

AGENDA FOR THE VILLAGE OF SHOREWOOD HILLS

Ad Hoc Stormwater Committee

Date and Time: Thursday, October 15, 2020 – 7:00 PM

Location: Virtual via Zoom

To register to speak on an agenda item, send an email to info@shorewood-hills.org before 8:00 am on October 15, 2020 detailing which item is of interest. Your comments may be limited to 3 minutes.

You can listen to the meeting by dialing: 1 312 626 6799 US (Chicago). Enter Meeting ID: 891 3185 4263 and Access Code: #

Written comments on the agenda can be sent to info@shorewood-hills.org before 8:00 am on October 15, 2020.

1. Call to order
2. Roll call
3. Statement of public notice
4. Review/approval of prior meeting minutes (https://www.shorewood-hills.org/vertical/sites/%7B00D5AF3F-ADFE-4173-AF3A-FC0C1A78DA4B%7D/uploads/min_200708-DRAFT.pdf);
5. Discuss Draft Comp Plan Chapters and create comments for Plan Commission
6. Update on Village stormwater projects
7. Discuss future meetings.
8. Adjourn

- Prior Stormwater Committee meeting agendas and minutes found here: https://www.shorewood-hills.org/stormwater_agendas
- Stormwater Committee Resources found here: https://www.shorewood-hills.org/stormwater_resources

PLEASE TAKE NOTICE, that any person who has a qualifying disability as defined by the Americans with Disability Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact the Municipal Clerk, 810 Shorewood Boulevard, or phone 267-2680, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

It is possible that members of, and possibly a quorum of members of other governmental bodies of the Village of Shorewood Hills who are not members of the above committee, commission or board may be in attendance at the above stated meeting to gather information. However, no formal action will be taken by any governmental body at the above stated meeting, other than the Board, committee or commission identified in the caption of this notice.

Memorandum

TO: Village Board of Trustees, Shorewood Hills Plan Commission
Village Committee Chairs
FROM: Dave Benforado, Village President; Karl Frantz, Village Administrator
DATE: September 29, 2020
RE: **Village Comprehensive Plan process update and timeline;
request for Committee Chairs to schedule Committee meetings to
review draft Chapters.**

This is an update on the Village Comprehensive Plan process. Needless to say, this is a demanding undertaking made even harder given the current public health pandemic.

In late 2019, the Village hired MSA to assist us in revising the 2009 Village Comprehensive Plan (https://www.shorewood-hills.org/vertical/sites/%7B00D5AF3F-ADFE-4173-AF3A-FC0C1A78DA4B%7D/uploads/comp_plan_final_091215.pdf). MSA's Matt Frater provided an update to the Plan Commission in mid-July on MSA's work to date (https://www.shorewood-hills.org/vertical/sites/%7B00D5AF3F-ADFE-4173-AF3A-FC0C1A78DA4B%7D/uploads/Comprehensive_Plan_Update_Memo_07-10-2020_Shorewood_Hills.pdf). We are on task and aim to conclude this undertaking by the end of the second quarter of 2021.

For background, the 2009 Village Comprehensive Plan has shown to be a very useful resource and tool for the Village Board, Committees and interested parties. The origin of the statutory requirement for municipalities to adopt a Comprehensive Plan is Wisconsin's "Smart Growth" legislation signed into law in 1999. State statute 66.1001 (<https://docs.legis.wisconsin.gov/statutes/statutes/66/x/1001>). Pursuant to that law, a Comprehensive Plan is "a guide to the physical, social, and economic development" of the Village. It has a 20-year planning horizon, and needs to be updated at least every 10 years. The Statute spells out in detail the nine necessary elements of a municipality's Comprehensive Plan to comply with state law:

- (a) Issues and Opportunities;
- (b) Housing;
- (c) Transportation;
- (d) Utilities and Community Facilities;
- (e) Agricultural, Natural and Cultural Resources;
- (f) Economic Development;
- (g) Intergovernmental Cooperation;
- (h) Land Use; and
- (i) Implementation.

These above subject headings mirror the Chapter headings in the Village 2009 Comprehensive Plan and will mirror the Chapter headings in the Village 2021 Comprehensive Plan, with one exception. The "Issues and Opportunities" element, instead of being a stand alone Chapter, will be baked into each separate Chapter.

Below is a timeline for review of draft chapters from MSA. After each Chapter heading, please note the Committees listed that are asked to pay particular attention

to reviewing that particular draft Chapter. Committees are asked to provide feedback, comments, broad level suggested changes (e.g., what issues were missed, what issues do not belong), deletions or additions, all in the way of meeting minutes or a memo to the Plan Commission to inform the Commission as it reviews those draft Chapters. Committees are welcome to provide comments on other Chapters as well.

Committee Chairs, please work with Village staff to schedule a Committee meeting in the requisite date range so that the draft Chapters can be shared with Committee members in advance of that meeting, and then plan to send written feedback to the Plan Commission by the date provided below.

Here's the October to February timeline:

- **Oct. 7, 2020:** Karl Frantz will forward the first five draft chapters from MSA to Plan Commission members and all Committee Chairs:

- **Introduction:** All Committees.
- **Ag, Natural and Cultural Resources:** Parks, Recreation, Waterfront.
- **Utilities/Community Facilities:** All Committees.
- **Economic Development:** Finance, Plan Commission, Social Justice.
- **Transportation:** Public Works.

Committee Chairs, please schedule a Committee meeting to review the chapters noted above sometime in October after Oct. 7, and provide written Committee feedback to Karl by no later than Nov. 4 (Karl will in turn circulate those comments to the Plan Commission). Before you schedule the committee meeting, please crosscheck the Village calendar for conflicts: www.shorewood-hills.org/calender

- **Oct. 13, 2020:** Plan Commission meeting to review Comp Plan process.

- **Nov. 10, 2020:** Plan Commission meeting exclusively on Comp Plan (review and provide feedback to MSA regarding the first five draft chapters).

- **Dec. 15, 2020:** Plan Commission meeting on Comp Plan (if needed to conclude review of first five draft chapters).

- **Jan. 6, 2021:** Karl Frantz will forward the remaining three draft chapters from MSA to Plan Commission and all Committee Chairs:

- **Housing:** Plan Commission, Social Justice.
- **Intergovernmental Framework:** Plan Commission.
- **Land Use:** Plan Commission.

Committee Chairs, please schedule a Committee meeting to review the Chapters noted above sometime in January after Jan. 6, and provide written feedback to Karl by no later than Feb. 2 (he will in turn circulate those comments to the Plan Commission). Before you schedule the committee meeting, please crosscheck the Village calendar for conflicts: www.shorewood-hills.org/calender

- **Jan. 12, 2021:** Plan Commission meeting on Comp Plan (if needed to conclude review of first five draft chapters).

- **Feb. 9, 2021:** Plan Commission meeting exclusively on Comp Plan (to review and provide feedback to MSA regarding the remaining three draft chapters), and additional meetings if need be.

The remaining timeline is as follows: MSA is still planning two virtual Open House meetings, one on October 27 at 6:30 p.m. and the other sometime in

February/March. The review process will continue through the March to May or perhaps June 2021 period, including Plan Commission review of the complete draft Plan, a public review period, a Plan Commission public hearing, a Plan Commission recommendation to the Village Board, followed by Village Board review and passage of an ordinance adopting the Plan.

cc: Matt Frater, MSA



To: Village of Shorewood Hills Plan Commission
From: Matt Frater, Planner
Subject: Comprehensive Plan Update
Date: October 9, 2020

Plan Commissioners;

At the November 10 Meeting of the Plan Commission, we will discuss the first four chapters of the Comprehensive Plan update. These chapters are:

- » Agricultural, Natural, & Cultural Resources
- » Utilities & Community Facilities
- » Economic Development
- » Transportation

We are submitting these chapters now so you have ample time to review before our discussion, as well as to provide time for other Village Committees to review and provide input. These chapters represent streamlining of information, updated data, and revisited goals. The prior plan contained one goal for each plan element, with policies under each (and occasionally recommendations). In reviewing other Village documents, as well as in speaking with residents, we found it beneficial to move from a goal/objective/recommendation structure to goals, policies, and actions (GPAs). These GPAs are driven from both qualitative and quantitative input, and we hope they will ease implementation and inform community conversations. GPAs are attached as Word documents, as we anticipate thorough reviews and edits.

Moving forward, we have also scheduled a virtual open house prior to the November Commission meeting. At this open house, we will be soliciting public feedback that will serve to assist in guiding discussion and edits, as well as soliciting input toward goal prioritization. The date and time of the meeting is:

October 27th
6:30 - 7:30p
Zoom Registration Link: tinyurl.com/SHPlanMeeting

Though your attendance isn't required as we will discuss at the next Commission meeting, it would be beneficial to share this information with your friends, family, and neighbors. Prior to this meeting, we will also be releasing the 2nd survey and mapping tool. The meeting registration and survey links will be pushed through Village channels the week before the open house.

I have included an updated version of the Comprehensive Plan Update checklist that details completed milestones as well as percent of work complete on upcoming tasks. Please feel welcome to reach out at any time with questions.

COMPREHENSIVE PLAN UPDATE CHECKLIST				
Outreach Milestone	In Progress?	Percent Complete	Completed	Notes:
Survey 1		100%	Y	Survey complete and integrated into plan.
Focus Groups		90%	Y	Conversations completed, two follow up conversations scheduled.
Survey 2		60%		To be released the week of October 19th.
Virtual Open House (1 of 2)		50%		Scheduled for October 27th.
Plan Commission Meeting - Element Review		50%		Review at November 10th meeting.
Plan Commission Meeting - Element Review		25%		Chapter data and text updated, requires 2nd round survey data.
Virtual Open House (2 of 2)				
Plan Commission Meeting - Full Draft Plan Review				
Public Review Period				
Plan Commission - Public Hearing & Recommendation				
Village Board Plan Adoption				



INTRODUCTION



THE COMPREHENSIVE PLAN

WHY PLAN?

The purpose of this plan is to establish a shared vision for Shorewood Hills that will guide future actions and decisions. This guidance improves the Village's ability to work cohesively and consistently over time.

PURPOSE & INTENT

The Comprehensive Plan is a resource for managing growth and change. It is designed to be a working document used by Village officials to direct community decisions, to assist with capital and operational budgeting, and as a tool to focus and stimulate private housing and business investment.

A Comprehensive Plan functions as an umbrella document that considers most issues affected by Village government, and it is to be used in coordination with other documents and ordinances. The plan refers to other plans and studies that address specific topics in greater detail.

The plan is implemented through the use of ordinances, especially the zoning ordinance. This plan is intended to help the Plan Commission and Village Board apply those ordinances - in fact, State statutes require that certain decisions must be consistent with this Plan.

PLAN MAINTENANCE

The plan represents the Village's best effort to address current issues and anticipate future needs, but it can and should be amended as conditions warrant reconsideration of policies. The plan can and should be amended from time to time to adjust to changing conditions, and should be fully updated with new data every 10 years.

PLAN ORGANIZATION

This Plan is organized into 9 chapters - each containing two main sections: background information on the specific plan element, and major goals as well as policies and actions to achieve those goals.

WISCONSIN'S COMPREHENSIVE PLANNING LEGISLATION

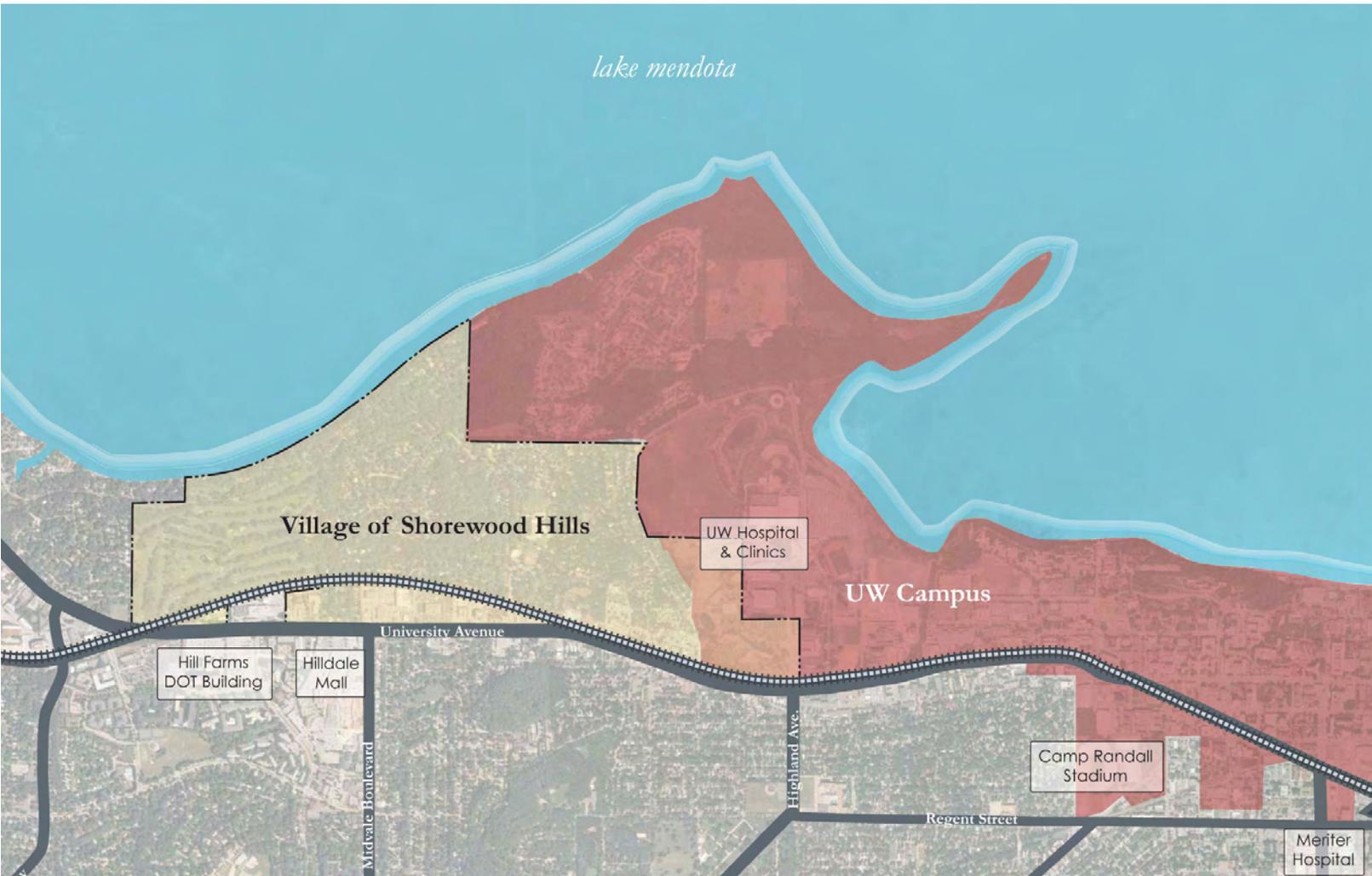
Wisconsin's Comprehensive Planning legislation [§66.1001 Wis. Stats.] was adopted in October of 1999. The law requires that, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit's comprehensive plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinance

Wis. Stat. 66.1001 does not mandate specific land use policies communities must adopt, rather it requires that certain topics, or elements, must be addressed in each plan, and the procedures for plan creation, adoption, and amendments.



COMMUNITY CONTEXT



LOCATION

Located along the shores of Lake Mendota, Shorewood Hills is bordered by the City of Madison, as well as the the University of Wisconsin - Madison campus. A small community nestled in the larger west side of the City, the Village's location provides unparalleled access to amenities of the region: park and forest systems, shopping and dining, off-street trail access directly to downtown, and access to facilities of a world-class healthcare, research, and educational institution at the University of Wisconsin-Madison.

COMMUNITY CHARACTER

The Village has a strong and unique character that is apparent immediately upon entering - and is upheld by dedicated volunteers that form both official and unofficial Village Committee structures and sponsor many of the community's most loved events. The many residents actively volunteering their time toward making the Village a better place to live sets the Village apart in the region, and is one of the reasons for the strong sense of community. Those who live in the Village describe it as beautiful, comfortable, friendly, welcoming, and neighborly - heavily influenced by community events and interaction.

VILLAGE HISTORY

VILLAGE HISTORICAL BACKGROUND

The Village of Shorewood Hills has been an important entity in the development of the west side of the Madison area. Beginning as a series of separate real estate plats in the World War I era, incorporation as a Village in 1927 combined both plats. These plats were largely the vision of John C. McKenna, and his first developments in the Madison area - he later went on to develop other areas on both the east and west sides of Madison.

When first formed, the Village of Shorewood Hills was a remote and distinct area from the city of Madison. After World War II, the city grew out to meet and later surround the Village, but Shorewood Hills has remained a separate, yet deeply connected municipality.

Originally agricultural land, a Milwaukee and Mississippi Railroad extension through the area in 1856 eased development west of Madison. The first plat in the now Village, College Hills, was established in 1912 on land from the Jacob Breitenbach farm. Named for its location west of the University of Wisconsin-Madison, homes originally catered to university professors. The second development of College Hills was established in 1915 on land from part of the Lewis Post farm. Though delayed by World War I, McKenna began a new series of plats between Lake Mendota and University Avenue, shortly thereafter which he called Shorewood.

The streets for both College Hills and Shorewood were laid out by the noted landscape architect O.C. Simonds, and were designed to emphasize the natural beauty of the area. In post World War I construction, Shorewood and College Hills both grew significantly, and by the time of incorporation in 1927 there were 52 houses and 205 residents. At this time, Madison was still centrally located on the isthmus with unincorporated areas separating both municipalities.

VILLAGE ARCHITECTURE

Primarily a community of single-family homes, the Village is largely characterized by its architectural diversity. In contrast to many Madison neighborhoods, Shorewood Hills developed over a very long period of time, with 3 distinct periods of construction consisting of: post World War I, post-Depression (late 1930s), and post World War II. During each distinct period, homes were designed reflecting the architectural styles of the time, most architect-designed, and many by well-known Madison figures.

Although initially consisting solely of McKenna's residential plats, Shorewood Hills has expanded through annexation twice. These include the 1932 annexation of Black Hawk Country Club, a thriving golf club just west of Shorewood Hills, and the 1957 annexation of Garden Homes and University Avenue commercial corridor.

VILLAGE EDUCATION

The Shorewood Hills School and the Village have always been administratively separate, though there have always been strong ties between the school and community. Initially, the village school was part of a school district in the Town of Madison offering K-8 classes, and students went to Madison high schools. As the Village and surrounding area grew, the school grew with it - requiring addition and renovation. The first part of the school was constructed in 1939, and additions to this building were made in 1950, 1962, and 1990. In 1962, the Shorewood Hills Elementary School was integrated into the Madison School District.

Today, the Village of Shorewood Hills remains a highly desirable residential area. Its proximity to the University of Wisconsin-Madison, UW Hospital, and the City of Madison make it extremely convenient for residents, and the Village has higher average home costs than any other municipality in the County, consistent with this demand.

VILLAGE CHARACTER

VILLAGE CHARACTER

The Village's character and its unusual layout is a response to its unique natural setting. Accented by woods, rolling hills, and a dramatic shoreline from which the Village takes its name, portions of the Village's "organic" street-plan were laid out by the noted landscape architect O.C. Simonds, whose work is reminiscent of the work of some of the most famous planners of the late 19th and early 20th Centuries. Simonds' contemporaries include Fredrick Law Olmstead, Raymond Unwin, Clarence Stein, John Nolen and other planners of the Picturesque tradition, which favors rough and wild scenery over a manicured and polished landscape. The Village is also home to Frank Lloyd Wright's First Unitarian Church – one of the Wisconsin architect's most celebrated works.

Many homes that build the character of the Village were designed during the 1940s and 1950s by a local architect named William Kaeser, a longtime resident. The Village encourages design and development that further the Village's sense of place, and recognizes that character can be eroded incrementally through the loss of historic structures and the introduction of new structures that do not complement the Village's intimate surroundings.

The Village seeks an environment where homeowners are free to express individual design options, but within a common framework that emphasizes a common sense of shared sensitivity toward the impact of individual design decisions on overall neighborhood character and resident enjoyment.



VILLAGE SNAPSHOT

COMPARISON WITH SURROUNDING AREAS

Three Dane County municipalities – the City of Madison, the Village of Maple Bluff, and the City of Middleton – are compared to the Village of Shorewood Hills in different areas of this plan due to proximity and size. Comparisons are also made at various times to both the County and the State, and are used solely as points of reference. The table below is an introductory comparison of selected demographic between these municipalities, Dane County, and the State of Wisconsin.

In short, Shorewood Hills averages in household income, educational attainment, and housing values are much higher than County averages. And while the City of Madison and Dane County have a younger median age due in part to the significant University of Wisconsin – Madison student population, the Village has seen a decrease in median age as new rental housing has been added over the past decade. The Village also is home to more family households and households with children than other studied jurisdictions, consistent with access, safety, and sense of community described through this plan that causes families to seek out residence in the Village.

REGIONAL COMPARISON

	Shorewood Hills	Maple Bluff	Middleton	Madison	Dane County	Wisconsin
Population (2018)	2,214	1,422	19,235	252,086	539,843	5,778,394
Median Age	41.6	51.0	39.2	30.8	34.9	39.3
Avg. Household Size	2.52	2.40	2.16	2.17	2.33	2.43
Bachelors or Higher	88%	71%	60%	58%	51%	30%
Median Household Income	\$125,893	\$185,000	\$100,608	\$88,743	\$94,813	\$75,313
Owner-Occupancy	72%	89%	53%	47%	58%	66%
Renter-Occupied	28%	11%	47%	53%	42%	34%
Median Home Value	\$645,600	\$494,000	\$326,100	\$234,100	\$252,300	\$173,600
Median Contract Rent	\$1,496	-	\$883	\$957	\$881	\$682
Elderly Households	33%	38%	23%	19%	24%	30%
Households w/ Children	31%	24%	28%	22%	26%	27%
% White, Non-Hispanic	83%	92%	82%	73%	79%	81%

Sources: 2018 American Community Survey 5-Year Estimates

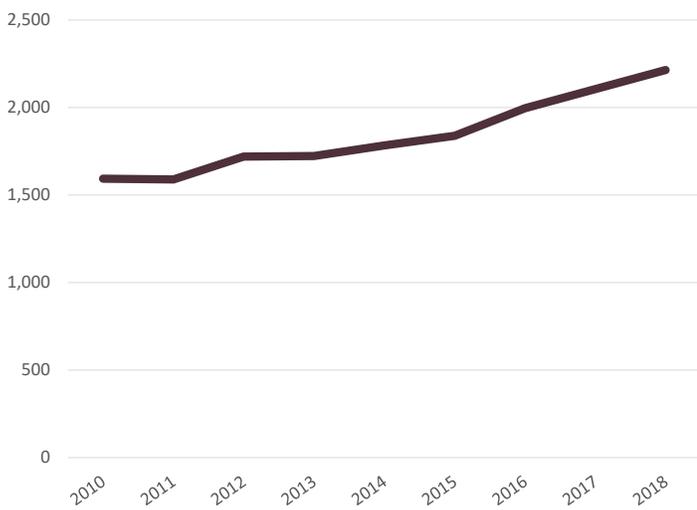
VILLAGE SNAPSHOT

EDUCATIONAL ATTAINMENT

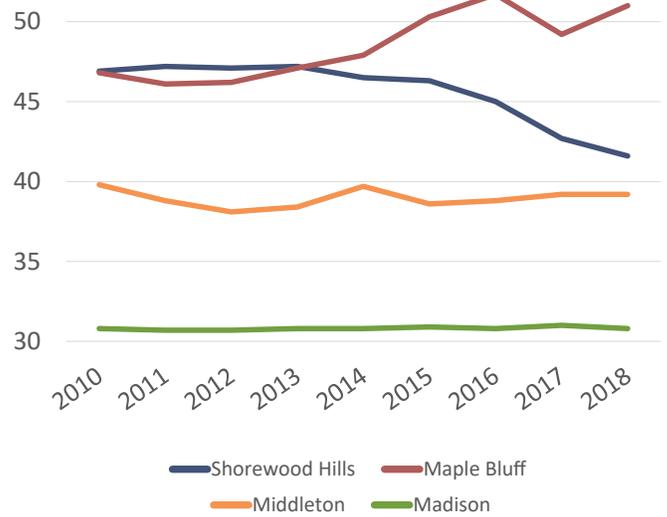
Nearly 9 out of 10 residents over 25 (88%) have at least a Bachelors Degree.



POPULATION



MEDIAN AGE



HOUSEHOLD INCOME DISTRIBUTION



RACE AND ETHNICITY TRENDS

2018 Total Population



- White
- Black
- Hispanic or Latino
- Asian
- Other

2018 Population Under Age 18



Sources: 2018 American Community Survey 5-Year Estimates



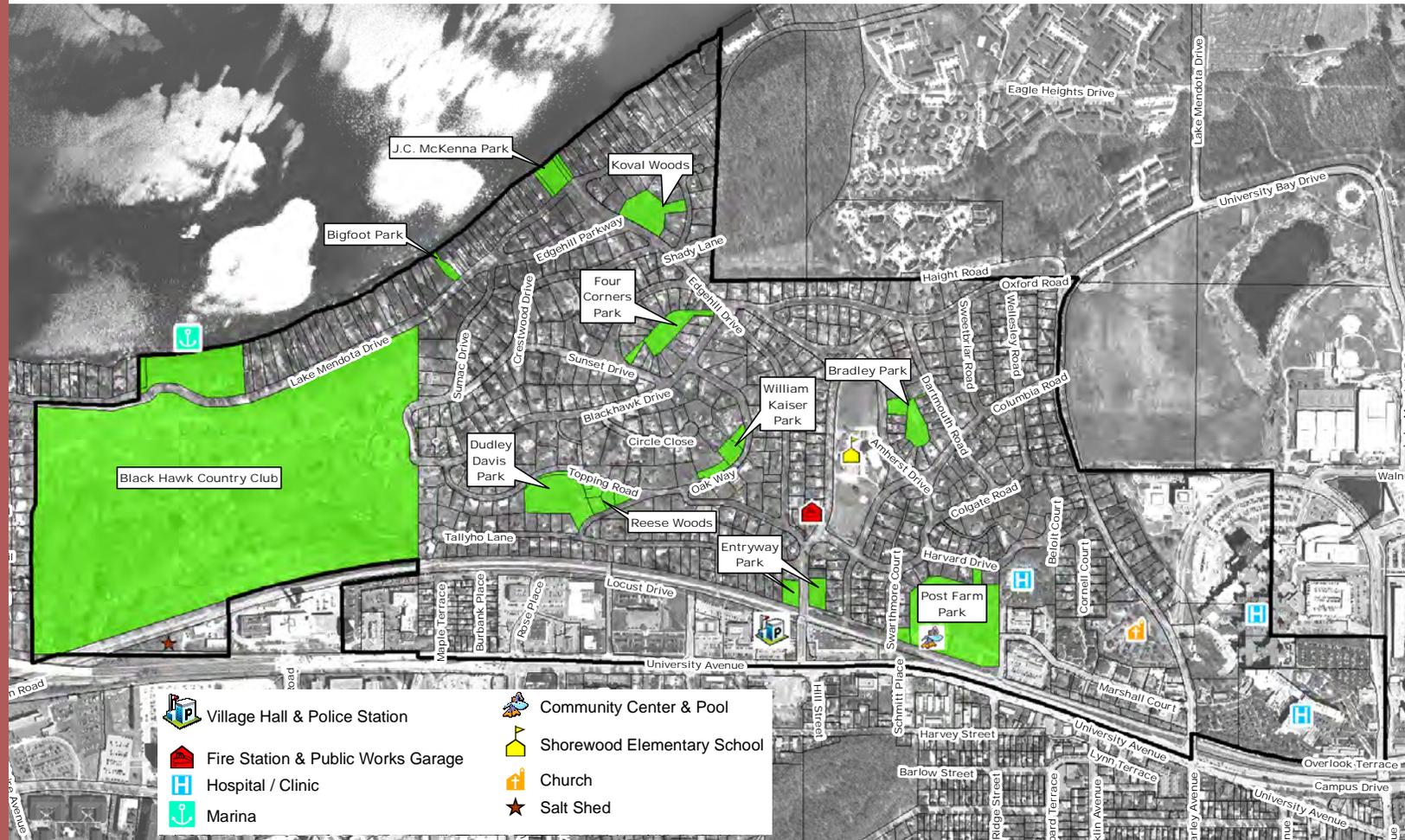
 Shorewood Hills
Village Hall
810 Shorewood Boulevard

UTILITIES & COMMUNITY FACILITIES



COMMUNITY FACILITIES MAP

MAP: COMMUNITY FACILITIES



UTILITIES & COMMUNITY FACILITIES BACKGROUND

The Village of Shorewood Hills provides a full range of urban services to residents and businesses. Some services, like water and wastewater treatment, are provided in conjunction with other entities such as the City of Madison and Madison Metropolitan Sewerage District. Others such as police are independent, but cooperate and coordinate with adjoining jurisdictions. There are also facilities and services - the Village's parks, pool, and garbage collection, that are maintained for the convenience and enjoyment of residents. One of the things that sets the Village of Shorewood Hills apart from larger communities is the consistently high level of services.

SHOREWOOD HILLS SCHOOL

Constructed in 1925, the Shorewood Hills School has been a part of the Madison Metropolitan School District since 1962. A K-5 institution that draws pupils from the Village and the City of Madison (including Eagle Heights/University Houses), the school is frequently noted as one of the centers of Village involvement. Many families move to the Village due to access to the school - and current (2019) enrollment is 471 students. Village residents have access to the school property, including fields, basketball and tennis courts, playground, and a Village-maintained ice rink. The property also includes Heiden Haus, which is raising funds in 2020 for an expansion to be used as an expanded shelter and warming house.

VILLAGE FACILITIES & SERVICES

BLACKHAWK COUNTRY CLUB

The Village owns a 94-acre parcel, which it leases it to Blackhawk Country Club to operate an 18-hole golf course and clubhouse. The Village purchased the lands in 1944, and has leased the land back to the Country Club since that time. The current lease was renegotiated in 2015 and runs through 2045. Though leased to the Club, the Village uses the grounds for annual Village celebrations including the Fourth of July fireworks. The Village and its various organizations may use the clubhouse for social functions up to 24 times per year, and residents have full use of the Club grounds for winter recreation from December 1 - April 1 every year.



LIBRARY ACCESS

Though the Village does not have a library, the Dane County Bookmobile makes weekly stops at Shorewood Elementary. The two closest City of Madison libraries are the Sequoia branch, about 1.5 miles to the south at Midvale Boulevard and Tokay Boulevard, and the Monroe Street branch, about 1.1 miles southeast of the University Bay Drive/University Avenue intersection.

VILLAGE HALL

Village Hall and the police station operate out of 810 Shorewood Boulevard, on one of the major entrances to the Village. The building was updated in 2008-2009 for Village use, including converting the former bank drive-through to a police garage. Village administration operates out of this location, as does the full Village police department.

BOATHOUSE & MARINA

The Boathouse is located in McKenna Park, and includes rack storage as well as a pavillion for recreational use. The Village operates a conoe/kayak share program for residents that utilizes the boathouse for storage. The Shorewood Hills Marina is located north of Blackhawk Country Club, and includes mooring buoys, boat storage, and seasonal rental lockers.

PUBLIC WORKS, FIRE, & EMS

Shorewood Hills operates a public works garage across Shorewood Boulevard from Heiden Haus and the Shorewood Hills School. Operations run from this building include street maintenance, brush and leaf collection, sewer and water, pool maintenance, and care of all Village facilities. Since 2013, the Village has contracted with the City of Madison for all EMS and Fire services, including Fire Department inspections, building plan reviews, and ambulance services.

CHILDCARE

There are two childcare facilities in the Village - Lodgic Kids Camp is available to all residents, and the Waisman Center is available for children of UW-affiliated families.

HEALTHCARE FACILITIES

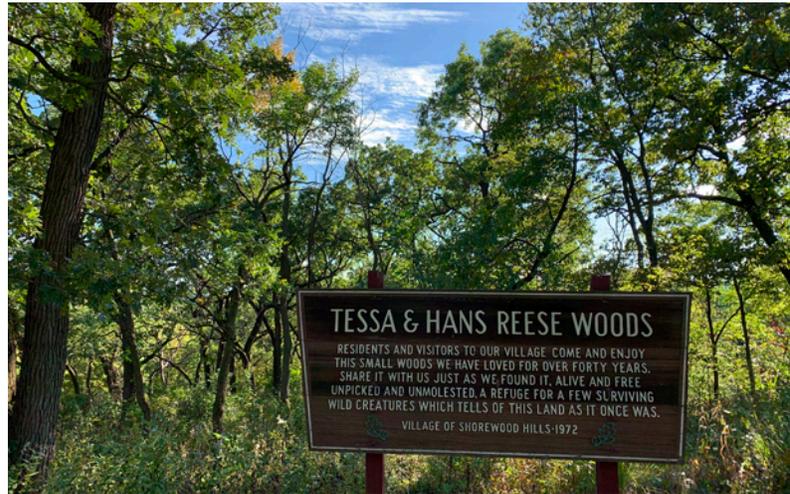
The Village is home to world-renown scientific research and medical facilities operated by the University of Wisconsin - Madison. Facilities located within the Village include UW Health Clinics, the American Family Children's Hospital, portions of UW Hospital, and a portion of the Veteran's Administration Hospital.

PARKS

VILLAGE PARKS

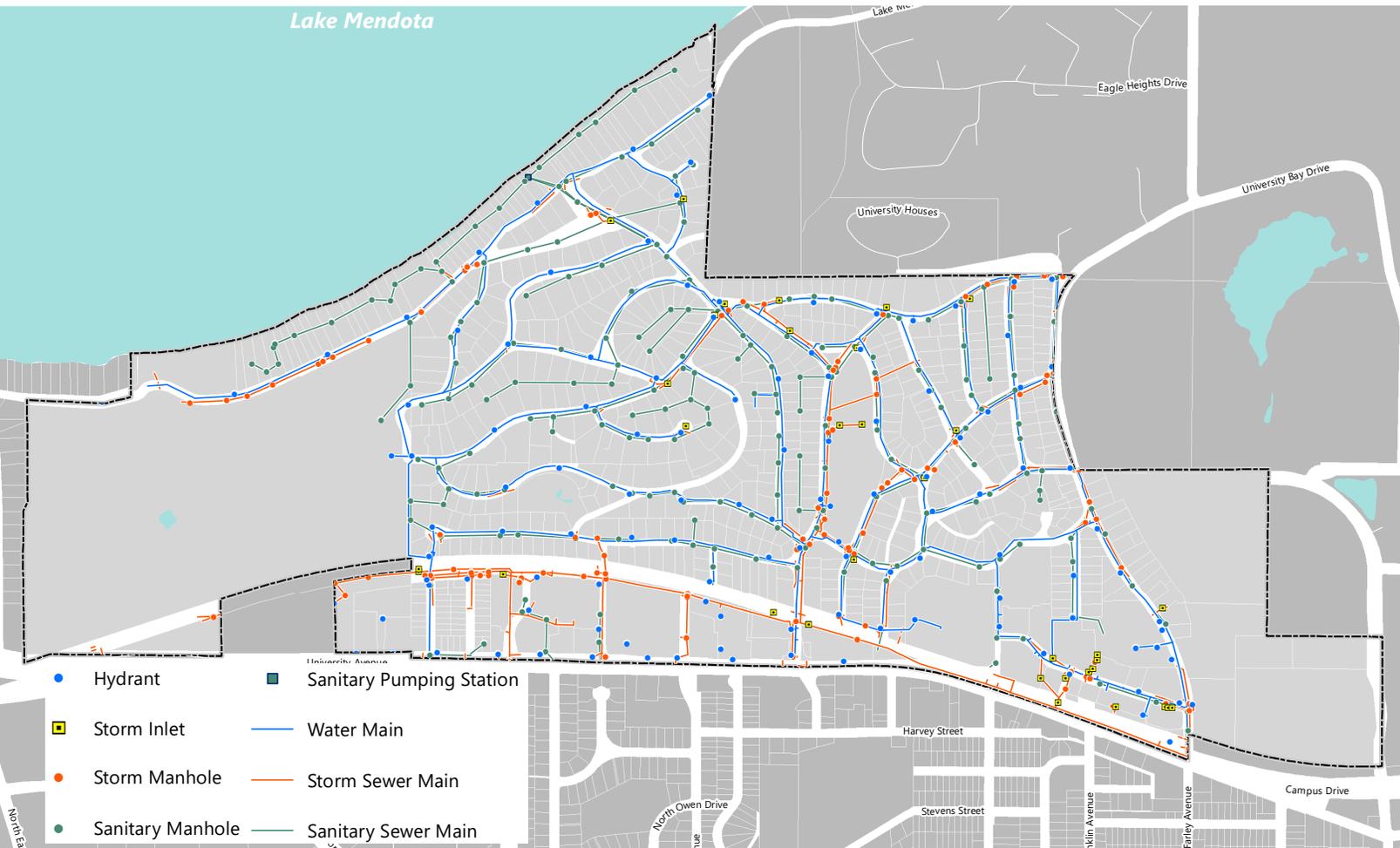
In addition to the greenspace surrounding Shorewood Elementary, the Village operates several of its own parks, which are the site of other Village facilities including the marina, boathouse, tennis courts, and the public swimming pool. A community center exists in the second story of the pool facility in Post Farm Park, though access and upkeep issues have been frequently cited by residents as areas for improvement.

Park activities are overseen by the Recreation Committee, which serves in an advisory capacity to the Village Board. As a standing committee, there is continual conversation on preserving and expanding recreational opportunities. The Village also operates year-round recreation programs staffed by volunteers.



Parks & Open Space	Acres	Amenities
Blackhawk Country Club	94.1	Golf, Clubhouse, Marina, Sledding
Post Farm Park	7.8	Pool, Community Center, Community Garden, Tennis, Volleyball
Quarry - Dudley Davis Park	2.5	
Koval Woods	1.7	Natural Area
Four Corners Park	1.4	Shelter, Restrooms, Playground
Reese Woods	1.3	Natural Area
Bradley Park	1.3	Sled Hill
Entryway Park	1.1	
William Kaiser Park	1.0	
J.C. McKenna Park	1.0	Boathouse, Restrooms
Bigfoot Park	0.3	

MAP: COMMUNITY UTILITIES



UTILITIES

The Village obtains its water supply through the City of Madison - with residents north of the railway corridor being served by the Village water utility, and residents south being served directly by the City of Madison. Electric and natural gas are provided to the Village by MG&E.

SANITARY SEWER

Mains run throughout the Village, and are generally replaced with road reconstruction. All Village sewage runs to one of two Madison Metropolitan Sewerage District interceptors on University Avenue, and there is one Village operated lift station, located at McKenna Park.

WASTE DISPOSAL

The Village contracts with Pellitteri Waste systems for all residential refuse and recycling pickup.

INTERNET ACCESS

The Village has excellent high-speed internet access, with provider options including Spectrum & AT&T. Though there are no cell phone towers within the Village, expanding 5G service may necessitate future cell installation.

STORMWATER

FLOODING HISTORY & SOLUTIONS

Portions of the Village have been subject to periodic flooding for many years. The problem has been especially acute in the University Avenue corridor from Midvale Boulevard to Willow Creek on the UW Campus. Low-lying areas in this corridor are natural collection points for stormwater runoff, occasionally rendering the University Avenue corridor impassible after major storms. The most recent flooding event devastated the Village on August 20, 2018, and caused extensive damage, most notably in Garden Homes, the University Avenue corridor, and low-lying areas north of the rail corridor. The response to this event resulted in the formation of a Village Ad Hoc Stormwater Committee which is researching and modeling recommendations.

In the Garden Homes neighborhood, nearly half of the homes required demolition after the event. The Village recently adopted the Garden Homes Neighborhood Plan, which thoroughly explored redevelopment options while considering environmental and economic constraints.

The Village has a stormwater management ordinance, which regulates stormwater management on both commercial and residential properties. The purpose of the ordinance is to reduce stormwater runoff, sediment transfer, and nutrient loading within the regional watershed. In 2007 the Village also created a stormwater utility to make improvements to stormwater management within the Village and assess fees to carry out those improvements.

It is possible that continued redevelopment of commercial properties along University Avenue has the potential to reduce stormwater runoff as new regulations and recommendations are coupled with development. However, significant reduction of the stormwater issues in the area will not be achieved without reduction in runoff and additional detention facilities at up-gradient locations outside of the Village.

Major investment into infrastructure will need to be undertaken in coordination with the City of Madison. One of the key upcoming projects is the University Avenue reconstruction, which is planned for 2022. Other projects under consideration by the Ad Hoc Stormwater Committee include additional protection berms, a new stormwater conduit, and new detention areas. Other recommendations are still being formed and modeled - but this remains a top priority of the community and is the largest concern of residents. The Village is now enrolled in the National Flood Insurance program, and residents can purchase flood insurance through NFIP, though long-term solutions will need to be implemented in coordination with the City of Madison and Dane County.



Utilities & Community Facilities – 2040 Plan

Voices from the Community:

There are many community services and facilities that are well-loved by residents, notably the park system and the Village pool. However, many respondents and conversations in interviews noted that the Village can better utilize its existing spaces, whether that be making them more accessible to residents of differing levels of ability, centralizing locations, or capitalizing on proximity to other resources (e.g. the PW Garage & Shorewood School's field/green).

When asked whether the Village should spend more tax dollars to improve the quality of amenities across a variety of areas, the four of the top five responses came from within this element of the comprehensive plan – Stormwater Management (58% of respondents), Parks (41%), Library Access (28%), and Recreation Programming (28%).

The 2020 Community Survey and Map asked residents several questions about improvements they would like to see – and things they felt most important to keep. Some of the top responses include:

- *Off-Leash Dog Park (Many survey responses in favor, though some in opposition)*
- *Improvements to existing Village Park Facilities and Park Buildings*
- *Increased Investment in Municipal Buildings (Pool Building/Community Center, Public Works Garage, Boathouse)*
- *Stormwater Facility Solutions are a Consistent Issue*

Other insights from focus group participants included:

- *Opportunities to Re-think Village Buildings to better center Interaction*
- *Shorewood School is for many the center of community life*
- *Focus on year-round facilities to keep resident engagement in all seasons*

Top Issues & Opportunities

- Investment in Municipal Buildings
- Long-Term Future of Parks & Park Buildings
- Increasing Sense of Community
- Stormwater and Flood Prevention

Goals, Policies, & Actions

Goal 1: Maintain the high quality and efficiency of utilities and services.

- **Policy 1:** Integrate sustainability goals into Village services.
- **Policy 2:** Continue to leverage development projects to improve utility infrastructure.
- **Policy 3:** Encourage residents and businesses to improve the efficiency of their personal utilities and services.
- **Policy 4:** Continue to maintain a strong relationship with the Madison Metropolitan School District regarding future development in the Village, as well as future use of the Shorewood School site and facilities.

- Action 1: Institute a municipal composting program, contracting with companies that specialize in working with local food producers, if possible.
- Action 2: Encourage and incentivize on-site composting of both food and green/leaf waste on resident properties, and consider subsidizing costs for purchase of compost bins for residents.
- Action 3: Bury existing utilities, where feasible, as development and reconstruction occurs.
- Action 4: Distribute and promote available incentives, energy audits, and other programs offered through Focus on Energy and MG&E to assist individuals and businesses with energy efficiency and renewable energy measures.
- Action 5: Encourage the private use of solar energy systems, partnering with programs such as the City of Madison's MadiSun Group Buy program for discounts and incentives.

Goal 2: Continue to proactively address stormwater management challenges.

- **Policy 5:** Improve the quality of surface water runoff by continuing to implement stormwater best management practices.
- **Policy 6:** Encourage residential and commercial properties to implement additional onsite stormwater management techniques to reduce the impacts of stormwater discharge (e.g. rain gardens, rain barrels, green roofs, bioretention basins, etc.).
- **Policy 7:** Continue to explore transition of winter road maintenance practices to a brine/total liquid application system to reduce the amount of sodium chloride entering the environment.
- **Policy 8:** Maintain the Ad Hoc Stormwater Committee to serve in an advisory capacity to the Village Board.
 - Action 6: Continue to partner with the City of Madison in studying and addressing stormwater challenges along the University Avenue corridor.
 - Action 7: Follow recommendations of the Ad Hoc Stormwater Committee in addressing major challenges and concerns.

Goal 3: Maintain high quality buildings that serve residents and actively build community.

- **Policy 10:** Improve or redevelop Village facilities to meet a wide range of needs of residents.
- **Policy 11:** Prioritize the incorporation of green building technologies, energy saving measures, and renewable energy generation into all new or remodeled Village-owned buildings.
- **Policy 12:** Community spaces will be integrated into all central Village buildings, with different amenities that serve all community members.
 - Action 8: Create a full Village Facilities study to determine future needs and prioritize investment.
 - Action 9: Integrate LED lighting, solar energy, and other green technologies into all plans for municipal building replacement.

- Action 10: Conduct a study to more centrally locate the Community Center, perhaps in conjunction with redevelopment/renovation of the public works garage.
- Action: Purchase 100% of municipal energy through renewable energy sources.

Goal 4: Maintain a high quality park and trail system accessible to all residents.

- **Policy 13:** Develop and maintain park facilities that meet a wide range of needs for residents.
- **Policy 14:** Preserve and improve water-related recreational opportunities and facilities.
- **Policy 15:** Purchase land adjacent to Village-owned parks and open spaces whenever possible to expand and protect these resources.
 - Action 11: Conduct a Comprehensive Outdoor Recreation Planning study for the park and open space system as a whole, utilizing the plan to guide facilities improvements and establish grant eligibility.
 - Action 12: Conduct a study to redevelop/renovate the McKenna Park boathouse and shelter to serve as key community asset and gathering space for residents.
 - Action 13: Develop a full Park Plan for Post Farm Park, including a planning process for pool building updates and renovations.