

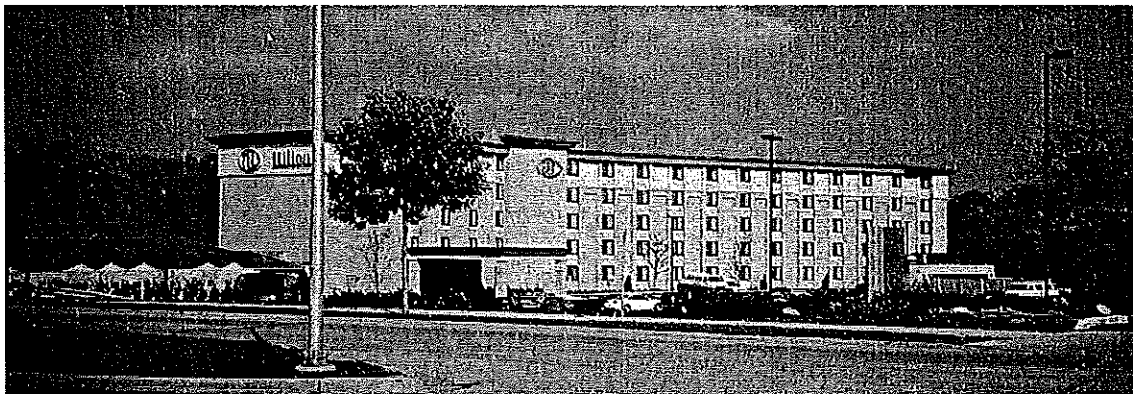
B-1 Land Use and Zoning Review

Volume II
(Located in Body of Report)

and

Addendum to Volume II
(Located in Appendix A)

Dispersed B-1 Zoned Lands



Prepared By:

City of Glendale
Community Development Planning Department
March, 2002

Revised: December, 2002
(Executive Summary Added and Addendum to Volume II
Incorporated Herein as Appendix A)

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B-1 Land Use and Zoning Review

Volume II and Addendum to Volume II

Dispersed B-1 Zoned Lands

EXECUTIVE SUMMARY



Glendale

RICH PAST.
BRIGHT FUTURE.

EXECUTIVE SUMMARY

Early in the year 2000, the City commenced a community visioning process in order to obtain extensive community input in the development of a vision for what Glendale should be like in the year 2020, including an action plan to achieve the ultimate vision. The resulting report, "Glendale 2021-Our Vision" (adopted by the Common Council on September 24, 2001) is located in Appendix E of this report. The public participation element of the community visioning process was extensive, including community forums, focus groups, a community survey, open house meetings, and public meetings, is discussed in the Vision Plan. The B-1 Land Use and Zoning Review-Volumes I, II and Addendum continue the implementation of the Vision Plan.

Local media coverage of the community visioning and the B-1 Land Use and Zoning Review have been extensive in the Glendale Herald, the local newspaper and the official newspaper for the City of Glendale. Glendale Herald headlines pertaining to the community visioning process and the B-1 land Use and Zoning Review are listed below:

- | | |
|-------------------|---|
| June 20, 2002 | City seeks to curb fast food image
Planners discuss retail strips as they redefine commercial zoning codes |
| February 14, 2002 | Very different vision of port Road emerges |
| December 28, 2001 | 2001 IN REVIEW
3. Glendale sees a vision |
| October 4, 2001 | WATERSHED MOMENT
City ready to work on fulfilling dreams of Visioning Committee

Census information helps drive city's action plan |
| July 12, 2001 | Residents seek city identity
Visioning Committee's task nears completion |
| January 25, 2001 | NEWS & NOTES
Still time to return Visioning Committee surveys |
| December 7, 2000 | Residents asked to share vision of Glendale
Surveys to be mailed to homes, businesses after holidays. |
| July 13, 2000 | Residents at forums offer visions of city |
| June 8, 2000 | Forums to launch visioning process.
Committee seeking views on Glendale in year 2020
On the Committee |
| April 13, 2000 | Zoning to be reviewed |

April 6, 2000 Groundwork laid for Visioning Committee
12-member group to be named later this month

February 17, 2000 Groundwork laid for visioning committee
Panel would develop ideas for a Glendale of the future

Community Development Department staff presented the B-1 Land Use and Zoning Review-Volume I to the Plan Commission on Tuesday, February 5, 2002. The B-1 land Use and Zoning Review-Volume I item appeared on the Plan Commission meeting agenda each month beginning in February, 2002, extending through and including August, 2002. Over a period of several months, including a special Plan Commission meeting held on Tuesday, June 11, 2002, and regular Plan Commission meetings on Tuesday, July 2, 2002, and Tuesday, August 6, 2002, the Plan Commission reviewed, discussed, and refined the B-1 Land Use and Zoning Review-Volume I.

Also during the regular meeting of the Plan Commission held on Tuesday, August 6, 2002, the Plan Commission unanimously approved the B-1 Land Use and Zoning Review-Volume I and recommended that the Common Council adopt the study and its recommendations as an amendment to the City of Glendale Comprehensive Plan. The Common Council held a Public Hearing on Monday, September 23, 2002, and unanimously approved a resolution adopting the B-1 Land Use and Zoning Review-Volume I as an amendment to the City of Glendale Comprehensive Plan.

On Tuesday, September 3, 2002, Community Development Department staff presented the B-1 Land Use and Zoning Review-Volume II and Addendum to the Plan Commission, asked that the Commissioners review the documents in preparation for further discussion and review by the Commission, explained that the two documents are a continuation of the earlier approved B-1 Land Use and Zoning Review-Volume I and that the approach to the study and the structure of the study were similar to the B-1 Land Use and Zoning Review-Volume I. During the meeting held on Tuesday, November 3, 2002, Community Development Department staff distributed to the Plan Commission map exhibits (refer to the exhibit maps that follow below) depicting the recommended land use and zoning for each of the Study Sub-Areas included in the B-1 Land Use and Zoning Review-Volume II and Addendum, and the Commission reviewed and discussed each Sub-Area.

The above referenced map exhibits, together with the recommendations included in the the report, as well as all of the supporting texts, maps, exhibits, and supporting plan documents comprise the B-1 Land Use and Zoning Review-Volume II and Addendum as reviewed by the Plan Commission. During the regular meeting of the Plan Commission held on Tuesday, December 3, 2002, the Plan Commission scheduled a Public Hearing for 7:00 P.M. on Tuesday, February 4, 2003, in the Common Council Chambers at City Hall, after which the Plan Commission will consider approval and recommendation that the Common Council adopt the B-1 Land Use and Zoning Review-Volume II and Addendum as an amendment to the City of Glendale Comprehensive Plan.



Sub Area "G" Recommended Land Use



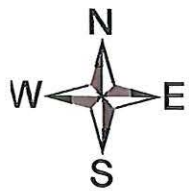
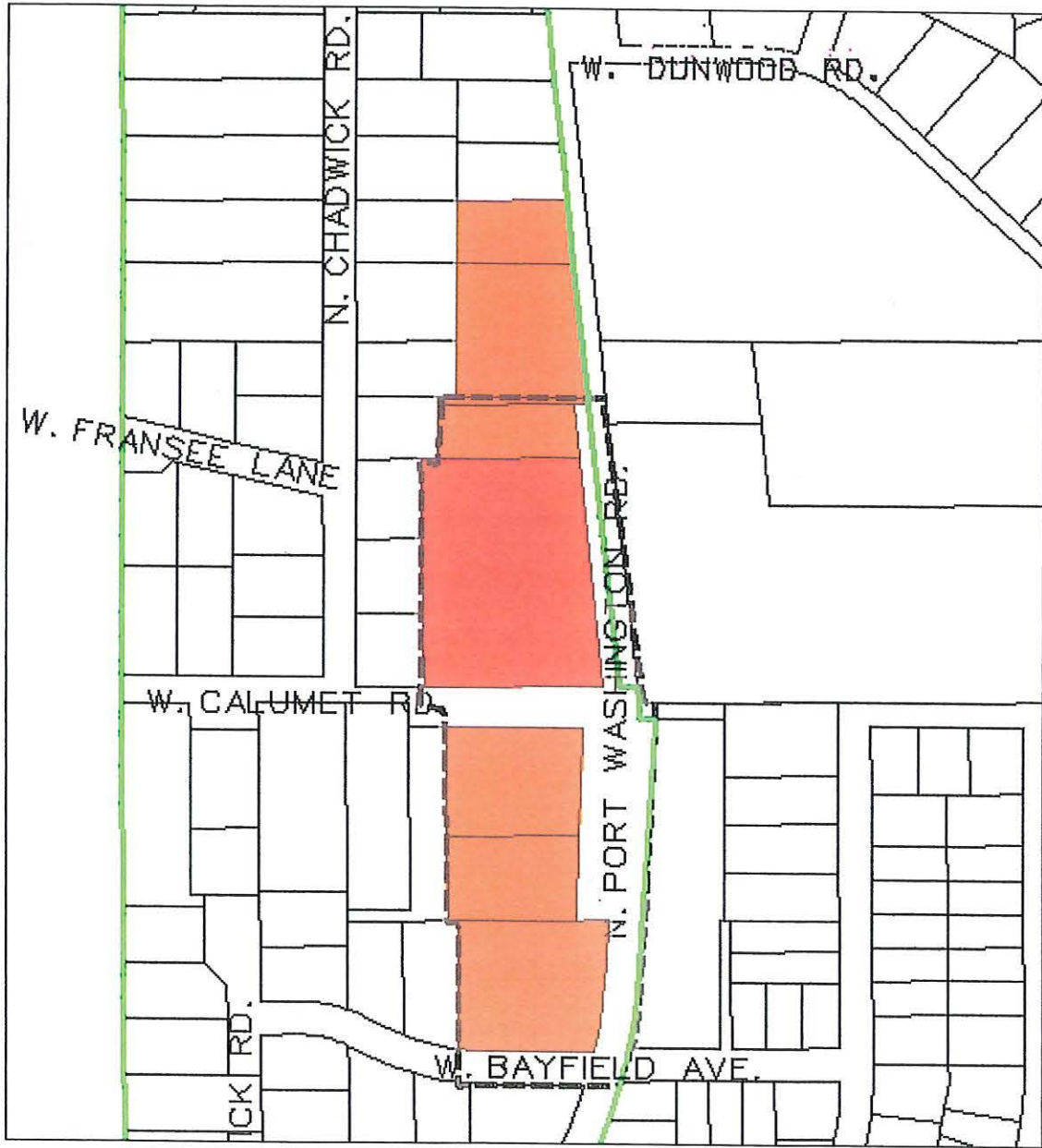
Recommended Land Use	
	Commercial Office With Retail (Hotel/ Convention Center)
	Commercial Office

Sub Area "G" Recommended Zoning



Recommended Zoning	
	B-1-G1 Commercial-Retail/Office Mix (Hotel/Convention Center)
	B-1-G2 Commercial Office

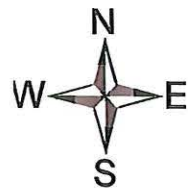
Sub Area "H" Recommended Land Use





Recommended Land Use

-  Commercial-Office With Retail
-  Commercial-Office

Sub Area "H" Recommended Zoning

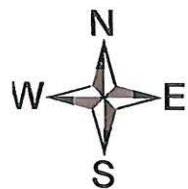
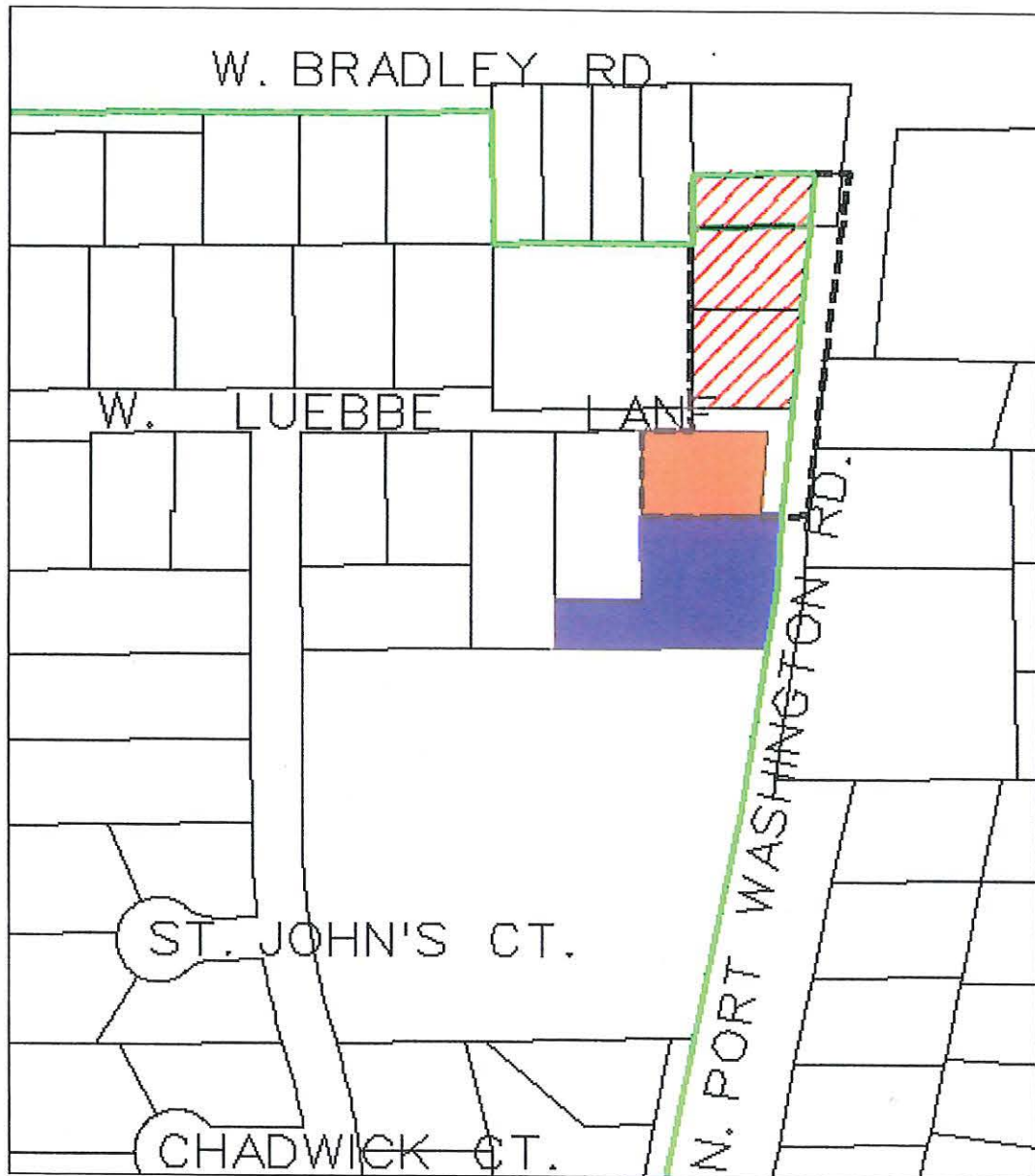


Recommended Zoning

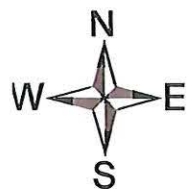
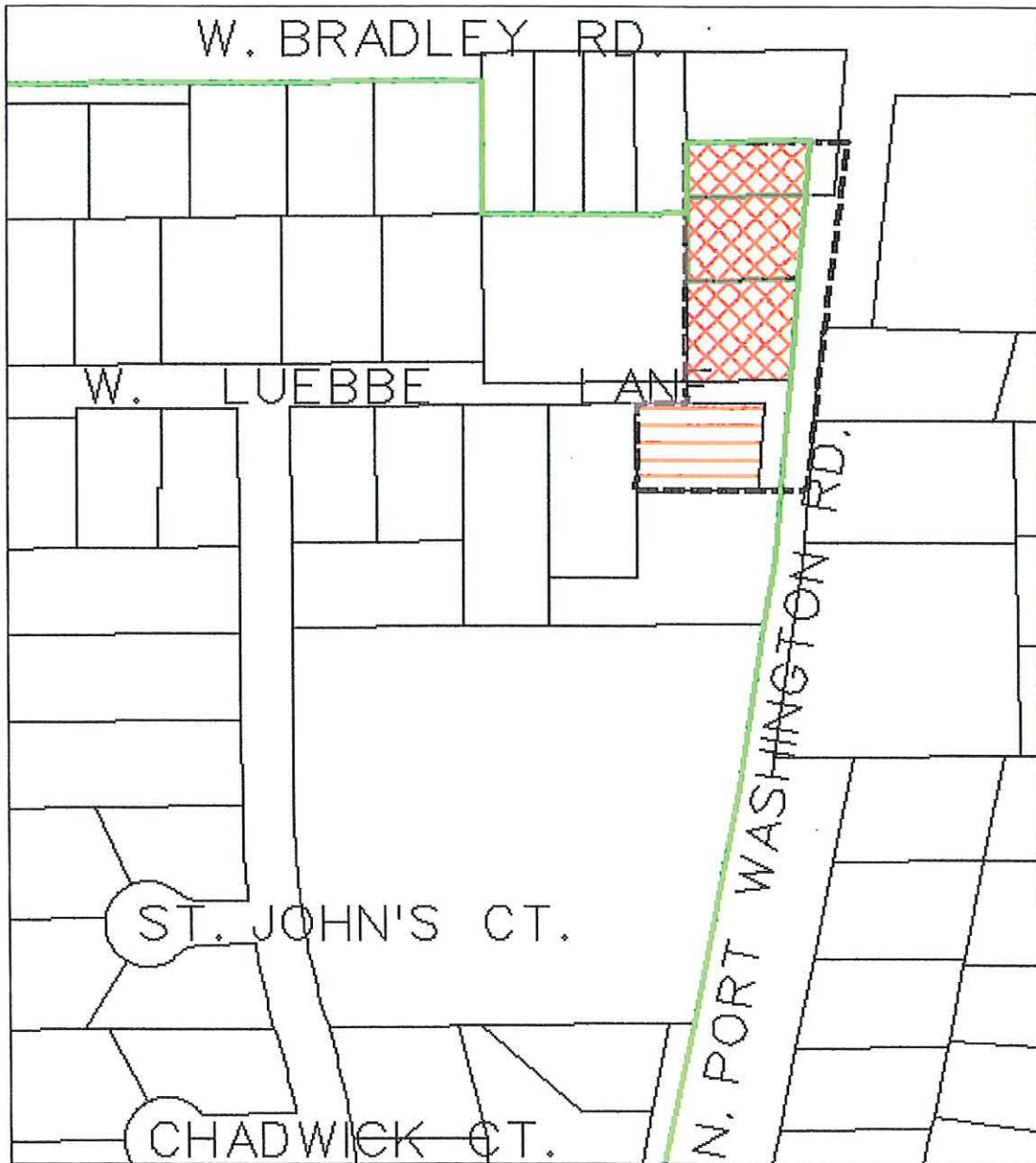
-  B-1-H1 Commercial-Office With Retail
-  B-1-H2 Commercial-Office

Sub Area "I"



Recommended Land Use



Sub Area "I" Recommended Zoning

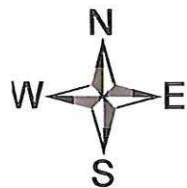


Recommended Zoning

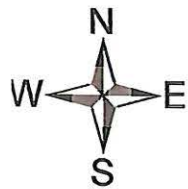
	B-1-I1 Commercial-Retail/Office Mix
	B-1-I2 Commercial-Office

Sub Area "J"


Recommended Land Use



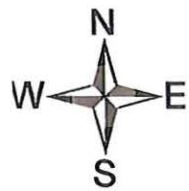
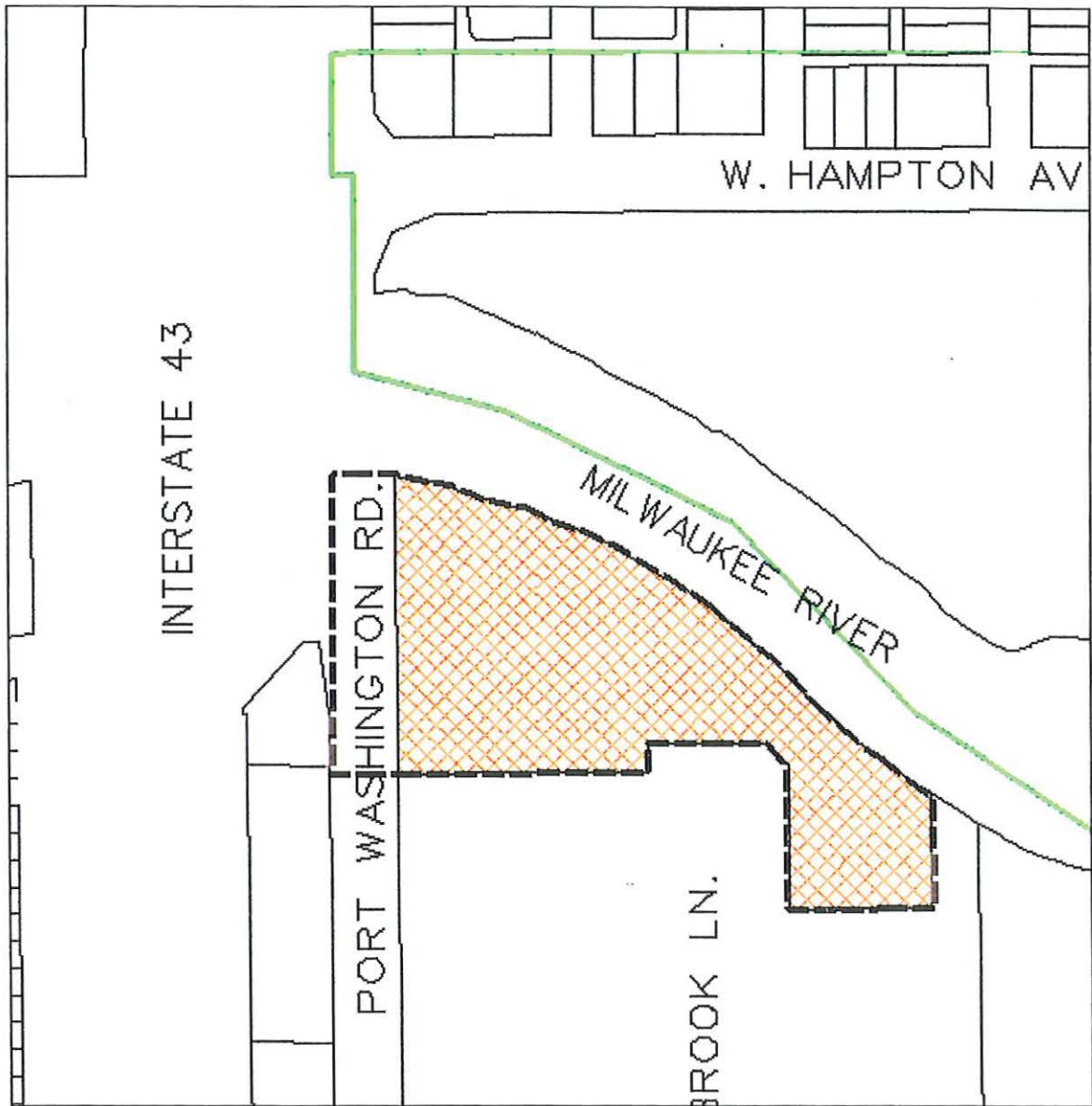
Sub Area "J" Recommended Zoning



Recommended Zoning

 B-1-J Commercial-Office

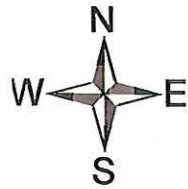
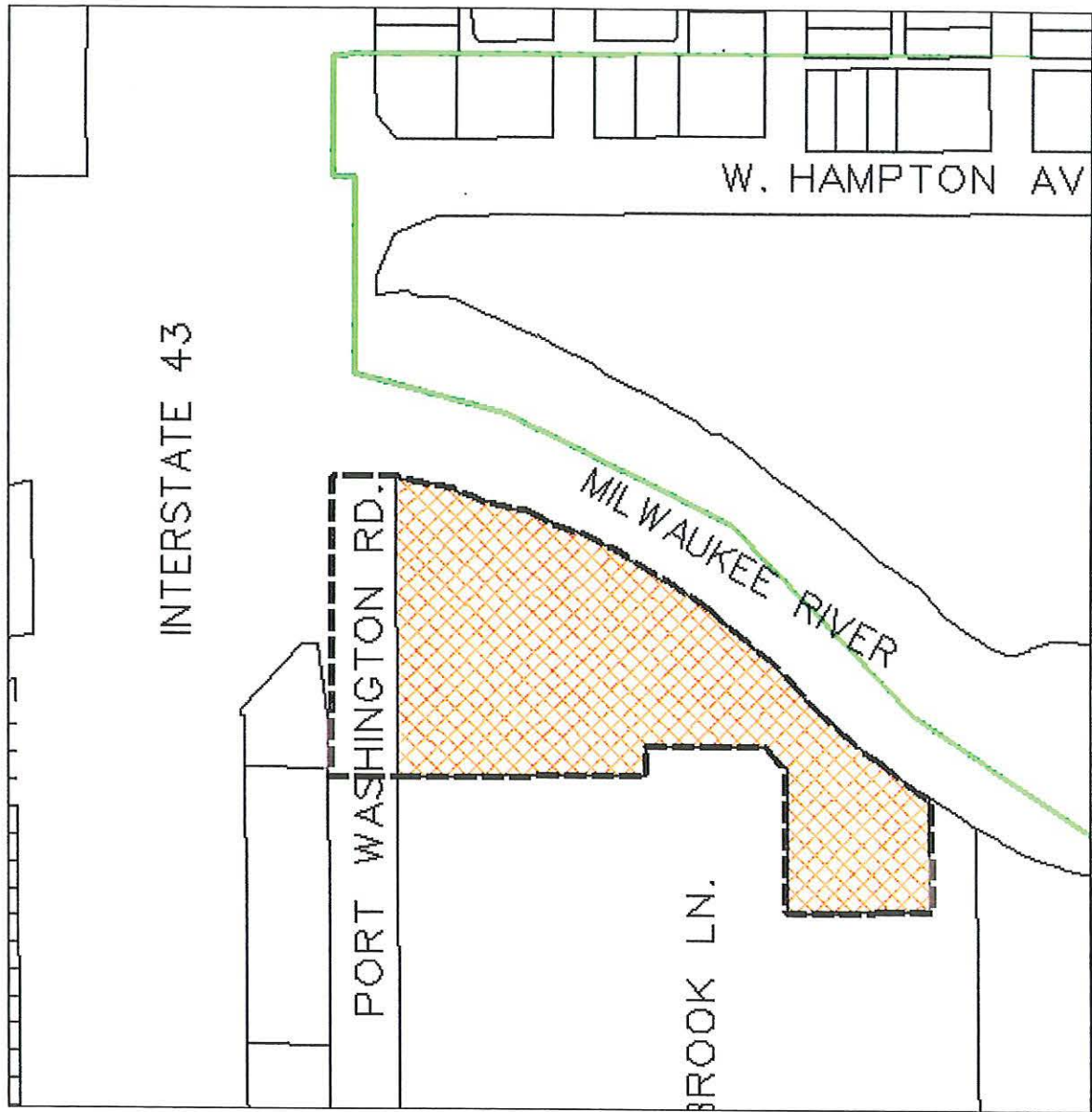
Sub Area "K" Recommended Land Use




Recommended Land Use

 Commercial-Office
(Hotel/Convention Center)

Sub Area "K" Recommended Zoning

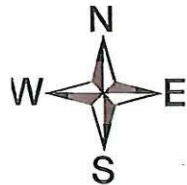
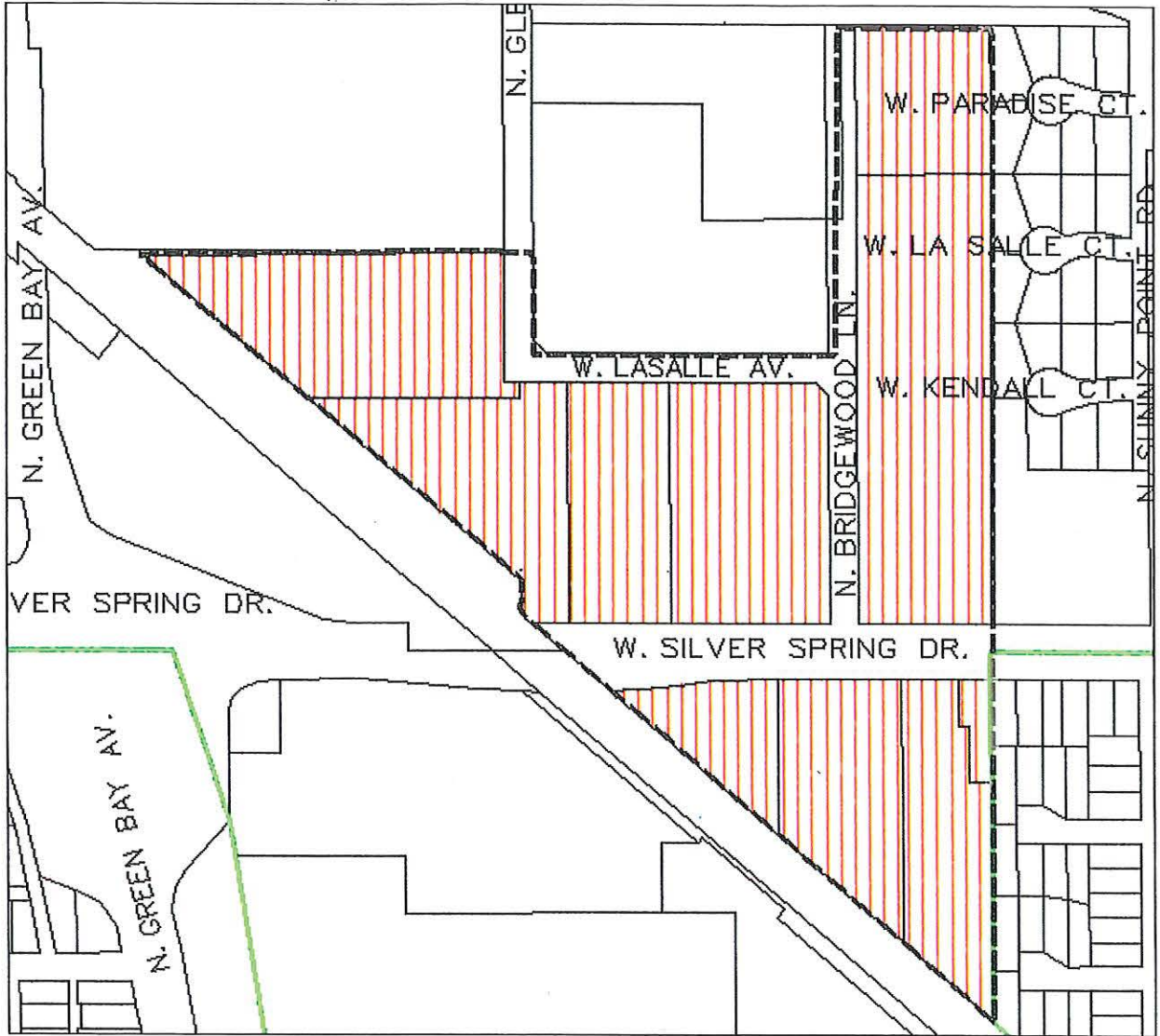


Recommended Zoning

 B-1-K Commercial-Office
(Hotel/Convention Center)

Sub Area "L"

Recommended Land Use

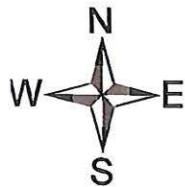
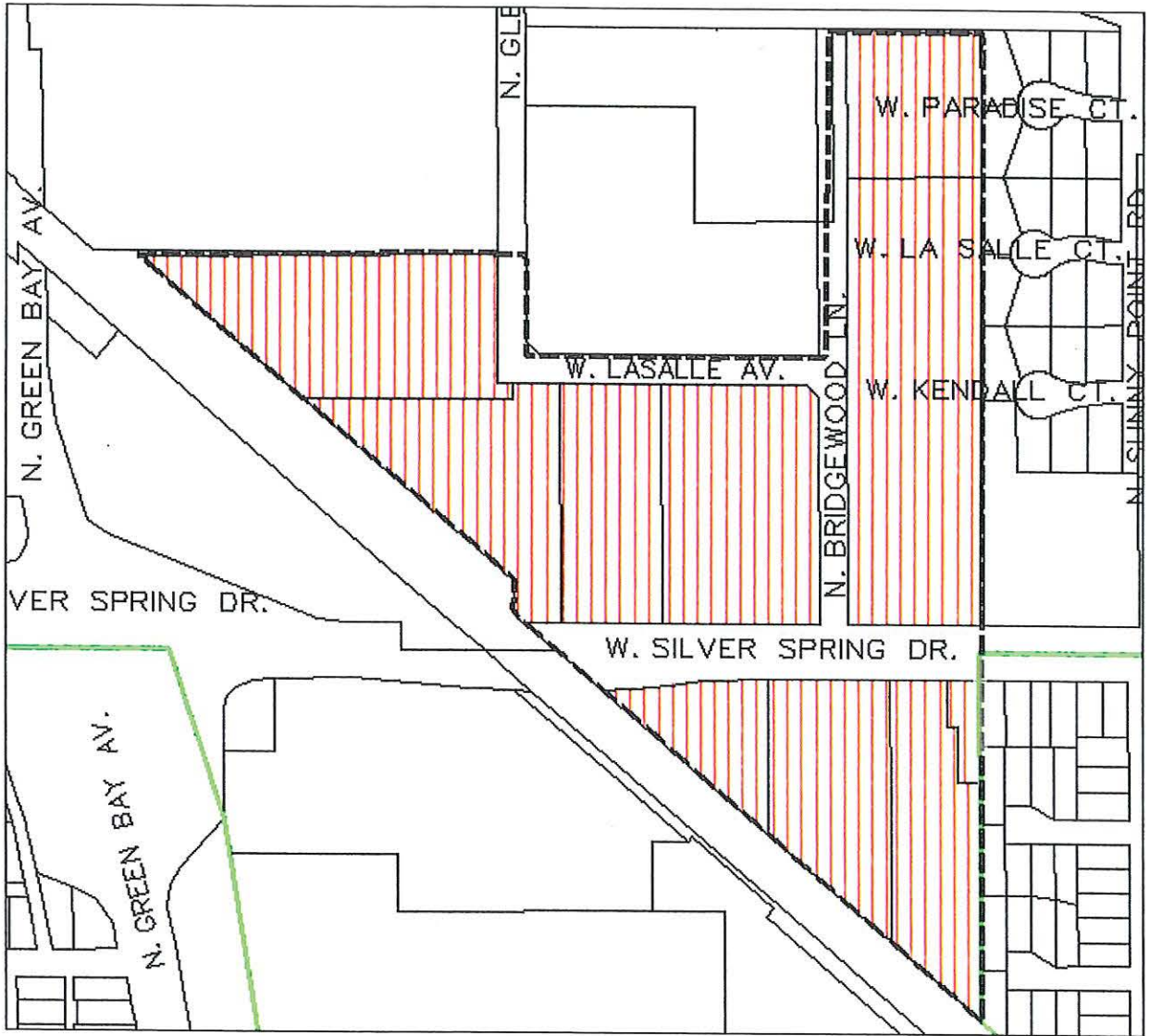


Recommended Land Use


 Commercial-Office (New Vehicle Sales)

Sub Area "L"

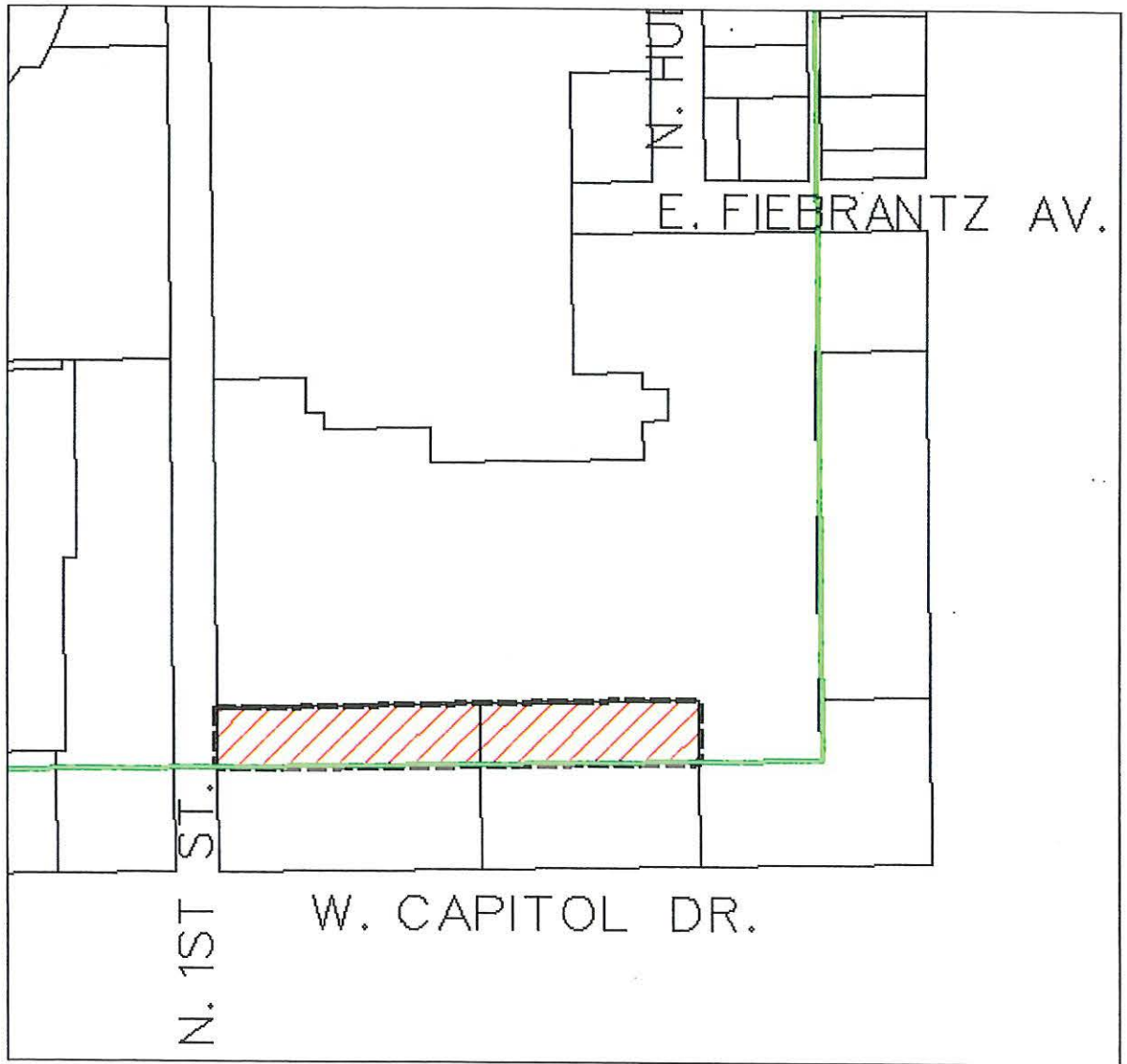
Recommended Zoning



Recommended Zoning

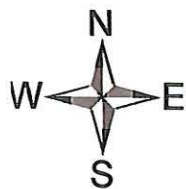
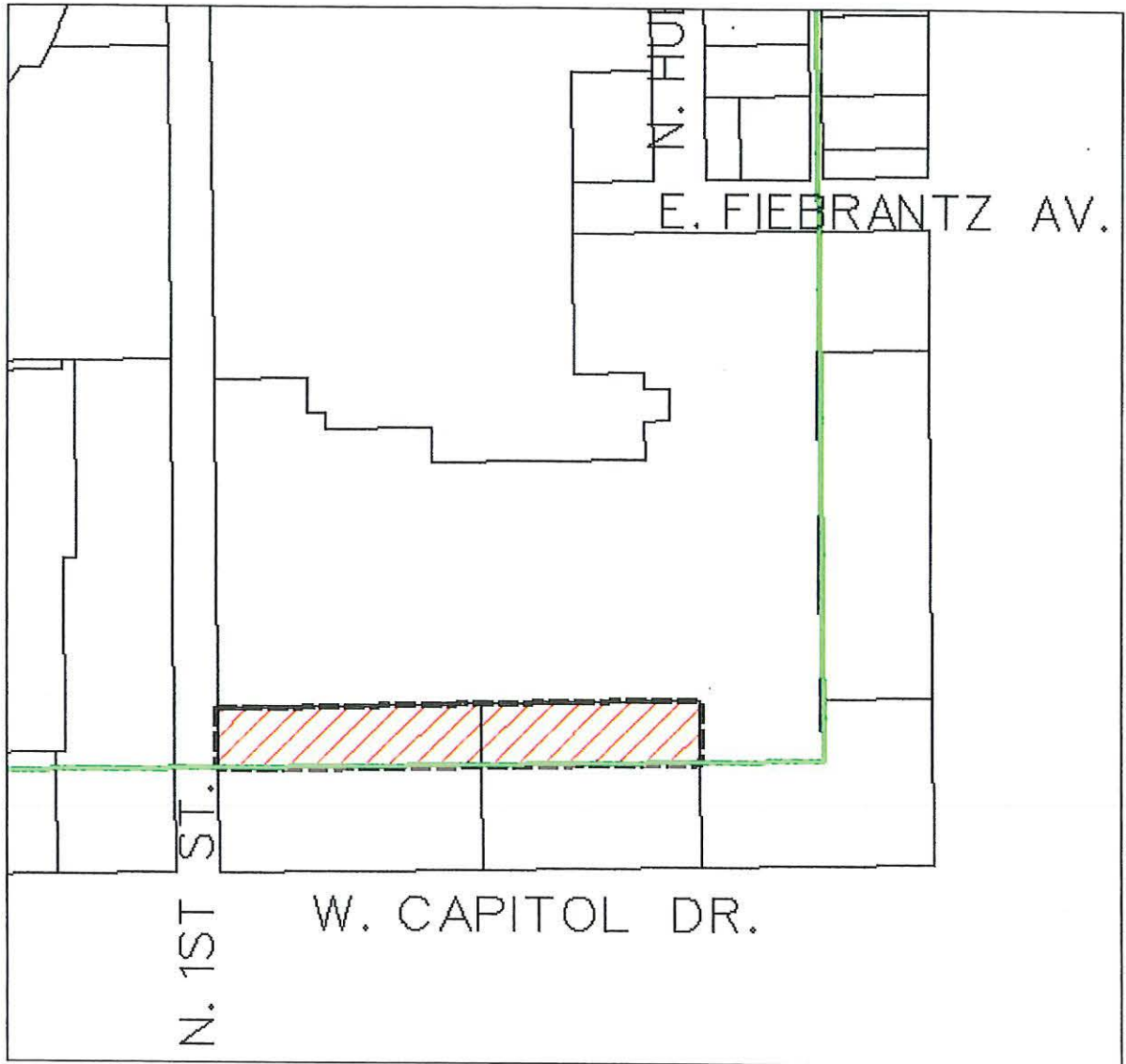
 B-1-L Commercial-Office
(New Vehicle Sales)

Sub Area "M" Recommended Land Use



Recommended Land Use	
	Commercial-Retail/Office Mix

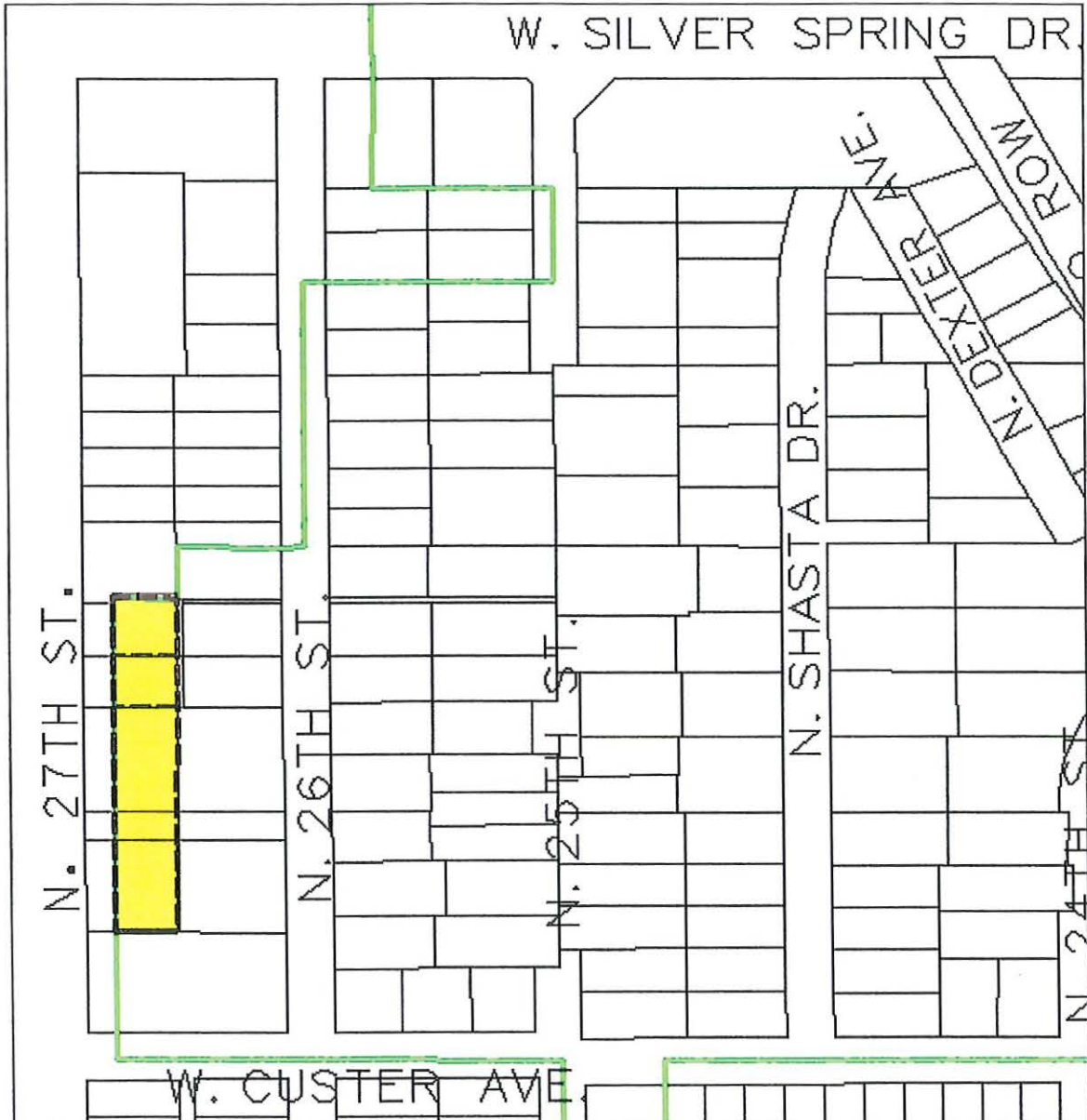
Sub Area "M" Recommended Zoning




Recommended Zoning

 B-1-M Commercial-Retail/Office Mix

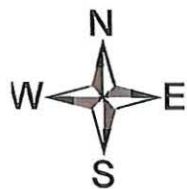
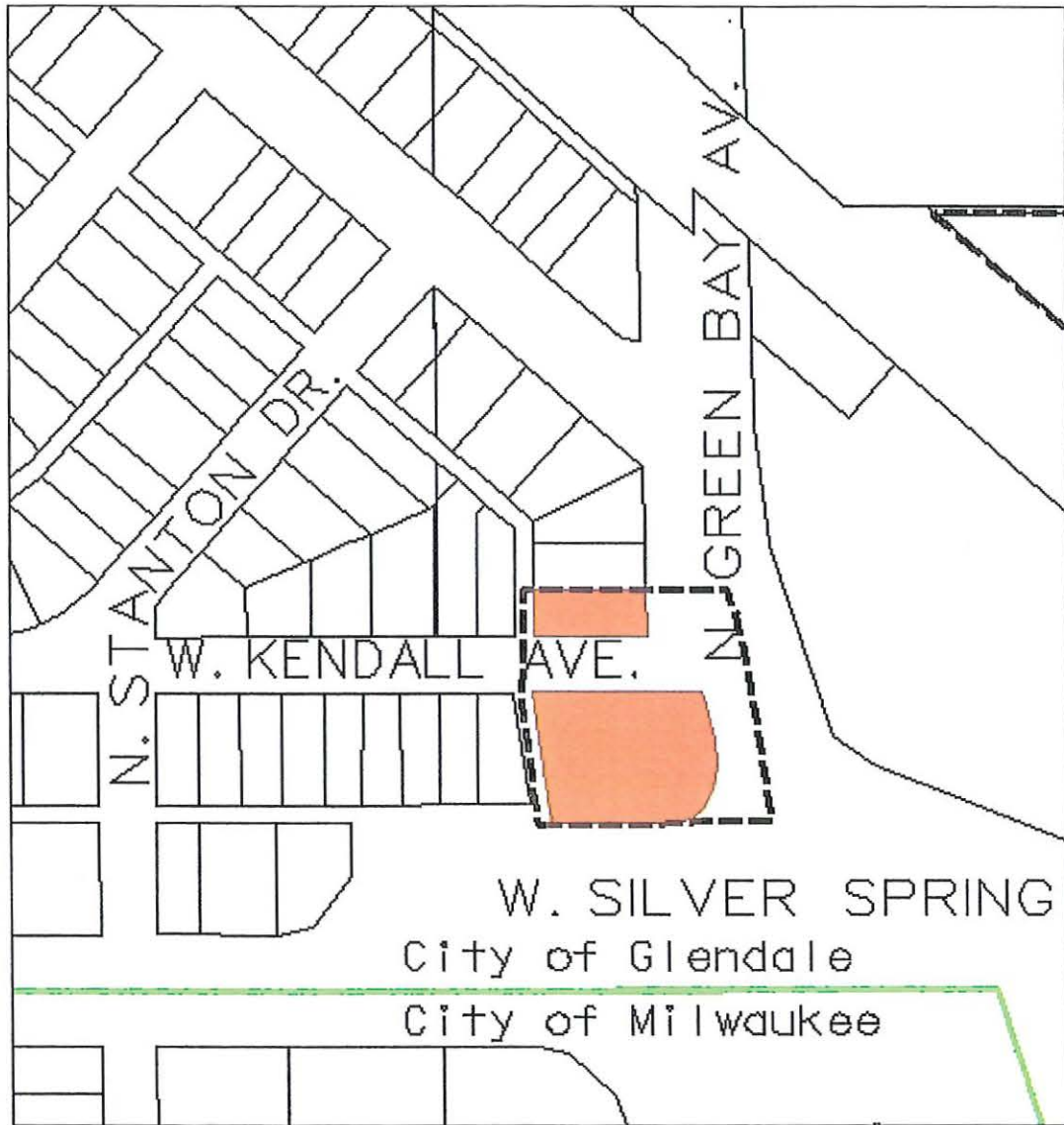
Sub Area "N" Recommended Zoning



Recommended Zoning

 R-7 Residential

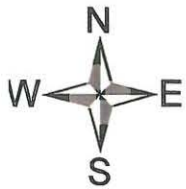
Sub Area "O" Recommended Land Use




Recommended Land Use

 Commercial-Office

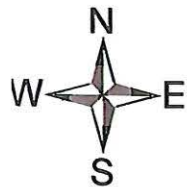
Sub Area "O" Recommended Zoning



Recommended Zoning

 B-1-O Commercial-Office

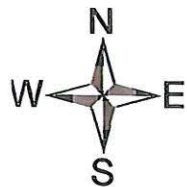
Sub Area "P" Recommended Land Use




Recommended Land Use

-  Commercial-Office with Light Manufacturing

Sub Area "P" Recommended Zoning



Recommended Zoning

 B-1-P Commercial-Office with Light Manufacturing

B-1 Land Use and Zoning Review

Volume II

Dispersed B-1 Zoned Lands



INTRODUCTION

The Mayor and Common Council directed the Plan Commission to review the existing zoning and land use issues in the area along North Port Washington Road (West Marne Avenue to West Brentwood Lane) and West Silver Spring Drive (Interstate Highway 43 to North Lydell Avenue), as well as each of the remaining B-1 Local Business District zoned areas throughout the city. Accordingly, the study area includes 14 distinct areas as depicted on Exhibit Map 1 (reproduced from Volume I of this report).

The study sub-areas included in the study are listed and generally referenced as described below:

Sub-Area	Description
A	Milwaukee Gear (South Entrance)
B	North Port Washington Road Highway Retail Strip
C	Manpower/Bavarian Inn
D	West Silver Spring Drive Corridor (South Side)
E	Bayshore/Kohl's/West Silver Spring Drive Corridor (North)
F	Bender Road (North Entrance)
G	Manchester East
H	North Port Washington Road and West Calumet Road
I	North Port Washington Road and West Luebbe Lane
J	North Jean Nicolet Road and West Fairfield Road
K	Hilton Hotel
L	Concours/Andrew/Lexus
M	Outpost Foods
N	North 27 th Street

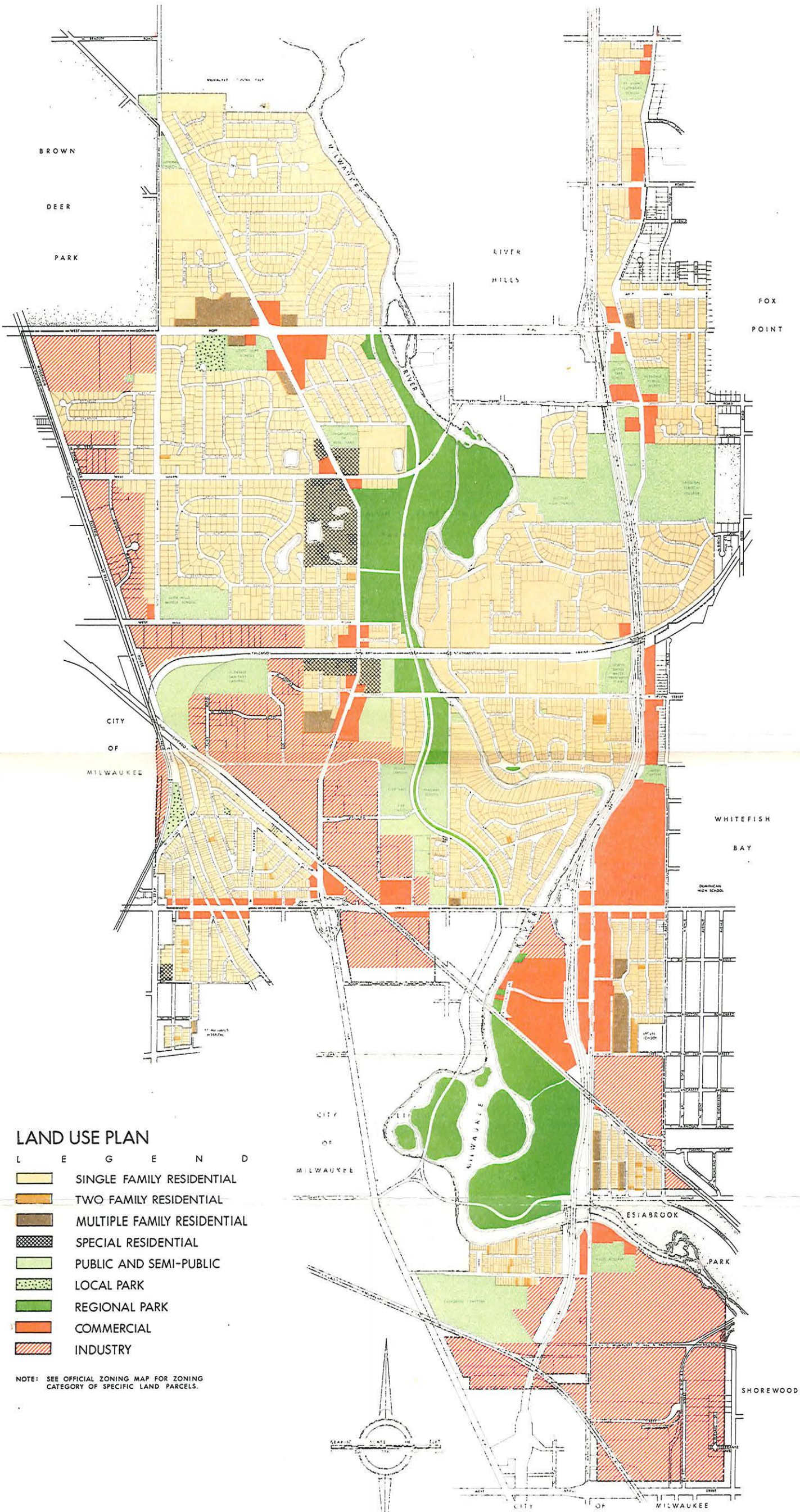
This Volume II of the study includes the B-1 zoned areas that are dispersed throughout the city, including Sub-areas G, H, I, J, K, L, M and N. Sub-area H (North Port Washington Road and West Calumet Road), Sub-area I (North Port Washington Road and West Luebbe Lane), and Sub-area L (Concours/Andrew/Lexus) comprise smaller commercial centers. Sub-area G (Manchester East), Sub-area J (North Jean Nicolet Road and West Fairfield Road), and Sub-area K (Hilton Hotel) each includes only one major commercial building or business. Sub-areas M (Outpost Foods) and N (North 27th Street) are relatively small parcels of land that are partially located in the Glendale and partially located in the City of Milwaukee. Volume I of the study, including Sub-areas A, B, C, D, E, and F, comprised a larger contiguous area that, while not located at the geographic center of Glendale, is the primary commercial center of city.

STUDY BACKGROUND, STUDY APPROACH, HISTORIC LAND USE AND ZONING CONTEXT AND EXISTING LAND USE AND ZONING RELATED PROBLEMS

Study background information, study approach, consideration of historic land use and zoning context, and discussion of existing land use and zoning related problems, are found in Volume I of this report. For reference purposes, the Land Use Plan from the 1976 City of Glendale Comprehensive Plan (The Comprehensive Plan – Glendale, Wisconsin) is presented again as Exhibit 2 of this Volume II. The Land Use Plan, the Zoning Code and the Zoning Map, amended and updated through the years, have provided a framework for the locations of the various land uses within the City, and defined the parameters for uses and intensity of development of individual parcels of land.

CITY OF GLENDALE

MILWAUKEE COUNTY, WISCONSIN

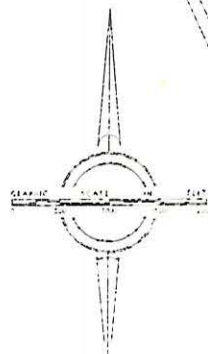


LAND USE PLAN

L E G E N D

- SINGLE FAMILY RESIDENTIAL
- TWO FAMILY RESIDENTIAL
- MULTIPLE FAMILY RESIDENTIAL
- SPECIAL RESIDENTIAL
- PUBLIC AND SEMI-PUBLIC
- LOCAL PARK
- REGIONAL PARK
- COMMERCIAL
- INDUSTRY

NOTE: SEE OFFICIAL ZONING MAP FOR ZONING CATEGORY OF SPECIFIC LAND PARCELS.



PREPARED FOR:
CITY PLAN COMMISSION
AND COMMON COUNCIL
GLENDALE, WISCONSIN

STREET RIGHTS OF WAY FOR THE PREPARATION OF THIS MAP WERE OBTAINED FROM A MAP PREPARED BY NIENOW, LANDRY, WEBSTER & ASSOCIATES, INC.



HARLAND BARTHOLOMEW AND ASSOCIATES
PLANNING ENGINEERING LANDSCAPE ARCHITECTURE-URBAN RENEWAL
NORTHBROOK, ILLINOIS
JUNE 1, 1974

STUDY SUB-AREA "G": MANCHESTER EAST

Study Sub-Area "G" includes the land area depicted on Exhibit Map 3, encompassing the Manchester East property located at the northwest corner of North Port Washington Road and West Green Tree Road. Due to the potential significance of the parcel located at the northwest corner of North Port Washington Road and West Green Tree Road to the subject parcel, it is included in the study sub-area.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 4. Existing land use is commercial, including the Manchester East Hotel facilities and the Peking Palace restaurant.

Surrounding land uses include commercial, residential, institutional, and transportation. Commercial uses include the 7655 North Port Washington Road multi-tenant office building, the Northeast Corporate Center multi-tenant office complex, and Mobil. Residential uses are located to the east across North Port Washington Road along Sugar Lane. Institutional uses include the former Shores facility (now vacant). Surrounding transportation land uses include the North Port Washington Road and West Green Tree Avenue right-of-ways, as well as the Interstate Highway 43 right-of-way.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 5. The Manchester East Hotel site is zoned B-1 Local Business District. The Peking Palace site is zoned B-4 Office-Research-Service Business District.

Surrounding City of Glendale zoning districts include B-4 Office-Research-Service Business District, R-7 Residence District, and S-1 Special (Institutional) District. The former Shores site, the only parcel zoned S-1 Special (Institutional) District, has been attained preliminary approval as a retail center use under PD Planned Development District zoning.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the Manchester East Hotel, Peking Palace, and surrounding buildings, as well as photographs of the public right-of-ways, are found on Exhibit Board 22, incorporated by reference as exhibits to this report.

Exhibit Map 3 Study Sub Area "G"

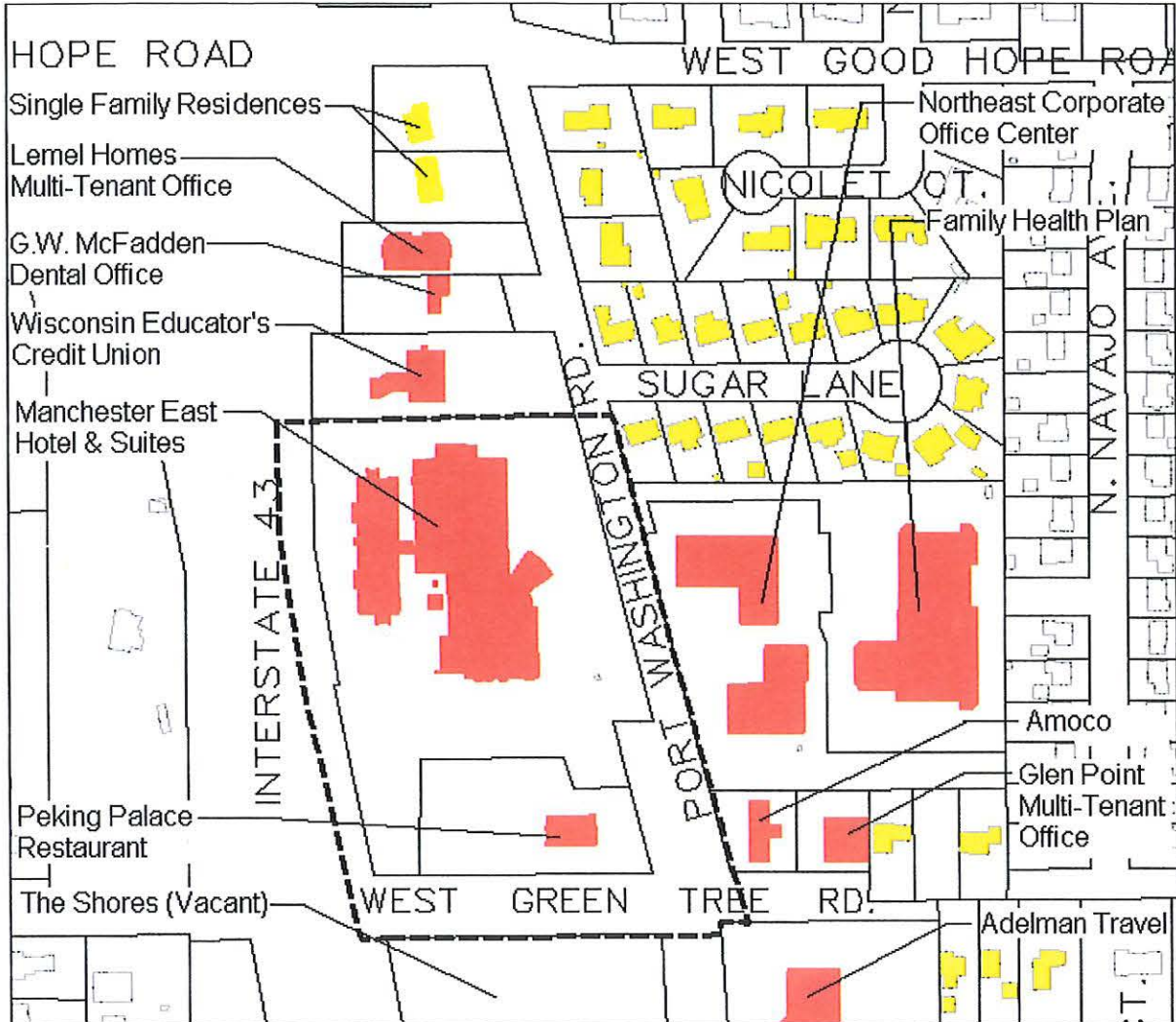


Exhibit Map 4 Existing Land Use

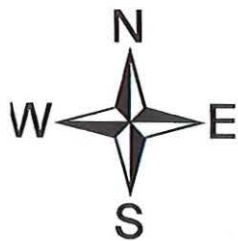
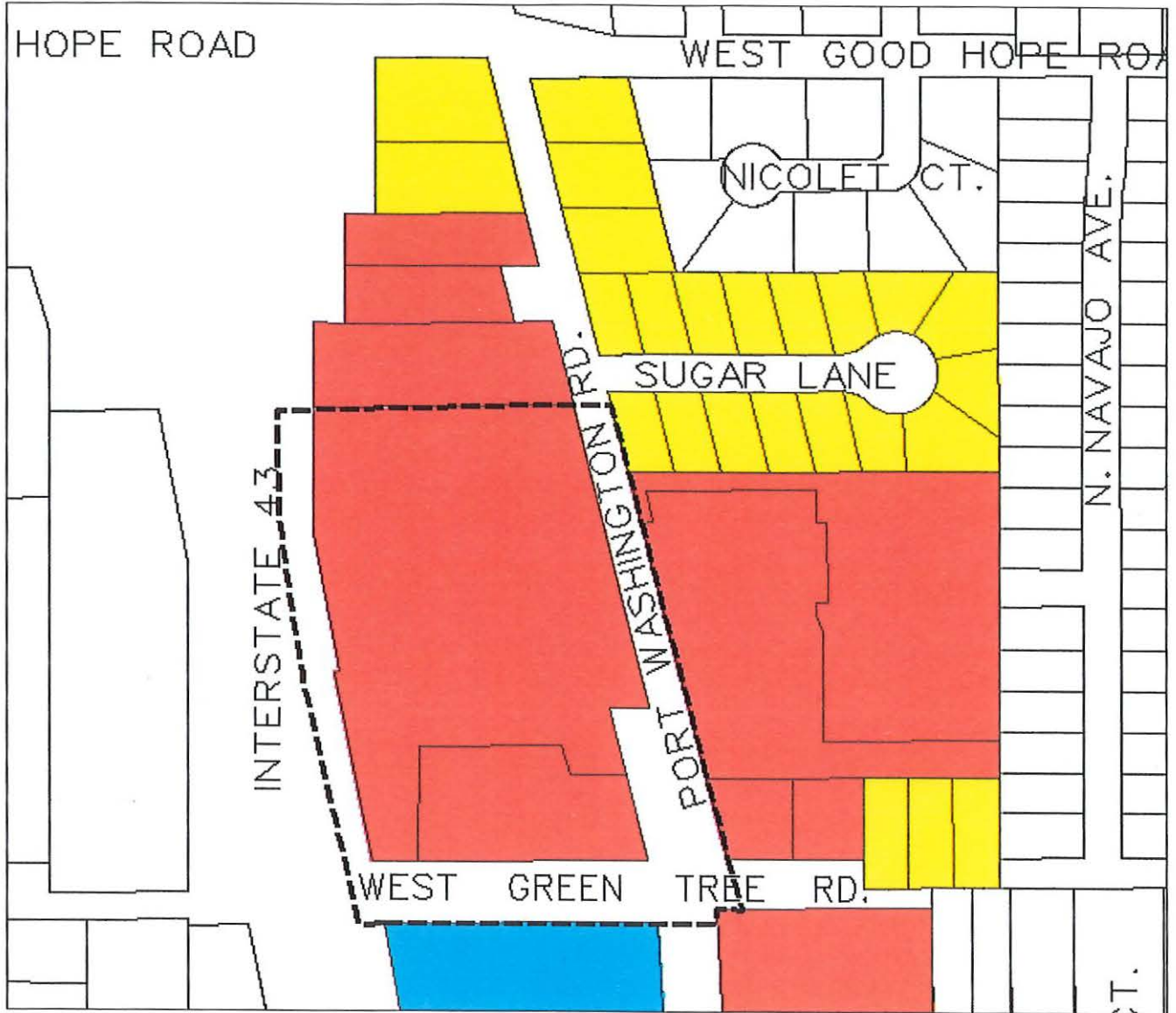
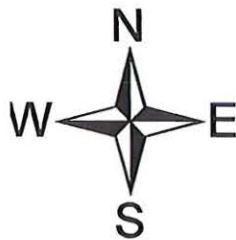
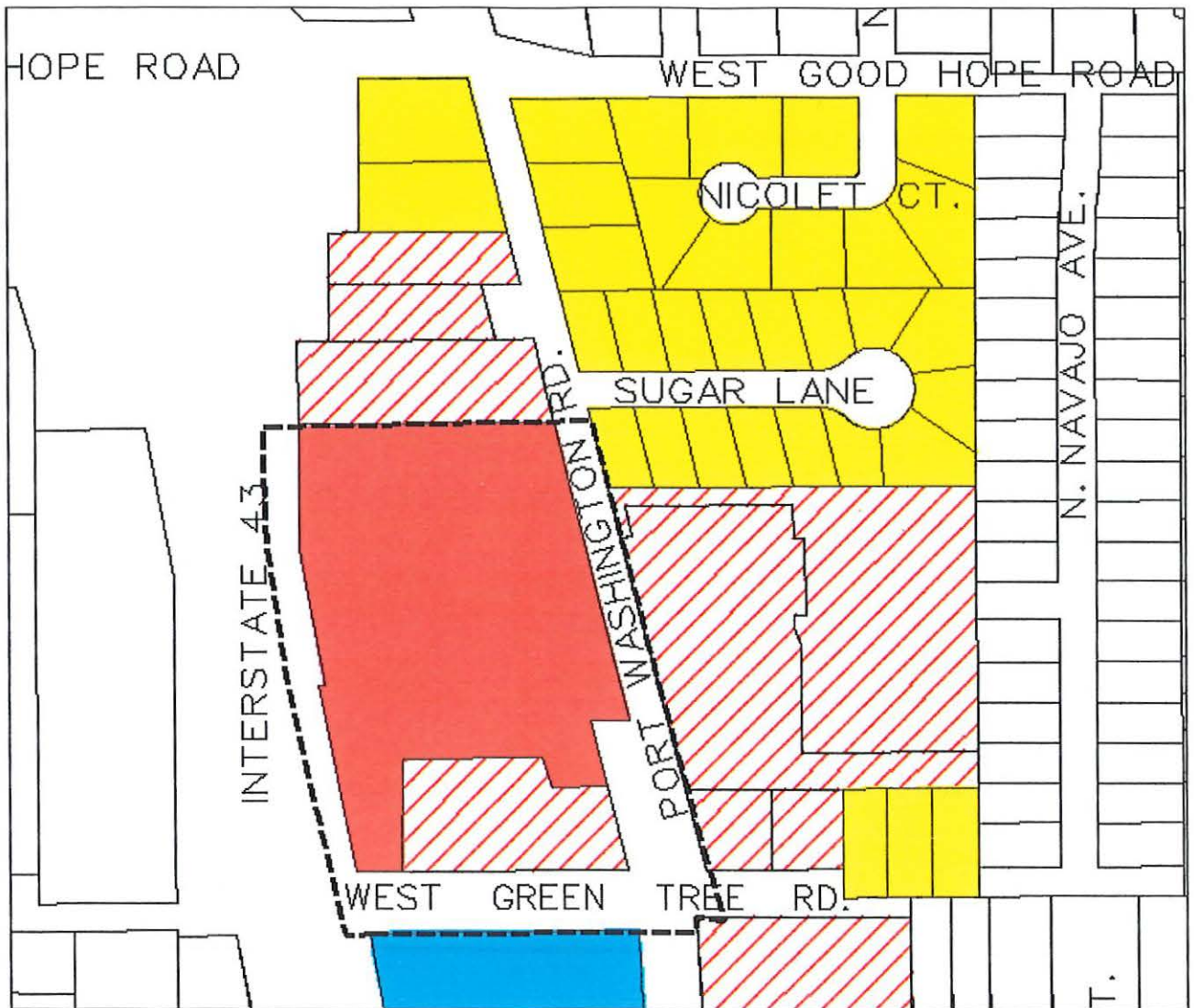







Exhibit Map 5 Existing Zoning



Existing Zoning	
	B-1 Local Business District
	B-2 Community Business District
	B-4 Office-Research-Service Business District
	S-1 Special Institutional District
	R-7 Residence District

Internal Land Use and Zoning Related Conflicts and Issues

The subject land uses do not present significant internal land use or zoning related conflicts, however, there would seemingly be an opportunity to incorporate the restaurant use into a more substantial mixed use commercial office building with retail (including restaurant use) on the first level, or to incorporate the corner parcel into a larger hotel/conference center type of facility. Based on previous experience with various hotels/motel uses, the City is aware of the potential problems presented by hotel/motel uses. There is potential for future land use and zoning related conflicts under the existing B-1 Local Business District zoning, as well as some potentially undesirable uses for this location under the existing B-4 Office-Research-Service Business District zoning.

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

Other than the utilitarian appearance of the Peking Palace building, the subject land uses, with the existing occupants, do not present significant land use issues or zoning related conflicts with adjacent land uses or zoning. There is potential for future land use and zoning related conflicts under the existing B-1 Local Business District zoning, as well as some potentially undesirable uses for this location under the existing B-4 Office-Research-Service Business District zoning. New development contemplated on the former Shores site may increase the disparity in the physical appearance between the Peking Palace building and the surrounding buildings.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "G" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change the subject area to "Commercial-Office with Retail (Hotel/Convention Center)". "Commercial-Office with Retail (Hotel/Convention Center)" land use would allow professional and business offices with the opportunity for retail on the first level and offices above, as well as hotel/convention centers.

Zoning:

In the "North Port Washington Land Use and Zoning Review – Cardinal Stritch College North to West Mall Road", dated March 5, 1996, the recommended action for the subject area was for the Manchester East property to remain zoned as B-1 Local Business District and, upon change in use, the property would be rezoned to B-4 Office-Research-Service Business District. The Peking palace parcel was rezoned from B-1 District to B-4 Office-Research-Service Business District. However, the B-4 Office-Research-Service Business District zoning accommodates a number of conditional uses (including new vehicle sales)

that would no longer fit well along the North Port Washington Road corridor. Accordingly, the zoning recommendations are as follows:

1. Rezone the Manchester East Hotel and the Peking Palace sites from “B-1 Local Business District” and “B-4 Office-Research-Service Business District”, respectively, to a common zoning classification to be substantially similar to the “B-3 Silver Spring Drive Commercial District”, except that the listed conditional uses would be as follows:
 - A. Professional services and administrative offices
 - B. General corporate headquarters offices
 - C. Medical and dental offices
 - D. Sales offices
 - E. Financial, insurance and real estate offices
 - F. Hotel/Convention Centers
 - G. Specialty retail shops and stores (no drive-through service) with offices above the first level.
 - H. Restaurants: seated dining, full waiting service (no drive-through service) with offices above the first level
 - I. Studios for photography, painting, music, sculpture, dance or other recognized fine arts, with offices above the first level.
 - J. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

Develop an area-wide urban design concept for Sub-Area “G”. The design concept should address architectural appearance and scale, site design, landscaping, the relationship and transition between the subject area and the adjacent residential and transportation uses, street and pedestrian sidewalk/bicycle connections and movement, parking, and streetscaping improvements.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "H": NORTH PORT WASHINGTON ROAD AND WEST CALUMET ROAD

Study Sub-Area "H" includes the land area depicted on Exhibit Map 6, encompassing the parcels located along the west side of North Port Washington Road, between West Bayfield Avenue and West Calumet Road, and along the west side of North Port Washington Road, extending about 500 feet north of West Calumet Road.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 7. Existing land use is commercial; including Appleby's Service, Auto Image Auto Detailing, the Washington Square multi-tenant office building, U.S. Petroleum, Sentry Foods, and the 7665 North Port Washington Road multi-tenant office building.

Surrounding land uses in the City of Glendale include residential to the south and west, and commercial uses to the north. Surrounding Village of Fox Point land uses across North Port Washington Road to the east include a residential condominium complex, St. Eugene School, a multi-tenant office building, and the Dunwood Center. Surrounding transportation land uses include the North Port Washington Road, West Calumet Road, and West Bayfield Avenue right-of-ways.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 8. The subject land is zoned B-1 Local Business District. Surrounding City of Glendale zoning is R-7 Residence District and B-2 Community Business District.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the buildings located within Sub-Area "H", as well as photographs of the public right-of-ways, are found on Exhibit Board 23, incorporated by reference as an exhibit to this report.

Exhibit Map 6 Study Sub Area "H"

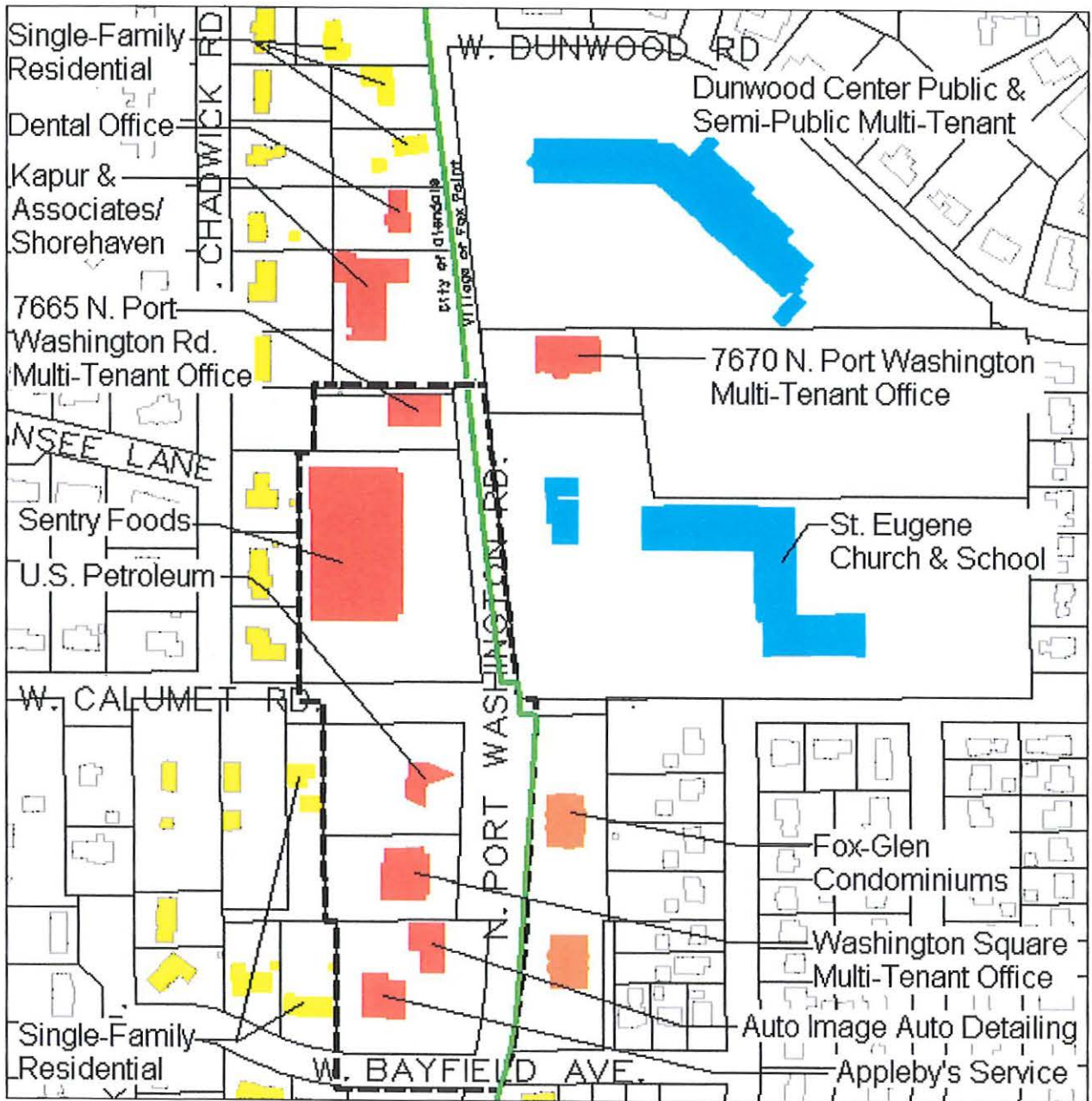


Exhibit Map 7 Existing Land Use

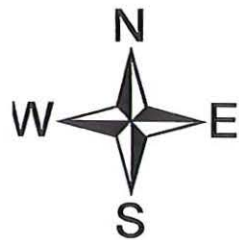
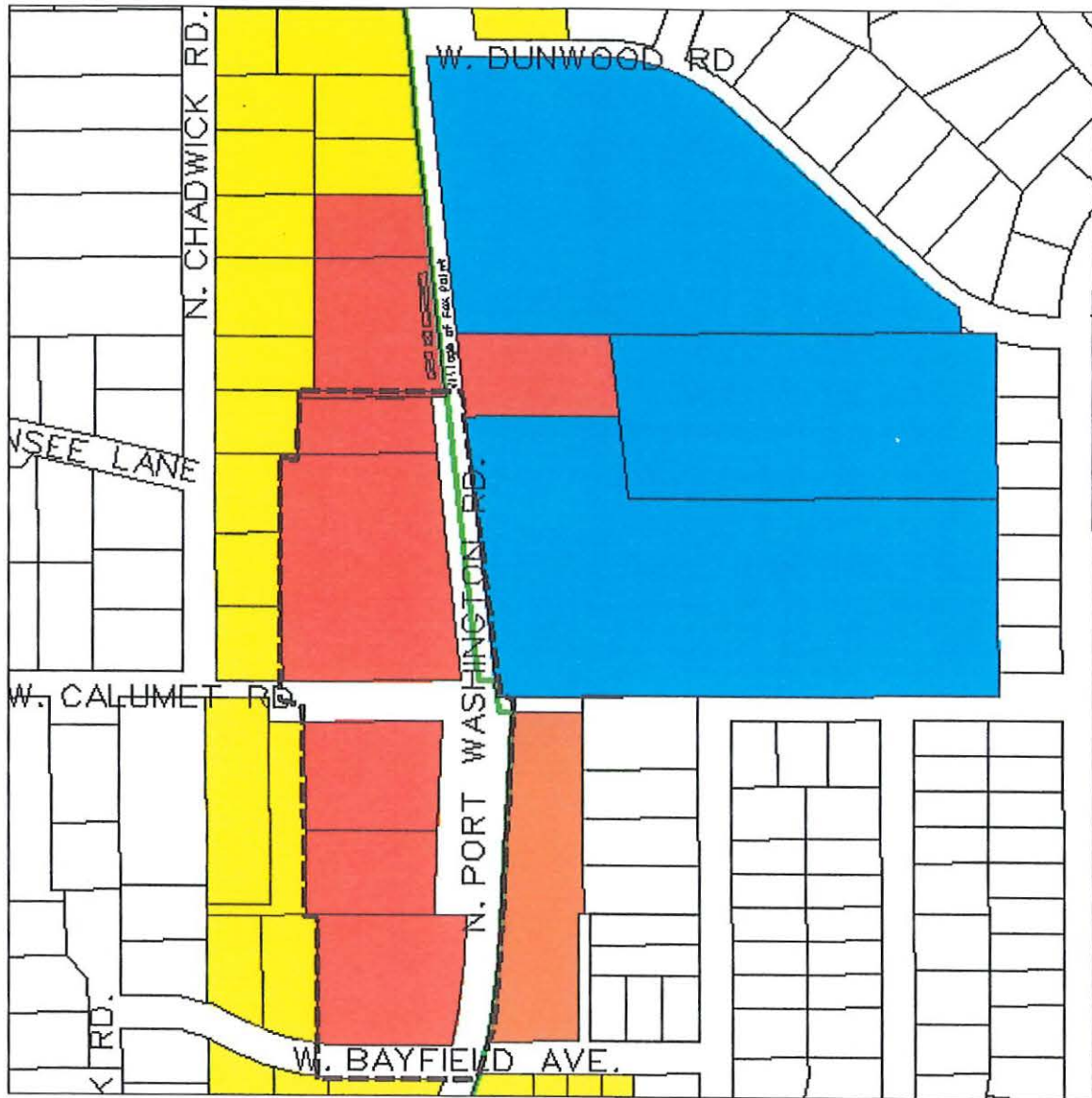
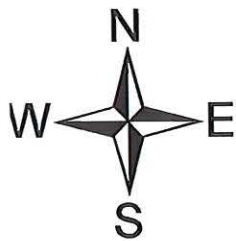
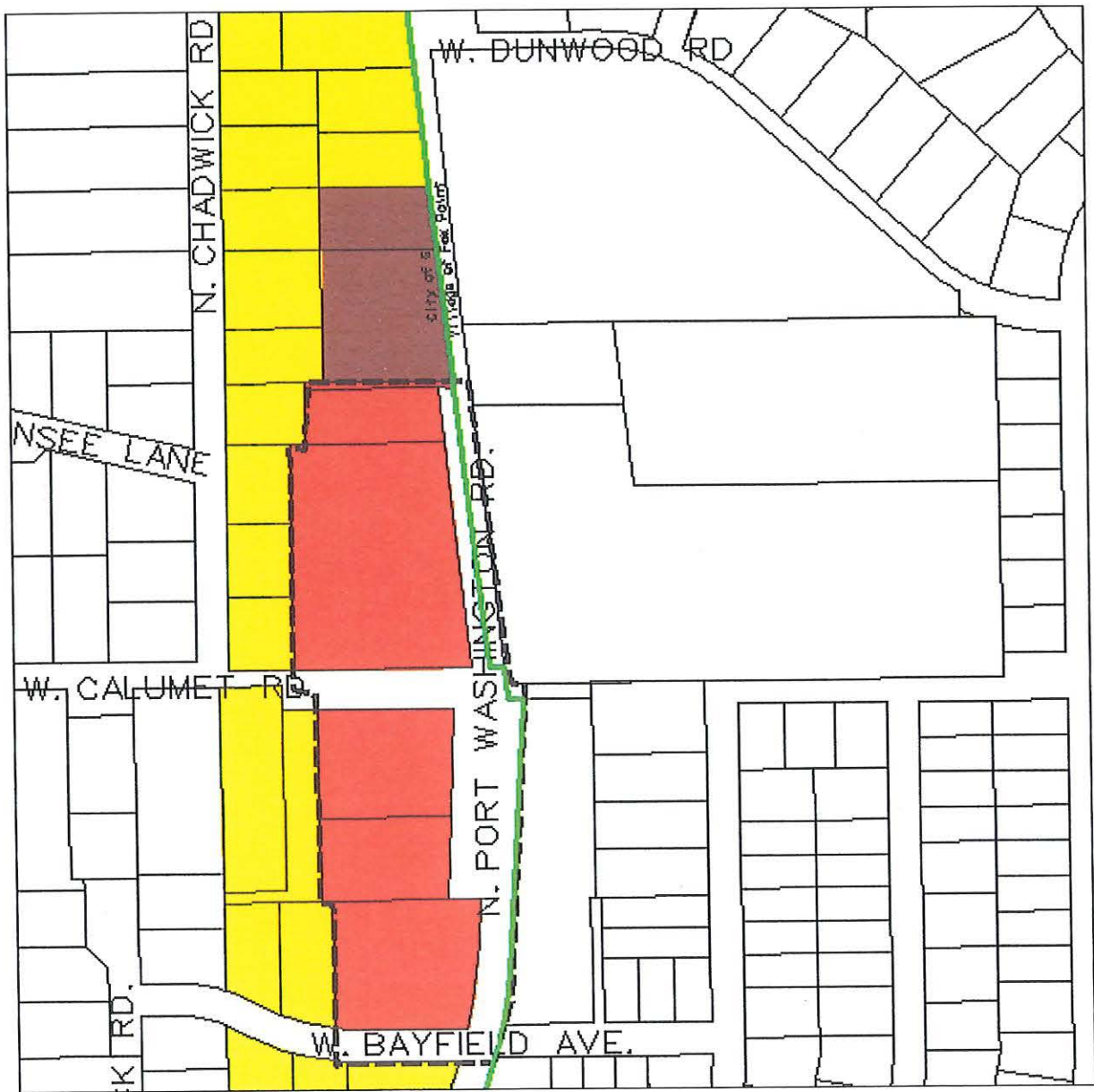





Exhibit Map 8 Existing Zoning



Existing Zoning	
	B-1 Local Business District
	B-2 Community Business District
	R-7 Residence District

Internal Land Use and Zoning Related Conflicts and Issues

South of West Calumet Road

The commercial uses in the portion of the study sub-area located between West Bayfield Avenue and West Calumet Road include Appleby's Service, Auto Image Auto Detailing, the Washington Square multi-tenant office building, and the U.S. Petroleum gasoline station. Aside from the Washington Square office building, which is relatively new, the uses are problematic in terms of the quality of the existing building architecture, site improvements, and landscaping. Also, there is a potential for conflicts with possible future uses of the sites under the B-1 Local Business District zoning.

North of West Calumet Road

The commercial uses in the area north of West Calumet Road include the Sentry Food Store and the 7665 North Port Washington Avenue multi-tenant office building. Other than the question of the safety of ingress and egress from North Port Washington Road, and the general use and condition of the commercial properties, there are not significant internal land use or zoning issues with respect to the subject sites. There is a potential for conflicts with possible future uses of the site under the B-1 Local Business District zoning.

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

South of West Calumet Road

The building architecture and site conditions at Appleby's, Auto Image Auto Detailing and U.S. Petroleum are not compatible with surrounding residential land uses (or the Washington Square multi-tenant office building). The inadequacy of North Port Washington Road infrastructure compounds the problem. There is a potential for similar conflicts with possible future uses of the sites under B-1 Local Business District zoning, as well as the adjacent B-2 Community Business District zoning.

North of West Calumet Road

The proximity of the Sentry Foods building and drives to the adjacent residential parcels to the west is a conflict. There is a potential for similar conflicts with possible future uses of the site under the B-1 Local Business District, as well as the B-2 Community Business District zoning.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "H" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change the northwest corner of North Port Washington Road and West Calumet Road (the Sentry site located at 7601 North Port Washington Road) from "Commercial" to

“Commercial-Office with Retail.” “Commercial-Office with Retail land use would accommodate professional and business offices with the opportunity for retail on the first level and offices above.

2. Change the remainder of Sub-Area “H”, as well as the adjacent “B-2 Community Business District” zoned lands to “Commercial-Office”.

Zoning:

1. Where the land use plan contemplates “Commercial Office with Retail”, rezone “B-1 Business District” zoned lands to a zoning district to be substantially similar to the “B-3 Silver Spring Drive Commercial District”, except that the listed conditional uses would be as follows:

- A. Professional services and administrative offices
- B. General corporate headquarters offices
- C. Medical and dental offices
- D. Sales offices
- E. Financial, insurance and real estate offices
- F. Specialty retail shops and stores (no drive-through service) with offices above the first level.
- K. Restaurants: seated dining, full waiting service (no drive-through service) with offices above the first level
- G. Studios for photography, painting, music, sculpture, dance or other recognized fine arts, with offices above the first level.
- H. Grocery Stores
- I. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

2. Where the land use plan contemplates “Commercial-Office”, rezone “B-1 Business District” zoned lands to a zoning district to be substantially similar to the “B-3 Silver Spring Drive Commercial District”, except that the listed conditional uses would be as follows:

- A. Professional services and administrative offices
- B. General corporate headquarters offices
- C. Medical and dental offices
- D. Sales offices
- E. Financial, insurance and real estate offices
- F. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

2. Where the land use plan contemplates "Commercial-Office", rezone "B-2 Community Business District" zoned lands to a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:

- G. Professional services and administrative offices
- H. General corporate headquarters offices
- I. Medical and dental offices
- J. Sales offices
- K. Financial, insurance and real estate offices
- L. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

Develop an area-wide urban design concept for Sub-Area "H" that anticipates the continuing transformation of the area to a desirable mix of professional and business offices with limited retail on what is currently the Sentry site. The design concept should address architectural appearance and scale, site design, landscaping, the relationship and transition between the subject area and the adjacent residential and transportation uses, street and pedestrian sidewalk/bicycle connections and movement, parking, and streetscaping improvements.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "T": NORTH PORT WASHINGTON ROAD AND WEST LUEBBE LANE

Study Sub-Area "T" includes the land area depicted on Exhibit Map 9, encompassing the parcels located along the west side of North Port Washington Road in the vicinity of the intersection of North Port Washington Road and West Luebbe Lane.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 10. Existing land use is commercial, including a residential style multi-tenant office building (7929 North Port Washington Road), The Kitchen Center (7949), Kensington Travel (7963), and part of the House of Roth site (7975).

Surrounding land uses in the City of Glendale include residential and institutional, including St. John's Lutheran Church. Surrounding land uses along the east side of North Port Washington Road in the Village of Fox Point include the Fox Point Medical Center, a cemetery, and Nic Ehr Landscaping/Legacies Antiques. Surrounding transportation land uses include the North Jean Nicolet Road and the West Luebbe Lane right-of-ways.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 11. The subject land is zoned B-1 Local Business District. Surrounding City of Glendale zoning is R-7 and S-1 Special (Institutional) District.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the buildings located within Sub-Area "T", as well as photographs of the public right-of-ways, are found on Exhibit Board 24, incorporated by reference as an exhibit to this report.

Internal Land Use and Zoning Related Conflicts and Issues

With the exception of the safety of ingress and egress to the subject sites, there are not significant existing internal land use or zoning issues. There is a potential for conflicts with possible future uses of the sites under the B-1 Local Business District zoning.

Exhibit Map 9 Study Sub Area "I"

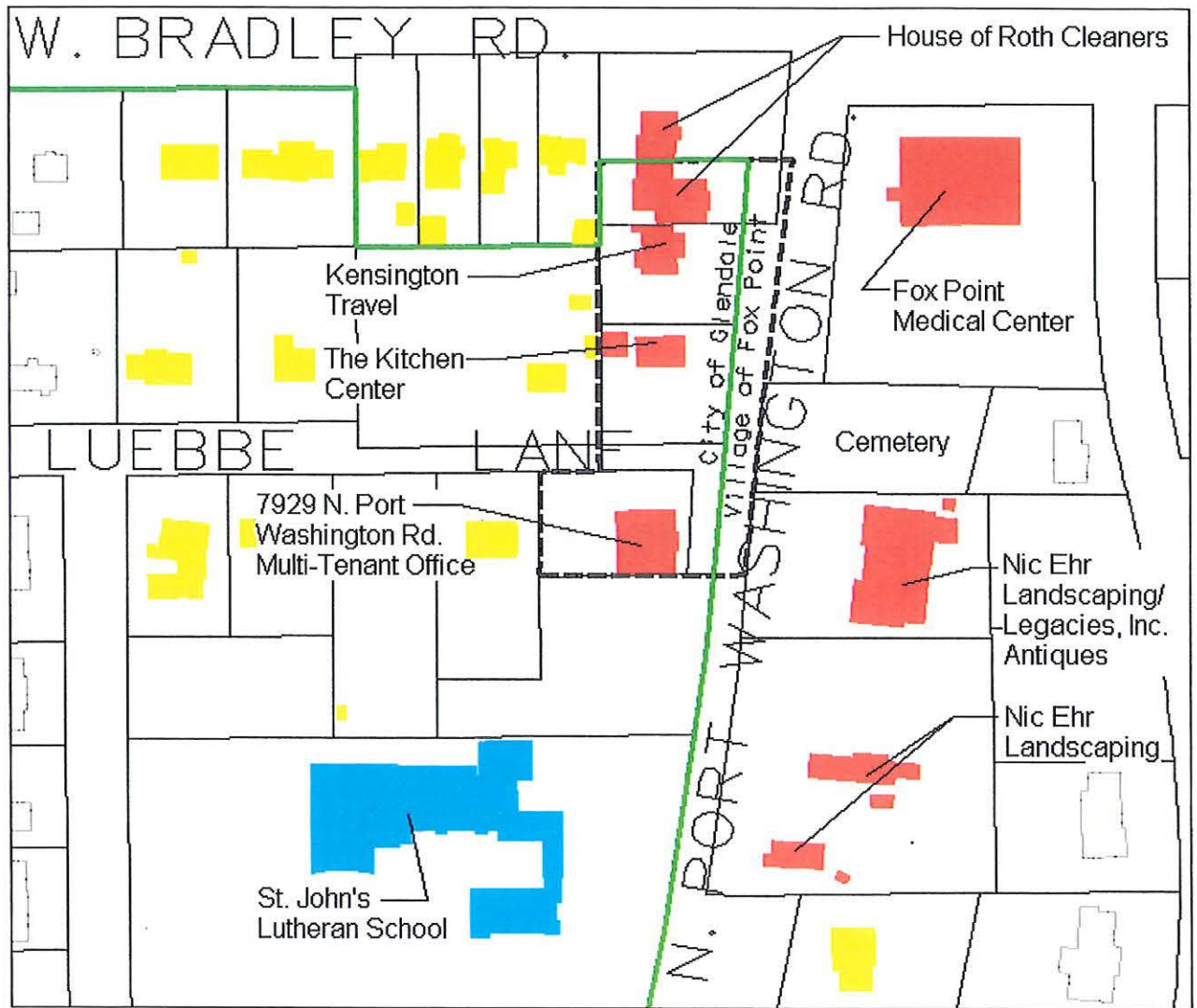


Exhibit Map 10 Existing Land Use

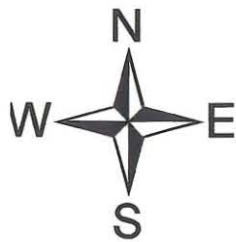
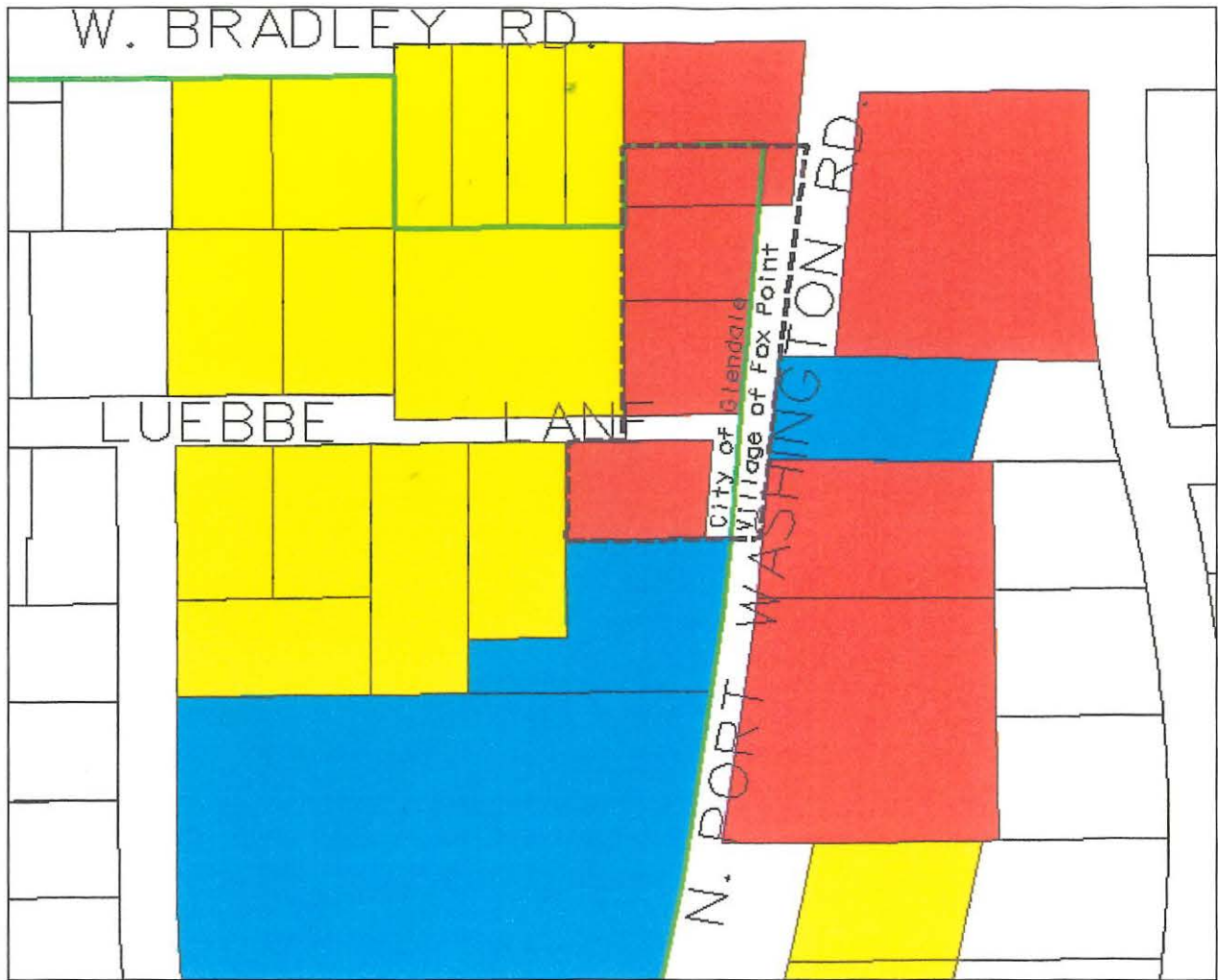
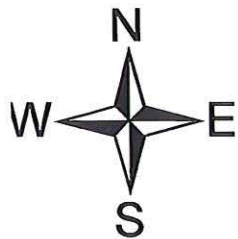
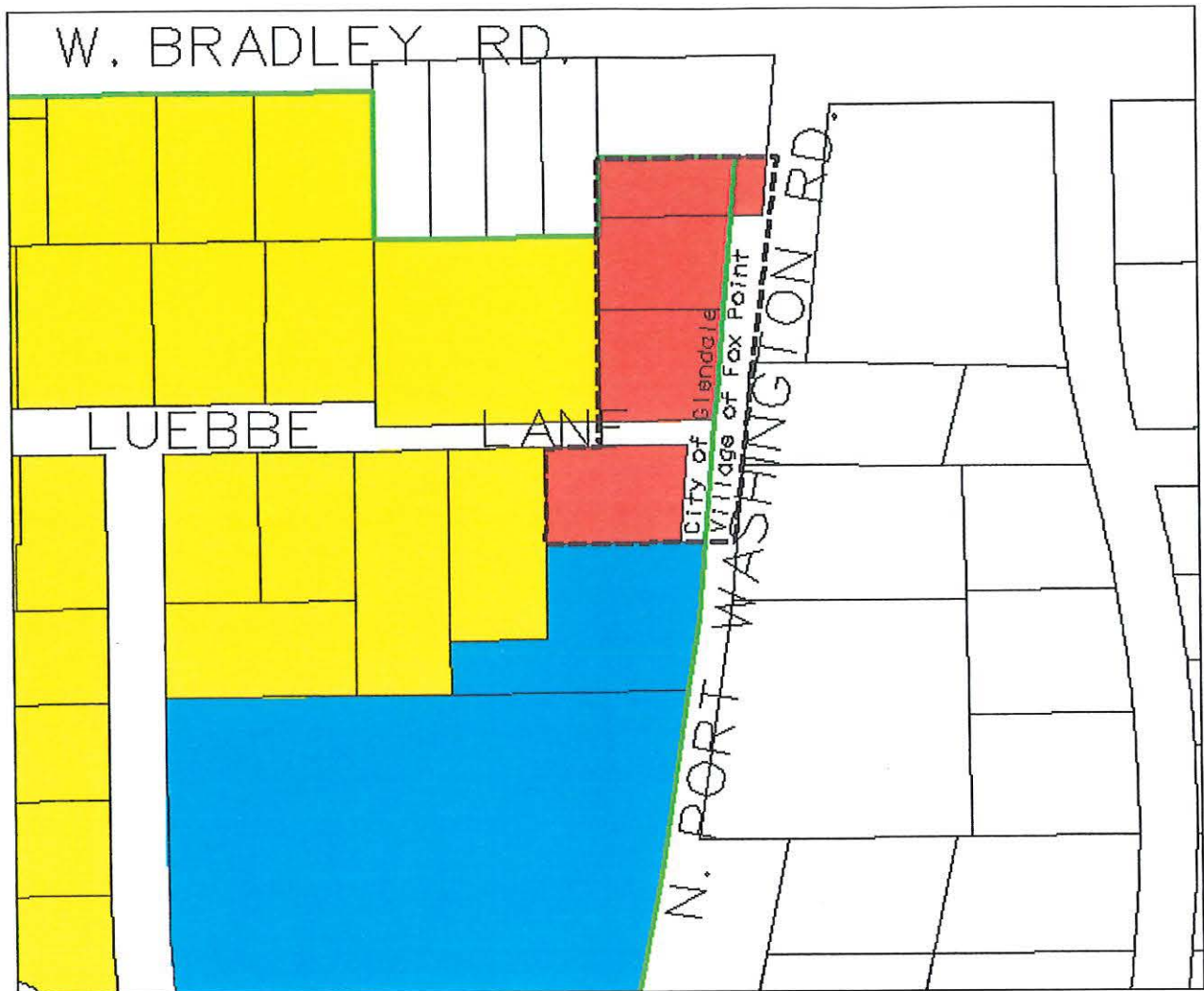





Exhibit Map 11 Existing Zoning



Existing Zoning	
	B-1 Local Business District
	R-7 Residence District
	S-1 Special Institutional District

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

The public street is a rural cross-section that is not conducive to the traffic levels or the safety of access to the subject sites. The intersection of North Port Washington Road and West Luebbe Lane is inadequate. There is a potential for conflicts between the existing residential neighborhood with possible future uses of the site under the B-1 Local Business District zoning.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "T" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change the area north of West Luebbe Lane (7949, 7963 and 7975 North Port Washington Road) from "Commercial" to "Commercial-Retail/Office Mix."
2. Change the parcel located at the southwest corner of North Port Washington Road and West Luebbe Lane (7929 North Port Washington Road) from "Commercial" to "Commercial-Office".
3. Pursuant to the changes recommended during the mid-1980's, formally amend the Land Use Plan to change Tax Key Parcel 91-8963 from "Commercial" to "Institutional".

Zoning:

1. Where the land use plan contemplates "Commercial Retail/Office Mix", rezone "B-1 Business District" zoned lands to a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:
 - A. Specialty retail shops and stores (no drive-through service)
 - B. Studios for photography, painting, music, sculpture, dance or other recognized fine arts
 - C. Professional services and administrative offices
 - D. General corporate headquarters offices
 - E. Medical and dental offices
 - F. Sales offices
 - G. Financial, insurance and real estate offices
 - H. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

2. Where the land use plan contemplates "Commercial-Office", rezone "B-1 Business District" zoned lands to a zoning district to be similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:

- I. Professional services and administrative offices
- J. General corporate headquarters offices
- K. Medical and dental offices
- L. Sales offices
- M. Financial, insurance and real estate offices
- N. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

Develop an area-wide urban design concept for Sub-Area "H". The design concept should address architectural appearance and scale, site design, landscaping, the relationship and transition between the subject area and the adjacent residential and transportation uses, street and pedestrian sidewalk/bicycle connections and movement, parking, and streetscaping improvements.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "J": NORTH JEAN NICOLET ROAD AND WEST FAIRFIELD

Study Sub-Area "J" includes the land area depicted on Exhibit Map 12, encompassing the parcel located at the northwest corner of North Jean Nicolet Road and West Fairfield.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 13. Existing land use is commercial, involving one office building on the site with one business occupant (CDM Valuation).

Surrounding land use is single-family residential. Surrounding transportation land uses include the North Jean Nicolet Road and the West Fairfield right-of-ways, the Interstate Highway 43 right-of-way, and the former Chicago and Northwestern Railway right-of-way.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 14. The subject land is zoned B-1 Local Business District. Surrounding zoning is R-3 Residence District.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the building located within Sub-Area "J", including a portion of the public right-of-ways, are found on Exhibit Board 25, incorporated by reference as exhibits to this report.

Internal Land Use and Zoning Related Conflicts and Issues

Given the existing use and facility, there are not significant internal land use or zoning issues. However, the existing B-1 Local Business District zoning would permit uses that could create internal site issues and concerns.

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

The subject parcel is the only commercial property in the vicinity, with the larger surrounding area zoned R-3 Residence District. There is a potential for conflicts with possible future uses of the site under the B-1 Local Business District zoning.

Exhibit Map 12

Study Sub Area "J"

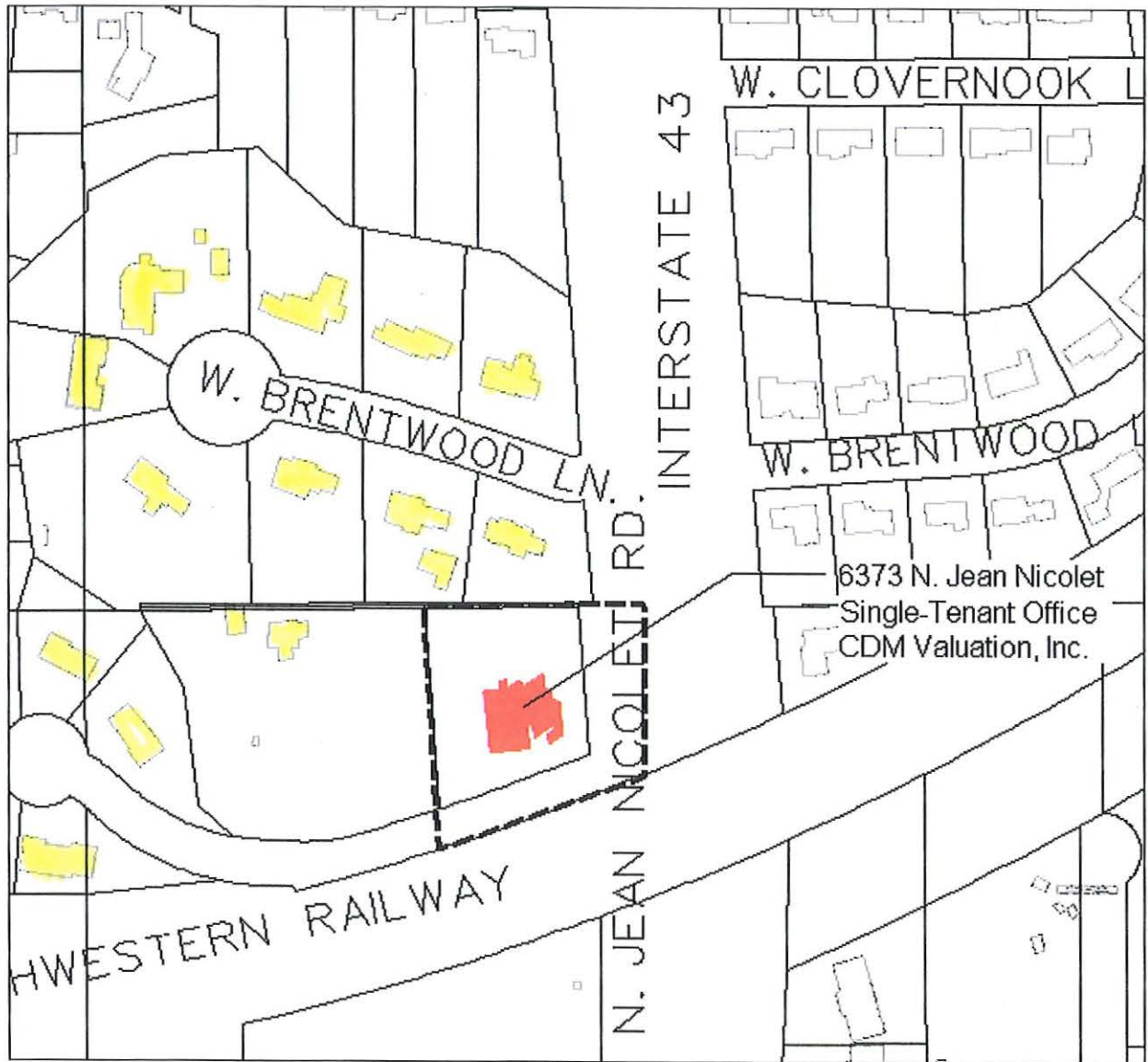
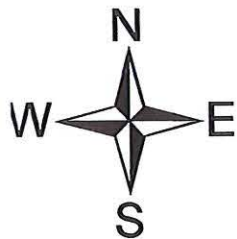
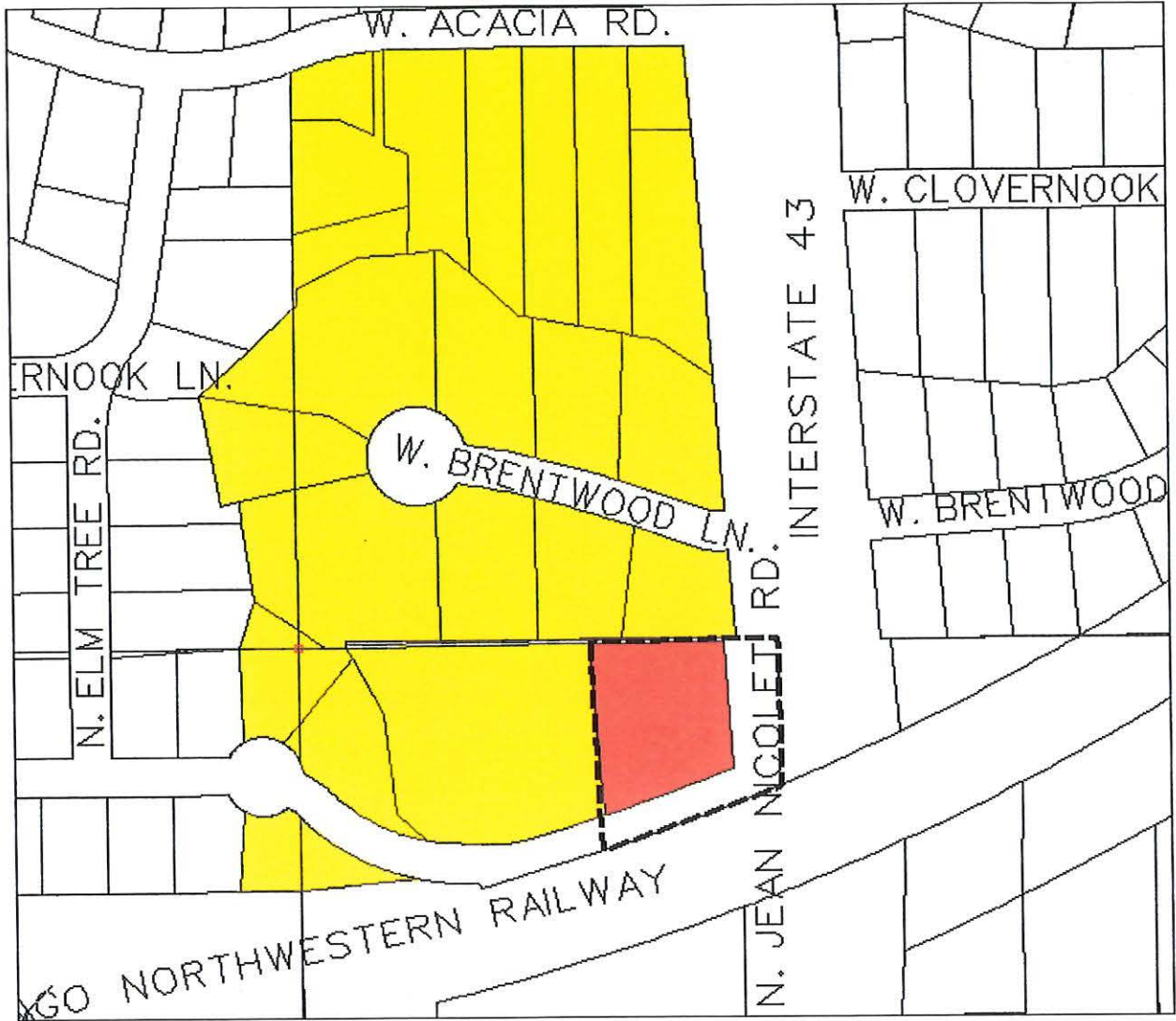
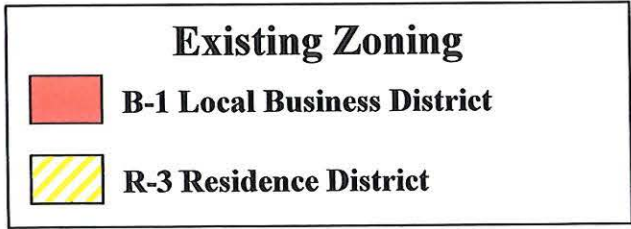
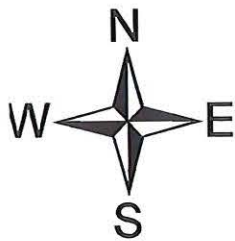
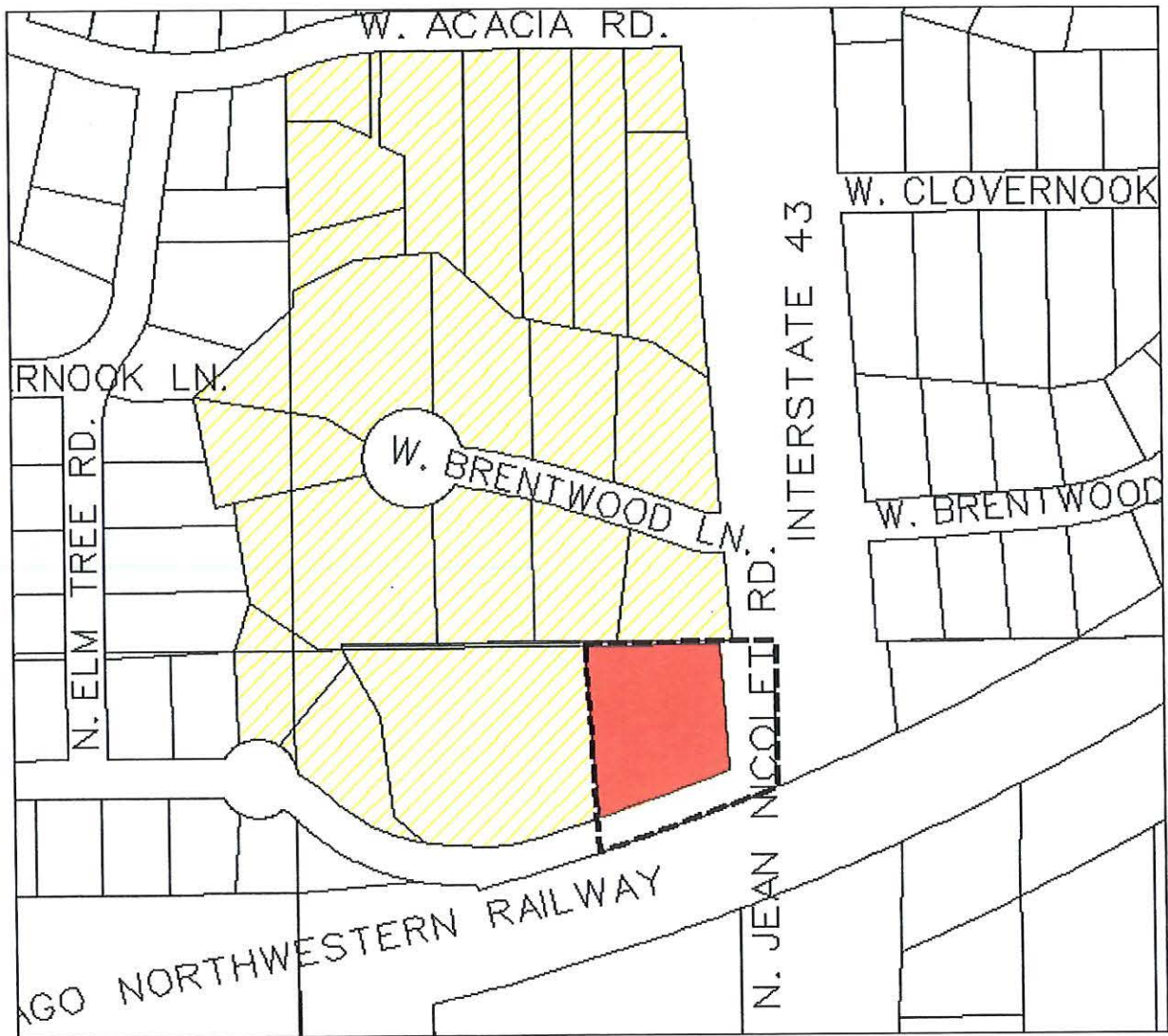


Exhibit Map 13 Existing Land Use



Existing Land Use	
	Commercial
	Single-Family Residential

Exhibit Map 14 Existing Zoning



PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "J" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change "Commercial" to "Commercial-Office".

Zoning:

1. Where the land use plan contemplates "Commercial-Office", rezone "B-1 Business District" zoned lands to a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:

- A. Professional services and administrative offices
- B. General corporate headquarters offices
- C. Medical and dental offices
- D. Sales offices
- E. Financial, insurance and real estate offices
- F. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

The subject site is a single parcel of land that does not require an area-wide design concept.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "K": HILTON HOTEL

Study Sub-Area "K" includes the land area depicted on Exhibit Map 15, encompassing one parcel located along the east side of North Port Washington Road south of West Hampton Avenue, with frontage along the south edge of the Milwaukee River.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 16. Existing land use within Sub-Area "K" is commercial, including a hotel and restaurant complex, more specifically the Hilton Hotel and Anchorage Restaurant.

Surrounding land uses include commercial offices, including the Barnabus Business Center multi-tenant office buildings, e-Funds, the 4655 North Port Washington Road multi-tenant office building, and the Carillon multi-tenant office building, as well as a recreation/natural area that includes Estabrook County Park and the Milwaukee River. Surrounding transportation land uses include the North Port Washington Road right-of-way, as well as the Interstate Highway 43 and entrance and exit ramps.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 17. The subject land is zoned B-1 Local Business District.

Surrounding City of Glendale zoning districts include PD Planned Development District and B-4 Office-Research-Service Business District.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the Hilton Hotel building that is located within Sub-Area "K" are found on Exhibit Board 25, incorporated by reference as exhibits to this report.

Internal Land Use and Zoning Related Conflicts and Issues

The subject land use, with the existing occupant and facilities, do not present significant internal land use or zoning related issues. However, the existing B-1 Local Business District zoning would permit uses that could result in future internal site issues and concerns. Based on previous problems with a nearby motel, the City is aware of the potential for problems that result from some hotel/motel establishments.

Exhibit Map 15

Study Sub Area "K"

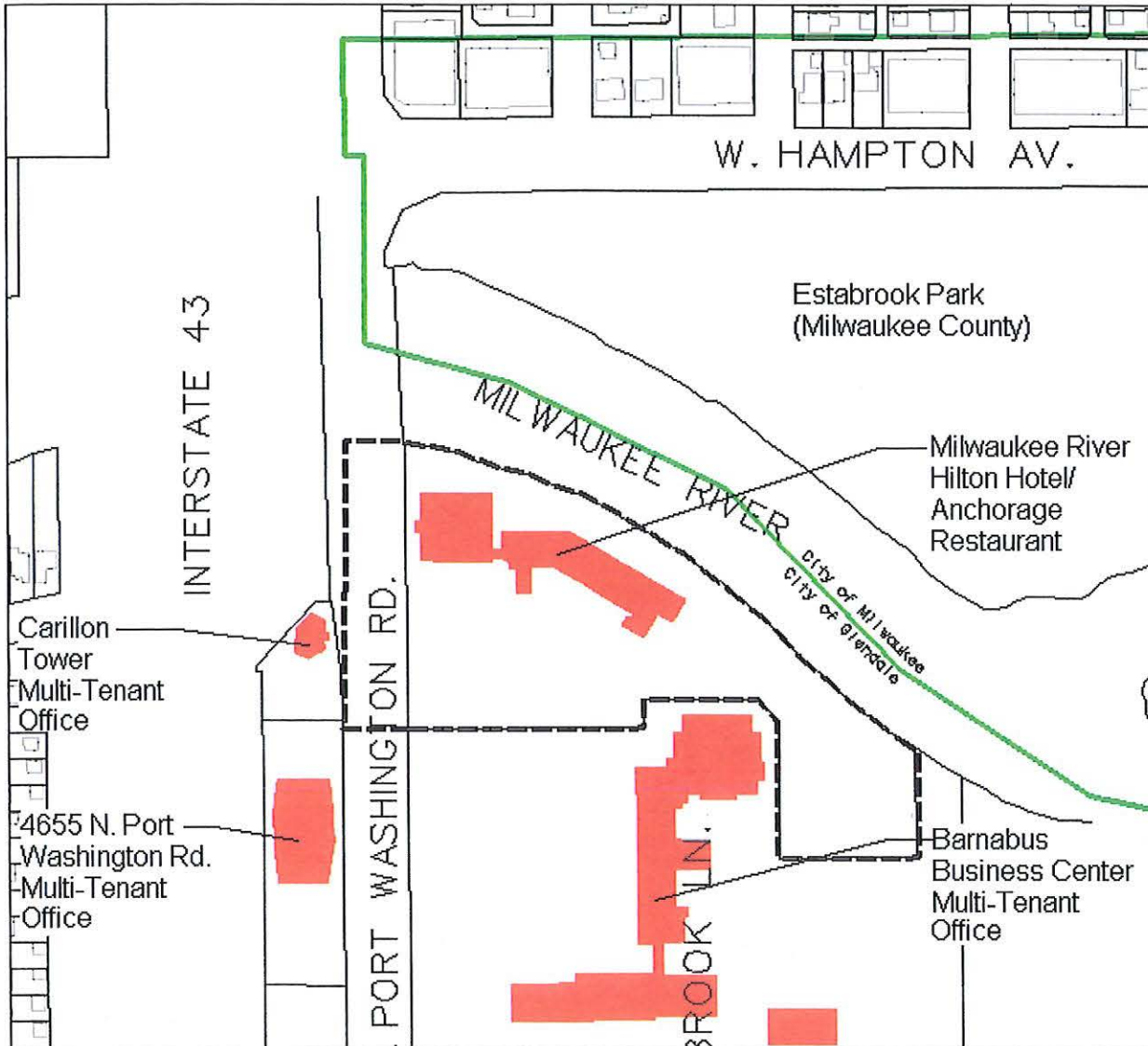
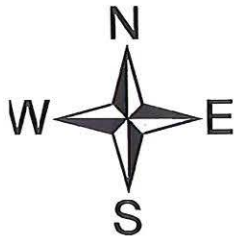
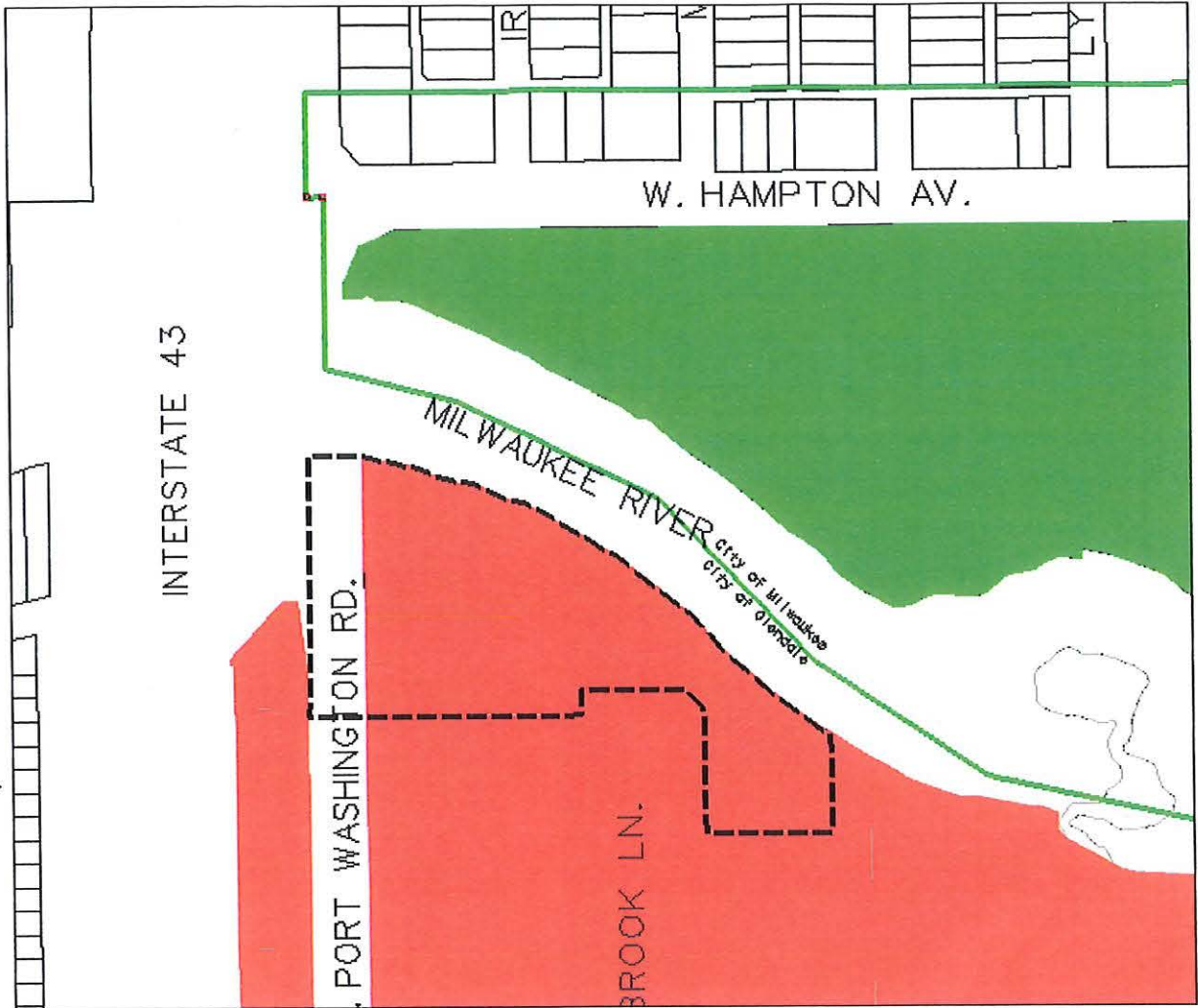


Exhibit Map 16 Existing Land Use



Existing Land Use



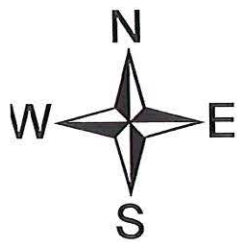
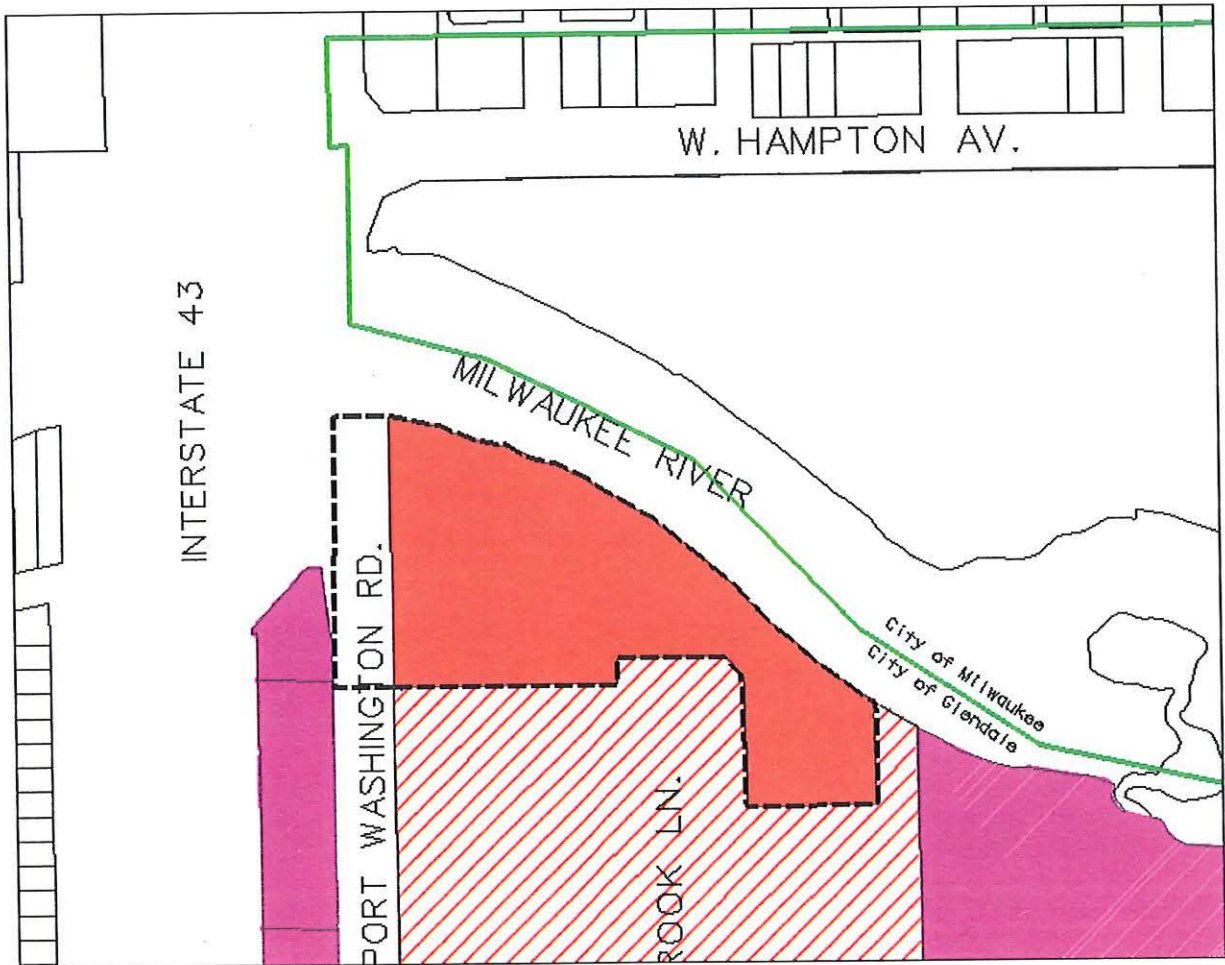



-  Commercial
-  Park

Exhibit Map 17 Existing Zoning



Existing Zoning

-  **B-1 Local Business District**
-  **P-D Planned Development District**
-  **B-4 Office-Research-Service Business District**

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

The subject land use, with the existing occupant and facilities, do not present significant land use issues or conflicts with adjacent land uses or zoning. There is a potential for conflicts with possible future uses of the site under the B-1 Local Business District zoning. Based on previous problems with a nearby motel, the City is aware of the potential for problems that result from some hotel/motel establishments.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "K" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change "Commercial" to "Commercial-Office (Hotel/Convention Center)". "Commercial-Office (Hotel/Convention Center)" land use would allow professional and business offices, as well as hotel/convention centers.

Zoning:

1. Rezone "B-1 Local Business District" zoned lands to a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:
 - L. Professional services and administrative offices
 - M. General corporate headquarters offices
 - N. Medical and dental offices
 - O. Research establishments
 - P. Sales offices
 - Q. Financial, insurance and real estate offices
 - R. Hotel/Convention Centers
 - S. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

Sub-area "K" is comprised of a single user parcel. If the site were to be redeveloped the site would be subject to site plan review.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "L": CONCOURS/ANDREWS/LEXUS

Study Sub-Area "L" includes the land area depicted on Exhibit Map 18, encompassing the parcels located along West Silver Spring Drive in the vicinity of the intersection of West Silver Spring Drive and North Bridgewood Lane.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 19. Existing land use within Sub-Area "L" is commercial, industrial and vacant land. The existing commercial land uses include Concours Motors, Andrew Chevrolet, Andrew Toyota, Lexus, Animal Wellness Center, and a vacant commercial building (Auto Parts Plus) that also contains a residential dwelling unit. Industrial uses include Cornell Communications. The vacant parcel (owned by Autotrol Corporation), located to the north of Concours and east of North Shore Elite, functions as open/green space.

Surrounding land uses also include single-family residential to the east, commercial-retail (Jewel Osco, future Heiser Ford) to the west, commercial-office and light industrial (Oldenburg Group/Visa Lighting) to the north, light industrial (Osmonics) to the north and west, institutional (Silver Spring Health & Rehabilitation Center) to the east, and a City-owned conservancy area to the north. Surrounding transportation land uses include the West Silver Spring Drive, North Bridgewood Lane, West LaSalle Avenue, and North Glen Park right-of-ways, as well as the former Chicago & Northwestern Railway right-of-way.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 20. The subject land is zoned B-1 Local Business District, M-1 Warehouse, Light Manufacturing, Office and Service District, and P-1 Parking District.

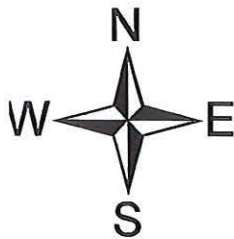
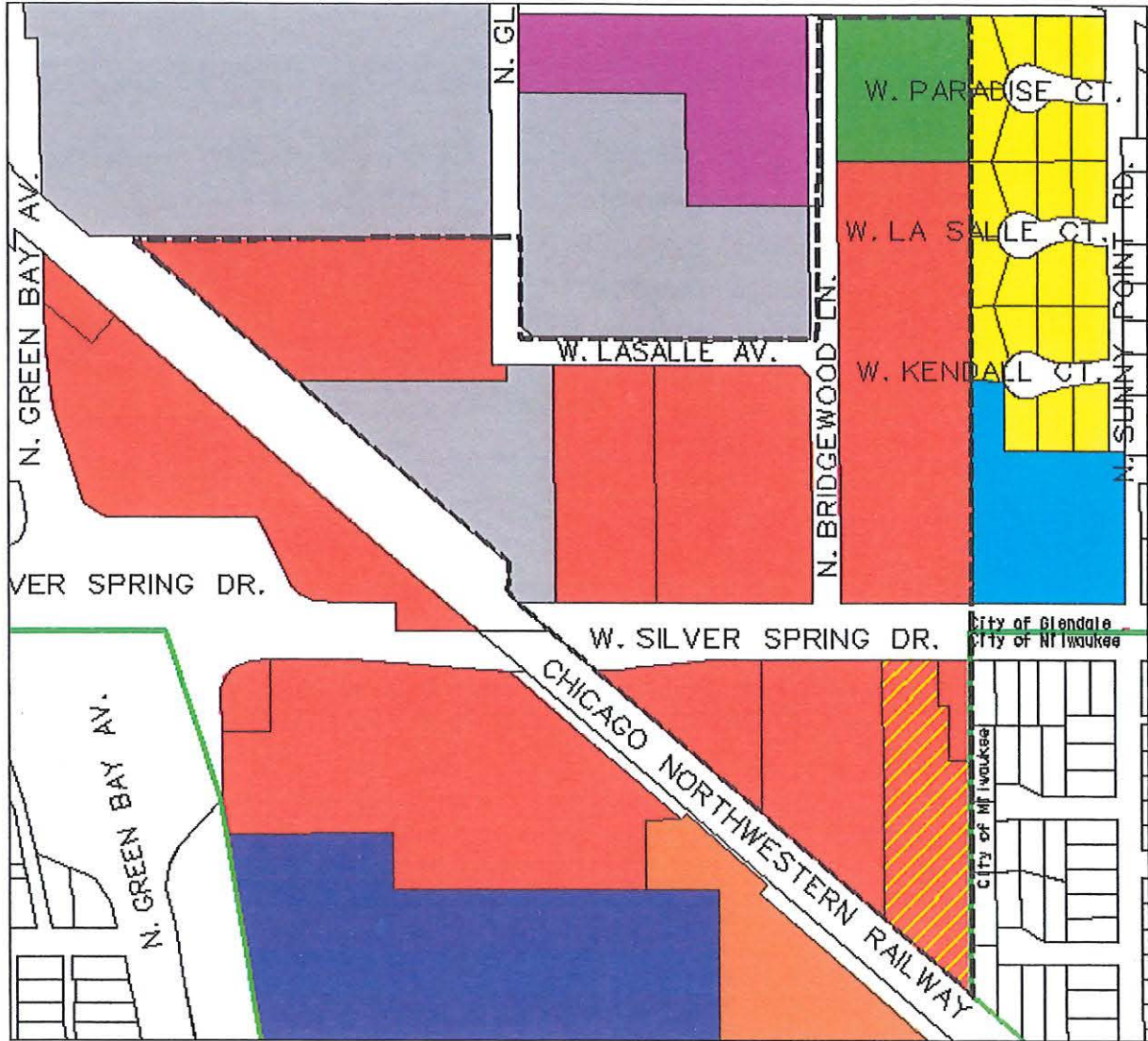
Surrounding City of Glendale zoning districts include R-7 Residential District, M-1 Warehouse, Light Manufacturing, Office and Service District, S-1 Special Institutional District, PD Planned Development District, and C-1 Conservancy District,

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of each of the buildings located within Sub-Area "L", as well as photographs of the public right-of-ways, are found on Exhibit Board 26, incorporated by reference as exhibits to this report. The West Silver Spring Drive streetscape was significantly upgraded in appearance during 1998 and 1999.

Exhibit Map 19 Existing Land Use












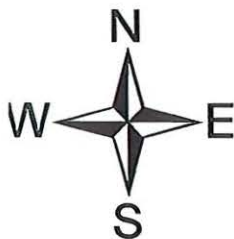
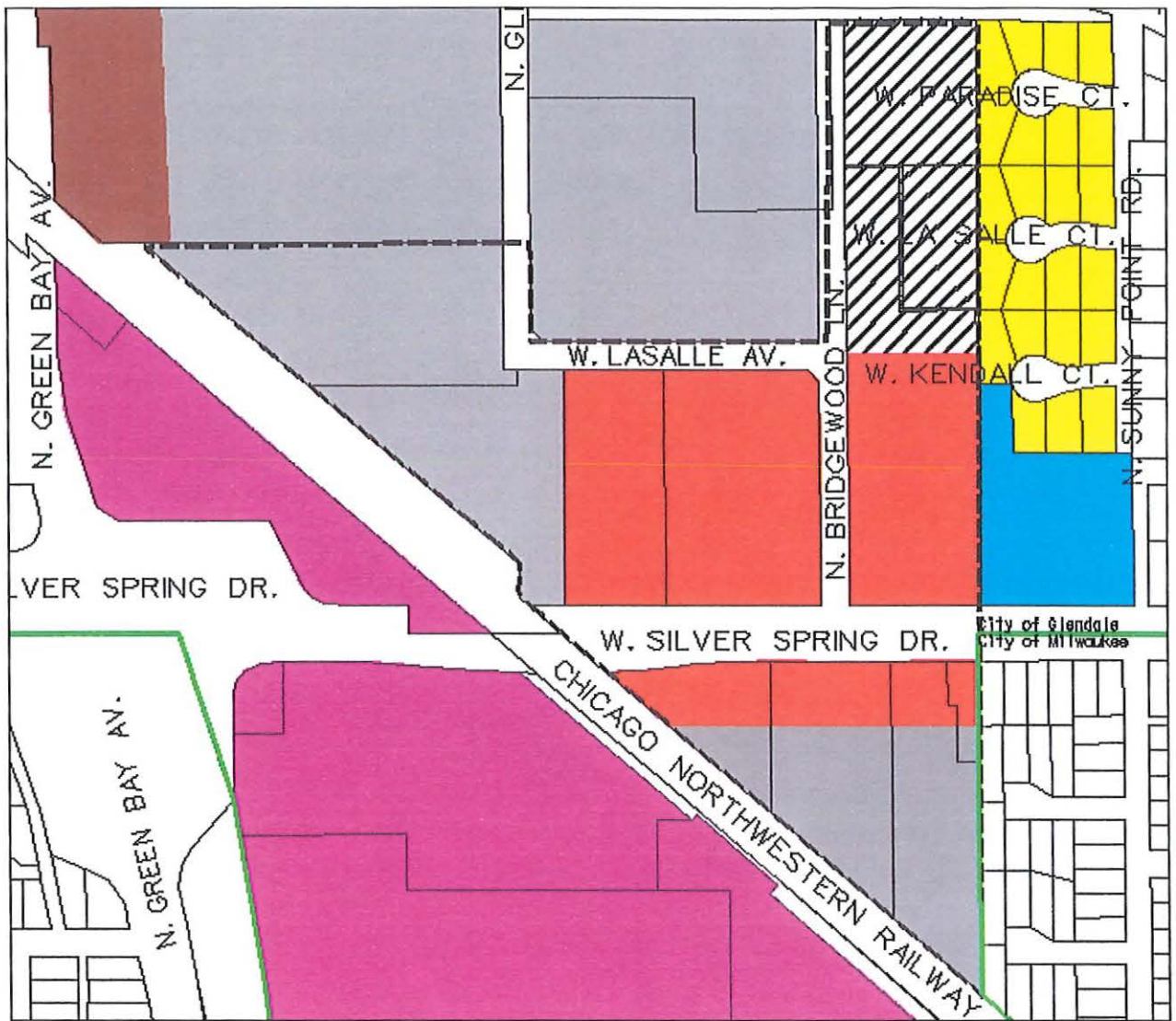
Existing Land Use			
	Commercial		Single-Family Residential
	Industrial		Multi-Family Residential
	Utility		Recreation (Private)
	Institutional		Commercial/Residential
	Green Space (Vacant)		

Exhibit Map 20 Existing Zoning



Existing Zoning

-  **B-1 Local Business District**
-  **M-1 Warehouse, Light Mfg, Office, & Service District**
-  **S-1 Special Institutional District**
-  **P-D Planned Development District**
-  **R-7 Residence District**
-  **P-1 Parking District**

Internal Land Use and Zoning Related Conflicts and Issues

Given the predominance of automotive sales and service businesses the subject area is, in a practical sense, an automotive sales and service district. The automotive dealerships vary in their attention to and investment in building architecture, site organization and management; the newer facilities tend to be smaller and pay greater attention to the aesthetic appearance and attractiveness of their facilities and sites. The primary land use and zoning issue within Sub-Area "L" is the appearance, organization and management of the automotive sales and service businesses, the future of the Auto Parts plus site, and the future use of the vacant Autotrol parcel. The now vacant Auto Parts Plus commercial space has a blighting affect on the district.

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

The automotive sales and service businesses have a significant impact on the traffic flow and safety of North Bridgewood Lane. Street parking of vehicles and the unloading of delivery trucks in live traffic lanes obstruct traffic movement and general visibility, resulting in a hazardous environment for the operators of vehicles and pedestrians.

As noted above, the parcels located along the south side of West Silver Spring Drive have multiple zoning classifications including both B-1 Local Business District and M-1 Warehouse, Light Manufacturing, Office and Service District. Given that uses are currently well defined, it may be possible to better define and regulate existing and future uses of the sites under a single zoning classification such as the PD Planned Development District.

The Concours Motors site, located north of West Silver Spring Drive, is also under multiple zoning classifications including B-1 Local Business District and M-1 Warehouse, Light Manufacturing, Office and Service District, and potentially P-1 Parking District. Again, the site may be possible to better define and regulate the sites under PD Planned Development District zoning. Immediately north of the Concours Motors site there is a 2 acre parcel zoned P-1 Parking District under the ownership of Autotrol Corporation (Tax Key Parcel 1689003). The subject parcel currently functions as an open/green space area. The ultimate use and disposition of the subject site should be reviewed.

In January of 2002, Andrew Automotive Group appeared before the City of Glendale Plan Commission in order to discuss their future use of the Cornell Communications site. Again, given that uses are currently well defined or being redefined, it may be possible to better define and regulate existing and future uses of the Andrew parcels under a single zoning classification such as the PD Planned Development District.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "L" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change "Commercial" to "Commercial-Office (New Vehicle Sales)".
2. Change the "Industrial" (part or all of Tax Key Parcels 168-9004-001, 168-9993-001, 168-9985, 195-8994, 195-8995, 195-8996, 195-8997) to "Commercial-Office (New Vehicle Sales)".
3. Where the land Use Plan once contemplated "Public and Semi-Public", and the existing land use is currently commercial, more specifically referring to parts of Tax Key Parcel 168-9004-001 that are owned by Concours Motors, either revise the zoning in order to facilitate the transformation to the once contemplated "Public and Semi-Public" use, or formalize the change from "Public and Semi-Public" use to "Commercial-Office (New Vehicle Sales), so that the actual use will be consistent with the Land Use Plan (also revise zoning as discussed below).
4. Where the land Use Plan once contemplated "Public and Semi-Public", and the existing land use is currently vacant land (open/green space), more specifically referring to Tax Key Parcel 168-9003 that is owned by Autotrol Corporation, either revise the zoning from "P-1 Parking District" to an appropriate zoning classification in order to assure the "Public and Semi-Public" use, or formalize the change from "Public and Semi-Public" use to "Commercial-Office (New Vehicle Sales), so that the actual use will be consistent with the Land Use Plan (also revise zoning as discussed below).

Zoning:

1. Where the land use plan contemplates "Commercial-Office (New Vehicle Sales)", rezone "B-1 Business District", "M-1 Warehouse, Light Manufacturing, Office and Service District" and "P-1 Parking District" zoned lands to PD Planned Development District, or a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:

- A. New Vehicle Sales
- B. Professional services and administrative offices
- C. General corporate headquarters offices
- D. Medical and dental offices
- E. Sales offices
- F. Financial, insurance and real estate offices

G. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

The subject sites, located along the West Silver Spring Drive corridor, do not require an area-wide design concept at this time.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "M": OUTPOST FOODS

Study Sub-Area "M" includes the land area depicted on Exhibit Map 21, encompassing the City of Glendale portions of two parcels (124-204 East Capitol Drive and 208 East Capitol Drive) that have frontage along the north side of East Capitol Drive in the City of Milwaukee in the vicinity of the northeast corner of East Capitol Drive and North Lydell Avenue. The majority of the East Capitol Place building is located in the City of Glendale, while the larger part of the former Duffy Direct Mail Marketing building is located in the City of Milwaukee.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 22. Existing land use is commercial-retail and light industrial, with part of the subject area occupied by the East Capitol Center multi-tenant retail strip (primarily Outpost Foods and Checker Auto Parts), and a now vacant light industrial building once occupied by Duffy Direct Mail Marketing.

Surrounding City of Glendale land use includes industrial use to the north, east and west of Sub-Area "N", with commercial and industrial land uses to the east, west and south in the City of Milwaukee. Surrounding transportation land uses in the City of Glendale include the North Lydell Avenue right-of-way. Capitol Drive, located in the City of Milwaukee, provides a high level of traffic and visibility to the subject parcels.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 23. Existing City of Glendale zoning is M-1 Warehouse, Light Manufacturing, Office and Service District. Existing City of Milwaukee zoning of the subject area is IB85, and industrial zoning classification that allows a maximum building height of 85 feet.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of Sub-Area "M" are found on Photo Exhibit Board 26, which are incorporated by reference as exhibits to this report.

Internal Land Use and Zoning Related Conflicts and Issues

The primary internal land use issues involve the relationship between the East Capitol Place multi-tenant commercial-retail strip and the vacant building once occupied by Duffy Direct Mail Marketing (208 East Capitol Drive), as well as the general maintenance and upkeep of the buildings and grounds. Future commercial development under B-1 Local Business District, receptive to almost all retail uses, is a potential future problem if the use demands significant Glendale resources (policing) or reflects poorly on Glendale.

Exhibit Map 21

Study Sub Area "M"

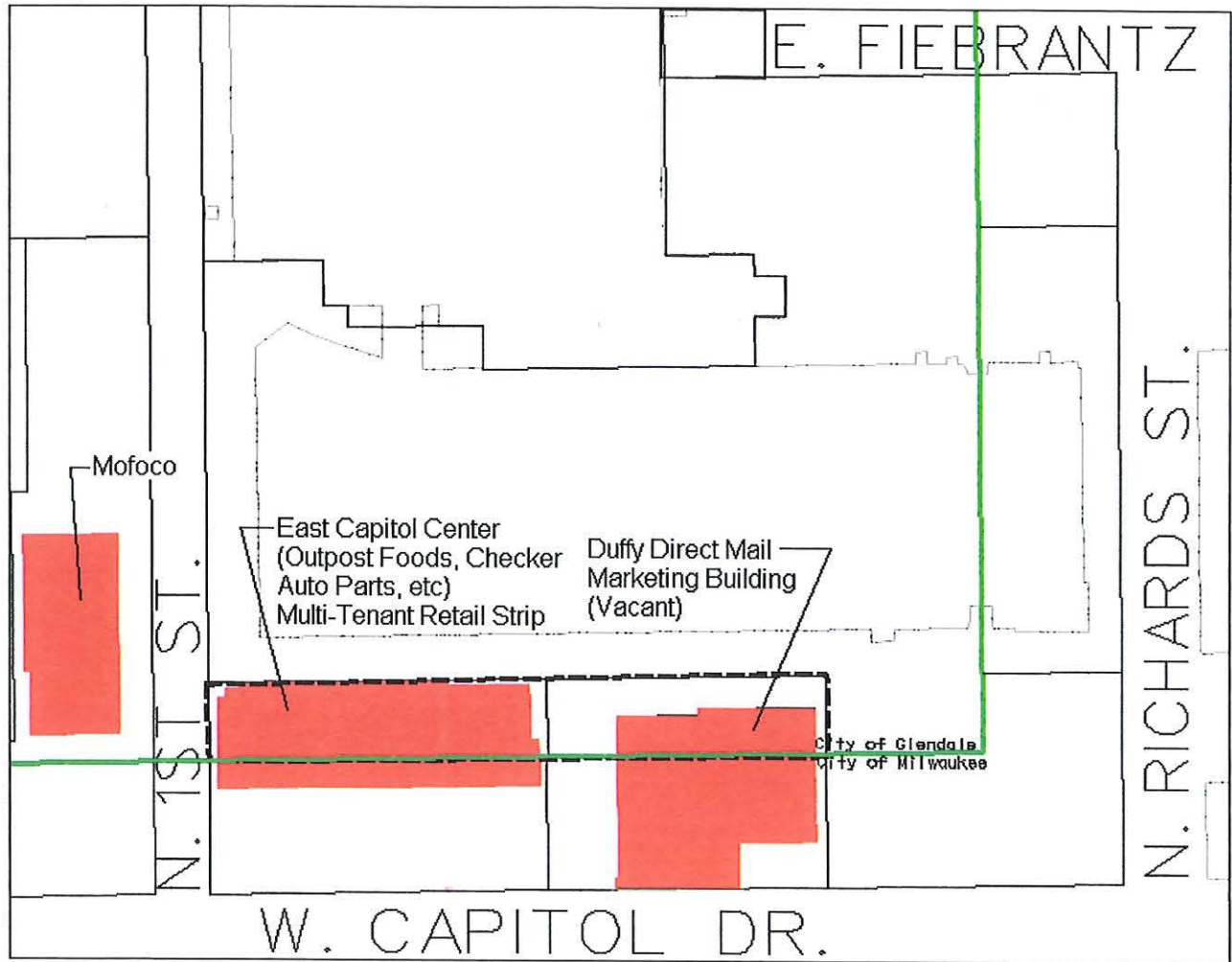


Exhibit Map 22 Existing Land Use

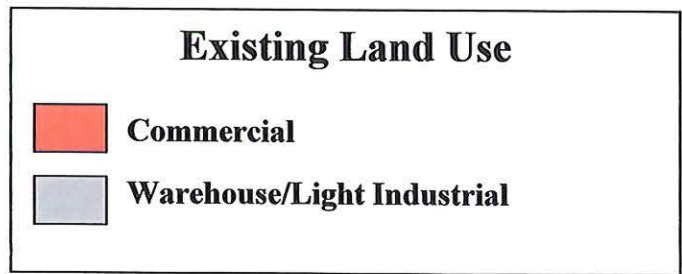
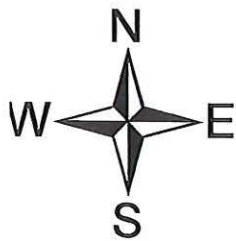
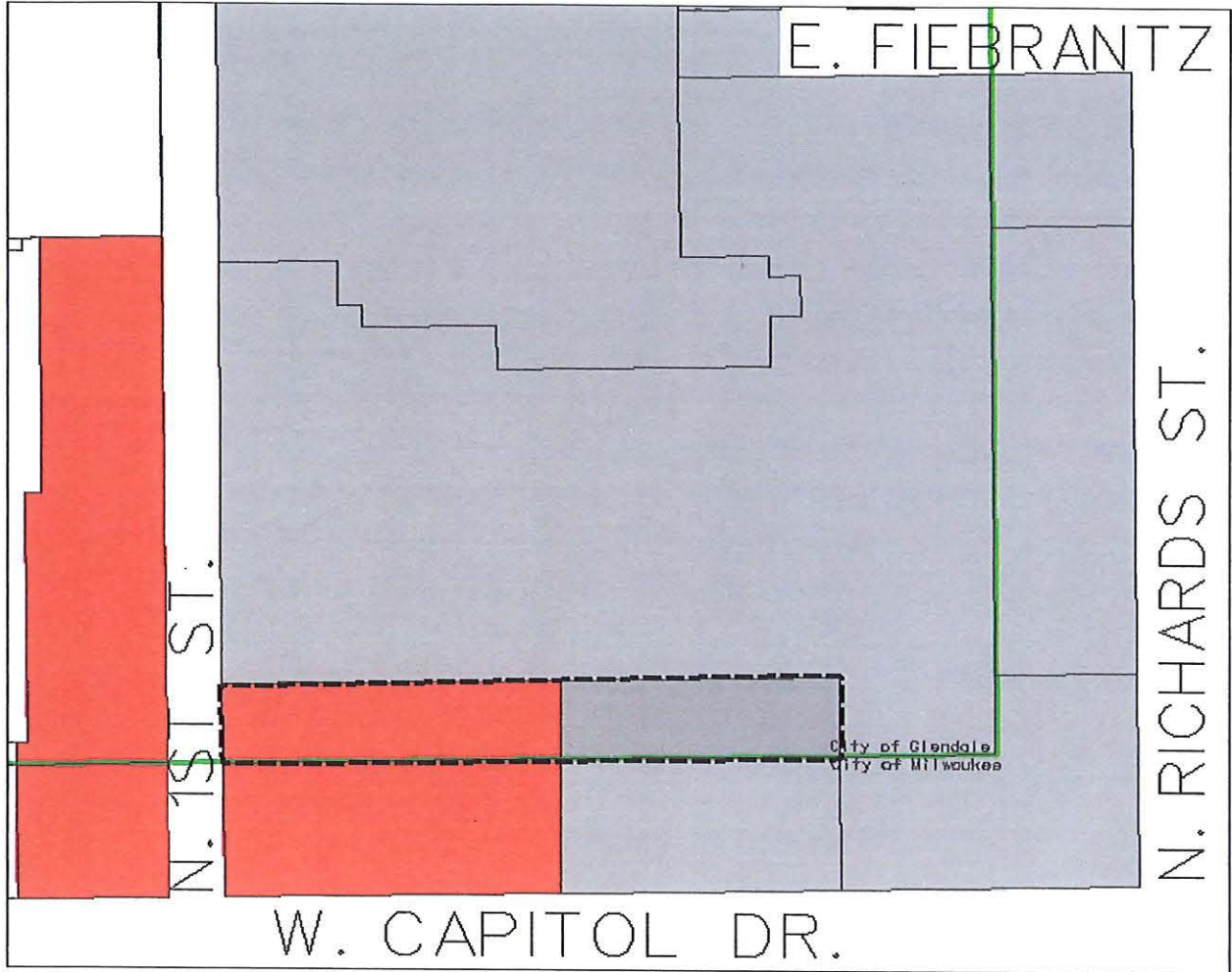
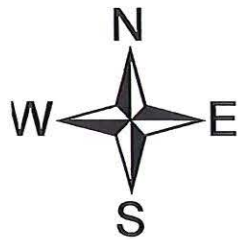
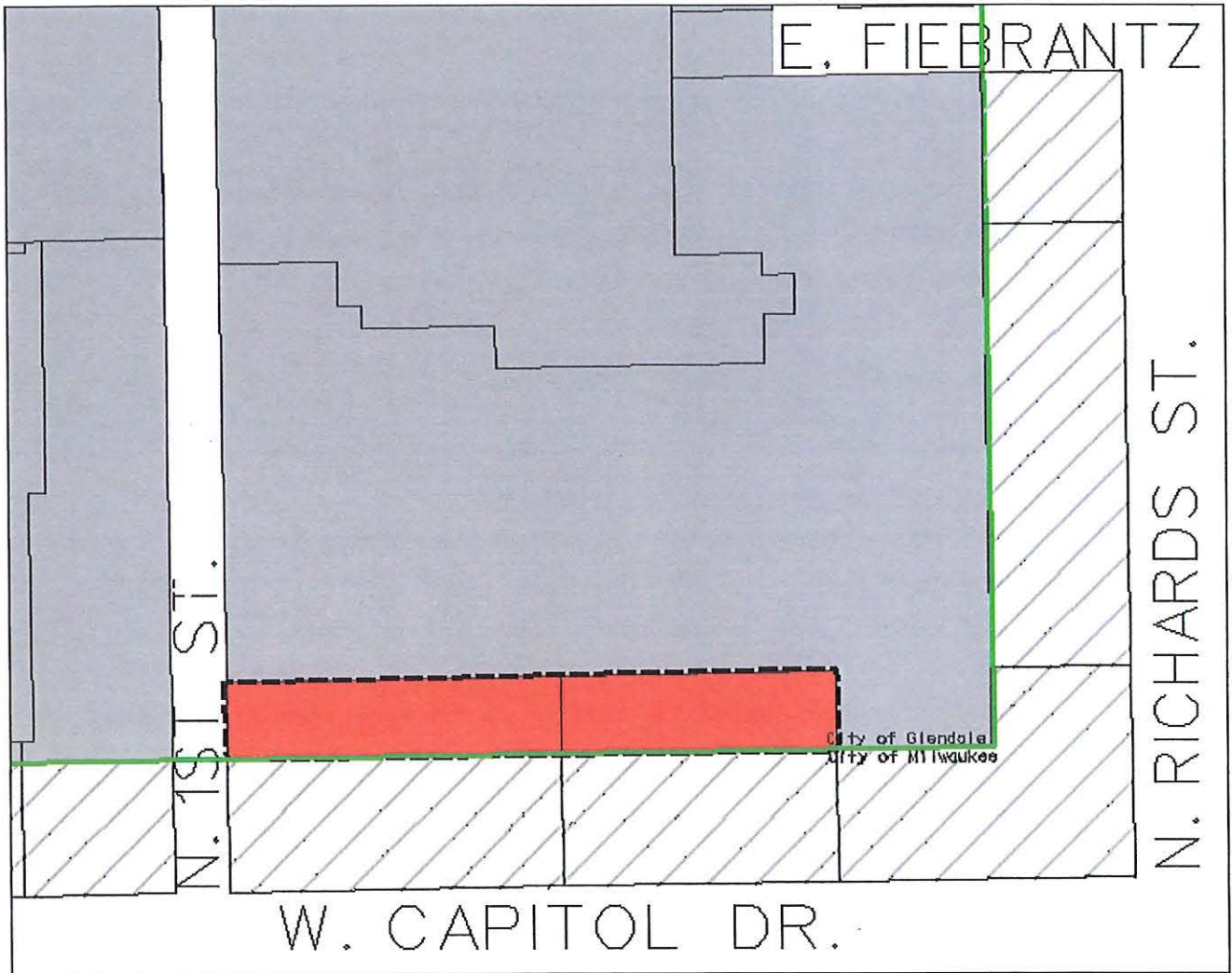


Exhibit Map 23 Existing Zoning



Existing Zoning

	B-1 Local Business District
	M-1 Warehouse, Light Manufacturing, Office, and Service District
	IB85 Industrial District (City of Milwaukee Zoning)

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

City of Glendale

The existing East Capitol Place multi-tenant commercial-retail use does not present a significant conflict with surrounding land uses in the City of Glendale. The vacant building located at 208 East Capitol Drive has a blighting effect on adjacent lands. The unrestricted nature of the existing B-1 Local Business District uses may result in less desirable future uses of the subject lands.

City of Milwaukee

The zoning of the City of Milwaukee portion of the subject parcels is IB85, an industrial zoning district with a maximum building height of 85 feet.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "M" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change "Industrial" to "Commercial-Retail/Office Mix"

Zoning:

1. Where the land use plan contemplates "Commercial-Retail/Office Mix", rezone "B-1 Business District" zoned lands to a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:

- A. Retail Sales and Service
- B. Professional services and administrative offices
- C. General corporate headquarters offices
- D. Medical and dental offices
- E. Sales offices
- F. Financial, insurance and real estate offices
- G. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

The subject sites, partial Glendale sites with frontage along West Capital Drive in the City of Milwaukee, do not require an area-wide design concept at this time.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "N": NORTH 27th STREET

Study Sub-Area "N" includes the land area depicted on Exhibit Map 24, encompassing portions of parcels located along the east side of North 27th Street in the block located between West Silver Spring Drive and West Custer Avenue. In the subject area the municipal corporate boundary between Glendale and Milwaukee is irregular and divides five (5) parcels, with the front yard and homes located in Milwaukee and the back yard and garages in Glendale.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 25. Existing land use is single-family residential and vacant land that is maintained as grass turf.

Surrounding land uses include predominately single-family residential to the north, east and south of Sub-Area "N", with multi-family residential located immediately to the south, as well as commercial/industrial land uses to the west across North 27th Street in the City of Milwaukee. Surrounding transportation land uses include the North 27th Street right-of-way.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 26. Most of the City of Glendale land in the subject area is zoned R-7 Residence District, with a small PD Planned Development District zoned area located at the northwest corner of North 26th Street and West Custer Avenue. City of Milwaukee zoning of the Milwaukee portions of the subject parcels is RC40, a multi-family residence district. City of Milwaukee zoning of the land at the northeast corner of the intersection of North 27th Street and West Custer Avenue is LC40 Local Business District. City of Milwaukee zoning along the west side of North 27th Street is IB85 Industrial District.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of Sub-Area "N" are found on Photo Exhibit Board 25, which are incorporated by reference as exhibits to this report.

Internal Land Use and Zoning Related Conflicts and Issues

The large cinder block garage stands in contrast to the single-family residential dwellings and green space. The existing green space use presents no conflicts as long as the site is properly maintained.

Exhibit Map 24 Study Sub Area "N"

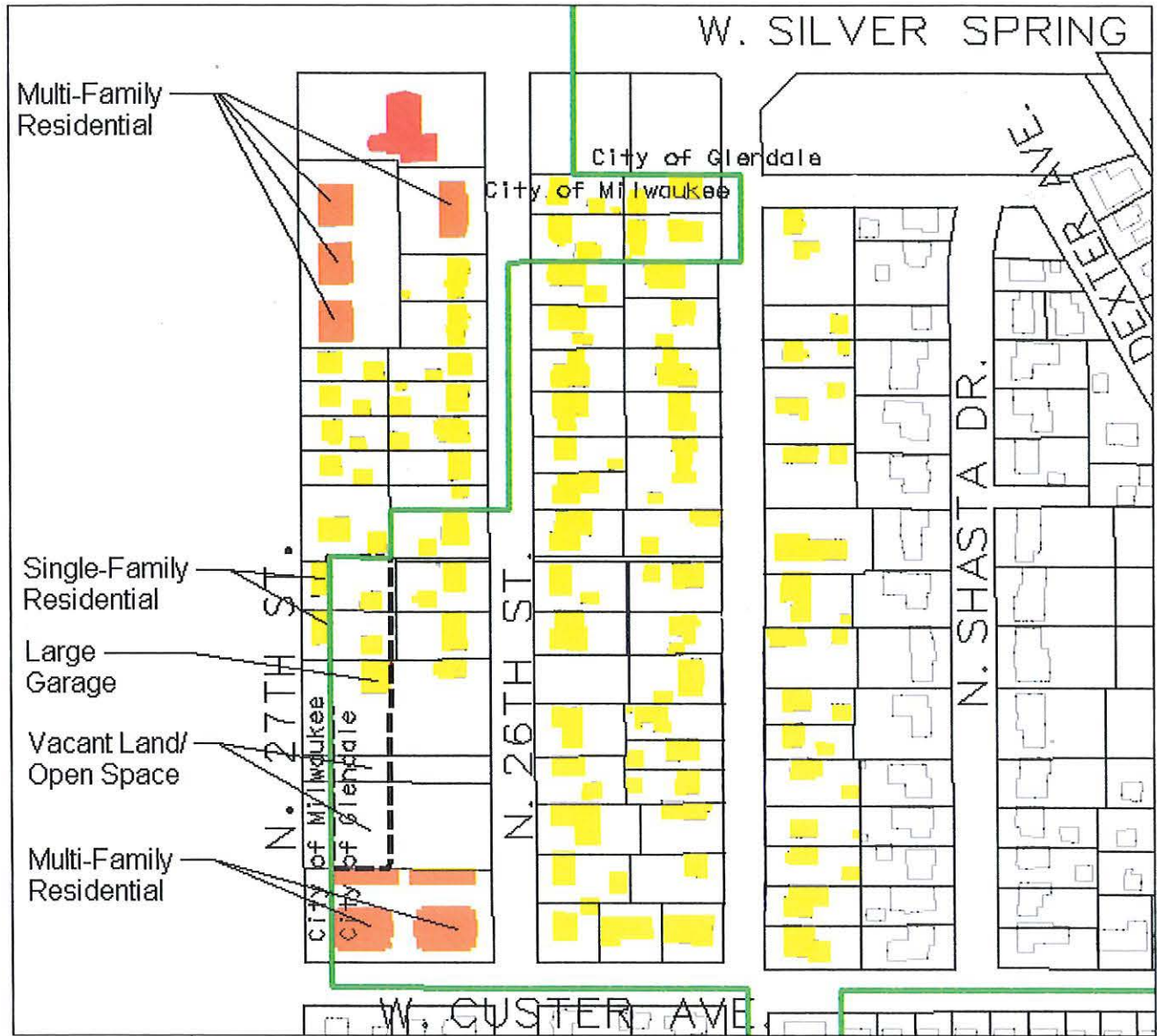
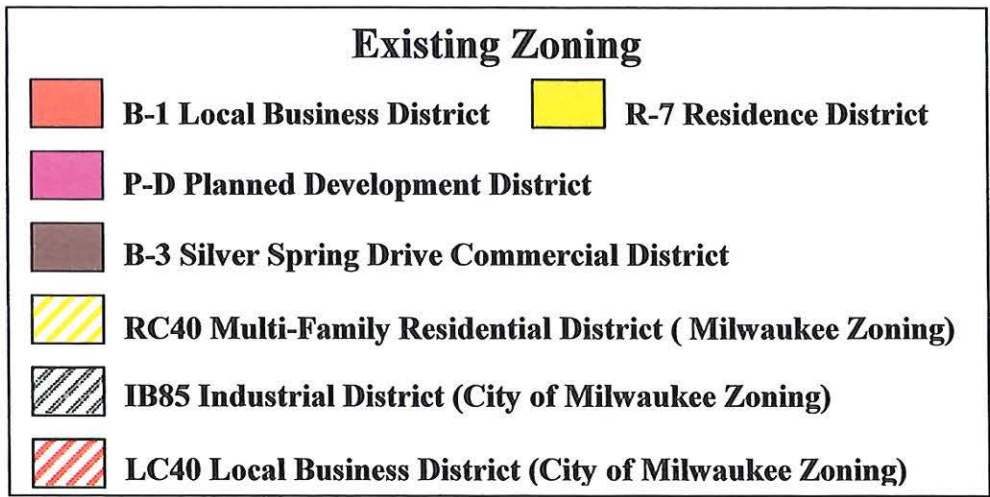
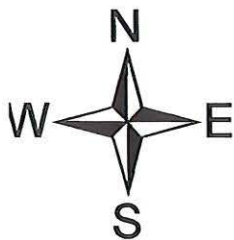
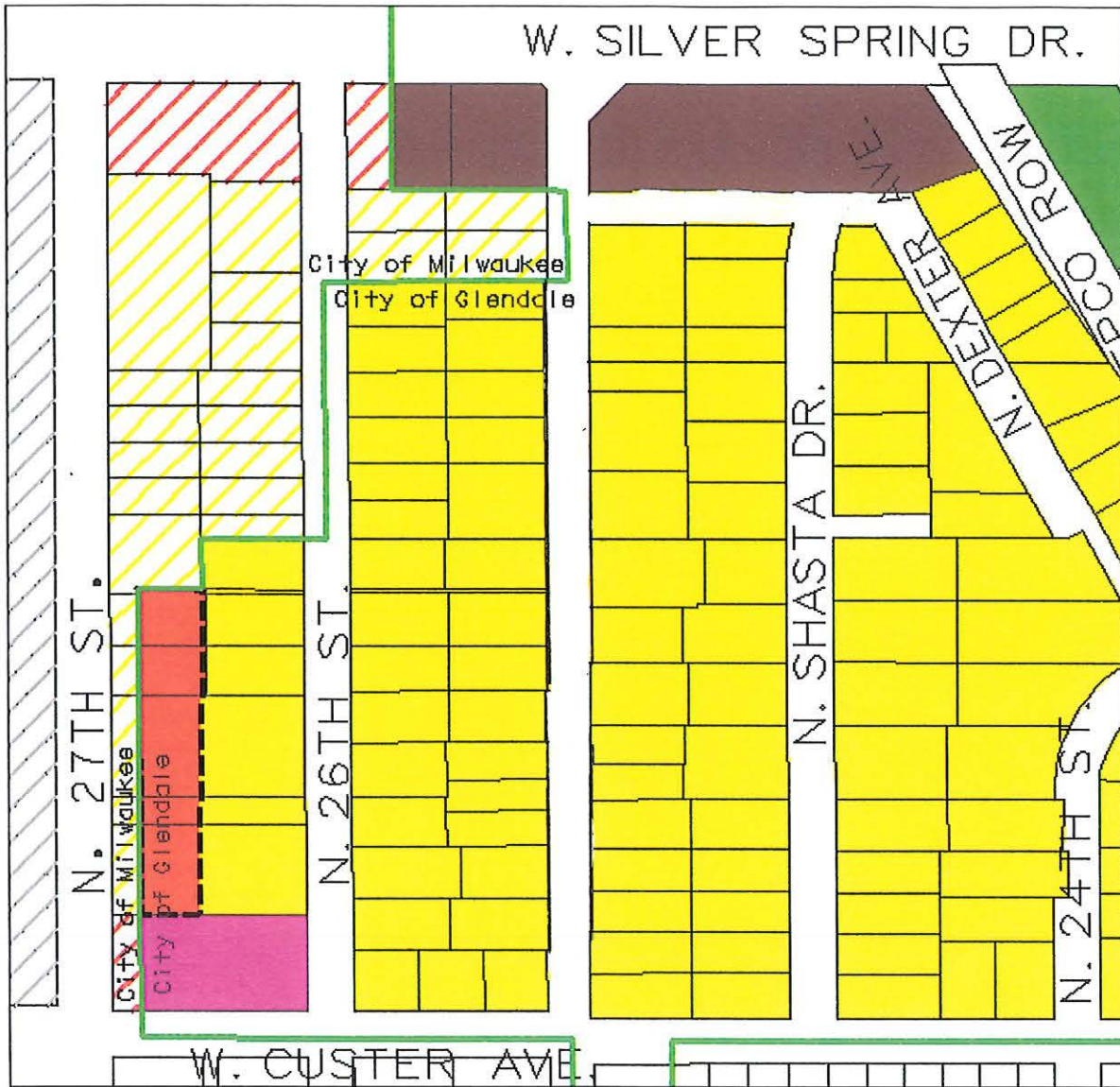


Exhibit Map 26 Existing Zoning



Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

City of Glendale

As currently maintained, the existing green space use does not present significant land use conflicts with the single-family residential. The large cinder block garage located on one of the parcels is inconsistent with the single-family residential. Commercial development under B-1 Local Business District would present conflicts with the adjacent single-family residential neighborhood.

City of Milwaukee

The portion of the subject parcels and nearby parcels that are located within the City of Milwaukee is RC40 zoning, a multi-family zoning district with a minimum lot area requirement of 1,200 square feet per family, and a maximum building height of 40 feet. The zoning of the City of Milwaukee parcel located at the northeast corner of North 27th Street and West Custer Avenue is LC40, a local business zoning district with a minimum lot area requirement of 1,200 square feet per family, and a maximum building height of 40 feet. Land located west of North 27th Street is zoned industrial. The large industrial-warehouse building properties, located along the west side of North 27th Street, may become more problematic (and have an increasingly adverse impact on the residential neighborhood) if they continue to transition downward in terms of use.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "N" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. The Comprehensive Plan, City of Glendale (adopted 1976), depicts the planned land use for the subject area as "Single Family Residential". Change "Special Residential" to "Single-Family Residential". Leave "Single Family Residential" as is.

Zoning:

1. Rezone from "B-1 Local Business District" to "R-7 Residence District".

Area-Wide Urban Design Concept:

The subject sites, partial Glendale sites with frontage along North 27th Street in the City of Milwaukee, do not require an area-wide design concept at this time.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

APPENDIXES

APPENDIX A

B-1 Land Use and Zoning Review-Addendum to Volume II

B-1 Land Use and Zoning Review

Addendum to Volume II

Dispersed B-1 Zoned Lands



Prepared By:

City of Glendale
Community Development Planning Department
March, 2002

Revised: December, 2002
(Incorporated Into B-1 Land Use and Zoning Review-Volume II
and Addendum to Volume II as Appendix A)

Common Council

R. Jay Hintze, Mayor
Robert Whitaker, Alderman
Albert Tomson, Alderman
William Huegel, Alderman
Cindy McManus, Alderman
Isadore Goldberg, Alderman
Martha Lunz, Alderman

Plan Commission

Mayor R. Jay Hintze, Chairperson
Alderman Albert Tomson, Commissioner
Jacek Flejsierowicz, Commissioner
Nicholas Hassler, Commissioner
Barbara Fritz, Commissioner
Tim Malm, Commissioner
Paul Conway, Commissioner

B-1 Land Use and Zoning Review

Addendum to Volume II

Dispersed B-1 Zoned Lands

Glendale

RICH PAST.
BRIGHT FUTURE.

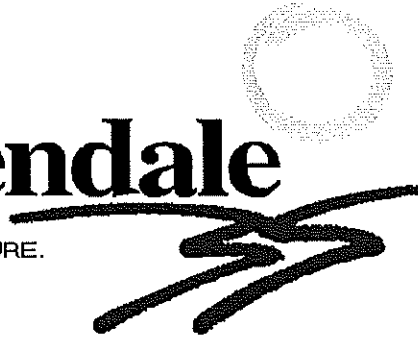


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INTRODUCTION

The Mayor and Common Council directed the Plan Commission to review the existing land use and zoning issues in the area along North Port Washington Road (West Marne Avenue to West Brentwood Lane) and West Silver Spring Drive (Interstate Highway 43 to North Lydell Avenue), as well as each of the remaining B-1 Local Business District zoned areas throughout the city.

This Addendum to the B-1 Land Use and Zoning Review - Volume II includes two additional B-1 zoned areas, the first area includes the southwest and northwest corners of the intersection of North Green Bay Avenue and West Kendall Avenue (Milwaukee Kitchen & Bath and the M.L. Fishman Building), the second area includes three parcels on West Glendale Avenue, just west of Interstate 43. This area includes the Sprecher Brewing site, of which the larger part is zoned M-1 Warehouse, Light Manufacturing, Office and Service District, and a small portion is zoned B-1. Included with the Sprecher Brewing study sub-area, due to the close relationship of the two sites, are the M-1 zoned former Emjay and W.H. Brady sites. Accordingly, the study area now includes a total of 16 distinct areas as depicted on Exhibit Map 1 (reproduced with additional areas from Volume I and II of this report).

The study sub-areas included in the study are listed and generally referenced as described below:

Sub-Area	Description
A	Milwaukee Gear (South Entrance)
B	North Port Washington Road Highway Retail Strip
C	Manpower/Bavarian Inn
D	West Silver Spring Drive Corridor (South Side)
E	Bayshore/Kohl's/West Silver Spring Drive Corridor (North)
F	Bender Road (North Entrance)
G	Manchester East
H	North Port Washington Road and West Calumet Road
I	North Port Washington Road and West Luebbe Lane
J	North Jean Nicolet Road and West Fairfield Road
K	Hilton Hotel
L	Concours/Andrew/Lexus
M	Outpost Foods
N	North 27 th Street
O	North Green Bay Avenue and West Kendall Avenue (Milwaukee Kitchen & Bath, M.L. Fishman Building)
P	West Glendale Avenue (Sprecher Brewing, Emjay, W.H. Brady)

STUDY SUB-AREA "O": NORTH GREEN BAY ROAD AND WEST KENDALL AVENUE (MILWAUKEE KITCHEN & BATH, M.L. FISHMAN BUILDING)

Study Sub-Area "O" includes the land area depicted on Exhibit Map 27, encompassing two parcels located at the southwest and northwest corners of the intersection of North Green Bay Road and West Kendall Avenue.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 28. Existing land use is commercial, including Milwaukee Kitchen & Bath and the M.L. Fishman multi-tenant office building.

Surrounding land uses in the City of Glendale include residential to the north and west, and commercial uses to the east and southeast. Surrounding land uses in the City of Milwaukee include commercial and residential uses to the south. Surrounding transportation land uses include the North Green Bay Avenue, West Kendall Avenue, and West Marne Avenue right-of-ways and an alley.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 29. The subject land is zoned B-1 Local Business District. Surrounding City of Glendale zoning is R-7 Residence District and PD Planned Development District.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the buildings located within Sub-Area "O", as well as photographs of the public right-of-ways, are found on Exhibit Board 26, incorporated by reference as an exhibit to this report.

Internal Land Use and Zoning Related Conflicts and Issues

Southwest Corner of North Green Bay Road and West Kendall Avenue

The existing commercial use on the southwest corner poses no particular internal land use or zoning conflicts. However, there is a potential for conflicts with possible future uses of the site under the B-1 Local Business District zoning.

Northwest Corner of North Green Bay Road and West Kendall Avenue

The existing commercial-office has a limited parking area, which results in employees and visitors parking on City streets. The lack of parking could become more problematic with possible future uses of the site under the B-1 Local Business District zoning.

Exhibit Map 27
Study Sub Area "0"

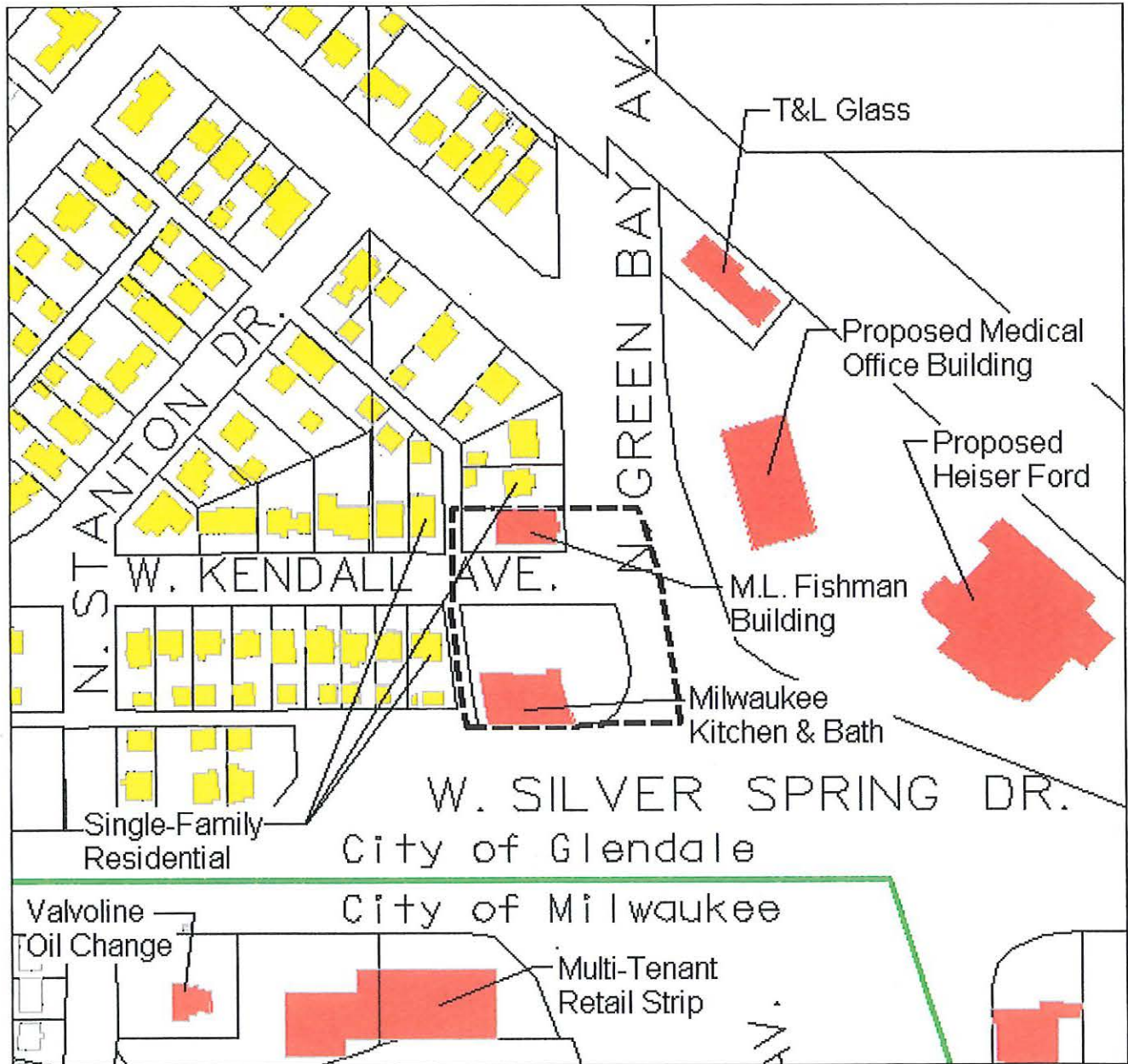


Exhibit Map 28 Existing Land Use

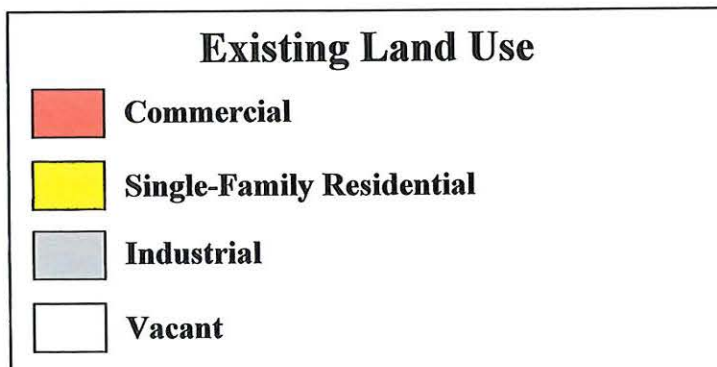
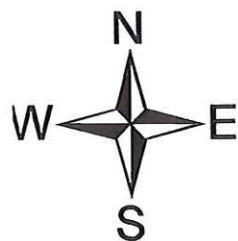
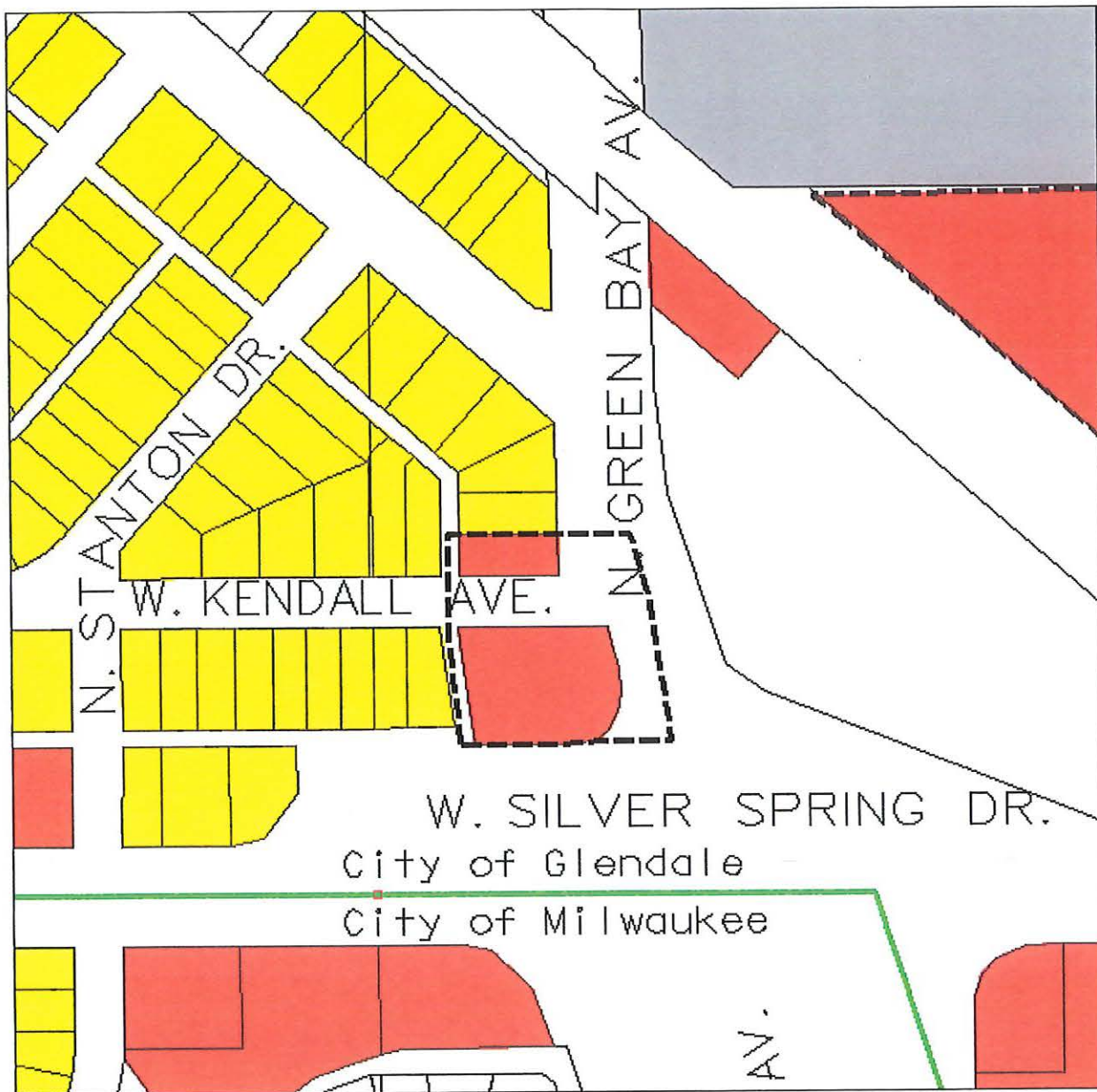
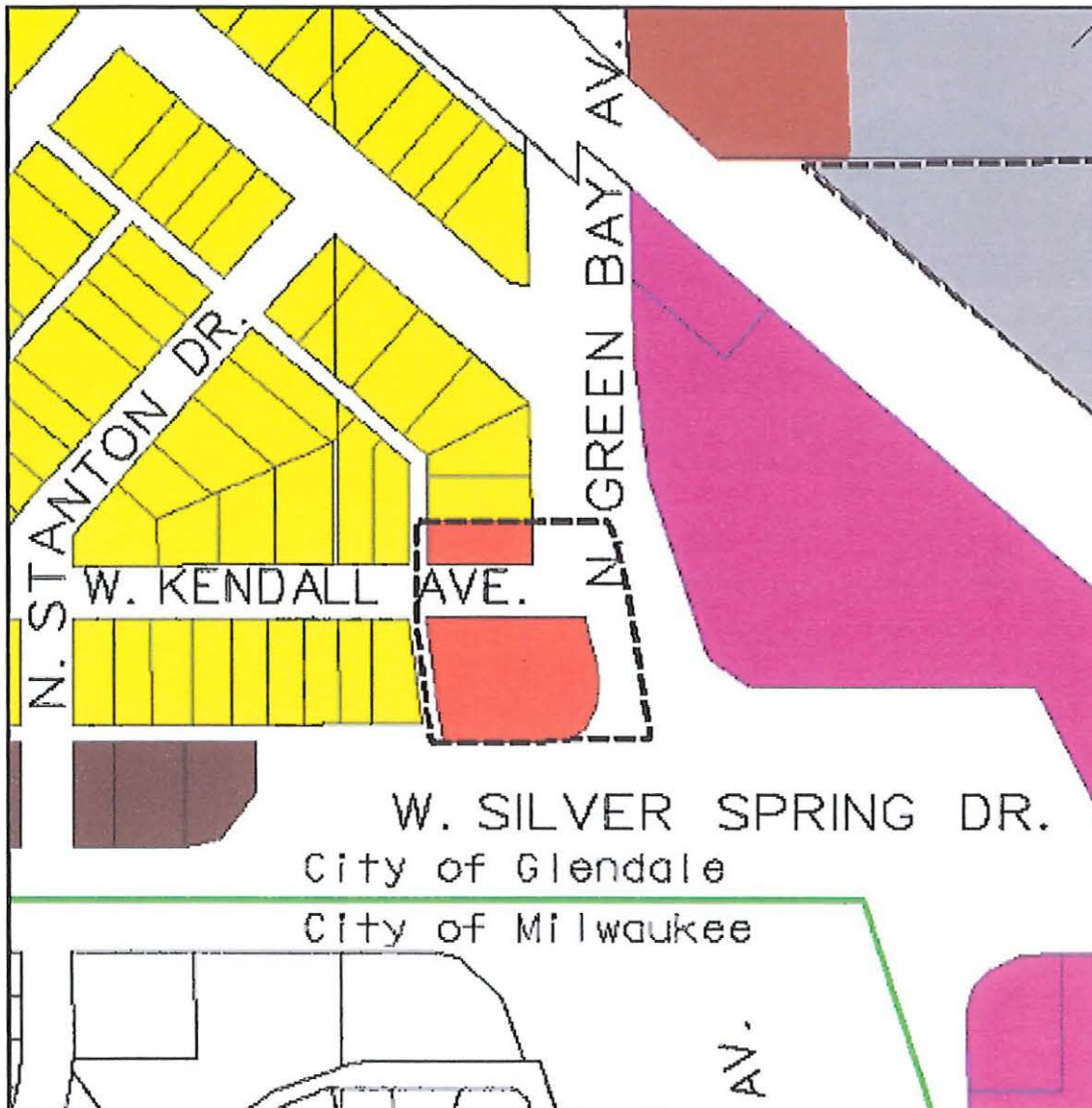







Exhibit Map 29 Existing Zoning



Existing Zoning	
	B-1 Local Business District
	B-3 West Silver Spring Drive Commercial District
	R-7 Residence District
	P-D Planned Development District
	M-1 Warehouse, Light Manufacturing, Office, and Service District

Land Use and Zoning Related Conflicts With Surrounding Areas

Southwest Corner of North Green Bay Road and West Kendall Avenue

The existing commercial use on the southwest corner is compatible with the commercial land uses to the east. The existing land use, a service-oriented business, is low-intensity and has a nominal amount of traffic, is somewhat incompatible with the residential neighborhood to the west. There is an ample number of parking spaces available on the site. Access to and from the business is somewhat limited due to the median in Green Bay Avenue. This median does not allow access to Kendall Avenue by northbound traffic on Green Bay Avenue, nor does it allow vehicles to turn left onto Green Bay Avenue from Kendall Avenue. This likely results in some customers driving through the residential area to exit or enter the subject site. Accordingly, there is potential for future conflicts with more intensive uses that would be permitted under the B-1 Zoning District. The close proximity and predominance of residential land use could also result in future conflicts with the wide and varied types of commercial uses that are permitted under the B-1 Zoning District.

Northwest Corner of North Green Bay Road and West Kendall Avenue

The existing commercial use on the southwest corner is compatible with the commercial land uses to the east. Even though the existing office land use is low-intensity, there is a small number of parking spaces available on the site, and there is spillover of parking from the site onto West Kendall Avenue. Therefore, as a result of the small size of the site, it is somewhat incompatible with the residential neighborhood to the west. Access to and from the business is problematic due to the median on Green Bay Avenue. This median does not allow access to Kendall Avenue by northbound traffic on Green Bay Avenue, nor does it allow vehicles to turn left onto Green Bay Avenue from Kendall Avenue. This likely results in some customers driving through the residential area to exit or enter the subject site. Accordingly, there is potential for future conflicts with more intensive uses that would be permitted under the B-1 Zoning District. The close proximity and predominance of residential land use could also result in future conflicts with the wide and varied types of commercial uses that are permitted under the B-1 Zoning District.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "O" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change the *southwest corner of North Green Bay Road and West Kendall Avenue* (Milwaukee Kitchen & Bath) from "Commercial" to "Commercial-Office." "Commercial-Office land use would accommodate professional and business offices with a low-intensity service/showroom component.

2. Change the *northwest corner of North Green Bay Road and West Kendall Avenue* (M.L. Fishman Building) from "Commercial" to "Commercial-Office." "Commercial-Office land use would accommodate professional and business offices.

Zoning:

1. Where the land use plan contemplates "Commercial Office", rezone "B-1 Business District" zoned lands to a zoning district to be substantially similar to the "B-3 West Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:
 - A. Professional services and administrative offices
 - B. General corporate headquarters offices
 - C. Medical and dental offices
 - D. Sales offices
 - E. Financial, insurance and real estate offices
 - F. Specialty service businesses with showrooms.
 - G. Studios for photography, painting, music, sculpture, dance or other recognized fine arts, with offices above the first level.
 - H. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

An area-wide design concept is not recommended at this time. New development on the subject site would be subject to design review.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

STUDY SUB-AREA "P": WEST GLENDALE AVENUE (SPRECHER BREWING, THE FORMER W.H. BRADY PROPERTY, AND THE FORMER EMJAY PROPERTY)

Study Sub-Area "P" includes the land area depicted on Exhibit Map 30, encompassing the B-1 Local Business District and M-1 Warehouse, Light Manufacturing, Office and Service District zoned portions of the Sprecher Brewing parcel, and the former W.H. Brady and Emjay parcels to the southeast, both of which are zoned M-1 Warehouse, Light Manufacturing, Office and Service District.

EXISTING LAND USE

Existing land use is depicted on Exhibit Map 31. Existing land use on the Sprecher Brewing parcel is industrial with accessory retail, including the manufacture of beer and soda on the M-1 zoned portion of the site, and retail sale of beer, soda and promotional items on the B-1 zoned portion of the site. The Emjay and W.H. Brady parcels were most recently utilized as office and warehouse uses, however, since the time that Emjay relocated its offices to Lydell Avenue the subject office building has been vacant and is currently up for sale. W.H. Brady is also vacant and up for sale, but is listed separate from the former Emjay parcel.

Surrounding land use is institutional, single-family residential and multi-tenant office/warehouse. The Evergreen Cemetery is west of the study area and the Glendale Avenue neighborhood is to the north and west. East of the study area is the Interstate Highway 43 right-of-way and the North Port Washington corridor, including office and warehouse uses in the Estabrook Corporate Park and the Glendale Technology Center. The surrounding area includes vacant Scott Paper Building, at 4513 N. Port Washington Road. This long underutilized building is proposed to be redeveloped as the Eastlake Towers Corporate Center, a Class A multi-tenant office development. Surrounding transportation land uses include the West Glendale Avenue and Interstate Highway 43 right-of-ways.

EXISTING ZONING

Existing zoning is depicted on Exhibit Map 32. A portion of the subject area is zoned B-1 Local Business District, the remainder is zoned M-1 Warehouse, Light Manufacturing, Office and Service District. Surrounding zoning is R-7 Residence District to the north, R-7A Residence to the west, M-1 Warehouse, Light Manufacturing, Office and Service District and P-D Planned Development District to the east.

LAND USE AND ZONING RELATED CONFLICTS AND ISSUES

Existing Conditions

Photographs of the building located within Sub-Area "P", including a portion of the public right-of-ways, are found on Exhibit Board 26, and are incorporated by reference as exhibits to this report.

Exhibit Map 30 Study Sub Area "P"

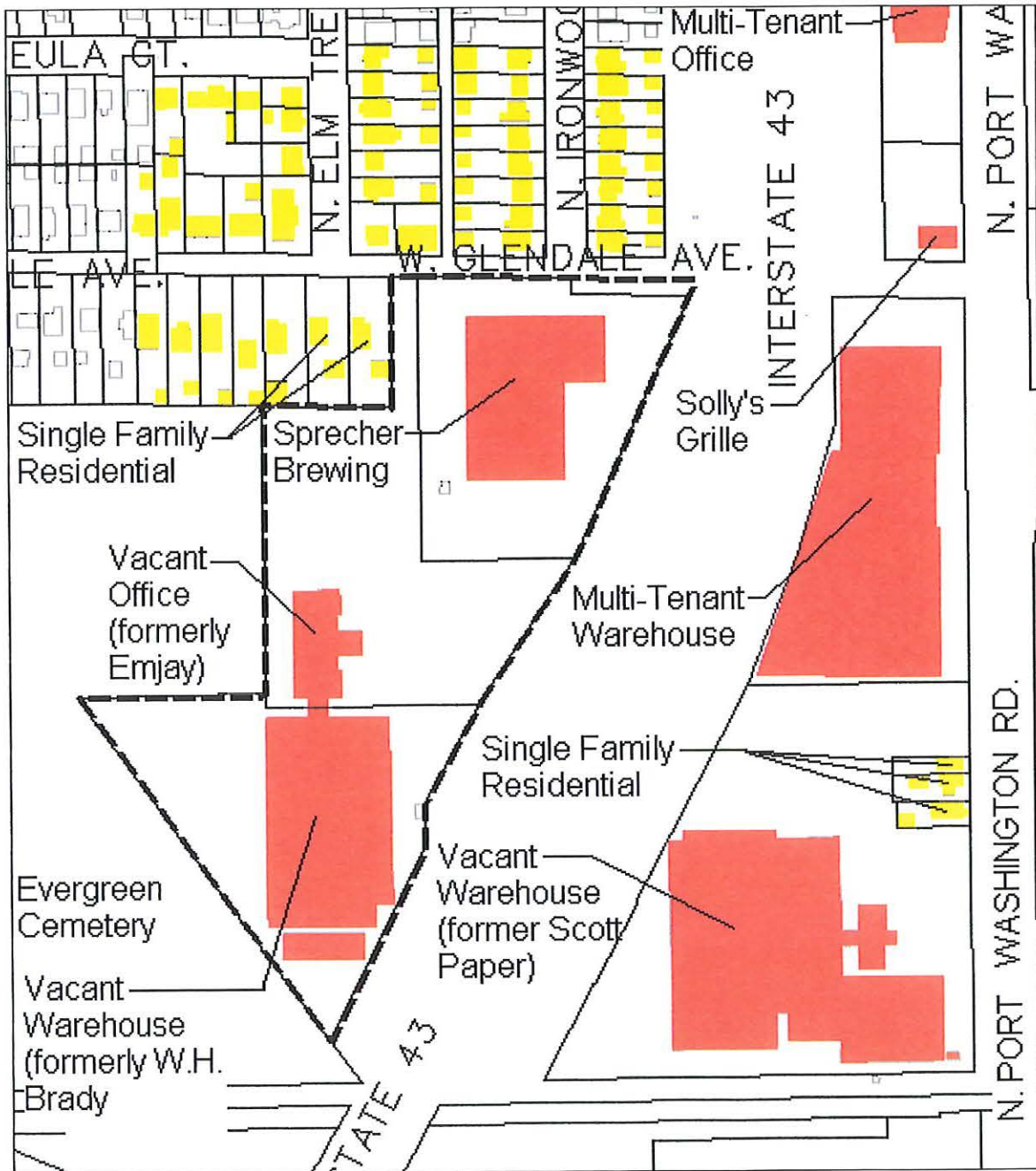


Exhibit Map 31 Existing Land Use

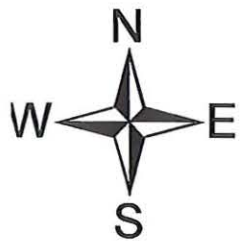
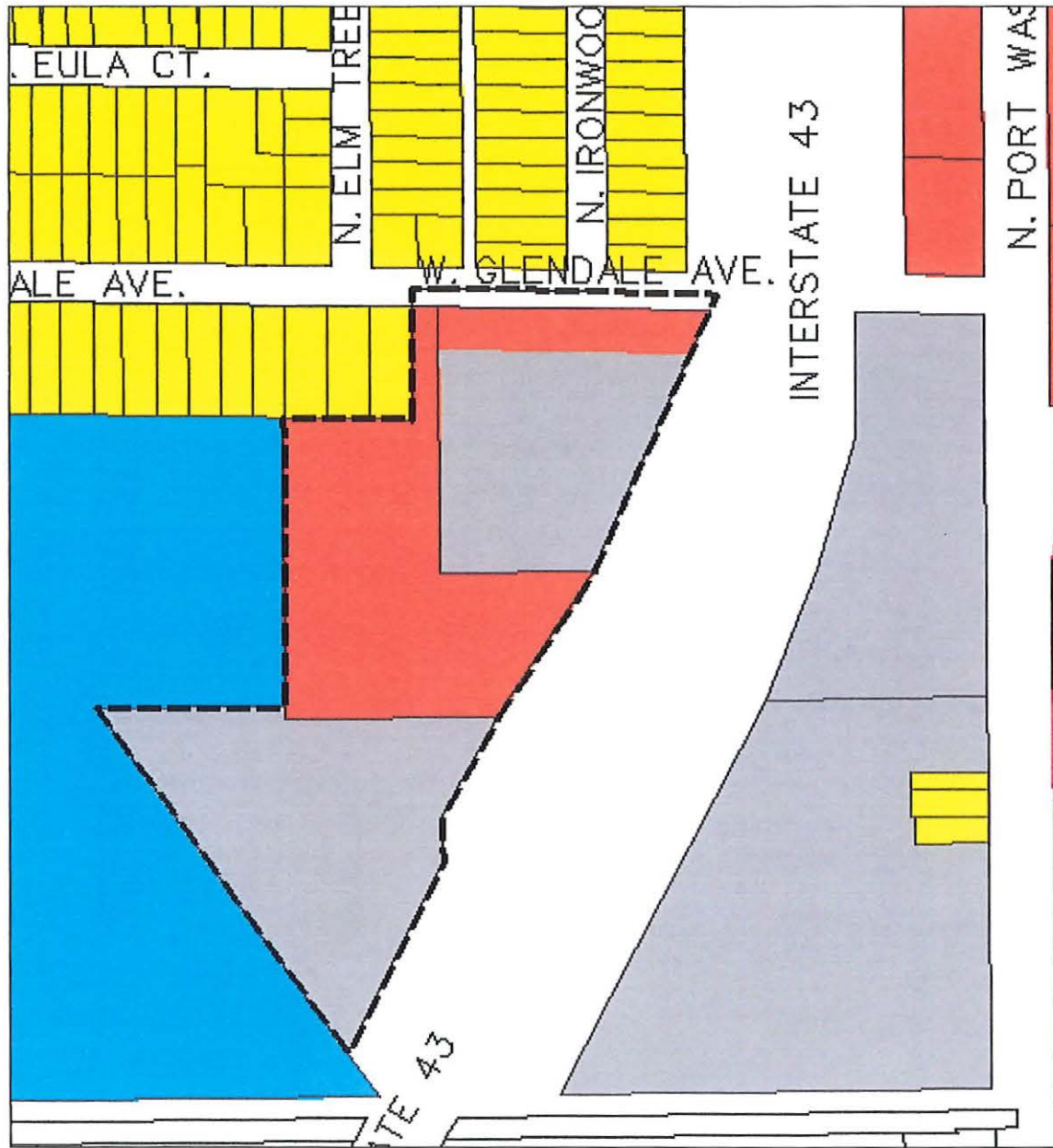
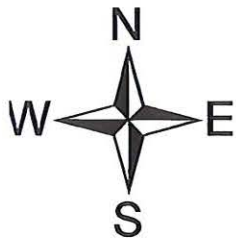
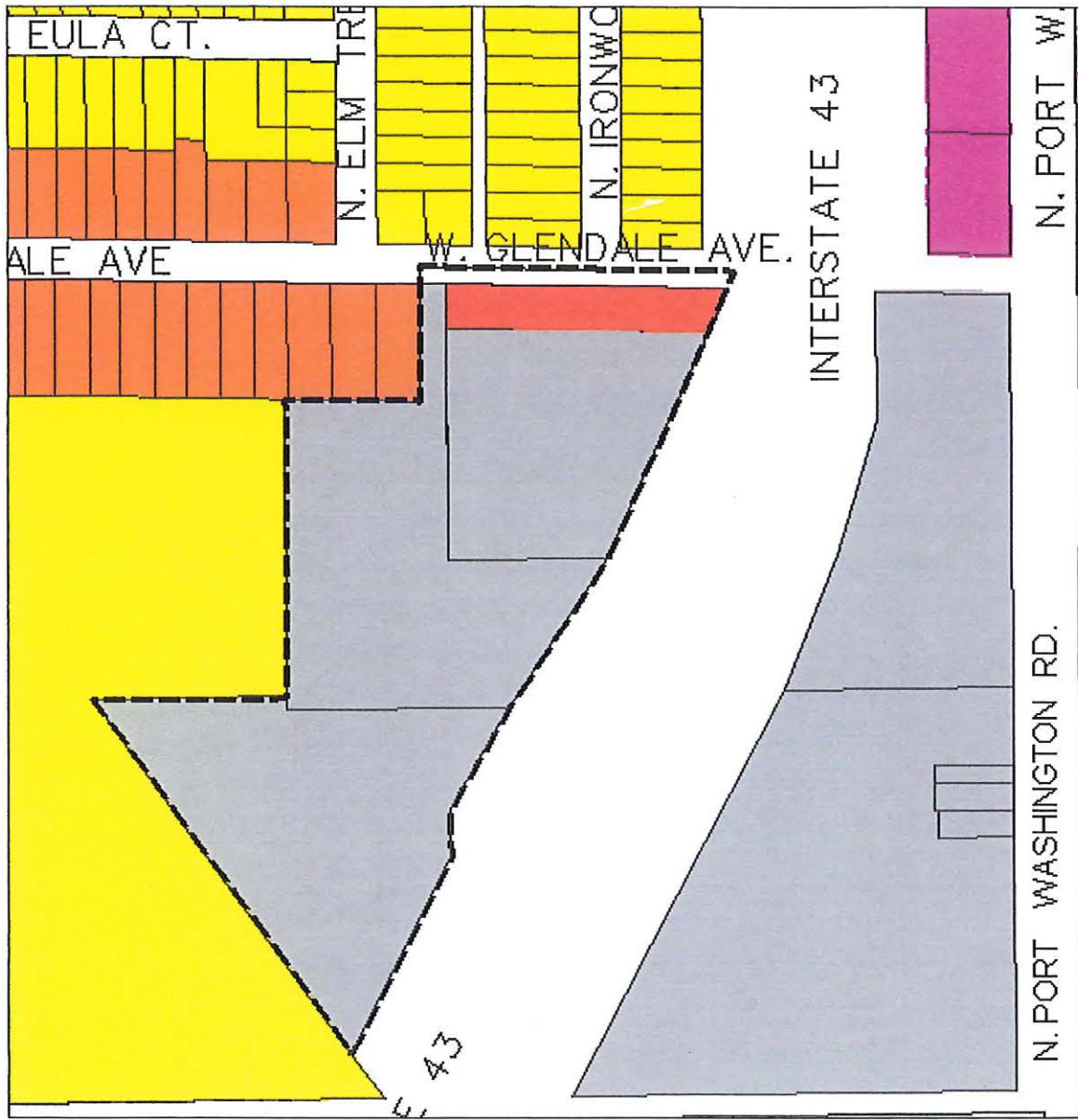


Exhibit Map 32 Existing Zoning



Existing Zoning	
	B-1 Local Business District
	R-7 Residence District
	R-7A Residence District
	P-D Planned Development District
	M-1 Warehouse, Light Manufacturing, Office, and Service District

Internal Land Use and Zoning Related Conflicts and Issues

The office building is the highest use among the three subject parcels. The Emjay and W.H. Brady sites were once a single office-warehouse site owned and operated by W.H. Brady. The now divided site has a single shared driveway entrance from West Glendale Avenue. Since the time that Emjay relocated to Lydell Avenue, the office building has been vacant and for sale. The extended duration of the office building vacancy and sale of the property is problematic, having a blighting effect on the surrounding uses.

The W.H. Brady warehouse is also vacant and up for sale. However, it is listed separate from the former Emjay parcel and is listed by a different real estate broker. A more intensive use of the warehouse site (with truck entry and exit from the site on the shared driveway with the office building, as well as truck loading and unloading), in combination with office use on the former Emjay site, may be a problem or concern that limits the potential of both sites.

The Sprecher Brewing site has been steadily improving with exterior improvements and site management. Given the existing use and management, there are not significant land use or zoning issues internal to the Sprecher Brewing site or involving the adjacent office and warehouse sites. The Sprecher Brewing site is substantially built-out, and future space to grow may be required.

The existing B-1 Local Business District zoning on the Sprecher Brewing parcel, and the M-1 Warehouse, Light Manufacturing, Office and Service District zoning on the Emjay and W.H. Brady parcels, would permit uses that could create future internal site issues and concerns.

Land Use and Zoning Related Conflicts and Issues With Surrounding Areas

Other than Solly's Grille, Sprecher Brewing is the only property in the vicinity that would allow retail uses that are permitted under B-1 Local Business District zoning. The remainder of the study area is zoned M-1 Warehouse, Light Manufacturing, Office and Service District. The surrounding adjacent area is zoned R-7 and R-7A Residence District (Glendale Avenue Neighborhood), as well as M-1 Warehouse, Light Manufacturing, Office and Service District and P-D Planned Development District (Glendale Technology Center). While existing land use and zoning conflicts with surrounding areas appear to be minimal, there is a potential for conflicts between the residential uses and possible future uses of the Sprecher site under the B-1 Local Business District zoning and the Emjay and W.H. Brady parcels under the M-1 Warehouse, Light Manufacturing, Office and Service District.

For planning purposes, the subject area should be considered as an extension of the Estabrook Corporate Park and the Glendale Technology Center. As the Estabrook Corporate Park and the Glendale Technology Center become fully developed, the subject area may become more attractive in the real estate marketplace.

PRELIMINARY RECOMMENDED ACTIONS

Land use and zoning recommendations for Sub-Area "P" include the following:

Comprehensive Plan:

Amend the Land Use Plan element of the Comprehensive Plan as follows:

1. Change "Industry" to "Commercial-Office with Light Manufacturing".

Zoning:

1. Where the land use plan contemplates "Commercial-Office with Light Manufacturing", rezone "B-1 Business District" and M-1 Warehouse, Light Manufacturing, Office and Service District zoned lands to a zoning district to be substantially similar to the "B-3 Silver Spring Drive Commercial District", except that the listed conditional uses would be as follows:

- A. Professional services and administrative offices
- B. General corporate headquarters offices
- C. Medical and dental offices
- D. Sales offices
- E. Financial, insurance and real estate offices
- F. Specialty Breweries with accessory retail sales
- G. Any other uses found to be a similar use by the Plan Commission or Community Development Authority upon review of application.

Where planned development would further the quality and character of urban site design, architecture and landscaping, the use of PD Planned Development should be encouraged.

Area-Wide Urban Design Concept:

At the time of new development the site would be subject to design review.

Implementation Body:

The City of Glendale Plan Commission should implement the adopted Vision Plan (Glendale 2021-Our Vision).

APPENDIX B

Plan Commission:

Plan Commission Resolution

A RESOLUTION APPROVING
THE B-1 LAND USE AND ZONING REVIEW-VOLUME II AND ADDENDUM
AND RECOMMENDING ADOPTION OF THE B-1 LAND USE AND ZONING REVIEW-
VOLUME II AND ADDENDUM AS AN AMENDMENT TO
THE COMPREHENSIVE PLAN, GLENDALE, WISCONSIN

WHEREAS, on September 24, 2001, the City of Glendale Common Council (the "Common Council") adopted "Glendale 2021-Our Vision, Report of the City of Glendale Visioning Committee" (the "Vision Plan") defining a vision for the future City of Glendale, and identifying a program of actions to implement and fulfill the vision; and

WHEREAS, Sections 62.23(2) and (3) of the Wisconsin Statutes provides that the function and duty of the Plan Commission is to prepare and adopt a Master Plan for the physical development of the City; and

WHEREAS, in August of 1976 the City of Glendale Plan Commission (the "Plan Commission") adopted a Comprehensive Plan for the City of Glendale, with subsequent amendments thereto over years; and

WHEREAS, the Common Council requested a review of the land use and zoning of all B-1 Local Business District zoned lands within the City of Glendale and, additionally, all lands within 1,000 feet of North Port Washington Road from West Marne Avenue to West Brentwood Lane; and

WHEREAS, the B-1 Land Use and Zoning Review-Volume II and Addendum, the second and third of three volumes of the study, includes all of the B-1 Local Business District zoned lands other than those located within 1,000 feet of North Port Washington Road from West Marne Avenue to West Brentwood Lane (that are included in the adopted B-1 Land Use and Zoning Review-Volume I); and

WHEREAS, over the course of the past three months the Plan Commission has met and discussed the B-1 Land Use and Zoning Review-Volume II and Addendum; and

WHEREAS, Section 66.1001 of the Wisconsin Statutes requires Common Council approval in order for a comprehensive plan amendment to take effect.

NOW, THEREFORE BE IT RESOLVED, the Plan Commission hereby approves the B-1 Land Use and Zoning Review-Volume II and Addendum, together with the supporting maps, plats, charts, descriptive and other explanatory materials that comprise the document, and pursuant to Section 66.1001(4) recommends that the Common Council conduct a Common Council Public Hearing and adopt the B-1 Land Use and Zoning Review-Volume II and Addendum as an amendment to the City of Glendale Comprehensive Plan.

RESOLUTION ADOPTED this 4th day of February, 2003.

CITY OF GLENDALE PLAN COMMISSION

R. Jay Hintze, Chairman

Attest:

Richard E. Maslowski, Secretary

APPENDIX C

Common Council:

Common Council Resolution
Notice of Public Hearing

A RESOLUTION ADOPTING
THE B-1 LAND USE AND ZONING REVIEW-VOLUME II AND ADDENDUM
AS AN AMENDMENT TO
THE COMPREHENSIVE PLAN, GLENDALE, WISCONSIN

WHEREAS, on September 24, 2001, the City of Glendale Common Council (the "Common Council") adopted "Glendale 2021-Our Vision, Report of the City of Glendale Visioning Committee" (the "Vision Plan") defining a vision for the future City of Glendale, and identifying a program of actions to implement and fulfill the vision; and

WHEREAS, Sections 62.23(2) and (3) of the Wisconsin Statutes provides that the function and duty of the Plan Commission is to prepare and adopt a Master Plan for the physical development of the City; and

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WHEREAS, the B-1 Land Use and Zoning Review-Volume II and Addendum, the second and third of three volumes of the study, includes all of the B-1 Local Business District zoned lands other than those located within 1,000 feet of North Port Washington Road from West Marne Avenue to West Brentwood Lane (that are included in the adopted B-1 Land Use and Zoning Review-Volume I); and

WHEREAS, over the course of several months the Plan Commission has met and discussed the B-1 Land Use and Zoning Review-Volume II and Addendum; and

WHEREAS, on February 4, 2003, the City of Glendale Plan Commission approved the B-1 Land Use and Zoning Review-Volume II and Addendum, and recommended that the Common Council Public Hearing be held, and that the Common Council adopt the B-1 Land Use and Zoning Review-Volume II and Addendum as an amendment to the City of Glendale Comprehensive Plan; and

WHEREAS, on March 24, 2003, the Common Council held a public hearing with the Plan Commission invited to attend; and

NOTICE OF PUBLIC HEARING

Adoption of the B-1 Land Use and Zoning Review – Volume II and Addendum As an Amendment to the Comprehensive Plan, Glendale, Wisconsin

Notice is hereby given that the Common Council of the City of Glendale will hold a public hearing on **Monday, March 24, 2003** at 8:00 p.m. in the Council Chambers of the Glendale Municipal Building, 5909 North Milwaukee River Parkway, Glendale, Wisconsin, to consider adoption of the B-1 Land Use and Zoning Review – Volume II and Addendum, as an amendment to the City of Glendale Comprehensive Plan.

The B-1 Land Use and Zoning Review - Volume II and Addendum includes the areas indicated on the map (see below). The study includes background information, historic land use and zoning context, existing land use, existing zoning, land use and zoning related conflicts and issues, and recommended actions pertaining to the comprehensive plan, zoning, and urban design.

The B-1 Land Use and Zoning Review - Volume II and Addendum may be reviewed at City Hall, office of the City Administrator, during normal business hours. A copy of the document will be provided on request.

At the public hearing, all interested parties will be afforded a reasonable opportunity to express their views and provide written comments.

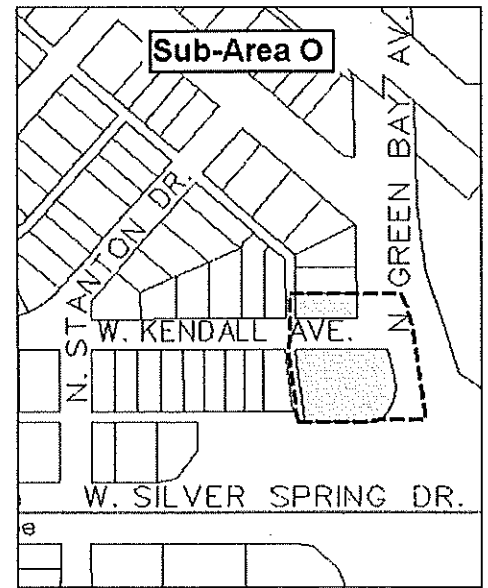
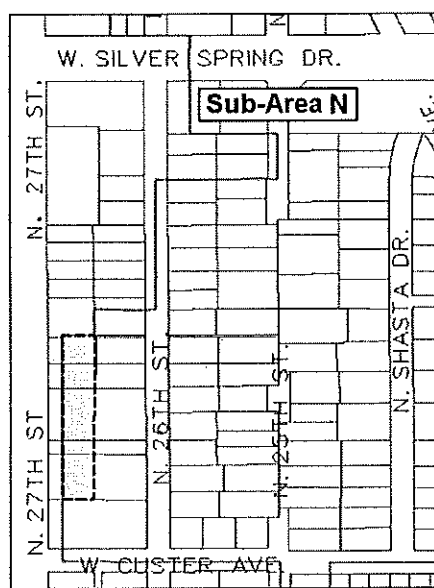
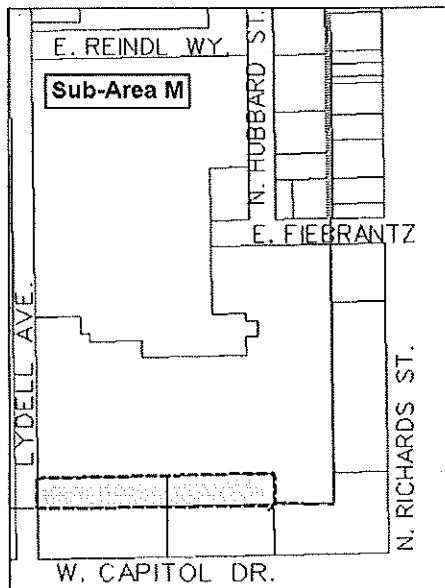
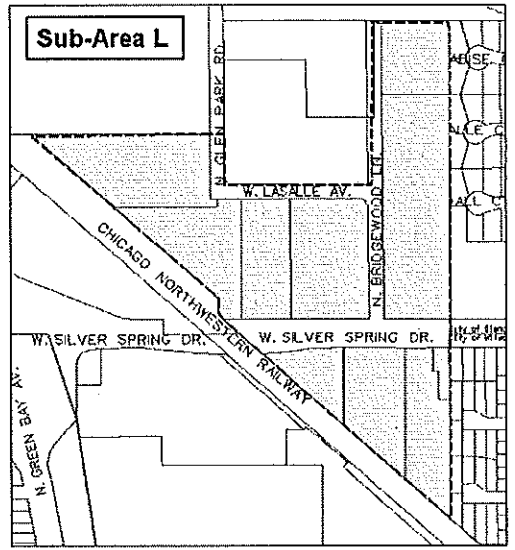
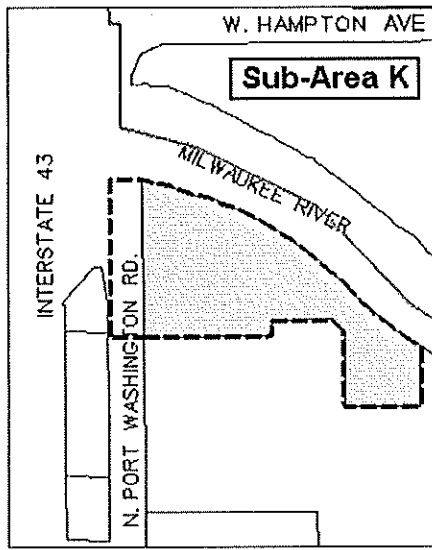
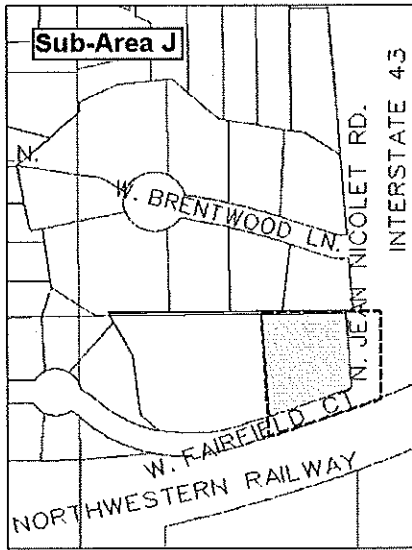
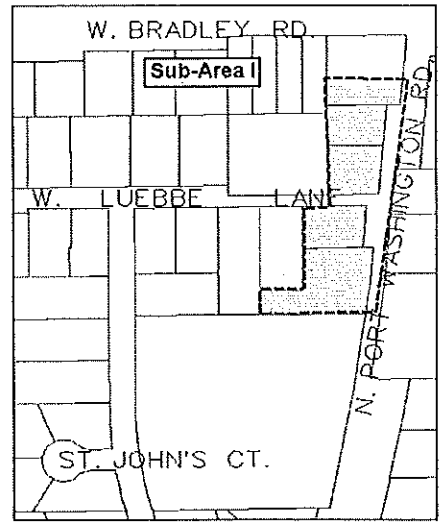
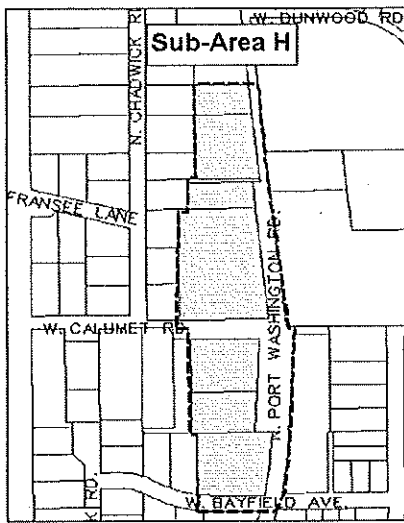
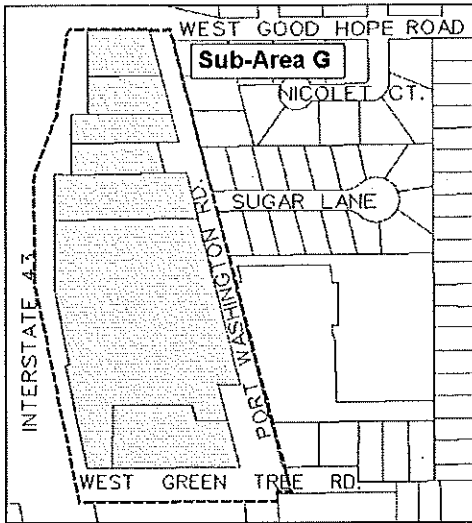
Dated this 5th day of February, 2003.

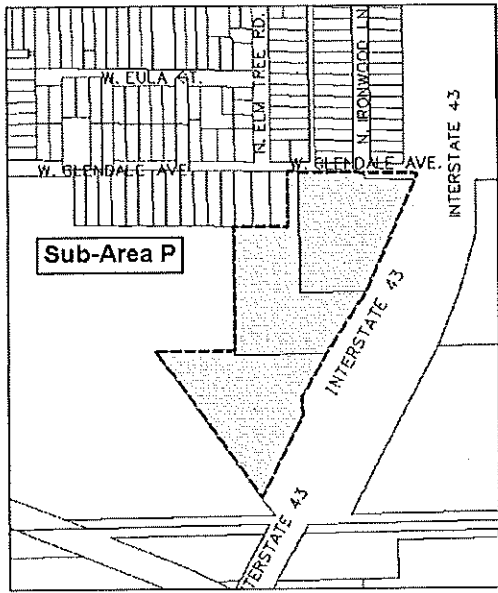
BY ORDER OF THE COMMON COUNCIL
OF THE CITY OF GLENDALE

Susanne M. Hanaman
City Clerk/Treasurer

Maps of B-1 Land Use and Zoning Review – Volume II and Addendum study areas:

TO BE PUBLISHED AT A FUTURE DATE





APPENDIX D

Land Development Goals and Objectives

Comprehensive Plan of Redevelopment
Commercial Center Land Development Goals and Objectives

Goal 1. Community Market Place and Commercial Space Needs

Public and private improvements that accommodate and provide a desirable mix of retail and office uses that serve the needs of the community and visitors to the community.

Objective: A mix of retail commercial that provides opportunities for the community and visitors to obtain a variety of goods and services, including specialty or boutique type stores, required for daily living, family fun and entertainment.

Objective: A mix of commercial office space that provides opportunities for the community to obtain professional and other services.

Objective: A mix of retail and office commercial space that provides opportunities for members of the community to establish retail stores and commercial offices to provide professional and other services within the community.

Goal 2: Community Character and Aesthetic Needs

Public and private improvements that fulfill the aesthetic character standards of the Community.

Objective: Building architecture, landscape architecture and site design that is compatible with community standards.

Objective: Public and private spaces that are accessible, functional and attractive from the standpoint of each of the various modes of transportation (automobile, public transit, bicycle, walking) by which people access and experience the commercial center.

Objective: Public and private spaces that enhance the livability, stability and value of the commercial center and the nearby residential neighborhoods, and that provides attractive, convenient and safe access from nearby residential neighborhoods and the larger community.

Goal 3: Community Gathering Place and Identity Needs

Public and private improvements that are attractive, vibrant, and stimulating and that, taken together, coalesce to form a community gathering place that the community can identify with and that creates a sense of civic pride. [Build a place that matters to people, where people want to be, and that creates a strong positive perception and lasting impression]

Objective: A desirable, mutually supporting and sustainable mix of commercial retail that provides opportunities for the community and visitors to obtain a variety of goods and services, including specialty or boutique type stores, required for daily living and family fun and entertainment, that will attract people to the commercial center as a destination.

Objective: Building architecture, landscape architecture and site design that is visually attractive and functionally complete, that will attract people to the commercial center as a destination.

Objective: Public space features (street lights, pedestrian lights, benches, bicycle racks, trash receptacles, uniform newspaper sales boxes, landscaping etc.) that are of high quality in terms of visual impact and functionality, that will attract people to the commercial center as a destination.

Objective: Accommodate the ability to access the commercial center by all the practicable modes of transportation, and to walk within the commercial district for the purpose of shopping, recreation or pleasure, in order to attract people to the commercial center as a community destination.

Goal 4: Crime Prevention, Policing and Security Needs

Public and private improvements should be designed, operated and maintained in a manner that is conducive to crime prevention, facilitates ease of policing, and addresses the security needs of the commercial enterprises, business occupants and patrons, visitors, nearby residential neighborhoods, and the community as a whole.

Objective: A public and private built environment that is attractive and well maintained in order to eliminate a perception of blight.

Objective: Business hours that are consistent for policing purposes, and that serve to reduce opportunities for late night mischief or criminal activity.

Objective: Provide street lighting, pedestrian lighting, parking lot and building lighting that is attractive, and conducive to policing and security needs.

Objective: Incorporate windows into building design to allow outside activity and movement to be observed, and allows inside activity to be policed.

APPENDIX E

City of Glendale Vision Plan
"Glendale 2021 – Our Vision"

Glendale 2021-Our Vision

Glendale

RICH PAST.
BRIGHT FUTURE.



Report of the City of Glendale Visioning Committee

Alderman Bob Whitaker, Facilitator
Barbara Ann Blackwell, Joseph Colacino, Bruce Cole, Dr. Jerome Cornfield,
Kristine Jenson, Ilmar Junge, David Kramer, Timothy Malm, Judy Nenno
and Mayor R. Jay Hintze

Adopted by the City of Glendale Common Council on September 24, 2001

TO: Mayor and Common Council
FROM: Alderman Bob Whitaker
DATE: September 24, 2001
SUBJECT: REPORT OF THE GLENDALE VISIONING COMMITTEE

Attached, in keeping with the action you commissioned, is the report of the Glendale Visioning Committee.

Although the Visioning process may have taken a little longer than anticipated, I believe that you will find that it was thorough and provided all Glendale citizens with a full and fair opportunity to participate in the direction of the community. Above all, you can rest assured that the Vision is based on the opinions of Glendale citizens. The Vision is grounded on the things the citizens of Glendale commonly value with a focus on building on what they consider the community's strengths. At the same time, there is substantial emphasis on turning around characteristics citizens consider to be present or potential weaknesses.

The Visioning Committee is indebted to the assistance provided by City Administrator Richard Maslowski, Glendale's Planning and Development staff and Peter Maier and the University of Wisconsin-Milwaukee Center for Urban Initiatives and Research. They provided valuable guidance, information and insight.

The Report of the Visioning Committee represents the consensus of the group. The Committee worked diligently with evening meetings every two or three weeks over much of the time since the summer of 2000. Beyond that, "homework" and reading assignments preceded nearly every meeting.

The entire Committee enjoyed developing a plan for the future of our community based on the desires of the citizens. That mission seemed to serve as the driving force in the process.

The Vision outlines an ultimate goal that broadly defines a future state that may require new directions and capabilities. The report also includes some directions and strategies that will help increase that chance of achieving the Vision.

Attachment

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SECTION 1.

Glendale 2021:Our Vision

In 2021, the citizens of Glendale have much to be proud of: their community is recognized as a model by urban planners, the economy of the community is thriving, the sense of community is strong and continues to build, and civic and neighborhood pride is a hallmark of Glendale.

Peaceful, stable and safe neighborhoods, most with very suburban environments, have mature trees and well-maintained homes. Neighborhoods have diverse amenities and distinct, unique attributes that add to the pride residents have in “their” neighborhood. Many Glendale neighborhoods include homes along lakes, rivers, streams, creeks and ponds giving residents a “country feel” just a few minutes from the center of metropolitan Milwaukee’s downtown.

Convenient and varied shopping abounds in Glendale led by a thriving Bayshore shopping area which is a regional destination. Upscale boutiques and restaurants in well designed groupings invite residents and travelers to stroll and gather along distinctive flower-adorned walks and enjoy a “European” style marketplace environment with fountains, benches, public art and sidewalk cafes. The City’s signature street lighting, City banners, markers, paving and public plaza add a distinctive character to the Glendale Centre, a mixed-use area along North Port Washington Road and West Silver Spring Drive.

The Milwaukee River is another focal point in the community. It hosts leisure and recreation activities from canoeing to fishing or just contemplating nature. An extensive system of green corridors, biking/walking trails and river walkways join the community’s neighborhoods, the City’s recreation center, commercial areas and Milwaukee County’s Oak Leaf Trail system, all adding to Glendale’s quality of life.

The area's mix of quality commercial architecture, site planning, landscaping and tasteful commercial signage blend well together to provide great visual interest without monotony.

A diverse economic base of single-family residential and commercial/industrial development provides a strong tax base which Glendale citizens enjoy while getting a great value for their tax dollar. The community is particularly attractive to families. Children benefit from the area's high quality schools and educational opportunities from grade schools to college all right within the community.

Citizens enjoy top quality and highly responsive police, fire and emergency medical services. Municipal services and the City's water system are also of top caliber.

Glendale residents treasure their green space. Landscaping surrounds not only homes, but commercial and industrial areas as well, maintaining the suburban environment and providing buffers where business and residential areas come together. County parks, neighborhood City parkettes and scenic parkways provide an added opportunity for residents to appreciate and experience nature. Community, ethnic and neighborhood festivals add a unique flair to the community's quality of life.

Over the years, development and redevelopment have made Glendale a much richer community with a wealth of vital business and industrial parks. And Glendale continues its programs to revitalize itself with its use of creative financing and progressive planning and development.

Glendale is recognized as a friendly community with lovely neighborhoods, low crime and a high quality of life. Glendale citizens feel part of and are proud of "their" community, which is considered the "gem" of the North Shore.

SECTION 2.

Introduction

Why do a Vision?

The rationale for conducting a Visioning process began with a motion made at the Glendale Common Council when the Council commissioned the Visioning study. The immediate value of the process is found in the combination of dollars expended by the Glendale Common Council for the study, the countless hours of work by the Visioning Committee and the existence of the Vision document as a guideline for planning and action based on the citizens' wishes. The true value of the process will only be realized by future residents of Glendale. Only they will reap the benefits of quality neighborhoods, community awareness and identity, green space and the other attributes of the Vision.

Who got involved?

In reality, all residents of Glendale and the Glendale business community had the opportunity to participate in the Visioning process through their ability to respond to the survey that was mailed to all residents and business operators. The process was introduced by Mayor R. Jay Hintze and approved unanimously by the Glendale Common Council. We had the benefit of participation of Glendale City staff members including: Richard Maslowski, City Administrator; Todd Stuebe, Director of Community Development and Planning; Mike Rambousek, Zoning and Planning Administrator; Jeff Fortin, Associate Zoning and Planning Administrator; and Mary Willis, Executive Secretary.

The Visioning Committee

The Visioning Committee consisted of 12 volunteers. They were: Barbara Ann Blackwell, Joseph Colacino, Bruce Cole, Dr. Jerome Cornfield, Kristine Jenson, Ilmar Junge, David Kramer, Timothy Malm, Judy Nenno, Alderman Bob Whitaker, Mayor R. Jay Hintze and the Glendale City staff members identified in the prior item.

The Consultant

Peter Maier and the staff of the Center for Urban Initiatives (CUIR) at the University of Wisconsin-Milwaukee assisted the Visioning Committee in developing the community forums, focus groups, conducting the survey and analyzing the survey results, formulating the vision and developing the plan of action to achieve the vision.

The Vision Development and Planning Process

Vision Committee member, Bob Whitaker, volunteered to serve as facilitator of the visioning and planning process and he drafted this document.

The Community Forums

Several hundred Glendale residents participated in the Visioning process through open community forums. Two forums were held in June of 2000 to obtain citizen opinions to provide overall direction for focus groups and the community survey. All residents were invited via mailed invitations to participate in the community forums. Residents were asked what they liked best about Glendale, what they would like changed and what concerns they had about the future.

The Focus Groups

Four focus groups were convened in September 2000 to address the same issues that were addressed by the Community Forums, but in greater depth

The Community Survey

During the first week of January 2000, a survey developed by the Visioning Committee was mailed to all City of Glendale property owners and business owners. A total of 5,324 surveys were mailed with a residential response rate of 36.5%.

Other Study Materials

Members of the Visioning Committee studied information provided by the City of Glendale City Administrator, Planning Department, the Southeastern Regional Planning Commission and the 2000 United States Census. This information included past and present demographic profiles, past and present planning and survey information, land use plans, zoning, signage ordinances, current planning information and other projections. The Committee also studied the visioning work of other communities. In addition, a visual study of the Port Road and Silver Spring business areas developed by the Glendale Planning Department was reviewed.

The Analysis

The forum results, focus group information, survey data, reports, projections and other research were shared with the Committee and discussed by the Committee at meetings over a nine month period.

The Vision

The Visioning Committee developed a Vision for Glendale that will serve as a guideline for future action, decision-making, policy-making and law-making in order to achieve the Vision. The "Vision Statement" at the beginning of this report is the heart of this report. The section titled "Taking Action: Achieving Our Vision" provides direction that is necessary to achieve the vision.

In the Spirit of Integrity

The Visioning Committee worked very hard to maintain the integrity of the survey results and follow the desires of the citizens of Glendale as expressed in the survey. While there was a wide diversity of opinions on some issues, the Committee ultimately deferred to the survey results for final direction.

SECTION 3.

Where Are We Now?

Glendale Today

Population, Gender and Age

Based on the recently released data from the Census 2000 "Profile of General Demographic Characteristics: 2000", the population of Glendale stands at 13,367. The largest age group in the population is the 45 to 54 years group at 16.0%, followed by the 35 to 44 years group at 13.8%, the 65 to 74 years group at 10.5%, the 25 to 34 years at 10.4%, and the 75 to 84 years group at 9.5%. Females comprise 53.6% of the total population, males comprise 46.4%. The median age of the current population is 45.6 years. Population age information for 1990 and 2000 is tabulated below:

Population by Age Group

	<u>1990</u>	<u>%</u>	<u>2000</u>	<u>%</u>
Under 5 years	703	5.0	578	4.3
5 to 9 years	751	5.3	709	5.3
10 to 14 years	799	5.7	772	5.8
15 to 19 years	720	5.1	750	5.6
20 to 24 years	567	4.0	500	3.7
25 to 34 years	1,887	13.4	1,393	10.4
35 to 44 years	2,058	14.6	1,839	13.8
45 to 54 years	1,611	11.4	2,136	16.0
55 to 59 years	757	5.4	757	5.7
60 to 74 years	902	6.4	624	4.7
65 to 74 years	1,536	10.9	1,405	10.5
75 to 84 years	1,207	8.6	1,271	9.5
85 years and over	590	4.2	633	4.7
Total	14,088	100.0	13,367	100.0

Households and Family Relationships

Census 2000 reports that there are a total of 5,772 households in the City of Glendale, of which 3,517 are family households (families), and 2,255 are nonfamily households. Average household size is 2.20 persons, average family size is 2.84 persons. The 1990 Census reported the number of households at 5,495, with 2.40 persons per household, and 3,755 families (1,740 nonfamily households), with 2.95 persons per family. Even though the number of households increased by 277 (5,772-5,495=277), the number of families

decreased by 238 (3,517-3,755=-238), and the number of nonfamilies increased by 515 (2,255-1,740=515). The following tables summarize 1990 and 2000 Household types and population relationships:

Household by Type		
	<u>1990</u>	<u>2000</u>
Total households	5,495	5,772
Family households (families)	3,755	3,517
With own children under 18 years	N/A	1,401
<i>Married-couple family</i>	3,241	2,887
With own children under 18 years	1,158	1,073
With no own children under 18 years	2,083	1,814
<i>Other family</i>	514	N/A
Male householder, no wife present	106	N/A
With own children under 18 years	31	N/A
With no own children under 18 years	75	N/A
Female householder, no husband present	408	476
With own children under 18 years	183	252
With no own children under 18 years	225	224
Nonfamily households	1,740	2,255
Householder living alone	N/A	1,938
Householder 65 years and over	N/A	934

Population Relationships		
	<u>1990</u>	<u>2000</u>
Total Population	14,088	13,367
In family households	11,074	12,711
Householder	3,755	5,772
Spouse	3,240	2,887
Child	3,772	3,295
Grandchild	45	N/A
Other relatives	222	277
Nonrelatives	40	480
In nonfamily households	2,061	2,255
In group quarters	953	656
Institutionalized	953	572
Noninstitutionalized	0	84

Income

Census 2000 "Age and Income" data have not yet been published; however, Census data from 1990 reported 1989 median household income at \$40,602 and median family income of \$47,506. Assuming that income grew at the same rate as the Consumer Price Index (CPI) for Urban Wage Earners and Clerical Workers-Milwaukee Racine Area, median household income for the year 2000 would be at about \$56,107 and median family income would be at about \$65,647.

Residential Housing

City records indicate that there are 3,987 residential buildings in the City, of which there are 3,786 single-family homes, 11 condominium projects (606 dwelling units), 117 duplex buildings (118 rental dwelling units), 2 three-family buildings (4 rental dwelling units), 40 four-family buildings (120 rental dwelling units), 1 six-family (6 rental dwelling units), and 30 apartment buildings (1,326 dwelling units). There are a total of about 6,118 residential dwelling units in the City. Single-family residential comprises 95% of the residential buildings (64.4% of residential units), condominiums 0.3% of residential sites (9.9% of residential units), duplexes, three-family, four-family and six-family comprise 4.0% of residential buildings (4.0% of residential units), and apartment buildings (including senior housing and assisted living) comprise 0.75% of residential buildings (21.7% of residential units). Residential housing in Glendale is available across a full range of pricing, and remains affordable for most families.

Commercial/Industrial Base

Commercial and industrial land uses in Glendale comprise a significant component of the property tax base that supports the delivery of government services including, among others, City of Glendale services and public school education. For the year 2001, combined commercial and manufacturing contributed about \$13,450,000 (43%) of property taxes, while residential contributed about \$16,815,000 (57%). Maintaining and improving the viability of the residential, commercial and industrial components of the property tax base is important to the well being of the citizens of Glendale.

External Forces

Highways

One of the strengths of the City of Glendale, and a competitive advantage with respect to other cities, is its proximity to Interstate Highway "43". Since its construction as a four lane divided limited access highway in the early 1960's, the freeway (originally United States Highway "141") fueled rapid commercial, industrial and residential growth in Glendale. Glendale residents perceive ease of access to the freeway and, in turn, the entire metropolitan area, as being important to their quality of life.

As suburbs and cities to the north continue to grow (Mequon, Cedarburg, Grafton, Port Washington, Green Bay), the freeway carries increased commuter and inter-City traffic volume. Over the years the Wisconsin Department of Transportation (WDOT), having jurisdictional responsibility for the freeway, has attempted to improve the freeway to safely accommodate the increased traffic volume. In recent years the WDOT has installed sound barrier walls, and reconstructed the West Silver Spring Drive interchange. Both projects resulted in controversy in Glendale, more specifically, the green color of the sound barrier walls, and the noise generated by "tined" (grooved) concrete pavement. Concerns pertaining to the freeway and future reconstruction include continued ease of access, the potential loss of further residential, commercial and industrial space, the aesthetic appearance of the freeway from surrounding lands, and noise.

Milwaukee Metropolitan Sewerage District

The Milwaukee Metropolitan Sewerage District (MMSD) is a state-chartered government agency providing wastewater services for 28 municipalities. With the exception of the City of South Milwaukee, the District's 420 square mile service area includes all cities and villages located within Milwaukee County, and all or part of the adjacent municipalities located in Ozaukee, Washington, Waukesha and Racine Counties. MMSD's mission statement is "to cost-effectively protect public health and the environment, prevent pollution and enhance the quality of area waterways". Most importantly, MMSD conveys wastewater to wastewater treatment facilities and treats the wastewater before releasing the water to Lake Michigan. MMSD has also become active in flood abatement and, most recently, has proposed a "Surface and Storm Water" rules that would be effective January 1, 2002. Other MMSD activities include water quality research and laboratory services, operating household hazardous waste and mercury collection programs, and involvement in various environmental partnerships.

Concerns pertaining to MMSD include flooding, sanitary sewer back-ups, and the impact of the proposed "Surface and Storm Water" regulations on redevelopment initiatives in Glendale.

Tax Differences

Prospective home buyers consider and weigh many factors, including local property taxes, in deciding where to live. Glendale takes pride in maintaining one of the lowest local property tax rates in Milwaukee County. This has been accomplished without sacrificing the quality or quantity of local municipal services. Equalized tax rates for 2000 and 2001 are tabulated below:

Equalized Net Tax Rates

	<u>2001</u>	<u>2000</u>
Glendale	26.02	26.35
Bayside	28.31	28.61
Brown Deer	28.05	27.71
Fox Point	26.70	27.35
River Hills	27.18	27.80
Shorewood	29.02	30.11
Whitefish Bay	24.89	26.91
 Milwaukee	 28.39	 26.52
 Cedarburg	 20.78	 21.75
Germantown	21.71	22.70
Grafton	21.14	20.42
Menomonee Falls	20.84	21.96
Mequon	17.83	19.41
Port Washington	21.18	21.35
Thiensville	21.74	23.08

State and Federal Funding

A portion of Glendale's operation and maintenance budget is funded from state shared revenue. Although the amount of state financial assistance is slowly declining on an annual basis, Glendale received \$1,923,232 in 2001. The majority of the state financial assistance, totaling \$1,004,100 in 2001, is in the form of transportation or road aids. The remaining categories are for utility taxes, tax exemption payments, expenditure restraint incentives and law enforcement training. Glendale receives no federal funding assistance for its operation and maintenance programs.

Glendale has benefited from several state and federal brownsfield grants; however, each year the grants have become more competitive as many other communities are now applying for the same grants. Finally, each year the City applies for and currently receives about \$44,000 (also declining over time) in Housing and Urban Development Community Development Block Grant funds that can be applied to projects that benefit low income areas, handicapped persons, and senior citizens.

SECTION 4.

A "Self" Audit

The community forums, focus groups and the survey provided a "self audit" of Glendale based on the citizens' opinions. This "self audit" was based on what citizens liked best about Glendale, what they would like changed and what concerns they had about the future. This information formed a natural strengths/weaknesses analysis as a basis for the Visioning process. Based on citizen input and ranked in order of their preference, following is a list of common values, strengths and weaknesses.

Things Glendale Citizens Commonly Value

- Quality and response of police, fire and emergency medical services
- Quality of schools
- Convenience of location
- Value gained from the tax dollar
- Stability of neighborhoods
- Walkable, safe neighborhoods
- Quality recreational opportunities
- Concern over appearance of public landscaping
- Concern over appearance of building design
- Proactive, efficient City government that is responsive to citizens

Our Strengths

- Convenient location and access
- Quality and response of police, fire and emergency medical services
- Quality and quantity of water supply
- Quality of public schools
- Quality of public services
- Sewer system
- Parks
- Mature trees
- Peaceful, safe friendly neighborhoods
- Quality of neighborhoods
- Suburban environment including lack of curbs and gutters
- Milwaukee River
- 4th of July celebration
- City property tax rate

Our Weaknesses

- Lack of sense of community identity
- Lack of action against poor residential property maintenance
- Lack of variety of upscale stores and restaurants
- Perception of crime
- Too many nursing homes
- Lack of young families
- Lack of City center
- Lack of policy to foster green space
- Poor appearance of some areas of City (South Port Road, Mill Road, South Green Bay Avenue)
- Low percentage of households with children
- Too much senior citizen housing
- Lack of features allowing residents to walk to stores
- Lack of continuity of streetscapes

SECTION 5.

General Direction: With No Special Action, Where Are We Going?

This section discusses what may happen in the absence of any attempt by the City to define and implement special actions that vary from actions that the City is already taking. While Glendale has various programs and actions underway, the existing programs and actions are not presented in a comprehensive format that allows citizens to perceive and understand the various programs and actions within the context of an overall policy framework.

The work of the City includes those activities related to assessing the value of real estate and personal property, collecting property taxes, and delivering essential local municipal services that are paid for utilizing those funds. Essential local municipal services include police protection, fire protection, public works, and City administration services.

Population and Families

The population of the City is impacted by new births, migration into and out of the City, and deaths. Glendale faces uncertainty regarding the population of young families with children. Based on the Census 2000, the over-60 year age group totals 3,933, or 29.4% of the total population of the City. The 25 to 34 year age group totals only 1,393, or 10.4% of the total population. As the over-60 year age group departs, there is uncertainty over whether or not the City will attract young families with children, or older age families without children; the concern being the declining enrollment of students in the local school districts and the impact that declining enrollment has on funding that is provided through the State of Wisconsin.

The migration of people into and out of the City may be impacted by the perceptions that potential residents have about the City as a place to live and raise families. Absent any special action by the City to attract a target age group such as young families with children, the overall population of the City will be driven by natural population attrition, the perception of Glendale as a place to live, and the motivation (based on perceptions) of potential buyers of existing homes as they become available in the residential real estate market place.

Taxes

As indicated in Section 3, in comparison to other North Shore communities, Glendale has maintained a relatively low property tax rate. The City has managed to deliver the essential local municipal services to citizens in an efficient, cost-effective manner. Over the past several years, the City has been proactive in the redevelopment of certain areas

of the City that were in a state of physical decline that threatened to spread to additional areas of the City. As the redevelopment project costs are repaid and the value of the new development joins the property tax base, the City will reap the rewards of a strengthened property tax base. However, even though the City has been proactive with respect to the economic development of the City, absent special action by the City in the form of ongoing targeted economic development, the property tax base may eventually deteriorate and, accordingly, for the same level of public services property taxes may increase by a greater amount than would have been expected from general inflationary pressures.

Housing Development

As a community that is substantially built-out, and given the existing zoning restrictions, the opportunities for new housing development have been limited. With the redevelopment initiatives that the City has undertaken in recent years, 165 units of senior housing were constructed (Silver Creek Village and Parkside Commons), and 100 additional units are approved (Parkside Commons). There have been 11 new single-family residential units constructed over the past three years. Absent any special actions on the part of the City to encourage or allow additional housing, there is little space available for housing development.

Commercial and Industrial Development

As recently as 1995, portions of the Glendale commercial and industrial base were blighted or appeared to be in a downward spiral. One of the major old-line industrial manufacturing areas, located south of West Hampton Avenue and east of I-43, was no longer contributing significantly to the local economy in terms of jobs, wages or property taxes. In the commercial area located along West Silver Spring Drive in the area west of North Sunny Point Road, commercial businesses operated in antiquated, deteriorated buildings, on properties containing contaminated soils. The City commenced to address the problems in the aforementioned areas and the projects, including the Estabrook Corporate Park, the Glendale Technology Center, and West Silver Spring Corridor Revitalization, have become important building blocks for the City. While there were disagreements over why the City should be proactive in economic development, what should be done, and how it should be accomplished, there has been little dispute that the results have been a significant positive contribution to the economic well being of the City.

As evidenced by the aforementioned redevelopment areas, in the absence of any special actions by the City, deterioration and decline may occur over time. Also, in the absence of a larger vision for the future of Glendale, City redevelopment projects are subjected to challenges of validity, particularly as to the first question of why the City is involved at all.

Green Space

For a built-out community lost green space is, for all practical purposes, irreplaceable. The City recently rezoned most of the identified remaining open space and green space, including the Milwaukee County owned park land, to C-1 Conservancy District. Absent any special action by the City, green space may not be preserved as an amenity for existing residents and future generations.

Watershed and Drainage

The bucolic Milwaukee River, along with its tributary streams and channels, serves multiple purposes including, but not limited to, storm water drainage, recreation, and provides natural areas. The Milwaukee River is a significant natural asset and amenity for Glendale citizens, businesses, and visitors, affording a unique setting for riverfront homes and offices, and affords opportunities to experience natural beauty and panoramic views along the river course through Glendale. Other water bodies and stream channels, such as Glendale Lakes and Crestwood Creek, provide attractive and serene natural backdrops for comfortable residential living. Absent any special action by the City, there would be little ability to plan for or implement basin or channel improvement and management programs.

Civic Involvement

Without active civic involvement, the residents of a City are disconnected from understanding the purpose, intent, and limitations of the actions taken by local government. Without an understanding of the purpose, intent and limitations of local government actions, it is difficult for citizens to support the means or ends of local government actions and, as a result, citizens will either criticize the actions (from many possible directions), or will reserve judgment until after the fact. This creates an opportunity for a relatively small segment of the population to potentially derail actions that would benefit the entire community. Where citizens have been afforded the opportunity to participate in the planning future actions, citizens will understand the purpose, intent, and limitations of the plan, broad-based support can be attained for the plan, and the criticisms of those that declined the opportunity to participate can be understood in that light. Absent any special action by the City, civic involvement will likely ebb and wane according to the informed or uninformed perceptions pertaining to whatever issue may be before the City at a given point in time.

Streets, Highways and Traffic

Glendale grew as a City side-by-side with improvements to the street and highway transportation network that serves the City today. The construction of I-43 (then USH 141), which commenced in the early 1960's, provided quick access from Glendale to

downtown Milwaukee, fueling the explosion of suburban density single-family residential, highway strip commercial, and post-1960 industrial development found in the City. By 1980, Glendale was largely a built-out community. In addition to I-43, major north-south streets and highways include North Green Bay Avenue and North Port Washington Road. North Milwaukee River Parkway provides for north-south movement within Glendale. Major east-west streets include West Silver Spring Drive and West Good Hope Road. West Mill Road, West Bender Road, and West Green Tree Road provide additional east-west connections.

Even though the Glendale residential areas are somewhat fragmented by the Milwaukee River, various railroad corridors, and the I-43 right-of-way, all of the residential areas have tremendous ease of access to I-43 and the other major north-south and east-west streets and highways.

Streets are built to allow people to move between different locations. Streets primarily carry automobile traffic, although other modes of transportation such as transit, pedestrian and bicycle should be accommodated. The volume of automobile traffic on a street generally depends on the nearby land uses, with the lowest traffic volume on local residential streets, the highest volume on arterial streets (freeways), and something in between on collector streets that gather traffic between local and arterial streets. Retail businesses seek locations that they perceive makes them relatively easily accessible to a population base that seeks to make purchases. Accordingly, retail enterprises are generally located on busy streets and, also, streets in commercial areas tend to be designed to accommodate the traffic volumes that retail land uses are likely to demand. The point being that traffic is essential and should be expected in some areas of a thriving commercial district. However, traffic and land uses need to be balanced and managed so that traffic will not exceed the safe capacity of the street.

Absent special actions by the City, the party with jurisdictional responsibility (Wisconsin Department of Transportation, Milwaukee County, City of Glendale) would likely maintain the streets under their respective jurisdiction with little consideration of impacts or issues that affect the interests of the other jurisdictions.

Crime

Based on the Glendale Police Department 2000 Annual Report, retail theft continues to be the largest contributor to the City crime rate. In the year 2000 there were 347 reported incidents of shoplifting. Also during 2000, there were no homicides and no reported sexual assaults. During 2000, a total of 789 arrests were made, of which 118 were repeat offenders and 671 were first time arrests. Absent any special action by the City, it would be expected that criminal activity would continue to fluctuate around existing levels. Absent any special actions by the City, physical decline or deterioration within any particular area of the City may result in increasing levels of criminal activity.

Home Maintenance (Code Compliance)

The City of Glendale currently has a code compliance upon change of ownership program under which at the time of sale, the property is inspected and, where code violations are identified, the property is required to be brought into compliance with the applicable code. The City also has a property maintenance code and minimum housing code, enforcement of which is triggered by citizen complaints, after which the property owner is contacted and the property is required to be brought into compliance.

SECTION 6.

Defining the Vision

Like most things involving public opinion, citizens involved in the community forums, focus groups and the survey had varying opinions on some subjects. However, for development of the Vision, the Visioning Committee focused on issues that received common support from the research.

Overall, the survey showed that with some exceptions, the majority of Glendale residents are pleased with the direction the City is moving. After a detailed analysis, the Visioning Committee felt that the key issues on the minds of residents were not structural in nature, but rather issues of direction and process. As a result, the Visioning Committee felt confident that the Vision and the desires of the citizens could be accomplished with the commitment of the Common Council, various commissions and boards and the City staff.

In order to focus the community's efforts on achieving the Vision, the Visioning Committee based its work on the common values, strengths and weaknesses identified in the community forums, focus groups and survey listed in Section 3. Once the Vision was complete and agreed upon, the Visioning Committee took on the task of providing actions that will dramatically improve the chance of achieving the Vision. The actions are designed to maintain the strengths and improve the areas of weaknesses using the common values as a guide.

During the initial efforts of the Visioning process in mid-2000, residents indicated that several issues, which had been prominent in their minds over the past several years, had been addressed by City government and were no longer perceived as stumbling blocks. These issues included:

- The ability of citizens to be heard and have a voice in government.
- The responsiveness of elected officials and City staff.

With these issues in the process of resolution, the Visioning Committee focused its efforts on the following key issues identified in the research:

Maintaining or enhancing:

- The quality and response of police, fire and emergency medical services
- The quality and quantity of water supply
- The quality of public schools (to the degree the City can)
- The quality of public services, City streets and common areas
- The City's sewer system and, to the degree the City can, the Metropolitan Milwaukee Sewerage District services to the City of Glendale
- Our own parks and, to the degree the City can, the Milwaukee county parks

- The trees on City land and, to the degree the City can, trees on private property
- The peacefulness, safety, friendliness and quality of our neighborhoods
- The suburban environment of our community
- The Milwaukee River, streams, creeks, ponds and lakes
- The 4th of July celebration and other neighborhood and ethnic festivals
- The value for the dollar of City property tax

Improving:

- The sense of community identity
- Residential property maintenance
- The variety of upscale stores and restaurants
- The amount and perception of crime
- Prohibiting additional nursing homes
- Increasing the number of young families
- Upgrading the City's shopping areas along North Port Washington Road and West Silver Spring Drive
- The strength of policies and actions to foster green space
- The appearance of areas of City including the south portion of North Port Washington Road, West Mill Road and the south portion of West Green Bay Avenue
- Increasing the percentage of households with children
- The features allowing residents to walk to stores
- The continuity of streetscapes

And, reducing:

- The percentage of non-owner occupied housing

SECTION 7

Taking Action: Achieving Our Vision

The Glendale of this vision requires a continuous commitment from elected officials, City staff, appointed members of boards and commissions and citizens as a whole. Achieving the vision will require difficult decisions that may not please all. And achieving the vision will also require enduring costs. However, we must not delay action due to cost, for delay will result in increasing costs, possibly to the point where the cost of achieving the vision is beyond reach. So, we must beware not to allow delays in action so as to make achievement impossible.

Achieving the vision will require action at all levels of government and the citizens. Elements of the Vision must be communicated to all departments, commissions and boards so that they can develop plans and carry out actions that will be in concert with the Vision. To that end, the following section of the Vision Report lays out components of the Vision followed by strategic actions that will assist in achievement of the Vision. The components are the paragraphs that make up the Vision.

SECTION 8-ACTION PROGRAMS

Vision Component 1

Peaceful, stable and safe neighborhoods (1.1) most with very suburban environments (1.2) have mature trees (1.3) and well-maintained homes (1.4). Neighborhoods have diverse amenities and distinct, unique attributes that add to the pride residents have in “their” neighborhood. (1.5) Many Glendale neighborhoods include homes along lakes, rivers, streams, creeks and ponds (1.5) giving residents a “country feel” (1.2) just a few minutes from the center of metropolitan Milwaukee’s downtown.

Actions Required

1.1 Peaceful, stable and safe neighborhoods

1.1A Focus police resources where problems exist.

1.1A1 Increase police presence in problem areas.

1.1A2 Develop a “tough on crime” reputation among those who want commit crimes.

1.1A3 Strengthen the reputation of Glendale as a peaceful community with safe neighborhoods.

1.1A3a Develop a communications program to reach key opinion leaders and audiences.

1.1A4 Seek businesses that will not attract criminal activity.

1.1B Focus Crime-Watch and Block-Watch programs where problems exist.

1.1C Become more proactive in enforcing property maintenance codes.

1.1C1 Educate public on property maintenance codes and how to report violations.

1.2 most with very suburban environments

1.2A Retain the elements of suburban environment including larger lot sizes than most area suburbs and a lower density of homes.

1.2A1 Maintain a population of approximately 14,000.

1.2A2 Retain the suburban environment without sidewalks, street lighting and curbs unless residents desire those amenities.

1.3 with mature trees

1.3A Develop a "Tree City" plan.

1.3A1 Adopt a "tree of the City" (Oak, Maple, etc.)

1.3A1a Have City staff and Beautification Committee select a variety.

1.3B Develop a program to provide trees to residents at discounts including "City tree."

1.3B1 Develop a cooperative program with financial incentives.

1.3C Develop a plan so all streets are edged with trees.

1.3D Expand City's program of tree planting on City land (along streets and common areas).

1.4 and well-maintained homes

1.4A Review codes to make sure that property maintenance codes will promote well maintained homes.

1.4A1 Strengthen code enforcement by developing routine follow-up procedures.

1.4A2 Include business and commercial in property maintenance codes.

1.4A3 Make codes more stringent.

1.4B Become more proactive with ongoing code enforcement for residential and commercial.

1.4B1 Inform residents how to make a complainant.

1.4B1a Mail post card notices among other methods of education.

1.5 Neighborhoods have diverse amenities and distinct, unique attributes that add to the pride residents have in "their" neighborhoods.

1.5A If desired, promote formation of neighborhood associations for development of relationships among neighborhoods.

1.5B Retain the diversity of amenities in neighborhoods by allowing residents to determine desired amenities.

1.5B1 If desired by area residents, install suburban grade curbs and Glendale's distinctive street lighting adapted to residential usage.

1.6 Many Glendale neighborhoods include homes along lakes, rivers, streams, creeks and ponds.

1.6A Work with Department of Natural Resources and other agencies to develop and implement plan to maintain and enhance quality of water resources in lakes, rivers, streams, creeks, natural ponds and detention ponds.

1.6A2 Preserve natural habitat and embankment surrounding these areas.

1.6B Control geese and other annoying critters along waterways.

1.6B1 Participate with state and local groups to control geese and other annoying critters.

Vision Component 2

Convenient and varied shopping opportunities abound in Glendale led by a thriving Bayshore shopping area, which is a regional destination (2.1). Upscale boutiques and restaurants (2.2) in well designed groupings (2.3) invite residents and travelers to stroll and gather along distinctive tree-lined, flower-adorned walks (2.4) and enjoy a “European” style marketplace environment with fountains, benches, public art and sidewalk cafes (2.5). The City’s signature street lighting, City banners, markers, paving (2.6) and public plaza (2.7) add a distinctive character to the Glendale Centre (2.8), a mixed-use area where North Port Washington Road and West Silver Spring Drive join.

Actions Required

- 2.1 Convenient and varied shopping opportunities abound in Glendale led by a thriving Bayshore shopping area that is a regional shopping destination.**
 - 2.1A Create public/private partnerships with Bayshore and other business groups to upgrade the quality of stores and the environment to attract North Shore residents.
 - 2.1B Strengthen property maintenance codes to include mandatory compliance for business properties.
- 2.2 Upscale boutiques and restaurants**
 - 2.2A Define desired retailers, develop a marketing program and proactively pursue them.
 - 2.2A1 Focus efforts only on businesses in the desired category.
 - 2.2A2 Increase marketing efforts for specific businesses with targeted efforts including marketing the specifications.
 - 2.2B Reduce the concentration of fast food restaurants on North Port Washington Road and improve the facilities of the remaining establishments.

2.3 in well designed groupings

2.3A Develop design standards to achieve desired results and have the Plan Commission and Community Development Authority (CDA) adopt and enforced them.

2.3A1 Adopt same standards for Planned Unit Developments.

2.3A2 Limit variances.

2.4 invite residents and travelers to stroll and gather along distinctive tree-lined, flower-adorned walks

2.4A Continue work to implement current plans along West Silver Spring Drive and expand along North Port Washington Road (south to West Hampton Avenue and north to West Green Tree Road).

2.5 and enjoy a "European" style marketplace environment with fountains, benches, public art and sidewalk cafes.

2.5A Refine plans for West Silver Spring Drive (North Port Washington Road to North Lydell Avenue) and expand along North Port Washington Road from West Green Tree Road to West Hampton Avenue).

2.5A1 Provide parking for customers and visitors adjacent to businesses where parking has been displaced by architectural features.

2.5A2 Incorporate European style fixtures and features. (See appendix A for specifics on "European style.")

2.6 The City's signature street lighting, City banners and markers, paving

2.6A Expand use of signature street lighting, City banners, markers and paving along North Port Washington Road from Glendale's northern to southern borders.

2.6B As a second phase of the planning, expand Glendale signature lighting, banners, markers and paving to West Good Hope Road and North Green Bay Avenue.

2.6C Expand use of signature street lighting, banners, markers and paving to other entrances of the City.

2.6D Offer signature street lighting (a residential adaptation) to those neighborhoods that want it.

2.7 and public plaza

2.7A Develop plan for plaza.

2.7A1 Work with Bay Shore and the Community Development Authority to develop the public plaza to potentially include "band shell" type structure, fountain, benches, flowers, sculpture garden, lighting, and place for farmers' and flower market.

2.7A2 Once plaza is complete, promote things like music programs, artisan displays and similar programs.

2.8 add a distinctive character to the Glendale Centre

2.8A Expand concepts developed for Silver Spring along Port Road.

2.8B Define and promote the Glendale Centre concept and use it as a unifying element for the shopping areas along the West Silver Spring Drive and North Port Washington Road area.

2.8B1 Set design standards for all buildings in Glendale Centre.

2.8B2 Utilize Glendale Centre identification on banners in the Glendale Centre area.

Vision Component 3

The Milwaukee River is another focal point in the community (3.1). It hosts leisure and recreation activities from canoeing to fishing or just contemplating nature (3.2). An extensive system of green corridors, biking/walking trails and river walkways join the community's neighborhoods, the City's recreation center, commercial areas and Milwaukee County's Oak Leaf Trail system (3.3), all adding to Glendale's quality of life

Actions Required

3.1 The Milwaukee River is another focal point in the community

3.1A Develop a strategy to make the River a focal point and instill that strategy into all actions related to the river.

3.1A1 Develop "river walk plan" to provide access where possible.

3.1A2 Work to connect river to neighborhoods, schools, City center through walking/biking trails.

3.1A3 Purchase land along the river and zone conservancy when there is a benefit to the community.

3.2 It hosts leisure and recreation activities from canoeing to fishing or just contemplating nature.

3.2A Work with County, DNR and other organizations and agencies like the Milwaukee River Watershed Association to maintain and improve water quality and recreational opportunities.

3.2A1 Seek to keep spillways and down-river dams from being removed.

3.3 An extensive system of green corridors, biking/walking trails and river walkways join the community's neighborhoods, the City's recreation center, commercial areas and Milwaukee County's Oak Leaf Trail system.

3.3A Develop plan for biking/walking trails and river walkways.

3.3B Coordinate work with County Government to gain best advantage of linking.

Vision Component 4

The area's mix of quality commercial architecture, site planning, landscaping (4.1) and tasteful commercial signage (4.2) blend well together to provide great visual interest without monotony.

Actions Required

4.1 The area's mix of quality commercial architecture, site planning, landscaping

4.1A Develop design quality standards that the Plan Commission and Community Development Authority adheres to in its actions

4.1A1 Standardized guidelines should be designed to make sure facilities have a quality and tasteful appearance.

4.1A2 Add design review.

4.1A3 Limit variances to true hardships as defined in state statutes.

4.2 and tasteful commercial signage

4.2A Continue to enforce current sign ordinance.

4.2A1 Limit variances to true hardships as defined in state statutes.

4.2B Upgrade standards for new construction.

4.2B1 Add design review.

4.2B2 Limit variances to true hardships as defined in state statutes.

Vision Component 5

A diverse economic base of single-family residential (5.1) and commercial/industrial development (5.2) provides a strong tax base (5.3) and Glendale citizens enjoy a great value for their tax dollar (5.4). The community is particularly attractive to families. (5.5) Children benefit from the area's high quality schools (5.6) and educational opportunities from grade schools to college all right in the community (5.7).

Actions Required

- 5.1 A diverse economic base of single-family residential**
 - 5.1A Focus residential development efforts on single family-owner-occupied housing.
 - 5.1A1 Utilize tax and other incentives to encourage rental units to go condominium.
 - 5.1B Prohibit additional nursing homes, senior housing and multi-family non-owner-occupied housing.
- 5.2 and commercial/industrial development**
 - 5.2A Set zoning guidelines to make sure that commercial/industrial development enhances quality of life, provides jobs and is environmentally friendly.
- 5.3 provides a strong tax base**
 - 5.3A Continue development and redevelopment activity needed to provide strong tax base.
- 5.4 which Glendale citizens enjoy while getting a great value for their tax dollar**
 - 5.4A Educate the public on the relationship between diverse development and property taxes.
- 5.5 The community is particularly attractive to families.**
 - 5.5A Continue to promote development to generate tax base that provides financial engine for school district.

5.5A1 Add a school representative to the Plan Commission.

5.5A2 Develop promotional materials including a City web site so realtors can gain greater awareness of the advantages of Glendale.

5.6 Children benefit from the area's high quality schools

5.6A Make sure City's actions enhance development and support of quality schools.

5.6A1 Seek opportunities to reduce costs through shared services between City and schools.

5.7 and educational opportunities from graded schools to college all right within the community

5.7A Make sure City's actions enhance development of quality schools at all levels.

Vision Component 6

Citizens enjoy top quality and highly responsive police, fire and emergency medical services (6.1). Municipal services (6.2) and the City's water system (6.3) are also of top caliber.

Actions Required

6.1 Citizens enjoy top quality and highly responsive police, fire and emergency medical services

6.1A Insure funding is available for equipment and personnel to ensure top quality service and response.

6.2 Municipal services are also of top caliber.

6.2A Build core Department of Public Works staff that can take care of basic duties.

6.2B Provide Department of Public Works with equipment that will enable a productive and efficient workforce.

6.2C Maintain roads in top quality condition.

6.2D Maintain clean common areas and bus stops.

6.3 and the City's water system are also of top caliber.

6.3A Continue to work with Water Commission to insure top water quality and supply.

6.3B Limit sale of water to other communities so as not to inhibit the supply of water for residents of owner-cities.

6.3C Continue to support and participate with other communities and organizations and to protect Lake Michigan water quality and quantity.

Vision Component 7

Glendale residents treasure their green space (7.1). Landscaping surrounds not only homes, but commercial and industrial areas as well, maintaining the semi-rural feel (7.2) and beautifying and providing landscape buffers where business and residential areas come together (7.3). County parks (7.4), neighborhood City parkettes (small neighborhood parks) (7.5) and scenic parkways (7.6) provide an added opportunity for residents to appreciate nature. Community (7.7), ethnic (7.8) and neighborhood festivals (7.9) add a unique flair to the community's quality of life.

Actions Required

- 7.1 Glendale residents treasure their green space.**
 - 7.1A Make green space a priority in all City actions.
 - 7.1A1 Develop landscaping requirements for all property usage.
 - 7.1B Purchase open land and zone as conservancy when there is a benefit to the community.
- 7.2 Landscaping surrounds not only homes, but commercial and industrial areas as well, maintaining the semi-rural feel**
 - 7.2A Increase landscaping requirements for new construction and remodeling.
 - 7.2B Require professional landscaping and site design for new commercial and residential construction.
 - 7.2C Develop minimum landscaping requirements for residential construction.
 - 7.2D Require ongoing maintenance of landscaping.
 - 7.2E Develop an expanded beautification program led by the Beautification Committee.
- 7.3 and beautifying and providing landscape buffers where business and residential areas come together**
 - 7.3A Develop and implement zoning and site design requirements for buffering business, industrial and retail areas from residential areas.

7.4 County parks,

7.4A Lobby and work with county government to make sure parkland is not lost or changed.

7.4A1 Maintain conservancy zoning for parklands.

7.5 neighborhood City parkettes,

7.5A Develop policy and supporting funding for parkettes.

7.5B Add additional parkettes.

7.6 and scenic parkways

7.6A Lobby and work with county government to make sure parkways are maintained and not lost or changed.

7.7 Community-wide festivals

7.7A Make sure that adequate resources, both financial and human, are available for the Fourth of July and other activities that are determined to be appropriate.

7.7A1 Encourage private funding to supplement public funding.

7.8 Ethnic festivals

7.8A Develop and implement policies to encouraging ethnic festivals that are held in the community.

7.9 neighborhood festivals

7.9A Continue policy of encouraging neighborhood block parties.

Vision Component 8

Over the years, development and redevelopment have made Glendale a much richer community (8.1) with a wealth of vital business and industrial parks (8.2). And Glendale continues its programs to revitalize itself with its use of creative financing (8.3) and progressive planning and development (8.4).

Actions Required

- 8.1 Over the years, development and redevelopment have made Glendale a much richer community**
 - 8.1A Review long range strategies and plans for business and industrial development and redevelopment every five years.
 - 8.1B Redevelop residential areas and add additional residential facilities where opportunities occur that are adjacent to existing residential areas.
- 8.2 with a wealth of vital business and industrial parks**
 - 8.2A Work to get more corporate headquarters in Glendale.
 - 8.2B Make sure businesses we attract are strong.
 - 8.2C Maintain a beneficial balance between residential and commercial land.
- 8.3 And Glendale continues its programs to revitalize itself with its use of creative financing**
 - 8.3A Work with League of Municipalities and Alliance of Cities to make sure state laws are favorable to revitalization.
- 8.4 and progressive planning and development**
 - 8.4A Fund community development planning and economic development, long range planning and zoning administration to achieve vision.

SECTION 9

Implementation - Improving the Chance of Achieving the Vision

Successful plans have built-in components to increase the probability that planned results are achieved. Since this is a Visioning Process, considerably more latitude can be exercised through the term of implementation, reducing the chance that the intention of the Visioning process will be achieved.

Typically, in a successful implementation of a planning exercise, a system of checking to make sure what is desired to happen is happening is employed. Review meetings, appraisals of progress and re-planning takes place.

To provide accountability to Glendale citizens, the Visioning Committee will meet annually to review progress.

Appendix A

Visioning Committee Meeting 7/11/2001

Revised Qualities/Definitions of:

I. European Style Marketplace

- has a quaint, unique, one-of-a-kind, non-commercial atmosphere,
- feels old-world, not old-fashioned
- upscale, independently-owned shops/boutiques, outdoor cafes, and restaurants dominate
- tasteful, unobtrusive signage
- architecture is of high quality, distinctive, and uses natural materials
 - incorporates space for a plaza with a fountain, which is the heart of the marketplace
- encourages walking
- sitting benches, flower planters, and perennial beds are prevalent
- landscaping/streetscaping is predominant and accents the area
 - brick pavers used in interesting patterns set the marketplace apart from surrounding areas
- has a sense of energy and liveliness
- has an open farmers market and/or a flower market
- has an area for live performances

II. Fast Food

- any national/regional franchise or chain that prepares food beforehand, and/or does not employ a wait staff, and does not have a drive-through window.
- examples of fast food establishments would be:
 - A & W Restaurants Inc.
 - Arbys
 - Back Yard Burgers Inc.
 - Boston Chicken
 - Bruggers Bagels
 - Burger King
 - Chick-fil-et
 - Culvers
 - Hardees
 - In N-Out Burgers
 - J Alexanders

Jack In the Box
Jacks Family Restaurants
Kentucky Fried chicken/KFC
McDonalds
Pizza Hut
Popeyes
Rally's Inc
Steak N Shake
Subway
Taco Bell
Quiznos (sub shop)
Waffle House
Wendys
White Castle