

# Commercial Zoning Update Working Group



## Meeting Agenda Wednesday, May 18, 2022 5:30 p.m. – Village Hall Court Room 3930 N. Murray Ave., Shorewood WI

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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. Recap of May 4, 2022 public workshop and image preference survey results
4. Discuss third public workshop (May 25, 2022)
5. Update on special Plan Commission meeting (June 16, 2022)
6. Future discussion items
7. Public comment
8. Adjournment

**Dated at Shorewood, Wisconsin, this 16<sup>th</sup> day of May, 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.

# STOREFRONT BUILDINGS

Results from Second Community Workshop held May 4, 2022. Images are organized in order of their average score and comments are the raw comments recorded during the small group discussions during the meeting.

Please use number of image when referencing with any comments.

## TOP 8 STOREFRONT IMAGES



1  
Roof line - not flat, roof pediment, will age well, classic design, windows align in placement & design, all glass with awnings, interesting  
Has base, middle, top, awnings, entrance; vertical difference in the facade



2  
Like the outdoor eating and greenery, nice materials, nice windows and vertical lines  
Varied materials & colors, roof line, datum ties buildings together, window variety, more vertical feel on street



3  
Balcony, good angles, color, materials, work well w/ Shorewood  
Breaking down the scale with roof, Good height, not gimmicky, dormers pastiche, Like this style top floor windows  
Positive, materials, roof line, inviting, trees



4  
Though not at all creative, the masonry and cadence would work well on Oakland.  
Positive, windows aligned, corner balcony=used space, brick, rounded glass, peaked eaves



5  
Good trees, sidewalk, seating  
Modern materials, not high, level of detailing



6  
Open space, green space, outdoor eating, mini plazas



7  
Brick is nice, roof line is attractive  
Trees, roof - peaks, brick, windows, uniformity of materials & design



8  
Depth is nice compared with 17 [flat streetwall]  
Uniformity of materials is good but too long, boxy, likes rhythm

MID-RANKED STOREFRONT IMAGES



Ground floor not designed for retail - office  
Details at roof important - either cap or projecting

Too many styles & colors, too suburban

Muddled design, mixed materials, the worst

Upper floors, too flat - monolithic, office park vs city scale



Very cool, roof accent, doesn't feel as dense, Great use of upstairs space, interesting space, Good transparency for 1st floor retail, makes up for limited green space  
Positive, modern - but not too much, open space breaks up spaces, creative \*\*but not in Shorewood\*\*

Well integrated  
Breaking down scale to multiple smaller buildings

Okay, materials uniformity, variety of shapes together, too many setbacks/going on

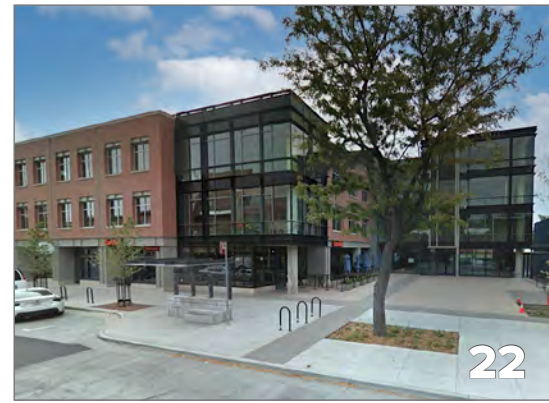
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MID-RANKED STOREFRONT IMAGES



Street zone



All access for people of all abilities



No roof detailing



Terrible



Like inset balconies, different size windows, different materials along facade



Positive, awning, window details, irregular roof



Retail spaces suitable for Oakland but not necessarily Capitol



Would replace yellow living space  
Negative - materials, sun shades didn't like, too boxy



Dated and suburban  
Split, more residential, doesn't look mixed-use



Potential, but less refined than slide 10 [red brick with pitched roofs and dormers



Like this for the green space  
Small windows, lack of depth  
Scale is too massive, 1st floor is Great!

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## BOTTOM 8 STOREFRONT IMAGES



37  
38 Negative, flat - not interesting, no dimension, no detailing in architecture

39  
40 Color contrast, like the use of glass in storefronts  
Monotonous

41  
42 Negative, color, balcony not for everyone

41  
Blank wall, siding + brick doesn't work, no windows  
Mixed brick and siding  
Blah street front, no features on street, interesting windows don't face street

42  
Colors are loud, too modern, dark & dense  
Color, bright, vibrant, sized windows  
Too modern, boxy, 1 positive

43  
44 Ugly, covered up windows  
Awful  
Too long & repetitive, no entrance, not enough roof variation, imposing monolithic wall of concrete

44  
Too big & dense, scale is off  
Materials = looks cold, scale - too long, flat surface, no interesting features, no relief

# GENERAL BUILDINGS

Results from Second Community Workshop held May 4, 2022. Images are organized in order of their average score and comments are the raw comments recorded during the small group discussions during the meeting.

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## TOP 8 GENERAL BUILDING IMAGES



Like brick, materials, more traditional  
 Good, tall & narrow  
 Nice materials, base middle, top  
 Ornamental parapet, verticality, middle \_\_\_?, balconies



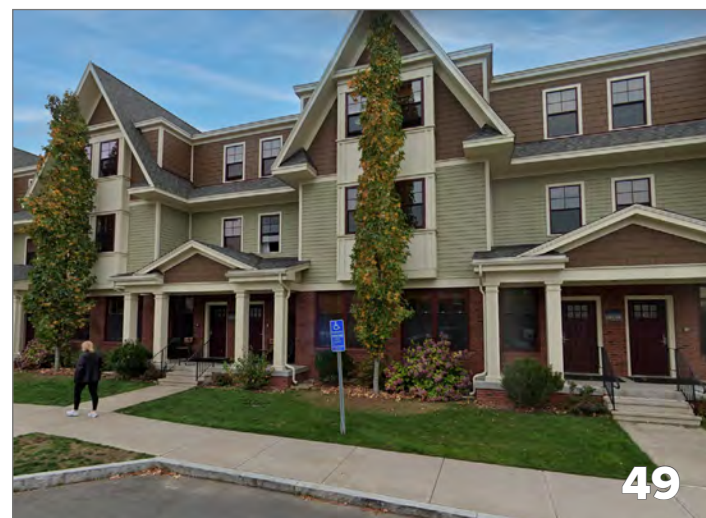
Like street level, small village, quaint, greenery  
 Like first floor level of detail and more historic style + white, windows good, green good



Too traditional arch., but great street feel  
 Like greenery, balconies, materials, roof line, street level  
 Like roof line, columns - porch detail, stone lentils  
 Scale too long



Right good & roof line, quality construction, like greenery  
 Likes windows



Gimmicky  
 Like massing, not lawn, inviting, gables [should be brick, not siding, see overall note above]



Good depth, greenery, variety, rhythm, main street village look  
 Good setback, residential design & scale, not enough setback, roof line blends well into neighborhood, ample green space, broken up roof line helps scale, multiple entrances  
 Cheap materials



Nice design  
 Like the use of curved lines and colors  
 Ages well, looks old, big white building

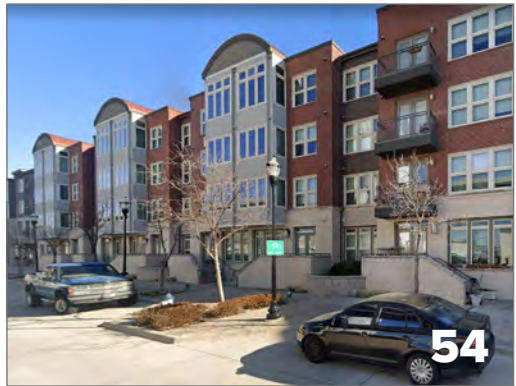


Don't like corner balconies

MID-RANKED GENERAL BUILDING IMAGES



Too massive, too repetitive



Bad window pattern



Looks like cheap hotel, but grass is good  
Like glass, brick base, wood warm, Not trying too hard  
Good rhythm, not too busy, appropriate for res w/no store



Like green spaces and ground level balconies  
Good materials, I don't mind this one, like the vertical lines  
Interesting roof, setback, greenery, variability



Cheap looking materials, flat  
Setback with green space and step backs



Bland, 90s looking



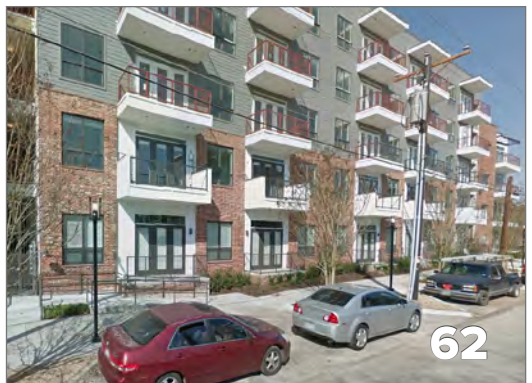
Too ordinary design, no unifying theme. odd window choices, voids of solid brick  
Looks dated, don't like horizontal division, too long, repetitive



No setback, generic/already dated  
Don't like lack of setback, don't like accent of white, looks dated, don't like corner balcony  
Like the glass door balcony, a lot of glass provides natural light and less use of light for electricity  
Too ordinary, massive & covers the entire lot; seems pedantic, as in no creativity to the design, barrier wall is bad



Cheap materials, don't like colors  
Cheap materials, generic  
Cheap looking, pasted on features, generic  
Cookie cutter, developer grade, suburban  
Likes unjulation



Won't age well - white, too many balconies  
Too repetitive (balconies)



We like step backs  
Too tall  
Might work on Capitol, otherwise scale too big



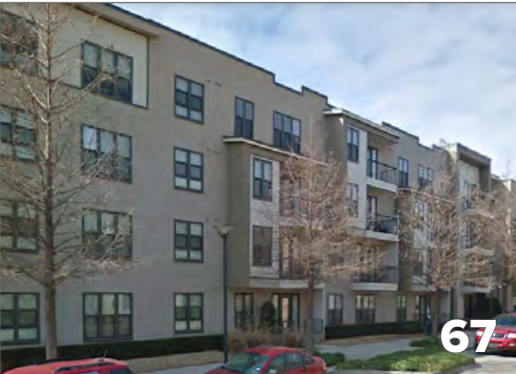
Great textures, good size, good variability, nice greenery  
Not Shorewood, hate it  
Doesn't fit Shorewood, colors, too graphic/stark, too modern



Cheap looking materials



Poor materials, don't like color blocking (left and right images)



Cheap windows  
Too much residential for corridor



Poor fencing style, not connection to street, building feels like a large wall, too long

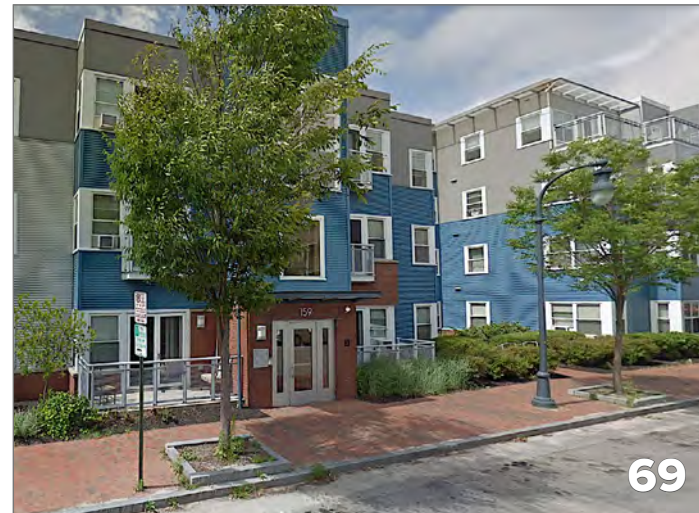
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## BOTTOM 8 GENERAL BUILDING IMAGES



69  
Poor materials, don't like color blocking  
Not in Shorewood, materials/color bad, not classic



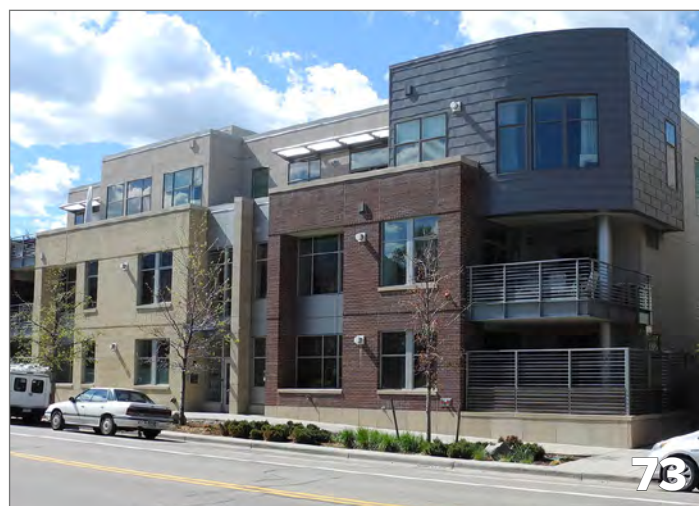
70  
Good air around building  
Like setback, traditional but in an OK way  
Flat & featureless but the LCR and setbacks are winning  
Setback, sedate color & materials, retro vibe, like window symmetry  
Flat, unarticulated, boring



71  
Arresting architecture, rhythm of windows, roof line & entry broken up by the red roof, setback & lot landscaping? is very attractive for pedestrians  
Like the color, like the lines  
Love the red bold design, love the grass amt/compared to street & building  
Ground floor glass, modern but attractive lines, setback - grass  
Too many gimmicks, modern look rating +4, not bulky, the red adds color without it, it would be dull  
I like the use of red, like the flat side with lots of windows adds visual interest, use of grass setback  
No, except streetscape, too boxy for Shorewood



72



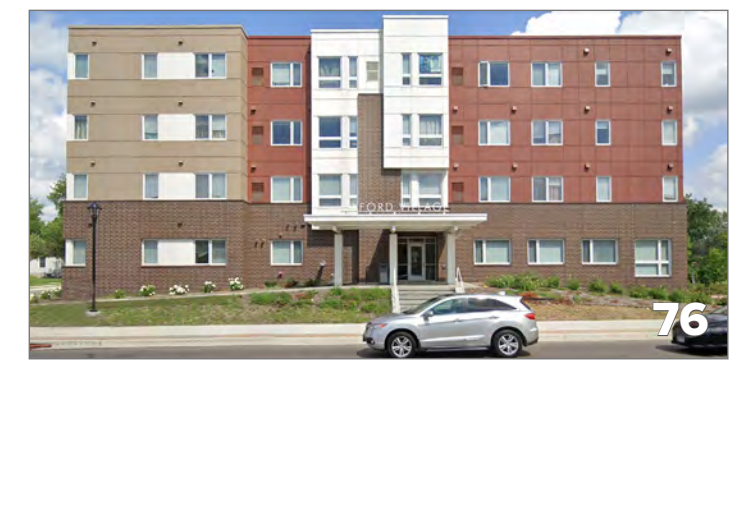
73  
Off-putting sidewalk experience  
Like step backs and lighter color  
Great step back, some green  
Barracks, hard, cold



74  
Like green spaces and ground level balconies  
Too much concrete, no joy, all windows too similar  
Too hard on ground floor, not enough articulation  
Cold, hard, neutral, doesn't scream anything



75  
Too much brick at lower level, windows too high  
Poor entrance, no connection to first floor



76

76  
Terrible!  
Bald, small windows, cheap  
Too flat, looks cheap, not enough \_\_\_\_?, too much wall

# STREETSCAPE

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## TOP 9 STREETSCAPE IMAGES

(LAST 2 IMAGES ON THIS PAGE - 84 & 85 - TIED)



77  
Good flow w/foot traffic, coordinates well w/building, separation from foot traffic  
Busy street, containment = safety

Pretty landscape, durable materials + classic style  
Color, glass allows more use for natural vs. artificial light  
Love vegetation, setback is [checkmark]



78



79  
Outdoor eating space  
Seating [checkmark], like gates, colors



80  
Space for activation, walking/sitting, multiple entrances



81  
Green space between street and sidewalk  
Signage, greenery, correct scale



82  
Cafe style eating, windows  
Focused on gathering, pedestrians



83  
Wine shop deck, Banded? courtyard/eating area, great space for walking, multiple uses for courtyard  
Mix of materials, color, interest, planters



84  
Compact - cozy, even though taller buildings light bounced off buildings to make it feel brighter, space between buildings  
Ped friendly, seating permanent (instead of parklet)



85  
Very favorable, greenery, outside seating, room for pedestrians  
Trees, place to hangout, prefer street level seating

MID-RANKED STREETScape IMAGES



86



87

Flowers, black makes them pop  
Use of materials



88



89

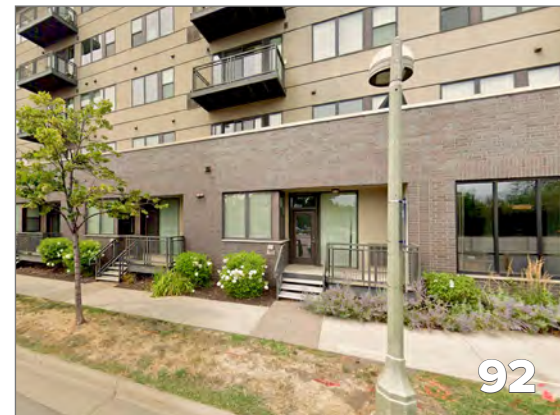
No articulation in pavement  
Awnings are okay, not in love it



90



91



92

Upper looks cheap, not durable, greener/good



93

Separate, not walkable



94

Good green!!

Like the shade  
"Not everything  
has to look like Ye  
Olde Village"



95

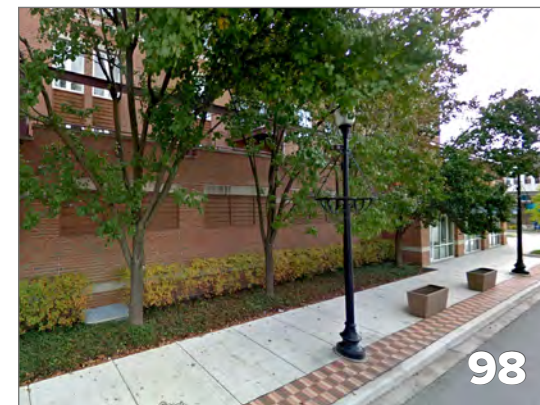


96

Less parking, wish height/density



97



98

Did not like no windows and too much wall

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## BOTTOM 8 STREETScape IMAGES



Gate, could be shorter, bench would be nice



100



Ugly wide sidewalk  
Weird drive in parking to Walgreen's  
Tight parking, nothing inside



102



103



No activity, big blank wall

104



Lacks greenery and no divide to street  
Not designed for bike/ped/car traffic  
Ugly behemoth, sterile color, mesh + stucco, poor facade

105



Bland, but glass lets in natural light  
Awful, prison!  
Too much wall, not enough ped windows  
Not about people, no windows, benches  
Needing greenery, color?  
without new \_\_\_\_ends?

106

# FACADE RENOVATIONS

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## TOP 8 FACADE RENOVATION IMAGES



107

My favorite  
Varied elements [checkmark], good building elements, fits in space



108

Beautiful, unique, lots of design features  
Like the color and sidewalk eating  
Facade contributes to street



109

Like the historic look, yet modern windows; like the glass  
Brick [checkmark], white contrast [checkmark]



110

Garden center, greenhouse at top, yellow brick, flowers, glass again  
Repurposed old building - well done, garden room on top, pergola; warm glass, not solid slabs  
Awesome! Great color! Too varying of style, like the "old" with modern touch



111

Weaved basket with green, outdoor seating, entrance handles



112

We like it!, greenery, glass, and outdoor seating



113

Big windows, big sidewalk, planting areas



114

Great kitsch!

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## BOTTOM 8 FACADE RENOVATION IMAGES



Like the planting and visual interest  
Window storefronts  
Cream city brick ties to history



Looks cheap, doesn't look durable  
Looks cheap



Bleak, awful, no grass, no setback, nothing interesting  
Striped paint [checkmark], concrete wall



Dull! Bleak! Bland!  
Too boxy, no detailing in windows, flat, cold feeling



Don't like  
Don't like the "screen" to "hide" building, scale doesn't fit, feels too modern for Shorewood