

# Commercial Zoning Update Working Group



## Meeting Agenda Monday, February 28, 2022 5:30 p.m. **Teleconference**

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Please join my meeting from your computer, tablet or smartphone.

<https://us06web.zoom.us/j/82450008406?pwd=R2ttZ2J6NkVzZGw2Yzc5d3hrUUJsZz09>

Meeting ID: 824 5000 8406

Passcode: 514591

Dial in by using +1 (312) 626-6799 US

Written comments on any of the following agenda items may be submitted to [bgriepentrog@shorewoodwi.gov](mailto:bgriepentrog@shorewoodwi.gov) through 3:00 pm the day prior to the meeting. Comments received prior to the deadline will be shared with the Working Group. Comments after that deadline will need to be shared verbally within the meeting during available public comment periods.

1. Call to order
2. Roll call
3. Role of Working Group and introductions
4. Project overview
  - a. Scope
  - b. Timeline
5. Overview of Form Based Codes
6. Confirm proposed groupings of stakeholder interviews, timing and suggestions for participants
7. Confirm date for first virtual public workshop – March 31 or April 7 from 6:00 pm – 7:00 pm
8. Future discussion items
9. Adjournment

**Dated at Shorewood, Wisconsin, this 24<sup>th</sup> day of February, 2022**

Village of Shorewood  
Toya Harrell  
Village Clerk

Should you have any questions or comments regarding any item on this agenda, please contact Bart Griepentrog, Planning Director, Planning & Development Department, at (414) 847-2640. Upon reasonable notice, efforts will be made to accommodate the needs of all individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.



## Task 1: Initial Review, Analysis, & Project Introduction

### 1.1: RESEARCH

- Conduct in-depth review of the Village's recent comprehensive plan update, the existing zoning code, the Central District Master Plan Design Guidelines, and any other plans and documents recommended by staff.
- Review recent (approved and denied) development plans and proposals.
- Work with staff to identify and collect necessary GIS data.

### 1.2: KICK-OFF SESSION & INTERVIEWS

- Hold kick-off meetings with staff at the start of the project to ensure clear direction.
- Discuss the project scope, work plan, schedule, deliverables, and logistics.
- Discuss the components/fundamentals of form-based codes and how it can address the substantive issues of the project.
- Discuss the Village's general policies and procedures and the goals of the code.
- Consult with the Village attorney on format and content as directed by staff.
- Conduct small group and individual interviews with elected officials and key stakeholders identified by staff.

### 1.3: SITE ANALYSIS

- Conduct field surveys and other research to gain a better understanding of existing built patterns in the downtown.
- Document the current and a proposed building typology for use in the area.
- Identify key building elements that define pedestrian-focused, positive designs.

### 1.4: PUBLIC COMMUNICATION & PROJECT INTRODUCTION

- Draft a press release to inform the local community about the project.
- Provide information for the village's website, including images and other materials on form-based codes.
- Introduce the project and present findings from task 1 to the Plan Commission virtually.



## Task 2: Public Design Process

### 2.1: BACKGROUND MAPS

- Base maps from task 1 will be used for presentation and discussion in the public workshops.

### 2.2: PUBLIC WORKSHOPS

The following outlines one scenario for the public input sessions utilizing multiple, shorter virtual sessions. *Ideally, at least one of the sessions would be in-person, providing opportunities for both online engagement and in-person discussions.* We will coordinate with staff to identify the best scenario for the village, the area, and the stakeholders.

- Hold initial, virtual public workshop session to introduce the concept of form-based codes, present task 1 findings, and discuss findings and directions with stakeholders and general public. Conduct short question surveys to gain input from attendees. Answer questions at key points during the meeting.
- Hold a second virtual public workshop session. Reintroduce form-based codes along with some of the initial findings in task 1 and the first public workshop session. Conduct a series of short image preference surveys on key topics to gain initial input on street design, building design, uses, and other vital elements of successful town centers and corridors. If capacity is available, provide breakout groups online for discussion of images and key questions.
- Hold a third public workshop session to present the findings of the second workshop and introduce the basic elements of the new code: draft regulating plan, draft building typology, other key components. Surveys and breakout sessions will be used to gain feedback on the direction.
- If capacity is available, post exercises, or a version of the exercises, online on the village's website to gain additional input.
- If capacity is available, record each session and post on the village's website with a private comment box, emailed to staff.
- Present findings to the Plan commission at the end of the public workshop process.



## Task 3: Drafting the Hybrid Form-Based Code

### 3.1: INITIAL DRAFT CODE

Prepare the draft zoning code to include the following key anticipated components. Our team will work with staff to tailor this list.

- Create an overview introduction to the code, including principles and intent, and a how-to-use the code section.
- Draft and map in GIS a series of zones or subzones based on staff's direction.
- Define a set of building and frontage types with regulations including, at a minimum, building location on the lot, building massing, windows, entrances, facade proportioning, distribution of uses within the building, and parking locations.
- Address key street facade design standards of building materials, window design, balcony design, and other identified elements.
- Organize a new system of uses, modernizing, simplifying, and categorizing uses by zone and building type.
- Review and revise existing landscaping and parking from current code as directed by staff.
- Define streamlined procedures for code implementation.
- Develop definitions and how-to-measure regulations, typically incorporated at the end of the code.

### 3.2: INTEGRATION OF THE CODE

- Integrate the code format and numbering within Chapter 535 of the village's zoning ordinance.
- Coordinate the approval process for the new form-based district(s) with the village's current processes, making recommendations for how to streamline reviews.

### 3.3: DISCUSSION OF INTERNAL DRAFT

The initial draft is recommended for internal review by staff and other recommended stakeholders prior to any public presentations.

- Present each draft code section to staff and other stakeholders as directed for review and discussion.
- Prepare public review draft of the new zoning code reflecting the comments and direction received from the staff during task 3.



## Task 4: Refining the Hybrid Form-Based Code

### 4.1: PRESENTATION OF FIRST PUBLIC DRAFT

- Present to Plan Commission and other boards and commissions as directed by staff for initial introduction and opportunity to provide comments.

### 4.2: PUBLIC REVIEW OPEN HOUSE

- Post public review draft online with form for private commenting and questions.
- Conduct virtual public review open house presentation presenting of the draft hybrid form-based code, soliciting comments and recommendations for further changes and refinements. Record presentation.
- Hold virtual focused (small group) review sessions as needed to present the code to and gain discrete input from key stakeholders.
- Post presentation video online introducing the new code and how to use it, soliciting questions and comments for further changes and refinements.
- Prepare hearing draft of the new zoning code reflecting the comments and direction received from the public and boards and commissions during task 4.

### 4.3: PRESENTATION OF SECOND PUBLIC DRAFT

- Present to Plan Commission and other boards and commissions as directed by staff.



## Task 5: Approval Process

### 5.1: PUBLIC HEARING PRESENTATION

- Present the new code and map to the Village Board during the public hearing process as directed by staff.

### 5.2: FINAL ADOPTED CODE

- Revise the hearing draft up to 2 times based upon public hearing presentations. Staff will collect and consolidate comments, questions, and suggestions into action items for revisions and responses.

# Estimated Timeline

This general timeline outlines each task and key project meetings, also to be coordinated with staff to meet the Village’s goals.

TASKS	Months from Project Start										Estimated Hours by Task	
	1	2	3	4	5	6	7	8	9	10		
1 INITIAL REVIEW & ANALYSIS	①											50
2 PUBLIC DESIGN PROCESS		②	③ ④	⑤								62
3 DRAFTING THE HYBRID FBC					⑥							130
4 REFINING THE HYBRID FBC						⑦	⑧	⑨				68
5 APPROVAL PROCESS										⑩		16
○ = Online Meetings with staff ① = Key Meetings, virtual unless otherwise noted	<b>Meeting 1:</b> Kick-off, Field Surveys (in person)  Listening Sessions (virtual &/or in person)		<b>Meetings 2-4:</b> Virtual Public Workshops  <b>Meeting 5:</b> Present findings to PC		<b>Meeting 6:</b> Present initial draft to staff (virtual &/or in person)  <b>Meeting 7:</b> Present first draft code to PC		<b>Meeting 8:</b> Public Open House  <b>Meeting 9:</b> Present second draft code to PC		<b>Meeting 10:</b> Adoption Meeting(s), as required			

# Scope of Services

The scope of work on the following pages includes a description of tasks based upon the project scope outlined in the request for proposal. We will work closely with staff to adjust the tasks to meet the specific needs of the Village and to ensure timely completion of all tasks and delivery of all products.

**SHOREWOOD** COMMERCIAL  
**ZONING**  
**UPDATE**



**HYBRID FORM-BASED CODE**  
for the VILLAGE OF SHOREWOOD'S Commercial & Mixed-Use Districts  
WORKING GROUP KICK-OFF MEETING, FEBRUARY 28, 2022

# HOUSEKEEPING



## WORKING GROUP

- Time reserved throughout the presentation for discussion and additional time for questions at end
- Please mute yourself when not speaking
- Raise hand to signal question/comment

## ATTENDEES FROM THE GENERAL PUBLIC

- Time reserved at the end of the meeting for questions & comments
- Raise hand to signal question/comment
- Please stay muted until called upon

**Leslie Oberholtzer** AICP, RLA, LEED AP, EcoDistrict AP

**Implementing community vision through FORM-BASED CODES.**

Our mission as urban planners and designers is to help communities create places that people love, places that inspire care and stewardship, places that will last.

2020 Dreihaus Form-Based Code Award Winner from FBCI  
Steering Committee, Form-Based Codes Institute of Smart Growth America

**CODAMETRICS**  
FROM PLANS TO PLACES



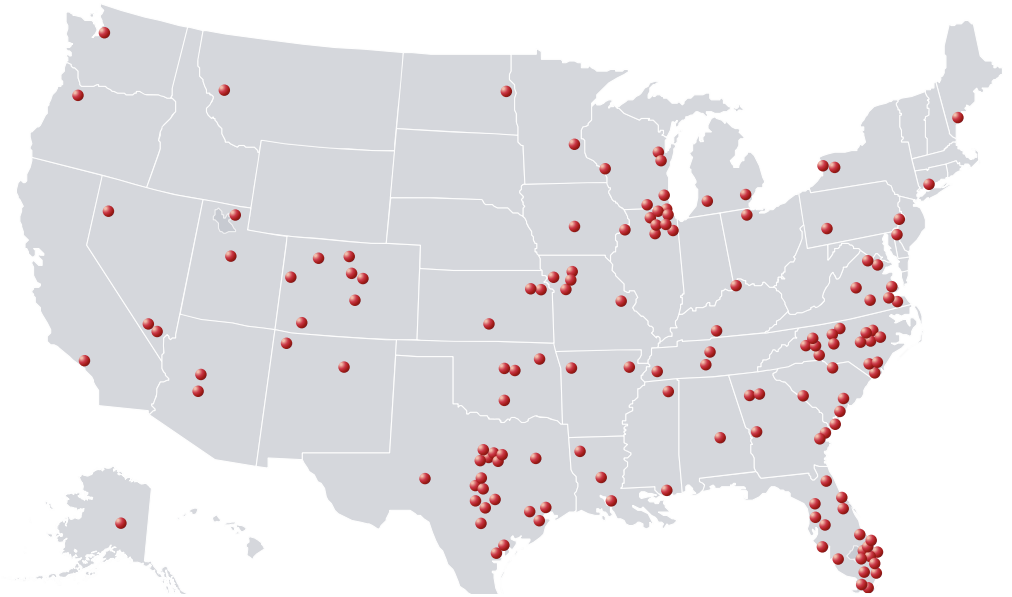
# Kirk Bishop



## Setting plans and policies into MOTION.

Project director, dozens of code updates  
Front-counter perspective

“The best zoning is zoning that removes unnecessary regulatory and procedural obstacles and that achieves desired results.”



- State statutes
- Uses
- Administrative processes



# WORKING GROUP MEMBERS

3

## PLAN COMMISSION

Barbara Kiely Miller

Josh Pollack

## DESIGN REVIEW BOARD

Scott Kraehnke

Lybra Loest

## COMMUNITY DEVELOPMENT AUTHORITY

Jon Krouse

Tr. Kathy Stokebrand

## BUSINESS IMPROVEMENT DISTRICT BOARD

Jake Bresette

Tr. Arthur Ircink

## CONSERVATION COMMITTEE

Chuck Hagner

Maggie Pipek

## HUMAN RELATIONS COMMISSION

Matt Weiss

## PARKS AND PUBLIC SPACES

Gary Brunk

## AT-LARGE COMMUNITY MEMBER

Kate Flynn Post



Providing a **KEEN EYE** on the initial draft, ensuring the best first draft to which the community can respond.

- **Ensure general readability and clarity of the code**
- **Represent your respective organization's goals**

*The Working Group will not serve as an approval group for what the Plan Commission and Design Review Board receive as part of the project approval process.*

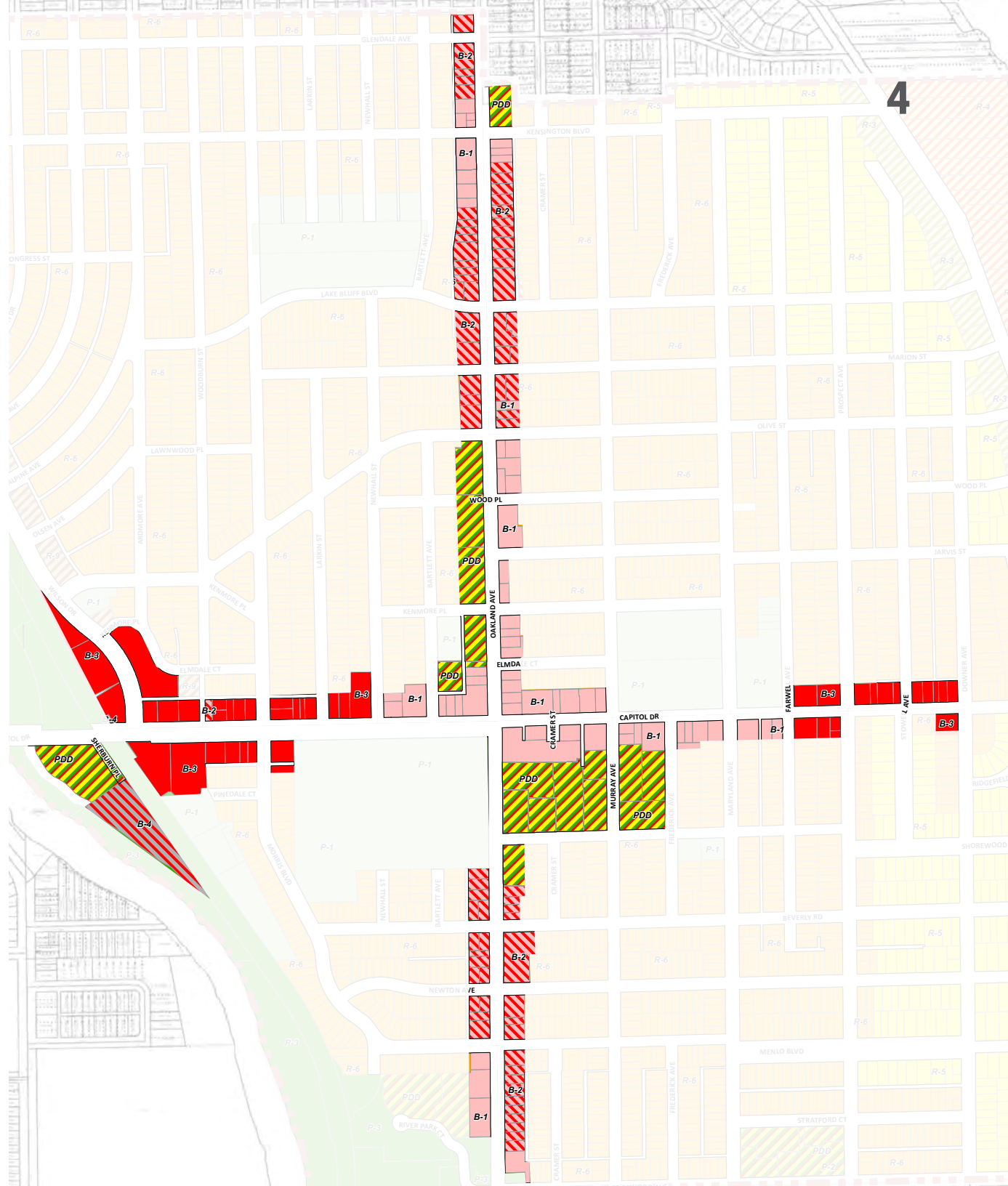
# PROJECT SCOPE

## Update Commercial & Mixed-Use Districts to include:

- Best practice form-based elements
- Updated use classifications

## Goals:

- More predictable redevelopment
- Compatibility with existing context
- Aligned with community expectations





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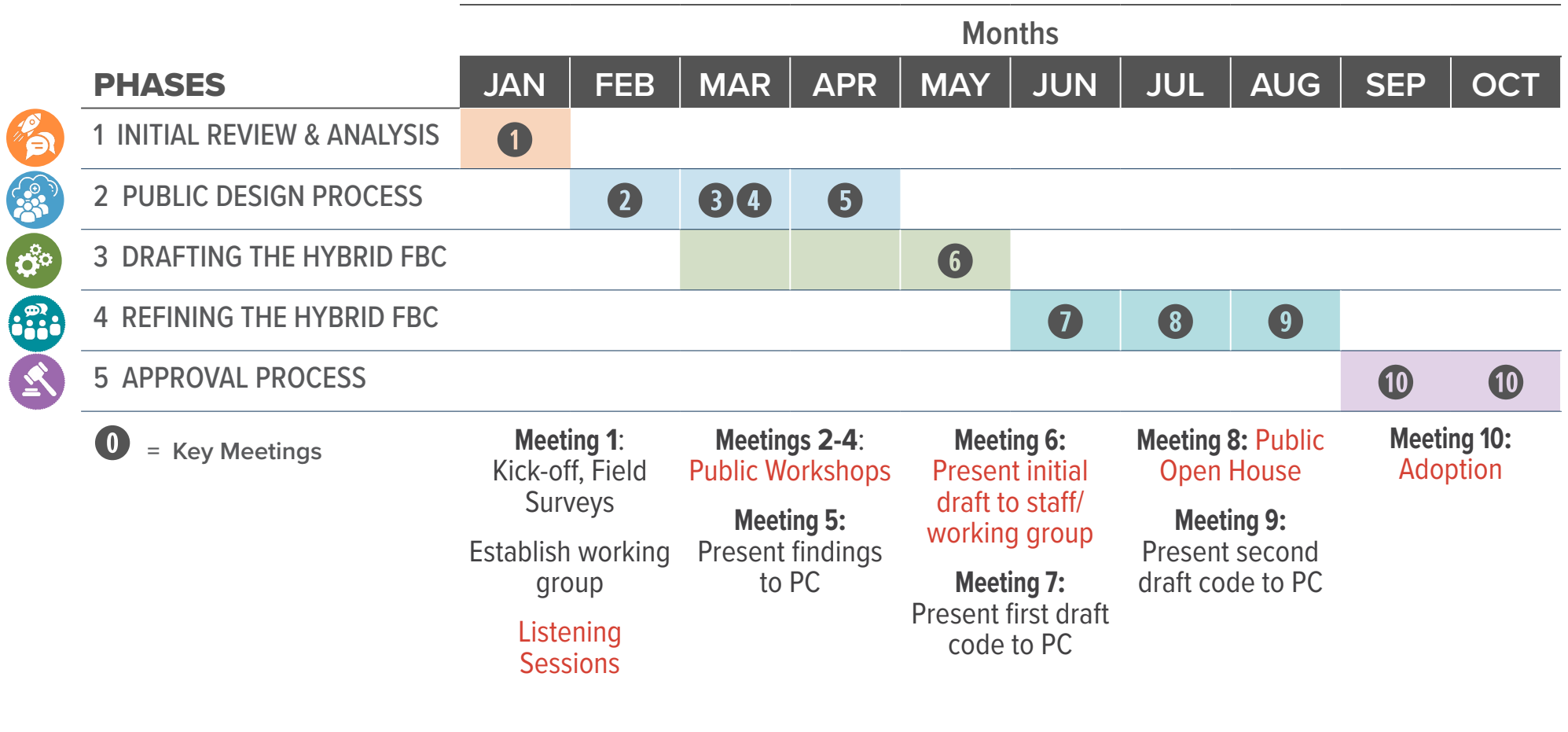
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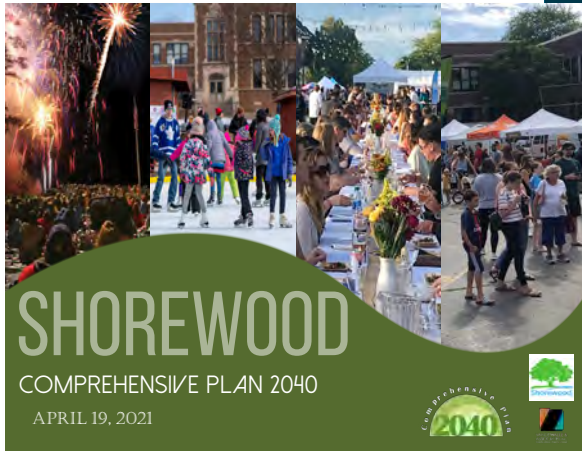
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- Adopt hybrid form-based zoning
- Pedestrian-oriented development
- Encourage reuse of historic buildings and updates
- Encourage flexible uses and buildings
- Enforce quality design standards

12 SHOREWOOD COMPREHENSIVE PLAN 2040

STRATEGIC DIRECTIONS: WHAT DO WE WANT TO ACCOMPLISH?



1

## Ensure Redevelopment on Capitol and Oakland Meets Community Goals

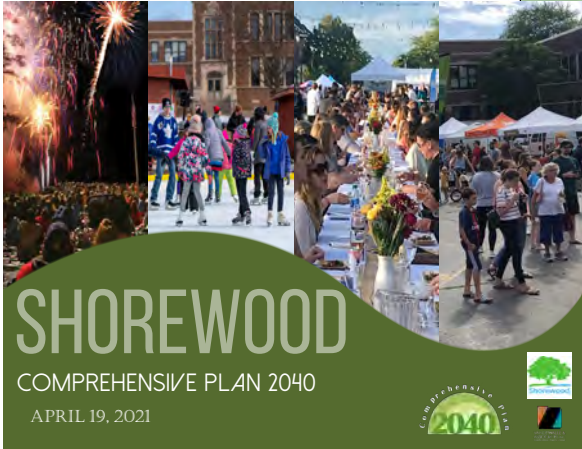
- Engage in a form-based corridor planning study of the Capitol and Oakland corridors and adopt specific, form-based zoning standards for these corridors that address physical design and performance in addition to land use. Through this process, develop specific requirements and urban design features for buildings on Capitol and Oakland, based on surrounding context.
- Be willing to wait for the desired development project that meets community goals.
- Promote or encourage adaptive projects that could convert from commercial to residential as needs and market demand changes. Consider adaptive parking structures that could convert to other uses as focus on personal automobiles changes.
- Implement strategies for buffering existing neighborhoods from new development. Examples include screening (landscaped, decorative fencing or walls), upper-story stepbacks, landscaped/green roofs, and height compatibility regulations.
- In general, discourage or prohibit redevelopment within existing residential areas adjacent to Capitol and Oakland mixed use areas.
- Develop a list of desired public benefits and urban design features, such as affordable housing, senior housing, public plazas, etc. Only utilize TIF or other incentives to consider height/bulk increases beyond what is allowed under current zoning when key public benefits are provided.
- Rather than approving size or scale exceptions to make redevelopment projects financially feasible, explore using TIF or other incentives to close the financial caps for redevelopment projects, so that they are consistent with the recommendations of this Plan.

2

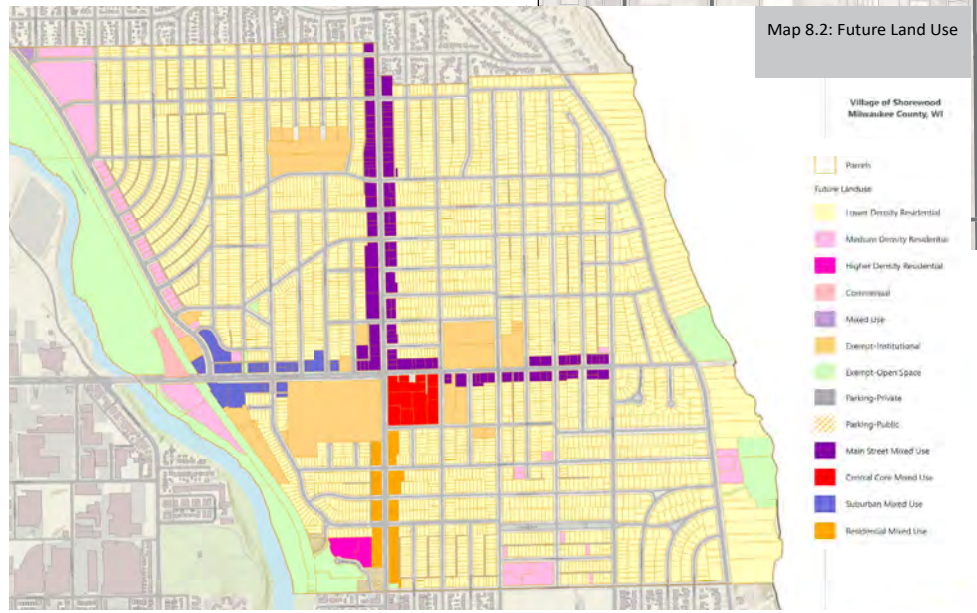
## Promote Inclusivity, Racial Equity, and Diversity in Shorewood

- Keep structural racism front and center in the community dialogue.
- Build trust through outreach; create a space to listen and create an action plan.
- Increase the supply of housing, particularly attainable and affordable housing.
- Work closely with the School District and other partners on their racial equity and community education efforts.
- Provide equity, diversity and inclusion programming to all Village employees and officials
- Consider implementation of recommendations of the Shorewood Police Organization Study that will promote equity, diversity and inclusion in department operations and policies.
- Review Village ordinances, policies, and procedures to remove unintended cultural bias and barriers to affordable housing or alternative housing options.
- Proactively include more diverse voices in Village appointments, commissions, committees, and departments.
- Continue to support transportation options for residents and visitors, including transit access and bicycle and pedestrian facilities.
- Ensure night parking is available for residents of multi-family housing to accommodate a wider variety of families, households, and lifestyles.
- Work with the Shorewood BID, the business community, and other partners to develop small business programs that attract and support small businesses led by people of color.

# WHERE DO WE START?



Map 8.3: Areas Susceptible to Change

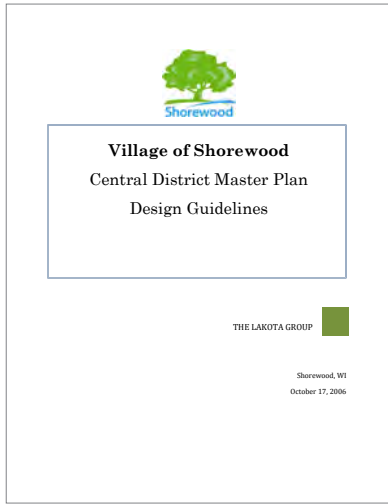


Map 8.2: Future Land Use





- Use more predictable language
- Apply design to unique building types
- What’s working and what’s not?



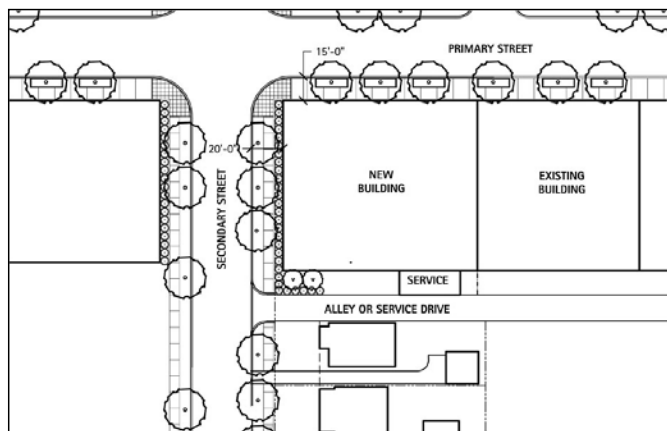
## Shorewood Central District Master Plan

Section 9: Design Guidelines

### Site Design

#### Building Setbacks

- New construction shall follow the Village’s 15-foot build-to line to maintain the District’s shopping “streetwall.” Existing buildings set back from the sidewalk shall include landscaping and fencing to maintain the 15-foot setback and streetwall and enhance the pedestrian experience.
- Corner buildings shall follow a 20-foot minimum build-to-side-yard line on side streets (not Oakland and Capitol). At the intersection of Oakland and Capitol, corner buildings should be placed at the 15-foot setbacks on both streets.
- Parts of the first floors of buildings may be set back or notched from the build-to lines up to a maximum of 50% of the building frontage with a depth of no more than 10 feet.
- Residential balconies on upper floors can extend up to 6 feet beyond the build-to line.
- Primary store entrances shall be located along the primary street frontage, with secondary entrances located behind the building or along a secondary street.



9.6

## Shorewood Central District Master Plan

Section 9: Design Guidelines



Corner building with attractive details such as decorated cornices, cast-iron balcony railings, dormers, and signs incorporated into sign bands.



Blank, unarticulated walls along active pedestrian streets are prohibited.

- A change in materials or setbacks (from 6 inches to 10 feet) shall be incorporated to articulate the ground or first floor from upper floors. Setbacks and patios can also be incorporated on upper floors to further articulate the building.
- Storefront facades shall be horizontal, contiguous, and harmonious with adjacent and facing structures.
- Facade elements shall be utilized to provide a change in plane, creating interest in light and shadow. Facades shall be proportioned to respect the human scale.
- Facades shall be articulated to express vertical rhythm related to structural columns and bays.
- At least 60% of the first-floor primary facades (facades facing streets, plazas, and parking lots) shall be clear, non-tinted windows or entrances. At least 25% of upper floors shall be windows or doors. At least 25% of first-floor facades facing rear parking areas or alleys used by pedestrians shall be windows or doors.
- Metal security gates are not allowed.

9.14

- Often long, difficult negotiation process
- Can be expensive for both the municipality and the developer
- Outcomes are not as predictable
- Lack of transparency

## Chapter 535. Zoning

### Article IV. Zoning Districts

#### § 535-22. Planned Development District.

##### A. Purpose.

- (1) The purpose of the Planned Development District is to encourage and provide a means for effectuating desirable development, redevelopment, rehabilitation and conservation in the Village of Shorewood by allowing 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, thereby promoting the public health, safety and welfare.
- (2) The regulations contained herein are established to permit latitude in the development of a building site, if such development is found not to be harmful, offensive, or otherwise adverse to the environment, property values or character of the neighborhood in which it is to be located and is found to be in accordance with the purpose, spirit and intent of the Village's Comprehensive Plan and of this chapter. It is intended to permit and encourage diversification, variation and imagination in the relationship of uses and structures and open space for developments conceived and implemented as comprehensive and unified projects. Economic considerations, amenities and compatibility of a Planned Development District are to be assured through adoption of a development plan.

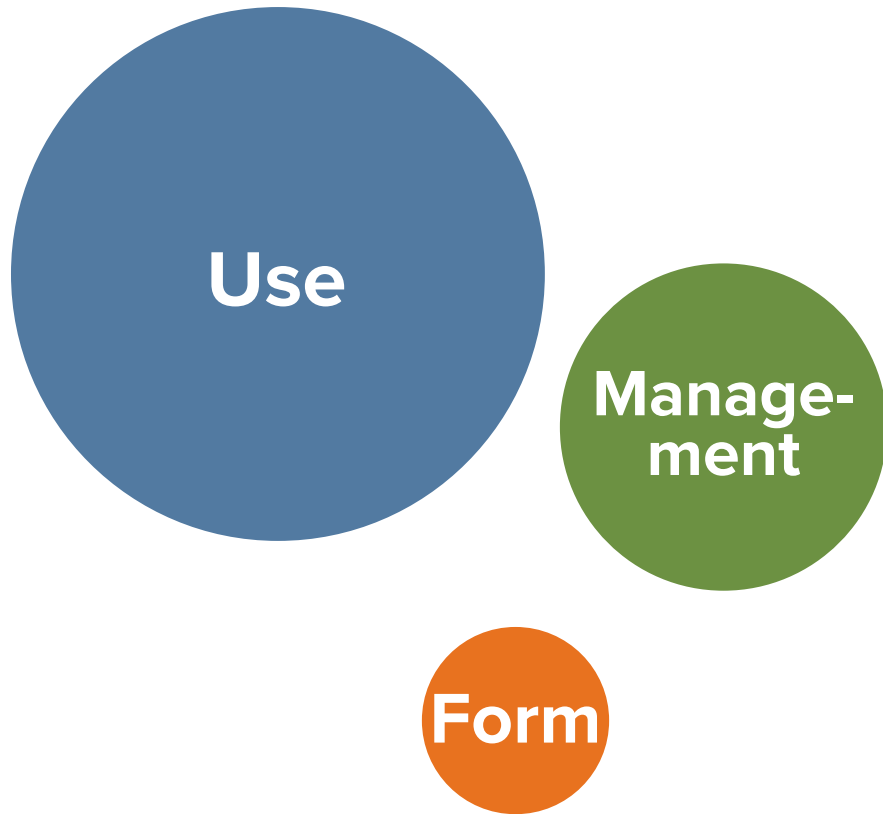
B. Application to existing uses. This section shall operate as a conditional use and as an alternative to permitted uses and regulations applicable to existing districts and shall be applicable to particular lands only when such lands are zoned under a Planned Development District by action of the Village Board.

##### C. Standards and requirements.

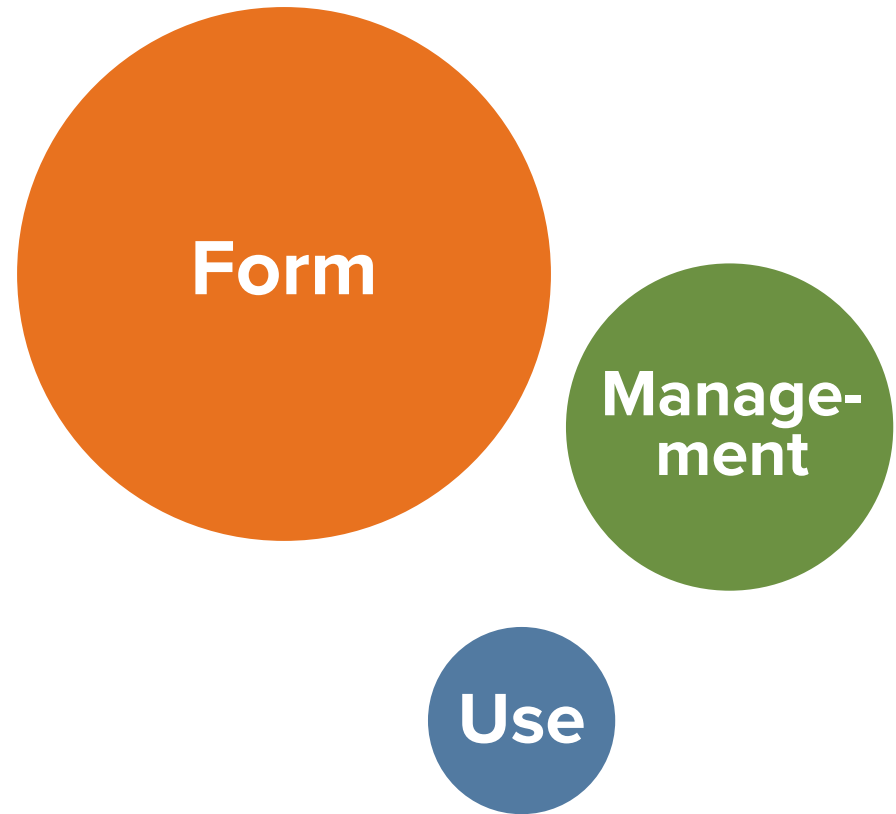
- (1) Uses permitted. All uses which are presently permitted in this chapter, and such other uses which, in the opinion of the Plan Commission and the Village Board, are felt to be compatible with the permitted uses referred to herein, and which will effectuate the intended purpose of this chapter, shall be permitted.
- (2) Lot area. The minimum lot area which may be permitted for application of the Planned Development District shall be 75,000 square feet, except when undertaken in conjunction with a public improvement, in which case 25,000 square feet will be the minimum.  
[Amended 10-23-2006 by Ord. No. 1917]
- (3) Standards. Standards for land area per dwelling unit, land coverage by building, density, front, side and rear yard setback requirements, building height requirements, aesthetic considerations and other requirements deemed necessary by the Village Plan Commission and the Village Board shall be determined by standards established in the applicable existing zoning district most similar in nature and function to the proposed Planned Development District, as determined by the Village Plan Commission and the Village Board. Exceptions to these standards are permissible when the Village Plan Commission and the Village Board find that such exceptions will:
  - (a) Encourage a desirable living environment.
  - (b) Not adversely affect property values of adjacent or neighboring lands or the character of the same but rather will be compatible with existing uses and structures found thereon.

# WHAT IS A FORM-BASED CODE?

## Conventional Zoning



## Form-Based Code

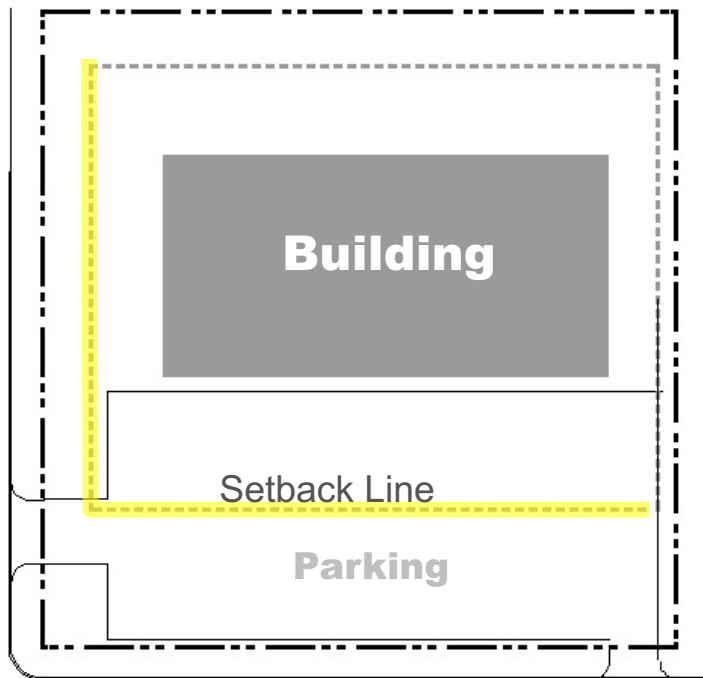


- 1 PHYSICAL FORM** is organizing structure.
- Focus on a high-quality, walkable **PUBLIC REALM**.
- 3 OBJECTIVE** regulations, not just design guidelines.
- Results in a more **PREDICTABLE** form (and process).

# WHAT IS A FORM-BASED CODE?

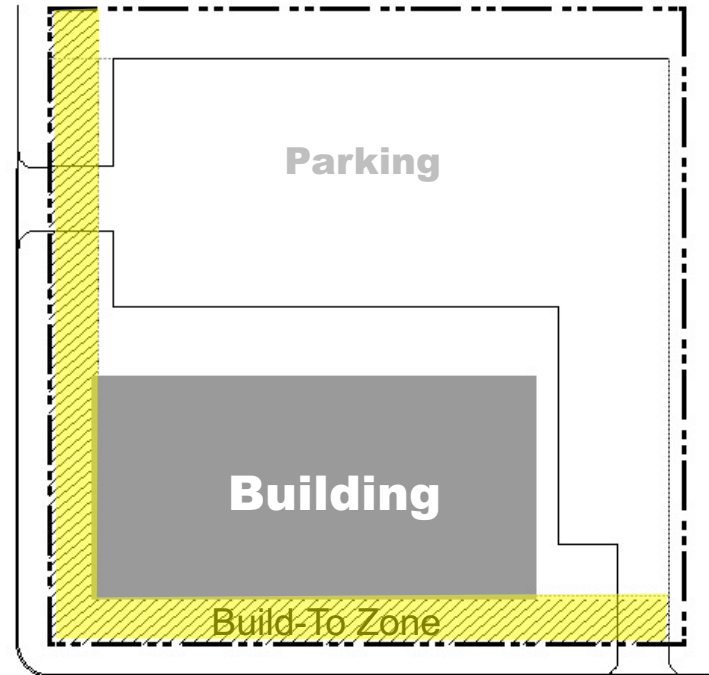
USES CLEAR REGULATIONS FOR PREDICTABLE RESULTS

## Conventional Zoning



Building located ANYWHERE beyond a SETBACK LINE.

## Form-Based Code



Building located WITHIN a BUILD-TO ZONE.

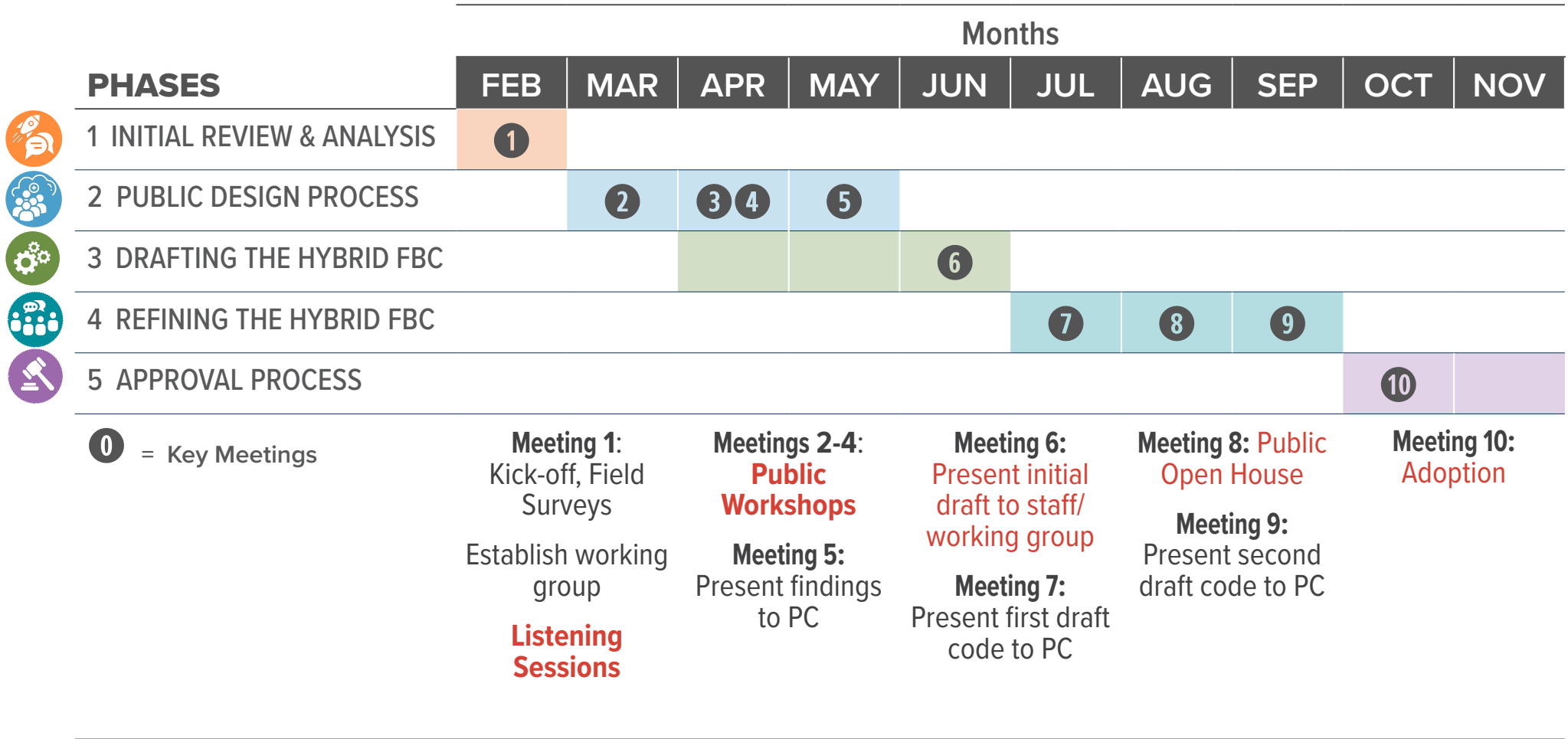


- Categories of uses
- Single table, single page
- Pull-out more complicated uses
- Simple key to identify how the use is allowed

	ZONES														Reference
	MX1	MX2	MX3	RX1	RX2	EX	NX2	NX1	R2	R1	RE	P1	P2		
<b>RESIDENTIAL</b>															27-5.30
Group Living	⊖	⊖	⊖	○	○	-	○	○	○	○	○	-	-		
Household Living, 1 unit	⊖	⊖	⊖	●	●	-	●	●	●	●	●	-	-		
Household Living, 2 units	⊖	⊖	⊖	●	●	-	●	●	●	●	-	-	-		
Household Living, 3 units	⊖	⊖	⊖	●	●	-	●	●	-	-	-	-	-		
Household Living, 5+ units	⊖	⊖	⊖	●	●	-	●	-	-	-	-	-	-		
<b>COMMERCIAL</b>															27-5.40
Day Care	●	●	●	●	●	●	●	●	●	○	-	-	●		
Entertainment Venue, Large	○	○	●	-	-	●	-	-	-	-	-	-	●		
Office	-	●	●	●	●	●	-	-	-	-	-	-	-		
Retail & Entertainment	●	●	●	Ⓣ	Ⓣ	Ⓣ	-	-	-	-	-	-	-		
Consumer Service, Indoor	●	●	●	●	●	●	-	-	-	-	-	-	-		
Consumer Service, Outdoor	-	○	○	-	-	○	-	-	-	-	-	-	-		
Funeral & Mortuary Service	-	-	●	●	●	●	-	-	-	-	-	-	-		
Self-Service Storage, Indoor	-	-	○	-	-	●	-	-	-	-	-	-	-		
Vehicle Sales & Service	-	○	●	-	-	●	-	-	-	-	-	-	-		
<b>CIVIC &amp; INSTITUTIONAL</b>															27-5.60
College	⊖	⊖	●	●	●	●	-	-	-	-	-	-	●		
Community Assembly	-	-	●	●	●	●	-	-	-	-	-	-	●		
Cultural Facility	●	●	●	●	●	●	-	-	-	-	-	-	●		
Detention Facility	-	-	-	-	-	○	-	-	-	-	-	-	-		
Hospital	-	-	●	●	●	●	-	-	-	-	-	-	●		
Parks and Open Space	●	●	●	●	●	●	●	●	-	-	-	●	●		
School	-	-	-	●	●	●	-	-	-	-	-	-	●		
Utilities, Minor	●	●	●	●	●	●	●	●	●	●	●	●	●		
Utilities & Services, Major	○	○	○	○	○	○	○	○	○	○	○	○	●		
<b>OTHER</b>															27-5.70
Agriculture	-	-	-	-	-	●	-	-	-	-	●	●	●		

**KEY:** ● = Permitted ⊖ = Permitted in Upper Stories Only Ⓣ = Limited to No More than 25% of Footprint ○ = Requires Conditional Use Approval - = Prohibited







## Task 1: Initial Review, Analysis, & Project Introduction

### 1.1: RESEARCH

- Conduct in-depth review of the Village’s recent comprehensive plan update, the existing zoning code, the Central District Master Plan Design Guidelines, and any other plans and documents recommended by staff.
- Review recent (approved and denied) development plans and proposals.
- Work with staff to identify and collect necessary GIS data.

### 1.2: KICK-OFF SESSION & INTERVIEWS

- Hold kick-off meetings with staff at the start of the project to ensure clear direction.
- Discuss the project scope, work plan, schedule, deliverables, and logistics.
- Discuss the components/fundamentals of form-based codes and how it can address the substantive issues of the project.
- Discuss the Village’s general policies and procedures and the goals of the code.
- Consult with the Village attorney on format and content as directed by staff.

- Conduct small group and individual interviews with elected officials and key stakeholders identified by staff.

### 1.3: SITE ANALYSIS

- Conduct field surveys and other research to gain a better understanding of existing built patterns in the downtown.

- Document the current and a proposed building typology for use in the area.
- Identify key building elements that define pedestrian-focused, positive designs.

### 1.4: PUBLIC COMMUNICATION & PROJECT INTRODUCTION

- Draft a press release to inform the local community about the project.
- Provide information for the village’s website, including images and other materials on form-based codes.

- Introduce the project and present findings from task 1 to the Plan Commission virtually.



## Task 2: Public Design Process

### 2.1: BACKGROUND MAPS

- Base maps from task 1 will be used for presentation and discussion in the public workshops.

### 2.2: PUBLIC WORKSHOPS

The following outlines one scenario for the public input sessions utilizing multiple, shorter virtual sessions. *Ideally, at least one of the sessions would be in-person, providing opportunities for both online engagement and in-person discussions. We will coordinate with staff to identify the best scenario for the village, the area, and the stakeholders.*

- Hold initial, virtual public workshop session to introduce the concept of form-based codes, present task 1 findings, and discuss findings and directions with stakeholders and general public. Conduct short question surveys to gain input from attendees. Answer questions at key points during the meeting.
- Hold a second virtual public workshop session. Reintroduce form-based codes along with some of the initial findings in task 1 and the first public workshop session. Conduct a series of short image preference surveys on key topics to gain initial input on street design, building design, uses, and other vital elements of successful town centers and corridors. If capacity is available, provide breakout groups online for discussion of images and key questions.
- Hold a third public workshop session to present the findings of the second workshop and introduce the basic elements of the new code: draft regulating plan, draft building typology, other key components. Surveys and breakout sessions will be used to gain feedback on the direction.
- If capacity is available, post exercises, or a version of the exercises, online on the village’s website to gain additional input.
- If capacity is available, record each session and post on the village’s website with a private comment box, emailed to staff.
- Present findings to the Plan commission at the end of the public workshop process.



## Task 3: Drafting the Hybrid Form-Based Code

### 3.1: INITIAL DRAFT CODE

Prepare the draft zoning code to include the following key anticipated components. Our team will work with staff to tailor this list.

- Create an overview introduction to the code, including principles and intent, and a how-to-use the code section.
- Draft and map in GIS a series of zones or subzones based on staff’s direction.
- Define a set of building and frontage types with regulations including, at a minimum, building location on the lot, building massing, windows, entrances, facade proportioning, distribution of uses within the building, and parking locations.
- Address key street facade design standards of building materials, window design, balcony design, and other identified elements.
- Organize a new system of uses, modernizing, simplifying, and categorizing uses by zone and building type.
- Review and revise existing landscaping and parking from current code as directed by staff.
- Define streamlined procedures for code implementation.
- Develop definitions and how-to-measure regulations, typically incorporated at the end of the code.

### 3.2: INTEGRATION OF THE CODE

- Integrate the code format and numbering within Chapter 535 of the village’s zoning ordinance.
- Coordinate the approval process for the new form-based district(s) with the village’s current processes, making recommendations for how to streamline reviews.

### 3.3: DISCUSSION OF INTERNAL DRAFT

The initial draft is recommended for internal review by staff and other recommended stakeholders prior to any public presentations.

- Present each draft code section to staff and other stakeholders as directed for review and discussion.
- Prepare public review draft of the new zoning code reflecting the comments and direction received from the staff during task 3.



## Task 4: Refining the Hybrid Form-Based Code

### 4.1: PRESENTATION OF FIRST PUBLIC DRAFT

- Present to Plan Commission and other boards and commissions as directed by staff for initial introduction and opportunity to provide comments.

### 4.2: PUBLIC REVIEW OPEN HOUSE

- Post public review draft online with form for private commenting and questions.
- Conduct virtual public review open house presentation presenting of the draft hybrid form-based code, soliciting comments and recommendations for further changes and refinements. Record presentation.
- Hold virtual focused (small group) review sessions as needed to present the code to and gain discrete input from key stakeholders.
- Post presentation video online introducing the new code and how to use it, soliciting questions and comments for further changes and refinements.
- Prepare hearing draft of the new zoning code reflecting the comments and direction received from the public and boards and commissions during task 4.

### 4.3: PRESENTATION OF SECOND PUBLIC DRAFT

- Present to Plan Commission and other boards and commissions as directed by staff.



## Task 5: Approval Process

### 5.1: PUBLIC HEARING PRESENTATION

- Present the new code and map to the Village Board during the public hearing process as directed by staff.

### 5.2: FINAL ADOPTED CODE

- Revise the hearing draft up to 2 times based upon public hearing presentations. Staff will collect and consolidate comments, questions, and suggestions into action items for revisions and responses.

## CODE USER SESSIONS

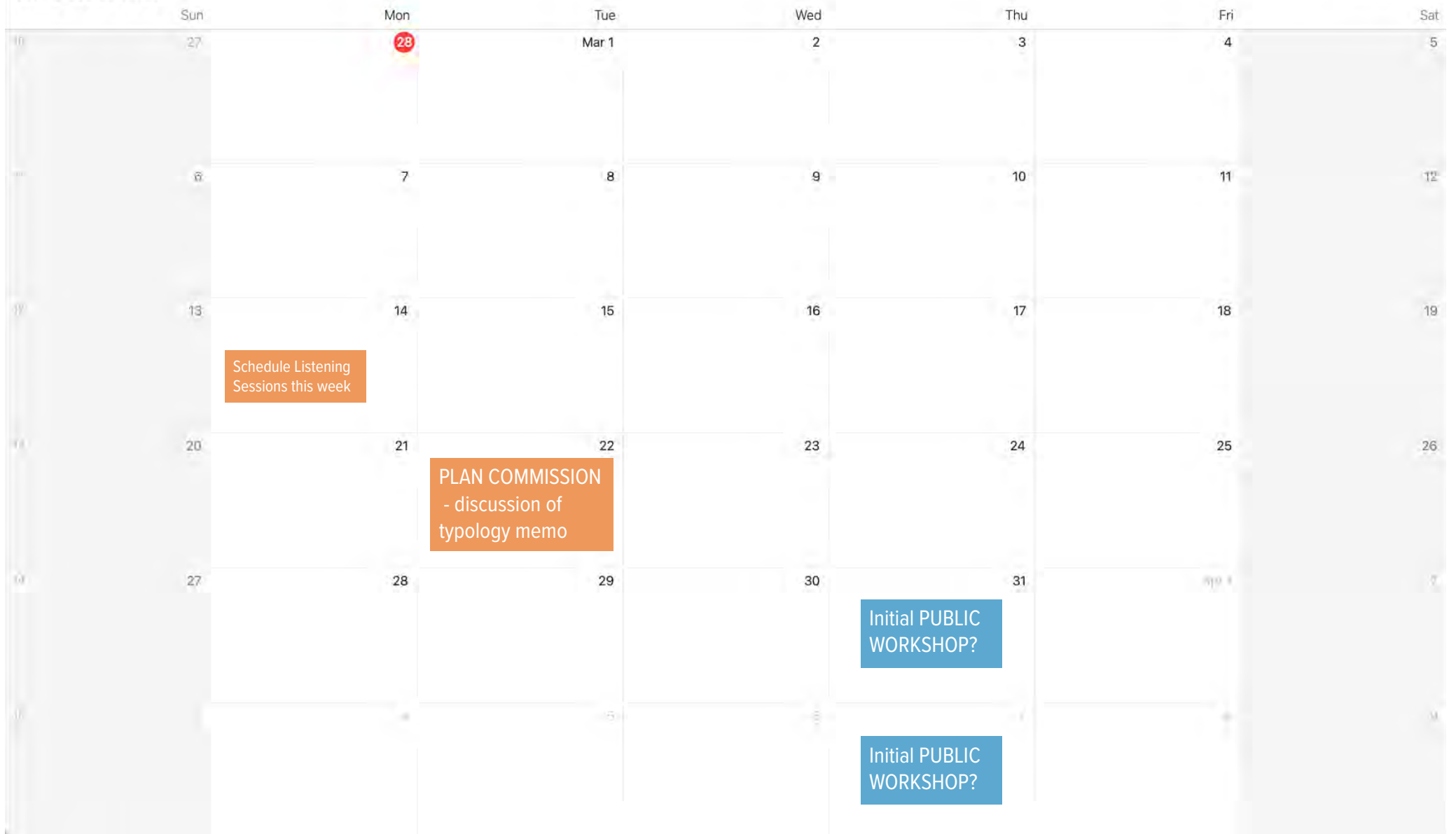
- Designers, architects, engineers, developers, attorneys
- Two 1-hour sessions of groups of 3-5 members, week of March 14th
- Asking: How is the current code working? the overall development process? What do you hope or expect out of the code update?
- Recommendations for who to invite?

## WORKING GROUP MEMBERS, ELECTED & APPOINTED OFFICIALS

- Individual listening session sign ups
- A series of 20 minutes time slots will be sent out using Google Sheets or Doodle poll
- What do you expect to get out of the code update?

# NEXT STEPS

March 2022



# NEXT STEPS

April 2022

< Today >

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
14	27	28	29	30	31	Apr 1	2
15	3	4	5	6	7	8	9
16	10	11	12	13	14	15	16
17	17	18	19	20	21	22	23
18	24	25	26	27	28	29	30
19	May 1	2	3	4	5	6	7

Initial PUBLIC WORKSHOP?

Initial PUBLIC WORKSHOP?

PUBLIC WORKSHOP 2?

PUBLIC WORKSHOP 2?



# Thank you!

<https://www.villageofshorewood.org/1123/Commercial-Zoning-Update>

