufficient		
	N/A	N/A	N/A	24 Townhomes			