CITY OF GLENDALE

PLAN COMMISSION MEETING AGENDA

Glendale City Hall
5909 N. Milwaukee River Parkway
Glendale, Wisconsin 53209

Wednesday, November 13, 2019
6:00 P.M.

1. Roll Call and Pledge of Allegiance.
2. Update on Outreach Events and Plan Process
3. Review of Draft Vision Graphic
4. Review Target Planning Area Map
5. Discussion of Next Steps
6. Set Next Meeting Date.
7. 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
Plan Commission Meeting
November 13, 2019

The following packet materials are provided to the Glendale Plan Commission for their review prior to discussion at the special Plan Commission on November 13, 2019. The packet contains:

Draft Vision Graphic The Vision Graphic is intended to provide the City and its residents with a concise, graphic document that lays out Glendale's vision for the future, identifies key principles and provides bulleted initiatives that could be implemented to achieve the Vision. This graphic was developed based on the Commission's feedback on the City's previous vision process, input from residents and staff. The Vision's initiatives will connect to Plan recommendations and will inform the development of the Plan. **We are asking for input from Plan Commission members on the Vision Statement, the five guiding principles and initiatives, as well as its design and layout.**

Target Planning Area Map The Target Planning Area Map builds from the Opportunity/Asset Analysis Map (an updated draft is also included in the packet materials) and takes a closer look at specific redevelopment opportunities in Glendale. The accompanying text provides a description of the character, potential uses, and redevelopment opportunities for the site. **We are asking the Plan Commission to provide feedback of this map and the accompanying text on the appropriateness of the identified target planning areas, the descriptions and proposed character and redevelopment. Plan Commissioners can offer suggested on alternative target areas, the clarity of the map, and the labels for the different areas.**

Glendale Vision for 2040

COMPREHENSIVE MASTER PLAN
Glendale Wisconsin
rich past • bright future
2040

DRAFT

The North Shore's natural and sustainable hub for diverse community living, lively commerce, high quality activities and entertainment

1. Build a unified Glendale identity

- Connect all neighborhoods to the Glendale identity
- Emphasize consistent branding and connection to Glendale's values and vision in municipal communications
- Increase community events that distinguish Glendale from other Northshore communities and display Glendale community pride
- Create a walkable, mixed-use gathering place for all Glendale neighborhoods and residents

2. Be a regional leader on sustainability and resiliency

- Engage community stakeholders in collaborative decision making and implementation of environmental quality plans
- Accelerate efforts to replace impervious surfaces with green spaces and green infrastructure
- Recruit new businesses and employers focused on environmental sustainability and water quality
- Partner with Northshore communities to advance best practices in stormwater management, energy efficiency, and community resiliency
- Establish an internal review and response mechanism for policies and critical infrastructure to increase city resiliency and progress

3. Cultivate strong, connected neighborhoods

- Maintain strong housing maintenance and rehabilitation standards
- Encourage neighborhood-based events and celebrations that bring other parts of the community to the neighborhood, removing boundaries and helping Glendale neighbors get to know each other across neighborhoods
- Review road and infrastructure between neighborhoods and key City destinations, prioritizing improvements to walkability and bikeability

4. Promote inclusion, diversity, and a high quality of life for all residents

- Create housing opportunities that provide life-cycle housing options for residents at all price points and life stages and promotes wealth generation
- Focus on growing local businesses by supporting local entrepreneurs and connecting residents with small businesses
- Highlight Glendale's cultural diversity through community events and opportunities for arts and culture
- Engage residents and community stakeholders through transparent communication and accountability
- Utilize context sensitive, environmental design to create streetscapes and public spaces that are safe, efficient, and enjoyable and enable residents to thrive

5. Capitalize on Glendale's connected location and grow its role in the region

- Continue to grow and enhance the greenway and trail system in Glendale and its connection to the regional system
- Continue partnerships with North Shore communities to pool resources and build efficiencies through collaboration
- Promote Glendale as a community of choice among North Shore suburbs as a diverse, active, and sustainable place to live, work, and locate a business

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Glendale, Wisconsin
Community Asset Analysis

Summary Notes
Community Wide 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 across the community connect to community assets
- Diverse business mix drive 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

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

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

Glendale Industrial Park
- Technology
- Auto-Oriented Repair & Services
- Manufacturing
- Food Production
- Professional Services

Bayshore Town Center
- Destination Retail
- Dining & Entertainment
- Professional Services
- Education
- Medical & Healthcare

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

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

Glendale Technology Center
- Medical & Healthcare
- Manufacturing
- Food Processing & Production
- Education
- Hospitality

RIVER HILLS
GLENDALE
MILWAUKEE
WHITEFISH BAY
Brown Deer Park
Oak Leaf Trail On Street
Milwaukee River
Bradley Rd
Good Hope Rd
Green Tree Rd
Silver Spring Dr
Hampton Ave
Capitol Dr
Bender Rd
Mill Road
Union Pacific Railroad
Teutonia Ave
WDOT Railroads & Harbors
Green Bay Ave
Milwaukee River Parkway
Port Washington Rd
Santa Monica Blvd
Lake Dr
Villard Ave
Henry Clay St
Glendale Ave
Congress St
Atkinson Ave
35th St
Aurora Health Center
Torah Academy of Milwaukee
Kletzsch Park
Nicolet High School
North shore Library
Cardinal Stritch
Glen Hills Middle School
Zip Line Trailhead
Richard Maslowski Community Park
Johnson Controls, Inc.
City Hall
Parkway Elementary
Grover Corporation
Bayshore Town Center
Bryant & Stratton College
Lincoln Park
Evergreen Cemetery
Sprecher Brewing Co
Acension WI Main Office
Columbia College of Nursing
Maglio Companies
Florsheim Weyco Group
UWM Services & Research building
Estabrook Park
Oak Leaf Trail
Lake Michigan
~125 total miles
~5.6 Miles by bike to Lake Michigan
~7.4 Miles by bike to downtown
13 Miles to the Airport
5 Miles to Downtown Milwaukee

LEGEND
- Headquarters
- Economic Opportunity Areas
- Redevelopment/ Reuse Business

0' 1000' 2000'

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City of Glendale
2040 Comprehensive Master Plan
Target Area Map
Draft Text

1. **Green Bay Ave and Mill Road**
   Central intersection with connection to community parks and commercial opportunity
   - Improve walkability with connected sidewalks and safe crossings
   - Create an identifiable district with branding and wayfinding
   - Explore opportunities for acquisition
   - Opportunity for redevelopment as walkable community district

2. **Civic Core**
   Glendale's existing hub of city government and services as well as public safety, education and recreation
   - Connect civic campus to Maslowski Park
   - Maximize public access to existing greenspace and scenic parkway areas
   - Maintain as employment center with office and research users
   - As property becomes available, transition industrial to higher user class

3. **Green Bay and Evergreen Cemetery**
   Redevelopment site with potential for increased connections to industrial and employment areas and new residential development
   - Opportunity for affordable housing and increased density
   - Extend infrastructure to connect Estabrook Blvd to Green Bay Ave
   - Potential collaboration with Ascension and other industrial park users for workforce housing or employee amenities

4. **Lydell Corporate Center**
   Large employment space (277,000 sf) with underutilized square footage and expansive impervious surface presents opportunities for environmental quality improvement
   - Reduce surface parking area with parking structure to free space for additional development or green space
   - Convert portion of paved parking area to green space and implement innovative stormwater management best practices
   - Consider new site plan that includes diverse housing options not found in other Glendale neighborhoods, including small lot neighborhoods or mixed-density housing designs

- Address or capitalize on the low visibility from Port Washington Road that makes retail or auto-oriented retail development difficult
- Possible brownfield site with remediation and redevelopment impacts

5. **Bayshore**
   A significant Glendale landmark, Bayshore serves residents and draws visitors to Glendale from across the region. The City should capitalize on Bayshore's redevelopment through pedestrian and intersection improvements and identifying complementary use opportunities
   - Prioritize pedestrian and intersection improvements to increase walkability and safety
   - Minimize barriers to the rest of Glendale and increase connection to surrounding areas
   - Identify redevelopment opportunities on Silver Spring and Port Washington Road that connect to Bayshore and extend the district
   - Connect Bayshore's energy and activity to surrounding corridors

6. **North Port Washington Road**
   Underutilized auto-oriented uses present neighborhood-scale redevelopment opportunity and transportation improvements
   - Potential mixed-use development that serves surrounding neighborhood, including retail that could serve churches, schools, businesses, and residents
   - Explore senior housing opportunity
   - Identify future cross section for Port Washington Road and consider pedestrian safety, sidewalk extensions, and intersection improvements
   - Collaborate with Fox Point on transportation improvements

Glendale, Wisconsin
Targeted Investment Areas

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RIVER HILLS
GLENDALE
FOX POINT
WHITEFISH BAY
MILWAUKEE

Oak Leaf Trail
On Street

Brown Deer Park
Kletzsch Park
Lincoln Park
Estabrook Park
Oak Leaf Trail
Evergreen Cemetery
Richard Maslowski Community Park
Zip Line Trailhead
North shore Library
Bayshore Town Center
City Hall

Milwaukee River
Milwaukee River Parkway
Lake Michigan

Bradley Rd
Good Hope Rd
Green Tree Rd
Silver Spring Dr
Hampton Ave
Capitol Dr
Glendale Ave
Calumet Rd
Bayfield Rd
Chadwick Rd
Port Washington Rd
Green Bay Ave
Brantwood Ave
Mill Road
Union Pacific Railroad
WDOT Railroads & Harbors
Bender Rd
Flint Rd
Florist Ave
Tedonia Ave
35th St
Villard Ave
Henry Clay St
Lancaster Ave
Marne Ave
Estabrook Blvd
Santa Monica Blvd
Lake Dr
Congress St
Atkinson Ave

North Port Washington Road
Green Bay Ave & Mill Road
Civic Core
Bayshore
Lydell Corporate Center
Green Bay & Evergreen Cemetery

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