



Village of Shorewood

Wilson Drive Opportunity Master Planning Process



Shorewood Village Board

April 19, 2010



q Need to replace Wilson Drive

- ü Approximate cost \$4 million +/-
- ü Potential grant \$1 million +/-
 - » Application date 07-31-2010
 - » Next application date 07-31- 2013

q Sequence up to now

- ü Village Board discussions about need over several years
- ü Initial discussions with Keanes about possibilities
- ü Village Board authorization and funding for plan activities
- ü Discussions with County Parks officials
- ü Formation of organizing group

Chris Swartz

Jeff Hanewell

Mark and Linda Keane

Pete Petrie

Guy Johnson

- ü Preparation for Master Plan development



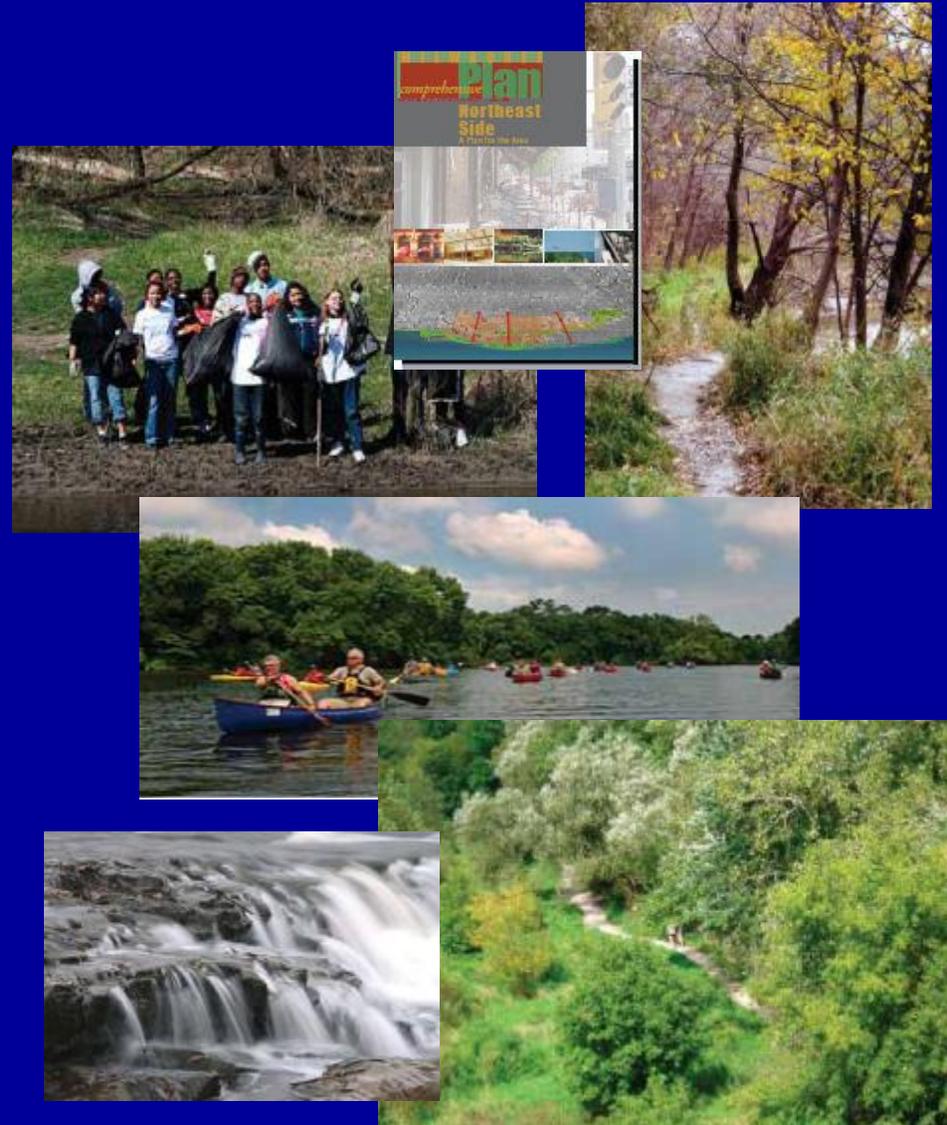
Tonight's Objectives

- q **Develop Understanding** of the scope, nature, and potential benefits of the opportunity
- q **Obtain Village Board Direction** and approval of the Master Plan development process, timetable, and budget
- q **Not** – to start doing the planning tonight



The Opportunity

The Milwaukee River -
environmental corridor within
the urban fabric of the city.
vital wildlife corridor,
place of quiet refuge and
natural beauty for residents
and tourists
place for recreational pursuits
like hiking, canoeing, kayaking,
fishing, and biking.
return river corridor to former
status as a significant open
space with many ecological
benefits.





The Opportunity

a wide natural greenway with wetlands and steep slopes

an oasis within the urban neighborhoods

explore series of linkages- environmentally sensitive and responsive to the desires of the residential property owners adjacent to the river corridor.

aesthetic and environmentally sensitive onshore trails.

875 acres

13.5 miles of trail

11 parks





The Opportunity

Develop environmental education, recreation, resource management.

Develop landscape guidelines to address environmental protection, site improvement, the enhancement of natural resources and emphasize native plantings.

Develop properties near or adjacent to the Corridor to enhance the natural beauty of the corridor. Building guidelines should promote energy conservation through the use of LEED rating criteria.

Potential development should create a showcase of sustainable design for the Village

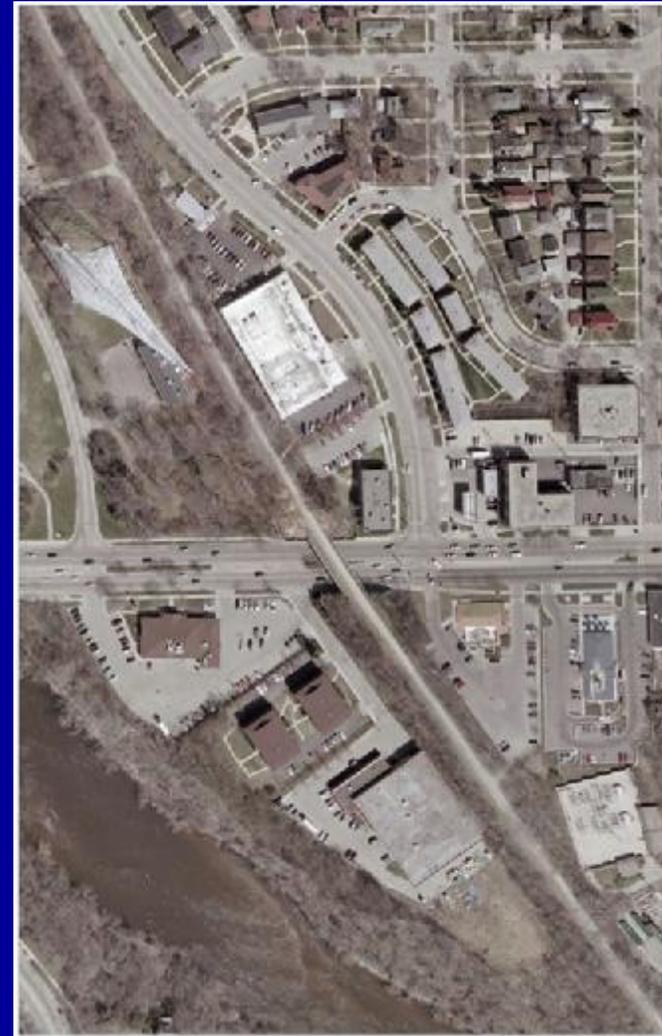




The Opportunity



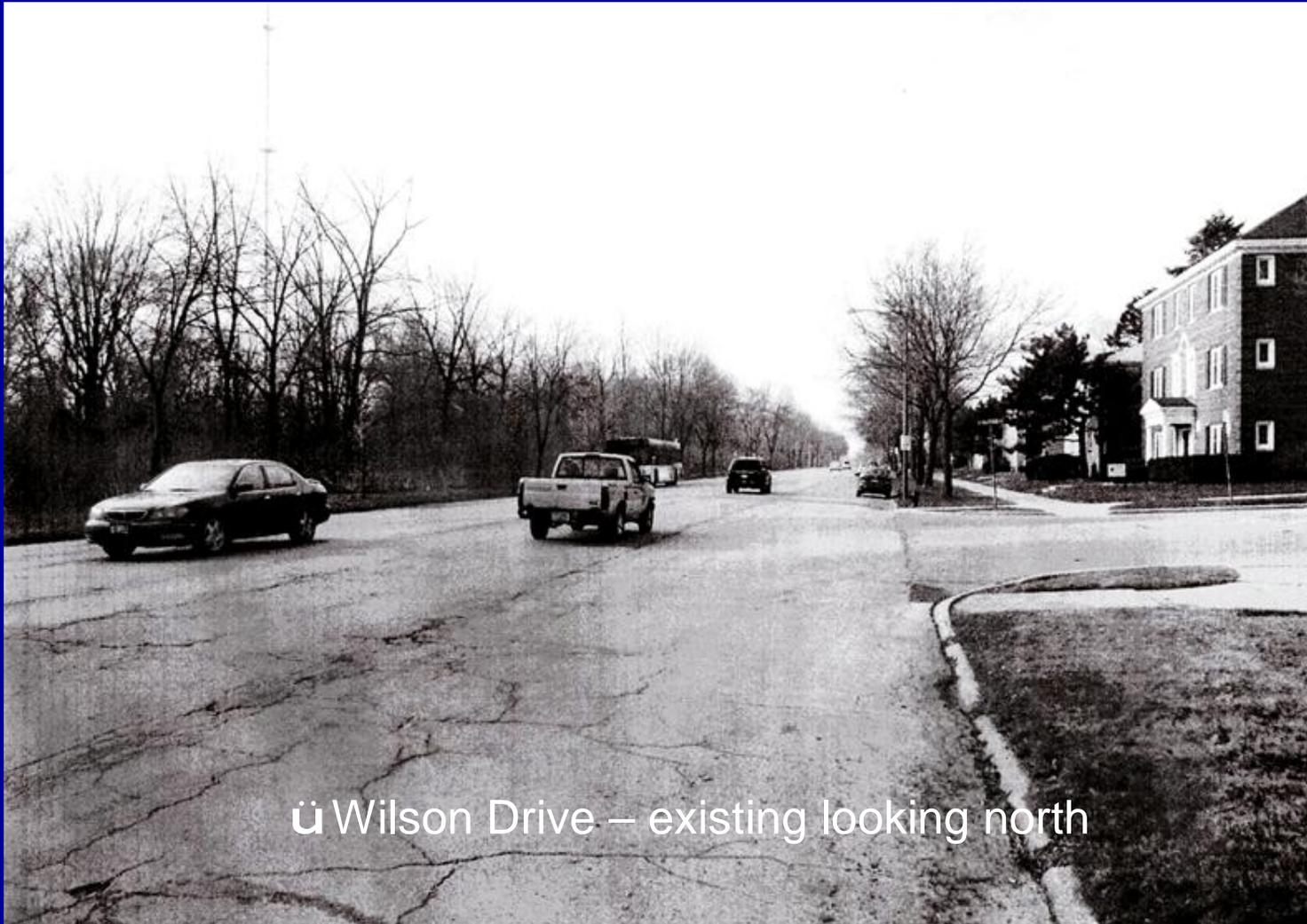
E-W Connectivity



Link to Hubbard



The Existing



ü Wilson Drive – existing looking north



The Opportunity



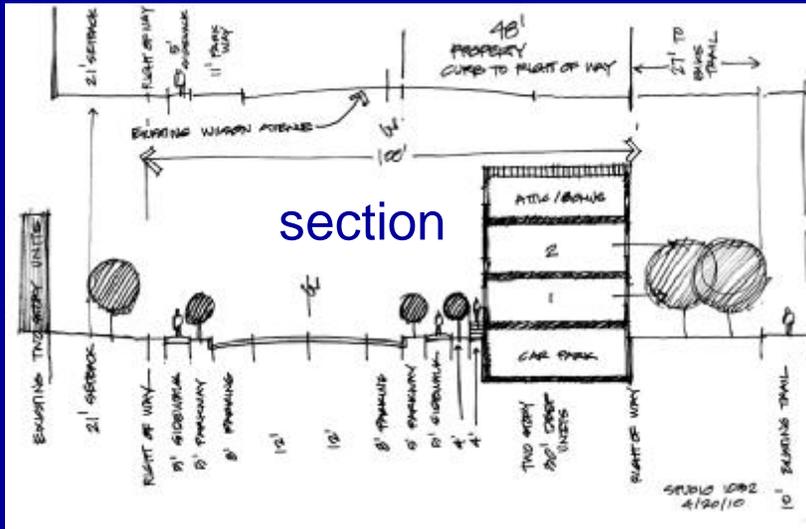
Wilson Drive - potential

STUDIO 1052
4/20/10

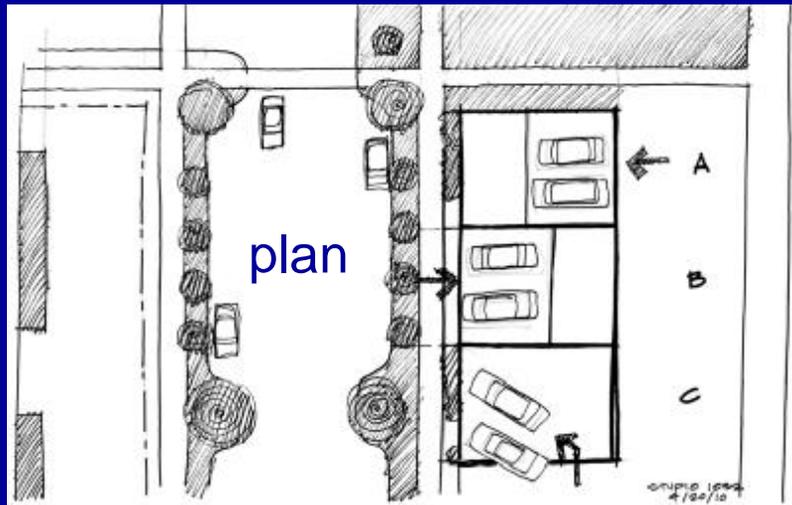


The Opportunity

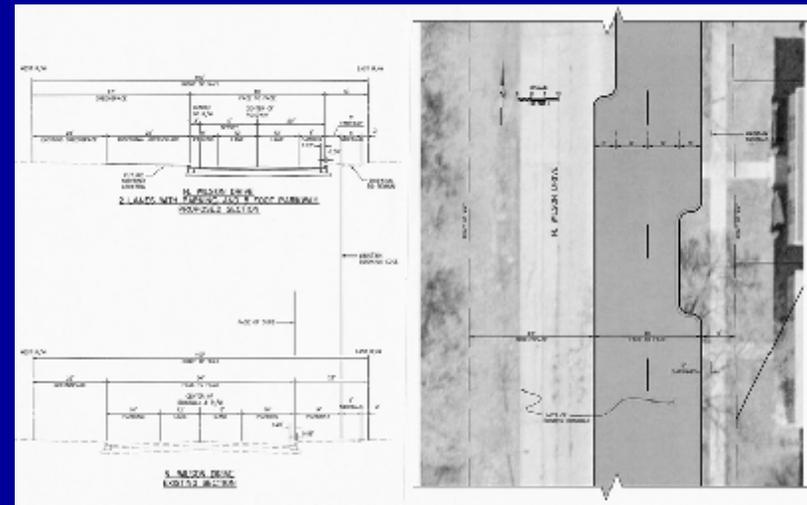
48' - 50' of potential,
west of Wilson Drive



section



plan





Benefits

- q Necessary reconstruction of roadway, providing a way to avoid \$2.6 Million of Village (not TID) cost.
 - ü Plus – a safer road.
- q Increase in property values – leading to reduction in taxes for other residents.
- q Potential to create family friendly housing – to support Schools enrollment and finances
- q Connection of Shorewood to Estabrook Park – per Parks Plan
- q Significant environmental and social benefits



Premises

- q Strong County support for the project
- q Expert communications assistance
- q Competitive process – involving developers and/or individuals
- q Possibility of TIF source of funding, depending on the nature of the plan
- q Need to coordinate timing of implementation with real estate market conditions.



Input to the Plan

- q Community direction
 - q “Expert” direction – architects and developers
 - q Market analysis – primarily filling in holes and “triangulating” with other sources.
 - ü Future market uncertainties
 - q Economic feasibility – for some broad scenarios
 - ü Value creation and investment payback.
 - ü Potential impact on school enrollment and finances
- 
- Focus Groups
 - Workshop



Housing – A Larger Issue

Questions

- q Family friendly?
- q Senior friendly?
- q SF vs. duplex vs. MF?
- q Now vs. Later?
- q Own vs. Rent?

Impacts

- q School enrollment
- q Village site development
- q Village loan programs
- q Village marketing program
- q Many other

Information Collection

- q Currently – any person’s opinion, insufficient for important Village decisions
- q Senior friendly? CDA senior survey
- q Family friendly? Prospective analysis using empirical data
- q Now vs. Later? Developers? River site study? Other?



Plan Mirrors Previous Exercises

- q Business District Master Plan
- q Atwater Beach Master Plan
- q River Site Study – to get ready for developers



Master Plan Development Process

- q Design the initiative development process March 1 to April 16
- q Obtain Village Board approval to proceed through development of the master plan April 19
- q Conduct focus groups April 21 to May 5
- q Conduct community workshop May 10
- q Develop the master plan May 6 to June 17
- q Conduct Village Board discussions June 1 and June 7
- q Village Board consideration of the master plan June 21
- q Submit grant request July 31



Focus Group Participants

q Neighboring Residents

q Other Residents

q Schools Interests

q Apartment Property Owners

q Architects

1st Meeting

q Developers

q Realtors

q Bankers (credit sources)



Architects

	<u>Firm</u>	<u>Village Involvement</u>
David Drews	Zimmerman Design	Design Review Chair
John Fatica	Engberg Anderson	
Chris Gallagher	Eppstein Uihen	Parks Committee
Tom Hoffman	Engberg Anderson	Plan Commission

+ Jeff Hanewell - Moderator



- q “Clever and smart”
- q “Intriguing ideas”
- q “Creative ways to use the space”
- q “ Sustainable”

-
-
- q Tight Dimensions
 - q What will sell?
 - q Land swap possibility?



After Master Plan Development

- q More specific development strategies
- q TID creation – if appropriate
- q More rigorous market and financial analyses
- q RFP(s) and developer selection



Process Challenges

- q To achieve an understanding by the community of the various considerations that will influence both the Plan and eventual implementation.
- q To guide community input to be helpful in establishing direction without being prescriptive. Be careful with “voting”
- q To get a sense of what most people want – as well as the objections of outliers
- q To learning enough about market factors and economic feasibility to guide options – without overdoing
- q To keep options open for desired developer ingenuity



Tonight's Objectives

- q To develop an understanding of the scope, nature, and potential benefits of the opportunity.
- q To obtain Village Board direction and approval of the:
 - ü Master plan development process and timetable
 - ü Additional budget of \$12,500 to finish the plan.



Additional Resources

- q Clear and effective community presentation and communication
- q Economic feasibility knowledge
 - ü For broad scenarios
 - ü Recognizing market uncertainty
 - ü To forestall impractical development expectations
- q Support for School enrollment initiative – funding through other initiatives

q Reimbursable by any future TID - if formed



ü Discussion