

9 Implementation

9.1 Introduction

The recommendations listed in this Plan identify changes necessary to carry out the objectives, policies, plans and programs contained in the elements, including any applicable regulation changes. The recommendations are implemented by the Village of Shorewood in cooperation with members of Village Committees and Boards, local businesses, residents, and other stakeholders and agencies.



Open House events March 2010

State Statute §66.1001(2)
 i) *Implementation element.* A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, sign regulations, erosion and storm water control ordinances, historic preservation ordinances, site plan regulations, design review ordinances, building codes, mechanical codes, housing codes, sanitary codes or subdivision ordinances, to implement the objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.

Each element briefly describes other recent Village reports, plans and studies. Those reports contain information relevant to the Comprehensive Plan and are referenced, but not copied. The Central District Master Plan, for example, adopted in 2007 lead to zoning amendments, development of design guidelines, and sign code changes, allowing Plan development efforts to focus on other areas. Therefore, many of the recommendations found in this Plan refer to other plans and reports recommendations and implementation schedules.

Staff began developing the Plan in June 2009, introducing the first draft to the Plan Commission in January 2010. After monthly meetings, two public information meetings, and ongoing input from the public and stakeholders, the Plan Commission held a public hearing on November 23, 2010, recommending adoption to the Village Board. The Village Board then conducted a public hearing and adopted the Plan on January 18, 2011.

9.2 Implementation Programs and Recommendations

The following tables provide a condensed description of each chapter's recommendations, describing the parties responsible for implementing, and the timeframe of implementation. Items listed as 'ongoing' are already in effect or being explored and will continue to be implemented where feasible.

A full description for each recommendation may be found in the related chapter.

Chapter 2 Housing

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Continue efforts on marketing of Shorewood through positive media relations and tools.	Business Improvement District Community Development Authority Marketing Committee School District Village Staff	ongoing
2 Continue to implement recommendations from S.B. Friedman Duplex Strategy Report through property enforcement efforts and incentive tools.	Village Board Village Staff	ongoing
3 Explore continuation of pilot Neighborhood Improvement Loan Program initiated in 2009 offering home improvement and home purchase loans.	Village Board Village Staff	2011
4 Continue implementation of Code Compliance Program (time of sale) initiated 30 years ago and property maintenance inspections to ensure maintenance of housing conditions and neighborhood vibrancy.	Village Staff	ongoing
5 Encourage residential development within the business districts as detailed in the Central District Master Plan to increase vibrancy of the commercial district, increase population and add desirable new construction as a housing alternative.	Community Development Authority Plan Commission Village Board Village Staff	ongoing
6 Initiate comprehensive review of neighborhood changes and enhancement programs to gather information on housing patterns and neighborhood vibrancy.	Village Staff	Begin 2011
7 Continue to explore development of housing appropriate for aging population.	Community Development Authority Residents Village Board Village Staff	ongoing
8 Explore housing demand for area professionals and unmet supply that may influence redevelopment options.	Community Development Authority Village Staff Village Board	ongoing
9 Continue Village and School District joint effort analyzing school enrollment on matters that directly or indirectly impact enrollment.	Community Development Authority School District Village Board Village Staff	ongoing

Chapter 3 Transportation

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Implement Pavement Management Plan for cyclical maintenance for village streets to extend the time between reconstruction projects.	Village Staff	ongoing
2 Implement 2010 Comprehensive Parking Plan.	Village Board Village Staff	2011
3 Explore environmental and sustainable transportation-related alternatives, embracing changing technologies.	Conservation Committee Pedestrian & Bicycle Safety Committee Plan Commission Village Board Village Staff	ongoing
4 Continue to monitor pedestrian and bicycle safety.	Pedestrian & Bicycle Safety Committee Village Staff	ongoing
5 Explore further grant opportunities through the Wisconsin State Routes to School Program.	Pedestrian & Bicycle Safety Committee School District Village Staff	annual
6 Explore and implement recommendations of Shorewood’s 2008 Comprehensive Bike Study.	Pedestrian & Bicycle Safety Committee Village Staff	2011
7 Explore Wilson Drive street reconstruction alternatives.	Community Development Authority Village Board Village Staff	2011-13
8 Explore developing a Complete Streets Policy to ensure the needs of drivers, transit users, pedestrians, and bicyclists.	Community Development Authority Pedestrian & Bicycle Safety Committee	2011-12

Chapter 4 Utilities & Community Facilities

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Continue application of 2010 Capacity, Management, Operations & Maintenance Objectives relating to wastewater collection and sanitary sewer collection systems.	Village Staff	ongoing
2 Implement a Comprehensive Storm Sewer, Sanitary Sewer, and Combined Sewer Facility Plan to determine existing service levels and propose solution alternatives.	Village Board Village Staff	2010-2011
3 Complete a Comprehensive Water Plan as a preamble to develop a water system management plan to provide a tool for managing, maintaining, and operating the water distribution network.	MMSD Village Board Village Staff	2011
4 Continue systematic review and evaluation of all seven sewer sheds to identify infrastructure needs.	Village Staff	ongoing
5 Monitor Capitol Drive storm water biofiltration devices installed in 2010 that discharge water into the Milwaukee River.	Village Staff	annually
6 Explore sustainable opportunities for public facilities, supporting Wisconsin's 25 x 25 Program.	Conservation Committee Village Board Village Staff	ongoing
7 Implement recommendations from the 2007 Comprehensive Outdoor Recreation Plan.	Parks Commission Village Staff	ongoing
8 Explore partnerships for grant opportunities.	Village Staff	ongoing

Chapter 5 Natural and Cultural Resources, and Sustainability

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Continue to monitor, protect and maintain tree inventory.	Village Staff	ongoing
2 Continue to implement recommendations from the 2008-09 Atwater Beach Ecological Study.	Friends of Atwater Beach Parks Commission Village Staff	ongoing
3 Continue to invest in park and open space improvements and ongoing maintenance.	Parks Commission Village Board Village Staff	ongoing
4 Implement Village Sustainability Plan and continue to support community sustainable practices and policies.	Conservation Committee Village Board Village Staff	ongoing
5 Support education opportunities.	Conservation Committee Local Businesses Public Improvement Committee Shorewood Foundation Shorewood School District Village Board Village Staff	ongoing
6 Implement recommendations from the Atwater Park Master Plan including bluff stabilization.	Village Staff	2011
7 Implement recommendations in the Milwaukee River Riparian and Trail Plan.	Village Staff	ongoing
8 Identify and Implement Initiatives for compliance toward the Sustainability 25 x 25 Program.	Conservation Committee Village Board Village Staff	ongoing
9 Continue to support work of the Historical Society.	Village Board Village Staff	ongoing
10 Continue to support volunteer-run events.	businesses Residents Village Board Village Staff	ongoing
11 Maintain programming in Library and Senior Center for children, seniors, and others.	Friends of Shorewood Library Library Staff Village Staff	ongoing
12 Continue to explore public art opportunities.	Public Arts Committee	ongoing
13 Support Milwaukee River Greenway Master Plan	Village Board Village Staff	ongoing

Chapter 6 Economic Development

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Continue the active management of the Tax Incremental Finance Districts.	Community Development Authority Village Staff	ongoing
2 Continue to assist the Business Improvement District.	Community Development Authority Village Board Village Staff	ongoing
3 Continue to encourage programs to promote and enforce commercial property maintenance.	Community Development Authority Village Board Village Staff	ongoing
4 Implement 2009 Retail Market Development Plan.	Business Improvement District Community Development Authority Local Businesses Village Staff	ongoing
5 Continue to support in-home businesses.	Village Staff	ongoing
6 Support area transportation connections.	Milwaukee County Transit System Village Board Village Staff	ongoing
7 Focus on priority projects identified in Shorewood Central District Master Plan and Village Strategic Plan	Community Development Authority Village Board Village Staff	ongoing

Chapter 7 Intergovernmental Cooperation

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Continue to review and develop joint services for police, health, dispatch, public work and other general government services.	Village Staff North Shore Communities	ongoing
2 Continue to develop new ways to combine services with the School District.	Village Staff School District	ongoing
3 Continue to coordinate park development with Milwaukee County.	Village Staff Milwaukee County	ongoing
4 Review potential of joint North Shore Water Commission as an alternative to the Milwaukee Water Works.	Village Staff North Shore Communities	2011

Chapter 8 Land Use

RECOMMENDATIONS	RESPONSIBLE PARTY & POTENTIAL PARTNERS	PRIORITY LEVEL
1 Implement Retail Market Development Plan.	Business Improvement District Community Development Authority Village Staff	ongoing
2 Continue efforts in development of public spaces.	Community Development Authority Residents Village Board Village Staff	ongoing
3 Explore opportunities for various neighborhood beautification programs.	Village Staff	ongoing
4 Continue to support maintenance of aging dwellings.	Village Board Village Staff	ongoing
5 Incorporate sustainable techniques into Village Codes.	Village Board Village Staff	ongoing
6 Continue to explore redevelopment of Public Works site.	Community Development Authority Residents Village Board Village Staff	ongoing
7 Continue to explore Wilson Drive Street reconstruction and development alternatives.	Community Development Authority Residents Village Board Village Staff	2011-12

9.3. Plan Monitoring, Amendment, and Updates

Monitoring the Plan

Village Staff will periodically monitor the Plan with annual updates to the Plan Commission and Village Board, reviewing land use changes, legislative changes, demographic changes, and significant market shifts. Redevelopment activities will be monitored and compared against Plan goals and objectives.

A five year review will at minimum update baseline data and describe the degree of success toward achieving Plan goals and describe obstacles that hindered achieving goals.

Amending the Plan

Amending the Plan will require review by the Plan Commission through discussion and public hearing, making recommendation to the Village Board. Amendments may originate from data updates, administrative corrections, proposals from discussions with Village officials or citizens or discussions with the Plan Commission.

2010 Census Report

The 2010 Census Report becomes available in 2011, at which time staff recommends to review Plan chapters and update data and review findings and recommendations that are directly related to population and housing data.

AMENDMENT PROCEDURE

- 1 Recommendation by Village Staff, Village Board or Plan Commission to conduct a review process of the proposed amendment.
- 2 Facilitation of public hearing as required by applicable Wisconsin Statute and/or ordinance.
- 3 Recommendation from the Plan Commission to the Village Board.
- 4 Public hearing and consideration by the Village Board.