DRAFT

Wilson Drive looking north from Olsen

WILSON DRIVE *INTERIM REPORT*

Prepared for the Village of Shorewood

STUDIO 1032 ARCHITECTURE

6/7/2010

ACKNOWLEDGEMENTS

This interim report is a culmination of many citizens and individuals who contributed ideas to the future opportunities during the Spring of 2010 for the Village of Shorewood with the inevitable reconstruction of Wilson Drive. Thanks to all who expressed interest and opinions in considering these exciting opportunities for the Village of Shorewood.

Village of Shorewood

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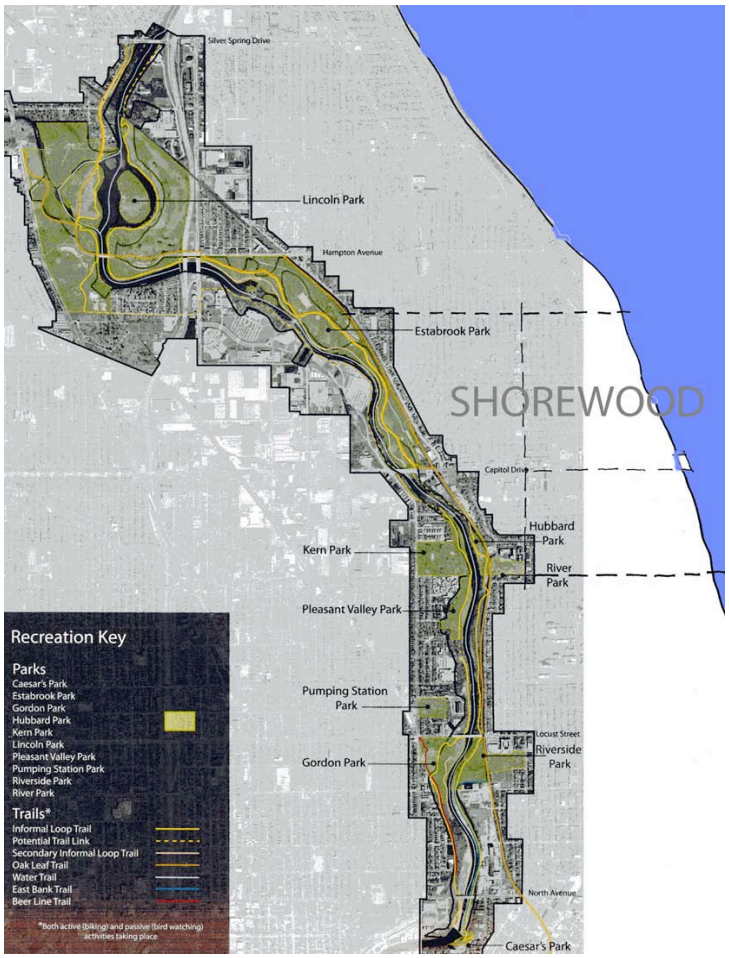
WILSON DRIVE INTERIM STUDY INTRODUCTION



Shorewood is a Village that offers green spaces for its residents. Hubbard Park and Riverside Park on the west, Atwater Beach and the Nature Preserve on the east, and Atwater School, Lake Bluff School and Shorewood High School comprise places where Shorewood residents enjoy open space, recreation and quieter pursuits.

The village of Shorewood is intending to repave Wilson Drive in the next three years due to its failing roadway condition. In the process of this re-paving, it became apparent that Wilson Drive provided several potentials for the village to rethink its western edge and it's positioning and visibility as an environmentally connected community.

WILSON DRIVE OPPORTUNITIES
WILSON DRIVE and the OAK LEAF TRAIL, ESTABROOK PARK, and the MILWAUKEE RIVER

To the west of Wilson Drive is the Oak Leaf Trail, Estabrook Park and the Milwaukee River. All offer a wide variety of recreational and natural amenities. The Frederick Law Olmsted-inspired Estabrook Park offers picnic areas, play lots, a fishing pond, dogpark, soccer fields, baseball fields, and the historic Church House from 1848. The Milwaukee River Corridor, offers 13.5 miles of mixed use trails, access to 11 parks, 875 acres of natural greenspace, urban agriculture gardens and the Urban Ecology Center. In addition, the Oak Leaf Trail runs on a former rail line that has been extinct for decades and which currently connects to downtown; Milwaukee County plans are to link the trail to Grafton to the north and west.

Milwaukee River

Estabrook Park Soccer Field

Fishing Lagoon

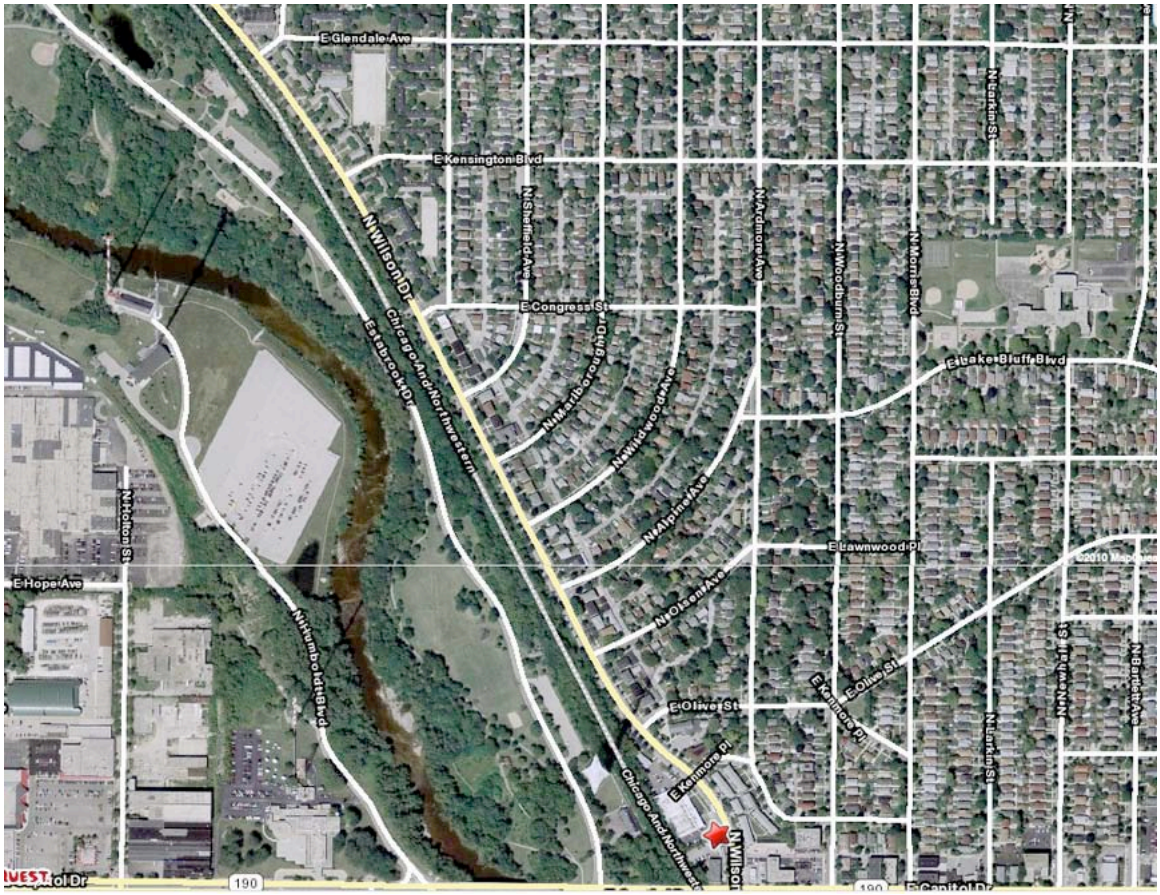
Historic Church House

Baseball Diamond (GOOGLE)

Oak Leaf Trail

Existing Trail and Park Entries

ANALYSIS OF WILSON DRIVE



Wilson Drive and Estabrook Park courtesy Google Earth

Wilson Drive is a 58' wide thoroughfare on the west side of Shorewood that runs 0.8 miles from Capitol Drive at the south to Glendale Avenue and the village border with Whitefish Bay. Wilson Drive continues north into White Fish Bay until Hampton Ave. It comprises eight blocks in the Village of Shorewood (6 standard blocks and two double blocks) and serves as the western edge of the Village. Wilson Drive is heading into a state of disrepair that will require reconstruction (2013). Wilson Drive at 58' wide is wider than Shorewood's Lake Drive on the eastern edge of Shorewood and wider than Oakland Avenue in the central business area. The reconstruction of Wilson Drive brings opportunities to narrow the drive and open up new land the entire length.

WILSON DRIVE AT SOUTH END AT CAPITAL DRIVE

At the Capital Drive entrance there is a gas station on the corner and then a series of three story mixed use buildings with offices below and apartments above. The Ginkgo Church sits on the south side of Olive Drive and Wilson. On the west side of Wilson is the ReMAX Building, the A.B. DATA Building and the American Legion Building.

WILSON DRIVE OLIVE TO GLENDALE EAST SIDE

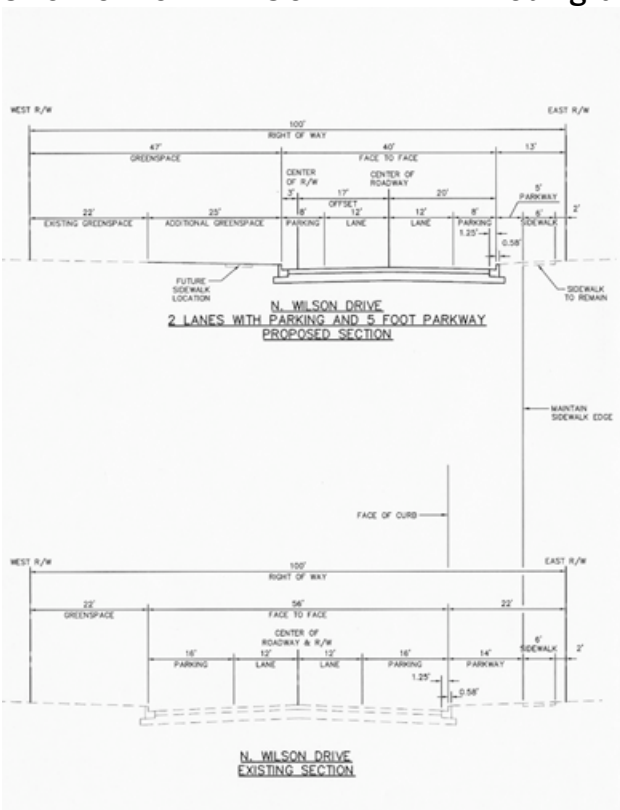
On the east side of Wilson Drive are a series of free standing, two to three story apartment blocks and U shaped apartment complexes belonging to a variety of landlords. These apartments are served by a 5' sidewalk and a 13' partially treed median. Parking for many of the apartments is provided in garages with alley access. Wilson Drive parking is used sporadically.

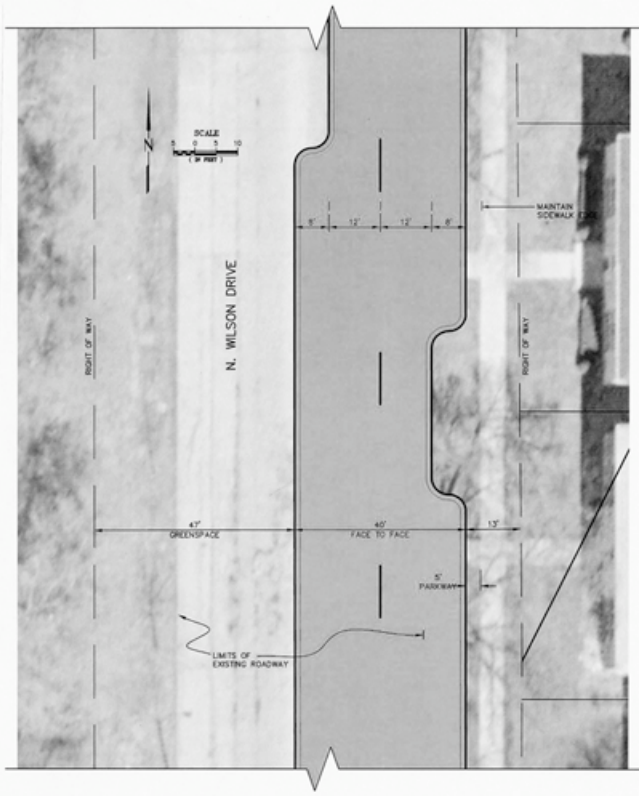
WILSON DRIVE OLIVE TO GLENDALE WEST SIDE

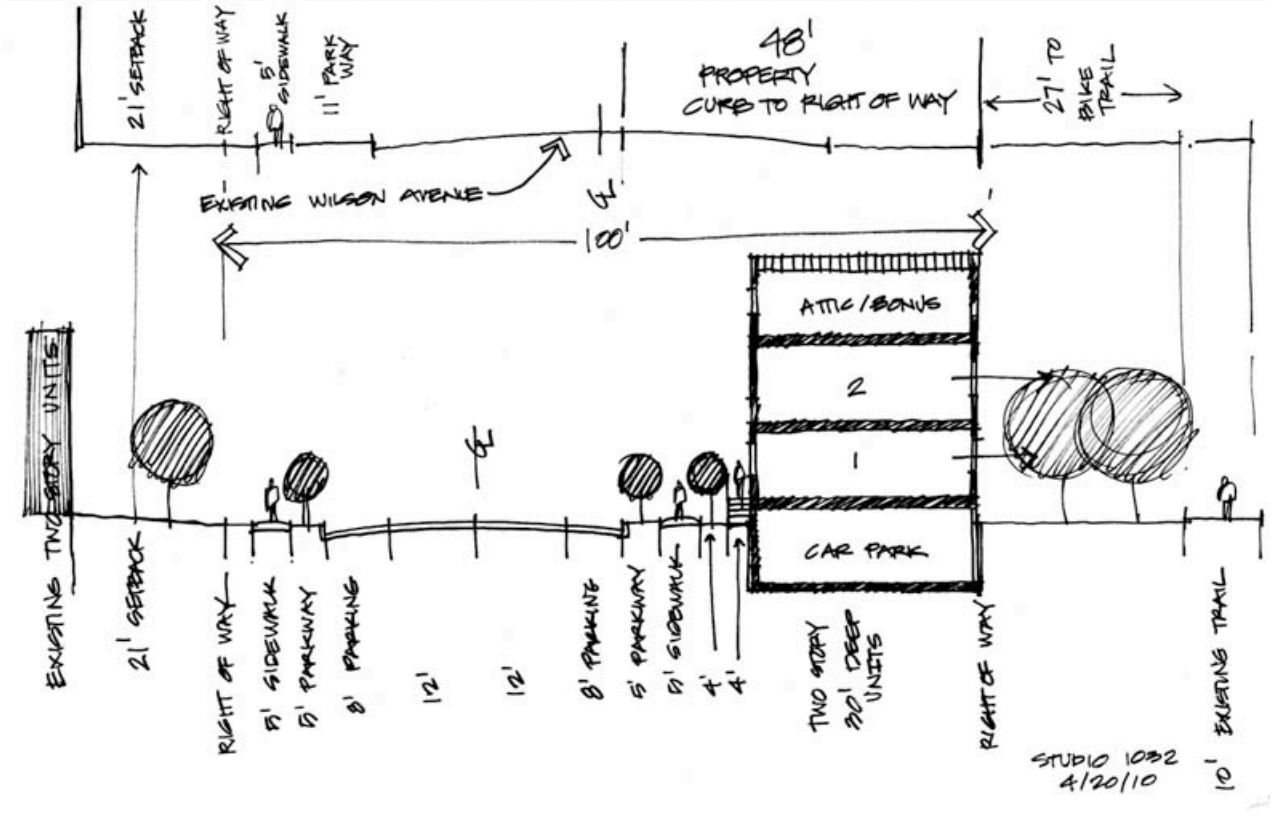
On the west side of Wilson Drive is a vegetative (70% invasive species) and physical barrier to the bike trail. Originally the backside to the railroad line, a ditch separated the rail elevation from the roadway. While areas of indigenous vegetation thrive, this ditch has since filled in many areas with invasive species, old railroad ties and bramble creating a non-natural and untidy edge to the village, blocking views and access to the many amenities that the river and the park have to offer.

Map of Wilson Drive as BARRIER to River and Park

SECTION OF WILSON DRIVE: Existing and Possible







WILSON DRIVE INTERSECTIONS Looking west towards Estabrook Park

Olive and Wilson

Olsen and Wilson

Alpine and Wilson

Wildwood and Wilson

Marlborough and Wilson

Sheffield and Wilson

Congress and Wilson

Kensington and Wilson

Glendale and Wilson

Wilson Ditch Thicket + litter, rail road ties + invasive species

Views of Wilson Drive from Oak Leaf trail

WILSON DRIVE, Shorewood's Western Edge and OPPORTUNITIES for Connections to the OAK LEAF TRAIL, ESTABROOK PARK, and the MILWAUKEE RIVER

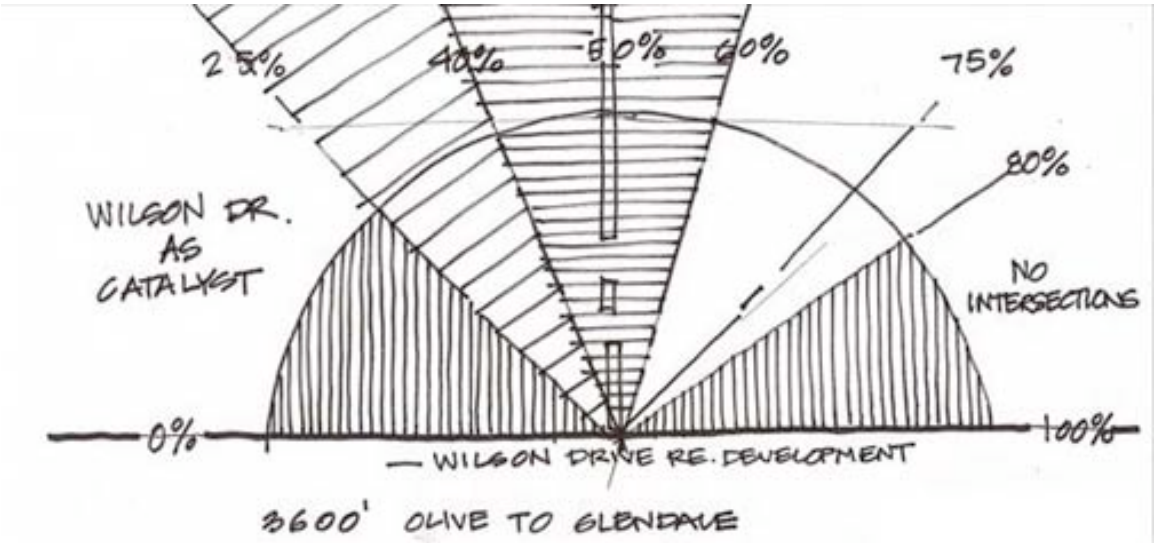
Shorewood, ideally situated between Lake Michigan on the east and the Milwaukee River on the West is primed to visibly position itself as an environmentally progressive community. As it has recently branded itself as "walkable", new opportunities afforded by Wilson Drive's impending reconstruction exist to present Shorewood as an environmentally proactive community with multiple recreational and cultural interactions with four major eco systems- Lake Michigan, the Oak Leaf Trail, the Milwaukee Greenway Corridor, and Estabrook Park. In enhancing connections to these systems on its western front, Shorewood has the opportunity to create new public green spaces that are family friendly and offer safer entries to the bike trail, the pleasures of the park and beauty and activities of the river. **Shorewood has the opportunity to imagine itself as a complete village with lake to river connections.**

Map of WILSON DRIVE with POTENTIAL ENHANCED ACCESS PATHS AND New Public Spaces to ESTABROOK PARK

NEIGHBORHOOD ENHANCEMENT POSSIBILITIES AFFORDED BY RECONSTRUCTION OF WILSON DRIVE

The potential to re-imagine Shorewood's western edge and to create a park district with Village access and connections, opens up the opportunity to connect to the many recreational and natural offerings of the adjacent County Park. Estabrook offers picnic areas, soccer fields, baseball fields, tot lots, canoeing, kayaking, pond fishing, rapids fishing, a dog park, river trails, bike trails and the historic Church House and herb garden.

Neighborhood development balances ability to enhance Shorewood's western edge and connect it with Milwaukee's green corridor. Enhancements to Shorewood's western edge will bring increased value to the neighborhood, create visual entries to the Village, calm traffic and improve pedestrian crossings, position Shorewood as a sustainable community and allow for lake to river, and recreation to nature loops for all ages.



Imagine there never was a railway through Estabrook Park.

What would the western edge of the Village of Shorewood have looked like?

EXISTING 58' Wilson Drive

POSSIBLE VIEW and PEDESTRIAN CROSSING ENHANCEMENT TO ESTABROOK PARK and OAK LEAF TRAIL

Existing 52' OLSEN DRIVE Looking West Toward Park

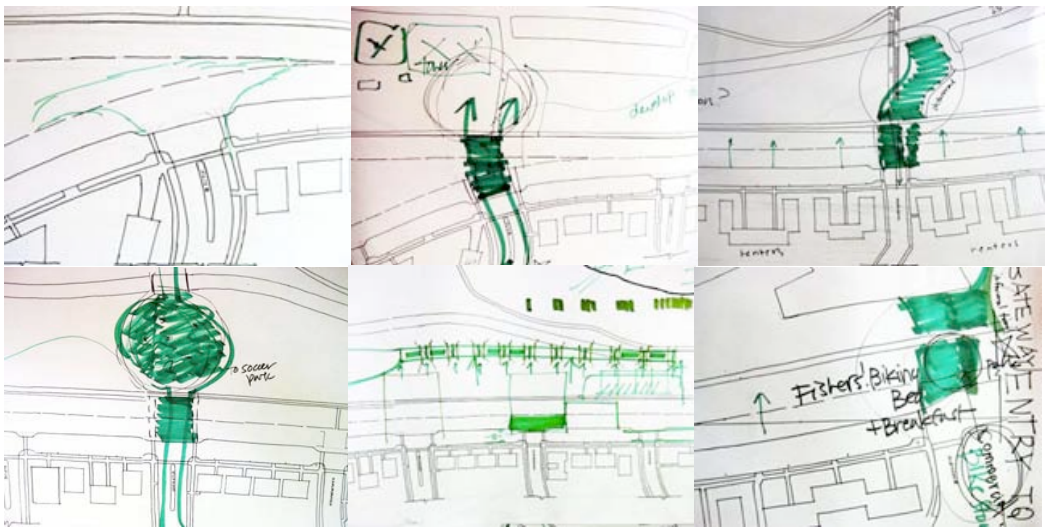
POSSIBLE PEDESTRIAN CROSSING ENHANCEMENT

FOCUS GROUPS

Focus Groups were held during the March through of May 2010 to discuss these opportunities available by the refurbishing of Wilson Drive. Local neighbors, Shorewood residents, bikers, trail walkers, park users and members of Friends of Estabrook Park, the Milwaukee River Work Group, Milwaukee County Parks, Village of Shorewood Parks Committee and Village Board members participated.

Focus Groups from March through June of 2010 included:
County Parks
Village Board
Wilson Drive Committee
Area Architects
Neighboring Residents
Other Residents
School Board Members
Apartment Property Owners
Developers
Realtors
Bankers

IMAGES FROM FOCUS GROUP WORKSHOPS



Sketches show widening of park access, potential of housing development and commercial at a northern Village gateway.

CONCLUSIONS TO DATE

FOCUS GROUP SUMMARY POINTS

The FOCUS Groups responded to and developed the following categories as key to assessing Wilson Drive Opportunities:

Environmental Stewardship

- Shorewood as a Leader in Sustainability
- Green infrastructure
- Flora and Fauna Restoration/Wildlife enhancement

Park Access and Views

- Establish Key Entry Points and Views
- Create New Park Alternative on Shorewood's West Side Wilson
- Block Blue Hole Views/ Create River/Forest Views

Gateways North and South

- South and North Gateways enhanced
- Create Sense of Arrival and Sense of Place
- Image of Shorewood Improved

Wilson Drive Road Design

- Pedestrian Crosswalks + Traffic Calming
- Inviting Bus Stops+ Decorative Lighting
- Stormwater management alternatives

Culture and Safety

- Park Stewardship "eyes on park"
- Place Making of New Park Areas and Sense of Neighborhood
- Social interaction aspects of design

Economic Possibilities

- Create long-term tax relief
- Be self funded, I.e., TIF & Grants
- Increase neighborhood property values
- Increase Schools enrollment

Character and Architecture

- Added Value to Neighborhood, Family-friendly Non-apartments
- Fit into natural setting; Non-intrusive
- Sustainable High Quality Architecture

Balance Density and Enhancements

- North and South End Quality Development
- Phased development Duplexes versus quad-plexes
- Create Sense of Place with Commerce: bike shop, Bike B&B, Coffee/sandwich shop

The Wilson Redevelopment Committee directed all participants in the process to speak to the acronym E.A.S.T.

How can Wilson Drive potentially help Shorewood in:

E – Environmental Stewardship
A – Access to Estabrook Park
S – School Enrollments
T – Tax Base

POST INTERIM STUDY TIME TABLE

The timetable for the next round of studies at the end of this Interim Study has not yet officially been determined. As 2013 is the earliest possible date for reconstruction of Wilson Drive to begin, a commensurate time frame will be established later in 2010. This time frame will set up requests for additional studies, establish a public communication forum, open a dedicated Wilson Drive website, compile a comprehensive list of interested stakeholders, parties and individuals, and organize workshops and forums for discussion.

WILSON DRIVE NEXT STEPS

Based on the feedback from the interim study focus groups, the Wilson Drive Committee Interim Report recommends the following steps be taken:

1. Consideration of budget for additional required studies based on focus groups and workshop input and staff analysis of existing data.
2. **Additional Focus Groups and Workshops** (neighborhood and community) as studies deliver new information and data for consideration.
3. **Traffic Study**, to determine impact of narrowing road and adding additional residential units in the area, i.e., traffic pattern change, congestion, and other related matters.
4. Engi**neering Study** road and related Infrastructure, including property survey, to determine precise location and capacity of all private and public facilities and right-of-way.
5. **Soils Study**, to determine site suitability for development and potential for underground residential parking
6. **Ecological Study** and related restoration study, to develop plan for enhancing native species of area flora and fauna currently inhabiting the area
7. **Residential Study**, to further develop economic feasibility and housing types that best fits the market and architectural requirements of the site
8. **Place Making Study**, with partnerships and stakeholders, to assist in developing detailed final plans. Friends of Estabrook Park, Milwaukee River Group, Village of Shorewood Conservation Committee, Village of Shorewood Parks Commission, Milwaukee County Parks and Neighbors
9. **Financial Evaluation** to assure maximum non-general fund taxes are utilized for the project, i.e., Federal and State Grants, TIF and other financial incentives.
10. Analysis of Methods to maintain roadway until Wilson Drive is reconstructed.

Imagine there never was a railway through Estabrook Park.

What would the western edge of the Village of Shorewood have looked like?