

# *Village of Whitefish Bay*

## **Silver Spring Business District Master Plan**

June 2, 2003



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STATE OF WISCONSIN : MILWAUKEE COUNTY : VILLAGE OF WHITEFISH BAY

ORDINANCE NO. 1659

An Ordinance to Apply the Silver Spring Drive Master Plan to  
All Conditional Use Permits Issued in the Business District  
By Amending Section 16.091 of the Zoning Code

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The Village Board of the Village of Whitefish Bay, Milwaukee County, Wisconsin do ordain as follows:

Section 1: Section 16.091 G of the Zoning Code is amended to add the following subsection:

- (6) That the conditional use conforms in all substantial respects to the Silver Spring Drive Master Plan as amended from time to time, if applicable, currently on file and approved by the Community Development Authority and Village Board.

Section 2: Effective Date: This ordinance shall take effect and be in force from and after its passage and publication.

PASSED AND ADOPTED by the Village Board of Trustees of the Village of Whitefish Bay this 2<sup>nd</sup> day of June, 2003.

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Kathleen J. Pritchard, President

Countersigned:

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Barbara C. Patin, Clerk-Treasurer

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# 1 INTRODUCTION

## 1.1 Project Overview

Planning and Design Institute, Inc. (PDI) was commissioned in August, 2001 by the Village of Whitefish Bay to develop a master plan for the Silver Spring Business District. This report details the first two components of the plan which include:

- 1) Data Collection/Analysis and Public Opinion and Visioning
- 2) Parking and Circulation Studies

Based on interviews with key stakeholders and Village staff and officials, a household survey, a business/property owner survey, and data collection, the project team makes recommendations about traffic and circulation, parking, streetscaping, facade improvements and redevelopment opportunities. In addition, suggested implementation steps in the planning process are outlined.

In August of 2002, as a result of this planning process, the Village Board approved the creation of a Community Development Authority (CDA) to refine the *March 20, 2002 Draft Silver Spring Business District Master Plan* and develop the final Master Plan. This final plan incorporates much of the work that the CDA has undertaken since its creation.

## 1.2 Intent

This plan is intended to guide policy decisions that affect the Silver Spring Business District for both the short and long-term in order to maintain and enhance the neighborhood character and quality of life that residents, business owners and visitors currently enjoy.

The following mission and goals were established to guide the development of this plan:



*Historic photograph of Silver Spring Drive taken in 1942 looking east. Courtesy of Whitefish Bay Historical Society.*

### **Mission:**

*Create a coordinated framework for public and private investment for the long term revitalization and redevelopment of Silver Spring Drive in Whitefish Bay.*

### **Goals:**

- Develop a plan that represents the *community's values* while providing a clear *vision and direction* for the future.
- Balance *public and private investment* throughout the planning process.
- Provide ample opportunity and various means for *public participation*.
- Establish clear guidelines for development of *quality public places*.
- Establish clear *Design/Development Guidelines*.
- *Create a realistic implementation strategy to assure the success of the Master Plan.*

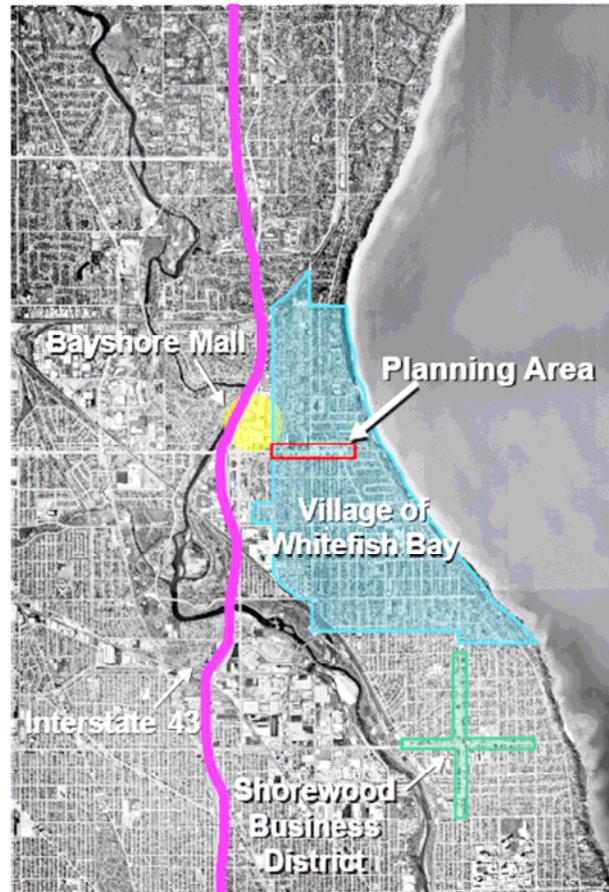
## 1.3 Planning Area

The planning area includes the business and institutional properties and adjoining properties along Silver Spring Drive from Lydell Avenue on the west to Lake Drive on the east.

Silver Spring Drive is the main business district for the Village of Whitefish Bay. A small amount of additional business activity can be found in scattered locations within the Village.

In addition to serving as the business district for the Village, Silver Spring also functions as a gathering place for special events such as the Fourth of July Parade, Holiday Stroll, Homecoming Activities as well as other community events.

As illustrated to the right, the business district (delineated with a red border) is located centrally within the Village (blue shaded area). The western edge of the district borders the City of Glendale, as well as being adjacent to Bayshore Mall (yellow circle), a major regional shopping center. The City of Glendale recently announced plans to redevelop the Bayshore area extending to Silver Spring Drive. Other than Bayshore Mall, the closest shopping area is Oakland Avenue and Capitol Drive in Shorewood (green shaded area).



*The project area is located centrally within the Village of Whitefish Bay and is well connected to surrounding areas.*

*A view of the intersection of Interstate 43 and Silver Spring Dr. looking east towards the study area.*



In the illustration below, the proposed Bayshore plan is superimposed onto the aerial photo of the area. In addition to Bayshore Mall, other area retail districts in the immediate area include Port Washington Road in Glendale, and Shorewood's Oakland Avenue shopping district. The River Pointe/ Audobon Court shopping area located in Bayside is slightly farther away, but also a local shopping area.

The western edge of the district is approximately one third of a mile from the Interstate 43, the regional north/south freeway, linking the northern suburbs to downtown Milwaukee.



*Aerial photograph of the Silver Spring Business District and the proposed (2001) Bayshore Mall redevelopment.*

