

4.5 Public Streetscape

Many elements make up the public streetscape, including lighting, street furniture, and landscape, paving and public art. All of these elements in combination contribute to the identity and character of a business district. The current streetscape along Silver Spring Drive is minimal and the wide sidewalks are not used to their full potential.

4.5.1 Lighting

Objective: Lighting should enhance the pedestrian character of the Silver Spring Business District while functioning for both vehicles and pedestrians.

Lighting is very important in retail and commercial districts. It not only creates an identity for the area, but also contributes to the success of the local businesses. Lighting can have a dramatic effect on the overall image of the street.

A variety of lighting options exists for the business district including:

- *Do Nothing:* Retain the existing historic poles and banner system. This option is the lowest cost option and could be incorporated into an overall streetscaping plan. However, it does not have a dramatic impact on the overall streetscape to distinguish the business district from other areas of the Village.
- *Adorn Existing Poles:* Retain the existing poles and fit them with additional brackets for hanging plants and/or different banner styles. This option is a low cost option, however, retrofitting existing poles to carry a greater load such as planters is often not feasible and may require added maintenance costs.
- *Add Additional Poles at Key Locations:* Retaining the existing poles and adding new poles with a similar architectural style at key

locations within the overall streetscape plan could help emphasize significant public places within the business district. This option does require careful planning to avoid a disconnected visual aesthetic along the street.

- *Replace Poles:* Replace all of the existing poles with new poles in the current location. Often when a lighting study is completed, the existing lights do not produce the most efficient or aesthetically pleasing light levels. This option requires minimal infrastructure costs, and can have dramatic effects. New poles can easily be designed with several brackets to hold banners or planters. In addition, spot lighting can be added to illuminate significant building facades, such as Saint Monica Church. A slightly different fixture also helps distinguish the Silver Spring Business District from the surrounding residential areas of the Village. New light poles should be in a style that complements the existing light poles within the Village.
- *Replace and Relocate Poles:* Replace and relocate poles all of the existing poles with new poles in the current location. This option results in the most dramatic change to the street.

We recommend that the Village consider the last option, replacement and relocation of the light poles. This option will allow the light poles to create a distinct character within the Business District. In addition, poles spaced more frequently along the street can provide a greater sense of enclosure to the street and better define the street edge. The cost and phasing of relighting the street should be evaluated and, if it is considered too expensive, the previous options (which includes only replacing poles) should be considered.

New light poles can be made from a variety of materials including cast iron, aluminum, and

concrete. There are pros and cons to each material. Cast iron poles provide the most traditional look but requires annual maintenance. Aluminum can provide a traditional aesthetic, however, these poles damage easily and often require replacement. Concrete requires little maintenance, but has a less traditional style. Concrete poles can be tinted to add additional style to the pole.

There are also multiple choices for the lamp fixtures for the pole. The existing fixtures style could be reused. However, traditional gooseneck lighting, which creates an arch over the street is recommended. This style of fixture further emphasizes the street enclosure. A strong sense of street enclosure often has traffic calming effects, as the driver perceives a narrower right of way and naturally slows down. This is especially effective if the lights are placed on each side of the street, directly opposite each other, rather than staggered. Although staggered patterns are more efficient, their visual impact is less dramatic. Here too, cost considerations may require reconsidering this recommendation.

When considering lighting options for the Business District, the following guidelines should be followed:

- Street lights should be simple rather than overly ornate and their placement shall not obstruct storefronts.
- Lights should be spaced and located according to the function of the public space. For example, lights should be used to emphasize entrances, intersections, and special features. They should follow a consistent rhythm along the streets and create a feeling of place within the business district. Alternating heights may be used for pedestrian lighting and overall street lighting.
- The lights should be scaled to the pedestrian between 10 and 14 feet high. Lighting standards should maintain visibility at

intersections, but residential areas should not be over lighted.

- The use of cobra head and highway style lighting should be avoided.
- Banners may be attached to the lights at selected areas to advertise Village events, seasons, or retailers. Banners could be used on lights at entrances, at the ends of the Street, and surrounding special areas such as a market plaza, or parking court.

4.5.2 Street Furniture

Objective: The use of furniture should be functional and add to the overall character of the Silver Spring Business District.

Street furniture can provide visual interest and a human scale to the Silver Spring Business District. It should be used to attract customers to stores and provide a place to visit with other residents. Designated areas should be established that add to the character of the business district without conflicting with the buildings and walkways. For example, benches should be oriented to provide clear views of storefronts.

Furniture items that may be selected include: benches, flower containers, trash receptacles, bike racks, and kiosks. The style and character of furniture should compliment the building architecture, and be consistent throughout the district.

Types of Street Furniture:

Benches will provide pedestrian activity along the street and shall be located along the street edge to allow a walking path between the bench and the building front. They may also be located in the green areas and open spaces. Seating may be included in the design of a ground sign or may include planting containers. Benches should also be considered along portions of facades that do not have windows and along fences, especially when such benches can

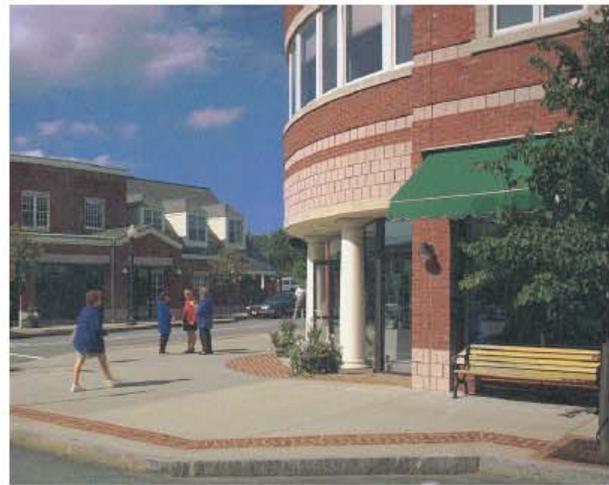
add diversity to the architectural character of the facade and can be located such that persons sitting on the bench will view particularly active areas of movement and pedestrian activity.

Flower containers should be used along building fronts and within furniture groupings to add variety and color.

Trash receptacles should be strategically placed at corners and within furniture groupings in the middle and ends of blocks.

Bike racks may be located in several areas throughout the business district. The style should compliment the other street furniture.

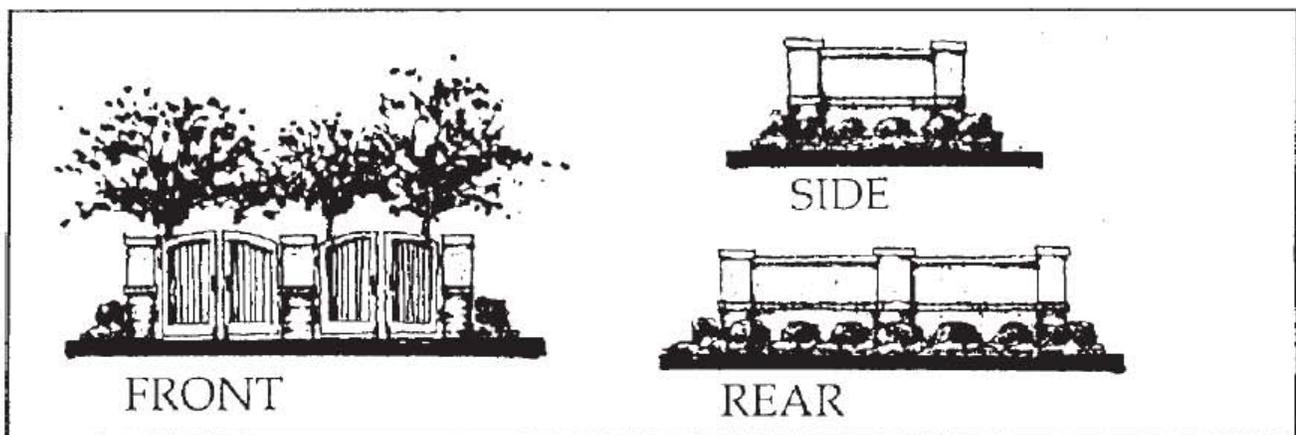
Kiosks may not block any building fronts and may be placed with in public open spaces or adjacent to furniture groupings.



Paving patterns activate the pedestrian realm



Street furniture create an edge



Landscape and fences create attractive screens for trash bins.

4.5.3 Landscape

Objective: The use of carefully selected landscaping and paving shall enhance the space surrounding the buildings.

Landscaping of the pedestrian environment around the building and parking areas will increase the visual impact of the business district and improve the transition from parking areas to the buildings. Existing and proposed parking areas should be appropriately screen with a green landscaped edge.

The landscape treatment should be of quality materials but should not be overly designed as to compete with the attraction of the storefronts. Attention should also be paid to the height of landscaped buffers to insure that they provide adequate screening, but also do not completely impair vision for safety concerns.

Trees should not be located so as to block the year-round visibility of business signs. Trees are more effectively used along street edges that do not include buildings (such as parking areas or other gaps between buildings).

Alternatives to tree plantings include garden walls and fences, especially those which integrate multiple materials, such as an ornamental iron fence with masonry posts and a hedge located behind the fence. While such elements are more costly they are effective in creating a strong, pleasant street edge, screening parking areas, and yet and still allowing visibility of businesses and traffic movements

4.5.4 Paving Patterns

Objective: The use of varied paving materials shall enhance the street and parking courts.

- Incorporation of varied paving materials with in the right of way can act as a traffic-calming device. Recently in this area a variety of stamped concrete treatments have proved successful (especially for heavily trafficked areas). A variety of paving can

also be used in less trafficked areas that do not require snow removal (these may occur near fence lines, building edges, service areas, along the side of entries, and similar places).

Brick and natural paver materials are the preferred paving treatment over stamped stamped concrete.

- Paving patterns can help provide way finding for vehicular and pedestrian circulation systems.
- Paving should be of a quality material but kept fairly simple. Overly detailed designs may distract or disorient shoppers.
- Attractive paving should not be limited to crosswalks and intersections. Parking areas should also be carefully detailed and include paving patterns. Too often parking areas are considered unworthy of appropriate aesthetic treatment, yet they are active, occupied areas, frequented by almost all customers, employees, and the general public. Special paving in parking areas also signals drivers that the area is intended for pedestrian use and therefore slower driving and vehicular movements are appropriate.

4.5.5 Fences

Objective: Selective use of fencing will be used to enhance the pedestrian experience within the Business District.

Fences shall be used for 1) visual screening of parking lots or service areas which can not be incorporated into the design of the building, 2) security, and 3) safety for pedestrians. Recommended materials:

- hedges — formal, well-maintained shrubs which are opaque
- decorative metal or ironwork
- masonry walls

A combination of two fence materials may be used. For example, an ironwork fence may include masonry columns. As noted previously, carefully crafted fences and garden walls are effective in creating a strong, pleasant street edge, screening parking areas, and yet and still allowing visibility of businesses and traffic movements.

Fencing in the alley that borders the south edge of the business district should be consistent and well maintained.

4.5.6 Public Art

Objective: Use public art to create a strong sense of place and community.

Public art can be incorporated into the streetscape design of the Silver Spring Business District in several ways including:

- Signage systems
- Painted Murals on blank or secondary facades
- Banner design
- Street furniture design
- Formal or interactive sculptures in key public places along Silver Spring Drive

Public art should be considered seriously and respectfully. Many communities often consider public art as a decorative feature. There are many serious public artists in the Milwaukee area who can bring substantial meaning and beauty to public places.

Procedures for engaging artists, reviewing their credentials, conducting modest competitions among artists, and establishing a peer-review process for selecting art should be given strong consideration.

The use of public art should also be considered as a basis for reflecting the history of Whitefish Bay, enhancing major public uses (such as the library) and other cultural events.

Fountains may also be considered as public art and incorporated into the streetscape plan. When considering the use of fountains, management and maintenance issues must be carefully taken into account.

4.5.7 Maintenance and Management

Objective: Maintain clean and neat streetscape to enhance and promote healthy business climate and community pride.

Cleanliness and maintenance are essential for the successes of any business district. The Silver Spring Business District should consider the following policies regarding maintenance and management of the public streetscape elements:

- Follow customary procedures for maintenance and management (where property owners maintain the pedestrian areas in the right-of-way and public agencies maintain and manage the infrastructure)
- Assign maintenance and management of special features such as banners or seating to local property owners, businesses or the business association. Alternatively, establish a financing mechanism that provides additional funds to public agencies for maintenance and management of these features.
- Encourage the formation of a Business Improvement District (BID) as an organization that can ensure effective maintenance and management of the area.
- Establish clear procedures for maintenance and management of alley ways, including trash and rubbish collection and screening of dumpsters.

4.5.8 Use of Public ROW

Objective: Allow uses within the public right of way that will enhance the pedestrian experience.

Uses within the public right of way can enhance the level of activity on the street. Uses may include outdoor dining or decorative sandwich board signs.

4.5.9 Sponsorship Programs

Objective: Create public private partnerships through sponsorship programs.

Programs allow sponsorship of specific elements (benches, planters, public art etc.) within the streetscape plan often help create a sense of ownership and pride within the community in addition to offsetting the cost of the elements.



The photomontage above provides an illustrations of what potential streetscape improvements might look like.

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