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## Ensure Redevelopment on Capitol and Oakland Meets Community Goals

- Engage in a form-based corridor planning study of the Capitol and Oakland corridors and adopt specific, form-based zoning standards for these corridors that address physical design and performance in addition to land use. Through this process, develop specific requirements and urban design features for buildings on Capitol and Oakland, based on surrounding context.
- Be willing to wait for the desired development project that meets community goals.
- Promote or encourage adaptive projects that could convert from commercial to residential as needs and market demand changes. Consider adaptive parking structures that could convert to other uses as focus on personal automobiles changes.
- Implement strategies for buffering existing neighborhoods from new development. Examples include screening (landscaped, decorative fencing or walls), upper-story setbacks, landscaped/green roofs, and height compatibility regulations.
- In general, discourage or prohibit redevelopment within existing residential areas adjacent to Capitol and Oakland mixed use areas.
- Develop a list of desired public benefits and urban design features, such as affordable housing, senior housing, public plazas, etc. Only utilize TIF or other incentives to consider height/bulk increases beyond what is allowed under current zoning when key public benefits are provided.
- Rather than approving size or scale exceptions to make redevelopment projects financially feasible, explore using TIF or other incentives to close the financial caps for redevelopment projects, so that they are consistent with the recommendations of this Plan.

2

## Promote Inclusivity, Racial Equity, and Diversity in Shorewood

- Keep structural racism front and center in the community dialogue.
- Build trust through outreach; create a space to listen and create an action plan.
- Increase the supply of housing, particularly attainable and affordable housing.
- Work closely with the School District and other partners on their racial equity and community education efforts.
- Provide equity, diversity and inclusion programming to all Village employees and officials
- Consider implementation of recommendations of the Shorewood Police Organization Study that will promote equity, diversity and inclusion in department operations and policies.
- Review Village ordinances, policies, and procedures to remove unintended cultural bias and barriers to affordable housing or alternative housing options.
- Proactively include more diverse voices in Village appointments, commissions, committees, and departments.
- Continue to support transportation options for residents and visitors, including transit access and bicycle and pedestrian facilities.
- Ensure night parking is available for residents of multi-family housing to accommodate a wider variety of families, households, and lifestyles.
- Work with the Shorewood BID, the business community, and other partners to develop small business programs that attract and support small businesses led by people of color.

3

## Work Toward an Affordable Cost of Living for all Shorewood Residents

- Set and maintain a reasonable tax rate, recognizing the impact of taxes on the cost of living.
- Continue to support transportation options for residents and visitors, including transit access and bicycle and pedestrian facilities.
- Grow Village's overall tax base to reduce the tax obligations on existing residents.
- Provide TIF or other incentives to support housing that is affordable to people with a range of incomes.
- Develop a program to match affordable housing units to those who need them by setting aside lower-cost housing units for qualifying applicants.
- Explore an affordable condo/co-op conversion program.
- Encourage mixed income housing developments and affordable housing set-asides.
- Explore housing opportunities for people with disabilities.
- Establish an achievable target for setting aside a certain number of new affordable housing units by 2040.

*Housing is considered to be "affordable" when a household spends no more than 30% of its income on housing.*

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## Maintain a Resident-Expected Level of Services and Plan for Improvements to Aging Infrastructure and Community Facilities

- Consider opportunities to scale back existing municipal services that exceed areawide norms.
- Develop and maintain a Capital Asset Plan to document and propose budgetary needs related to community facilities, parks, and open spaces.
- Consider implementation of improvements at the Public Works Yard as discussed within 2020 Organizational Analysis.
- Perform an audit of Village Hall with respect to physical condition, energy efficiency and technology.
- Continue to implement the Village's Capacity assurance, Management, Operations and Maintenance (CMOM) Plan.
- Explore options for the remaining space within the Police Department.
- Implement a Downspout Disconnection Program within the combined sewer service area.
- Explore opportunities for federal and state grant funding, partnerships and opportunities for infrastructure improvements, with an emphasis on "green" goals.
- Explore further intergovernmental cooperation and shared services.
- Explore new sources of revenue such as user fees, which are paid only by users of a given service, rather than by all taxpayers.
- Implement necessary water utility operational changes to fully comply with the 2020 EPA Lead and Copper Rule.