

CITY OF GLENDALE
PLAN COMMISSION MEETING MINUTES

Tuesday, September 24, 2019

The City Plan Commission Meeting convened in the David Hobbs Honda for the People Community Room, Richard E. Maslowski Community Park, 2200 West Bender, Glendale, Wisconsin (Glendale City Hall is being reconstructed), for a Special Plan Commission meeting.

Roll Call Plan Commission: Present: Mayor Bryan Kennedy, Commissioners Kyle Mack, Karn Cronwell, Fred Cohn, Josh Wadzinski, Phillip Bailey, Amanda Seligman.

Other Officials and Staff present: Rachel Safstrom, City Administrator, Todd M. Stuebe, Director of Community Development, and Candice Green, Deputy Clerk/Treasurer.

Guest Speakers: Jolena Presti and Meredith Perks, Vandewalle & Associates.

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised Thursday, September 19th, 2019, of the date and time of this meeting, the agenda was posted to the official bulletin board in City Hall, copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who have requested were sent copies of the agenda.

PLEDGE OF ALLEGIANCE.

The Members of the Plan Commission, City staff and all those present pledged allegiance to the flag of the United States of America.

MATTERS TO BE CONSIDERED.

Status Update of the Comprehensive Plan Project. The 2040 Comprehensive Master Plan re-write is taking place based on outreach, data inventory, and opportunity analysis.

Meredith Perks, with Vandewalle & Associates, reviewed status updates pertaining to the outreach, data that has been gathered, and opportunities that are being analyzed. Community outreach efforts included two events; Music in The Glen concert series held at Richard E. Maslowski Community Park on Wednesday, August 14 and Root Beer Bash that was held at Richard E. Maslowski Community Park on Saturday, August 24. According to Ms. Perks, the public input gathering stage is going very well. During the two attended events, information tables were set up with activities for residents & opportunities for them to share their thoughts and ideas on what they would like to see in Glendale and in their neighborhoods in general. There were many people of different backgrounds and ages who were sampled. Questions and input were kept brief, but there was good feedback. The information was at a high level, but the representatives from Vandewalle & Associates are looking forward to additional opportunities to speak with Glendale residents.

According to Glendale residents, some of their favorite destinations are the library, parks, and greenways. Some residents enjoy the Pick n' Save at the Northeast end of Glendale and Bayshore. Trader Joe's was one of the places residents also identified as being one of their favorite spots.

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Some comments made about Bayshore by residents were that they wanted more information about what was involved in the redevelopment of the mall; many stated they would like to see more anchor tenants, diversification, and quality of the stores that are going into the mall space.

Commissioner Seligman asked what happens to this data once it is collected? Ms. Perks replied that it will be compiled into a summary document which will be in the appendix of the final Comprehensive Plan document.

Jolena Presti, with Vandewalle & Associates also commented that some of the data gathered can be taken to planned out-reach events and shared with participants.

Mayor Kennedy asked if the information that has been gathered from residents in reference to Bayshore could be compiled and sent to him and City Administrator Safstrom. The developer would be interested in knowing what residents would like to see at Bayshore. Vandewalle

Ms. Perks stated that some additional concerns of residents were the need for safer bicycle and pedestrian areas. Additional areas of concern for Glendale residents was the current business climate for diversity, support of local and small businesses, improvements to parks i.e. splash pads and more shade tree areas.

Vandewalle & Associates is planning at least two more events and would like to get the City's assistance in determining what types of events are best.

Commissioner Cohn asked how many residents of the residents whose opinions were sampled understood what was being asked and the purpose of the questions as they related to the 2040 Comprehensive Plan? Ms. Perks stated most of the residents appeared to have a fairly good idea of the purpose of the questions, but most did not know specifically that the City was developing a Comprehensive Plan and the outreach was an initial introduction of the concept to a lot of residents who were spoken to.

Mayor Kennedy stated that of the residents that he directed toward the Vandewalle booth at the Whiskey Belles Music in the Glen, he was letting them know the purpose of the interaction.

Ms. Perks stated that some residents may have been somewhat intimidated by the maps and other materials that were used during these outreach events; but that the City Newsletter and other announcements good tools to get the word out about the Comprehensive Plan.

Data Review and Analysis for the Comprehensive Plan Project.

Data Inventory: Detailed data analysis that is an appendix to the plan will be available for review. Anyone wanting to find out specific demographic information will be able to find it in the Appendix of the Comprehensive Plan document. The Data Inventory will be more detailed than the memo that was shared at this Plan Commission Meeting along with the update. Much of that the information that will be shared in the Appendix comes from the 2010 census and/or the American Community Survey.

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The Data Inventory consisted of population trends that have been identified in Glendale in the last 27 years. Glendale has experienced a 4% decrease over last 17 years; however, that remains in line with similar communities in the immediate region.

Commissioner Cohn asked if there is there a breakdown of where the 4% decrease is coming from. Commissioner Cohn noticed in the information that from 1990-2017 there was almost a 10% decrease in the population in Glendale; wanted to know if the information had more detail as to how this population was lost.

City Administrator Safstrom commented that the County itself has seen a decrease, although not as large as Glendale's, the loss could be attributed to relocation of residents. Close to 25% of the population that is close to age 65 has remained stable.

Mayor Kennedy stated that Waukesha and Washington counties saw an increase at the same time. The percentage of residents under the age of 18 has not fluctuated much either. Residents age 30, 40, 50 are the demographic that appears to have been relocated to other areas.

Ms. Perks stated that the Population projection can be made using a few different methods. What makes the most sense for Glendale? Department of Administration (DOA) projection is included in the different strategies used in coming up with the number of new households projected for Glendale of 300-750 new households between now and 2040.

Commissioner Seligman questioned who did the extrapolation of this data. Ms. Perks replied that Vandewalle & Associates made the extrapolations and used some data from the DOA. All other data attributes are extrapolations made by Vandewalle & Associates. Commissioner Seligman questioned if this data represents a stable unchanging housing situation. Both City Administrator Safstrom and Ms. Presti replied that yes, these are stable and unchanging housing situations that were considered in this data extrapolation.

Ms. Perks added that new housing units can start to be included in this data when and if they should come on-line.

Commissioner Seligman stated that it appears that under the models that have been shared, there is a small decline in population expected but that there is also an expectation that there will be new households in Glendale without seeing a change in housing inventory. Ms. Perks responded that fewer people in households is where decrease will be seen. Commissioner Seligman stated that if there are fewer people, this model shows there would have to be new housing stock to support the 300-750 new households.

Ms. Perks explained that as part of the next steps in the Comprehensive Plan, we would select a strategy from the data inventory to depict how the City of Glendale would like to put into action the plan that is developed. This could mean that future land use demand needs would become part of plan. It is up to the City as to which one of these projections would be utilized to do the framework of the continued planning of the City.

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Commissioner Seligman stated that the Commission will need to be able to take the data seriously in deliberations as far as realistic population expectations. Ms. Presti answered that the numbers and multipliers are not the most important detail, that this is just a projection and the City would be projecting how we would like to see things in the future here. More of the thought process of how to get where the City wants to go would be made in terms of redevelopment and housing, for example.

City Administrator Safstrom stated that it would be nice to see growth here in Glendale, but none of the calculations seen are showing growth.

Mayor Kennedy asked if the City can realistically plan for growth? Would creating higher density in certain areas to allow for growth?

Ms. Presti explained that some communities really want to try and control their destiny through these types of projections rather than just wait and see what is going to happen.

Ms. Presti and Ms. Perks presented the Opportunity Analysis Map. Data showed that that the median household income in Glendale in the last 17 years was higher than county and state but below some of the other communities in the area.

Ms. Perks stated that the equalized value by land use has increased quite a bit across the board. Commissioner Mack asked if this information was based on tax assessments from the Department of Revenue. Ms. Perks responded that the information was obtained through the Department of Revenue.

Ms. Presti stated that the Opportunity Analysis is a portrait, or the geography of a Community and the goal of the opportunity analysis is for Vandewalle to get a strong understanding of the community's assets. Many different layers of analysis are on one map.

There are labels on the map to show where synergies/opportunities can be seen. Some areas reviewed by Vandewalle were employers, business locations & headquarters. Major destinations, transportation corridors, major thoroughfares, bus-lines, bike routes such as the Oak Leaf Trail, etc. Neighborhoods are important to the residents, so these were identified on the map.

Additional discussions centered around the potential of investment growth around 30th street and Century City. There is on-going development in the area that Vandewalle and Associates feels could have both positive and negative impacts on Glendale. Another area that Vandewalle and Associates felt was important to highlight is Downtown Milwaukee and its commuter ship, interstate systems and highways that are important to highlight on the map as well.

Commissioner Mack stated it would be a good idea to highlight Shorewood and Oakland (north of Capital), which is a lot closer to Glendale than the area around Century City which had been highlighted on the map.

Mayor Kennedy stated that Shorewood, Milwaukee, and Glendale were in talks of developing a multi-city Tax Incremental District for development and that it would be more relevant than Century City to Glendale.

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Commissioner Cohn asked if the bubble around 30th street could be removed. Vandewalle & Associates agreed to remove the bubble but leave labels.

Director Stuebe explained that it is a good idea to highlight perimeter corridors because the affects that those areas could possibly have on Glendale is important; the relationship is somewhat symbiotic.

The Plan Commission would like to change red bubbles to reflect redevelopment opportunities. Ms. Presti stated that the Green Bay Ave / Bender Rd area was not labeled with a title; however, she really felt that it is the community center/community core and that the City might potentially

like to label it as such. Mayor Kennedy stated that anything East of the freeway is cut off and that is the center of Glendale, which is all traversable by bike or walkable.

Ms. Presti stated she would like for the Plan Commission to come up with a term for the “heart of the city” i.e. downtown or city center. The explanation for the purple areas is that they are meant to call out areas of activity. Red areas are only areas where change is truly expected developmentally.

Information on Public Workshop. A Public Workshop or Stake Holder focus group is planned for October. Vandewalle and Associates are working to identify stakeholders to get in touch with them and are still setting date for this meeting.

Mayor Kennedy asked who the stakeholders are that have been identified. City Administrator Safstrom responded that they are businesses, schools, both public and private, and civic groups.

The Public Workshop will be held at Glen Hills Middle School. Potentially October 22 will be the date for the Workshop.

Mayor Kennedy stated November 5 is the regular scheduled date. This meeting will be held at the new City Hall. There was a consensus of the Commission to have the next special meeting on November 13 at 6:00 p.m.

Motion was made by Commissioner Seligman and seconded by Commissioner Cohn to adjourn the Plan Commission at 7:22 PM. Motion carried unanimously.

Candice Green, Deputy Clerk/Treasurer

Respectfully Submitted: Candice S. Green