East National Avenue Plan - Draft
Plan Commission Presentation

May 3, 2010

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• Tim Runkle
• Sean Ryan
2020 Comprehensive Plan

- Corridor is defined in chapter Ch. 15: Neighborhood E

- Motivated the creation of the East National Avenue Regulating Plan

- Continues in the spirit of the 2020 comprehensive plan
Corridor Description

• Primary mixed-use corridor

• 124th Street on the eastern border and Calhoun Road on the west

• Majority of City’s retail facilities

• Community’s civic functions and City government

• Multi-family residences
Corridor Issues

- Some outdated building and parking designs
- Corridor lacks a cohesive building fabric along National Avenue
- Some design character is disjointed and lacks focus.
- Excessive curb cuts (driveways)
- Requires diligence and a long-term solution
Process

- Inventory of Current Parcels
- Review of Current Regulations
- Research Case Studies
- Research Sustainable Practices
- Design Options
- Business Survey
- Public Participation: Open House
- Redesign Options
- Compile Regulating Plan
- Present Draft to Plan Commission
Goals & Objectives
Goals & Objectives

Character Consistency Objective

• Enhance the appearance of the corridor for more cohesive development which creates a unique identity for National Avenue.

Economic Value Objective

• Retain and attract businesses that add value to the corridor.
Goals & Objectives

Environmental Sustainability Objective

• Create an environmentally sustainable suburban commercial corridor.

Access Management Objective

• Enhance *efficiency* of movement and access throughout the corridor.
Business Survey & Open House

COFFEE ROAD - OPTION 1

The addition of a mixed-use development along Coffee Road will enhance the area's overall amenities. The buildings will feature modern architectural designs that complement the existing neighborhood. The proposed project includes commercial space, residential units, and improved pedestrian access.

SUNNYSLOPE ROAD - OPTION 2

The addition of a mixed-use development along Sunnyslope Road will enhance the area's overall amenities. The buildings will feature modern architectural designs that complement the existing neighborhood. The proposed project includes commercial space, residential units, and improved pedestrian access.

4/6/10
Node Designs
Node Designs

- Design three areas that can be redeveloped in the corridor.
Sunnyslope Road

- View looking northeast from National Avenue
Sunnyslope Road

- View looking northeast from National Avenue
Coffee Road
Coffee Road
Coffee Road

- View looking northwest from the intersection of National Avenue and Coffee Road
Coffee Road
Coffee Road

- View looking southeast from Coffee Road
Coffee Road

• View looking southeast from the intersection of Coffee Road and Moorland Road
Western Gateway
Western Gateway
Western Gateway

- Views along National Avenue
Western Gateway

- View looking into residential area
Regulations

- Building
- Parking
- Pedestrian Access
Regulations

Building
- Land Use
- Setback
- Building Height
- Building Composition
- Materials
- Pedestrian Entrances
- Street Level Windows
- Gathering Spaces

Parking
- Location
- Parking Spaces
- Shared Parking
- Parking Screen

Pedestrian
- Access
- Circulation
- Bike Racks
Corridor Regulating Zones
## Regulations - Buildings

<table>
<thead>
<tr>
<th>Development Feature</th>
<th>Required</th>
<th>Optimal</th>
<th>Specifications and Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Building Height – Commercial</strong>&lt;br&gt;The maximum height a building can be built.</td>
<td>The minimum height for any building is two-stories.</td>
<td>Buildings may reach a maximum height of four-stories.</td>
<td>No building may have a false façade to meet building height requirements.</td>
</tr>
</tbody>
</table>

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City Center Zone
## Regulations - Parking

<table>
<thead>
<tr>
<th>Development Feature</th>
<th>Required</th>
<th>Optimal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shared Parking</strong></td>
<td>When feasible, parking areas should be shared by adjacent users and mixed-use developments to eliminate unnecessary parking stalls.</td>
<td>Adjoining parking lots should be combined in all instances in order to reduce unneeded spaces.</td>
</tr>
</tbody>
</table>

Parking lots can be shared between adjacent commercial, institutional, and residential uses if it can be demonstrated that the respective users have differing peak time parking demands.

### Suburban Commercial Zone
## Regulations – Pedestrian Access

<table>
<thead>
<tr>
<th>Development Feature</th>
<th>Required</th>
<th>Optimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>Onsite sidepaths must be designed so that they are universally accessible and clearly defined. Any development must continue sidepath expansion along the major street.</td>
<td>Pedestrian seating, such as decorative benches, should be provided.</td>
</tr>
</tbody>
</table>

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Western Gateway Zone
Guidelines

- Water Efficiency
- Sustainable Practices
- Landscape
### Water Efficiency Guidelines

<table>
<thead>
<tr>
<th>Development Feature</th>
<th>CCZ</th>
<th>SCZ</th>
<th>WGZ</th>
<th>Application</th>
<th>Installation &amp; Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bio-Swales</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Alternative to conventional curb and gutter conveyance systems.</td>
<td>$4.50 - $8.50 (from seed) $15 - $20 (from sod)</td>
</tr>
<tr>
<td>Shallow stormwater channels that capture and infiltrate runoff and can also remove its pollutants.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Suitable for sites without sufficient surface area available for bio-retention.</td>
<td>$10,000 (case study in City of Wayne, MI)</td>
</tr>
<tr>
<td><strong>Constructed Filter</strong></td>
<td>Yes</td>
<td>Limited</td>
<td>No</td>
<td>When other water runoff solutions are unavailable or insufficient.</td>
<td>$5.60/ft for extensive roofs to $15/ft for intensive roofs plus cost of any structural reinforcement</td>
</tr>
<tr>
<td>Structures or excavated areas containing a layer of filtration media that reduce pollutant levels in stormwater runoff.</td>
<td>Yes</td>
<td>Yes</td>
<td>Limited</td>
<td>Can be placed along bike paths, sidewalks, riverbanks and streets.</td>
<td>$200,000 – $500,000/mile</td>
</tr>
<tr>
<td><strong>Green Roofs</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Limited</td>
<td>When collected water can be used for other uses and other runoff solutions are unavailable.</td>
<td>$2-$4 per square foot</td>
</tr>
<tr>
<td>Roofs that are partially or completely covered with vegetation allowing roofs to function more like a vegetated surface.</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>The ideal location for porous pavement is in low traffic or overflow parking areas.</td>
<td>Rain barrel = $150 Cistern = $1,000 (500 gallon) to $5,000 (6,500 gallon underground)</td>
</tr>
<tr>
<td><strong>Greenways</strong></td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetated strips that help to infiltrate and evaporate rainwater and snow melt.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Porous Pavement</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paving that allows water to filter to the soil below.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rainwater Collection (Rain barrels/cisterns)</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Sustainable Practices Guidelines

<table>
<thead>
<tr>
<th>Practice</th>
<th>CCZ</th>
<th>SCZ</th>
<th>WGZ</th>
<th>Goal</th>
<th>Specifications &amp; Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reuse of Building Materials</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Ensure that at least 5% of a project's materials (based on value) comprise salvaged, refurbished or reused materials.</td>
<td>BMRA (Best practices)</td>
</tr>
<tr>
<td>Reduce demand for new materials and reduce waste going to landfill</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Use of Recycled Materials</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Ensure that at least 15% of a project's construction materials (based on value) are comprised of recycled content</td>
<td>Green Home Green (local locator for recycled materials and contacts)</td>
</tr>
<tr>
<td>Reduce demand for new materials and increase market for recycled materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Construction and Demolition Waste Management</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Ensure that at least 75% of non-hazardous construction and demolition debris is recycled.</td>
<td>BMRA (Best practices), Green Builder, Seach Directory</td>
</tr>
<tr>
<td>Reduce waste going to landfill</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>On-site renewable resources</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Buildings over 10,000 square feet should create 10% of their energy on-site from renewable resources.</td>
<td>Customer-Owned Renewable Generation in Wisconsin, Renewable Energy in LEED™ Projects (Generation Options)</td>
</tr>
<tr>
<td>Energy which comes from natural resources such as sunlight, wind, rain and geothermal heat, which are renewable (naturally replenished).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Energy Efficient Buildings</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Buildings over 10,000 square feet should conform at a minimum to the requirements under the LEED Green Building Rating System at the silver performance level or other equivalent U.S. green building standards.</td>
<td>Green Building Pages, Green Building Alliance (Education-Materials), U.S. Green Building Council</td>
</tr>
<tr>
<td>Buildings that are environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation, and deconstruction.</td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>
Plant materials shall be located to enhance views from public streets and sidepaths.

- Placement of plants along sidewalks and streets
- Create walkable and friendly environment

Shading of parking spaces should be encouraged through the selection and arrangement of plants and trees.

- Encourage green parking lots
- Decrease energy costs and greenhouse gas emissions
What Next?

- Final Presentation on Tuesday, May 11th @ 6pm at UWM
- Final copies of East National Avenue Plan available on Tuesday, May 18th.