



AT THE EDGE OF THE CITY AND  
THE HEART OF EVERYTHING

## CONSERVATION COMMITTEE MEMO

**To:** Wilson Drive Steering Committee  
**From:** Village of Shorewood Conservation Committee  
**Re:** Engineer Design Concepts for Road Reconstruction

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For the Wilson Drive reconstruction project, as with any development project in Shorewood, the Shorewood Conservation Committee would like to take the opportunity to advocate for the sustainability goals and concerns already advanced in various Village-approved initiatives, planning documents, and vision statements. Both the 2012 [Sustainability Action Plan](#) and the Shorewood [Guidebook for Green Infrastructure](#) served as the basis for this.

After a careful review of the four design concepts presented by the Wilson Drive Steering Committee, the Shorewood Conservation Committee formed a subcommittee to make the following recommendations. The two design concepts, B and D, present the largest environmental advantages, and we offer pros and cons for each concept. (See attached annex for further details.)

### Design Concept “B” – the Boulevard

1. **Pros:** Boulevards are an attractive way to incorporate native perennial plantings, break up pavement streetscapes, *reduce stormwater runoff, increase rainwater retention, and add wildlife habitat*. Other advantages include improved safety for park/bike path access, and the opportunity to plant hardwood trees to foster an urban canopy.
2. **Cons:** May be more expensive and involve more maintenance than option D, which features more open space, less curb feet, etc. Would also *restrict opportunity for dedicated bike path* on east side.
3. **Other “green” considerations:** See below (minimize turf grass, maximize perennial plantings, etc.)

### Design Concept “D” – Narrowed road, added greenspace

1. **Pros:** Narrowing the road would *minimize significantly the impervious pavement, maximize plantable greenspace, increase public park space, encourage trail access and use, and provide a large stormwater buffer* for westbound runoff.
2. **Cons:** This option shows the incorporation of a fountain, which presents some concerns (maintenance, cost to have water supplied to the west side). We propose instead a water feature for storage/harvest of stormwater. Considerations should be taken for how this will be maintained so that chemical treatment will not be required to prevent algae blooms and/or become an issue with breeding mosquitos.

3. Other “green” considerations: *Limit areas planted with turf grass*, install rain gardens, landscape with native perennials wherever possible, maximize species diversity to encourage pollinator/bird habitat (details provided below).

In short, the Wilson Drive reconstruction project presents an unmatched opportunity for Shorewood to not only implement the values and goals set forth in previous guiding documents, but showcase excellence in green infrastructure in a very visible way for other communities to emulate.

Respectfully,

Joshua Liberatore, Chairperson  
Linda Beck  
Carolyn Morse  
Henry Tomasiewicz  
Caroline Kuebler  
Donna Pollock

Chase Kelm  
Elisabeth Witt  
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Roland Schroeder  
Meenal Atre  
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## Wilson Drive Design Concepts - Conservation Committee Annex

### **General considerations:**

Both design concepts B and D offer excellent bike and pedestrian safety, accommodate and encourage use of public transportation (with bus inlets), and enhance park and trail access to the west. Both designs offer increased habitat which provides requisite information used in the renewal of our annual Bird and Bee City designations. Moreover, both designs offer added space for abundant native perennial plantings that are free from neonicotinoid pesticides (and preferably all pesticides), require less maintenance, and are butterfly/pollinator friendly (milkweeds, coreopsis, echinacea, asters, liatris, daisies, black-eyed Susans, etc.). We would also encourage removal of invasive species and addition of a diverse mix of native trees as part of the project. Not only will the trees beautify and provide shade, they clean the air – a human health benefit – drink up excess water, hold the soil to prevent or slow erosion, and could potentially provide sources of food and habitat for wildlife (chestnut, oak, other trees that make berries). In either scenario, the Conservation Committee strongly urges detailed reference to both the Sustainability Action Plan and the Shorewood Guidebook for Green Infrastructure. The latter document in particular identifies two intersecting goals that have relevance for Wilson Drive reconstruction: 1) reduction of runoff volume and/or flow rates; and 2) reduction of urban non-point source pollution to receiving waters. To this end, the Guidebook offers “concrete” suggestions for incorporation into any streetscaping development, in particular through use of stormwater filtering systems (biofilters, sand filters, infiltration trenches, filter strips), pervious pavement systems (porous materials, reduced coverage, pavers), and proprietary separators (Stormceptor, Vortechs, Downstream Defender). Similarly, the Sustainability Action Plan urges the development and implementation of best management practices with respect to stormwater, erosion, and sediment control.

Regardless of the chosen design concept, the Conversation Committee also recommends that the following best practices be observed and strictly enforced through the contracting process:

- Implement a waste management plan to divert demolition waste from the landfill through recycling or reusing waste generated during construction
- Select plants that require no additional water beyond the establishment period
- Prioritize the use of materials from local manufacturers when there is a comparable product
- Select light fixtures with cut-off shields to minimize light pollution
- Look for ways to provide openings in the curb to let water flow into the boulevard bioswale/rain garden plantings so it can be retained and filtered/infiltrated rather than collected in the storm system
- If trees need to be removed as part of construction, work with Wisconsin Urban Wood so that the trees can be harvested and milled for timber that could be reused on our site as a structure or art installation or just "donated" to the industry rather than just being chipped