



## NOTICE

**PLEASE TAKE NOTICE** that meetings of **the COMMITTEE OF THE WHOLE and REGULAR VILLAGE BOARD MEETING** will be held in the 2<sup>ND</sup> Floor of Village Hall, 3930 N. Murray Avenue, Shorewood, Wisconsin, on **Monday, February 25, 2019** at the times listed below:

**Special Meeting of the Budget & Finance Standing Committee, 6:30 P.M. – Village Hall Committee Room**

1. Call to Order
2. Roll Call
3. Statement of Public Notice
4. Special Order of Business
  - a. Review and discussion of various [municipal plans](#) with a needs based emphasis.
    1. Sewer / Water infrastructure plans
    2. Roads and Alleys plans
    3. Facilities plans
    4. Comprehensive Open Space plans
    5. Pedestrian and Bike Safety plans
    6. Atwater Parks plans
    7. Riparian Trail plans
  - b. Discuss needs and priorities of various implementations.
  - c. Discuss and identify any additional future plans or studies that may be desired.
5. Adjournment

DATED at Shorewood, Wisconsin this 21<sup>st</sup> day of February, 2019.

VILLAGE OF SHOREWOOD  
Sara Bruckman, CMC/WCMC  
Village Clerk

Should you have any questions or comments regarding any items on this agenda, contact the Manager's Office at 847-2702.

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.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



AT THE EDGE OF THE CITY AND  
THE HEART OF EVERYTHING

**PLANS, STUDIES & REPORTS**  
**Plan Nature, Purpose & Progress**  
**February 22, 2019**

Listed below are some of the numerous plans and studies that have been developed to help to guide the Village's operational objectives, long term planning goals, and future capital needs.

1. [Atwater Beach Ecological Study](#) - 2010

**Plan Nature:** This report was sponsored by the Village and drafted by scientists affiliated with UWM and the Great Lakes WATER Institute. Work was funded, in part, with a Coastal Management Program grant.

**Purpose:** This study addressed beach water quality, shoreline and beach concerns. The document identified current ecological issues, projected possible future impacts and made improvement recommendations.

**Progress:**

2. [Atwater Park Master Plan](#)

**Plan Nature:** The Atwater Park Master plan was prepared by JJR, LLC in coordination with multiple Village staff and a plan steering committee comprised of members from the Parks Commission, Friends of Atwater Beach, Urban Ecology Center, Plan Commission, Village Board and Village Staff.

**Purpose:** The plan performs a comprehensive analysis of existing facilities, amenities, landscaping, etc. Several recommendations were made based on this analysis. It was intended to serve as collaborative vision for the community to beautify Atwater Park.

**Progress:** When the Comprehensive Outdoor Recreation Plan was updated in 2015, several of the recommendations from this report made it to that plan. Any time the Parks Commission considers initiatives it reviews this plan to seek project ideas.

### 3. [Pedestrian and Bicycle Master Plan](#) – 2015

**Plan Nature:** The master plan was completed by Management Intern Ian Haas and the Pedestrian and Bicycle Safety Committee. It was a compilation of best practices throughout the country when it comes to pedestrian and bicycle safety. At the end of the plan includes an implementation checklist based on the committee's priorities.

**Purpose:** The Pedestrian and Bicycle Safety Committee update this planning document every few years to assure their priorities and vision is consistent with Village officials and the Village Board. The plan identifies areas they would like to focus and make changes to enhance pedestrian and bicycle safety.

**Progress:** Several of the items in the implementation checklist in the back have been accomplished. The Committee is currently revisiting the plan to determine future priorities and projects. The Committee will probably need to update the plan in 2025 since most of the projects may be completed by then.

### 4. [Comprehensive Outdoor Recreation Plan](#) – 2015

**Plan Nature:** This plan is also referred to as the Comprehensive Park Plan. It was developed by the Planner at the time, Ericka Lang, along with the Parks Commission and a Park Plan Steering Committee. The Parks Commission also reached out to several community members to provide feedback. The plan included recommendations on not only Village owned land but land owned by the County and Shorewood School District. Several of the concepts discussed in the Atwater Park Master Plan are included in this plan.

**Purpose:** The purpose of the plan was to identify potential projects to enhance our park and open space. It updated the 2007 Park Plan and included some updated cost estimates for some of the projects. The Parks Commission and steering committee developed the plan to assure their goals and objectives matched the Village Board before progressing on the projects included in the plan.

**Progress:** The Parks Commission reviews this plan annually to develop project and initiative ideas. While some of the ideas have been executed, several of the concepts on School and County land are difficult to implement since it isn't Village-owned land. It is recommended for the 2025 update to focus only on Village-owned land.

### 5. Design Guidelines – 2006 (Chapter 9 of the [Central District Master Plan 2006](#))

**Plan Nature:** The Central District Master Plan Design Guidelines are one chapter of the Central District Master Plan that drafted by The Lakota Group and S.B. Friedman & Co. and was adopted by the Village Board in 2006. That Plan was subsequently updated in 2014, but without an update to the Design Guidelines. The overall plan was intended to be a long-term guide for planning & development decisions over the forthcoming 10 to 20 years,

with a goal of being revisited and updated every five years to ensure that strategies remained realistic.

**Purpose:** The Design Guidelines were established for landowners, businesses, developers, planners, architects, landscape architects, and engineers as a design palette or “guiding” principles for developments proposed in Shorewood’s Central District, as a supplement the Village’s Zoning Code. ([535-21G](#)) They were intended to assist the Village in maintaining and enhancing its physical character by encouraging development proposals that strive for high-quality design. They provide design direction that respects the Village’s history and retains its eclectic architectural character while ensuring that new development “fits” the “small town, in-town” character of Shorewood. They are intended to produce efficient, sustainable, and attractive developments of the highest quality, which are consistent with the goals and direction of the Master Plan.

**Progress:** The guidelines continue to be utilized by the Design Review Board in the review of new construction, additions and structural alterations to buildings, and exterior lighting, signage and landscaping improvements in the B-1 through B-4 Districts. The guidelines are also located on the Village Website under [Architectural & Site Review](#) for reference to interested parties, including business, architects and developers.

#### 6. Housing Report – 2006 ([Housing Feasibility Study](#)) – only copy found is marked *draft*

**Plan Nature:** The report was generated by S.B. Friedman & Co. based on recommendations found in the *Duplex Housing Strategy* report as part of the 2006 Central District Master Plan planning process.

**Purpose:** The report sought to outline the best ways to revitalize the abundant duplex housing stock. A three-part approach was established involving goal setting, code enforcement and targeted Village programs. This report focuses on the targeted Village programs, specifically financial tools that could be used for promoting increased duplex owner-occupancy in Shorewood. Upon review of local and surrounding demographics and housing statistics, the report ultimately recommended that the Village create a Homebuyer Incentive Program to enhance housing options for young families. The report included a program example that would’ve offered \$10,000 incentives for duplex conversions and \$5,000 of down-payment assistance for single-family homebuyers. The program would be aimed at non-resident families with children enrolled in Shorewood schools who sought to purchase owner-occupied single-family homes or duplexes for conversion.

**Progress:** The Village Board eventually adopted a Neighborhood Loan Program in 2009 that offered down-payment, exterior maintenance, duplex conversion and attic improvement assistance. The program was altered a few times during its existence with a revolving program budget of \$535,000, providing 44 loans with \$635,000 in assistance. The program is currently suspended for analysis of administration and market conditions. Other housing goals, including affordability, senior-friendly improvements and energy conservation have been suggested for consideration to incorporate.

## 7. [Market Survey Summary](#) – 2016

- Plan Nature:** The Marketing and Communications Advisory Committee (MAC) worked with the consultant Branding Breakthroughs to complete a marketing analysis on Shorewood. The study focused on three groups: current residents, current business owners, and residents outside of Shorewood in the Milwaukee metro area. The survey was available for anyone to participate in these three groups and results were shared with the MAC, Village Board, and the public. The MAC utilizes this data to make marketing and communication decisions today.
- Purpose:** The purpose of the study was to gather data to help the MAC make informed decisions on marketing efforts. The data included perceptions of Shorewood and the main reasons people are most interested in Shorewood. Data also informed the MAC on how community members were receiving information on Shorewood news and events. Lastly, the study provided some recommended performance measures for the MAC to incorporate in its future marketing campaigns and efforts.
- Progress:** The MAC revisits this report when it is setting up a marketing campaign. Village staff utilizes the communication report to identify the most useful communication resources on important updates. A potential initiative for the committee may be to update the Village’s tagline, and data from this study will help to develop some of the options to be considered.

## 8. Parking Study – 2007 ([Parking Supply/Demand Analysis](#))

- Plan Nature:** This study was prepared by Walker Parking Consultants subsequent to a previous study performed in 2005 as part of TIF 1, which covered N. Oakland Ave., north of E. Capitol Dr. Using the same methodology, this study followed-up on that one by covering E. Capitol Dr. and N. Oakland Ave., south of E. Capitol Dr.
- Purpose:** The goal of the study was to provide a supply/demand analysis to quantify the current and future parking adequacy of the area based on observations, parking counts and land use. The study divided the area into ten zones, with parking adequacy calculated for each zone. The study documented approximately 2,908 off-street and on-street parking spaces within the study area. Occupancy data and staff-provided parking inventories were utilized to project the number of vehicles parked within each sub-area. Future projections were based on fully developed land uses in the area.

Based on current conditions, the overall peak occupancy reached 54%, which did not represent a parking problem, although several sub-areas showed a deficit of parking based on effective supply, if land uses were fully occupied. General observations also indicated that parking was adequate for the area; however, it was also noted that many multi-unit apartment buildings had little-to-no off-street parking supplied. Public parking was defined as “very limited” within the study area.

The study suggested that it could be beneficial to consider a residential on-street parking permit program in sub-areas that showed deficits. A parking structure with ground-level commercial space was also offered as a possibility.

Progress: In 2011, the Village Board passed an ordinance (Ord. 1983) to create the Residential Congested Commuter Area Parking District [\[500-25\(l\)\]](#). This allows for residents of single-family and duplex properties within the defined area to apply for a daytime, resident-only parking permit for on-street parking for up to two vehicles per household.

9. [Pedestrian Safety Study](#) – 2005 – This study researched trends and potential issues at all village intersections and made recommendations as to how to improve the issues identified. Several of the traffic counts and traffic data are outdated. As a result, it is recommended to remove this plan from the list of plans, studies, and reports.

#### 10. [Retail Market Development Plan – 2009](#)

Plan Nature: Business Districts, Inc. was retained by the Village in April 2001 to develop a plan to help guide commercial tenant recruitment and existing business growth. The document was prepared as a guide in advance of anticipated new development.

Purpose: The plan outlined five elements: assembling retail attraction data; surveying residents and customers to determine behavior and desired business categories; identifying sales potential within existing businesses or for recruitment; examining peer communities for recruitment and programming; and, developing information framework to assist ongoing retail recruitment. The tools established through this project were designed to be updated by staff to offer the Village a competitive advantage in improving tenant performance and recruitment.

Progress: Market profiles for the Village were created in 2011 and 2013. A larger document, including Top Redevelopment Opportunities was created in 2015. The CDA approved an update to that document in 2018 and new market profiles have been obtained to do so.

#### 11. [River District Riparian Restoration and Trail Planning and Design Project](#)-2009

Plan Nature: This conceptual planning document was drafted by Marek Landscaping during the period which the Village was actively working to redevelop the site currently occupied by Harbour Chase and The Oaks.

Purpose: The document includes a survey of existing conditions, including plant community inventories. It documents public outreach efforts and provides recommendations for river bluff improvements, including trail construction, connections and amenities.

#### 12. [Village-Wide Survey Results](#) – 2016

**Plan Nature:** The 2016 community survey was prepared by the Strategic Research Institute at St. Norbert College. The questions were developed by several of the volunteer committees, Village staff, and the Village Board. The questions were approved by the Village Board. The community survey was made available to all households, and a postcard was mailed out to all households with the online link to take the survey. This report is the final results of the survey shared by the Manager's Office at a Village Board meeting.

**Purpose:** Every three years the Village performs a community survey to listen to perceptions from the public and collect feedback on significant community issues. The results help the Village benchmark its perceived performance in a number of areas. The results also help elected officials make policy decisions and refer items to the volunteer committees to take a closer look at a particular issue.

**Progress:** The Village is currently in the process of getting the 2019 survey out to residents. The survey will be finalized in March and distributed in April. The deadline to take the survey will be in May and the results will be shared in June/July.

13. Vision 2015 Implementation Plan-2006 - This is the document which was useful to staff throughout the years since the Board of Trustees adopted the Vision 2025 Plan. A document similar to this one was created for the Vision 2025 to help guide Village Staff through 2025.

14. [Vision 2025](#) Implementation Plan (2014)

**Plan Nature:** This document is intended to outline actionable items and programs which have been identified through the Village of Shorewood's strategic planning process as being essential to the realization of outcomes contained in the Village's Vision 2025 Plan. This Plan consists of nine (9) vision statements compiled from interactions with the community, staff and elected officials which illustrate how the community sees itself in the year 2025.

**Purposes:** This document will help to communicate the history of the planning process and how the community's vision has been shaped. This is supplemental to the Vision 2025 Plan itself, but further outlines the process the community, staff and elected officials have undertaken to put this plan in motion to reach their goals. The Vision 2025 Implementation Plan is meant to serve as the operational document with which Village staff and elected officials will execute the tactics herein to ultimately reach the community's vision of its future.

**Progress:** In 2018 it was noted that the plan encompasses numerous tasks and project, not all of which can be accomplished at the same time due to resource constraints. Moving forward the Village will be seeking to establish a process to prioritize the tasks and projects annually each year. This plan is updated every 10 years.

15. [West Capitol Drive Corridor Redevelopment Plan](#) - 2013

Plan Nature: The plan was prepared by urban planning graduate students at UWM through their Applied Planning Workshop coursework. (It is undocumented whether or not it was ever formally accepted or adopted by the Village.)

Purpose: The plan states that the West Capitol Drive corridor was not providing residents with the quality of life, sense of place and economic cohesion that the Village strives for. The redevelopment plan was created to focus on increasing density and enhancing the corridor's character. The plan focused on six redevelopment opportunities and two catalytic sites: the DPW yards and High School lawn.

Progress: Since the time of this plan's creation, several redevelopments have occurred within the "River Site" of the corridor, however that site was excluded from the plan because the Village already had studies on file for that site. The former Bakers Square site was included within the plan, and has since been renovated into Corner Bakery. The conditions of the other sites remain unchanged.

16. [2019-2028 Long Range Financial Plan](#)

Plan Nature: This document is prepared by staff and updated annually to illustrate the major infrastructure projects anticipated to be implemented during the next ten years.

Purpose: This document projects the fiscal impact of the infrastructure implementation schedule on several key legal and policy issues. The legal issues are primarily the statutory levy limit and debt limit restrictions for the Village. The policy issues are the debt service impact on property tax and municipal utility rates, preservation of the Village's general obligation debt capacity, and the prioritization of these projects within that context.

Progress: This document is revised annually to reflect updated projected versus actual data, revised infrastructure project cost estimates, and to identify any changing needs of the community and priorities of the Village Board.

17. [Pavement Management Program](#) – 2009

Plan Nature: This plan was prepared by Bonestroo Associates (Village consulting engineer) in 2009.

Purpose: The intent of the document is to identify a long-term strategy to address road improvements and budget accordingly. It incorporates three capital management plans: a street replacement (reconstruction) program; a pavement maintenance program (mill/overlay, crack seal); and an alley maintenance (reconstruction and maintenance). (Annual) funding levels for each of the programs were identified.

Progress: Approximately a year following the plan's publication, the Village experienced widespread and significant sewer system failures related to the July 2010 rain events. The plan's proposed schedules were adjusted to incorporate sewer improvements identified in the 2011 Comprehensive Facility Plan; updates schedules for road

reconstruction and maintenance were presented to the Village Board in 2013. The alley program identified in the plan was funded beginning in 2017. An illustration of progress since 2005 can be viewed on the Pavement Management Program [webpage](#).

18. [Pavement Management Plan Update](#) – 2013

Plan Nature: Staff updated schedules for the road reconstruction and road maintenance components of the original plan.

Purpose: The exercise revised the road reconstruction and maintenance schedules following the adoption and initial implementation of the Sewer Comprehensive Facility Plan. Road reconstruction was re-prioritized to correspond to approved sewer improvement schedules.

Progress: The reconstruction schedule has been further altered following continued analysis of the proposed combined south sewer improvements and the adjusted schedule for the reconstruction of Wilson Drive. No formal presentation of these schedule adjustments were made; they were presented as part of the long range financial plan documents.

19. [Comprehensive \(Sewer\) Facility Plan](#) 2011-2012

Plan Nature: This consultant-developed comprehensive plan was developed in response to systematic sewer system failures following a July 2010 storm event.

Plan Purpose: The Plan provides a detailed engineering analysis of the Village's sanitary, combined and storm sewer systems' operations in response to the storm events of July 2010. The plan outlines level of service goals and includes recommended infrastructure improvements in each of the Village's sewer basins and private property inflow and infiltration prevention strategies.

Progress: The recommended improvements for the Basin 1 (2012) and Northeast Combined Area (2016) have been implemented per the report. The sanitary sewer improvements in Basin 6 have been implemented as recommended (2012 & 2014); the third phase storm sewer improvements have not been implemented. Subsequent evaluation of the combined south improvements was completed in a [2017 Combined Sewer Service Area Environmental Report](#) with modified system improvement recommendations. The Village's proposed schedule of improvements can be found on the [Southeast Area Combined Sewer Improvements](#) page in the [Construction and Infrastructure Management](#) section of the DPW website. These projects require completion of the scheduled construction of the MMSD Edgewood Near Surface Collector project (tentative construction 2020-2022).

20. [Emerald Ash Borer Readiness Plan](#) – 2009

Plan Nature: Staff-written plan developed in response to Emerald Ash Borer finding in southeastern Wisconsin.

Purpose: The plan outlines the impacts of an EAB infestation in the Village and identifies the essential personnel, procedures and resources, human and fiscal, to battle EAB. It includes an assessment of the existing urban forest species mix, an evaluation of potential impacts on stormwater and the Village's combined sewer system, and an assessment of existing resources.

Progress: The implementation of an ash tree injection program, recommended in the plan with the ultimate goal of "managing the ash population within current manpower and budget constraints" to "allow for the replacement of the ash population" over the longer term was implemented in 2009. Preemptive removals began in 2014 with the adoption of the [ash tree replacement program](#) in conjunction with major infrastructure projects.

#### 21. [Sidewalk Program](#)

Plan Nature: This is not a plan but rather an adopted implementation schedule.

Purpose: To ensure public sidewalks remain in good condition; the Department of Public Works administers a biennial sidewalk replacement program in each of five defined areas of the Village on a rotating cycle. The cost of replacement is assessed to the abutting property owner.

Progress: Previously an annual program, the Village Board approved the change to a biennial program in 2009.

#### 22. [Public Works Yard Master Planning Report](#) – 2014

Plan Nature: Consultant-drafted facility analysis.

Purpose: The document evaluates the existing DPW yard and provides recommendations for improvements with the intent of maximizing and increasing operational efficiencies.

Progress: Following completion of the report, phased recommendations were included in the Long Range Financial Plan document. Of these, only the salt shed has been budgeted; for logistic and budgetary reasons, work was not completed. Each of the remaining recommendations requires a comprehensive replacement of a series of privately-owned retaining walls at the yard's eastern boundary.

#### 23. [Water System Hydraulic Model and Water Supply Feasibility Report](#) – 2010

Plan Nature: Consultant-drafted water distribution system analysis.

Purpose: Provide feasibility analysis for contemplated change in wholesale water supply from Milwaukee Water Works to North Shore Water Commission. Hydraulic model included operational recommendations.

Progress: No change in water supply source was made. As recommended, system pressure increases were attempted; however only 2-3 psi increase was achieved.

24. [Street Light LED Conversion Plan & Lighting Cabinet Relocation](#) 2015

Plan Nature: Consultant-drafted preliminary evaluation of LED conversion feasibility and infrastructure analysis.

Plan Purpose: The document provided an inventory of the existing system fixtures and circuitry and design documents for the contemplated relocation of the control cabinet located in the rear yard of a private residence in the 3500 block of N. Summit Avenue. A very preliminary LED conversion strategy and cost estimate were also included.

Progress: Relocation of the Summit cabinet was completed in 2018. System-wide LED conversion has been included in the Village's Long Range Financial Plan documents; a more detailed and current feasibility study is required.

25. [Milwaukee County Hazard Mitigation Plan](#)-2016- This plan was adopted by the Village of Shorewood in 2018. The Milwaukee County Hazard Mitigation Plan is the result of a collaboration between the Milwaukee County Office of Emergency Management, appropriate county departments, and Milwaukee County municipalities.

Plan Nature: This mitigation strategic plan and programmatic process is designed to increase the effectiveness of the mitigation activities in Milwaukee County and enable a more efficient update process for 2021.

Purposes: The Milwaukee County Hazard Mitigation Plan is the result of a collaboration between the Milwaukee County Office of Emergency Management, appropriate county departments, and Milwaukee County municipalities. The plan uses Integrated Solutions Consulting's Knowledge Management System to house the new plan, a copy of the old plan, and administrative information for stakeholders. The first part of this plan gives a detailed community profile of Milwaukee County: features and GIS maps of its land, infrastructure, and population. The second piece of the plan includes separate sections for all hazards that could impact Milwaukee, including descriptions of these hazards and historical records of when and where they have hit the county. The last piece of the plan separates the 18 municipalities into separate sections, each containing specific hazard analyses, vulnerability information, and land use and floodplain maps pertaining to that jurisdiction. Most importantly, these sections contain lists of mitigation projects for each municipality, including what projects have been completed since the last plan and timelines for new projects.

Status: The Milwaukee County Mitigation Plan and Program 2016-2021 is designed as a more proactive and consistent strategic and programmatic approach. The plan will be reviewed, modified as necessary, and updated in 2021. Milwaukee County OEM is the primary responsible party. This plan is updated every 5 years.

26. [Community Health Survey](#) (2007)

Plan Nature: The Shorewood Older Adult Community Survey 2007 was conducted as part of the Connecting Caring Communities Partnership Grant, under the direction of Interfaith Older Adult Programs.

Purpose: The purpose of the survey was to gather information on behalf of the Village of Shorewood's Elder Services Advisory Board, as a first step in developing partnerships to support the ability of older adults to live in and contribute to the community.

Status: The Village has contracted with Sue Kelley since 2008 to facilitate [Shorewood Connects](#), a grass-roots partnership with residents, the school district, Village staff and local business representatives. The community yard clean-up days, memory café, Neighbor and Neighborhood of the Year competition, Dementia-awareness education events and development of an Age-Friendly plan for Shorewood are part of this project.

27. [Senior Housing Survey](#) (2010) – The Community Development Authority (CDA) conducted a survey in June, 2010 of Shorewood residents age 55 and over, seeking their guidance in terms of new housing development and support needed for older people to remain in the community.

Plan Nature: The survey sought to identify whether older adults intended to remain in their homes, types of housing developments of interest and specific housing types and features.

Purpose: To identify types of housing that would influence a growing demographic of older persons to remain in the Village.

Status: The survey results were used to guide housing developments such as HarborChase and The Oaks of Shorewood.

28. [Sustainability Action Plan](#) (2012)

Plan Nature: The plan was developed from representatives of the Sustainability Task Force, Health Department, Village staff, and the Village Board. In 2005, the Village of Shorewood participated in a visioning process to develop an image of what the community would be in the future. Village residents and Trustees participating in the process viewed Shorewood in 2015 as "an ecologically responsible community with a commitment to protecting the environment." This priority was re-affirmed when members of the community gathered in 2009 to update the Vision 2015 plan. The resulting document aims at raising awareness about sustainability in local government, establishing a

baseline for various efforts and activities, and laying out the action steps and priorities necessary for achieving this broad vision in the future.

**Purpose:** The environmental and social impacts of Village operations are significant. The Village requires significant amounts of oil, coal and natural gas to run facilities, provide emergency services, plow snow, and haul solid waste. Sustainable community development is a solution for lessening the impacts from this fossil fuel dependency, and at the same time ensuring that Shorewood continues to prosper economically and strives for social equity. The purpose of this Sustainability Action Plan is to document the action steps for the Village of Shorewood in its efforts to adopt and implement sustainability in long-range planning, policy efforts, and daily operations. As the Shorewood Village Board considers new policy initiatives and Village staff search for new ways to make day-to-day operations more efficient, coordinating a document to provide guidance is needed. This plan would help prioritize where the Village should focus their efforts.

**Status:** The Conservation Committee continues to review this document when proposing initiatives and projects. It also generated ideas that were included in the Vision 2025 Plan. The Village may want to consider updating this plan in the next few years and asking the Conservation Committee to take the lead.

## 29. [SRC Strategic Plan 2016](#)

**Plan Nature:** Over the next five years the Baby Boomer population, those born between 1946 and 1964 will be retiring in increasing numbers. This demographic shift offers an opportunity to examine services at the Senior Resource Center through a strategic planning process.

**Purpose:** This document identifies goals and objectives with a timeline for implementation.

**Progress:** A Senior Ambassador program has been developed to utilize volunteers to support resource referrals and outreach to vulnerable older adults in the community. An SRC Facebook page is active. SRC staff is participating in development of an Age-Friendly plan for Shorewood. The SRC and Shorewood Recreation Department continue to collaborate and explore shared programming. SRC staff is developing online payment and registration capabilities. The SRC is a community partner with the Shorewood School District recruiting older adult volunteers to support Authentic Learning projects. SRC staff created a list of multiunit rentals in Shorewood and is working to develop relationships with rental management as a tool for outreach to vulnerable older adults. SRC staff created a document outlining the roles and responsibilities of the Senior Resource Center, Shorewood Connects and the Elder Services Advisory Board. Development and implementation of a marketing plan, development of a resource page for the website and development of a health advocate program are goals for 2020 and 2021.

### 30. [Tax Incremental District \(TID\) Project Plans](#)

Plan Nature: TID Project Plans are the statutorily required documents that must be approved by the various underlying taxing jurisdictions for the creation of a TID.

Purpose: This document describes the nature of the TID, defines the geographic boundaries, and the various other legally required component criteria elements for the creation of the district. The TID Project Plan also describes the various contemplated projects or other activities to be financed through tax incremental revenues, as well as prospective total expenditures and economic feasibility analysis of the proposed TID financed activities.

Progress: This document is created based on the information and expectations at the point in time when it is created. Any subsequent changes to the TID project plan are made through the adoption of a separate project plan amendment through a process similar to that of the creation of the original plan.

[TIF 1 Project Plan](#)

[TIF 1 Amended Project Plan](#)

[TIF 1 Amendment 2009](#)

[TID1 Amended Plan Project – June 2014](#)

[TIF 3 Project Plan](#)

[TID 3 Amendment Project Plan](#)

[TID 4 Project Plan – June 2011](#)

[TID 5 Project Plan Creation 2014](#)