

CITY OF GLENDALE

NOTE MEETING PLACE:

**The Plan Commission will meet in the
David Hobbs Honda for the People Community Room
Richard E. Maslowski Community Park
2200 West Bender Road
Glendale, Wisconsin 53209**

AGENDA—PLAN COMMISSION

**Tuesday, September 24, 2019
6:00 P.M.**

1. Roll Call and Pledge of Allegiance.
2. Status Updates of the Comprehensive Plan Project.
3. Data Review and Analysis.
4. Information on Public Workshop.
5. Set Next Meeting Date.
6. Adjourn.

NOTICE: This is NOT a meeting of the Glendale Common Council. Although a majority of Council Members may be present, Council action will not take place.

-Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.-



City of Glendale Comprehensive Plan Update Data Inventory Highlights

Below is a summary of the most significant data points collected for the Data Inventory Report. Additional analysis and figures are included in the report that follows.

Issues and Opportunities Identified

- City population (12,868) has experienced slight decline since 2000 (-4% change), in a similar trend to surrounding North Shore communities, while the City and County of Milwaukee have seen small population increases over the same period.
 - Village of Bayside (-1.5% change)
 - Village of Brown Deer (-0.8% change)
 - Village of Fox Point (-4.6% change)
 - Village of River Hills (-4.7% change)
 - Village of Shorewood (-3.0% change)
 - Village of Whitefish Bay (-0.5% change)
 - City of Milwaukee (+0.4% change)
 - Milwaukee County (+1.7% change)

Regional Comparison: Population Trends, 1990 - 2017

	1990	2000	2010	2017	1990-2017 Change	2000-2010 Change	2000-2017 Change	2010-2017 Change
City of Glendale	14,088	13,367	12,872	12,868	-9.5%	-3.8%	-3.9%	0.0%
Village of Bayside	4,789	4,518	4,389	4,450	-7.6%	-2.9%	-1.5%	1.4%
Village of Brown Deer	12,236	12,170	11,999	12,076	-1.3%	-1.4%	-0.8%	0.6%
Village of Fox Point	7,238	7,012	6,701	6,706	-7.9%	-4.6%	-4.6%	0.1%
Village of River Hills	1,612	1,631	1,597	1,558	-3.5%	-2.1%	-4.7%	-2.5%
Village of Shorewood	14,116	13,763	13,162	13,367	-5.6%	-4.6%	-3.0%	1.5%
Village of Whitefish Bay	14,272	14,163	14,110	14,099	-1.2%	-0.4%	-0.5%	-0.1%
City of Milwaukee	628,088	596,974	594,833	599,086	-4.8%	-0.4%	0.4%	0.7%
Milwaukee County	959,275	940,164	947,735	956,568	-0.3%	0.8%	1.7%	0.9%
Wisconsin	4,891,769	5,363,675	5,686,986	5,795,483	15.6%	5.7%	7.5%	1.9%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 1970-2010 Census.

- Using seven different population projection calculations, it is estimated that the City can expect flat or slightly declining population over the next 20 years. Using the same projections and including the smaller average household sizes projected over the next 20 years, 300 – 750 new households are projected in 2040.

City of Glendale: 2040 Population Projections

Projection Method	2010*	2017**	2020	2025	2030	2035	2040
Compounded Growth 1990-2017 (2)	12,872	12,868	12,745	12,542	12,342	12,145	11,951
Compounded Growth 2000-2017 (2)	12,872	12,868	12,783	12,644	12,505	12,369	12,234
Compounded Growth 2010-2017 (2)	12,872	12,868	12,866	12,863	12,861	12,858	12,855
Linear Growth 1990-2017 (1)	12,872	12,868	12,732	12,507	12,281	12,055	11,829
Linear Growth 2000-2017 (1)	12,872	12,868	12,780	12,633	12,486	12,340	12,193
Linear Growth 2010-2017 (1)	12,872	12,868	12,866	12,863	12,861	12,858	12,855
WisDOA Population Projection	12,872	-	12,870	12,710	12,590	12,710	12,660

*Source: U.S. Census Bureau, 2010 Census.

**Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

Source: Wisconsin Department of Administration, 2013 population estimate.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

- The City median age has stabilized since 2000 (about 46 years old) along with the percentage of the population over the age of 65 (about 24 percent), while most surrounding communities, Milwaukee County, the state, and nation are all experiencing aging populations.

Regional Comparison: Age Distribution, 2010 -2017

	Median Age			Percent Under 18			Percent Over 65		
	2000	2010	2017	2000	2010	2017	2000	2010	2017
City of Glendale	45.6	46.8	45.7	19%	19%	18%	25%	23%	24%
Village of Bayside	46.5	48.0	47.6	23%	24%	22%	21%	21%	22%
Village of Brown Deer	42.2	41.8	41.9	20%	21%	22%	19%	17%	19%
Village of Fox Point	43.5	45.6	46.2	24%	23%	23%	20%	18%	19%
Village of River Hills	45.7	49.5	50.1	25%	24%	22%	15%	19%	25%
Village of Shorewood	37.8	37.2	35.6	21%	19 %	22%	15%	13%	15%
Village of Whitefish Bay	38.2	39.6	39.7	29%	30%	30%	12%	11%	14%
City of Milwaukee	31.0	30.0	31.0	29%	27%	26%	11%	9%	10%
Milwaukee County	34.0	34.0	35.0	26%	25%	24%	13%	12%	13%
Wisconsin	36.0	38.5	39.2	26%	24%	23%	13%	14%	16%

Source: U.S. Census Bureau, 2000 Census, 2006-2010 & 2013-2017 American Community Survey 5-Year Estimates

- Since 2000, the percentages of African American residents (now 14 percent, from 8 percent) and people of Hispanic or Latino origin (now 4 percent, from 2 percent) have increased, making the City more diverse.

Race or Ethnicity	2000	2010	2017
White	87%	79%	79%
African American	8%	14%	14%
American Indian	0.2%	0.2%	0.3%
Asian	3%	3%	4%
Other	0.6%	0.8%	0.6%
Two or More	1%	2%	2 %
Hispanic or Latino	2%	4%	4%

**Source: U.S. Census Bureau, 2000 Census, 2006-2010 & 2013-2017 American Community Survey 5-Year Estimates*

- Poverty has increased somewhat in the community for both families (4 percent) and individuals (8 percent) since 2000. Additionally, **30 percent of households in the City are cost burdened**, meaning that they spend greater than 30 percent of their total income on housing.
- The number of owner-occupied housing units in Glendale has been declining, (69 percent in 2017, down from 79 percent in 2000).
 - Village of Bayside (80 percent)
 - Village of Brown Deer (66 percent)
 - Village of Fox Point (84 percent)
 - Village of River Hills (97 percent)
 - Village of Shorewood (46 percent)
 - Village of Whitefish Bay (82 percent)
 - City of Milwaukee (42 percent)
 - Milwaukee County (50 percent)
- Median household income (\$35,250 in 2000 and \$35,286 now) and per capita income (\$18,396 in 2000 and \$22,578 now) have been relatively flat for the past 20 years. In all surrounding communities these metrics have gone up over that same time period.

	Median Household Income			Per Capita Income		
	2000	2010	2017	2000	2010	2017
City of Glendale	\$54,722	\$60,437	\$65,992	\$30,328	\$34,300	\$38,380
Village of Bayside	\$88,027	\$82,930	\$99,125	\$49,357	\$47,952	\$53,105
Village of Brown Deer	\$50,765	\$60,429	\$61,225	\$25,628	\$28,133	\$30,921
Village of Fox Point	\$79,941	\$96,350	\$118,281	\$48,469	\$59,221	\$64,126
Village of River Hills	\$166,116	\$186,154	\$156,944	\$94,479	\$102,527	\$101,137
Village of Shorewood	\$48,602	\$59,691	\$68,306	\$32,950	\$38,953	\$44,695
Village of Whitefish Bay	\$80,693	\$106,845	\$111,069	\$39,609	\$52,877	\$57,687
City of Milwaukee	\$32,216	\$35,921	\$38,289	\$16,181	\$18,884	\$21,627
Milwaukee County	\$37,879	\$43,215	\$46,784	\$19,939	\$23,740	\$26,933
Wisconsin	\$43,791	\$54,598	\$56,759	\$21,271	\$26,624	\$30,557

**Source: U.S. Census Bureau, 2000 Census, 2006-2010 & 2013-2017 American Community Survey 5-Year Estimates*

- Since 2010, median rents in the City are essentially unchanged (\$1,011 per month in 2017), while monthly owner-occupied costs (from \$1,625 per month, to \$1,724 per month) and median owner-occupied unit values have also been relatively stable (from \$215,300, to \$212,000).
- In 2017, Glendale's household size was smaller (2.3 persons per household) compared to the City of Milwaukee (2.5 persons per household), Milwaukee County (2.4 persons per household), and the nation (2.5 persons per household).

Regional Comparison: Household Characteristics, 2000 - 2017

	Total Households			Owner-Occupied Housing Units			Average Household Size		
	2000	2010	2017	2000	2010	2017	2000	2010	2017
City of Glendale	5,770	5,888	5,629	79%	66%	69%	2.32	2.19	2.29
Village of Bayside	1,773	1,776	1,809	91%	79%	80%	2.55	2.47	2.46
Village of Brown Deer	5,134	5,057	5,429	78%	64%	66%	2.37	2.37	2.22
Village of Fox Point	2,824	2,689	2,777	91%	81%	84%	2.48	2.49	2.41
Village of River Hills	590	590	570	95%	92%	97%	2.76	2.71	2.73
Village of Shorewood	6,539	6,209	6,016	57%	44%	46%	2.10	2.12	2.22
Village of Whitefish Bay	5,457	5,323	5,229	89%	82%	82%	2.60	2.65	2.70
City of Milwaukee	232,188	230,221	230,463	45%	44%	42%	2.50	2.49	2.53
Milwaukee County	377,729	383,591	382,027	53%	51%	50%	2.40	2.40	2.44

Source: U.S. Census 2000-2010, 2013-2017 American Community Survey 5-Year Estimates

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Glendale, Wisconsin Opportunity Analysis

Northwest Health & Recreation

- Regional Medical & Healthcare
- Recreation & Fitness Training
- Arts
- Technology
- Professional Services

Glendale Opportunities

- Major transportation infrastructure connects Glendale to the Greater Milwaukee region and surrounding communities
- Extensive parks, greenways and trails provide recreation and open space
- Strong neighborhoods connect to community assets
- Diverse business mix drives economic opportunity in clusters throughout the City
- Strong recreation assets make Glendale a regional destination
- Redevelopment and reuse opportunities to further expand tax base
- Corporate headquarters as major employers

Good Hope & Green Bay

- Personal & Professional Services
- Financial Institution
- Recreation & Fitness
- Multi-Family Residential

Hotel & Hospitality

- Newly Constructed Hotels
- Neighborhood Scale Retail

Port Washington Retail Corridor

- Regional Retail
- Personal & Professional Services
- Office

Bayshore Town Center

- Destination Retail
- Dining & Entertainment
- Professional Services
- Education
- Medical & Healthcare

Glendale Technology Center

- Medical & Healthcare
- Manufacturing
- Food Processing & Production
- Education
- Hospitality

Glendale Industrial Park

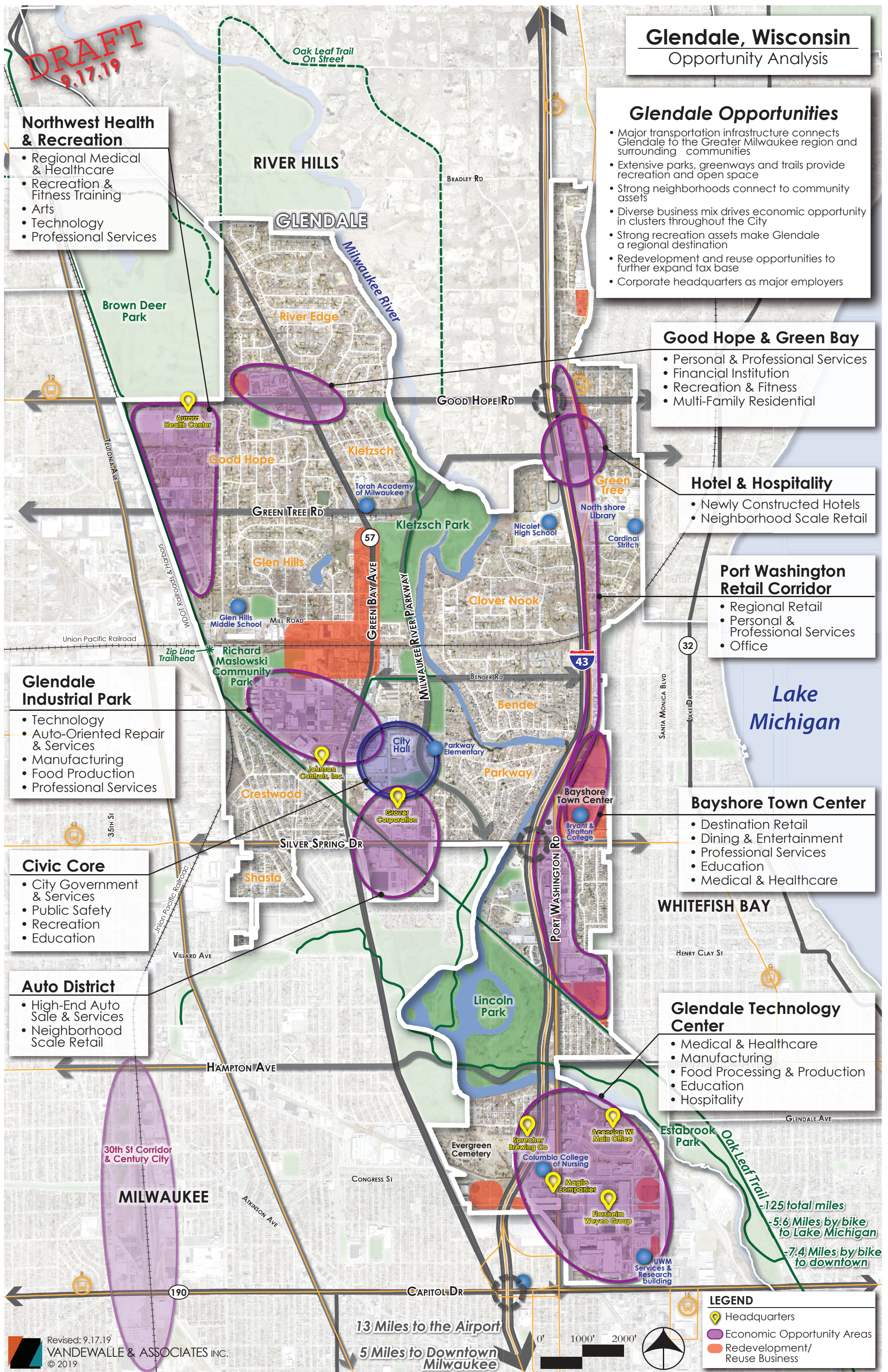
- Technology
- Auto-Oriented Repair & Services
- Manufacturing
- Food Production
- Professional Services

Civic Core

- City Government & Services
- Public Safety
- Recreation
- Education

Auto District

- High-End Auto Sale & Services
- Neighborhood Scale Retail



Lake
Michigan

WHITEFISH BAY

MILWAUKEE

LEGEND

- Headquarters
- Economic Opportunity Areas
- Redevelopment/Reuse Business

13 Miles to the Airport

5 Miles to Downtown Milwaukee



0' 1000' 2000'

-125 total miles
-5.6 Miles by bike to Lake Michigan
-7.4 Miles by bike to downtown