



HURON ROAD CORRIDOR PLAN

ISG





**PROJECT STEERING
COMMITTEE**

Roberta Atkinson

Zoning Board of Appeals

Member, Member of 2023–2024

Comprehensive Plan

Ad Hoc Committee

Jill Bielinski

Member of 2023–2024

Comprehensive Plan

Ad Hoc Committee, Former Village

Trustee

Shirley VerBruggen

Zoning Board of Appeals

Member, Member of 2023–2024

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Member of 2023–2024

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Retired Former Village

of Bellevue Director of

Finance/Clerk-Treasurer

Paul Kosmoski

Landowner/Developer

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**VILLAGE PROJECT MANAGEMENT
TEAM**

Andrew Vissers, AICP

Director of Community Development

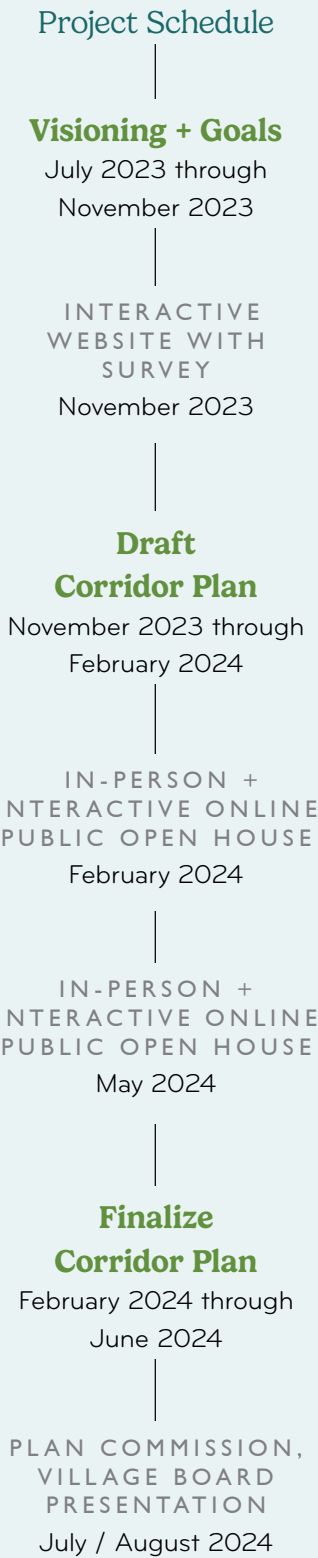
Michelle DuChateau

Assistant Planner/Zoning Administrator

CONSULTANT



ADOPTION RESOLUTION



PROCESS OVERVIEW

Phase One - Visioning + Goals

Phase one of the Huron Road Corridor Plan (Plan) commenced with a kickoff meeting at Village Hall to introduce the project and gather initial comments from the Village Project Management Team (PMT) to incorporate into the Plan. Additionally, a comprehensive review of available planning documents related to the Corridor Plan was completed. Key goals and benchmarks from these existing documents were highlighted for inclusion in the Plan.

To kickoff engagement for the Plan, a half-day visioning charrette with the Village PMT and Steering Committee was held to discuss previous planning goals, identify project goals, and create a framework to guide designs and recommendations for the corridor. After the visioning session, a study area tour and inventory of the corridor was completed with the Steering Committee to identify land use opportunities.

The draft vision, project goals, and priorities for the Corridor were shared with Bellevue residents via the interactive project website. Over 100 residents replied to this online survey and their feedback influenced Plan development in subsequent phases. This project website was updated throughout the duration of the project.

Phase Two - Draft Corridor Plan

In phase two of the Plan process, ISG integrated feedback received during the first phase into a draft Corridor Plan. This draft included three preliminary concept plans that analyzed economic development, housing, quality of place, and connectivity. These concepts were presented to the community at an open house held at Village Hall. Approximately 50 people attended the two-hour event, and an additional 170 respondents provided feedback via an online survey for those who could not attend in person.

Phase Three - Final Corridor Plan

Community feedback and information gathered throughout phases one and two of the planning process informed the direction of the final Huron Road Corridor Plan. The preliminary plan was presented to the community at an open house held at Village Hall, providing the public with an opportunity to review and offer feedback. Additionally, feedback was collected via an online option, with over 60 residents contributing through both methods.

After incorporating the public's input from the feedback window, the Planning Team finalized the Plan.

PLANNING DOCUMENT SUMMARY

The Huron Road Corridor Plan is preceded by strong past planning efforts that have taken place within the Village. The corridor plan seeks to integrate and build upon those previous plans, overall maintaining alignment with the themes presented. Application of these themes will result in a comprehensive and integrated strategy that not only supports housing, recreation, and transportation needs but also ensures a sustainable and thriving environment for the corridor's residents and stakeholders.

BELLEVUE COMPREHENSIVE PLAN

Year: 2023

Prepared by: Cedar Corporation

Plan Purpose

The purpose of Bellevue's Comprehensive Plan is to serve as a guide for not only Village government, but also local industries, businesses, developers, and residents so that informed decisions can be made about the growth and development of Bellevue. It provides consistency in decision-making and is meant to be reviewed and revised as needed as the vision of the Village evolves over time.

Existing Conditions

- Despite the generally manageable expenses for both homeowners and renters, Village housing costs have been on the rise, leading to a reality where a large portion of the population is surpassing the affordability threshold.
- Bellevue could investigate numerous approaches to expand the availability of affordable housing choices for its residents.
 - The concept of "aging in place" warrants significant attention, encompassing tailored home design attributes and the broader assurance of housing options throughout the Bellevue Village, facilitating the continued residence of its existing population.
 - The design of residential developments can influence the well-being of the individuals residing within them, and should be explored.

Relevant Recommendations

- Goal 1: Support a variety of housing options to attract and retain residents of all ages, physical needs, and income levels.
- Goal 2: Provide a balance of single family and multi-family housing units.
- Goal 3: Support subdivision design that enhances the character of the Village.
- Goal 4: Encourage residential developments that encourage safe and healthy activities.

- Affordable Housing Techniques Identified in the Comprehensive Plan include:
- Missing middle housing concepts
 - Smaller residential lots
 - Accessory Dwelling Units (ADUs)
 - Traditional neighborhood development



Bellevue Comprehensive Plan

QR Code and Link

<https://bit.ly/3Rs3ifV>



Bellevue Pedestrian and Bicycle
and Safe Routes to School Plan
QR Code and Link
<https://bit.ly/45pLfwX>

**BELLEVUE PEDESTRIAN AND BICYCLE AND SAFE ROUTES
TO SCHOOL PLAN**

Year: 2017
Prepared by: Village of Bellevue

Plan Purpose

This plan outlines goals for pedestrian and bicycle education, encouragement, enforcement, and engineering. Its implementation aims for the creation of a connected system, ensuring safety and improving the village's economy, health, and overall quality of life. It offers Bellevue clear recommendations with a proposed timeline, cost estimates, and potential funding sources for bicycle and pedestrian infrastructure.

Existing Conditions

- At the time the plan was developed, opportunities for improvement relating to bicycle and pedestrian infrastructure included:
- Consistent application of standards and specifications for types of pedestrian and bicycle facilities.
 - Cross town connectivity, connections to common destinations, and connectivity to facilities in adjacent communities.
 - Community attitude regarding sidewalks within residential neighborhoods.

Relevant Recommendations

- Goal 1:** Develop a pedestrian and bicycle transportation system that effectively connects points of destination, such as schools, parks, businesses, public facilities, and places of worship.
- Goal 2:** Develop a well-engineered pedestrian and bicycle transportation system that is safe and accessible for the ability, age, and training of the expected users.
- Goal 3:** Fully integrate the vision, goals and objectives of this plan into the Village's planning, budgeting, and maintenance processes.
- Goal 4:** Support the effectiveness of the village's pedestrian and bicycle transportation system through education, enforcement, and encouragement measures.
- The Village's undeveloped land is an opportunity for the provision of pedestrian and bicycle facilities as new development occurs.
- The plan states that development west of Huron Road shall be considered an existing subdivision and shall be required to install sidewalk and bike facilities in accordance with the Pedestrian & Bicycle Plan. East of Huron Road shall be considered a new subdivision and shall be required to install sidewalks on both sides of every street

**BELLEVUE COMPREHENSIVE OUTDOOR RECREATION
PLAN (CORP)**

Year: 2020
Prepared by: Village of Bellevue

Plan Purpose

The Village CORP aims to shape the acquisition, preservation, and development of parklands, trails, and open spaces in Bellevue while addressing the evolving needs of a growing population and protecting natural resources. While extending through 2040, the Plan emphasizes recommendations for the next five years. It also aims to incorporate, refine, and update prior findings from the Village's 2015-2020 CORP, aligning with certification guidelines set by the Wisconsin Department of Natural Resources.

Existing Conditions

Based on The National Recreation and Parks Association's (NRPA) standards, the Village has a sufficient amount of local parkland. However, it is deficient in terms of developed local park acreage. While the Village exceeds national standards for mini parkland, it is deficient in developed acreage for community parkland, and is on the low end of the spectrum for recommended acreage of neighborhood parkland. The CORP identifies viable ways to fund the maintenance and operation of existing parks as an important consideration along with funding the roughly 65 acres of new park space needed by 2040 to meet the NRPA's standard of park acreage relative to Village population.

Relevant Recommendations

- Integrate mini-parks into the design of future residential neighborhoods.
- Acquire and develop a minimum of 12 acres of neighborhood park space and 54.14 acres of community park space over the next 20 years.
- Maintain and review parkland dedication, fees-in-lieu of land, and/or impact fee ordinances in order to reflect the current and future demand for parkland.



Bellevue Comprehensive Outdoor
Recreation Plan
QR Code and Link
<https://bit.ly/3yZQGqh>

Summary of Visioning Workshop



PARTICIPANTS

- Roberta Atkinson
- Jill Bielinski
- Shirley VerBruggen
- Karen Simons
- Connor Kosmoski
- Mark Roznowski
- Alec Hoffman
- Tom Murphy
- Andrew Vissers
- Michelle DuChateau

FACILITATORS

- Danyelle Pierquet
- Danielle Propst
- Jack Zabrowski

Steering Committee Visioning Session

To kickoff the project, a visioning session was held on September 18, 2023 with the project Steering Committee to discuss strengths, weaknesses, and opportunities for the corridor, identify priorities for the Plan, and create a project vision statement. This Steering Committee met throughout the duration of the project to review draft concepts and ensure continuity with planning priorities.

TOPIC

Creating a vision statement for a 20–25-year corridor plan considering: housing, commercial, tourism, green space, and pedestrian accommodations.

BACKGROUND:

1. Many wetland indicators
2. Average Annual Daily Traffic (AADT) 500-1700 vehicles
3. Not looking for large retailers
4. Scale should complement nearby low-density land uses
5. People should be able to traverse the area in a car, by bike, or on foot
6. Priorities
 - Housing
 - Commercial
 - Tourism
 - Green space
 - Pedestrian accommodations

OVERALL PURPOSE:

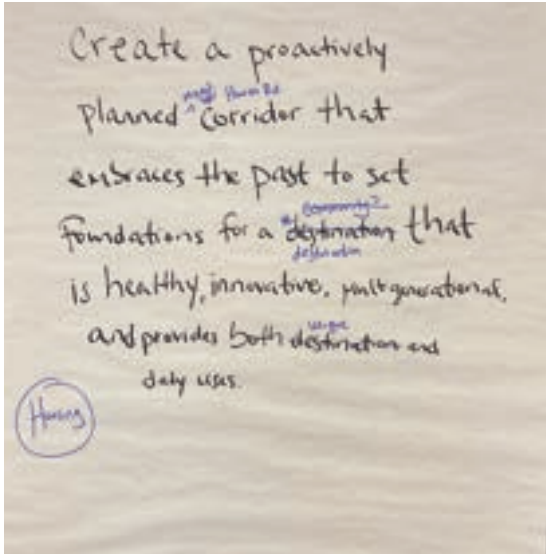
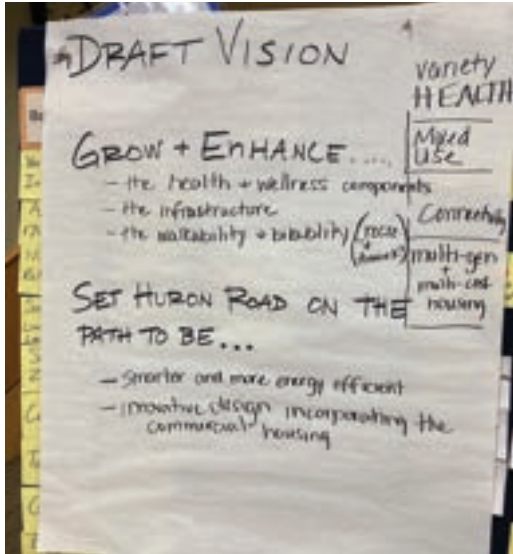
1. Fostering a complete community and creating a unique identifiable area as one traverses it in a car, on a bike, or on foot.
2. Creating a destination area with a mixture of uses that compliments and serves the local surrounding area, yet functions well with individuals that are driving/passing through.



TOP PRIORITIES

The Huron Road Steering Committee used a dot placement exercise to indicate preferences for project priorities.

- 1 Village should use tools available (TID/ TIF) to get projects done ●●●●●
- 2 Leverage the open land that is available in proximity to existing infrastructure ●●●●●
- 3 Create integrated, multi-use places ●●●●
- 4 Create sidewalks + bike lanes that connect ●●●●
- 5 Create mixed-use neighborhood ●●●
- 6 Lack of commercial ●●●
- 7 Encourage smarter buildings ●●●
 - Something solar
 - Current lighting in area – too close + bright



“The Huron Road Corridor Plan is a comprehensive urban development initiative aimed at transforming the Huron Road corridor into a vibrant and sustainable mixed-use district. This project seeks to enhance connectivity, promote economic growth, improve transportation options, and create a cohesive community identity along the corridor. By engaging stakeholders, conducting thorough assessments, and implementing thoughtful design strategies, the plan aims to develop the corridor while fostering a sense of place, innovation, and inclusivity.”

Vision Statement

Summary of Visioning Workshop: Online Responses



GENERAL SURVEY OVERVIEW

Here is a deeper insight into the feedback that was compiled from the survey. The image below shows how many people responded to the survey (114) but it also gives an insight into how long people took to fill out the survey, which was just under 3 minutes. While only 114 people responded to the survey, the site itself was visited roughly 500 times, with almost half of those visits being by different people.

494 Total Visits

239 Unique Users

2:57 Average Minutes

123 Unique Stakeholders

30 Comments

114 Survey Responses

Preferences Overview



HOUSING + DEVELOPMENT PREFERENCES

Many respondents favor single-family homes and oppose more apartment buildings. There's also a mention of affordable senior housing, mixed residential types, and less pricey subdivisions. A few respondents desire the land to remain agricultural or untouched.



COMMERCIAL + BUSINESS PREFERENCES

Desire for restaurants (both sit-down and fast-food), small businesses, grocery stores (e.g., Aldi, Fresh Thyme, Woodmans, and Meyers), and pharmacies (e.g., Walgreens or CVS). Some respondents caution against excessive commercialization, while others seek unique commercial offerings to differentiate the area.



RECREATION + COMMUNITY SPACES

Strong interest in walking trails, bike paths, parks with natural green spaces, outdoor event and concert sites, sports and recreation facilities, and multi-use spaces like Howard Commons. There's a call for spaces that promote outdoor activities in all seasons, community gatherings, and entertainment.



ENVIRONMENTAL CONCERNS

There's a desire to preserve green and wooded areas. Many respondents advocate for more green spaces, trails, and parks, emphasizing the importance of sustainability and eco-friendly developments.

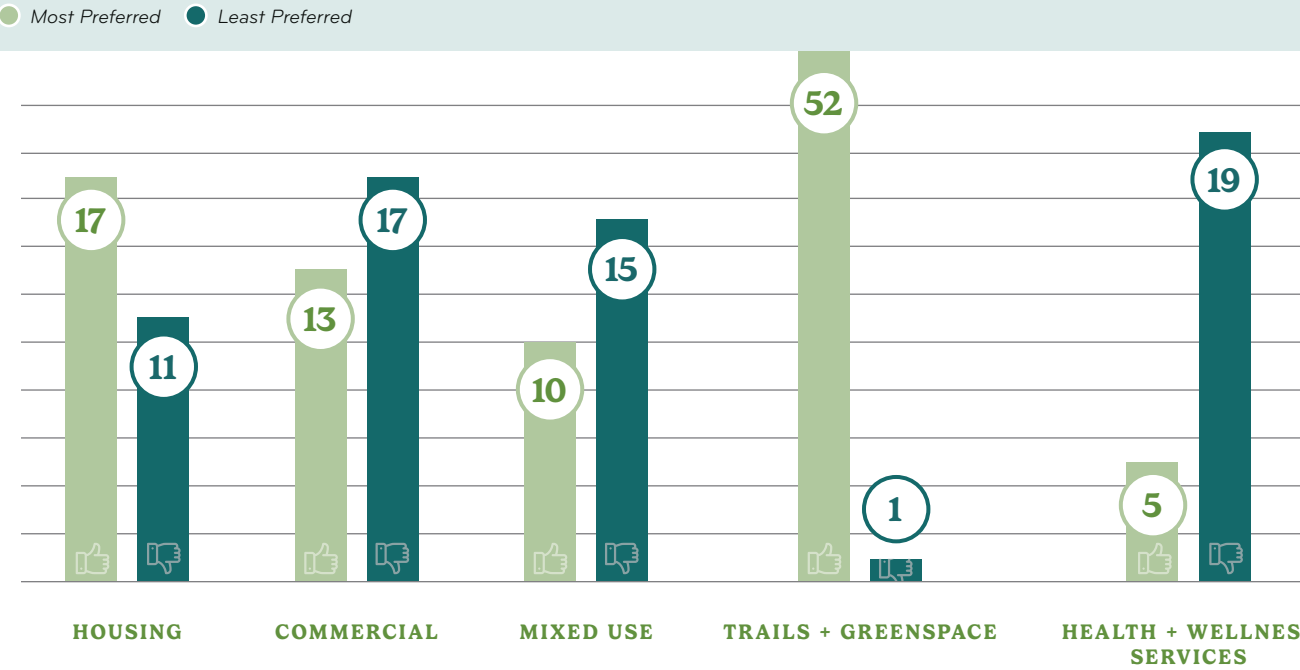


MUNICIPAL SERVICES + CONCERNS

Some feedback focuses on better maintenance of streets without charging residents, the need for sidewalks, and improved winter services. There's a call for residents to be more engaged with village board meetings and to give input.

Community Survey Response Breakdown

The following is a breakdown how survey respondents voted when asked which of the following uses they would most prefer and least prefer to see along Huron Road.



HOUSING

Single-Family, Multi-Family, and Senior Housing

- Most preferred (Rated 1): 17 votes
- Least preferred (Rated 5): 11 votes
- Total respondents: 78 individuals

COMMERCIAL

Neighborhood Scale Commercial

- Most preferred (Rated 1): 13 votes
- Least preferred (Rated 5): 17 votes
- Total respondents: 67 individuals

MIXED USE

Housing + Commercial In Same Building

- Most preferred (Rated 1): 10 votes
- Least preferred (Rated 5): 15 votes
- Total respondents: 70 individuals

TRAILS + GREENSPACE

- Most preferred (Rated 1): 52 votes
Significantly higher preference compared to the others
- Least preferred (Rated 5): 1 vote
Significantly lower compared to the others

- Total respondents: 87 individuals
The highest participation

HEALTH + WELLNESS SERVICES

- Most preferred (Rated 1): 5 votes
The lowest among the options
- Least preferred (Rated 5): 19 votes
The highest among the options
- Total respondents: 70 individuals

Trails + Greenspace received the highest number of most preferred votes (52) and the least number of least preferred votes (1), indicating it is the top priority for development in the Huron Road corridor among the respondents. Conversely, Health + Wellness Services received the least priority, with the lowest number of most preferred votes (5) and the highest number of least preferred votes (19). The other options had a more mixed response, with no clear strong preference or disfavor.

February Open House Feedback



INTRODUCTION

The following is a summary of in-person ISG staff notes and a synthesis of online survey comments resulting from the February 7, 2024 Open House, which shared concepts for the Huron Road Corridor Master Plan project. Fifty individuals signed the attendance form for that in person event.



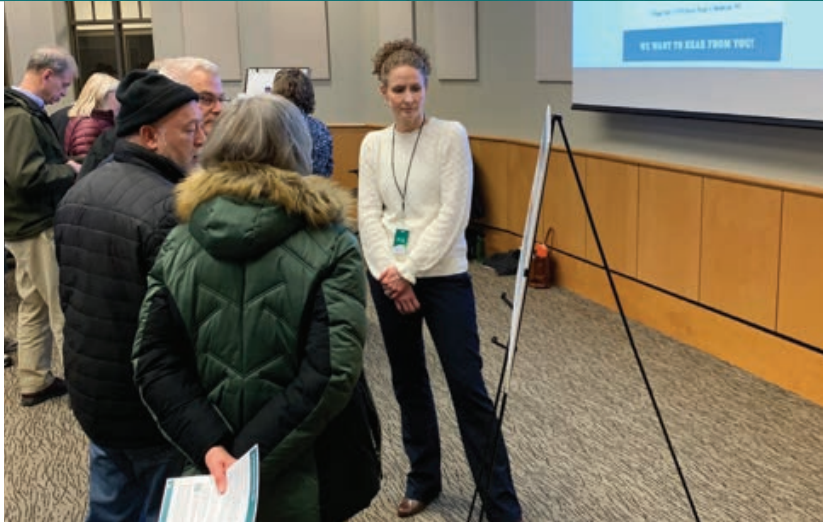
February 7, 2024



50 Attendees



Engaged Discussion



ISG Open House Notes



SUPPORT FOR THROUGH STREETS

Attendees support through streets but want consideration of traffic impacts on existing single-family neighborhoods.

Sensitivity to existing traffic flow is emphasized.



COMMERCIAL AREA CONCERNS

Residents express concerns about commercial areas bordering residential neighborhoods.

Suggestions to mitigate negative impacts include implementing screening, landscaping, and buffer policies and designing smaller buildings with integrated trash solutions.



RENTAL HOUSING POLICIES

Discussion focuses on enhancing rental management and landlord training policies and community-building efforts.

Suggestions include initiatives like National Night Out and Block Club activities to foster connections among residents.

Questions are raised about the role of organizations like NeighborWorks and WELLO in supporting these efforts.



STORMWATER MANAGEMENT + OPEN SPACES

Support is shown for regional stormwater management as an amenity.

Interest is expressed in amenities like walking trails and pollinator plantings.

There is a desire to balance development with the preservation of open spaces.



PARK LOCATION + DESIGN

Opinions vary on park locations.

Some argue for preserving land value while others see parks as welcoming features.

Howard Commons is mentioned as a precedent.



URBAN DESIGN PREFERENCES

Preferences include first-floor businesses with upper-level housing, walkable business districts, inclusion of "missing middle" housing, and large park-like settings.

Consensus against commercial areas directly abutting single-family homes.



INFRASTRUCTURE + DEVELOPMENT CONCERNS

Concerns raised about infrastructure, including road improvements and stormwater issues.

Specific requests include saving a lone tree and improving Willow Road.



EDUCATION + COMMUNICATION

Perceived need for education about multifamily housing and rental demographics.

Potential use of precedents from the Brown County Comprehensive Plan is mentioned.

Notes included the closure of Tax Increment Districts (TIDs) in 2036 and references to architectural standards and street frontage considerations.



VISION FOR BELLEVUE

Encouraged to envision a postcard snapshot of Bellevue and consider what makes the town unique and special.

Discussion of incorporating thoughtful density to balance open space with increased density, with mention of up to six-story structures by the city administrator.



Sticky Notes + Comment Cards Summary



RESIDENTIAL DEVELOPMENT PREFERENCES

- Preferences for single-family homes over apartments or urban-style housing.
- Concerns about maintaining the identity of existing neighborhoods and preserving the character of the area.
- Concerns about maintaining views of green space from residential areas, advocating for limited height of commercial buildings.
- Desire for green spaces and wooded areas to be preserved and emphasized in development plans.



COMMERCIAL DEVELOPMENT CONSIDERATIONS

- Preferences for limiting commercial development to certain areas, such as along specific roads like Huron, and keeping it low-rise to maintain views and green spaces.
- Desire for a mix of commercial and residential developments, with a focus on small, local businesses.
- Desire to keep commercial offices away from residential areas, with a suggestion to cluster them near the YMCA and toward Green Bay.



INFRASTRUCTURE + TRAFFIC CONCERNS

- Calls for improvements to roads and infrastructure, particularly in high-traffic areas.
- Concerns about traffic safety and the need for measures such as four-way stops or pedestrian bridges.



RECREATION + AMENITIES

- Interest in recreational facilities such as indoor sports centers, soccer complexes, playgrounds, and splash pads.
- Emphasis on providing inclusive parks with facilities for children and disabled individuals.



ENVIRONMENTAL PRESERVATION

- Concerns about the preservation of wetlands, green spaces, and wildlife habitats.
- Suggestions for incorporating more wildflowers and pollinator-friendly vegetation into green spaces.



ECONOMIC DEVELOPMENT + BUSINESS OPPORTUNITIES

- Recognition of the need for economic growth and increasing the tax base through business development.
- Interest in attracting diverse dining options, such as Hispanic restaurants, as well as other types of eateries such as pizza places, burger joints, and fine dining establishments.

February Online Survey Themes



OVERVIEW

The online content was made available February 8-15, 2024. The follow metrics were reflected in the online tool.

3,301 Total Visits

1,606 Unique Users

4:19 Average Minutes

182 Unique Stakeholders

46 Comments

171 Survey Responses

560 Document Downloads

Key Themes



GREEN SPACES

The community places high value on the integration of natural landscapes within development plan. Respondents envision parks that are visually pleasing and functional, providing spaces for leisure, exercise, and family activities. The emphasis on walkable spaces shows a preference for pedestrian-friendly design that encourages outdoor activities and fosters a healthier, more engaged community.



COMMUNITY GATHERING SPACES

There is notable interest in creating central hubs where the community can come together for public events, markets, and concerts. These spaces are seen as critical for fostering a sense of community and belonging, and for providing venues that support local culture and arts.



SMALL BUSINESS SUPPORT

There is a strong sentiment toward nurturing a vibrant local economy through the support of small businesses. The feedback indicates a desire for unique, locally-owned shops and eateries that reflect the community's identity, as opposed to generic or large-scale commercial chains. This approach is seen as essential for maintaining the distinctive character of the area and providing personalized, community-oriented services.



AVOIDING OVER-COMMERCIALIZATION

The feedback reflects a protective stance towards the area's current aesthetic and lifestyle. There is a clear message to developers and planners to avoid over-commercializing the area, which could lead to a loss of the local charm and a decrease in the quality of life for residents.



RESIDENTIAL DIVERSITY

Diverse housing options reflect the community's recognition of different needs within the population. There is a call for developments that include a mix of single-family homes, townhomes, and apartments, catering to demographics of families to young professionals and retirees. This diversity in housing is also seen as a way to foster inclusivity and a dynamic neighborhood fabric.



PRESERVATION OF NATURE

Conserving natural features such as woodlands, wetlands, and wildlife habitats is a priority. Residents value these elements not just for their ecological benefits but also for the role they play in defining the character and appeal of the area.



COMMERCIAL + MIXED-USE AREAS

While there is some support for commercial development, it is clear that the community favors a balanced approach. Mixed-use areas that combine retail, office, and residential spaces are encouraged, but with thoughtful placement to ensure they enhance rather than disrupt the residential experience. The goal is to create lively, integrated spaces where people can live, work, and play.



CONNECTIVITY + ACCESSIBILITY

The importance of connectivity is highlighted, with a focus on creating a network of trails and paths that enhance accessibility to key destinations like the YMCA. This approach advocates for a well-connected community that supports both recreational use and practical, everyday mobility.



TRAFFIC + INFRASTRUCTURE

Traffic management and infrastructure improvements are key concerns, particularly in light of potential increases in population and activity in the area. Suggestions like roundabouts are indicative of a desire for solutions that support smooth traffic flow and safety for vehicles and pedestrians.



CONCERN FOR URBAN SPRAWL

There is an awareness of the negative aspects of urban sprawl, such as increased congestion, loss of community identity, and environmental degradation. The community's feedback suggests a desire for controlled, mindful expansion that aligns with long-term sustainability and livability goals.

For complete data from the online survey, please see the appendix.

May Open House Feedback



INTRODUCTION

Forty-six individuals signed the attendance sheet for the May open house event. Anecdotally, people in attendance were newly engaging in the process and did not attend the February open house. An additional 16 responses were received via the project website, with a few additional comments emailed to the project team.



May 1, 2024



46 Attendees



Online survey May 2-10, 2024



16 Web Responses

“ I have lived in Bellevue since 1993 and am so excited about the growth of our community. To see it grow and expand is a blessing.

Thank you for all you are doing for us who live here and appreciate the community we live in.

Quote from a Resident

Notes From Open House

For complete data from the online survey, please see the appendix.



COMMERCIAL USES

Concerns were expressed regarding the viability of first floor commercial given the number of residents and other proposed nearby commercial uses, for example, the I-43 Business Park.

Residents raised questions regarding the types of commercial uses allowed near the Willow Glen subdivision and any potential restrictions.

Positive feedback received on having mixed-use and commercial uses within walking distance from residential neighborhoods, the one to three story scale of the developments was appreciated.

Public safety concerns were raised about visibility and lighting with parking lots located behind buildings.

Feedback noted that the addition of mixed-use spaces that encouraged community-oriented commercial uses and entertainment spaces would draw new residents to the area and keep tax dollars in Bellevue.



RESIDENTIAL USES

The current housing shortage was noted, as well as a need for entry level housing and moderately priced apartments. Some concerns were raised regarding design standards and associated costs that may price the housing units out of the targeted markets.

Multiple residents raised concerns about the number of multifamily units shown in the concept plan and indicated a preference for more single-family residences.

Additional buffering between existing single-family residents and higher density uses was preferred, including a mixed-use buffer between the single-family on Warm Springs Drive and the multifamily on Huron Road.



NATURAL RESOURCES + GREEN SPACE

Residents were pleased to see that wetland areas were protected by the concept as much as possible.

The lack of existing trees and forests in Bellevue was noted, with a desire to protect the existing wooded areas and soften added density with trees and green spaces.

Concerns were expressed about developing the land south of Warm Springs Drive, as this is a watershed that is home to local wildlife.

Suggestion to consider additional green space to create trails and walking paths that are desirable for use, instead of paths adjacent to high traffic areas such as Huron Road.



TRAFFIC, INFRASTRUCTURE, AND CONNECTIVITY

Concerns were raised regarding increased traffic associated with new development.

Feedback was mixed regarding the Essen Road and Huron Road connection, with some in favor and others expressing concerns over the infrastructure that would be needed to make the connection.

Residents raised questions regarding the development timeline, especially regarding infrastructure improvements in relation to the TIF expiration for the area.

A preference was expressed to phase development and leverage existing infrastructure.



PREFERRED CONCEPT LAND USE FEEDBACK

Commercial recommended instead of mixed-use across from the clinic west of Huron Road.

Middle or single-family, instead of commercial, preferred on the south side of Eaton Road across from Bellin Nursing College.

Commercial recommended south of Willow Glen on west side of Huron Road.

Commercial recommended at four corners of Willow Road and Huron Road, with proposed missing middle south of Willow Road to be single-family with the exception of a higher density buffer adjacent to light industrial.

Suggestion to keep the land immediately west of Huron Road between Eaton Road and Willow Road zoned as General Business.

Recommendation to move the missing middle to the east side of Huron Road and move mixed-use to the west side of Huron Road to better align with existing zoning.

Suggestion to switch the mixed-use north of Essen Road with the missing middle housing that is Essen Road.



ADDITIONAL COMMENTS

Multiple residents expressed concerns that public feedback thus far has not been reflected in the concepts for the Huron Road Corridor Plan.

Concerns raised about urbanizing the Huron Road Corridor with a preference for keeping the suburban character.

A resident asked if coordination was underway with Green Bay Public Schools (GBPS) to plan for additional classroom space needs to accommodate the growth of Bellevue.

Suggestion to offer ground level visuals from Huron Road into various areas along the corridor to provide an understanding of how the concepts interact with the existing landscape. "Established residents primarily focus on preserving their backyards and haven't considered the visual impact from Huron Road into their backyard. As traffic increases, transitional levels of housing can act as buffers, mitigating sound and visual impacts. Area residents need to understand that Huron Road will eventually transitioning from a Minor Arterial to a Collector".

SITE DATA

LEGEND	
	Project Boundary
	Parcels
	Existing and Proposed Walks and Multi-Use Trails
	Proposed Bike Trails
	TID #2
	DNR Mapped Wetland
	DNR Wetland Point
	Wooded Area

ANNUAL AVERAGE DAILY TRAFFIC (AADT): LESS THAN 10,000

SITE SUMMARY:

Land Use and Zoning:

The corridor is currently made up of Planned Development Districts (PDD), Exclusive Agriculture, Agricultural Transition and Single Family Residential.

Its current land uses include Agricultural, Natural Areas, Single Family Homes with some Commercial and Land Under Development included.

Environmental:

Preliminary analysis indicates many DNR mapped wetlands and wetland points. A Level 1 Wetland Delineation will precisely identify the areas classified as wetlands, providing crucial information for planning and development.

Transportation and Access:

As Huron Road was recently improved, there are no changes planned. Access points will be controlled by Brown County and are largely indicated by existing curb cuts allowing access to adjacent parcels.

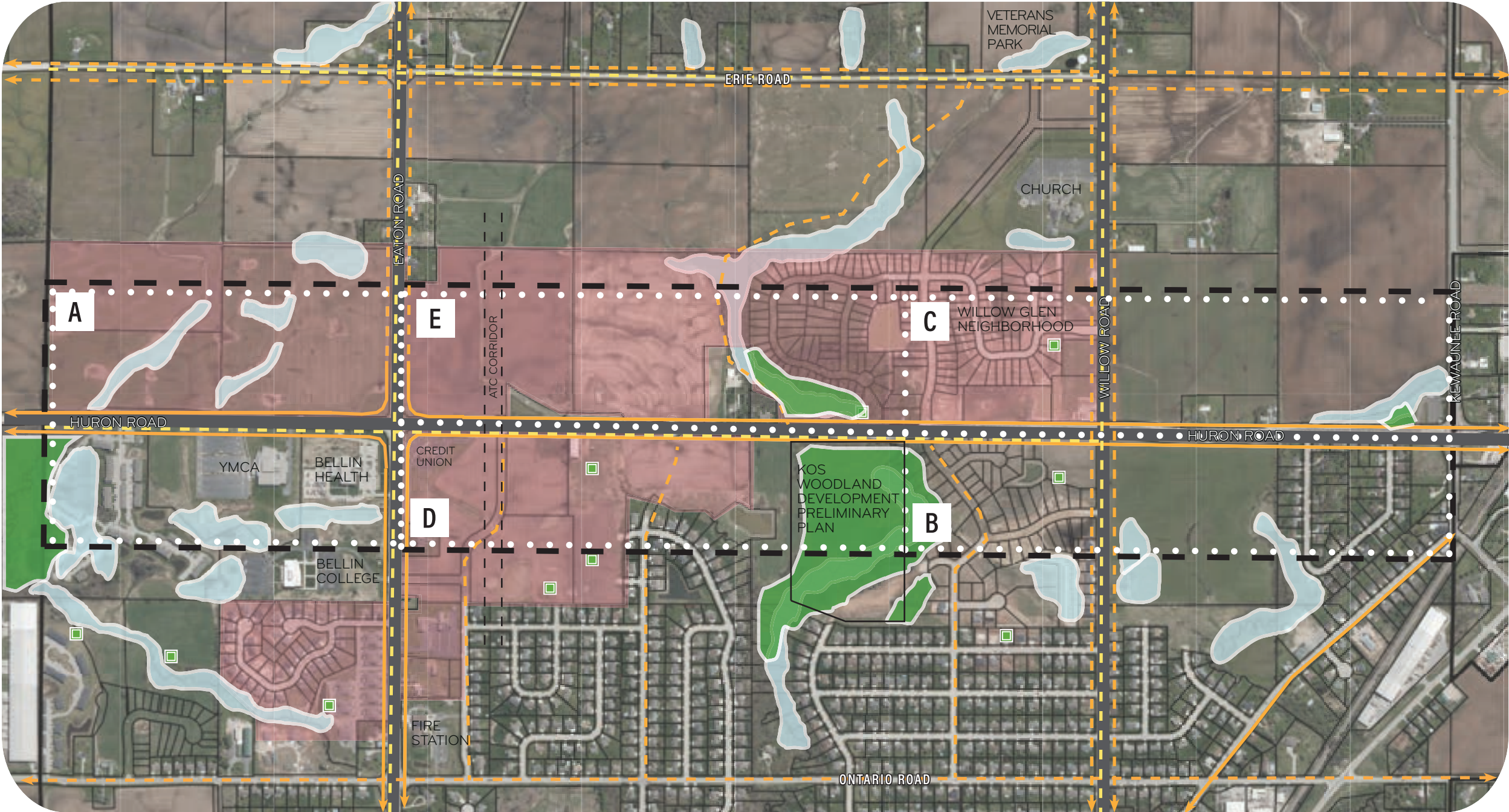
Pedestrian and trail connections are being considered.

UTILITY PHASING

Public utilities are currently a limiting factor to land development in some areas of the corridor.

Phase **A** and **B**

Both Phase A and B areas can be built at any time. These Phases will tie into the existing water and sanitary locations located in the adjacent roadway.



Phase **C**

Requires reconstruction of portion of Willow Road. The reconstruction is needed to support increased traffic and land used in the surrounding area.

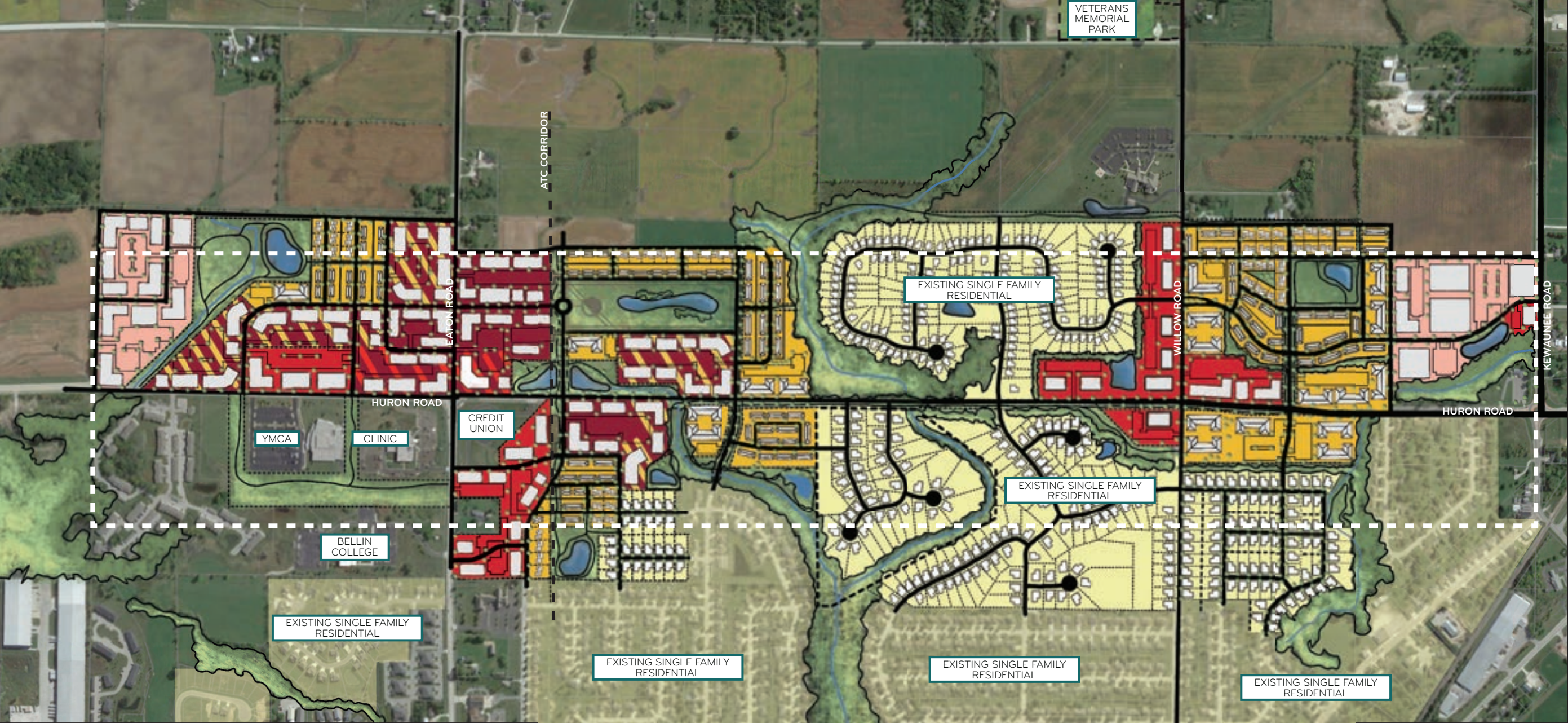
Phase **D**

Necessitates the construction of a deep sanitary sewer crossing at Eaton Road. This constructions is a prerequisite for developing the area. The cost of construction for deep sanitary sewer is significantly more expensive than a standard sewer depth.

Phase **E**

Completion of the sanitary sewer connection from Phase D is necessary. This area also requires a water main extension from Eaton Road south down Huron Road to Evening Star Drive. These utilities must be extended before any development can occur.





- MIXED-USE*
- SINGLE FAMILY RESIDENTIAL
- MISSING MIDDLE HOUSING
- COMMERCIAL
- LIGHT INDUSTRIAL / OFFICE

* Mixed-Use areas are preferred per plan, however, consideration will be given to alternative land uses (Missing Middle or Commercial as indicated) that exhibit high quality and integrated development that adds to the character of the district.

- * MIXED USE PREFERRED, MISSING MIDDLE CONSIDERED
- * MIXED USE PREFERRED, COMMERCIAL CONSIDERED

SITE DEVELOPMENT LAND USE

Land Use Percentage							
	Site	Light Industrial/ Office	Commercial	Mixed-Use	Single Family Residential	Missing Middle Residential	Open Space
	Proposed and Existing Development	6.5%	13.5%	12.5%	21%	21.5%	25%
	Description	One to 1.5 stories	One to 1.5 stories	Up to 3 stories	Up to 2 stories	6-unit buildings down to twinhome density	Includes Stormwater Mgmt

SITE SUMMARY

The southern corridor emphasizes missing middle residential and business park integration near planned Interstate 43 access improvements. This business park zone aims for warehousing and office space leveraging highway visibility.

The northern two-thirds prioritize mixed-use developments, fostering diverse landscapes with homes, increased activity, foot traffic, and improved access to key destinations like the YMCA and

healthcare facilities.

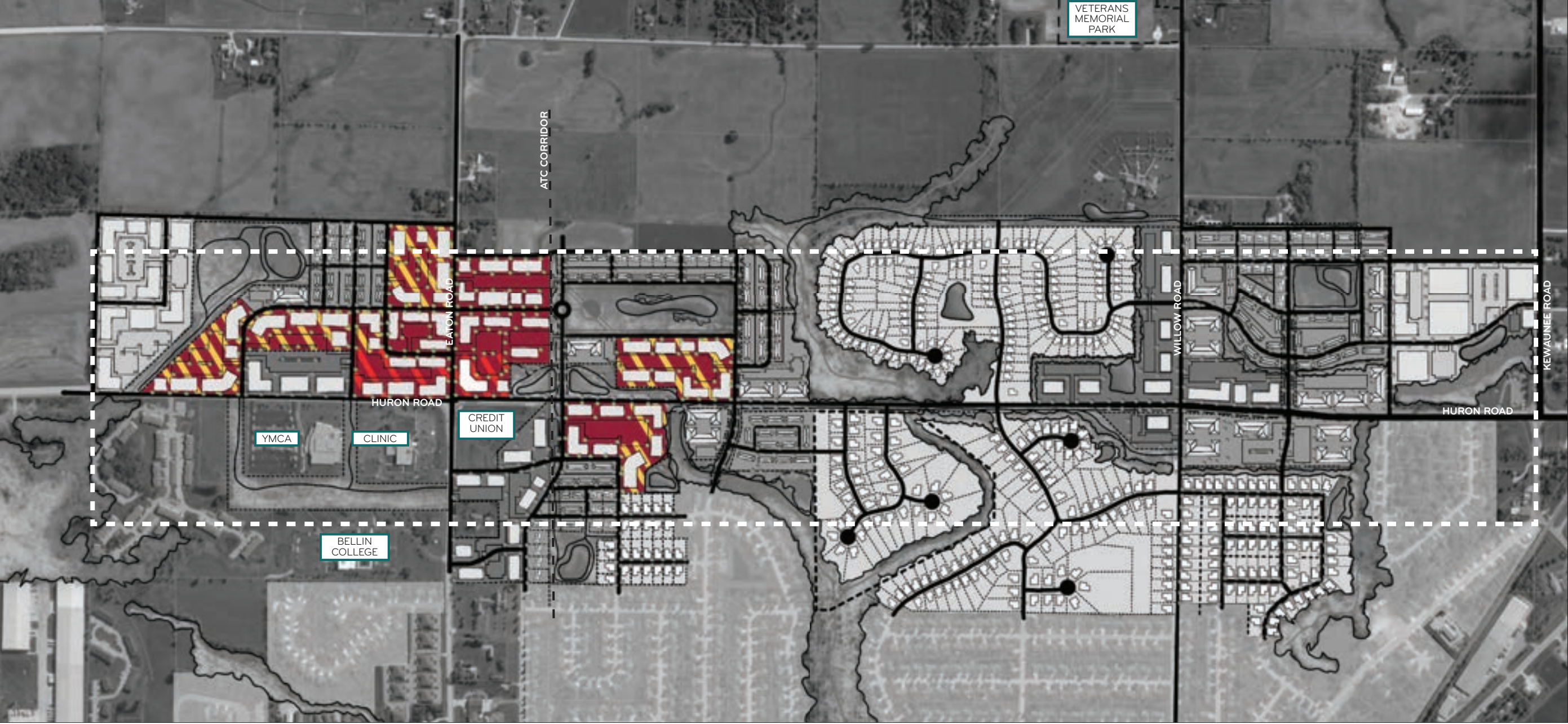
Open spaces strategically manage stormwater on a regional scale, transitioning from urban to wild, providing a unique environmental experience.

At the extreme northern end, light industrial/office space acts as a transition to the continued industrial area north of the site, ensuring a purposeful flow within the entire corridor.



HURON ROAD CORRIDOR PLAN

MASTER PLAN - MIXED USE



- MIXED-USE*
- SINGLE FAMILY RESIDENTIAL
- MISSING MIDDLE HOUSING
- COMMERCIAL
- LIGHT INDUSTRIAL / OFFICE

* Mixed-Use areas are preferred per plan, however, consideration will be given to alternative land uses (Missing Middle or Commercial as indicated) that exhibit high quality and integrated development that adds to the character of the district.

- * MIXED USE PREFERRED, MISSING MIDDLE CONSIDERED
- * MIXED USE PREFERRED, COMMERCIAL CONSIDERED



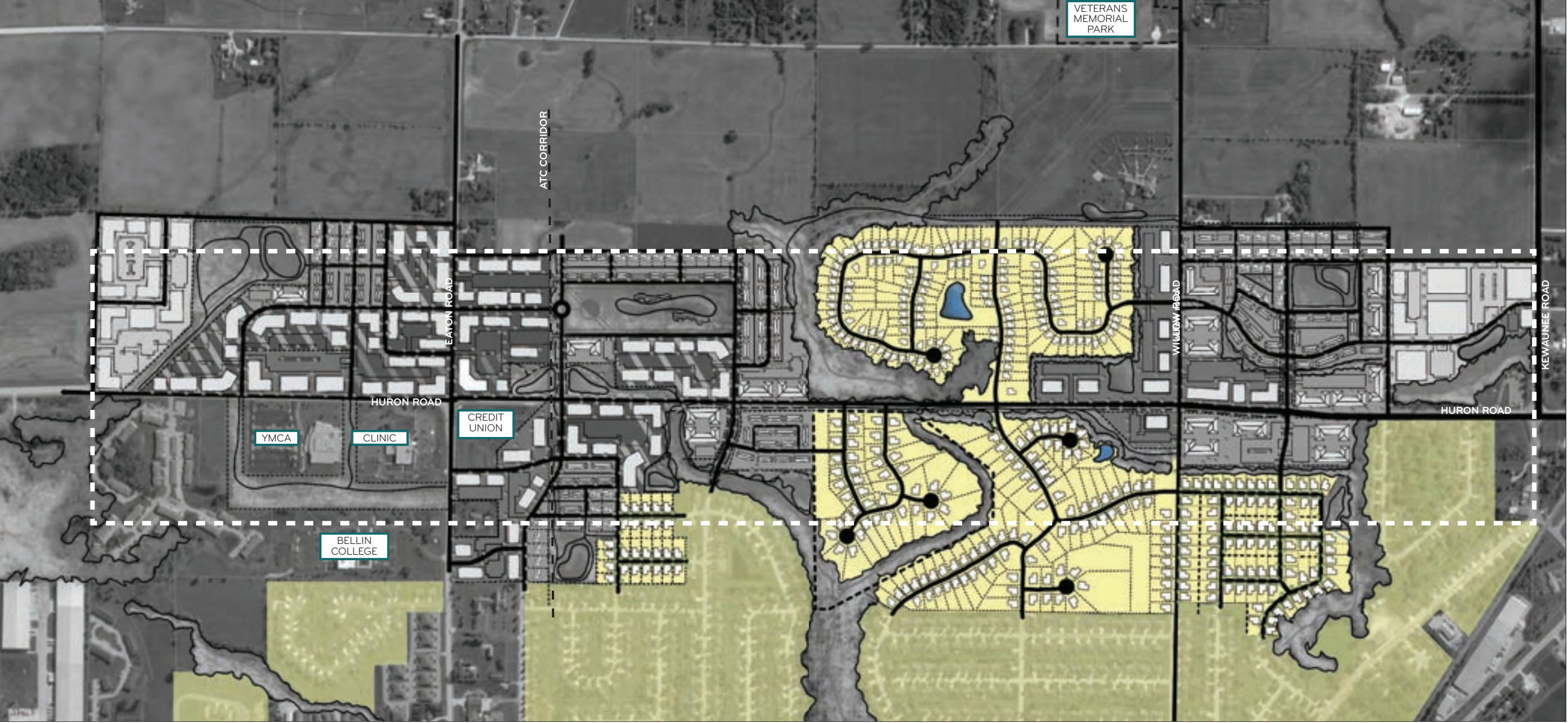
MIXED-USE

The Mixed-Use district is envisioned as low rise development of 2-3 story buildings with a mix of retail, restaurant, office and residential uses. Additional design elements are to include connected lighted streetscape, providing opportunities for banners and other community branding. Building finishes are to use a traditional palette of materials and colors, including brick, natural stone, glass store fronts, and canopies and awnings.

With the development of a mixed use district comes the opportunity to incorporate 'main street' like elements into predominant streets in this district. According to the Congress for New Urbanism (CNU), attributes significantly impacting how people interact with main streets include:

- The proportion of street frontage with active commercial uses
- Low proportion of street frontage with dead space (vacant lots, parking lots, and blank walls)
- On street parking to provide a buffer between traffic and the streetside, and parking activity that slows traffic
- The proportion of the street with tree canopy
- The number of travel lanes
- Sidewalk width
- Visible curb extensions providing space for plantings, street furniture, shorter crossing distances, and traffic calming.

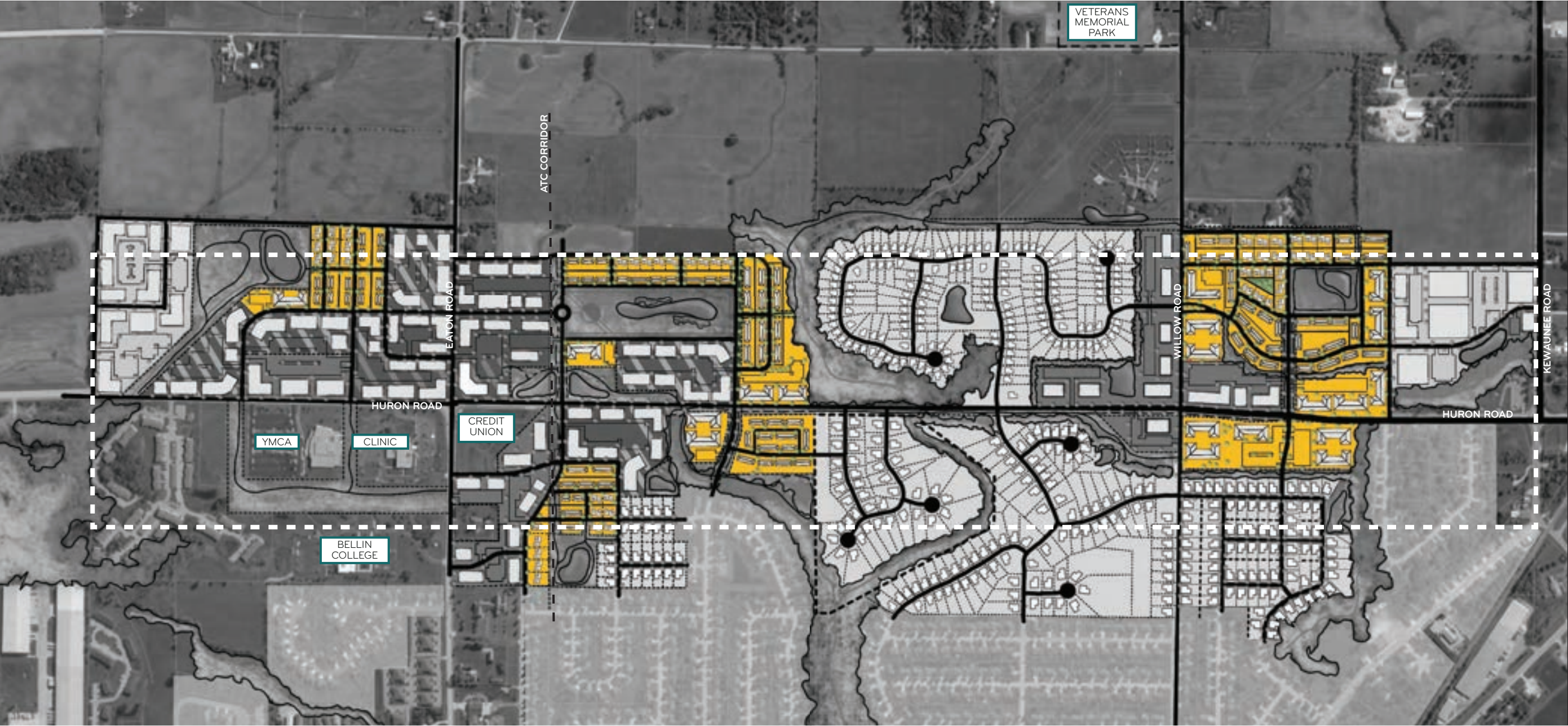
MASTER PLAN - SINGLE FAMILY



SINGLE FAMILY RESIDENTIAL

Single family residential is planned to be extended East toward Huron Road in two primary locations acting as a buffer between existing single family homes and new planned density and retail uses. Expanding single family in these areas would also continue surrounding aesthetics and road design.

MASTER PLAN - MISSING MIDDLE HOUSING



- MIXED-USE
- SINGLE FAMILY RESIDENTIAL
- MISSING MIDDLE HOUSING
- COMMERCIAL
- LIGHT INDUSTRIAL / OFFICE



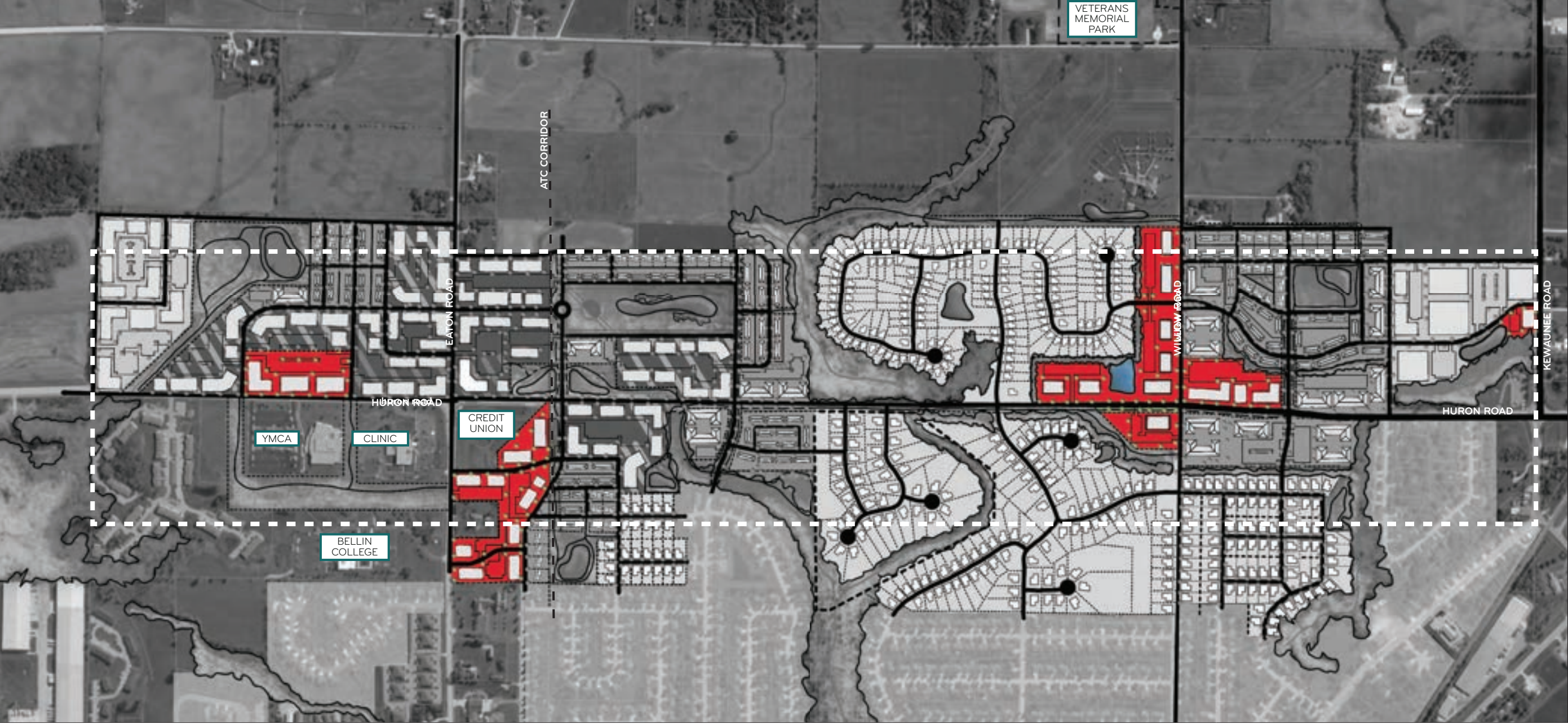
MISSING MIDDLE HOUSING

Missing middle residential building types including duplexes, townhomes, and up to 6-unit building configurations offering a variety of choices for all generations of residents to grow and age in place. Both at grade, for ADA and senior accessibility, and walk up homes could unify the various family types and age groups. These house-scale buildings fit seamlessly into existing residential neighborhoods and are organized in

walkable proximity to mixed use and commercial areas with locally serving retail, and public transportation options. Walkable, mixed-use real estate is currently in high demand as an economic engine for municipalities, driving many communities to consider missing middle housing development as a means to build productive, resilient urban places to attract talent and retain residents.

HURON ROAD CORRIDOR PLAN

MASTER PLAN - COMMERCIAL



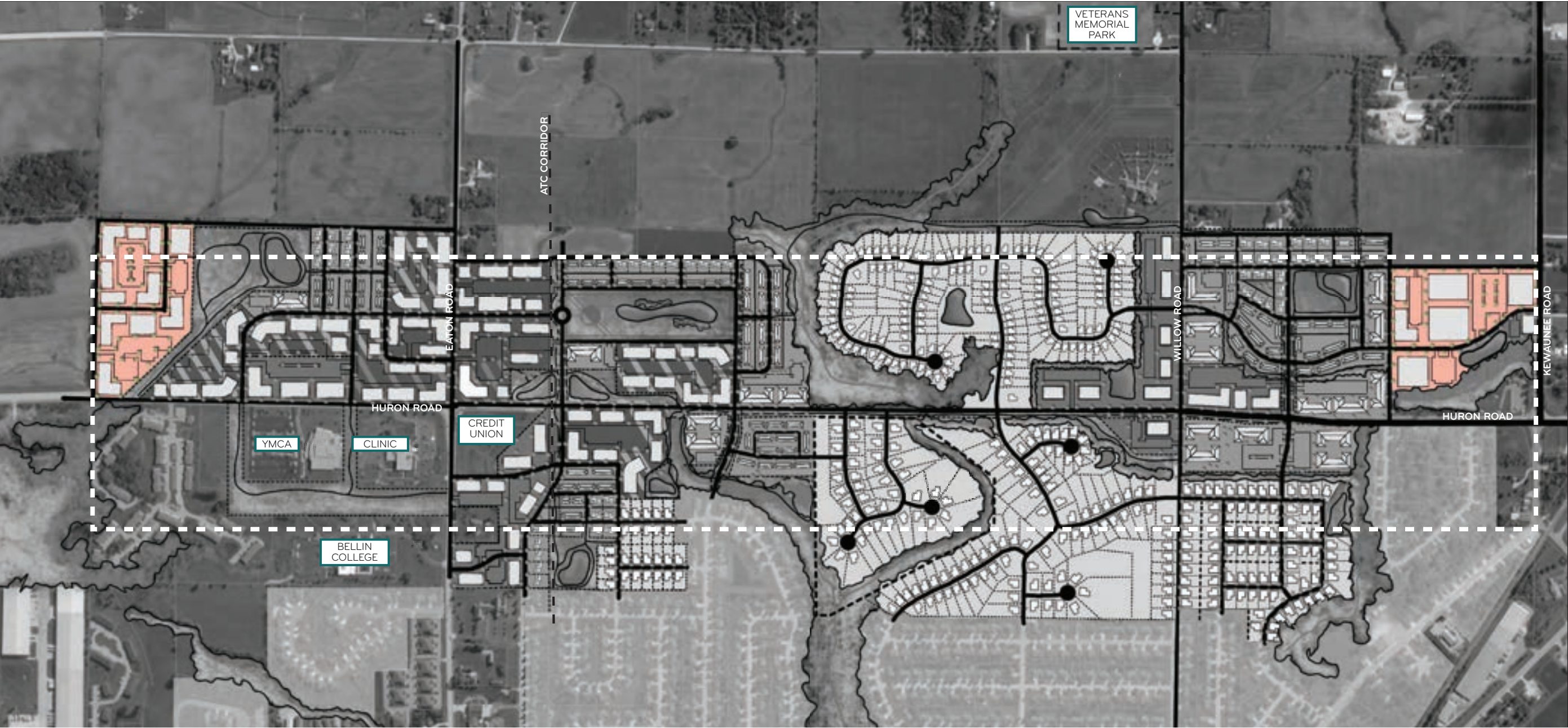
- MIXED-USE
- SINGLE FAMILY RESIDENTIAL
- MISSING MIDDLE HOUSING
- COMMERCIAL
- LIGHT INDUSTRIAL / OFFICE



COMMERCIAL

Neighborhood-scale commercial of one to one and a half stories height. Uses within these areas of the neighborhood would support daily needs of nearby residents. Shared parking would be appropriate to support a park once and shop activity node. This is to include a mix of retail and restaurant uses. Additional design elements are to include connected lighted streetscape, providing opportunities for banners and other community branding. Building finishes are to use a traditional palette of materials and colors, including brick, natural stone, glass store fronts, and canopies and awnings.

MASTER PLAN - LIGHT INDUSTRIAL / OFFICE



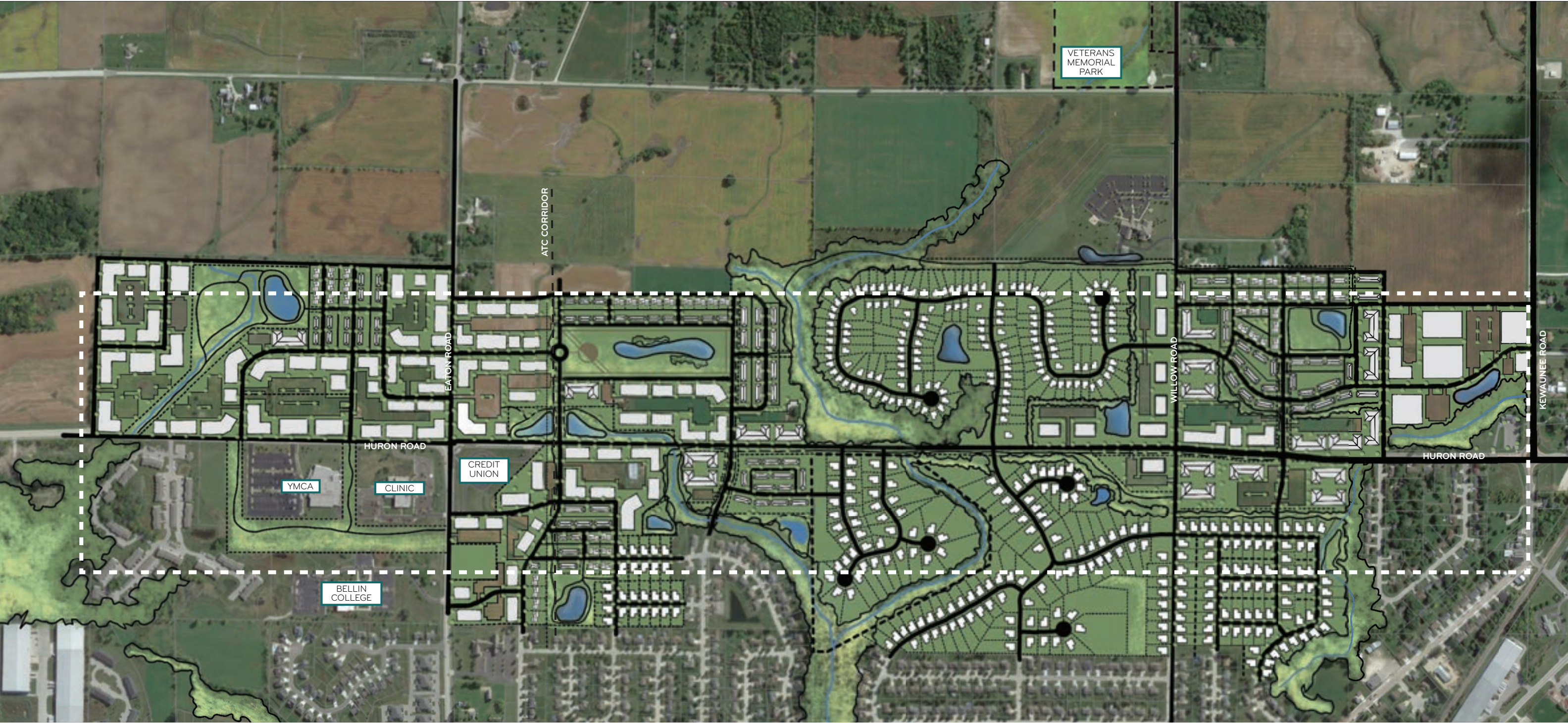
- MIXED-USE
- SINGLE FAMILY RESIDENTIAL
- MISSING MIDDLE HOUSING
- COMMERCIAL
- LIGHT INDUSTRIAL / OFFICE



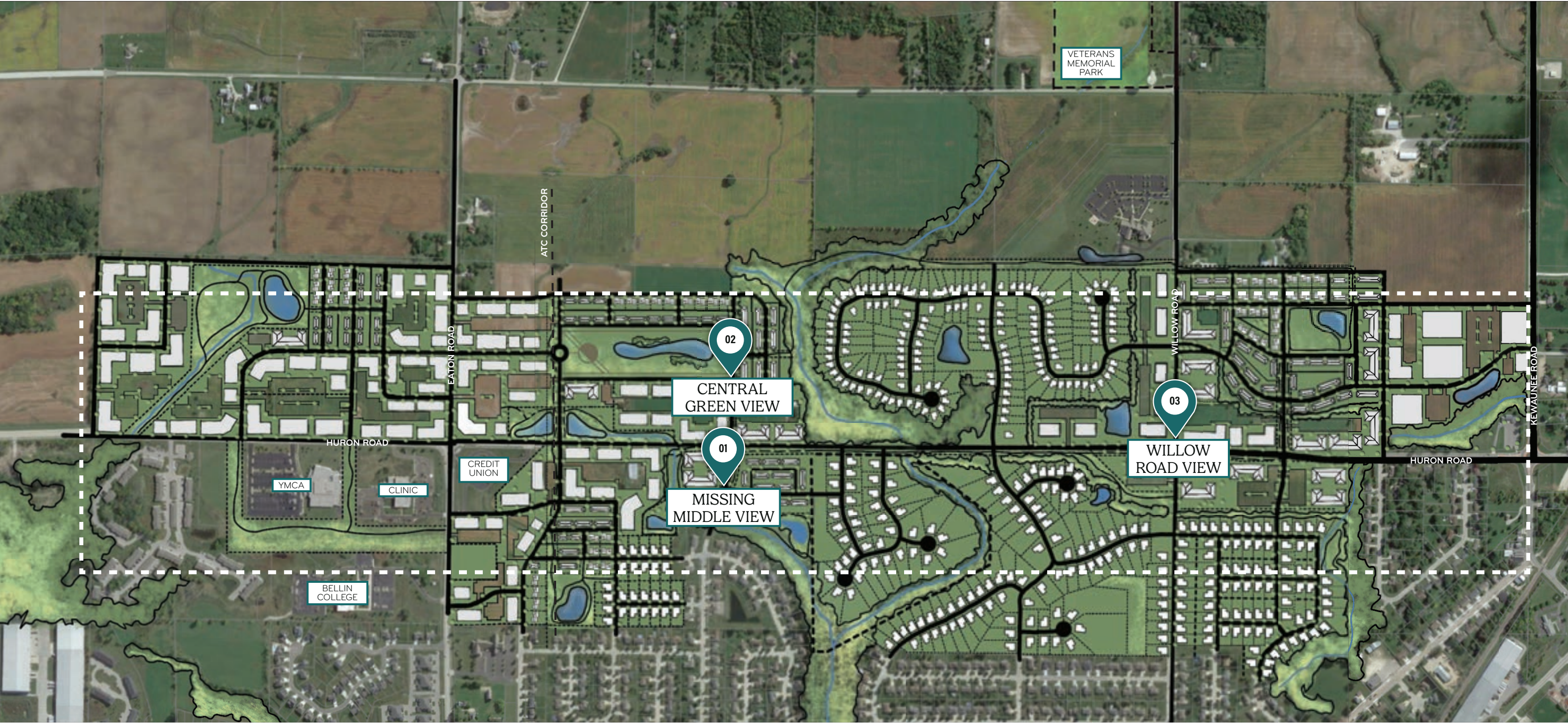
LIGHT INDUSTRIAL / OFFICE (BUSINESS PARK)

In the far northern and southern extents of the corridor, strategic planning envisions the integration of light industrial and office facilities, harmonizing with the broader context surrounding the corridor. In the north, Green Bay's landscape is punctuated by adjacent warehouse-type structures, while to the south, access to the future I-43 connection and interchange promises heightened visibility and accessibility.

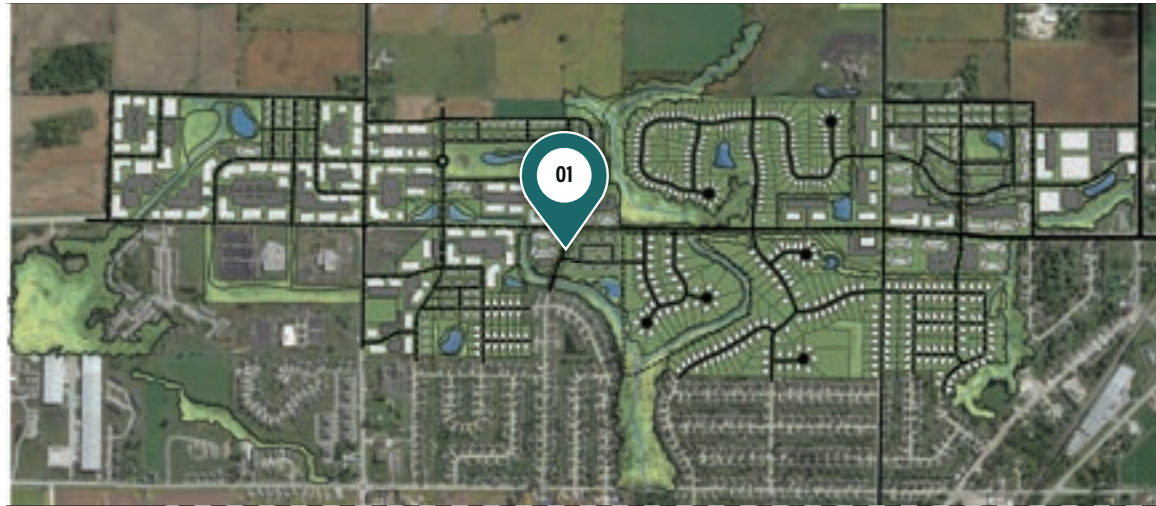
Themes delineated elsewhere in the corridor plan should be seamlessly extended to this area. Emphasis is placed on landscape screening to shield parking areas, loading zones, and less desirable views. Additionally, the positioning of parking within rear and side yards is encouraged, alongside a commitment to employing premium building materials to enhance facade aesthetics.



MASTER PLAN - PERSPECTIVE SKETCHES



MASTER PLAN - PERSPECTIVE SKETCH 01



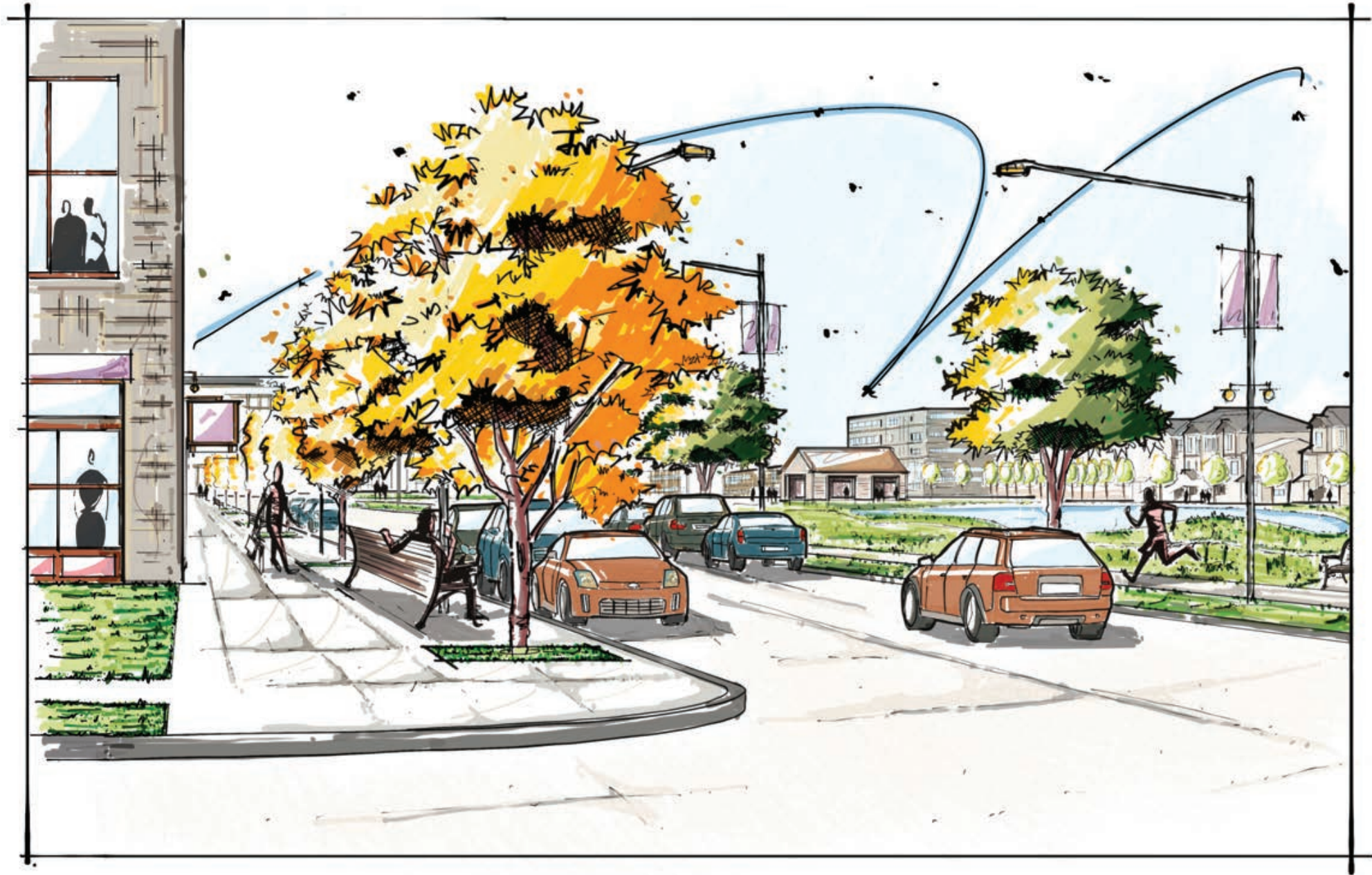
MISSING MIDDLE VIEW

The pedestrian view along Essen Road showcases a balanced streetscape, blending townhome-style buildings on the left and three-story multi-family residences on the right. Townhomes feature a mix of at-grade and walk-up entries, with front doors oriented toward Essen, complemented by lush street trees. Parking, discreetly housed in garages behind the buildings, remains unseen, preserving the aesthetic appeal. Multi-family units blend into the existing residential character with gabled roofs and accessible but discreet surface parking, with a secondary resident entry/egress facing Essen for convenience. Parking areas are screened with landscape hedges or low berms to maintain visual harmony. All buildings exceed a better than minimum exterior cladding, reflecting a commitment to quality for market-rate housing. This vision aligns seamlessly with the existing Essen Road section, creating a cohesive and inviting environment for residents and pedestrians alike.



**CENTRAL GREEN VIEW**

From the sidewalk on the park side of the street, pedestrians enjoy a picturesque northward view. The street features convenient parallel parking on both sides and is lined with lush street trees and a grass terrace. Pedestrian-level lighting enhances safety and ambiance. To the left, a three-story mixed-use building offers first-floor office or commercial spaces, catering to neighborhood-scale uses with minimal traffic impact. On the right, an expansive open space invites visitors to explore. A serene stormwater pond with a perimeter walk is bordered by low, native flowering plants. In the distance, a playground and a traditional architectural pavilion, resembling a modern barn or farm aesthetic, can be seen. The park's scattered savannah-style trees and mowed turfgrass, with a generous buffer around the pond, create a harmonious blend of natural beauty and recreational space.



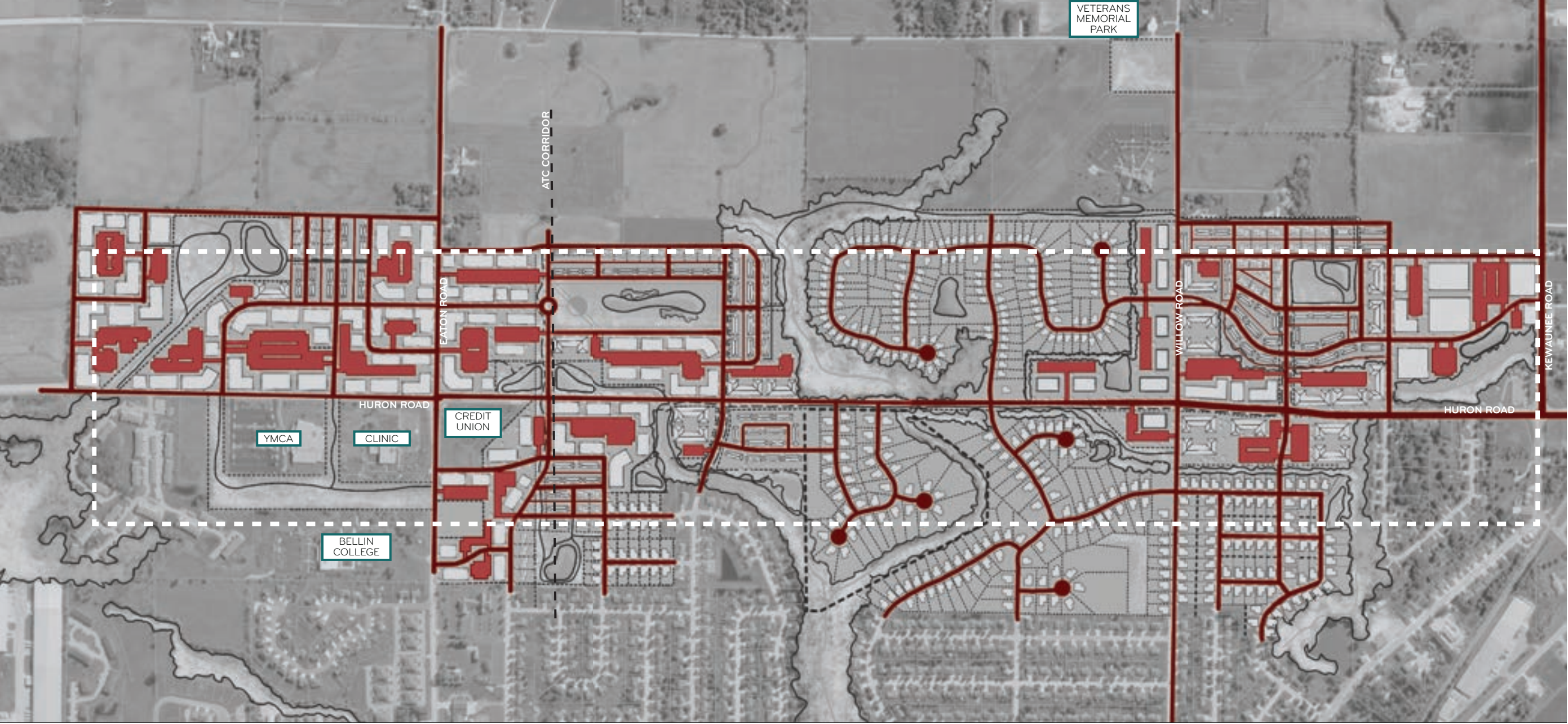


WILLOW ROAD CORRIDOR

Driving along the urban section of Willow Road, one is greeted by a vibrant streetscape. Sidewalks on both sides are complemented by street trees set in grass terraces, calming traffic and providing shade. On the left, one to one and a half story commercial buildings offer neighborhood services. These buildings feature rear parking, with welcoming facades facing the street, complete with windows and signage. Between the commercial buildings, café seating with a pergola or shade canopy provides a cozy spot for relaxation. The landscaping is simple and minimal, keeping the focus on accessibility. Across the street, three-story multi-family buildings rise, characterized by gabled roofs and secondary entry/egress points facing Willow Road. Surface parking is situated between the buildings and is discreetly screened by a low landscape hedge or berm. This thoughtful design ensures both functionality and visual appeal, creating a harmonious urban environment.



MASTER PLAN - ROADWAYS AND OFF-STREET PARKING



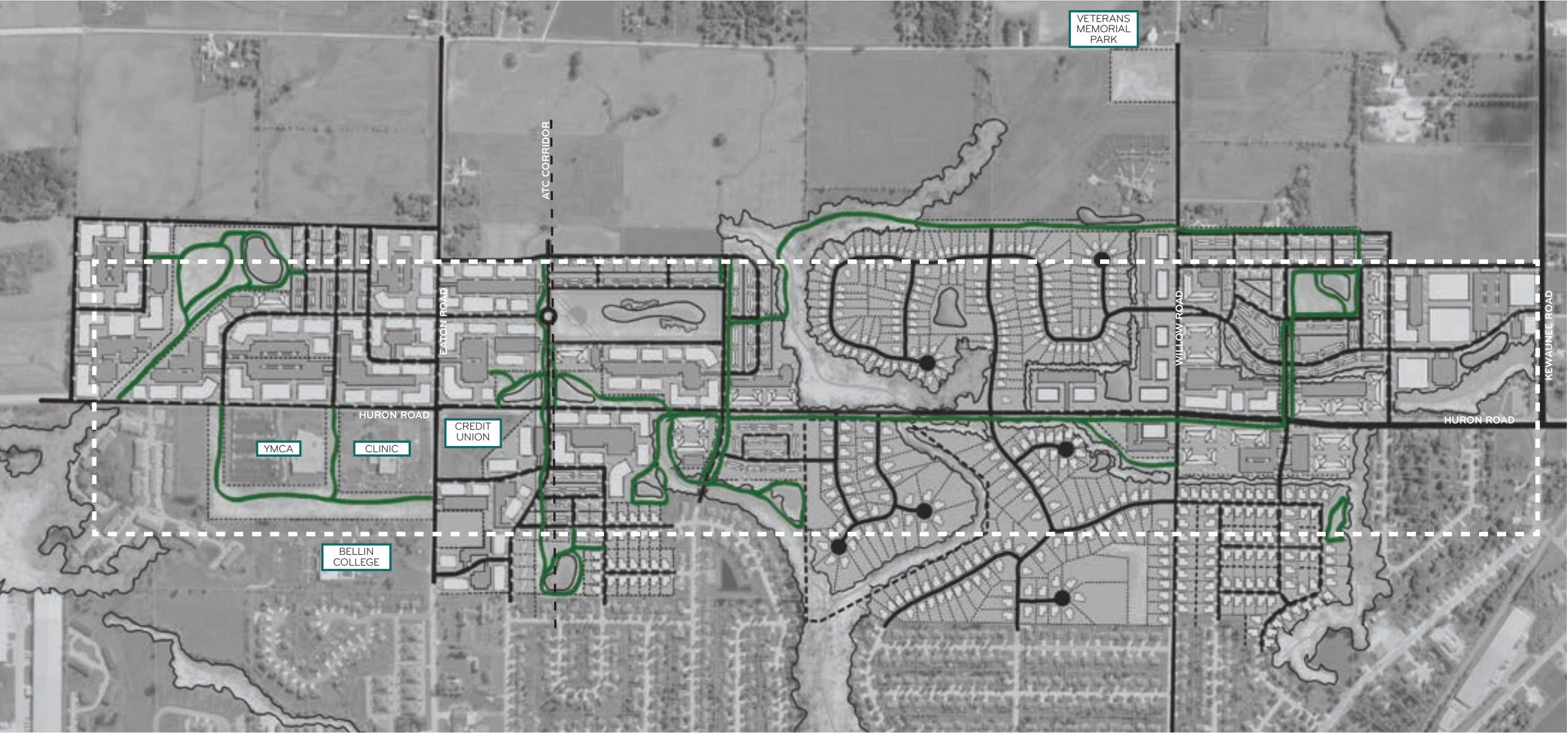
ROADS AND STREETS

Working with access limitations for streets and roads under Brown County jurisdiction, local streets within development areas should prioritize accessibility and integrated movement. This minimizes the necessity for residents and visitors to constantly travel long distances by vehicle. Local streets should ideally accommodate on-street parking, promoting slower, safer traffic speeds and discouraging the use of neighborhood bypass routes that may disrupt quality of life. By fostering a pedestrian-friendly environment and minimizing reliance on cars for short trips, these design principles contribute to a more cohesive and livable community.

OFF STREET PARKING

In this development area, parking lots serve multiple purposes: to be shared among adjacent uses, reducing under-utilized pavement, mitigating urban heat island effects, and managing stormwater runoff. To enhance aesthetics, parking should be situated behind or in sideyards of buildings, always screened with landscaping. This approach not only optimizes land use but also promotes a more sustainable and visually appealing urban environment.

MASTER PLAN - SIDEWALKS AND TRAILS



SIDEWALKS AND TRAILS

In this development, sidewalks, and trails are designed to create a walkable environment, promoting accessibility for residents to meet daily needs on foot or by bike. Additionally, they offer visitors the convenience of parking once and exploring multiple destinations. These pathways encourage sustainable transportation, reducing reliance on cars and making walking and wellness easy. By facilitating easy access to amenities and promoting active lifestyles, the development aims to enhance quality of life while minimizing environmental impact.

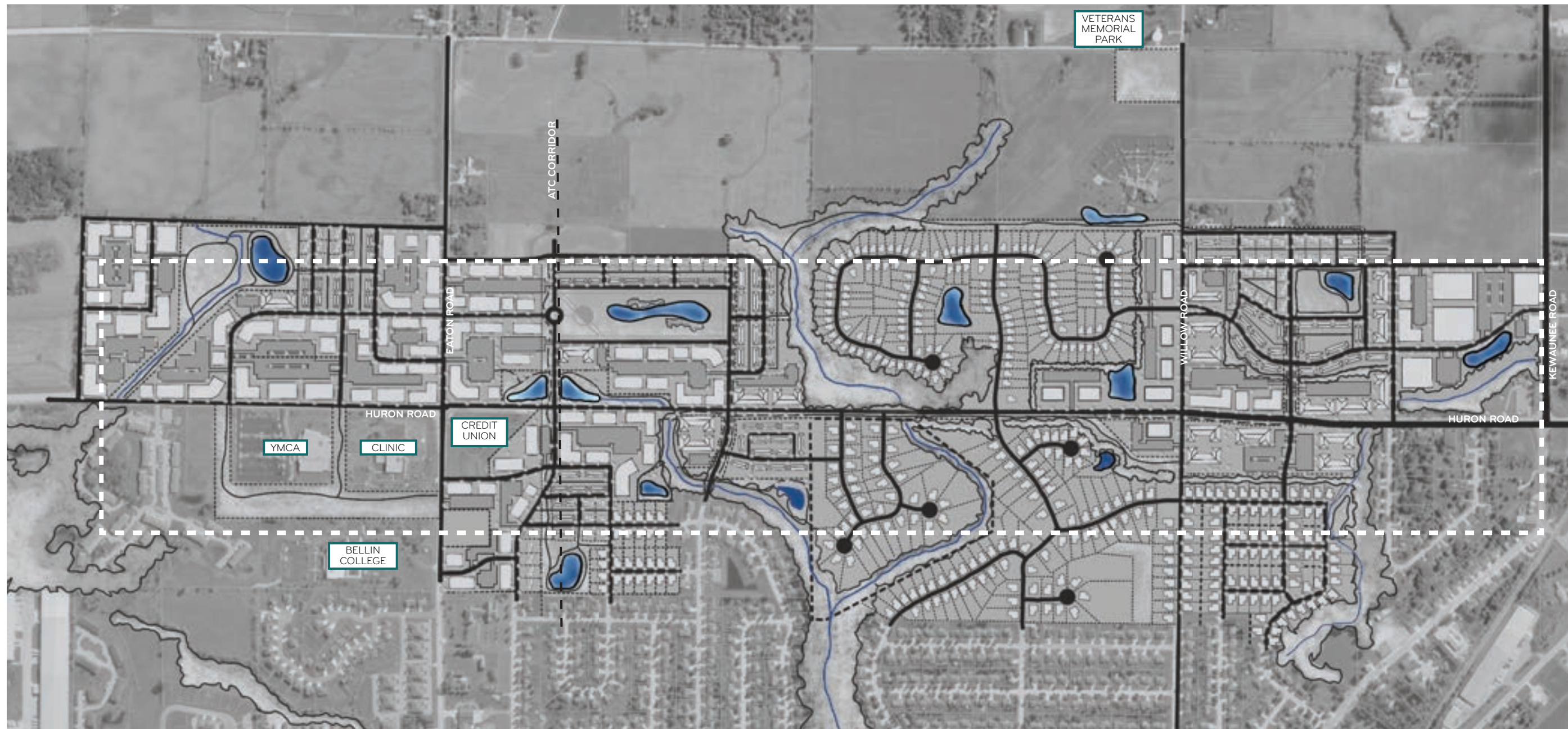
WALKABLE COMMUNITIES

Recommendations of the corridor plan strive to apply context sensitive solutions that include more than just street and

sidewalk considerations. The following is a list of additional elements contributing to a walkable communities as developed by the Congress for New Urbanism (CNU):

- Mixed land uses in close proximity of each other
- Building entries fronting the street in close proximity to the sidewalk
- Pedestrian-scale building, landscape, and thoroughfare design
- Compact developments and block patterns
- Highly connected internal street networks
- Public spaces that contribute to placemaking

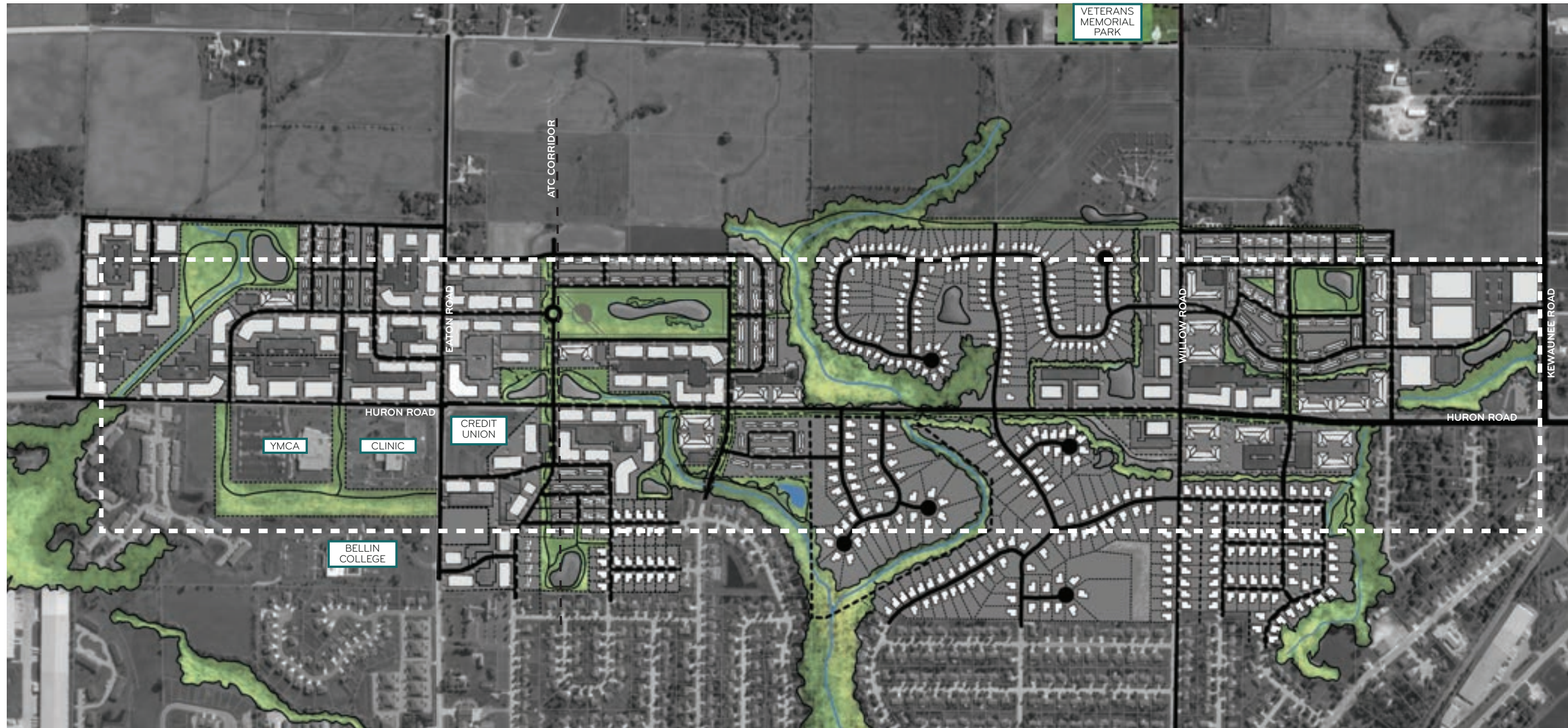
MASTER PLAN - WETLANDS, CREEKS, STORMWATER



WETLANDS, CREEKS AND STORMWATER MANAGEMENT

Creeks and wetlands are integral features of this development areas context. As new development unfolds, effective stormwater management becomes essential for preserving these resources and meeting permitting regulations. However, rather than taking up space in an uninteresting corner of a site, stormwater management can seamlessly integrate into the landscape and contribute to the character of the place. In this development area, it's approached holistically, balancing stormwater requirements with the creation of publicly accessible open spaces. This approach not only addresses regulatory needs but also enhances the overall quality and functionality of the environment, ensuring that stormwater management become an inherent part of the community's identity.

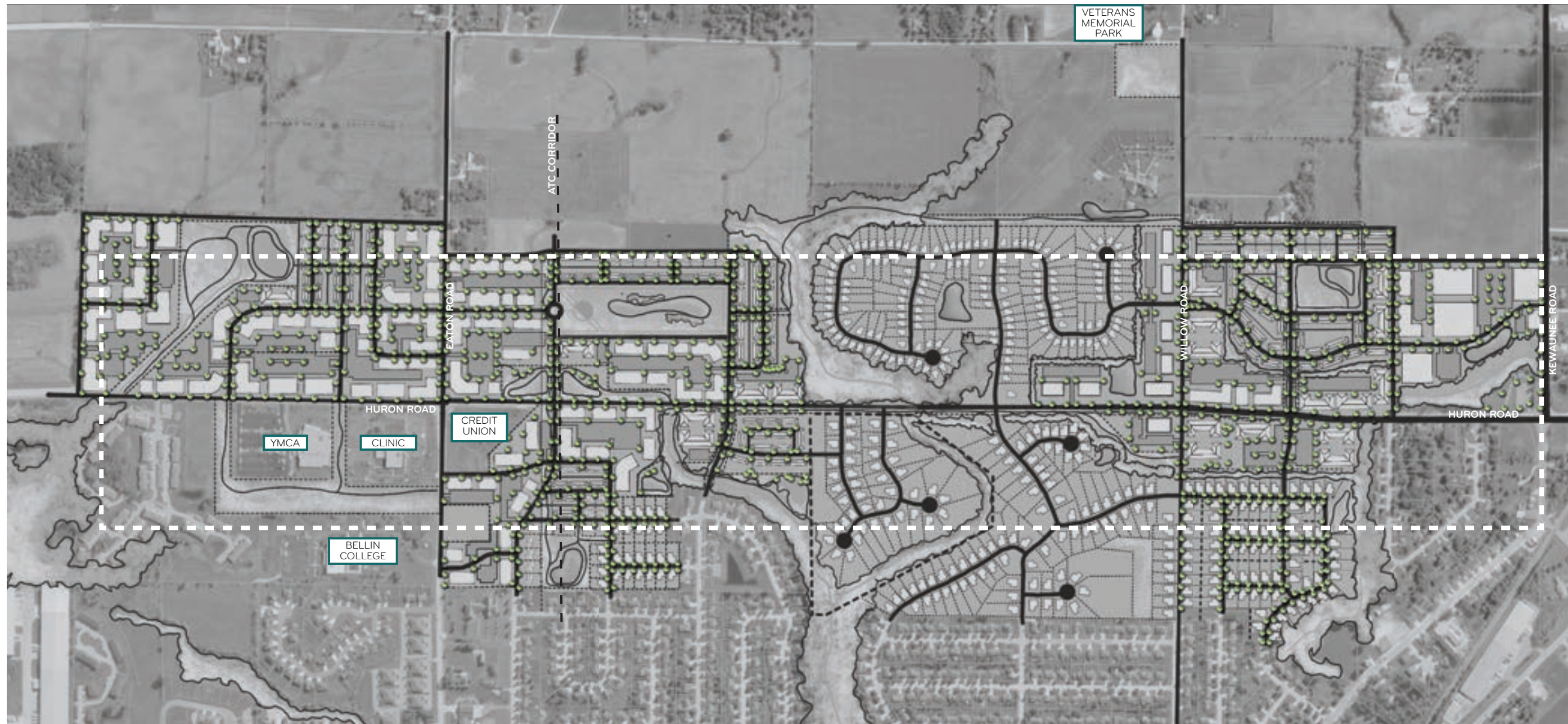
MASTER PLAN - LINKED OPEN SPACES



LINKED OPEN SPACES

Developing linked green areas is essential to enhance the quality of life for all residents, but especially as housing density through multi-family homes is increased as there is less individual space. Linked open spaces promote walkability, and elevate the overall sense of place. Interconnected urban green spaces provide nearby nature but also serve as natural corridors for stormwater management and wildlife habitat. When integrated with trails and sidewalk, these open spaces facilitate connectivity, enabling residents to access local destinations via pedestrian loops of various sizes. By fostering a seamless blend of nature and urban infrastructure, such initiatives contribute to healthier and more vibrant communities while promoting sustainable living practices.

MASTER PLAN - OVERSTORY TREES



OVERSTORY TREES

Trees are vital in urban areas, offering shade for streets and parking lots, improving aesthetics, and providing essential ecosystem services. They absorb stormwater, offer habitat and food for wildlife, and purify the air. Maintaining a diverse urban canopy is key to maximizing these benefits. Additionally, ensuring adequate soil volume and quality growing conditions for trees is crucial infrastructure. Prioritizing these factors not only enhances the livability and attractiveness of cities but also yields environmental advantages. Trees help reduce heat island effects, enhance air quality and mitigate stormwater runoff, contributing to healthier and more sustainable urban environments. This plan supports the Village's existing policy of planting street trees.



Shared parking is most effective when utilized by destinations that either have common patrons or have differing periods of high parking demands.

SHARED PARKING

What Is Shared Parking?

Shared parking, like the name indicates, allows for a single parking facility (such as a parking lot), to be shared among multiple entities within walking distance of the respective parking facility. Shared parking is most effective when utilized by destinations that either have common patrons or have differing periods of high parking demands.

Where Are We Now?

According to Village Zoning Code, shared parking is permitted within Bellevue, however, more direction within the ordinance is needed in order to successfully implement shared parking on a regular basis.

Village zoning code § 500-1905 states that parking does not need to be located on the same lot or site as the use it serves if the following three conditions are met and receive Village Board approval:

- 1. Reasonable and improved access shall be provided from the off-site parking facilities to the use being served.
- 2. Off-site parking for nonresidential uses shall be located no less than 1,000 feet from the main entrance of the principal use being served.
- 3. The site used for off-site parking shall be under the same ownership as the principal use being served or under public ownership, or the use of the parking facilities shall be protected by a recorded instrument acceptable to the Village."

While section § 500-1907 states that, "Except in shopping centers or where joint parking requirements have been approved, if structure or site contains two or more uses, each use shall be calculated separately in determining the total off-street parking spaces required", the method of calculation for the number of spaces required is not included.

What Does the Huron Road Corridor Plan Envision?

The Huron Road Corridor Plan envisions the allowance of shared parking in mixed use developments, as it allows for the amount of parking facilities to be decreased. This can be implemented through zoning ordinance updates providing more information on shared parking and shared parking requirements.

How Do We Get There?

Updates to the Village zoning ordinance providing more clarity about shared parking is necessary.

Content to consider within the shared parking ordinance includes:

- Shared Parking Definition
- Intent of Shared Parking Ordinance
- Application of Shared Parking

- Calculation of Parking Spaces Required with Shared Parking
- Distance to Parking Spaces and Pedestrian Connection Requirements
- Agreement Between Sharing Property Owners
- Shared Parking Plan

Shared Parking Calculations

Many shared parking regulations use the following method to determine the minimum number of spaces required for a shared parking facility:

- 1. Determine the minimum amount of parking required for each land use or destination by time period as if it were a separate use.
- 2. Sum the number of required parking spaces in each time period across all uses
- 3. Set the minimum requirement at the maximum total across time periods.

Land Uses by Time of Peak Parking and Demand

Weekday	Evening	Weekend
Banks & public services	Auditoriums	Religious institutions
Offices & other employment centers	Bars & dance halls	Parks
Park & Ride facilities	Meetings halls	Shops & malls
Schools, daycare centers, & colleges	Restaurants	
Factories & distribution centers	Theaters	
Medical clinics	Hotels	
Professional services		

Source: Metropolitan Area Planning Council

Missing middle housing specifically refers to building types, such as duplexes, triplexes, fourplexes, townhomes, cottage courts, and courtyard buildings.



MISSING MIDDLE HOUSING DEVELOPMENT STRATEGIES

What is Missing Middle Housing?

Coined by planner Daniel Parolek in 2010, this phrase anchors a concept for creating more housing and more housing choices in sustainable, walkable places.

Missing middle housing specifically refers to building types, such as duplexes, triplexes, fourplexes, townhomes, cottage courts, and courtyard buildings. They are “missing” because they have been disallowed by ordinances in many communities since the mid-1940s, and “middle” because they sit in the middle of the spectrum between detached single-family homes and mid-rise to high-rise apartment buildings in terms of form, scale, number of units, and affordability.

Where Are We Now?

The Village of Bellevue's Comprehensive Plan and Future Land Use Plan policies, adopted by the Village Board, guide Missing Middle Housing in the Huron Road Corridor in efforts to improve housing options that are more affordable to the general public. However, respondents in engagement efforts for the Huron Road Corridor Plan predominantly favored single family homes and expressed hesitation towards widespread implementation of missing middle housing.

What Does the Huron Road Corridor Plan Envision?

The Huron Road Corridor Plan envisions the implementation of missing middle housing in conjunction with single family housing. Twenty-one point five percent of the total land use in the corridor plan is proposed as missing middle housing, with 21% as existing or planned single family housing.

How Do We Get There?

In order to achieve the planned amount of missing middle housing, numerous development strategies may be considered for implementation by the Village.

Initiate Education, Outreach and Engagement Campaigns

The use of education and engagement campaigns may be used to convey missing middle concepts and the historical impact of zoning, with the intention to better inform the community of local housing supply challenges. This approach encourages the community to work toward a common goal instead of debating abstract ideas or specific projects. One approach taken in Arlington, Virginia included a three-phase approach consisting of a missing middle housing study, formulation of a housing policy proposal, and proposal refinement via additional community feedback.

During the course of this project, the Huron Road Corridor Plan steering committee suggested organizing a bus tour or a similar comprehensive

overview of “missing middle” housing projects in Northeast Wisconsin.

This initiative could involve Bellevue elected officials, key stakeholders, and leaders from the host communities, who would present the development processes and successes of these precedent housing sites. Additionally, the tour could include insights from residents, developers, owners, and investors involved in these projects.

An in-person group tour offers the invaluable opportunity to experience the neighborhood context firsthand, which static precedent images cannot convey. Key elements such as spatial relationships, the mix of uses, and the scale of buildings are critical contextual components that are best understood in person. While a digital video tour serves as an alternative, producing a high-quality video might incur higher costs compared to organizing a bus tour. The value of a digital tour is in its ability to become a long term, readily available communication tool and education resource. A well-executed digital tour could effectively convey the necessary information, especially if an in-person tour is not feasible.

Blend High-tech and “High touch” Tools

A variety of tools are available that may be used in tandem with education and engagement efforts, leveraging technologies to promote a deeper community understanding of various housing options' implications and improve community understanding of housing challenges.

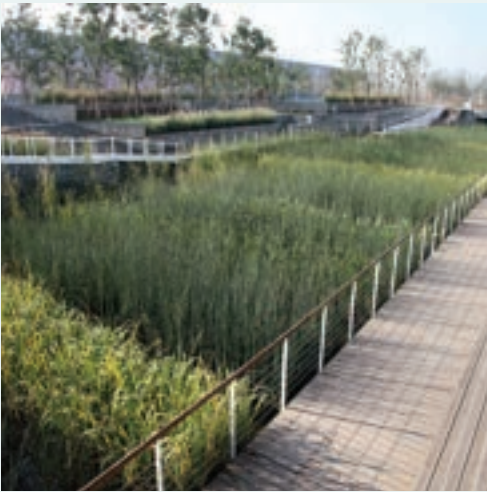
One approach taken by city officials in the City of Elk Grove, California, to gain public support as they planned for 4,000 new homes (including 2,000 affordable units), utilized new simulation technology that put residents in the role of planners. Application users engaged with the task of providing a unit goal for low-income households. Through review of potential sites for density increases and consequential zoning changes, users learned more about the process of increasing local housing.

Pre-Approved Architectural Designs

Pre-Approved Architectural Designs present the opportunity to streamline residential construction through the utilization of standard designs focused on missing middle housing. Building officials and departments review plans and coordinate with zoning regulations, typical lot configurations, and state building codes. This pre-approval process not only expedites approval timelines but also significantly reduces the risk and design costs for small-scale developers, encouraging innovation in new housing products.

The pre-approved plans should be developed with quality in mind and remain consistent with the local character and scale of the neighborhoods where they will be built. As the pre-approved plans are created, there is opportunity for input from community members to gain community buy-in on missing middle housing. The City of Green Bay has a version of this called “New Homes in Your Neighborhood Program” which is available for infill lots of the City where scale and character may be a barrier to redevelopment and to support clarity of intent for this opportunity sites.

Depending on the location, stormwater management can take on a more urban or naturalistic aesthetic.



Cooperative approach can result in win-win scenarios that increase open space amenities for the community, reduce stormwater runoff, and improve environmental and community resiliency.

Accessory Dwelling Units (ADU's)

Consider allowance of Accessory Dwelling Units (ADU's) on single family lots throughout the Village. If considered, ADUs should be permitted subject to conditions required to mitigate potential impacts on neighboring properties. Discretionary review processes such as public hearings or any owner-occupancy requirements should be excluded, as the sole action of permitting ADUs is rarely sufficient to spur production. Village codes and policies should focus on making these units easier to build and finance.

For the Village of Bellevue, implementation of ADU's could be a smaller stepping stone to provide critical missing housing while efforts for more widespread missing middle housing are underway.

Zoning Incentives to Promote Housing Supply

A variety of zoning-based incentives may be considered to boost housing supply. This provides the village the opportunity to update their zoning code to provide incentive-based policies, such as minimum lot area reductions in exchange for meeting housing goals. For example, some cities such as Grand Rapids, Michigan, have updated their codes to incentivize accessible units and mixed-income housing. This includes allowing administrative reviews for uses listed as permitted within a district and meeting all building design standards. Uses considered as a special land uses still require public hearings with the Planning Commission.

Zoning Ordinance Updates

To ensure the alignment of future development with the principles and vision outlined in this Corridor Plan and other existing plans, it is recommended to update the zoning ordinance to permit by right the specified housing types and commercial forms. This can be accomplished by establishing a specific zoning district for the Huron Road Corridor. The district should emphasize a variety of housing options, pedestrian-oriented streetscape design, and clear design guidelines for new development. This update is recommended as a high-priority, short-term implementation item to facilitate consistent and sustainable growth in the Corridor.

PARKS + STORMWATER MANAGEMENT PUBLIC ACCESS

Where Are We Now?

Upon review of the Village Stormwater Management Ordinance, Comprehensive Plan, and Comprehensive Outdoor Recreation Plan (CORP), there is no current language connecting stormwater infrastructure with public access. Statements and policies in these documents indicate that the development of policy permitting this access to stormwater facilities and open spaces would be favorable and in the interest of the Village.

Per the comprehensive plan, the Village intends to "continue and expand,

where possible, its current practice of sharing [parks and recreation] facilities and joint planning with its school districts and neighboring communities, as well as Brown County", indicating the development of multi-benefit open space opportunities with other entities, including across village departments, should be of interest.

Per the Village CORP, "The preservation of primary and secondary environmental corridors, isolated natural resources areas, steep ravines/ slopes, woodlands, streams, floodplains, riparian habitats, and wetlands should be maintained as vegetative, wildlife, and fish habitats, as areas for passive outdoor recreation and as stormwater and flood management areas where appropriate" has been established as a policy as part of plan implementation.

What Does the Huron Road Corridor Plan Envision?

Linked open spaces promote walkability and elevate the overall sense of place. These interconnected urban green spaces not only provide nearby nature but also serve as natural corridors for stormwater management and wildlife habitat. The Huron Road Corridor plan envisions the implementation of public access to stormwater management areas as a key step to attain connectivity, receiving multiple benefits from the corridors in terms of stormwater management and overall community wellbeing.

How Do We Get There?

A combination of easements will likely be required for implementation of multi-benefit stormwater and public open space facilities.

Cross-department and cross-jurisdiction conversations should also be held. A preliminary step would be to collaborate planning efforts among municipal departments, such as between parks and recreation, and public works. Cross-department municipal master-planning processes should continue to evaluate parks and open space as potential locations for new green infrastructure. Village Parks and Recreation and Public Works departments should coordinate with local floodplain managers to identify projects that can achieve as many objectives as possible for the community, especially in locations where outdoor facilities are impacted by flooding and severe weather. This cooperative approach can result in win-win scenarios that increase open space amenities for the community, reduce stormwater runoff, and improve environmental and community resiliency.

WETLAND DELINEATION

Where Are We Now?

Preliminary analysis indicates that Wisconsin Department of Natural Resources (DNR) mapped wetlands and several wetland points are present within the Huron Road corridor.



The Huron Road Corridor Plan envisions a well-connected community through two sided sidewalks lined with trees.



What Does the Huron Road Corridor Plan Envision?

The corridor plan seeks to protect and preserve wetlands, along with other natural features woodlands and wildlife habitats.

How Do We Get There?

Given the presence of wetlands within the corridor, a Level 1 Wetland Delineation is recommended along with a subsequent mitigation plan addressing all potential wetlands impacts. Additionally, the creation of a passive park utilizing the wetlands as a stormwater management solution is recommended as an open space amenity for the surrounding development.

SIDEWALKS AND STREET TREES

Where Are We Now?

Per Village Zoning Code, Traditional Neighborhood Design Standards emphasize that the overall composition and location of landscaping should complement the scale of the development and its surroundings. In general, larger, well-placed contiguous planting areas are preferred to smaller, disconnected areas. One deciduous canopy tree per 40 feet of street frontage is required at a minimum. Street tree placements can be clustered and do not need to be evenly spaced. Trees should preferably be located between the sidewalk and the curb, within the landscaped area of a boulevard, or in tree wells installed in pavement or concrete.

Village Multifamily Design Standards and Physical Development Standards require street trees be planted at fifty-foot centers (for low- to mid-growth trees) and sixty-foot centers (for large-growth trees). Trees should be located between the curb and sidewalk or sidewalk reserve area of all public and private streets and drives.

Per Village Code, § 404-5, the addition of new sidewalks to streets shall be in accordance with the Village Pedestrian, Bicycle and Safe Routes to School Plan and in all new subdivisions. This plan recognizes the Village's large amount of undeveloped land as an opportunity for the provision of pedestrian and bicycle facilities in new developed areas at the time of construction in the plan's SWOT assessment. The plan states that development west of Huron Road shall be considered an existing subdivision and shall be required to install sidewalk and bike facilities in accordance with the Pedestrian & Bicycle Plan. Development east of Huron Road shall be considered a new subdivision and shall be required to install sidewalks on both sides of every street.

What Does the Huron Road Corridor Plan Envision?

The Huron Road Corridor Plan envisions a well-connected community through two sided sidewalks lined with trees. The existing guidelines for street trees and sidewalks aligns with the vision of the corridor plan.

How Do We Get There?

As noted, current guidelines align with the corridor plan vision. An urban tree planting detail should be developed to ensure trees in urban frontages receive adequate soil volume and are set up for long term success. The addition could occur as part of an amendment to the Bellevue Arboricultural Specifications Manual and can be reference in the Zoning Ordinance.

PARK DEDICATION

Where Are We Now?

The Village has an established Park and Recreation Impact Fee and Park Land Dedication Ordinance that was adopted in 2011. The ordinance requires a provision to be made for parkland or open space when land is subdivided. Depending on the needs of the Village, Bellevue can request fees in lieu of parkland, which is called a Park and Recreation Impact Fee. Park impact fees may only be used for new park development and not maintenance of current parks.

Current Park Impact Fees are as follows:

- \$698 per dwelling unit for single-family or two-family residential developments.
- \$524 per dwelling unit for multi-family residential development units of two bedrooms or more.
- \$345 per dwelling unit for multi-family residential development units of one bedroom or less.

Bellevue has additional parkland and open space dedication requirements for the Traditional Neighborhood Development (TND) District. At least 10% of the gross acreage of the TND is required to be open space. This may include undevelopable areas such as steep slopes and wetlands, and stormwater detention and retention basins. At least 25% of the open space must be common open space dedicated to the public for parkland. Additionally, 90% percent of the lots within the areas devoted to mixed residential uses shall be within a 1/2 mile or a fifteen-minute walk from common open space.

What Does the Huron Road Corridor Plan Envision?

The Huron Road Corridor plan envisions an abundance of open space that is connected to both residents and destinations. Ensuring there is adequate green space is essential to enhance the quality of life for all residents, especially for missing middle and multifamily homes as there is less individual space, such as private yards.

How Do We Get There?

Implement CORP Park Dedication Ordinance Recommendations

The current Parkland Dedication Ordinance should be revised in accordance with the recommendations of the 2021 Bellevue CORP. The CORP conducted analysis of the current Parkland Dedication Ordinance to determine if it was sufficient for the community's projected growth. Analysis



Stakeholder engagement through participatory design processes will ensure inclusive and context-sensitive outcomes.



determined that by the year 2027, 961 dwelling units would be added to the Village. To meet the standard of 10 acres of parkland per 1,000 residents, a fee-in-lieu of land dedication of \$1,005.62 per new dwelling unit would be required.

Application of Traditional Neighborhood Development (TND) District Open Space Standards

Consider the broad application of the open space requirements as defined in the TND District ordinance to the corridor. These existing standards exceed the minimum parkland dedication ordinance requirements and are in-line with the vision of the corridor plan. Additionally, this presents an opportunity to apply existing policy to the corridor, decreasing staff efforts.

ARCHITECTURAL GUIDELINES

Where Are We Now?

Currently, architectural guidelines exist for the Traditional Neighborhood Development (TND) District, multi-family residential projects, and for all new retail, office, commercial service buildings and institutional uses. New projects involving these uses and districts are subject to review by the Community Development Review Team (CDRT) to ensure compliance with the guidelines.

What Does the Huron Road Corridor Plan Envision?

To achieve the desired outcomes of the corridor plan, it is recommended the village adopt architectural guidelines or formalized standards specific to the corridor. In response to the project vision, the adopted guidelines should prioritize maintaining local character while promoting a distinct corridor with modern functionality.

How Do We Get There?

These guidelines likely will use existing architectural standards as a basis and build upon them with the corridor plan themes.

The corridor plan themes encourage the use of sustainable materials and energy-efficient designs to enhance environmental resilience. Specific regulations on height, bulk, and scale will ensure new developments harmonize with the project vision and greater Bellevue community character. Guidelines for active street frontages with transparent facades will foster walkability and pedestrian safety. Incorporation of green open spaces with layered uses and programming will enrich aesthetic appeal and community identity. Special attention to sign regulations in this area may be necessary to prevent visual clutter and support wayfinding. Diverse architectural styles should be outlined to reflect the community's cultural heritage and diversity.

The below list presents elements to be considered in the corridor guideline development. Please note this list serves as a starting point and will need to be further developed as guidelines are created.

- Materials – focus on sustainability

- Architectural styles
- Height, bulk, and scale
- Active street frontages – transparent facades
- Signage regulation – promote wayfinding
- Building articulation
- Urban plazas – incorporate green open space and enhance environmental resilience

Regular reviews and updates to these guidelines will ensure they adapt to evolving urban needs and innovative design practices. Stakeholder engagement through participatory design processes will ensure inclusive and context-sensitive outcomes.

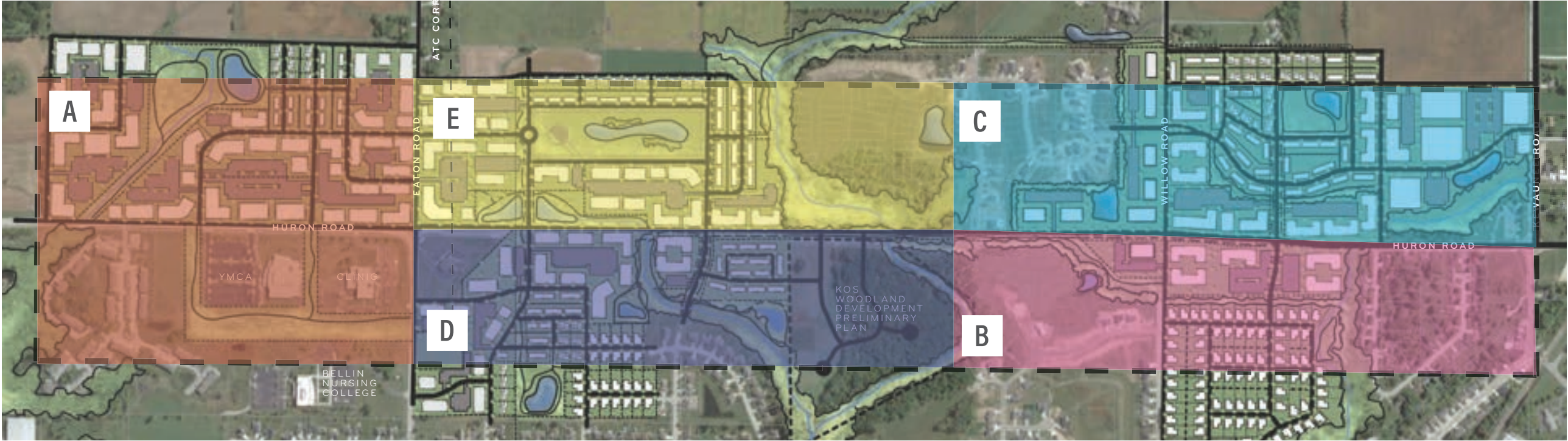


IMPLEMENTATION STRATEGY MATRIX

The following matrix outlines the corridor plan implementation strategies and key insights to attain them, including responsible parties, level of priority, and relative timeframe.

Recommendations and strategies for the plan are not exhaustive and policy updates or market analysis may be required to implement the ideas and priorities outlined in this community-derived plan.

	Implementation Task	Who Owns It?	Priority Level	Timeframe
Shared Parking	Ordinance Updates	Village Staff Village Board	Medium	Short Term
Missing Middle Housing Development	Education and Engagement Campaigns / Missing Middle Tour	Village Staff Village Board Interested Stakeholders	High	Short Term
	Pre-Approved Architectural Designs + Accessory Dwelling Units (ADUs) Regulations	Village Staff Village Board	Medium	Medium Term to Long Term
	Zoning Incentives	Village Staff Village Board	Low	Medium Term to Long Term
	Zoning District Updates	Village Staff Village Board	High	Short Term
Parks + Stormwater Management Public Access	Village Department Collaboration	Village Staff	Medium	Ongoing
	Local Floodplain Coordination	Village Staff Local Floodplain Managers	Medium	Ongoing
	Easements	Village Staff Landowners	Medium	Long Term
Wetland Delineation	Wetland Delineation	Village Staff	Medium	Short Term
	Passive Park Creation	Village Staff Village Board	Low	Long Term
Sidewalks + Street Trees	Urban Tree Planting Detail	Village Staff	High	Short Term
Park Dedication Ordinance	Implement CORP Ordinance Recommendations	Village Staff Village Board	High	Medium Term
	Broad Application of Traditional Neighborhood District Open Space Standards to Corridor	Village Staff Village Board	Medium	Medium Term
Architectural Guidelines	Develop Architectural Guidelines	Village Staff Village Board	High	Short Term



COST RANGE

Preliminary Opinion of Probable Cost to Construct

PHASE	Utilities		Paved / Green Areas		Overall	
	Low	High (+20%)	Low	High (+20%)	Low	High (+20%)
A	\$ 6.9 million	\$ 8.2 million	\$ 4.2 million	\$ 5.0 million	\$ 11.1 million	\$ 13.2 million
B	\$ 3.3 million	\$ 4.0 million	\$ 2.0 million	\$ 2.4 million	\$ 5.3 million	\$ 6.4 million
C	\$ 8.8 million	\$ 10.6 million	\$ 4.6 million	\$ 5.6 million	\$ 13.4 million	\$ 16.2 million
D	\$ 5.5 million	\$ 6.6 million	\$ 3.1 million	\$ 3.7 million	\$ 8.6 million	\$ 10.3 million
E	\$ 5.7 million	\$ 6.9 million	\$ 3.5 million	\$ 4.2 million	\$ 9.2 million	\$ 11.1 million
TOTAL:					\$ 47.6 million	\$ 57.2 million

Costs Includes 25% contingency, design, permitting, + testing fees

Costs based on best available 2024 information. Federal Reserve Bank of Cleveland notes "10-year expected per year inflation of 2.45%." Factor inflation rate in year by year over time.