

### Notes to Plan Commission

Due to the size of the files, the draft plan and appendix are linked in the agenda rather than being included in the file. Please review those documents closely. The intent for the meeting is for the Plan Commission to authorize the staff to proceed with posting the notice for the public hearing date. Once that notice is posted, the plan has to be available to the public and cannot be changed. This means that this meeting is your primary opportunity to provide direction, express concerns or support, or request changes to the document. It is critical that you come prepared to discuss the draft plan.

We were originally set to do the public hearing at the Oct 10<sup>th</sup> regular meeting but I will be on vacation that week (for my 10<sup>th</sup> anniversary!) so we are looking at holding it at the end of October. The public hearing will be a special joint meeting with the Board so the final date will be dependent upon quorum availability and we will likely not know the exact date until the end of August or very early September (that is, if the Plan Commission decides to move forward on the posting of the public hearing).

If the Plan Commission declines to move forward at next week's meeting, we will have our next regular meeting on September 12<sup>th</sup>. Otherwise, that meeting will likely be cancelled.

## **DRAFT MINUTES FOR THE VILLAGE OF SHOREWOOD HILLS PLAN COMMISSION**

The Tuesday, June 13, 2023 meeting of the Plan Commission via Zoom was called to order at 7:07 pm by Chair John Imes. Members present were: Mr. Imes, Tessa Martin, Cara Faris, Earl Munson and Jim Etmanczyk. Karl Wellensiek was excused. Also present was Ben Rohr and Scott Harrington of Vandewalle, Administrator Sharon Eveland, Administrator's Intern Amelia Wilson and Administrative Services Coordinator David Sykes.

Ms. Eveland confirmed the meeting had been properly posted and noticed.

### **Approval of Minutes – April 25, 2023**

Mr. Etmanczyk moved and Ms. Martin second a motion to approve the minutes as presented.

Vote: 4-0-1 (approved, Ms. Faris abstained).

**Public Comment:** None.

### **University Avenue Corridor Development Plan**

Mr. Rohr reviewed the planning process so far. There were 20+ people in attendance at workshop #2 in May which has lead to a discussion of the Plan Alternatives at tonight's meeting. In August, the Commission will review the Preferred Concepts following workshop #3 in July and see a draft Plan. At October's meetings, the Commission and Board will be considering adopting the Plan.

Mr. Rohr provided a more thorough recap of workshop #1 including preferred uses and building types, sustainable components, density and priorities. Concept alternatives were developed for consideration:

- Concept 1: Similar to existing properties in the corridor.
- Concept 2: Reflective of changes in development patterns in the area of University Avenue—taller, higher density, diversity in land use, more gathering space.

He summarized the feedback received at workshop #2:

- Mixed feelings on height
- Preferred 2 to 3-story rather than 5-story (described as “too tall”)
- Desire for more gathering space
- Want architecturally interesting / diversity in the streetscape
- Like idea of increased commercial tax base (proportionally lower taxes for homeowners)

Commission members discussed what they liked and disliked about the concept alternatives and provided feedback.

Mr. Rohr reviewed the draft Guiding Redevelopment Principles that came out of the public input sessions in more detail:

1. Land Use Mix: Diverse housing, commercial/retail/office, green space.
2. Building setback, height, density and design: Along University Avenue up to 8-stories with a step-back design, minimal front setback, structured/underground parking, unique architectural design.
3. Stormwater management and sustainability: Cohesive approach across corridor using a lot of different forms, sustainability, renewable/alternative energy, limit solar shadows, green roofs, pervious surfaces.

4. Transportation, circulation and streetscape: Pedestrian and bike friendly, minimal parking, areas of higher density near BRT.
5. Tax Base: Reduce burden on residential homeowners, increase density, mixing of uses, and housing options to possibly double tax base over time.

**Future Agenda Items** (includes items that will be considered at a future meeting):

Fence Ordinance

Electric Vehicles Ordinance

Advisory Dwelling Units

**Next Meeting Dates**

The Plan Commission next regularly scheduled meeting is set for July 11, 2023 at 7:00 pm.

The third Public Workshops on the University Ave Corridor Plan is scheduled for Thursday, July

13. Commission members are encouraged to participate.

**Adjourn**

Ms. Martin moved and Mr. Etmanczyk second a motion to adjourn at 8:24 pm.

Respectfully submitted,

David Sykes

Administrative Services Coordinator



# University Avenue Corridor Plan

Plan Commission Meeting #3

August 15, 2023



# Cover Today

- Project Schedule
- Recap Meeting #3 + Online Feedback
- Review Draft Corridor Plan
- Next Steps

# Project Schedule

Task	Timeframe
Data Collection and Analysis	January – March
<b>Plan Commission Kickoff Meeting</b>	<b>February 21</b>
Property Owner Outreach	February – June
<u>Public Visioning Meeting and Online Survey</u>	<u>March 15</u>
Draft Concept Plan Alternatives	March – May
<u>Public Alternatives Review Meeting and Online Survey</u>	<u>May 11</u>
<b>Plan Commission Alternatives Review Meeting</b>	<b>June 13</b>
Plan Drafting and Preferred Concept Plan	June – July
<u>Public Preferred Concept Plan Review Meeting and Online Survey</u>	<u>July 13</u>
<b>Plan Commission Draft Plan Review Meeting</b>	<b>TODAY</b>
Final Plan Edits	August
<b>Plan Commission and Village Board Adoption Meeting</b>	<b>October/November</b>



# Public Input #3 – Preferred Concepts

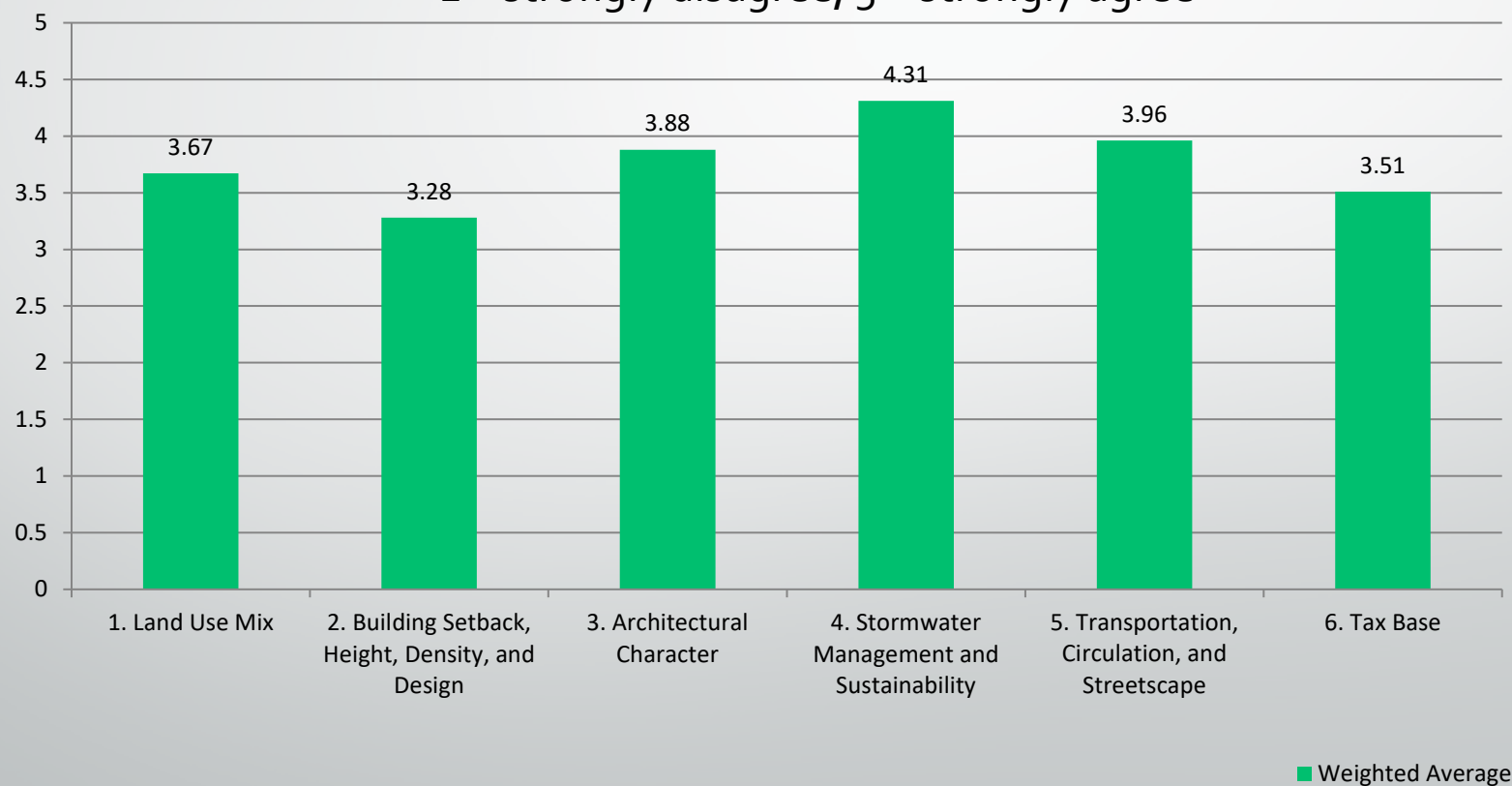
- 13 people in-person and 69 online responses
- Asked participants to reflect on the:
  - Guiding Redevelopment Principles
  - Corridor-Wide Recommendations
  - Preferred Concept



\*Guiding  
Redevelopment  
Principles were  
carried over from  
the June Plan  
Commission  
Meeting

# What We Heard

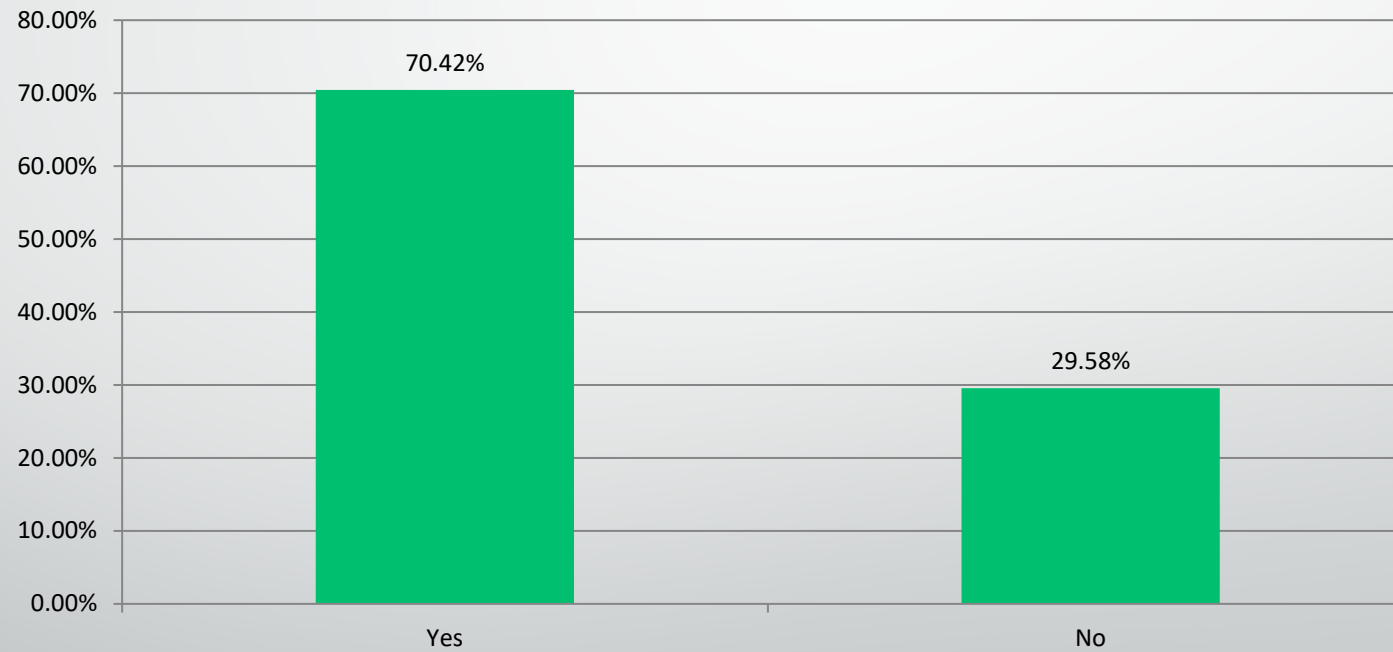
Level of Agreement or Disagreement With the Guiding Redevelopment Principles\*  
1 = strongly disagree, 5 = strongly agree





# What We Heard

Would You Support These Guiding Redevelopment Principles As Part of the Corridor Plan?





# Corridor-Wide Recommendations



# Draft Corridor-Wide Recommendations

DRAFT

## UNIVERSITY AVE CORRIDOR

Village of Shorewood Hills

Lake Mendota

Shorewood Hills Marina

### Subarea 4

- Mixed use commercial and residential or standalone residential up to 8 stories
- Improved transportation circulation and connections to east
- Potential to combine site with other adjacent sites to facilitate larger-scale redevelopment
- Leverage views over golf course and to the lake
- Increased green space
- Underground parking with little surface parking

### Subarea 3

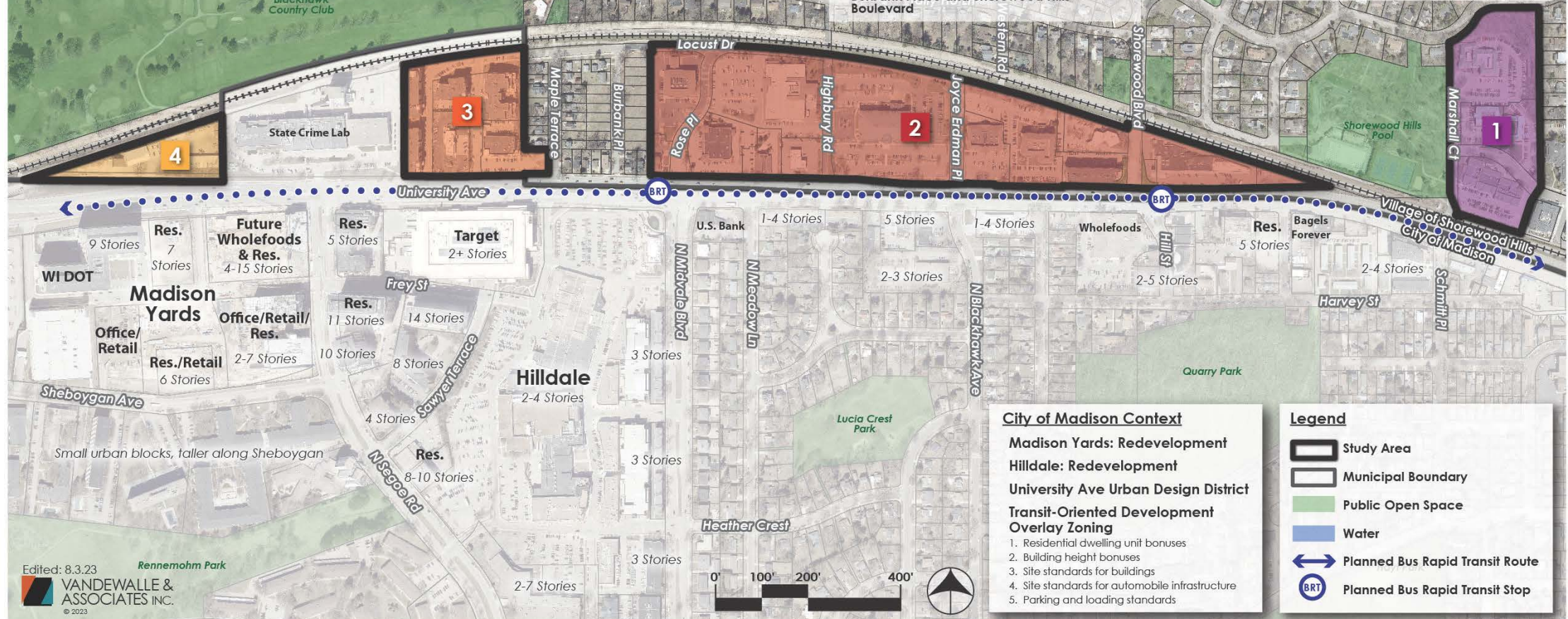
- Mixed-use commercial and residential along University Avenue frontage with standalone residential behind
- Up to 4 story buildings
- Reduced surface parking, more underground and rear-accessed parking
- Increased green space
- Improved transportation circulation and connections east-west

### Subarea 2

- Mixed use along University Avenue up to 8 stories and standalone residential along Locust Drive up to 3 stories
- Activated University frontage and interior site gathering spaces
- Green space connectivity corridor east-west through area
- Reduced surface parking, more underground and structured parking
- Reduced front setbacks for building along both streets with building stepbacks along both streets
- Focused density and height near BRT stops
- Integrate stormwater management across entire site
- Potential pedestrian bridge connection to south
- Continuation of the off-street bicycle path along the north side of Locust Drive between Burbank Place and Shorewood Hills Boulevard

### Subarea 1

- Mixed-use residential and commercial or standalone commercial along University Avenue frontage
- North of Marshall Court includes mixed-use residential and commercial or standalone residential, preferably senior housing, assisted living, continuum of care, or similar land uses
- Up to 5 story buildings
- No parking in front of buildings, reduced surface parking, and more underground, structured, or rear-accessed parking
- Maintain existing buffering from residential to the north and east
- Enhance connections to park and internal site circulation for all transportation modes
- Increased green space on all sites



Edited: 8.3.23

Rennemohm Park



# What We Heard

Subarea 1	Subarea 2	Subarea 3	Subarea 4
<ul style="list-style-type: none"><li>• Reduce surface parking</li><li>• Buffer from surrounding neighborhoods</li><li>• Improve connectivity for all users</li><li>• Mixed thoughts on height</li></ul>	<ul style="list-style-type: none"><li>• Liked proposed approach</li><li>• Mixed thoughts on height</li><li>• Need off-street path along Locust</li></ul>	<ul style="list-style-type: none"><li>• Leave as-is because it was just developed</li><li>• Reduce surface parking</li></ul>	<ul style="list-style-type: none"><li>• Difficult to do much due to connectivity and size</li><li>• Improve transportation connectivity for all users</li><li>• Mixed thoughts on height</li></ul>



Preferred Concept



# Cross Section

Mixed-Use  
8-Story  
Development

Green roof and  
resident amenities  
with view of green  
space

Buildings step  
down

3-Story  
Residential  
Development

Off-Road Bike  
Path

BRT  
Stop

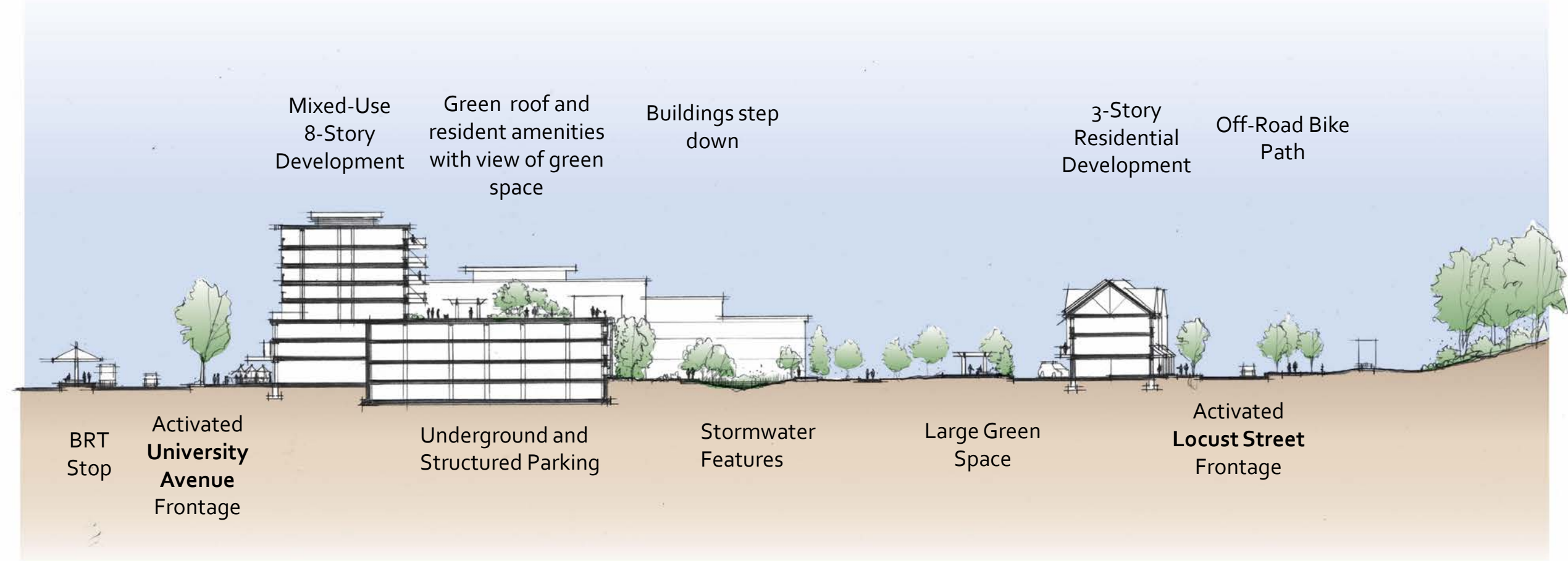
Activated  
**University  
Avenue**  
Frontage

Underground and  
Structured Parking

Stormwater  
Features

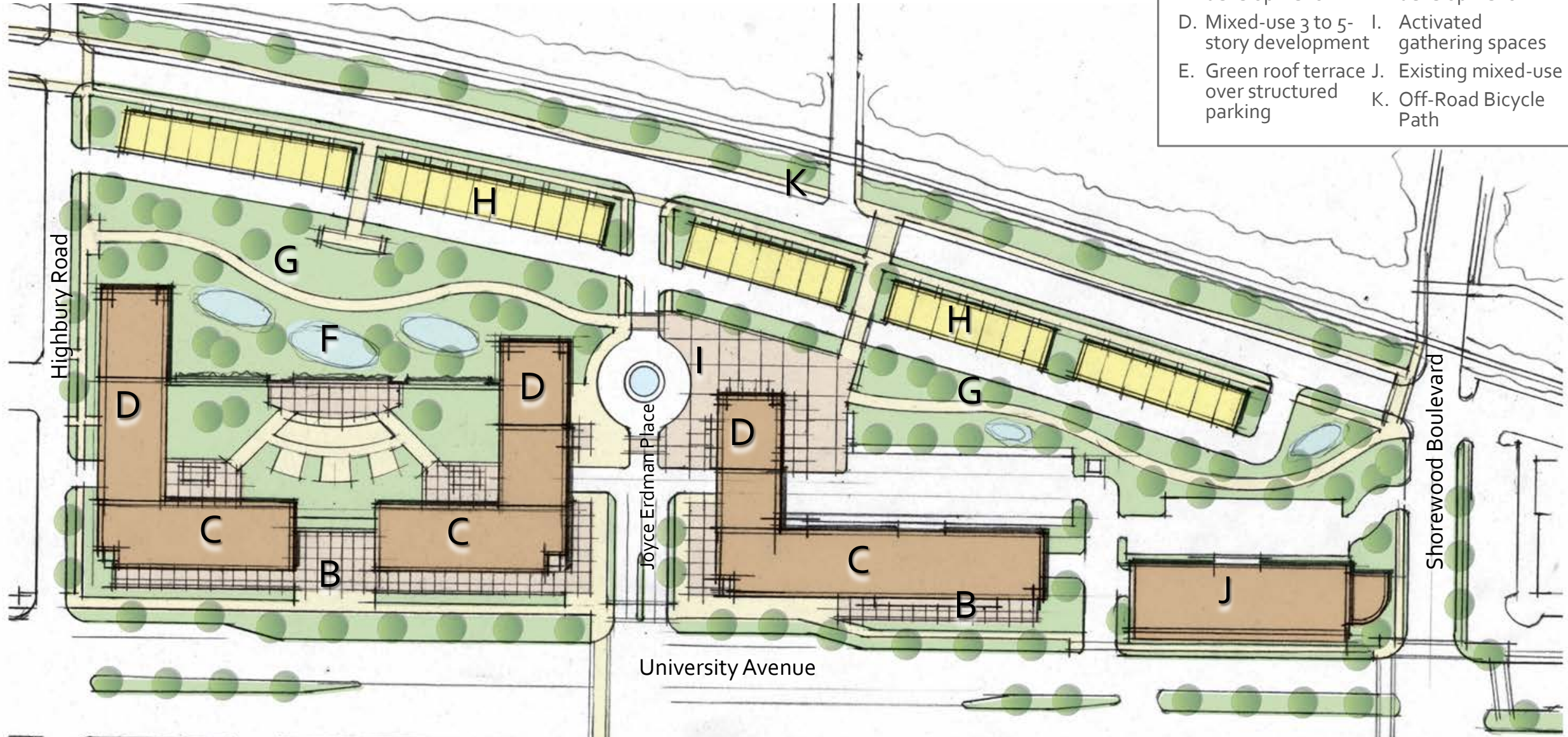
Large Green  
Space

Activated  
**Locust Street**  
Frontage



# Redevelopment Site

- |   |   |
|---|---|
| A. BRT stop                                   | F. Stormwater features                        |
| B. Activated University Ave. frontage         | G. Large green spaces                         |
| C. Mixed-use 8-story development              | H. Residential 3-story development            |
| D. Mixed-use 3 to 5-story development         | I. Activated gathering spaces                 |
| E. Green roof terrace over structured parking | J. Existing mixed-use over structured parking |
|   | K. Off-Road Bicycle Path                      |



# Tax Impacts

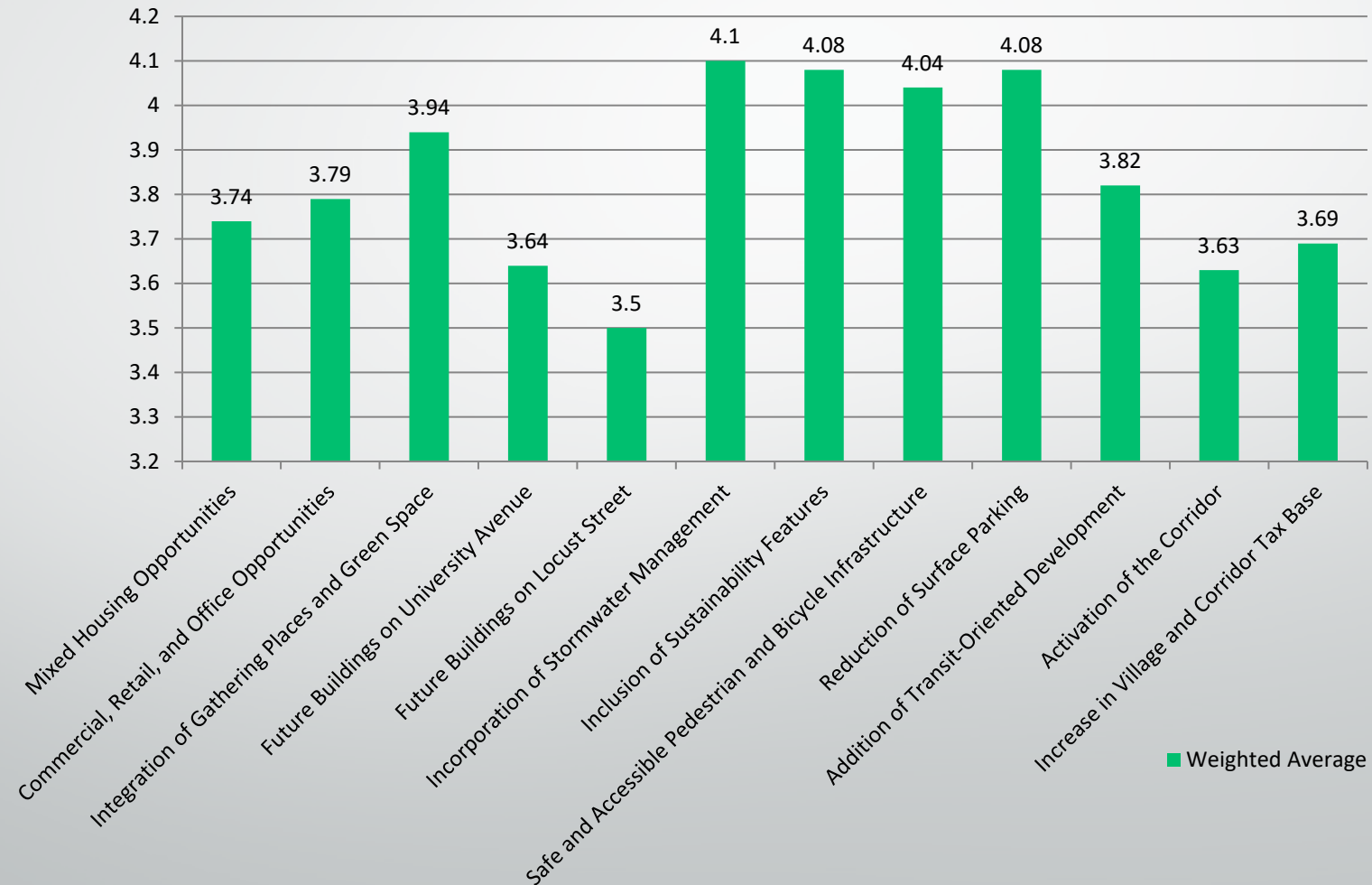
	Concept 1
New Total Building Area	591,700 sf
New Housing Units	367 units
New Nonresidential Space	81,400 sf
Existing Total Acreage	12.5
Estimated New Tax Value*	\$67,260,000 total
Estimated New Tax Value/Acre*	\$5,380,800 per acre

\*Assumed \$150/sf for commercial space and \$150,000/unit for rental apartments based on comparable tax values in the corridor. Owner-occupied units would yield approximately double the assessed value per unit.



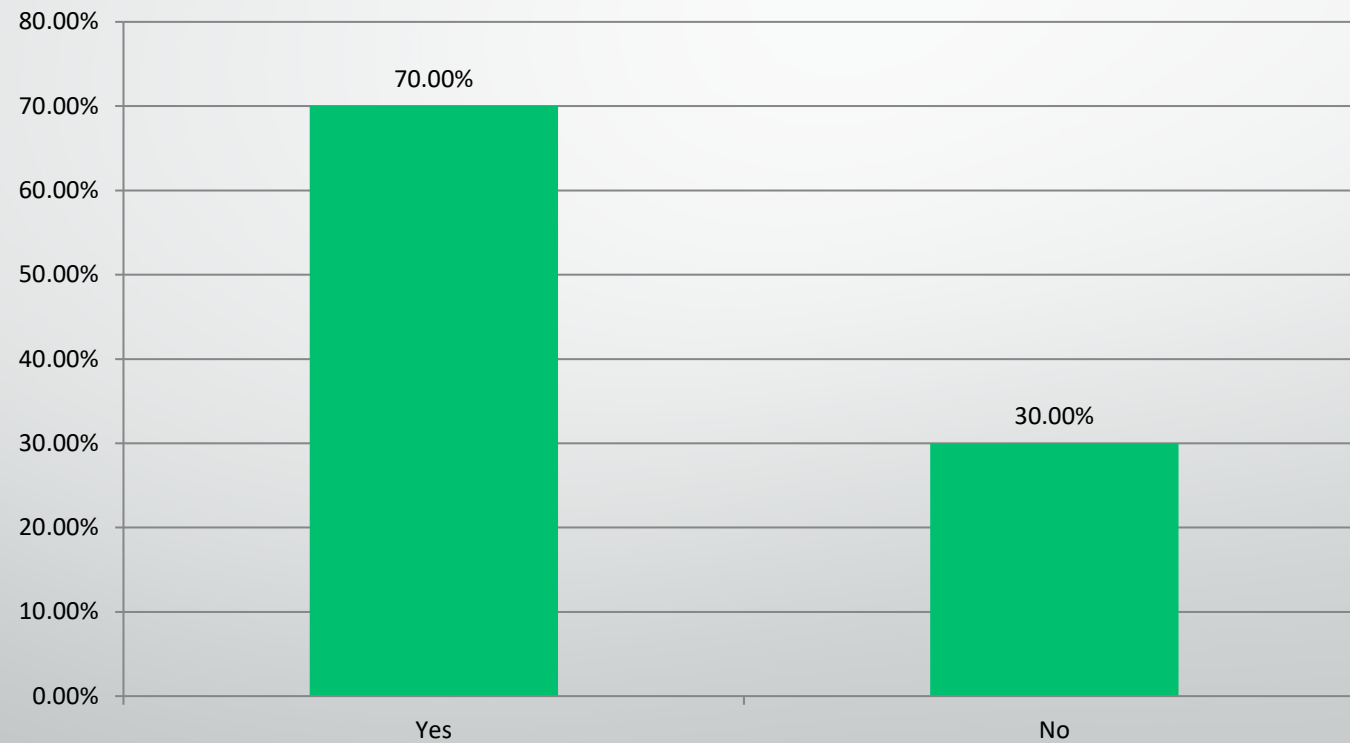
# What We Heard

How Well Does the Preferred Concept Reflect Your Vision For the Future of Corridor?  
1 = strongly disagree, 5 = strongly agree



# What We Heard

Would You Support The Preferred Concept As Part of the Corridor Plan?








# Draft University Avenue Corridor Plan

- Chapter 1: Background Information
- Chapter 2: Planning Process
- Chapter 3: Corridor Vision
- Chapter 4: Guiding Redevelopment Principles and Recommendations
- Chapter 5: Implementation Strategies



# Thoughts on the Draft University Avenue Corridor Plan?

## **Plan Components**

- Plan Overall
- Corridor-Wide Recommendations
- Preferred Concept
- Implementation Strategies

## **Plan Commission Questions**

- Anything Missing?
- Anything Need to Change?
- Any Particular Issue Not Addressed?
- Do You Support This Plan for Adoption?

# Project Next Steps

- **October/November:** Public Hearing and Plan Adoption
  - Action Item: Should we move forward to the Public Hearing and Adoption meetings (yes = support plan, no = don't support plan)?