

Commercial Zoning Update Working Group



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

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

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Written comments on any of the following agenda items may be submitted to 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 24th 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	Meeting 1: Kick-off, Field Surveys (in person) Listening Sessions (virtual &/or in person)		Meetings 2-4: Virtual Public Workshops Meeting 5: Present findings to PC		Meeting 6: Present initial draft to staff (virtual &/or in person) Meeting 7: Present first draft code to PC		Meeting 8: Public Open House Meeting 9: Present second draft code to PC		Meeting 10: 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.