

Commercial Zoning Update Working Group



Meeting Agenda Wednesday, April 6, 2022 5:30 p.m. – Village Hall Court Room 3930 N. Murray Ave., Shorewood WI

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. Recap of March 31, 2022 public workshop.
4. Discussion of findings of Task 1 Initial Review, Analysis, & Project Introduction of the Commercial Zoning Update.
5. Consider date for second, in-person public workshop – April 27 (Court Room) or May 4 (Village Center) from 6:00 pm – 7:00 pm
6. Consider date for third, in-person (Village Center) public workshop – May 19 or May 25.
7. Future discussion items
8. Public comment
9. Adjournment

Dated at Shorewood, Wisconsin, this 1st day of April, 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.



Discovery Memo

This interim memo documents existing building forms in the 4 generalized areas of Shorewood's commercial zones. The intent is to provide insight into early findings of the initial phase for the project, providing a basis for posing questions but without necessarily drawing any conclusions at this stage of the process.

The comprehensive plan provides a starting point for the basis for establishing appropriate new zones and building design standards for the village's commercial areas. This first section outlines the basic content of the comprehensive plan's future land uses. The second section of this memo documents existing building forms within the segments of the major corridors.

COMPREHENSIVE PLAN FUTURE LAND USES

The Village's recently updated comprehensive plan provides future land use categories, mapped along the corridors in [Figure 1](#):

Central Core Mixed Use with "Urban Downtown" character

Main Street Mixed Use with "Village Main Street" character

Suburban Mixed Use with "Mature Suburban" character

Residential Mixed Use, a "Blended Mixed Use and Residential" character

Mix of Uses

In general, the four use categories in the comprehensive plan anticipate a mix of commercial, office, institutional, and residential uses with non-residential uses required on the ground story, though the Residential Mixed Use category is focused more on residential, allowing any use on the ground floor.

The Suburban Mixed Use category is anticipated to be somewhat more auto-oriented, accommodating people arriving by car with more vehicle parking, drive-through uses, and somewhat deeper setbacks, while still accommodating a high quality pedestrian experience.

Heights

All of the categories anticipate heights of 4 to 5 stories, with the exception of the Central Core Mixed Use category which anticipates taller heights, 6 to 8 stories. The plan also states that "height ranges recognize that an appropriate building height will depend on the surrounding

"highly walkable, pedestrian-oriented environment with pedestrian amenities..."

context and adjacent building heights."

Compatibility with Adjacent Residential

The comprehensive plan calls for providing transitions between development along the commercial corridors and abutting lower density residential. Setbacks and upper story step-backs are suggested treatments for more compatible transitions.

BUILDING FORMS

The regulations for the main corridors of the village are proposed to be form-based, organized around a series of building types.

The following pages of this memo outlines the existing building forms within each of the 4 generalized mixed-use areas of the village. The purpose is to review the history, including more recently approved projects, and begin to both understand the existing character and apply the future vision outlined for the corridors in the comprehensive plan. This exercise will assist in defining how the new zoning should guide future development.

These are the general building forms identified and illustrated within each area that they occur:

Storefront Building

Traditional main-street-style storefront buildings are fairly consistent across the nation. The key element of a storefront building is storefront glass, or a higher level of glass, on the ground story, oriented to the pedestrian, usually the sidewalk along a street. The ground story is typically at the same general elevation as the sidewalk, and often the ground story is a bit taller than the upper stories to accommodate restaurant utilities and other uses.

For our purposes here, the category of storefront buildings includes other related configurations. These other versions may include warehouse retail, such as grocery stores; converted houses with commercial space; and strip centers with parking in front.

Auto-Focused Buildings

Auto-Focused Buildings include commercial buildings designed to accommodate drivers in vehicles, such as gas stations; restaurants, drug stores, and banks with drive-through facilities; and vehicle service.

General Buildings

General buildings includes mostly single-use office and residential buildings. Office and/or residential uses are highly compatible uses and have worked well for decades in this same building form.

In contrast with storefront buildings, general buildings typically have a similar window pattern on the ground story as the upper stories, though more glass on the ground story may occur. Floor heights are also generally consistent between the ground story and the upper stories. Typically one main lobby entrance is provided on the front. The building can be set back from the sidewalk with a landscape yard in front, and the ground floor is often elevated above the sidewalk with a basement level below.

Other variations of the general building, such as rowhouses, townhouses, and live-work units could be introduced into the areas, but do not currently exist along the corridors.

Civic Buildings

Civic buildings are those designed specifically for civic and institutional uses, usually differing from the urban fabric around them. Often these buildings are a modified version of the General building, but may have more landscape space around them, varied roof types, or other unique qualities. The Village Hall, library, schools, and churches are examples of Civic buildings.

USES

The purpose of this memo is primarily to identify building form, though use is never completely ignored. General use categories have also been mapped along with building form in GIS and this information will be utilized to propose new zones, concentrating storefront uses (retail, service, and restaurants) in nodes. In general, uses in the areas tend to follow the building forms: for example, retail and restaurant uses occur in storefronts with office and/or residential above, and ground floor office and residential uses occur in general buildings.

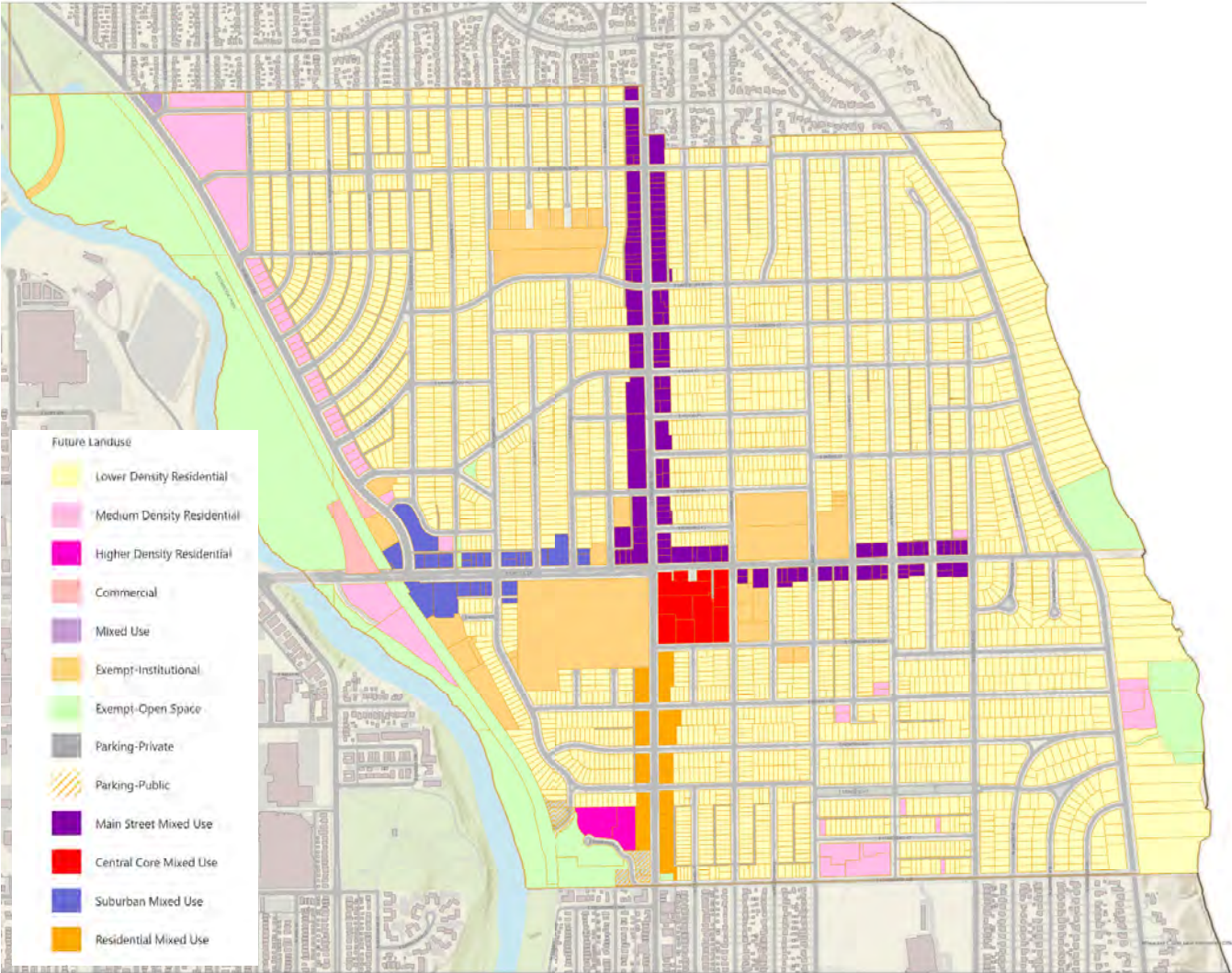


Figure 1. Future Land Use Map from Village of Shorewood Comprehensive Plan 2040 (adopted 04.19.21)

Oakland Ave NORTH

Oakland Avenue north of Capitol is the most vibrant of the village's mixed-use corridors with fairly consistent segments of ground story retail, restaurants, and services interrupted only by a couple of residential or office building clusters and the parking structure for the Metro Market.

The pedestrian realm is consistent and comfortable with wide sidewalks, street trees, and outdoor seating areas. The street is a reasonable width to accommodate bicycle and vehicle traffic through the area, while pedestrians can still cross the street comfortably. On-street parking exists along much of the corridor, providing easily accessible customer parking directly in front of many shops and other businesses along the corridor.

The comprehensive plan calls for ground story non-residential use along this entire stretch of corridor, though much of the corridor north of Olive Street is zoned B-2, allowing ground story residential. The remainder of the corridor is B-1, with a few PDDs approved.

STOREFRONT BUILDINGS



New construction storefront buildings include a single story building and 4 and 6 story buildings.



A few older 1- and 2-story storefront buildings with historic details remain along the corridor.



Parking within buildings along the sidewalk.

GENERAL BUILDINGS



Older apartment buildings exist along the corridor north of Lake Bluff Boulevard.



New construction office buildings include characteristics of houses on the northernmost edge of Oakland.



OTHER BUILDINGS



Houses converted or expanded to include storefronts on the ground story.



Single-use, single-story buildings and strip centers.



Suburban-style buildings with parking to the side has many excellent design details (patio, wall screening parking). Other strip centers exist along the corridor.



Redevelopment of the PicknSave, Walgreens, & large surface parking lots into a new grocery store, mixed-use buildings, and structured parking.

Oakland Ave SOUTH

Oakland Avenue south of Capitol is predominantly residential, but includes a few nodes of commercial uses. At the southernmost point of the corridor in the village, three mixed-use, multistory buildings provide a gateway into Shorewood. The pedestrian realm is narrower and the street is somewhat wider than the northern portion of the corridor, in addition to accommodating sloped grade towards the south. On-street parking exists along much of the corridor, providing teaser parking to support businesses.

The comprehensive plan calls for a residential focus along this segment of the corridor consistent with the corridor being zoned B-2. The southernmost end of the corridor with the 3 multistory mixed-use buildings are zoned B-1, requiring ground story non-residential uses.

GENERAL BUILDINGS



Typical older apartment buildings on the corridor.



Recent apartment building.



Many of the older apartment buildings actually front on the streets perpendicular to Oakland.



Apartment building with office attached to front.



Condominium apartments with parking underneath.

STOREFRONT BUILDINGS



Older, recently renovated multi-story mixed-use storefront buildings on southernmost end of the corridor.



Older multi-story mixed-use storefront buildings.



Storefront building at Beverly Rd and Oakland.

OTHER BUILDINGS



Unique residential-looking building currently housing a funeral home.



Single-use, single-story commercial buildings with parking in front.

Capitol Drive EAST

Capitol Drive east of Oakland has a wide mix of residential, office, and a few commercial nodes. The elementary school and St. Roberts Catholic Church front a good portion of the north side of the corridor. Many of the buildings on this corridor actually front on the streets perpendicular to Capitol with their side facades on Capitol.

The pedestrian realm along many sections of this corridor is quite narrow, though bumpouts provide more pedestrian space at intersections. The street, similar in scale to Oakland north of Capitol, is fairly easy to cross and on-street parking is located along almost the entire length of the corridor.

The comprehensive plan calls for mixed use buildings with ground story non-residential uses along this corridor, which is consistent with the B-1 zoning west of Farwell, but the zoning east of Farwell, B-3, allows multifamily and commercial on all floors as well as mixed-use.

STOREFRONT BUILDINGS



Mixed-use storefront buildings on the east end of the corridor at Downer Avenue. Left building faces Downer.



Single-use storefront building just east of Farwell.



Taller storefront building across from the school. (General building, the Annason apartments, next to it.)



Single-use, single-story storefront buildings west of Farwell with historic detailing. The City Market has a corner plaza for outdoor eating.



GENERAL BUILDINGS



General buildings. Bottom left includes parking on the ground story.

OTHER BUILDINGS



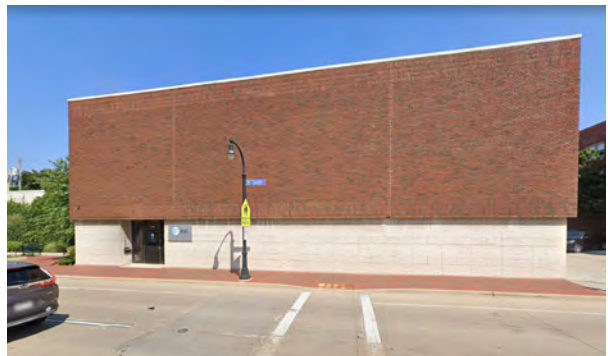
Funeral home in a commercial house building.



Service uses in commercial house, facing perpendicular street.



Village Hall in Civic building.



ATT utility building just east of Oakland.

Capitol Drive WEST

Capitol Drive west of Oakland has a mix of residential, office, and limited commercial. Of all the corridors, this segment has more auto-focused uses, including 3 gas stations, 2 fast food restaurants with drive-throughs, an auto repair shop, and a bank drive-through. The high school dominates the south edge of this corridor.

The pedestrian realm is a good width with comfortable sidewalks and street trees along the majority of the corridor, narrowing where turn lanes are provided. The street is wide, accommodating bicycle and vehicle traffic, but a center median provides a refuge when crossing. On-street parking is limited along much of the corridor, due to right turn lanes.

The comprehensive plan calls for a "Suburban Mixed-Use" in this area to accommodate auto-focused uses, consistent with the B-3 zoning, allowing multifamily and commercial on all floors as well as mixed-use.

STOREFRONT BUILDINGS



Traditional mixed-use storefront buildings.



Traditional storefront building with characteristics of a Commercial House.



Single-story commercial building.



Typical suburban fast food with a drive-through.



Suburban restaurant with drive-through & pedestrian access. Note no drive between the building & street.

GENERAL BUILDINGS



General buildings with office and/or residential uses.

AUTO-FOCUSED BUILDINGS



Bank drive-through.



Gas station with convenience store, accessible from sidewalk.

CODAMETRICS