

# SILVER SPRING DRIVE: Directions For Development

RESULTS OF A PUBLIC VISIONING SESSION SPONSORED BY:

THE COMMUNITY DEVELOPMENT AUTHORITY OF WHITEFISH BAY, WISCONSIN  
MARCH 2008

# SILVER SPRING DRIVE: Directions For Development

## RESULTS OF A PUBLIC VISIONING SESSION

The Visioning Event was sponsored by the Community Development Authority of Whitefish Bay, Wisconsin and organized by Professor Harvey Rabinowitz of the University of Wisconsin Milwaukee who also provided this report.

MARCH 2008

## INTRODUCTION: VISIONING SILVER SPRING DRIVE

On November 15, 2007 the Community Development Authority (CDA) of the Village of Whitefish Bay Wisconsin, sponsored a panel discussion to discuss the future of the Village's shopping district on the Eastern portion of Silver Spring Drive. Over 130 persons attended to hear a panel of experts in real estate and retailing discuss and answer questions concerning the problems and opportunities to strengthen the Silver Spring Drive shopping district. Enthusiasm for improvement of the street was self-evident. To capture the momentum of that meeting and to help solidify potential strategies for improvement in the district a visioning event for the public was held February 28, 2008 in the community room of the Whitefish Bay Library. The goal of this session was to provide the CDA and the village with strategic directions in order to plan future actions. Professor Harvey Rabinowitz designed and coordinated the visioning session aided by his students from the School of Architecture and Urban Planning at the University of Wisconsin, Milwaukee who acted as facilitators.

This report provides the results of that event and recommendations for further action.

The visioning agenda included an introduction by Professor Rabinowitz describing the results of the previous session and presenting examples of well designed local shopping centers across the nation emphasizing buildings, landscaping, streetscaping and signage as well as events such as craft and farmer's markets. A virtual model of the shopping district with potential new buildings was also included. He then described the participatory visioning process to the approximately 60 persons who were present.

Six large site plans were hung around the community room. Five sites represented the blocks at the Eastern end of the Silver Spring shopping district which the CDA thought had the greatest potential for redevelopment. The sixth plan was of the entire shopping district. Each plan was drawn on brown paper which could be written upon or notes posted upon. The meeting participants then went to the sites that interested them and active discussion and comments ensued for the next hour. 126 comments on all of the sites were elicited. The evening closed with a general discussion concerning the implementation process.

## PARTICIPANT COMMENTS

### INDIVIDUAL SITES

Below are the comments for each site in their entirety:

#### A THE 'ZITA' SITE (7 comments)

- More floors
- Don't have more than 2 floors – keep sunlight
- This should be last to be developed of the 5 sites
- Major issue: landscape
- Hotel, church weddings, w/ bakery, coffee shop
- Mixed use
- Start with streetscaping

#### B THE TALBOTT'S' SITE (22 comments)

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• 1st floor retail</li> <li>• No Aurora</li> <li>• Yes Aurora</li> <li>• J.C.Lights</li> <li>• Build on entire site</li> <li>• Reconsider plan by owner</li> <li>• Centerpiece of district</li> <li>• Restaurant w outdoor seating</li> <li>• Multi-story housing</li> <li>• Demolish building; do 2 or 3 story with retail/food on street. mixed use.</li> <li>• 1st floor retail; 2nd Aurora; 3rd professional; office parking in back</li> </ul> | <ul style="list-style-type: none"> <li>• 1st floor bank; 2nd office</li> <li>• No CVS</li> <li>• Yes CVS</li> <li>• Village yes to Aurora</li> <li>• Should control; eminent domain</li> <li>• Revisit current owners ideas</li> <li>• No Aurora; no CVS</li> <li>• Yes to Aurora; good jobs, tax base, community</li> <li>• No aurora; entry to business district/retail restaurant</li> <li>• Aurora will bring 180 patients/day to Silver Spring.</li> <li>• Cut out on store front for green area</li> </ul> |
|--|--|

#### C THE FOX BAY SITE (36 comments)

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Revisit current owner's ideas (west side of site)</li> <li>• New construction on north (NW) of site; don't create canyon</li> <li>• Professional offices on north</li> <li>• Develop to edge of North side of site</li> <li>• Retail at ground level ((NW site)</li> <li>• Retail at ground; offices above; residential above</li> <li>• With TIF (Tax Incremental Finance) monies</li> <li>• Fox Bay building ideas:</li> <li>• redo façade</li> <li>• Dated architectural style?</li> <li>• Keep theater</li> <li>• Residential above</li> <li>• Develop condos at north edge of site</li> <li>• Develop boutique hotel north edge of site – like Cedarburg</li> </ul> | <ul style="list-style-type: none"> <li>• Row houses at north edge</li> <li>• Center of site in rear</li> <li>• Outdoor theatre</li> <li>• Gathering</li> <li>• Green space</li> <li>• Landmark</li> <li>• See ULI (Urban Land Institute) packet page 11</li> <li>• Street at passage to parking</li> <li>• Landmark</li> <li>• Open green space in passage</li> <li>• Place for kids</li> <li>• Restaurant /café open to passage</li> <li>• Pedestrian park space</li> </ul> |
|---|--|

**Fox-Bay Block (cont'd)**

Northeast edge of block

- Hold edge
- Vacate consoul
- Green space in center of N. E. side
- Residential park (NE center)
- Kids place (NE center of site)

**D THE SENDIK'S SITE (41 comments)**

Consaul Place

Farmers market

- Place making
- Could street be closed for pedestrian corridor
- Leave open for drive to parking
- Close off to middle of street
- Liner shops behind Sendik's
- Sendik's is the key retailer. Expand it while keeping open
- Deck or underground parking
- Masons don't want to move
- Need to acquire Mason's building
- Need to offer something of equal value to Mason's
- Outdoor public theater
- Sendicks needs to expand
- Add height to Sendik's
- Public market with residential above
- Restaurant
- Community bldg/place making spot (SW. corner)
- Keep activities in building interesting for people in street
- No parking in front
- If parking in front of Sendik's needs landscape buffer
- Bring edge to street –landscaping, streetscaping if Sendik's grows

Existing building to SE. on site

- Specialty shops
- Family restaurant, white linen, wine, after church brunch
- Pancake house
- Anchor, 2 story, retail on corner (S.E.)
- Stores:sporting goods, hunting, hardware, garden, pets, hobby, daycare
- Sendik's corner. Outdoor café, eating

- Boutique hotel
- Mixed use site (to north of the block)
- Continue street edge building on Lake drive
- Something for the kids – mini building/ entertainment
- All sides of block should relate to each other
- Great building on lake drive
- Ditto
- Height precedent (condo bldg?)
- Corner gateway fountain or movement
- Corner (Lake drive) is linchpin
- Restaurant on lake drive corner
- Keep street edge on corner
- Add mass to corner
- Add to Sendik's to east
- Get rid of Sendik's car entry off Silver Spring.
- Add density to site
- Density
- Don't be afraid of height
- It has one owner public hub – theatre/performance
- Public market with housing above

**E THE WINKIES SITE** (19 comments)

- Streetscape
- kids book store
- Residential (on existing building)
- Sports store
- Ice cream store
- Euro bakery
- Chocolateer
- Close street entry to parking behind Winkie
- Retail on east; housing with green roof
- Attractive street
- Expand business
- Bike shop
- Give back to the people
- Structured parking
- Wiggely green wall to screen parking
- Medical offices
- Bike lanes on street
- Increase value with architecture
- No parking issues
- Develop east edge of site
- Add stories to Winkies building
- Streetscape
- Pedestrian friendly

## ANALYSIS

### Visioning: How to make sense of the results?

The visioning generated enthusiasm and active discussion within an open structure. However, because of the ‘open’ method of collecting comments, triangulation was used to analyze the comments, that is, three approaches were used to test if the data indicated any trends. To wit:

1. There was a planned analysis of the number of overall comments to elicit where interest in development was directed. 2. Each participant was provided a single Whitefish ‘Buck’ to spend on development site – the site they felt should ‘kick off’ development in the district, and 3. there was a further analysis of specific development-oriented comments within the overall sample.

### WHERE IS THE KEY SITE FOR DEVELOPMENT? ANALYSIS AND CONCLUSIONS

#### A TOTAL NUMBER OF COMMENTS ON INDIVIDUAL SITES

	COMMENTS	% OF COMMENTS
A ZITA	7	6%
B TALBOTT	22	17%
C FOX BAY	36	29%
D SENDIK	41	33%
E WINKIES	20	16%
TOTAL	126	



*INTRODUCTION*



*PARTICIPATION*

**B 'WHITEFISH BUCKS' DISTRIBUTION**

Participants were given a single 'Whitefish Buck' (pictured) to place on the block where they felt initial development should begin. 35 'bucks' were allocated.



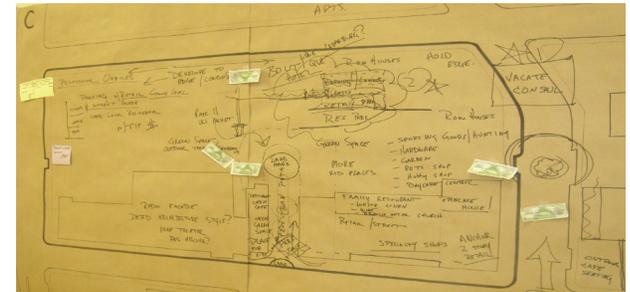
WHITEFISH BUCK

# OF WHITEFISH BUCKS    % OF WHITEFISH BOOKS

A ZITA	0	0%
B TALBOTT	10	29%
C FOX BAY	14.5	41%
D SENDIK	5.5	16%
E WINKIES	5	14%
TOTAL	35	

**C THE MOST COMMENTS RELATED TO BUILDING DEVELOPMENT?**

	DEVELOPMENT COMMENTS	% OF DEVELOPMENT COMMENTS
SITE A ZITA	5	13%
SITE B TALBOTT	7	18%
SITE C FOX BAY	10	26%
SITE D SENDIK	10	26%
SITE E WINKIE	6	16%
TOTAL	38	



PARTICIPANT COMMENTS

The Talbotts site contained 7 comments on a recent building use controversy which were not counted as development comments.

**THREE ANALYSES: SUMMARY OF PERCENTAGES**

	% OF ALL COMMENTS	WHITEFISH BUCKS	DEVELOPMENT COMMENTS
A ZITA	6%	0%	13%
B TALBOTT'S	17%	29%	18%
C FOX BAY	29%	41%	26%
D SENDIK'S	33%	16%	26%
E WINKIE'S	16%	14%	16%

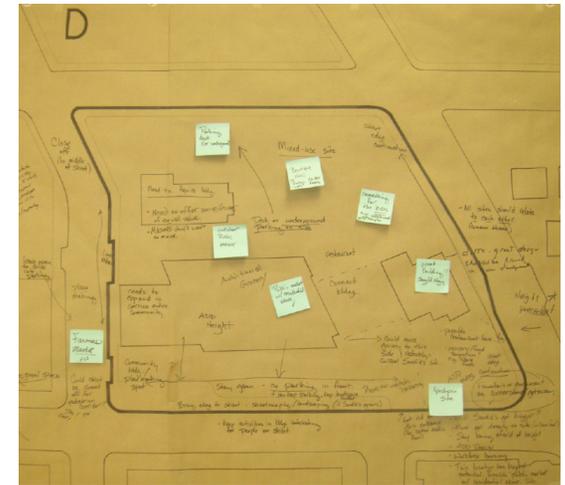
**SCORING**

Two methods were used to rank the five sites. The first method scored the top percentage in each category 5; the second a 4...and so on until the lowest percentage was given a 1. Thus the highest score possible was a 15, a score of 5 in all 3 categories.

The second method simply added the percentage across the three tests (A.Overall comments,B. Bucks, C.development comments. For instance,the Zita block was given a score of 19%.

**SCORING RESULTS**

	SITES 5 TOP; 1 LOW PERCENTAGES	
A ZITA	3	19
B TALBOTT	10	64
C FOX BAY	13	96
D SENDIK'S	12	75
E WINKIE'S	6	46



## CONCLUSIONS

### BLOCK A: ZITA'S

SCORE: 3/15 points; percentage: 19%.

This block showed the lowest interest of all the blocks that were capable of being developed on all measures. It had zero 'bucks' as a first site to be developed, the fewest comments and by far the lowest interest indicated by comments concerning development.

It is also remote from the magnet stores at the east end of the retail district and has few parking spaces behind a proposed development if retail were included. On the other hand, it is held by a single owner and across the street from a church and school with a large membership.

### BLOCK B: TALBOTT'S

SCORE 10/15 points; PERCENTAGE 64%

This is a good block to develop. It had the second highest number of 'bucks' indicating it has potential as a key block to develop though the Fox Bay block had 50% more interest. It came out third in the total number of comments and total comments concerning potential developments. It is owned by a single entity, an advantage.

This block may have had less interest because it has less potential for a larger project being a smaller site and it would have a lower parking ratio if fully developed over its entire length. It also had a high number of comments concerning the Aurora and CVS uses which were in dispute and not a long term development issue.



*VIRTUAL MODEL OF SILVER SPRING SHOPPING DISTRICT*



*MONTAGE OF POTENTIAL NEW DEVELOPMENT*

**BLOCK C: FOX BAY**

SCORE 14 /15 PERCENTAGE 96

This block achieved almost a perfect score (13/15 and the highest percentage by far (96%). It is a very strong site for potential development. It won in each category except for the number of comments regarding development. Why did it garner such strong interest? It is the most capacious site, thus it has the possibility of the most development and the most configurations for any proposed development. It has the largest amount of parking, both present and future parking and can capture pedestrians flow for retail as visitors enter and leave the street for shopping.

On the other hand it does not have an ‘A’ location like the shops on Silver Spring and internal retailers will be overlooked by shoppers parking in other lots. A further advantage is though very large site, it only has two owners, one of which is the Village of Whitefish Bay.

**BLOCK D: SENDIK’S**

SCORE 13/15; PERCENTAGE 75%

This block was tied for the highest ranking but well behind the Fox Bay block on percentage score. It is a strong development site. Many comments concerned expanding the existing retail stores.

This block is quite constrained. It contains needed parking and a building on the site owned by a nonprofit ‘club’ type organization as well as ownership by three entities. On the other hand it is the district’s primary ‘magnet’, ‘anchor’ and gateway site though has little visual presence and mass to signify its importance. The club site is an anachronism on this block .

**BLOCK E WINKIE’S**

SCORE 6/15

This block achieved the second lowest level of interest. Why? Perhaps because it is fully developed on Silver Spring and additional retail in the existing parking lot behind the stores is problematical for two reasons: 1) any development would reduce the parking which is necessary and 2) retail development would be a ‘B’ product resulting in lower rents that would make feasibility problematical.

Potential development with underground parking is possible at the far south end of the parking lot distant from the existing stores. It’s affect on parking ratios may be the determining factor.

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