

CITY OF GLENDALE

PLAN COMMISSION MEETING AGENDA

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

**Wednesday, January 15, 2020
6:00 P.M.**

1. Roll Call and Pledge of Allegiance
2. Review of Draft Vision Graphic
3. Review Target Planning Area Map
4. Plan Outline with Goals
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.



To: City of Glendale Plan Commission and Staff
From: Meredith Perks, Vandewalle & Associates
Date: Wednesday, December 25, 2019
Re: Packet Materials for January 15th Plan Commission

The memo below provides the City of Glendale Plan Commission an outline of the meeting agenda and key topics for discussion.

Topics for Discussion:

1. Vision Graphic
2. Target Areas and Land Use Changes
3. Plan Outline
 - a. Goals
 - b. Recommendations

1. Vision Graphic

- a. The Vision Graphic has been updated to reflect discussion and input at the last Plan Commission meeting
- b. Design improvements will be made, including making the vision statement more legible and determining the best layout and imagery

2. Target Areas and Land Use Changes

- a. The Target Area Map and text has been updated to reflect input from the last Plan Commission Meeting
- b. **Requesting Discussion and Input from Plan Commission Members:** During the meeting we would like to discuss the future uses and character you would like to see in these areas. The Comprehensive Master Plan has the opportunity to address preferred future land uses and indicate changes the City would like to see in the event that property turns over or becomes available.

Please review the Target Areas, particularly those listed below, and consider 1.) the type of land uses you would like to see in that area 2.) how that differs from



what is there now or should the uses stay the same 3.) what the character/feel of the area should be in the future

i. Specific areas to consider:

1. Mill Road corridor west of Green Bay Avenue (not currently a target area)
2. Target Area 1: Intersection of Green Bay Avenue and Mill Road
3. Target Area 7: North Port Washington and Calumet
4. Target Area 4: Lydell Corporate Center and the area North to Henry Clay Street

3. Plan Outline and Draft Project Goals

- a. Included in this packet is an outline of Plan chapters and draft goals. Please review these goals and be prepared to provide input on their content and direction.
- b. We would also like to brainstorm key recommendations for the Plan, based on the goals outlined. We would appreciate if you could provide input regarding recommendations on the **attached worksheet**.

Glendale Vision 2040



The North Shore's established hub of commerce, employment and entertainment that's rich with diversity and offers a bright and sustainable future of friendly neighborhoods, high quality education and recreation opportunities.

Build a unified Glendale identity

- Create an accessible, mixed-use gathering place for all Glendale neighborhoods and residents
- Emphasize consistent branding and connection to Glendale's values and vision in communications
- Increase community events that distinguish Glendale and display community pride
- Connect all neighborhoods to the Glendale identity



Capitalize on Glendale's central location and grow its role in the region

- Continue to grow and enhance the greenway system in Glendale and its connection to the regional system
- Continue partnerships with North Shore communities to collaborate, share resources and build efficiencies
- Promote Glendale as a community of choice as a diverse, active, and sustainable place to live, work, and locate a business
- Maximize transportation and regional infrastructure connectivity by maintaining high-quality roads, intersections, trails, and transit routes



Cultivate strong, connected neighborhoods

- Promote strong housing maintenance and rehabilitation standards
- Encourage neighborhood-based events and celebrations to bring other parts of the community to the neighborhood
- Find ways to remove boundaries and help Glendale neighbors get to know each other across neighborhoods
- Review road and infrastructure between neighborhoods and key destinations, prioritizing walkability and bikeability



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 North Shore communities to advance best practices in stormwater management, energy efficiency, and community resiliency
- Establish a policy and critical infrastructure review and response mechanism
- Prepare for and respond to potential future economic, housing, infrastructure, and natural resource demands due to environmental changes and future community growth



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Promote inclusion, diversity, and high quality of life

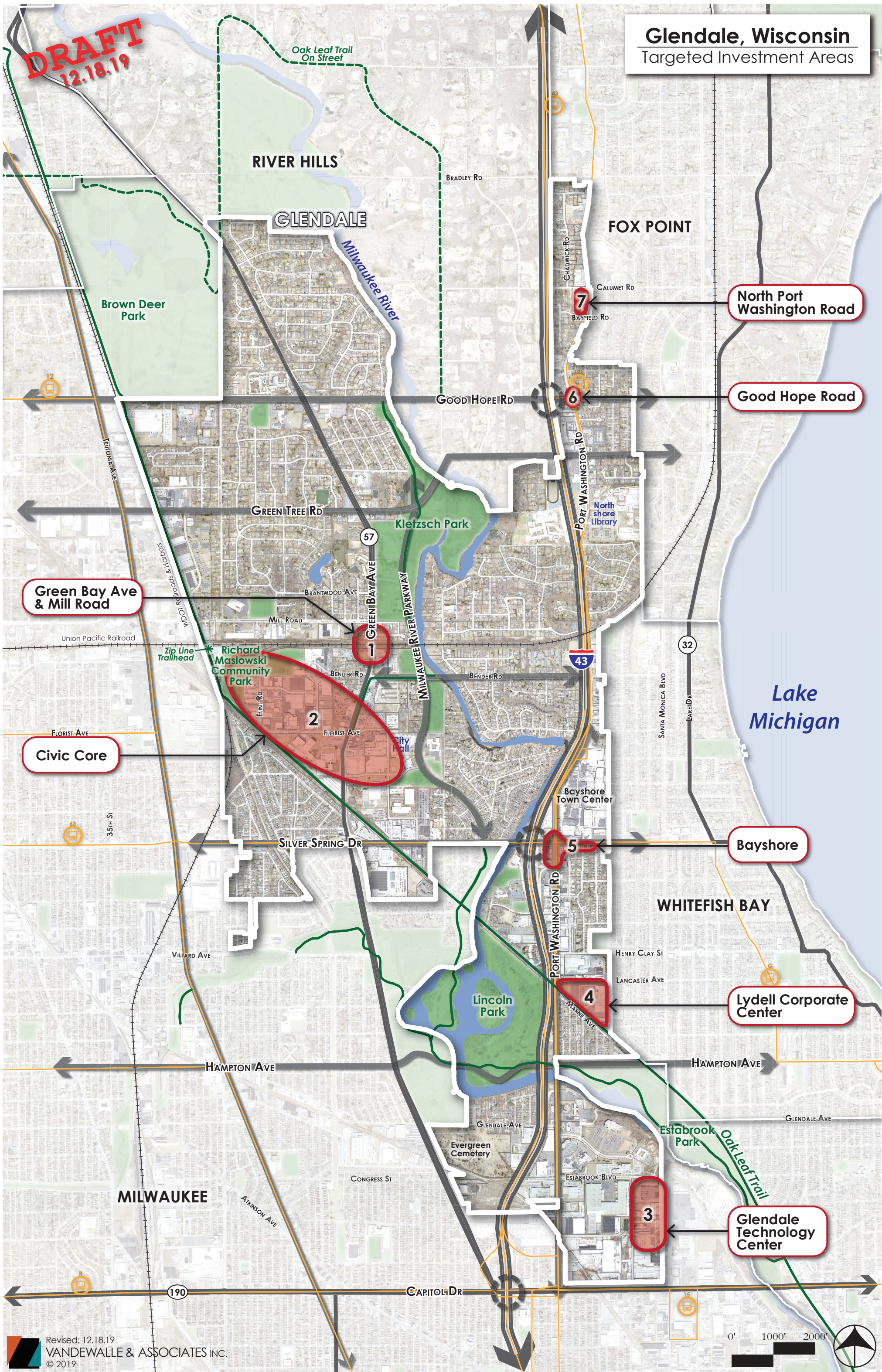
- Create housing opportunities that provide life-cycle housing options for residents at all price points and life stages and that promote wealth generation
- Focus on growing local businesses by supporting local entrepreneurs and connecting residents with small businesses
- Highlight Glendale's cultural 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 street-scapes and public spaces that are safe, efficient, and enjoyable and enable residents to thrive



DRAFT
12.18.19

Glendale, Wisconsin

Targeted Investment Areas





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 accessibility 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. Glendale Technology Center

Redevelopment sites with potential for increased connections to industrial and employment areas

- Consider structured parking to maximize developable land
- Expand employment opportunities with high-amenity office space
- Explore feasibility for multi-use indoor sports complex to serve a local need and act as a regional destination
- Incorporate green infrastructure and green space to manage stormwater
- Encourage green building practices, particularly for office and industrial uses
- 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. **Good Hope Road**

Land use changes and miscellaneous commercial and service uses present the opportunity for redevelopment as a vibrant commercial node

- Potential mixed-use development that serves surrounding neighborhood, including retail that could serve professional businesses, and residents
- Identify intersection needs to allow for pedestrian connectivity and safety improvements
- Maximize corner redevelopment for high-visibility commercial and retail business
- Consider opportunities for small businesses in the node to serve residents and become a neighborhood identifier

7. **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

Introduction

Background and Community History
Wisconsin Smart Growth
Plan Purpose and Intent
Public Participation Plan
Organization of the Plan

Chapter 1: Issues and Opportunities

General Community Profile and Trends
Public Input Summary
Vision Graphic and Explanation

- *Vision Graphic*

Opportunity and Asset Analysis

- *Opportunity Analysis Map*

Chapter 2: Natural Resources and Environmental Sustainability

Goals:

- Glendale will preserve, protect, and enhance its natural and cultural resources, deepen its focus on environmental stewardship and environmental justice, and be a regional leader on environmental and municipal sustainability and resiliency.

Chapter 3: Cultural Resources and Community Identity

Goals:

- Glendale will build on its strengths, community character, and heritage to establish and promote a unified Glendale identity.

Chapter 4: Land Use

Goals:

- Glendale will promote an economically efficient and environmentally sustainable land use and development pattern.

Chapter 5: Housing and Neighborhoods

Goals:

- Glendale will provide a variety of quality, well-maintained housing types, densities, arrangements, locations, and costs to promote a desirable living environment for all residents.
- Glendale will cultivate strong, connected neighborhoods that build a sense of community and promote residents' well-being.

Chapter 6: Economic Development

Goals:

- Glendale's will maximize its central location and role in the region to promote an inclusive economy that supports innovative businesses, active employment centers, and vibrant retail and entertainment districts.

Chapter 7: Transportation

Goals:

- Glendale will pursue a transportation system that is safe, reliable, efficient, convenient, equitable, affordable, and includes infrastructure for transit and active transportation alternatives.

Chapter 8: Utilities and Community Facilities

Goals:

- Glendale will provide residents with high-quality, accessible public services and community facilities, utilizing partnerships and intergovernmental coordination to preserve and enhance the City's sense of community and quality of life.

Chapter 9: Intergovernmental Cooperation

Goals

- Glendale will work effectively with nearby and overlapping jurisdictions to promote mutually beneficial cooperation and will explore new opportunities to expand partnerships to increase the city's impact for residents and the North Shore region.

Chapter 10: Implementation

Plan Adoption

Plan Monitoring and Advancement

Plan Administration

Plan Amendments

Consistency Among Plan Elements

Implementation Programs and Recommendations

- *Implementation Table*



To: City of Glendale Plan Commission and Staff
From: Meredith Perks, Vandewalle & Associates
Date: Wednesday, January 08, 2020
Re: Plan Recommendation Worksheet

Based on the Plan outline and draft Goals provided, **please share your ideas on the Recommendations you would like to see in the Plan.**

Recommendations are the meat of the Plan. Recommendations provide detailed information regarding how to take action and implement specific projects or services that move the City toward achieving its goals. Below is an example of a Goal and Recommendation that could be included in a Comprehensive Plan:

Chapter: Housing and Neighborhoods

Goal: Glendale will provide a variety of quality, well-maintained housing types, densities, arrangements, locations, and costs to promote a desirable environment for all residents

Recommendation: Diversify Housing Stock to Include Life-Cycle Options That Serve Residents at Various Stages of Life

We would like your help in brainstorming potential Recommendations for each chapter. Please share:

A specific Recommendation for the Plan

Or

A general concept or priority you think the Plan should address

You do not need to provide recommendations for every chapter and you can provide as many as you can think of. We are hoping to have an informal brainstorming discussion of these ideas and hope that this worksheet provides the opportunity to think about what Recommendations are important to you prior to the meeting.



VANDEWALLE & ASSOCIATES INC.

Based on the Plan outline and draft Goals provided, please share your ideas on the Recommendations you would like to see in the Plan.

Chapter 2: Natural Resources and Environmental Sustainability

Chapter 3: Cultural Resources and Community Identity

Chapter 4: Land Use



VANDEWALLE & ASSOCIATES INC.

Chapter 5: Housing and Neighborhoods

Chapter 6: Economic Development

Chapter 7: Transportation



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Chapter 8: Utilities and Community Facilities

Chapter 9: Intergovernmental Cooperation
