



Agenda
Pedestrian & Bicycle Safety Committee
January 14, 2020, 7:00 P.M.
Village Committee Room
3930 North Murray Avenue, Shorewood, WI

1. Call to order
2. Consider Approval of December 10, 2019 Minutes
3. Public Comments
4. Staff Liaison Update
 - a. 2020 Citizens Academy
 - b. Special Meeting on Transportation and Parking Analysis – January 30
5. Consider Committee's Response to CDA/Village Board Strategic Plan Survey
6. Discuss Pedestrian and Bicycle Safety Month
7. Discuss Future Projects and Initiatives
8. Adjournment

DATED at Shorewood, Wisconsin, this 9th day of January, 2020,

VILLAGE OF SHOREWOOD
Sara Bruckman, CMC/WCMC
Village Clerk

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. Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Pedestrian and Bicycle Safety Committee

Minutes

December 10, 2019 7 P.M.

Village Hall

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order

The meeting was called to order at 7:06 p.m.

Members present: Dzidra Benish, Rachel Ellerman, Chris Hansen, Sydney Shimko and Diane Jakubowski

Others Present: Assistant Village Manager Tyler Burkart, Trustee Wesley Warren, Vashti Lozier, Katie Gnau

Not Present: Jennifer Baynes and Jerry Lynn

2. Consider Approval of September 10, 2019 Minutes

Ms. Shimko moved, seconded by Ms. Benish to approve the September 10, 2019 minutes. Motion approved by 5-0 vote.

3. Public Comments

Shorewood resident Vashti Lozier was in attendance to talk about Shorewood Connects as the new Coordinator. The Age-Friendly plan calls for two walk audits. Doing one of the walk audits during the winter, potentially January 28, 2020 at 1 p.m. is being proposed. Three or four teams would go around and take photos of problematic areas. They are recruiting committee members or community members to participate. Tr. Warren mentioned the Village Board reviewed the e-scooters program and will be waiting to see what the City of Milwaukee does prior to considering any ordinance language.

4. Staff Liaison Updates

Mr. Burkart met with Milwaukee County Parks about some of the initiatives being discussed in Shorewood and involves the County. The County is going to review their application fee to propose projects. There are several other projects the County Parks Department are working on, and it doesn't seem as if the trail connection from Pinedale Ct. is something they would lead or want to manage. The CDA and Village Board is working on a joint Strategic Planning survey and asking all volunteer committees to submit one response on behalf of the committee. It is recommended to formulate a sub-committee to put together a response for the whole Committee to review during their January meeting. Ms. Ellerman, Ms. Shimko, and Mr. Hansen volunteered for the sub-committee. Mr. Burkart informed the Committee applications are now available for the 2020 Citizens Academy. There is no maximum number as to how many people can apply. Community members can decide to register for one or all five sessions if they so choose. Applications are due January 10. Lastly, the Village will be hosting a gathering for interested Village Board candidates on December 19 at 5 p.m. in Village Center.

5. Discuss Summary from the Transportation and Parking Analysis Town Hall

The Committee went through a number of the proposed pedestrian and bicycle safety recommendations in the draft report. Mr. Burkart mentioned members who want to provide feedback can do so through an online portal on the Village website. The Committee discussed briefly crosswalks, signage, parking, accessibility, and road configuration related to the report and the Committee's current initiatives. There was also discussion about specific programs that could help cultural change.

6. Discuss Bike Friendly Community Scorecard and Silver Award

Mr. Burkart informed the Village received the silver award. The Village has yet to receive the scorecard but will send out to the Committee once it comes in.

7. Discuss Future Initiatives and Agenda Items

Pedestrian and Bicycle Safety Month to be discussed in January. The Committee also asked for a pump track update. There was also an inquiry about an evaluation of some of the recent large projects (such as Lake Drive resurfacing).

8. Adjournment

Ms. Jakubowski moved to adjourn the meeting. Motion seconded by Mr. Hansen. Motion approved by 5-0 vote. Meeting adjourned at 8:16 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY
NOVEMBER 8, 2019
VILLAGE OF SHOREWOOD, WISCONSIN
Online Survey Questions
Economic Development and Housing Strategic Goals & Priorities
Planning Process

Purpose of Survey

The Village of Shorewood has supported economic development through the redevelopment and enhancement of commercial properties and housing as outlined in the [Central Business District Master Plan](#) over the last 10-15 years. The CDA and Village Board are reflecting on their progress and looking forward to prioritizing their next steps for economic development and housing.

To reflect on the Village's progress, the CDA and Village Board hired Baker Tilly Municipal Advisors to facilitate a strategic planning session focused on economic development and housing with the CDA and Village Board in early 2020. As a first step of the facilitation, on behalf of the CDA and Village Board, Baker Tilly staff is seeking feedback from key stakeholders through the economic development and housing strategic goals and priorities survey.

The purpose of the economic development and housing strategic goals and priorities planning process is to provide an inclusive forum of which to build on the input received from the already-completed 2019 community survey. This will establish more specific and defined guidelines and policies that will meet the community's desires regarding future processes and objectives.

Economic development is generally defined as the process by which the economic well-being and quality of life within a community are measured and improved upon. Measurements may include jobs – quality, wages and types – and tax base – growth and diversification. Housing is generally defined in terms of meeting your community's needs as provided through periodic housing studies and balancing with market demands. Focus may include providing a variety of housing options (rental and ownership), life cycle (all ages) and affordability to persons and families that are within varying income levels.

All answers will be listed anonymously when submitted individually online and presented anonymously but grouped by the respective stakeholder group. All groups (with the exception of the CDA and Village Board) will be provided with their respective group's feedback to discuss. If after review of the feedback a group votes to provide specific group recommendations, those will be attributed to the group and provided to the CDA and Village Board for consideration. The CDA and Village Board will review their grouped comments with all other survey responses during the strategic planning process in early 2020.

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY NOVEMBER 8, 2019

There are no right or wrong answers to these questions, simply your perspective as a volunteer in our community that desires Shorewood to be a wonderful place to live, work and play.

Stakeholder Groups

Please check the stakeholder group of which you are a member. If you reside on multiple groups, please select your primary stakeholder group of interest or involvement.

1. Board of Appeals
2. Business Improvement District (BID)
3. Community Development Authority (CDA)
4. Conservation Committee
5. Department Heads and Key Staff
6. Design Review Board
7. Elder Services Advisory Board
8. Human Relations Commission
9. Library Board
10. Parks Commission
11. Pedestrian & Bicycle Safety Committee
12. Plan Commission
13. Police Commission
14. Public Art Committee
15. Shorewood Foundation
16. Shorewood Historical Society
17. Shorewood Recreational Advisory Committee
18. Shorewood School Board
19. Village Board

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY

NOVEMBER 8, 2019

Questions:

Focus of Interest

The Community Development Authority is looking for input about its plans and programs for both economic development and housing in the Village. You will have the option of giving your input about economic development programs, housing programs, or both.

Economic Development Programs

1. Would you like to give feedback on the Village's economic development activities and priorities?

1. Yes

2. No

2. Economic Development – Strengths

What do you think are the Village's greatest strengths when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1

Development focused in the core downtown arteries creates a dense district that supports easy walking/biking access with desirable and convenient destinations. Also supporting events such as block parties, village dinners, bike races, and holiday events (such as the fourth of July parade) that give the roads back to pedestrians and attract people to the downtown area.

2. Strength #2

Support of bike infrastructure such as bike lanes, bike racks, and bike share programs – as well as pedestrian safety infrastructure such as flashing beacons and striping - improve direct access to businesses and safety for those commuting by bike or on foot to downtown and to other areas of the village.

3. Strength #3

Programs focused on making access to businesses safer and easier for those with mobility challenges such as senior friendly businesses rating make the business district safer for everyone, including those who walk because that is their main option, as well as those who walk by choice.

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY

NOVEMBER 8, 2019

3. Economic Development – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1

Filling empty store fronts while balancing backlash for incentives is a challenge for us. Vibrant, bustling business districts attract foot traffic and bike traffic, making these modes of travel safer and creating drivers who respect pedestrians/bicyclists. How do we attract businesses people want to visit on foot/two wheels without negatively impacting the tax base? This is a complex issue for sure with market and incentives coming to bear – but empty storefronts do not make for a safe, vibrant downtown that attracts new and existing residents and there is safety in numbers for those walking and biking.

2. Issue/Challenge #2

When new developments happen in the village, pedestrian and bike safety seems to be an afterthought to design (sometimes too late in the process). For example, the design of Metro Market parking access and the conflicts created between cars and pedestrians. Development requirements should stress consideration of bike/ped/car movement early and before designs are approved (using Complete Streets model or experts associated with the development that are experienced in all modes of transport in an urban environment).

3. Issue/Challenge #3

Motorist compliance regarding traffic signals, signage, crosswalks etc. is already poor – further development could add to those concerns because of increased numbers of walkers/riders/drivers.

4. Economic Development – Actions

1. What is the most important thing the Village should start doing as relates to economic development?

Consider the interaction of cars/pedestrian/bikes in development efforts early and often, making changes as needed to support safe and easy access for all.

*UPDATED FOR DISTRIBUTION AS ONLINE SURVEY
NOVEMBER 8, 2019*

2. What is one thing the Village does related to economic development which it needs to do better?

Drive competition for open storefronts and lots in the village, through the market and without a negative tax impact. This includes pop up markets where long-term leases are not established: maker space, seasonal tenants, etc. Make Shorewood desirable and accessible, so we have lots of things to explore on foot and by bike.

3. What is one thing the Village does related to economic development which it should stop doing?

Resolve community angst against TIF plans and replace with a modern incentivizing system with strong communication on how that system works. Stop assuming residents understand TIF benefits/costs and share the business case.

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY NOVEMBER 8, 2019

5. Economic Development – Outcomes

1. What is the most important economic development outcome that you would like to see the Village achieve in the next 1-3 years??

Filling of empty storefronts with diverse businesses.

2. What is the most important economic development outcome that you would like to see the Village achieve in the next 4-10 years?

Complete Streets design principles adopted by the village and used for all new and updated development.

Housing Programs

6. Would you like to give feedback on the Village's housing activities and priorities?

1. Yes

2. No

7. Housing – Strengths

What do you think are the Village's greatest strengths when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1

In general, we have diversity of rental and owner-occupied housing types in close proximity to a diverse set of transportation options.

2. Strength #2

Housing density (efficient use of space)

3. Strength #3

Range of rental/purchase affordability

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY NOVEMBER 8, 2019

8. Housing – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1

Keeping housing affordable (ensuring we can attract and retain residents who are starting or post career, and helping renters stay in a more permanent way), including managing trade-off between services/amenities & property taxes – which also affect rents

2. Issue/Challenge #2

Ensuring parking needs are met, either bike or car without a negative impact for those traveling by foot. Note that the traffic study suggested changes for parking regulations may help with this on the car side – but is there more we can do to support bike parking for residents (at home or while traveling from home).

3. Issue/Challenge #3

Engaging renters in decision making and activities in the village. We have so many renters, many of whom stay for the long term or do not wish to own a home as many prior generations did, yet many discussions focus on owner-focused benefits/concerns. We should be working hard to ensure the village is an attractive place to rent as well. Renters may be younger, and may have different transportation needs than other groups...and their voices cannot be heard if they are not engaged.

9. Housing – Actions

1. What is the most important thing the Village should start doing as relates to housing?

Create and reward diverse housing options and supporting infrastructure for modern transportation options.

2. What is one thing the Village does related to housing which it needs to do better?

Duplex to single family homes – we need to better understand this program in the context of the modern economy and the need to encourage residents with children, to sustain school enrolment

*UPDATED FOR DISTRIBUTION AS ONLINE SURVEY
NOVEMBER 8, 2019*

3. What is one thing the Village does related to housing which it should stop doing?

More?

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY NOVEMBER 8, 2019

10. Housing – Outcomes

1. What is the most important housing outcome that you would like to see the Village achieve in the next 1-3 years??

Programs that engage renters and owners alike and support their transportation needs (storage, parking, access to bus stops and share programs).

2. What is the most important housing outcome that you would like to see the Village achieve in the next 4-10 years?

Diverse housing inventory, with engaged owners and renters.

11. Communications

1. How can the CDA communicate most effectively with you and your stakeholder group?

Include us in decision making and design planning for new and updated infrastructure. Join our meetings or ask us to join yours as these issues arise (early in the process).

2. How would you prefer to provide comments and feedback to the CDA going forward?

Include us in decision making and design planning for new and updated infrastructure. Join our meetings or ask us to join yours as these issues arise (early in the process).

Thanks for your time. Your suggestions and ideas will help improve the Village of Shorewood's future direction for economic development and housing initiatives.

Baker Tilly Municipal Advisors, LLC

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY NOVEMBER 8, 2019

Background

General Powers and Duties of the CDA

The CDA shall exercise all powers conferred and perform all duties imposed, by state and local ordinance of the Village of Shorewood and shall perform such further and other duties as may properly from time to time be required by the Village Board. Specific duties of the CDA include, but are not limited to:

- a. Provision of recommendations on the Village of Shorewood Central Business District Master Plan and periodic updates.
- b. Provision of recommendations on redevelopment.
- c. Preparation and implementation of Tax Increment District (TID) financial management guidelines.
- d. Evaluation and preparation of TID project plans and financial projections. Prepare annual report of projections of Tax Incremental District expenditures, revenues and other CDA programs or initiatives.
- e. Preparation and implementation of redevelopment assistance criteria, including recommendation of developer agreements for specific projects.
- f. Preparation and administration of business and developer recruitment and retention-assistance activities, as well as CDA-approved programs.
- g. Actions as Village's Housing Authority, per State Statute.

CDA Programs

1. Business Incentive Loan Program - assists businesses and property owners in financing business expansion and startups, consistent with the economic development goals of the Village.
2. Facade Improvement Program - the purpose of the program is to stimulate exterior building improvements to existing commercial buildings which are sufficient in scope to produce visible changes to the building facades.
3. Neighborhood Improvement Loan Program - The loans include:
 - Attic improvements for currently uninhabitable space
 - Down payment assistance
 - Duplex conversion to single-family home
4. Tax Incremental Financing (TIF) - traditionally, municipalities have used TIF to provide financial assistance to developers at the beginning of a development project. The municipality recovers those costs in later years from the increased property tax revenues generated by the project.

UPDATED FOR DISTRIBUTION AS ONLINE SURVEY NOVEMBER 8, 2019

Since 2003, the Village of Shorewood has performed periodic community surveys (2003, 2008, 2013, 2016, and most recently in 2019). The survey is completed once every three years to coincide with the same time span as a Village Trustee or majority of the committee appointment terms to allow all Village officials to assess new data once during their elected or appointed term.

The purpose of the community survey is to gather information and allow the community to provide input on certain municipal issues and benchmark service delivery. This data is used to frame the discussion for future decision-making processes related to policies, budget and other civic matters. Click [here](#) for the 2019 Community Survey Results. Of the 28 questions asked in the 2019 survey, the following may be considered more relevant to the upcoming survey and planning process that will occur to provide the foundation for which this next phase will be built on:

- *Reputation*
- *Affordability*
- *Variety of Housing Options*
- *Quality of Businesses*
- *Opportunities to Participate in Community Matters*
- *Ease of Walking and Biking*
- *Traffic Flow on Major Streets*
- *Schools*
- *Senior-Friendly*
- *Availability of Parking*
- *Housing Maintenance*
- *Traffic Issues*
- *Road Conditions*
- *Business Façade Improvements*
- *Business District Redevelopment*