

The Village of Whitefish Bay Comprehensive Plan Update

Adopted November 18, 2019





Acknowledgements

VILLAGE BOARD

Julie Siegel, Village President
Kevin Buckley, Village Trustee
Garry Davis, Village Trustee
Will Demet, Village Trustee
Carl Fuda, Village Trustee
Jay Saunders, Village Trustee
Tara Serebin, Village Trustee

PLAN COMMISSION

Julie Siegel, Village President, Chairperson
Peter Helfer, Member
Mark Huber, Member
Margaret Jane Moore, Member
John Roth, Member
Joseph Sauer, Member
Tara Serebin, Trustee

VILLAGE STAFF

Paul Boening, Village Manager
Tim Blakeslee, Assistant Village Manager
Gina Vlach, Management Intern

CONSULTANT TEAM – GRAEF

Stephanie Hacker, AICP, LEED AP
Danya Littlefield
Ben Block
Craig Huebner, AICP



Early Whitefish Bay residents enjoying a ferris wheel
▲ Photo Source: Village of Whitefish Bay

Message from the Village President

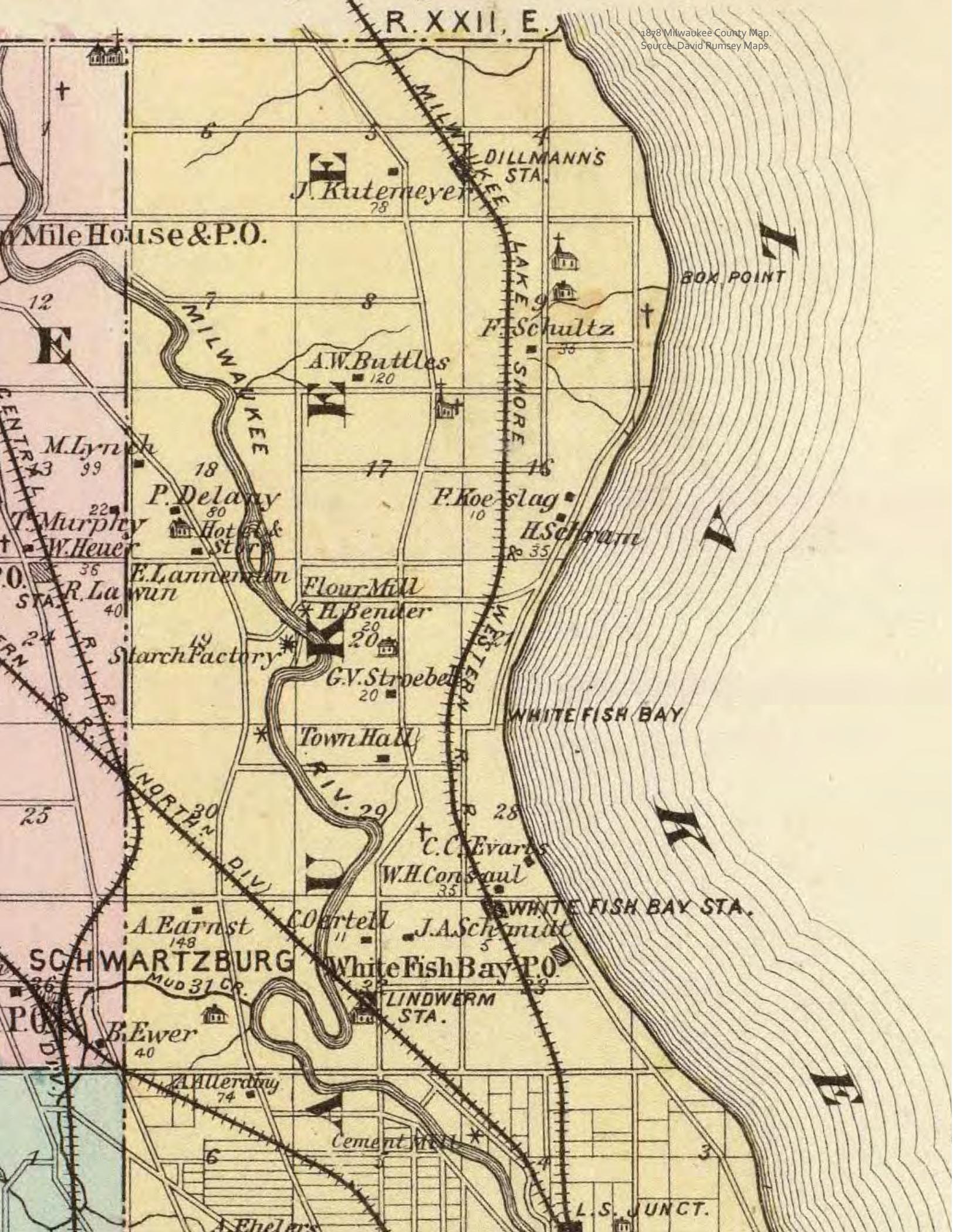
On behalf of the Plan Commission and Village Board, I am pleased to present the Village of Whitefish Bay Comprehensive Plan Update. This plan sets a community vision, establishes goals, and recommends priority actions for the Village and partners to collectively realize. It will serve as a blueprint to guide our decision-making efforts in the decade ahead.

The Comprehensive Plan Update reflects the vision of residents and stakeholders who took part in its creation. Thank you to everyone who participated. I look forward to working with colleagues, residents, business representatives and other partners to put the plan into action. Together, we can ensure that Whitefish Bay reaches its full potential.

Julie Siegel
Village President



▲ Photo Source: Village of Whitefish Bay



J. Kutermeier 78
DILLMANN'S STA.

Mile House & P.O.

BOX POINT

12
E

MILWAUKEE

F. Schultz 35

A.W. Buttles 120

P. Koeslag 10

P. Delany 80

M. Lynch 99

T. Murphy 22
W. Heuer

E. Lanneman
R. Lawun 40

H. Schramm 35

Flour Mill

H. Bender 20

Starch Factory

G.V. Stroebel 20

WHITE FISH BAY

Town Hall

25
NORTH DIV.

C.C. Everts 28

W.H. Conrath 35

WHITE FISH BAY STA.

A. Earnst 148

C. Oertel 11

J.A. Schmitt 5

SCHWARTZBURG
Mud 31 Cr.

White Fish Bay P.O.

LINDWERM STA.

B. Ewer 40

H. Allerday 74

Cement Mill

L.S. JUNCT.

A. Ehlers

Contents

1. A Place to Live: Community & Housing	09
Brief History & Statistics	
Community Engagement, Public Participation, & Vision	
Housing	
2. A Place to Work: Commerce & Economic Development	25
Future Workforce & Commerce Ideas	
Downtown Whitefish Bay	
Commerce Across Whitefish Bay	
3. A Place to Be: Land Use, Natural Resources, Circulation & Recreation	41
Future Land Use, Existing Land Use, & Zoning	
Equalized Value	
Natural Resources & Parks	
Circulation	
4. A Place for the Long Term: Triple Bottom Line, Resilience & Culture	63
5. It Takes a Village: Government & Services	77
Public Services	
Utilities	
Issues + Plans	
6. Getting At It: Implementation	91
7. The Extras: Appendices & Additional Resources	117



What is the Comprehensive Plan?

The 2019 Comprehensive Plan Update for the Village of Whitefish Bay is intended to guide the Village in its future planning efforts by setting the community vision, establishing goals, and recommending priority actions. The Village Board, Village committees, and Village staff use the Comprehensive Plan Update to make policy decisions that support the collective vision for the Village of Whitefish Bay.

The Comprehensive Plan Update also provides general guidelines for address community needs, guiding both public- and private-led decisions within the community. Special attention is made in this plan to drive the community's triple bottom line [i.e. economy, environment, equity] and resilient ways of thinking.

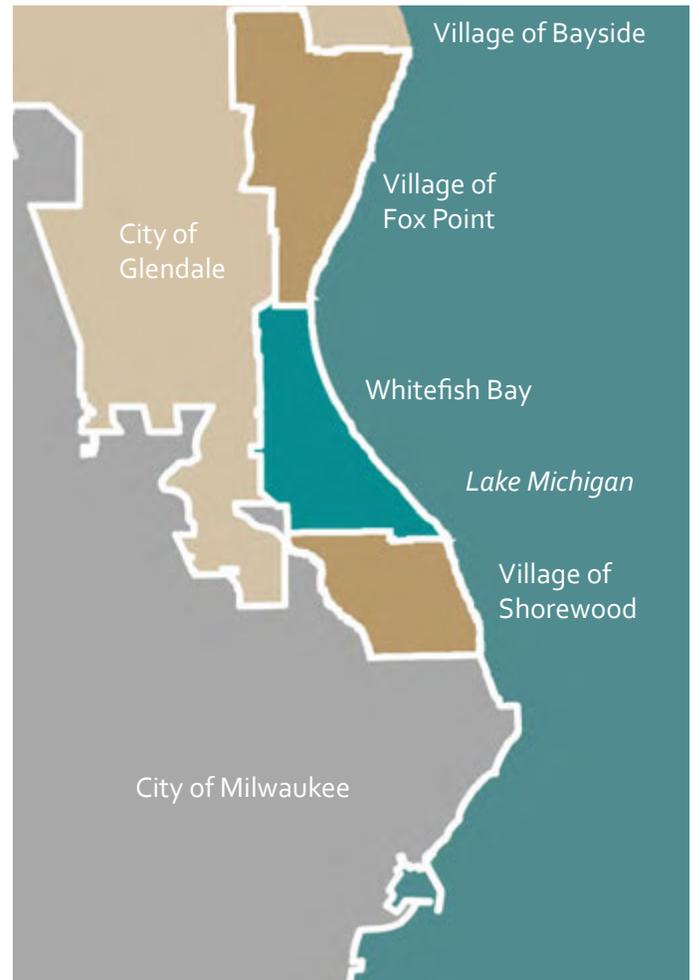
Comprehensive planning is required by Wisconsin State Statute § 66.1001, which became law in 1999, and requires that all local government units that govern land use to do so with the guidance of a comprehensive plan. This plan has been prepared according to the guidelines set forth by that legislation. Read the entire State Statute [↪ here](#).

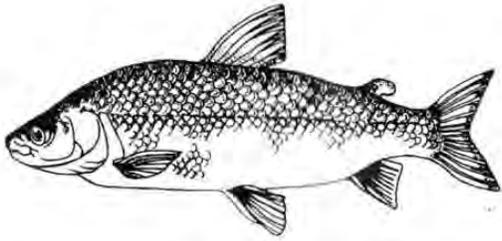
| A Place to Live: Community & Housing

The Village of Whitefish Bay is home to 14,050 people as of 2019, and is located in the northeastern portion of Milwaukee County along the shores of Lake Michigan – only a short distance away from Downtown Milwaukee. The Village of Fox Point (north), City of Glendale (west), City of Milwaukee (southwest), Village of Shorewood (south), and Lake Michigan (east) border the village.

Whitefish Bay has it. The community's access to a Great Lake, location in metropolitan Milwaukee, high-quality housing stock, and public schools are among its finest assets. Though the village is primarily a residential community, a thriving business district lies at its heart: Silver Spring Drive. How do we ensure that these assets endure over the next 20 years? Sustainable and resilient approaches are paramount.

A look at current community assets: The Village of Whitefish Bay provides services to community members through the robust efforts of ~90 employees in several departments. The Village is a member of the North Shore Fire Department for fire protection, North Shore Health Department for public health services, North Shore Water Commission for drinking water purification, and the Milwaukee Metropolitan Sewerage District





A Brief History of WFB

for wastewater treatment. Whitefish Bay is home to many community parks – seven of which are owned and operated by the Village itself, and two of which are Milwaukee County Parks, all providing recreational space and amenities to residents.

The Whitefish Bay School District operates two elementary schools PreK-5, one middle school (grades 6-8), one high school (9-12), and a recreation department. The village is also home to several private schools and community centers.

Add in the Civic Foundation and the Merchants of Whitefish Bay, and it's clear public assets are robust.

The land that is now Whitefish Bay ("WFB") was home to the Potawatomi and Menomonee people before European settlers arrived in the United States. After Europeans arrived in Wisconsin, Native American people remained in the area for a time, and a treaty was signed with the US government in 1800 to formalize coexistence. The treaty remained in effect until Native Americans were forced to leave their home through the Indian Removal Act in 1830.

Farming families began buying parcels in the area as early as 1835 from the U.S. government Land Office in Green Bay. The first commercial enterprise in the area other than farming was fishing. John Luck, a fisherman from the Green Bay area arrived to WFB in 1862. With the help of William Consaul, one of the first farmers in the area, Luck constructed the first 'pound net' off the shore of our community. The most commonly caught fish was the whitefish, the village's namesake.

In 1874, the Milwaukee, Lake Shore & Western (MLS&W) Railway built a rail line through the area and in 1886 and purchased a considerable tract of land near what is now Fairmount Avenue in Whitefish Bay in 1887. It has been reported that this set off a real estate boom, resulting in platted subdivisions covering much of what is now the village of Whitefish Bay. The railroad ran special suburban service to the area to encourage prospective homeowners to purchase property.

On July 7, 1892, the Village of Whitefish Bay was incorporated – a process that was set in motion by the desire for a school district close to the families living in the village. Village officials were elected just prior on June 5th of that year, including the Village's first president, Fred Isenring.

As the advent of automobile transportation made Whitefish Bay even more accessible, the village grew as a highly desirable location for housing development. A thriving business district developed along Silver Spring Drive to support the needs of the growing community.



▲ A snowstorm in 1898 buried the Whitefish Bay rail line until it was dug out by residents. The train was called the "dummy line" because it was designed to look like a trolley car. *Image Source: Whitefish Bay Historical Society*

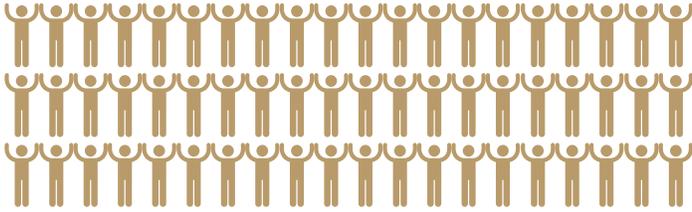


▲ This early Whitefish Bay farmhouse was reoriented to the existing block pattern after streets were constructed in the village. Photo circa 1909. *Image Source: Whitefish Bay Historical Society*

▲ *Top of page | Lake Whitefish, drawing by Christine Kohler; courtesy of the University of Wisconsin Sea Grant Institute*

Statistics about WFB

14,110 residents



Average household size

2.63

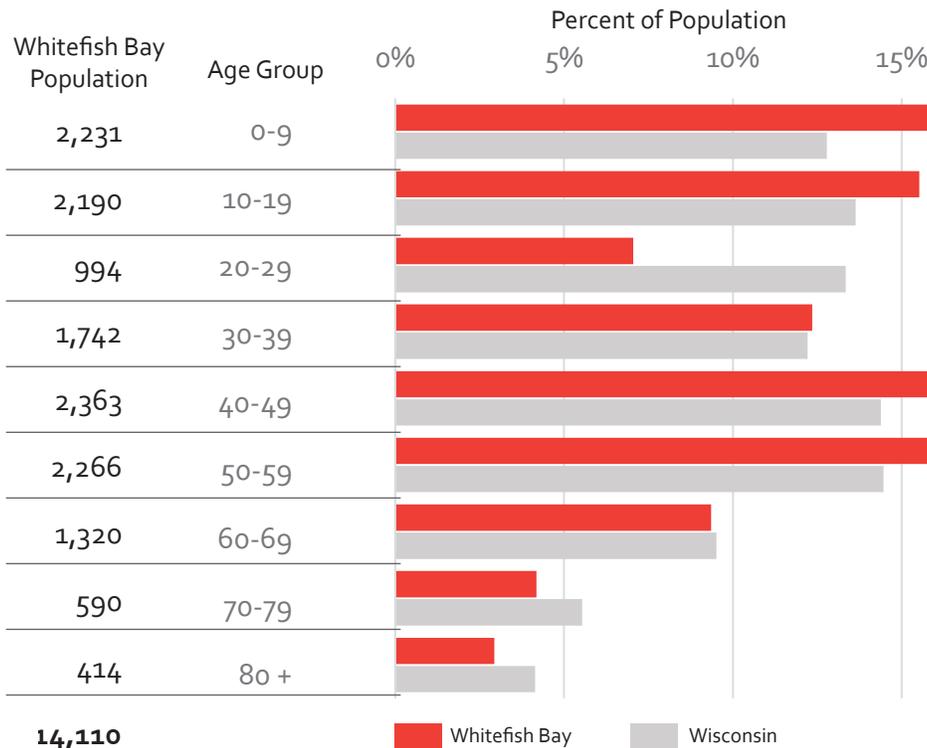


▲ Data source: US Census 2010

5,355 households



▲ Data source: US Census 2010



Whitefish Bay has a greater proportion of young people than Wisconsin as a whole

...but fewer people in their 20s. The village also has a greater proportion of people between 40-59.

Whitefish Bay is not as racially diverse as Milwaukee County nor the state as a whole

Race and Ethnicity, 2000

	Whitefish Bay		Milwaukee County		Wisconsin	
Total Population	14,163	100%	940,164	100%	5,363,675	100%
White	13,467	95%	616,973	66%	4,769,857	89%
Black or African American	139	1%	231,157	24%	304,460	5%
American Indian & Alaskan Native	10	0%	6,794	1%	47,228	1%
Asian	366	3%	24,145	3%	88,763	2%
Native Hawaiian and Other Pacific Islander	8	0%	422	0%	1,630	0%
Some other race	37	0%	39,931	4%	84,842	1%
Two or more races	136	1%	20,742	2%	66,895	1%
Hispanic or Latino (of any race)	221	2%	82,406	9%	192,921	4%

▲ Data source: US Census 2000

...but like the county and the state as whole, Whitefish Bay is becoming more diverse over time

Race and Ethnicity, 2010

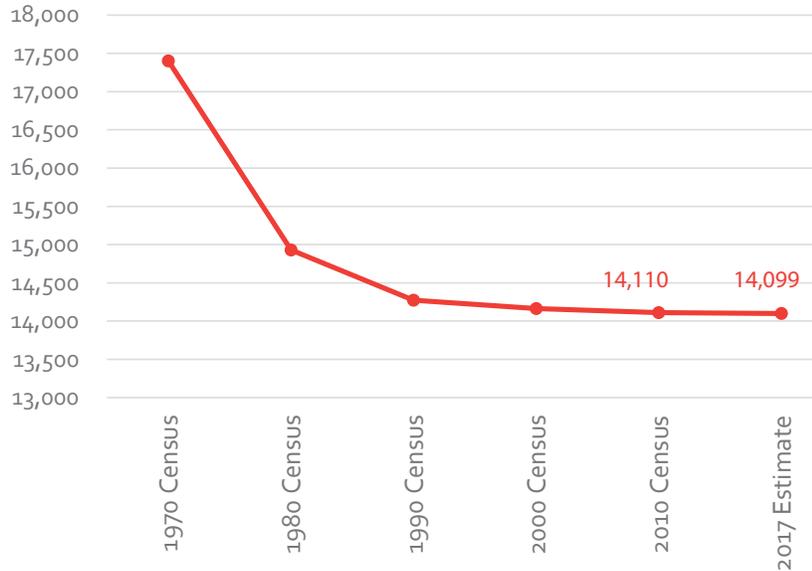
	Whitefish Bay		Milwaukee County		Wisconsin	
Total Population	14,110	100%	947,735	100%	5,686,986	100%
White	12,973	92%	574,656	61%	4,902,067	86%
Black or African American	270	2%	253,764	27%	359,148	6%
American Indian & Alaskan Native	19	0%	6,808	1%	54,526	1%
Asian	516	4%	32,422	3%	129,234	2%
Native Hawaiian and Other Pacific Islander	0	0%	363	0%	1,827	0%
Some other race	65	0%	51,429	5%	135,867	2%
Two or more races	267	2%	28,293	3%	104,317	2%
Hispanic or Latino (of any race)	399	3%	126,039	13%	336,056	6%

▲ Data source: US Census 2010

...though not quite as quickly as the county

Percentage increase in the non-white population from 2000-2010:



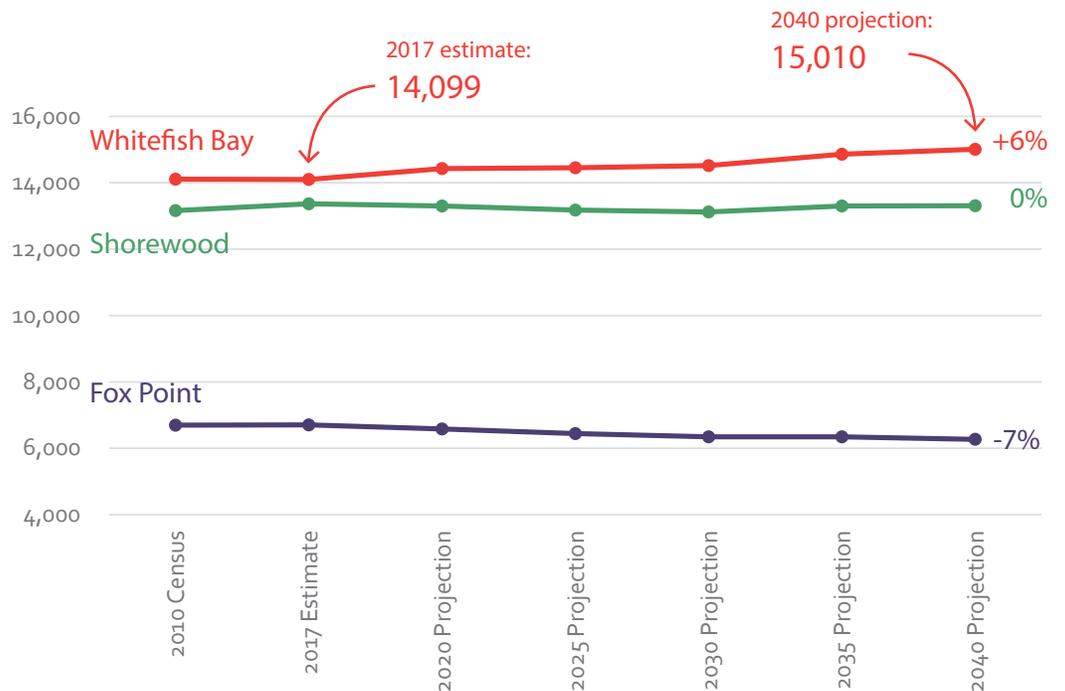


Population in Whitefish Bay has been decreasing...

Since 1970, the population has decreased by 19%, though the rate of decline has slowed.

▲ Data source: US Census 1970, 1980, 1990, 2000, 2010, and 2017 American Community Survey 5-year estimates. Note: the WI DOA 2019 population estimate for Whitefish Bay is a slightly different estimate at 14,050.

...but is projected to increase by 2040 in contrast to surrounding communities, and despite recent trends.



▲ Data source: Wisconsin Department of Administration (projections), US Census, and 2017 American Community Survey 5-year estimates

Wisconsin's population in 2040 is projected to be nearly 6,500,000 – a gain of more than 800,000 people, or 14 percent, from 2010.

Whitefish Bay's projected growth of 6% could be accommodated through occupying all vacant housing units (~200) plus ~1.5 new developments equal to that of Beaumont Place.



Community Engagement & Public Participation

As part of the Comprehensive Plan Update process, the consultant team and Village staff hosted a booth at Bay Day to listen to the ideas and concerns of village residents and discuss whatever issues were at the top of their minds, including thoughts about the planning process itself. Many residents also sent comments and ideas to the Comprehensive Plan Update team via email in the following months. Those who contributed their time and thoughts brought up myriad issues, questions, concerns, and priorities for the Village to focus on in the coming years, with the threads of sustainability and resiliency woven throughout. Included here is a summary of those comments.



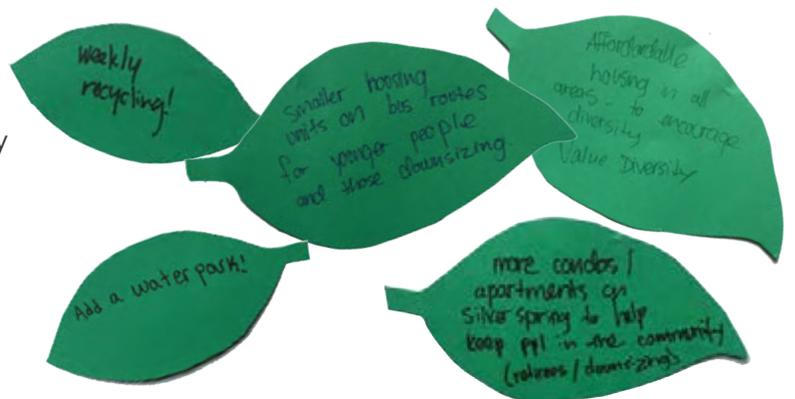
Sustainability & Equity

- » Answer "How is the Village addressing the climate crisis and responding through policies and programs?"
- » Encourage greater racial diversity in the community
- » Consider neighborhood clean energy programs, including community solar and more solar panels on public buildings, as well as energy efficiency incentive programs
- » Plant trees wherever possible and climate-friendly landscapes, and reduce pesticide use
- » Encourage alternative transportation options: bicycle education, walkable areas, information about the bus system – get people excited



Housing & Development

- » Keep the flavor of the housing stock, especially with residential rebuilds
- » Create historic districts within the village to better define neighborhoods and allow for access to incentives for repair and maintenance
- » Evaluate the affordability of housing in the village and the impact it has on racial diversity
- » Provide more condos & apartments in commercial districts and along bus routes to help keep people in the community, including those retiring or downsizing or younger people



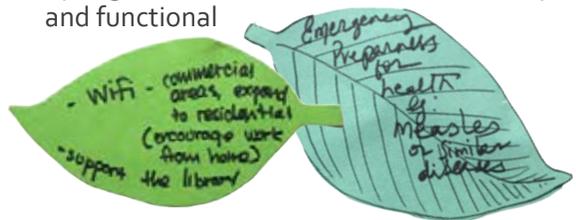
Parks and Facilities

- » Add more basketball hoops to the basketball court area in Cahill Park to better use the space for recreational basketball
- » Prevent further deterioration of Klode Park Beach, and ensure that it is improved and protected
- » Add a water park!



Services, Utilities, & Public Works

- » Plan to replace the lead water lines that serve the village over time
- » Work annually to repair roads with a phased approach
- » Have more Village Police officers outside of the cars on foot or on bicycle in order to be more accessible to residents and businesses
- » Plan for deployment of 5G wireless infrastructure in the village to ensure that visual clutter is reduced, and to reduce conflicts
- » Maintain streetscape improvements along Silver Spring Drive and elsewhere to ensure they are safe and functional



Planning & Community Engagement

- » Provide more public participation throughout the Comprehensive Plan Update process
- » Make an accessible and easy-to-use plan once it is complete

Hot Topic: Residential Rebuilds

One issue repeatedly raised during community engagement for the Comprehensive Plan Update is the demolition and rebuilding of the village's housing stock. Many cited this issue when asked about planning for the future of the village. Respondents had several questions about the rebuilding of older homes in the community and shared specific opinions.

Many voiced an interest in current Village design standards, and whether they were robust enough to address the issues they cited with rebuilt homes. Issues cited include size, community character, sustainability, attention to landscaping and stormwater management. Others expressed curiosity as to whether newly constructed homes allowed for continued socioeconomic diversity and inclusion in Whitefish Bay, and whether rebuilds change the accessibility of the community.

As of the writing of this document, the issue has been a part of ongoing discussion and evaluation among residents and Village Trustees, and will be reviewed in Fall 2019 through the Ad Hoc Teardown/Rebuild Review Committee. See the Housing Section for more detail.

Community Vision

The village of Whitefish Bay is an inclusive, thriving, and sustainable community along the Lake Michigan shoreline.



Housing in WFB

The village of Whitefish Bay is mostly “built out” with residences. With an average household size of 2.63 across 5,553 total housing units, approximately 14,110 residents live within 2.13 square miles – or approximately 10 people per acre.

Of Whitefish Bay’s “big three” – housing, schools, and services – homes are a hot topic in the community. From discussions about 1950s kitchen overhauls to the overwhelming desire to maintain affordability, housing conversations are part of daily life. Anecdotally, residents often joke “we love it here, although we’d love more space” or say “we’re lucky we got this house – we searched forever in the Bay amidst a lot of competition”. And a household name of housing in WFB: Mikkelson, or “Mickies” for short. The prevalent housing type is a Colonial Revival designed by Fred A. Mikkelson, leaving much of the community to be creative in occupying exactly the same floor plan as their neighbor.

When discussing this document and the question “why live in the Bay?”, residents often stated that the physical proximity to neighbors is the big plus: that is, the draw to the Bay comes from its reputation as a community that nurtures lifelong friendships.

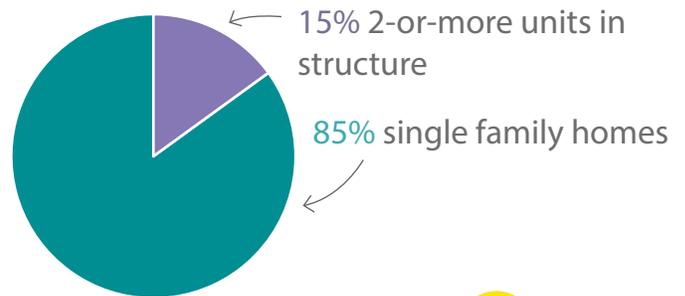
Because this level of care for the well-being of the local community is so palpable, comments for this comprehensive plan update regarding the future of housing were expressed as follows:

“I appreciate being able to see the 2009 plan in the Village newsletter to understand the scope. What is the best way for me to express my concerns re: the affordability of housing in WFB? And how should I express my desire to experience greater diversity of residents?”



5,553 total housing units in Whitefish Bay

▲ Data source: US Census 2010



Use of solar energy:

87.2% of 5,229 occupied housing units used utility gas for heating fuel.

~15

properties

▲ Data source: 2017 American Community Survey 5-year estimates

▲ Data source: Village of Whitefish Bay, August 2019



About 88% of the Whitefish Bay housing stock was built prior to 1960.

Median home value
\$365,500

▲ Data source: 2017 American Community Survey 5-year estimates

	Whitefish Bay		Milwaukee County		Wisconsin	
	#	%	#	%	#	%
Occupied Housing Units	5,355		383,591		2,279,768	
Owner-occupied	4,510	84%	196,834	51%	1,551,558	68%
Renter-occupied	845	16%	186,757	49%	728,210	32%

▲ Data source: US Census 2010 ▼ Data source: 2017 American Community Survey 5-year estimates

Most Whitefish Bay housing units are owner occupied

and in comparison to the county and the state, the village has a much lower percentage of renter-occupied units

36% of renters spend 30% or more of their household income on rent



22% of homeowners spend 30% or more of their household income on housing expenses



Generally, affordable housing is defined as housing costing no more than 30% of the household's gross monthly income.¹

The Village, like its peer Wisconsin communities by population, does not have in-house planning, community development, housing, development, or economic development departments. As such, programs for housing and affordable housing are best sought through partnerships or policies. A few of these are highlighted here.

With this in mind, and with the percentages listed on this page regarding renter-occupied and owner-occupied households and their housing costs, Whitefish Bay can pursue the following efforts to positively impact its affordable housing down the line:

- » Work with the Milwaukee County Housing Division to support households with energy assistance, foreclosed properties, and other housing assistance. [Click here](#) for more information.
- » When the tax incremental districts in the Village are nearing closure, explore extending the life of tax incremental districts to benefit affordable housing. [Click here](#) for more information on the tax incremental district (TID) extension process, and [click here](#) for information on what other communities have done with the increment generated by their TID extensions.
- » Whitefish Bay is actually home to a number of regional leaders who are knowledgeable about affordable housing. If needed in the future, the Village could host conversations that discuss the most prudent ways to continually ensure that housing in the community remains affordable for many.

¹ League of Wisconsin Municipalities. <https://www.lwm-info.org/DocumentCenter/View/1926/Using-TIF-to-Benefit-Affordable-Housing>. Accessed July 24m 2019

Housing Stats

about WFB

Home values remain strong in WFB, as evidenced by the table to the right. For many in the community, the question then becomes: “how affordable are we for community members?”

One of many ways to develop an answer to the above question is to look at how “low income” is defined, and review how many households or families have an income within that range. The 2019 HOME Income Limits from the U.S. Department of Housing and Urban Development (HUD) for the Milwaukee-Waukesha-West Allis MSA list “low income” for a 1-person household at \$46,100, a 2-person household at \$52,700 and 3-person household at \$59,300. Whitefish Bay’s average household size of 2.63 provides some context.

Of the 5,229 total households in WFB, 1,045 households – or **20% of total households** – maintained an income of \$49,999 or less. These households fall close to or within the definition of low income as defined by HUD.

When evaluating not households but families, as listed in the Census, 511 of 3,858 families – or **13.2% of families** – made less than \$49,999. These families fall close to or within the definition of low income as defined by HUD.

Keeping watch over how these percentages fluctuate from year to year is one cursory way to monitor the affordability of the community. That is, how many low income families are able to reside in WFB? There are numerous other ways to monitor affordability and should continuously be explored by the Village. See the spotlight on Affordable Housing & Available Programs in this section for context.

The vast majority of homes in Whitefish Bay were built before 1960. Properties in the village are well maintained and generally considered attractive. Whitefish Bay’s median home value for owner-occupied units is **\$365,500** – above any other municipality in Milwaukee County aside from the Village of River Hills, where the median home value is \$632,400. The Villages of Bayside, Fox Point, and Shorewood each have a median home value of over \$300,000.

▲ Data source: 2017 American Community Survey 5-year estimates

Value of Owner-Occupied Housing

Total owner-occupied units	4,281
Less than \$50,000	1.3%
\$50,000 – \$99,999	0.8%
\$100,000 – \$149,999	4.2%
\$150,000 – \$199,999	5.5%
\$200,000 – \$299,999	23.3%
\$300,000 – \$499,999	38.7%
\$500,000 – \$999,999	23.2%
\$1,000,000 or more	3.0%
Median	\$365,500

▲ Data source: 2017 American Community Survey 5-year estimates

2019 PROPERTY ASSESSMENT REVALUATION PROJECT stats

Increase in total assessed value in WFB: **~16%** between 2014 and 2019

The 2019 revaluation will bring assessments back to near 100% of market value in order to comply with state statutes.

~ Revaluations redistribute each owner’s share of the total tax burden ~

Housing Demand in WFB

Just a brief look at the monthly “Bay Leaves” magazine illustrates how quickly, and at what cost, most residential real estate transactions come together. The days on market (DOM) and sold price for properties as displayed in June and July 2019 are shown here. Many homes sold in fewer than five days.

PENDING		SOLD			
Address	List Price	Address	DOM	List Price	Sold Price
4635 N Elkhart Ave	\$249,900	5151 N Diversey Blvd	1	\$279,900	\$270,000
4930 N Berkeley Blvd	\$279,900	6260 N Lydell Ave	7	\$279,900	\$275,000
5157 N Shoreland Ave	\$336,500	4907 N Hollywood Ave	4	\$311,900	\$312,000
4909 N Woodruff Ave	\$359,000	341 E Lake View Ave	2	\$314,900	\$315,000
5066 N Larkin St	\$399,900	4756 N Idlewild Ave	3	\$319,900	\$321,000
5931 N Santa Monica Blvd	\$415,000	5349 N Kent Ave	3	\$325,000	\$322,500
5573 N Berkeley Blvd	\$445,000	6200 N Santa Monica Blvd	45	\$342,000	\$335,000
4525 N Cramer St	\$474,900	4711 N Elkhart Ave	2	\$369,900	\$374,900
5568 N Kent Ave	\$475,000	5412 N Shoreland Ave	25	\$399,000	\$415,000
4762 N Cumberland Blvd	\$875,000	912 E Meadow Pl	27	\$409,900	\$417,000
4515 N Lake Dr	\$895,000	4766 N Woodburn St	11	\$419,900	\$425,000
1013 E Lexington Blvd	\$895,000	5775 N Shoreland	175	\$450,000	\$445,000
4837 N Lake Dr	\$899,900	6209 N Lake Dr	49	\$479,900	\$475,000
835 E Glen Ave	\$1,125,000	523 E Lake View Ave	9	\$525,000	\$521,365
		819 E Beaumont Ave	12	\$539,900	\$539,900
		5505 N Diversey Blvd	16	\$649,900	\$639,325
		5420 N Hollywood	1	\$1,050,000	\$1,024,000
		4617 N Wilshire Rd	1	\$1,100,000	\$1,100,000

Source: Bay Leaves, June 2019

PENDING		SOLD			
Address	List Price	Address	DOM	List Price	Sold Price
4851 N Berkeley Blvd	\$245,000	5961 N Kent Ave	26	\$370,000	\$365,000
5000 N Diversey Blvd	\$270,000	818 E Hampton Rd	13	\$380,000	\$372,500
5544 N Kent Ave	\$299,900	5066 N Larkin St	45	\$399,900	\$392,500
5516 N Kent Ave	\$324,900	6048 N Lydell Ave	60	\$399,900	\$385,000
5057 N Shoreland Ave	\$339,900	5931 N Santa Monica Blvd	2	\$415,000	\$450,000
4971 N Diversey Blvd	\$369,900	5756 N Kent Ave	7	\$415,000	\$415,000
6129 N Santa Monica Blvd	\$469,900	4766 N Woodburn St	11	\$419,900	\$425,000
5068 N Lake Dr	\$659,900	5123 N Hollywood Ave	1	\$419,900	\$418,000
5141 N Marlborough Dr	\$699,900	5401 N Kent Ave	3	\$425,000	\$425,000
5359 N Berkeley Blvd	\$799,000	5573 N Berkeley Blvd	12	\$445,000	\$440,000
4634 N Cramer St	\$864,000	5775 N Shoreland Ave	175	\$450,000	\$445,000
4515 N Lake Dr	\$895,000	5826 N Kent Ave	4	\$465,000	\$465,000
4845 N Lake Dr	\$1,125,000	4525 N Cramer St	2	\$474,900	\$474,900
5124 N Ardmore Ave	\$1,200,000	6175 N Bay Ridge Ave	30	\$499,000	\$480,000
4655 N Wilshire Rd	\$1,695,000	5263 N Berkeley Blvd	4	\$589,900	\$575,000
5762 N Shore Dr	\$1,695,000	4961 N Woodburn St	1	\$649,900	\$622,500
		5849 N Bay Ridge Ave	31	\$769,000	\$769,000
		4762 N Cumberland Blvd	23	\$875,000	\$865,000

Source: Bay Leaves, July 2019

Housing Demand in WFB

AD HOC TEARDOWN / REBUILD REVIEW COMMITTEE

At the regular Village Board meeting on December 18, 2017, the Village Board created an Ad Hoc Residential Teardown/Rebuild Review Committee. Committee meetings are open to the public, and the Village has been promoting the meetings so that interested individuals can attend and participate in the process. Potential discussion topics include:

- » Design Guidelines and Zoning Code Provisions
- » Demolition process
- » ARC process
- » Review of specific teardown/rebuild projects
- » Others as requested by the committee

2018 Adopted Recommendations

On December 3, 2018, the Village Board adopted the following changes as a result of the recommendations provided by the Ad Hoc Residential Teardown/Rebuild Review Committee:

- » Newly appointed Architectural Review Commission (ARC) and Board of Appeals (BOA) members will participate in an educational session with the Village Attorney.
- » "Refresher" educational sessions will take place for both ARC and BOA every three years or on as-needed basis.
- » The ARC submittal deadline was increased from 10 days to 17 days to allow additional time to provide notice to residents residing within the "Design Area" of a specific proposal. The increased deadline also ensures that ARC will not review a previously tabled proposal unless a minimum of 17 days has passed (i.e. to encourage additional time for applicants incorporate ARC feedback in revised plans).
- » To require Floor Area Ratio data points be provided for all properties located within the project design area and to require submittal of the existing and proposed square footage, existing and proposed

Next Steps in the Teardown / Rebuild Issue

The Ad Hoc Review Committee reconvened in fall 2019 to examine the impacts of these adopted modifications for the Teardown / Rebuild discussion.

ARC Checklist SECTIONS

- » Setbacks
- » Height
- » Entries and porches
- » Garages / Parking
- » Scale + massing
- » Design Elements
- » Miscellaneous

Floor Area Ratio, lot dimensions, setbacks, and height be provided for the subject property (data intended to provide additional tools for ARC members to analyze the scale and massing of a proposed structure).

- » To require full plan sets for new homes and additions to be included in the meeting packet and to require posting of full plan sets and written feedback online.
- » Creation of a revised project review checklist aimed at facilitating consistent review of projects.
- » To include ARC project checklists in the corresponding meeting minutes.
- » Granting the Building Inspector approval authority over pergolas, arbors, garages and sheds to enable ARC to focus on larger scale projects.
- » Revised definition of "Design Area".

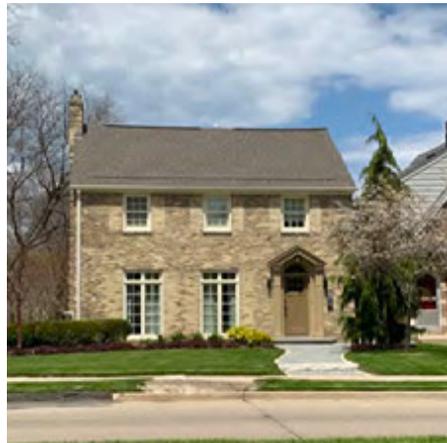
The majority of the revised submittal requirements became effective with the ARC meeting held on March 7, 2019.



HOUSING MAINTENANCE & REHAB

Much of the housing units in WFB – having been built in prior decades – come with great stories and one-of-a-kind maintenance and rehabilitation needs. See the chapter on Triple Bottom Line, Resilience, & Culture for information on the Whitefish Bay Architecture & History Inventory as one example of how local housing rehab requires customized approaches.

State Statutes require comprehensive plans to cover the policies and programs that can help maintain or rehabilitate the existing housing stock. Contemporary policies have been highlighted in this chapter; existing available programs are slim due to local values & household incomes leaving the private market to generate activity. As a result, private capital is anecdotally the largest funding method through which housing owners maintain and rehabilitate the housing stock. A few options for future partnerships & programs are outlined in the ensuing Action Items.



Action Items | Housing

- 1| Support activities that promote the continual upkeep of **existing** housing stock, within our resource construct.
 - » Compose a list of residential styles in WFB, identify homes from each style that have been thoughtfully modified, and showcase their stories to WFB community members seeking examples of renovation over demolition. Consider initiating this action by building upon the HPC's walking tour series and digital brochures.
 - » Consider hosting an annual Tour of Homes, in conjunction with regional events, that features customized renovations and additions to existing residential structures in Whitefish Bay.
 - » Convene as needed with regional partners to support households in need of targeted housing assistance.

- 2| Revisit and update Residential Design Guidelines as needed.
 - » Consider infusing sustainability and resilience goals into residential design standards.
 - » Ensure standards not only fit local density and context, but also encourage housing stock for our aging population within the community.

- 3| Nurture programs that make **all** housing units more sustainable & resilient.
 - » Consider the creation of a Resilient Neighborhoods Committee, comprised of residents interested in sharing best practices for resilience with other residents. Consider making the first Committee event a "how-to" program on installation and maintenance of sustainable and resilient design elements.
 - » Encourage participation in solar "group buys" to enable local residents to utilize solar power.
 - » Research and streamline approval processes for geothermal, white roofs, living walls, and "design against extinction" features for a variety of species.

- 4| Preserve a range of housing options that support **households** with varying income levels.
 - » Complete the 2019 Property Assessment Revaluation Project by finishing all Open Book appointments and making adjustments to revaluations as necessary.
 - » Consider extending tax incremental districts by one year to benefit housing and affordable housing throughout the community as allowed by state statute.
 - » Comprehensively review, fully evaluate, and widely circulate requests for residential lot combinations or any parcel boundary changes within the village.



Supporters advertise the community's farmers market, held from July to October annually

▲ Photo Source: Village of Whitefish Bay

A Place to Work:

Commerce & Economic Development

Whitefish Bay provides the grounds for success. As a few local business owners said upon opening their business: "It's become an opportunity to reinvent ourselves and give back to the community we've grown to know and love."¹ Read on to learn about Whitefish Bay's labor force, economic base, and local commerce.

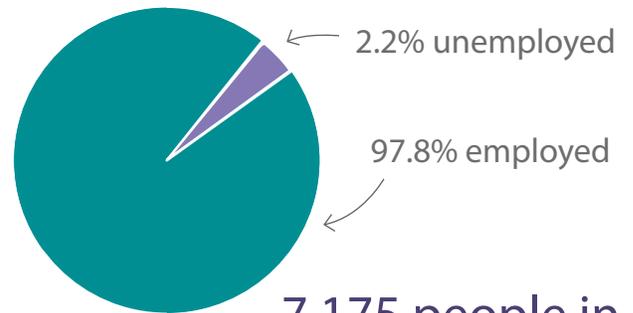
¹ "MOXIE brings spunky new eats to Whitefish Bay." OnMilwaukee.com, published April 25, 2016, 11:101am

The Workforce in WFB

While the majority of Whitefish Bay land is residential, the village is home to a highly-educated workforce who primarily works outside the community. Village residents have graduated with bachelor's degrees and graduate or professional degrees at more than twice the rate of Milwaukee County and Wisconsin as a whole. Nearly one-third of Whitefish Bay's employed residents work in educational services, healthcare, or social assistance. Many others work in finance, insurance, real estate, and other professional industries.

These education and employment characteristics may explain the high median household income in the village of \$ 111,069.00 – almost double the median household income for the state of Wisconsin at \$56,759.00.

▲ Data source: 2017 American Community Survey 5-year estimates



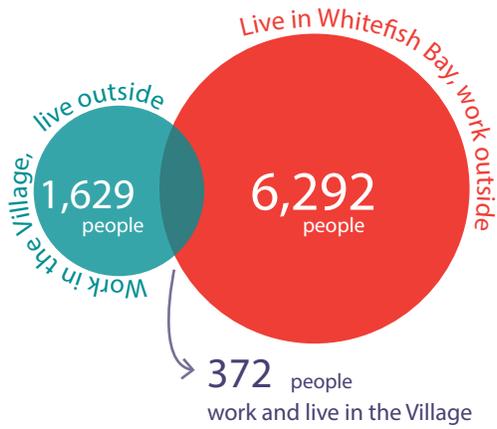
7,175 people in the WFB civilian labor force

▲ Data source: 2017 American Community Survey 5-year estimates

Education Level Attained, Population 25 years and older	Whitefish Bay		Milwaukee County		Wisconsin	
	#	%	#	%	#	%
Population 25 years and over	9,330		627,652		3,907,816	
Less than 9th grade	149	2%	27,907	4%	110,095	3%
9th to 12th grade, no diploma	35	0%	51,052	8%	213,704	6%
High school graduate (includes	779	8%	176,819	28%	1,222,791	31%
Some college, no degree	1,098	12%	134,313	21%	814,870	21%
Associate's degree	387	4%	48,454	8%	411,875	11%
Bachelor's degree	3,693	40%	121,110	19%	748,413	19%
Graduate or professional degree	3,189	34%	67,997	11%	386,068	10%

▲ Data source: 2017 American Community Survey 5-year estimates

Whitefish Bay residents are highly educated



81%
Drove alone to work



5%
Carpooled



1%
Took public Transportation



4%
Walked to work



1%
Biked to work



6%
Worked at home

for 73% of Whitefish Bay workers, commuting takes 24 minutes or less

▲ Data Source: *above* U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2015). *below* 2017 American Community Survey, 5-year Estimates Graphics, though modified, are adapted from ESRI business analyst



▲ Bayshore Dental in Whitefish Bay. Source: Merchants of Whitefish Bay Facebook

Our best data estimates that there are currently

7,175
people in the Whitefish Bay workforce.

If the population grows by 6% by 2040, as expected, the workforce could grow to about

7,299
...124
people in the Whitefish Bay workforce by 2040, or...

additional workers.

Where will these new workers live, where will they be employed, and how will they get to work? Our planning decisions now can impact Whitefish Bay's future workforce.

▲ Data Source: *above* estimate based on 2017 American Community Survey 5-year estimates and the population projections from the Wisconsin Department of Administration



▲ Trouble & Sons in Whitefish Bay. Source: Merchants of Whitefish Bay Facebook

About 1/3 of employed residents work in educational services, health care, or social assistance

	Number of workers	% of total workforce
Civilian employed population 16 years and over	7,018	
Agriculture, forestry, fishing and hunting, and mining	55	1%
Construction	184	3%
Manufacturing	701	10%
Wholesale trade	195	3%
Retail trade	625	9%
Transportation and warehousing, and utilities	130	2%
Information	171	2%
Finance and insurance, and real estate and rental and leasing	1,010	14%
Professional, scientific, and management, and administrative and waste management services	934	13%
Educational services, and health care and social assistance	2,008	29%
Arts, entertainment, and recreation, and accommodation and food services	601	9%
Other services, except public administration	268	4%
Public administration	136	2%

▲ Data source: 2017 American Community Survey 5-year estimates

Future Workforce in WFB

State Statutes require comprehensive plans to name the new businesses or industries desired by the local government unit. Satisfying this requirement can best occur by clearly connecting to the community’s interest in sustainability and resilience: in order to be a more self-sufficient and sustainable community, WFB needs to foster 2 major changes from the lens of workforce & commerce. **The 1st:** more of the workforce needs to work within the community.

For more of the WFB workforce to work locally, WFB could recruit more of the business and industry types shown in the table on this page. While the industry mix will change over time for the local labor force, the top industries for potential recruitment include:

- » Educational services, and health care and social assistance
- » Finance and insurance, and real estate and rental and leasing
- » Professional, scientific, and management, and administrative and waste management services

But just how much can this landlocked community reorganize the landscape and recruit new companies that bring these jobs? Let’s outline just one scenario

with several variables. Perhaps WFB could target recruitment, expansion, and redevelopment efforts to triple by 2040 the 372 **people who both work and live in the village**. Round 1,116 to 1,000 people for the sake of the narrative. Assuming that 628 WFB residents could make a professional move and now work in the community, those 628 people would make an impact on the carbon footprint generated by WFB households due to commuting for work. Yet with office square footage per employee anecdotally ranging in the last decade from between 100-250 square feet, and notwithstanding those who will telecommute in the future, could WFB challenge itself to add anywhere between 62,800 and 157,000 square feet of office space to accommodate the 628 employees who now both live and work in the community? If this single scenario outlines one path for WFB to name its desired new businesses or industries, WFB would need to make the equivalent of between 4 and 9 of the 205-219 E Silver Spring Drive building, commonly known as the Stallé Group / Shabahang building.

Recruit industries that reflect the skills of the local workforce

Future Commerce Idea for WFB

The 2nd: WFB needs a development inclusive of food production. To do so, **community members** should advocate for redevelopment areas that could house such activities as high-intensity urban farms or aquaponics, and encourage development standards & incentives for these areas to foster the desired activity. While a few sites as of the writing of this document are potential redevelopment sites that could house these activities, this document should not be the vehicle for identifying specific sites. The community needs to endorse this economic scenario in order for it to materialize in WFB.

The following text provides highlights on a few kinds of food production that could occur in WFB:

Gardens / Greenhouses

Gardens and greenhouses are a tried-and-tested model for urban food production. As a community-supported model, gardens and greenhouses provide opportunities for residents to grow their own food and for small-scale institutional production. As a commercial model, gardens and greenhouses can face significant limitations, most importantly the high cost of land. When comparable products can be purchased from a nearby rural area, commercial urban gardens and greenhouses must find a comparative advantage in transportation costs (i.e. generating products not produced locally), business mission (i.e. supporting social, environmental, or economic justice endeavors), or cost of production (i.e. high-intensity farming).

For WFB, the comparative advantage could be in local food distribution. **A farm-to-school partnership alone could feed the ~4,000 K3-12 students (public + private) with produce grown locally.**

High-Intensity Urban Farms

High-intensity farming allows for urban farmers to overcome the high-cost of urban land through the efficient production of produce. Innovations in this field happen regularly, and the landscape of potential configurations is vastly different than a decade ago. Whereas their rural counterparts rely on natural environmental patterns to guide their food production, high-intensity urban farmers change the parameters

of these patterns to “trick” their plants into growing more quickly. Furthermore, high-intensity farms remove many of the variables of rural production, such as pests or unfavorable weather. With a higher output and a more consistent production environment, many see high-intensity farming as the way to provide food to a growing and increasingly urbanized population.

Edible Landscapes / Victory Gardens

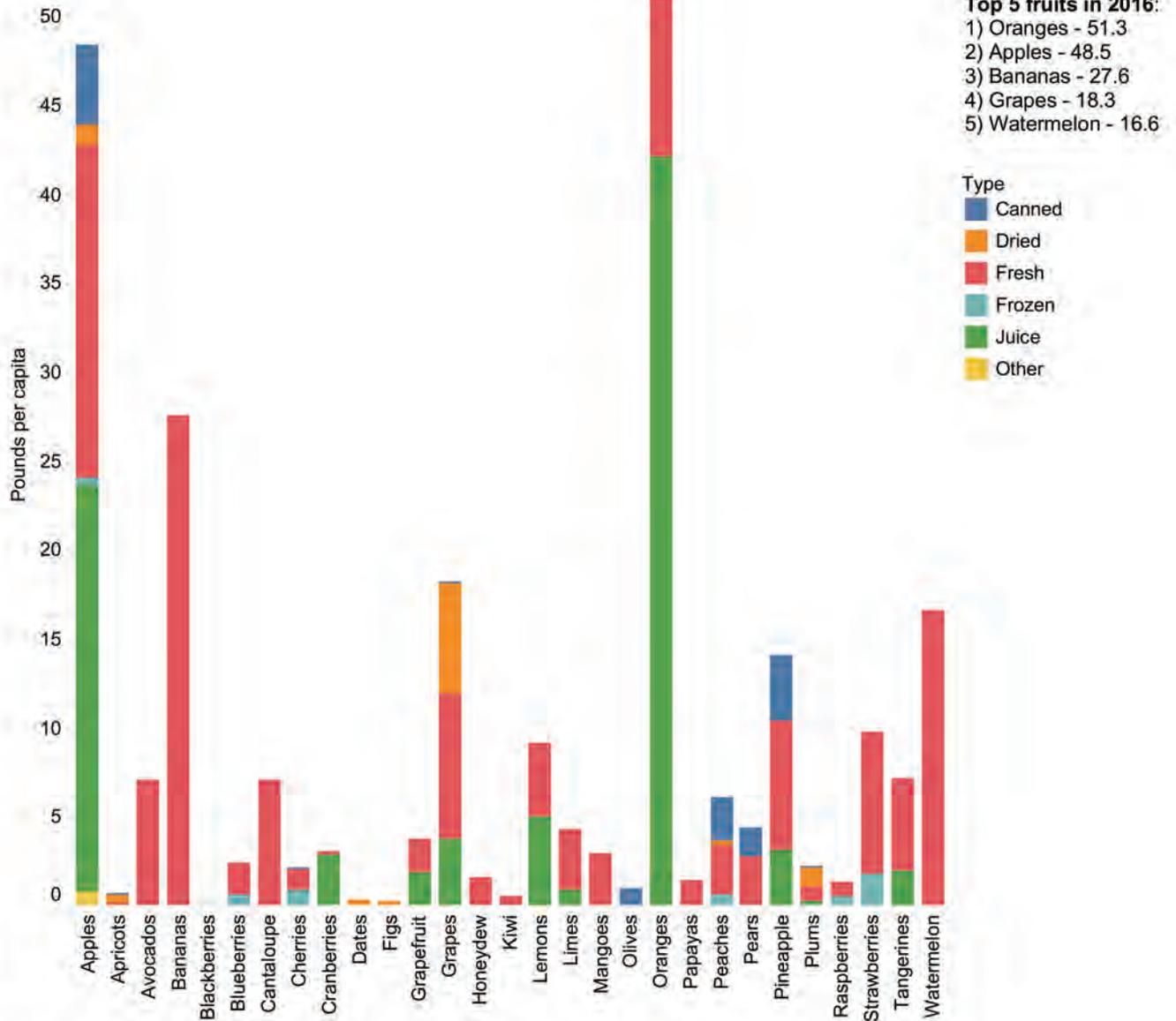
As an alternative to centralized food production, edible landscapes and victory gardens encourage food production to be dispersed throughout the community via resident support. If successful (i.e. if residents participate), this model is the most self-sufficient and resilient of the group. As the Victory Garden Initiative continues to expand in Milwaukee, there may be opportunities to create a hub where staff members can offer training and education, distribute supplies, and provide a market space for community growers. In other cities, companies have arisen that transform entire sterile yards of grass into productive edible landscapes of food.

Aquaponics

A combination of aquaculture and hydroponics, aquaponics systems allow for the production of crops without using soils. These systems vary drastically in terms of intensity, productivity, and technological requirements. From DIY systems to lab-grade systems, aquaponics farming is a growing field that is expanding the potential of food production in areas that are limited by their availability of arable soil. Aquaponics requires significant amounts of space, however, as various sized holding tanks are needed to house the fish that comprise half of the system (the aquaculture). Aquaponics farming can be focused on raising fish, growing produce, or both.

FOOD FOR THOUGHT:

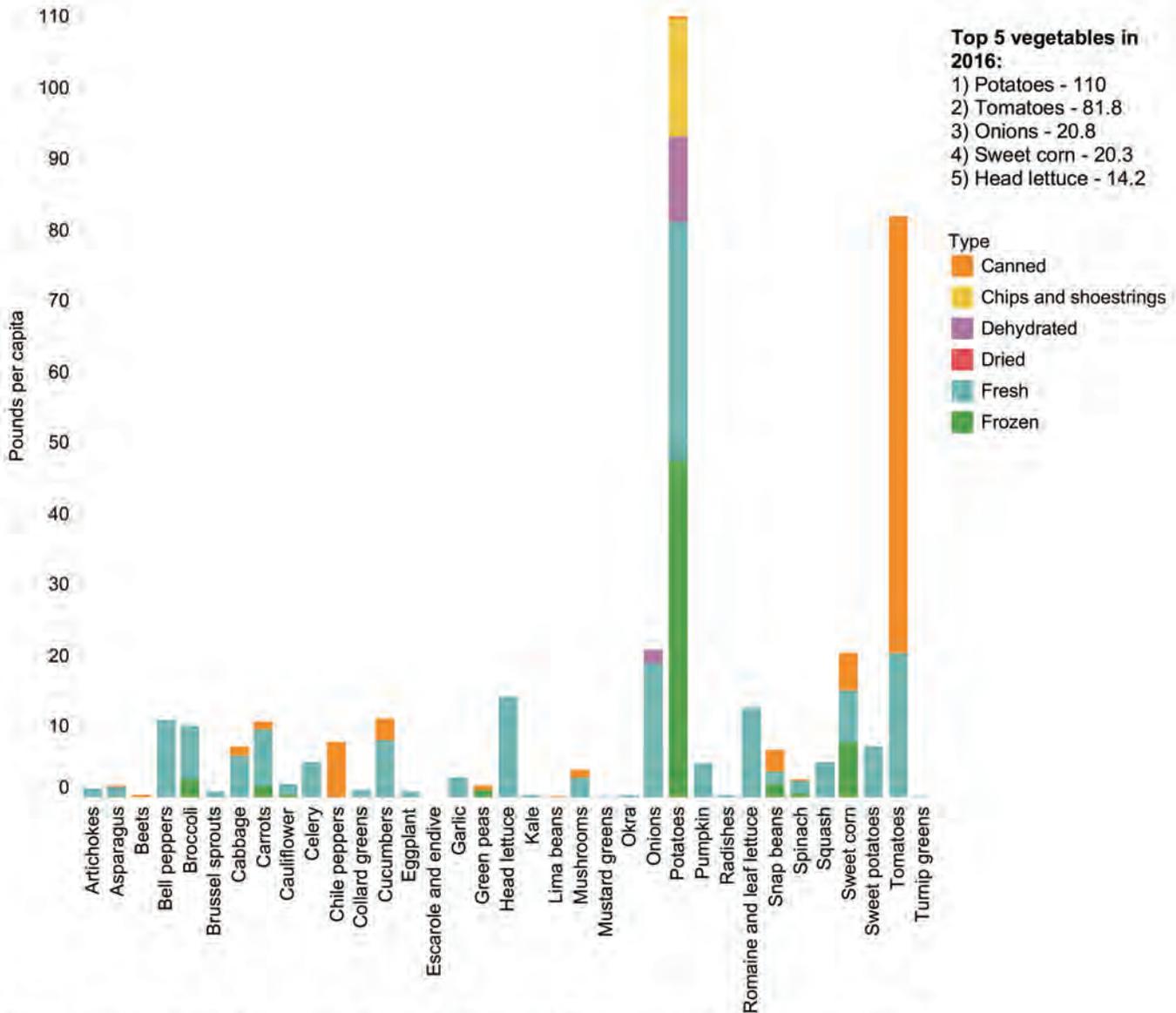
2016 FRUIT PER CAPITA, U.S.



Note: For the most recent supply and use data for various commodities, refer to the ERS website.

Source: USDA, Economic Research Service, food availability data series from the Food Availability (Per Capita) Data System, 2018.

FOOD FOR THOUGHT: 2016 VEGETABLES PER CAPITA, U.S.



Note: per capita availability for escarole and endive is 0.04 pounds. For the most recent supply and use data for various commodities, refer to the ERS website.

Source: USDA, Economic Research Service, food availability data series from the Food Availability (Per Capita) Data System, 2018.

Downtown

WFB

SILVER SPRING DRIVE: THE DOWNTOWN

Whitefish Bay is home to a vibrant business district at the heart of the village – Silver Spring Drive – which houses the majority of the village’s commerce. The thoroughfare, which runs from Lydell Avenue to Marlborough Drive / Lake Drive, acts as an important connector between Interstate 43 with State Highway 32 (Lake Drive), therefore serving as a major roadway through the village.

There are over 100 businesses in this 8-block stretch home to an independent theater, pharmacy, variety store, grocery store, and private schools.

The village has a strong economic base, supported by a high-income community and high property values. This is a key strength when attracting new businesses to Silver Spring Drive, as it reveals the community’s strong local customer base.

Bayshore, just to the west of Whitefish Bay, underwent a major change in 2007 and has presented both benefits and challenges for the Silver Spring Drive business district due to its close location just 2 blocks west on Silver Spring Drive. The shopping center offers competing and complementary businesses that contribute to the regional shopping environment, yet Bayshore and Silver Spring Drive are disconnected by a fragmented land pattern.

State Statutes require that comprehensive plans assess the community’s strengths and weaknesses with respect to attracting and retaining businesses and industries, and designate an adequate number of sites for such businesses and industries. The following anecdote briefly addresses these requirements.

Commercial properties along Silver Spring Drive are seen by some as obsolete, and are relatively expensive to build out and update for new occupants. Options for new development are limited due to the fact that the business district is largely built out and occupied, with the exception of public and private parking lots. Therefore, the cost of business recruitment and retention is perceivably higher than other communities



in the region, and WFB does not have the same access to federal programs and incentives. As such, the Village relies on two key entities to recruit and retain businesses: the Merchants of Whitefish Bay and the Village of Whitefish Bay Community Development Authority (CDA).

MERCHANTS OF WHITEFISH BAY

The Whitefish Bay Business Improvement District (BID), a.k.a. Merchants of Whitefish Bay, was formed in 2008 to take over operations of the previous Business and Professional Association. A business improvement district creates a mechanism for nonresidential property owners to levy and collect assessments to finance the achievement of common goals. The Merchants are led by a nine-member board, comprised of seven business/property owners and two village residents. Visit their website for current information:

➔ <https://merchantsofwhitefishbay.com>

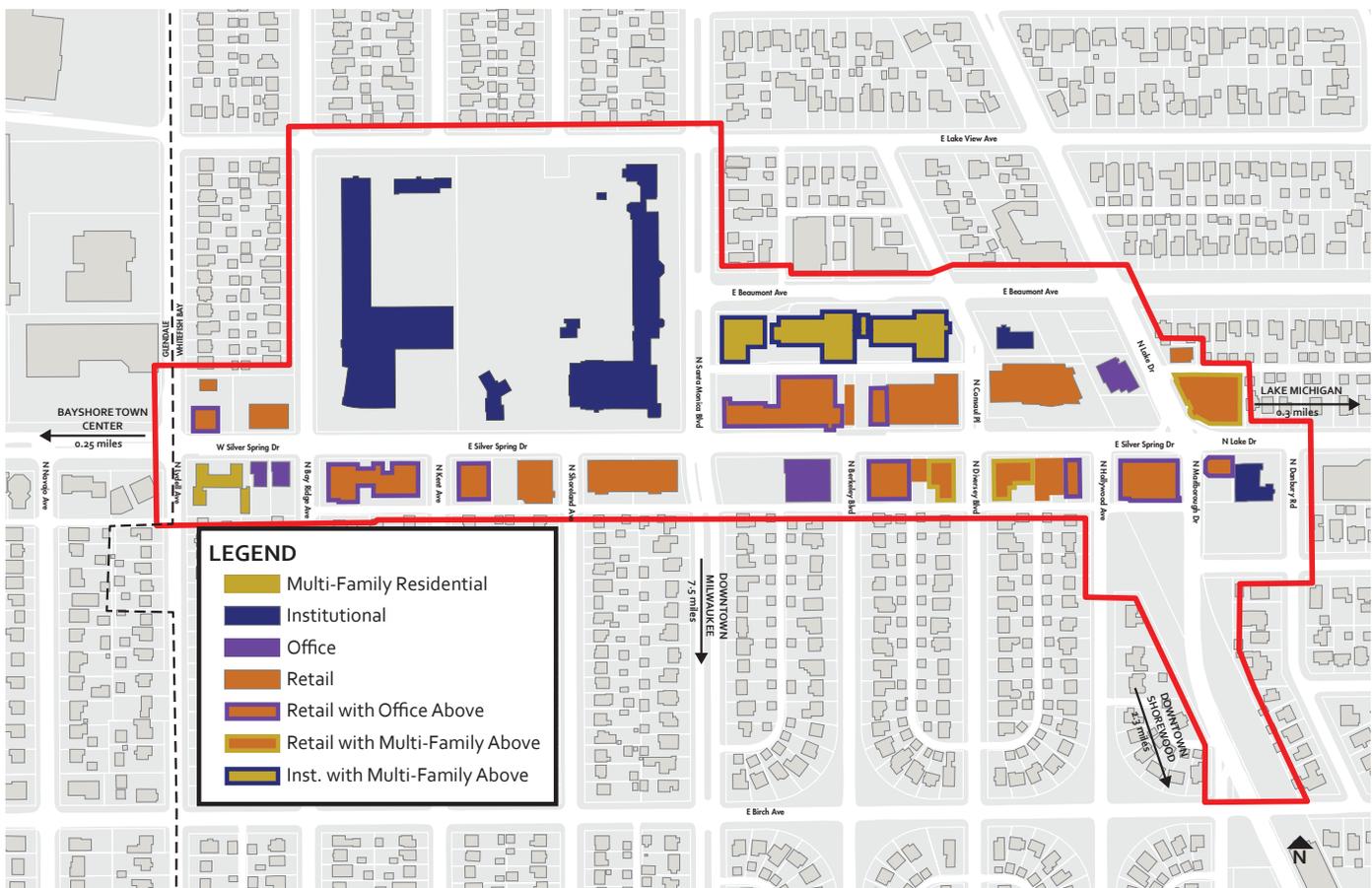


Downtown WFB

VILLAGE OF WHITEFISH BAY CDA

The Village formed Tax Increment District (TID) #1, effective January 1, 2004, shortly after it approved the creation of the Village’s Community Development Authority. The CDA provides direction regarding Village redevelopment, tax incremental financing, and business incentive grants/requests. Since its inception, the CDA has undertaken several major projects in the Silver Spring Drive corridor:

- » Creation of Zoning District 11 Silver Spring Drive Business District – All commercial properties within the village were previously zoned under District 6 until 2004, when District 11 was created as a customized set of regulations for the community’s downtown.
- » Development of the Johnson Bank Building – The TID acquired property on the northeast corner of Silver Spring Drive, Lake Drive, and Marlborough Drive. Between 2005 and 2010, a four-story building was constructed on what used to be a gas station and office building, providing for Johnson Bank on the first floor and three additional floors of condominiums. The increment created was able to repay the project’s TID support within 3 years following construction.
- » Utility, Streetscape, and Road Resurfacing Construction Project - In 2008, the Village began a \$3 million construction project primarily funded by the TID. The first phase installed new storm sewer the length of the street and new water main for half of the street, and completed spot repairs on the sanitary sewer. The second phase included streetscape improvements for the district and landscaping to enhance pedestrian safety.



Source: GRAEF, Village of Whitefish Bay

- » **Beaumont Place & Public Parking** – In **2014** and **2015**, the Village created TID #2 and allocated district funds toward Beaumont Place, an 83-unit apartment complex comprised of 3 buildings on a former public parking lot. On the ground level of the 2 eastern buildings there remain parking lots available to the public.
- » **Completion of the Silver Spring Drive Master Plan Update** – In Spring **2016**, the CDA adopted the first update to the document adopted in 2003, which sets a vision for and a road map to an ever-vibrant district.



view the Silver Spring Drive Master Plan Update <https://www.wfbvillage.org>

- » **BID Strategic Plan** – In Fall **2016**, the CDA supported an effort by the Merchants of Whitefish Bay to complete a 3-year strategic plan and streamline the group’s efforts.
- » **Downtown Incentive Grant (DIG)** – The CDA endorsed in early **2018** the merger and reorganization of the former Retail Incentive Grant and Façade Improvement Grant into a single DIG. See the TID Incentive Grant & Loan Program Investments map in this chapter for data points.
- » **Dissolution of the Parking Utility + Completion of a Parking Strategy** – In late **2018**, the CDA forwarded to the Village Board its support for the dissolution of the Village’s underutilized Parking Utility. Shortly thereafter, the CDA brought to completion a Parking Strategy for Silver Spring Drive.

THE FUTURE OF THE DOWNTOWN

In light of all these efforts, what should the future hold for Downtown Whitefish Bay? The future should bring improvements that align with the mission and vision for Silver Spring Drive as outlined in the 2016 Silver Spring Drive Master Plan Update, and shown here. The future of Downtown Whitefish Bay must also align with the sustainability and resilience undertones of this document. These focal points are representative of countless conversations with community residents, property owners, and business owners about their hopes for the downtown. See the Action Items in this section for pathways to such improvements.

INDUSTRIES IN WFB

Industry	# of Establishments
Manufacturing	6
Wholesale trade	8
Retail trade	25
Information	5
Finance and insurance	17
Real estate and rental and leasing	11
Professional, scientific, and technical services	39
Administrative and support and waste management and remediation services	12
Educational services	3
Health care and social assistance	36
Arts, entertainment, and recreation	5
Accommodation and food services	9
Other services (except public administration)	15

2012 Economic Census

from the

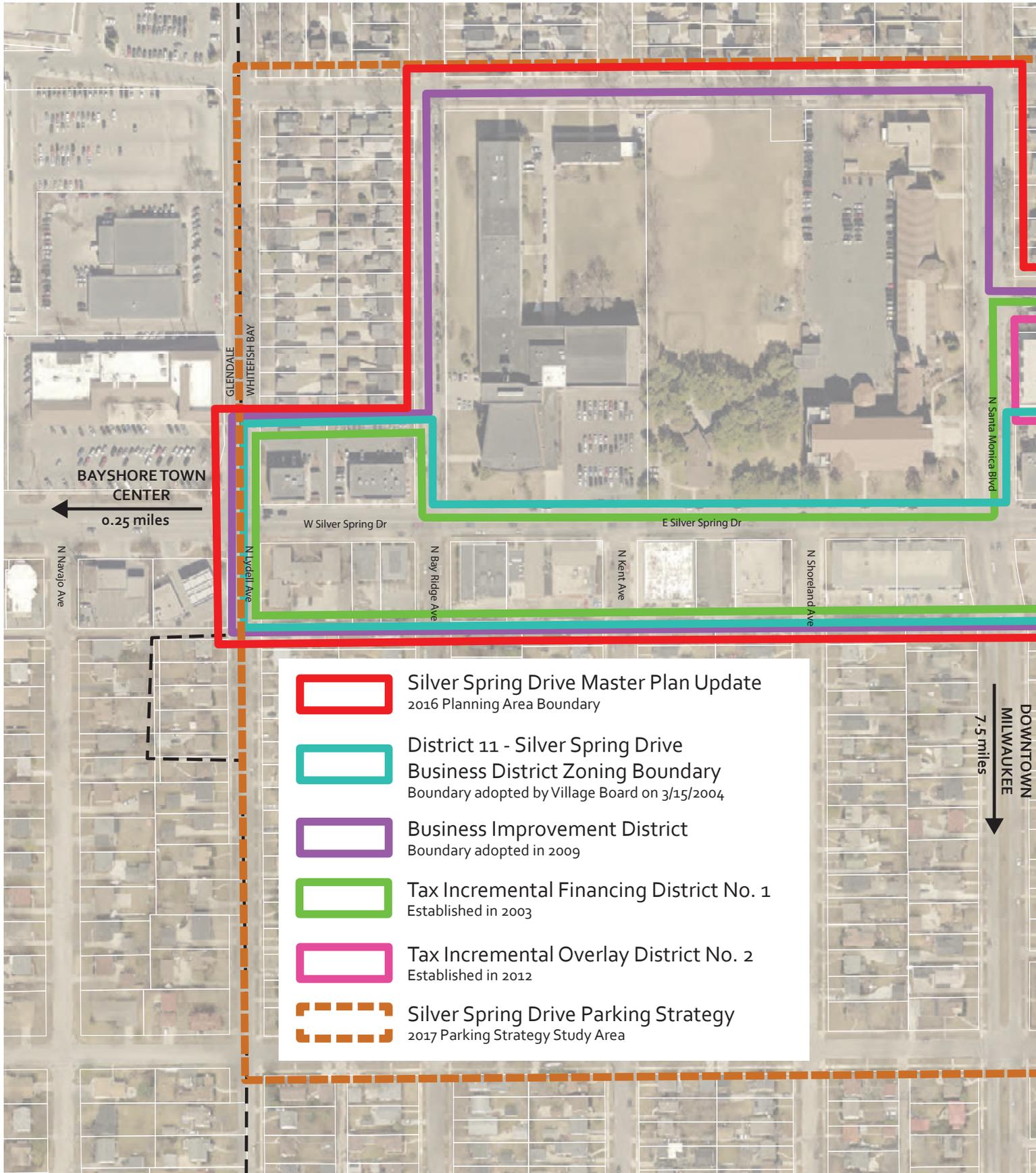
2016 Silver Spring Drive Master Plan Update

MISSION

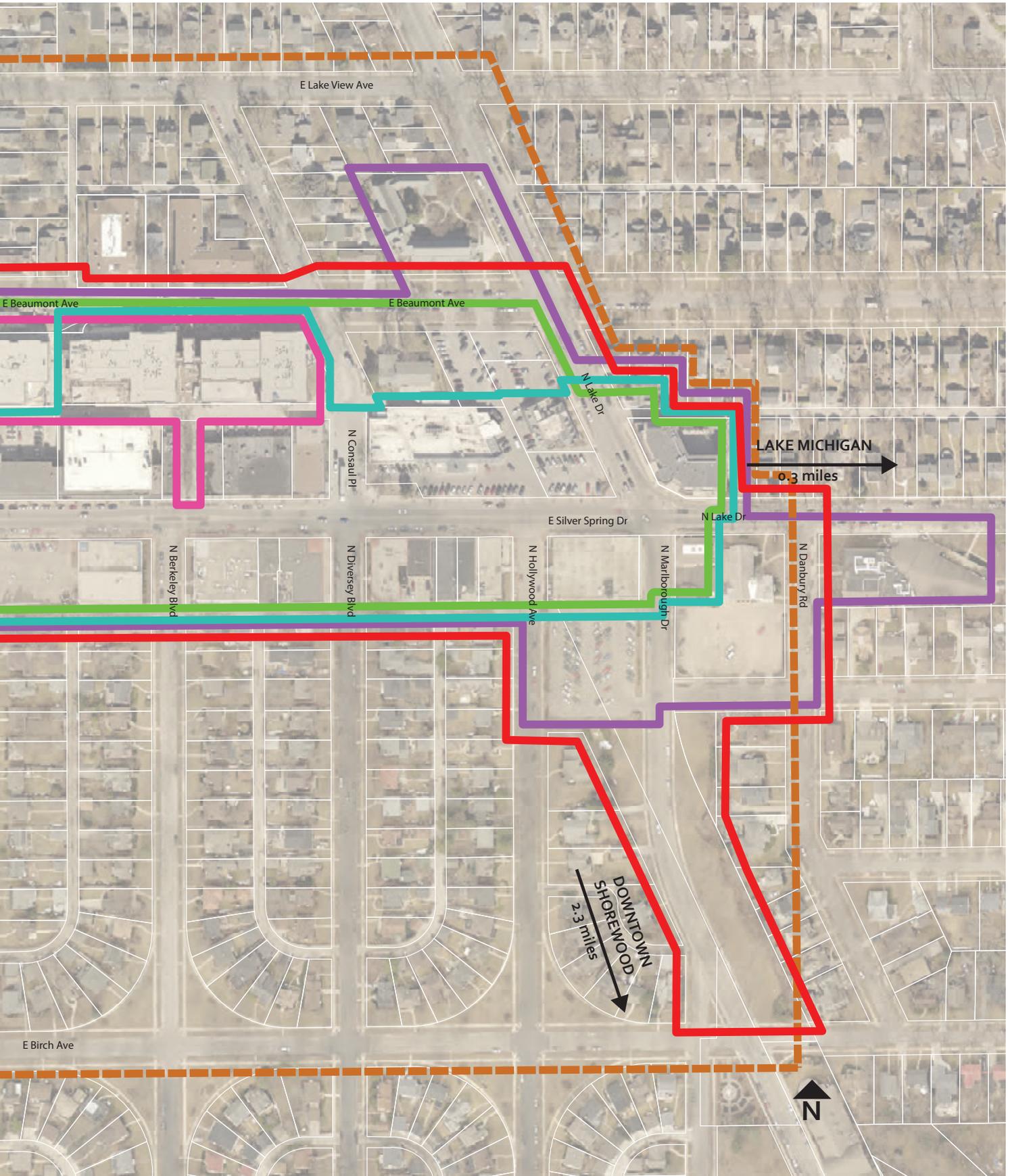
“Create a coordinated framework for public and private investment for the long-term reinvestment and continued vitality of Silver Spring Drive in Whitefish Bay.”

A Look at Downtown Whitefish Bay

September 2019



-  Silver Spring Drive Master Plan Update
2016 Planning Area Boundary
-  District 11 - Silver Spring Drive
Business District Zoning Boundary
Boundary adopted by Village Board on 3/15/2004
-  Business Improvement District
Boundary adopted in 2009
-  Tax Incremental Financing District No. 1
Established in 2003
-  Tax Incremental Overlay District No. 2
Established in 2012
-  Silver Spring Drive Parking Strategy
2017 Parking Strategy Study Area



▲ Source: Village of Whitefish Bay and GRAEF, Feb 2018

TID Incentive Grant & Loan Program Investments

SILVER SPRING DRIVE, WHITEFISH BAY, WI





▲ Source: Village of Whitefish Bay and GRAEF, July 2019



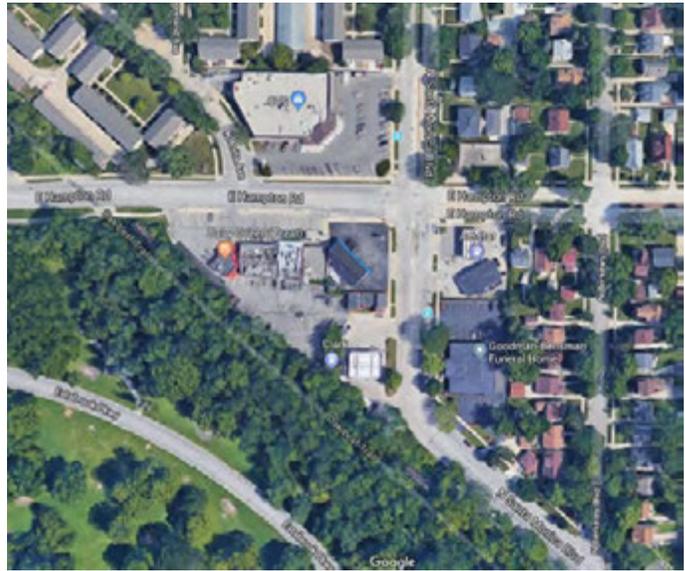
State Economic Development Programs **WEDC**

- Brownfield Site Assessment Grants
- Brownfields Grant Program
- Business Development Loan Program
- Business Development Tax Credits
- Capacity Building Grants
- Disaster Recovery Microloan
- Enterprise Zone Tax Credit
- Entrepreneurship Support Program
- Exportech
- Small Business Administration Loans
- Wisconsin Fast Forward Grants
- WI Manufacturing and Agriculture Credit
- Workforce Training Grants



Sample State, Regional, & Local “ED” Resources for **WFB**

- BID Council
- Community Development Block Grant
- Metropolitan Milwaukee Association of Commerce Milwaukee 7
- Milwaukee County Economic Development Division
- Private Philanthropy
- Small Business Administration
- Southeastern WI Regional Planning Commission
- Tax Increment District (TID) No. 1
- Tax Increment District (TID) No. 2
- WI Economic Development Association
- WI Housing & Economic Development Authority
- WI Women’s Business Initiative Corp.



Source: Google Maps, Accessed August 2019.

Commerce across WFB

A small number of businesses are located outside of Downtown Whitefish Bay in different parts of the village. Two locations stand out in this regard. First, East Henry Clay Street is not only the current dividing line for the two public elementary schools, but also the seam between mostly single-family neighborhoods where multi-family, commercial, and institutional developments thrive. Second, the intersection of East Hampton Road with North Santa Monica Boulevard is home to 3 corners within Whitefish Bay and 1 within the city of Milwaukee. These districts provide commercial amenities to the community, yet could expand in performance and capacity over the coming decade. During that time, the Village can facilitate conversations to foster physical changes that increase the commercial performance and capacity of these two areas.

State Statutes require that the community express in this document its intentions to stabilize, retain, or expand the economic base. For Whitefish Bay, the idea is to strive for all three:

- ✓ Stabilization
- ✓ Retention
- ✓ Expansion

Action Items | Economic Development

- 1| **Recruit businesses that reflect the skills of the local workforce.**
 - » As vacancies arise in commercial areas of the village, work with property owners and management companies to customize recruitment toward industries that employ the majority of the WFB workforce – currently educational services, healthcare, social assistance, finance, insurance, real estate, and various professional services. Seek current employment data when customizing recruitment efforts.
 - » Designate a point staff person in the village whose role is to advance both technology and triple bottom line sustainability in the village, i.e. economic vibrancy, environmental sustainability, and social equity.

- 2| **Encourage, celebrate, and reward business certifications and changes that demonstrate advancement in sustainable and resilient approaches.**
 - » Review the plethora of business certifications and property investments that demonstrate commitments to sustainability and resilience, and identify those of interest to the community. Establish a policy or proclamation that acknowledges these advancements by individuals and companies, celebrate the work through events, and consider a microgrant to reward those who garner such certifications and changes.

- 3| **Facilitate conversations that boost economic activity in 3 local districts.**
 - » Pursue completion of relevant actions in the 2016 Silver Spring Drive Master Plan Update, and upgrade Village welcome and branding signage throughout the community.
 - » Consider working with Bayshore representatives on issues of mutual interest.
 - » Evaluate and, where appropriate, modify the zoning designations along East Henry Clay Street and/or zoning district language for District 5 - Apartment to build the district's role as the multifamily, commercial, and institutional seam between residential neighborhoods.
 - » Initiate discussions with private owners and the City of Milwaukee about making commercial performance and capacity improvements to the East Hampton Road / North Santa Monica Boulevard intersection.

State Statutes require comprehensive plans to address brownfields or environmental contamination in the section on economic development. In terms of brownfields or environmental contamination in WFB, the Wisconsin Department of Natural Resources "BRRTS" system reveals little other than numerous closed entries for residential tanks or historic spills. As such, no recommendations are included in this chapter with regard to addressing brownfields.



▲ Photo Source: Stephanie R.A. Hacker

| A Place to Be:

Land Use, Natural Resources, & Circulation

Whitefish Bay's legacy as "a place to be" extends back to the latter half of the 19th Century when the famed Pabst family established their resort on the bluffs overlooking Lake Michigan. In the 130 years since, the village has transformed into a thriving community on Milwaukee's North Shore. To continue this legacy, WFB must make thoughtful changes to land use, natural resources, circulation, & recreation.

The Use of Land in WFB

Land is undeniably a finite resource in Whitefish Bay. Existing use of the land is shown on the map in this chapter. So what does the future hold for use of the land in WFB? The Village forecasts subtle changes in use, and recognizes that being prescriptive about those changes doesn't serve the needs of the community. The Village does forecast changes in intensity of use, and an increased presence of "integrated uses" – that is, multiple, often symbiotic uses on a single parcel or a string of parcels.

Not surprisingly, these forecasts are in keeping with the Southeastern Wisconsin Regional Planning Commission (SEWRPC) VISION 2050 plan. The recommended VISION 2050 land use pattern was developed by allocating new households and employment envisioned for the Region under the Commission's year 2050 growth projections to a series of 7 land use categories. Three of them are envisioned as future land use categories for Whitefish Bay:

- » Mixed-use Traditional Neighborhood
- » Medium Lot Neighborhood
- » Small Lot Traditional Neighborhood

So for the future, WFB can aim for consistency between development proposals, zoning district language (see zoning map in this chapter), rezone requests, etc. and these 3 types of development patterns.



SMALL LOT TRADITIONAL NEIGHBORHOOD
(showing lots of about 7,000 square feet)
Mix of housing types and businesses with single-family homes on lots of ¼-acre or less found within and at the edges of cities and villages



MIXED-USE TRADITIONAL NEIGHBORHOOD
Mix of high-density housing, businesses, and offices found in densely populated areas



MEDIUM LOT NEIGHBORHOOD
(showing lots of about 15,000 square feet)
Primarily single-family homes on ¼- to ½-acre lots found at the edges of cities and villages

▲ Image Source: SEWRPC VISION 2050



Development &
Circulation by
Land Use Type per
SEWRPC

“Residential development would occur largely as infill, redevelopment, and new development under the Small Lot Traditional Neighborhood [and] Mixed-Use Traditional Neighborhood... a mix of housing types and land uses would be possible.”

“Arterials are typically spaced about one-half mile apart in... Mixed-Use Traditional Neighborhood areas, [and] one-half mile to one mile apart in Small Lot Traditional Neighborhood areas”

“It is recommended that local governments consider limiting new development in the Medium Lot Neighborhood... to existing vacant lots, as infill development in existing neighborhoods with similar residential densities, or where commitments have been made to such development through approved subdivision plats or certified survey maps.”

“Arterials are typically spaced about... one mile apart in Medium Lot Neighborhood areas”

Source: VISION 2050, SEWRPC

Future Land Use in WFB

Per SEWRPC VISION 2050, the Mixed-Use Traditional Neighborhood, Medium Lot Neighborhood, and Small Lot Traditional Neighborhood are the 3 future land use types likely for Whitefish Bay. SEWRPC’s anecdotes on development and circulation in each of these 3 land use types are shown on the left.

VISION 2050 should be utilized by Village staff, elected officials, and community members as a primary resource for existing land use data, future land use considerations, and design guidelines (Appendix K of VISION 2050). Existing land use data and forecasted land use types specific to Whitefish Bay have been provided by SEWRPC to the Village and are shown in this chapter.

LAND USE IN WFB, 2010 AND 2015

Land Use Category	2010		2015	
	Acres	% of Total	Acres	% of Total
Residential	-	-	-	-
Single family	776	57.0	775	57.0
Multi family	40	3.0	42	3.1
Subtotal	816	60.0	817	60.1
Commercial	18	1.3	16	1.2
Industrial	0	0.0	0	0.0
Transp., Comm., & Utilities	320	23.5	320	23.5
Governmental & Institutional	91	6.7	93	6.8
Recreational	34	2.5	34	2.5
Agricultural	0	0.0	0	0.0
Wetlands	1	0.1	1	0.1
Woodlands	17	1.3	24	1.8
Surface Water	0	0.0	0	0.0
Unused & Other Open Lands	62	4.6	54	4.0
Total	1,359	100.0	1,359	100.0

Note: Off-street parking included with associated use.
Source: SEWRPC, August 9, 2019



▲ Ice Cream Social at Schoolhouse Park, August 2019. Photo Source: Stephanie R.A. Hacker

LAND USE IN WFB BY SEWERSHED 2010, 2035, AND “BUILDOUT”

Sewershed	2010		2035		Buildout	
	Commercial (acres)	Industrial (acres)	Commercial (acres)	Industrial (acres)	Commercial (acres)	Industrial (acres)
WB5001	4.4	0.0	7.2	0.0	8.8	0.0
WB5002	0.0	0.0	0.0	0.0	0.0	0.0
WB5003	0.0	0.0	0.0	0.0	0.0	0.0
WB5004	11.8	0.0	11.7	0.0	11.6	0.0
WB5005	1.3	0.0	1.3	0.0	1.3	0.0
WB5008	0.2	0.0	0.2	0.0	0.2	0.0
WB5009	0.0	0.0	0.0	0.0	0.0	0.0
Total	17.7	0.0	20.4	0.0	21.9	0.0

Note: Off-street parking included with associated use.
Source: SEWRPC, August 9, 2019

Existing Land Use

WHITEFISH BAY, WI

Lake Michigan



KEY

- Open Land
- Residential
- Commercial
- Industrial
- Transportation
- Utilities
- Government / Institutional
- Recreational
- Agricultural

ZONING MAP

of the Village of

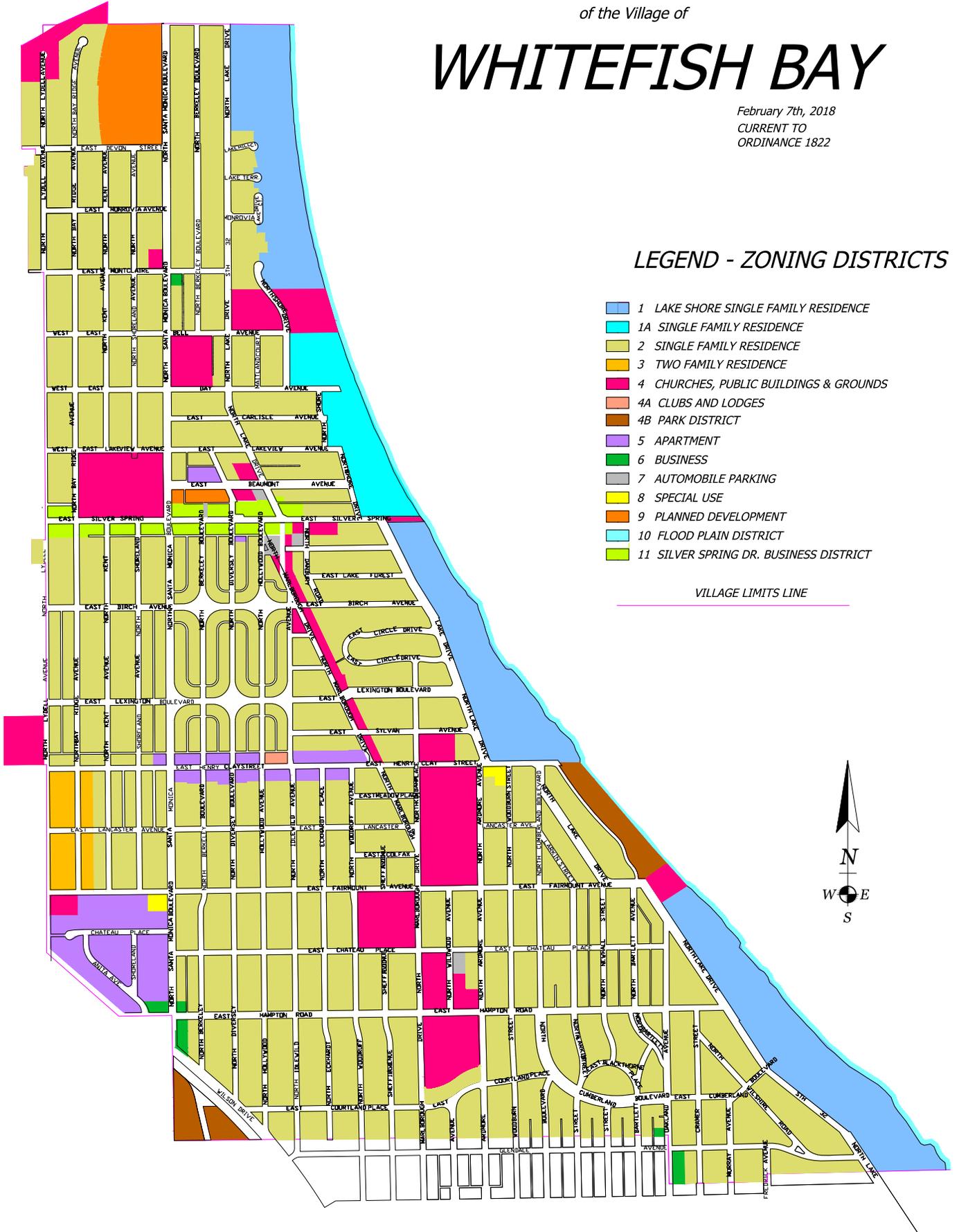
WHITEFISH BAY

February 7th, 2018
CURRENT TO
ORDINANCE 1822

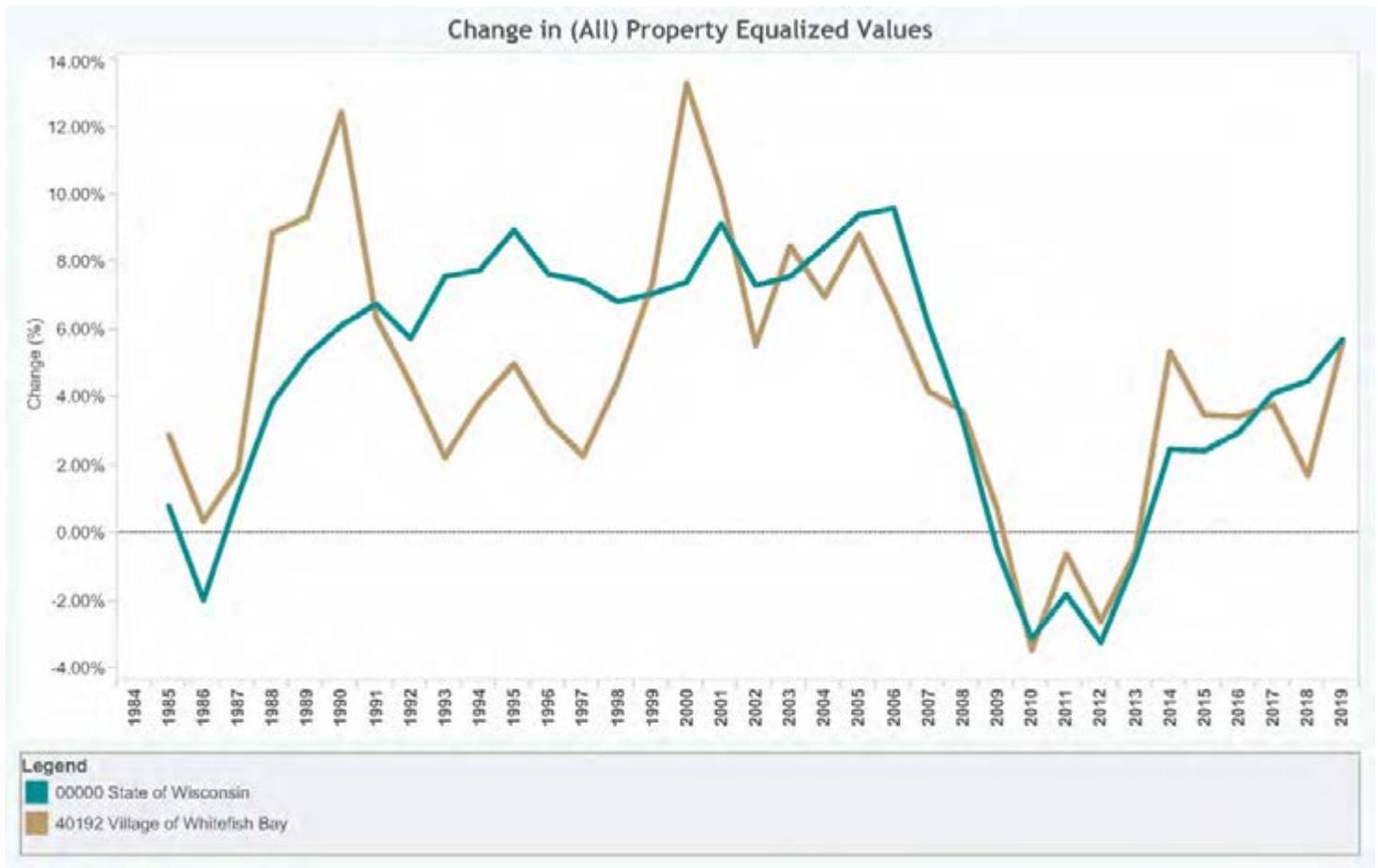
LEGEND - ZONING DISTRICTS

- 1 LAKE SHORE SINGLE FAMILY RESIDENCE
- 1A SINGLE FAMILY RESIDENCE
- 2 SINGLE FAMILY RESIDENCE
- 3 TWO FAMILY RESIDENCE
- 4 CHURCHES, PUBLIC BUILDINGS & GROUNDS
- 4A CLUBS AND LODGES
- 4B PARK DISTRICT
- 5 APARTMENT
- 6 BUSINESS
- 7 AUTOMOBILE PARKING
- 8 SPECIAL USE
- 9 PLANNED DEVELOPMENT
- 10 FLOOD PLAIN DISTRICT
- 11 SILVER SPRING DR. BUSINESS DISTRICT

VILLAGE LIMITS LINE



EQUALIZED VALUE IN WFB AND WISCONSIN OVER TIME



Equalized Value in WFB

The following information is excerpted directly from the Wisconsin Department of Revenue (DOR).

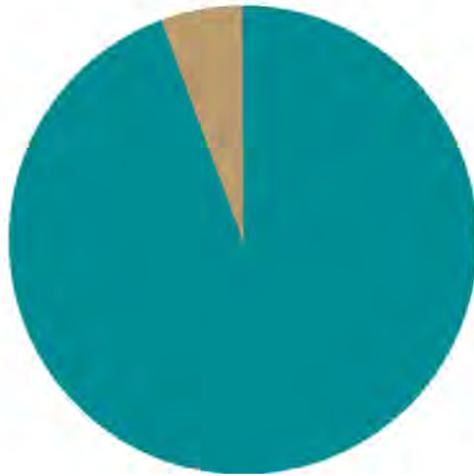
The Equalized Value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1, and certified by DOR on August 15 of each year. Equalized Value is an estimate of the market value of all residential, commercial, manufacturing, productive forest, other (farm sites and farm buildings), and personal property. It is computed independently from the estimate of the local assessor. While both the local assessor and DOR make estimates, the local assessor estimates the value of each parcel; DOR estimates the value of the entire town, village, or city.

We refer to the 'taxable' property because originally all property was subject to the property tax. Over time changes occurred where specific items, like churches, merchants inventories, or manufacturer's processing machinery and equipment, have been exempted from property tax altogether. In other instances, it is exempted from the property tax because it pays other taxes, like automobiles (license fees) or railroads (gross receipts taxes). Also, certain classes of property, while remaining taxable, are not valued at market value, but at some percentage thereof.

The value is needed for each taxation district, which includes every town, village and city plus those portions located in an adjacent county. As of January 1, 2008, there were 1851 municipalities and 1908 taxation districts.

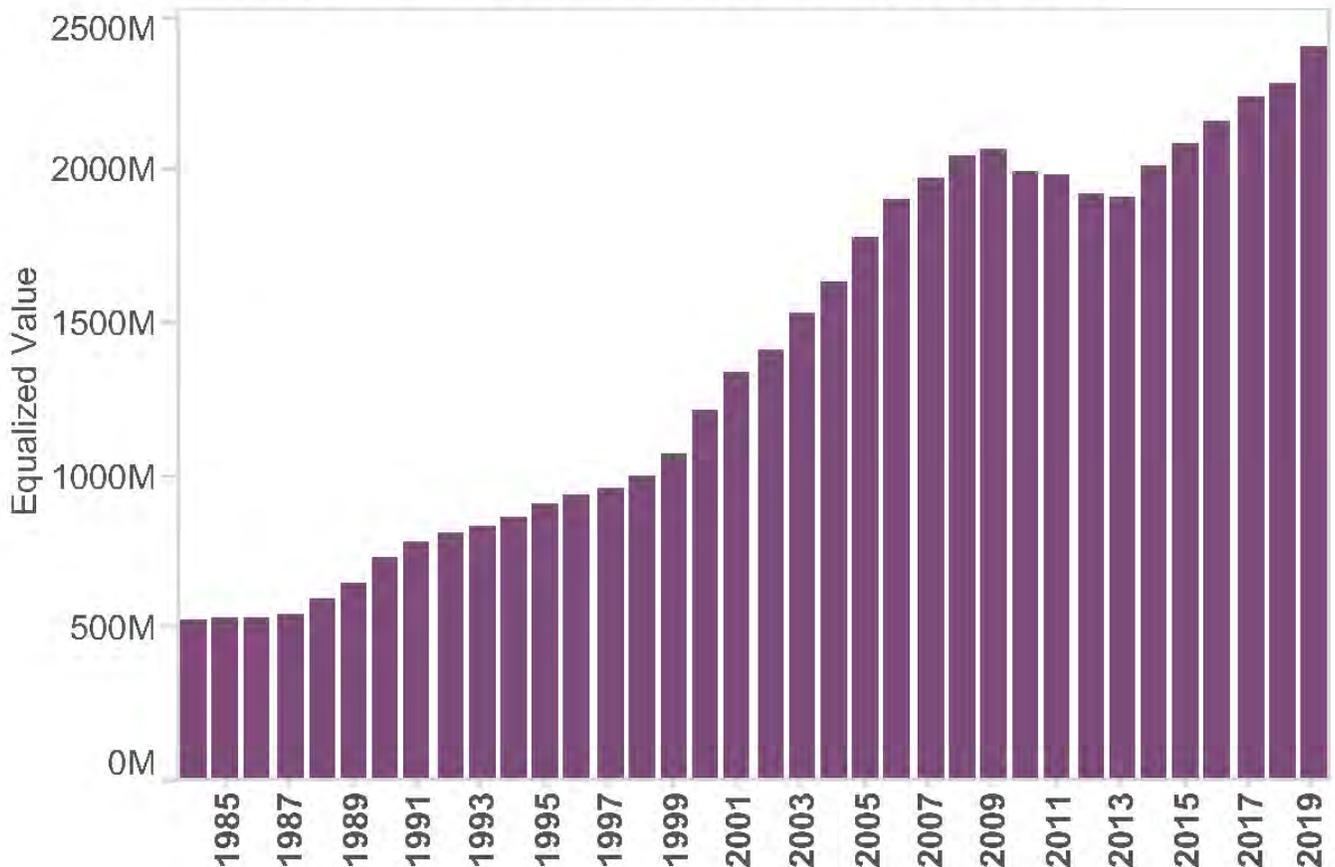
EQUALIZED VALUE IN WFB, 2019 AND OVER TIME

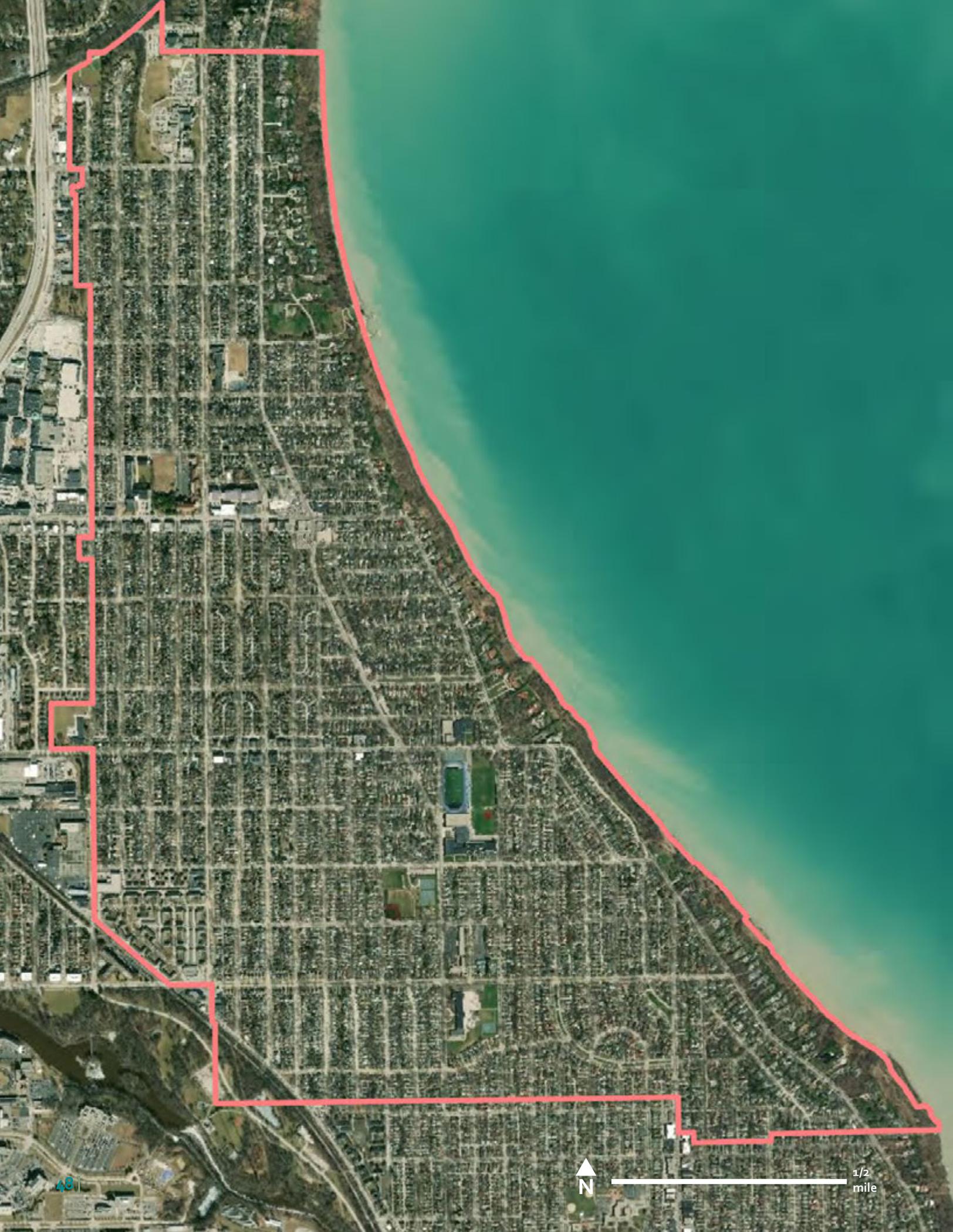
Village of Whitefish Bay (Milwaukee) - 2019



Property Class	Value
Residential	\$2,272,627,600
Commercial	\$132,489,700
Personal	\$3,074,900
Agricultural	\$0
Agricultural Fore..	\$0
Manufacturing	\$0
Other	\$0
Productive Fore..	\$0
Undeveloped	\$0
(Total)	\$2,408,192,200

Village of Whitefish Bay - (All) Property





1/2
mile

Natural Resources

near & in WFB

WATER

Whitefish Bay is fortunate to have an irreplaceable natural resource next door: **the [Great] Lake Michigan**. The village benefits not only from the Lake and lakeshore as recreational space, but also from drawing its drinking water from the Lake through the North Shore Water Commission (NSWC). The NSWC purifies and pumps water to its member utilities, one of which is the Whitefish Bay Water Utility.

As with all the Great Lakes, Lake Michigan is the result of glacial melt at the end of the last Ice Age, and is therefore a non-renewable resource that must be protected. As summarized by the Wisconsin Department of Natural Resources (WDNR), the Great Lakes Compact is a formal agreement among the 8 American states which details how the states will work together to manage and protect the Great Lakes - St. Lawrence River Basin. A parallel agreement, the Sustainable Water Resources Agreement, includes 2 Canadian provinces that border the Great Lakes and St. Lawrence Seaway. Through these agreements, the states and provinces collectively manage the water in the Great Lakes watershed.

Whitefish Bay sits atop a bluff that overlooks the western shore of Lake Michigan. This bluff results in steep slopes leading down to rocky and sandy shores with often dramatic views of the Lake, though much of the lakefront land in the village is private property. Most of the village drains into the Milwaukee River just to the west which in turn flows into Lake Michigan, aside from

77% of 1,156 square miles in the seven-county region is covered by the very significant Class I and Class II soils, considered “National Prime Farmlands”

National Prime Farmlands in WFB:

0.0%

▲ Source: SEWRPC Agricultural Lands in the Region: 2010

precipitation closest to the shore that flows directly to Lake Michigan.

Stormwater runoff is a major source of pollution. While Whitefish Bay does not have a history of heavy industry, neighboring communities do – bringing with it the risk of contamination of subsurface water. So, too, does the use of herbicides and pesticides. Local subsurface water flows mainly into the Milwaukee River and Lake Michigan, indirectly affecting the community’s water supply. The NSWC and Whitefish Bay Utility provide annual reporting on various water-testing activities.

Despite the local absence of Class I and Class II soils considered to be “National Prime Farmlands”, alfisols are the main soils prominent throughout Whitefish Bay and the Midwest, according to the USDA Natural Resources Conservation Service. **Alfisol soil is typically good for agriculture and forestry as it is easy to keep fertile.** Deep under the village’s soil is the Devonian Dolomite Aquifer, though the village does not depend on groundwater for municipal water supply.



▲ Klode Park's Lake Michigan Shoreline. Source: Village of Whitefish Bay Facebook

Natural Resources

near & in WFB

NATURAL FEATURES & SPECIES

Environmental corridors and isolated natural resource areas – areas containing concentrations of significant natural resources – as listed by SEWRPC are limited in Whitefish Bay to two locations: 1) the publicly and privately owned shoreline of Lake Michigan and 2) the portion of Estabrook Park in the southwestern corner of the village. Primary environmental corridors are concentrations of significant natural resources at least 400 acres in area, at least two miles in length, and at least 200 feet in width. Secondary environmental corridors are concentrations of significant natural resources at least 100 acres in area and at least one mile in length. Isolated natural resource areas are those remaining significant natural resources at least five acres in area and at least 200 feet in width.

The WDNR **Natural Heritage Inventory** (NHI) Portal summarizes that WFB is home to or near:

- » state or federal threatened or endangered animals,
- » a portion of the Rusty Patched Bumble Bee High Potential Zone,
- » state threatened or endangered plants on public land,
- » federal threatened or endangered plants on federal land or involve federal funds or a federal permit.

Whitefish Bay falls in T7/8N, R22E in the state’s township and range system. Species and natural features on the WDNR **Natural Heritage Working List** for these

sections are shown in this chapter. These “elements” are known or perceived to be rare. While not all may be present in WFB, the list is provided per comprehensive planning guidelines and to educate local property owners when making land management choices.

PARKS

Community members resoundingly revere local parks. The Village boasts a number of parks within WFB, most of which are shown on the Natural Resources map in this chapter:

- » Armory Park
- » Big Bay Park
- » Buckley Park
- » Cahill Square Park
- » Craig Counsell Park
- » Estabrook Park
- » Klode Park
- » Lydell Community Center
- » School House Park
- » Silver Spring Park

Aforementioned parks are owned or maintained by the Village of Whitefish Bay, the Whitefish Bay School District, and/or Milwaukee County.



▲ Rusty Patched Bumble Bee. Source: Susan Carpenter, UW Madison Arboretum

Natural Resources

near & in WFB

MUNICIPAL TREES

The Village has an inventory of over 9,000 trees throughout Whitefish Bay. This inventory is managed and maintained by the Village Forester. Not managed or maintained by the Village are the countless tree species on private property in the community.

Whitefish Bay has been designated as a Tree City USA for nearly 25 consecutive years. To become a Tree City, the Village had to have 4 things in place:

- » Tree board or department,
- » Tree-care ordinance,
- » Community forestry program with annual expenditures of at least \$2 per capita, and
- » Arbor Day observance and proclamation.

Whitefish Bay's Forestry Department lists 2 ordinances that deal with trees on both public and private property which pose a risk to the health and safe of people and property: Dangerous Trees and Hazardous Trees.

In recent years, the community spotlight on trees has tied to the presence of Emerald Ash Borer (EAB). While the community forecasted its arrival in 2011 and put an EAB initiative in place, the first confirmation of EAB in WFB arrived in June 2017. Over the past 8 years, the Village has removed 1,477 ash trees and replaced them with 18 different varieties of trees. The current estimate of remaining ash trees in terrace areas adjacent Village streets is 2,514. These efforts have changed the ash population on Village streets from 47% in 2011 to 29% to date. The goal of the EAB initiative is to achieve a manageable ash population level of 20%. Approximately 1,800 ash trees are receiving treatments of Emamectin benzoate every other year.

Tree trimming of Village trees occurs on a 7-year cycle, with approximately 1/7 of public trees trimmed annually. Trees near intersections are trimmed more regularly for safety purposes. The Village's tree replacement program replaces about 60 trees in the urban forest each year.



▲ Common Tern. Source: audubon.org



▲ Shubby St. John's-wort. Source: wildflower.org



▲ Blanding's Turtle. Source: WDNR

RARE SPECIES IN T07N/T08N, R22E, HOME TO WHITEFISH BAY

Scientific Name	Common Name	WI Status	Federal Status	Group
<i>Alasmidonta marginata</i>	Elktoe	SC/P	-	Mussel~
<i>Anguilla rostrata</i>	American Eel	SC/N	-	Fish
<i>Astragalus neglectus</i>	Cooper's Milkvetch	END	-	Plant
<i>Bombus affinis</i>	Rusty-patched Bumble Bee	SC/FL	LE	Bee
<i>Cakile edentula</i> var. <i>lacustris</i>	American Sea-rocket	SC	-	Plant
<i>Carex digitalis</i> var. <i>digitalis</i>	Slender Wood Sedge	SC	-	Plant
<i>Carex gracilescens</i>	Slender Sedge	SC	-	Plant
<i>Cuscuta polygonorum</i>	Knotweed Dodder	SC	-	Plant
<i>Emydoidea blandingii</i>	Blanding's Turtle	SC/P	SOC	Turtle~
<i>Erigenia bulbosa</i>	Harbinger-of-spring	END	-	Plant
<i>Euphorbia polygonifolia</i>	Seaside Spurge	SC	-	Plant
<i>Eurybia furcata</i>	Forked Aster	THR	-	Plant
<i>Falco peregrinus</i>	Peregrine Falcon	END	-	Bird
<i>Glycyrrhiza lepidota</i>	Wild Licorice	SC	-	Plant
NA	Great Lakes Beach	NA	-	Community
<i>Hypericum prolificum</i>	Shrubby St. John's-wort	SC	-	Plant
<i>Lepomis megalotis</i>	Longear Sunfish	THR	-	Fish~
<i>Luxilus chrysocephalus</i>	Striped Shiner	END	-	Fish~
<i>Lythrurus umbratilis</i>	Redfin Shiner	THR	-	Fish~
NA	Migratory Bird Concentration Site	SC	-	Other~
NA	Northern Dry-mesic Forest	NA	-	Community
<i>Nycticorax nycticorax</i>	Black-crowned Night-Heron	SC/M	-	Bird~
<i>Penstemon hirsutus</i>	Hairy Beardtongue	SC	-	Plant
<i>Platanthera flava</i> var. <i>herbiola</i>	Pale Green Orchid	THR	-	Plant~
<i>Platanthera hookeri</i>	Hooker's Orchid	SC	-	Plant
<i>Procambarus gracilis</i>	Prairie Crayfish	SC/N	-	Crustacean~
<i>Ptelea trifoliata</i> ssp. <i>trifoliata</i> var. <i>trifoliata</i>	Wafer-ash	SC	-	Plant
NA	Southern Dry-mesic Forest	NA	-	Community
NA	Southern Mesic Forest	NA	-	Community
<i>Sterna hirundo</i>	Common Tern	END	SOC	Bird~
<i>Thalictrum revolutum</i>	Waxleaf Meadowrue	SC	-	Plant~
<i>Thamnophis butleri</i>	Butler's Gartersnake	SC/H	-	Snake~
<i>Triantha glutinosa</i>	False Asphodel	THR	-	Plant~
<i>Trillium nivale</i>	Snow Trillium	THR	-	Plant

Legend: END = Endangered, NA = Not Applicable, SC = Species of Concern, SC/FL = federally protected as endangered or threatened, SC/H = take regulated by establishment of open closed seasons, SC/M = fully protected by federal and state laws under the Migratory Bird Act, SC/N = , SC/P = , THR = Threatened. LE = Listed as Endangered, SOC = Species of Concern.

▲ Source: WDNR NHI, Last Updated April 19, 2019.

Natural Resources

WHITEFISH BAY, WI



Data Source Wetlands and Hydrology data: Wisconsin DNR Wetland Inventory data. Woodlands Data: Southeastern Wisconsin Regional Planning Commission. Parks & Base map data: Milwaukee County and the Village of Whitefish Bay



Action Items | Land Use + Natural Resources

- 1| Encourage integration of uses, as market conditions demand, both on single parcels and strings of parcels.
 - » Allow for continued small-format retail and office spaces along East Henry Clay Street between Santa Monica Boulevard on the west and Marlborough Drive on the east, thus encouraging a mix of uses that provides for greater walkability to local destinations.
 - » Consider increasing the mix and intensity of uses at the intersection of East Hampton Road / North Santa Monica Boulevard to encourage walkability, traffic reduction, and a more robust commercial mix.

- 2| Educate community members on the village's comprehensive natural resources, i.e. beyond parks, woodlands, and wetlands classifications.
 - » Activate local discussions about the Great Lakes Compact and Sustainable Water Resources Agreement by including feature news pieces in Bay Leaves, the Village's weekly e-newsletter, on the web and social media, and in relevant local event communications e.g. Bay Day.
 - » Make and publish a municipal tree removal & replacement map showing, in 1-year or 5-year increment categories, the location of removed & replaced trees (and their species) on public lands over the last 20 years. Make and publish a planned tree removal & replacement map for public land over the next 10-20 years; educate private property owners on impacts.
 - » Participate in the current coastline management and coastal development guideline discussions with Milwaukee County and its municipalities. As policies and best practices emerge, communicate those in public meetings and directly to private property owners within the broader lakeshore area.

- 3| Shift local efforts toward habitat-diversifying approaches.
 - » Encourage local groups to study the local presence of rare species listed in this chapter, and work with regional and state partners to develop + implement a plan that not only preserves existing rare species, but supports diversifying the local habitat in support of rare species.
 - » Encourage private property owners to install a pre-approved list of rare plant species in landscaped areas.
 - » Encourage maintenance plans for all public land, i.e. Village land and School District land, and local private institutional land transitions landscaped areas away from non-native species and toward rare plant species.

- 4| Explore a plan for parks and landscape management practices in Whitefish Bay.
 - » Develop a parks master plan to guide future investment in all local parks.

Circulation & Transportation in WFB

Getting to and navigating within Whitefish Bay are critical to the community’s function, its appeal, and its resilience. State Statutes require that this section:

- » guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation,
- » compare the local governmental unit’s objectives, policies, goals and programs to state and regional transportation plans, and
- » identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

CIRCULATION NETWORK WITHIN WFB

See the map in this section for the existing regional and local roadway network, including all Village streets, and current transit routes. Regional roadways include State Highway 32 (Lake Drive) within village limits and Interstate 43 to the west of the village. The local roadway network is divided into arterials, collectors, and local streets. Arterial streets are intended for inter-community travel and heavy use. Collector streets are designed for intra-community travel, and function to connect arterial streets to neighborhoods or districts. Local streets provide connections within neighborhoods or districts and are intended for the beginning or end of a trip.

Whitefish Bay currently has adequate roadway capacity for those traveling by automobile or bus. Roadway capacity appears mostly adequate for additional modes of transportation; however, roadway striping, signage, and crossings indicating the presence of and wayfinding for other transportation modes is not a dominant feature of the local roadway network. Few traffic calming measures exist within the community’s circulation network aside from East Silver Spring Drive,

recent installations near crosswalks along North Lake Drive, and seasonal crossing guard usage near local public and private schools.

Local bus routes in Whitefish Bay are served by the Milwaukee County Transit System (MCTS). Currently, routes 14 and the Green Line traverse the village. MCTS also provides paratransport services for the elderly or disabled.

The village is a fully urbanized community with either an asphalt or concrete surface with all roads having curb and gutter. The Village utilizes the Wisconsin Information System for Local Roads (WISLR) through the Wisconsin Department of Transportation (WisDOT) for determining maintenance schedules based on its pavement rating system. Only a sliver of a bikeway or trail network is present within Whitefish Bay’s boundaries: a small section of the Oak Leaf Trail within Estabrook Park. While no other bikeway or trail networks exist at present, several of the parks offer embedded off-street trails. There are no marked on-street bicycle amenities in Whitefish Bay, although cyclists coexist with drivers on many of the village’s roadways. Since 2009, however, there have been bicycle parking facilities installed along Silver Spring Drive in conjunction with the Silver Spring Drive roadway improvement. Bicycle parking facilities are available at the Library and at several parks. Pedestrians are well served by the complete sidewalk network that exists in the Village. All but a few properties within the village have sidewalks within the right-of-way. Non-motorized travel is the preferred form of transportation to and from local public and private schools in WFB.

The Village recently adopted two plans relevant to the circulation network in WFB: the Silver Spring Drive Master Plan Update and the Silver Spring Drive Parking Strategy:



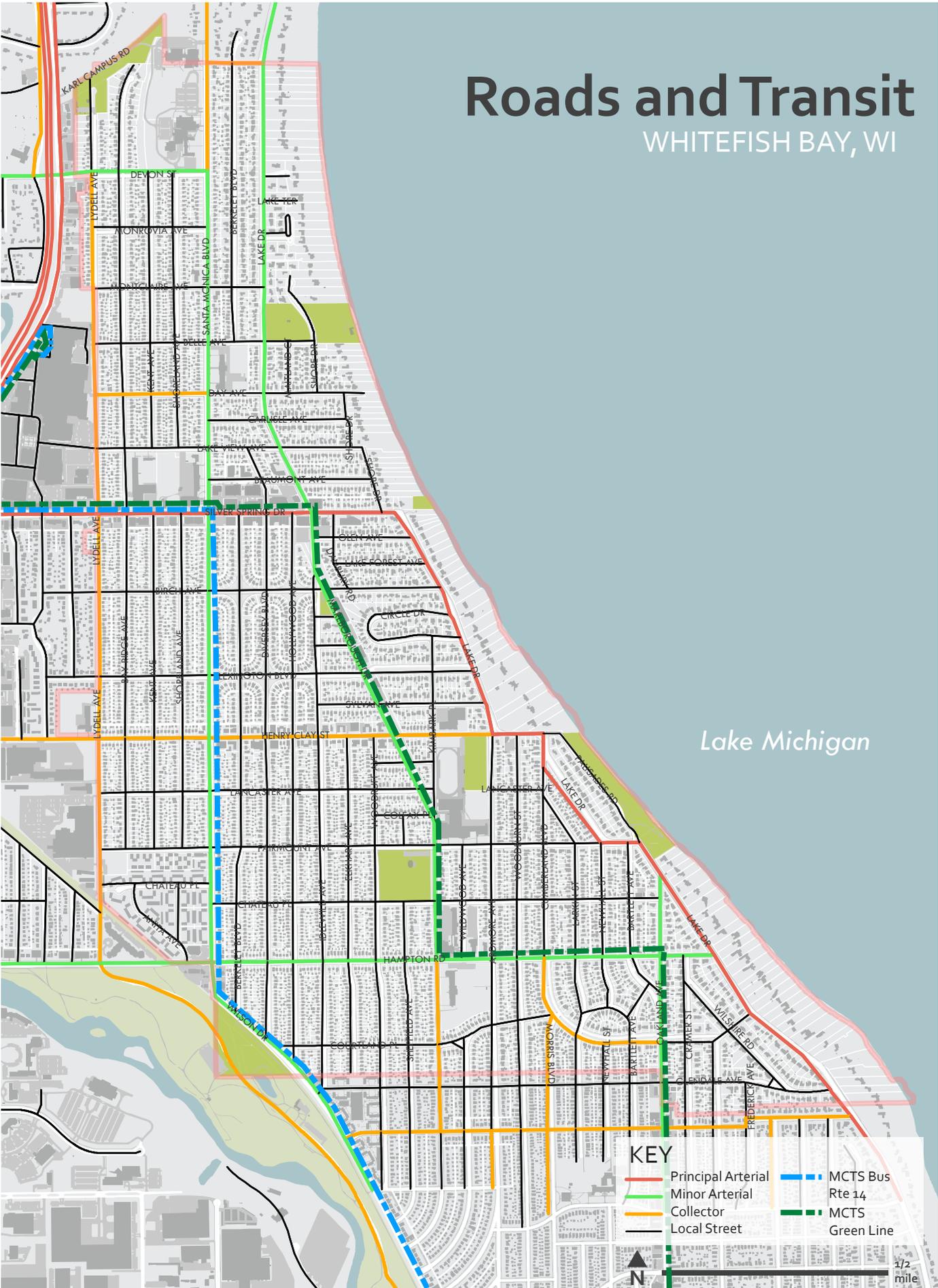
view the Silver Spring Drive Master Plan Update [➔ https://www.wfbvillage.org](https://www.wfbvillage.org)



view the Silver Spring Drive Parking Strategy [➔ https://www.wfbvillage.org](https://www.wfbvillage.org)

Roads and Transit

WHITEFISH BAY, WI



Lake Michigan

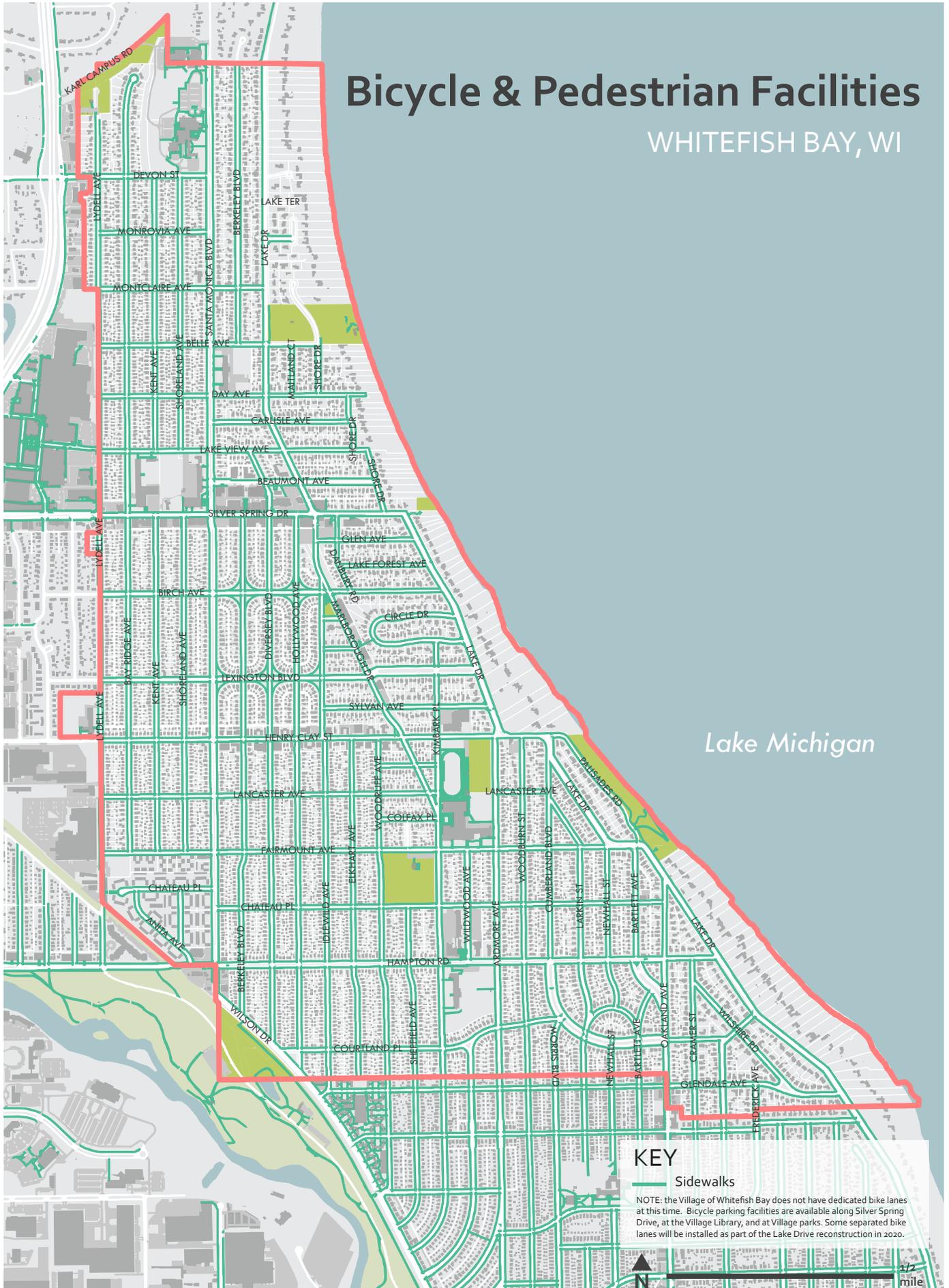
KEY

	Principal Arterial		MCTS Bus Rte 14
	Minor Arterial		MCTS Green Line
	Collector		
	Local Street		

Data Source Functional Classification road lines: Wisconsin Department of Transportation. MCTS routes: redrawn from MCTS routes map. Base map data: Milwaukee County and the Village of Whitefish Bay

Bicycle & Pedestrian Facilities

WHITEFISH BAY, WI

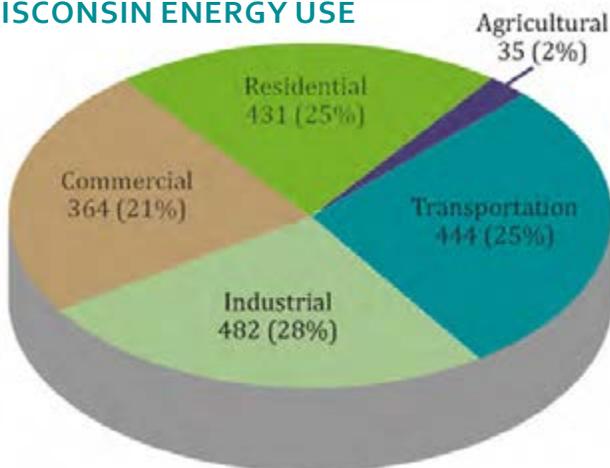


CIRCULATION TO AND FROM WFB

In addition to roadway access to Whitefish Bay, the community benefits from regional transportation providers, namely General Mitchell International Airport (and direct MCTS service via the Green Line), Amtrak passenger rail and private transportation companies utilizing the Milwaukee Intermodal Station (a 3-block walk from MCTS Route 14), the Washington County Commuter Express and The Hop MKE (accessible by both MCTS lines which traverse WFB), and private transit or taxi services. The bike share program Bubl Bikes is active in metro Milwaukee but not currently available within Whitefish Bay.

While there are countless forthcoming changes to transportation globally, a few have been repeatedly raised within the metro Milwaukee region and may significantly impact circulation patterns and travel demand in Whitefish Bay. First, drone delivery services may significantly modify the use of the existing roadway network. Second, electric scooters have appeared, disappeared, and reappeared regionally in the recent past. Third, driverless vehicles are being cited as “around the corner” from hitting the road. Fourth, bus rapid transit and extended commuter rail proposals have come forward in the past and simmered. These aforementioned transportation discussions are examples of what is likely to come forward during the next 20 years.

TRANSPORTATION AMONG WISCONSIN ENERGY USE



▲ Wisconsin energy use (2007), trillions of Btu and percent of total. Source: Connections 2030

STATE / REGIONAL TRANSPORTATION PLANS

At present, SEWRPC’s VISION 2050 and WisDOT’s Connections 2030 can be used in Whitefish Bay as reference guides for making transportation decisions at the local level, and can also be reviewed to understand how the community’s transportation infrastructure fits into the regional context.



read more about Southeastern Wisconsin’s Vision 2050 land use and transportation plan here

www.vision2050sewis.org



read more about WisDOT’s Connections 2030 transportation plan here

www.wisconsin.gov

PLANNED FACILITIES AND POLICIES

In 2020, as part of a DOT Highway Safety Improvement Program 90% Federal grant for Lake Drive, separate bike lanes will be established at specific strategic locations along Lake Drive, especially near parks, schools and curves on the roadway. Those designated bike lanes will be coupled with crosswalk and traffic lane pavement striping, pedestrian / bicycle safety islands, and hand activated rapid flashing beacon roadway crossing systems.

The road facility improvements planned for the next year primarily consist of mill and overlay on Lake Drive and various residential streets in the village. There will be some roadway repair associated with some spot repair of sewer mains that will occur at various locations as well. There will also be an alley reconstruction south of East Birch Avenue between North Shoreland Avenue and North Santa Monica Boulevard. There are no roadway reconstructions scheduled for the next year.

Action Items | Circulation

1| Build on Whitefish Bay's reputation as a walkable and bikeable destination.

- » Consider undertaking a village-wide traffic calming, wayfinding, and bike/ped striping, signage, and pedestrian/motorist education plan that recommends where to install new striping, signage, crosswalks, and traffic calming measures to support modes of transportation other than automobile or bus. Prioritize implementation of plan recommendations in the subsequent three to five years of capital improvement budgets. Evaluate installations for both durability and sustainability.
- » Consider partnering with the Whitefish Bay School District, Dominican High School, St. Monica School, and Holy Family School to revisit the Safe Routes to School program, and determine which principles should be high-priority applications in Whitefish Bay. If possible, conduct this review concurrently with the village-wide traffic calming, wayfinding, and bike/ped striping and signage plan process. After an initial review, determine how local child care establishments can participate in the process, and whether an ad hoc committee can form to manage regular review.
- » Continue coordinating with bike share programs to identify suitable locations for stations within Whitefish Bay and establish an ideal timeline for installation.
- » Deter excessive speed with continuous traffic calming, pavement marking, and police presence, particularly along the community's arterial / collector roads and near public schools and local parks.

2| Support the continual maintenance and sustainable performance of the existing circulation network.

- » Preserve the existing bikeway / trail network access in Whitefish Bay, and collaborate to expand this network further into the community.
- » Encourage Milwaukee County Transit System to review the performance and ridership of local transit routes. Aim to reevaluate every 2-4 years. Collaborate with MCTS and private philanthropy to install bus shelters or canopies along both routes.
- » As asphalt and concrete surfaces in the public realm come due for replacement, consider installing permeable pavement or porous asphalt. Align replacement with water & sewer line repairs.
- » Implement still-relevant actions from the Silver Spring Drive Master Plan Update and the Silver Spring Drive Parking Strategy that have not yet been implemented.

3| Forecast changes to transportation, and plan ahead.

- » Extract from Connections 2030 and VISION 2050 (or replacement plans from WisDOT and SEWRPC) the set of recommendations relevant to Whitefish Bay's transportation network, and review them every few years with the Plan Commission and / or Village Board to aid decision-making.
- » Track the development of drone delivery services at a national scale, and determine if or when to develop ordinances governing the use of drone delivery services in Whitefish Bay.
- » Forecast the arrival of electric scooters in Whitefish Bay, and develop a set of policies governing the usage, storage, and operations of electric scooters and related programs in the community.
- » Review the status of discussions pertaining to driverless vehicles, and informally track potential impacts to the community.
- » Evaluate, craft, and adopt a complete streets policy and consider commissioning a complete streets plan that guides forthcoming changes in Village streets.



A view from Klode Park in the fall

▲ Photo Source: Village of Whitefish Bay

| A Place for the Long Term:

Triple Bottom Line, Resilience, & Culture

As an established community along the shores of Lake Michigan in a metro region among the Midwestern United States, Whitefish Bay has a dynamic relationship with the regional economy, natural resources, and social equity. A focus on resilience and sustainability here is intended to provide a framework for addressing economic, environmental, and equitable sustainability – alongside the ability to thrive.

Triple Bottom Line

The “triple bottom line” stems from John Elkington, founder of a British consultancy called SustainAbility, in 1994. The idea centers on institutions preparing three distinct bottom lines: first, the traditional bottom line of the profit and loss account; second, the bottom line of a “people account” — a measure of the institution’s social responsibility; and third, the bottom line of a “planet” account — i.e. a measure of the institution’s environmental responsibility. The triple bottom line (TBL) therefore is also known as the three Ps: profit, people, and planet.



▲ Source: University of Wisconsin.

Resilience

The term “resilience” is better known than its counterpart in this chapter, “TBL”, due to its longstanding place in the English language. Merriam-Webster offers two definitions of resilience:

1. the capability of a strained body to recover its size and shape after deformation caused especially by compressive stress;
2. an ability to recover from or adjust easily to misfortune or change.

The term has come to be associated with the realities behind the phrases “climate change”, “global warming”, and “the climate emergency”. Corporations, universities, and philanthropic organizations throughout the globe have undertaken restructuring so as to account for resilience in their daily work.

Given the pressing nature of these conversations — that is, the conditions underpinning the use of both “triple bottom line” and “resilient” principles, this chapter serves as a supplement to the otherwise standard list of State requirements for the Village’s comprehensive plan update. In order to spark rapid and widespread local dialogue about TBL and resilience, this chapter offers more questions than answers — questions that residents, property owners, business operators, and visitors to the village can quickly answer and implement together.

TBL + Resilience Efforts in WFB

Prompting which questions should be asked in WFB about TBL and resilient actions first requires a look at the community's recent efforts to promote aspects of each. While the triple bottom line is inclusive of 3 components, much of WFB's activities to date lean toward the environmental bottom line or the "Planet" portion of the "3 Ps".

[FORMER] ENVIRONMENTAL ADVISORY COMMISSION

The Village Board adopted an ordinance on May 18, 2009 establishing the Environmental Advisory Commission or EAC. Of the 7 total members, 6 residents and 1 trustee were appointed to the commission on July 6th of that year. Work began in September 2009 with the purpose to "recommend specific energy and environmental practices to the Village Board and the Village Manager". The EAC dove into several major projects and initiatives:

- » Initial Holiday Tree Recycling Evaluation (no action)
 - » Flooding – Reactionary Information Dissemination and Proactive Actions
 - » After the July 2010 flooding, the Village encouraged the EAC to be a conduit of information to residents.
 - » The Village Board unanimously approved the EAC's following resolution:
 - » "The Whitefish Bay Environmental Advisory Commission recommends that the Village procure the services of an engineering consultant through a quality-based selection to evaluate July 2010 flooding and basement backups and make recommendations for improvements and mitigation focusing initially on the five most-affected target areas. Further, the EAC recommends that the Village Engineer be granted some flexibility to negotiate the scope and cost of the work with the consultant, pending Village approval."
 - » The EAC facilitated a community environmental issues / home protection forum: The purpose of the forum series was to help people understand what they could do to make their homes more resilient in severe storms. The forum series was open to Whitefish Bay and Shorewood residents, with Village staff participating.
 - » By April 2011, another intended role for the EAC was to focus on green infrastructure recommendations and other low-tech solutions, along with providing comment on the Village's capital improvement program. The Village then transmitted a letter to Village's consultant expressing the EAC's interest in green infrastructure.
 - » Street Tree Review
 - » The EAC had preliminary involvement in reviewing the Village's tree mapping project, which monitors the presence of Emerald Ash Borer and the species of street trees within the community.
- Despite some of these advancements, the Whitefish Bay Environmental Advisory Commission is no longer active within Village government.
- » Natural Turf Management Pilot Project
 - » The EAC presented a Turf Care Plan Recommendation on May 2, 2011 for the Village to employ natural treatment of roadway medians within the Village. The EAC recommended that the Village Board direct Village staff to undertake a natural median pilot program in 2011.
 - » The EAC presented a Turf Management Plan Revision Memo to the Village Manager on May 13, 2011.
 - » At a special meeting on September 22, 2010, the Village Board suspended herbicide applications at Klode and Cahill Park.
 - » Electronics Disposal Coordination
 - » Around 2010, the EAC worked with the Village on Whitefish Bay's compliance with newer regulations of the disposal of electronics. Municipalities could comply by establishing their own programs to accept electronic items or by informing residents of other options for their disposal. Whitefish Bay opted for the latter.
 - » The Village drafted a newsletter article regarding e-waste and provided a sample to the EAC for the Spring 2010 issue of Bay Leaves.

WFB GARDEN CLUB

Since 1958, the Whitefish Bay Garden Club has operated with the mission “to stimulate an interest in horticulture and the development of gardens, protect natural surroundings, and beautify civic grounds.” Current efforts include restoration at Silver Spring Park, promotion of environmentally friendly lawn care, and promotion of reducing single use plastic waste throughout the community.

WFB ENVIRONMENTAL GROUP

Active in the community but with a more recent founding is the Whitefish Bay Environmental Group. The group currently utilizes the Village e-newsletter to communicate information such as “Composting in the Bay”, encouraging residents to work toward a goal of being a zero waste community.

[FUTURE] TBL + RESILIENCE GROUPS

The current local groups working under a TBL or resilience framework show there may be room for more. To facilitate stronger management and implementation of TBL and resilience activities in the future, the Village can encourage both triple bottom line and resilience policies and actions – and work collaboratively to establish a stronger presence of committees and task forces designed to manage these topics.

“We have a unique challenge of addressing [resilience] with a makeup of primarily residential plots. How do we effectively address this when most of the land in our village is privately owned?”

– Whitefish Bay Resident, June 27, 2019



▲ 2017 Quilts in the Garden Walk Sponsored by the WFB Garden Club. Source: Whitefish Bay Garden Club

▼ StormGUARDen installed in 2019 at the Whitefish Bay Public Library – one example of a triple bottom line approach. Source: Village of Whitefish Bay



Resilience Resources for WFB

Resources abound for viewing WFB through a resilient lens. Organizations like the U.S. Green Building Council, the U.S. Resiliency Council, the U.S. Climate Alliance, the National Institute of Building Sciences' Integrated Resilient Design Program, and the Department of Homeland Security's Science and Technology Directorate High Performance Integrated Design Resilience (HP&IDR) program seek to provide resilience resources to states, regions, and local governments. Being a smaller community, WFB can take initial steps toward greater resilience efforts in the community by evaluating the resources shown here.

U.S. CLIMATE RESILIENCE TOOLKIT

The idea behind using the U.S. Climate Resilience Toolkit is twofold:

- » Meet the challenges of a changing climate
- » Find information and tools for understanding and addressing climate risks.

The toolkit provides case studies to explore how people are building resilience for their businesses and in their communities. The toolkit also offers a resource center to find experts, reports, training courses, and state climate summaries. Additionally, the toolkit offers a look into resilience by topic areas, e.g. built environment, energy, transportation, food, etc.

The Village, local organizations, and community members can work together to review the U.S. Climate Resilience Toolkit: [➔ https://toolkit.climate.gov/](https://toolkit.climate.gov/)

Toolkit: Steps to Resilience

- ✓ Explore Hazards
- ✓ Assess Vulnerability & Risks
- ✓ Investigate Options
- ✓ Prioritize & Plan
- ✓ Take Action

"I don't think this is just important to people who attend Green Day in the Bay. Most U.S. citizens are deeply concerned about the health of our environment over the long-term – but do very little to address the problem in their daily lives because it's too daunting a task."

– Whitefish Bay Resident, June 27, 2019

RAINREADY COMMUNITY

The Center for Neighborhood Technology (CNT), based in Chicago, created the RainReady initiative to help residents and entire communities plan for weather events associated with global climate change. RainReady services include RainReady Home and RainReady Community to help keep homes dry and help neighborhoods manage flooding and drought.

While a portion of the RainReady services are offered in a consulting arrangement, the WFB community can access many of the RainReady factsheets, review the RainReady Community program, and utilize the My RainReady online toolkit: [➔ www.cnt.org/rainready](http://www.cnt.org/rainready)

STORMREADY COMMUNITY

StormReady, an effort of the National Weather Service, uses a grassroots approach to help communities develop plans to handle all types of extreme weather—from tornadoes to winter storms. The program encourages communities to take a new, proactive approach to improving local hazardous weather operations by providing emergency managers with clear-cut guidelines on how to improve their hazardous weather operations. To be officially StormReady, a community must first apply and then:

- » Establish a 24-hour warning point and emergency operations center
- » Have more than one way to receive severe weather warnings and forecasts and to alert the public

- » Create a system that monitors weather conditions locally
- » Promote the importance of public readiness through community seminars
- » Develop a formal hazardous weather plan, which includes training severe weather spotters and holding emergency exercises.

As of September 4, 2019, there were 2,966 StormReady and/or TsunamiReady® Sites in 50 states, Puerto Rico and the U.S. Pacific Islands. Nearby, the Village of Bayside and the University of Wisconsin-Milwaukee are designated StormReady communities. The Village should consider participating in the StormReady program: www.weather.gov/StormReady

UN SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership. See the image in this chapter for the 17 SDGs. While much of the UN resources are tailored to the country and state level, resources by and for local governments are available for review. The Village could review these goals at the Board level and determine how to infuse them into routine decision making and policymaking.

<https://sustainabledevelopment.un.org/>

What If?

ISSUES TO DISCUSS LOCALLY

- » What if the next storm procures enough wind and rainfall to damage all public and private schools in WFB? How will that impact the functionality of the community in the weeks following?
- » What if high winds or a tornado strike WFB in 2020, leaving most public buildings uninhabitable? What do Village staff do on Day One?
- » What if flooding occurs across arterial roadways around WFB for a week's time due to a major failure of infrastructure, leaving the community temporarily inaccessible to inbound traffic? How much food is available locally to sustain our community of ~14,000 people?
- » What if any natural or manmade disaster puts the community in temporary isolation, and community members need immediate medical care?
- » What if a community-wide power outage endures for even a few days? Where can residents and employees prevent refrigerated items from perishing?

“How are we addressing the climate crisis?

Are we aligning with the UN Sustainable Development Goals?

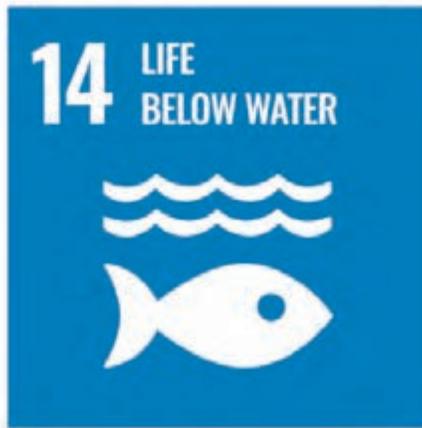
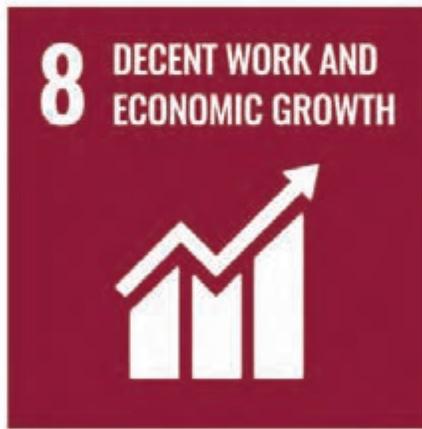
Are we using 3rd party rating systems to avoid green washing and fraud?

This isn't simply a hot topic issue anymore and we need to address it directly. The triple bottom line has greater implications than just environmental conservation.

There are direct economic and social benefits.”

– Whitefish Bay Resident, June 27, 2019

SUSTAINABLE DEVELOPMENT



GOALS

4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

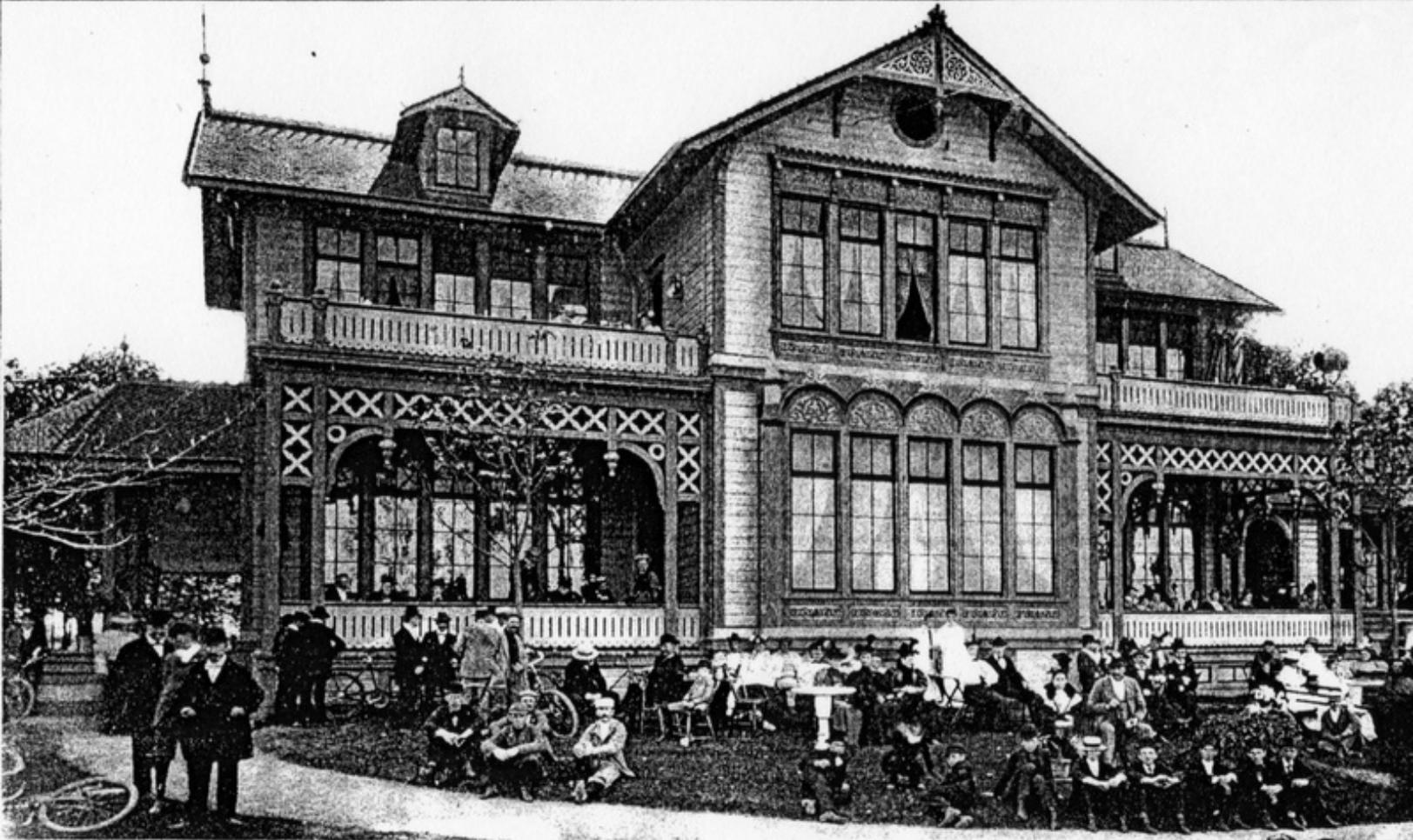


16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS





▼ Above: Pabst Whitefish Bay Resort, Below: Welcoming Park. Source: Whitefish Bay Historical Society



Cultural Resources in WFB

Historic Preservation Commission

On October 24, 2005, the Whitefish Bay Village Board approved a historic preservation ordinance establishing the Historic Preservation Commission (HPC). The Historic Preservation Commission consists of seven unpaid volunteers. It is charged with the responsibility of assisting in the preservation of the Village's historic and cultural heritage by identifying buildings, sites, and objects that reflect elements of Whitefish Bay's cultural, social, economic, political, and architectural history. The Commission aids in safeguarding this historic legacy by recommending that eligible properties be designated as local historic structures or sites.

The HPC maintains a list of locally-designated historic sites and structures. Designations are initiated by interested property owners, who can complete an application available on the Village website. At present, 4 properties maintain this designation in WFB as shown on the Historic Properties map in this chapter.

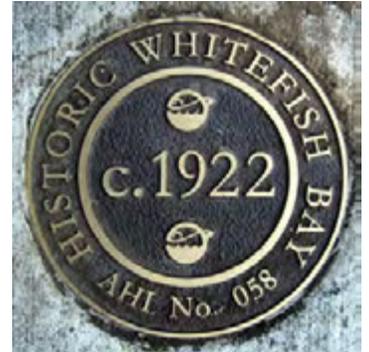
Whitefish Bay Architecture & History Inventory

Whitefish Bay's history is reflected today through the names of streets, parks, public gathering places, and the structures still in use throughout the community. Examples include William H. and Ruth Consaul's Home, located at 716 E. Silver Spring Drive and believed to have been built circa 1856, and Johann Bauch's Farmhouse, located at 5007 N. Idlewild Avenue and constructed between 1863 and 1865 with cream city brick. These and other properties comprise the Whitefish Bay Architecture & History Inventory (AHI).

The Historic Preservation Commission maintains an inventory of architecturally significant and historic homes and other sites within the village. Sites listed on the AHI may also qualify for designation as Whitefish Bay Landmarks. The inventory through March 2018 contains 231 properties and is available for review at the Whitefish Bay Library. More information can be found here www.wfbvillage.org/161/Whitefish-Bay-Architecture-History-Inven

Whitefish Bay Medallion Project + Walking Tours

Using the WFB AHI as a guide, the community began marking sidewalks with medallions of homes listed in the inventory.



At present, three walking tours are now associated with the sidewalk medallions, which are facilitated by individual walking tour brochures available at Village Hall, the Library, and online:

- » Wilshire, Cumberland Forest, and Lake Drive Neighborhoods: This self-guided walking tour features sites within the in the southeastern section of Whitefish Bay. This tour is designed to be traversed in about an hour. It covers approximately a 2.85 mile loop.
- » Neighborhoods of Southwest WFB: This self-guided walking tour features 13 properties within an area bounded roughly by Lexington on the north, Idlewild on the east, Hampton on the south, and Lydell on the west.
- » Neighborhoods in Northern WFB: This self-guided walking tour includes 25 properties within the area of School Road on the north, the Lake on the east, Day Avenue on the south, and Lydell Avenue on the west.

Whitefish Bay Historical Society

The Whitefish Bay Historical Society is dedicated to researching and preserving the history of the Village of Whitefish Bay, Wisconsin. The Society maintains a collection of documents, pictures and other artifacts to support the institutional memory of the community. The Society maintains an address, phone number, a Society President, and digital collections available online.

Whitefish Bay Village Facilities and Resources

See the Government + Services chapter for brief descriptions of these additional cultural resources.

Historic Properties

WHITEFISH BAY, WI



Lake Michigan

KEY

- Historic Properties
- ① The Frank Baker House ③ Herman Uihlein House
- ② Frank J. Williams House ④ The Herman Reel House



1/2
mile



▲ Harry & Rose Samson Family Jewish Community Center in Whitefish Bay. Source: JCC

Harry & Rose Samson Family Jewish Community Center (JCC)

The JCC began in Milwaukee in the 1890s in support of Milwaukee area immigrants. In 1987, the JCC moved to its current 28-acre campus in Whitefish Bay. Today, the JCC is a non-profit, social services agency serving the entire community with inclusive wellness, education, and community programs. Operating in 6 locations throughout the state, the JCC creates spaces and opportunities for the entire community to experience values-focused, high-quality services for individuals and families of all backgrounds, abilities, and faiths. Celebrating the diversity of the Jewish community, the JCC serves as a meaningful destination for children and adults in over 18 unique programmatic areas. As stated on the website: “Our history dates back over 5,000 years – but it’s as much about tomorrow as it is about yesterday.”

Whitefish Bay Civic Foundation

The Whitefish Bay Civic Foundation is organized and shall operate exclusively for charitable, scientific, civic improvement, literary, and/or educational purposes. They support efforts to improve the public welfare, improve the appearance of the Village, lessen the burden on local government, promote the advancement of education, and a number of activities designed for the betterment of the community. The Foundation partners to organize Green Day in the Bay, Memorial Day celebrations, Ice Cream Socials, the July 4th Parade and Community Festival, Sounds of Summer, the Great Pumpkin Festival, the Holiday Stroll Parade, and



Voice of the Bay. The Foundation’s logo is often mistaken as the Village’s logo due to its usage in street signs, gateway signage, publications, and events – a testament to the organization’s level of investment in the community.

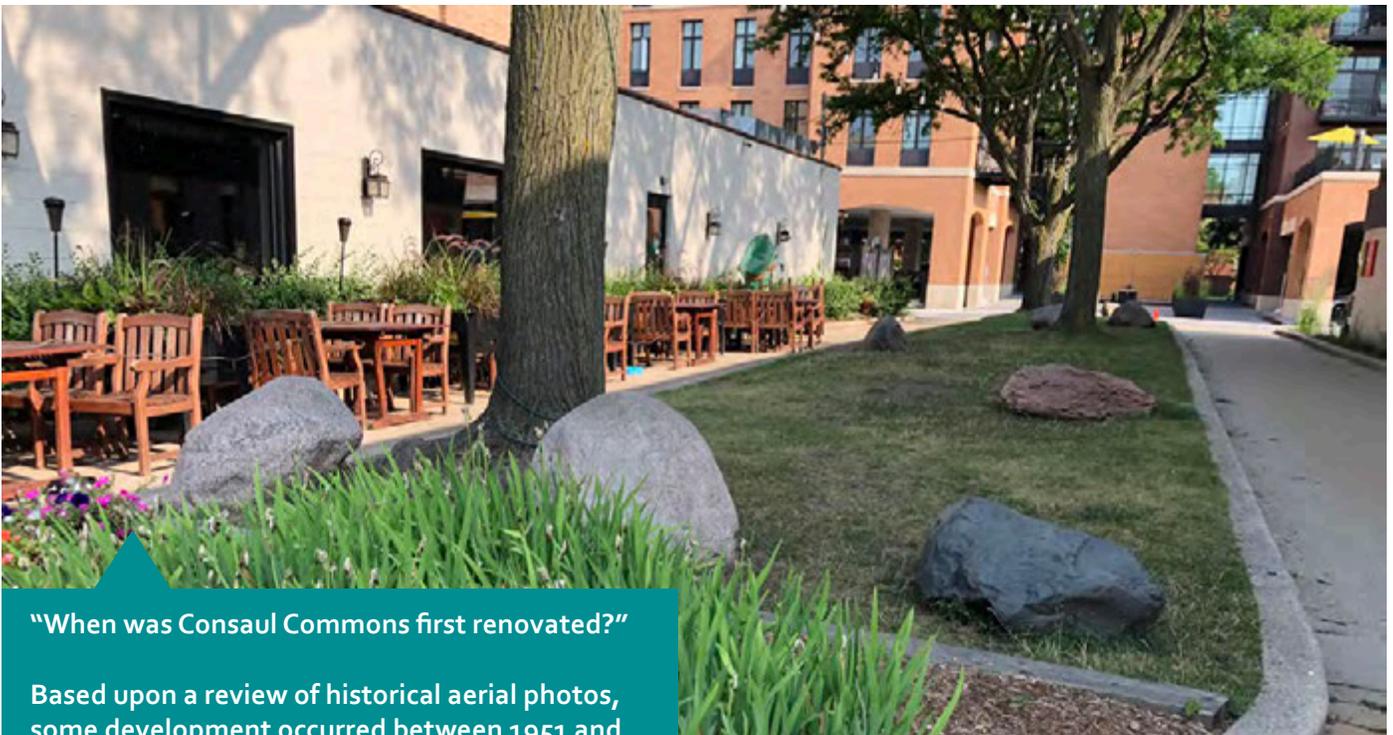
Community Groups

Whitefish Bay citizens are active and engaged in their community. Other social groups of the past and present include the Merchants of Whitefish Bay (mentioned in the Economic Development chapter), Whitefish Bay Community Band, Whitefish Bay Education Foundation, Whitefish Bay Environmental Group, Whitefish Bay Garden Club, Whitefish Bay Woman’s Club, Northshore Newcomers, North Shore Junior Women’s Club, North Shore Kiwanis Club, and North Shore Masons, among others.

DEVELOPING A CULTURAL RESOURCE: A LOOK AT CONSAUL COMMONS

While Village and County parks are reviewed in the Land Use, Natural Resources, Circulation & Recreation chapter, one Village-owned “open space” is excluded from those lists due to its role as a standalone, developing cultural resource: Consaul Commons. This 40’ by 100’ tree-lined, hardscape space in the center of Downtown Whitefish Bay has long been a pass-through of sorts from the local main street to parking on the north side of the commercial district. Over the last decade, several groups have taken interest in activating and redesigning Consaul Commons. The Village took note, and in 2018 released a request for proposals and a selection process that would yield concept designs from a designer. At the time of writing this document, the Village and selected designer are actively underway with concept development.

Sometimes the smallest spaces bring larger areas to life. Such is the hope for Consaul Commons – and in doing so, Downtown Whitefish Bay may enjoy a vibrant destination where residents, merchants, and visitors can convene. Included in this chapter is a look at the existing conditions of Consaul Commons via birds-eye rendering.



“When was Consaul Commons first renovated?”

Based upon a review of historical aerial photos, some development occurred between 1951 and 1963. One tree appears to have been removed at that time. Between 1963 and 1967, the center vegetated strip was installed.

- ▲ Consaul Commons Rendering, August 2019. Source: raSmith
- ▲ Consaul Commons as of August 2018. Source: Stephanie R.A. Hacker

Action Items | TBL, Resilience, Culture

- 1| Respond to community desires provided via written comment for this plan.
 - » “Improve energy efficiency and reduce energy consumption” by considering efficiency standards in design approval of all new buildings in WFB, and monitoring Village buildings for energy efficiency and making needed changes as soon as possible.
 - » Consider efforts to “achieve zero waste” by reducing single-use plastics from Village offerings, perhaps replacing them with compostable materials.

- 2| Further evaluate and implement TBL and Resilience efforts in WFB.
 - » Evaluate the establishment of one or two commissions or task forces in WFB that cover both triple bottom line policies and actions and resilience policies and actions. Review how the former EAC can inform the structure of the commission(s) or task force(s).
 - » Seek to make WFB both “RainReady” and “StormReady” in keeping with nationwide efforts by a) connecting to the RainReady Community program, and b) applying for and completing the StormReady program.
 - » Initiate a “WFB TBL + Resilience Plan” which seeks to a) answer the questions about TBL + Resilience posed in the comprehensive plan update, and b) assigns priorities to the actions needed in WFB to further a sustainable and resilient way of living.
 - » Build on recent green infrastructure investments by investigating additional regional green infrastructure opportunities as they arise. Assertively seek private philanthropic support for these solutions.

- 3| Enhance the use and awareness of local cultural resources in WFB.
 - » Activate Consaul Commons as the primary public feature in Downtown Whitefish Bay. Complete the redesign of Consaul Commons in accordance with the goals outlined in the 2018 Request for Proposals.
 - » Update the interactive digital brochures of the properties listed on the Whitefish Bay Architecture & History Inventory to provide more information about the properties themselves while infusing related narratives about the overall community history.
 - » Review the 12 districts eligible as historic districts in the 2010-2011 Architectural and Historical Intensive Survey Report, and consider nominating them as Wisconsin historic districts to increase district appeal and unlock additional resources.



Village staff break ground in 2017 for renovations to the Village Hall and Police Department.

▲ Photo Source: Village of Whitefish Bay

| It Takes a Village:

Government & Services

The Village of Whitefish Bay's government operates from the Village Hall & Library campus, located on North Marlborough Drive. The Village strives to provide excellent services and utilities to the community. As Whitefish Bay is part of the greater Milwaukee area, many services and utilities are provided in partnership with surrounding municipalities.

Public Services for WFB

The Village offers a robust set of services from a lean organization for its community of ~14,000. Partnerships are paramount to the provision of these services.

This chapter includes the Village's organizational chart as of October 2018. The Village Board is made up of a Village President and 6 Trustees who are elected at-large and are non-partisan. The Village Board serves in a policymaking role for the Village, while day-to-day operations and general management are handled by the Village Manager. The Municipal Court, with an elected Judge and appointed Court Clerk, handles all municipal citations locally.

The Bayside Communications Center provides dispatch services for Bayside, Brown Deer, Fox Point, Glendale, River Hills, the North Shore Fire Department, Shorewood, and Whitefish Bay. Prior to joining the North Shore Fire Department (NSFD) in 1994, the Village had staffed its own full time Fire Department. Today, Whitefish Bay is home to one of 5 fire stations for North Shore Fire Rescue, an all hazards response agency responding to a wide variety of incidents.

The Police Department consists of full time and part time employees including sworn officers, community service officers, and clerks. Together, Department staff provide 24/7/365 police protection. The Department also has volunteers who serve as Auxiliary Officers, helping staff special events for traffic and crowd control.

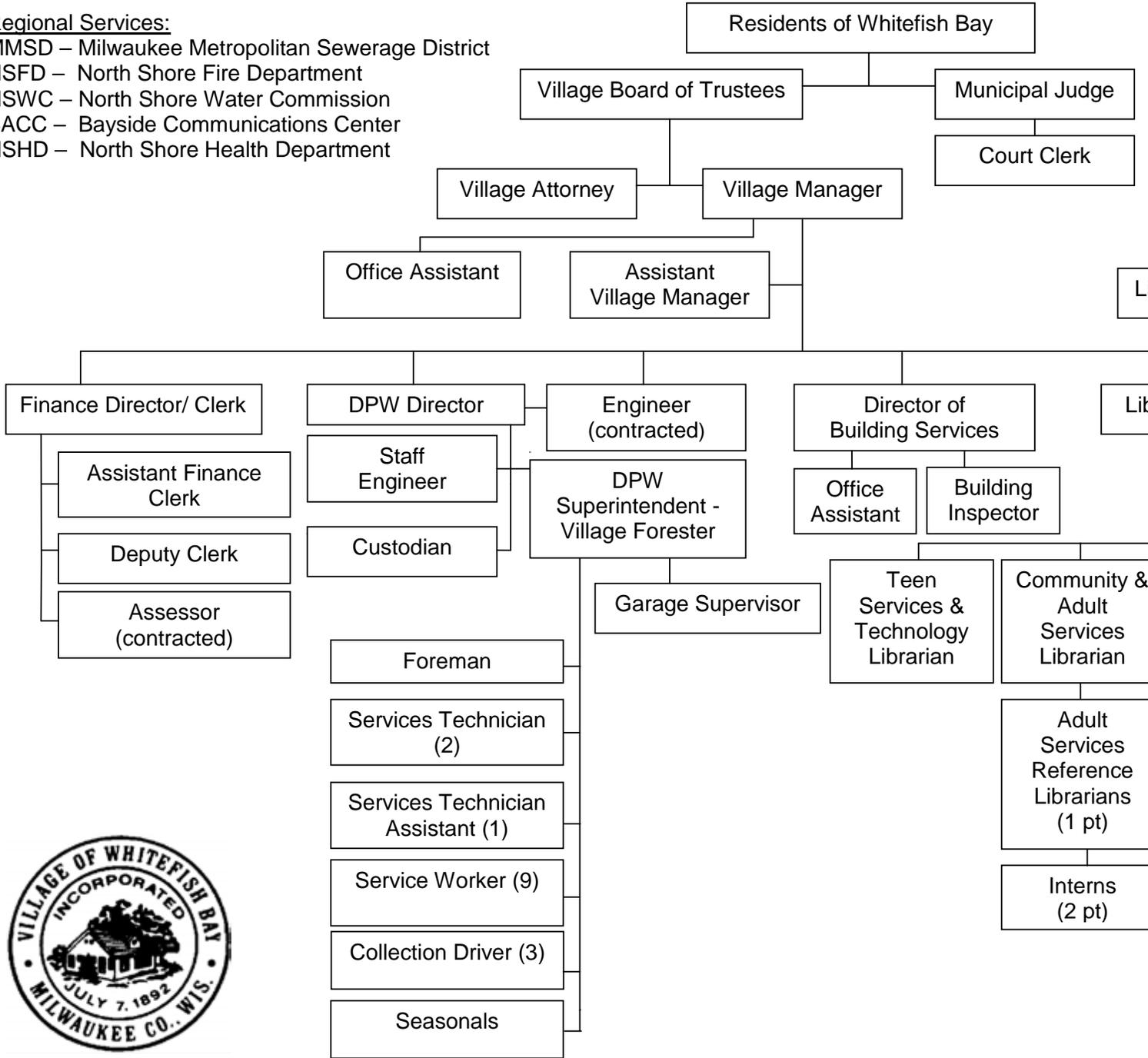
The North Shore Health Department (NSHD) works with a Board of Health, comprised of a licensed medical adviser and members appointed for a two-year term by village presidents or the mayor of each community. Staff consists of a health officer, an administrative assistant, a registered sanitarian, a public health manager, and registered nurses who are public health nurses. The NSHD serves the communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay through 2 locations: one in Brown Deer and one in Shorewood.

Milwaukee Metropolitan Sewerage District (MMSD) is a regional government agency that provides water reclamation and flood management services for ~1.1 million people in 28 communities in the greater Milwaukee area. MMSD serves 411 square miles that cover all or segments of 6 watersheds. Whitefish Bay covers ~2.13 square miles of the 411 served.

The North Shore Water Commission (NSWC) operates and maintains the Water Filtration Plant in Glendale as well as the Raw Water Pumping Station located in Whitefish Bay. The NSWC is responsible for purifying and pumping potable water to its member utilities which include Fox Point, Glendale, and Whitefish Bay. In addition, water is also provided to some areas served by Mequon Water Utility via a wholesale water agreement. The NSWC is also briefly mentioned in the Natural Resources section of this document.

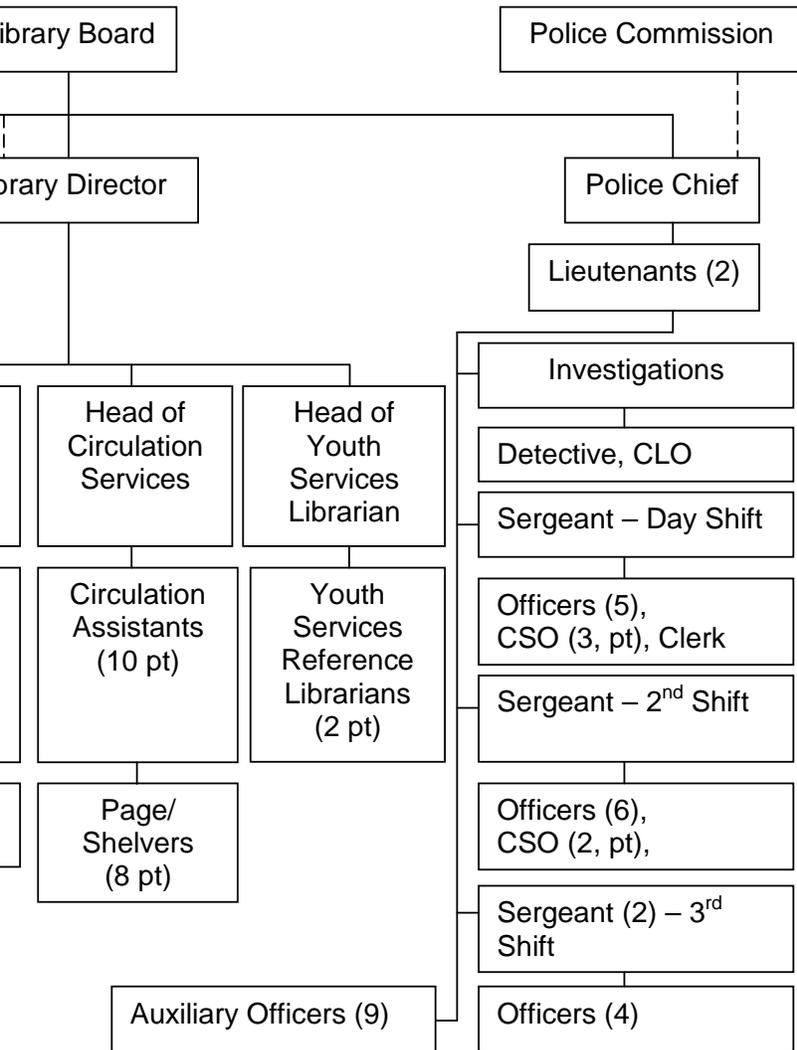
Regional Services:

- MMSD – Milwaukee Metropolitan Sewerage District
- NSFD – North Shore Fire Department
- NSWC – North Shore Water Commission
- BACC – Bayside Communications Center
- NSHD – North Shore Health Department



Village of Whitefish Bay Organization Chart

October 8, 2018



Village Boards & Commissions as of 2019

- » Architectural Review Commission (ARC)
- » Ad Hoc Teardown / Rebuild Review Committee
- » Board of Appeals
- » Board of Review
- » Business Improvement District (BID)
- » Community Development Authority (CDA)
- » Historic Preservation Commission (HPC)
- » Library Board
- » Plan Commission
- » Police Commission
- » Public Works Committee
- » Village Board



Whitefish Bay Public
Library
excite your mind.

...But most importantly, we believe that our future together will be even more exciting. Come be part of it. Excite Your Mind.

Images Source: Whitefish Bay School District



LIBRARY

Excerpting the description of the Whitefish Bay Library is enough to demonstrate how invested Library staff are in WFB: “The Whitefish Bay Public Library has been around since 1937, originally in the basement of the old Village Hall. A continuing theme of our library is how much our community has supported us ... we’ve outgrown two locations in 80 years, at one point stuffing 55,000 items into a building designed to hold only 32,000! We moved into our current location in 2002, which was almost three times the size of our previous building and provided much more space for collections, study rooms, public spaces and community gatherings. We’re proud of our lovely library and our incredible, talented staff. We’re especially proud of our successful history as a part of the Whitefish Bay community.” The separate Friends of Whitefish Bay Library established in 1953 as a not-for-profit organization to support the collection and provide resources.

SCHOOLS AND CHILD CARE

As mentioned in the introductory section of this document, the Whitefish Bay School District operates two elementary schools PreK-5, one middle school (grades 6-8), one high school (9-12), and a recreation department. The village is also home to several private schools and community centers. The Community Facilities map in this chapter displays the location of public and private schools in Whitefish Bay.

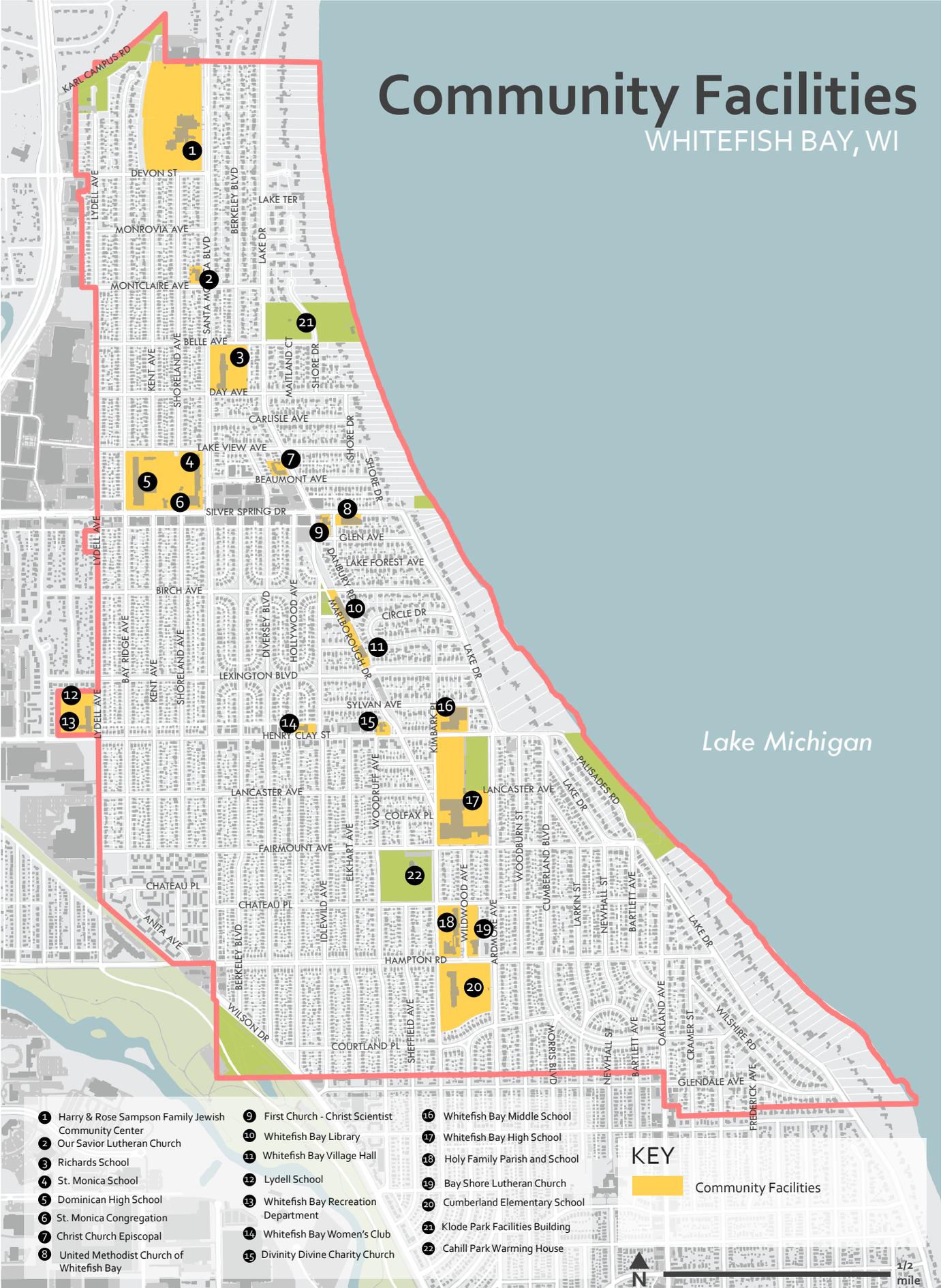
The Recreation and Community Education Department of the Whitefish Bay School District (“Recreation Department”) provides a variety of recreational, educational, cultural and social programs and services for all resident and students of Whitefish Bay. The Recreation Department is a member of the following:

- » National Recreation and Park Association
- » Wisconsin Park and Recreation Association
- » Southeast Park Recreation Council
- » National After School Association
- » National Association for the Education of Young Children
- » Wisconsin Early Childhood Association

Child care is available in different formats not only through the Recreation Department, but also through private child care facilities located throughout the Whitefish Bay community.

Community Facilities

WHITEFISH BAY, WI



- 1 Harry & Rose Sampson Family Jewish Community Center
- 2 Our Savior Lutheran Church
- 3 Richards School
- 4 St. Monica School
- 5 Dominican High School
- 6 St. Monica Congregation
- 7 Christ Church Episcopal
- 8 United Methodist Church of Whitefish Bay
- 9 First Church - Christ Scientist
- 10 Whitefish Bay Library
- 11 Whitefish Bay Village Hall
- 12 Lydell School
- 13 Whitefish Bay Recreation Department
- 14 Whitefish Bay Women's Club
- 15 Divinity Divine Charity Church
- 16 Whitefish Bay Middle School
- 17 Whitefish Bay High School
- 18 Holy Family Parish and School
- 19 Bay Shore Lutheran Church
- 20 Cumberland Elementary School
- 21 Klode Park Facilities Building
- 22 Cahill Park Warming House

KEY
 Community Facilities

Data Source Community Facilities data: Village of Whitefish Bay & GRAEF. Base map data: Milwaukee County and the Village of Whitefish Bay

Utilities

WHITEFISH BAY, WI



Utilities in WFB

The Village owns and operates sanitary sewer, water, and storm sewer systems throughout the municipality. The Department of Public Works (DPW) is also responsible for the maintenance of all roads and the collection of all garbage, recycling, and yard waste. Through contract support, the Village maintains a GIS mapping system of utilities. A display of the available utility information is included within this chapter.

The Village has established capacity, maintenance, operations, and management (CMOM) and compliance maintenance annual reporting (CMAR) programs for Village sanitary and storm sewer systems. It has not yet established a CMOM program for the Water Utility system. However, the Village does monitor, record, and report all annual Water Utility maintenance and replacement work activities through the required annual Public Service Commission (PSC) report submittal.

The Village annually works with the WDNR to review prior year activities and make recommendations for the next year to reduce the effect of discharges on waterways. Activities include storm sewer cleaning and maintenance, leaf and yard waste collection, street sweeping, road maintenance, clear water compliance, and other efforts. Continued public education is also needed to further limit the negative effects that urban stormwater runoff has on the environment.

SANITARY SEWER

The Village's sanitary sewer system is complete and provides service to all properties within the village. The Village's sanitary sewer system is tributary to the MMSD interceptor sewer system and the 2 wastewater treatment plants at Jones Island and South Shore.

The Village has undertaken improvements to private property sanitary laterals through MMSD's Private Property Inflow and Infiltration ("PPI/I") Reduction Program. The Program's Statement of Policy provides the following information relevant to this document:

- » Infiltration and inflow can occur from sources on both public and private properties. Infiltration is the quantity of water entering a sewer system through such sources as defective pipes, pipe joints, connections or manhole walls. Inflow is the quantity of water entering the sewer system through connections such as area or foundation drains, connected downspouts, and catch basins. Many sources of inflow are illegal. During rain events, infiltration and inflow ("I/I") dramatically increases the flows in the sanitary sewer system.
- » Infiltration and inflow increases the amount of flow in the sewer system that ultimately must be conveyed, stored or treated by the Milwaukee



▲ Winter melt along Silver Spring Drive. Source: TMJ4, February 22, 2019

Metropolitan Sewerage District (“District”) at a cost to the District’s tax and rate payers. Infiltration and inflow, during significant rain events, can lead to overflows from the sewer system into area waterways and can cause property damage like basement backups.

- » In 2008, 2009 and 2010, severe storms caused thousands of basement backups in the District’s service area causing a loss of possessions, destroyed appliances, and ruined living spaces at a significant cost to area residents that, in many cases, cannot be recovered through insurance claims, and significant personal distress to thousands of people.

To address these issues, the Village has undertaken a multi-year approach to improving private lateral conditions. After targeting a high-priority area of 700-800 properties, nearly 400 households submitted an application to have their sewer laterals lined. The Village, through a contract with a private company, expects to see close to 285 laterals lined by the end of 2019 with more to line through 2022. This work should help to reduce the amount of clear water entering the Village sanitary sewer system.

STORMWATER MANAGEMENT

The Village operates a stormwater system separate from the sanitary sewer system, as opposed to the combined sewer system that can be found in portions of the City of Milwaukee and Village of Shorewood. Stormwater entering the municipal system flows from the catch basins in the street to either the Milwaukee River near the southwest section of the village or Lake Michigan on the entire eastern border via 6 major outfalls. During heavy rainstorms, the flow of the sanitary sewer system may back up due to overwhelming volume in the MMSD conveyance, treatment, and deep tunnel system. When MMSD or local sanitary backups occur or reach the village, it is necessary to release the excess sanitary sewage into the storm sewer system through strategically placed and operated bypass locations. This practice is done in an effort to reduce or eliminate basement backups and the health, safety, and financial problems backups cause.

BROADBAND ACCESS

The PSC’s Wisconsin Broadband Office lists WFB as having a wireline download speed of 25+ Mbps and a wireline upload speed of 10-24 Mbps. The PSC has a 2019 Broadband Plan to foster changes in the state’s broadband usage.



read more about Wisconsin’s Broadband Plan 2019 here
psc.wi.gov

The PSC’s Wisconsin Broadband Office encourages broadband development and deployment by certifying local communities as being Broadband Forward!. A Broadband Forward! Community Certification signals that a local unit of government has taken steps to reduce obstacles to broadband infrastructure investment. The PSC has created a model ordinance that satisfies the minimum requirements under Wis. Stat. § 196.504 to assist communities in this effort. To date, the Village has not adopted such an ordinance, nor has any community within Milwaukee County.

Any political subdivision in Wisconsin that supports and commits to promote the availability of telecommuting options is eligible for the Telecommuter Forward! Community Certification and may apply through the PSC’s Wisconsin Broadband Office. The political subdivision must demonstrate compliance with the statutory requirements under Wis. Stat. § 196.5045. The PSC has created a model resolution that satisfies the minimum statutory requirements to assist communities in this effort. To date, the Village has not adopted such an ordinance, nor has any community within Milwaukee County.

ENERGY & TRANSMISSION LINES

WE Energies provides electric and gas service to Whitefish Bay properties. American Transmission Company (ATC) owns transmission facilities in the region of Wisconsin that includes Whitefish Bay. Proposed high-capacity transmission lines do not cross the village. The U.S. Energy Information Administration provides energy infrastructure mapping at <https://www.eia.gov/special/disruptions/>.

Issues + Plans for WFB

RECYCLING AND SOLID WASTE DISPOSAL

The Village is required to provide recycling collection services to comply with state law. The Village provides refuse collection service every week and recycling collection every other week through its own collection employees. Refuse is delivered to a shared transfer station in Shorewood where it is picked up by a private waste disposal company for transferring to a landfill. As part of this partnership, residents of Whitefish Bay may use this site for special drop offs.

The Village completed a major investment in its refuse and recycling program in 2018, in large part as a response to community demand. Through the purchase of new vehicles and carts, the Village is now able to load both refuse and recyclables from cart to vehicle by mechanical arm. The private vendor is then able to sort and sell recyclable material. Over the past decade, the international market for recycled materials has changed, prompting less lucrative materials for disposal companies. These changing market conditions have led to a different cost structure for the Village’s provision of refuse and recyclables, affecting the current 2019 Village Recycling Division budget and all future budgets.

CAPITAL IMPROVEMENTS

Every budget season, the Village annually reviews utility and infrastructure needs to determine what work should be undertaken in the upcoming year. The Village’s capital improvement program process consists of an internal 5-year forecast of needed public investments.

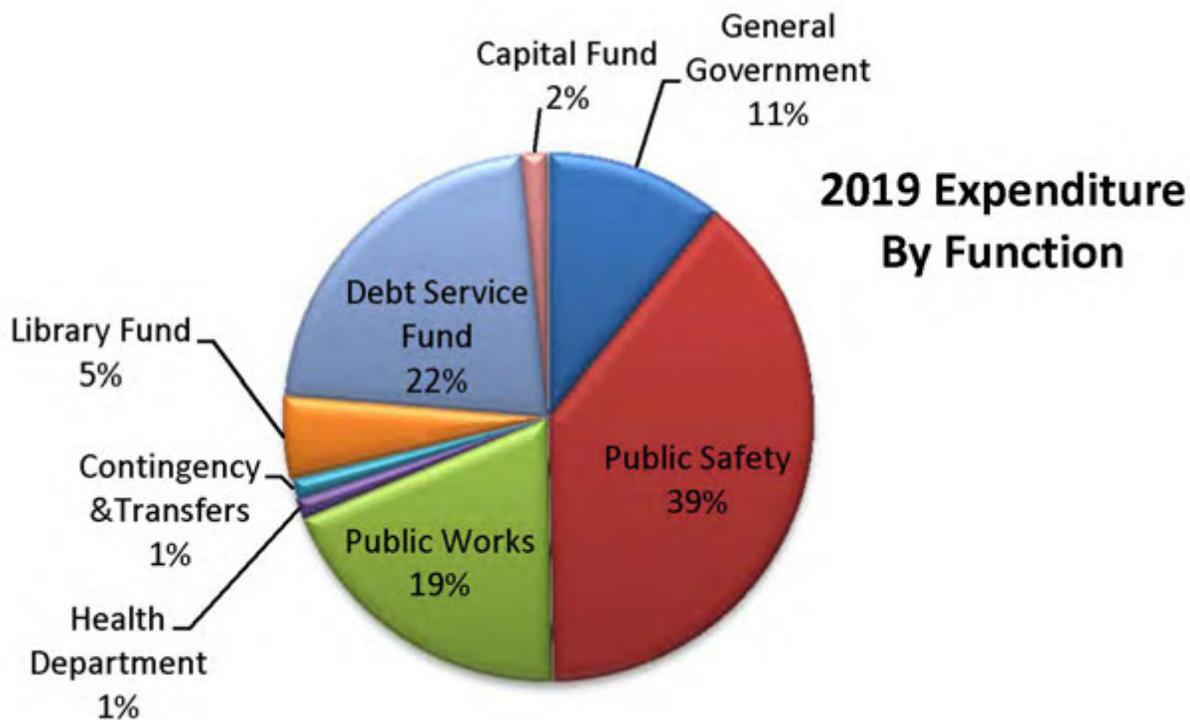
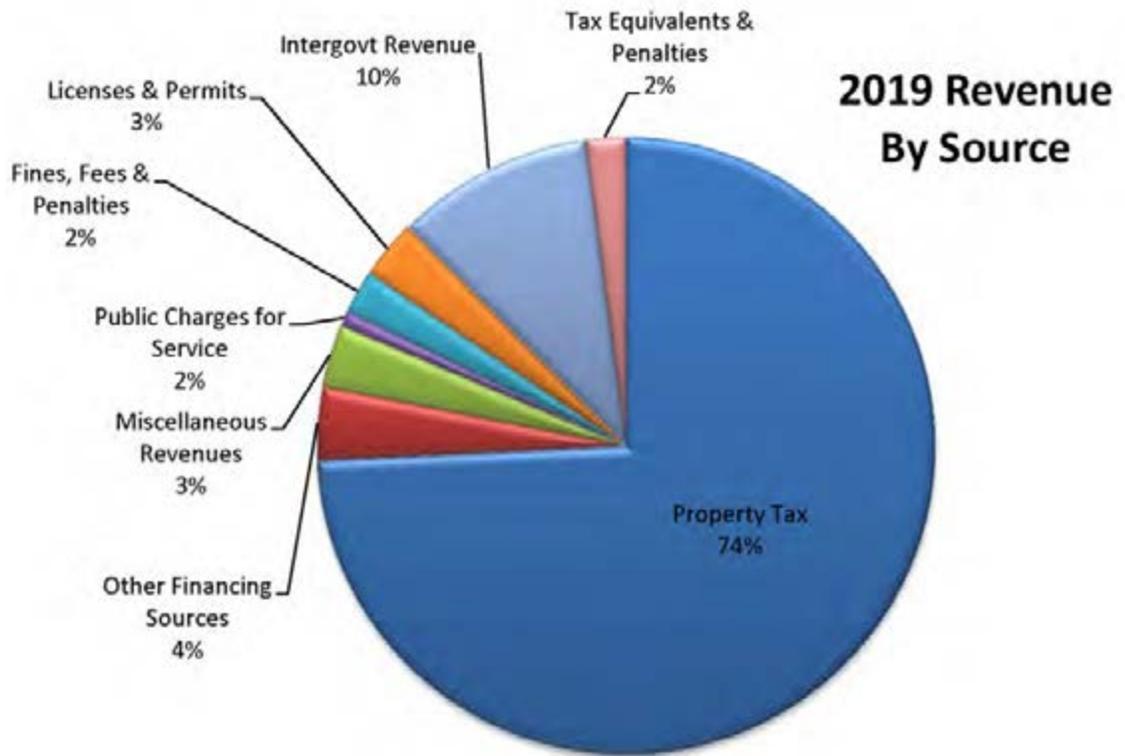
In 2019, Village DPW shifted to a project-specific model of maintenance, rather than following the previous model of 15-year capital improvement planning. The idea behind the change is to prevent staff from planning in a vacuum – i.e. prevent staff from forecasting capital needs not influenced by external forces such as flooding or pipes bursting. Therefore, the last year in which the Village conducted this kind of long term capital improvement planning occurred in 2012. The Village has not developed preventative maintenance plans for all community facilities, but monitors recurring or routine work related to facility preventative maintenance.

A look at public facilities: Village Hall, Village DPW, and the Library are currently viewed as being in good condition and well maintained. While parks are addressed in the Land Use Section, it should be noted here: at present, the community is vocal about their desire to see continued investment in Village park facilities over the next decade.



▲ Recycling arm in motion. Source: Village of Whitefish Bay

Budgeted Revenue + Expenditures for the Village, 2019



INTERGOVERNMENTAL COOPERATION

The Village of Whitefish Bay has many existing relationships, cooperation policies, and agreements with neighboring municipalities that provide mutual benefits. The Village will continue to seek out opportunities for cooperation and partnership where appropriate. Examples of the Village's existing regional relationships include the organizations and their committees mentioned below.

- » Intergovernmental Cooperation Council (ICC) of Milwaukee County
- » Milwaukee County CDBG consortium
- » MMSD multi-jurisdictional committees
- » North Shore Managers
- » North Shore Water Commission
- » Southeastern Wisconsin Regional Planning Commission (SEWRPC)

A sampling of other state and regional cooperation efforts are mentioned elsewhere in the document:

- » Coordination channels between WEDC, WHEDA, and the Village are outlined in the Economic Development Chapter.
- » Coordination opportunities between the Village and WisDOT are addressed in the Transportation Chapter.
- » Additional coordination channels between Milwaukee County and the Village are provided in the Housing Section.

Myriad other cooperation opportunities exist for the Village of Whitefish Bay. The key is for Village staff to materialize these opportunities on an as-needed basis. At this time, the Village does not forecast the need to prescribe a specific intergovernmental cooperation activity to fill gaps in existing services. Similarly, the Village has not been presented with the need for a new partnership or cooperation effort from another political subdivision.



▲ Whitefish Bay Public Library. Source: Village of Whitefish Bay



Crowds gather for the 2018 4th of July Festival at Klode Park.

▲ Photo Source: Village of Whitefish Bay

Action Items | Government & Services

1| Seek deeper cooperation from existing local public partnerships.

- » Meet with SEWRPC to evaluate how local development decisions and physical changes a) are impacted by regional changes, b) will impact regional circulation and services, and c) can address the needs of the aging regional population.
- » Identify the point person(s) for coordinating Village and School District service provisions in Whitefish Bay.
- » Consider extending the residential green infrastructure program, known as “WFB Green Summer”, by educating property owners on potential green solutions available through MMSD.
- » Utilize the North Shore Managers convening as a forum for developing a North Shore economic development strategy, and to exchange business recruitment and retention issues.

2| Develop policies & programs to share knowledge about existing public facilities, utilities & infrastructure – and about maintenance best practices.

- » Develop preventative maintenance plans for all community facilities in concert with multi-year capital planning, review during both budget season and midway through each fiscal year, and post these efforts on the Village website and social media.
- » Evaluate options & select the intended path to address / replace the presence of lead water lines.
- » Institute a policy that requires any type of municipal building demolition to undertake a deconstruction process. Research the organizations that manage deconstruction and/or reuse materials that otherwise enter the waste stream, and educate the community on the Village’s efforts to lead the charge.
- » Build upon the Village’s recent installation of solar panels atop its DPW facility, and evaluate appropriate locations for municipal solar fields on the public buildings or ground locations. Consider including installations in future capital improvement programming.
- » Consider updating the municipal fleet to hybrid or electric vehicles, as vehicles come due for repair or replacement.
- » Evaluate program benefits, and consider adopting ordinances for both the Broadband Forward! and Telecommuter Forward! programs sponsored by the PSC Wisconsin Broadband Office. Develop a plan for the community’s preferred deployment of wireless infrastructure in WFB.

3| Position the community to function beyond standard waste disposal.

- » Investigate the potential for local drop-off locations of otherwise non-recyclable materials.
- » Consider expanding Bay Day / Green Day in the Bay / Recycle Day in the Bay, through additional locations and/or additional event days, to encourage proper disposal and recycling of all products in WFB.
- » Continue to encourage the diversion of produce waste from refuse collection by promoting on-site composting and/or compost collection programs and educating citizens on single-use plastics.



Village residents share food and conversation on Silver Spring Drive

▲ Photo Source: Village of Whitefish Bay

| Getting At It:

Implementing the Comprehensive Plan

With the formal adoption of the Whitefish Bay Comprehensive Plan Update begins the implementation of each action item. This section provides an overview of the tools and steps needed to ensure that the vision for the Whitefish Bay community can have lasting impact. The actions included in this section shall be guided by the fiscal confines of the Village.

The Implementation Chapter, per State Statutes, is intended to be a compilation of programs and specific actions that can be completed in a stated sequence. By summarizing the actions at the end of each chapter into the enclosed matrix, WFB is communicating to readers how each of the chapters are integrated and consistent with one another. The matrix also serves as the required mechanism to measure WFB's progress toward achieving all aspects of this document.

Moving into the future, this document must be updated no less than once every 10 years. WFB's intended process for updating this comprehensive plan is to a) amend this document as needed prior to any applicant rezone requests or other applicant-based regulatory triggers, b) amend the document as needed at the encouragement of Village staff or a community member, and/or c) conduct a full update of this document before or by October 2029.

This document will be available to residents on the Village website and in print at Village facilities, announced in the Village e-newsletter and in Bay Leaves, and promoted on Village social media. This document may also become accessible to residents through local community groups who work with the Village to promote the comprehensive plan update in their membership communications.

"How will we make this accessible to residents when it's complete? Few people want to read through an entire plan. How will we break it into snippets that allow any resident to read and understand?"

– Whitefish Bay Resident, June 27, 2019



▲ New Code Books as of 2019. Source: Village of Whitefish Bay



▲ Sounds of Summer Concert. Source: Village of Whitefish Bay Facebook

TOOLS AND PROCEDURES

The Comprehensive Plan Update provides guidance for making zoning and other regulatory decisions in the community. The standards and development goals established in this Comprehensive Plan Update should assist in the revision of any ordinances and their contents, and guide the development of detailed designs and guidelines.

Zoning Code

While many of the proposed land uses are permitted in their respective zoning districts, and are allowed to occur, there are occasional land uses that would require a zoning change for redevelopment to occur at specific locations. A careful analysis of the Comprehensive Plan Update recommendations should be conducted when any zoning change has been proposed to ensure compatibility between the plan and code.

Building Code and Architectural Design Guidelines

As a fully built out community with an aging housing stock, it is important to apply building code standards and architectural design guidelines that help promote renovation and property maintenance. These standards should be reviewed carefully with the Comprehensive Plan Update to meet the objectives set forth for the future development of the community.

Silver Spring Drive Master Plan Update + Silver Spring Drive Parking Strategy

Development within the Silver Spring Drive Business District should be consistent with the actions listed in the Comprehensive Plan Update, the Silver Spring Drive Master Plan Update, and the Silver Spring Drive Parking Strategy. These documents, alongside the District 11 requirements in the Zoning Code, provide general policies and practices to consider as change happens in the corridor. The collective application of these standards will be important for the continued development and growth of the Business District.

Regional Plans

Throughout this document, regional plans such as WisDOT's Connections 2030 and SEWRPC's VISION 2050 are cited as resources. As the Village receives development proposals or undertakes future planning processes, these regional plans should be utilized early in the discussion to better guide decision making.

STAFF ACTIVITIES

Comprehensive Plan Update Monitoring

Village staff will annually monitor progress toward the actions listed in this document, as has been done with the original 2009 Comprehensive Plan.

Development Activities

The Village Board, all Village commissions or committees, and Village Staff will refer to the maps and actions in this document when reviewing applications for rezoning, conditional use permits, land subdivisions, or site plan approval. This is especially critical for commercial nodes and their surroundings such as Bayshore, Silver Spring Drive (mentioned previously), Henry Clay Street, and the intersection of Hampton Road with Santa Monica Boulevard.

Preventative Maintenance Planning

The Village continually develops preventative maintenance plans to improve infrastructure within the community. The Village Board and Village staff should refer to the Comprehensive Plan Update during this planning process.

Achievements from the 2009 Plan

“Review the functionality of the building and appropriate future location of the Department of Public Works Facility.”

“Review the adequacy of the building and appropriateness of the location of the Village Hall...”

“Work with the Milwaukee Metropolitan Sewerage District to encourage the use of rain barrels and rain gardens to reduce the harmful effects of storm-water runoff.”

“Assist the BID in working with business and property owners to find ways to better meet the needs of the general public.”

a **RESILIENT**
Whitefish Bay is a
place where...

“Resilience is all about being able to overcome the unexpected...The goal of resilience is to thrive.”

- *Jamais Cascio*

Implementation | WFB

The actions included in this section shall be guided by the fiscal confines of the Village.

Housing | Goals + Actions

- 1| Support activities that promote the continual upkeep of **existing** housing stock, within a resource construct.
 - a. » Compose a list of residential styles in WFB, identify homes from each style that have been thoughtfully modified, and showcase their stories to WFB community members seeking examples of renovation over demolition. Consider initial action by building upon the HPC's walking tour series and digital brochures.
 - b. » Consider hosting an annual Tour of Homes, in conjunction with regional events, that features customized renovation additions to existing residential structures in Whitefish Bay.
 - c. » Convene as needed with regional partners to support households in need of targeted housing assistance.
- 2| Revisit and update Residential Design Guidelines as needed.
 - a. » Consider infusing sustainability and resilience goals into residential design standards.
 - b. » Ensure standards not only fit local density and context, but also encourage housing stock for our aging population within the community.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
our	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
and relating this	HPC, WFB Historical Society, Resident Participants	2020-2024	
ns and	WFB Civic Foundation, Consultants, Realtors	2025-2029	
	Village Staff, Milwaukee County Housing Division	2020-2040	
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
	Village Staff, ARC, Plan Commission, CDA, Consultants, WFB Environmental Group	2020-2024	
within the	Village Staff, ARC, Plan Commission, CDA, Consultants, WFB Environmental Group	2020-2024	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

Housing | Goals + Actions

3| Nurture programs that make **all** housing units more sustainable & resilient.

a. » Consider the creation of a Resilient Neighborhoods Committee, comprised of residents interested in sharing best practices for resilience with other residents. Consider making the first Committee event a “how-to” program on installation and maintenance of sustainable and resilient design elements.

b. » Encourage participation in solar “group buys” to enable local residents to utilize solar power.

c. » Research and streamline approval processes for geothermal, white roofs, living walls, and “design against extinction” for a variety of species.

4| Preserve a range of housing options that support **households** with varying income levels.

a. » Complete the 2019 Property Assessment Revaluation Project by finishing all Open Book appointments and making adjustments to revaluations as necessary.

b. » Consider extending tax incremental districts by one year to benefit housing and affordable housing throughout the community as allowed by state statute.

c. » Comprehensively review, fully evaluate, and widely circulate requests for residential lot combinations or any parcel changes within the village.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
practices and	Village Staff, ARC, WFB Environmental Group, Consultants	2020-2024	
	Village Staff, ARC, WFB Environmental Group, Consultants	2020-2024	
" features	Village Staff, ARC, Plan Commission, Public Works Committee	2020-2024	
S.	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
	Village Staff, Consultants	2019	
	Village Staff, CDA	2025-2034	
boundary	Village Staff	2020-2040	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

Economic Development | Goals + Actions

1| Recruit businesses that reflect the skills of the local workforce.

- a. » As vacancies arise in commercial areas of the village, work with property owners and management companies to cur recruitment toward industries that employ the majority of the WFB workforce – currently educational services, heal social assistance, finance, insurance, real estate, and various professional services. Seek current employment data v customizing recruitment efforts.
- b. » Designate a point staff person in the village whose role is to advance both technology and triple bottom line sustain the village, i.e. economic vibrancy, environmental sustainability, and social equity.

2| Encourage, celebrate, and reward business certifications and changes that demonstrate advancement in sustainable and resilient approaches.

- a. » Review the plethora of business certifications and property investments that demonstrate commitments to sustain and resilience, and identify those of interest to the community. Establish a policy or proclamation that acknowledg advancements by individuals and companies, celebrate the work through events, and consider a microgrant to rew who garner such certifications and changes.

3| Facilitate conversations that boost economic activity in 3 local districts.

- a. » Pursue completion of relevant actions in the 2016 Silver Spring Drive Master Plan Update, and upgrade Village welc branding signage throughout the community.
- b. » Consider working with Bayshore representatives on issues of mutual interest.
- c. » Evaluate and, where appropriate, modify the zoning designations along East Henry Clay Street and/or zoning distric for District 5 - Apartment to build the district’s role as the multifamily, commercial, and institutional seam between neighborhoods.
- d. » Initiate discussions with private owners and the City of Milwaukee about making commercial performance and capa improvements to the East Hampton Road / North Santa Monica Boulevard intersection.

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
customize healthcare, when	Village Staff, Merchants of WFB (BID), CDA, Consultants, Realtors	2020-2029	
ability in	Village Staff	2020	
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
ability es these ard those	Village Staff, Merchants of WFB (BID)	2020-2029	
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
ome and	Village Staff, Merchants of WFB (BID), CDA, WFB Civic Foundation	2020-2029	
	Village Staff, Merchants of WFB (BID), CDA	2020-2029	
ct language residential	Village Staff, Plan Commission	2025-2029	
city	Village Staff	2025-2029	

Land Use + Natural Resources | Goals + Actions

- 1| Encourage integration of uses, as market conditions demand, both on single parcels and of parcels.
 - a. » Allow for continued small-format retail and office spaces along East Henry Clay Street between Santa Monica Boulevard to the west and Marlborough Drive on the east, thus encouraging a mix of uses that provides for greater walkability to various destinations.
 - b. » Consider increasing the mix and intensity of uses at the intersection of East Hampton Road / North Santa Monica Boulevard to encourage walkability, traffic reduction, and a more robust commercial mix.
- 2| Educate community members on the village’s comprehensive natural resources, i.e. beyond parks, woodlands, and wetlands classifications.
 - a. » Activate local discussions about the Great Lakes Compact and Sustainable Water Resources Agreement by including news pieces in Bay Leaves, the Village’s weekly e-newsletter, on the web and social media, and in relevant local events and communications e.g. Bay Day.
 - b. » Make and publish a municipal tree removal & replacement map showing, in 1-year or 5-year increment categories, the location of removed & replaced trees (and their species) on public lands over the last 20 years. Make and publish a similar tree removal & replacement map for public land over the next 10-20 years; educate private property owners on impacts of tree removal.
 - c. » Participate in the current coastline management and coastal development guideline discussions with Milwaukee County and its municipalities. As policies and best practices emerge, communicate those in public meetings and directly to property owners within the broader lakeshore area.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
and strings	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
ward on local	Village Staff, Plan Commission	2020-2040	
boulevard to	Village Staff, Plan Commission	2025-2040	
eyond	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
g feature nt	Village Staff, WFB Environmental Group, NSWC	2020-2040	
he planned acts.	Village Staff, Public Works Committee, Consultants	2020-2024	
ounty private	Village Staff	2020-2024	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

Land Use + Natural Resources | Goals + Actions

3| Shift local efforts toward habitat-diversifying approaches.

- a. » Encourage local groups to study the local presence of rare species listed in this chapter, and work with regional and partners to develop + implement a plan that not only preserves existing rare species, but supports diversifying the local habitat in support of rare species.
- b. » Encourage private property owners to install a pre-approved list of rare plant species in landscaped areas.
- c. » Encourage maintenance plans for all public land, i.e. Village land and School District land, and local private institutions to transition landscaped areas away from non-native species and toward rare plant species.

4| Explore a plan for parks and landscape management practices in Whitefish Bay.

- a. » Develop a parks master plan to guide future investment in all local parks.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
State Local	WFB Environmental Group, WFB Garden Club	2020-2024	
	WFB Environmental Group, WFB Garden Club	2025-2029	
Local land	Village Staff, WFB School District, Local Private Schools, Local Private Institutions	2020-2024	
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
	Village Staff, Plan Commission, Public Works Committee	2020-2024	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

Circulation | Goals + Actions

1| Build on Whitefish Bay's reputation as a walkable and bikeable destination.

- a. » Consider undertaking a village-wide traffic calming, wayfinding, and bike/ped striping, signage, and pedestrian/motorist education plan that recommends where to install new striping, signage, crosswalks, and traffic calming measures to support modes of transportation other than automobile or bus. Prioritize implementation of plan recommendations in subsequent three to five years of capital improvement budgets. Evaluate installations for both durability and sustainability.
- b. » Consider partnering with the Whitefish Bay School District, Dominican High School, St. Monica School, and Holy Family School to revisit the Safe Routes to School program, and determine which principles should be high-priority applications in Whitefish Bay. If possible, conduct this review concurrently with the village-wide traffic calming, wayfinding, and bike/ped striping and signage plan process. After an initial review, determine how local child care establishments can participate in the process, and whether an ad hoc committee can form to manage regular review.
- c. » Continue coordinating with bike share programs to identify suitable locations for stations within Whitefish Bay and establish an ideal timeline for installation.
- d. » Deter excessive speed with continuous traffic calming, pavement marking, and police presence, particularly along the community's arterial / collector roads and near public schools and local parks.

2| Support the continual maintenance and sustainable performance of the existing circulation network.

- a. » Preserve the existing bikeway / trail network access in Whitefish Bay, and collaborate to expand this network further into the community.
- b. » Encourage Milwaukee County Transit System to review the performance and ridership of local transit routes. Aim to reevaluate every 2-4 years. Collaborate with MCTS and private philanthropy to install bus shelters or canopies along transit routes.
- c. » As asphalt and concrete surfaces in the public realm come due for replacement, consider installing permeable pavement or porous asphalt. Align replacement with water & sewer line repairs.
- d. » Implement still-relevant actions from the Silver Spring Drive Master Plan Update and the Silver Spring Drive Parking Study that have not yet been implemented.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
...orist ...s in the ...nability.	Village Staff, Public Works Committee	2025-2029	
...mily ...tions in ...ke/ped ...ate in the	Village Staff, Plan Commission, Public Works Committee, WFB School District, Local Private Schools	2025-2034	
...establish	Village Staff, CDA, Public Works Committee, Merchants of WFB (BID)	2020-2024	
...he	Village Staff	2020-2040	
...tion	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
...r into the	Village Staff, Public Works Committee, City of Milwaukee, Village of Shorewood, Village of Fox Point, Milwaukee County, Bubl'r Bikes	2025-2040	
...g both	Village Staff, MCTS Staff	2020-2040	
...ment or	Village Staff, Public Works Committee	2020-2040	
...g Strategy	Village Staff, CDA, Merchants of WFB (BID)	2020-2034	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

Circulation | Goals + Actions

3| Forecast changes to transportation, and plan ahead.

- a. » Extract from Connections 2030 and VISION 2050 (or replacement plans from WisDOT and SEWRPC) the set of recommendations relevant to Whitefish Bay's transportation network, and review them every few years with the Planning Commission and / or Village Board to aid decision-making.
- b. » Track the development of drone delivery services at a national scale, and determine if or when to develop ordinance governing the use of drone delivery services in Whitefish Bay.
- c. » Forecast the arrival of electric scooters in Whitefish Bay, and develop a set of policies governing the usage, storage, operations of electric scooters and related programs in the community.
- d. » Review the status of discussions pertaining to driverless vehicles, and informally track potential impacts to the community.
- e. » Evaluate, craft, and adopt a complete streets policy and consider commissioning a complete streets plan that guide forthcoming changes in Village streets.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
an	Village Staff	2020-2040	
S	Village Staff, North Shore Managers	2020-2040	
and	Village Staff, North Shore Managers	2020-2040	
munity.	Village Staff, North Shore Managers	2020-2040	
s	Village Staff, Plan Commission, Public Works Committee	2025-2040	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

TBL, Resilience, Culture | Goals + Actions

1| Respond to community desires provided via written comment for this plan.

a. » “Improve energy efficiency and reduce energy consumption” by considering efficiency standards in design approval buildings in WFB, and monitoring Village buildings for energy efficiency and making needed changes as soon as possible.

b. » Consider efforts to “achieve zero waste” by reducing single-use plastics from Village offerings, perhaps replacing them with compostable materials.

2| Further evaluate and implement TBL and Resilience efforts in WFB.

a. » Evaluate the establishment of one or two commissions or task forces in WFB that cover both triple bottom line policies and actions and resilience policies and actions. Review how the former EAC can inform the structure of the commission or task force(s).

b. » Seek to make WFB both “RainReady” and “StormReady” in keeping with nationwide efforts by a) connecting to the Community program, and b) applying for and completing the StormReady program.

c. » Initiate a “WFB TBL + Resilience Plan” which seeks to a) answer the questions about TBL + Resilience posed in the comprehensive plan update, and b) assigns priorities to the actions needed in WFB to further a sustainable and resilient living.

d. » Build on recent green infrastructure investments by investigating additional regional green infrastructure opportunities they arise. Assertively seek private philanthropic support for these solutions.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
of all new possible.	Village Staff, Public Works Committee	2020-2040	
em with	Village Staff	2020-2040	
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
ities and (s) or task	Village Staff	2020-2024	
RainReady	Village Staff	2020-2024	
ient way of	Village Staff	2020-2029	
ities as	Village Staff	2020-2040	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

TBL, Resilience, Culture | Goals + Actions

- 3| Enhance the use and awareness of local cultural resources in WFB.
 - a. » Activate Consaul Commons as the primary public feature in Downtown Whitefish Bay. Complete the redesign of Consaul Commons in accordance with the goals outlined in the 2018 Request for Proposals.
 - b. » Update the interactive digital brochures of the properties listed on the Whitefish Bay Architecture & History Inventory to provide more information about the properties themselves while infusing related narratives about the overall community history.
 - c. » Review the 12 districts eligible as historic districts in the 2010-2011 Architectural and Historical Intensive Survey Report and consider nominating them as Wisconsin historic districts to increase district appeal and unlock additional resources.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
nsaul	CDA, Merchants of WFB (BID)	2020-2024	
ry to nunity	HPC, WFB Historical Society	2020-2024	
ort, and	HPC, WFB Historical Society, Property Owners	2020-2029	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

Government + Services | Goals + Actions

1| Seek deeper cooperation from existing local public partnerships.

- a. » Meet with SEWRPC to evaluate how local development decisions and physical changes a) are impacted by regional b) will impact regional circulation and services, and c) can address the needs of the aging regional population.
- b. » Identify the point person(s) for coordinating Village and School District service provisions in Whitefish Bay.
- c. » Consider extending the residential green infrastructure program, known as “WFB Green Summer”, by educating property owners on potential green solutions available through MMSD.
- d. » Utilize the North Shore Managers convening as a forum for developing a North Shore economic development strategy, exchange business recruitment and retention issues.

2| Develop policies & programs to share knowledge about existing public facilities, utilities infrastructure – and about maintenance best practices.

- a. » Develop preventative maintenance plans for all community facilities in concert with multi-year capital planning, review both budget season and midway through each fiscal year, and post these efforts on the Village website and social media.
- b. » Evaluate options & select the intended path to address / replace the presence of lead water lines.
- c. » Institute a policy that requires any type of municipal building demolition to undertake a deconstruction process. Require organizations that manage deconstruction and/or reuse materials that otherwise enter the waste stream, and educate the community on the Village’s efforts to lead the charge.
- d. » Build upon the Village’s recent installation of solar panels atop its DPW facility, and evaluate appropriate locations for municipal solar fields on the public buildings or ground locations. Consider including installations in future capital improvement programming.
- e. » Consider updating the municipal fleet to hybrid or electric vehicles, as vehicles come due for repair or replacement.
- f. » Evaluate program benefits, and consider adopting ordinances for both the Broadband Forward! and Telecommuter programs sponsored by the PSC Wisconsin Broadband Office. Develop a plan for the community’s preferred deployment of wireless infrastructure in WFB.

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
changes,	Village Staff	2020-2040	
	Village Staff, WFB School District	2020-2040	
property	Village Staff, MMSD	2020-2029	
egy, and to	Village Staff, North Shore Managers	2020-2040	
&	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
view during media.	Village Staff, Public Works Committee	2020-2040	
	Village Staff, Public Works Committee	2020-2040	
search the late the	Village Staff	2020-2040	
l	Village Staff, Public Works Committee	2020-2040	
	Village Staff	2020-2040	
Forward! ment of	Village Staff	2025-2029	

Government + Services | Goals + Actions

- 3|** Position the community to function beyond standard waste disposal.
- a.** » Investigate the potential for local drop-off locations of otherwise non-recyclable materials.
- b.** » Consider expanding Bay Day / Green Day in the Bay / Recycle Day in the Bay, through additional locations and/or additional event days, to encourage proper disposal and recycling of all products in WFB.
- c.** » Continue to encourage the diversion of produce waste from refuse collection by promoting on-site composting and compost collection programs and educating citizens on single-use plastics.

	Who should be involved?	What is the time frame needed?	What is the status? (working column)
	<i>See enclosed actions</i>	<i>See enclosed actions</i>	
	Village Staff, WFB School District, Local Private Schools, WFB Environmental Group	2020-2040	
ditional	Village Staff, WFB Civic Foundation, WFB Environmental Group, WFB Garden Club, WFB School District	2020-2040	
or	Village Staff, WFB School District, Local Private Schools, Local Private Institutions	2020-2040	

Note: The Village Board is likely to have a review or approval role in many of these actions, and therefore is not expressly listed in each individual action.



An April snowfall in the Village

▲ Photo Source: Village of Whitefish Bay

| **The Extras:**

Appendices and Additional Resources

Public Participation Plan

2019 WHITEFISH BAY COMPREHENSIVE PLAN UPDATE

The Village of Whitefish Bay is committed to open community dialogue and robust public participation throughout the planning process. This Public Participation Plan has been created to provide a variety of opportunities for community members to (a) learn about the comprehensive plan update at each stage of the process; (b) provide input, feedback, proposed changes, and new directions; and (c) voice feedback directly to decision-makers before the plan is approved and adopted. These opportunities are outlined below.

EVENTS AND MEETINGS



MAY 4

» **Community Conversation Event @ Bay Day in Klode Park**

Come find the comprehensive plan booth in **Klode Park from 8 AM -1PM** to give feedback on the plan, future land use and development, and Whitefish Bay community goals. This is the **primary community feedback event** - we look forward to seeing you there!

MAY 21

» Plan Commission meeting with the Comprehensive Plan Update on the Agenda - open to the public. approx. **6 pm @ Village Hall**

SEPTEMBER

» Plan Commission meeting to review and consider approval of the final draft Comprehensive Plan Update - open to the public. Exact date TBD

» Public Hearing for the final draft Comprehensive Plan Update. Exact date TBD

» Village Board meeting to consider adoption of the final draft Comprehensive Plan Update. Exact date TBD

CAN'T JOIN IN PERSON?

If you are unable to join the Community Conversation at Bay Day, attend a Plan Commission meeting, or attend the Public Hearing, or if you would like to provide written comment or feedback on the planning process, please stop by Village Hall or contact Village Staff:

Tim Blakeslee, Assistant Village Manager

414.962.6690

t.blakeslee@wfbvillage.org

FIND OUT MORE

- » Visit the Village website at  www.wfbvillage.org for up-to-date Comprehensive Plan Update information, event dates, and progress.
- » The Village provides residents with a monthly village magazine called *Bay Leaves* as well as a *weekly email newsletter*. Both will provide updates on the comprehensive plan process throughout the year. To sign up for the email newsletter, please visit the village website or  [click here](#)
- » A draft of the comprehensive plan update will be available to the public for review on the Village website in advance of the final Plan Commission meeting in September
- » For this Plan update and for potential future amendments, the public shall have a continual opportunity to submit written comments to the Village regarding their questions and/or suggestions. The Village may respond to such comments in writing or electronic mail.
- » In the event of future amendments to the Comprehensive Plan, the Village shall share information with the public by providing notice of the public meeting(s) at which the amendment shall be considered.
- » The Village may contact property owners in writing in the event that the allowable use or intensity of use of their property is changed by the Comprehensive Plan.

join us for a...

COMMUNITY CONVERSATION

for the 2019 Whitefish Bay Comprehensive Plan Update

In 10 years, Whitefish Bay will be a place where...

My biggest priority for Whitefish Bay is...

The things I love about my Whitefish Bay community are...

A resilient Whitefish Bay is a place where...

@ Bay Day in Klode Park May 4th, 8 am - 1 pm

Come find the [comprehensive plan booth](#) in Klode Park to give feedback on the plan, future land use and development, and Whitefish Bay community goals. This is the [primary community feedback event](#) - we look forward to seeing you there!

CAN'T JOIN IN PERSON?

If you are unable to join the Community Conversation at Bay Day, attend a Plan Commission meeting, or attend the Public Hearing, or if you would like to provide written comment or feedback on the planning process, please stop by Village Hall or contact Village Staff:

Tim Blakeslee, Assistant Village Manager
414.962.6690
t.blakeslee@wfbvillage.org

FIND OUT MORE

Visit the Village website at www.wfbvillage.org for up-to-date Comprehensive Plan Update information, event dates, and progress.

The Village provides residents with a monthly village magazine called *Bay Leaves* as well as a *weekly email newsletter*. Both will provide updates on the comprehensive plan process throughout the year. To sign up for the email newsletter, please visit the village website.

The community conversation event has been planned as part of the 2019 Whitefish Bay Comprehensive Plan Update process, pursuant to Wisconsin State Statute § 66.1001.

