

4.7 Circulation

Objective: Create an efficient, multi-modal circulation system within the Business District that does not negatively impact the surrounding residential neighborhoods.

4.7.1 Alleys

The alley behind the commercial buildings on the south side of Silver Spring is the only barrier between the residential and business districts. Both business/property owners and residents have expressed concern regarding the alleyways. Business owners point to the inability of larger delivery vehicles to navigate the turn into the alley. Where as residents point to the noise and traffic from deliveries and unsightly trash that accumulated in the alley.

An initial recommendation was made in the March 20, 2002 Master Plan Draft that the Village consider widening the alley for several reasons. In addition to providing additional parking, a wider alley would accomplish several goals, including:

- Creation of a more substantial buffer between the business district and residential district
- Elimination of business traffic on residential side streets
- Allow larger turning radius for delivery vehicles and eliminate delivery vehicles from residential side streets
- Ample space for more orderly containment of trash and recycling containers.

This recommendation has been removed from this final Master Plan Document upon review by the Community Development Authority. The current recommendation regarding the alleyway south of Silver Spring Drive is to maintain a clean and orderly alley, provide ample trash receptacles and an adequate trash pick-up schedule. In addition, traffic calming devices should be explored to prevent cut through traffic.

4.7.2 Gateways

Objective: Gateways shall signal the entrance into the neighborhood business district. They should serve as a feature and be designed to emphasize the transition into significant streets or developments.

Major gateway elements are recommended at Lydell Avenue and Silver Spring Drive (the western entry) and Marlborough Avenue and Silver Spring Drive (the eastern entry). Smaller gateway elements should be considered at the entry into all parking courts, and the movement into residential areas.

When considering the design of gateways within the Silver Spring Business District, the following guidelines should be followed:

- Create strong vertical elements located symmetrically on each side of the street. These elements should be sufficiently large so they are perceived as a unified visual composition on both sides of the street.
- If possible, create a strong, low visual element in the center of the right-of-way using a circular, semicircular, or other simple geometry.
- Use building forms, landscaping, topography, or environmental features to form the gateway.
- Reinforce the shape of the gateway with trees, plantings, and street lights.
- When appropriate for local activities, use banners, flags, or other colorful elements that make the gateway a special place.
- Coordinate other features, such as traffic signs or landscaping, to emphasize the gateway.

- Use gateways as symbolic and psychological entries but not as securable fences. Public gateways should not limit public access.
- Slow traffic while creating a higher quality, pleasant driving experience, and attractive pedestrian experience.
- Use gateways to increase the pride of local residents in the street and the likelihood that they will be more watchful of issues related to public safety and security on the street.



The photomontage above provides an illustration of how traffic calming elements can be incorporated into the streetscape design.

4.7.3 Pedestrian Activity and Traffic Calming

Objective: Employ a variety of techniques to encourage street level pedestrian activity and calm traffic

Various traffic calming devices should be employed to slow traffic and promote pedestrian activity. Care must be taken to avoid over calming of traffic such that traffic moves off Silver Spring Drive, as a certain amount of traffic is critical to support a healthy business district. Traffic calming devices can include:

- Traffic signals could be added at key intersections. While installation and maintenance of such signals can be expensive, they may be especially effective to increase pedestrian movement. Precise location of additional signals should be considered as part of an overall redevelopment plan. For example, modifications to the intersections southwest of Sendik's could lead to a new traffic signal.
- Consideration should be given to reconfiguration of the turning lanes and signalization at the intersection of Silver Spring and Lake Drive. This location is a particularly difficult crossing for pedestrians. Even if pedestrian accident rates do not indicate a safety problem, discussions with local residents confirm that this crossing is perceived as particularly unfriendly to pedestrian movement.
- Raised or varied road surface should be created at pedestrian crossings. This could include tinted concrete, which resembles cobblestones. Stamped, painted asphalt is also an option. While cost effective initially, the asphalt treatment requires annual maintenance and its smooth nature does not provide as great of a traffic calming effect.
- The perception of a narrower roadway also has been shown to slow traffic. This can be accomplished via a strong street edge created by streetscape elements such as frequently spaced light poles.
- Curb bump outs should be created at key intersections; especially where pedestrians are likely to be crossing should be used to slow traffic.

Other methods to encourage pedestrian activity include:

- Design the parking paving with strong visual distinctions to illustrate the flow of pedestrians and vehicles through the parking areas.
- Create continuous linkages designed for pedestrian movement and bike paths
- Bump out curbs to reduce the distance of street crossings at key intersections
- Provide a smooth paved surface for pedestrian movement across streets.
- Create enforceable policies that require traffic to yield to pedestrians

It is recommended that a combination of the above design techniques be employed when a detailed streetscape plan for Silver Spring Drive is completed.

4.7.4 Transit

The Silver Spring Business District is currently served by several Milwaukee County Transit Bus Lines. The household survey indicated that very few Whitefish Bay residents use public transit to get to Silver Spring. Transit movement along the street should be integrated into the overall design of the street, including shelters or benches.

The proposed improvements to Bayshore Mall in Glendale create the opportunity for retailers in the mall and in the Silver Spring Business District to share customers. It is recommended that the Village pursue creation of a frequent and inexpensive transit link between the two shopping destinations. Perhaps a rubber wheel trolley that allows shoppers to park once and shop at both Bayshore and on Silver Spring. This should be pursued as a joint venture between the Mall and the Village or Silver

Spring Business Association. A detailed fiscal impact study should be completed to clearly understand the cost/benefit implications. The transit link should be a privately financed venture.

4.7.5 Deterrents to commercial traffic in residential streets

There have been long-standing conflicts between traffic associated with the uses along Silver Spring and the surrounding neighborhoods. These problems should not be allowed to worsen and could be partially mitigated through a variety of traffic control devices.

For example, some non-local traffic could be discouraged by necking down the width of the street at the point where the residential district begins. This could be further augmented with landscape, bollards and posted signs of 'no entry, except residents'. The possibility also exists of placing a decorative chain across the intersection during high traffic times of the day. A trial program could be initiated and evaluated to determine the relative effectiveness and perceived value (to both residents and businesses) of such devices.

In addition to unwanted non-local traffic in residential areas, the alleyways behind businesses may be used for undesired 'cut through' traffic – especially when Silver Spring is congested. Devices to minimize this can also be created, including speed bumps, signage, and curb arrangements.

Non-residential, undesired 'cut through' traffic should also be addressed in the north/south direction through a series of traffic calming devices.

4.7.6 Overflow traffic from Bayshore Mall

An important element for the Community Development Agency to assess will be the traffic impact that may occur when Bayshore Mall is redeveloped.