



CENTRAL DISTRICT MASTER PLAN update

Client | Village of Shorewood

Plan Highlights

pending final plan approval

10 redevelopment site concepts

economic trends and strategies for recruiting new business

35 strategic actions addressing public realm improvements, business retention & expansion, marketing, business recruitment, and district initiatives

enhanced bike routes and Oak Leaf Trail access

parking balanced with new development

Building on investment since the 2006 Central District Master Plan, the update focuses on underutilized properties that present opportunities for continued investment, density, and uses to serve residents and visitors of Shorewood. Ce Planning Studio worked with Vierbicher to analyze the commercial and housing markets, economic trends, and land use strategies. Improved circulation and bike connections are recommended as a way to improve safety and enhance linkages throughout the Village. Parking is integrated into all scenarios in order to balance commercial needs with residential concerns.

Redevelopment concepts provide a starting point for discussion between the Village and potential investors. Uses vary from senior housing, mixed-use retail and housing, to new housing choices for area residents. Proformas were developed for each concept to evaluate the potential expenses, construction costs, and revenue. Strategic recommendations are divided into five categories: Organization, Funding & Partner Coordination; Business Retention/Outreach/Attraction; Developer Recruitment & Redevelopment Implementation; Public Realm Improvements; and Marketing.

Two public meetings were held to gather initial ideas and feedback on the proposed redevelopment concepts. More than 30 stakeholder interviews provided critical insight from area business owners, civic leaders, elected officials, residents, developers, and real estate brokers. Input was also gathered via the Village website.



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