

4 RECOMMENDATIONS

4.1 Overall Plan

As stated previously, the purpose of this report is to collect information and begin to create a vision of the possibilities that exist for enhancing the Silver Spring Drive Business District. Based upon observations and information gathered, the project team has developed several recommendations for the master planning of the Silver Spring Business District. The initial recommendations presented in the March 20, 2002 draft of this document were reviewed and refined by the Community Development Authority to more accurately reflect the developing vision for the Silver Spring Drive Business District.

The plan recommendations have been grouped into the several categories. Guidelines, within each category, are intended to provide a general framework for the design, development, and redevelopment of the Silver Spring Drive Business District. The design guidelines should be considered preliminary recommendations to be reviewed and revised as needed.

The existing urban framework in the Silver Spring Business District is comprised of a variety of structures, representing many eras of architectural style. Taking note of the existing framework, the intent of this section is not to impose a single concept or theme, but rather to present an overall vision for an enhanced business district. These recommendations establish the basis for future decisions concerning the physical quality of the area. The recommendation categories include:

- 4.2 Redevelopment Opportunities & Public Spaces
- 4.3 Facades and Architectural Features
- 4.4 Signage
- 4.5 Public Streetscape
- 4.6 Parking
- 4.7 Circulation
- 4.8 Implementation

The Silver Spring Business District has developed over many years, and continues to change and experience moderate growth. These recommendations are intended to reflect changes that might be implemented incrementally to enhance and improve both the business district and the Village as a whole. In order to determine what might constitute a reasonable degree of incremental change, the project team considered changes along Silver Spring Drive that have occurred over the past ten to fifteen years. These include:

- Three gas stations at the intersection of Silver Spring and Lake Drive have been razed, the southeast corner station being replaced with a three-story office building, the northwest corner replaced with a parking lot and the northeast corner remains vacant.
- The Fox Bay Theatre has gone out of business, reopened and gone out of business and has reopened again as a hybrid movie/dinner theatre.
- Streetscape improvements including new lighting and colored concrete were undertaken to unify the street.
- A two-story office building between Schmidt and Bartelt Funeral Home and the Bailey Law Office building was razed to accommodate additional parking.
- A number of independent retailers have not been successful on the street and have either decreased the size of their stores or closed their doors completely.
- Two chain coffee/cafes have opened in the district
- Two chain bread bakeries have opened in the district.
- Two deli/restaurants have opened in the district.

The level of change proposed in these recommendations is intended to be consistent with the level of change that has occurred over the past several years.

The overall plan diagram on the following page illustrates the overall master plan concepts. The major ideas represented in the plan diagram include:

Redevelopment Boundary (indicated by red line)

The redevelopment boundary indicates the project area that the CDA has identified to work within.

Parking Improvements (indicated by dark pink dashes)

There are two main types of parking improvement recommendations. The first category encompasses the on street, metered parking. It is beneficial to a business district to have convenient, free access to parking. The Village should consider the removal of the meters. Time limitations could be monitored by the police department via chalking tires or other methods. It has also come to our attention that the parking meter enforcement policies are perceived to be very strict among the business owners and some residents. The meters and enforcement policies may deter customers from parking on Silver Spring Drive. The second parking recommendation involves formation of parking courts on several side streets south of Silver Spring. The details of these parking recommendations are outlined in the subsequent parking section of these recommendations.

Alley Improvements (indicated by yellow crosses)

After speaking with several stakeholders, residents, Village officials and staff, issues of noise, traffic and general cleanliness of the alleys were identified as concerns.

Facade Improvements (indicated by blue dashes)

It is critical to the survival of any business district to maintain a cleanly, orderly appearance. Facade improvements can include many levels of change, from paint and minor updating to major facade changes. Suggested facade guidelines have been included to assist Village staff and property owners.

Streetscape Plan (indicated by yellow circles)

Streetscaping can include a variety of items including lighting, street furniture such as benches, hanging or ground level planters, bicycle racks and water fountains as well as signage systems.

Gathering Places (indicated by magenta ovals)

Several places along the street have been identified as potential public gathering places. These places are intended to enhance the sense of community that the Village already enjoys and also provide linkages between distinct areas.

Redevelopment Opportunities (indicated by blue circles)

Based on input gathered by PDI and on the work of the CDA, six main redevelopment opportunities have been identified within the Silver Spring Business District. Redevelopment opportunities are not limited to those identified and will likely be determined by economic market forces. Exact plans for these redevelopment areas have not yet been formulated. Design scenarios should be explored as well as the development of detailed design guidelines for each site.

Traffic Calming (indicated by orange shaded areas)

Several intersections have been identified as potential areas for traffic calming devices such as raised pavement, curb bump-outs, and improved pedestrian crosswalks.

Gateways (indicated by red stars)

Locations have been identified to establish clear gateways that signal the entry into the business district and transitions into significant areas.

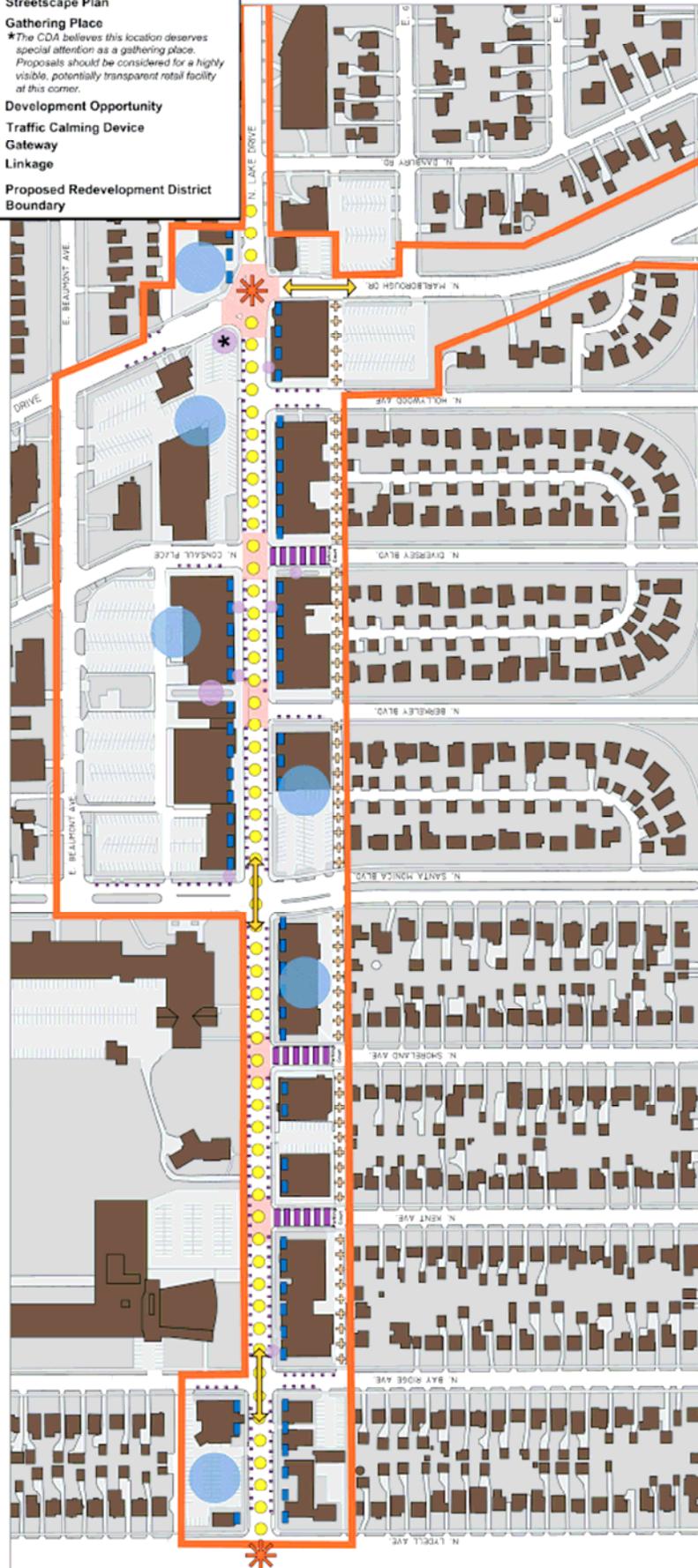
Linkage (indicated by yellow arrows)

Creating linkages to surrounding land uses will strengthen the business district both in terms of the business marketability and sense of community. The first major linkage identified on the diagram indicate linkages between the business district and the renovated Silver Spring Drive in Glendale. This linkage has the potential to create a mutually beneficial relationship between new developments proposed in Glendale and Whitefish Bay's business district. The second linkage suggested in the diagram is between the existing civic corridor including the library and green space and the Business District. The final linkage indicates the necessity of a stronger connection between the Silver Spring Business District east and west of Santa Monica Boulevard.

These concepts are discussed in detail in sections 4.2-4.8

KEY

-  Parking Improvements
-  Alley Improvements
-  Facade Improvements
-  Streetscape Plan
-  Gathering Place
*The CDA believes this location deserves special attention as a gathering place. Proposals should be considered for a highly visible, potentially transparent retail facility at this corner.
-  Development Opportunity
-  Traffic Calming Device
-  Gateway
-  Linkage
-  Proposed Redevelopment District Boundary



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