

2 EXISTING CONDITIONS

2.1 Business Mix

The existing business mix along Silver Spring Drive is a combination of independent business owners, regional chains and national chains. Many of the independent businesses in the district are successful, multigenerational family businesses.

In general, the retail buildings along the street are continuous, providing the opportunity for adjacent businesses to share customers.

Another healthy aspect of any business district that allows businesses to share customers is ‘two sided retail’, providing pedestrians feel comfortable crossing from one side of the street to the other. East of Santa Monica Boulevard the district does have retail businesses on both sides of the street. This is not the case west of Santa Monica, where Saint Monica Catholic Church and Dominican High School occupy the north side of the street from Santa Monica Boulevard to Bay Ridge Avenue.



Intersection of Marlborough Dr. and Silver Spring Dr.



Intersection of Santa Monica Blvd. and Silver Spring Dr.

2.2 Facades

The facades and building types along Silver Spring Drive vary and depict the district's growth over time. Buildings date from the 1930's to modern day. Some of the building facades along the street would benefit from updates or increased maintenance.



Spanish Colonial style mixed-use building on Silver Spring Dr.

2.3 Streetscape

The sidewalks within the business district vary, but generally they are wide enough to provide the pedestrian (customer) room to linger and gather. However, the generous sidewalks are not being used to their fullest retail advantage. In many areas along the street, there is ample room for outdoor seating, and attractive plantings.

In 1988, the street lights were updated from cobra style lighting to more traditional and historic light poles which were subsequently adorned with banners that change for various events throughout the year. At the same time, colored concrete was added to the edges of the sidewalks in an attempt to unify the east and west ends of the business district. A curb bump out was also added on the north side of the intersection of Silver Spring and Berkeley Boulevard (in front of the Fox Bay Theater).



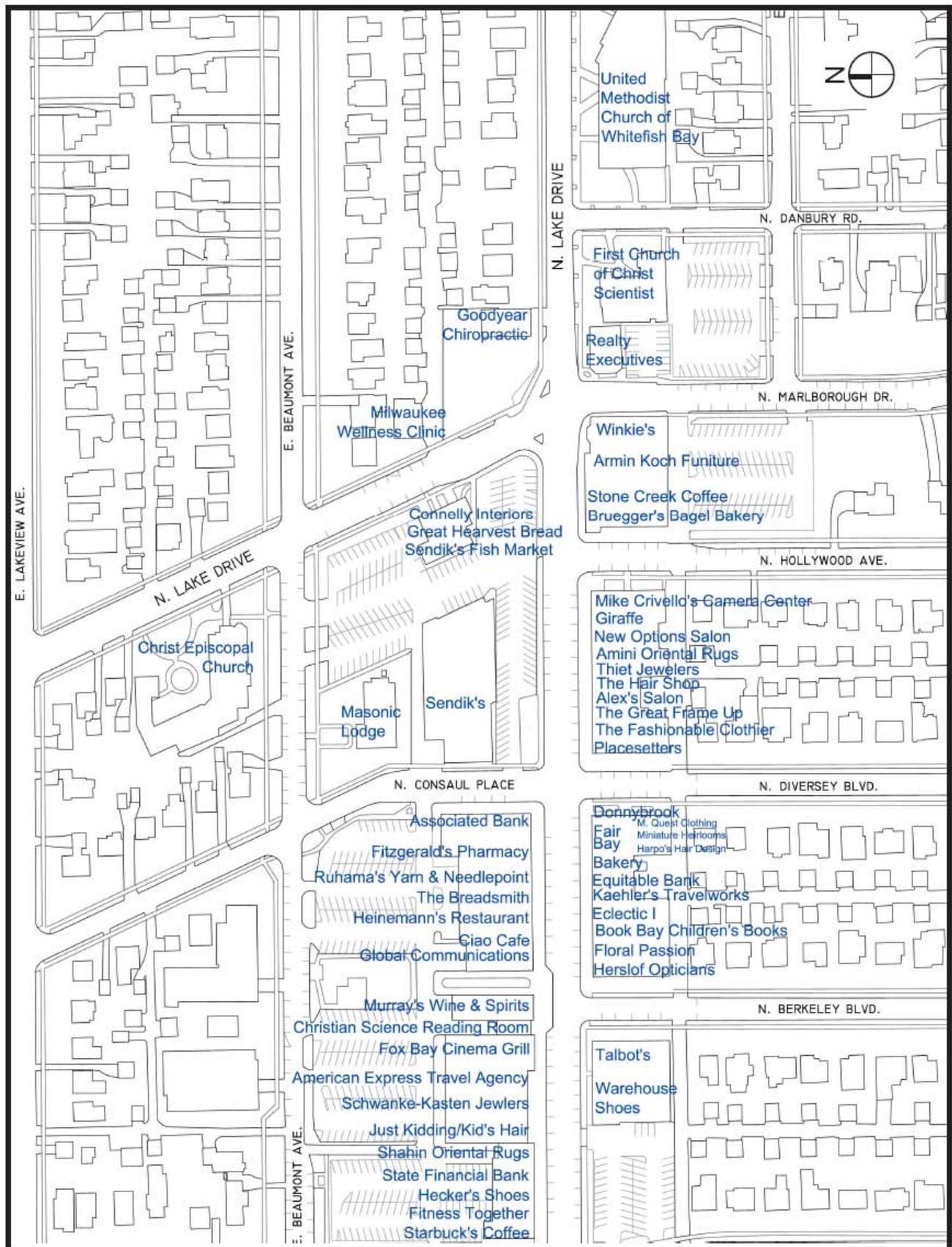
Sidewalk condition in front of Fox Bay Building



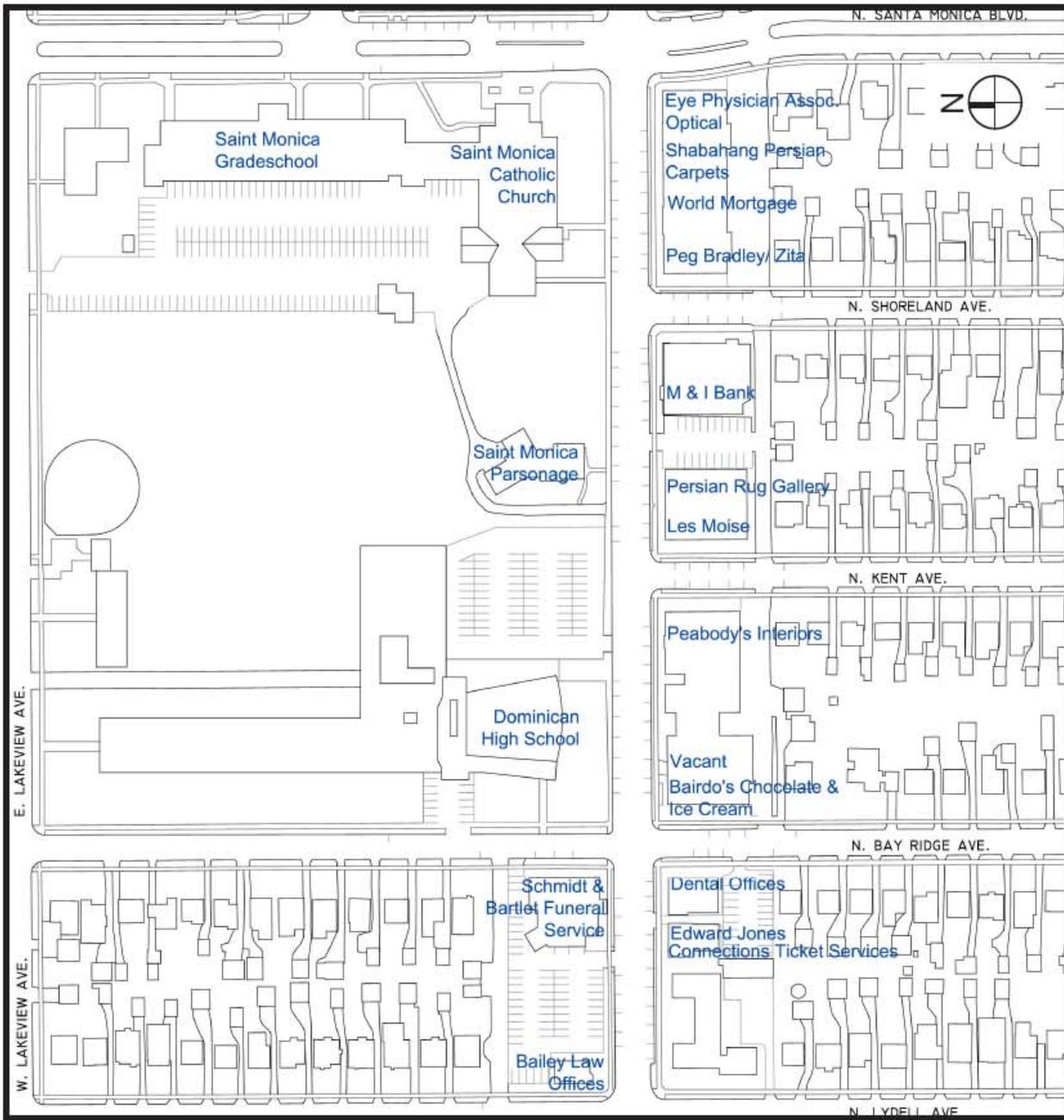
Sidewalk condition in front of Fitzgerald's



Typical alley condition



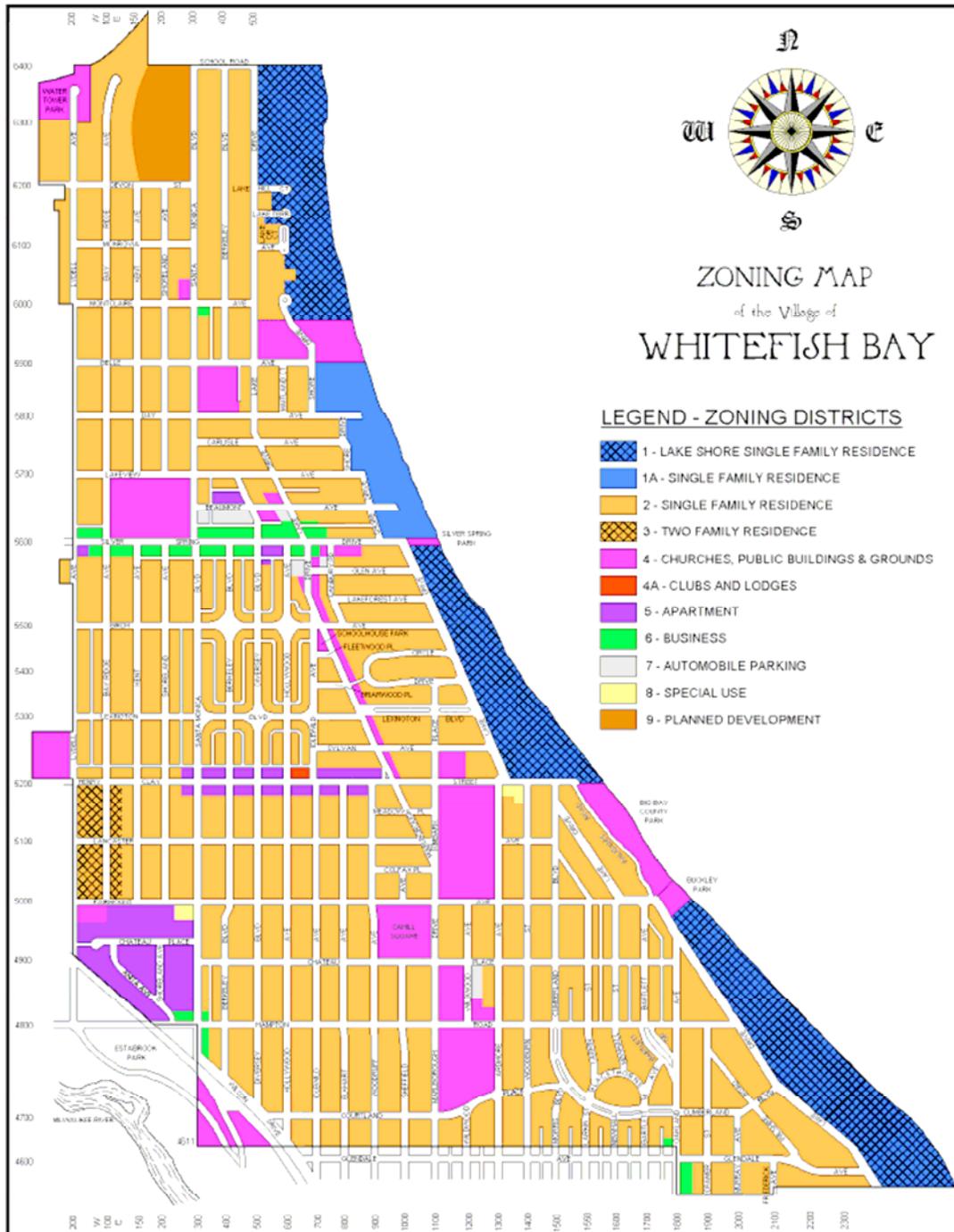
Businesses East of Santa Monica Boulevard (2001)



Businesses West of Santa Monica Boulevard (2001)

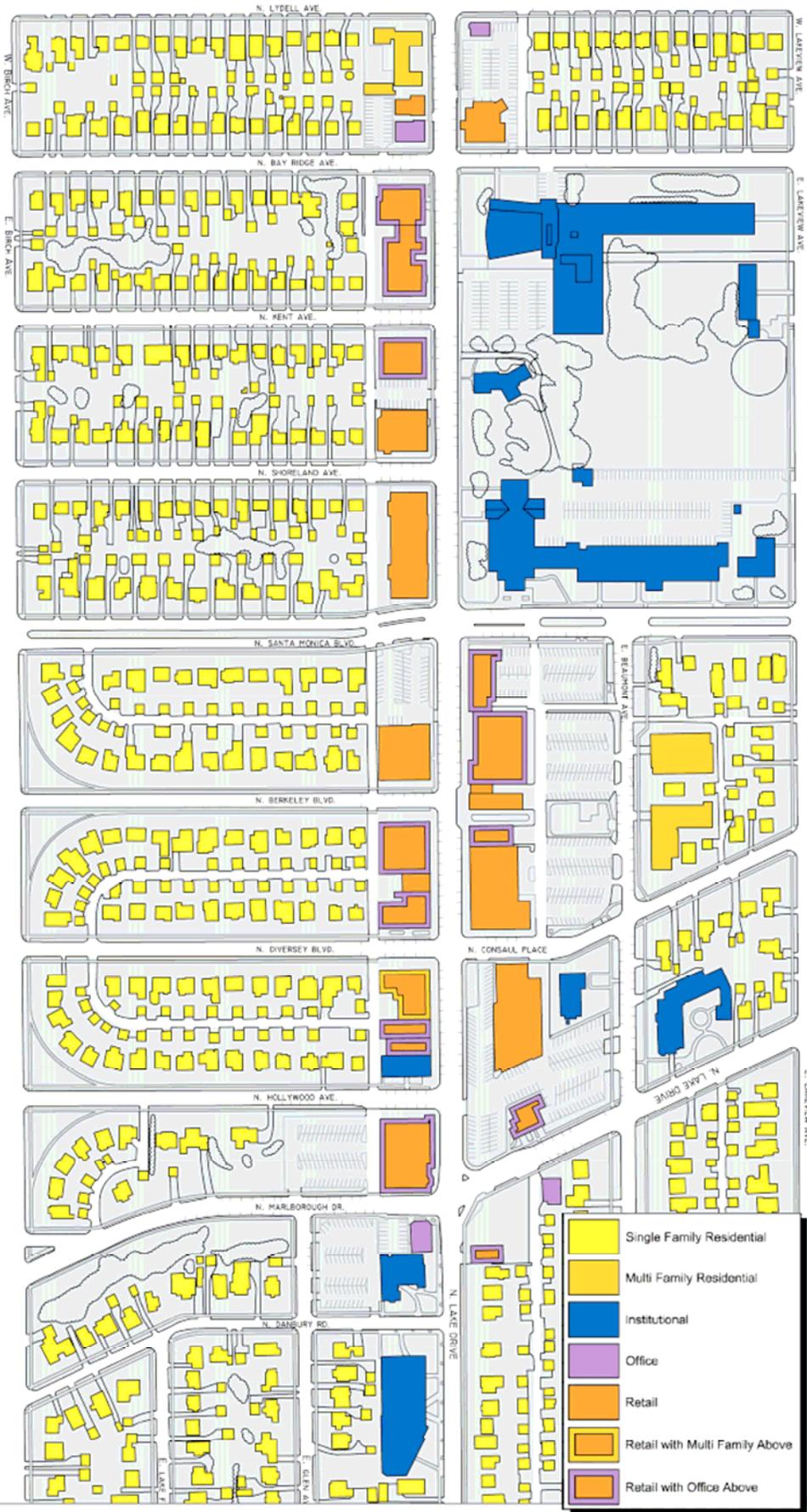
2.4 Zoning and Land Use

There are several zoning districts that govern the land in and around the Silver Spring Business District. These districts include Business, Apartment, Churches/Public Buildings and Grounds, Automobile Parking, Single Family Residence.



Existing Village of Whitefish Bay Zoning

VILLAGE OF WHITEFISH BAY
 • SILVER SPRING LAND USE •



2.5 Alleys

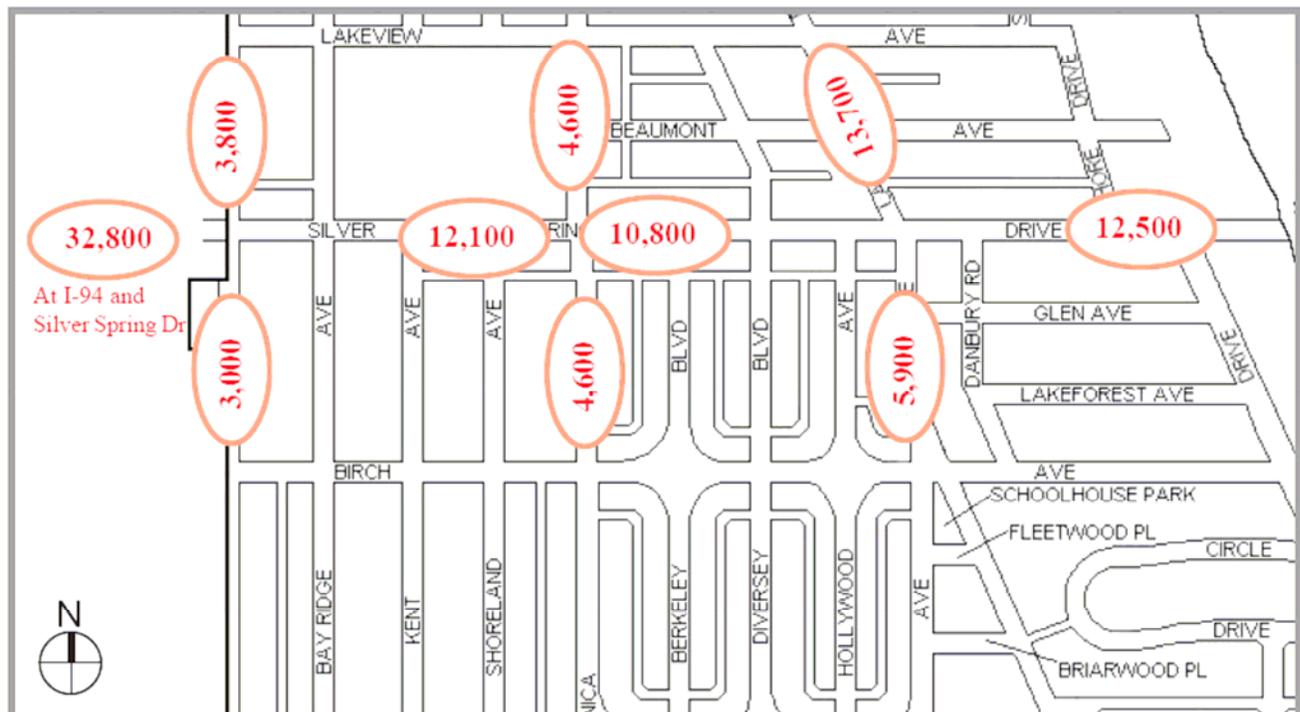
An alley serves as the division between the single family residential area the businesses on the south side of Silver Spring Drive. Currently the alley accommodates dumpsters, delivery and maintenance vehicles, limited parking for the businesses, and limited through traffic. The alley is a great asset to the business district as it has the potential to provided easy delivery of goods to the stores. However, the alley is narrow and often delivery trucks can not navigate the turn into the alley to deliver merchandise. There has also been considerable concern among residents of the side streets that the delivery trucks use their streets when delivering merchandise to the businesses, rather than exiting the area via Silver Spring. Residents have also voiced concern about the increased noise when deliveries are being made.

2.6 Circulation

The diagram below illustrates the automobile average daily traffic counts in and around the business district in 2001. It should be noted that the traffic counts at the intersection of Port Washington Road and Silver Spring Drive (just to the west of the study area) are 30,000 but within the Whitefish Bay Business District, the counts are between 13,700 and 10,800.

Many residents on side streets, especially on the south side of Silver Spring, have expressed concern regarding traffic from Silver Spring Drive, including delivery vehicles, using their streets to come and go from the business district.

In addition, many residents indicated that they bike to the business district. Currently there are few bike racks and other amenities to accommodate this mode of transportation.



Average daily traffic counts in the study area. (Source: WisDOT 2001)

Silver Spring Drive is also served by three Milwaukee County Transit bus routes. Routes 10 and 63U serve Silver Spring from Santa Monica Blvd. to Lydell Ave. Route 15 serve the business district from Marlborough Ave. to Lydell Ave.

Route 10 makes connections northwest to Bayshore Mall and south/west to Downtown Milwaukee, Marquette University, Miller Park, Milwaukee Regional Medical Center, Milwaukee County Zoo, and Brookfield Square Shopping Center.

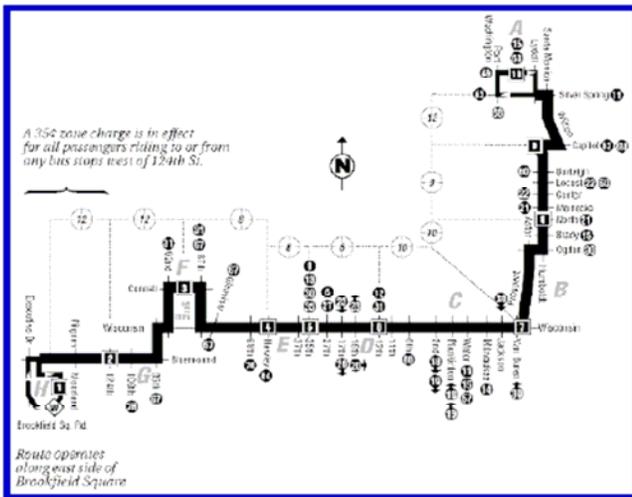
Route 63U is an extension of Route 63, originating at Silver Spring Dr. and 108th St. and provides service to the University of Wisconsin-Milwaukee campus.

Route 15, originating at Bayshore Mall, provides service to Downtown Milwaukee and proceeds southbound to South Milwaukee.

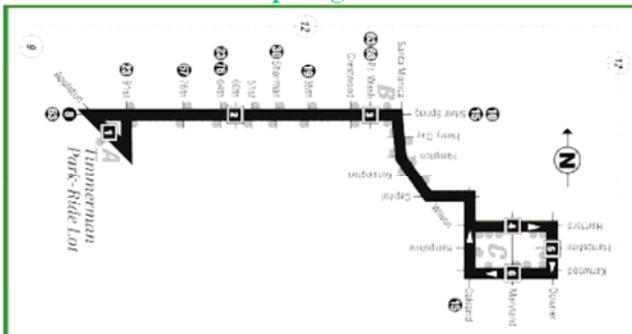


Milwaukee County Transit Service within the Silver Spring Business District and surrounding area. Source: Milwaukee County Transit System 2003 (<http://www.ridemcts.com>)

Route 10 - Humboldt-Wisconsin

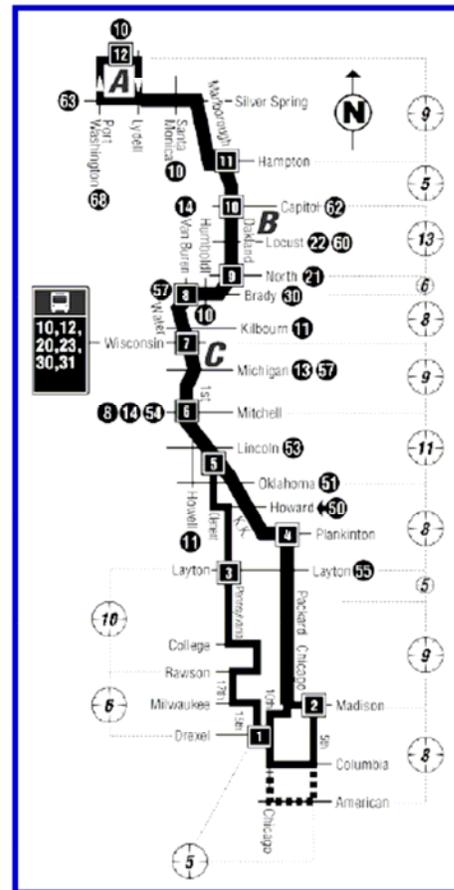


Route 63U - Silver Spring UBUS



Source: Milwaukee County Transit System 2003 (<http://www.ridemcts.com>)

Route 15 - Oakland-Kinnickinnic



2.7 Parking Study

The success of a business district is predicated on convenient and plentiful parking. Within the Silver Spring Business District, both on and off street parking options are available. With a few exceptions, the off street parking opportunities are located in the rear of the commercial buildings in the alleys or in larger parking lots.

Availability of parking and the perceived convenience of parking both influence whether a customer stops to visit a business (or returns in the future). The perceived convenience of parking can be described both terms of ease of access and the proximity to the businesses the customer intends to visit.

This parking study can not determine the customer's perceptions, however points can be mentioned regarding parking convenience in the Silver Spring Business District:

- Both on and off street parking offers customers choices
- The off street parking alternatives are not evenly distributed along the street, resulting in many businesses having a greater number of off street parking spaces located nearby than others.



Typical alley condition between residential and commercial land uses.

Parking Counts

To better understand the parking conditions along the street, parking counts were taken on various days at a variety of times:

Wednesday - November 14, 2001 from 5:45 -6:45 pm

Thursday - November 15, 2001 from 9:45 -10:45 am

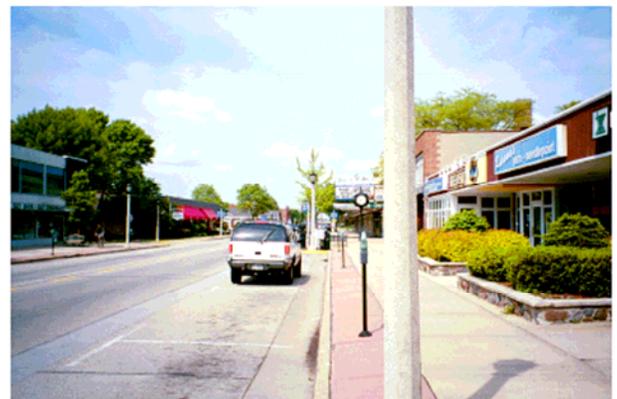
Friday - November 30, 2001 from 2:30 -3:30 pm

Sunday - December 2, 2001 from 1:30 -2:30 pm

Thursday - December 6, 2001 from 12:15 -1:15 pm

Saturday - December 8, 2001 from 11:30 -12:30 pm

The charts on the following page summarizes the results of these counts. The mapped results, which illustrate the geographic distribution of occupied spaces, can be found in Appendix A. Occupied, private spaces are depicted in blue. Occupied, metered or public lot spaces are depicted in red. Occupied, unmetered street parking is depicted in green. Spaces that were unavailable due to construction are depicted in yellow.



Typical metered street parking condition within the business district.

The following chart to the was generated from field observations of parking within the business district and illustrates the breakdown types and location of spaces.

Silver Spring Business District Parking Supply

	East of Santa Monica Boulevard	West of Santa Monica Boulevard	Total Spaces
Metered Spaces	86	81 (including 20 for employees)	167
Public Parking Lot Spaces	223 (including 81 for employees)	0	223
Private Parking Lot Spaces	314 (including 22 for employees)	164	478
Private Alley Spaces (approx. due to unclear delineation of spaces)	48	65	113
Total Spaces	671	310	981

The following chart summarizes the parking counts detailed in Appendix A.

Parking Counts Summary

Date and Time of Parking Counts	Percent Occupied Parking Spaces			Total of All Parking Spaces within the Business District
	Private Parking Spaces	Metered Street Parking and Municipal Lots	Non-Metered Street Spaces *	
Wednesday, Nov. 14, 2001 (5:45 P.M. - 6:45 P.M.)	28%	32%	18%	27%
Thursday, Nov. 15, 2001 (9:45 A.M. - 10:45 A.M.)	57%	61%	25%	51%
Friday, Nov. 30, 2001 (2:30 P.M. - 3:30 P.M.)	59%	64%	42%	57%
Sunday, Dec. 2, 2001 (1:30 P.M. - 2:30 P.M.)	27%	38%	13%	27%
Saturday, Dec. 8, 2001 (11:30 A.M. - 12:30 P.M.)	43%	62%	43%	49%
Thursday, Dec. 6, 2001 (12:15 P.M. - 1:15 P.M.)	55%	77%	44%	59%

* Non-metered Street Parking Counts were taken on the following streets:

- 1 - E. Beaumont Ave. between N. Lake Dr. and N. Santa Monica Blvd.
- 2 - N. Santa Monica Blvd. between E. Beaumont Ave. and E. Lakeview Ave.
- 3 - All residential streets perpendicular to Silver Spring Dr. between the southern alley and the fourth residential lot
- 4 - N. Bay Ridge Ave. between the northern alley and the sixth residential lot
- 5 - Marlborough Drive between Silver Spring Dr. and the second residential lot south of Silver Spring Dr.

Parking Observations and Conclusions

Although the parking counts do not indicate a large shortage of parking within the district, there is room for improvement in terms of location, connectivity and visibility of parking areas:

- Convenience to customers could be enhanced by distributing the parking more evenly between the east and west ends of Silver Spring Drive. This could be accomplished by adding perpendicular parking along selected side streets as well as incorporating parking into alley improvements. This would also enable employee parking to be distributed more evenly and free up space behind the Fox Bay building (currently reserved for employee parking)
- Increasing the visibility of off street parking by providing easy to understand signage to help customers locate a space quickly.
- Creating more attractive, inviting parking areas can improve the overall image of the district and also provide improved buffer areas between the commercial and residential districts.



Large municipal parking lot provides ample parking for current businesses east of Santa Monica Blvd.

