

Village of Maple Bluff

Village Gateway Redevelopment Concept & Implementation Strategy Plan



March 31, 2008



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Village of Maple Bluff Village Gateway Redevelopment Concept & Implementation Strategy Plan

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Acknowledgements

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Introduction

The Village of Maple Bluff, with approximately 1,400 residents, was founded as a residential suburb of the City of Madison. With Lake Mendota as its west boundary and North Sherman Avenue at the east, the community is surrounded by the City of Madison and has had minimal business development within Village limits.

In July 2006, at the request of property owners, the Village annexed 22 parcels east of Sherman Avenue from the Town of Burke. This addition to the Village municipal limits has created the opportunity for the Village to implement priorities, goals, and strategies identified in the community's visioning sessions and Comprehensive Plan. The Village's 2003 Comprehensive Plan identifies the need to revitalize the North Sherman Avenue commercial corridor as a mixed-use residential and retail "Village Gateway" area. In order to achieve the community's economic development goals as set forth in the Village's Comprehensive Plan, the Village has created this Redevelopment Concept Plan to:

- Create a vision for the mixed-use urban revitalization of the North Sherman Ave commercial area "Village Gateway," focused on recently annexed parcels.
- Advance, in consultation with property owners, a plan for mixed-use redevelopment of the recently annexed parcels to create the energy, vitality, and activity to enhance the area as an economic development asset for the Village, and a place where residents and visitors want to live, work, shop, and play.
- Prepare a plan for implementation of the revitalization concept; including phasing, transportation improvements, and a general financing strategy.



Existing conditions in and near the Village Gateway Area

Planning Process

The planning process for the Maple Bluff Village Gateway Redevelopment Concept & Implementation Strategy began in September 2007 and continued through March 2008. The specific steps of the planning process are detailed below.

Site and Market Investigation

This work element provided a backdrop for evaluation of project area opportunities and set the foundation for public events, site design, and implementation recommendations. The work element consisted of investigation of existing land uses and ownership/lease structures, utilities, railroad issues, brownfields, transportation and access, generalized building conditions, and generalized market conditions using secondary demographic and market data and consultant experience.

Stakeholder Interviews

The second work element consisted of interviews with area stakeholders, including business owners, property owners, Village staff, and potential developers. These interviews supplemented the site and market investigation activities; provided insight on private investments, lease terms, and redevelopment interest; and explored ideas and opportunities for partnerships on future reinvestment in the project area.



Walking Audit and Design Workshop

The Village Plan Commission hosted a combination Walking Audit and Design Workshop on October 30, 2007 to solicit input from Village and surrounding area residents. The Walking Audit portion of the event allowed participants to evaluate current site conditions, challenges, and opportunities in the field. The purpose of the Design Workshop, immediately following the Walking Audit, was to gauge the community's design and density preferences through interactive exercises, including a facilitated vision preference exercise. The outcome of this public outreach was an early redevelopment concept (or options) for the project area, including connections to nearby areas. A workshop summary is included in the Appendix to this plan.



Scenes from the Walking Audit and Design Workshop

Intergovernmental Meeting

The project team held an intergovernmental meeting with members of the City of Madison Planning Department and other interested City staff persons on November 7, 2007. The purpose of this meeting was to communicate preliminary ideas related to the Village's vision for the Village Gateway project area and receive input from City of Madison planners regarding the vision and potential redevelopment concept and implementation strategy. The intergovernmental meeting provided

direction in roadway planning and potential future collaborative efforts between the City of Madison and Village of Maple Bluff.

Conceptual Redevelopment Plan Options

Based on the analysis of the previous work elements the project team developed two draft conceptual redevelopment plan options for the Village Gateway project area. These two options presented alternative directions to either pursue incremental, modest revitalization of the site or pursue a bolder direction in redevelopment. The options were presented to the Village Plan Commission at a public meeting on December 20, 2007. After discussion at that meeting and a subsequent meeting, the Commission directed the project team to base the final plan on the option that presented the bolder vision for redevelopment.

Final Village Gateway Redevelopment Concept and Implementation Strategy Plan

Following comments and suggestions from the Plan Commission, the project team developed this final plan for the Village Gateway project area including a conceptual site plan for redevelopment of the proposed project area, design concepts illustrated through a sketch rendering and photographs, design guidelines/principles for future building construction and site design, and narrative text that defines the vision for the project area and recommends a sustainable mix of businesses and uses. Key issues such as phasing the redevelopment to minimize existing business impacts and suggested area transportation improvements are included in the Plan.

The Implementation Strategy charts the course to attain the redevelopment concept vision for the Village Gateway area. The Implementation Strategy provides an action plan which includes:

- Project prioritization, phasing, timeline, and logistics.
- Village incentive programs and other directives to promote project area redevelopment, including possible infrastructure improvements.
- Ideas and opportunities for public/private partnerships.
- Other sources of funding that can be explored.

The Final Village Gateway Redevelopment Concept and Implementation Strategy Plan was presented to the public through a Joint Meeting of the Village Board and Plan Commission on March 31, 2008.

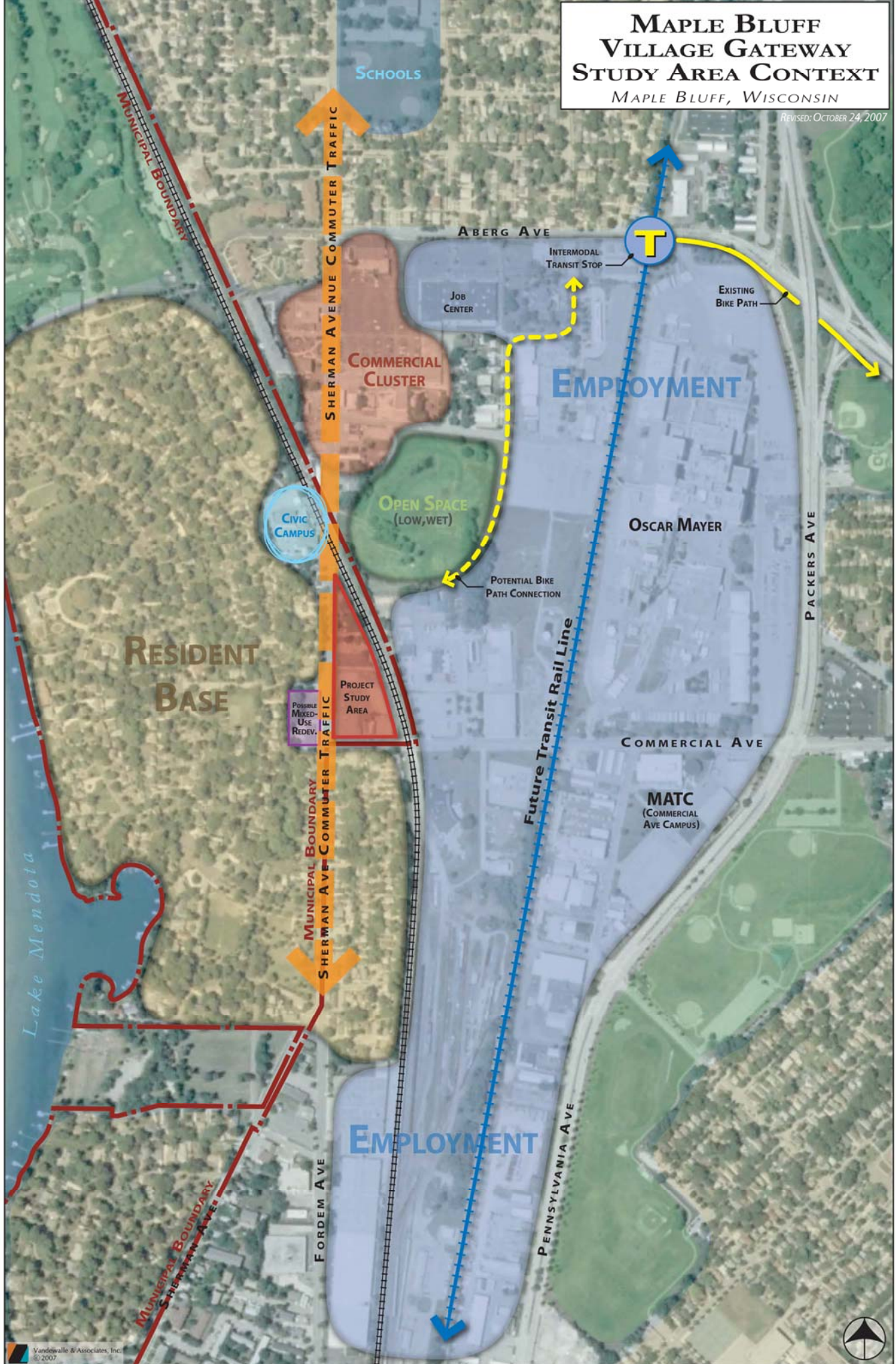
Adoption as Comprehensive Plan Component

To maintain consistency in Village long-term planning and development, this Plan will be adopted by the Village Board as a component of the Village Comprehensive Plan. It will then serve as a guide as the Village considers public investments, continued property owner discussions, and future redevelopment and land use proposals in the project area.

MAPLE BLUFF VILLAGE GATEWAY STUDY AREA CONTEXT

MAPLE BLUFF, WISCONSIN

REVISED: OCTOBER 24, 2007



Village Gateway Project Area

The project area is the Village of Maple Bluff's only true commercial district. The project area is bounded by North Sherman Avenue on the west, Commercial Avenue on the south, and an active rail line on the north and east. The project area was annexed into the Village of Maple Bluff in July 2006, at the request of property owners in the area; it is immediately adjacent to the City of Madison municipal boundary.

The project area is located along a commuter route; it is accessible by major bus routes and the planned Sherman Avenue Flyer bike route. The project area is near the active and diverse Northside Madison neighborhoods, Lake Mendota, Warner Park and schools. Adjacent to the project area is the residential section of Maple Bluff, active rail and truck traffic and land intensive employment. Along North Sherman Avenue, there are other similar clusters of commercial activity in the City.

Current Conditions of Buildings and Infrastructure

The project area consists of 22 parcels and several different ownerships. Five residential parcels contain single-family homes that face North Sherman Avenue and abut the active rail line to the east. The remaining 17 parcels include Cambridge Place (a mixed-use office/residential building), Lakewood Plaza (a commercial strip mall), and two adjoining parcels along Commercial Avenue with offices and retail businesses including:

- Great China Restaurant
- Jacobson Brothers Meat & Deli
- Heel & Sole Connection
- Manna Café & Bakery
- Vic Pierce Wine & Liquor
- Felly's Flowers
- Noah's Ark Pet Center
- Madison Cat Clinic
- Inferno Bar
- Jan's Professional Massage Therapy
- Johnson Law Offices

The existing buildings at these sites are generally outdated, except that there have been recent modest investments in the Lakewood Plaza building and the Cambridge Place office/residential building to its north. In general, the buildings do not take advantage of the prominent location of the site within the Village and are set back from the corridor. This creates an auto-oriented, parking-lot dominated feel that does not comport with the "Village Gateway" ideal. Infrastructure challenges include overhead power lines, a high water table, and some remaining contamination that is being remediated. The project area also has too many auto access points to North Sherman Avenue which creates unsafe pedestrian and auto accessibility.



View looking south along North Sherman Avenue




View looking north across the south part of project area

MAPLE BLUFF VILLAGE GATEWAY PROJECT STUDY AREA

MAPLE BLUFF, WISCONSIN

MAP LEGEND

REVISED: MARCH 28, 2008

 PROJECT STUDY AREA

Village Hall

OXFORD PLACE

Private
Open Space

SINGLE FAMILY HOMES

CAMBRIDGE PLACE

Trucking/
Auto Repair

ROXBURY ROAD

N SHERMAN AVE

LAKWOOD PLAZA

Parking
Lot

PET CENTER/
CAT CLINIC

INFERNO

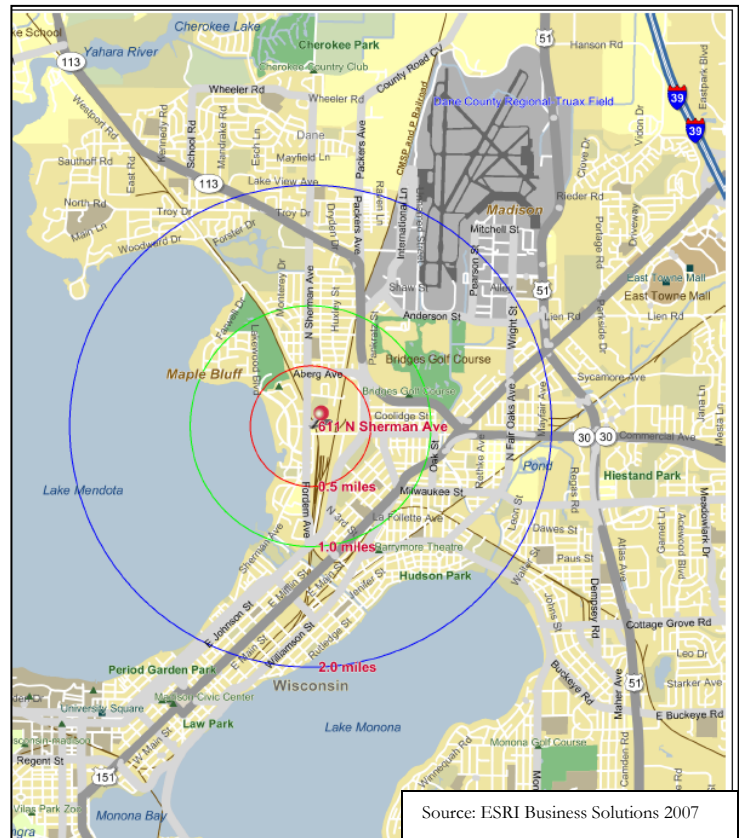
COMMERCIAL AVE



Demographic and Market Profile

An analysis was conducted in order to understand the project area demographics, traffic patterns, and the existing and potential markets. The following is a summary of the key demographic findings generally for the population within a two mile radius of the project area except where otherwise indicated:

- In 2007, just over 34,000 people lived within a 2 mile radius of the project area.
- 70% of this population is between 20-64 years old with a median age of 36 years old.
- As of 2000, 40% of this population lived in a one person household, while 35% were in a two person household.
- Average household income is approximately \$60,000.
- Within a 0.5 mile radius of the project area, the spending potential of the population exceeds the national average in all spending categories.
- Of the employed population, 69% are employed in white collar positions.
- 43% of the population have an educational attainment of bachelor's degree or higher.
- Approximately 19,300 automobiles drive by the project area on a daily basis (2006 data).
- Industries with market leakage, within a 2 mile radius, include furniture, home furnishings, clothing, shoe, specialty food, electronics, books and music, and stationery/gifts.
- Industries with market surplus, within a 2 mile radius, include health and personal care, and used and miscellaneous merchandise stores.



These findings indicate that the population surrounding the Village Gateway project area has a relatively high household income (the median household income statewide is about \$46,000), is well educated, and those who are employed generally work in white collar/office environments. Small household sizes and a low median age indicate a population of empty-nesters and young professionals without children.

Based on this demographic and market analysis it is apparent that this project area has the visibility and market potential to incorporate added value, image, and activities for the Village of Maple Bluff.

Village Gateway Conceptual Site Plan

The purpose of this planning project is to develop a strategy to create a vibrant, active, pedestrian-oriented Village Gateway commercial district that will provide a positive community focal point and remain economically viable in the long-term. Reinvestment and redevelopment of the properties in the project area will have a transformational effect on the project area, and on the Sherman Avenue corridor as a whole. While the project area contains many of the types of businesses desired by the community, the building infrastructure is clearly showing signs of age, the orientation of buildings and parking is not conducive to pedestrian or bike access, and the sites are not being used to their full economic potential given the demographics of the area and traffic (car, bus, bike, and pedestrian) volumes on abutting major streets.

The Village Gateway Redevelopment Concept and Implementation Strategy Plan is intended to create a dynamic vision for the Village Gateway area, building upon the goals established in the community's Comprehensive Plan. The following are components of that vision:

- Strive for tax base maximization
- Allow for housing diversity
- Plan for efficient site circulation for traffic
- Develop better pedestrian connections on the site and to and along public streets
- Consider business disruption and relocation issues
- Celebrate existing Maple Bluff character into redevelopment design
- Create an urban gateway with buildings near the street and adequate visible parking
- Integrate “green” site and building standards
- Develop better pedestrian connections on the site as well as in the public right-of-way
- Incorporate elegant landscaping design and adequate outdoor gathering spaces

The following Village Gateway Conceptual Site Plan map illustrates how the Village might attain this vision through various land use, site design, building form, and public improvement approaches working in harmony.

MAPLE BLUFF VILLAGE GATEWAY

CONCEPTUAL SITE PLAN

MAPLE BLUFF, WISCONSIN

CREATED: 03.28.08

VILLAGE HALL

POTENTIAL LONG-TERM COMMUTER RAIL ROUTE

OXFORD PLACE

POTENTIAL BIKE PATH CONNECTION

GATEWAY INTERSECTION
- SIGNALLED INTERSECTION
- ENHANCED CROSSWALKS

DECORATIVE STREET LIGHT

MONUMENT FEATURE/
TRAIL HEAD SIGNAGE

STREET TREE

DECORATIVE STREET LIGHT

BUMP-IN PARKING
(EXPAND R.O.W.)

INFILTRATION ZONE

NORTH SHERMAN AVENUE

2 STORY SENIOR LIVING/
OFFICE

PRIMARY BUILDING ENTRANCE

GREEN ROOF DESIGN

POTENTIAL FUTURE RESIDENTIAL CONVERSION TO RETAIL/OFFICE

ENHANCED PEDESTRIAN CROSSING

ENTRANCE FEATURE

REALIGNED ENTRANCE

ROXBURY ROAD

BUMP-IN PARKING
(EXPAND R.O.W.)

UPPER LEVEL SEATING

BRICK ACCENT PAVING

POSSIBLE FUTURE MIXED-USE DEVELOPMENT

DAYLIGHTING FOR ENERGY EFFICIENCY

INFILTRATION ZONE

GATEWAY FEATURE (E.G. PUBLIC ART)

GATEWAY INTERSECTION
- EXISTING TRAFFIC SIGNALS
- ENHANCED CROSSWALKS

POSSIBLE FUTURE MIXED-USE REDEVELOPMENT

COMMERCIAL AVENUE

STORMWATER INFILTRATION BEDS
- RAIN GARDENS WITH NATIVE PLANTINGS
- STORES, CONVEYS, AND CLEANS RUNOFF
- BUFFERS DEVELOPMENT FROM RAIL

POTENTIAL "SHERMAN FLYER" BIKE ROUTE

BIKE PATH CONNECTION

PARKING STRUCTURE
- 3 FLOORS OF PARKING
- 2 STORY CONDOS ABOVE
- LAKE VIEW FROM CONDOS
- ROOF TOP GREEN SPACES

ROOFTOP DINING SPACE

2 STORY RESTAURANT/
COMMERCIAL

GREEN ROOF DESIGN

SERVICE WAY

3 STORY COMMERCIAL/OFFICE



Redevelopment Concept Plan

The Village Gateway Conceptual Site Plan map illustrates the community’s vision of a vibrant, active, pedestrian-oriented Village Gateway commercial district. Redevelopment of the Village Gateway will allow the community to maximize the value of the commercial district—dramatically increasing the potential improvement value of the area. In addition, redevelopment will provide diversity in housing, and

additional retail, service, and office opportunities in the Village. The Plan allows for a phased redevelopment of the Village Gateway project area

Estimated Development Conditions	Existing	Future
Development Area	3.75 acres	3.75 acres
Total Building Floor Area	80,000 sf	120,000 sf
Parking Spaces	200 stalls	300-350 stalls
Improvement Value Outside of R.O.W.	\$3.5 million	\$20 million

over time, likely beginning redevelopment from the south and working north. This approach will allow the Village to diversify uses and increase improvement value, and generally relates well to the interest levels of current property owners for redevelopment.

The following development and design guidelines, as illustrated in the Village Gateway Conceptual Site Plan map, provide more detail for site development, green practice, building design, land use, and project phasing.

Site Development

- Complete redevelopment of site advised over time, generally from south to north
- Main entrance to development aligned with Roxbury Road across Sherman to reduce traffic conflicts
- On-site parking located internally to the block, not on the street side of the new buildings
- Development “entrance” feature placed at entrance across from Roxbury Road
- Public pedestrian and bike access provided through site
- New development is buffered from the active rail corridor by heavily landscaped infiltration areas, native plants, and parking



High quality site design with distinct zones for pedestrians, bicyclists, and vehicles

Architectural Character

- Scale and design of buildings reflect “Maple Bluff Character” through the use of pitched/gabled roofs and articulated facades, while still providing critical densities for economically viable redevelopment
- New buildings generally 2-3 stories in height, pulled up near the sidewalk, and defining a new human-scale experience along Sherman Avenue



Pitched roofs and articulated façade reflect “village character”

- Primary building entrances open onto Sherman Avenue
- “Landmark” building anchors corner at Sherman Avenue and Commercial Avenue
- Buildings have high quality designs and materials
- Buildings have awnings, canopies, storefront windows, and/or change in materials on the ground floor level to emphasize pedestrian scale

Land Use/Parking

- Ground floor uses include specialty retail and restaurants (auto-oriented uses discouraged)
- Upper story uses include office and/or residential
- Outdoor dining/cafés and other activities (e.g. farmers market) encouraged
- Parking structure along Commercial Avenue incorporates high quality design and materials
 - Lower 3 parking floors provide general parking for the surrounding development
 - 2 story condos, located above general parking, with views to lake and rooftop green spaces
 - Condos have individual garages which also create a buffer from rail/industrial activity to east
- Potential long-term redevelopment of single family homes into senior living or office space at north end of site (i.e. modest parking demand uses)



Parking structure design with focus on pedestrian scale

Green Practices

- Stormwater management solutions incorporated in order to reduce runoff quantity and increase runoff quality
- Sustainable/green materials and energy systems incorporated into building design
- Demolition emphasizing material recycling
- Green (vegetative) roofs and natural day lighting incorporated where possible
- Filtration zones and rain gardens to improve quality of water leaving the site
- Landscaping utilizing native plants
- Porous paving used where possible



Rain gardens and infiltration zones improve the quality of water leaving the site

Potential Project Phasing

- Parcels should ideally be assembled and master planned as unified Planned Unit Development (particularly south of Cambridge Place office/residential building); however, smaller pieces of the site may be developed as demand and availability arises in accordance with this broader plan
- Develop a landmark quality building at the northeast corner of North Sherman Avenue and Commercial Avenue as potential short-term redevelopment, including necessary demolition for additional parking
- Potential intermediate term redevelopment of existing Sherman Plaza and Cambridge Place buildings. Earlier new building, or nearby vacant spaces, provide possible temporary or permanent construction of the homes for existing businesses as applicable
- Potential long-term redevelopment of single family homes into senior living or office space at north end of project area, based on earlier project success and land owner interest



Landmark quality architecture should anchor the site

Future Public Improvements

The Village Gateway Conceptual Site Plan map illustrates the following future public improvements - specifically addressing streetscape, transportation infrastructure and parking details - for the planning area, as described below:

Streetscape

- Streetscape enhanced on Sherman Avenue and Commercial Avenue
- Accent paving, decorative streetlights, landscaping, in street rights-of-way
- Street terrace trees where room is made available
- Gateway features placed near Commercial Avenue and Oxford Place intersections
- Storm water infiltration zones incorporated in street terrace where possible

Transportation Infrastructure

- Curb cuts and access drives consolidated to reduce traffic conflicts
- Intersections at Oxford Place and Commercial Avenue both fully signaled with pedestrian crosswalks and lights
- Additional signed/ stamped pedestrian crossing at Roxbury Road for neighborhood access



Accent paving, decorative lights, and landscaping enhance pedestrian experience

- On-site circulation for vehicles, bicyclists, and pedestrians separated into distinct “zones”
- Enhanced crosswalks with accent materials improve pedestrian crossing safety
- Public connections provided to future “Sherman Flyer” path along east side of site

Parking

- On-street parallel parking provided where possible
- Right-of-way widened on the east side of Sherman Avenue and the north side of Commercial Avenue to accommodate “bump-ins” for on-street parallel parking

**MAPLE BLUFF
VILLAGE GATEWAY**
BIRDS-EYE PERSPECTIVE
MAPLE BLUFF, WISCONSIN



Redevelopment Implementation Strategy

The Implementation Strategy charts the course for redevelopment of the Village Gateway area as illustrated through the Conceptual Site Plan map. The Implementation Strategy is presented below as a summary of the implementation steps necessary to attain the redevelopment concept vision.

General Implementation Administration, Codes and Ordinances

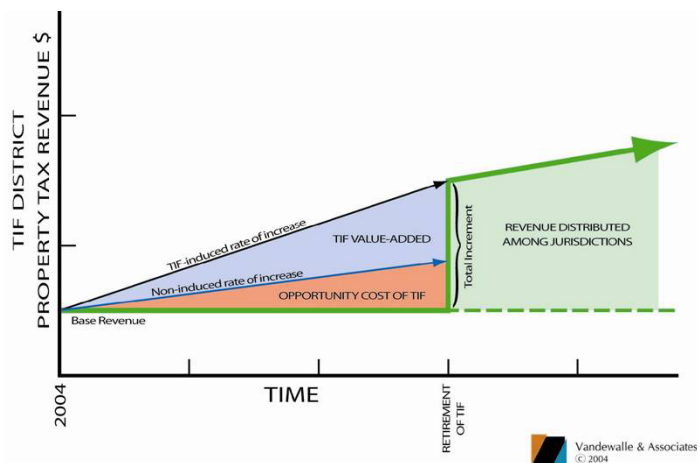
- Adopt this Village Gateway Redevelopment Concept and Implementation Strategy Plan as an amendment to the Village's Comprehensive Plan.
- Adopt zoning amendments as necessary to minimize site and building modifications under present zoning that are not consistent with this Plan.
- Incorporate sustainable development site and building design provisions into zoning ordinance.
- Determine any needed utility system upgrades with City of Madison and private utilities.
- Apply Planned Unit Development (PUD) zoning to property when redevelopment proposal(s) offered.

Property Owner/Developer Discussions

- Meet with individual property owners to begin coordination of plan implementation.
- Refine phasing, timeline, concept, and other aspects of proposed redevelopment in coordination with property owners.
- Meet with potential interested developers; create a Request for Proposals (RFP) if necessary.
- Negotiate development agreement.
- Work with developer(s) to actively bring "anchor" users to the site, such as a destination sit-down restaurant.
- Participate with property owners/business owners on construction, transition, and potential relocation plans.

Investigate/Pursue Financing Mechanisms

- Determine feasibility of a Tax Incremental Financing (TIF) district and establish TIF before redevelopment.
- Review all development-related fees and adjust as appropriate.
- Pursue state and federal grants as applicable – such as Transportation Enhancement grant for public streetscape enhancements.
- Consider seeking a BUILD Implementation grant.



Public Improvement Plans

- Develop and implement more detailed plans for redesign of Sherman Avenue (includes on-street parking, streetscaping, and crosswalks).
- Develop and implement design for Village “gateway” features (e.g. community entry signage, possible banners) and related features on private lots.
- Develop and implement design for Sherman Avenue, Roxbury Road, and Oxford Place intersection traffic signal/crosswalk/bike path crossings.
- Work with developer(s) or pursue other options for construction, ownership, and management plan for parking structure.
- Improve sidewalks along Commercial Avenue.
- Incorporate sustainable (“green”) design principles in public improvement plans (e.g. pervious pavement).

Intergovernmental Coordination

- Coordinate Sherman Avenue improvements with the City of Madison.
- Coordinate upgrades to traffic signal/crosswalk at Sherman Avenue and Commercial Avenue intersection with the City of Madison.
- Coordinate bike/pedestrian path development (“Sherman Flyer”) with City of Madison.
- Work with Madison Metro to relocate bus stop to be adjacent or integral to project area.
- Coordinate delivery of water service to site with City of Madison.

Appendix

Village of Maple Bluff

Village Gateway Public Workshop Summary

Tuesday, October 30, 2007

6:30pm – 8:30pm

Number in Attendance: 31

Summary Goals and Values for the Village Gateway Area

Site Redevelopment Design/ Scale

- Maximum height possible along RR to get view of lakes.
- Maintain scale and character of the Village.
- Residential scale development.
- High quality design and materials.
- Good buildings and great architecture.
- Utilize high quality design values
- Huge signs down
- Reduce parking lot footprint – consider moving storefronts toward North Sherman with parking in back.
- Pedestrian and bike friendly
- Challenge – keep heights of buildings down
- More business closer to Sherman with parking near railroad tracks
- Encourage new or building improvements to have more pleasing architectural design
- Improve exterior aesthetic look of Lakewood Plaza
- Improve exterior of pet store, vets, bar
- Scale of development should be pedestrian friendly
- Gateway/entrance to Village to reflect ‘traditional’ Midwest look
- Update the look of the shopping area and consistency of stores
- Improve exterior apartments, they look run down
- Enhance or redevelop shopping mall and apartment building
- The location should be visually in line with the look and feel of the Village
- Promote consistency of development with “village” feel
- Please use alternative energy and green building materials
- Design consistent with ‘old’ residential feel
- Buildings should address the street with parking in rear
- Keep height limits to scale of neighborhood (3 story?)

Implementation

- Keep a place for police to watch liquor store and to set speed traps.
- Village should purchase/ assemble parcels.
- Limit disruption to existing property owners and neighbors.
- Full Village vote on major changes, rather than small committees changing life based upon minority recommendations.
- Communicate with residents of all plans and meetings
- Enhance property values throughout Village
- Development should be gateway to Maple Bluff
- Create profitable tax bases

Land Use

- Define quality/type of business in area – high quality.
- Provide more housing alternatives.
- Art gallery/upscale restaurant
- Tear down vet/pet store and bar. Put in multi-use yoga studio, dance space, etc.
- Provide additional residential in form of condos.

Village of Maple Bluff

Village Gateway Public Workshop Summary

Tuesday, October 30, 2007

6:30pm – 8:30pm

- Include residential on floors above street level.
- No condos, no additional apartments. Maintain Village's single family tradition.
- Attract high-end retail
- Business should serve the neighborhood
- Take responsibility for liquor store bar/inferno. Attracting problem during extended hours.
- Provide for lots of green space, public open space
- More green space
- Above ground parking, multi-story structure, Village owned
- Single family – who chooses? Are they home owners or renters?
- Maintain as much single family houses as possible.
- Be very careful in any consideration of removing homes.
- Area should be mixed use
- At least two restaurants
- Businesses should serve interests of local residents
- Neighborhood input on the type of businesses
- Encourage neighborhood friendly small business development
- Open space for fresh food market
- Promote business that have open air options – restaurants
- Promote restaurants and higher end convenience (sea food center, Jacobson's)
- Provide additional multi-family/condo alternatives in the Village
- Mixed use retail/residential/office east of Sherman
- Zone to eliminate bars
- Leave single family homes in annexed area in tact
- Consider mixed-use buildings (condos/residential and business)
- Keep liquor store (Vic Pierce) hours as they are! 9:00 pm to midnight are their biggest revenue hours.
- Parking deck?
- Keep existing single family homes – provide rehabilitation assistance. No condos or apartments
- Provide for outdoor seating and dining
- Would like to see the Village proper remain single family homes – mix at some point usually doesn't work well. Affects homes' value

Public Infrastructure/ Site Amenities

- Entry identification signage
- Unify both sides of Sherman – visually and aesthetically
- Landscape improvements
- Ornamental trees, flowers, shrubs.
- Incorporate a focus on landscaping, trees, vegetation to improve the aesthetic and dampen traffic noise.
- Bury the power and phone lines
- Address stormwater management from site
- Address utility poles – ugly!
- Add trees
- Promote safety as a top priority for design
- Bike paths
- Improve biking and walking possibilities
- Improve pedestrian access/safety across North Sherman
- Crosswalks across Sherman at Oxford and Roxbury
- Effective crosswalks – bridge, tunnel, stop lights
- Walkable access – easier to cross Sherman
- Calm traffic at Roxbury with a brick pavement lift

Village of Maple Bluff

Village Gateway Public Workshop Summary

Tuesday, October 30, 2007

6:30pm – 8:30pm

- Bike lane along RR track
- Change pavement to signal entering a different municipality
- Improve aesthetics of area

Transportation

- It is hard to exit the Village from Roxbury and Oxford. I would like to see an improvement there; traffic lights or 4-way stops would be nice: that may deter some traffic.
- Redirect railroad
- Include a comfortable bus stop
- Plan for a long term transit stop on the railroad
- Eliminate/reduce train noise
- Preplan an area for a future train (light rail) station – would be a huge benefit in future for Maple Bluff.
- Slow down traffic using existing lights – city will not add more (so far).
- Install a traffic signal to facilitate left turn onto Sherman from both the triangle parcel and from the Village left onto Sherman
- Create traffic flow for safer pedestrian and bike use
- Make Sherman three lanes
- Traffic patterns should align with streets
- Add crosswalks and signals
- Take trucks off of North Sherman
- More traffic lights for pedestrian crossing
- Do away with train whistles late at night.
- Place a stoplight at Cambridge and Sherman

Village of Maple Bluff

Village Gateway Public Workshop Summary

Tuesday, October 30, 2007

6:30pm – 8:30pm

ADDITIONAL COMMENTS ON THE VILLAGE GATEWAY PLANNING PROCESS.

- I'd like to echo a comment made at our table, that this project should be done in as sustainable manner as possible, using 'green' materials, reducing the impervious footprint, managing stormwater, considering renewable energy sources.
- I'd like to have the buildings brought closer to the street, with a pedestrian area between buildings and street with parking in the rear.
- The key design elements I like are variation in the buildings and rooflines, color elements such as awnings, window frames, etc. Greenery and landscaping to create inviting pedestrian corridors and rooms are key. Two to three stories are appropriate. If some three-story are incorporated, would be good if it is stepped back from street (i.e., two-story in front).
- Can we get control of the rest of the properties from Commercial to Erie?
- Please don't tear down any single family houses on the block or force Vic Pierce Liquor Store to change its hours. They take in a great deal of revenue between 9:00 pm to midnight and it's convenient for Village residents.
- Bury the power lines. Make pedestrian/bike friendly with adequate parking. Commercial on first floor and office/residential on 2nd to 4th floors. Install a traffic signal (4-way) to allow left turns onto Sherman Avenue from both the triangle and from Village onto Sherman. Long term, the Village needs some condos – this may be a good site.
- The Village Gateway project depends on (1) traffic calming and control on Sherman. (2) Developing a streetscape focused on changing buildings fronting on the street. (3) On street parking safe from traffic. (4) Shared parking resources so that each parcel doesn't have to provide onsite parking on a stand along basis (i.e., shared parking ramp by RR tracks). (5) Extending Master Plan to both sides of Sherman. We should be a Village Center, place for people to congregate, eat, shop, live above shops, etc. Key ingredients are a great Master Plan, Village will, and commitment to implement.
- Want to keep Village character. Keep three-story buildings east of Sherman Avenue, especially along railroad tracks. Like pitch, gable roofs, quality materials, open space/green space. Bike lanes! Safe walking paths. Prefer two-story buildings.
- Maintain/create village character, but don't get too cute. Find a way to do it authentically. En front the street with buildings – parking behind. Okay to add multi-family housing if marketable. Provide services that appeal to villagers. Don't build too cheap – use masonry and other real materials. Maintain an open process – no favoritism. Bring projects to the Village for review, but turn them down if they aren't good enough.
- Underground, indoor parking. First floor level stores, second store offices. Now parking lot, turn into green space – gazebo for performances in the middle. Building right will provide noise barrier. Bridge to Roxbury.
- My concern is for the small businesses that have been in Lakewood Plaza for years. I don't want to see them put out of business (i.e., Noah's Ark has had to compete with the larger chain pet stores and have managed to stay in business). Several businesses have been there for years and I would hate to see any one of them put out of business.

Village of Maple Bluff

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C. Number of Respondents:

LIKE - 8
DISLIKE - 10
NEUTRAL - 7

Average:



Negative Comments:

- Concern about 3+ stores. Don't want multi-family. Don't like design character.
- Setback too long, too much concrete - needs sidewalk use
- Too modern - needs old world look, more deviation between buildings; cold and sterile

Positive Comments:

- Sidewalks are nice
- Like ground floor layout and mixed use. Like distance from street; waling area.
- Height may be okay in back. Good landscaping.
- Like the break in the terrace
- Spacing/gateway area; backed off street; places to sit



D. Number of Respondents:

LIKE - 4
DISLIKE - 14
NEUTRAL - 7

Average:



Negative Comments:

- Too high; too modern; too much concrete. Fountains don't work in winter.
- Too much going on; is there room on this site?
- Too tall; does not have Main Street feel; buildings lack design uniformity.
- Waste of water, needs more greenery.

Positive Comments:

- Old world feeling; water feature; different faces to building; flower boxes
- Round window; awnings; good character
- Like windows

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E. Number of Respondents:

LIKE - 12
DISLIKE - 11
NEUTRAL - 2

Average:



Negative Comments:

- Where do you put the cars? Needs more landscaping.
- Too auto-oriented. Too bland.
- Needs more green, needs benches.

Positive Comments:

- Roofline; turret, stone, looks European.
- Brick and stone are nice. Like gabled and pitched roof - Village character. Different than shopping centers in town.
- Like roofline, materials, and awnings.



F. Number of Respondents:

LIKE - 1
DISLIKE - 23
NEUTRAL - 1

Average:



Negative Comments:

- Too high, too stark, too plan, no landscaping, not in character with Village.
- Don't like materials, power lines, too tall, don't like sign.
- Some okay with density, others - too tall. If it is a front view - they don't like it.
- Cheap, need real balcony. Bad color. Parking area good idea bad presentation. Cold building materials.
- Looks dated - 10 to 15 years. 3 floors may need varied heights.

Positive Comments:

- Love structured parking.
- If this is a sideview, they like it.

Village of Maple Bluff

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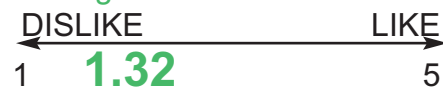
6:30pm – 8:30pm



G. Number of Respondents:

LIKE - 0
DISLIKE - 21
NEUTRAL - 4

Average:



Negative Comments:

- Too much cement; no character; no landscaping. Looks like a K-Mart - yuck! Not complementary of Village.
- Too industrial/institutional - barren. Don't like materials. No streetscape. Needs more windows and green.
- Like to go indoors to get in to each store. Not enough greenery. Not quaint.
- Varied grocery store and business façade. Varied building height signs.

Positive Comments:

- Like the relief change.



H. Number of Respondents:

LIKE - 6
DISLIKE - 12
NEUTRAL - 7

Average:



Negative Comments:

- Looks like apartments above businesses - don't want apartments. Doesn't look like "village character".
- Don't like materials - too blocky. Like the scale; like the tower - good height. Don't like architecture
- Add awnings; too tall, 2 stores ok without tower.
- Flat roof - looks like medical facility. Use bead house materials with this type of building.

Positive Comments:

- Roofline variation; variation in materials; looks like storefront.
- Like parking, street relationship.

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I. Number of Respondents:

LIKE - 1
DISLIKE - 20
NEUTRAL - 4

Average:



Negative Comments:

- Tiered parking may be okay along RR tracks if can't go underground, need to go up "as long as not front of property."
- Nothing much to say.
- Too close to street; scale too large - looks like barn; building materials - what is it? Not pigeon-holed into one era.

Positive Comments:

- Varied roof line.



J. Number of Respondents:

LIKE - 13
DISLIKE - 5
NEUTRAL - 7

Average:



Negative Comments:

- Skippy landscaping. Not sure that like siding.
- Too residential. Concerned about making sure use environmentally sustainable - materials, building, practice

Positive Comments:

- Roofline is good - variety
- No visible utilities
- Like front yard space - set back from road. Feel of residential. Like walk ups and roof lines.
- Better way of doing combo of residential and commercial with some first floor residential.
- Good use for north end of site. Matches existing architecture.
- They all like this scale and use for the north end of study area.

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K. Number of Respondents:
LIKE - 2
DISLIKE - 19
NEUTRAL - 4



Negative Comments:

- Too high; too concentrated; parking in front; no green; doesn't integrate character of Village in any way.
- Don't like flat roof. Looks like housing projects. Windows too small and lacking depth.
- Don't like if the parking is in front.
- Too tall, crowded, no color. Looks common what they are building. No character or timelessness.

Positive Comments:

- Like as the rear of a building. Good back, bad front.
- Like the architectural variation.



L. Number of Respondents:
LIKE - 5
DISLIKE - 16
NEUTRAL - 3



Negative Comments:

- Little better than Image K. Has character issues - wouldn't fit in Bluff; too high; lighting
- No character on outside of stores - nothing to draw you in. Not quaint.
- Don't like the ground floor material. Ground floor a little stale. Needs more streetscape.
- Mismatched building design - poor design. Too big/tall.

Positive Comments:

- Like the concept of stepping back
- Like ratio of windows on front.

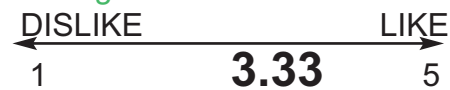
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M. Number of Respondents:

LIKE - 9
DISLIKE - 5
NEUTRAL - 10

Average:



Negative Comments:

- Too high - 3 stories? Maybe along RR tracks. Looks too commercial
- Blah - corporate, too office oriented.
- Retail is okay but would prefer more residential rather than just office.

Positive Comments:

- Like landscaping and walkways - better than parking all the way up to shops.
- Good to have offices on upper floors may "tile" other side of street.
- Green open space; paved and green space; shape