

Village of Greendale

Comprehensive Plan: 2010-2035

Revisiting a Greenbelt Community



Adopted: November 17, 2009

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Prepared By:



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introduction *1*

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Introduction

The Village of Greendale Comprehensive Plan: 2010–2035 is intended to serve as the primary document guiding land use and redevelopment/development decisions over the next 25 years. It has been created with the community, incorporating the unique aspects of the Village and addressing the challenges and opportunities identified by the residents and stakeholders. Additionally, this Plan shall serve as the compliant document for the 1999 Wisconsin Comprehensive Planning Legislation (Wis. Stats. §66.1001). The Plan’s inventory, analysis, and recommendations encompass all land within the municipal boundaries of the Village.

In order to better address the wide range of uses and development characteristics in the Village, Greendale has been divided into a series of neighborhoods, districts, and corridors as shown in Figure 1-1.

NEIGHBORHOODS have been identified by housing age (i.e. the “Originals” neighborhood), housing types and styles, and location. While these areas are primarily residential in nature, they may also contain a number of supporting uses and activities that serve the residents. Examples may include schools, parks, and/or small shops and restaurants.

DISTRICTS generally focus on a special single use or purpose, such as industrial or commercial purposes, but may also contain



a number of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-scale industrial uses mixed in. Greendale’s districts have been identified by both use and geographic location.

CORRIDORS are linear edges and connectors of neighborhoods and districts, such as roads, railways, rivers, or parkways. The Village has several major corridors, based on both transportation and environmental features.

LOCATION AND OVERVIEW

Village Boundaries

The Village of Greendale spans Townships 5 and 6 North in Range 21 East. Greendale’s borders are generally characterized by W Edgerton Ave to the north, S 43rd St to the east, the southern edge of the Root River Parkway to the south, and S 92nd St to the west (see Figure 1-1)

Location within the Region

The Village of Greendale is located in southeastern Wisconsin approximately 10 miles southwest of downtown Milwaukee, and is considered a part of the Milwaukee metropolitan region. Figures 1-2 and 1-3 illustrates Greendale in a regional context, as characterized currently and historically by the Resettlement Administration in the 1930s. The Village sits on the western edge of Milwaukee County, and shares boundaries with the City of Greenfield on the north and east, the City of Franklin on the south, and the Village of Hales Corners on the west.

HISTORY

Established as one of three Greenbelt communities in the 1930s, Greendale has long served as a model community and a regional attraction. Greendale’s rich history has been recorded in countless published documents throughout its 70 year existence. One such document includes “Greendale: The Little

Figure 1-1. Neighborhoods, Districts, and Corridors in the Village of Greendale.

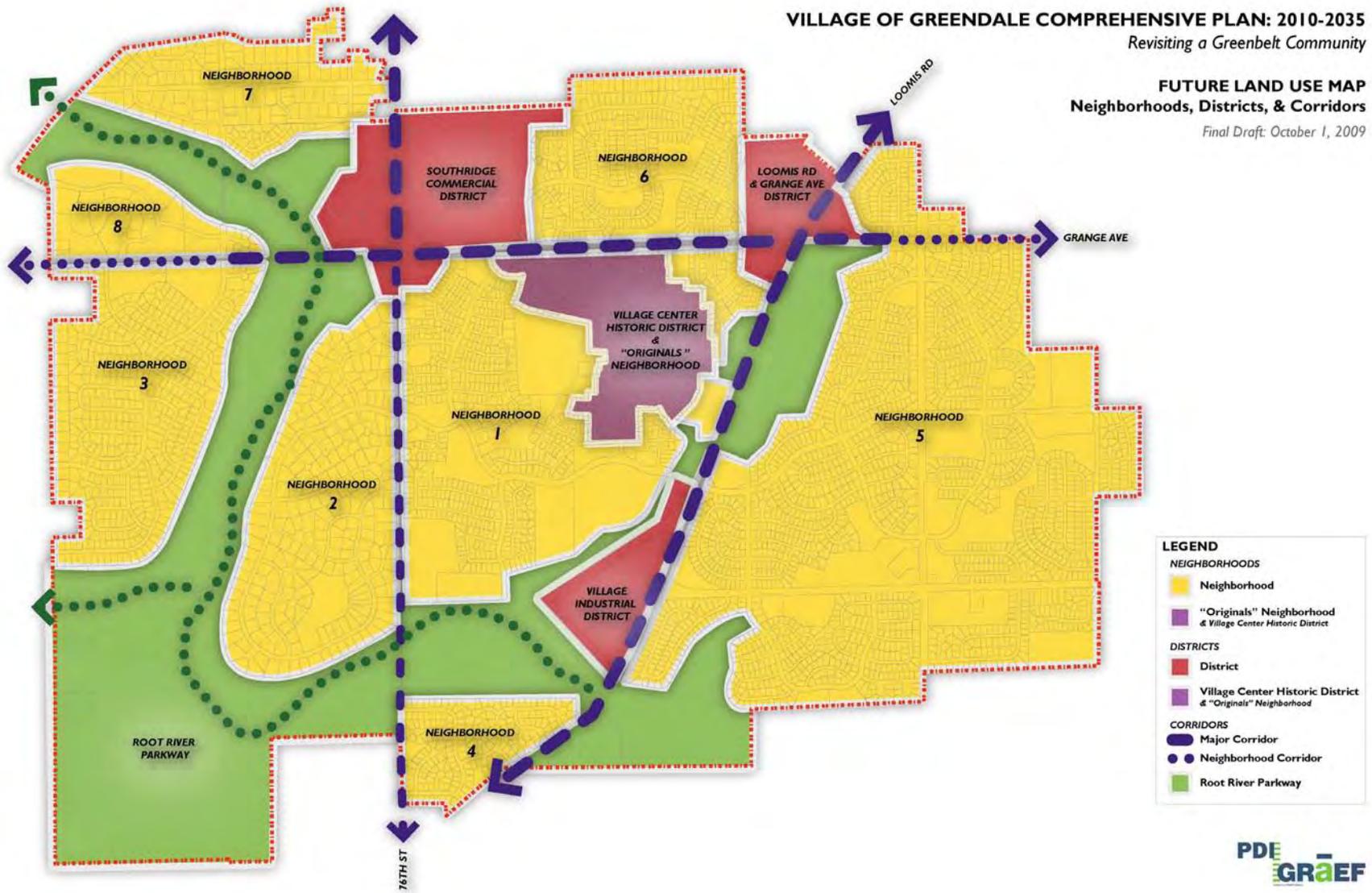


Figure 1-2. Regional Map for the Village of Greendale.

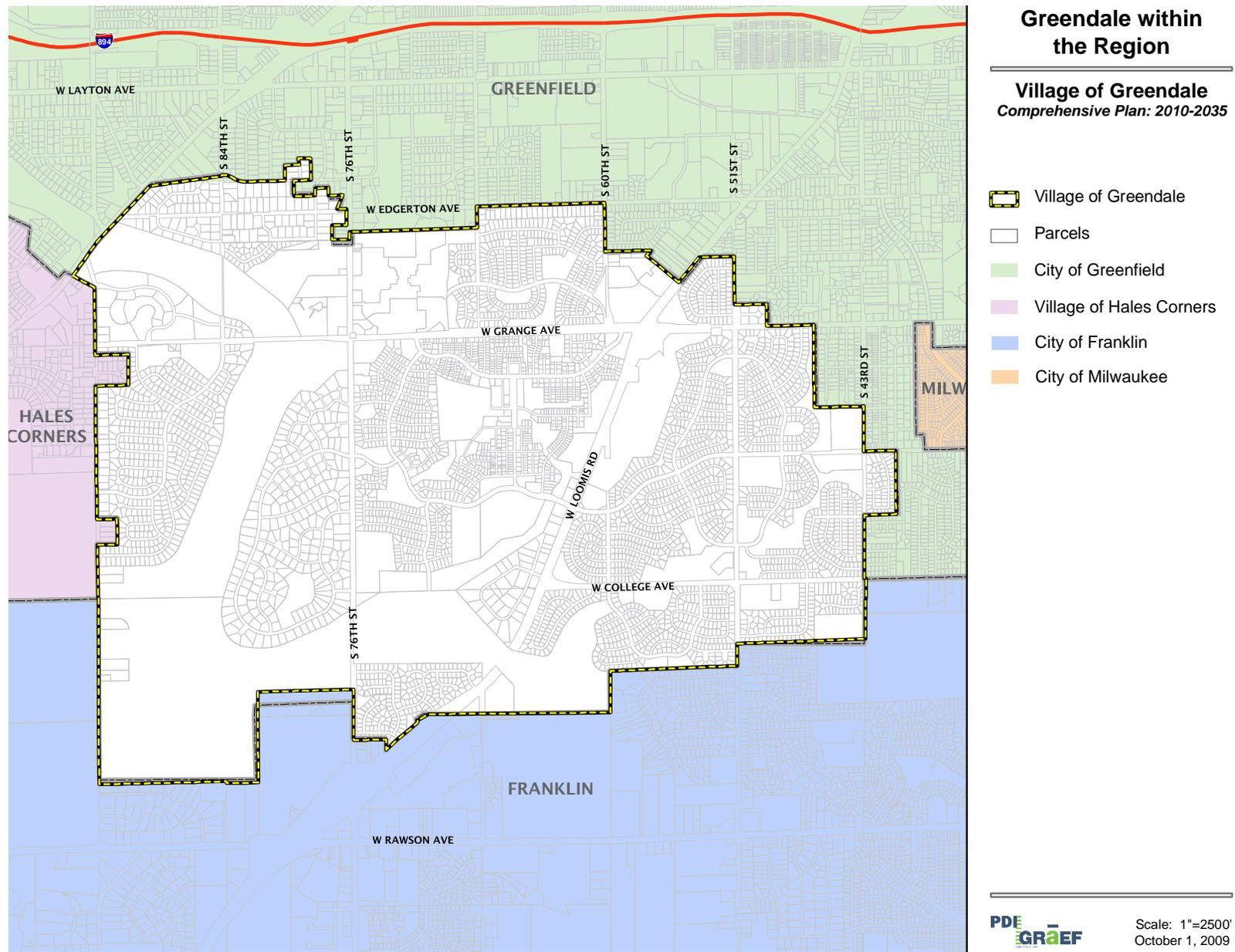


Figure 1-3. Historical Regional Map for the Village of Greendale.
Source: Library of Congress.





WE HAVE WASTED OUR LAND →

WE ARE PAYING THE PRICE TODAY

HUMAN WELFARE DEPENDS ON PROPER LAND USE

FLOOD **DUST** **HUMAN MISERY**

THE RESETTLEMENT ADMINISTRATION

CONSERVES THE LAND **MAKES LOANS TO FARMERS** **ADJUSTS FARM DEBTS** **PROVIDES BETTER FARMS AND BETTER HOMES**

THE COMPLETE STORY OF THE DUST BOWL AND THE RESETTLEMENT ADMINISTRATION IS TOLD IN THE BOOK "THE DUST BOWL" BY THE NATIONAL GEOGRAPHIC SOCIETY. IT IS AVAILABLE AT ALL BOOKSTORES AND NEWSDEALERS. THE NATIONAL GEOGRAPHIC SOCIETY, WASHINGTON, D.C. 20045

Solution

INTRODUCING THE GREENBELT TOWN

THE COMPLETE STORY OF THE DUST BOWL AND THE RESETTLEMENT ADMINISTRATION IS TOLD IN THE BOOK "THE DUST BOWL" BY THE NATIONAL GEOGRAPHIC SOCIETY. IT IS AVAILABLE AT ALL BOOKSTORES AND NEWSDEALERS. THE NATIONAL GEOGRAPHIC SOCIETY, WASHINGTON, D.C. 20045

Village That Could... And Did”, a publication by Greendale’s own Reiman Media Group. Readers of this Plan are encouraged to further read about Greendale’s history in the publication.

A detailed description of Greendale’s history and early development is included at the end of this chapter.

COMPREHENSIVE PLANNING IN WISCONSIN

This Plan is a legally adopted tool to guide future zoning, land division, and other regulatory decisions in the Village of Greendale. It has been prepared under the authority of Wisconsin Statute §66.1001, more commonly referred to as the Comprehensive Planning or “Smart Growth” Legislation. The 1999 Wisconsin Act 9, and subsequently 1999 Assembly Bill AB 872 and 2001 Wisconsin Act 16, revised planning legislation for all communities in the State. The legislation provides a framework for developing comprehensive plans and procedures for adopting such plans. Any subsequent program or action affecting land use must be consistent with the Village of Greendale Comprehensive Plan: 2010–2035.

Grant Requirements

The fourteen principles of smart growth legislation are outlined in Figure 1–4.

GREENDALE PLANNING PROCESS

The Village of Greendale Comprehensive Plan is the result of a combined effort between consultants, Village staff, elected officials, stakeholders, property owners, and residents. The planning process included several efforts to gather public input, including 10 Plan Commission meetings and a Public Hearing with the Board of Trustees.

The Village determined that the Plan Commission should serve as the steering committee to guide the comprehensive planning process. Frequent meetings were held with the Plan Commission and members of the public throughout the planning process to review draft plan elements and provide feedback.

All elements of the Greendale community are explored in this Plan, including social, economic, environmental, and physical elements. Plan implementation can successfully occur when all factors are considered as a whole. Healthy communities achieve a balance to provide a quality environment for residents.

- *Social issues are those which contribute to Village character and quality of life, including civic identity, community spaces, and the “quality of life” aspects identified by residents.*
- *Economic influences include the creation of jobs, balance of Village expenses and revenue, and land value influenced by natural and cultural amenities.*

- *Environmental elements consider the quality of soil and water, woodlands, wetlands, and wildlife and how they can exist concurrently with the built environment.*
- *Physical factors consider the lay of the land including the use, type, and location of development, the infrastructure to support that development, and overall design.*

Under the guidance of this Plan, it is anticipated that Greendale will continue to make sound planning decisions that positively impact these four elements.

Past Planning Initiatives

Greendale’s rich beginnings in planning carried the community into current times without extensive efforts in composing plan documents. The last comprehensive plan for the Village was completed in 1962. The most recent planning-related document completed by the Village are the “Design Guidelines for Your Original Greendale Home,” adopted in 2004.

Figure 1-4. Principles of Wisconsin's "Smart Growth" Legislation, §66.1001 Wisconsin Statutes

State of Wisconsin: Principles of Smart Growth

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

VILLAGE OF GREENDALE

A Greenbelt Community

Written by: Sally Chadwick, Village Trustee and Plan Commission member

Greendale, Wisconsin is one of only three “Greenbelt Towns” built in the United States. The other two are Greenbelt, Maryland and Greenhills, Ohio. The three towns had their start during the Depression Era. President Franklin Delano Roosevelt created a program to build new suburban communities as part of his New Deal plans for the country. The overseeing department was the Resettlement Administration which later became a part of the Farms Security Administration. The building of these towns provided much needed jobs for those in the trades (brick layers, plumbers, carpenters, electricians, etc.), as well as people not in the trades who worked at clearing land, digging trenches, etc.. These men and women were a part of the WPA (Works Progress Administration), the CCC (Civilian Conservation Corps) , and

the NYA (National Youth Administration). The use of local building materials and supplies also helped stimulate the local economy. For example, in Greendale, the homes were all built with a special block called “cincrete”. It has the same size and look of a concrete block, but ashes were added to the mix in order to create this one of a kind block. These blocks were created and made in Milwaukee at the Economy Block Co. (the company no longer exists).

Each “Greenbelt Town” had certain similar criteria that needed to be met to be considered as a “Greenbelt Town”. It had to be near a major city to provide jobs for area residents. Each town had a Village center that had shops, a community center (which were used for schools and community activities) and government offices. The homes were to surround that Village center. And each town had a wide green belt of land surrounding the town that could easily be used as farm land for raising crops or animals. The most important aspect of these towns was to provide low income families with

affordable housing to raise their children in and a safe environment with access to large open “green” spaces. Pathways were created in each section of homes to connect the sections to each other, as well as provide a pathway to the Village center.

The streets were designed with children and safety as a priority. There are three types of streets: residential, feeder, and main street. Residential streets are fairly short and are usually courts or dead ends, which significantly limits through traffic. Each residential street empties into a slightly larger street known as a feeder street to help guide cars into the last type of larger street, known as a main street. For example, Bramble Court is a residential street that flows into Northway, which leads to Grange Avenue.

Another unique feature of Greenhills, OH and Greendale is how the streets in each section were named alphabetically. For



Greendale, the first original homes were built in the “A” section. In other words, all the streets in that area start with the letter “A.” The “B” section was next and so forth. Even beyond the original Village area, the practice of naming streets with the next sequential letter continued. For example, the “E” section streets came from a map of England. Other street names, such as Parking Street and Schoolway, were named based on their function.

Greenbelt Originals

Homes in each “Greenbelt Town” also have similar qualities. Greenbelt, MD and Greenhills, OH have large areas with long rows of townhouses. In Greendale, because of the gentle sloping land, the longest building has only 6 units. Greendale’s “Original” homes consist of: 15 six family units; 22 four family units; 10 three family units; 45 two family units; and 274 single family units. These single family homes represent the largest single family development ever completed by the Federal Government. In total, Greendale offers 572 housing units in 366 “Original” buildings.

“Greenbelt Town” homes share a common site design and building plan. Homes were built close to the curb, almost totally eliminating a front yard. Instead, the emphasis was put on having a larger lawn to the backyard. This provided a much

larger vista for playing and gardening, as well as evoking the wide-open feel of the country.

The orientation of the rooms in the “Original” is also unusual compared to homes built today. Living rooms were placed in the rear of the house, with a large picture window overlooking the open vista in the backyard. In most cases, the main entryway was placed on the side or in



the back of the home. The entrance near the curb (in the small extension of the building) provides an entry into the utility room. The homes are fondly referred to as having been built backwards.

Each “Original” unit has between one and four bedrooms of modest to small size. A single bathroom is located on the second floor,

excluding the honeymoon suites which are only 1 story high. All have an eat-in kitchen or a kitchen with a small dinette, a utility room, and a modest sized living room with large, natural wood beams. An innovation for its time, the wood sub floor of the second floor served as the ceiling – cutting back on the expense of an extra ceiling layer.

None of the units were built with basements which was common in Wisconsin homes. Contrary to the beloved story that the federal government ran out of money to include basements or the story that design plans for the homes got mixed up, the truth is the original plans never included basements. The units do have a crawl space under the house for some of the mechanics. The first floor was constructed of cement and covered with tile.

When the housing was originally built, the Federal Government was the landlord. An individual had to meet certain requirements in order to rent a place in any of the three “Greenbelt Towns”. In Wisconsin, a person’s annual income had to fall between \$1,200 to \$2,700 per year. Having a family with children was also important, even though there are several units in Greendale called “Bachelor” apartments & “Honeymoon Suites.” The government even considered an individual’s moral character before deciding who was eligible to rent a unit.

Greendale's Village Center

Greendale's businesses were either co-op run or leased to individuals and included: a grocery store, barber shop, drug store, tavern and grill, as well as others. One particular favorite was the Greendale Movie Theater. It was one of the few on the south side of Milwaukee County and was a regional draw.



The Greendale Community Building (now the Greendale Middle School) provided space for education – initially grades K through 6 with additional grades added over time, activity rooms with space for almost 100 organizations and clubs, and a place of worship for churches.

A building was also provided for the volunteer fire and police department. When the fire department moved to their new location on the corner of Southway and Loomis in December 1967, the building was turned over to the police. The police

moved into their new building on the corner of Grange Ave. and Loomis in November 1998. As a result, the original police/fire building is currently unoccupied.

The Hose Tower (art deco in design) and maintenance building is also located near the Village center. This building was built in 1939 as an afterthought, as the need for drying fire hoses and a place to store maintenance equipment was originally overlooked. This building was built along the side of the original parking area for the Village center and is currently is being used for storage.

Unlike the other two “Greenbelt Towns”, Greendale opted for a building to house government offices to handle housing and administrative business, a Village manager, and the board of trustees. The Village Hall design is smaller but similar to the Governor’s Palace in Williamsburg, Virginia; the Village’s designer, Elbert Peets, was very fond of colonial architecture and Williamsburg. Peets was also a believer in the “garden” style environment of English towns developed by Ebenezer Howard. Therefore, the creation of large back yards spilling out to open spaces and parks was a key aspect in Peets’ design of Greendale.

Artists In Greendale

President Roosevelt was also concerned about including artisans in his New Deal programs. Each town had an artist and a photographer provided to them. Greendale’s artist was

Alonzo Hauser. Mr. Hauser was hired to create art work for the Village Center. The Alonzo Hauser Flagpole is located between the Middle School and Broad Street. It is made out of large blocks of limestone quarried from Currie Park on the north side of Milwaukee. His design shows very sturdy looking individuals representing various aspects of life: the white collar worker, laborer or blue collar worker, farmer, recreation and education. It is a unique piece because it includes two women and a child which at the time was rare in any outdoor sculpture. Several small reliefs and one larger one were created for the original Community Building. The small reliefs are still in existence but the larger one located on the outside east wall was either destroyed or damaged when the school added the gymnasium area. The original model for that larger relief still exists and is located on the lower level of the library, in the care of the Greendale Historical Society.



Greendale's photographer John Vaachon was assigned to document the building and development of the Village. Many of the old photos in the Greendale Historical Society's collection are his. It would be remiss not to mention the great number of photos were also taken by an original Greendale resident, Ed Bengs. He was a professional photographer and also became Greendale's first postmaster. Many of these old photos can currently be seen in the Village Board room at the Village Hall and in the courtroom at the Greendale Police Department.

Greendale After The New Deal

When the United States entered World War II in 1941, President Roosevelt shifted the emphasis of his New Deal programs to an all out effort to support the war. Many of the New Deal programs were slowed down, dropped, or never completed. Congress revisited the programs in existence and, as a result, significantly affected the "Greenbelt Towns" – the Federal Government decided to get out of the landlord business and the towns were put up for sale. It took a while to reach the sale, but Greendale was officially sold in 1953. A lottery system was set up, so that Greendale residents could have a chance to purchase their home. Many did, however others couldn't afford it. A group of businessmen, known as the MCDC (Milwaukee Community Development Corporation) bought Greendale from the

Federal Government for approximately 10 million dollars. This group consisted of Richard P. Herzfeld (chairman of the Board of Boston Store); William A. Roberts (President of Allis-Chalmers Manufacturing Co.); Francis J. Trecker (President of Kearney-Trecker Corporation); and Louis Quarles (of the law firm of Quarles, Herriott & Clemons). They purchased the remaining 2,288 acres (the original acreage was 3,410 or approximately 5 ½ square miles) and 14 other land parcels, as well as the public buildings. The MCDC continued to plan & control the expansion of Greendale for the next 11 years. They even rehired Elbert Peets, the original designer, to continue his vision of combining homes and open green areas. In the mid 1960's, the MCDC sold the undeveloped land to the Grootemaat Corp., which in turn formed the Greendale Land Company to continue the development of Greendale. Of the three "Greenbelt Towns," Greendale is the only one that has continued as a planned community from the beginning.

In the 1960s a portion of the planned "M" section was changed from housing to businesses, which became Southridge Mall. The intent of the Village Board was to have more businesses contribute to the tax base. Each of Southridge's anchor stores (Sears, JC Penney, & Boston) owns their store and some of the outer lots. The fourth owner, Simon Inc., owns and manages the rest of the mall. To date, Southridge is the largest enclosed mall in



the state of Wisconsin. The mall represents approximately 20 percent of the Village's tax base.

The Village Center stores were purchased by Grand Haven, LLC in 1996. Years of decline in property upkeep had really taken a toll on the original Village center. Remodeling of the stores and store fronts began in 1997. A Village Center Manager was hired to begin the coordination of getting new shops into the center. A beautification program included planting beds, lamp posts, and hanging flower baskets along Broad Street. A fountain area was created and named



Eleanor's Courtyard in honor of Eleanor Roosevelt's visit. Many special events run by the store owners keep residents and visitors returning to the center.

Greendale was officially opened on May 1, 1938. It was incorporated as a Village on November 1, 1938. Since its incorporation, Greendale has been governed by elected officials, 6 trustees and a president. A Village Manager was hired to deal with the everyday details of running the Village along with the various departments. The Greendale Library was established in September 1938 and has been located in various buildings throughout the Village center over the years. The Health Department has also been in existence almost from the start and has had various office locations in the Village center. The Police and Fire Departments started with volunteers, but switched to hired personnel in the years to come. The Water department became a part of the

Department of Public Works (DPW) in the late 1990's. The DPW moved into their building in the Industrial Loop in 1961. The staff at the Village Hall includes the Clerk-Treasurer, Building Inspector, Electrical Inspector, and support personnel. The court system has been in place for many years.

Greendale: A Modern Greenbelt Town

Since the decision to build Greendale, there have been thousands of visitors visiting and wanting to see and hear the Greendale story. But perhaps the most famous visitor was Eleanor Roosevelt, who came to Greendale on November 11, 1936 to check on the progress of the building. After her visit, she reported back to the President that the Village was laid out beautifully. Greendale residents are fortunate that the original designers, and those that came after, have remained true to the planning and design of this Village. It incorporates a myriad of good things like green spaces

and parks, walkways, excellent schools, excellent service departments, a variety of churches and special Village events all within minutes to the expressway and the airport. Most importantly there is a strong sense of community pride.



issues & opportunities 2

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Issues and Opportunities

The recommendations identified in the Village’s comprehensive plan shall be guided by the community vision, goals, and objectives outlined in this chapter. The purpose of the Issues and Opportunities element, as defined by Wisconsin State Statutes is to:

- *Provide a statement or vision that discusses and defines your community’s desired future.*
- *Provide general demographic and forecasting information for the community.*

Additionally, this chapter allows the community to identify the primary challenges and opportunities currently facing the Village of Greendale. These observations and desires provide the foundation for the community vision statement, goals, and objectives found in this element.

Understanding the issues and opportunities requires examination of current demographics, population trends, and an analysis of public participation efforts throughout the Plan process. These pieces are included for reference towards the end of the Issues and Opportunities chapter.



COMMUNITY VISION

The Village of Greendale envisions maintaining a balance between the following three aspirations.

- *The preservation of Greendale’s heritage;*
- *The advancement of Greendale’s economic position within the southeastern Wisconsin region;*
- *The provision of long-term guidance to assure the Village maintains its status as an innovative community.*

At the heart of these aspirations is the desire to preserve and strengthen the quality of life found in Greendale.

Preservation of Greendale’s Heritage

With regards to the preservation and maintenance of Greendale’s heritage, the Village intends to retain the basic physical characteristics and layout of the original community. One illustrative example of the community’s unique connection to its development patterns is through the neighborhood names. Greendale residents often refer to their neighborhoods by section, such as the “A-section” or “M-section”, reflecting the alphabetically-ordered street

names that occurred during the community’s development. The identification of neighborhoods by street names alone – just one physical trait of the Village’s neighborhoods– demonstrates the cultural identity uniquely tied to the characteristics and layout of Greendale.

Preservation of heritage shall also include the maintenance of historic sites and buildings, which shall be considered tools for cultural resources and tourism. The Village shall continue to place emphasis on integrated green spaces and pathways, retaining Greendale’s connection to the English Garden City concept.

Preserving and maintaining Greendale’s heritage shall also place an emphasis on continuing the community’s strong social traditions. The recommendations of the comprehensive plan shall highlight and support the many annual social events, civic organizations, and community gathering places integral to the Village.

Advancement of Greendale’s Economic Position

Advancing the economic position of the Village shall involve the support and enhancement of major districts, corridors, and nodes within the community. Southridge Mall, the Village

Center, and the Industrial Park are among the top priorities as key districts in Greendale. The Loomis Road and 76th Street corridors shall be at the forefront of economic development recommendations; special emphasis shall be placed upon the major nodes along these corridors, including the Grange Avenue intersections. Additionally, the intersection of Grange Avenue with Northway shall receive focus as a critical node, as it connects the economic development of Southridge with the historic Village Center.

Greendale: An Innovative Community

The term “innovation” generally refers to the introduction of a new idea, method, or device. For the purposes of this Plan, maintaining Greendale as an innovative community shall involve the fusion of new strategies and concepts with previously established tools for preservation and development. Providing

long-term guidance to support Greendale’s role as an innovative community shall not fall solely on the shoulders of Village officials and staff. Rather, long-term guidance shall require involvement on the part of Village officials, Village staff, regional representatives, stakeholders, business owners, and residents.

GOALS AND OBJECTIVES

The following goals and objectives shall guide the Village of Greendale as it implements recommendations in this Plan:

Agricultural, Natural and Cultural Resources

- *Protect the unique natural and cultural identity of the Village including significant cultural features, natural areas, and environmental corridors that support local flora and fauna;*
- *Achieve a balance between new residential*

development opportunities and open space preservation;

- *Protect and wisely utilize the Village’s natural resources, including but not limited to: wetlands, wildlife, lakes, woodlands, open space, parks, and groundwater resources;*
- *Support strategies to preserve the Root River and Dale Creek as significant Village resources.*

Economic Development

- *Maintain and promote a diversified tax base;*
- *Strengthen business development in the Village Center and continue to market the downtown area as a regional attraction;*
- *Promote redevelopment strategies for the Southridge Mall and 76th Street corridor that transform the area into a regional destination and an attractive place to locate businesses;*
- *Support the long-term redevelopment of the Village’s Industrial Park as a destination for highly productive, small-to-medium format industrial and office users.*

Land Use

- *Establish development standards for new residential, commercial, and industrial development and redevelopment based on neighborhoods, districts, and corridors;*
- *Continue to support the Village’s tradition of an integrated community by supporting*



appropriate “transitional uses” and/or buffers between various land uses;

- Manage conflicts arising from the desire to locate residential uses near environmental features.
- Establish Greendale as a regionally-recognized location for incorporating sustainable practices throughout the Village.

Housing

- Maintain a variety of housing unit types to accommodate diverse household incomes and owner preferences. Ensure that adequate housing is available for all segments of the community, including young families, empty nesters, and seniors.
- Utilize Greendale’s adopted design guidelines in the renovation or construction of any housing within the “Originals” neighborhood;
- Provide flexibility in density standards for new residential development to maintain the Village’s tradition of integrated open space and public access;
- Encourage the preservation and maintenance of all housing units in the “Originals” neighborhood, and explore options for property maintenance enforcement;
- Allow new multi-family housing options (townhouse, multi-unit buildings, etc.) provided that the architectural quality respects the context of the surrounding neighborhood;



- Encourage homeowners to incorporate “green” features (e.g. water efficient landscaping, pervious pavement, stormwater retention, residential energy systems, etc.) on individual properties.

Transportation

- Enhance pedestrian and bicycle access and safety within the Root River Parkway;
- Maintain access to the historic pedestrian and bicycle pathways throughout the Village, and ensure adequate connectivity between all paths;
- Enhance primary vehicular and pedestrian gateways into the Village with signage, landscaping, and lighting when appropriate;
- Assess the potential impacts of future development along the Grange Avenue corridor;
- Monitor and evaluate the locations of existing and future curb cuts along 76th

Street to minimize undesirable traffic patterns;

- Analyze the need for new public transportation routes, specifically bus or trolley service;
- Monitor and maintain aging infrastructure in the Village, and encourage phased implementation of sustainable infrastructure that uses fewer natural resources, promotes energy efficiencies and cost savings, and requires less frequent maintenance.

Utilities and Community Facilities

- Ensure that all Village facilities provide adequate square footage and functionality to accommodate governmental, educational, and community needs;
- Develop design standards for future Village facilities that promote sustainable, cost saving features;
- Consider utility system needs for the

Southridge Mall and 76th Street corridor parcels;

- *Maintain the Village Center as a major community destination that provides adequate amenities, open space, circulation, and connectivity to neighborhoods.*

Intergovernmental Cooperation

- *Encourage ongoing discussion with neighboring communities regarding land uses, transportation, and services.*
- *Continue coordination with the City of Greenfield regarding site planning and circulation in and around Southridge Mall and the 76th Street corridor;*
- *Continue coordination with Milwaukee County with regards to the Root River Parkway and other County parkland within and adjacent to the Village;*
- *Continue to support the Greendale School District as a valuable community resource.*

DEMOGRAPHICS SUMMARY

Demographic data gathered for the Village of Greendale includes information from the United States Census Bureau, the Southeastern Wisconsin Regional Planning Commission (SEWRPC), and the Wisconsin Department of Administration (DOA). To provide a broader picture of the Village's context within the region, demographic data are provided for the communities immediately surrounding Greendale (the Cities of Franklin, Greenfield,

and Oak Creek, and the Village of Hales Corners), Milwaukee County, and Southeastern Wisconsin (defined here as Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties).

In addition to these regional comparisons, demographic data are also included for traditional suburban communities in the region. This analysis is important, as the development patterns – and therefore existing trends and future projections – are more analogous to the Village than the other suburban communities with significant opportunities for greenfield development. As the Village begins to consider long-term goals and objectives, it is important to have an understanding of both adjacent and peer communities in the region.

The enclosed summaries provide information on population including population projections, age, race, educational attainment, and household income.

Population

According to the 2000 U.S. Census, the Village of Greendale's population was 14,405 (Figure 2-1). The estimated population in 2008 according to the Wisconsin Department of Administration (DOA) was 13,995, a 2.8% decrease from 2000. Since 1990, the population of Greendale has been decreasing more rapidly than in Milwaukee County as a whole. The population of Milwaukee County in 2000 was 940,164. The Wisconsin DOA estimate for Milwaukee County's population

in 2008 was 938,490, a decrease of 2.2%. Over the same time span, the population of Southeastern Wisconsin increased by 3.5% from 1,931,165 to 1,998,418.

In the Village of Greendale, the population decrease between 1990 and 2000 was 4.8%, compared to 2.6% in Milwaukee County. The population of Southeastern Wisconsin increased by 6.7% from 1,810,364 to 1,931,165.

The rate of population decline in Greendale was far greater than in its neighboring communities. Between 1990 and 2000, the population of Franklin *increased* by 35.0%, Oak Creek by 45.8%, Greenfield by 6.2%, and Hales Corners by 1.9%.

More recently, between 2000 and 2008, population grew by 13.8% in the City of Franklin, 14.1% in the City of Oak Creek, and 2.2% in the City of Greenfield. The population of the Village of Hales Corners, however, reversed its positive growth trend from the previous decade and declined by 1.5%.

When compared to other traditional suburbs (Figure 2-2), the Village's population decrease was less drastic. Compared to the Village's 2.8% decrease between 2000 and 2008, the cities of Cudahy (1%), Greenfield (2.2%), and St. Francis (3.3%) experienced moderate growth, while other communities declined moderately (Village of Hales Corners by 1.5%; Village of Shorewood by 2.5%; City of Wauwatosa by 2.9%; and Village of Whitefish Bay by 2.0%). These moderate changes in population can be attributed to

the primarily built-out status of the traditional suburbs – leaving few opportunities for significant residential expansion, as well as the relatively stable population base supported by the higher median age of these communities. This trend is especially prominent in the Village of Greendale, where many residents remain in the community throughout their lifetimes.

Population Projections

The Wisconsin Department of Administration (DOA) provided population projections for Wisconsin counties and municipalities at five year increments through 2030. These projections show the Village of Greendale losing between 2% and 5% of its population at every increment through 2030 (Figure 2-3). Based on these calculations, Village of Greendale is projected to have a net decrease in population of 17.65% from 2000 to 2030. This pattern of steady population loss is far more pronounced in Greendale than in Milwaukee County as a whole. Populations

are also projected to decrease at every five-year interval in Milwaukee County from 2000 to 2030, however the net loss at the end of that time span is projected to total 5.18%. The population of Southeastern Wisconsin is expected to grow at every interval between 2000 and 2030, with a net gain of 11.33%.

Three of Greendale’s neighbors are expected to grow significantly between 2000 and 2030. Franklin is expected to grow by 37.53%, Oak Creek by 38.13%, and Greenfield by 11.83%. Hales Corners is projected to decline in 2005 and 2010, increase in 2015 and 2020, and

Figure 2-1. Population

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
1970	1,054,249	-	1,756,083	-	15,089	-	12,247	-	24,424	-	7,771	-	13,928	-
1980	964,988	-8.5%	1,764,796	0.5%	16,928	12.2%	16,871	37.8%	31,353	28.4%	7,110	-8.5%	16,932	21.6%
1990	959,275	-0.6%	1,810,364	2.6%	15,128	-10.6%	21,855	29.5%	33,403	6.5%	7,623	7.2%	19,513	15.2%
2000	940,164	-2.0%	1,931,165	6.7%	14,405	-4.8%	29,494	35.0%	35,476	6.2%	7,765	1.9%	28,456	45.8%
2008 (estimate)	938,490	-0.2%	1,998,418	3.5%	13,995	-2.8%	33,550	13.8%	36,270	2.2%	7,646	-1.5%	32,470	14.1%

Source: U.S Census Bureau, 2000 & WI DOA

Figure 2-2. Population – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
1970	15,089	-	22,078	-	24,424	-	7,771	-	15,576	-	10,489	-	58,676	-	17,402	-
1980	16,928	12.2%	19,547	-11.5%	31,353	28.4%	7,110	-8.5%	14,327	-8.0%	10,095	-3.8%	51,308	-12.6%	14,930	-14.2%
1990	15,128	-10.6%	18,659	-4.5%	33,403	6.5%	7,623	7.2%	14,116	-1.5%	9,245	-8.4%	49,366	-3.8%	14,272	-4.4%
2000	14,405	-4.8%	18,429	-1.2%	35,476	6.2%	7,765	1.9%	13,763	-2.5%	8,662	-6.3%	47,271	-4.2%	14,163	-0.8%
2008 (estimate)	13,995	-2.8%	18,620	1.0%	36,270	2.2%	7,646	-1.5%	13,425	-2.5%	8,952	3.3%	45,880	-2.9%	13,875	-2.0%

Source: U.S Census Bureau, 2000 & WI DOA

then decline again in 2025. Over the entire time span, Hales Corners is projected to lose 1.30% of its population. Therefore, the rate of Greendale's population loss is projected to be much greater than that of the surrounding communities according to DOA estimates.

Alternatively, SEWRPC has prepared planned growth rates as a part of their 2035 Regional Land Use Plan. These projections (Figure 2-4) consider a broader range of regional factors than the DOA estimates, and project a moderate population decline of 2.1% in

Greendale between 2000 and 2035. According to the Regional Land Use Plan, Greenfield is projected to grow at a more moderate rate of 6.89%, while the projections for the cities of Franklin (67.30%), Hales Corners (26.94%), and Oak Creek (81.13%) increased dramatically over the DOA estimates.

One reason for the differences between the DOA and SEWRPC estimates, as well as a significant factor separating Greendale from its neighbors, lies in the availability of developable land and the high demand for residential

growth in newer suburban communities. When the Village is compared to the traditional suburban communities (Figures 2-5 and 2-6), the projections are more analogous. Based upon the SEWRPC modeling, the Village of Greendale compares most closely with the City of Cudahy (2.39% increase), City of Wauwatosa (3.88% increase), and Village of Shorewood (2.03% decrease).

For the Village of Greendale, these projections reflect the community's aging population, the relative stability of the current residents, and

Figure 2-3. Population Projections

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
2000	940,164	-	1,931,165	-	14,405	-	29,494	-	35,476	-	7,765	-	28,456	-
2005	938,497	-0.18%	1,979,707	2.51%	14,075	-2.3%	32,661	10.74%	36,140	1.87%	7,644	-1.56%	31,649	11.22%
2010	929,208	-0.99%	2,013,813	1.72%	13,632	-3.1%	34,530	5.72%	36,914	2.14%	7,628	-0.21%	33,460	5.72%
2015	928,077	-0.12%	2,059,827	2.28%	13,307	-2.4%	36,715	6.33%	38,017	2.99%	7,677	0.64%	35,577	6.33%
2020	923,910	-0.45%	2,102,593	2.08%	12,935	-2.8%	38,802	5.68%	39,010	2.61%	7,704	0.35%	37,600	5.69%
2025	912,020	-1.29%	2,133,632	1.48%	12,455	-3.7%	40,564	4.54%	39,674	1.70%	7,664	-0.52%	39,307	4.54%
2030	891,445	-2.26%	2,149,885	0.76%	11,863	-4.8%	41,894	3.28%	39,938	0.67%	7,552	-1.46%	40,596	3.28%
Net		-5.18%		11.33%		-17.65%		42.04%		12.58%		-2.74%		42.66%

Source: U.S. Census Bureau, 2000 & WI DOA

Figure 2-4. Population Projections (SEWRPC Model)

	Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
2000	14,405	-	29,494	-	35,476	-	7,765	-	28,456	-
2035	14,103	-2.1%	49,342	67.30%	37,921	6.89%	9,857	26.94%	51,541	81.13%

Source: U.S. Census Bureau, 2000 & SEWRPC

the built-out nature of development. However, the redevelopment of the Southridge Mall area could significantly impact the Village of Greendale with the incorporation of mixed-use development, including high-quality residential options. In the event of a major redevelopment of the Southridge Commercial District, these projections should be reconsidered in order account for new residential market demands experienced by the Village.

Age

The population of Greendale tends to be older than that of its neighbors, according to the 2000 Census (Figure 2-7). In Greendale, 33.9% of the population was aged 55 or older. The percentage of persons in this age bracket was slightly smaller in Greenfield (30.4%) and Hales Corners (27.8). The percentage of persons aged 55 or older was much smaller in Franklin (18.6%), Oak Creek (16.7%), Milwaukee County (20.4%), and Southeastern Wisconsin (20.6%).

Meanwhile, Greendale had a smaller percentage of persons aged 20 to 34 than many of its neighbors. In Greendale, 13.1% of the population fell into this category, compared to 16.6% in Hales Corners, 18.6% in Franklin, 19.2% in Greenfield, and 23.5% in Oak Creek. In Milwaukee County 22.4% of the population were aged 20 to 34, while that figure was 20.1% in all of Southeastern Wisconsin. The aging population combined with the relatively small percentage of persons in their prime child bearing years is a major component in Greendale's projected population decline.

Figure 2-5. Population Projections - Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
2000	14,405	-	18,429	-	35,476	-	7,765	-	13,763	-	8,662	-	47,271	-	14,163	-
2005	14,075	-2.3%	18,347	-0.44%	36,140	1.87%	7,644	-1.56%	13,489	-1.99%	8,795	1.54%	46,263	-2.13%	13,907	-1.81%
2010	13,632	-3.1%	18,170	-0.96%	36,914	2.14%	7,628	-0.21%	13,247	-1.79%	8,686	-1.24%	45,160	-2.38%	13,687	-1.58%
2015	13,307	-2.4%	18,153	-0.09%	38,017	2.99%	7,677	0.64%	13,120	-0.96%	8,653	-0.38%	44,450	-1.57%	13,587	-0.73%
2020	12,935	-2.8%	18,077	-0.42%	39,010	2.61%	7,704	0.35%	12,950	-1.30%	8,592	-0.70%	43,588	-1.94%	13,441	-1.07%
2025	12,455	-3.7%	17,850	-1.26%	39,674	1.70%	7,664	-0.52%	12,672	-2.15%	8,460	-1.54%	42,363	-2.81%	13,183	-1.92%
2030	11,863	-4.8%	17,452	-2.23%	39,938	0.67%	7,552	-1.46%	12,275	-3.13%	8,246	-2.53%	40,745	-3.82%	12,801	-2.90%
Net		-17.65%		-5.30%		12.58%		-2.74%		-10.81%		-4.80%		-13.81%		-9.62%

Source: U.S. Census Bureau, 2000 & WI DOA

Figure 2-6. Population Projections (SEWRPC Model) - Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
2000	14,405	-	18,429	-	35,476	-	7,765	-	13,763	-	8,662	-	47,271	-
2035	14,103	-2.1%	18,869	2.39%	37,921	6.89%	9,857	26.94%	13,484	-2.03%	11,975	38.25%	49,104	3.88%

Source: U.S. Census Bureau, 2000 & SEWRPC

Figure 2-7. Age Distribution

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
0-9	138,394	14.7%	276,609	14.3%	1,551	10.8%	3,499	11.9%	3,401	9.6%	823	10.6%	3,805	13.4%
10-19	137,867	14.7%	288,787	15.0%	1,974	13.7%	4,240	14.4%	4,008	11.3%	1,046	13.5%	4,037	14.2%
20-34	211,003	22.4%	388,005	20.1%	1,883	13.1%	5,490	18.6%	6,797	19.2%	1,289	16.6%	6,674	23.5%
35-54	261,674	27.8%	580,319	30.1%	4,253	29.5%	10,780	36.5%	10,490	29.6%	2,450	31.6%	9,201	32.3%
55-64	69,541	7.4%	158,164	8.2%	1,851	12.8%	2,565	8.7%	3,512	9.9%	724	9.3%	2,220	7.8%
65-84	105,173	11.2%	209,481	10.8%	2,588	18.0%	2,716	9.2%	6,214	17.5%	1,224	15.8%	2,304	8.1%
85+	16,512	1.8%	31,543	1.6%	305	2.1%	204	0.7%	1,054	3.0%	209	2.7%	215	0.8%
Median Age	33.7	-	35.4	-	43.6	-	37.9	-	41.7	-	41.0	-	34.5	-

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 2-8. Age Distribution – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
0-9	1,551	10.8%	2,358	12.8%	3,401	9.6%	823	10.6%	1,470	10.7%	855	9.9%	5,892	12.5%	2,307	16.3%
10-19	1,974	13.7%	2,311	12.5%	4,008	11.3%	1,046	13.5%	1,654	12.0%	1,043	12.0%	5,874	12.4%	2,077	14.7%
20-34	1,883	13.1%	3,712	20.1%	6,797	19.2%	1,289	16.6%	3,177	23.1%	1,720	19.9%	8,674	18.3%	1,947	13.7%
35-54	4,253	29.5%	5,486	29.8%	10,490	29.6%	2,450	31.6%	4,322	31.4%	2,767	31.9%	14,625	30.9%	5,026	35.5%
55-64	1,851	12.8%	1,657	9.0%	3,512	9.9%	724	9.3%	1,142	8.3%	728	8.4%	3,615	7.6%	1,129	8.0%
65-84	2,588	18.0%	2,616	14.2%	6,214	17.5%	1,224	15.8%	1,712	12.4%	1,359	15.7%	6,838	14.5%	1,495	10.6%
85+	305	2.1%	289	1.6%	1,054	3.0%	209	2.7%	286	2.1%	190	2.2%	1,753	3.7%	182	1.3%
Median Age	43.6	-	37.7	-	41.7	-	41.0	0.5%	37.8	-	40.0	-	39.1	-	38.2	-

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 2-9. Racial Composition

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% Total	Total	% Total	Total	% Total	Total	% Total
White	616,973	65.6%	1,534,464	79.4%	13,855	96.2%	26,775	90.8%	33,247	93.7%	7,544	97.2%	26,169	92.0%
African American	231,157	24.6%	263,200	13.6%	41	0.3%	1,520	5.2%	348	1.0%	17	0.2%	519	1.8%
American Indian/Alaska Native	6,794	0.7%	9,510	0.5%	23	0.2%	106	0.4%	155	0.4%	38	0.5%	169	0.6%
Asian	24,145	2.6%	34,438	1.8%	296	2.1%	619	2.1%	802	2.3%	75	1.0%	680	2.4%
Native Hawaiian/Other Pacific Islander	422	0.0%	716	0.0%	1	0.0%	10	0.0%	7	0.0%	3	0.0%	1	0.0%
Some Other Race Alone	39,931	4.2%	58,157	3.0%	81	0.6%	197	0.7%	464	1.3%	44	0.6%	484	1.7%
Two or More Races	20,742	2.2%	32,423	1.7%	108	0.7%	267	0.9%	453	1.3%	44	0.6%	434	1.5%

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 2-10. Racial Composition – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% Change
White	13,855	96.2%	17,303	93.9%	33,247	93.7%	7,544	97.2%	12,584	91.4%	8,122	93.8%	44,422	94.0%	13,467	95.1%
African American	41	0.3%	175	0.9%	348	1.0%	17	0.2%	332	2.4%	84	1.0%	965	2.0%	139	1.0%
American Indian/Alaska Native	23	0.2%	150	0.8%	155	0.4%	38	0.5%	32	0.2%	76	0.9%	128	0.3%	10	0.1%
Asian	296	2.1%	154	0.8%	802	2.3%	75	1.0%	439	3.2%	91	1.1%	918	1.9%	366	2.6%
Native Hawaiian/Other Pacific Islander	1	0.0%	6	0.0%	7	0.0%	3	0.0%	5	0.0%	2	0.0%	31	0.1%	8	0.1%
Some Other Race Alone	81	0.6%	267	1.4%	464	1.3%	44	0.6%	116	0.8%	130	1.5%	254	0.5%	37	0.3%
Two or More Races	108	0.7%	374	2.0%	453	1.3%	44	0.6%	255	1.9%	157	1.8%	553	1.2%	136	1.0%

Source: U.S. Census Bureau & SEWRPC, 2000

These trends are also consistent with the age distribution of other traditional suburban communities in the region (Figure 2-8).

Race

According to the 2000 Census, the Village of Greendale’s population was predominantly white (96.2%), with 2.1% Asian and no more than 1% in any other racial category (Figure 2-9). These characteristics were similar to Greendale’s neighboring municipalities. The population of Franklin was 90.8% white, Oak Creek was 92.0%, Greenfield was 93.7%, and Hales Corners was 97.2%. The racial

characteristics of Milwaukee County and Southeastern Wisconsin were considerably different. Milwaukee County was 65.6% white, 24.6% black, and 4.2% other, while Southeastern Wisconsin was 79.4% white, 13.6% black, and 3.0% other.

The Hispanic or Latino population in the Village of Greendale comprised 2.4% of the total population, compared to 2.6% in Franklin, 3.9% in Greenfield, 2.1% in Hales Corners, and 4.5% in Oak Creek. The Hispanic or Latino population comprised a higher percentage of

the population in Milwaukee County (8.8%) and Southeastern Wisconsin (6.5%).

Greendale’s racial composition is also similar to the other traditional suburban communities.

Educational Attainment

The Village of Greendale had a higher percentage of persons with at least some post-high school education (62.9%) than Milwaukee County (50.8%) and Southeastern Wisconsin (54.3%) as shown in Figure 2-11. The percentage for Greendale was similar to that for Franklin (62.0%) and Hales Corners (63.3%).

Greenfield (51.5%) and Oak Creek (56.3%) had a much lower percentage of persons with some post-high school education.

Conversely, Greendale (8.7%) had a much lower percentage of persons without a high school diploma than Milwaukee County (19.7%) and Southeastern Wisconsin (15.8%). Greendale's percentage was lower than, but similar to that of Franklin (10.0%), Oak Creek (11.4%), and Hales Corners (9.2%). Greenfield (15.0%) had a much higher percentage of persons without a high school diploma than Greendale.

Educational levels in Greendale were also very similar to those in other traditional suburbs

(Figure 2-12). One notable exception was the percentage of population with bachelor or graduate degrees in the communities of Shorewood (62.9%) and Whitefish Bay (70.9%). These rates were significantly higher than not only Greendale (35.6%), but the other comparison communities. On the whole, the Village's population was as educated, if not more educated, than many of its counterparts.

Income

According to the 2000 Census, the Village of Greendale's median household income (\$55,553) was higher than that of Milwaukee County (\$38,100), as shown in Figure 2-13.

Greendale's median household income was similar to Hales Corners (\$54,536) and Oak Creek (\$53,779), higher than Greenfield (\$44,230), and lower than Franklin (\$64,315).

Greendale had a lower percentage of households earning less than \$50,000 per year (43.8%) than Milwaukee County (63.4%) and Southeastern Wisconsin (53.9%). Greendale's percentage of households earning less than \$50,000 per year is similar to Hales Corners (43.0%) and Oak Creek (44.6%). Franklin has the lowest percentage of households earning less than \$50,000 per year (34.5%), while Greenfield has the highest percentage (56.1%).

Figure 2-11. Educational Attainment

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 25 Years and Over	594,387	100%	1,243,854	100.0%	10,332	100%	20,202	100%	25,877	100%	5,507	100%	18,810	100%
Less Than 9th Grade	35,344	5.9%	59,587	4.8%	268	2.6%	418	2.1%	1,114	4.3%	178	3.2%	536	2.8%
9th to 12th (No Diploma)	82,070	13.8%	136,211	11.0%	631	6.1%	1,602	7.9%	2,780	10.7%	333	6.0%	1,613	8.6%
High School Graduate	174,794	29.4%	372,955	30.0%	2,934	28.4%	5,659	28.0%	8,649	33.4%	1,513	27.5%	6,064	32.2%
Some College or Associate's Degree	161,719	27.2%	358,403	28.8%	2,825	27.3%	6,652	32.9%	8,104	31.3%	1,556	28.3%	6,000	31.9%
Bachelor or Graduate Degree	140,460	23.6%	316,698	25.5%	3,674	35.6%	5,871	29.1%	5,230	20.2%	1,927	35.0%	4,597	24.4%

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 2-12. Educational Attainment - Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 25 Years and Over	10,332	100%	12,718	100%	25,877	100%	5,507	100%	9,698	100%	6,217	100%	33,616	100%	9,558	100%
Less Than 9th Grade	268	2.6%	593	4.7%	1,114	4.3%	178	3.2%	162	1.7%	264	4.2%	658	2.0%	44	0.5%
9th to 12th (No Diploma)	631	6.1%	1,713	13.5%	2,780	10.7%	333	6.0%	370	3.8%	657	10.6%	1,574	4.7%	152	1.6%
High School Graduate	2,934	28.4%	4,961	39.0%	8,649	33.4%	1,513	27.5%	1,203	12.4%	2,472	39.8%	6,533	19.4%	799	8.4%
Some College or Associate's Degree	2,825	27.3%	3,726	29.3%	8,104	31.3%	1,556	28.3%	1,862	19.2%	1,975	31.8%	8,843	26.3%	1,785	18.7%
Bachelor or Graduate Degree	3,674	35.6%	1,725	13.6%	5,230	20.2%	1,927	35.0%	6,101	62.9%	849	13.7%	16,008	47.6%	6,778	70.9%

Source: U.S. Census Bureau & SEWRPC, 2000

Greendale had a much higher percentage of households earning between \$50,000 and \$100,000 per year (40.7%) than Milwaukee County (28.7%) and Southeastern Wisconsin (34.1%). Among its neighbors, Greendale has a higher percentage of households in this category than Greenfield (34.7%), and a lower percentage than Oak Creek (44.1%), Franklin (44.7%), and Hales Corners (46.0%).

Greendale also had a higher percentage of households earning more than \$100,000 per

year (15.5%) than Milwaukee County (7.9%) and Southeastern Wisconsin (12.0%). Greendale had a lower percentage of households in this category than Franklin (15.5%), and a higher percentage than Greenfield (9.2%), Hales Corners (11.0%), and Oak Creek (11.3%).

Among the comparable traditional suburban communities (Figure 2-14), the Village of Greendale's median household income (\$55,553) was similar to Hales Corners (\$54,536) and Wauwatosa (\$54,519); higher

than Shorewood (\$47,224), Greenfield (\$44,230), Cudahy (\$40,157), and St. Francis (\$36,712); and lower than Whitefish Bay (\$80,755).

Figure 2-13. Income Distribution

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Households	377,983	100%	749,634	100.0%	6,054	100%	10,637	100%	15,702	100%	3,269	100%	11,277	100%
Less Than \$10,000	40,098	10.6%	56,195	7.5%	302	5.0%	271	2.5%	716	4.6%	132	4.0%	433	3.8%
\$10,000 to \$34,999	132,865	35.2%	222,507	29.7%	1,448	23.9%	1,963	18.5%	4,959	31.6%	778	23.8%	2,454	21.8%
\$35,000 to \$49,999	66,510	17.6%	125,222	16.7%	903	14.9%	1,436	13.5%	3,135	20.0%	497	15.2%	2,140	19.0%
\$50,000 to \$74,999	72,565	19.2%	164,084	21.9%	1,485	24.5%	2,497	23.5%	3,746	23.9%	897	27.4%	2,937	26.0%
\$75,000 to \$99,999	35,982	9.5%	91,480	12.2%	976	16.1%	2,261	21.3%	1,698	10.8%	607	18.6%	2,037	18.1%
\$100,000 to \$149,999	20,472	5.4%	60,794	8.1%	636	10.5%	1,621	15.2%	1,179	7.5%	290	8.9%	1,073	9.5%
\$150,000 to \$199,999	4,454	1.2%	14,148	1.9%	127	2.1%	316	3.0%	142	0.9%	47	1.4%	145	1.3%
\$200,000+	5,037	1.3%	15,204	2.0%	177	2.9%	272	2.6%	127	0.8%	21	0.6%	58	0.5%
Median Household Income	\$38,100	-	n/a	-	\$55,553	-	\$64,315	-	\$44,230	-	\$54,536	-	\$53,779	-

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 2-14. Income Distribution – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Households	6,054	100%	7,880	100%	15,702	100%	3,269	100%	6,541	100%	4,040	100%	20,430	100%	5,442	100%
Less Than \$10,000	302	5.0%	510	6.5%	716	4.6%	132	4.0%	512	7.8%	299	7.4%	813	4.0%	160	2.9%
\$10,000 to \$34,999	1,448	23.9%	2,770	35.2%	4,959	31.6%	778	23.8%	1,894	29.0%	1,584	39.2%	5059	24.8%	856	15.7%
\$35,000 to \$49,999	903	14.9%	1,696	21.5%	3,135	20.0%	497	15.2%	986	15.1%	807	20.0%	3,386	16.6%	592	10.9%
\$50,000 to \$74,999	1,485	24.5%	1,719	21.8%	3,746	23.9%	897	27.4%	1,244	19.0%	790	19.6%	4,786	23.4%	916	16.8%
\$75,000 to \$99,999	976	16.1%	787	10.0%	1,698	10.8%	607	18.6%	739	11.3%	354	8.8%	3,260	16.0%	876	16.1%
\$100,000 to \$149,999	636	10.5%	349	4.4%	1,179	7.5%	290	8.9%	665	10.2%	143	3.5%	2,124	10.4%	1,060	19.5%
\$150,000 to \$199,999	127	2.1%	19	0.2%	142	0.9%	47	1.4%	181	2.8%	31	0.8%	477	2.3%	418	7.7%
\$200,000+	177	2.9%	30	0.4%	127	0.8%	21	0.6%	320	4.9%	32	0.8%	525	2.6%	564	10.4%
Median Household Income	\$55,553	-	\$40,157	-	\$44,230	-	\$54,536	-	\$47,224	-	\$36,721	-	\$54,519	-	\$80,755	-

Source: U.S. Census Bureau & SEWRPC, 2000

PUBLIC PARTICIPATION SUMMARY

The Village of Greendale Comprehensive Plan is the result of a combined effort between consultants, Village staff, elected officials, stakeholders, property owners, and residents. The planning process included several efforts to gather public input, including 10 Plan Commission meetings and a Public Hearing with the Board of Trustees.

The Village determined that the Plan Commission should serve as the steering committee to guide the comprehensive planning process. Frequent meetings were held with the Plan Commission and members of the public throughout the planning process to review draft plan elements and provide feedback.

Stakeholder Interviews

The following narrative summarizes comments made during the stakeholder interviews for the Village of Greendale Comprehensive Plan. The interviews were held on March 17–19, 2009 and included a cross-section of public and private stakeholders in the community. As the Plan is established, these comments will be incorporated into the recommendations and alternatives outlined in the Comprehensive Plan.

COMMUNITY CHARACTER

The Village of Greendale is considered to have a unique community character that stakeholders felt must be maintained. In order to do so, Greendale should manage its housing, maintain

the overall quality of the Village, provide access to parks and recreation, and continue to focus on the school system. These goals should be integrated with community activities as often as possible. Greendale residents exude a high level of volunteerism and personal sense of community. Stakeholders expressed that Village leaders should tap into this resource and continue to encourage community involvement.

Several stakeholders expressed the desire for a community newspaper, like the Village used to have. Currently, the Village publishes a quarterly newsletter, in addition to a monthly newsletter produced by the “Originals” homeowner association. Stakeholders believed the development of the comprehensive plan was a good sign for the community. Accurately describing Greendale’s current goals and interests will help record previously undocumented community desires, and will guide the community in a cohesive manner.

Stakeholders valued the small town feel of the Village, which is especially visible during the holidays. The Village maintains an identity that is distinct and separate from surrounding municipalities. The community is such that residents quickly feel like they are a part of the Village’s story. Many residents strive to remain in the community throughout their lifetimes or, if they have left, seek to return with their young families. As an example, stakeholders said approximately 30–35% of current community parents are alumni of Greendale High School.

Interviewees identified the Village as a tourist destination and felt this was an important characteristic. Reiman Publications schedules bus tours that bring 10,000+ tourists to Greendale every year. The Village’s convenient location in the region contributes positively to attracting tourists. It is close to both the airport and downtown Milwaukee, and is considered to be a gem within the region. Events currently held in Greendale are a unique asset. Children’s Resale, Village Days, and Gazebo Days are examples of these assets. However, stakeholders felt that businesses are not always positioned to fully benefit from the increased foot traffic that is generated. Many businesses close before the events finish in the evenings, and the level of involvement from businesses could be raised.

RESIDENTIAL

Stakeholders believed housing stock in the “Originals” neighborhood of Greendale provided affordable, diverse options for families of all ages. Residents considered the “Originals” neighborhood housing stock to be “very adequate.” Many residents strive to live in the “G” section of Greendale, which provides an opportunity to move up without leaving the community. In many cases, residents will begin with first-time homes in the “Originals” and over time move through the various “sections” of the Village to accommodate the need for larger homes and/or upgrades. The newer housing stock was considered to be desirable for homeowners who want more flexibility with renovation.

Those who have lived in Greendale for a long time want to preserve the historic character and the sense of community. The homes were designed to serve as integrated living space, so the neighborhoods provide a unique way of life. One significant opportunity to improve the original neighborhood lies in the recently-adopted design guidelines. Stakeholders felt that there is also an opportunity to require a “time of sale” inspection as homes are sold, which would ensure the continued maintenance of the Village’s housing stock. The Village should continue to consider this type of program.

Housing developments are needed for the elderly, particularly in mixed-use areas that provide necessary services. Southridge could serve as a possible site for this type of development, which could accommodate grocery and pharmacy services for residents. Stakeholders believed that multi-family housing is needed throughout the Village, but that targeting multi-family in the Southridge area could establish a strong mixed use center to complement current amenities offered at the Mall. New housing at Southridge may not be most appropriate behind the Mall, but rather integrated in a different orientation.

Greendale lacks high-end condominiums, which stakeholders considered to be highly desirable. Condos would provide an option for empty nesters looking to downsize from their single-family home without leaving the community. Condominiums, as housing units

for the elderly, are considered to be most appropriate in mixed use developments or locations with nearby amenities. Stakeholders recognized that few opportunities are available in Greendale to build infill residential development. One option noted is the intersection of 84th Street and Grange Avenue.

Stakeholders indicated that residents have differing opinions as to whether single-family or multi-family developments are better for new construction. Recommendations for blending the two desires include “condo-neighborhoods,” comprised of single-family or duplex homes that operate like a condo association. Residents live in the homes, but are not required to perform general maintenance. This type of development could be valuable to empty nesters or young professionals wishing to locate in the Village. Areas outside of Greendale currently offer similar options, which stakeholders find to be well-received.

Greenbelt, MD has more green space than the Village, which only retains 70% of its original green space. Stakeholders felt that Greendale should make residential developments conform to a certain character to preserve the remaining open space. Outside of the Village core, neighborhoods lack the same sense of community and are less cohesive than the “Originals” neighborhood. Stakeholders cited the need for connecting pathways and trails as one solution to maintain that sense of community throughout all neighborhoods. Any

new neighborhoods in the Village should focus on open space preservation to blend with the rest of Greendale.

Stakeholders reported Milwaukee County taxes as a deterrent to prospective residents, and that few units are currently on the market in the Village. Price points are higher in Greendale compared to surrounding communities, which stakeholders believe serves as both a positive and a negative. Stakeholders felt that Greendale needed to offer a balance between accommodating empty nesters with high incomes and younger, single parent households.

There have been few teardowns and changes of use throughout the Village. This trend is seen as a great asset, particularly in the single-family neighborhoods. However, some of Greendale’s multi-family developments are in need of rehabilitation. Stakeholders recommended that the Village promote the redevelopment of some the higher density multi-family units. The Eastway apartments have earned a bad stigma, which is common for some of the larger multi-family complexes in Greendale. The Greenway, Crocus Court, and Water Tower apartments are starting to age, but there is no mechanism in State law to improve these areas. Additionally, the complexes near the “R” section are in need of attention.

COMMERCIAL

Greendale is no longer perceived as a developing community, as the land is almost

fully developed. However, areas considered as opportunities for development or redevelopment are often seen as challenges due to various barriers in the Village. Some stakeholders would like to see additional permitted uses added to the commercial zoning districts, although the special use district does allow a great deal of flexibility. Although some concluded that the development challenge stems from a will to maintain historic character, stakeholders cited the process for development as Greendale's real issue. Current zoning policies and Village processes should be updated to reflect the current and more contemporary development needs in Greendale.

Stakeholders identified the Village's biggest commercial successes as the façade renovation at Bed Bath and Beyond, the Ruby Tuesday, and the dividing of the Younkers store. Additionally, interviewees felt businesses in the Village Center market themselves fairly well, which compensates for locating in a smaller community. Lastly, downtown Greendale continues to serve as a tourist destination.

Among new commercial uses, fast food restaurants, a Wal-Mart or other big box stores (depending on the company and the overall design), non-community based retail, or auto-oriented uses were considered "undesirable." Additionally, stakeholders expressed that Greendale has no need for a night club of any kind. Some stakeholders felt that there

are opportunities to improve the quality and aesthetic of strip malls in the Village.

Stakeholders explained that Greendale fails to support the variety of retail needed to meet the needs of all residents. Residents cannot complete their basic shopping needs in the Village, and rely on surrounding communities for grocery shopping and other activities. However, stakeholders were also aware that the Village's population was unable to support all of these uses. Additionally, Greendale lacks mass transit options that would provide additional support for commercial retail.

A grocery store was considered the major priority among the list of desired commercial uses. Stakeholders recall that the Village used to have one or two stores, but now residents travel to Franklin and elsewhere for grocery needs. Greendale could also use a sports bar or related entertainment venue, and an area that provides stores for men. Southridge is known to cater to a younger, female population, and stores in the Village Center offer limited shopping for men. Stakeholders recommend that businesses broaden their reach, and also establish a strong promotional authority to market the goods and services provided. Stakeholders recognized the economy as a temporary obstacle to implementing many ideas desired by residents and business owners.

Three opportunities were cited by stakeholders as opportunities for current and future businesses in Greendale. First, businesses

should capitalize on the parks and open space amenities and the associated potential customers who use those amenities. Linking open space areas with area businesses could provide a unique level of connectivity between the two uses. Second, some stakeholders felt parking areas in Greendale should be constructed in the form of parking structures, not surface parking, where appropriate. Reduction in the amount of surface parking would maintain the quantity of open space in the Village and allow for green linkages to commercial areas, thereby maintaining the Village's characteristics as a greenbelt community. Third, stakeholders wanted to see the Village encourage new types of business models to include more retail services. If done properly, interviewees believed the models could be a "win-win-win" for the municipality, the developers, and the businesses.

INDUSTRIAL

The industrial areas in Greendale have not seen any sort of "mass exit," which contradicts a declining demand for industrial properties seen in many parts of the region. Stakeholders explained that industrial buildings are fully leased with long-term occupants and competitive rates. Greendale's industrial areas are only underutilized due to age, not other factors. The Industrial Park has not received a face lift, and is perceived as an inconsequential area in the community. The Park is aging in terms of architecture and condition; property owners in the Park wish to see businesses focus on property maintenance. If the opportunity

arises for new construction, property owners should work to see the construction through.

Greendale's various types of industrial uses have been successful to date, particularly the creation of plastic injection molds/parts, generators, and the manufacturing and distribution of pressure sensitive tapes.

The Department of Public Works site is the first area people see when they enter the Industrial Park and offers potential to serve as a gateway property. In the long-term, stakeholders would like to see the DPW property upgraded and improved, which could help redevelopment efforts in the remainder of the industrial park. At minimum, the Industrial Park could use gateway signage and/or landscaping to offer a quick face lift.

Those involved with the Industrial Park would like to see more proactive behavior on behalf of the municipality. Education and business assistance has not been a part of the relationship in the past, but implementing these efforts could promote the Park and generate potential tenants. Additionally, design guidelines should be included in the zoning code to provide guidance as the existing industrial properties redevelop.

The Industrial Park is close in proximity to Loomis Road and the freeway spur, and is in a central geographic location. In general, the Village's Industrial Park is competitive with surrounding parks; for example, it is a

competitive alternative to the Franklin Business Park, which is much more expensive.

The Industrial Park is built-out and, because the Park was developed some time ago, the buildings and parcels are small to medium in size compared with other industrial parks. Due to the existing dense development pattern, interviewees expressed some concern that there may be code obstacles, e.g. setbacks and other stormwater requirements, which prevent new construction without parcel consolidation.

INSTITUTIONAL

The schools in the Village were viewed as a positive aspect of living in Greendale. Among many qualities, the schools specialize in music and arts. Promotion of the exchange student program was viewed as another unique quality of the School District. The District has been encouraging community involvement through volunteer oversight committees. In the future, the School District could expand these opportunities by partnering with the Village on various efforts, such as Greendale's "Clean & Green Day."

The School District is not currently at capacity. Approximately three to four rooms are not utilized, and only 400 graduates are produced each year. Planning activities should consider this situation as development and redevelopment is proposed within the Village. Additionally, the School District owns undeveloped properties at the intersection of 84th Street and Grange Avenue (playing fields)

and the intersection of Broad and Southway. The latter poses a challenge for development, and the School District has no interest in selling the property.

Stakeholders believed the agricultural district should be eliminated and replaced with an institutional zoning district. Greendale has been seeing several church expansions, and there are no guidelines in place for them.

PARKS/OPEN SPACE

The County parks in Greendale are often viewed as being underutilized, but many see this underutilization as an asset. The parks and pathways through the Village are an integral part of the community. Pedestrians and bicyclists have access to amenities without having to cross a street. Stakeholders suggested several ideas for enhancing the parks and pathways as community assets, including the establishment of a community center (e.g. Polish Center) at Scout Lake. In addition, new pedestrian connections should be incorporated in the Root River Parkway. Bicyclists use the street, and thus should have a dedicated bike lane to recognize them and increase safety. Lastly, the Village needs to encourage increased pedestrian connectivity along and across Grange. The existing sidewalk is not consistent and deters potential users.

Greendale should preserve natural areas as part of its environmental mission. The Village should hold to the original Greenbelt concept as much as possible. Maryland kept its "green"

feeling while accommodating development and the Village should make a similar effort. In the past, Greendale has not held to these expectations, particularly in regards to agriculture. There is some concern over the discussion of cutting into woodland areas near the middle school for parking purposes. Residents did not want development pressures to impact natural areas. Additionally, much of the green space in Greendale is mowed. The Village should encourage conversion of these areas to prairie lands and other natural habitats. Greendale already has a composting system; the Village could use this effort and the conversion of mowed grass as first steps to involve the community in implementing sustainable practices.

VILLAGE CENTER

Stakeholders believed that Greendale needs a community center and that the Village Center is an appropriate place for this type of use. Repurposing the fire/police station as a community center would enhance the Village Center, along with additional specialty retail to support existing businesses. Stakeholders noted a hardware store as one type of commercial use that would be welcome in the Village Center – although this use has not been successful at this location in the past. More importantly, the Village Center could use two small-to-mid-sized anchor uses (between 10,000 and 15,000 square feet) as retail traffic generators.

SOUTHRIDGE AND 76TH STREET

Stakeholders felt strongly that the 76th Street corridor should be improved, perhaps by way of a TIF district. The Bowling Congress is considered a notable site for redevelopment. Stakeholders recommended several ideas, including a college campus, cultural center, dinner theater, or fine arts complex. If a dinner theater were to be established in Greendale, the Historical Society could partner with the theater to complement the activities of one another. The Bowling Congress building could be torn down, but there could also be potential for a land swap with the school for the front piece on 76th Street.

Stakeholders talked about the community activities Southridge used to host that served as a regional draw, but how the Mall no longer offered these events. Greendale should work with the Mall to bring back this effort. Currently, Southridge is not thought of as a part of Greendale. The Village may wish to better integrate the two, but there may not be synergies between the Village Center and the Mall. Southridge could put Greendale on the map, but it is currently a dilemma.

Interviewees believed that the useful life of Southridge Mall is passing, but the Mall has been unable to update its image. Bayshore and Brookfield Square have been constantly improving their appearances, but Southridge has does nothing similar. Implementing a Bayshore-style development in Southridge may not be a good idea, but it could save the existing tax base. Stakeholders felt Southridge

Mall needs to reach full capacity by attaining new tenants. Although the Mall is considered nice to have, it is in need of better maintenance and higher-end retail. The Village needs sit-down restaurants, entertainment, and both small and large offices, all of which are considered appropriate at the Southridge Mall. Interviewees wished to see Southridge better meet market demands.

LOOMIS ROAD

Loomis Road was identified by stakeholders as a wasted piece of land. The corridor at minimum could use some landscaping to make the area more inviting. The corridor carries a high level of traffic, but does not house retail uses. Although development could be a risk, there may be opportunity in building commercial retail. Menomonee Falls created a commercial overlay district to place over their industrial area; this may be an option for Greendale along Loomis Road – replacing industrial properties with commercial/retail uses on the outer edge of the Industrial Park. Related to Loomis Road, College Avenue is in poor condition and should be addressed. Other roads are experiencing the same deterioration due to minimal repair efforts in the past (e.g. patching).

GOVERNMENT

Stakeholders expressed the desire to continue improving the Village's development process. Stakeholders felt that Greendale has the potential to develop a successful vision under current Village management and looked forward to seeing the community evolve.

Development needs to be controlled by the Village, as it should not be located simply anywhere in Greendale. As development occurs in the southern portion of Greendale, the Village should be careful not to allow the widening of through streets. A constant effort should be made to preserve the character of Greendale's streets.

A NATIONAL MODEL

Since its inception, the Village of Greendale has been highly regarded as a national model for community development. From its historic status as a Greenbelt community to its modern

presence as a regional gem, the Village has served and will continue to serve as a model of community development and preservation. Greendale's progressive Plan recommendations will provide other suburban communities with tools for the design of residential developments, the incorporation of green corridors for pedestrian and bicycle access, the establishment of viable commercial centers, and the balance of preservation, maintenance, and growth. This Plan will serve as the document by which other communities can gather the tools, resources, and recommendations needed to emulate the successes of the Village of Greendale.



agricultural, natural & cultural resources

3

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Agricultural, Natural, & Cultural Resources

Greendale's abundant resources are a key part of the community, particularly with regards to tourism, recreation, and overall quality of life. From Trimborn Farm to over 1,100 acres of parkland and open spaces, the Village has many notable natural and cultural features which are identified in this element.

The Agricultural, Natural, and Cultural Resources element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to provide at least one objective, policy, goal, map, or program for each of the following resources:

- *Productive agricultural areas*
- *Surface water*
- *Stream corridors*
- *Groundwater*
- *Floodplains*
- *Wetlands*
- *Forests / Woodlands*
- *Wildlife habitat*
- *Threatened or endangered species*
- *Environmentally sensitive areas*
- *Metallic/non-metallic mineral resources*
- *Parks/open space; Recreational resources*
- *Historical/cultural resources*
- *Community design*



REGIONAL LAND USE PLAN: 2035

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) recently completed a regional land use plan designed to guide the seven-county Southeastern Wisconsin region through the year 2035. The following narrative calls upon a significant amount of data from the Regional Land Use Plan to describe agricultural and natural resources as they apply to the Village of Greendale.

AGRICULTURAL & NATURAL RESOURCES

Agricultural Resources

For the Regional Land Use Plan, SEWRPC mapped both agricultural lands and highly productive soils classified as "Class I" and "Class II" by the NRCS. Approximately 1,259 square miles, or 47 percent of the total area in the region, were in agricultural use as of 2000. (SEWRPC notes that this estimate excludes the wetland and woodland portions of existing farm units.) Class I and Class II lands encompassed about 945 square miles, or 75 percent of all

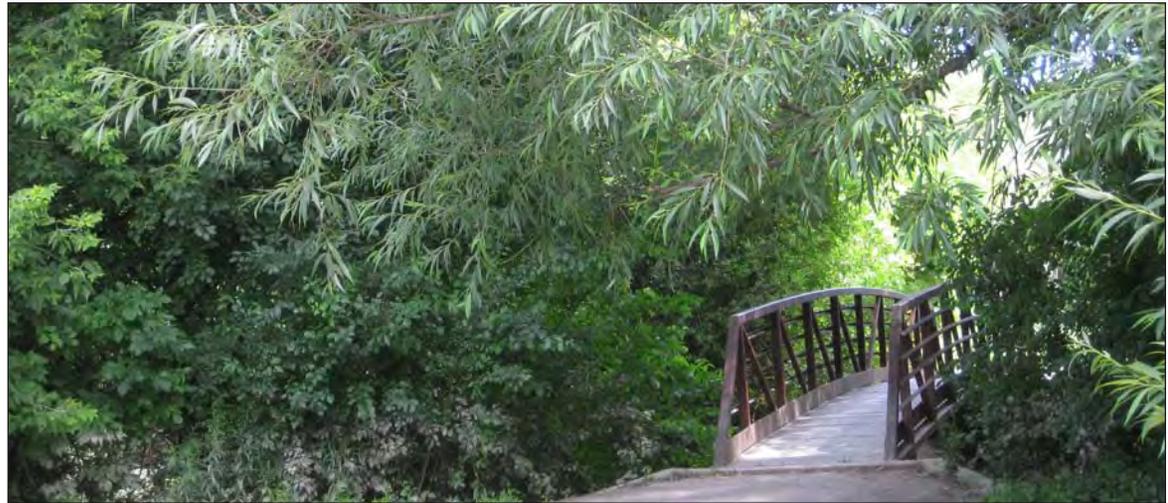
The Issues and Opportunities element of this Plan outlines four goals and objectives that shall guide the Agricultural, Natural, and Cultural Resources section:

- *Protect the unique natural and cultural identity of the Village including significant cultural features, natural areas, and environmental corridors that support local flora and fauna;*
- *Achieve a balance between new residential development opportunities and open space preservation;*
- *Protect and wisely utilize the Village's natural resources, including but not limited to: wetlands, wildlife, lakes, woodlands, open space, parks, and groundwater resources;*
- *Support strategies to preserve the Root River and Dale Creek as significant Village resources.*

agricultural land within the region as of 2000. The Village of Greendale was cited as having no agricultural land, including Class I and Class II soils, as of the year 2000.

Surface Drainage and Surface Water

The Southeastern Wisconsin region claims a complex surface drainage pattern and land surface due to the effects of glaciation. There are eleven major watersheds in the region, and two of those eleven encompass the Village of Greendale. The majority of Greendale is part of the Root River Watershed, while a small sliver in the northeastern part of the Village falls within the Menomonee River Watershed (Figure 3-1). Greendale is located on the eastern side of the subcontinental drainage divide; water to the east of the divide drains to the Great Lakes–St. Lawrence River system. Approximately 1,009 square miles, or 38 percent of the Southeastern Wisconsin region, drains to the Great Lakes–St. Lawrence River system. The remaining 62 percent drains to the Upper Mississippi River system. Greendale’s location in the Great Lakes–St. Lawrence River system allows for the Village to access Lake Michigan water, which affects decisions regarding land use, water supply, and sanitary sewerage system planning.



The Root River runs through the Village, and is part of the 1,150-mile perennial stream network in the region. Figure 3-2 shows the Root River in context with wetland areas, the 100-year floodplain as delineated by the Federal Emergency Management Agency (FEMA), and hydric soils. The quality of the Root River depends on a number of factors. Properly maintained onsite sewage disposal systems and sewage treatment facilities, soil conservation, wetland preservation, and stormwater management are key elements in preserving river quality. According to the Wisconsin Department of Natural Resources (DNR), the Root River does not qualify as either “outstanding” or “exceptional;” both classifications refer to high quality resource waters.

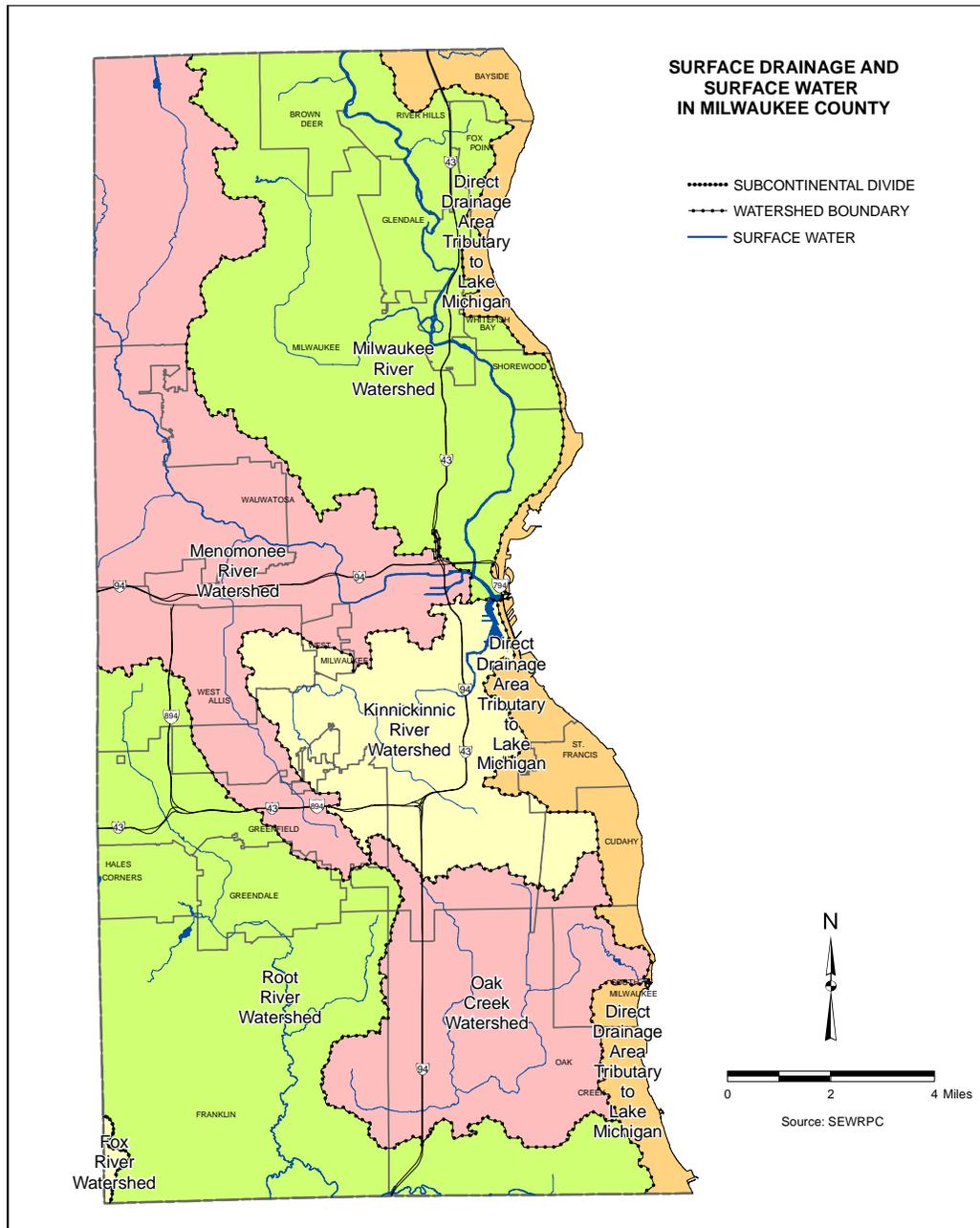
The DNR has developed a series of classifications and relating activities to address the protection of public health and wildlife in

different stream areas. These classifications and activities range from coldwater fishery and full recreational use to limited aquatic life and limited recreational use. Water use objectives for streams are set forth in Chapter NR 102 of the Wisconsin Administrative Code and are summarized in SEWRPC Memorandum Report No. 93, A Regional Water Quality Management Plan for Southeastern Wisconsin: An Update and Status Report. Within this report, the Root River is recommended to serve as a warmwater sport fish community with full recreational use, as shown in Figure 3-3.

Groundwater Resources

Throughout the Southeastern Wisconsin region, groundwater resources are located within three major aquifers. From the surface of the land downward, they are: 1) sand and gravel deposits in the glacial drift; 2) shallow dolomite strata in the underlying bedrock; 3) deeper sandstone, dolomite, siltstone, and shale strata. The first

Figure 3-1. Surface Drainage and Surface Water in the Region (SEWRPC, May 2009)



two aquifers are referred to collectively as the “shallow aquifer,” and the deeper sandstone, dolomite, siltstone, and shale strata is referred to as the deep aquifer. Relatively high levels of naturally occurring radium exist in the deep sandstone aquifer, which is found in certain parts of the region. Urban development in Greendale, as in other areas of the region, has an impact on both the quantity and quality of groundwater resources.

Two major groundwater studies for the region should be noted as important resources for future planning efforts in Greendale. Groundwater inventory and analysis findings are presented in SEWRPC Technical Report No. 37, Groundwater Resources of Southeastern Wisconsin. An aquifer simulation model is documented in SEWRPC Technical Report No. 41, A Regional Aquifer Simulation Model for Southeastern Wisconsin. The Village should follow the regional efforts being undertaken in the next several years, including the identification of significant groundwater recharge areas.

Floodplains

Figure 3-2 illustrates the land area in Greendale that falls within the 100-year floodplain as delineated by FEMA. The majority of these lands are located adjacent to the Root River, Dale Creek, and Scout Lake. Due to the orientation of parkland along these riparian areas, most lands within the 100-year floodplain are designated open space.

Figure 3-2. Natural Resources – Water Related

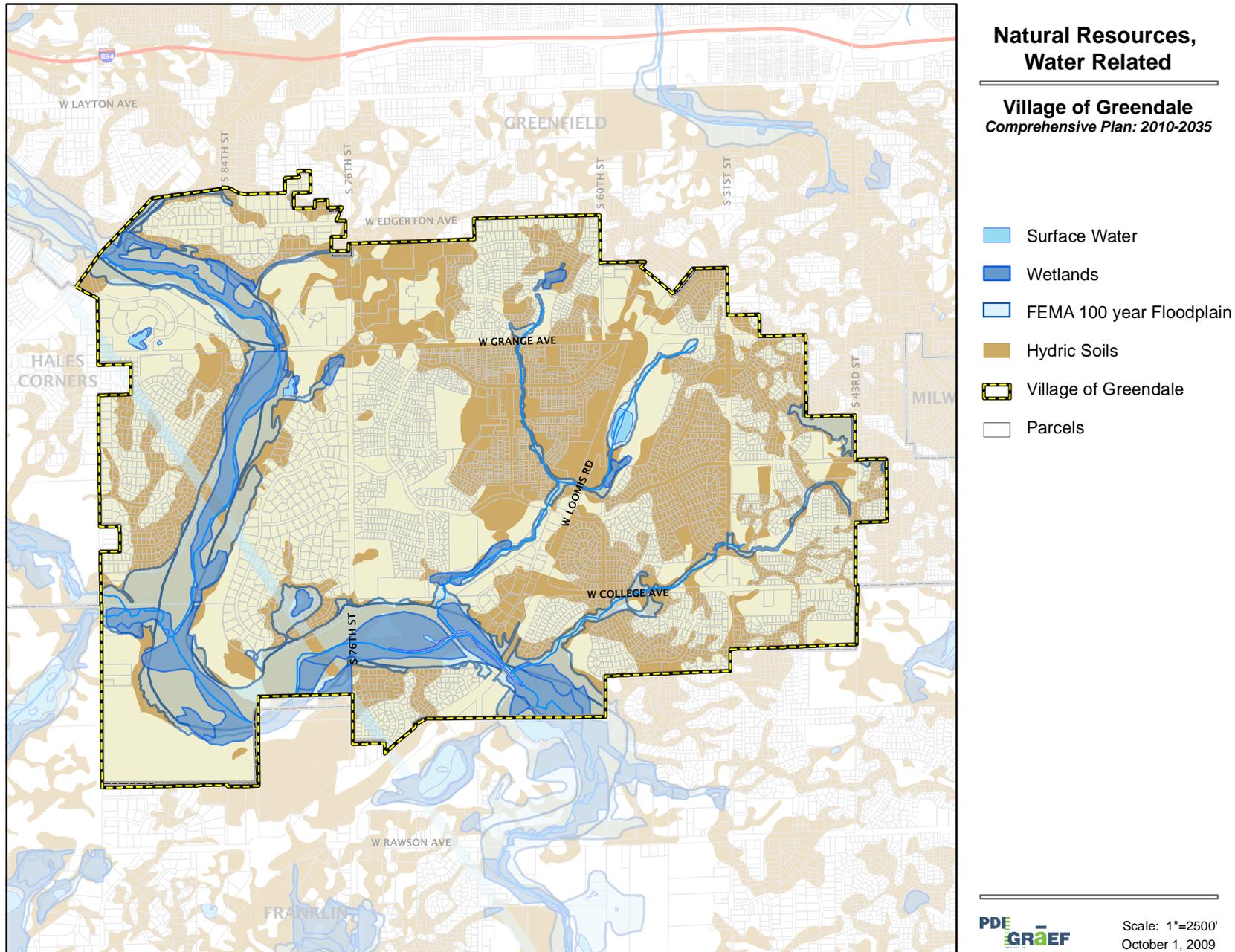
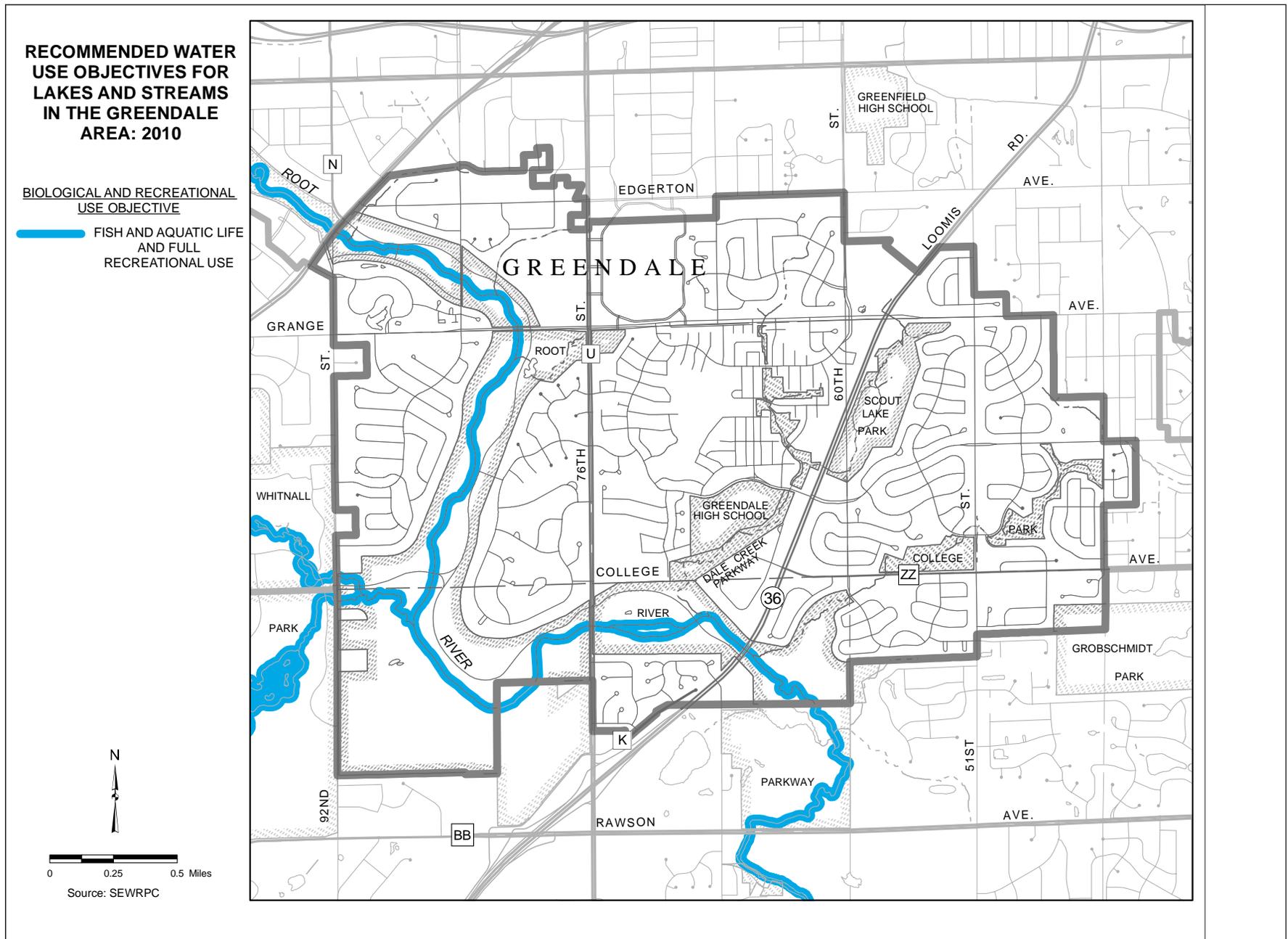


Figure 3-3. Recommended Water Use Objectives: 2010 (SEWRPC, May 2009)



In the Village zoning code, Greendale describes the boundaries of all floodplain districts as those designated as floodplains or “A Zones” on the following maps:

1. *United States Geological Survey Quadrangle Maps.*
2. *Wisconsin Wetland Inventory Maps stamped “Final” on February 22, 1989.*
3. *Flood Insurance Rate Map (FIRM), Panel Numbers 55079C0134E, 55079C0142E, 55079C0153E, 55079C0154E, 55079C0161E, 55079C0162E, dated September 26 2008; with corresponding profiles that are based on the Flood Insurance Study (FIS) effective September 26, 2008.*
4. *Official Floodplain Zoning Map.*

Wetlands

Wetlands are significant natural features, particularly in regards to the protection of water quality. In addition to protecting water quality, wetlands help to stabilize lake levels and streamflows, prevent the erosion of shorelines, and reduce stormwater runoff. Wetlands in the Village of Greendale are shown in Figure 3–4.

According to SEWRPC, wetlands encompassed about 276 square miles, or 10 percent of the total area in the region, in 2000. In addition to those illustrated, farmed wetlands have also been identified by the U.S. Natural Resources Conservation Service (NRCS). These areas are not included in Figure 3–4 and are subject to Federal wetland regulations.

Wetland boundaries constantly change in response to changing drainage patterns and climatic conditions; wetlands may also be moved or created in the development process. While Figure 3–4 provides an overall snapshot of wetlands in the Village, detailed field investigations should be conducted to precisely identify wetland boundaries as individual properties are subject to development or redevelopment.

Vegetation

Greendale’s presettlement vegetation patterns likely consisted of open, level plains with oak groves, mixed hardwood forests, and prairies dominated by big bluestem and prairie forbs such as coneflower and blazing star. This assumption is based on historical records of the original U.S. Public Land Survey carried out in 1835 and 1836.

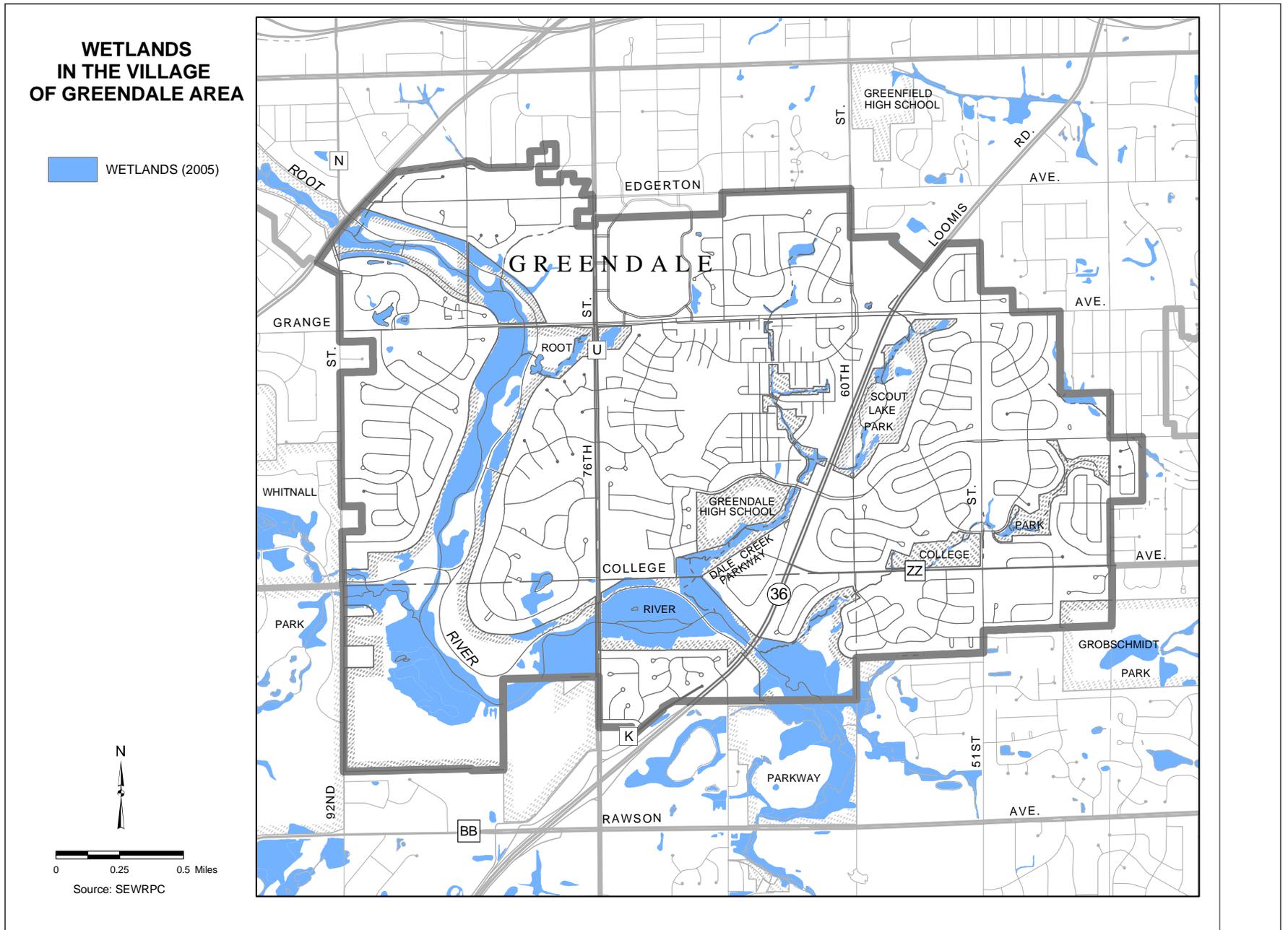
Prairies are defined by SEWRPC for the 2035 Regional Land Use Plan as treeless or generally treeless areas dominated by perennial native grasses. Prairies are also considered to include oak opening and cedar glade savannas, which are dominated by native grasses and have between one and 17 trees per acre. Prairies once covered extensive areas of Southeastern Wisconsin, including Greendale, but have been reduced to scattered remnants located outside of the Village. The conversion of prairie lands to urban uses and the suppression of wildfires have lessened the viability of prairie lands.

Greendale has an opportunity to restore prairie lands in selected areas within the Village. Potential opportunities may include the conversion of mowed turf grass to prairie demonstration areas in underutilized open spaces or in conjunction with educational facilities. Replacing grass areas with prairies will increase stormwater and groundwater quality through increased filtration, reduce the need for mowing, and provide outdoor educational opportunities for residents of the Village. Areas where the Village could implement prairie restoration include County parkland and other mowed public lands, where feasible. Additionally, the Village should encourage private property owners to incorporate prairie plants and other native plantings when implementing landscape plans.

Woodlands

Woodlands are defined, for the SEWRPC 2035 Regional Land Use Plan, as areas having 17 or more deciduous trees per acre each measuring at least four inches in diameter at breast height and having at least a 50 percent canopy cover. Coniferous tree plantations and reforestation projects are also defined as woodlands. Woodland areas are considered to be natural areas having significant value in the region. Six woodland types are recognized in Southeastern Wisconsin; among the six, northern upland hardwoods and southern upland hardwoods are most common. Other stands of trees within the region often exhibit insufficient reproduction and saplings to maintain the stands over time.

Figure 3-4. Wetlands: 2000 (SEWRPC, May 2009)



According to SEWRPC, upland woodlands encompassed about 183 square miles, or 7 percent of the total area in the region, in 2000. Greendale's upland woodlands, as identified in the year 2000 land use inventory, are identified in Figure 3-5.

Natural Areas and Critical Species Habitat Sites

In 1994, SEWRPC completed an inventory of "natural areas" and "critical species habitat sites" in the region. These areas represent the most significant remaining natural features in the region. Natural areas include remnants of the pre-European settlement landscape; critical species habitat sites include those areas which are vital to the maintenance of endangered, threatened, and rare plant and animal species.

Natural areas in the region have been classified by SEWRPC into one of three categories: natural areas of statewide or greater significance (NA-1), natural areas of countywide or regional significance (NA-2), and natural areas of local significance (NA-3). Classification of an area involves an analysis of plant/animal species uniqueness and diversity, the integrity of the native plant or animal community, disturbance resulting from human activity, and the educational value. A total of 447 natural areas in the region have been identified, representing 90 square miles or three percent of the total area in the region.

The Village of Greendale is home to four natural areas of local significance, or NA-3, as shown in Figure 3-6.

Critical species habitat sites comprise approximately 23 square miles – less than one percent – of the total area in the region. A total of 142 critical species habitat sites were identified, most of which are located within environmental corridors and isolated natural resource areas as defined by SEWRPC. Four of these critical species habitat sites are located within the Village of Greendale (Figure 3-6).

Environmental Corridors

SEWRPC considers its identification and delineation of environmental corridors to be one of the most important tasks completed under the regional planning program. Additionally, the preservation of environmental corridors is considered to be of high importance for Southeastern Wisconsin. The following seven elements of the natural resource base have been identified by SEWRPC as essential to the maintenance of the ecological balance, natural beauty, and overall quality of life in the region:

1. *Lakes, rivers, and streams, and their associated shorelands and floodlands;*
2. *Wetlands;*
3. *Woodlands;*
4. *Prairies;*
5. *Wildlife habitat areas;*
6. *Wet, poorly drained, and organic soils; and*
7. *Rugged terrain and high-relief topography.*

Five additional features have been identified for identifying and delineating areas with

recreational, aesthetic, ecological, and cultural value. These five elements are:

- *Existing park and open space sites;*
- *Potential park and open space sites;*
- *Historic sites;*
- *Scenic areas and vistas; and*
- *Natural areas and critical species habitat sites.*

The delineation of these twelve natural resource-related elements has resulted in a series of narrow, elongated environmental corridors. These corridors are further classified as either primary environmental corridors, secondary environmental corridors, or isolated natural resource areas:

- *Primary environmental corridors include a variety of the aforementioned natural resource-related elements, and are at least 400 acres in size, two miles in length, and 200 feet in width.*
- *Secondary environmental corridors generally connect with primary environmental corridors, and are at least 100 acres in size and one mile in length.*
- *Isolated natural resource areas are at least five acres in size, and are physically separated from environmental corridors by intensive urban or agricultural land uses.*

Regional authorities generally encourage the preservation of environmental corridors: a) due to the positive impact these areas exude on overall environmental quality; and b) because these areas can be poorly suited for urban development.

Figure 3-5. Woodlands: 2000 (SEWRPC, May 2009)

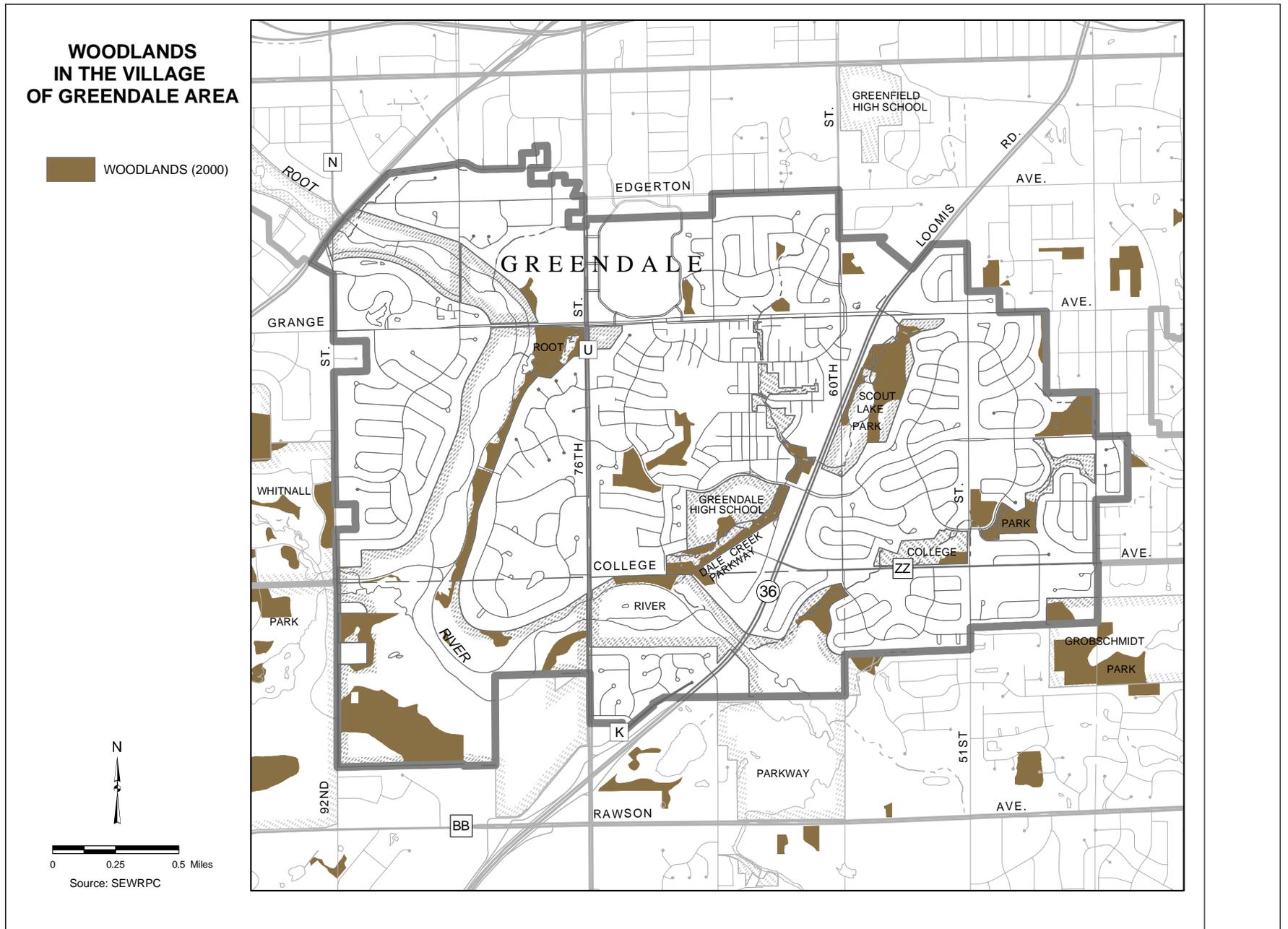
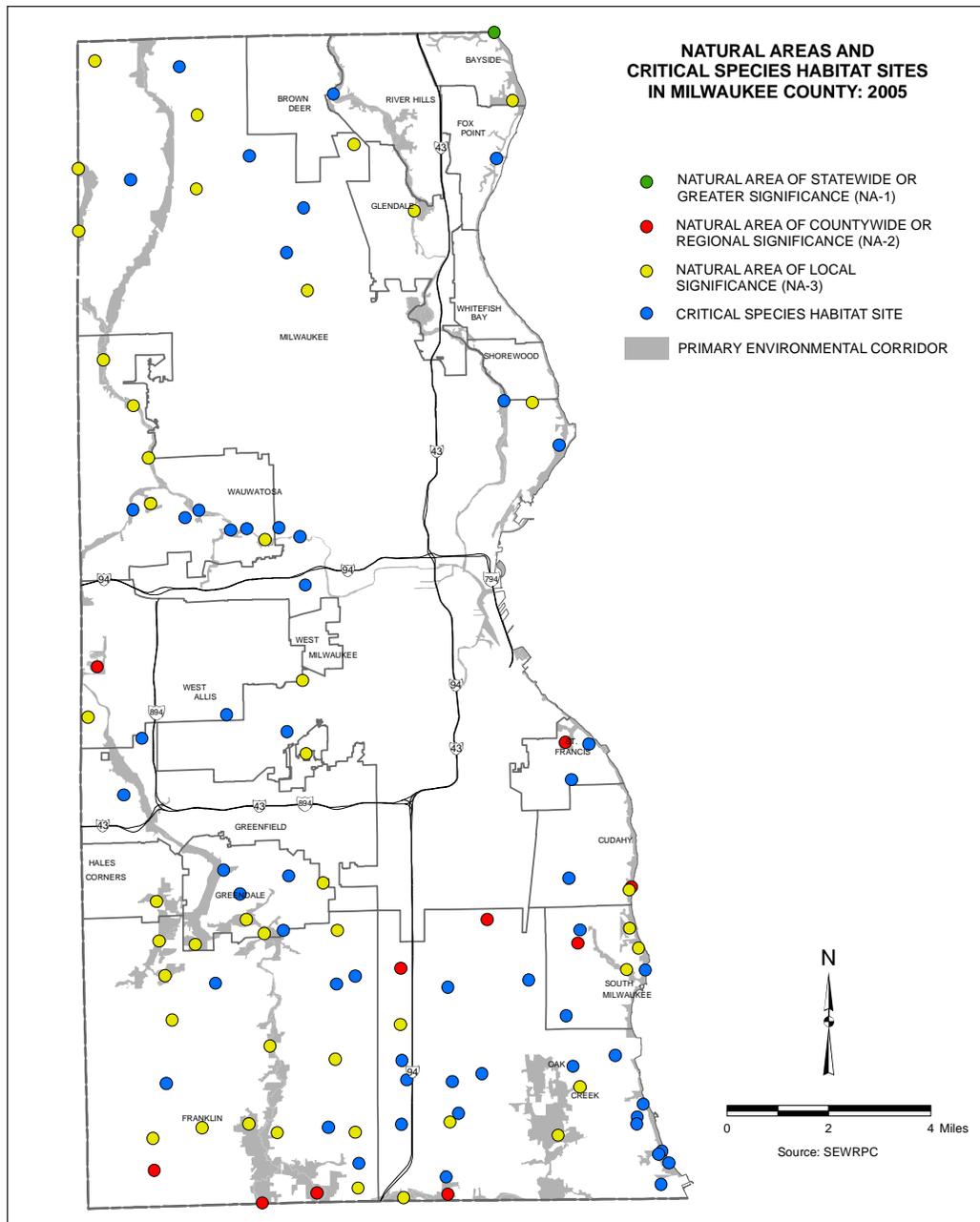


Figure 3-6. Natural Areas and Critical Species Habitat: 2005



Environmental corridors in the Village of Greendale are noted in Figure 3-7, and include approximately 658 acres of primary environmental corridor, 118 acres of isolated natural resource areas, and four acres of water resources. In total, the Village offers approximately 780 acres of environmental resources.

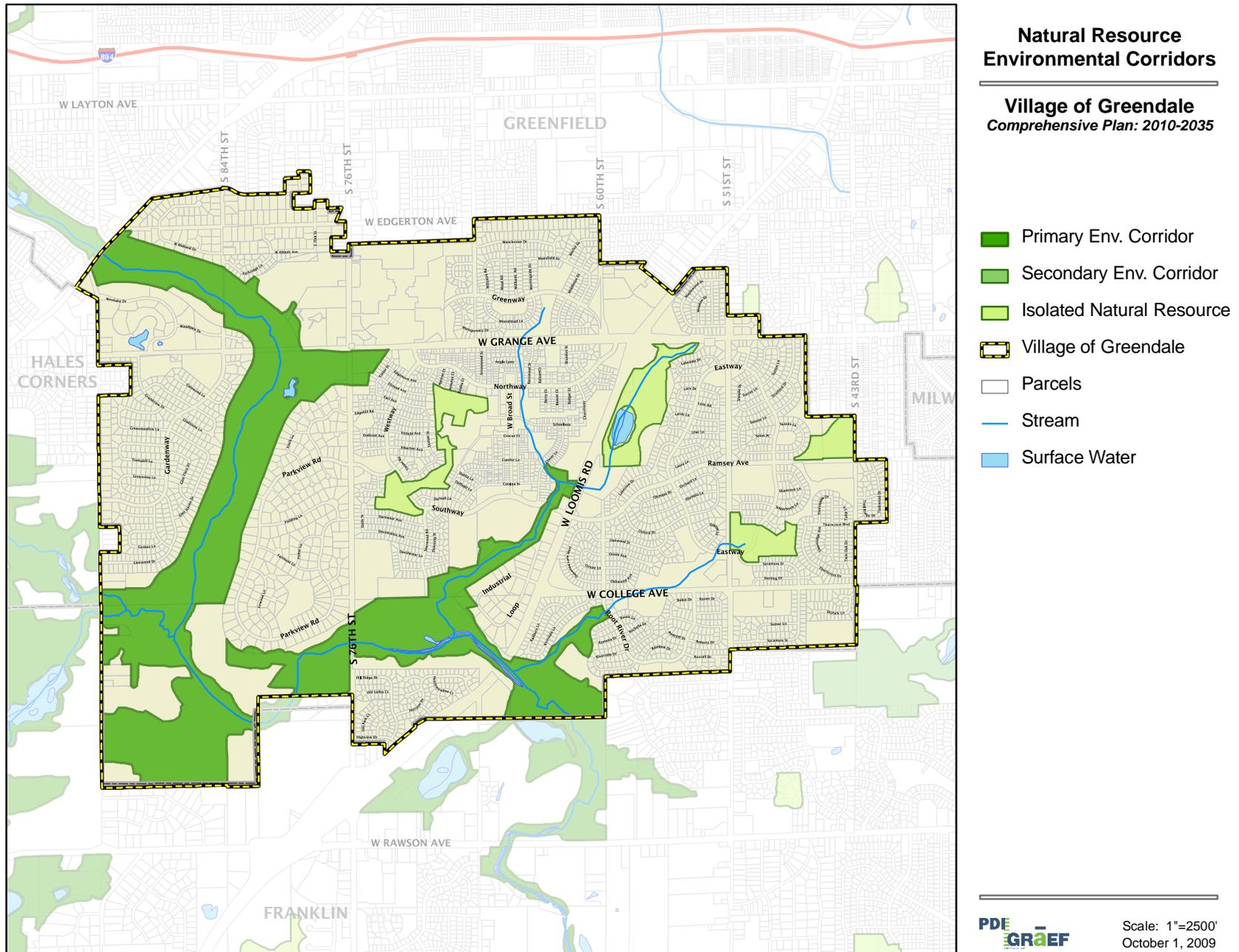
Primary Environmental Corridors

The majority of Greendale's primary environmental corridor lands are located adjacent to the Root River, with smaller portions extending into Dale Creek and near Scout Lake. Primary environmental corridors, as defined across the region, contain much of the best remaining woodlands, wetlands, and wildlife habitat areas in the Village. These corridors encompassed approximately 462 square miles, or about 17 percent of the total area of the region, in 2000.

Secondary Environmental Corridors

Secondary environmental corridors are often remnants of primary environmental corridors which have been developed for either urban or agricultural uses, but maintain a variety of key resource elements. These corridors encompassed approximately 75 square miles, or three percent of the total area of the region in 2000. The Village of Greendale does not contain any secondary environmental corridor areas as delineated by SEWRPC.

Figure 3-7. Natural Resources: Environmental Corridors



Isolated Natural Resource Areas

Smaller areas containing wetlands, woodlands, surface water, or wildlife habitat are considered isolated natural resource areas. Due to the fact that these areas are isolated, they may provide the only available wildlife habitat and recreational opportunity within a sizable radius of land. Isolated natural resource areas encompassed about 63 square miles, or two percent of the total area in the region in 2000. As shown in Figure 3-7, isolated natural resource areas in the Village of Greendale include a narrow stretch of land between Northway and Southway located west of the Village Center, lands adjacent to Scout Lake, and two areas east of South 51st Street that are nestled among residential developments.

Non-metallic Mineral Resources

Within Southeastern Wisconsin, found nonmetallic minerals include sand, gravel, crushed stone, building or dimension stone, peat, and clay. Nonmetallic quarries or pits provide sand, gravel, and crushed limestone or dolomite for a multitude of uses:

1. *Structural concrete and road building;*
2. *Peat for gardening and horticulture; and*
3. *Dimension stone for use in buildings, landscaping, and monuments.*

Nonmetallic mineral resources are limited economic resources that, if present, should be managed to ensure an adequate supply at a reasonable cost. Because these resources

are expensive to transport, their availability is important at a regional level.

Currently, no nonmetallic mineral resources have been identified within the Village of Greendale.

Parks, Open Space, and Recreational Resources

The Village of Greendale was historically designed to integrate a significant amount of greenspace throughout the community. Much of this greenspace remains intact today (see Figure 3-8), in the form of meandering pathways, small neighborhood-scale parks and playgrounds, larger community wide parks, and a broadswath of parkway offering a variety of recreational opportunities. Additional information about Greendale's parks and pathways can be found in Chapter 8. Utilities & Community Facilities. However, some of the goals, objectives, and policies relating to the more natural aspects of the parks and open spaces have been included in this chapter.

CULTURAL RESOURCES

Historic Sites

The Milwaukee County Historical Society (www.milwaukeehistory.net) identifies three historic sites in the Village of Greendale:

Original Village of Greendale

The Resettlement Administration of the U.S. Department of Agriculture purchased 3,400 acres of farmland and woods for the development of Greendale. In May 1938, the

first housing units were occupied. There were 572 living units in 366 buildings, half of which were single family homes built of cinder block on poured concrete foundations. Most houses were built on cul-de-sacs which discouraged heavy traffic while necessary vehicles used three major thoroughfares. The community's focal point was designed to be the Greendale Village Hall, built in a style reminiscent of Colonial Williamsburg.

The Village's historic district received its landmark designation in 1976. There are several tours of the "Original" homes and the Village Center throughout the year.

Jeremiah Curtin House

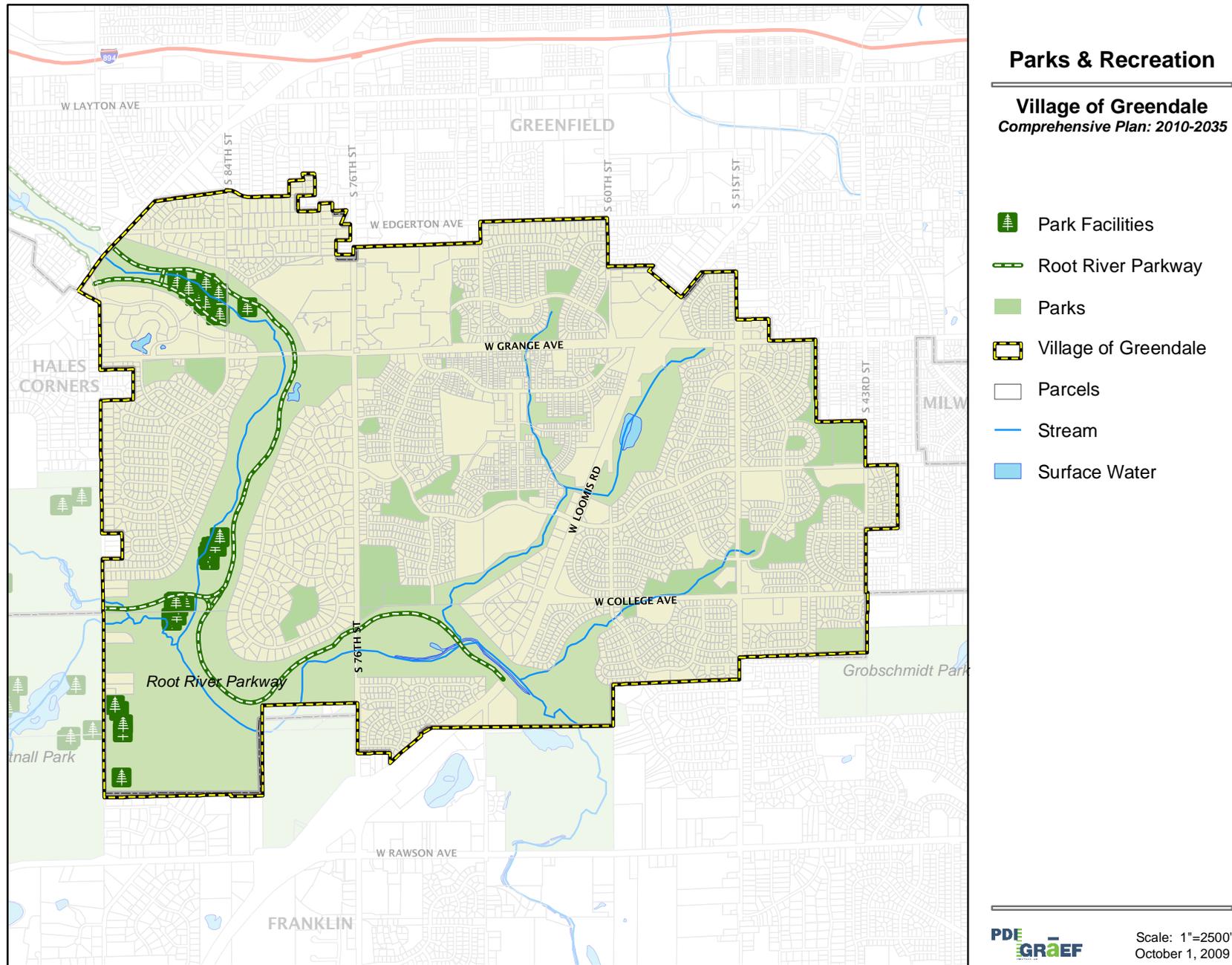
The Curtin House was built in 1846, the first stone house in the old Town of Greenfield. David Curtin, an Irish immigrant, built the house with the help of an Irish stone mason using stone from the quarry north of Grange Ave. The Curtin House is a physical reminder of Milwaukee County's early Irish settlement and is also the boyhood home of Jeremiah Curtin, an accomplished linguist, author and world traveler.

The Curtin House received its landmark designation in 1979. The Milwaukee County Historical Society offers tours of the property, which was restored in 2008.

Trimborn Farm

Werner Trimborn acquired this Greenfield farm in 1850 and it proved valuable not just for the

Figure 3-8. Parks and Recreation Facilities



richness of the soil, but for the vein of limestone which lay underground. The production of lime was an important industry in pioneer Wisconsin as it was used in construction, in making soap and paper, in the purification of water, and as a fertilizer.

Trimborn's farm was soon producing 200 barrels of lime daily with the assistance of forty laborers and at least fifty horses. After Trimborn's death in 1879, his sons August and Leonard continued the business until the development of Portland cement made lime production unprofitable. The fires in the kilns died out and in 1935 the Trimborn property became part of the federal government's Greenbelt project.

Today the complex includes the Cream City brick farmhouse, one of the last stone barns in Wisconsin, a bunkhouse for the workers, root cellar, and a 75-foot kiln. The property was acquired in 1980 by the Milwaukee County Park Commission for development into a historic site in conjunction with the neighboring Jeremiah Curtin House.

The Milwaukee County Historical Society took over management of the property in January

2004 for the Parks Department, and uses it for educational purposes for school children as well as adults. Several events, showing what life was like in that period, take place year-round on the Trimborn Farm buildings and grounds.

Community Design

The Village received an award as one of the 2008 America in Bloom national winners. Greendale was one of thirty communities from across the United States to compete. Communities ranging in size from 700 to 300,000 residents competed against one another for overall honors, and five communities – including Greendale – competed in the population class of between 10,001–15,000 residents.

The Village was recognized for the National Criteria Award in the Urban Forestry category, surpassing the 29 other communities. The Urban Forestry award criteria considered municipal policies, bylaws, and regulation plans; distribution of trees, variety, suitability; new plantings, main street programs, new survey developments; preservation of heritage trees, woodlots, and re-planting procedures; and proper maintenance practices. Greendale also received honors for heritage preservation

in addition to being selected as community of the year within its population category.

Greendale also won the impressive 5-Bloom Award – the only competing community to win the rating. “Blooms” are awarded on a scale of one to five, and to receive a “5- Bloom” rating, a community must attain an overall average score of 90% or higher amongst eight criteria areas:

- *Tidiness*
- *Environmental Effort*
- *Community Involvement*
- *Heritage Preservation*
- *Urban Forestry*
- *Landscaped Areas*
- *Floral Displays*
- *Turf & Groundcover Areas*

The awards received by Greendale as a result of the America in Bloom competition represent the collective efforts of residents, businesses, schools, and the Village in maintaining Greendale's legacy as a healthy, livable community.



GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies have been created based on input from the community and the Village's established policies. They are intended to guide future decisions pertaining to agricultural, natural, and cultural resources in the Village.

Goals

- 1. Preserve the Village's diverse environmental and natural resources, including its waterways, woodlands, and open spaces that support local flora and fauna.*
- 2. Protect Greendale's natural and historic charm through retaining the traditional suburban character of the Village.*
- 3. Maintain and enhance access to parks, open space, integrated pathways, and a wide range of recreational programs and facilities that help preserve Greendale's quality of life.*
- 4. Preserve and enhance Greendale's community character, including the distinct identities of the Village's neighborhoods, districts, and corridors, while directing growth and development.*

Objectives & Policies

- *Work with regional agencies and adjacent local governments to preserve regional natural resources.*
 - Coordinate with regional agencies (Milwaukee County, MMSD, DNR, SEWRPC) and adjacent local governments to protect, enhance, and restore – where necessary – the Root River (and Parkway) and Dale Creek.
- *Discourage incompatible development and alteration of floodplains, lakes, rivers and streams, wetlands, and woodland areas so as to preserve the integrity of these resources, promote the ecological value of these assets, and to minimize adverse impacts upon adjacent properties.*
- *Sustain the Village's high-quality, interconnected natural resource network and encourage expansion, where appropriate.*
 - Identify opportunities to extend and expand the Village's trail network, particularly focusing on the link between Southridge Mall and the Village Center.
- *Preserve existing parks and recreational opportunities and ensure integrated connections to the neighborhoods and the Village Center.*
 - Discourage the use of pesticides and fertilizers in the Village's parks and open spaces.
- Encourage the conversion of mowed, turf grass open spaces in unprogrammed or underutilized areas to meadows, prairies, or other low-mow alternatives.
- *Create a trail system for pedestrians and bicyclists that links the western neighborhoods, Southridge and the 76th Street corridor, and the Village Center, establishing an "emerald necklace" for Greendale.*
- *Require redevelopment opportunities to preserve and/or create links to existing natural areas.*
- *Promote urban agriculture in Greendale, such as backyard gardens, community gardens, schoolyard greenhouses, rooftop gardens, and municipal compost facilities.*
 - Promote and expand the Department of Public Works' composting program in the community.
 - Work with regional farms and Village Center businesses to promote a community supported agriculture (CSA) program in Greendale.
- *Encourage local food consumption through a variety of means, including a local farmer's market and access to community supported agriculture (CSA) programs.*
- *Protect the historic integrity of Greendale's Village Center and original neighborhoods.*
- *Encourage redevelopment that respects the context of the Village's development*



patterns, including site layout, building materials, open spaces, and integrated connectivity.

- *Support sustainable site design and building practices for the Village's redevelopment opportunities.*
 - *Encourage "green" building practices for the development/redevelopment of sites within the Village, including practices that promote energy conservation, stormwater management, and improved air quality.*
 - *Identify techniques to control stormwater run-off throughout the Village. Techniques may include increased landscaping in parking lots, rain gardens, or – at the neighborhood level – rain barrels.*
- *Identify potential funding mechanisms for the maintenance of parks, recreation facilities, and programs.*

BEST PRACTICE MODELS FOR THE VILLAGE OF GREENDALE

The following case studies highlight opportunities for the Village to protect and enhance its natural and cultural resources into the future.



Above: Community garden plots along the northern leg of the Oak Leaf Trail in Milwaukee

Below: Backyard garden plots behind Greendale Originals circa 1939.

CASE STUDY: COMMUNITY GARDENS

URBAN ECOLOGY CENTER AT RIVERSIDE PARK MILWAUKEE, WISCONSIN

Community gardens have become a prevalent and valuable asset for many neighborhoods, including several in Milwaukee County. These gardens serve a number purposes, including:

- *Providing a local, affordable food source*
- *Providing an alternative function for underutilized or unprogrammed open spaces*
- *Providing educational opportunities for youth*
- *Enhancing a community's quality of life and improving land values through increased community involvement and capacity building.*

The Urban Ecology Center (UEC) provides one example of a community garden collaboration between a non-profit, Milwaukee County, and local gardeners. Along the Oak Leaf Trail, near Riverside Park, the UEC provides 38 garden plots (15 feet x 10 feet) for a small rental fee each growing season. Constructed with old railroad ties, Milwaukee County has allowed the garden plots to be placed on a buffer strip of County property and they have become a popular attraction for gardeners and non-gardeners alike. At the beginning of the 2009 season, there is a waiting list for the plots and Oak Leaf Trail users frequently stop by to see what's growing. According to the UEC, the biggest challenge in establishing the garden plots was not generating interest

but identifying a water source for irrigation. Currently, gardeners can get water from a UEC tap along the trail or, for the northern plots, from a cooperative agreement with Riverside High School.

Potential for Greendale

Throughout the Village of Greendale, there are several potential areas to establish a community gardening program that could serve interested residents, as well as provide new educational opportunities for the Village's school system. The County owns a significant amount of parkland within Greendale, some of which could be converted to raised garden beds. This would be particularly appropriate along pathways or trail systems, where there is a significant buffer of unprogrammed, mowed turf grass, or in larger open spaces that are currently underutilized. Potential sites could include areas along the Root River Parkway or in the large grassy area at the intersection of Grange Avenue and 84th Street. Some of the park space at Broad Street and Southway could also present an opportunity for a community garden space within the core of the community. The Village should coordinate with Milwaukee County Parks staff to identify opportunities for collaboration, as well as with local residents and non-profit organizations to gauge interest in the project.



CASE STUDY: LOW MOW OPEN SPACE

CITY OF MADISON PARKS DIVISION MADISON, WISCONSIN

One of the Madison Parks Division’s planning goals is to achieve a balance in the types and qualities of park and open space available to residents. The target for the Madison park system is to maintain two-thirds active park area, such as mowed playfields and recreation spaces, and one-third natural park area, such as woods, prairies, and meadows.

According to the City’s website (www.cityofmadison.com/residents/Mowtown) “[with the expanding parklands, rising fuel costs and shrinking budgets,] the conversion to low-mow meadows and prairies had many undeniable benefits: less use of fossil fuel, creation of an improved infiltration system for storm water run-off, improved habitat for animals and insects, and the opportunity to re-install native plant communities thus increasing the plant diversity in our community.”

Over the course of several years, Park staff have worked with City officials and affected neighbors to establish appropriate locations and boundaries for low-mow areas, where turf grass is not the predominant feature. They have worked to incorporate low-mow areas into existing park land, in addition to making it a component of newly planned park spaces. Several of the original low-mow meadows have been planted for conversion to higher quality prairie.

Potential for Greendale

The Village of Greendale includes more than 1000 acres of park and recreation land, which is a testament to its history. Much of this parkland includes wooded areas and other natural resource areas. However, there are some opportunities to explore low-mow strategies in some of the unprogrammed park spaces, particularly near tree clusters, in low-lying areas, or as buffers along roadways. Possible landscaping strategies could include small meadows or prairie restoration projects, butterfly gardens, or – especially in more urban areas that are impacted by stormwater runoff – rain gardens. In addition to the cost savings and environmental benefits noted by the City of Madison, these techniques could also provide a unique learning opportunity for Greendale youth and add value to adjacent neighborhoods.

CASE STUDY: GREAT RIVERS GREENWAY DISTRICT

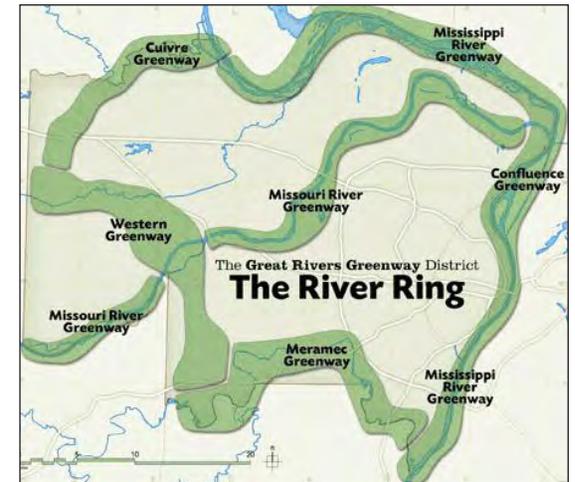
ST. LOUIS, MISSOURI

Since the passage of the Clean Water, Safe Parks and Community Initiative by St. Louis in 2000, the Great Rivers Greenway District has worked in partnership with private, public, and nonprofit agencies to implement several projects across the district. The district consists of three rivers: the Mississippi, the Meramec, and the Cuivre, which form a three-quarter ring around Great Rivers Greenway. Linking these rivers with the Missouri River through a series of interconnected greenways, parks, and trails provides access to The River Ring throughout the St. Louis region.

Great Rivers Greenway works for a “clean, green, connected” St. Louis region. To do so, the District is implementing the River Ring, an interconnected system of greenways, park and trails. The River Ring will eventually encompass 600 miles of more than 45 greenways. When complete, The River Ring will link three counties, two states, and cover an area of 1,216 square miles (1/57th of Missouri). Current projects involve work on 17 greenways, which are all part of the River Ring. Great Rivers Greenway is funded by a 1/10th of 1 cent sales tax in St. Louis City, St. Louis County, and St. Charles County, which generates \$10 million annually. All access points were constructed with financial help from partnering organizations and municipalities.

Potential for Greendale

“Initiatives in metropolitan areas across the nation, including Boston, Denver, Minneapolis and Portland, demonstrate that the benefits of an interconnected system of greenways, parks and trails go far beyond recreational use: economic growth is stimulated; property values increase; tax bases stabilize; new businesses develop; citizens and neighborhoods connect; open space is preserved; and healthier lifestyles are encouraged.” By design, the Village already has a significant system of pathways, which nearly links the entire community. A clear connection between the western edge of the community, Southridge and the 76th Street corridor, and the Village Center would complete Greendale’s “emerald necklace.” Providing access throughout the Village, in addition to linking the Oak Leaf Trail directly into the community’s commercial and retail districts could boost the local economy and enhance the Village’s identity.



economic development 4

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Economic Development

Greendale's commercial and employment centers are located in diverse settings throughout the Village. Consumers and employees in and around the Village rely primarily on vehicular transportation to reach these destinations, although public transportation is available to Southridge Mall and the Village Center. Further, the Village Center can be reached safely on foot or by bike with the community's vast network of paths.

In addition to Southridge Mall and the Village Center, Greendale is home to an industrial park, located on the west side of Loomis Road. Loomis Road (State Trunk Highway 36) carries a notable amount of traffic and the corridor has potential to provide additional employment opportunities, as well as possible neighborhood amenities, appropriate to the existing development character in Greendale. Across from Southridge Mall on 76th Street is limited commercial retail, office, and institutional land. This side of the corridor presents an opportunity for enhanced connectivity and cohesiveness as redevelopment occurs.

The Economic Development element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to provide:



- *A compilation of objectives, policies, goals, maps, or programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the Village;*
- *An analysis of both the labor force and the economic base;*
- *An assessment of categories or types of new businesses and industries that are desired by the Village, the Village's strengths for attracting and retaining business and industry, and the Village's weaknesses in attraction and retention;*
- *A designation of the adequate number of sites for such businesses and industries;*
- *An evaluation of environmentally contaminated sites for commercial or industrial uses; and the redevelopment of those sites for active use;*

The Issues and Opportunities element of this Plan outlines four goals and objectives that shall guide the Economic Development section:

- *Maintain and promote a diversified tax base;*
- *Strengthen business development in the Village Center and continue to market the downtown area as a regional attraction;*
- *Promote redevelopment strategies for Southridge Mall and the 76th Street corridor that transform the area into a regional destination and an attractive place to locate businesses;*
- *Support the long-term redevelopment of the Village's Industrial Park as a destination for highly productive, small-to-medium format industrial and office users.*

- An identification of applicable county, regional, and state economic development programs that apply to the Village.

These requirements shall guide the economic development element for the Village of Greendale.

LABOR FORCE AND ECONOMIC BASE

Employment Status

As of 2000, the Village had 7,539 individuals over the age of 16 in the labor force. Of those in the civilian labor force (7,305), only 1.8% were unemployed. This unemployment rate was lower than all surrounding communities

except for the Village of Oak Creek, which sat at 1.6% in 2000 (Figure 4-1). Both Milwaukee County and Southeastern Wisconsin witnessed much higher unemployment rates in 2000, at 4.5% and 3.6%, respectively.

When observing the employment status in comparable communities, Greendale's unemployment rate of 1.8% fell nearly in the middle (Figure 4-2). The lowest unemployment rate was observed in the Village of Whitefish Bay (1.1%), while the highest was observed in the City of St. Francis (3.2%). Greendale's percentage of individuals ages 16 and older in the labor force was the lowest among

comparable communities, at 64.3%. The same held true when comparing Greendale to adjacent municipalities, Milwaukee County, and the Southeastern Wisconsin region.

Occupation

The U.S. Census Bureau categorizes occupation into six main categories, as shown in Figure 4-3. Of these categories, the Village has its highest percentage of employed civilian population in the management, professional, and related occupations (43.5%). This trend was observed in all adjacent municipalities except for the City of Greenfield, which had a slightly

Figure 4-1. Employment Status.

EMPLOYMENT STATUS

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 16 Years and Over	718,569	100%	1,479,309	100.0%	11,718	100%	23,463	100%	29,683	100%	6,305	100%	22,177	100%
In Labor Force	469,688	65.4%	1,009,387	68.2%	7,539	64.3%	16,235	69.2%	19,747	66.5%	4,454	70.6%	16,846	76.0%
Civilian Labor Force (Employed)	436,878	60.8%	954,443	64.5%	7,305	62.3%	15,784	67.3%	19,081	64.3%	4,320	68.5%	16,418	74.0%
Civilian Labor Force (Unemployed)	32,379	4.5%	53,951	3.6%	213	1.8%	431	1.8%	627	2.1%	134	2.1%	356	1.6%
Armed Forces	431	0.1%	993	0.1%	21	0.2%	20	0.1%	39	0.1%	0	0.0%	72	0.3%
Not in Labor Force	248,881	34.6%	469,922	31.8%	4,179	35.7%	7,228	30.8%	9,936	33.5%	1,851	29.4%	5,331	24.0%

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 4-2. Employment Status – Comparable Communities.

EMPLOYMENT STATUS

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 16 Years and Over	11,718	100%	14,594	100%	29,683	100%	6,305	100%	11,289	100%	7,249	100%	37,607	100%	10,375	100%
In Labor Force	7,539	64.3%	9,811	67.2%	19,747	66.5%	4,454	70.6%	7,849	69.5%	4,903	67.6%	25,160	66.9%	7,463	71.9%
Civilian Labor Force (Employed)	7,305	62.3%	9,384	64.3%	19,081	64.3%	4,320	68.5%	7,709	68.3%	4,671	64.4%	24,593	65.4%	7,348	70.8%
Civilian Labor Force (Unemployed)	213	1.8%	427	2.9%	627	2.1%	134	2.1%	140	1.2%	232	3.2%	559	1.5%	115	1.1%
Armed Forces	21	0.2%	0	0.0%	39	0.1%	0	0.0%	0	0.0%	8	0.0%	8	0.0%	0	0.0%
Not in Labor Force	4,179	35.7%	4,783	32.8%	9,936	33.5%	1,851	29.4%	3,440	30.5%	2,346	32.4%	12,447	33.1%	2,912	28.1%

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 4-3. Occupation.

OCCUPATION

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% Total	Total	% Total	Total	% Total	Total	% Total
Employed Civilian Population Age 16+	436,878	100%	954,443	100.0%	7,305	100%	15,784	100%	19,081	100%	4,320	100%	16,418	100%
Management, Professional, Related	141,207	32.3%	322,811	33.8%	3,179	43.5%	6,321	40.0%	6,098	32.0%	1,839	42.6%	5,468	33.3%
Service	67,739	15.5%	129,294	13.6%	759	10.4%	1,482	9.4%	2,278	11.9%	362	8.4%	1,914	11.7%
Sales and Office	118,936	27.2%	257,051	26.9%	2,135	29.2%	4,369	27.7%	6,152	32.2%	1,294	30.0%	4,616	28.1%
Farming, Fishing, & Forestry	672	0.2%	2,273	0.2%	0	0.0%	7	0.0%	7	0.0%	8	0.2%	59	0.4%
Construction, Extraction, Maintenance	28,124	6.4%	72,766	7.7%	429	5.9%	1,273	8.1%	1,441	7.6%	303	7.0%	1,563	9.5%
Production, Transport, Material Moving	80,200	18.4%	170,248	17.8%	803	11.0%	2,332	14.8%	3,105	16.3%	514	11.9%	2,798	17.0%

Source: U.S. Census Bureau & SEWRPC, 2000

Figure 4-4. Occupation – Comparable Communities.

OCCUPATION

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% Change
Employed Civilian Population Age 16+	7,305	100%	9,384	100%	19,081	100%	4,320	100%	7,709	100%	4,671	100%	24,593	100%	7,348	100%
Related Occupations	3,179	43.5%	2,149	22.9%	6,098	32.0%	1,839	42.6%	4,587	59.5%	1,178	25.2%	12,418	50.5%	4,781	65.1%
Service Occupations	759	10.4%	1,183	12.6%	2,278	11.9%	362	8.4%	584	7.6%	714	15.3%	2,099	8.5%	346	4.7%
Sales and Office Occupation	2,135	11.2%	2,765	29.5%	6,152	32.2%	1,294	30.0%	1,900	24.6%	1,340	28.7%	7,019	28.5%	1,789	24.3%
Occupations	0	0.0%	9	0.1%	7	0.0%	8	0.2%	4	0.1%	8	0.2%	22	0.1%	0	0.0%
Maintenance Occupations	429	2.2%	963	10.3%	1,441	7.6%	303	7.0%	173	2.2%	461	9.9%	1,062	4.3%	128	1.7%
Material Moving Occupations	803	4.2%	2,315	24.7%	3,105	16.3%	514	11.9%	461	6.0%	970	20.8%	1,973	8.0%	304	4.1%

Source: U.S. Census Bureau & SEWRPC, 2000

higher percentage of the employed civilian population in sales and office occupations.

Comparable communities with higher percentages than Greendale in the management, professional, and related occupations include the City of Wauwatosa (50.5%) and the Village of Shorewood and Whitefish Bay (59.5% and 65.1%, respectively). These percentages are shown in Figure 4-4.

Statistics on daily commuting patterns continue to support the Village’s status as a “bedroom community.” Figure 4-5 shows that the mean travel time to work, in 2000, was 21.9

minutes. This could account for travel between Greendale and Downtown Milwaukee, as well as a number of office/business parks in the outlying suburbs. Of the employed individuals, 85.9% drove a single occupancy vehicle to work; 7.7% carpooled in a personal vehicle. 268 individuals, or 3.7% reported working from home.

Figure 4-5. Commuting to Work: Greendale

	Village of Greendale	
	Number	%
Working (16 years and over)	7,160	100%
Car, truck or van - drove alone	6,154	85.9%
Car, truck or van - carpooled	552	7.7%
Public Transportation (including taxicab)	98	1.4%
Walked	64	0.9%
Other means	24	0.3%
Worked at home	268	3.7%
Mean travel time to work (min)	21.9	

Source: U.S. Census Bureau, 2000

Employment Distribution by Industry

The Wisconsin Department of Workforce Development (DWD) compiled information in 2006 illustrating the employment distribution by industry throughout the State. Figure 4-6 shows these numbers for Milwaukee County, the Southeastern Wisconsin region, and the State. In Milwaukee County, the largest percentage of employed individuals worked in the education and health industries (25.0%), with the next highest percentage in the trade, transportation, and utilities industries (17.8%). This trend is commensurate with both the Southeastern Wisconsin region and the State. The fewest percentage of employed individuals in Milwaukee County, Southeastern Wisconsin, and the State worked in the natural resources industry (0.0%, 0.2%, and 0.8%, respectively). These trends, particularly those observed in Milwaukee County, provide some insight into

the employment distribution by industry in the Village of Greendale.

Average Annual Wage by Industry

Figure 4-7 illustrates the average annual wage information by industry. The industry with the highest average annual wage in Milwaukee County was the “Financial Activities” industry at \$66,149. The industry with the lowest average annual wage in the County was “Leisure & Hospitality” at \$18,966. Of note is the column illustrating Milwaukee County wages as a percentage of wages statewide. In all industries, Milwaukee County provided a higher average annual wage than the State of Wisconsin.

Long-Term Employment Projections

The Wisconsin DWD prepared a series of long-term employment projections by industry;

Figure 4-8 provides these projections for the Milwaukee region and the State of Wisconsin. The projections show estimated employment for the years 2006 and 2016. For all industries, an increase in estimated employment was projected with the exception of manufacturing, which was projected to decrease both within the County and statewide. Among the fastest growing industries were education and health services, informational and professional services, and financial activities. Overall, Milwaukee County was projected to see a 9.7% increase in non-farm industries, with the an 8.0% increase in non-farm industries statewide.

Actual and Projected Employment

For the 2035 Regional Land Use Plan, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) prepared tables and

Figure 4-6. Employment Distribution.

EMPLOYMENT DISTRIBUTION BY INDUSTRY IN MILWAUKEE COUNTY (2006)

Industry	Milwaukee County		Southeastern Wisconsin		Wisconsin	
	Number Employed	Percentage Employed	Number Employed	Percentage Employed	Number Employed	Percentage Employed
All Industries	496,522	100%	995,467	100%	2,777,629	100%
Natural Resources	100	0.0%	2,271	0.2%	22,676	0.8%
Construction	13,921	2.8%	42,420	4.3%	128,316	4.6%
Manufacturing	60,501	12.2%	168,636	16.9%	501,406	18.1%
Trade, Transportation, Utilities	88,448	17.8%	192,213	19.3%	561,549	20.2%
Information	12,176	2.5%	18,897	1.9%	51,802	1.9%
Financial Activities	37,323	7.5%	63,226	6.4%	160,058	5.8%
Professional & Business Services	77,074	15.5%	129,690	13.0%	280,283	10.1%
Education & Health	124,111	25.0%	208,880	21.0%	569,013	20.5%
Leisure & Hospitality	45,098	9.1%	95,771	9.6%	272,040	9.8%
Other Services	15,682	3.2%	32,247	3.2%	86,210	3.1%
Public Administration	22,073	4.4%	41,216	4.1%	140,173	5.0%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages, June 2008
Table developed by DWD, Office of Economic Advisors, June 2008

Figure 4-7. Average Annual Wage by Industry.

ANNUAL AVERAGE WAGE BY INDUSTRY IN MILWAUKEE COUNTY (2006)

Industry	Average Annual Wage		Milw. County as % of WI
	Milwaukee County	Wisconsin	
All Industries	\$44,113	\$38,070	115.9%
Natural Resources	\$47,865	\$29,235	163.72%
Construction	\$55,093	\$47,489	116.01%
Manufacturing	\$54,197	\$47,106	115.05%
Trade, Transportation, Utilities	\$36,353	\$32,762	110.96%
Information	\$59,470	\$48,483	122.66%
Financial Activities	\$66,149	\$50,749	130.34%
Professional & Business Services	\$49,222	\$44,328	111.04%
Education & Health	\$42,548	\$39,606	107.43%
Leisure & Hospitality	\$18,966	\$13,589	139.57%
Other Services	\$24,208	\$22,073	109.67%
Public Administration	\$51,387	\$39,879	128.86%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages, June 2007
Table developed by DWD, Office of Economic Advisors, June 2007

Figure 4–8. Long–Term Employment Projections by Industry.

LONG TERM EMPLOYMENT PROJECTIONS BY INDUSTRY

Industry	Estimated Employment in Milwaukee Region			Estimated Employment in Wisconsin		
	2006	2016	% Change	2006	2016	% Change
Total (non-farm)	827,220	907,690	9.7%	3,079,470	3,325,840	8.0%
Construction, Mining, & Nat'l Resources	34,660	38,030	9.7%	131,120	143,690	9.6%
Manufacturing	133,860	131,470	-1.8%	505,450	497,900	-1.5%
Trade	123,280	127,440	3.4%	434,860	445,360	2.4%
Transportation & Utilities	35,210	38,560	9.5%	124,160	135,710	9.3%
Financial Activities	56,950	64,930	14.0%	161,280	180,550	11.9%
Education and Health Services	168,560	198,760	17.9%	614,040	706,600	15.1%
Leisure & Hospitality	70,520	78,750	11.7%	258,610	288,250	11.5%
Info., Professional, & Other Services	164,630	189,250	15.0%	462,680	526,790	13.9%
Government	39,540	40,520	2.5%	177,900	182,130	2.4%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, November 2008

graphics illustrating actual and projected employment for all counties in the seven-county Southeastern Wisconsin region. Data for Milwaukee County from 2000 through 2035, in five-year increments, is provided in Figure 4–9. This data includes three projections: a high, intermediate, and low projection. The 624,600 individuals employed in Milwaukee County in 2000 represented 51.1% of the region. This number was projected to have dropped in 2005, with all three projections slowly increasing from 2005 through the year 2035.

When considering employment projections over the next ten to twenty years, the Village may wish to refer to Milwaukee County employment data in order to gain a sense of future employment trends in Greendale.

ECONOMIC DEVELOPMENT ORGANIZATIONS & RESOURCES

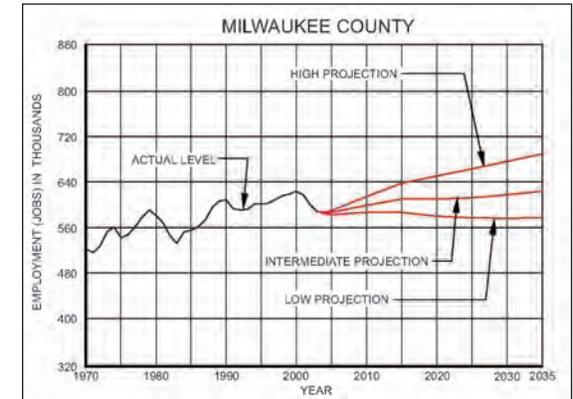
The following economic development organizations promote the Village of Greendale’s economy either directly at the Village level, or indirectly through a county or regional focus.

Greendale Chamber of Commerce

The Greendale Chamber of Commerce’s mission is to “promote the commercial, industrial, and professional interests of the Village; assist legitimate business and encourage honorable business practice; become involved in government affairs of the Village; and to participate in community projects that enhance quality of life in the village.”

The Greendale Chamber of Commerce has joined with six other local chambers to create a business networking group called ‘ABLE South.’

Figure 4–9. Actual and Projected Employment in Milwaukee County.



Data Item	Milwaukee County		
Actual Employment: 2000	624,600		
Percent of Region: 2000	51.1		
Projected Employment:	High	Intermediate	Low
2005	591,100	587,600	584,400
2010	615,600	600,800	587,900
2015	638,600	610,600	587,900
2020	651,100	611,100	581,200
2025	663,500	613,400	578,000
2030	676,400	618,100	577,300
2035	689,500	624,900	578,900
Projected Change: 2000-2035			
Employment	64,900	300	-45,700
Percent	10.4	a	-7.3
Percent of Region: 2035	45.7	45.7	45.7

Source: U.S. Bureau of Economic Analysis & SEWRPC.

The ABLE acronym stands for Active Business Leads Exchange. Other member groups include Greenfield, Muskego, South Milwaukee, South Suburban, West Allis/West Milwaukee, and West Suburban.

Milwaukee County Division of Economic and Community Development

Milwaukee County Economic Development is part of the Economic and Community Division of the Department of Administrative Services for Milwaukee County. The Economic Development Division serves Milwaukee County agencies, citizens and businesses in an effort to stabilize the tax base and foster a positive and thriving business climate throughout Milwaukee County. Additional information regarding Milwaukee County Economic Development can be found at www.county.milwaukee.gov.

Regional Economic Partnership

The Regional Economic Partnership is a consortium of the economic development departments of the region's seven counties (Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha), WE Energies, the City of Milwaukee, the Southeastern Wisconsin Regional Planning Commission, and the Metropolitan Milwaukee Association of Commerce. It serves as an information clearinghouse for the region's seven counties and offers assistance from new business site location to continuing business development and expansion. Additional information regarding the Regional Economic Partnership can be found by contacting the

Southeastern Wisconsin Regional Planning Commission.

Metropolitan Milwaukee Association of Commerce

The mission of the Metropolitan Milwaukee Association of Commerce (MMAC) "is to improve metro Milwaukee as a place to invest capital, grow businesses and jobs." (from the Metropolitan Milwaukee Association of Commerce website). The MMAC's programs and resources focus on networking, economic development, and public policy. Its programs include or help sponsor the Milwaukee Development Corporation, the Milwaukee EB-5 Visa Program, and the Economic Development Campaign. The Regional Campaign for Economic Development is an effort by the Metropolitan Milwaukee Association of Commerce to serve the region's seven counties (Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha) with strategies for creating a vibrant business climate and growing the region's economic base. The Regional Campaign for Economic Development assists the counties of the southeast region to attract and retain companies and a talented workforce. Additional information regarding the Metropolitan Milwaukee Association of Commerce can be found at www.mmac.org.

The Milwaukee 7

"The Milwaukee 7, launched in September 2005, was formed to create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin: Kenosha,

Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha. Its mission is to attract, retain and grow diverse businesses and talent." (from the Milwaukee 7 website). Among its accomplishments is the creation of the ChooseMilwaukee.com website, a business resource center, a business call program, and research and outreach efforts. Additional information regarding the Milwaukee 7 can be found at www.choosemilwaukee.com.

Forward Wisconsin

Forward Wisconsin is a joint public/private recruitment organization focused on out-of-state marketing of the State of Wisconsin and recruiting new businesses to foster economic activity throughout the state. The organization markets Wisconsin's positive business climate in an effort to entice new industry and a talented workforce and increase the economic base of the state. Focus Wisconsin offers confidential business consulting services on a no-cost basis to ensure continued positive health and growth of the state's economy. Additional information regarding Forward Wisconsin can be found at www.forwardwi.com.

Wisconsin Department of Commerce

The Wisconsin Department of Commerce is a state department that provides development assistance to serve the citizens and businesses of Wisconsin. The Department offers marketing, finance, and small business assistance to the communities of Wisconsin and their respective citizens and businesses as well as a number of state and federal agencies.

It offers a number of programs including the Employee Ownership Assistance Loan Program, the Enterprise Development Zone Program, and the Technology Development Fund, among many others. Additional information regarding the Wisconsin Department of Commerce can be found at www.commerce.state.wi.us.

Wisconsin Economic Development Association

The Wisconsin Economic Development Association (WEDA) is a statewide non-profit organization focused on Wisconsin's economic growth. WEDA works with both public and private sectors to promote economic development initiatives and has developed a strong membership base by serving as a legislative liaison and offering professional development services to its members. Additional information regarding WEDA can be found at www.weda.org.

Wisconsin Women's Business Initiative

The Wisconsin Women's Business Initiative Corporation (WWBIC) is an economic development corporation that offers financial, technical and educational assistance to entrepreneurs. WWBIC mostly focuses on minorities and individuals with limited economic means for their entrepreneurial support. The WWBIC serves as a mentor to these business owners and offers continuous consulting and educational development services to promote their success. Additional information regarding the WWBIC can be found at www.wwbic.com.

BROWNFIELD REDEVELOPMENT & ECONOMIC DEVELOPMENT

Brownfield Redevelopment

Brownfields are commonly defined as lands with known or perceived environmental contamination. Often, vacant or underutilized areas once devoted to industrial and/or commercial uses are now perceived as brownfields due to the nature of those activities. The reuse of these sites is frequently constrained by contamination and insufficient site improvements. The redevelopment of brownfields is often hindered by costly cleanup options and a lack of interest in the properties.

Economic development in the Southeastern Wisconsin region heavily promotes the reuse of brownfields. In addition to the environmental remediation aspect of brownfield redevelopment, communities also benefit from the economic value added back to their tax rolls. The Village should include brownfield redevelopment as a component in its objectives for economic development, and promote this redevelopment, as appropriate, through tax incremental financing (TIF), grant monies, or other financial support. Limited State and Federal assistance is available for the redevelopment of contaminated sites. Greendale should fully utilize these incentives to assist private developers in brownfield redevelopment.

Brownfields in Greendale

Five open brownfield sites are located in the Village. These sites are classified as either

Environmental Repair Program (ERP) sites or Leaking Underground Storage Tank (LUST) sites. The Wisconsin Department of Natural Resources (DNR) classifies sites as having a high, low, or unknown petroleum risk. Petroleum risk applies only to petroleum discharges from underground and aboveground tank systems, and is used to determine agency jurisdiction. The DNR has jurisdiction for review of high-risk sites and sites also contaminated with non-petroleum substances. The Wisconsin Department of Commerce has jurisdiction for all other sites with discharges from petroleum tanks. All five sites are listed as having an unknown petroleum risk.

Some of these brownfield sites may be candidates for redevelopment in the short or long term future. In addition to improving environmental conditions, redevelopment of these properties would contribute to the property tax base, the elimination of blight, and the creation of jobs.

BUSINESSES AND INDUSTRIES DESIRED BY GREENDALE

One requirement presented to communities through Wisconsin's comprehensive planning law is to "assess categories or particular types of new businesses and industries that are desired by the local government unit." The following sections identify some of the primary strengths and challenges for the Village of Greendale. This analysis is categorized by location and focuses on the primary districts in the Village.

This review of strengths, challenges, and opportunities is followed by findings, issues, and recommendations for three key sites within the Village – Southridge Mall, the Village Center, and the Industrial Park. Additional information about recommendations for these districts, as well as Greendale’s primary corridors can be found in Chapter 5. Land Use.

Village Center Historic District

The Village Center’s strengths include its strong historic character and community identity. The district benefits from its position as a tourist destination and has been significantly impacted by the support of the Grandhaven Foundation, as well as the broader community. The Center’s status as a “hidden gem” of Milwaukee serves as both a strength and a challenge – while its location adds to the Village Center’s charm, it does not provide the visibility needed

to draw visitors from Southridge Mall or the 76th St corridor.

In terms of challenges, the Village Center is significantly impacted by low visibility from the main thoroughfares. Additionally, the Center lacks any type of anchor uses and caters to a specific niche market. The adjacent retail centers and corridors also serve as competitors for retail dollars, although this could become a synergistic relationship in the future.

In the future, the Village Center would benefit from businesses that generate frequent, repeat trips – such as a dance studio. A small to mid-sized anchor retailer would also be appropriate.

Southridge Commercial District

Southridge Mall serves as the primary regional shopping center in southern Milwaukee County. However, due to its relative age and

other factors, many shoppers indicate they will drive to one of the other shopping centers over Southridge. This is clearly a challenge, however it also leaves room for great opportunity in the future. Other strengths include the relative support of the many uses along the 76th Street corridor.

Aside from age and perception, the biggest challenge facing Southridge is its lack of visibility from a highway thoroughfare. While Interstate 894 provides access to the shopping district, the mall is not visible to travelers. Further, I-894 does not have a direct interchange on the 76th Street corridor, which further complicates the matter.

In the future, the Village plans to coordinate with Southridge property owners and stakeholders on a master planning effort. In addition to attracting businesses that can serve as a regional draw, the Village should focus



on mixed-use development options, including high-density multi-family residential. Housing choices should consider senior options, as well as mid-to-high priced condominiums that allow Greendale's empty nesters to stay within their community.

Village Industrial District

The Village of Greendale Industrial Park is located along Loomis Road (Highway 36), which provides direct access to highway transportation routes throughout the broader region. General Mitchell International Airport is also within close proximity.

One challenge facing the Industrial Park is its relative age, as it was constructed in the 1960s. The parcels are fairly small and the Park lacks an identity. However, this also allows the Village to establish synergies between users as the Park redevelops, which is a strength.

Desired businesses for the Industrial Park include, highly productive, small-to-medium format industrial users or offices. Users that could develop synergies – either through their products or waste streams – should be encouraged. Commercial businesses, including fast casual restaurants, would also be appropriate along Loomis Avenue.

FINDINGS, ISSUES, & RECOMMENDATIONS

Gruen Gruen + Associates conducted in-person and telephone interviews with representatives of real estate developers, property owners, real estate brokers, merchants, and businesses operating in Greendale. These interviews form the basis for the key findings, issues, and recommendations about Greendale's primary nonresidential economic assets: Southridge Mall; Village Center; and a small industrial area south of the Village Center on the southwest side of Loomis and Southway.

SOUTHRIDGE MALL

Findings

Opened in 1970, the roughly 1,225,000-square-foot regional mall on approximately 105 acres of land is anchored by Sears, JC Penney, Boston Store, and Kohls. In 2009, Linens 'n Things and Steve & Barry's closed their stores due to chain bankruptcies. The

occupancy rate of the shop space is currently over 90 percent.

The Southridge Mall has not been subject to a comprehensive modernization and remodeling program: the property shows its age; parking lots are poorly maintained; landscaping is limited; and building exteriors are dated as is the interior space. Other regional retail malls in the metropolitan area, including Mayfair Mall and Brookfield Square, offer more attractive physical environments and larger and better selections of tenants as a result of major property remodeling, expansion, and reconfiguration and tenant recruitment initiatives. The interviews suggest that some department stores at Southridge Mall no longer carry the same or as many lines as their sister stores in other malls in the metropolitan area.

The interviews suggest that some middle-income and higher-income shoppers from Greendale and nearby southwest suburban



communities bypass the closer Southridge Mall to shop at Brookfield Square, Mayfair Mall, and Bayshore Town Center as well as power center or other retail formats that have been developed in the area since the opening of Southridge Mall. According to the interviews, the customer base has shifted to include a high proportion of younger Hispanic shoppers who originate from neighborhoods in central Milwaukee located approximately six to seven miles northeast of Southridge. For example, a service use within the Mall, an optometrist, has successfully targeted the Hispanic customer that shops Southridge. All of the staff are bilingual, and speak Spanish.

Retail centers near Southridge Mall have experienced a decline of visitor- or sales-spillover from the Mall due to the decline in the penetration into the local trade area demand served by the Mall. The Old Country Buffet located in Southridge Plaza has attracted Hispanic customers. The Village Center has also experienced a decline in visitor- and sales-spillover from shoppers visiting Southridge Mall. Because of advertising in Hispanic publications, one tenant at the Village Center is attracting Hispanic shoppers purchasing jewelry for coming-of-age and holiday celebrations.

In addition to retail developments including Target stores and Kohl's in nearby Oak Creek and Franklin, a potential retail development of 270,000 square feet is being planned at 84th and Layton Avenue in Greenfield, less than one mile northwest of Southridge Mall.

Issues and Recommendations

The relative decline of Southridge Mall has not yet affected the image of Greendale as a desirable residential location. Greendale's school district has a positive reputation. The public spaces and parks are appealing to residents and visitors. The transportation linkages to Downtown Milwaukee and other activity centers in the metropolitan area are excellent.

If the decline of Southridge Mall is not arrested, not only will the Village experience a decline in property taxes directly attributable to Southridge Mall but will also experience property tax declines from the negative spillover effects induced on nearby properties. Further decline of Southridge Mall could

potentially begin to tarnish the image of Greendale as a residential community.

Accordingly, we recommend that the property owners of the Mall, which include not only the owner of the shop space, Simon Property Group, but also the owners of the department store properties should be encouraged to prepare a business plan for the revitalization of the Mall. The challenge will be to identify feasible and profitable physical, tenancing and marketing enhancements and implementation procedures to reposition and strengthen the ability of the stores to penetrate into local demands now being lost to alternative retail shopping options. Given that JC Penny's has an underutilized third floor and approximately four acres of undeveloped land, and that the Sears store is likely too large (given its obtainable sales are lower than before the decline of midline department stores), plans for some of the property will need to focus on identifying feasible programs for conversions to other uses and the required implementation procedures.

A property specific feasibility study should be conducted or required before any specific rezoning, changes in design parameters or other land use regulations, capital budget authorizations, or public subsidy programs are approved to help the property owners implement the redevelopment business plan. Municipal assistance should be directed toward retaining and expanding uses or attracting new businesses and uses that can reasonably



be expected to serve to expand the trade area from which customers are attracted, or which serve to induce more frequent visitation from households and workers within the existing trade area. In some cases, for example, rather than accept a standard development that meets planning and other regulations, it may be more beneficial to encourage through municipal assistance enhanced design or added services or uses to facilitate the long-run competitiveness and tax-generating ability of the development. In the case of Southridge Mall, potential new uses worthwhile to study for inclusion in the redevelopment plan include higher-density multi-family uses given the aging of community residents and an increasing and high proportion of empty-nester households. In 2007, Greendale households without children living at home comprised approximately 69 percent of the total number of households.

The amount of subsidy granted should be based on an estimate of the amount of dollars needed to overcome a financial feasibility threshold given the projected capital costs, risks and appropriate target returns from the redevelopment actions. It should also be based on consideration of the potential fiscal impacts on the General Fund induced by the redevelopment compared to the amount of the subsidy attached to the redevelopment.



VILLAGE CENTER

Findings

The Village Center is accessible by walking paths from residential neighborhoods as well as by automobile. The Village Center is compact and pedestrian-oriented in a safe and secure location with public spaces and shops and offices. Civic uses, including the historic Village Hall, adjoin the Village Center. One property within the Village Center consists of approximately 16,000 square feet of retail, service and office space. The property was a

former grocery store purchased by a Greendale resident in 1991 who moved his service businesses into the converted building and attracted additional tenants. Because of its former use as a grocery store, the property contains ample parking with over 80 spaces.

Much of the Village Center had become dilapidated and vacant when in 1996, the Village Center property was purchased by a non profit entity. The Grandhaven Foundation has refurbished the entire exterior and interiors of the building space, enhanced landscaping, and has attracted non-chain specialty retail and service uses, differentiating the Village Center from standard retail centers. The actions of this investor have been instrumental in reviving the dormant historic center, although these



efforts alone may not be sufficient over the long-term. The property's 67,000 square feet of building space has tended to be 100 percent occupied by businesses frequently owned and operated by entrepreneurial Greendale residents. Rents, however, are insufficient to support the profitable operation of the property, and therefore, some of the operating and capital costs are subsidized by the Grandhaven Foundation.

Typically, the relatively small size of the Village Center would not serve to attract visitors from a wide trade area. Anchoring the Village Center is the Reiman Publications Visitor Center, which through bus tours and other promotional activities attracts visitors from outside Greendale. Many of the visitors, however, are older adults who don't return frequently and



visitation attributable to loyal readers of the publications has been decreasing.

The Village Center draws customers primarily from the southwest Milwaukee suburbs, especially from communities which, like Hales Corners, do not possess a traditional town center. The secondary trade area extends to "day-trippers" from Racine, Wisconsin and Gurnee, Illinois. One long-time specialty merchant reported a trade area of suburban Milwaukee communities including Franklin, Elm Grove, and Brookfield and extending to Racine. This merchant indicated that relatively few customers, who tend to be between 35 and 65 years old and middle to upper middle income households, originate from Greendale. Another specialty merchant indicates that the majority of its customers, who also tend to be within the ages of 35 and older and middle to upper middle income originate from Franklin, Brookfield, New Berlin and Racine with about 10 percent of revenues attributable to Greendale residents.

The development of three new Sendik's grocery stores (at 51st and Rawson in Franklin, Highway 100 and Drexel in Franklin, and 76 th Street and Layton in Greenfield) has impacted the sales of food-oriented tenancies like the Great Harvest Bread Company and Savor the Flavor Spice Store. In addition, the Fountains of Franklin retail and office development has also reduced the Village Center's penetration into nearby demand sources. The specialty merchants interviewed indicated that their sales



peaked in 2004 and have been on a downward trend since then. The current deep recession has especially impacted sales of the specialty merchants.

The Village Center has also been adversely impacted by the downsizing of employment at the local Readers Digest facilities (Readers Digest purchased Reiman Publications) and the closure and relocation out of Greendale of the American Bowling Congress, which is reported to have employed approximately 400 people.

The high occupancy rates and limited amount of building space has made it challenging for the Village Center to accommodate new tenancies that could encourage more frequent visitation such as a dance studio which recently expressed interest in locating in the Village

Center. Finally, as indicated above, the decline in the attraction of the Southridge Mall to higher-income shoppers has decreased the multi-purpose or spillover visits. In addition, for special events, the Foundation had arranged with the former mall owners to accommodate excess parking at the Mall and a shuttle service was run between the Mall and Village Center. The current Mall ownership charges for the use of the parking spaces.

Issues and Recommendations

The special support from a resident entrepreneur benefactor and passion and commitment of local resident merchants resulted in the revitalization of the Village Center and its success. The Village Center contributes to Greendale's positive community identity and favorable image as a residential location.

Given the increasing supply competition, the decline in visitor- and sales- spillover produced by Southridge Mall, increased property taxes and other expenses, and an aging visitor and customer base, it will be challenging to maintain the performance and health of the Village Center. An effort should be made to garner more support from local residents.

To attract greater resident patronage will require adding uses and activities that induce more frequent visitation. Therefore, identify how to add more building space, including multifamily uses, near the core part of the Village Center. In addition, convert

underutilized properties owned by the Village to include uses and activities (such as a restaurant or a dance studio) that are likely to induce local visitation and multi-purpose trips.

In addition, a captivating signage and wayfinding system should be designed and installed to promote and remind area residents of the charms and availability of public and private uses and services of the Village Center.

INDUSTRIAL AREA

Findings, Issues, and Recommendations

The industrial area was initially developed in the early 1960s and, more recently, the Village has moved a public works facility to the area. Based on drive by inspection, it appears the properties are well occupied. The interviews, however, indicate that employment associated

with the industrial area has declined. The inspection and interviews also suggest that the infrastructure and building space may have some obsolescence.

The Village may wish to proactively obtain information and insight about the tenure of firms in the industrial area, their prior locations, primary markets served, locational factors that influenced their site and facility selection, and whether firms plans to remain in Greendale. Information and perspective should also be obtained about policy changes or community improvements the property owners and business in the industrial area prefer that are within the control of Greendale to influence that would help keep the industrial area a productive location for businesses and avoid the area becoming locationally and functionally obsolete.



GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies have been created based on input from the community, economic analysis recommendations, and the Village's established policies. They are intended to guide future decisions pertaining to economic development in Greendale.

Goals

1. *Preserve and enhance the Village Center's historic character and niche businesses, while promoting Greendale's position as a regional destination.*
2. *Promote the role of Southridge and the 76th Street Corridor as a regional attraction.*
3. *Target Greendale's economic growth to provide a variety of employment opportunities to a diverse pool of workers.*
4. *Expand and stabilize the Village's non-residential tax base.*

Objectives & Policies

- *Encourage high quality and high value development that supports the unique identity of the Village and provides balance to the tax base.*
 - Encourage integrated site redevelopment, including shared parking layouts and pedestrian connections, in order to promote multi-purpose trips and limit multiple curb cuts.
 - Continue to emphasize streetscaping efforts along the Village's major corridors (S 76th St, Grange Ave).
- *Encourage redevelopment and infill opportunities of underutilized sites within the Village's non-residential districts and corridors.*
 - Promote mixed-use development at Southridge Mall, including high-density residential options and employment opportunities.
 - Develop design guidelines to encourage high-quality, well-planned redevelopment projects in the Industrial Park, Southridge Mall, and the 76th Street corridor.
- *Concentrate commercial development/redevelopment at specific nodes and discourage strip commercial development along the Village's primary corridors.*
- *Target new employers that can provide a range of job opportunities.*
 - Continue to support the Village's many amenities, including the Greendale School District and unique community identity.
 - Market Greendale as a place for young professionals and families.
- *Pursue and achieve business attraction, retention, and expansion in Greendale.*
 - Proactively work to recruit business to Greendale.
 - Continue to develop strong relationships with businesses and major property owners.
 - Establish an economic development program that can effectively react to requests for information from potential developers.
- *Work with regional agencies and adjacent municipalities to enhance the economic position of the broader 76th Street corridor, as well as the Milwaukee region.*
 - Continue the Village's streetscaping partnership with the City of Greenfield and Milwaukee County.

BEST PRACTICE MODELS FOR THE VILLAGE OF GREENDALE

The following case studies highlight opportunities for the Village to promote and strengthen economic development efforts in the future.

CASE STUDY: MALL REDEVELOPMENT

BELMAR

LAKEWOOD, COLORADO

Belmar is a mixed-use development that covers 104 acres (23 city blocks) in the heart of Lakewood, about ten minutes west of Denver. The site previously housed a mall – Villa Italia – constructed in 1966 that became the largest shopping mall in the region. The mall, like many others in the United States, fell into decline and was demolished to make way for the new development. At buildout, Belmar will have 1,300 homes, a Theatre Cineplex, a Whole Foods Market, 900,000 square feet of Class A office space, 175 stores, 9,000 free parking spaces (surface and garage), and 9 acres of parks, plazas, and green spaces.

Leaders of the project sought to create a true urban core for Lakewood by integrating new construction with the existing City Hall, Lakewood Commons, and the city's performing arts center. Because the former mall was initially a huge success, developers wanted Belmar to put Lakewood in the spotlight once again.

The design includes a new street system that uses small blocks to integrate the site with surrounding neighborhoods and to create a true urban town center where one did not exist before. The developers extended the existing Teller Street to create a new main street core with on-street parking. Buildings with massing designed to a specified building envelope create a public plaza network.

BELMAR: THE STATISTICS

Site Area: 106 acres
Retail: 960,000 square feet
Dwelling Units: 1,300 rental; 200 for sale
Office: 760,000 square feet



Potential for Greendale

The rebranding of Southridge is a critical issue for the Village of Greendale, as well the southern Milwaukee region. The redevelopment of the mall would provide significant investment to the area, while keeping the shopping center competitive. Redevelopment on some outlots has begun on a limited basis, but the area lacks a master plan to guide renovation and new construction. Belmar's planning process and mixed-use layout would provide a strong format for the re-visioning of Southridge Mall and the 76th Street corridor.



CASE STUDY: ECO-INDUSTRIAL PARK

INNOVISTA ECO-INDUSTRIAL PARK

HINTON, ALBERTA, CANADA

Located in Hinton, AB, Canada – a town of 10,000 people, west of Edmonton – Innovista is an eco-industrial park (EIP). According to the Innovista website (www.eip.hinton.ca), the Park is “planned, designed, developed and operated in a way that will contribute to the economic success of its tenants through offering a high profile location, innovative and efficient infrastructure systems, strong community support and leadership in the Town of Hinton.”

The Town’s EIP is located on an 103-acre site, incorporating 80 acres of developed land and 23 acres of parks and protected natural resources. It is a valuable and highly attractive location given the significant natural resources and its well-exposed and convenient location on the highway.

Development in the EIP is guided by and controlled by two primary components: (1) a specific EIP zoning district, outlining permitted, discretionary, and prohibited uses as well as site requirements; and (2) the Hinton EIP Development Guidelines.

According to the Town’s Design Guidelines, they intend to use the document to support an industrial park that:

- *Maximizes environmental and business performance for the whole park;*
- *Creates a “sense of place” that is more*

than just a collection of buildings and parking lots;

- *Includes a variety of safe and functional pedestrian, cycling, and vehicular linkages throughout;*
- *Provides functional and attractive outdoor “living” space and wildlife habitat;*
- *Maximizes efficiency of resource use through integrated design;*
- *Minimizes energy use through efficiency, sharing, and waste recovery;*
- *Minimizes water demand, treatment and contamination by using cascading and integrated water systems;*
- *Integrates development with the environment and with the Town’s image; and*
- *Manages construction proactively to reduce costs and environmental impacts.*

In achieving these goals, Innovista is anticipated to be more competitive than in a conventional industrial park, and to be more ecologically sensitive at the same time. In August 2008, the Town announced their Department of Public Works facility will be built at Innovista.

WHAT IS AN ECO-INDUSTRIAL PARK?

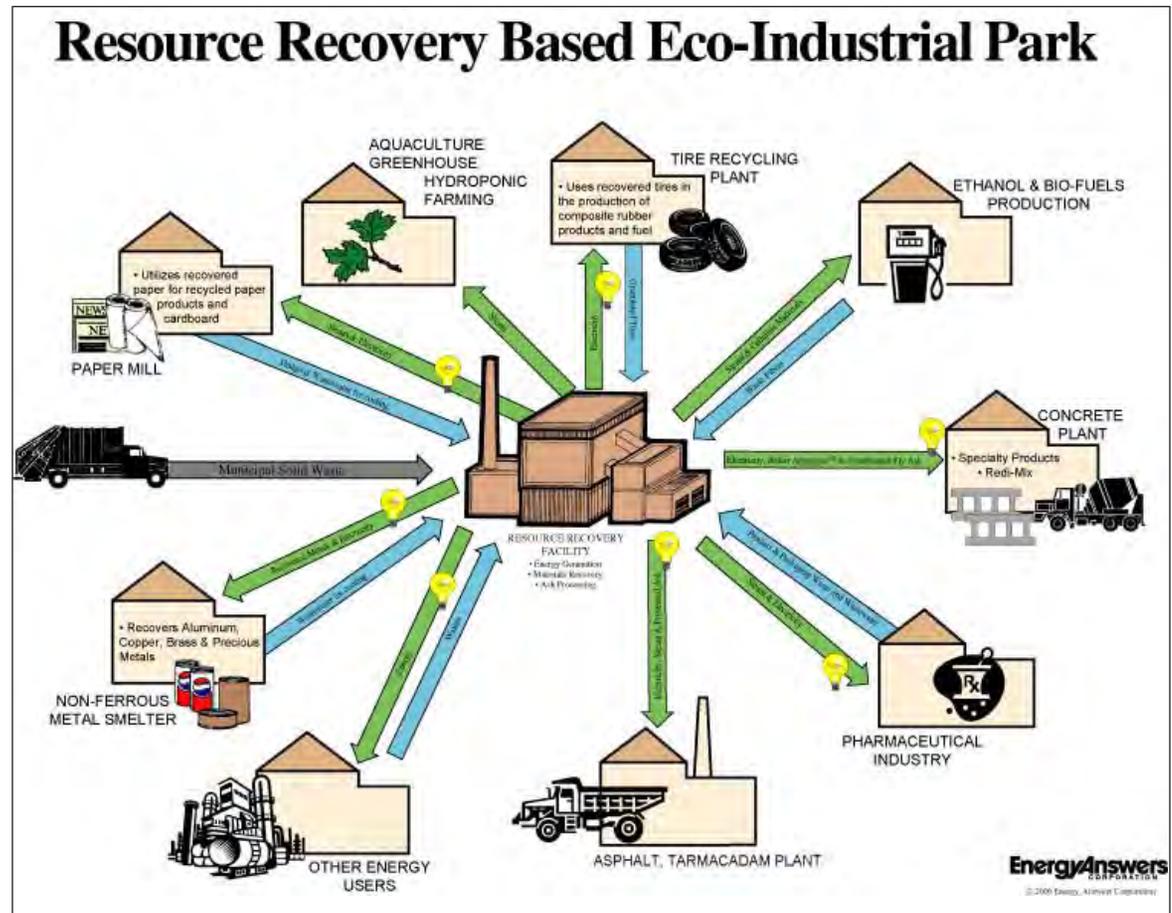
An Eco-Industrial Park (EIP) represents the application of eco-industrial networking (EIN) within an industrial park. EIN supports collaborative partnerships, or networks, between businesses, local governments, and the wider community resulting in more efficient and ecological resource use. In an EIP, businesses and their local government and community partners work together to incorporate the following features:

- *Targeted economic development strategy:*
- *Businesses are attracted to fill product or service niches.*
- *By-product synergy: Businesses cycle material and energy (waste of one = feed for another), increasing efficiency and reducing environmental impact.*
- *Ecological design: Green buildings and sites are designed to minimize resource use. Green spaces and ecologically sensitive areas are preserved and integrated with the site design.*
- *Green infrastructure: Traditional infrastructure is replaced i.e., natural stormwater management or alternative energy systems.*
- *Networking around services: Businesses share services, such as marketing, transportation, research, and monitoring services.*

Potential for Greendale

The Village of Greendale's industrial park was built in the 1960s and does not possess a strong identity. As the Park begins to redevelop, there is a strong opportunity to establish an eco-industrial concept in the Village. As a property owner, Greendale could begin the process with the upgrading of the Department of Public Works (DPW) property. Situated at the entrance of the Park, a DPW site that incorporates sustainable, efficient principles would set the tone for the re-branding of the Greendale Industrial Park.

While the acreage of the Village's Industrial Park is about half the size of Innovista, it does offer a vast trail network and natural resources, as well as access to highways and an airport. By developing a set of development guidelines and establishing general businesses principles that encourage integrated operations between businesses, the Village could maximize the value of its Industrial Park and provide a unique asset to the region.



Source: www.energyanswers.com

land use 5

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Land Use

INTRODUCTION

In 1999, the Wisconsin Legislature enacted legislation which greatly expanded the scope and significance of comprehensive plans within the State. The law, often referred to as Wisconsin's "Smart Growth" law, provides a new framework for the development, adoption, and implementation of comprehensive plans by regional planning commissions as well as county, city, and village units of government. The law, which is set forth in Section 66.1001 of the Wisconsin Statutes, requires that the administration of zoning, subdivision, and official mapping ordinances be consistent with a community's comprehensive plan beginning on January 1, 2010.

Several of the nine comprehensive planning elements required by Section 66.1001 of the Statutes must be updated or addressed to bring existing land use or master plans into compliance with the requirements of the comprehensive planning legislation. This chapter will focus on the Land Use element for the Village of Greendale.

LAND USE PLANNING IN THE REGION

The regional land use plan sets forth the fundamental concepts that are recommended to guide the development of the seven-county Southeastern Wisconsin Region. The most recent version of the plan (A Regional Land Use Plan for Southeastern Wisconsin:



2035) was adopted by SEWRPC in June 2006. The regional land use plan map, as it pertains to Greendale, is illustrated in Figure 5-1. Although the Village may agree with some aspects and recommendations contained in the regional land use plan, it relies on general land use categories and does not provide recommendations tailored for Greendale's unique characteristics. The key recommendations of the regional land use plan are described in the following two subsections.

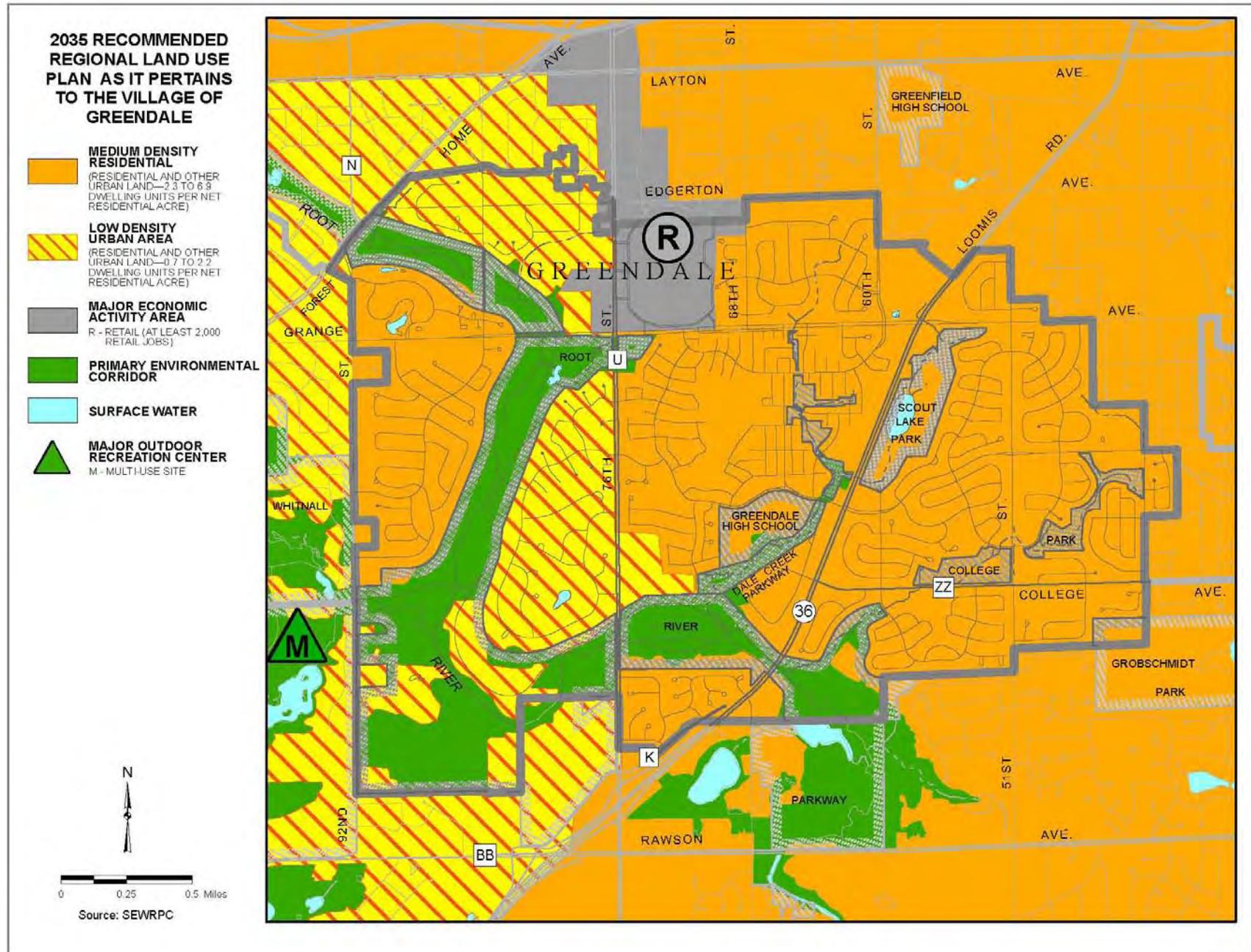
Environmental Corridors

The regional land use plan recommends the preservation of natural areas and open spaces within the remaining primary environmental corridors. Under the plan, development within primary environmental corridors should be limited to transportation and utility facilities, compatible outdoor recreational facilities, and – on a limited basis, rural density housing located at the fringes of upland environmental

The Issues and Opportunities element of this Plan outlines four goals and objectives that shall guide the Land Use section:

- *Establish development standards for new residential, commercial, and industrial development and redevelopment based on neighborhood, district, and corridor;*
- *Continue to support the Village's tradition of an integrated community by supporting appropriate "transitional uses" and/or buffers between various land uses;*
- *Manage conflicts arising from the desire to locate residential uses near environmental features.*
- *Establish Greendale as a regionally-recognized location for incorporating sustainable practices throughout the Village.*

Figure 5-1. Recommended Regional Land Use Plan for Southeast Wisconsin: 2035 (SEWRPC+)



corridors using cluster development techniques at a maximum density of one dwelling unit per five acres. The plan further recommends the preservation, to the extent practicable, of remaining secondary environmental corridors and isolated natural resource areas, as determined through county and local planning efforts.

Urban Development

The regional land use plan encourages urban development only in those areas that are covered by soils suitable for such development, which are not subject to special hazards such as flooding or erosion, and which can be readily provided with basic urban services including public sanitary sewer service.

Within the Village of Greendale, SEWRPC recommends primarily medium density urban development (defined as 2.3 to 6.9 dwelling units per net residential acre) with some low density urban development (0.7 to 2.2 dwelling units per net residential area) near the Root River Parkway.

LAND USE PLANNING IN GREENDALE

The purpose of land use planning in the Village of Greendale is to provide a framework for evaluating future development/redevelopment decisions, while preserving the Village's unique quality of life. The comprehensive plan achieves this through a place-based land use approach that: describes the neighborhoods, districts, and corridors within the community; identifies land and development characteristics

to preserve and/or discourage; and determines appropriate future uses, activities, and densities for each of these areas. This chapter will serve as a primary tool for guiding future preservation and redevelopment efforts in the Village.

The land use element of the Village's Comprehensive Plan is based on standards reflecting the desires of community residents, elected officials, and proven principles in community development and preservation.

When considering current and future land use impacts, several factors must be considered including social, economic, and physical factors.

- ***Social factors*** include those which provide or maintain community character such as gathering places or civic identity.
- ***Economic factors*** include job creation, the balance of municipal expenses and revenue, and land value.
- ***Physical factors*** include the actual development of the land (how it appears and feels, what types of development are allowed, and where development is located) as well as the natural characteristics such as soil quality or terrain.

The land use element cannot be successfully implemented when only looking at the physical attributes of growth. Diverse and healthy communities grow in all three areas and a balance should be achieved to provide a quality environment for its residents. Together these

factors influence one another, the current residents, and the community's attractiveness to new residents and businesses.

LAND USE CONDITIONS

In addition to the Land Use Plan, the "Natural Conditions that may Limit Building Site Development" and "Other Environmentally Sensitive Lands" maps are two integral components to the Village's Land Use element. These maps are for informational purpose and are not regulatory maps; however, they should be utilized in coordination with the Land Use Plan when reviewing and approving changes in zoning, planned unit developments, planned unit developments (PUDs), conditional uses, land divisions, land stewardship plans, road alignments and circulation improvements, and related development matters. A primary use of these maps shall be for the development of stewardship plans or preservation of environmental corridors or other environmentally sensitive areas.

Natural Conditions that may Limit Building Site Development

Figure 5-2 identifies natural features that may limit potential building site development. The natural features identified on Figure 5-2 are as follows:

- *100-Year Floodplain*
- *Hydric Soils*
- *Surface Water*
- *Wetlands*

Figure 5-2. Natural Conditions That May Limit Site Development

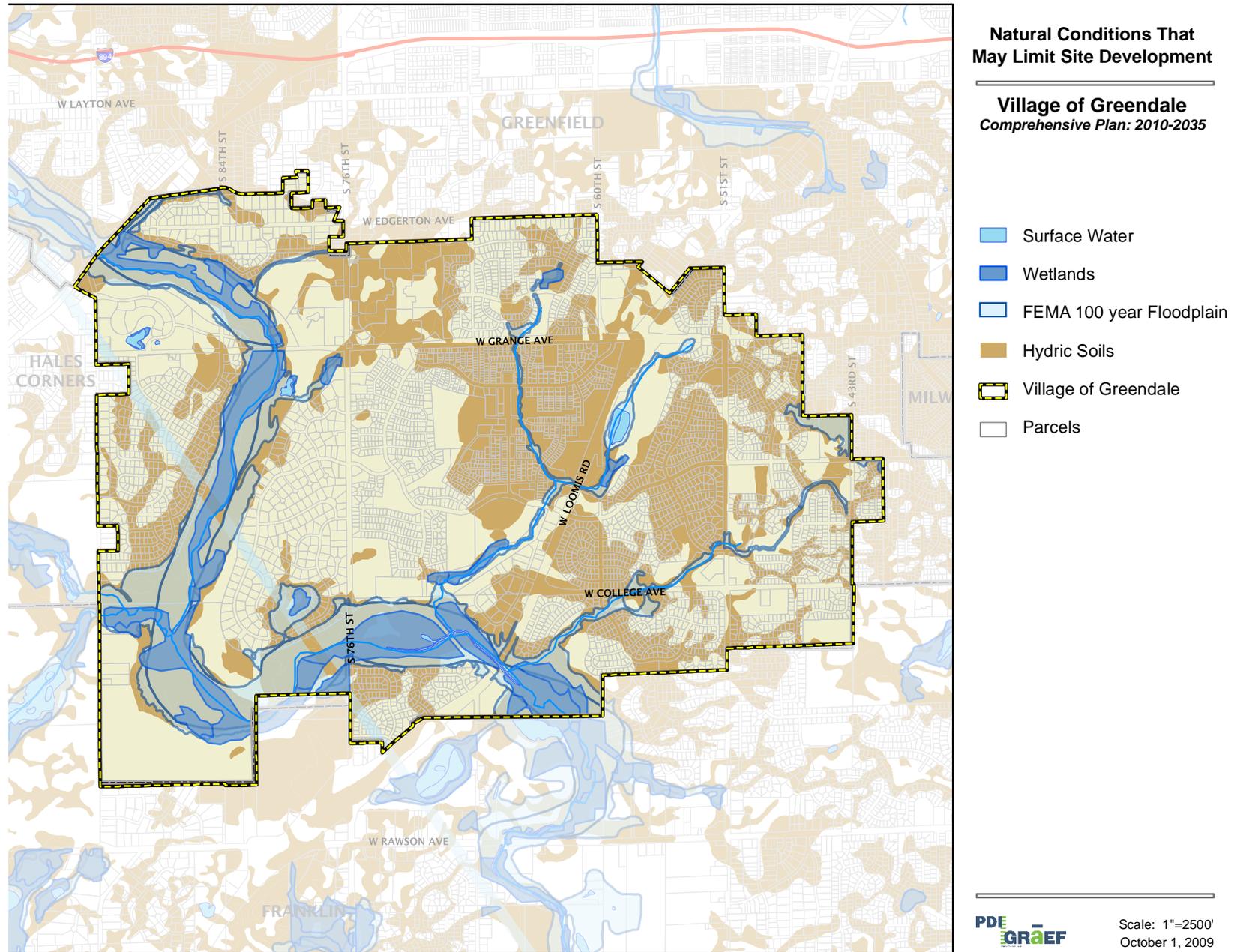
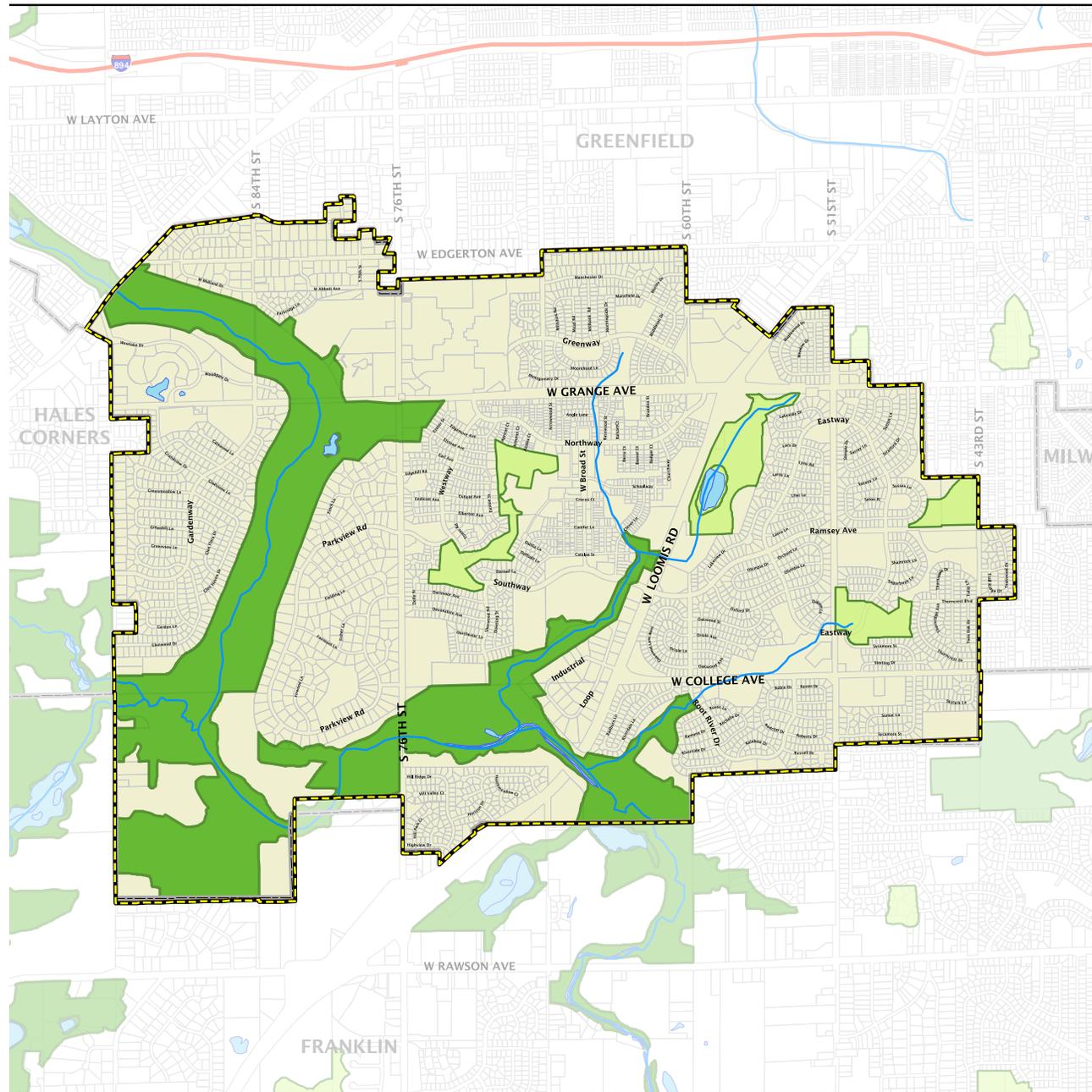


Figure 5-3. Other Environmentally Sensitive Areas



Other Environmentally Sensitive Areas

Village of Greendale
Comprehensive Plan: 2010-2035

- Primary Env. Corridor
- Secondary Env. Corridor
- Isolated Natural Resource
- Village of Greendale
- Parcels
- Stream
- Surface Water



Scale: 1"=2500'
 October 1, 2009

Other Environmentally Sensitive Areas

Figure 5-3 identifies natural features that should be protected, buffered, or incorporated as an open space amenity as future development occurs. The natural features identified on Figure 5-3 are as follows:

- Primary Environmental Corridors
- Secondary Environmental Corridors
- Isolated Natural Resources
- Natural Areas
- Woodlands

Land Use Trends

As a community, reviewing past land use trends can aid in identifying and planning for the types of uses that are demanded. Figure 5-4 illustrates the land use trends for the Village of Greendale from 1990 to 2000.

The trend shows that the Village has remained fairly consistent in terms of land use over the last several years. The most significant categorical loss was for “open lands,” primarily for residential purposes. In 2000, the primary urban land use within Greendale was single family residential, approximately 1,487 acres (or 41.7%). This was an increase of roughly 5% from 1990 (1,418 acres). The remaining urban land uses within the Village were transportation (604 acres or 17.1%), recreational (246 acres or 6.9%), government and institutional (172 acres or 4.8%), commercial (140 acres or 3.9%), and industrial (51 acres or 1.4%). Figure 5-5

identifies the Village’s existing land uses by location.

Even though the Village has not retained its original focus on agriculture, there is still a significant emphasis on nonurban land uses in Greendale. Natural resource areas account for 586 acres (16.4%), while open lands include 276 acres (7.7%).

Based on the fully-developed character of Greendale and review of past land use trends, it is recommended that the Village focus growth on quality infill and redevelopment projects that respect the historic character of the community. Opportunities for redevelopment exist for a variety of land uses, including residential, commercial, and industrial.

Figure 5-4. Land Use Trends (1990 – 2000)

Land Use Category	1990		2000		Planned 2035	
	Acres	% of Total	Acres	% of Total	Acres	% of Total
Urban						
Residential	1,418	39.8	1,487.0	41.7	1,487.0	42.0
Single-Family	1,295	36.3	1,299	36.4	--	--
Two-Family	17	0.5	21	0.6	--	--
Multi-Family	106	3.0	167	4.7	--	--
Commercial	137	3.8	140	3.9	143	4.0
Industrial	47	1.3	51	1.4	51	1.4
Transportation, Communications, and Utilities	604	16.9	610	17.1	616	17.4
Governmental and Institutional	171	4.8	172	4.8	163	4.6
Recreational	249	7.0	246	6.9	246	7.0
Urban Subtotal	2,626	73.6	2,706	75.8	2,706	76.5
Nonurban						
Natural Resource Areas	577	16.2	586	16.4	586	16.6
Woodlands	265	7.4	269	7.5	269	7.6
Wetlands	299	8.4	304	8.5	304	8.6
Surface Water	13	0.4	13	0.4	13	0.4
Agricultural	0	0.0	0	0.0	0	0.0
Open Lands	365	10.2	276	7.7	246	7.0
Nonurban Subtotal	942	26.4	862	24.2	832	23.5
Total	3,568	100.0	3,568	100.0	3,538	100.0

Source: SEWRPC

Land Use Projections

As identified in the land use trends for the Village, Greendale represents a community that is almost entirely developed. Based on the community’s historic emphasis on maintaining significant open spaces and on the declining population projections provided by SEWRPC (Figure 5-6), the Village does not anticipate a major change in land uses over the next 20 years. Figure 5-7 utilizes these projections to show the potential residential demand in the Village through the year 2035. In short, the trend shows that the Village’s housing supply will outpace demand. However, the redevelopment of the Southridge Mall area could significantly impact the Village of Greendale with the incorporation of mixed-

Figure 5-6. Population Projections in 5 yr Increments (2000-2035)

	Village of Greendale	
	Total	% Change
2000	14,405	-
2005	14,362	-0.3%
2010	14,319	-0.3%
2015	14,276	-0.3%
2020	14,233	-0.3%
2025	14,190	-0.3%
2030	14,147	-0.6%
2035	14,104	-0.6%
Net	-301	-2.1%

*Based upon SEWRPC modeling

Figure 5-5. Village of Greendale Existing Land Use

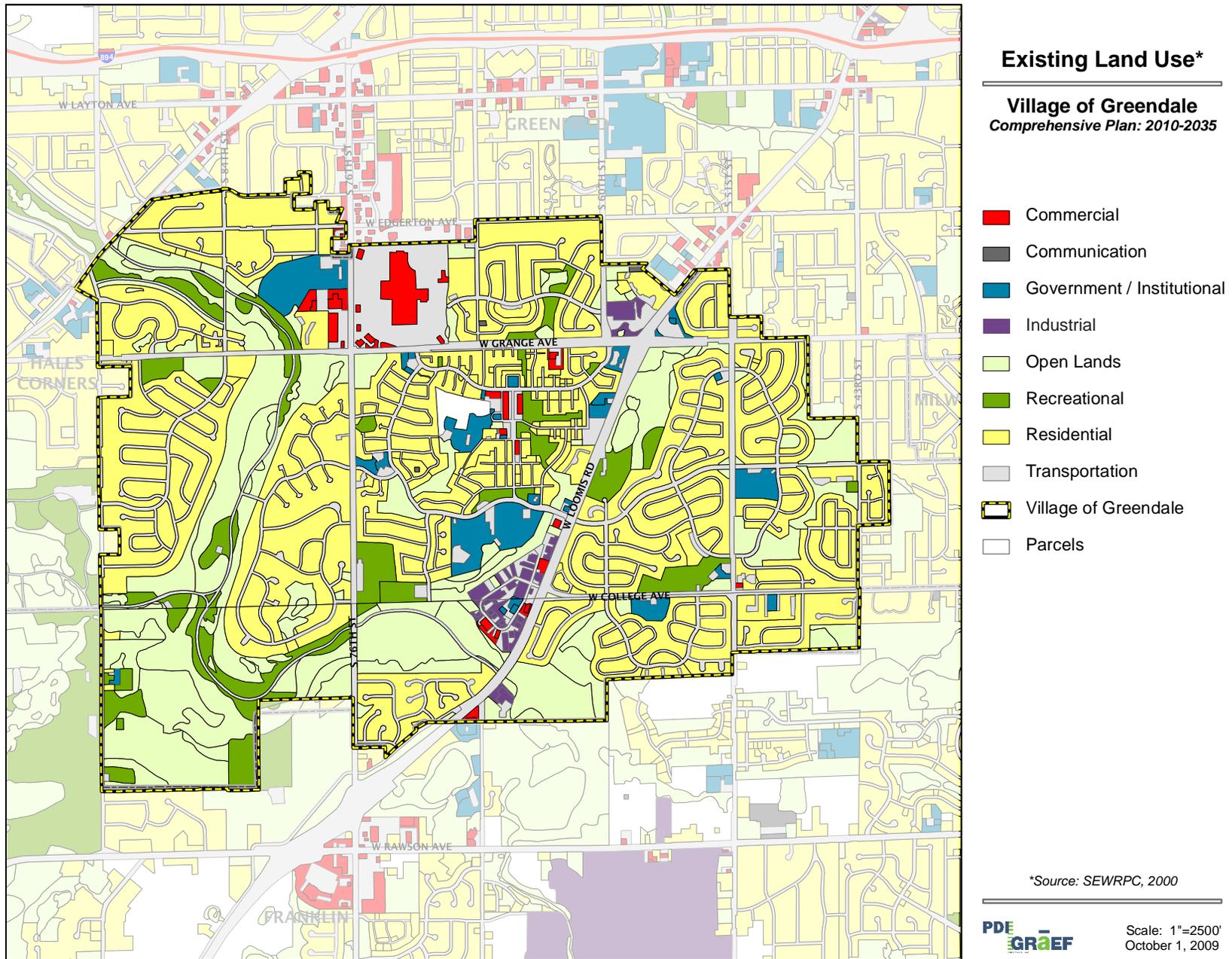


Figure 5-7. Residential Demand in 5 yr Increments (2000–2035)

Village of Greendale		
	Total Households	% Change
2000	6,165	-
2005	6,034	-2.1%
2010	6,016	-0.3%
2015	5,998	-0.3%
2020	5,980	-0.3%
2025	5,962	-0.3%
2030	5,944	-0.6%
2035	5,926	-0.6%
Net	-239	-3.9%

*Based upon SEWRPC modeling for population projection

** Assumes 2.38 persons per household

use development, including high-quality residential options, commercial, and office uses. In the event of a major redevelopment of the Southridge Commercial District, these projections should be reconsidered in order account for new residential market demands experienced by the Village. The emphasis on retaining the Village’s present acreage parks, open spaces, and natural resources will continue.

While significant change in the quantity of land use types is not anticipated in Greendale, there should be a focus on improving the quality of development in the Village. There are opportunities to renovate and/or develop infill housing in several Greendale neighborhoods. Additionally, the Village’s commercial nodes – particularly along 76th St and Grange Ave –

and aging industrial park offer redevelopment opportunities.

SUSTAINABLE PRACTICES & LAND USE PLANNING

Sustainable practices and techniques should be incorporated into all neighborhoods, districts, and corridors to reduce negative environmental impacts, reduce private and public costs, and improve the ecological and economic stability of the Village. Land use decisions should consider how sustainable techniques can be integrated into building development, building rehabilitation, site development, open space preservation, infrastructure upgrades, and transportation linkages.

Natural Landscape and Environmental Features

Natural areas should be preserved and protected to create value for the area and provide linkages between natural features. When possible, utilize green infrastructure to connect open spaces, natural features, and park areas, which provides an interconnected system of natural areas. Some of the linkages can provide pedestrian and bicycle routes as alternative modes of transportation. Within the Village of Greendale, this may include:

- *Protect and enhance the vast quantity of public open space within the community. This includes improvement of the ecological quality of waterways, as well as protection of the community’s visual and physical access to these historically important resources.*
- *Integrate the Village’s many formal and*

informal trails and paths, supporting the community’s desire to utilize alternative modes of transportation.

Site Planning and Development

Sustainable strategies and techniques should be incorporated to subdivide large paved areas, provide amenities for residents and visitors, and reduce the amount of runoff from existing and future developments. On-street parking and shared parking areas should be encouraged to reduce the amount of paved surfaces. Technical examples may include:

- *Increase the quantity of landscaping required by the Village’s zoning code for parking lots. Recommend sustainable landscaping techniques, such as bioswale islands with curb cuts to allow water infiltration or clustering landscaping to ensure survival and increase infiltration capabilities. As a companion zoning code project, the Village could consider decreasing parking minimums or enforcing parking maximums.*
- *Identify opportunities for shared parking and encourage clustered development, as a means of improving traffic flow with reduced curb cuts, limiting short vehicular trips between businesses, and decreasing the amount of impervious surfaces.*

At the building scale, the reuse of existing structures should be encouraged whenever possible; sustainable materials and energy efficient building systems should be promoted

for major building rehabilitation and new construction projects.

Sustainable Infrastructure

Although sustainable practices are typically viewed through the lens of buildings, there are a number of infrastructure-based programs and upgrades that could have a significant impact on the economic, ecological, and social health of the community. Utility, water and sewer, and transportation systems are part of the underlying infrastructure that communities are built upon. Therefore identifying ways to improve the efficiency of these systems is critical to ensuring more sustainable practices in the future. Potential opportunities for the Village of Greendale may include:

- *Explore opportunities for passive energy production in partnership with WE Energies, Focus on Energy, and the State of Wisconsin. Potential programs could include:*
 - Solar photovoltaic partnerships with: local, regional, or state government; business owners; residential property owners; or regional energy providers.
 - Wind turbine programs within productive wind zones, including small-format business and residential turbines (i.e. “urban turbines”) appropriate for developed communities.
 - Geothermal heating and energy programs at the municipal and individual property levels.

- *Assess water usage within the community and identify opportunities for reducing the reliance on the municipal water system. Opportunities could include:*
 - Promote residential and small business rain barrel programs (ex: MMSD Rain Barrel program within Milwaukee County).
 - Provide information and resources for irrigation with non-potable water sources.
 - Implement and educate others about xeriscaping – landscaping that utilizes native/adapted plants and requires little to no irrigation.
 - Identify opportunities to educate the commercial, industrial, institutional, and residential users about on-site water-saving practices, including providing resources and demonstration projects. For example, demonstrate the effectiveness of waterless and/or water-efficient fixtures in the bathroom or kitchen facilities.
- *Consider transportation infrastructure, including the type of material used on roadways and the design of new or reconstructed roads. Potential efficiencies could be gained through minimizing stormwater runoff impacts, as well as ensuring roads can accommodate a variety of transportation methods beyond vehicles (bicyclists, pedestrians, and/or neighborhood electric vehicles).*

While the scope and targets of sustainable improvements are diverse, it does provide the Village of Greendale with a variety of ways to improve its infrastructure through the public and private sectors, as well as in the short and long-term.

Future Land Use Planning

NEIGHBORHOODS, DISTRICTS, & CORRIDORS

The Village is not simply a collection of land uses – a residential lot here, a commercial parcel there. Rather, Greendale is a community made up of a series of unique “places.” The distinction of “places” recognizes that the Village is not one, homogenous area but a collection of several, integrated areas with unique identities.

The types of places in Greendale are categorized into Neighborhoods, Districts, and Corridors, as defined below and illustrated in Figures 5–8 and 5–9:

NEIGHBORHOODS are primarily residential in nature, although they may also contain a number of supporting uses and activities that serve the residents. Examples may include schools, parks, and/or small shops and restaurants. Village neighborhoods have been identified by development pattern and period (i.e. the “Originals” neighborhood), housing types and styles, and location.

DISTRICTS generally focus on a special single use or purpose, such as industrial or commercial purposes, but may also contain a number of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-

scale industrial uses mixed in. Greendale’s districts have been identified by both use and geographic location.

CORRIDORS are linear edges and connectors of neighborhoods and districts, such as roads, railways, rivers, or parkways. The Village has several major corridors, based on both transportation and environmental features.

The descriptions and recommendations for each neighborhood, district and corridor provide a framework for evaluating future land use decisions and redevelopment proposals. Each “place” identifies the unique qualities to preserve and enhance. The place-based land use process is also intended to ensure that future redevelopment respects the various characteristics of the community, reflects the preferences of its citizens, and continues to support Greendale’s role as a modern Greenbelt community.

STRUCTURE OF THE LAND USE PLAN

The Village of Greendale Future Land Use Plan consists of a map (Figure 5–9) and the following text which collectively are referred to as the “Future Land Use Plan.” For each place, the Future Land Use Plan considers:

- *Visual Character & Form*
- *Circulation*
- *Environment*
- *Social & Economic Activity*
- *Recommendations*

AMENDING THE LAND USE PLAN

The Land Use Plan should be reviewed and amended periodically. Suggestions for amendments may be brought forward by Village staff, officials, and residents, and should be consistent with the overall vision of the plan. Proposed amendments could originate in any of the following ways:

- a) Amendments proposed as corrections of clerical or administrative errors, mapping errors, and updated data for text, tables, and maps. Such amendments would be drafted by Village staff.
- b) Amendments proposed as a result of discussion with officials and citizens.
- c) Amendments proposed as a result of recommendations discussed during a Village planning process.

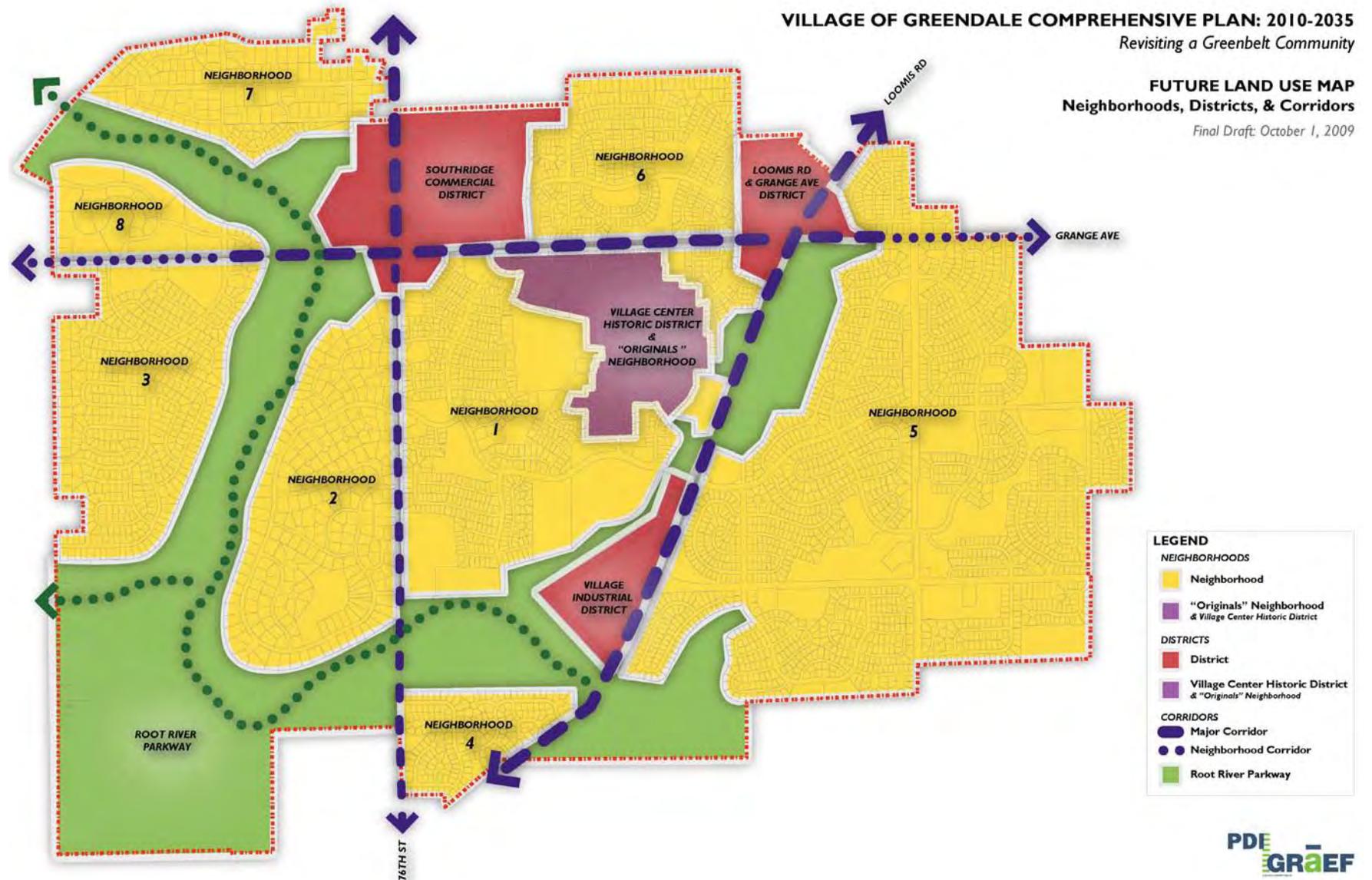
When a change is proposed, it should follow this general procedure:

- *Recommendation by the Plan Commission to conduct a review process for the proposed amendment.*
- *Facilitation of public hearings as required by applicable Wisconsin Statute and/or ordinance.*
- *Recommendation from the Plan Commission to the Board of Trustees.*
- *Consideration and decision by the Board of Trustees.*

Figure 5-8. Village of Greendale Future Land Use: Neighborhoods, Districts, & Corridors

NEIGHBORHOODS	DISTRICTS	CORRIDORS
“Originals” Neighborhood: A–D Section	Village Center Historic District	Grange Avenue Corridor
Neighborhood 1: B–E Section	Southridge Commercial District	76th Street Corridor
Neighborhood 2: F Section	Loomis Road & Grange Avenue District	Loomis Road Corridor
Neighborhood 3: G Section	Village Industrial District	Root River Parkway
Neighborhood 4: H Section		
Neighborhood 5: L, M, O, R, S, & T Section		
Neighborhood 6: M Section		
Neighborhood 7: M–P Section		
Neighborhood 8: W Section		

Figure 5-9. Village of Greendale Future Land Use Map: Neighborhoods, Districts, & Corridors



Introduction

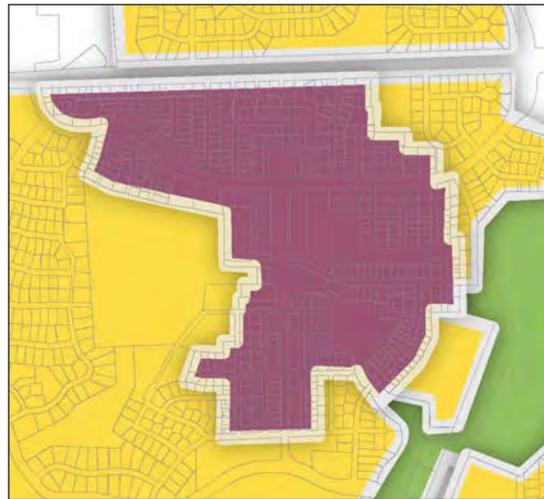
The Village of Greendale is a nationally recognized greenbelt community. Over several decades Greendale has maintained its historic character and value, while other Greenbelt communities have lost many of their defining features. Today, Greendale consists of a series of neighborhoods, districts and corridors – all derived from the original plan.

As the community continues to evolve, it will be important to identify guiding principles to both maintain Greendale’s original vision and enhance its unique heritage. As such, this plan considers several issues that present both opportunities and challenges for each neighborhood, district, and corridor in the Village. Recommendations are also incorporated into each section.

Neighborhoods

“ORIGINALS” NEIGHBORHOOD: A-D SECTION

The A through D sections of Greendale refer to the earliest development in the Midwestern greenbelt community, fondly referred to as “The Originals” and the Village Center. This historic neighborhood is located in the center of Greendale and generally follows the boundaries of the national historic district, although it has been expanded slightly to include all of the Village Center businesses.



Within the “Originals” Neighborhood, there are three main neighborhood arterials (Northway, Southway, and Broad St) which feed into the unique alphabetical neighborhood streets.

The historic Village Center is at the heart of the “Originals” Neighborhood and plays a defining role in much of the character for the area. For the purposes of the Future Land Use Plan, the Village Center is included tangentially in combined “Originals” Neighborhood and Village Center Historic District and described more completely in the Historic District section.

Visual Character & Form

The “Originals” Neighborhood is the oldest, most established part of Greendale. While it is primarily composed of single-family homes, duplexes and multi-family apartment buildings are also present. True to the original mixed-income design for Greendale, multi-unit buildings can often be found at the end of a block and along corridors or business districts.

Beginning in 1938, this neighborhood developed into a medium-density residential area. Housing styles include the original cinder block homes (present in all of portions of Sections A–D), which were mainly two-story structures with larger rear yards and small single-car garages. Typical lot sizes are around 1/4 acre with approximately 800–1200 square foot buildings.

Circulation

As *“Greendale – The Little Village That Could... And Did”* describes, the streets in the “Originals” Neighborhood were all designed to “bend,” loosely following a modified grid pattern. Over the years, they have developed

into the iconic tree lined streets envisioned in the original plans for the greenbelt community.

There are three main street types found in or adjacent to the “Originals” Neighborhood, including: major corridors (Grange Avenue), dealt with later in this section; neighborhood arterials (Northway, Southway, and Broad); and residential streets.

Neighborhood arterials are wider, offering ample room for driving lanes and on-street parking, wide street terraces with shade trees, and sidewalks on either one or both sides.

Residential streets in the “Originals” Neighborhood were named alphabetically, as Greendale was developed. They are substantially narrower than the neighborhood arterials and are intended to service the local residents, generally accommodating one travel lane and one parking lane. In the “Originals” section, the homes are set close to the street without a formal street terrace or sidewalk, as paths were integrated into the rear yards instead. Since many of these early homes have – at most – a small, single car garage, on-street parking is at a premium and further decreases the street width.

As mentioned, sidewalks in the “Originals” Neighborhood are primarily located along the neighborhood arterials and, generally, are located on only one side of the street. This pattern varies along from one side of the street to another. Within the residential areas, pedestrian paths – originating from

the Peets’ plan for Greendale – are integrated behind homes, linking parks, open spaces, natural resources, the Village Center, and other community facilities.

With regards to public transportation, the “Originals” Neighborhood is directly served by Milwaukee County Transit System (MCTS) routes 35 and 64. These routes run along the neighborhood arterials (Northway, Westway, and Southway) and provide transportation to several regional destinations, including Southridge Commercial District and Downtown Milwaukee.

Environment

Parks and open spaces within the “Originals” Neighborhood are all operated and maintained by the Village including the open lands surrounding Dale Creek, which the Village leases from the County. The Root River Parkway, which is considered a separate corridor and runs near the southern portion of the Neighborhood, is owned and maintained by Milwaukee County.

A wide range of active recreation and passive open space opportunities are dispersed through the “Originals” Neighborhood. Sherwood Park, near the center of the Neighborhood and adjacent to the middle school, and Dale Creek offer pedestrian paths and direct access to the community’s natural resources. Jaycee Park, Lions Park, Community Center Park, and Greendale High School offer more active recreation with ball fields, tennis courts, and

playground equipment within or nearby the neighborhood. Finally, Gazebo Park integrates passive park spaces with unprogrammed gathering spaces and active community events.

Social & Economic Activity

The Village Center represents the heart of the “Originals” Neighborhood’s social and economic activities. It is the center of civic functions for the Village, as well as a gathering place for community events (Greendale Open Market, parades, summer concerts) and local shopping.

Further, the historic characteristics and traditional suburban charm of Greendale’s residential neighborhoods are significant to the social and economic health of the community. Preservation of these properties through restoration and continued maintenance will continue to provide economic value for this neighborhood.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in the “Originals” Neighborhood:

- *Preserve the historic quality of the “Originals” Neighborhood.*
 - With regards to the “Originals,” continue to utilize “Design Guidelines for Your Original Greendale Home” when reviewing special use applications for additions and

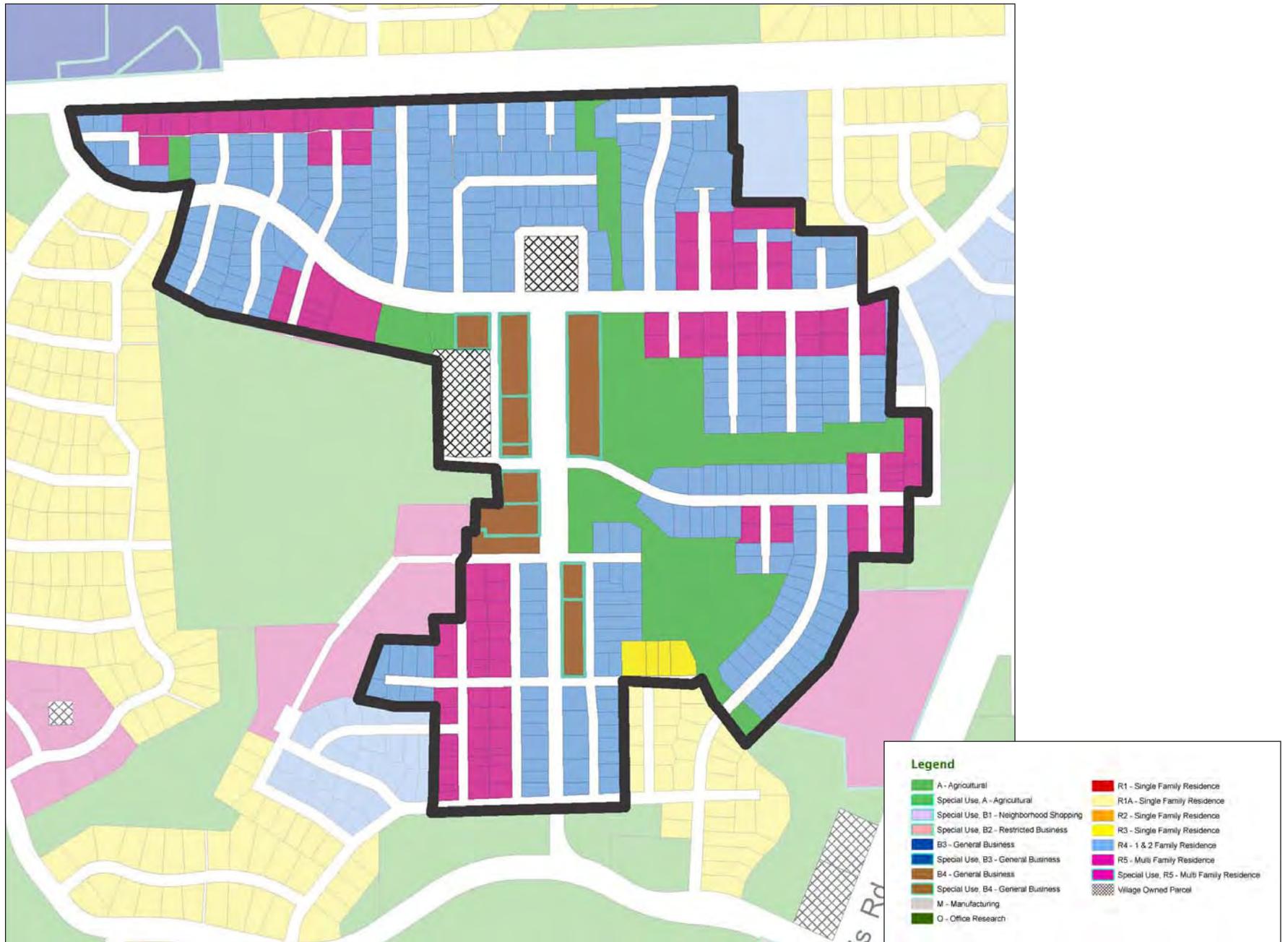
residential renovation.

- Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
- *Within the single-family portions of the “Originals” Neighborhood, preserve existing lot sizes and residential densities. Existing densities average between 3 and 6 dwelling units per acre.*
 - Combining of lots, therefore decreasing residential density, should be discouraged. Any proposals to significantly increase lot size, should be carefully reviewed on a case-by-case basis.
- *Opportunities to increase residential density with a variety of multi-family choices should be explored and encouraged within (and immediately adjacent to) the Village Center, as well as along Northway (see Area of Significant Interest: Village Center). Options include redevelopment of existing multi-family parcels, as well as conversion of target properties.*
 - Rather than emphasizing target density levels, the Village should carefully regulate multi-family site plans. At minimum, multi-family residential proposals should include the following:
 - A maximum height of three stories with underground parking
 - Integrated green spaces and pedestrian paths
 - High quality building materials should be strongly encouraged with an emphasis on supporting the contextual integrity of the neighborhood. Examples include: brick, stone, decorative concrete masonry units, metal panel systems, or other creatively used high quality and durable building material.
- *Maintain strong pedestrian connections to the Village Center with sidewalks and integrated pedestrian paths.*
 - Explore new opportunities for community gardens along passive spaces and neighborhood trails
- *Strengthen and expand the pedestrian/vehicular connection between the Village Center and the Southridge Commercial District along Northway (see Area of Significant Interest: Village Center & Southridge).*
- *Preserve and maintain the existing open space within the “Originals” Neighborhood.*

Comparable Zoning Districts

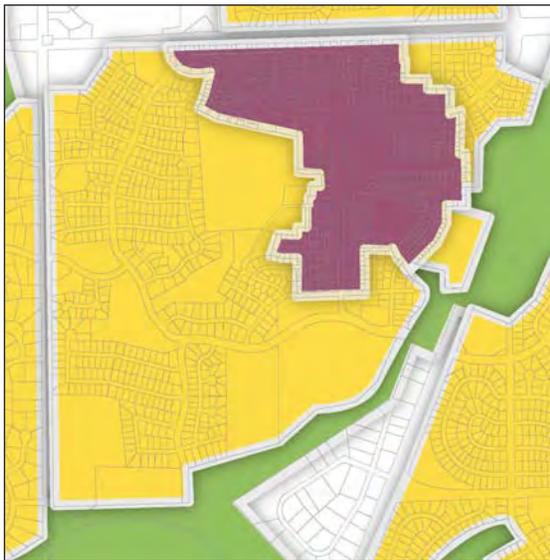
The following zoning districts are considered to be consistent with the future land uses and character identified in the “Originals” Neighborhood. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-10. "Originals" Neighborhood, Comparable Zoning Districts



NEIGHBORHOOD 1 (N1): B-E SECTION

Neighborhood 1 includes portions of Sections B–E and refer to the second phase of development in the Midwestern greenbelt community. This neighborhood is adjacent to the “Originals” Neighborhood and Village Center, bounded by four corridors: Grange Avenue (north), Loomis Road (east), the Root River Parkway (south), and 76th Street (west).



Within Neighborhood 1, there are three main neighborhood arterials (Northway, Westway and Southway) which feed into the unique alphabetical neighborhood streets.

As with the “Originals” Neighborhood, the historic Village Center is at the heart of Neighborhood 1 and plays a defining role in much of the character for the area.

Visual Character & Form

Neighborhood 1 is one of most established portions of Greendale, outside of the “Originals.” While it is primarily composed of single-family homes, duplexes and multi-family apartment buildings are also present.

Following the development of the “Originals,” this neighborhood expanded the Village with medium-density residential area. Housing styles include traditional ranch homes (Sections D–E), which incorporate many of the landscape and site layout features present in earlier developments. Typical lot sizes range between 1/4 to 1/2 acre with approximately 800–1200 square foot buildings.

Circulation

As “*Greendale – The Little Village That Could... And Did*” describes, the streets in Neighborhood 1 were all designed to “bend,” loosely following a modified grid pattern. Over the years, they have developed into the iconic tree lined streets envisioned in the original plans for the greenbelt community.

There are three main street types found in Neighborhood 1, including: major corridors (Grange Avenue, Loomis Road, S 76th Street), dealt with later in this section; neighborhood arterials (Northway, Westway, Southway, and Broad); and residential streets.

Neighborhood arterials are wider, offering ample room for driving lanes and on-street

parking, wide street terraces with shade trees, and sidewalks on either one or both sides.

Residential streets in Neighborhood 1 were named alphabetically, as Greendale developed. They are substantially narrower than the neighborhood arterials and are intended to service the local residents, generally accommodating one travel lane and one parking lane. The portions of Sections B–E within Neighborhood 1 offer ranch style homes with conventional 2-car garages and larger driveways. In this area, the streets are wider and on-street parking is not as pressing of an issue.

As mentioned, sidewalks in Neighborhood 1 are primarily located along the neighborhood arterials and, generally, are located on only one side of the street. This pattern varies along from one side of the street to another. Within the residential areas, pedestrian paths – originating from the Peets’ plan for Greendale – are integrated behind homes, linking parks, open spaces, natural resources, the Village Center, and other community facilities.

With regards to public transportation, Neighborhood 1 is directly served by Milwaukee County Transit System (MCTS) routes 35 and 64. These routes run along the neighborhood arterials (Northway, Westway, and Southway) and provide transportation to several regional destinations, including Southridge Commercial District and Downtown Milwaukee.

Environment

Parks and open spaces within and adjacent to Neighborhood 1 are all operated and maintained by the Village including the open lands surrounding Dale Creek, which the Village leases from the County. The Root River Parkway, which is considered a separate corridor and frames the southern portion of the Neighborhood, is owned and maintained by Milwaukee County.

A wide range of active recreation and passive open space opportunities are situated within close proximity to Neighborhood 1. Sherwood Park, near the center of the Neighborhood and adjacent to the middle school, and Dale Creek offer pedestrian paths and direct access to the community's natural resources. Jaycee Park, Lions Park, Community Center Park, and Greendale High School offer more active recreation with ball fields, tennis courts, and playground equipment. Finally, Gazebo Park integrates passive park spaces with unprogrammed gathering spaces and active community events.

Social & Economic Activity

The Village Center represents the heart of Neighborhood 1's social and economic activities. It is the center of civic functions for the Village, as well as a gathering place for community events (Greendale Open Market, parades, summer concerts) and local shopping.

Further, the historic characteristics and traditional suburban charm of Greendale's

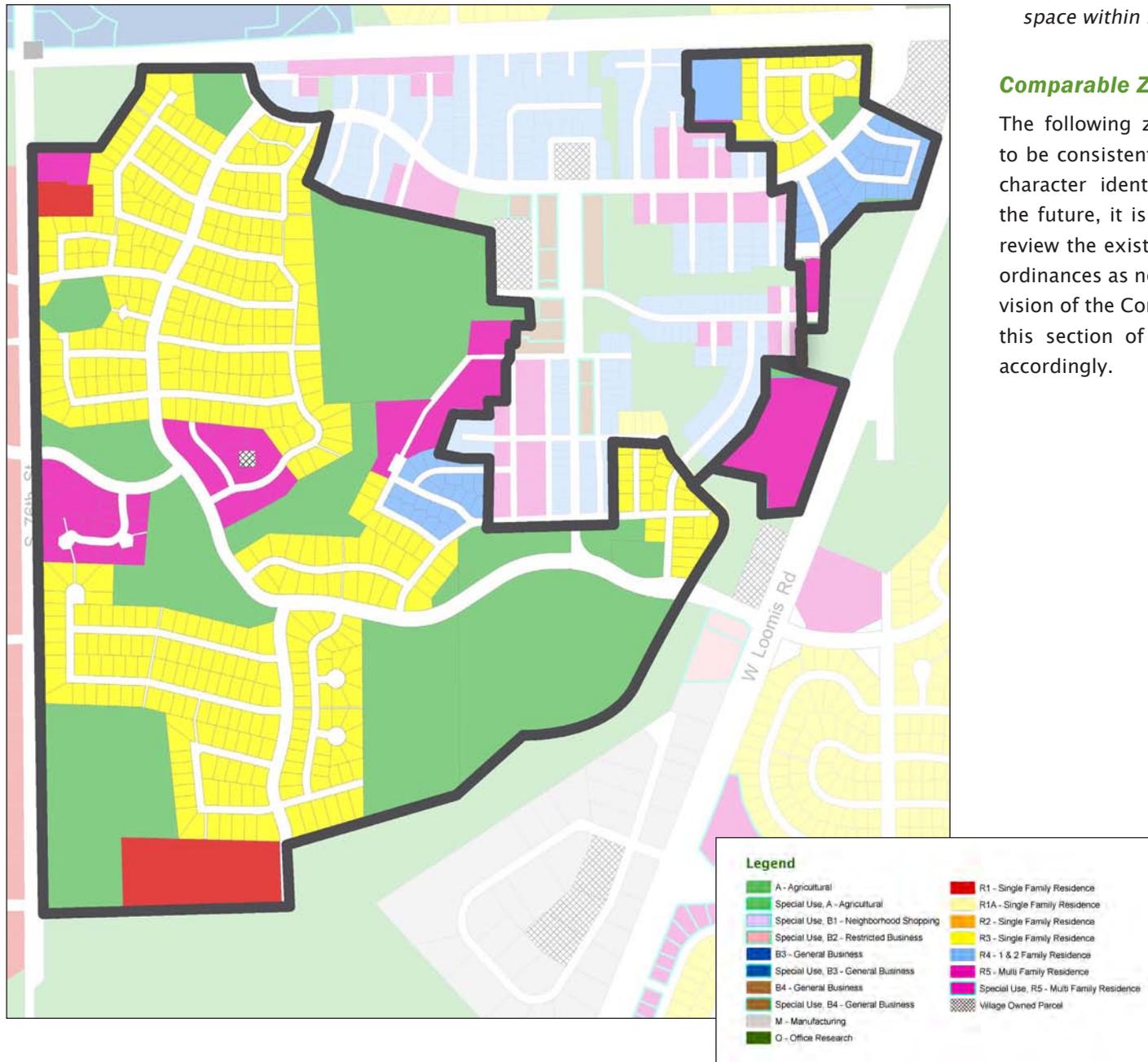
residential neighborhoods are significant to the social and economic health of the community. Preservation of these properties through restoration and continued maintenance will continue to provide economic value for this neighborhood.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 1:

- *Preserve the historic quality of Neighborhood 1.*
 - Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
 - *Within the single-family portions of Neighborhood 1, preserve existing lot sizes and residential densities. Existing densities average between 3 and 6 dwelling units per acre.*
 - Combining of lots, therefore decreasing residential density, should be discouraged. Any proposals to significantly increase lot size, should be carefully reviewed on a case-by-case basis.
 - *Opportunities to increase residential density with a variety of multi-family choices should be explored and encouraged within (and immediately adjacent to) the Village Center, as well as along Northway (see Area of*
- Significant Interest: Village Center). Options include redevelopment of existing multi-family parcels, as well as conversion of target properties.*
- Rather than emphasizing target density levels, the Village should carefully regulate multi-family site plans. At minimum, multi-family residential proposals should include the following:
 - A maximum height of three stories with underground parking
 - Integrated green spaces and pedestrian paths
 - High quality building materials should be strongly encouraged with an emphasis on supporting the contextual integrity of the neighborhood. Examples include: brick, stone, decorative concrete masonry units, metal panel systems, or other creatively used high quality and durable building material.
 - *Maintain strong pedestrian connections to the Village Center with sidewalks and integrated pedestrian paths.*
 - Explore new opportunities for community gardens along passive spaces and neighborhood trails
 - *Strengthen and expand the pedestrian/vehicular connection between the Village Center and the Southridge Commercial District along Northway (see Area of Significant Interest: Village Center & Southridge).*

Figure 5-11. Neighborhood 1, Comparable Zoning Districts



- *Preserve and maintain the existing open space within Neighborhood 1.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 1. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

NEIGHBORHOOD 2: F SECTION

Neighborhood 2 includes the F Section of Greendale and is bounded by two corridors: the Root River Parkway forms the western and southern edge; and S 76th Street lies immediately to the east. The entire neighborhood is situated southwest of the Southridge Commercial District.



Within Neighborhood 2, there are two main neighborhood arterials (Parkview Road and Overlook Drive), which feed into the neighborhood streets (beginning with the letter F).

Visual Character & Form

Neighborhood 2 is located on the west side of the Village. It is surrounded by the Root River Parkway on three sides, which contributes to the quiet, wooded setting of the neighborhood. Composed of single-family homes, Neighborhood 2 offers a more suburban experience than Neighborhood 1.

Built primarily in the 1950s and 1960s, the homes and lots are much larger in Neighborhood 2. Homes in this area are primarily 1 or 2-story ranch style houses with attached garages. Houses are set back from the street, allowing for more significant front and back yards than Sections A–E. Typical lot sizes range between 0.5 to 1.5 acres with an average home size between 1200 and 2400 square feet.

Circulation

The streets in Neighborhood 2 follow a suburban street pattern with non-hierarchical, curvilinear roads. Trees and shrubs are prevalent, but do not follow the urban “tree-lined” street model.

There are three main street types found in Neighborhood 2, including: major corridors

(S 76th Street), dealt with later in this section; neighborhood arterials (Parkview Road and Overlook Drive, forming a loop through the neighborhood); and residential streets and courts. The adjacent Root River Parkway offers a fourth type of corridor, serving environmental and transportation purposes. As with the major corridors, it is described in a separate section.

The neighborhood arterials are modestly wider and form an outer loop, from which all residential streets originate. Due to this street pattern, many of the homes on the south and west sides of the loop are immediate adjacent to the Root River Parkway, which adds significant value to these properties.

Following the historic street naming conventions of Greendale, residential streets in Neighborhood 2 begin with the letter “F.” They are only slightly narrower than the neighborhood arterials and either connect across the Parkview Road/Overlook Drive loop or terminate in a cul-de-sac.

There are no sidewalks within Neighborhood 2, nor is there a significant pathway system integrated into the rear yards. There are, however, some access points into the Root River Parkway path system. Access across S. 76th Street to the Village Center, schools, and community trail system is limited. In many cases, residents have indicated east/west pedestrian and bicycle crossings along the corridor are unsafe.

Neighborhood 2 is not directly served by public transportation, although routes are available near the Grange and 76th Street intersection, as well as Westway (in Neighborhood 1).

Environment

The primary environmental feature in Neighborhood 2 is the Root River and associated parkway. It is a significant natural resource and adds value to the adjacent residential properties, as well as the community as a whole.

There is also a small wooded area in the southern portion of the neighborhood, which includes a pond. While there are paths running through the passive space, there are several homes backing up to it, which creates an impression of private property.

With regards to active recreation, Neighborhood 2 does not include any programmed parks or spaces. However, there are several within close proximity, including within the parkway and across S 76th Street (identified in Neighborhood 1). However, some residents have expressed concern with the type of pedestrian/bicycle crossings available across the corridor, which may limit accessibility for the neighborhood – particularly for children.

Social & Economic Activity

The greatest economic asset in Neighborhood 2 is the Root River Parkway and amount of natural features adjacent to residential properties.

There is potential to enhance the connection between the Village Center with Neighborhood 2, which would support additional social and economic activity. One option would be to enhance pedestrian/bicycle access across the 76th Street Corridor, allowing residents to access shopping, Village services, and community events more readily. As the future of Southridge Commercial District becomes more clear, there is also potential to integrate Neighborhood 2 into the redevelopment.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 2:

- *Maintain the suburban identity of Neighborhood 2 by preserving existing lot sizes and residential densities (averaging 1 dwelling unit per acre).*
 - Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
 - Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.
- *Opportunities for enhanced pedestrian connections to the Village Center and Southridge Commercial District should be explored with an emphasis on improving pedestrian safety along the 76th Street*

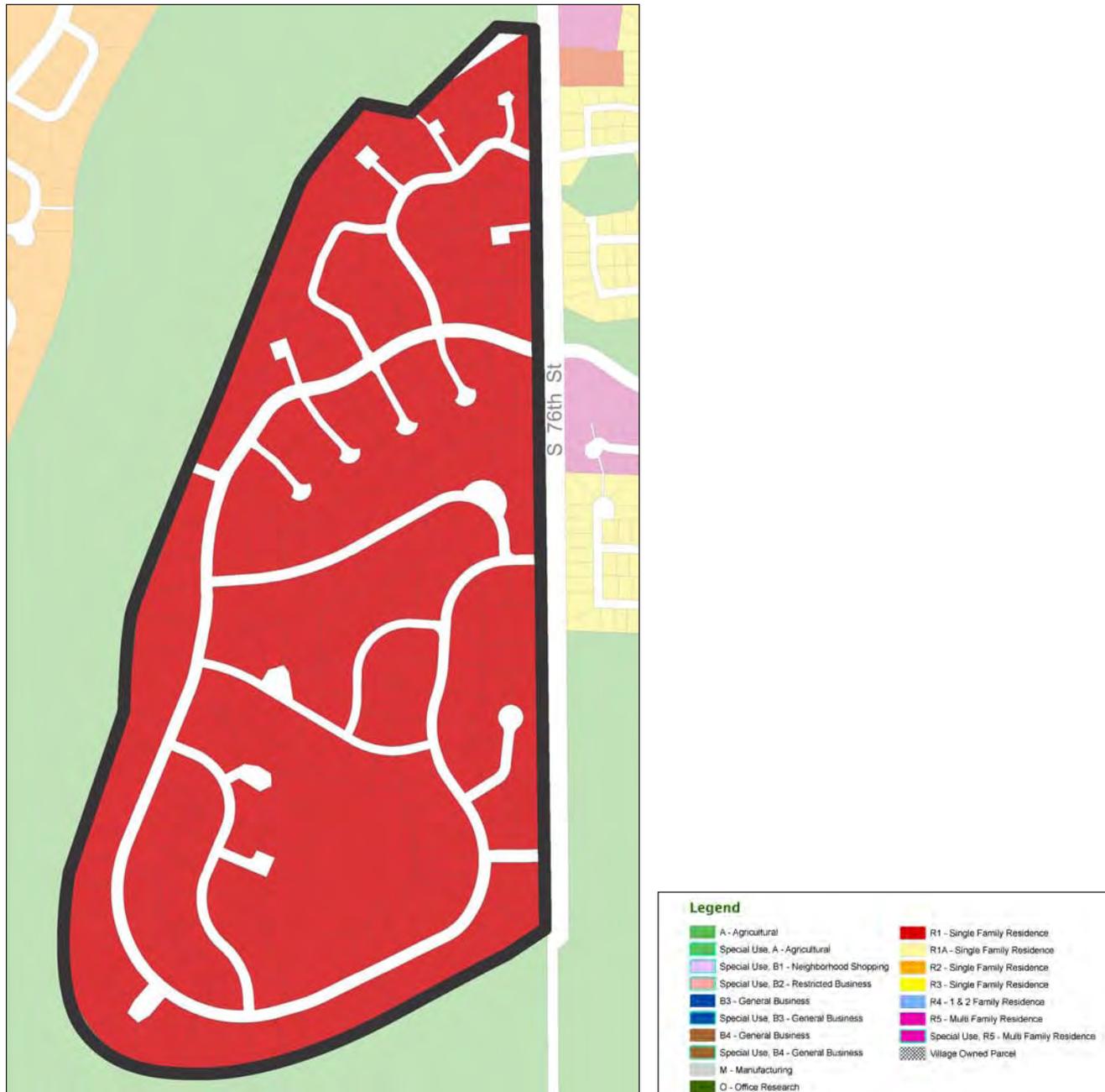
Corridor. Traffic calming measures, in addition to enhanced pedestrian crossing techniques, should be evaluated.

- *Preserve natural resources and open spaces within Neighborhood 2.*
 - Increase access into the Root River Parkway from the F Section, when possible.

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 2. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-12. Neighborhood 2, Comparable Zoning Districts



NEIGHBORHOOD 3: G SECTION

Neighborhood 3 includes the G Section of Greendale and is bounded by three corridors: the Root River Parkway runs along the eastern and southern edges; Grange Avenue forms the northern boundary; and S. 92nd Street lies immediately to the west, which is also the municipal boundary with the Village of Hales Corners.



Gardenway is the primary neighborhood arterial in the G Section, allowing the traffic to enter the neighborhood from both Grange Avenue and S. 92nd Street. Several residential streets originate from Gardenway.

Visual Character & Form

Neighborhood 3 is located on the west side of the Village and lies adjacent to a broad swath of parkland, including the Root River Parkway and Whitnall Park, across S. 92nd Street. When compared to the eastern side of the Village, Neighborhood 3 has a distinctly suburban feel and includes several single-family homes.

Section G developed in the 1960's through 1980's, although many homes have since been updated or redeveloped, and offers larger homes on suburban-style lots. Houses in this area are 1 or 2-stories with attached garages and driveways fronting the street. As with Neighborhood 2, houses are set back from the road and offer larger front and back yards than in older parts of the Village. Typical lot sizes range from under 0.5 acre to 1.5 acres with average home sizes between 1200 and 2400 square feet.

Neighborhood 3 also hosts two historic landmarks – the Jeremiah Curtin House and Trimborn Farm. Both of these properties are cared for by the Milwaukee County Historic Society and serve as educational tourist attractions. The historic qualities of these properties further contribute to the identity of Section G, as well as the Greendale community.

Circulation

The street system in Neighborhood 3 appears to be a hybrid between the urban structure of Neighborhood 1 and the more loose, suburban system of Neighborhood 2. The streets follow

a non-hierarchical, curvilinear pattern, but also have a more structured “tree-lined” feel and a sidewalk on one-side of the street throughout the neighborhood.

There are three main street types found in Neighborhood 3, including: major corridors (Grange Avenue), dealt with later in this section; neighborhood arterials (Gardenway and, to a lesser extent Grandview Drive, Glen Haven Drive, and Glenwood Drive); and residential streets and courts. The adjacent Root River Parkway offers a fourth type of corridor, serving environmental and transportation purposes. As with the major corridors, it is described in a separate section.

The neighborhood arterials in the G Section are modestly wider and provide access to Grange Avenue and S. 92nd Street. As with Greendale's other neighborhoods, all residential streets connect to the neighborhood arterials.

Following the historic street naming conventions of Greendale, residential streets in Neighborhood 2 begin with the letter “G.” They are only slightly narrower than the neighborhood arterials and either form loops alongside the neighborhood arterials or terminate in a cul-de-sac.

The G Section also has a sidewalk network that runs on one side of the street throughout the neighborhood. However, there is no formal access to the Root River Parkway, as the neighborhood is adjacent to the heavily wooded parkland surrounding the river itself and

the parkway is located east of the waterway. Further, the neighborhood's primary pedestrian access to the Village Center is along Grange Avenue, which offers a sidewalk on alternating sides of the corridor.

Neighborhood 3 is not directly served by public transportation. The nearest bus routes are along Grange Avenue, east of S. 76th Street and near the Village Center (in Neighborhood 1).

Environment

The primary environmental feature in Neighborhood 3 is the Root River Parkway, in addition to Whitnall Park, which lies across the municipal border in Hales Corners. Many of the homes in Neighborhood 3 either back up to or overlook the Root River Parkway, Whitnall Park, or the historic Trimborn Farm, which adds significant value to these properties.

There is also a large park in the northern part of Neighborhood 3, along 84th and Grange. In addition to offering passive spaces, the park incorporates a number of active recreation options including baseball, softball, and soccer facilities.

Social & Economic Activity

Neighborhood 3 offers many social activities to the local residents, as well as the broader Village community and the region. As rich historic properties, Trimborn Farm and the Jeremiah Curtin House serve as tourist

destinations and are an important reminder of the community's rich heritage, which goes beyond the Greenbelt Town era. The preservation and continued social value placed upon these properties sets the tone for area as a quiet, suburban neighborhood with a rural farming past.

The adjacent parkland and environmental features are also significant social and economic assets for the neighborhood.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 3:

- *Maintain the suburban identity of Neighborhood 3 by preserving existing lot sizes and residential densities. The existing density in the G Section is between 1 and 3 dwelling units per acre.*
 - Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
 - Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.
- *Preserve natural/cultural resources and communal open spaces within Neighborhood 3.*
 - Where there are opportunities,

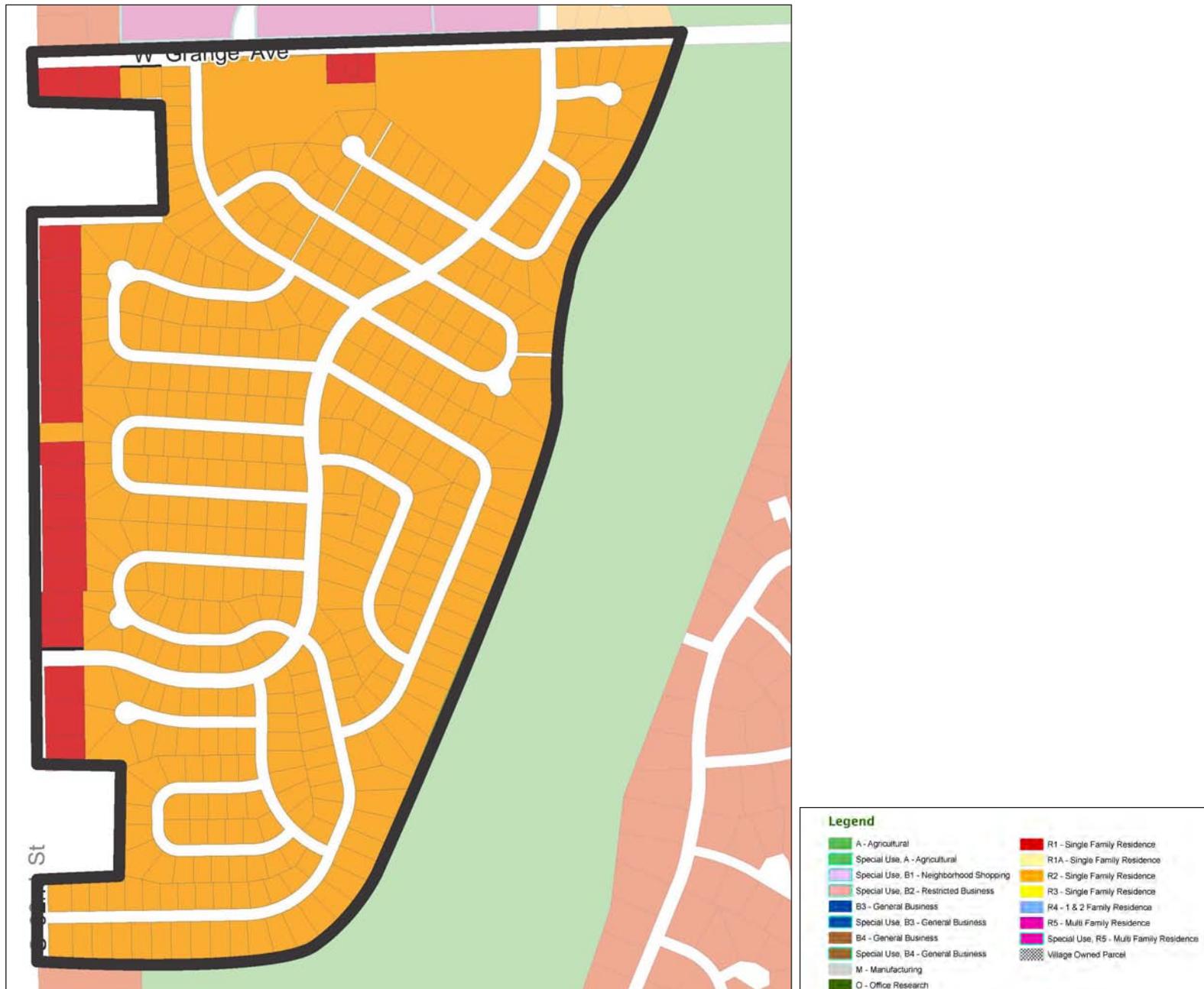
establish pedestrian/bicycle access into the Root River Parkway from the G Section.

- Protect and preserve historic resources within Neighborhood 3 (Trimborn Farm, Jeremiah Curtin House).
- Explore new opportunities for the 84th and Grange Park, such as community gardens along passive spaces, without compromising existing sports facilities.
- *Improve pedestrian access to the Root River Parkway, Southridge Commercial District, and Village Center by implementing a continuous sidewalk along Grange Avenue.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 3. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-13. Neighborhood 3, Comparable Zoning Districts



NEIGHBORHOOD 4: H SECTION

Neighborhood 4 includes the H Section of Greendale and is bounded by three corridors: the Root River Parkway serves as the northern boundary; Loomis Road (Hwy 36) runs along the eastern edge; and S. 76th Street lies to the west, which is also a municipal boundary with the City of Franklin.



There are three primary neighborhood arterials in the H section, providing access to the three corridors, including: Hill Ridge Drive, Highview Drive, and Horizon Drive. Several residential courts branch off of the arterials.

Visual Character & Form

Neighborhood 4 is situated in the southwest corner of the Village. Due to its proximity to the Root River Parkway, as well as Loomis Road and the City of Franklin, the H Section is relatively secluded from other parts of the community. As with the F and G Sections, Neighborhood 4 is suburban in character and consists primarily

of single-family housing, although there are a limited number of duplexes along the edges.

Built in the 1970's and 80's, Section H is primarily made up of 2-story homes on larger, suburban-style lots. Homes have attached garages and wide drives, more or less eliminating the need for on-street parking. Similar to other neighborhoods in Greendale, houses are set back from the road, allowing for front and rear yards.

With regards to lot size, Neighborhood 4 is similar to the D and E Sections, with typical lots ranging from .25 acre to .75 acres. With mostly 2-story homes, the average size ranges between 1200 and 2000 square feet.

Circulation

Neighborhood 4 has a suburban street pattern similar to the F and G Sections, with curvilinear streets organized in a non-hierarchical pattern. A sidewalk is integrated throughout the neighborhood, on one side of the street, along with trees planted at regular intervals.

There are three main street types found in Neighborhood 4, including: major corridors (Loomis Road and S. 76th Street); neighborhood arterials (Hill Ridge Drive, Highview Drive, and Horizon Drive); and residential courts. The adjacent Root River Parkway serves as an environmental corridor and amenity, which is addressed in a separate section.

As with similar sections of the Village, the neighborhood arterials are modestly wider, leading to and from the major corridors. The residential streets, each beginning with the letter "H," stem from the arterials. Whereas they are through streets in many other parts of Greendale, all residential streets terminate in cul-de-sacs in the H Section.

As mentioned earlier, sidewalks are present throughout Neighborhood 4 on one-side of each street. Also, similar to the G Section, there is no formal access to the Root River Parkway, as the neighborhood is adjacent to the heavily wooded parkland surrounding the river itself and the parkway is located north of the waterway. Further, the neighborhood's pedestrian access to the Village Center is limited.

Neighborhood 4 is not directly served by public transportation. The closest route available runs along the Westway/Southway loop.

Environment

The Root River Parkway is the primary environmental feature in Neighborhood 4, located just north of the neighborhood and adding value to the homes backing up to the parkland.

Crystal Ridge, a ski area and lodge, is also adjacent to the H Section, located across S. 76th Street in the City of Franklin. This is the only form of active recreation immediately adjacent to Neighborhood 4, although there

are several community parks nearby including Scout Lake.

Social & Economic Activity

The greatest economic asset in Neighborhood 4 is the Root River Parkway and amount of natural features adjacent to residential properties.

There is also potential for the neighborhood to benefit from nearby economic development efforts, such as the Village's industrial park and the commercial district that is developing at S. 76th Street and Rawson Avenue in Franklin. Any future redevelopment of Crystal Ridge would also have a significant impact on the H Section.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 4:

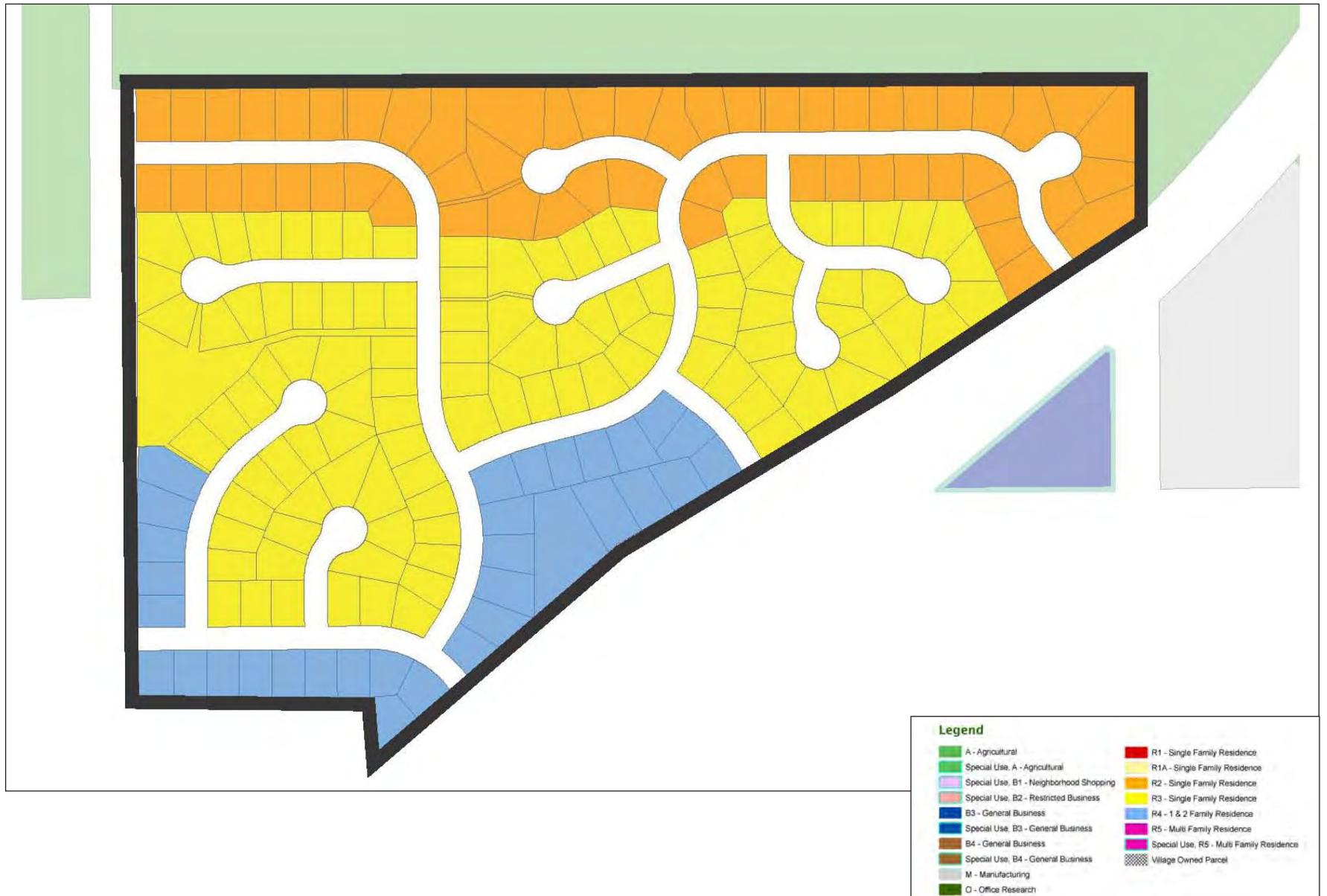
- *Preserve the suburban identity of Neighborhood 4 by maintaining existing lot sizes and residential densities. The existing density in the H Section is between 2 and 3 dwelling units per acre.*
 - Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
 - Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.

- *Consider opportunities for small-scale multi-family residential units along the corridors.*
 - All proposals should be reviewed on a case-by-case basis to ensure contextually appropriate building placement, scale, high-quality materials, and integrated common spaces.
- *Preserve natural resources and passive open spaces within Neighborhood 4.*
 - If possible, establish additional pathways into the Root River Parkway from the H Section.
 - Explore new opportunities for community gardens along passive spaces and neighborhood trails.
- *Coordinate with the City of Franklin if any changes are proposed to the Crystal Ridge area, including a discussion of appropriate uses and transitions.*

Comparable Zoning Districts

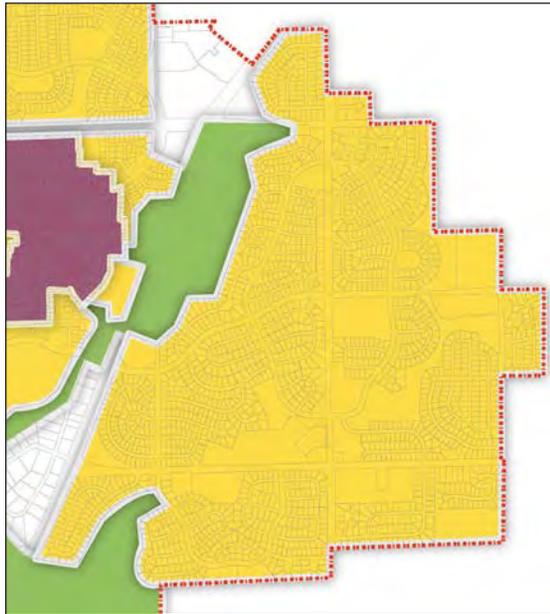
The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 4. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-14. Neighborhood 4, Comparable Zoning Districts



NEIGHBORHOOD 5: L, M, O, R, S, & T SECTIONS

Neighborhood 5 consists of several sections, including the L, M, O, R, S, and T Sections of Greendale. The neighborhood is located on the eastern edge of the Village, bounded by: Loomis Road (Hwy 36) on the west; the Root River Parkway and City of Franklin on the south; and the City of Greenfield to the east and north.



The main corridors within Neighborhood 5 are Grange Avenue and Loomis Road. There are also several neighborhood arterials, including: Ramsey Avenue, College Avenue, and S. 51st Street. Eastway is another neighborhood arterial that serves the more traditional

purpose of connecting the neighborhood's many residential streets.

Visual Character & Form

Neighborhood 5 is located on the eastern side of the Village and lies adjacent to Scout Lake and the Root River Parkway. It also incorporates several wooded natural areas, contributing to the suburban feel of the area. The neighborhood is primarily composed of single-family residential units, but also includes multi-family units along some of the neighborhood arterials.

Built in the 1950's through 80's, Neighborhood 5 offers a variety of 1 and 2-story housing choices on suburban-style lots. Homes have attached garages and wide drives, more or less eliminating the need for on-street parking. Many of the homes are configured around informal greenspaces and natural resources, complimenting the backyards.

With regards to single-family lot size, Neighborhood 5 is more dense than Neighborhoods 2-4 with typical lot sizes ranging from .25 to just under 1 acre. The average housing size is approximately 1000 to 2000 square feet.

There are also a number of multi-family apartments available in Neighborhood 5. They are located along the neighborhood arterials and typically consist of several buildings centered around communal open spaces.

Circulation

Neighborhood 5 has a suburban street pattern that incorporates the curvilinear streets and tree lines that are apparent in several other neighborhoods. However, there are also several more significant arterials in Neighborhood 5 that are integrated into the regional street grid system, such as College Avenue and S. 51st Street.

There are three main street types found in Neighborhood 5, including: major corridors (Grange Avenue and Loomis Road), dealt with in a separate section; neighborhood arterials (Ramsey Avenue, College Avenue, S. 51st Street, and Eastway); and several residential streets and courts.

Unlike other areas of the Village, there's some variation in neighborhood arterials in Neighborhood 5. Eastway serves as a traditional neighborhood arterial, connecting the various residential streets and maintaining the spirit of the Greenbelt design for the arterials (similar to Northway, Southway, Westway, and the other "way" streets).

Ramsey Avenue, College Avenue, and S. 51st Street are also neighborhood arterials that feed into smaller residential blocks, but they also play a role in the broader regional street grid, as they connect through to the neighboring communities and beyond. These arterials are wider than the residential streets and there are far fewer residential homes fronting them. Finally, while there are pedestrian paths along

many of these arterials, they do not incorporate the shade trees found along Greendale's "traditional" arterials.

The residential streets in Neighborhood 5 either loop from one part of the neighborhood arterial to another or terminate in a cul-de-sac. Street names continue to follow the alphabetical naming convention.

For most of Neighborhood 5, there are sidewalks incorporated along one side of the street. There are also several key paths that connect one part of the neighborhood to another, through the passive open spaces that weave through the residential developments. These connections are reminiscent of the original Greenbelt concept and reiterate the integrated pedestrian paths found in Neighborhood 1. Further, Neighborhood 5 also has a pedestrian bridge across Loomis Road (Hwy 36), which allows safer access to the Village Center. This bridge is located to the north, near Scout Lake, and terminates near a school and playground in the C Section.

The Milwaukee County Transit System (MCTS) operates one bus line within Neighborhood 5, route 35, which runs along Ramsey Avenue and S. 51st Street. This is the same route that serves the Village Center and much of Neighborhood 1. A secondary bus route (route 27) is also in close proximity, stopping at College Avenue near S. 35th Street.

Environment

Neighborhood 5 has a number of active and passive open spaces and natural features. As with several other neighborhoods in Greendale, the Root River Parkway system anchors the neighborhood to the south. The homes surrounding the environmental feature receive significant value from this proximity. However, pedestrian and bicyclist access to the parkway can only be accessed on the west side of Loomis Road.

Scout Lake Park, owned and maintained by Milwaukee County, is another major recreational and environmental feature in eastern Greendale. The park offers a lake for swimming and fishing, wooded hiking trails, a totlot (playground), and a pavilion. The park is accessible not only through access off of Loomis Road, but through a series of integrated neighborhood pedestrian paths from the L and O Sections.

Between the O and R Sections, residents also have access to College Park. Operated by the Village, the amenity offers playgrounds and sports facilities including baseball fields, softball diamonds, and tennis courts.

Finally, Neighborhood 5 also has a number of smaller neighborhood parks and open spaces, some of which are programmed and serve as a neighborhood gathering space, while others are natural resources that weave between and connect smaller residential blocks.

Social & Economic Activity

There are a number of social and economic assets in Neighborhood 5. The integrated greens and regional parks serve as neighborhood gathering places, while the natural features throughout the area add value to the area as a whole.

Small-scale commercial uses are scattered along some of the major corridors and neighborhood arterials. Institutional uses, including elementary schools and churches, are also incorporated into the residential areas and accessible via an integrated sidewalk network. Each of these uses supports the integrated traditional suburban character of Greendale.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 5:

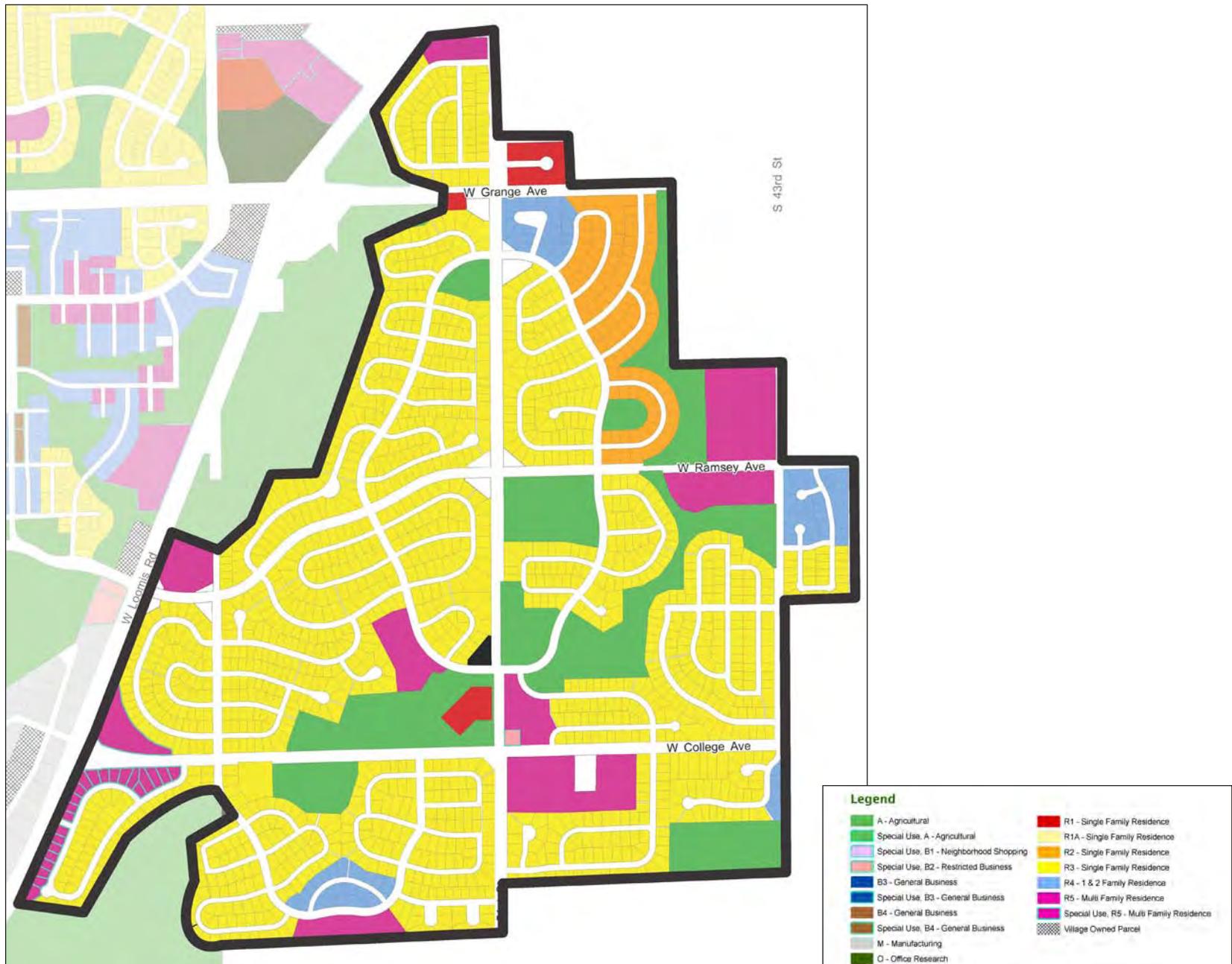
- *Maintain the traditional suburban quality of Neighborhood 5 by preserving existing lot sizes and residential densities. The existing density in Neighborhood 5 ranges between 1 and 4 dwelling units per acre.*
 - Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
 - Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.

- *Maintain a variety of housing choices in Neighborhood 5, including existing multi-family residential units.*
 - Any redevelopment proposals for multi-family housing should be reviewed on a case-by-case basis to ensure contextually appropriate building placement, scale, high-quality materials, and integrated common spaces.
- *Preserve natural resources and open spaces within Neighborhood 5.*
 - Maintain existing neighborhood pathway connections into community park spaces and playgrounds, including Scout Lake Park.
 - Explore new opportunities for community gardens along passive spaces and neighborhood trails.
- *Preserve pedestrian access to the Village Center and Root River Parkway, including a comprehensive sidewalk network and the pedestrian bridge across Loomis Road (at Scout Lake Park).*
- *Continue to support limited mixed-uses along major corridors and regional neighborhood arterials, particularly small-scale neighborhood commercial and institutional facilities.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 5. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-15. Neighborhood 5, Comparable Zoning Districts



NEIGHBORHOOD 6: M SECTION

Neighborhood 6 includes the M Section of Greendale, located on the northern edge of the Village between Southridge Mall and the Grange Avenue/Loomis Road intersection. Neighborhood boundaries include: Edgerton Avenue, the municipal boundary with the City of Greenfield, on the north; Grange Avenue to the south; Southridge Mall on the west; and S. 60th Street to the east.



The primary corridor within Neighborhood 6 is Grange Avenue. There are also several neighborhood arterials, including: S. 68th Street, S. 60th Street, and Greenway, which serves the more traditional purpose of connecting the neighborhood's residential streets.

Visual Character & Form

Neighborhood 6 is situated on the northern edge of Greendale and lies adjacent to the Southridge Mall District, as well as the Grange/Loomis Road intersection. It also includes a number of parks and open spaces, which are integrated into the various residential blocks. This portion of the Village is primarily single-family residential.

In terms of development patterns, the M Section has evolved over time. The eastern edge of the neighborhood was built in the 1960s through 80s, while the western most residential developments have occurred more recently. Homes in the area are 1 and 2-story units with attached garages on suburban-style lots. As with several other residential neighborhoods in Greendale, many homes are configured around informal greenspaces that extend the backyards and connect the neighborhood.

In terms of density, Neighborhood 6 is very similar to Neighborhood 5 with typical lot sizes ranging from .25 to just under 1 acres. The average housing size is approximately 1000 to 2400 square feet.

Circulation

Neighborhood 6 includes a suburban street pattern, incorporating the curvilinear streets and tree lawns that are apparent in several other neighborhoods. As with Neighborhood 5, there are two significant arterials in the M Section that play a role in the regional street grid system.

The three primary street types found in Neighborhood 6 include: a major corridor (Grange Avenue), dealt with in a separate section; neighborhood arterials (S. 68th Street, S. 60th Street, and Greenway); and several residential streets.

Like the western Greendale neighborhoods, there is some variation in neighborhood arterials for Neighborhood 6. Greenway serves as a traditional neighborhood arterial, connecting the various residential streets and maintaining the spirit of the Greenbelt design for the arterials (similar to Northway, Southway, Westway, and the other "way" streets).

S. 68th Street and S. 60th Street are also neighborhood arterials that feed into smaller residential blocks, but they also play a role in the broader regional street grid, as they connect through to the neighboring communities and beyond. These arterials are wider than the residential streets and there are far fewer residential homes fronting them.

The majority of the residential streets in Neighborhood 6 form loops, leading to a neighborhood arterial at each intersection. Street names continue to follow the alphabetical naming convention and begin with the letter "M."

Throughout the Neighborhood 6, there are sidewalks incorporated along one side of the street. There are also several key paths that connect one part of the neighborhood to another, crossing the passive open spaces that

weave through the residential developments. These connections are reminiscent of the original Greenbelt concept and reiterate the integrated pedestrian paths found in Neighborhood 1.

Due to its proximity to Southridge Mall and several major commercial corridors, Neighborhood 6 has access to six bus lines operated by the Milwaukee County Transit System (MCTS). Three of these routes originate at Southridge Mall, including a Freeway Flyer to Downtown Milwaukee; one route runs through the M Section, along S. 68th Street; and two routes run along S. 60th Street, while also providing transportation access to the Village Center.

Environment

Neighborhood 6 has one active park space, in addition to several more passive open spaces. Edgerton Park offers a sports fields, unprogrammed open space, and significant amounts of wooded natural space. As with the other open spaces in the M Section, it serves as a visual and physical link between the residential neighborhoods. Additionally, these features increase the value of adjacent properties.

Social & Economic Activity

The primary social and economic asset in Neighborhood 6 is the Southridge Commercial District. While this area serves a regional purpose and is buffered from the residential

neighborhood, it still has a significant impact on the vibrancy and economic health of the M Section. As future plans for this commercial resource develop, consideration should be given to both protecting Neighborhood 6 and increasing its value.

The integrated greenspaces and natural features are also important, serving as neighborhood gathering places and adding stabilized value to the neighborhood as a whole.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 6:

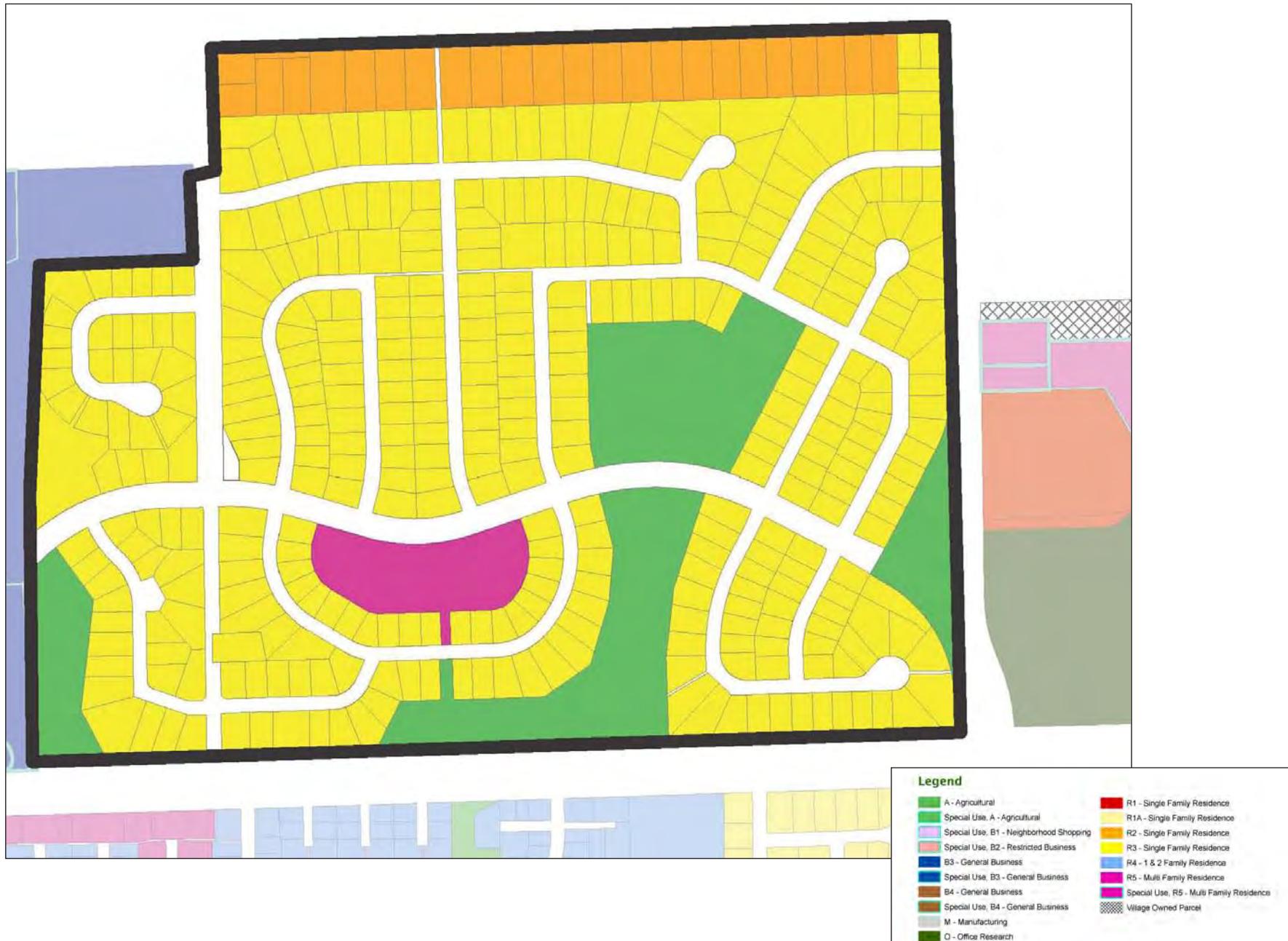
- *Maintain the suburban quality of Neighborhood 6 by preserving existing lot sizes and residential densities. The existing density in Neighborhood 6 falls between 1 and 4 dwelling units per acre, depending on location.*
 - Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
 - Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.
- *Preserve natural resources and open spaces within Neighborhood 6.*

- Maintain existing neighborhood trails and connections into community park spaces and wooded areas.
- Explore new opportunities for community gardens and small-scale totlots along passive spaces and neighborhood trails.
- *Improve pedestrian access to the Southridge Commercial District, Village Center, Root River Parkway, and Scout Lake Park through the development of a continuous sidewalk along Grange Avenue.*
- *Ensure appropriate transitional uses and buffers along the western edge of Neighborhood 6, where it abuts the Southridge Commercial District.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 6. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-16. Neighborhood 6, Comparable Zoning Districts



NEIGHBORHOOD 7: SECTIONS M & P

Neighborhood 7 includes the M and P Sections of the Village and is located along the northern edge of Greendale, west of Southridge Mall. Neighborhood boundaries include: the City of Greenfield municipal boundary to the north and east; the Root River Parkway to the south; and Forest Home Avenue (also the municipal boundary with Greenfield) to the west.



The primary corridor within Neighborhood 7 is the Root River Parkway, dealt with in a separate section. There are also two neighborhood arterials, including: Edgerton Avenue and S. 84th Street, which link the neighborhood's residential streets.

Visual Character & Form

Neighborhood 7 is located in the northwestern part of the Village and lies adjacent to the Root River Parkway. It has a number of natural resources and passive open spaces, including several wooded areas. As with the other areas in the Village, many of these spaces have been

integrated into the neighborhood through paths and as transitional zones. Neighborhood 7 contains a variety of single-family residential units.

Built in the 1970's, Neighborhood 7 offers a variety of 1 and 2-story housing choices on suburban-style lots. Homes typically have attached garages and wide drives. Many of the homes are configured around the Root River Parkway, significant wooded areas, or other informal greenspaces, which extends the backyards, adds value, and knits the residential areas together.

With regards to single-family lot size, Neighborhood 7 is fairly diverse. The southern most piece of Neighborhood 7, adjacent to the Martin Luther High School on S. 76th Street, is the most dense with smaller homes (approximately 1000–2000 square feet) on 0.25 to 0.5 acre lots. The remainder of Neighborhood 7 is less dense with typical lot sizes ranging between 0.5 and 1 acres. Consequently, the typical housing size in the area is also larger, averaging between 1800 and 2400 square feet.

Circulation

The street pattern in Neighborhood 7 is suburban in nature, but varies slightly from other Greendale neighborhoods. The residential streets are curvilinear and incorporate trees, although not in a formal "tree-lined" street way. However, unlike most other Village neighborhoods, there is

not a winding neighborhood arterial (similar to Northway, Gardenway, Greenway, etc.). Instead, the neighborhood arterials are part of a more formal street grid and connect into the adjacent communities.

There are three primary street types in Neighborhood 7, including: an environmental corridor (Root River Parkway); neighborhood arterials (Edgerton Avenue and S. 84th Street); and residential streets and courts.

As indicated above, the neighborhood arterials are part of a more formal grid and serve as residential thoroughfares. The arterials are wider than the residential streets and homes are further back from the right-of-way.

Residential streets in Neighborhood 7 either form looping roads or terminate in a cul-de-sac. For the most part, street names continue to follow the alphabetical naming convention and begin with the letters "M" and "P."

There are few sidewalks or pedestrian paths within Neighborhood 7. Where they do exist, the paths are typically located on one-side of the street and connect through a singular residential area. Access to the larger pedestrian/bicycle network in the Root River Parkway is primarily limited to an entrance along S. 84th Street.

Environment

The Root River Parkway is a prominent environmental feature in Neighborhood 7, particularly for those homes backing on to the parkland. There are also several significant natural areas in the M and P Section, primarily in the form of wooded areas.

Social & Economic Activity

Located adjacent to a highschool and the regional Southridge Commercial District, Neighborhood 7 has several community-wide social and economic assets. However, when compared to other sections of Greendale, Neighborhood 7 is less integrated than other areas.

The largest asset in Neighborhood 7 is the Root River Parkway system and the woodlands and natural features evident throughout the area. These characteristics play a role in defining the quiet, suburban qualities of the neighborhood.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in Neighborhood 7:

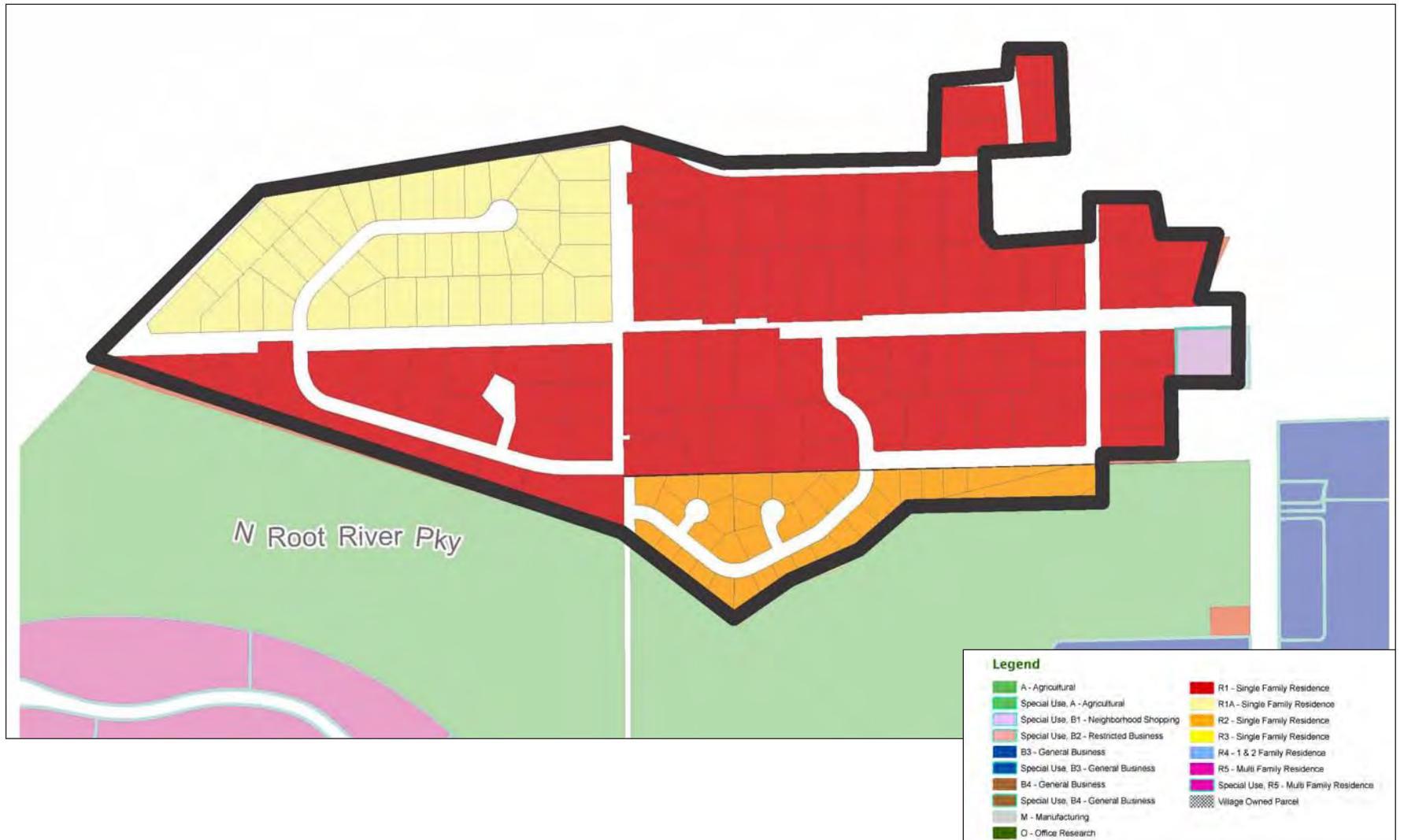
- *Maintain the suburban quality of Neighborhood 7 by preserving existing lot sizes and residential densities. The existing density in Neighborhood 7 ranges from: 2 and 4 dwelling units per acre on the southern edge; and 1+ dwelling unit per acre throughout the remainder of the area.*

- Ensure residential redevelopment or renovation respects the context of the existing neighborhood, including: scale, materials, building placement, and parcel size.
- Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.
- *Preserve natural resources and open spaces within Neighborhood 7.*
 - Protect existing wooded areas between residential lots.
 - *Where possible, increase access to passive community open spaces.*
- *Improve pedestrian access throughout the neighborhood, including:*
 - Continuous sidewalk networks to the Southridge Commercial District; and
 - Increased connectivity into the Root River Parkway.
- *Ensure appropriate buffers along the eastern edge of Neighborhood 7, where it abuts the Southridge Commercial District.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 7. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-17. Neighborhood 7, Comparable Zoning Districts



NEIGHBORHOOD 8: W SECTION

Neighborhood 8 includes the W Section of the Village and is located along the western edge of Greendale. Neighborhood boundaries include: the Root River Parkway to the north and east; Grange Avenue to the south; and S. 92nd Street to the west.



The main corridors within Neighborhood 8 are Grange Avenue and the Root River Parkway. There are also three neighborhood arterials, including: Westlake Drive, Woodbridge Drive, and Woodgate Drive/Woodgate Court.

Visual Character & Form

Neighborhood 8 is located along the western edge of Greendale and lies adjacent to the Root River Parkway. It is also one of the most distinct neighborhoods in the Village, as it consists of several multi-family unit dwellings, in the form of condos, and only a few, substantial single-family units.

There are a number of natural features integrated into the development, primarily along the outer edges of the neighborhood.

Some of these features are part of the Root River Parkway, while others are either man-made water features or preserved woodlands. Common open space is also incorporated into clusters of buildings.

Built in the 1980's and 90's, Neighborhood 8 offers a several types of condo developments including duplexes and larger, multi-unit buildings. While the duplex-style townhomes typically include attached garages and wide driveways, some of the larger complexes offer a combination of attached garages and shared surface parking.

In addition to condos, Neighborhood 8 also has a cluster of large, single-family homes in the southeastern corner. These homes are located on a cul-de-sac and are immediately adjacent to the Root River Parkway. The lot sizes range between more than 0.25 to less than 1 acre, while the average home is approximately 2000–3000 square feet.

Circulation

Given its size, the street pattern in Neighborhood 8 is much simpler than the other sections of Greendale. Three winding drives provide entrance to the neighborhood and form a loop through the neighborhood. There are trees planted along the street yard throughout the area, although many are not yet mature.

There are three primary street types in Neighborhood 8, including: an environmental

corridor (Root River Parkway); a major corridor (Grange Avenue); and neighborhood arterials (Westlake Drive, Woodbridge Drive, and Woodgate Drive/Woodgate Court).

The neighborhood arterials are wider and, as in other areas of the Village, connect the neighborhood to major corridors, while also serving as a residential thoroughfare. They are wide enough to accommodate through traffic in addition to on-street parking.

Sidewalks are limited to one-side of Westlake Drive in Neighborhood 8. Further, there is no direct pedestrian/bicycle access to the Root River Parkway from the W Section, although it lies immediate north of the neighborhood. Access to the trail network is limited to entrances along S. 92nd Street or S. 84th Street, although there are no sidewalks along those sections of the corridors.

Environment

The Root River Parkway is a prominent environmental feature in Neighborhood 8, particularly for those homes backing on to the parkland. There are also several significant wooded clusters, as well as a man-made water feature, that help preserve the quiet, suburban character of the area.

Social & Economic Activity

The greatest social and economic asset in Neighborhood 8 is the Root River Parkway and amount of natural features adjacent to

residential properties. Through enhanced connections to the Root River Parkway, this asset could be strengthened and have a greater impact on the neighborhood as a whole.

RECOMMENDATIONS

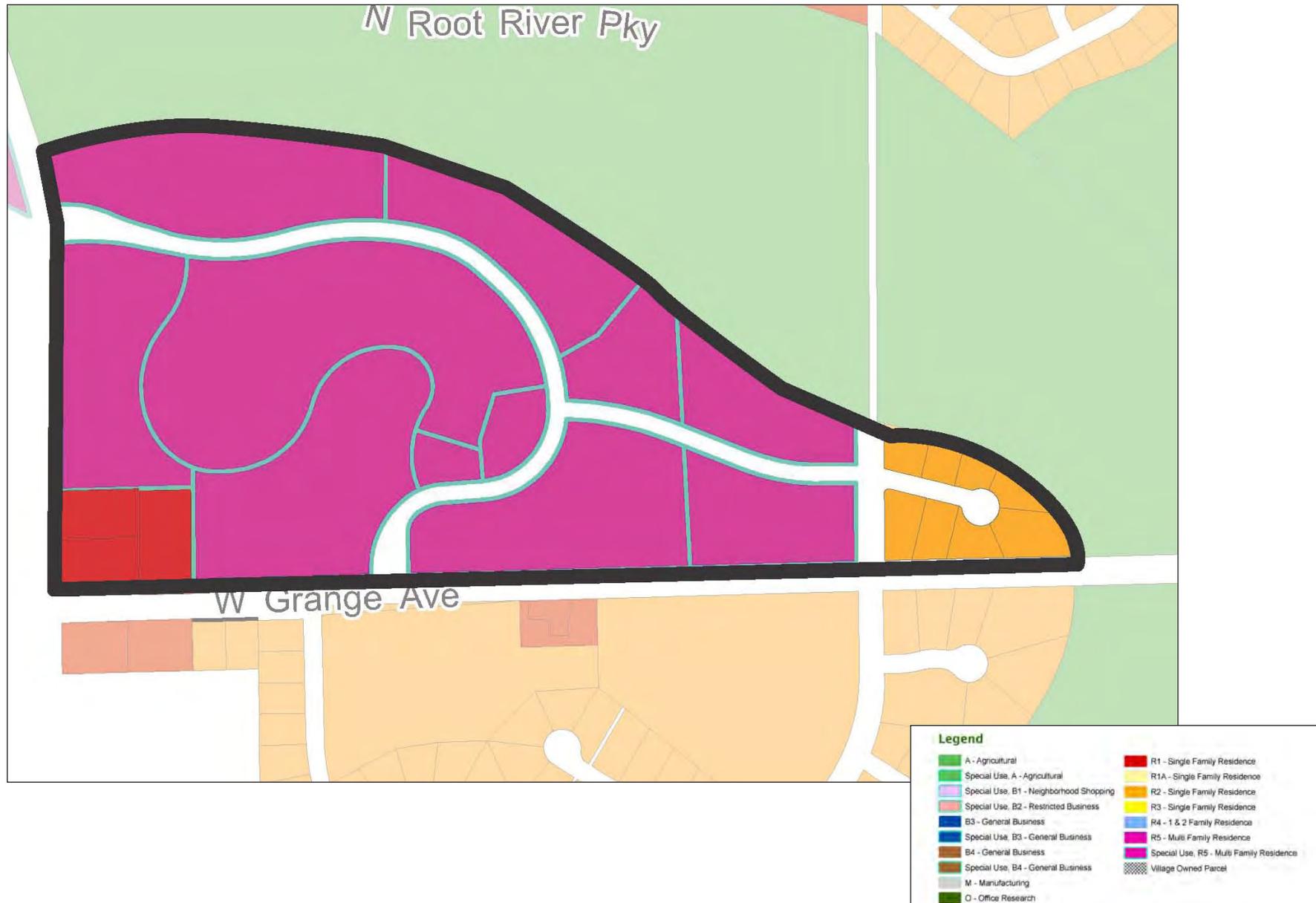
The following recommendations should guide future land use and development decisions in Neighborhood 8:

- *Maintain the suburban quality of Neighborhood 8, as a high-quality multi-family neighborhood.*
 - Ensure any redevelopment or renovation proposals are appropriate in: scale, high-quality materials, building placement, and landscaping.
 - Significant changes to density should be discouraged; any such proposals should be carefully reviewed on a case-by-case basis.
- *Preserve communal spaces and natural features within Neighborhood 8.*
- *Improve pedestrian access within the W Section, including:*
 - Expanding the sidewalk network, where possible; and
 - Increasing access into the Root River Parkway.

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in Neighborhood 8. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

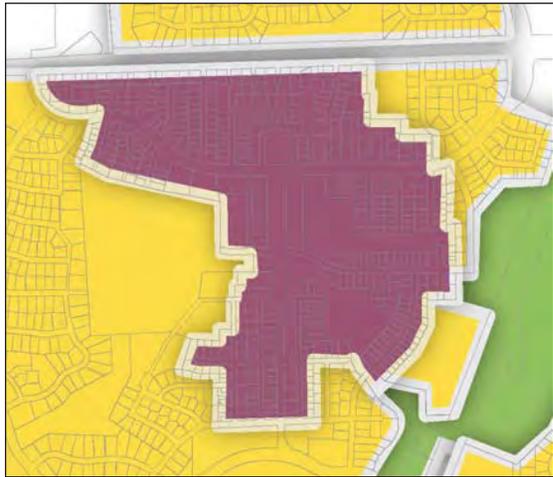
Figure 5-18. Neighborhood 8, Comparable Zoning Districts



Districts

VILLAGE CENTER HISTORIC DISTRICT

Since its inception in 1938, the Village Center has been the heart of the Greendale community. Nestled in between the Village’s original neighborhoods, south of Grange Avenue, the Village Center is often referred to as a hidden gem, not visible from the major roads. While this can be challenging for retailers, it is also a benefit as it preserves the historic character that makes Greendale a truly unique destination.



The Village Center Historic District includes the Broad Street commercial/civic corridor (Village Center), as well as the “Originals” Neighborhoods (Sections A–D). The area has been designated as a national historic landmark since 1976. The district is bounded by: Grange

Avenue to the north; Greendale Middle School and the adjacent woods to the west; Catalpa Street and Greendale High School to the south; and development along Loomis Road to the east. As described in the “Originals” Neighborhood section, this district generally follows the boundaries of the national historic district, although it has been expanded slightly to include all of the Village Center businesses.

Within the Village Center, there are several arterials including: Broad Street, a traditional main street shopping district; Northway, which connects the Village Center with the Southridge Commercial District and the Loomis and Grange Avenue District; Schoolway, originally designed to highlight the Village’s educational facility (now Greendale Middle School); and Parking Street, which leads to additional surface parking to the Village Center and Greendale’s Open Market.

Visual Character & Form

The Village Center follows a well-established “main street” pattern with commercial shops lining a commercial arterial. Pedestrian paths and amenities are integrated throughout the district and link to the neighborhoods beyond, encouraging a walkable, vibrant street life. Street trees, flower beds, and pedestrian scale lighting – complete with flags/banners are integrated into wide street terraces, further defining the Village Center as a destination. At the north end of the Village Center, Broad Street terminates at Municipal Square, emphasizing the classic postcard view of Greendale. On

the south end of the core district, Gazebo Park provides a historic space that continues to serve as a community gathering space.

Commercial buildings, which were revived under the stewardship of the Grandhaven Foundation in the late 1990’s, are set back from Broad Street, allowing for the street terraces and a full bay of parking. Consistent with the original design, buildings are 1-story with architectural features capping the ends of the structure or highlighting significant buildings (ex: the steeple incorporated into the Village Hall). Pedestrian-oriented signage, awnings, and high-quality materials are present throughout the district.

Circulation

The core of the Village Center is centered around Broad Street. Unlike the winding streets incorporated into Greendale’s neighborhoods, the Village Center was designed on a straight, north-south axis that leads the Village Hall. Built as a civic and social center, traffic moves slowly through the district, deferring to pedestrians. To achieve this hierarchy, there are a variety of traffic calming measures incorporated into the corridor, including: a relatively narrow street section, made visually narrower with wide, tree-lined street terraces; and pedestrian crosswalks, clearly defined by signage, paving patterns, and planters.

Pedestrian sidewalks surround the Village Center, but are not included along Broad Street between Northway and Schoolway. Instead,

sidewalks hug the buildings, lining the small shops and services. Pedestrians and bicyclists are also able to access the Village Center from the historic, meandering paths that wander behind residential sections and link the Village's natural and cultural resources.

With regards to public transportation, the Village Center Historic District is directly served by the Milwaukee County Transit System (MCTS) route 35 and 64. These routes run along the neighborhood arterials (Northway, Westway, and Southway) and provide transportation to several regional destinations, including Southridge Commercial District, as well as Downtown Milwaukee.

Environment

Parks and open spaces within the Village Center are all operated and maintained by the Village including the open lands surrounding Dale Creek, which the Village leases from the County.

Within the Village Center, as well as the adjacent neighborhoods, there are a diverse range of active and passive recreation options.

Sherwood Park, to the south of the district and adjacent to the middle school, and Dale Creek offer pedestrian paths and direct access to the community's natural resources. Jaycee Park, Lions Park, Community Center Park, and Greendale High School offer more active recreation with ball fields, tennis courts, and playground equipment. Finally, Gazebo

Park integrates passive park spaces with unprogrammed gathering spaces and active community events, such as summer concerts and Village Days.

Social & Economic Activity

The Village Center represents the heart of Greendale's social and economic activities. It is the center of civic functions for the Village, as well as a gathering place for community events (farmers market, parades, summer concerts) and local shopping.

Further, the historic characteristics and traditional suburban charm of Greendale's residential neighborhoods are significant to the social and economic health of the community. Preservation of these properties through restoration and continued maintenance will continue to provide economic value for this neighborhood.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in the Village Center Historic District:

- *Protect and enhance the historic integrity of the District, while also allowing for appropriate growth and development.*
 - Continue to support Broad Street as Greendale's mixed-use, Main Street destination.
- *Strengthen and expand the connection between the Grange/Northway/Southridge*

Mall node and the Village Center.

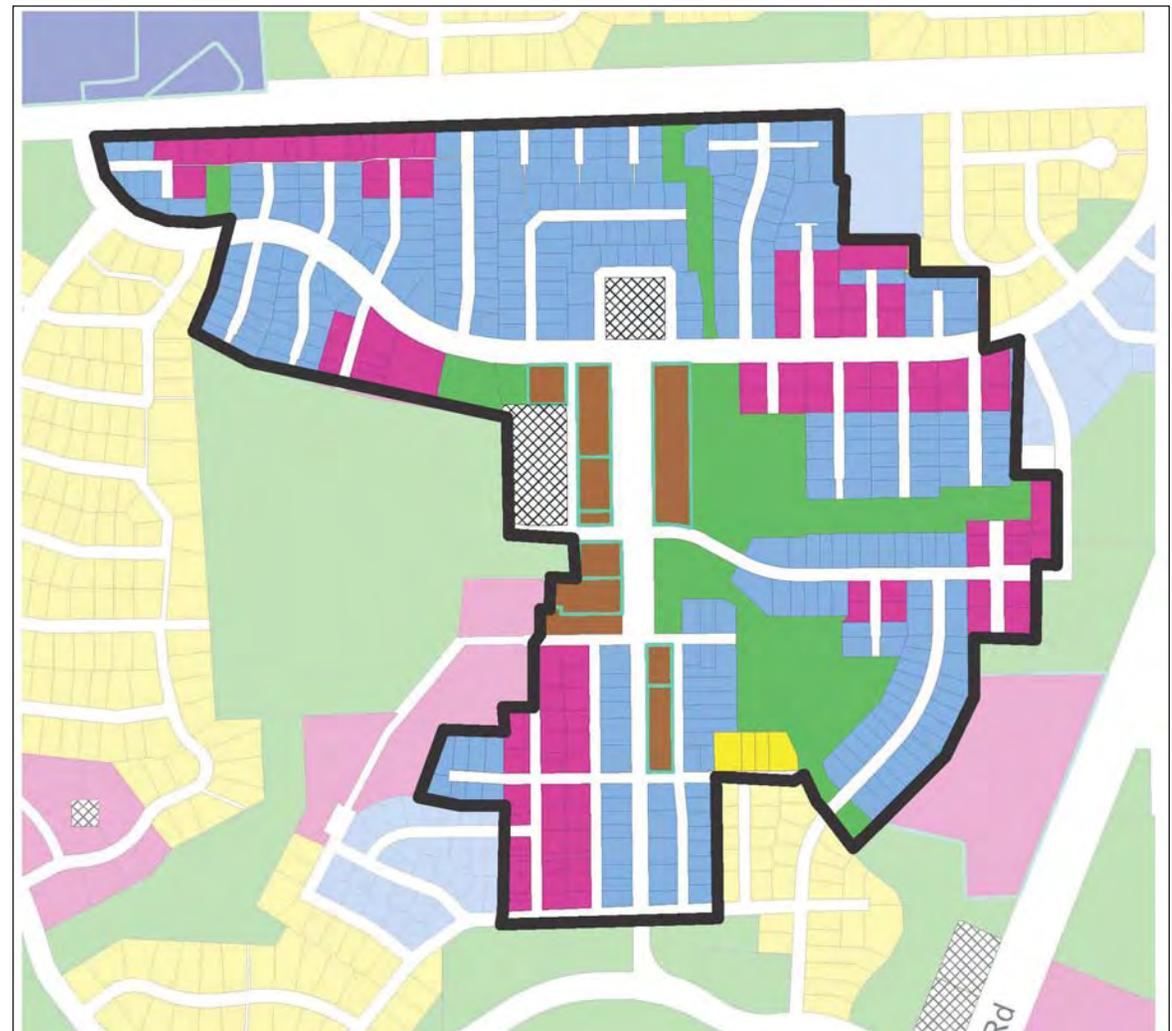
- Enhance streetscaping and signage program along Northway, including significant landscaping and gateway signage.
- *Consider the integration of multi-family housing options, such as townhomes, rowhouses, condos, and apartments, into the Village Center District. Options include redevelopment of existing multi-family parcels, as well as conversion of target properties.*
 - Rather than emphasizing target density levels, the Village should carefully regulate multi-family site plans. At minimum, multi-family residential proposals should include the following:
 - A maximum height of three stories with underground parking
 - Integrated green spaces and pedestrian paths
 - High quality building materials should be strongly encouraged with an emphasis on supporting the contextual integrity of the neighborhood. Examples include: brick, stone, decorative concrete masonry units, metal panel systems, or other creatively used high quality and durable building material.
- *Continue to emphasize the Village Center's pedestrian amenities and significant streetscaping program.*

- *Maintain strong pedestrian connections to the Village Center with sidewalks and integrated pedestrian paths.*
- *Continue to support the Village Center as a community gathering place.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in the Village Center Historic District. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5–19. Village Center Historic District, Comparable Zoning Districts



Legend			
Green	A - Agricultural	Red	R1 - Single Family Residence
Light Green	Special Use, A - Agricultural	Yellow	R1A - Single Family Residence
Light Blue	Special Use, B1 - Neighborhood Shopping	Orange	R2 - Single Family Residence
Pink	Special Use, B2 - Restricted Business	Light Yellow	R3 - Single Family Residence
Dark Blue	B3 - General Business	Light Blue	R4 - 1 & 2 Family Residence
Medium Blue	Special Use, B3 - General Business	Pink	R5 - Multi Family Residence
Brown	B4 - General Business	Light Pink	Special Use, R5 - Multi Family Residence
Dark Brown	Special Use, B4 - General Business	Grid Pattern	Village Owned Parcel
Grey	M - Manufacturing		
Dark Green	O - Office Research		

SOUTHRIDGE COMMERCIAL DISTRICT

While the Village Center is the heart of Greendale, in many ways the Southridge Commercial District is the face of the Village within the region. At 1.2 million square feet, Southridge Mall is Wisconsin's largest shopping center and one of four malls in the Milwaukee region. In addition to the mall property itself, the Southridge Commercial District also includes the 76th Street Commercial Corridor with several outlot and strip-mall developments.



Visual Character & Form

The Southridge Commercial District offers a variety of retail, entertainment, and office uses, in addition to proximity to the Root River Parkway. On the east side of the 76th Street Commercial Corridor, there are several retail and restaurant outlots centered around the shopping center. Along the west side of S.

76th Street, there is a strip-style retail center, a vacated office building (formerly the US Bowling Congress), and Martin Luther High School.

Opened in 1970, Southridge Mall was built to reflect the auto-centric fashion of the time. Conventional shopping centers were retail islands built on superblocks, surrounded by a sea of parking for convenience. Major traffic corridors funneled visitors into a ring road, which led to various parking sections.

Modern shopping centers, however, tend to reflect a new urbanist tradition. Designed to more readily accommodate pedestrians and vehicles, many modern shopping centers integrate open spaces and public plazas into a mixed use retail development. In many cases, retail is developed along outdoor “main street” shopping corridors with an emphasis on pedestrian landscaping and amenities. In other cases, there is a blend of “main street” shopping integrated with enclosed shopping corridors (reminiscent of the traditional mall).

In the Milwaukee region, many of the shopping centers have undergone transformations in order to offer a more modern shopping experience with Bayshore Mall in Glendale representing the extreme. Southridge Mall, however, has not been subject to the same degree of comprehensive modernization and retains many of its original characteristics. This leaves an immense opportunity for the Village to change the face of the Southridge Commercial District and become a major attraction within the region.

Circulation

The Southridge Commercial District circulation patterns are based upon the traditional shopping center model. Two major corridors flank the edges of the district: S. 76th Street, with a traffic count of approximately 28,000 vehicles per day (WisDOT, 2008), is a regional corridor and provides access from Interstate 894; Grange Avenue serves as a more localized access corridor, with approximately 11,000 vehicles per day (WisDOT, 2008).

Shoppers can access Southridge Mall from six points: Edgerton Avenue to the north; three access drives along S. 76th Street on the east; and two access drives along Grange Avenue. Each of these access drives intersect with a ring road, which provides vehicular access to parking lots and outlot developments. Within the mall parking lot, there are no formal pedestrian connections and limited landscaping.

In the western portion of the Southridge Commercial District, there are several curb-cuts onto S. 76th Street. Buildings are set back from the street with parking located along the right-of-way. While there are sidewalks along the corridor, there are no pedestrian paths leading into the development and limited landscaping.

The Milwaukee County Transit System (MCTS) has several routes serving the Southridge Commercial District, including a Freeway Flyer

to Downtown Milwaukee and three intercity routes.

Environment

While there is little landscaping incorporated into the parking areas within the Southridge Commercial District, there has been a significant effort to green the S. 76th Street corridor. As a joint effort with the City of Greenfield, the Village's boulevards incorporate a variety of landscaping and serve as an identity marker within the district.

Adjacent to the Root River Parkway and Oak Leaf Trail system, there are currently no pedestrian links with the Southridge Commercial Districts. The proximity of retail and entertainment to a regional environmental resource and pedestrian network could be a unique draw to the area and while adding value to the development.

Social & Economic Activity

The Southridge Mall and associated commercial district represents a major social and economic asset for Greendale, as well as the broader region. The district offers diverse retail choices and dining options, as well as a number of services. As indicated elsewhere in the Village's comprehensive plan, the success of the Southridge Commercial District is critical to the health of the 76th Street Commercial Corridor and the Greendale community.

As future plans for the district develop, consideration should be given not only to the physical site layout and use of the area, but to its thorough integration with the Root River Parkway, Village Center, and adjacent residential neighborhoods.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in the Southridge Commercial District:

- *Explore redevelopment options for the Southridge Mall property.*
 - Work with property owners and stakeholders to develop a Southridge Mall Master Plan.
 - Research applicable case studies and identify appropriate post-economic-recovery strategies to ensure success.
- *Support the mixed-use redevelopment of the Southridge Commercial District, including office, retail, entertainment, and multi-family residential uses.*
 - Consider allowing the construction of buildings which exceed three stories in height.
- *Establish the Grange/Northway/Southridge Mall intersection as a significant destination node.*
 - Incorporate gateway features such as significant landscaping and signage, a vibrant public plaza, and prominent anchor buildings with active retail

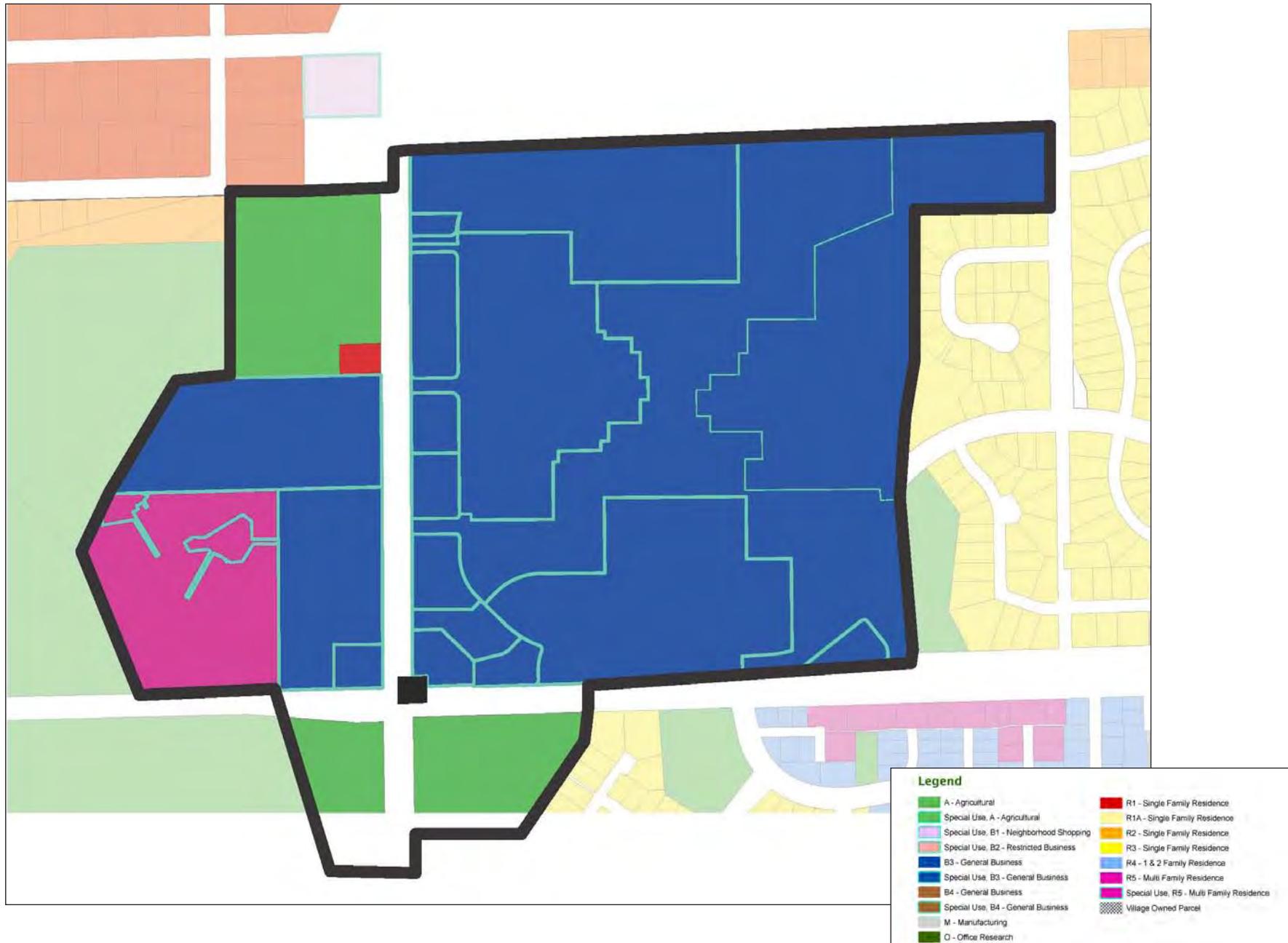
uses.

- *Improve pedestrian access and amenities within the District.*
 - Continue streetscaping themes established along S. 76th Street within the Southridge site.
 - Develop a pedestrian/bicycle connection with the Root River Parkway and western Greendale neighborhoods.

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in the Southridge Commercial District. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-20. Southridge Commercial District, Comparable Zoning Districts



LOOMIS & GRANGE DISTRICT

Located approximately one mile east of the Southridge Commercial District, the Loomis and Grange District is focused on municipal services and economic development. Centered around the intersection of Grange Avenue with Loomis Road (Hwy 36), this district includes the Village's Safety Center, the Southwest Milwaukee branch of the Department of Motor Vehicles, and Reader's Digest (formerly Reiman Publications). A wooded portion of Scout Lake Park anchors the southeast corner.



Visual Character & Form

The development within the Loomis and Grange District has a suburban-quality. Buildings are set back from the thoroughfares and primarily landscaped with turf-grass and small tree clusters. In recognition of the auto-oriented focus of the major corridors,

developments utilize monument signage at primary entrances. Buildings within the district are single-use and are mainly employers or civic services, which are buffered from the adjacent residential neighborhoods.

Circulation

Circulation within the Loomis and Grange District is focused on vehicular transportation. Curb-cuts and access directly onto Loomis Road is limited; main entrances onto each site is primarily located on Grange Avenue or an adjacent arterial. Due to the suburban nature of the development, each site stands independently of others without a coordinated circulation system.

Pedestrian access is mainly limited to Grange Avenue, although it switches from the south side of the corridor to the north across Loomis Road. The Village Safety Center and Reader's Digest both incorporate walking paths into their campuses, as well as the adjacent residential neighborhoods.

The Milwaukee County Transit System (MCTS) provides limited service to the district with one route running along Northway and Grange Avenue, ultimately heading north on Loomis Road.

Environment

Passive landscaping is incorporated throughout the Loomis and Grange District with Reader's Digest offering more significant landscaping

and active pedestrian paths to its employees. However, landscaped parking areas are relatively limited.

At the southeast end of the district, Scout Lake Park also includes a number of active and passive recreation opportunities. However, park access is limited to an entrance further south on Loomis Road and is not readily available to employees by foot.

Social & Economic Activity

The Loomis and Grange District is a civic asset, complimentary to Village Center, as well as an employment and economic development zone. With visibility and direct access to Highway 36, this district offers businesses an accessible location in a suburban atmosphere. This is a strength for the Loomis and Grange District and Village Industrial District alike. As future plans for the district develop, efforts should be focused on regional business and commercial uses, which benefit from the areas transportation thoroughfares.

RECOMMENDATIONS

The following recommendations should guide future land use and development decisions in the Loomis & Grange District:

- *Continue to support the Loomis & Grange District as a significant municipal services and job center in the community.*
 - Continue to recognize the importance of Loomis Road as a

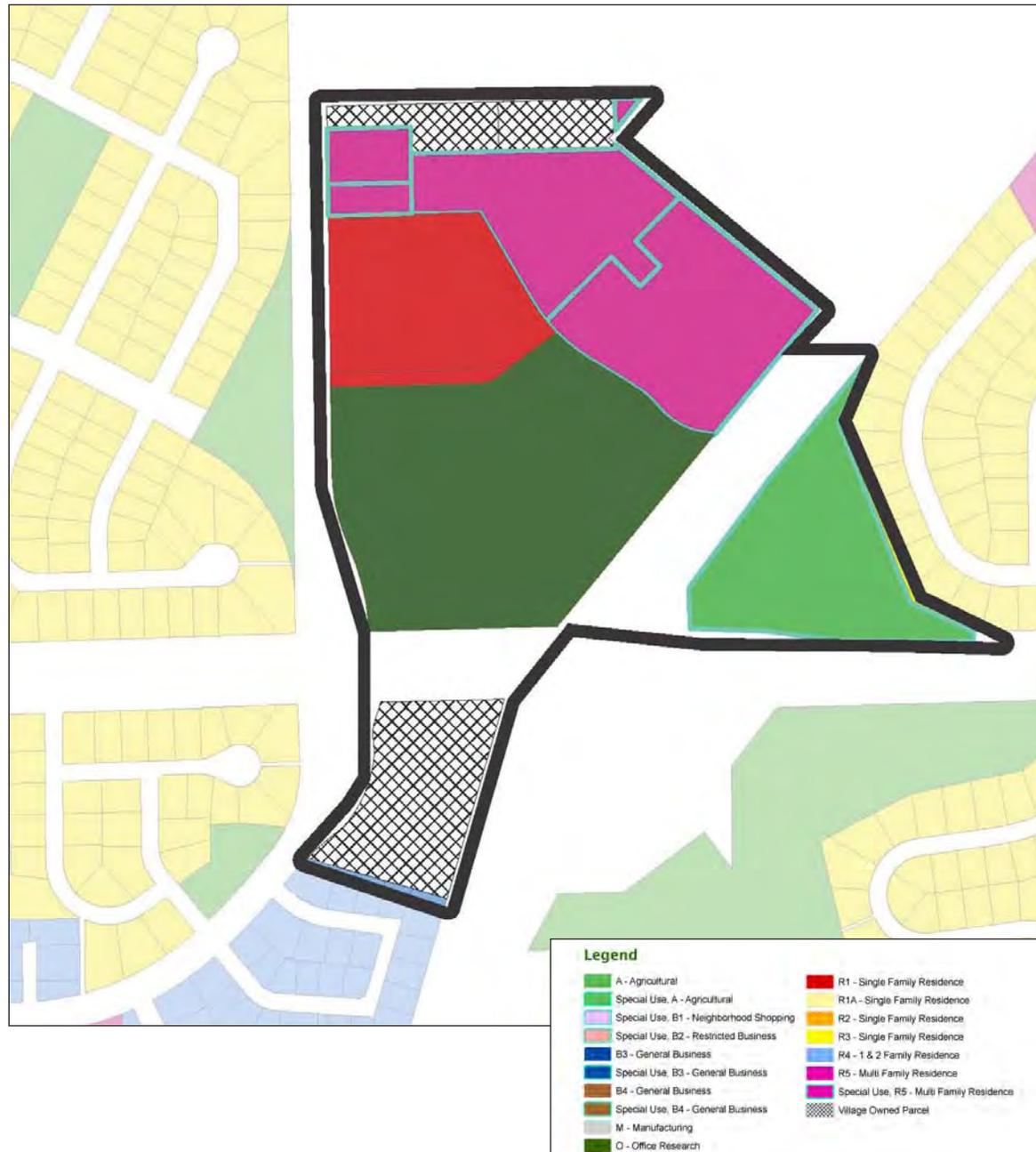
major thoroughfare and economic development strength.

- *Improve pedestrian access within the District, including an expanded sidewalk network linking Loomis & Grange to the Southridge Commercial District, Village Center, and Scout Lake Park.*
- *As opportunities arise, promote economic development synergies between the Loomis & Grange District and the Village Industrial District.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in the Loomis & Grange District. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5–21. Loomis & Grange District, Comparable Zoning Districts



VILLAGE INDUSTRIAL DISTRICT

The Village of Greendale's Industrial Park is located south of the Loomis and Grange District along Loomis Road. The district includes several small scale manufacturing and warehouse businesses, as well as services, a restaurant, and the Village's Department of Public Works. The park is surrounded by the Root River Parkway and is immediately south of Greendale High School.



Visual Character & Form

Built in the 1960's, the Village's Industrial Park features smaller parcels arranged around a double-loaded ring road. The majority of the buildings reflect the age of the park,

consisting mainly of rectangular, single-story manufacturing, office, and warehouse structures, situated on parcels between .5 acres and 6.75 acres. Buildings generally have a small set back from the street and are surrounded by asphalt parking and turf grass. There is a minimum amount of landscaping with individual trees planted along the street edge. Unlike many other business/industrial parks in surrounding communities, the Village's industrial park lacks a clear identity or branding program.

Circulation

The street system within the Village Industrial Park District consists of a double-loaded ring road (Industrial Loop), as well as a single loaded corridor (Industrial Court) terminating at a business. The entire park is served by a single entry/exit point on to Loomis Road (Hwy 36).

Each parcel has an individual curb-cut onto Industrial Loop or Industrial Ct, which leads to separate parking areas. Throughout the park there is a minimum amount of landscaping, including street trees planted at various intervals.

Formal pedestrian access is limited to a sidewalk along Loomis Road, which connects into the Root River Parkway south of the industrial park. However, this path can only be accessed from the intersection of Industrial Road with Loomis Road; there is no pedestrian path bridging Industrial Loop and the sidewalk

network. Further, there is no pedestrian network linking the industrial park with the Village Center or northern neighborhoods.

The Milwaukee County Transit System (MCTS) does not directly serve the Industrial Park District. However, route 35 does stop at the intersection of Southway and Loomis Road, directly north of the district.

Environment

The Village Industrial Park District is surrounded by the Root River Parkway on two sides, which contributes to the suburban feel of the park and adds potential for pedestrian linkages. Presently, the wooded area serves as a buffer and is not incorporated into the identity of the district.

The industrial park offers a minimal amount of passive landscaping, consisting primarily of turf grass and street trees. There is no landscaping within the various parking areas, nor is there a coordinated stormwater management feature within the area.

Social & Economic Activity

As the Village's only industrially zoned area, the Greendale Industrial Park represents a major economic development opportunity now and in the future. Although the park itself is aging, it high occupancy rates and offers small format facilities not found in some of the larger business parks. Additionally, visibility from and direct access to Loomis Road, as well as

proximity to interstate highways and a major airport, are strengths for the district.

In the future, Greendale will have the opportunity to further maximize the value of the park by recruiting companion businesses and developing a coordinated branding feature, including signage, landscaping, and employee amenities.

RECOMMENDATIONS

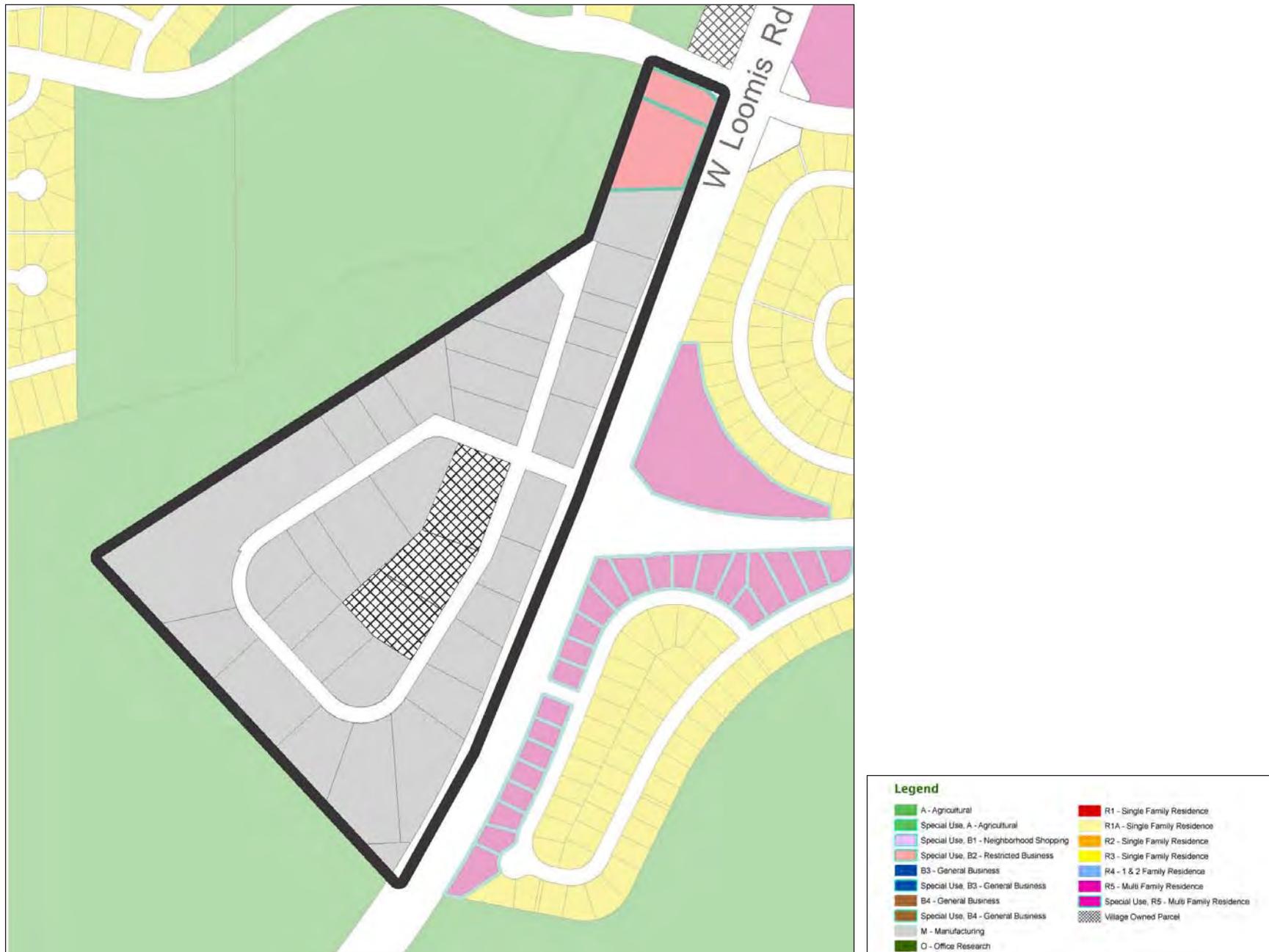
The following recommendations should guide future land use and development decisions in the Village Industrial District:

- *Consider developing an Industrial Park Master Plan or Design Guidelines, intended to maximize the economic development potential of the park as buildings redevelop.*
- *Develop and implement a coordinated branding/identity program for the Village Industrial District, including gateway signage and streetscaping.*
- *Encourage limited commercial uses at the intersection of Industrial Road and Loomis Road.*
- *Explore opportunities for other uses within the Village Industrial District, including office and indoor recreational uses.*
- *Encourage increased pedestrian access to the Village Center and Root River Parkway.*

Comparable Zoning Districts

The following zoning districts are considered to be consistent with the future land uses and character identified in the Village Industrial District. In the future, it is recommended that the Village review the existing zoning code and revise the ordinances as necessary to support the broader vision of the Comprehensive Plan. At that time, this section of the Plan should be amended accordingly.

Figure 5-22. Village Industrial District, Comparable Zoning Districts



Corridors

GRANGE AVENUE CORRIDOR

The Grange Avenue Corridor is an east-west thoroughfare, running through the northern section of the Village and providing access to a number of local landmarks, including (from west to east): historic Trimborn Farms and Jeremiah Curtin House; Root River Parkway; Southridge Commercial District; a pivotal intersection with Northway, which links the Village Center to Southridge Mall; and the Loomis and Grange District (Village Safety Center, Southwest Milwaukee DMV Center, Reader's Digest).

Grange Avenue has two principle characters as it goes through the Village of Greendale. The primary section of the thoroughfare begins at S. 84th Street and runs east through the intersection with Loomis Road. In this section of the Village, Grange Avenue serves as a major transportation corridor. There are two lanes of traffic in each direction, separated by a tree-planted boulevard. Trees are planted along the street terraces and a disjointed sidewalk is available on varying sides of the corridor.

Commercial and municipal services are concentrated at the intersections of Grange Avenue with S. 76th Street and Loomis Road. In between, residential sections either turn away from the corridor, with rear yards buffered from the street edge, or face frontage roads that run parallel to Grange Avenue.

The bookends of Grange Avenue, from S. 92nd Street to S. 84th Street and Loomis Road to S. 45th Street, have more rural qualities and are intended to serve the adjacent residential neighborhoods. The street width decreases to accommodate one lane of traffic in either direction. The repetition of trees in the street terrace continues, but there are no boulevards. The disjointed sidewalk network also continues, flipping from one side of the street to another and – at times – stopping entirely for several blocks before resuming.

76TH STREET CORRIDOR

The 76th Street Corridor (CTH U) is a north-south thoroughfare, bisecting the western portion of the Village. There are several nodes along S. 76th Street, including: Interstate 894 access (further north in the City of Greenfield); Southridge Commercial District; and Root River Parkway.

The 76th Street Corridor has two primary characters as it goes through Greendale. North of Grange Avenue, S. 76th Street serves the community and the region as a major commercial corridor. With more than 28,000 vehicles per day (WisDOT, 2008), it is the busiest street in the Village. There are three travel lanes in each direction, as well as center left turn lanes.

Traffic is separated by an urban boulevard with significant landscaping features and identity signage, the result of a joint venture with the City of Greenfield and Milwaukee County.

Trees are also planted in the street terrace, which separates a continuous sidewalk network from traffic. Commercial uses, including retail, entertainment, and business services, extend the length of this commercial thoroughfare and are primarily served by individual drives.

The southern portion of S. 76th Street, extending from Grange Avenue to Loomis Road, is a major thoroughfare with more rural characteristics. There are two travel lanes in either direction, as well as an informal shoulder lane allowing for right turns on and off the corridor. The boulevard continues, but it has a more suburban quality and consists mainly of turf grass and trees. A continuous sidewalk runs along the eastern side of the corridor, however there are limited opportunities for western neighborhoods to safely cross S. 76th Street to access it.

LOOMIS ROAD CORRIDOR

The Loomis Road Corridor (STH 36) is an angled highway on a northeast-southwest axis, bisecting the eastern portion of the Village. Primary landmarks along the corridor include: the Loomis and Grange District (Village Safety Center, Southwest Milwaukee DMV Center, Reader's Digest); Village Industrial Park; and Root River Parkway.

As a state highway, the character of Loomis Road remains the same throughout the Village. With two travel lanes in each direction, the corridor averages traffic counts of 17,000 vehicles per day (WisDOT, 2008).

As with other state highways, Loomis Road is divided by a turf-grass median and framed by wide setbacks on either side. Due to the proximity of major natural resources, such as Scout Lake Park and the Root River Parkway, much of the Loomis Road corridor is undeveloped. Existing nodes include the intersections of Grange Avenue, Southway/Ramsey Avenue, and Industrial Road.

With regards to pedestrian and bicycle transportation, there are two networks informally connected along Loomis Road. Both located on the western side of the corridor, the path network begins on the Village Safety Center campus at the corner of Loomis Road and Grange Avenue. The sidewalk terminates at the Saint Alphonsus Grade School parking lot. The second leg of the sidewalk continues on the south end of the school parking lots, located along Churchwood Circle, where a pedestrian bridge to Scout Lake Park is also available. This path extension allows pedestrian/bicycle access past an entrance to the Root River Parkway before ending at the H Section.

ROOT RIVER PARKWAY CORRIDOR

The Root River Parkway is a significant environmental feature throughout the Village of Greendale. The natural and recreational resource runs along the western and southern boundaries of the Village, before connecting with the Dale Creek Parkway (near the Village Center) and other wooded resources to the east. In addition to serving as the Village's

primary environmental corridor, the Parkway offers a variety of passive and active park spaces, waterways, and a southern extension of the regional Oak Leaf Trail system.

As a County maintained resource, the character of the Root River Parkway remains consistent throughout Greendale. To the east of the Root River waterway, a wide street winds through the corridor, providing a vehicular travel lane in each direction in addition to bicycle/pedestrian access and parking. Mowed turf lawns frame the parkway and various wooded areas, ponds, and/or passive and active open spaces extend beyond that.

In addition to the obvious pedestrian and environmental benefits, the Root River Parkway also border several Greendale residential neighborhoods, which adds visual interest, privacy, and significant economic value to these properties.

Areas of Significant Interest

VILLAGE CENTER CENTER

Vision

The historic Village Center of Greendale is the focal point of the community. The historic architecture and character of the center, as well as the adjoining green spaces, create a memorable place. This plan aims to reinforce and enhance the center as a vibrant mixed-use destination and community resource.

Concept Description

Currently, the Village Center contains a mix of retail and civic uses, oriented along Broad Street. This plan (Figure 5-23) proposes to augment the current uses with market rate residential development along with landscape

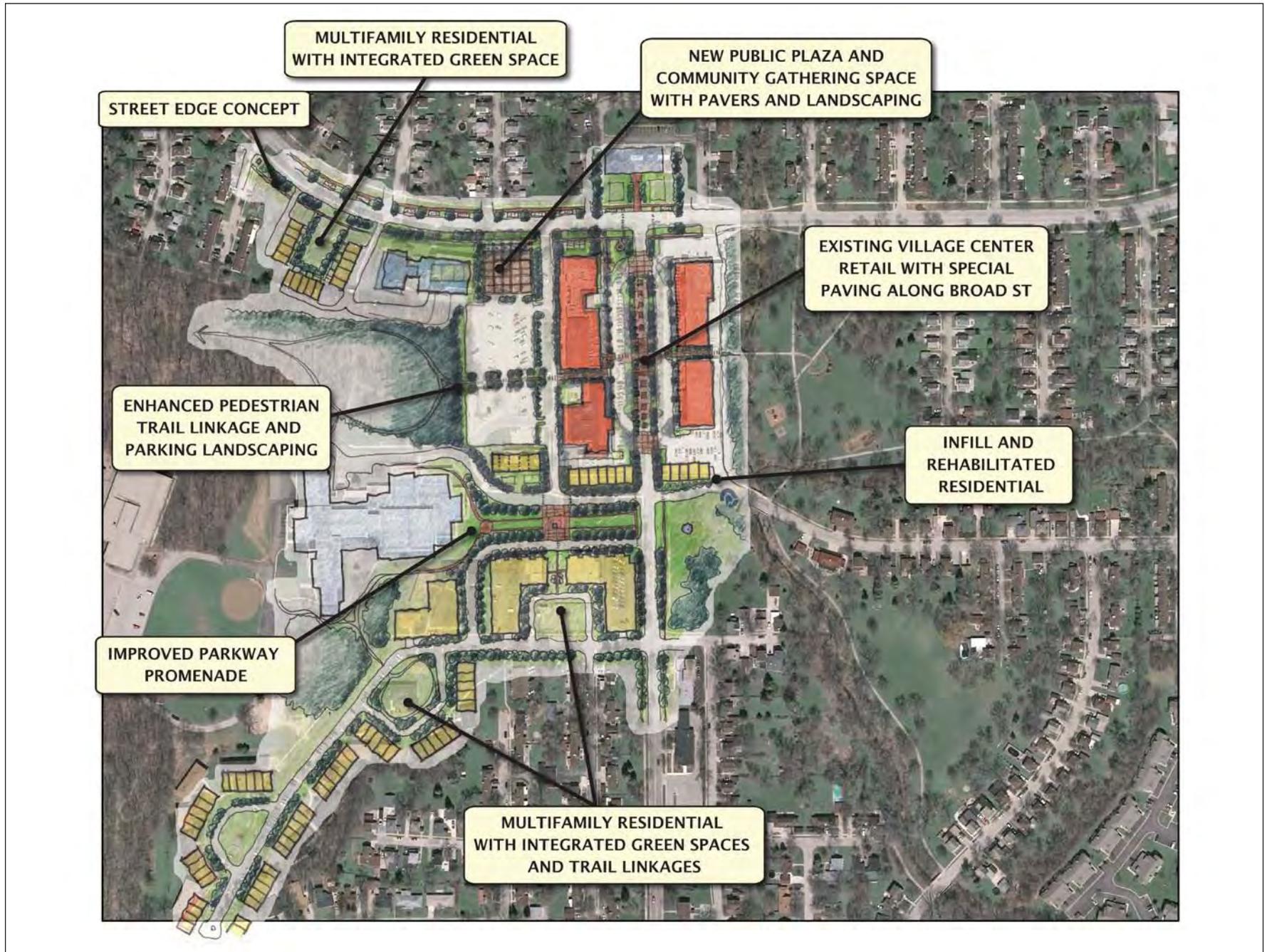
and streetscape enhancements that build on the existing strengths of the Village Center. New housing in the form of townhouses and three story multifamily buildings (maximum) is proposed along a green parkway promenade leading from Broad Street to Greendale Middle School. Additional multi-family housing redevelopment – including three or four story buildings, where appropriate – is proposed along Crocus Ct. Adding more residential uses downtown will help create more 24-hour activity and provide additional housing options within Greendale.

A newly defined promenade reinforces the original vision presented by Peet’s plan, which included a landscaped mall that terminated at the school site, a major civic building. Further, the original plan incorporated civic art into the formal space in the form of Alonzo Hauser’s sculptural flagpole.

Landscape and streetscape improvements are suggested in several locations downtown. Streetscape enhancements to Broad Street are intended to help reinforce the role of the street as a “town square” during parades, festivals, and other gatherings. The new promenade along Schoolway would feature rows of trees, walkways, historic lighting, and a plaza centered on the historic flagpole. Finally, a more prominently defined plaza space is proposed for the farmers’ market on the corner of Parking Street and Northway. The market would take place in a new plaza space, shifted slightly from its current location, which would help give the market more visibility and help activate Northway with more pedestrian activity.



Figure 5-23. Village Center Concept





A vision for the historic Village Center, including additional housing choices and a renewed public promenade (view: from Gazebo Park, looking west)

Strategies and Recommendations

1. *Preserve and enhance retail uses in the Village Center. Recognize the value of new housing downtown in attracting more customers for retail establishments.*
2. *Provide new housing through redevelopment of sites along Crocus Ct. and along Schoolway.*
3. *Create a new public space, a “promenade,” extending westward from Broad Street, and ending in front of the Greendale Middle School. This space will center on the historic flagpole and will help create a focal point for the proposed residential development.*
4. *Provide Streetscape enhancements to Broad Street. Add special paving and other streetscape elements such as benches along the portion of the street that runs through the retail center. While the street would still be open to traffic, these enhancements would give the street the character of a plaza, which would help reinforce the “town center” character of the area.*
5. *Add a tree-lined sidewalk through the parking lot west of Parking Street. This walkway would provide pedestrian linkage between the Village Center and the green space trail system.*
6. *Add additional parking (perpendicular) along Parking Street.*
7. *Move the Farmer’s Market to a redefined community plaza space at the intersection of Parking Street and Northway.*

VILLAGE CENTER AND SOUTHRIDGE MALL CONCEPT

Vision

Currently, while in close proximity, there is sense of disconnection between Southridge Mall and the Village Center. In addition, the mall is isolated from the pedestrian trail system and the Village's green corridors. As the future form and character of the mall is discussed, consideration should be given to look for opportunities to better integrate the mall with the rest of the Village.

Concept Description

Better connection is proposed between the Village Center and Southridge through establishing a new pedestrian-oriented district on the Southridge property at the intersection of the Southridge property with Grange Ave, as well as enhanced visual connection to the Village Center via streetscape and landscape improvements to Northway (Figure 5-24). In addition, trail connections through

the former US Bowling Congress site and through Southridge parking lots could provide pedestrian linkage from the Mall to the Village greenway system, including the Root River Parkway and Oak Leaf Trail.

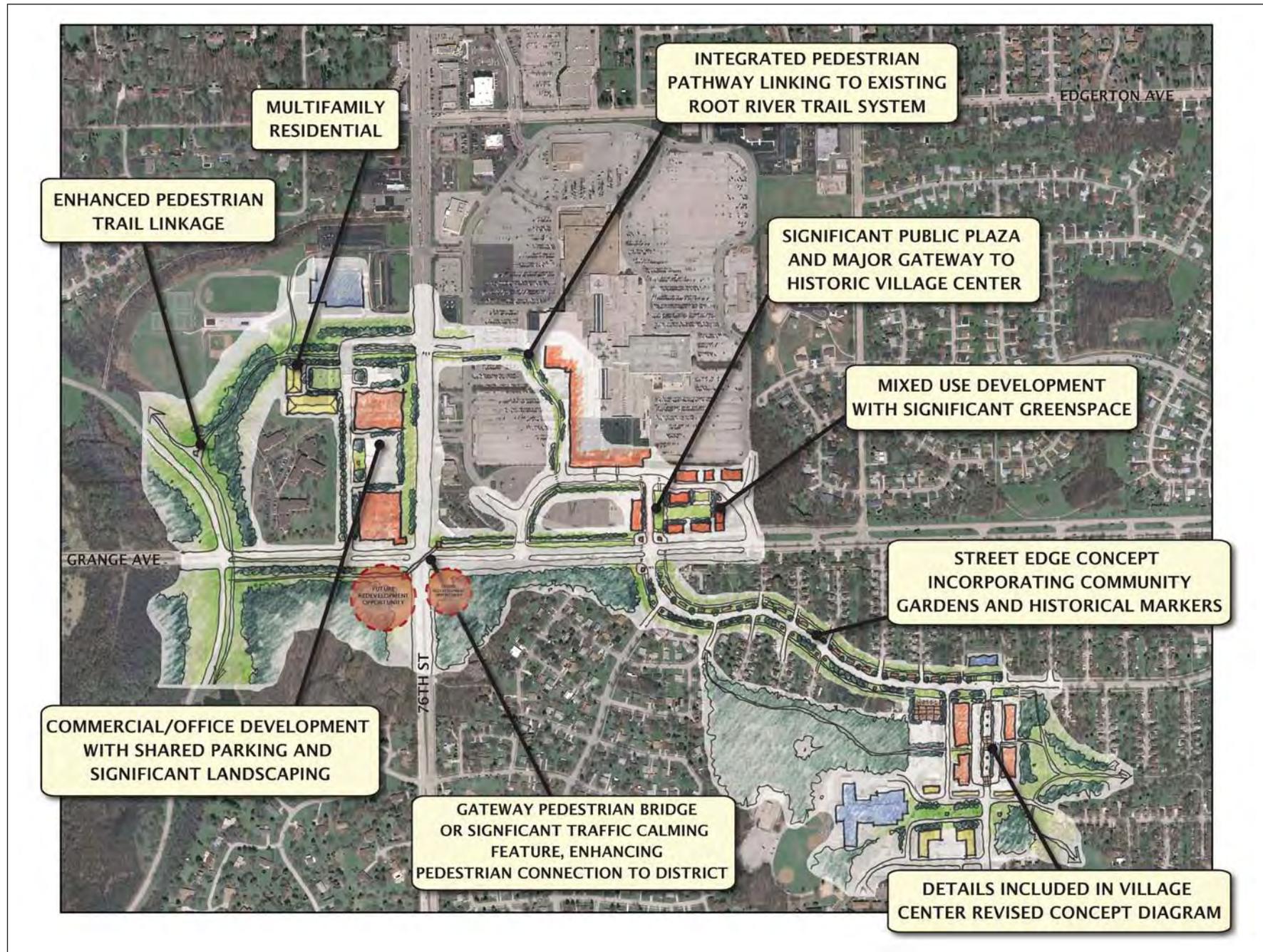
The new pedestrian district on the Southridge Mall property is envisioned as an open-air collection of mixed-use buildings centered on a green space or pedestrian plaza. This plaza would serve as a northern complement to the Village Center, with Northway then becoming an important linkage between the two pedestrian destinations. A series of gardens and streetscape improvements along Northway would create a sequence of pedestrian-oriented features that would encourage people to walk between the centers.

Strategies and Recommendations

1. *In planning for the future of the Southridge Mall property, consider creating a pedestrian-oriented green space or gathering place just north of the current terminus of Northway. The green space (or a portion of) should be visible and accessible to pedestrians from the intersection of Grange and Northway. A new vehicular entrance to the mall should also be considered from this intersection.*
2. *Enhance the streetscape along Northway to help provide linkage between the Village Center and the proposed Southridge pedestrian plaza. For example, the wide terraces along the street could provide places for a series of community garden plots to enliven this important entranceway into the Village Center. In addition, streetscape elements such as historical markers, signage, and benches could be placed along this corridor to help convey a pedestrian-friendly character.*



Figure 5-24. Village Center & Southridge Concept





A vision for the intersection of Southridge Mall with Grange and Northway, including mixed use buildings, streetscaping, and a public plaza. (view: Corner of Northway and Grange Avenue, looking north towards the mall)

3. *Extend trails, sidewalks, and other pedestrian linkages to Southridge Mall. The plan indicates two possible linkages to the Mall from the Root River Parkway. One of these connections could occur through the US Bowling Congress site, extending across 76th Street, and into the Mall property itself. It is recommended to continue this trail south and eastward through the property eventually linking up to the proposed pedestrian plaza where*

Northway intersects with Grange Avenue. Another potential pedestrian connection to the Parkway would be to construct a sidewalk or trail along Grange Avenue from the Parkway to 76th Street, where a pedestrian bridge is proposed. A sidewalk or trail would then extend along the north side of Grange Avenue to connect with the proposed pedestrian plaza.

4. *Redevelop the US Bowling Congress site and the parcels located between the site*

and Grange Avenue. Place the buildings along the street edge with parking lots to the side or rear of the buildings in order to enhance the street character along 76th. Consider placing a significant "gateway" building at the corner of 76th and Grange. Multifamily residential uses could be considered at the rear portion of the Bowling Congress site, adjacent to other residential uses and the parkway corridor.

VILLAGE INDUSTRIAL PARK

Vision

Over the next several years, the Village's industrial park will likely see some redevelopment activity, creating an opportunity to improve the access, character, and real estate value of the park. "Green" site development concepts could help create an "ecopark" character for the industrial park.

Concept Description

The plan proposes a phased strategy for park redevelopment (Figures 5-25 and 5-26). With the public works campus remaining in its existing location, a new access boulevard would be provided at the intersection of Loomis and College. This boulevard would help improve the image of the park from Loomis Road and serve as a gateway to the campus. A new roadway, located along the western edge of the park would extend northward, allowing

for larger development parcels north of the entrance boulevard as compared to the current configuration in which the road runs through the middle of the park. A pedestrian linkage is also proposed along the entrance boulevard leading westward into the greenway system and to the high school site.

Strategies and Recommendations

1. *Create a new entrance boulevard for the park. The boulevard, along with landscape improvements to the public works site, can help create an improved image for the park.*
2. *In Phase 1, reconfigure the north end of the park, positioning the roadway along the western edge of the property and creating new and potentially larger development parcels which can accommodate a broader range of users.*
3. *Consider commercial/office uses, including retail and/or restaurant opportunities, on the parcels directly adjacent to the intersection of Loomis and Industrial Road.*
4. *Extend sidewalks and trails along the entrance boulevard, leading into the greenway to the west, and providing a direct pedestrian linkage between the greenway, the school, and residential neighborhoods to the east of the park.*
5. *Future phases of redevelopment would involve the rest of the park parcels. Consideration might be given to relocating the public works campus if the development potential of the land warranted this action.*



Figure 5-25. Village Industrial Park Concept, Phase 1

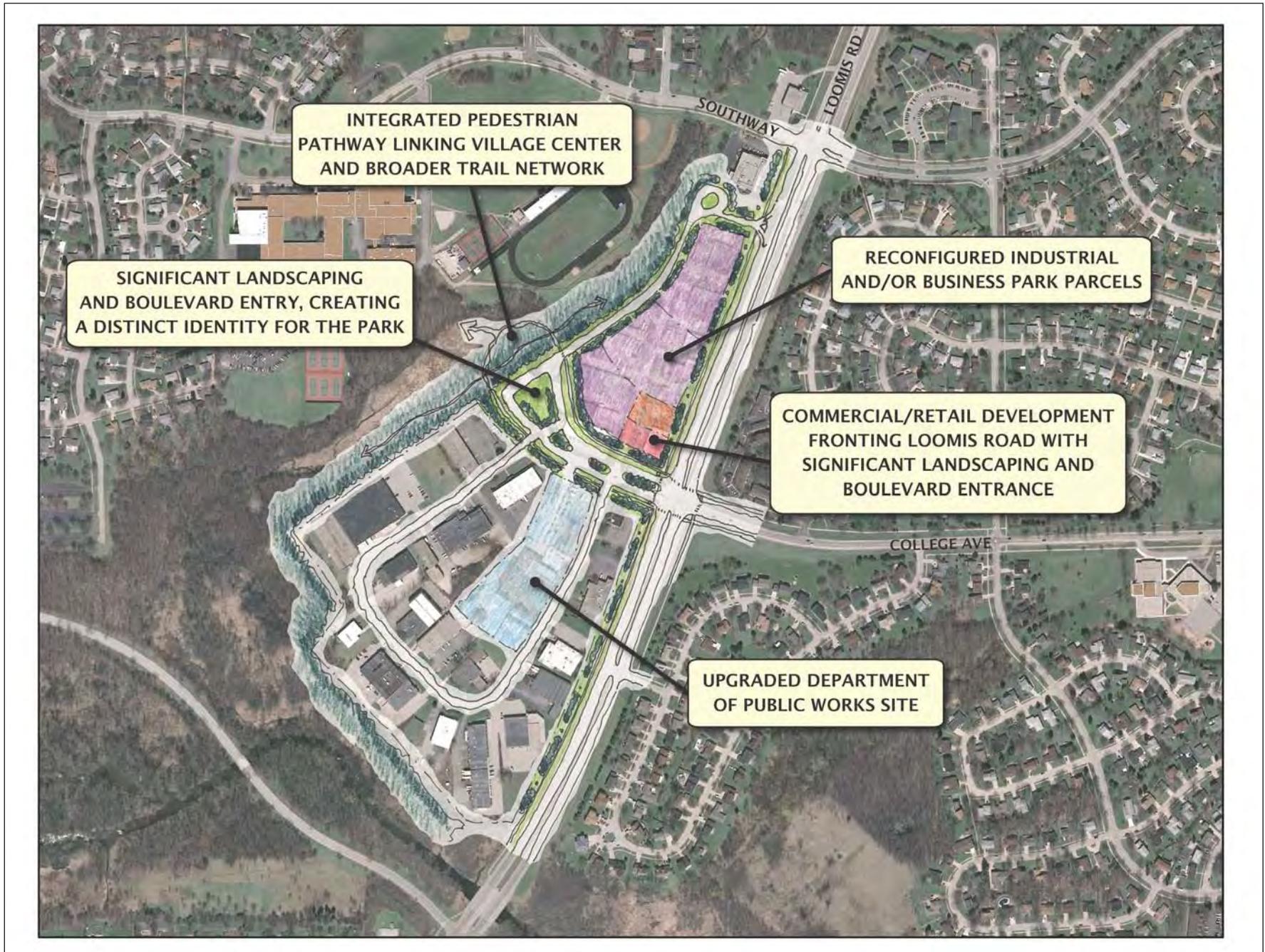


Figure 5-26. Village Industrial Park Concept, Phase 2



housing 6

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Housing

Greendale's housing stock is an iconic element in the community. From the unique "Originals" to the integrated multi-family units, ranch style houses, and the larger estate-style homes, the Village contains a wide variety of housing types that have developed over time. Residential uses comprise the majority of land in the Village, making housing an integral component of the comprehensive planning process.

The Housing element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to:

1. *Provide at least one objective, policy, goal, map, and program related to providing an adequate housing supply to meet existing and forecasted housing demand. Map ideas include mapping the value, size, and age of existing housing, and showing areas designated for future housing.*
2. *Provide information on each of the categories listed: housing age, structure, value, and occupancy. Structure can refer to the type of dwelling (multi-family, duplex, single-family, etc.) or to the condition of housing units (good, fair, poor, etc.).*
3. *Provide at least one policy and program for each of the following housing goals, and ensure that the policies and programs:*
 - *Promote development of housing for residents of the local governmental*



The Issues and Opportunities element of this Plan outlines six goals and objectives that shall guide the Housing section:

- *Maintain a variety of housing unit types to accommodate diverse household incomes and owner preferences. Ensure that adequate housing is available for all segments of the community, including young families, empty nesters, and seniors.*
- *Utilize Greendale's adopted design guidelines in the renovation or construction of any housing within the "Originals" neighborhood;*
- *Provide flexibility in density standards for new residential development to maintain the Village's tradition of integrated open space and public access;*
- *Encourage the preservation and maintenance of all housing units in the "Originals" neighborhood, and explore options for property maintenance enforcement;*
- *Allow new multi-family housing options (townhouse, multi-unit buildings, etc.) provided that the architectural quality respects the context of the surrounding neighborhood;*
- *Encourage homeowners to incorporate "green" features (e.g. water efficient landscaping, pervious pavement, stormwater retention, residential energy systems, etc.) on individual properties.*

unit and provide a range of housing choices that meet the needs of persons of all income levels and of all ages groups and persons with special needs;

- Promote the availability of land for the development or redevelopment of low-income and moderate-income housing;
- Maintain or rehabilitate the local governmental unit's existing housing stock.

HOUSING DATA

Housing in the Village

Figure 6-7 maps the existing residential buildings throughout the Village, showing patterns in residential unit sizes, densities, and layouts. Some of these patterns are chronological with the "Original" neighborhoods being the smallest and most compact and the later ranch-style homes being developed on slightly larger lots. Other variations are based on geography with some of the Village's largest homes surrounded by the Root River Parkway. This diversity of housing size and location continues to support the desire of many residents to live in Greendale throughout their lifespan, from young singles and couples to growing families to empty nesters and seniors.

Figure 6-1. Occupancy and Tenure

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Total Housing Units (2000)	400,093	100%	796,734	100%	6,165	100%	10,956	100%	16,190	100%	3,376	100%	11,897	100%
Occupied Units (Total)	377,729	94.4%	749,055	94.0%	6,011	97.5%	10,602	96.8%	15,697	97.0%	3,260	96.6%	11,239	94.5%
Vacant Units (Total)	22,364	5.6%	47,679	6.0%	154	2.5%	334	3.0%	506	3.1%	117	3.5%	658	5.5%
Owner-Occupied (Occupied Units)	198,752	52.6%	471,665	63.0%	4,191	69.7%	8,313	78.4%	9,341	59.5%	2,012	61.7%	6,847	60.9%
Renter-Occupied (Occupied Units)	178,977	47.4%	277,390	37.0%	1,820	30.3%	2,289	21.6%	6,356	40.5%	1,248	38.3%	4,392	39.1%
Average Household Size	2.43	-	n/a	-	2.38	-	2.58	-	2.20	-	2.35	-	2.52	-

Source: U.S. Census Bureau, 2000

Figure 6-2. Occupancy and Tenure – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Total Housing Units (2000)	6,165	100%	8,273	100%	16,190	100%	3,376	100%	6,696	100%	4,193	100%	20,920	100%	5,553	100%
Occupied Units (Total)	6,011	97.5%	7,888	95.3%	15,697	97.0%	3,260	96.6%	6,539	97.7%	4,050	96.6%	20,391	97.5%	5,457	98.3%
Vacant Units (Total)	154	2.5%	385	4.7%	506	3.1%	117	3.5%	157	2.3%	143	3.4%	529	2.5%	96	1.7%
Owner-Occupied (Occupied Units)	4,191	69.7%	4,700	59.6%	9,341	59.5%	2,012	61.7%	3,109	47.5%	2,109	52.1%	13,825	67.8%	4,620	84.7%
Renter-Occupied (Occupied Units)	1,820	30.3%	3,188	40.4%	6,356	40.5%	1,248	38.3%	3,430	52.5%	1,941	47.9%	6,566	32.2%	837	15.3%
Average Household Size	2.38	-	2.32	-	2.20	-	2.35	-	2.08	-	2.11	-	2.27	-	2.59	-

Source: U.S. Census Bureau, 2000

Figure 6-3. Units in Structure

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Total Housing Units (2000)	400,093	100%	796,734	100%	6,165	100%	10,956	100%	16,190	100%	3,376	100%	11,897	100%
Single-Family	203,841	50.9%	496,569	62.3%	4,359	70.7%	8,150	74.4%	8,900	55.0%	2,102	62.3%	6,805	57.2%
Two-Family	72,856	18.2%	96,853	12.2%	183	3.0%	324	3.0%	684	4.2%	155	4.6%	229	1.9%
Multi-Family	121,209	30.3%	195,229	24.5%	1,623	26.3%	2,344	21.4%	6,589	40.7%	1,119	33.1%	4,521	38.0%
Mobile Home / Other	2,187	0.5%	8,083	1.0%	0	0.0%	138	1.3%	17	0.1%	0	0.0%	342	2.9%

Source: U.S. Census Bureau, 2000

Figure 6-4. Units in Structure – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Total Housing Units (2000)	6,165	100%	8,273	100%	16,190	100%	3,376	100%	6,696	100%	4,193	100%	20,920	100%	5,553	100%
Single-Family	4,359	70.7%	4,335	52.4%	8,900	55.0%	2,102	62.3%	2,704	40.4%	2,086	49.7%	13,585	64.9%	4,760	85.7%
Two-Family	183	3.0%	1,648	19.9%	684	4.2%	155	4.6%	1,420	21.2%	383	9.1%	2,901	13.9%	106	1.9%
Multi-Family	1,623	26.3%	2,172	26.3%	6,589	40.7%	1,119	33.1%	2,551	38.1%	1,724	41.1%	4,428	21.2%	687	12.4%
Mobile Home / Other	0	0.0%	118	1.4%	17	0.1%	0	0.0%	21	0.3%	0	0.0%	6	0.0%	0	0.0%

Source: U.S. Census Bureau, 2000

Figure 6-5. Year Structure Built

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Total Housing Units (2000)	400,093	100%	796,734	100%	6,165	100%	10,956	100%	16,190	100%	3,376	100%	11,897	100%
1990 to March 2000	23,916	6.0%	109,268	13.7%	542	8.8%	3,509	32.0%	2,287	14.1%	407	12.1%	4,885	41.1%
1980 to 1989	22,970	5.7%	65,570	8.2%	508	8.2%	2,423	22.1%	2,505	15.5%	449	13.3%	1,560	13.1%
1970 to 1979	46,427	11.6%	118,260	14.8%	1,435	23.3%	2,219	20.3%	4,165	25.7%	516	15.3%	2,168	18.2%
1960 to 1969	55,315	13.8%	108,689	13.6%	1,898	30.8%	792	7.2%	2,691	16.6%	589	17.4%	1,385	11.6%
1950 to 1959	87,777	21.9%	140,682	17.7%	999	16.2%	1,284	11.7%	2,758	17.0%	916	27.1%	1,044	8.8%
1940 to 1949	47,639	11.9%	72,295	9.1%	120	1.9%	206	1.9%	989	6.1%	236	7.0%	325	2.7%
Before 1940	116,049	29.0%	181,970	22.8%	663	10.8%	523	4.8%	795	4.9%	263	7.8%	530	4.5%

Source: U.S. Census Bureau, 2000

Figure 6-6. Year Structure Built – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
Total Housing Units (2000)	6,165	100%	8,273	100%	16,190	100%	3,376	100%	6,696	100%	4,193	100%	20,920	100%	5,553	100%
1990 to March 2000	542	8.8%	845	10.2%	2,287	14.1%	407	12.1%	59	0.9%	428	10.2%	438	2.1%	32	0.6%
1980 to 1989	508	8.2%	282	3.4%	2,505	15.5%	449	13.3%	271	4.0%	129	3.1%	920	4.4%	39	0.7%
1970 to 1979	1,435	23.3%	832	10.1%	4,165	25.7%	516	15.3%	588	8.8%	654	15.6%	1,545	7.4%	150	2.7%
1960 to 1969	1,898	30.8%	1,329	16.1%	2,691	16.6%	589	17.4%	477	7.1%	715	17.1%	2,541	12.1%	204	3.7%
1950 to 1959	999	16.2%	1,839	22.2%	2,758	17.0%	916	27.1%	713	10.6%	1,242	29.6%	5,249	25.1%	1,207	21.7%
1940 to 1949	120	1.9%	657	7.9%	989	6.1%	236	7.0%	915	13.7%	392	9.3%	2,971	14.2%	1,491	26.9%
Before 1940	663	10.8%	2,489	30.1%	795	4.9%	263	7.8%	3,673	54.9%	633	15.1%	7,256	34.7%	2,430	43.8%

Source: U.S. Census Bureau, 2000



Occupancy and Tenure

As of 2000, the Village contained a total of 6,165 housing units (Figures 6-1 and 6-2). Only 2.5% of these housing units were vacant, and owner occupancy accounted for 69.7% of the units.

The average household size in Greendale was 2.38, which falls in the middle of the range of household sizes for its immediate neighbors including Franklin (2.58), Oak Creek (2.52), Hales Corners (2.35), and Greenfield (2.20). However, when compared to similar traditional suburbs (Figure 6-2), Greendale’s household size was larger than other communities with the exception of the Village of Whitefish Bay (2.59).

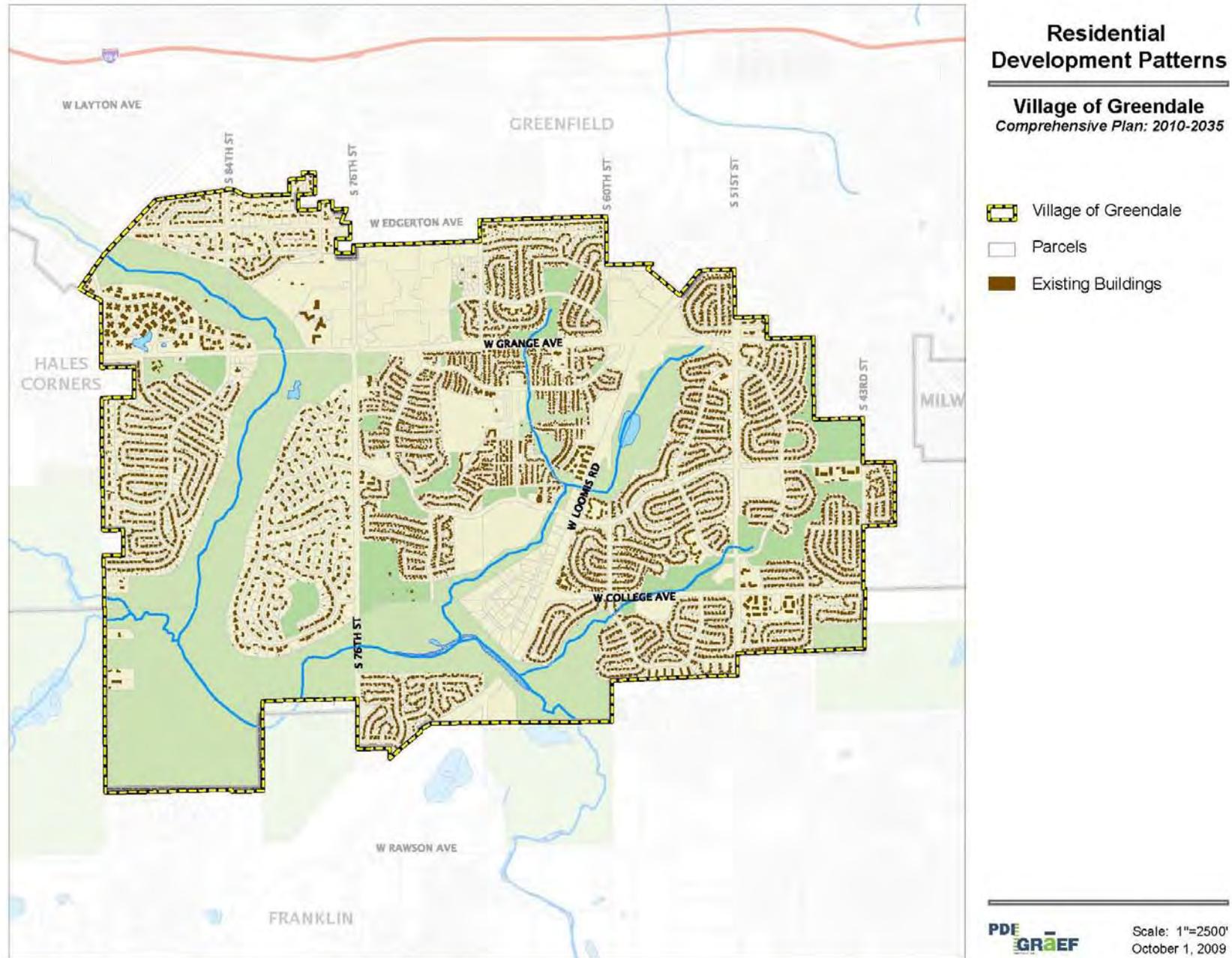
In terms of occupancy status, only the City of Franklin (78.4%) had a higher percentage of owner-occupied units than Greendale (69.7%). The Village also had the lowest percentage of vacant units (2.5%) when compared to adjacent communities.

Greendale also had one of the highest rates of owner-occupancy when compared against other traditional suburban municipalities in the region – only Whitefish Bay was higher with 84.7%. In terms of vacancy, Greendale was in the middle of the pack with rates ranging from 1.7% (Whitefish Bay) to 4.7% (Cudahy).

Units in Structure

Of the 6,165 housing units in the Village, approximately 70.7% were single-family,

Figure 6-7. Diagram of Existing Buildings and Parcels in the Village of Greendale.



3.0% were two-family, and 26.3% were multi-family (Figures 6-3 and 6-4). No mobile homes or other classified units were located in Greendale.

The percentage of single-family units in Greendale was relatively high in comparison with neighboring municipalities. Only Franklin offered more single-family housing (74.4%); Greenfield had the fewest single-family units (55.0%).

A similar pattern emerged within the traditional suburban comparables. Only Whitefish Bay (85.7%) had more single-family units than Greendale, while the Village of Shorewood offered the fewest (40.4%).

Year Structure Built

When compared against the surrounding communities (Figure 6-5), Greendale's housing stock was built earlier than most of the units in the area. The Village of Hales Corners is the most similar with 59.3% of the units constructed by 1969, as compared to 59.7% in Greendale. Much of the housing stock in the other neighboring communities was constructed after 1970.

When compared against other traditional suburbs (Figure 6-6), Greendale's housing stock falls in the middle of the development timeline. The northern suburbs tend to have an older housing stock with the Villages of Shorewood (54.9%) and Whitefish Bay (43.8%) being the oldest. The southern traditional suburbs (St. Francis, Cudahy, Hales Corners,

Figure 6-8. Value

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Owner Occupied Units (2000)	198,768	100%	402,638	100%	4,187	100%	8,314	100%	9,345	100%	2,010	100%	6,907	100%
Less Than \$50,000	23,235	11.7%	19,178	4.8%	13	0.3%	143	1.7%	67	0.7%	36	1.8%	274	4.0%
\$50,000 to \$99,999	75,391	37.9%	101,707	25.3%	330	7.9%	555	6.7%	2,457	26.3%	108	5.4%	663	9.6%
\$100,000 to \$149,999	61,830	31.1%	129,329	32.1%	1,921	45.9%	3,197	38.5%	4,429	47.4%	944	47.0%	3,555	51.5%
\$150,000 to \$199,999	23,373	11.8%	82,127	20.4%	1,281	30.6%	3,059	36.8%	1,632	17.5%	572	28.5%	1,947	28.2%
\$200,000 to \$299,999	10,221	5.1%	48,506	12.0%	497	11.9%	1,101	13.2%	672	7.2%	296	14.7%	429	6.2%
\$300,000 to \$399,999	2,231	1.1%	12,204	3.0%	70	1.7%	114	1.4%	62	0.7%	47	2.3%	15	0.2%
\$400,000 to \$499,999	854	0.4%	4,116	1.0%	22	0.5%	75	0.9%	0	0.0%	7	0.3%	0	0.0%
\$500,000 +	1,633	0.8%	5,471	1.4%	53	1.3%	70	0.8%	26	0.3%	0	0.0%	24	0.3%
Median Value (2000)	\$100,500	-	n/a	-	\$146,600	-	\$153,400	-	\$121,500	-	\$147,000	-	\$136,700	-

Source: U.S. Census Bureau, 2000

Figure 6-9. Value - Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% Change
Owner Occupied Units (2000)	4,187	100%	4,700	100%	9,345	100%	2,010	100%	3,109	100%	2,109	100%	13,825	100%	4,620	100%
Less Than \$50,000	13	0.3%	120	2.6%	67	0.7%	36	1.8%	38	1.2%	28	1.3%	62	0.4%	38	0.8%
\$50,000 to \$99,999	330	7.9%	1,846	39.3%	2,457	26.3%	108	5.4%	230	7.4%	1,231	58.4%	1,506	10.9%	218	4.7%
\$100,000 to \$149,999	1,921	45.9%	2,343	49.9%	4,429	47.4%	944	47.0%	799	25.7%	763	36.2%	6,955	50.3%	1,014	21.9%
\$150,000 to \$199,999	1,281	30.6%	299	6.4%	1,632	17.5%	572	28.5%	1,009	32.5%	63	3.0%	3,608	26.1%	1,218	26.4%
\$200,000 to \$299,999	497	11.9%	73	1.6%	672	7.2%	296	14.7%	654	21.0%	24	1.1%	1,424	10.3%	1,253	27.1%
\$300,000 to \$399,999	70	1.7%	8	0.2%	62	0.7%	47	2.3%	168	5.4%	0	0.0%	202	1.5%	481	10.4%
\$400,000 to \$499,999	22	0.5%	0	0.0%	0	0.0%	7	0.3%	119	3.8%	0	0.0%	44	0.3%	201	4.4%
\$500,000 +	53	1.3%	11	0.2%	26	0.3%	0	0.0%	92	3.0%	0	0.0%	24	0.2%	197	4.3%
Median Value (2000)	\$146,600	-	\$105,700	-	\$121,500	-	\$147,000	-	\$173,500	-	\$95,500	-	\$138,500	-	\$193,100	-

Source: U.S. Census Bureau, 2000

Greenfield) are more consistent with the development period experienced by Greendale.

Among the housing units in Greendale, the age range with the largest percentage of housing units was 1960 to 1969. Approximately 30.8% of the Village's units were constructed during this decade. The decade seeing the smallest amount of construction in the Village was 1940 to 1949, during which time only 120 (1.9%) of Greendale's housing units were constructed. Patterns in construction vary from community to community.

Value

Among the value categories listed along the first column in Figures 6-8 and 6-9, the category that contained the highest percentage of owner occupied units in Greendale was the range of \$100,000 to \$149,999, at 45.9%. Most communities in the region - both adjacent and comparable - followed the same trend, with the largest percentage of owner occupied units in either the \$100,000 to \$149,999 or \$150,000 to \$199,999 range.

Only 13 owner occupied units in the Village were valued at less than \$50,000, while 53 owner occupied units were valued at \$500,000 and higher.

Figure 6-10. Housing Demand

	Milwaukee County			Village of Greendale		
	Projection	Change	Units*	Projection	Change	Units**
2005	938,497	-	-	14,075	-	-
2010	929,208	-9,289	-3,823	13,632	-443	-186
2015	928,077	-1,131	-465	13,307	-325	-137
2020	923,910	-4,167	-1,715	12,935	-372	-156
2025	912,020	-11,890	-4,893	12,455	-480	-202
Total		-26,477	-10,896		-1,620	-681

*NOTE: 2.43 Persons/Household
 **NOTE: 2.38 Persons/Household

Source: U.S. Census Bureau, 2000

The median value for owner occupied units in Greendale was \$146,600 in 2000, which was higher than most adjacent communities. Among other traditional suburban communities, the City of St. Francis had the lowest median value at \$95,500, while the Village of Whitefish Bay had the highest at \$193,100.

Because the U.S. Census Bureau projects a decrease in population for Milwaukee County and the Village, the calculations yield a negative demand for housing units, at -10,896 for the County and -681 for the Village. It should be noted that 681 units represent a little over one-tenth of the total housing units in Greendale.

Figure 6-11. Housing Demand – SEWRPC Model

	Village of Greendale	
	Total Households	% Change
2000	6,165	-
2005	6,034	-2.1%
2010	6,016	-0.3%
2015	5,998	-0.3%
2020	5,980	-0.3%
2025	5,962	-0.3%
2030	5,944	-0.6%
2035	5,926	-0.6%
Net	-239	-3.9%

*Based upon SEWRPC modeling for population projection
 ** Assumes 2.38 persons per household

Housing Demand

To estimate the demand for housing in Greendale over the next fifteen years, the average household size can be applied to population projections to determine potential need. Figure 6-10 illustrates the potential demand for housing in five year increments for both Milwaukee County and the Village of Greendale.

Alternatively, Figure 6-11 utilizes the more moderate population projections provided by SEWRPC to illustrate another scenario for residential demand through 2035. This modified trend continues to show that the Village’s housing supply will outpace demand, however it identifies an excess of only 239 units.

Figure 6-12. Change in Value, Rent, & Income

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% Change	Total	% Change	Total	% Change	Total	% Total	Total	% Total	Total	% Total	Total	% Total
Total Housing Units (1990)	390,715	-	717,175	-	5,745	-	7,753	-	14,301	-	3,207	-	7,263	-
Median Value (1990)	\$64,700	-	n/a	-	\$93,300	-	\$94,600	-	\$80,400	-	\$93,100	-	\$81,200	-
Median Gross Rent (1990)	\$434	-	n/a	-	\$515	-	\$564	-	\$531	-	\$578	-	\$514	-
Household Income (1989)	\$27,867	-	n/a	-	\$44,735	-	\$43,686	-	\$35,082	-	\$43,766	-	\$39,995	-
Total Housing Units (2000)	400,093	2.4%	796,734	11.1%	6,165	7.3%	10,956	41.3%	16,190	13.2%	3,376	5.3%	11,897	63.8%
Median Value (2000)	\$100,500	55.3%	n/a	-	\$146,600	57.1%	\$153,400	62.2%	\$121,500	51.1%	\$147,000	57.9%	\$136,700	68.3%
Median Gross Rent (2000)	\$555	27.9%	n/a	-	\$662	28.5%	\$722	28.0%	\$659	24.1%	\$729	26.0%	\$704	37.0%
Household Income (1999)	\$38,100	36.7%	n/a	-	\$55,563	24.2%	\$64,315	47.2%	\$44,230	26.1%	\$54,536	24.6%	\$53,779	34.5%

Source: U.S. Census Bureau

Figure 6-13. Change in Value, Rent, & Income – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
Total Housing Units (1990)	5,745	-	7,642	-	14,301	-	3,207	-	6,701	-	3,980	-	20,289	-	5,546	-
Median Value (1990)	\$93,300	-	\$64,900	-	\$80,400	-	\$93,100	-	\$113,300	-	\$58,500	-	\$88,300	-	\$116,700	-
Median Gross Rent (1990)	\$515	-	\$403	-	\$531	-	\$578	-	\$495	-	\$412	-	\$526	-	\$605	-
Household Income (1989)	\$44,735	-	\$30,031	-	\$35,082	-	\$43,766	-	\$34,417	-	\$29,200	-	\$40,041	-	\$53,539	-
Total Housing Units (2000)	6,165	7.3%	8,273	8.3%	16,190	13.2%	3,376	5.3%	6,696	-0.1%	4,193	5.4%	20,920	3.1%	5,553	0.1%
Median Value (2000)	\$146,600	57.1%	\$105,700	62.9%	\$121,500	51.1%	\$147,000	57.9%	\$173,500	53.1%	\$95,500	63.2%	\$138,500	56.9%	\$193,100	65.5%
Median Gross Rent (2000)	\$662	28.5%	\$542	34.5%	\$659	24.1%	\$728	26.0%	\$626	26.5%	\$490	18.9%	\$702	33.5%	\$752	24.3%
Household Income (1999)	\$55,563	24.2%	\$40,157	33.7%	\$44,230	26.1%	\$54,536	24.6%	\$47,224	37.2%	\$36,721	25.8%	\$54,519	36.2%	\$80,755	50.8%

Source: U.S. Census Bureau

The Comprehensive Planning Grant requires that municipalities provide at least one objective, policy, goal, map or program regarding the provision of an adequate housing supply to meet population demands. Based on the calculations in Figures 6-10 and 6-11, it is not anticipated that Greendale will see an increase in housing demand over the next fifteen years. Therefore, the Village should focus on maintaining and improving the existing housing stock in order to better market Greendale to new residents. However, the redevelopment of the Southridge Mall area could significantly impact the Village of Greendale with the incorporation of mixed-use development, including high-quality residential options. In the event of a major redevelopment of the Southridge Commercial District, these projections should be reconsidered in order

account for new residential market demands experienced by the Village.

Change in Value, Rent, & Income

Figures 6-12 and 6-13 illustrate changes in value, rent, and income between 1990 and 2000 for Greendale and other area municipalities. These tables do not account for inflation, and represent direct dollar amounts that correspond with each decade. Figures 6-14 and 6-15, analyzed in the following section, provide adjusted 1990 data to account for inflation over the ten year period.

Adjusted Change in Value, Rent, & Income

Because inflation naturally occurs over a given period of time, it can be difficult for analysts to understand whether certain values have relatively increased or decreased over time. One-hundred dollars in 1990 may only be worth the equivalent of \$75 in 2000, due to inflation. In order to compare 1990 data and 2000 data on an even playing field, Figures 6-14 and 6-15 offer 1990 numbers that have been adjusted to match 2000 data on a dollar-for-dollar basis.

The Bureau of Labor Statistics (BLS) provides Consumer Price Index (CPI) monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services. Annual data for the Consumer Price Index yields two numbers used to adjust 1990 data to 2000 values: 130.7 for 1990, and 172.2 for 2000.

Figure 6-14. Adjusted Change in Value, Rent, & Income

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% Change	Total	% Change	Total	% Change	Total	% Total	Total	% Total	Total	% Total	Total	% Total
Total Housing Units (1990)	390,715	-	717,175	-	5,745	-	7,753	-	14,301	-	3,207	-	7,263	-
Median Value (1990)	\$85,244	-	n/a	-	\$122,925	-	\$124,637	-	\$105,929	-	\$122,661	-	\$106,983	-
Median Gross Rent (1990)	\$572	-	n/a	-	\$679	-	\$743	-	\$700	-	\$762	-	\$677	-
Household Income (1989)	\$36,715	-	n/a	-	\$58,939	-	\$57,557	-	\$46,221	-	\$57,663	-	\$52,694	-
Total Housing Units (2000)	400,093	2.4%	796,734	11.1%	6,165	7.3%	10,956	41.3%	16,190	13.2%	3,376	5.3%	11,897	63.8%
Median Value (2000)	\$100,500	17.9%	n/a	-	\$146,600	19.3%	\$153,400	23.1%	\$121,500	14.7%	\$147,000	19.8%	\$136,700	27.8%
Median Gross Rent (2000)	\$555	-2.9%	n/a	-	\$662	-2.4%	\$722	-2.8%	\$659	-5.8%	\$728	-4.4%	\$704	4.0%
Household Income (1999)	\$38,100	3.8%	n/a	-	\$55,553	-5.7%	\$64,315	11.7%	\$44,230	-4.3%	\$54,536	-5.4%	\$53,779	2.1%

Sources: U.S. Census Bureau & US Department of Labor, Bureau of Labor Statistics

Figure 6-15. Adjusted Change in Value, Rent, & Income – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
Total Housing Units (1990)	5,745	-	7,642	-	14,301	-	3,207	-	6,701	-	3,980	-	20,289	-	5,546	-
Median Value (1990)	\$122,925	-	\$85,507	-	\$105,929	-	\$122,661	-	\$149,275	-	\$77,075	-	\$116,337	-	\$153,755	-
Median Gross Rent (1990)	\$679	-	\$531	-	\$700	-	\$762	-	\$652	-	\$543	-	\$693	-	\$797	-
Household Income (1989)	\$58,939	-	\$39,566	-	\$46,221	-	\$57,663	-	\$45,345	-	\$38,472	-	\$52,755	-	\$70,539	-
Total Housing Units (2000)	6,165	7.3%	8,273	8.3%	16,190	13.2%	3,376	5.3%	6,696	-0.1%	4,193	5.4%	20,920	3.1%	5,553	0.1%
Median Value (2000)	\$146,600	19.3%	\$105,700	23.6%	\$121,500	14.7%	\$147,000	19.8%	\$173,500	16.2%	\$95,500	23.9%	\$138,500	19.1%	\$193,100	25.6%
Median Gross Rent (2000)	\$662	-2.4%	\$542	2.1%	\$659	-5.8%	\$728	-4.4%	\$626	-4.0%	\$490	-9.7%	\$702	1.3%	\$752	-5.7%
Household Income (1999)	\$55,553	-5.7%	\$40,157	1.5%	\$44,230	-4.3%	\$54,536	-5.4%	\$47,224	4.1%	\$36,721	-4.6%	\$54,519	3.3%	\$80,755	14.5%

Sources: U.S. Census Bureau & US Department of Labor, Bureau of Labor Statistics



Figure 6-16. Mortgage Status as a Percentage of Household Income

	Milwaukee County		Southeastern Wisconsin		Village of Greendale		City of Franklin		City of Greenfield		Village of Hales Corners		City of Oak Creek	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
Total Housing Units (1990)	390,715	-	717,175	-	5,745	-	7,753	-	14,301	-	3,207	-	7,263	-
Total Housing Units (2000)	400,093	2.4%	796,734	11.1%	6,165	7.3%	10,956	41.3%	16,190	13.2%	3,376	5.3%	11,897	63.8%
Housing Units w/ Mortgage (1990)	94,324	-	223,965	-	2,431	-	3,635	-	4,426	-	1,219	-	2,867	-
<30% of Income on Mortgage (1990)	76,632	-	183,105	-	2,136	-	2,966	-	3,640	-	1,033	-	2,437	-
>30% of Income on Mortgage (1990)	17,450	-	40,338	-	287	-	655	-	772	-	186	-	430	-
Housing Units w/ Mortgage (2000)	111,909	18.6%	287,518	28.4%	2,506	3.1%	5,671	56.0%	5,101	15.3%	1,161	-4.8%	4,848	69.1%
<30% of Income on Mortgage (2000)	85,354	11.4%	220,413	20.4%	1,883	-11.8%	4,352	46.7%	3,908	7.4%	931	-9.9%	3,797	55.8%
>30% of Income on Mortgage (2000)	26,086	49.5%	66,281	64.3%	617	115.0%	1,293	97.4%	1,193	54.5%	230	23.7%	1,051	144.4%
Housing Units w/o Mortgage (1990)	62,051	-	120,673	-	1,305	-	1,186	-	2,914	-	640	-	1,092	-
<30% of Income on Housing (1990)	52,875	-	105,166	-	1,198	-	1,034	-	2,459	-	587	-	1,003	-
>30% of Income on Housing (1990)	8,885	-	14,881	-	99	-	152	-	448	-	53	-	85	-
Housing Units w/o Mortgage (2000)	52,253	-15.8%	115,120	-4.6%	1,395	6.9%	1,596	34.6%	2,888	-0.9%	697	8.9%	1,350	23.6%
<30% of Income on Housing (2000)	45,489	-14.0%	101,616	-3.4%	1,233	2.9%	1,412	36.6%	2,457	-0.1%	631	7.5%	1,227	22.3%
>30% of Income on Housing (2000)	6,230	-29.9%	12,508	-15.9%	162	63.6%	184	21.1%	422	-5.8%	66	24.5%	123	44.7%

Source: U.S. Census Bureau

Figure 6-17. Mortgage Status as a Percentage of Household Income – Comparable Communities

	Village of Greendale		City of Cudahy		City of Greenfield		Village of Hales Corners		Village of Shorewood		City of St. Francis		City of Wauwatosa		Village of Whitefish Bay	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
Total Housing Units (1990)	5,745	-	7,642	-	14,301	-	3,207	-	6,701	-	3,980	-	20,289	-	5,546	-
Total Housing Units (2000)	6,165	7.3%	8,273	8.3%	16,190	13.2%	3,376	5.3%	6,696	-0.1%	4,193	5.4%	20,920	3.1%	5,553	0.1%
Housing Units w/ Mortgage (1990)	2,431	-	1,908	-	4,426	-	1,219	-	1,555	-	1,079	-	7,185	-	2,936	-
<30% of Income on Mortgage (1990)	2,136	-	1,558	-	3,640	-	1,033	-	1,298	-	923	-	5,954	-	2,379	-
>30% of Income on Mortgage (1990)	287	-	343	-	772	-	186	-	249	-	156	-	1,226	-	557	-
Housing Units w/ Mortgage (2000)	2,506	3.1%	2,348	23.1%	5,101	15.3%	1,161	-4.8%	1,871	20.3%	1,144	6.0%	8,420	17.2%	3,205	9.2%
<30% of Income on Mortgage (2000)	1,883	-11.8%	1,792	15.0%	3,908	7.4%	931	-9.9%	1,503	15.8%	892	-3.4%	6,853	15.1%	2,645	11.2%
>30% of Income on Mortgage (2000)	617	115.0%	556	62.1%	1,193	54.5%	230	23.7%	362	45.4%	252	61.5%	1,537	25.4%	547	-1.8%
Housing Units w/o Mortgage (1990)	1,305	-	1,611	-	2,914	-	640	-	704	-	912	-	4,757	-	1,438	-
<30% of Income on Housing (1990)	1,198	-	1,381	-	2,459	-	587	-	650	-	773	-	4,201	-	1,236	-
>30% of Income on Housing (1990)	99	-	223	-	448	-	53	-	47	-	139	-	550	-	202	-
Housing Units w/o Mortgage (2000)	1,395	6.9%	1,442	-10.5%	2,888	-0.9%	697	8.9%	544	-22.7%	780	-14.5%	4,054	-14.8%	1,217	-15.4%
<30% of Income on Housing (2000)	1,233	2.9%	1,252	-9.3%	2,457	-0.1%	631	7.5%	466	-28.3%	637	-17.6%	3,547	-15.6%	1,053	-14.8%
>30% of Income on Housing (2000)	162	63.6%	172	-22.9%	422	-5.8%	66	24.5%	65	38.3%	105	-24.5%	492	-10.5%	156	-22.8%

Source: U.S. Census Bureau



Each 1990 number is multiplied by (172.2/130.7) to yield the adjusted numbers shown in Figures 6-14 and 6-15. These adjustments show that although the median home value in Greendale has increased from the 2000 equivalent of \$122,925 in 1990 to \$146,600 in 2000, the median gross rent has dropped from an adjusted \$679 in 1990 to \$662 in 2000. The median household income in Greendale has dropped from an adjusted \$58,939 to \$55,553. This trend is consistent with the surrounding municipalities, which also experienced a relative decline in household income. The Cities of Franklin and Oak Creek are the exception with a 11.7% and 2.1% increase, respectively.

Trends for other traditional suburban communities are also similar to Greendale. The Village (-5.7%) declined the most in terms of the relative change in household income, while Whitefish Bay experienced the greatest increase (14.5%).

Mortgage Status as a Percentage of Household Income

In the United States, it is commonly held that the costs for housing should comprise no more than 30% of a household income. Figures 6-16 and 6-17 provide some insight, by community, as to the percentage of household income spent on a mortgage. These figures are provided for both 1990 and 2000.

In 1990, the Village included 2,431 mortgaged housing units. Only 287 units, or a little over 10%, had households that spent over 30% of

their income on the mortgage. In 2000, that number increased to 617 of 2,506 mortgaged housing units – an increase of 115% during the ten year period. The 617 units spending over 30% of household income on a mortgage represented 24.6% of mortgaged housing units in 2000.

Households in housing units that do not have a mortgage still require expenses for housing-related items, e.g. rent and utilities. In 1990, approximately 99 housing units, under 10% of the 1,305 non-mortgaged housing units, spent over 30% of their household income on housing-related expenses. By 2000, this number increased to 162 units of 1,395 non-mortgaged housing units, or 11.6%.

HOUSING PROGRAMS AVAILABLE FOR GREENDALE

Government-sponsored housing programs help the private sector meet housing needs in a variety of circumstances. Although the array of government-sponsored programs and funding availability is continually changing, this section lists those programs that have the potential for increasing housing affordability and rehabilitation efforts in Greendale. Many of the programs available are administered through local and statewide nonprofit organizations that receive funding from the Federal Government. Several entities are involved in administering and funding the following programs, including:

Figure 6-18. Wisconsin Department of Commerce DHCD List of Housing Resources.

FEDERAL HOME PROGRAMS

- [CHDO](#) Community Housing Development Organization
- [HHR](#) Homebuyer and Rehabilitation Program
- [RHD](#) Rental Housing Development Program
- [TBRA](#) Tenant Based Rental Assistance Program

COMMUNITY DEVELOPMENT BLOCK GRANT

- [CDBG](#) Community Development Block Grant Program
- [CDBG](#) Revolving Loan Fund
- [EAP](#) Emergency Assistance Program
- [NSP](#) Neighborhood Stabilization Program

SPECIAL NEEDS (Homeless)

- [Critical Assistance Program \(CA\)](#)
- [ESG/THP/HPP](#) Emergency Shelter/Transitional Housing/Homeless Prevention Program
- [HOPWA](#) Housing Opportunities for People with AIDS
- [HPRP](#) Homelessness Prevention & Rapid Re-housing Program
- [PATH](#) Project for Assist in the Transition from Homelessness
- [SOAR](#) SSI Outreach, Access and Recovery
- [WISP/HMIS](#) Wisconsin ServicePoint

STATE PROGRAMS

- [HCRI](#) Housing Cost Reduction Initiative
- [IBRETA](#) Interest Bearing Real Estate Trust Accounts Program
- [MHRR](#) Manufactured Housing Rehabilitation and Recycling
- [SSSG](#) State Shelter Subsidy Grant Program
- [WFS](#) Wisconsin Fresh Start Program



Wisconsin Department of Commerce: Department of Housing and Community Development (DHCD)

- Refer to Figure 6-18 for a list of programs referenced online by this department.
- **Appendix 1** provides the DHCD Household Housing Guide, which lists a significant amount of resources available to low- and moderate-income households in Wisconsin.

Wisconsin Partnership for Housing Development

- **Downpayment Plus Program (DPP):** This program provides down payment and closing cost assistance to low and moderate-income households that receive mortgage financing through a Federal Home Loan Bank of Chicago Member. The assistance is in the form of a forgivable loan that is forgiven over a five year period. The maximum amount of the loan is \$4,000.

- **Downpayment Plus Advantage Program:** This program also provides down payment and closing cost assistance to low and moderate-income households. With DPP Advantage, the mortgage financing must be provided by a nonprofit organization, such as Habitat for Humanity. The assistance is in the form of a forgivable loan that is forgiven over a five year period. The maximum amount of the loan is \$4,000.

Wisconsin Housing and Economic Development Authority (WHEDA)

- WHEDA Neighborhood Advantage
- Low-Income Housing Tax Credit Program (LIHTC)

U.S. Department of Housing and Urban Development (HUD)

- Wisconsin Community Development Block Grant (CDBG) Program: Several CDBG programs are financed by HUD and administered through Milwaukee County.

- **Section 8 Rental Voucher Program:** The program is the federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. Since housing assistance is provided on behalf of the family or individual, participants are able to find their own housing, including single-family homes, townhouses and apartments. Housing choice vouchers are administered locally by public housing agencies (PHAs).
- **Section 202 Supportive Housing for the Elderly Program:** HUD provides capital advances to finance the construction, rehabilitation or acquisition with or without rehabilitation of structures that will serve as supportive housing for very low-income elderly persons, including the frail elderly, and provides rent subsidies for the projects to help make them affordable.
- **Section 203(b) Mortgage Insurance for One to Four Family Homes:** HUD's Federal Housing Administration (FHA) insures mortgages made by qualified lenders to people purchasing or refinancing a home of their own. The mortgage limits in Milwaukee County are \$315,000 for one family; \$403,250 for two-family, \$487,450 for three-family, and \$605,750 for four-family.
- **Section 203(k) Rehab Mortgage Insurance:** Section 203(k) insurance enables

homebuyers and homeowners to finance both the purchase (or refinancing) of a house and the cost of its rehabilitation through a single mortgage or to finance the rehabilitation of their existing home.

- **Section 811 Supportive Housing for Persons with Disabilities:** HUD provides funding to nonprofit organizations to develop rental housing with the availability of supportive services for very low-income adults with disabilities, and provides rent subsidies for the projects to help make them affordable.
- **Competitively Awarded Homeless Programs (Continuum of Care):** The Continuum of Care (CoC) is a set of three competitively-awarded programs created to address the problems of homelessness in a comprehensive manner with other federal agencies:
 1. **Supportive Housing Program (SHP):** SHP helps develop housing and related supportive services for people moving from homelessness to independent living. Program funds help homeless people live in a stable place, increase their skills or income, and gain more control over the decisions that affect their lives.
 2. **Shelter Plus Care (S + C):** The S + C program provides rental assistance that, when combined with social services, provides supportive housing for homeless people with disabilities

and their families. The program allows for a variety of housing choices such as group homes or individual units, coupled with a range of supportive services (funded by other sources).

3. **Single Room Occupancy (SRO):** The SRO program provides Section 8 rental assistance for moderate rehabilitation of buildings with SRO units— single-room dwellings, designed for the use of an individual, that often do not contain food preparation or sanitary facilities. A public housing authority makes Section 8 rental assistance payments to the landlords for the homeless people who rent the rehabilitated units. Annual contracts with eligible providers for 10 years. No single city or urban county can receive more than 10 percent of SRO funds awarded in a given year.
- **Title I: Property Improvement Loan Insurance:** The FHA makes it easier for consumers to obtain affordable home improvement loans by insuring loans made by private lenders to improve properties that meet certain requirements. Lending institutions make loans from their own funds to eligible borrowers to finance these improvements. The Title I program insures loans to finance the light or moderate rehabilitation of properties, as well as the construction of nonresidential buildings on the property. This program may be used to insure such loans for up to 20 years on either single- or multi-family properties.

- **Title II Mortgagee Approval Application Package**

DESIGN GUIDELINES FOR GREENDALE ORIGINAL HOMES

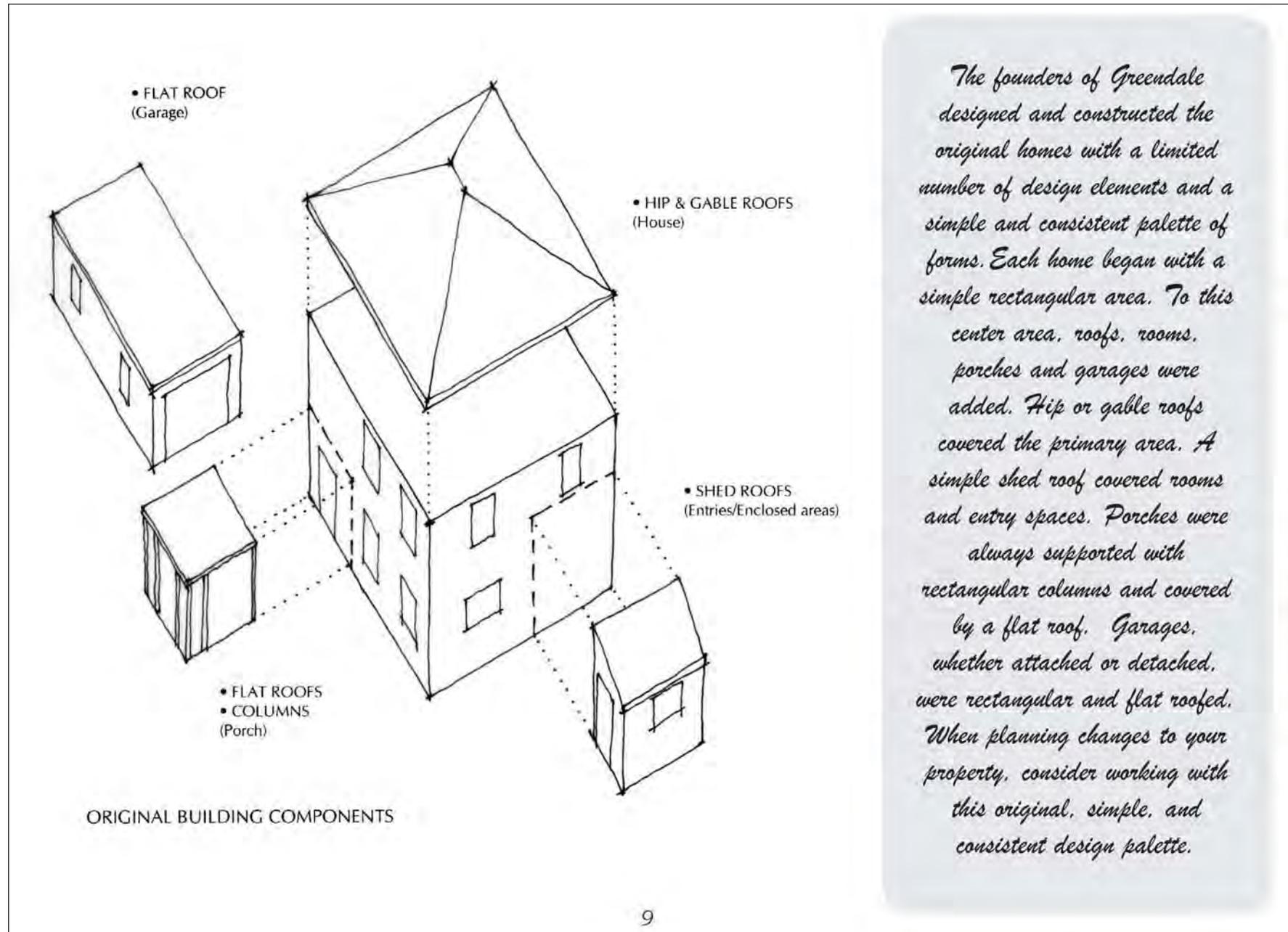
In 2004, the Board of Trustees, Plan Commission, and Greendale staff collaborated on an effort to establish design guidelines for “Greendale Originals” – the homes first constructed in 1938 as part of the Greenbelt community establishment. These guidelines are to be used during the Special Use approval process to reach the following goals:

1. *Preserve the unique heritage and integrity of the original “village,”*
2. *Maintain the visual form of the Village, blocks, building sites, and homes,*
3. *Support the rehabilitation of homes to maintain their long-term viability and property values,*
4. *Promote the affordability of modifying original homes and sites, and*
5. *Allow appropriate additions or alterations to homes for contemporary uses.*

The guidelines are divided into three categories: “Major Projects,” “Building Alterations and Finishing,” and “Site Modifications.” These categories review the elements outlined in Figure 6-19, and provide recommendations for how to renovate or expand while maintaining the character of the original architecture.

The design guidelines are thorough, and provide a wealth of information for property

Figure 6-19. Building Components of a Greendale Original Home.



The founders of Greendale designed and constructed the original homes with a limited number of design elements and a simple and consistent palette of forms. Each home began with a simple rectangular area. To this center area, roofs, rooms, porches and garages were added. Hip or gable roofs covered the primary area. A simple shed roof covered rooms and entry spaces. Porches were always supported with rectangular columns and covered by a flat roof. Garages, whether attached or detached, were rectangular and flat roofed. When planning changes to your property, consider working with this original, simple, and consistent design palette.

owners of Greendale Originals. The Village should consider establishing similar design guidelines to address structures constructed in the Village since 1938. Further, per adoption of this Plan, the “Design Guidelines for Your Original Greendale Home” shall be considered a supplementary element of the Village’s comprehensive plan.



GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies have been created based on input from the community and the Village's established policies. They are intended to guide future decisions pertaining to housing in the Village.

Goals

1. *Maintain a variety of housing types at a range of densities, styles, and costs to accommodate the needs and desires of existing and future residents.*
2. *Support sustainable site design and building practices for construction and rehabilitation opportunities in Greendale's neighborhoods.*
3. *Work with regional, state, and federal agencies to provide housing programs and assistance to Greendale residents.*
4. *Preserve and enhance Greendale's community character, including the distinct identities of the Village's neighborhoods, districts, and corridors, while directing growth and development.*

Objectives & Policies

- *Protect the historic integrity of Greendale's original neighborhoods.*
 - Continue the use of "Design Guidelines for Your Original Greendale Home" when reviewing special use applications for additions and residential renovation.
 - Educate residents on housing rehabilitation efforts that align with Village goals.
- *Continue the use of "Design Guidelines for Your Original Greendale Home" when reviewing special use applications for additions and residential renovation. Per adoption of this Plan, the "Design Guidelines for Your Original Greendale Home" is hereby considered to be an element of the Village of Greendale Comprehensive Plan: 2010–2035.*
- *Explore various property maintenance programs in order to protect and enhance Village's housing stock and property values. Programs to consider include, but are not limited to: time-of-sale inspections or enhanced property code enforcement.*
 - Consider the impacts of various programs on individual property owners and establish appropriate limitations.
 - Explore possible funding options to minimize the financial impact of property maintenance programs.
- *Encourage residential infill and rehabilitation that respects the integrity and composition of the Village's existing development patterns, including site layout, building materials, building character and scale, open space, and integrated connectivity. Encourage "green" practices for the construction and rehabilitation of housing within the Village, including practices that promote energy conservation, the use of sustainable materials, improved air quality, and stormwater management.*
- *Establish Greendale as a community where residents can "age in place." Provide adequate types of housing to*



allow residents to remain within the community despite their changing size, density, and/or income requirements.

- Encourage high-quality, maintenance free housing options – such as condos, rowhomes, or townhouses – to provide choices for young professionals, empty nesters, etc.
- Promote development of an adequate supply of high-quality senior housing options. Direct such developments to areas that are close to services that seniors typically require, including public transit.
- Plan for higher density multi-family housing in parts of the Village where streets and sidewalks can accommodate traffic, and where there is access to parks, shopping, community facilities, and existing or planned public transportation routes
- Incorporate high quality multi-family housing on mixed use infill and redevelopment sites.
- *Promote “complete neighborhoods” that offer a compatible mix of residences, services, businesses, community facilities, jobs, recreation, and educational services.*
 - Support unique housing options, such as live-work developments and cooperative housing.
- *Continue to support a high level of owner occupancy within the Village.*



- *Coordinate with HUD, WHEDA, the Wisconsin Department of Commerce, the Wisconsin Partnership for Housing Development, and Milwaukee County to encourage the use of financial assistance programs for housing rehabilitation.*

BEST PRACTICE MODELS FOR THE VILLAGE OF GREENDALE

The following case studies highlight opportunities for the Village to protect and enhance the quality of its residential neighborhoods into the future.

CASE STUDY: ADAMS STREET RAIN GARDEN PROJECT

CITY OF MADISON ENGINEERING MADISON, WISCONSIN

In 2005, nine rain gardens were installed along three blocks of Adams Street in a residential Madison neighborhood. Originating from a proposal by the Friends of Lake Wingra, the “rain garden street” is a test project designed to reduce stormwater runoff within the Wingra watershed. The City of Madison and Friends of Lake Wingra reviewed nine potential streets, each of which was scheduled for reconstruction within the next five years. Based on a variety of characteristics, including a site review and available storm sewer capacity in the area, Adams Street was selected as the best candidate.

The gardens collect street runoff where possible, in addition to collecting water from sidewalks via sidewalk grates. Four-inch pipes direct water into the gardens, and 6-inch tall overflow pipes are located in each garden to prevent flooding. The overflow pipes take water back into the regular storm pipe system.

Steps have been taken to protect adjacent properties, such as:

- Soil borings in the area of the proposed gardens
- Using a special soil mix of 1/3 sand, 1/3 topsoil, 1/3 compost
- Installing underdrains & overflow pipes

The City of Madison hired a consultant to plant and maintain the rain gardens for the first year. Each homeowner had a say in what type of plants were used in front of their house, and were included in the actual planting.

Homeowners will be responsible for maintaining the plants after the first year. The gardens were designed and built so that they could be filled in and seeded with turf grass in the event a new owner does not want a rain garden.



The City of Madison Engineering Department is currently working on a second rain garden street in the Eton Ridge Neighborhood.



Potential for Greendale

As a traditional suburb, the Village of Greendale is a built-out community with several compact residential neighborhoods. Further, the Village is fortunate to host several waterways, including the Root River, Dale Creek, and Scout Lake. Therefore, stormwater management becomes an important issue both environmentally (minimizing runoff and pollutants that enter the waterway) and structurally (reducing flood risks and minimizing wear-and-tear on the storm sewer system). As streets and utility infrastructure is scheduled for repair, Greendale should consider potential opportunities for rain garden programs. With the wide terraces available on several streets, rain gardens can also provide added value to Greendale neighborhoods.

CASE STUDY: SHOREWOOD

CODE COMPLIANCE PROGRAM SHOREWOOD, WISCONSIN

The Village of Shorewood's Code Compliance (Pre-Sale Inspection) Program was established to protect and preserve property values. The program monitors the maintenance of all residential properties including single-family, duplex and multi-family at the time of ownership change. The following text has been excerpted from the Village website (www.villageofshorewood.org) and modified to further describe the program:

Compliance Process

If you are considering selling your home or residential property, you must apply for a Certificate of Compliance.

- *The property owner or his/her agent completes and files an application which is available on-line or from the Planning & Development Department.*
- *An appointment is set for the inspection; the inspector completes the inspection and an inspection sheet.*
- *If there are no code violations, a Certificate of Compliance is issued. If there are code violations, those violations will be listed on a written report that the applicant will receive from the inspector in two to three days. Once these violations are noted, they must be corrected whether or not the property is sold. When all violations are corrected, a re-inspection will be done. If*



everything is in order, the Certificate of Compliance will be issued within five days.

- *If a property has not received a Certificate of Compliance prior to the scheduled closing sale date, a Take on Orders application must be completed establishing that the buyer of the property in question has agreed to correct all non-compliant items within 90 days of the property's closing sale date.*

One of the guidelines for the program states that "most properties in the Village may remain as built as long as they are properly maintained. If the property is remodeled or changed, then those areas affected by the changes must be upgraded to today's code standards."

Potential for Greendale

The Village of Greendale includes approximately 663 units built before 1940, most of which retain their original characteristics. Property owners of Greendale Originals have expressed a desire to monitor the quality of Greendale's historic housing stock for the purpose of preserving the Village's rich heritage, as well as maintaining property values. The A time-of-sale program, like the Village of Shorewood's, provides one means of ensuring code compliance in all units – both the Originals and newer construction – as they are sold. The Village of Greendale could establish a similar program by finalizing an application process and allocating appropriate staff as program contacts. This technique would ensure the continuation of proper rehabilitation efforts, and add value to neighborhoods Village-wide.



Within the Greendale, the intent of this program would not be to require unnecessary upgrades to housing units, but to correct code violations. As the Village evaluates the various program models for code enforcement, there will be several things to consider including:

- The potential financial impact the program could have on homeowners and/or buyers. For example, a code violation in one area may trigger several other repairs to bring the whole unit into compliance. This could result in a significant expense to the homeowner, which may or may not be supported by the community.
- The fiscal impact on the Village, including the need for additional staff to develop, implement, and maintain the program.
- The long-term impact on Greendale's housing stock and property values without a code enforcement program. There should be discussion weighing the risks of the status quo against the costs/benefits of a code compliance program.

As a separate, yet companion, issue, the Village may also want to consider encouraging private home inspections. While it is a private transaction, it addresses property maintenance from another angle and also contributes to the stabilization of Village property values.



CODE COMPLIANCE RESIDENTIAL PROGRAM

PLANNING AND DEVELOPMENT DEPARTMENT



AT THE EDGE OF THE CITY AND THE HEART OF EVERYTHING



PROTECTING AND PRESERVING PROPERTY VALUES IN SHOREWOOD

The Code Compliance Residential Program

More than 80% of Shorewood homes are over 50 years old. Preserving the integrity of our buildings is a top Village priority. That's why carefully crafted procedures and guidelines have been put in place to ensure that our older buildings continue to be well-maintained.

Shorewood, like other communities, has a residential Code Compliance Program that was established more than 30 years ago. The program was established to protect and preserve properties in the Village by requiring all residences to be inspected by the Village's building inspector when the property owner decides to sell. Code Compliance is a requirement before a residential property can be sold.

Are you thinking about selling your home?

The staff in Shorewood's Planning and Development Department will be happy to work with you to explain the Code Compliance Program and help make the process as smooth and easy as possible. Please refer to the guidelines listed in this brochure, and then call 414.847.2640 for more information and to get started. The time to make an appointment is the time when you start thinking about selling your home.

INSPECTION CHECKLIST

Exterior

- Foundation walls/ exterior walls
- Roofing/gutters/downspouts
- Eaves/fascia/soffits/vents
- Siding
- Stairs
- Windows/doors
- Porches/railings
- Paint condition

Property

- Garages/accessory structures
- Fences/retaining walls
- Decks/porches/patios
- Driveways/parking areas/walks
- Yards (drainage/weeds/litter)

Electrical

- Service drops
- Distribution panel/fuses/breakers
- Grounding
- Proper wiring types
- Junction boxes
- Outlets/switches/fixtures/extension cords

Interior

- Walls/ceilings/floors
- Stairs/railings
- Windows/sash cords
- Fireplaces

Plumbing

- Fixtures
- Connections/cross connections
- Venting/traps
- Water meter/water heater
- Relief valves

Heating

- Furnaces/venting
- Chimney connections
- Combustion air
- Fuel lines/limit controls
- Space heaters/wood burners
- Abandoned oil tanks

Others

- Review files for outstanding orders
- Check smoke detectors

transportation

7

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Transportation

As a community within Milwaukee County, Greendale offers a variety of transit modes to residents and visitors alike, including Milwaukee County Transit System (MCTS) bus routes, the Oak Leaf Trail bicycle network, and several integrated pedestrian paths that are unique to Greenbelt communities. Additionally, the state, county, and local jurisdictions provide a street network to accommodate personal vehicles and on-road bike lanes. The Transportation element seeks to describe the state of these various networks, and to outline areas for improvement.

The Transportation element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to provide a compilation of objectives, policies, goals, maps, and programs to guide the future development of the various modes of transportation including:

- Highways
- Transit
- Transportation Facilities for the Disabled
- Bicycles
- Walking
- Railroads
- Air Transportation
- Trucking
- Water Transportation



The Issues and Opportunities element of this Plan outlines seven goals and objectives that shall guide the Transportation section:

- *Enhance pedestrian and bicycle access and safety within the Root River Parkway;*
- *Maintain access to the historic pedestrian and bicycle pathways throughout the Village, and ensure adequate connectivity between all paths;*
- *Enhance primary vehicular and pedestrian gateways into the Village with signage, landscaping, and lighting when appropriate;*
- *Assess the potential impacts of future development along the Grange Avenue corridor;*
- *Monitor and evaluate the locations of existing and future curb cuts along 76th Street to minimize undesirable traffic patterns;*
- *Analyze the need for new public transportation routes, specifically bus or trolley service;*
- *Monitor and maintain aging infrastructure in the Village, and encourage phased implementation of sustainable infrastructure that uses fewer natural resources, promotes energy efficiencies and cost savings, and requires less frequent maintenance.*

The Transportation element must compare Greendale's objectives, policies, goals, and programs for these elements to state and regional transportation plans.

In addition, the element must identify highways within the Village by function, and must incorporate applicable state, regional, and other transportation plans including:

- *Transportation Corridor Plans*
- *County Highway Functional and Jurisdictional Studies*
- *Urban Area Transportation Plans*
- *Rural Area Transportation Plans*
- *Airport Master Plans*
- *Rail Plans*

REGIONAL TRANSPORTATION SYSTEM PLAN: 2035

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) completed the Regional Transportation System Plan in 2006 to guide the seven-county Southeastern Wisconsin region through the year 2035. The following narrative calls upon a significant amount of data from the Regional Transportation System Plan to describe transportation networks in the Village of Greendale.

Highways

Three types of highways are used to classify streets throughout the Southeastern Wisconsin region: state trunk highways, county trunk highways, and local trunk highways. The



Village of Greendale is home to streets in all categories:

- *State Trunk Highway: Loomis Road (STH 36)*
- *County Trunk Highways: 76th Street (CTH U), West College Avenue (CTH ZZ)*
- *Local Trunk Highways: Grange Avenue, 68th Street, and 60th Street*

Figure 7-1 illustrates the existing state and county trunk highways within Greendale and Milwaukee County.

Figure 7-2 provides the year 2035 recommended jurisdictional highway system plan for Milwaukee County. For the Village of Greendale, no changes to the jurisdictional system are proposed with the exception of 51st Street, which is proposed to be a county trunk highway. Additionally, Figure 7-3 shows the year 2035 recommended functional improvements to the arterial street and highway system in Milwaukee County. Only West

College Avenue is proposed for improvement, which would consist of "reserving the right-of-way to accommodate future improvement additional capacity of new facility."

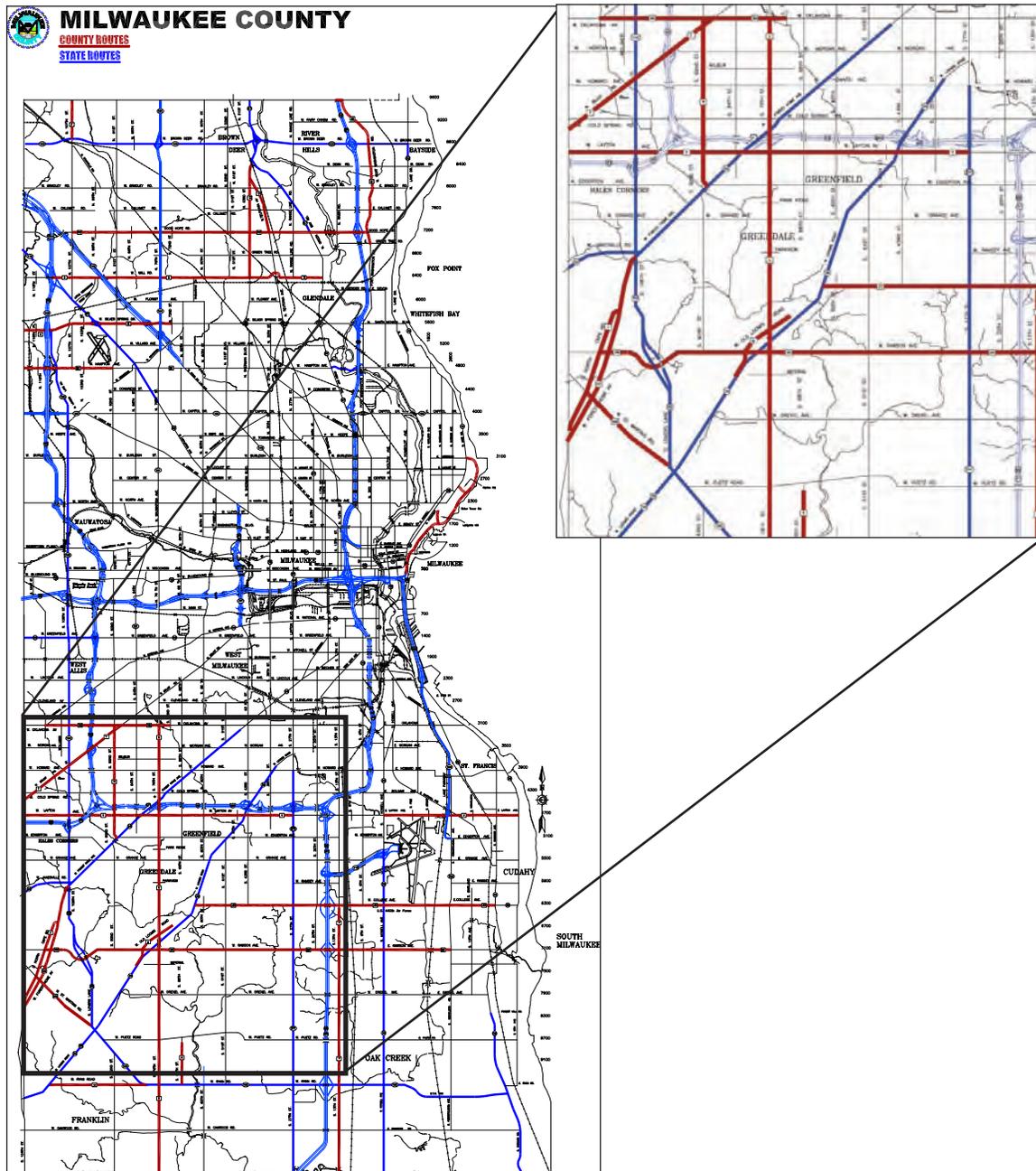
Figure 7-4 provides annual average daily traffic counts in the Village of Greendale for 2008 (WisDOT).

Transit

The regional plan recommends expansion of public transit in southeastern Wisconsin, including the development and improvement of rapid and express transit systems. Currently, no rapid or express transit lines serve the Village of Greendale. Figure 7-5 illustrates local fixed-route public transit service in the Milwaukee area as of 2001. The green lines denote streets with local bus lines. MCTS operates Routes 35, 64, and 76 within the Village of Greendale (Figure 7-6).

The proposed express transit system would have fewer stops than rapid transit, mostly

Figure 7-1. Milwaukee County Trunk Highway and Related State Highway Map (Source: WisDOT).



within Milwaukee County, and operate at higher speeds to connect major employment centers and destinations. Figure 7-7 provides the year 2035 recommended public transit element for the Regional Transportation System Plan. The plan proposes one non-freeway rapid transit route in Greendale along Loomis Road, and two transit stations: one with parking (near Southridge Mall), and one without (along Loomis Road).

In the Regional Transportation System Plan for 2035, SEWRPC shows a potential bus guideway or light rail line, to be considered in corridor studies, running southwest from Downtown Milwaukee to the Southridge Mall area. Figure 7-8 illustrates the year 2035 potential rapid transit commuter rail and express transit bus guideway or light rail lines under the recommended regional transportation plan.

Transportation Facilities: Park-Ride Lots

In 2004, rapid or express transit bus service was provided to 35 park-ride lots within the Region, as shown Figure 7-9. These intermodal parking facilities provided a total of 5,595 parking spaces; the utilization at these park-ride lots as of 2004 is also shown in the table. Figure 7-10 illustrates the park-ride lots served by public transit in the Greendale area. The Southridge Mall park-ride lot had the highest utilization of all lots at 81 percent. On an average weekday during 2004, nearly 41 percent of the 5,595 parking spaces at park-ride lots served by transit were in use.

Figure 7-2. Recommended Jurisdictional Highway System Plan for Milwaukee County: 2035 (SEWRPC)

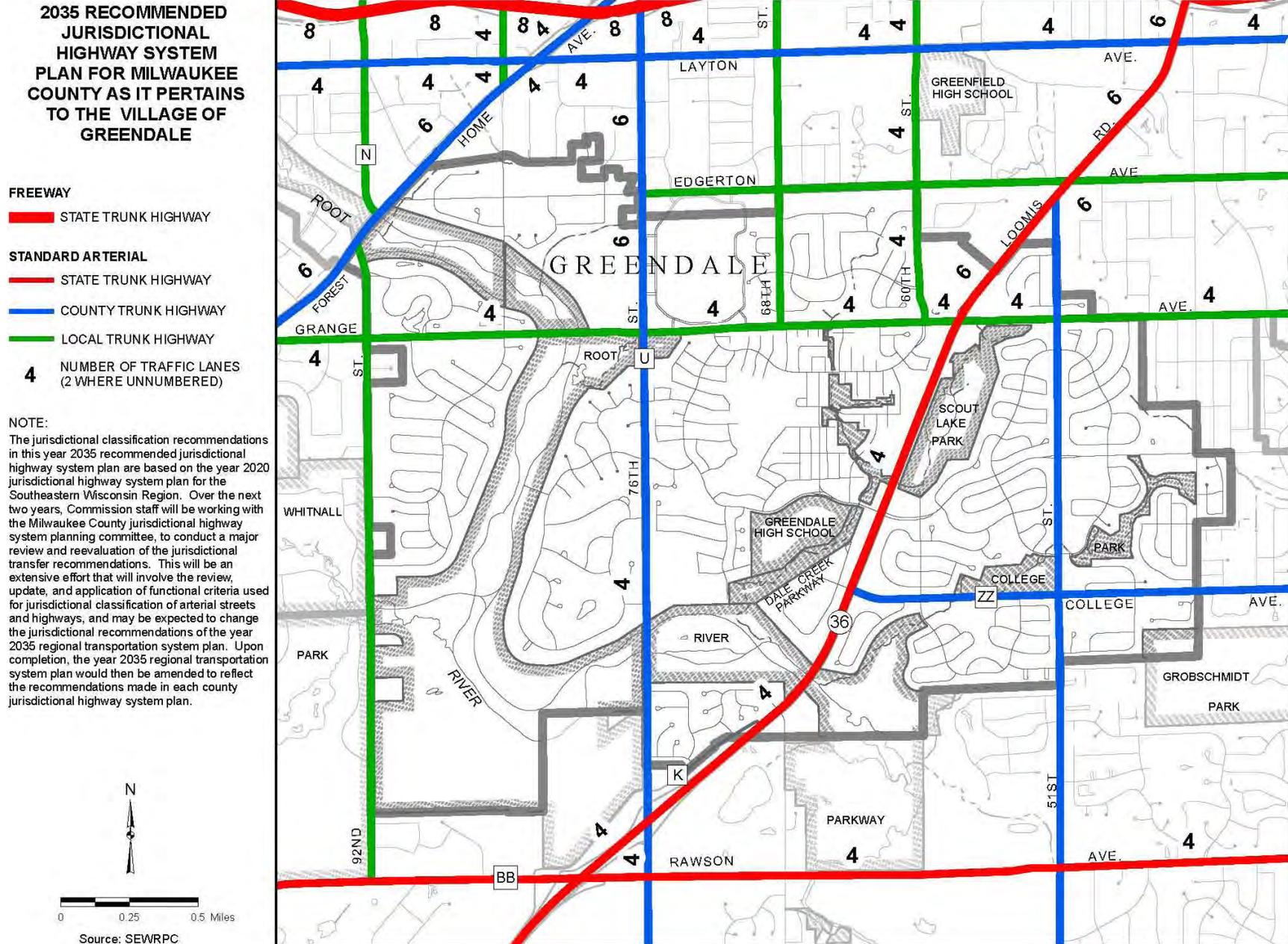


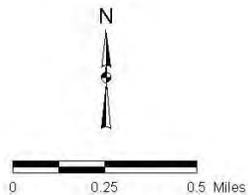
Figure 7-3. Functional Improvements to the Arterial Street and Highway System in Milwaukee County.

FUNCTIONAL IMPROVEMENTS TO THE ARTERIAL STREET AND HIGHWAY SYSTEM UNDER THE RECOMMENDED YEAR 2035 REGIONAL TRANSPORTATION PLAN AS IT PERTAINS TO THE VILLAGE OF GREENDALE

-  WIDENING AND / OR OTHER IMPROVEMENT TO PROVIDE SIGNIFICANT ADDITIONAL CAPACITY
-  RESURFACING OR RECONSTRUCTION TO PROVIDE ESSENTIALLY THE SAME CAPACITY
-  RESERVE RIGHT-OF-WAY TO ACCOMMODATE FUTURE IMPROVEMENT (ADDITIONAL CAPACITY OF NEW FACILITY)
- 4** NUMBER OF TRAFFIC LANES FOR NEW OR WIDENED AND / OR IMPROVED FACILITY (2 LANES WHERE UNNUMBERED)

NOTE

EACH PROPOSED ARTERIAL STREET AND HIGHWAY IMPROVEMENT AND EXPANSION, AND, AS WELL, PRESERVATION PROJECT, WOULD NEED TO UNDERGO PRELIMINARY ENGINEERING AND ENVIRONMENTAL STUDIES BY THE RESPONSIBLE STATE, COUNTY, OR MUNICIPAL GOVERNMENT PRIOR TO IMPLEMENTATION. THE PRELIMINARY ENGINEERING AND ENVIRONMENTAL STUDIES WILL CONSIDER ALTERNATIVES AND IMPACTS, AND FINAL DECISIONS AS TO WHETHER AND HOW A PLAN AND PROJECT WILL PROCEED TO IMPLEMENTATION WILL BE MADE BY THE RESPONSIBLE STATE, COUNTY, OR MUNICIPAL GOVERNMENT (STATE FOR STATE HIGHWAYS, COUNTY FOR COUNTY HIGHWAYS, AND MUNICIPAL FOR MUNICIPAL ARTERIAL STREETS) AT THE CONCLUSION OF PRELIMINARY ENGINEERING.



Source: SEWRPC

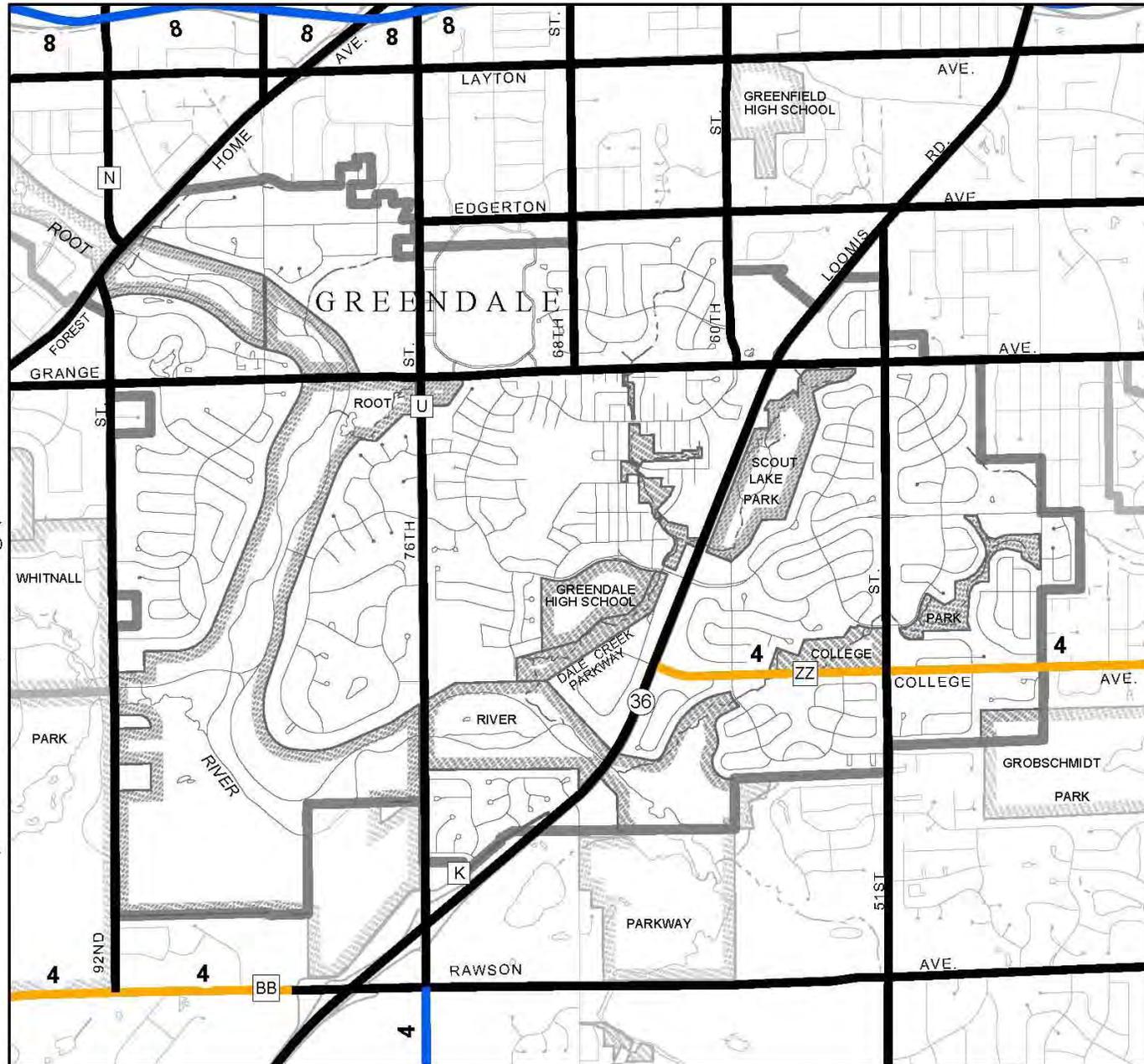


Figure 7-4. 2008 Village of Greendale Annual Average Daily Traffic (AADT).

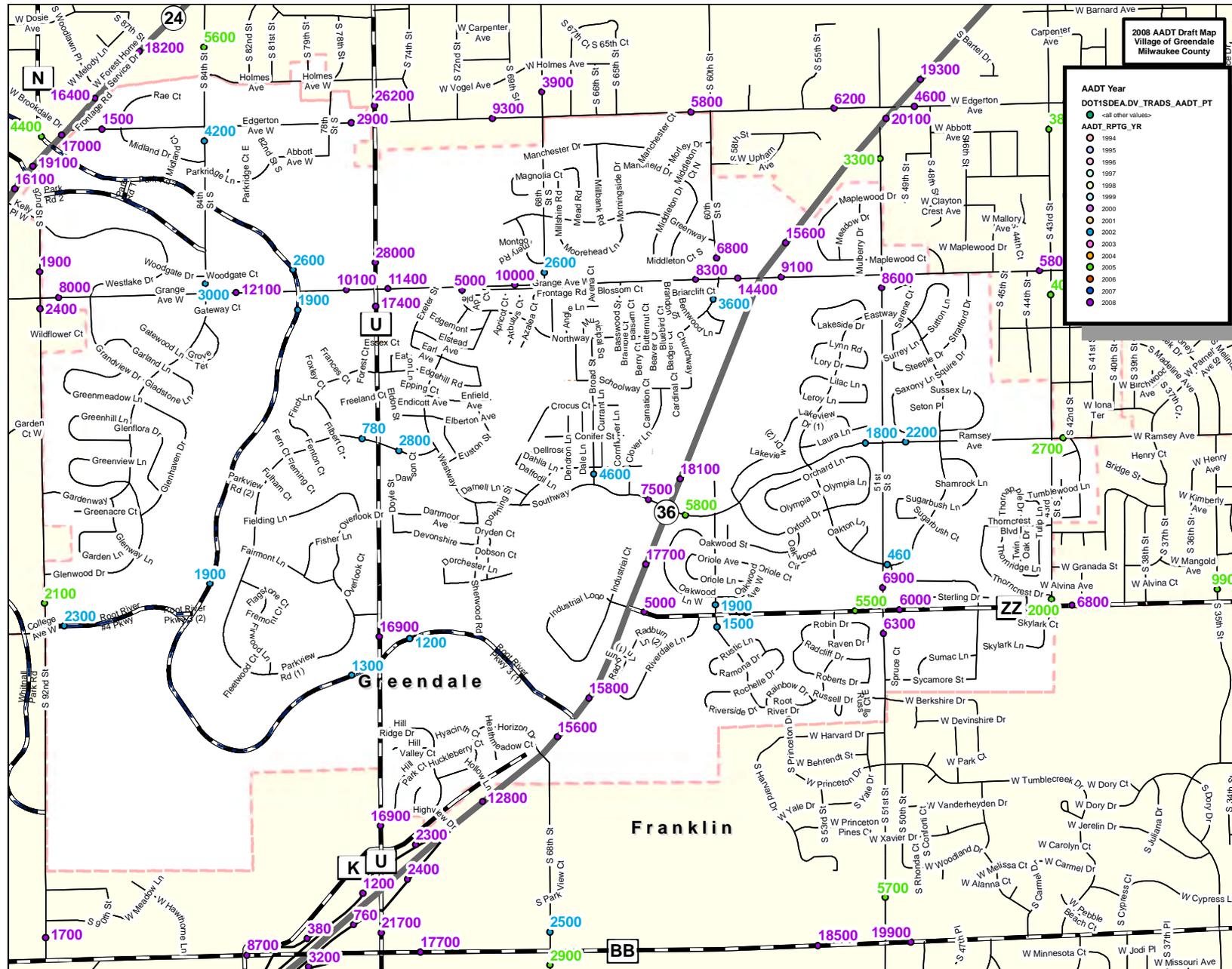


Figure 7-5. Local Fixed-Route Public Transit Service in the Milwaukee Area: 2001 (SEWRPC)

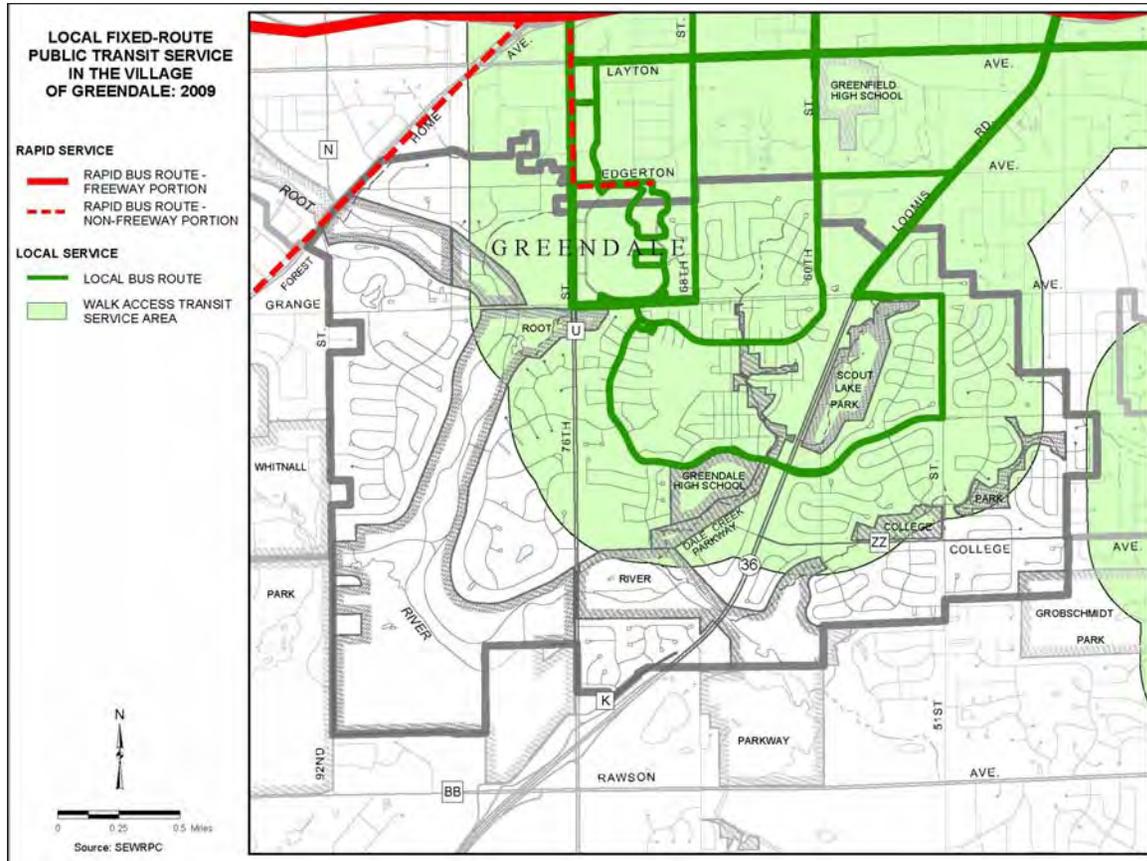


Figure 7-6. 2009 MCTS System Map for Greendale (MCTS)



Figure 7-11 illustrates the proposed park-ride lots for the 2035 regional transportation system plan. No new park-ride lots are proposed for the Village of Greendale. The nearest proposed park-ride lot is located just south of Greendale along the Loomis Road corridor in Franklin.

Transportation Facilities: Parking

In addition to park-ride lots, standard parking lots fall within the category of transportation facilities. Parking lots create a significant

burden on the natural environment, air quality, and water quality. Additionally, traditional asphalt construction contributes to the urban heat island effect. Therefore, parking lots in Greendale should be carefully monitored for demand, usage, and maintenance. In cases where there is an excessive amount of surface parking, the Village may wish to consider implementing parking maximums in lieu of the traditional parking minimums found in zoning

codes. Further, shared parking lots should be encouraged between complimentary uses.

As parking lots are reconstructed or constructed in Greendale, the Village should consider requiring the use of either permeable or light-colored materials to reduce heat island effect and stormwater runoff. Material examples may include brick pavers, concrete, concrete pavers, or porous pavement. Further, interior landscape requirements – including bioswales,

Figure 7-7. Public Transit Element of the Recommended Regional Transportation System Plan: Year 2035 (SEWRPC)

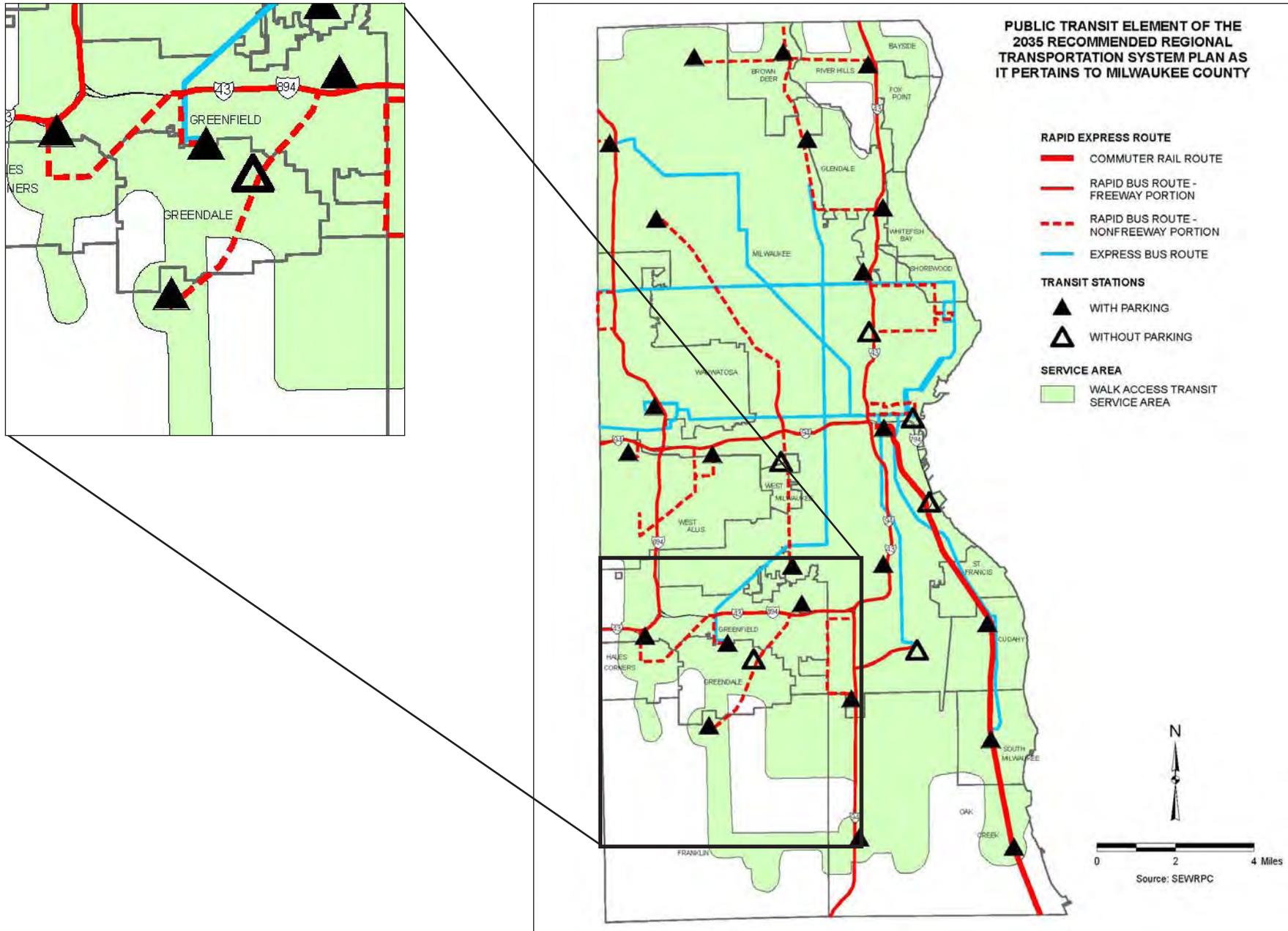


Figure 7-8. Potential Rapid Transit Commuter Rail and Express Transit Bus Guideway Light Rail Line under the Recommended Year 2035 Regional Transportation Plan (SEWRPC)

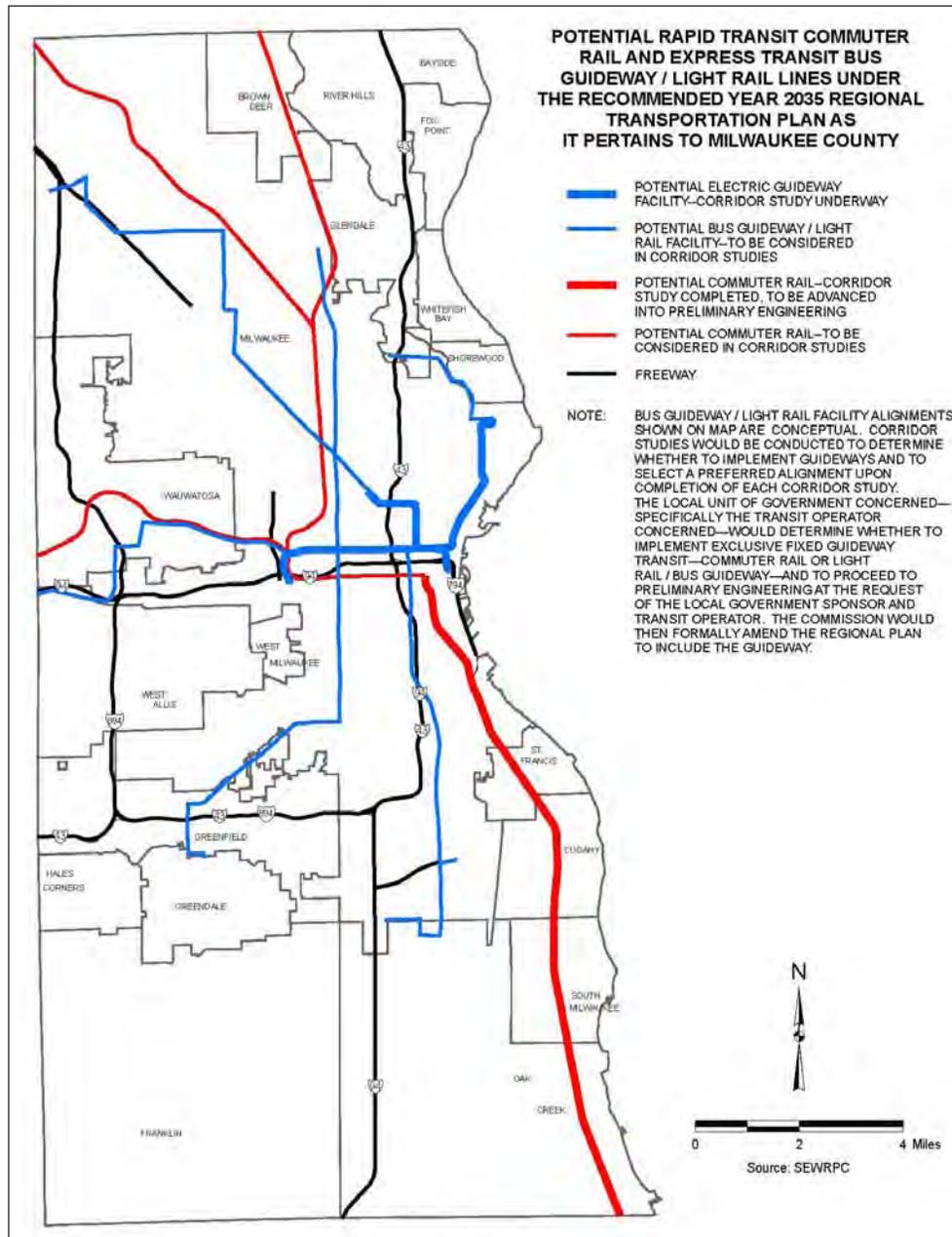


Figure 7-10. Park-Ride Lots Served by Public Transit in the Greendale Area: 2004 (SEWRPC)

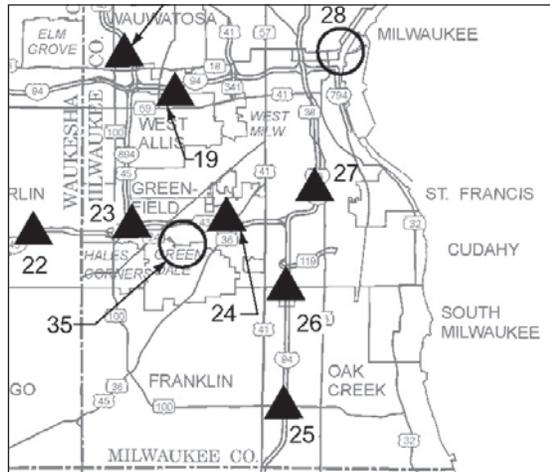


Figure 7-9. Average Weekday Use of Park-Ride Lots Served by Transit in the Southeastern Wisconsin Region: 2004 (SEWRPC)

AVERAGE WEEKDAY USE OF PARK-RIDE LOTS SERVED BY TRANSIT: 2004				
Number ^a	Location	Available Parking Spaces	Autos Parked on an Average Weekday: 2001	Percent of Spaces Used
Public Transit Stations				
1	STH 57 and CTH H (Fredonia)	60	6	10
2	IH 43 and STH 32-CTH H (Port Washington)	50	19	38
3	IH 43 and CTH V (Grafton)	85	30	35
4	IH 43 and CTH C (Grafton)	65	47	72
5	Brown Deer (River Hills)	360	80	22
6	North Shore (Glendale)	195	87	45
7	USH 41 and Lannon Road (Germantown)	100	49	49
8	Pilgrim Road (Menomonee Falls)	70	56	80
9	W. Good Hope Road (Milwaukee)	135	33	24
10	Timmerman Field (Milwaukee)	140	51	36
11	W. Watertown Plank Road (Wauwatosa)	240	131	55
12	Collins Street Parking Lot (Oconomowoc) ^b	-- ^c	-- ^c	-- ^c
13	STH 16 and CTH P (Oconomowoc)	45	-- ^c	-- ^c
14	STH 16 and CTH C (Nashotah)	60	7	12
15	STH 67 and CTH DR (Summit)	100	51	51
16	IH 94 and STH 83 (Delafield)	200	65	33
17	IH 94 and CTH G (Pewaukee)	245	45	18
18	Goerke's Corners (Brookfield)	315	249	79
19	State Fair Park (Milwaukee)	285	176	62
20	IH 43 and STH 83 (Mukwonago)	165	62	38
21	IH 43 and STH 164 (Big Bend)	145	51	35
22	IH 43 and Moorland Road (New Berlin)	175	60	34
23	Whitnall (Hales Corners)	360	202	56
24	W. Loomis Road (Greenfield)	410	97	24
25	W. Ryan Road (Oak Creek)	305	137	45
26	W. College Avenue (Milwaukee)	650	286	44
27	W. Holt Avenue (Milwaukee)	230	103	45
28	Downtown Transit Center (Milwaukee) ^b	-- ^c	-- ^c	-- ^c
29	Downtown Transit Center (Waukesha) ^b	-- ^c	-- ^c	-- ^c
Subtotal		5,190	2,180	42
Shared-Use Lots				
30	Fields Furniture (West Bend)	50	-- ^c	-- ^c
31	Washington County Fair Park (Polk)	100	-- ^c	-- ^c
32	Pioneer Plaza (Polk)	25	-- ^c	-- ^c
33	Wal-Mart (Saukville)	50	-- ^c	-- ^c
34	Kohl's (Brown Deer)	100	60	60
35	Southridge (Greendale)	80	65	81
Subtotal		405	125	31
--	Total	5,595	2,305	41

^a See Map 29. (Figure 7-8)

^b There is a fee for parking at these facilities.

^c Data not available.

Source: SEWRPC.

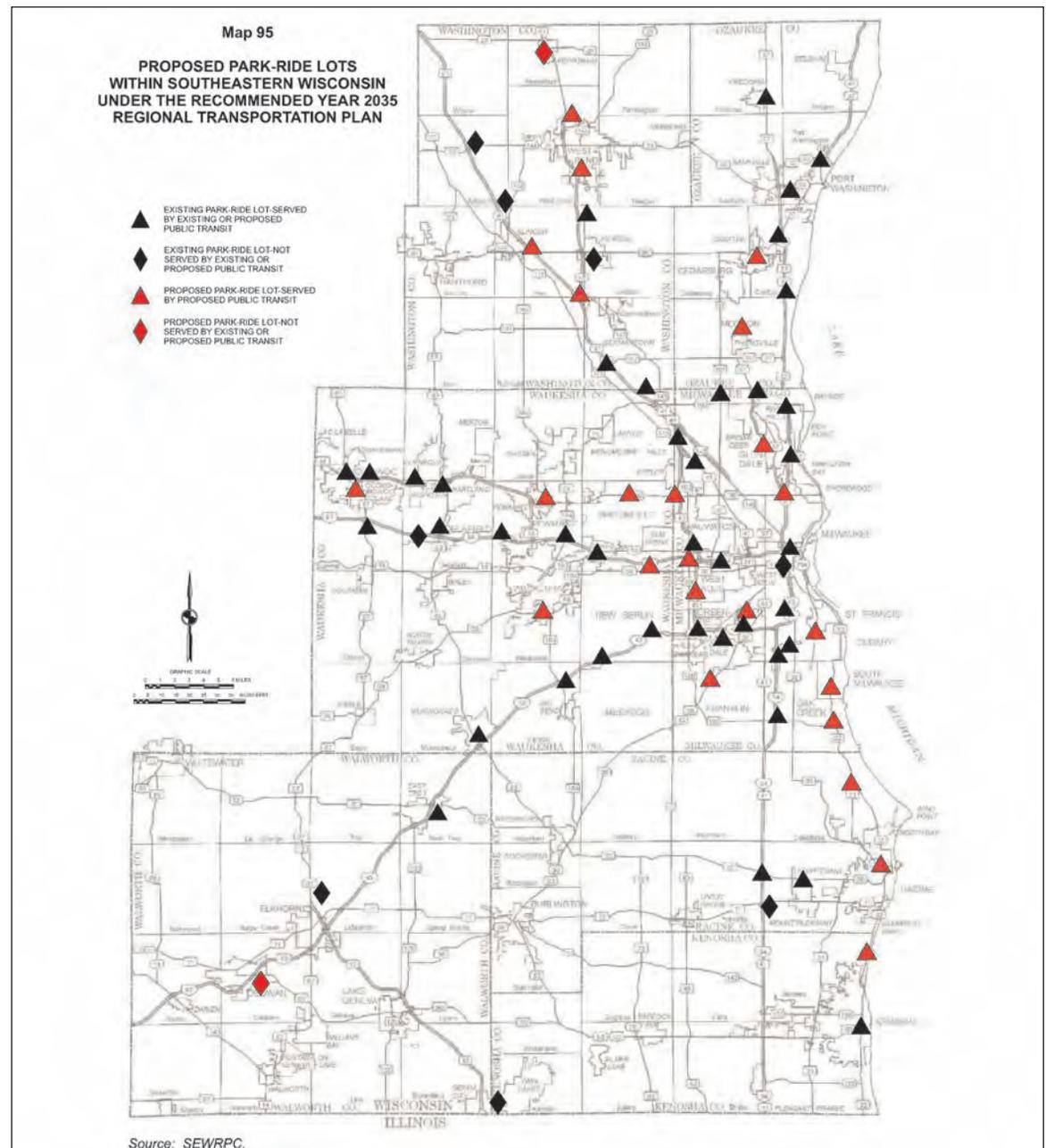
rain gardens, or clustered landscape islands – should be considered for incorporation into the Village's Zoning Code.

Transportation Facilities for the Disabled

SEWRPC outlines paratransit service in the Regional Transportation System Plan. The following description is derived from this section of the Regional Plan:

Paratransit service is proposed to be provided consistent with the Federal Americans with Disabilities Act (ADA) of 1990. Under this Act, all transit vehicles providing conventional fixed-route transit service must be accessible to persons with disabilities, including those using wheelchairs. All public entities operating fixed-route transit systems must also continue to provide paratransit service to those disabled persons within local transit service areas who are unable to use fixed-route transit services consistent with federally specified eligibility and service requirements. The complementary paratransit services must serve any person with a permanent or temporary disability who is unable independently to board, ride, or disembark from an accessible vehicle used to provide fixed-route transit service; who is capable of using an accessible vehicle, but one is not available for the desired trip; or who is unable to travel to or from the boarding or disembarking location of the fixed-route transit service. The planned paratransit service must be available during the same hours and on the same days as the fixed-route transit service, be provided to eligible persons on

Figure 7-11. Proposed Park-Ride Lots Within Southeastern Wisconsin.



a “next day” trip-reservations basis, and not limit service to eligible persons based on restrictions or priorities to trip purpose, and not be operated under capacity constraints which might limit the ability of eligible persons to receive service for a particular trip. The paratransit service fares must be no more than twice the applicable public transit fare per one-way trip for curb-to-curb service.

Should Greendale consider providing fixed-route transit services between the Southridge Mall area and the Village Center, paratransit service requirements must be taken into consideration.

Bicycles

In the Regional Transportation System Plan, SEWRPC recommends that as the regional surface arterial street system is resurfaced and reconstructed, the provision of accommodation for bicycle travel should be considered for implementation through bicycle lanes, widened outside travel lanes, widened and paved shoulders, or separate bicycle paths. This recommendation applies to Loomis Road, 76th Street, Grange Avenue, West College Avenue, 68th Street, and 60th Street. Land access and collector streets in Greendale should also be considered for designated bicycle paths, although some streets may be able to accommodate bicycle traffic without special facilities.

SEWRPC explains that the unit of government responsible for constructing and maintaining

the surface arterial street or highway should be responsible for constructing and maintaining the associated bicycle or pedestrian facility. Therefore, the Wisconsin Department of Transportation (WisDOT) should assume responsibility for bicycle and pedestrian facilities within the right-of-way of state trunk highways and connecting streets; the respective county department should construct and maintain bicycle and pedestrian facilities within the right-of-way of county trunk highways; and the Village of Greendale should assume responsibility for bicycle and pedestrian facilities located within the right-of-way of streets and highways under their jurisdiction.

SEWRPC plans to prepare an assessment of the need for bicycle accommodation on each segment of the surface arterial street and highway system in the region, considering factors including traffic volume, composition, speed, and congestion.

The Regional Transportation System Plan also proposes that a system of off-street bicycle paths be provided between the Kenosha, Milwaukee, and Racine urbanized areas and the cities and villages with a population of 5,000 or more (referred to as small urban areas) located outside the three urbanized areas. These off-street bicycle paths would be located in natural resource and utility corridors, and are intended to provide connections between the region’s urbanized and small urban areas on routes separated from vehicular traffic.

The proposed system of bicycle facilities is shown in Figure 7-12, and includes off-street bicycle paths, surface arterial, and nonarterial connections. Some of the off-street bicycle paths shown on the map already exist.

In the Regional Transportation System Plan, SEWRPC proposes that local units of government prepare community bicycle and pedestrian plans to supplement the regional plan. Local plans should recommend facilities that accommodate bicycle/pedestrian travel within neighborhoods, and provide for convenient travel between residential areas and shopping centers, schools, parks, and transit stops within or adjacent to the neighborhood.

Walking

A significant part of Greendale’s original design included the implementation of a pedestrian path network, providing the community with a reliable mode of transportation and an opportunity for social interaction. These paths

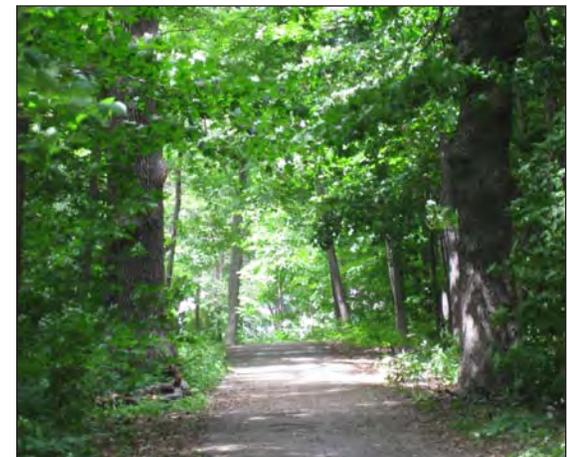
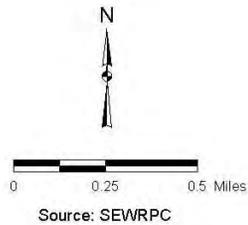
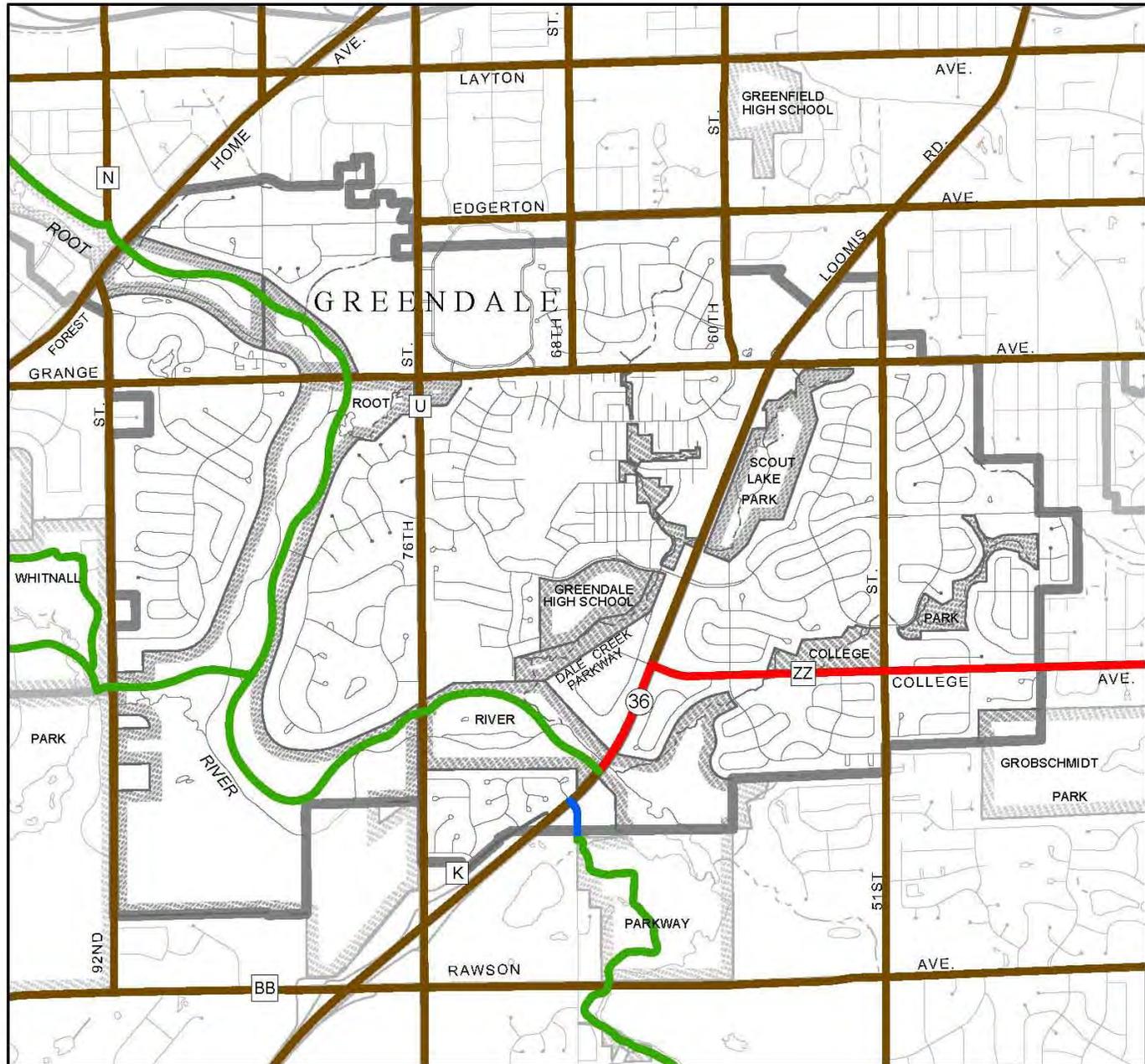


Figure 7-12. Off-Street Bicycle Paths and Surface Arterial Street and Highway System Bicycle Accommodation under the recommended Year 2035 Regional Transportation Plan.

OFF-STREET BICYCLE PATHS AND SURFACE ARTERIAL STREET AND HIGHWAY SYSTEM BICYCLE ACCOMMODATION UNDER THE RECOMMENDED YEAR 2035 REGIONAL TRANSPORTATION PLAN AS IT PERTAINS TO THE VILLAGE OF GREENDALE

-  OFF-STREET BICYCLE WAY IN UTILITY OR NATURAL RESOURCE CORRIDOR
-  SURFACE ARTERIAL STREET CONNECTION TO OFF-STREET BICYCLE WAY SYSTEM
-  NONARTERIAL STREET CONNECTION TO OFF-STREET BICYCLE WAY SYSTEM
-  SURFACE ARTERIAL STREETS AND HIGHWAYS WHERE BICYCLE ACCOMMODATIONS SHOULD BE CONSIDERED WHEN FACILITIES ARE RESURFACED OR RECONSTRUCTED



are well-used and continue to be an important part of Greendale's unique identity.

The pedestrian network can be enhanced through the construction of new sidewalks and paths that connect existing systems, as well as the continued maintenance of existing sidewalks. The Village may wish to consider installing rubber sidewalks where reconstruction or new construction is planned – a case study with more information about the relative advantages of rubber sidewalks has been included at the end of this section.

Potential areas in Greendale where improved pedestrian connections and/or crossings should be considered include:

- *A sidewalk along the west side of 76th Street between Grange Avenue and the southern Village border;*
- *Improved pedestrian crossings across 76th Street between Grange Avenue and the southern Village border;*

- *A sidewalk along the north side of Grange Avenue between 68th Street and Loomis Road, which will connect the existing sidewalk network;*
- *Enhanced crossings and pedestrian network at the vehicular entrances to Southridge Mall;*
- *Improved pedestrian zone within Root River Parkway, which may include pavement markings and/or a separate path system along the roadway.*

In the Regional Transportation System Plan, SEWRPC recommends that landscaped terraces, curb lawns, or other buffer areas be provided between sidewalks and the roadways to enhance the pedestrian environment and that efforts be made to maximize pedestrian safety at street crossings. Safety enhancements could include the timing of “walk” phases of traffic signals and the provision of pedestrian “islands” and medians in wide, heavily traveled roadways. The Plan also emphasizes that all pedestrian

facilities must be designed and constructed in accordance with the requirements of the Federal Americans with Disabilities Act.

Railroads

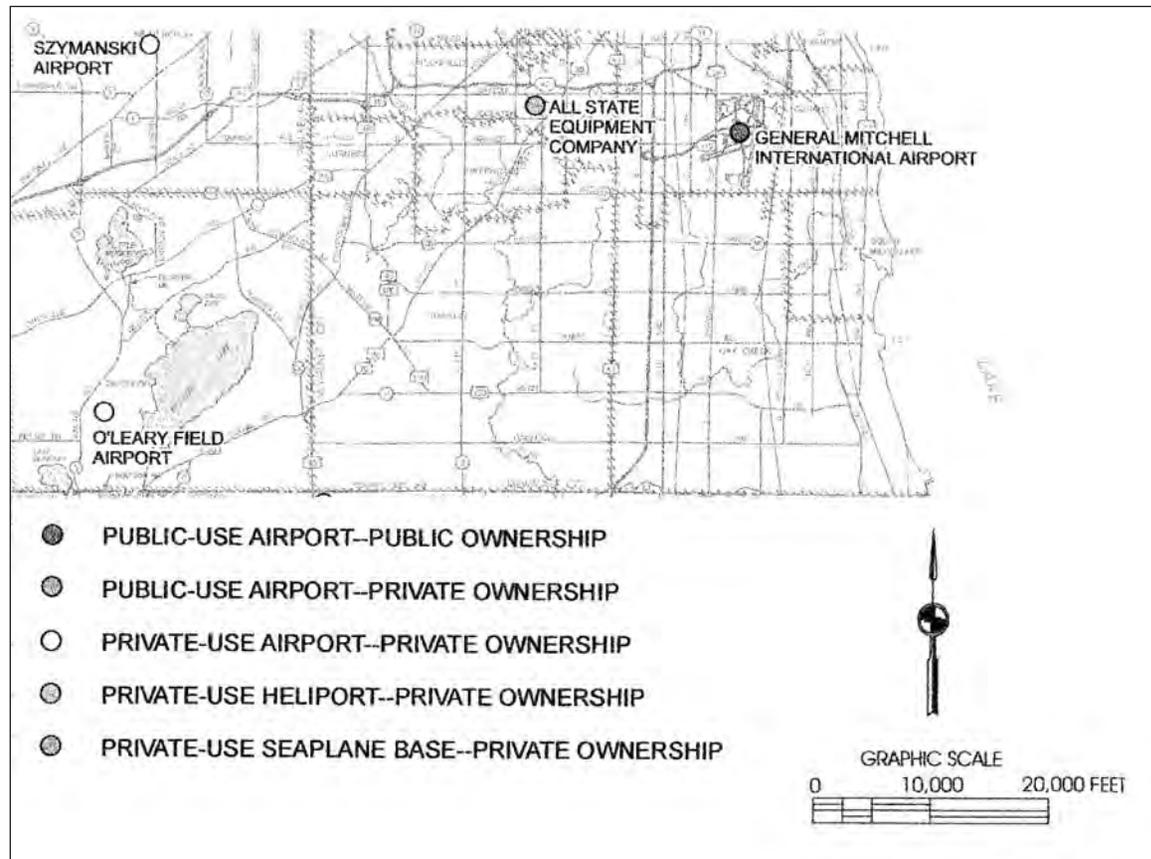
There are currently no railways located within the Village of Greendale, nor are there passenger rail stations in adjacent municipalities. The nearest Amtrak station is located in downtown Milwaukee, approximately 9 miles from the Village Center.

Air Transportation

Within the Village of Greendale there is one private use heliport, as indicated in Figure 7-13. The nearest commercial airline service is provided by General Mitchell International Airport, approximately 8 miles east of the Village.



Figure 7-13. Existing Airports in the Greendale Vicinity: 2000.



Water Transportation

There are no waterways used as major transportation routes in the Village of Greendale. The Root River is a navigable stream; however, the Port of Milwaukee is the closest facility for freight transportation.

OTHER TRANSPORTATION INITIATIVES

Transportation Improvement Plan for Southeastern Wisconsin

SEWRPC prepared an updated version of the Transportation Improvement Plan for Southeastern Wisconsin (TIP): 2007-2010. The TIP is a federally required listing of all arterial highway and public transit improvement projects proposed to be carried out by State

and local governments over the next four years in the seven-county region.

Projects for the Village of Greendale include:

- *Reconstruction of W. College Ave (CTH ZZ) between Lomis Rd to S 51st St (0.75 Miles)*
- *Recondition W Grange Ave from S 76th St (CTH U) to Loomis Rd (STH 36) and S 60th St from W Grange Ave to a point 1,500 feet north (1.45 Miles)*

Recommended improvements are supplemented with cost estimates and funding sources. For more information, the plan can be downloaded from www.sewrpc.org.

Wisconsin Bicycle Transportation Plan 2020

WisDOT recently published the Wisconsin Bicycle Transportation Plan 2020, the organization's statewide long-range bicycle plan. The plan makes several recommendations for government agencies to follow when making decisions regarding bicycle transportation. The roles and responsibilities for communities are as follows:

- *Develop, revise, and update long-range bicycle plans and maps.*
- *Consider the needs of bicyclists in all street projects (especially collector and arterial streets), and build bicycle facilities accordingly.*
- *Promote and offer bicycle safety programs.*

- *Promote bicyclist-friendly development through plans, zoning and subdivision ordinances.*
- *Provide bike racks at public and commercial areas.*
- *Consider providing locker room facilities for employees.*
- *Consider bicycle racks on buses.*
- *Encourage business involvement as a means to increase bicycle commuting and other functional trips.*
- *Help promote bike-to-work/school days.*

WisDOT works with the Wisconsin Department of Natural Resources (DNR) to preserve trail opportunities by passing on its first right of acquisition for abandoned, privately-owned rail lines to DNR. WisDOT also conveys to DNR/ counties full or partial rights to lines that it owns after consideration has been given to using the abandoned lines for continued rail or other transportation.

State Trails Network Plan

The Department of Natural Resources completed a State Trails Network Plan in 2001 to provide a long-term vision for establishing a comprehensive trail network in the state. The plan focuses on the main arteries of Wisconsin's trail system, and doesn't recommend any new trail systems within the Greendale. However the plan does propose two new trail segments near the Village of Greendale that will feed into the existing Oak Leaf Trail:

- **Segment 40—Oak Creek to Delavan**

From its link with the Lake Michigan Trail section of Segment 6 in Oak Creek, this proposed corridor extends west on street routes to the Muskego Lakes Trail in the community of St. Martins. Muskego has completed a 2.5-mile-long segment on utility company right-of-way. The corridor continues west on the Mukwonago River Trail section about 14 miles from the town of Vernon in Waukesha County to the town of Troy in Walworth County. None of this proposed corridor is developed. From the west end of the Mukwonago River Trail, about four miles of the Ice Age Bike Route on U.S. Highway 12 and Tamarack Road are to be used as a connector to the Kettle Moraine State Forest-Southern Unit trail system. At the south end of the forest, a proposed connector to Whitewater would use town roads, of which about two miles are designated as Ice Age Trail. Also on the south end near Whitewater Lake, the Turtle Creek Trail is proposed as the final connecting link to Delavan and the South Central Region.

- **Segment 37—Franklin to Illinois**

This segment begins in the southwest corner of Milwaukee County at the east end of the Muskego Lakes Trail identified in SEWRPC's Bicycle/Pedestrian Plan (Segment 40). Part of this segment includes a natural resource/utility corridor proposed as the Waterford-St. Martins Trail. Racine County has developed four miles of this corridor, known as the Waterford-Wind Lake Trail. The remaining corridor from Waterford south to the Wisconsin/Illinois state line, is referred to as the Fox River Trail. Racine County has developed the four-mile-long Burlington Trail on this segment. South of Burlington the corridor intersects the Southwestern Trail section of Segment 31 and continues south on a natural resource corridor along the Fox River.

GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies are based on community input and the Village's established policies. They are intended to guide future decisions pertaining to transportation in the Village.

Goals

1. *Provide a safe and efficient transportation system that meets the needs of multiple users in and around the Village while supporting economic growth.*
2. *Establish sustainable transportation systems that incorporate green infrastructure practices and reduce maintenance costs.*
3. *Encourage the use of alternative transportation (bicycling, public transit, walking) by Greendale residents and employees.*
4. *Reduce the amount of pollution generated by the use of vehicles for municipal activities.*
5. *Ensure adequate funding for transportation improvement projects.*

Objectives & Policies

- *Strengthen the existing pedestrian and bicycle network in the Village through increasing connectivity, installing new on- and off-road paths, and emphasizing the continued maintenance of existing paths.*
 - Explore enhanced pedestrian/bicycle crossings across 76th Street in order to better connect the east and west sides of the Village.
 - Emphasize connecting existing sidewalks to form a continuous sidewalk network, particularly along major streets (ex: portions of Grange Avenue).
- *Promote Greendale's unique interconnected pathway system as an asset to current/future residents, as well as an economic development strategy.*
 - Consider fostering a partnership between the Village and a private bicycle operator to provide bicycle rentals, connecting the Village Center to Southridge Mall and other Greendale attractions (see case study).
- *As the Village's vehicle fleet is replaced, consider purchasing low-emitting vehicles that utilize alternative fuels.*
- *Explore alternative techniques and materials for roadways and sidewalks as the existing infrastructure is replaced. Materials to consider include rubber sidewalks, concrete or other light colored pavers, hot-in-place recycled asphalt, etc.*

- *Continue to support public transit access throughout the Village and expand where feasible.*
 - Continue to explore funding for a direct transit connection between Southridge Mall and the Village Center, such as a trolley.
 - Continue to support Southridge Mall as a transit hub for southern Milwaukee County.

BEST PRACTICE MODELS FOR THE VILLAGE OF GREENDALE

The following case studies highlight opportunities for the Village to enhance and maintain its transportation system in the future.



CASE STUDY: BIKE SHARE PROGRAM

TULSA TOWNIES

TULSA, OK

The Tulsa Townies bicycle sharing program was launched in August 2007 by Saint Francis Health System to promote an active and healthy community lifestyle. Three of the four bicycle rental stations are located at the Tulsa River Parks trail, while the fourth is located at the Sand Springs River City Park. The project is the first of its kind in northeastern Oklahoma.

Patrons ages 18 and over have the option of checking out a bike from four kiosks, called Cyclestations™. Although there is no cost to check out a Tulsa Townies bicycle, a credit card is needed for identification purposes and to help prevent theft. Patrons may return their Tulsa Townies bicycle at any one of the locations regardless of where the bicycle was originally checked out. More information is available at www.tulsa-townies.com.

Sample Bike Share Program Communities:

- Delafield, WI
- Louisville, KY
- Tulsa, OK
- Portland, OR
- Washington, D.C.
- Philadelphia, PA
- New York, NY
- Minneapolis, MN
- Montreal, QC
- Boulder, CO
- Chicago, IL



Potential for Greendale

Residents, employers, and Village staff have commented on the need for a stronger connection between the Southridge Mall and the Village Center. To encourage alternative transportation between these two destinations, the Village could engage in a public-private partnership to establish a bike share program at no cost to users. Business owners in the Village Center or Southridge could participate in program startup and maintenance, similar to the role of Saint Francis Health System in Tulsa. Encouraging patrons to use the bike share program could increase the customer base at both Southridge and the Village Center.

Some communities with bike share programs hold promotional events and bike raffles to increase ridership. Greendale could incorporate its bike share program with other annual events to increase awareness of the program. Over a longer period of time, the program could become a joint venture with area attractions in surrounding municipalities.





CASE STUDY: RUBBER SIDEWALKS

NEW ROCHELLE DEPARTMENT OF PUBLIC WORKS & RUBBERSIDEWALKS, INC.

NEW ROCHELLE, NEW YORK

In 2004, an innovative pilot project to install Rubbersidewalks was launched on a residential, tree-lined street in New Rochelle, NY. City leaders are taking an innovative approach to overcome a growing maintenance and tree preservation problem by replacing concrete sidewalks with approximately 400 square feet of Rubbersidewalks pavers. Not only can this new sidewalk solution save numerous trees for the neighborhood, it also will recycle 4400 pounds of rubber from used passenger vehicle tires that would otherwise clog landfills.

Rubbersidewalks are interlocking recycled rubber sidewalk modular paving systems, intended to replace traditional concrete sidewalks and paths. This modular sidewalk system is designed to accommodate tree root growth, frost heave, and vehicles without breakage. Benefits cited by www.rubbersidewalks.com include:

- Saves the urban forest by eliminating need for tree removal
- Modular system allows pavers to be periodically opened for inspection, tree root maintenance, and/or utility access
- Provides safe passage for all pedestrian and wheeled traffic
- Directs water into soil thus reducing water run-off into storm drain

“A decades-long battle has been waged between concrete sidewalks and tree roots, with people the ultimate losers. As tree roots mature and spread, they raise the concrete creating trip and fall hazards as well as a costly maintenance issue for our city,” said Mayor Timothy Itoni. “Today we’re taking a major step to save our trees with this alternative that can also make our sidewalks safer.”

Other Wisconsin communities with Rubbersidewalks include:

- Fitchburg, WI – 525 square feet installed in various locations
- Poynette, WI – 400 square feet installed in three locations
- Fond du Lac, WI

Potential for Greendale

Greendale was designed with an extensive, integrated pathway system, intended to give residents access to services and open spaces alike. In addition to the parkway-like walking paths, the Village also has a vast sidewalk network found in many compact communities. While Rubbersidewalks can be more expensive to initially purchase and install, it does offer significantly reduced maintenance and minimizes damage to tree roots, thereby preserving the urban forest. It is one example of a product that the Village may want to consider as path segments are scheduled for significant repair or replacement.

utilities & community facilities

8

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Utilities & Community Facilities

When Greendale was originally conceptualized, it included plans for a network of utilities, services, and community facilities to serve future residents. Although the Village evolved from a landlord/tenant based community long ago, it has retained its high level of infrastructure and services – from the local and County parks to the Greendale school system to the Department of Public Works.

The Utilities and Community Facilities element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to provide at least one objective, policy, goal, map, or program for each of the following facilities:

- *Sanitary Sewer Service*
- *Stormwater Management*
- *Water Supply*
- *Solid Waste Disposal*
- *On-Site Wastewater Treatment Tech.*
- *Recycling Facilities*
- *Parks*
- *Telecommunication Facilities*
- *Power Plants / Transmission Lines*
- *Cemeteries*
- *Health Care Facilities*
- *Child Care Facilities*



- *Police*
- *Fire*
- *Rescue*
- *Libraries*
- *Schools*
- *Other Government Facilities*

Additionally, the Grant Program requires that municipalities provide information on existing utilities and community facilities, future needs, and a timetable for expansion, rehabilitation, and new facilities. The requirements state that “those facilities that are located in another jurisdiction may be beyond the control of your community, making it more difficult to make or shape decisions on the future of those facilities. If this is the case, your plan can state this and describe the role that your community can play.”

The Issues and Opportunities element of this Plan outlines four goals and objectives that shall guide the Utilities and Community Facilities section:

- *Ensure that all Village facilities provide adequate square footage and functionality to accommodate governmental, educational, and community needs;*
- *Develop design standards for future Village facilities that promote sustainable, cost saving features;*
- *Consider utility system needs for the Southridge Mall and 76th Street corridor parcels;*
- *Maintain the Village Center as a major community destination that provides adequate amenities, open space, circulation, and connectivity to neighborhoods.*

REGIONAL LAND USE PLAN: 2035

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) recently completed a regional land use plan designed to guide the seven-county Southeastern Wisconsin region through the year 2035. The following narrative calls upon data from the Regional Land Use Plan to describe utilities and community facilities in and around the Village of Greendale.

Sanitary Sewer Service

The majority of sewerage and water supply utilities in the region are organized as sewer and water departments of incorporated municipalities which follow political boundaries. Areas served by public sanitary sewers in 2000 encompassed about 477 square miles, or about 18 percent of the region, in comparison to approximately 394 square miles (15% of the region) in 1990. Figure 8-1 shows areas in the region served by public sanitary sewerage systems and sewer treatment facilities as of 2000.

The Village owns and maintains an all gravity sanitary sewer system that utilizes the Milwaukee Metropolitan Sewerage District (MMSD) to treat all waste. The system is funded



by a user fee based on the amount of water purchased. At this time, the system volume capabilities are considered to be adequate for current and future needs. Maintenance of the aging system may require additional funding.

VILLAGE UTILITIES & FACILITIES

The Village of Greendale has a long history of providing a full range of services to its residents, as well as a rich heritage of community buildings and social interaction. The following section summarizes the primary utilities and community facilities in Greendale.

Stormwater Management

The following information describes the Village's approach to stormwater management and originates from the Village website (www.greendale.org):

Greendale property owners must pay a stormwater management utility fee of \$78.00 per year for each equivalent runoff unit. In January of 2004, the Village was issued its stormwater discharge permit from the Wisconsin Department of Natural Resources (DNR). The permit is an unfunded mandate by the State imposed upon local municipalities to undertake measures to improve stormwater quality. Stormwater in Greendale flows into the Village's storm sewer system and ultimately into the Root River. The DNR implemented the permit requirement with the adoption of NR216 several years ago. The Village was included in the permitting process at this time along with the Villages of Caledonia and Hales

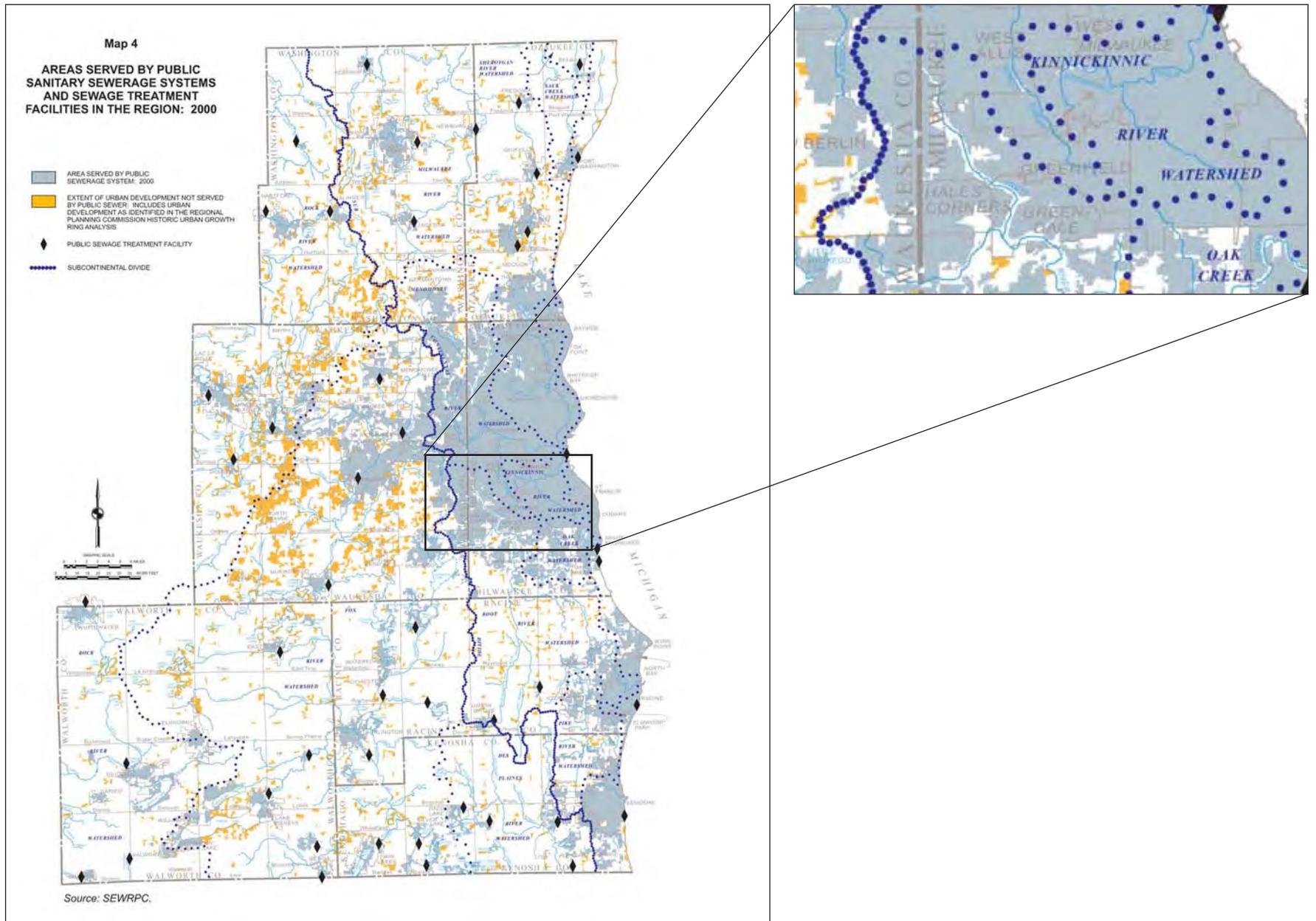


Corners, and the Cities of Franklin, Muskego, New Berlin and Racine due to drainage into the Root River. A group stormwater permit was obtained, but each community has its own specific requirements.

In 2002, the Village adopted a Stormwater Management Master Plan. As part of the Master Plan, the Village proposes numerous stormwater improvement projects, including the construction of stormwater detention ponds to collect stormwater and settle pollutants, and the increase of street sweeping and catch basin cleaning to collect pollutants before they flow down the storm sewer system.

In order to fund the cost of Village's stormwater management efforts, the Village created Stormwater Management Utility. A Stormwater Management Utility is similar to other utilities authorized by State Statutes, and allows the Village to allocate costs to all properties in the Village that contribute to the storm sewer system. The Stormwater Management Utility is a fair and equitable method of funding the Village's stormwater management activities because those that "contribute" stormwater to the system are charged. This includes tax exempt properties such as the Village,

Figure 8-1. Areas Served by Public Sanitary Sewerage Systems and Sewage Treatment Facilities in the Region: 2000.





Milwaukee County, the State Department of Transportation, churches, and schools.

The Village Engineer and staff have reviewed the Village's topographic data and aerial photography to determine the amount of stormwater each parcel in the Village contributes. The amount of contribution was calculated based on the amount of impervious surface each parcel has. Upon review, the Village Engineer determined that the average single family residential parcel in the Village has 3,941 sq. ft. of impervious surface (roofs, driveways, patios, etc.). This average was established as the "Equivalent Runoff Unit" or ERU. Each single family residential parcel is considered an ERU and will be billed the same. Multi-family parcels tend to be smaller in size and will be charged ½ ERU per residential unit. Therefore, each ½ of a duplex would be

charged ½ of an ERU. Non-residential parcels are charged proportionately on the amount of impervious surface they have to a single family residential parcel or ERU (3,941 sq. ft.). The more impervious surface, the larger the fee. Therefore, a parcel with a large parking lot will have a proportionately larger Stormwater Management Utility fee. Undeveloped parcels do not have a Utility fee in that they are not considered to contribute stormwater.

To initially implement the Stormwater Management Utility, the Village imposed a \$48/year fee per ERU. The fee is broken down quarterly and placed on the Village's quarterly water bills (\$12/quarter). Non-residential parcels receive the Stormwater Management Utility Fee on their quarterly utility bill. Based on a \$48/ERU fee, some of the non-commercial properties have much larger bills. The largest contributor is Southridge Mall, at more than \$22,000/year. When the anchor stores (Boston Store, J.C. Penney & Sears) are included, the entire site approaches \$45,000/year. An appeal and review process of the Stormwater Management Utility ERUs assigned to each parcel is provided under Village Ordinance. Property owners believing the Village has calculated them as having too many ERUs may appeal to the Village Manager and demonstrate with engineering and other data that the amount of impervious surface is less than calculated by the Village.

Village Ordinance allows for parcels to receive "credits" in the form of lower fees if property

owners take measures to improve stormwater quality on site. Parcels that have stormwater detention ponds on site to collect their own stormwater will receive a credit.

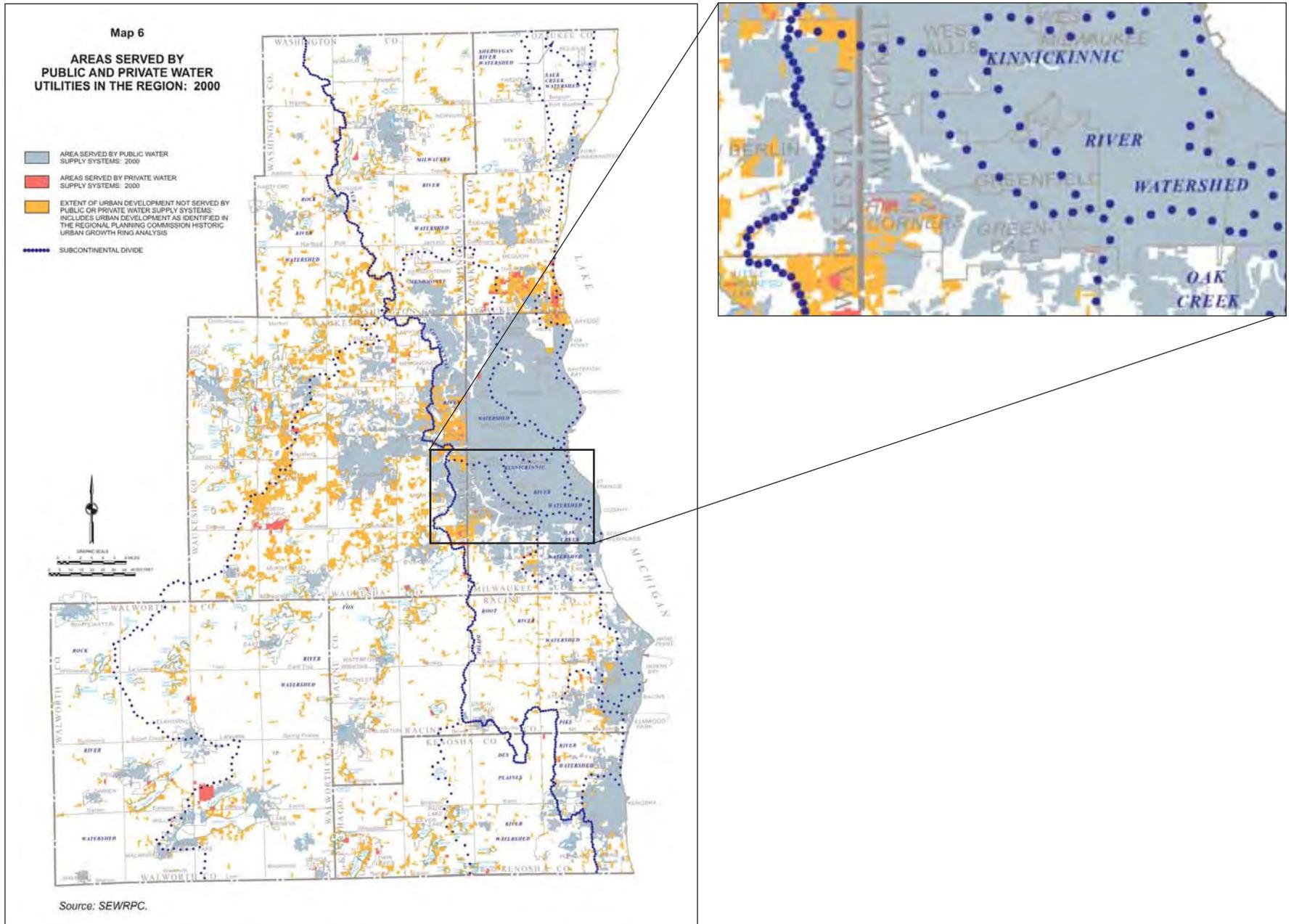
Water Supply

Areas served by public water utilities in 2000 encompassed about 390 square miles, or 15% of the region, compared to 316 square miles, or 12%, in 1990. Figure 8-2 illustrates the areas served by public and private water utilities as of 2000. An estimated 1.58 million persons, or 82% of the regional population, were served by public water utilities in 2000.

In addition to publicly-owned water utilities, privately or cooperatively owned water systems are found throughout the region. These water supply systems typically serve residential subdivisions, apartment or condominium developments, mobile home parks, and institutions. There are currently no privately or cooperatively owned water systems located in the Village of Greendale.



Figure 8-2. Areas Served by Public and Private Water Utilities in the Region: 2000.



The Village purchases finished water from the Milwaukee Water Works as a wholesale customer. Residents pay for water and system maintenance via a quarterly bill. The system may require additional funding in the future to pay for the replacement of aging infrastructure. However, the current system provides adequate capacity and room for an increased capacity. The Village is in the process of conducting a water system study that will be completed by the fall of 2009.

Solid Waste Disposal

The Village currently collects Municipal Solid Waste (MSW) on a weekly basis using Village employees and equipment. With the current structure, the Village is capable of increasing collection capabilities up to 15% more than current levels. MSW collection is funded by property taxes and businesses; churches and other private entities are excluded.

Recycling Facilities

Through Veolia Environmental Services, Greendale offers curbside recycling throughout the Village for various recyclable items. Figure 8-3 illustrates the pickup route and schedule for the Village.

The Greendale Recycling Center, at 6351 Industrial Loop, is open to all Greendale residents. The Center cannot accept tires, hazardous waste, some paints and solvents, explosives, appliances containing freon (air conditioners, refrigerators, freezers,

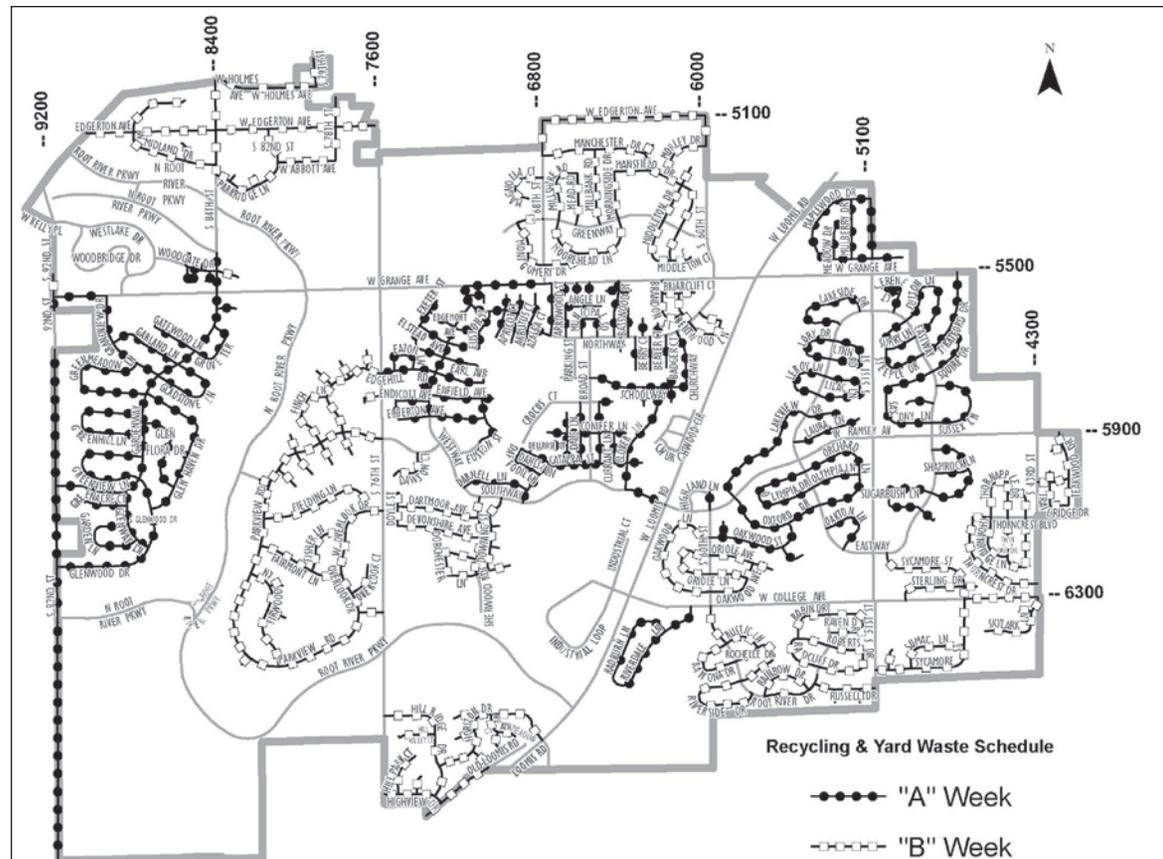
dehumidifiers) and items too large to be safely processed.

For a small fee, the Department of Public Works can assist with the proper disposal of e-waste. Computers, monitors, other electronic devices and microwave ovens may be brought to the main office at the Public Works Department during the week.

Parks and Recreation

The Village owns and maintains a vast system of parkland, woodlands, open spaces, sport fields, playgrounds, and a nature preserve (Figure 8-4). The Greendale Park and Recreation Department manages the Village's local programs and area parks. Local programs include programs for adults and youth, arts and music programs, aquatics, getaways, sports, and general fitness. Greendale has a total of six public parks:

Figure 8-3. Recycling Routes and Schedules for the Village of Greendale.





- *84th & Grange: 10.4 acres*
 - Baseball Field; Softball Diamond
 - Two Soccer Fields
- *College Park: 51st and College: 22.9 acres*
 - Two Baseball Fields; Two Softball Diamonds; Three Tennis Courts
 - Two Playgrounds
- *Community Center Park*
 - Baseball Field; Softball Diamond
 - 12 Basketball Hoops; Two Flag Football Fields; Volleyball Court
 - Roller Hockey Rink; Playground
 - Six Tennis Courts
 - Covered Picnic Shelter
- *Gazebo Park*
- *Lions Park: Edgehill & 76th; 2.7 acres*
 - Baseball Field; Playground
- *Jaycee Park*
 - Baseball Field; Playground

The Village feels it is unlikely that any expansion of parkland will occur. Funding for maintenance is obtained from the property tax levy and a small amount from user fees. To provide additional support for the parks, the Greendale Park and Recreation Department hosts a number of fundraisers throughout the year:

- *Benefit Auction*
- *Cake Pans*
- *Dip 'N Good Dips*

- *Entertainment Books*
- *Hugs 'N Kisses*
- *Market Day*
- *Round Up for Recreation*
- *Pocket Peelers*
- *Road Rally*

Greendale Green Market

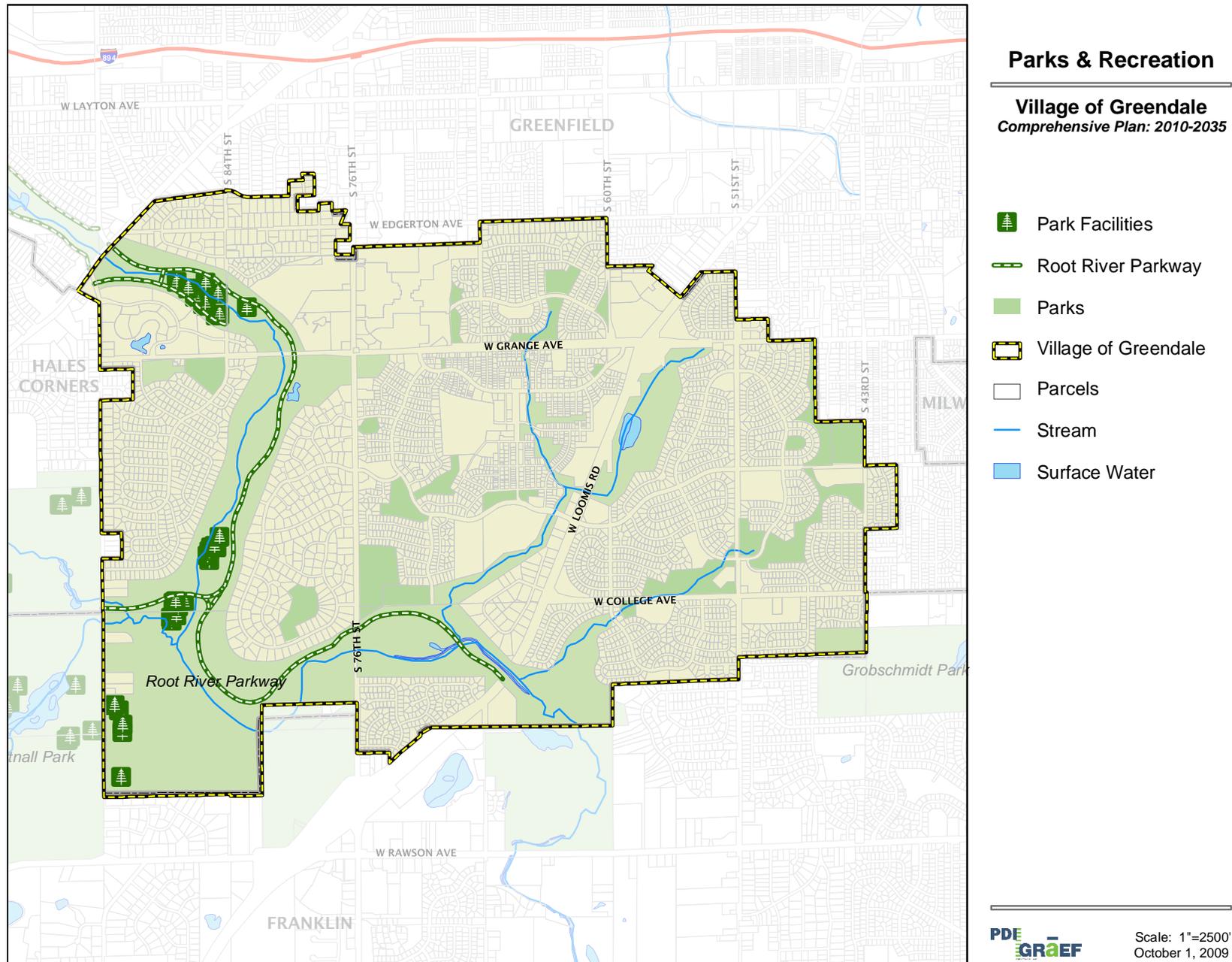
Greendale's Green Market is open to the public on select Saturdays from June through October. The Green Market is held in the Greendale Municipal Parking Lot on Parking Street just north of Schoolway. A wide variety of unique vendors and community groups offer a range of goods from flowers to fresh produce, and from bakery items to arts & crafts.



Greendale Community Theatre (GCT)

The Greendale Community Theatre has a long history in the Village. In 1958, a nonprofit organization formed the Franklin Players, which became the Suburban Players after

Figure 8-4. Parks & Recreation Facilities



moving to Greendale in 1961. The group managed a summer children’s program on creative dramatics, run through the Greendale Recreational Program. The final curtain call for the Suburban Players occurred in 1988, although the concept of musical theatre in Greendale resurfaced fifteen years later with the establishment of the Greendale Community Theatre. The GCT is currently operating through the Henry Ross Auditorium inside Greendale High School.

The Greendale Community Theatre operates a Youth Academy which provides performance opportunities and workshop settings where students can create short musicals.

The GCT has the potential to grow and bring additional visitors to Greendale. The Theatre should continue to establish partnerships with the Village and other area organizations to encourage growth among theatre patronage.

Telecommunication Facilities

In addition to providing access to a full range of telecommunication services, the Village also hosts several facilities, including: three cell antenna facilities; three remote terminal unit buildings; and fiber optic cable access.

Power Plants / Transmission Lines

There are no power plants within Greendale. However, WE Energies does maintain one sub station within the Village.

Cemeteries

St Paul’s Evangelical Lutheran Cemetery – near W College Avenue – is the only cemetery within the Village of Greendale, although it is no longer accepting burials. There are no active cemeteries within the Village.

Health Care Facilities

The Greendale Health Department is located at 5650 Parking Street, and provides a variety of programs and services aimed at preventing or reducing health problems and promoting optimum health for individuals, families, and the community. Department services are available to all residents of the Village of Greendale, and include:

- *Adult health services*
- *Communicable disease control*
- *Emergency preparedness program*
- *Environmental health services*
- *Health education services*
- *Home visit program*
- *Immunization program*
- *Lead poisoning prevention program*



- *School health services*
- *Tobacco prevention and education*

The Health Department is a partner in Step Up to Better Health, a program to encourage exercise through healthy activities for everyone who lives and works in the Village. The Step Up team includes representatives from the Health Department, the Greendale School District, the Park and Recreation Department, and local business owners and community members. Step Up programs include:

- *Greendale Community Walk: Held annually on the fourth Saturday of June. The walk includes a 1, 2, or 3 mile course. Dogs can walk, too.*
- *Greendale Fun Run and Walk: Held annually on the first Saturday of October (during Hay Days). Prizes are awarded to winners.*
- *Free walking of the halls of the Greendale High School in the winter and the track in the summer for safe, supervised walking.*
- *Lighten Up Wisconsin: a computer tracking program which encourages teams to compete for calories burned and weight loss.*
- *Greendale Walking Map: the Health Department and Library offer a free walking map that denotes 10 walking routes and the associated distances of each.*

Child Care Facilities

The Greendale Park and Recreation Department offers a number of child care and early educational programs through the following programs:

- *Bloom 'N Grow Preschool: An education early learning program dedicated to providing early explorations in a variety of learning areas including reading, language development, science and math.*
- *Bridge for Kids: Offers before and after school care, full day care, delayed start care, hourly care (just for after school), and early release care at all three elementary schools and St. Alphonsus for children 5 years of age and older.*
- *Care 4 Kids: "Wrap-Around" child care for children enrolled in the a.m. session of the Time 4 Learning Charter School at Highland View Elementary School.*
- *Summer Adventure Club: Provides outdoor activities, arts and crafts projects, board games and team sports.*

Senior Social Club

The Greendale Senior Social Club is coordinated through the Greendale Park and Recreation Department and is open to seniors, ages 55 and older, from the Village and surrounding areas. It is a tax supported entity of the Village of Greendale and Greendale Schools. The Senior Social Club provides social and recreational activities that include guest speakers, cards, movies, holiday celebrations, exercise, games, blood pressure screenings and games. The Club meets at the St. Luke's Lutheran Church on 6705 Northway.

Police

The Greendale Police Department patrols 5.5 square miles of jurisdiction and 87 miles of road that serve approximately 15,000 residents and patrons of the Southridge Mall. The Department is comprised of 29 sworn Officers, 7 full time dispatchers, 3 part-time dispatchers, transcription personnel, one special service officer, volunteer auxiliary officers, and school crossing guards.

The Department provides services 24 hours a day, 7 days a week with its Administration Division, Patrol Division, Detective Bureau, Juvenile Bureau, SWAT, School Liaison, Community Policing, and Bailiffs for Municipal Court and Block Watches.

Greendale's Police Department encourages Community Policing, which is a management approach to promote community, government, business and police partnerships that foster proactive problem solving and community engagement to address crime and related issues. The Department asks citizens to either individually contact the police or have a neighborhood group or business organization spokesperson contact police. Some areas which we can assist the community in are:

- *Home security checks*
- *Neighborhood problems*
- *Juvenile problems*
- *Business problems with Retail Theft, Bad Checks, Employee Safety*
- *Scams against the elderly*



The Greendale Safety Center is currently located at 5911 West Grange Avenue.

Fire

The Greendale Fire Department dates back to September 1938, when an organized Volunteer Fire Department was started. The Department consisted of 28 volunteer members, equipped with a 1937 Howe Fire Engine. Members of the Milwaukee Fire Department conducted training for the volunteer firefighters. In the department's first year, they answered 30 alarms ranging from a little girl locked in a bathroom to a barn fire. The Department was eventually divided into two shifts – days and nights – each shift having an Assistant Chief, a Captain, a Lieutenant, firefighters, and drivers.

The Fire Department, Police Department and Department of Public Works were all located in two buildings in the Village Center. A siren was located on the roof of the building and sounded for alarms to notify the volunteers. There were 6 alarm boxes, strategically located within the Village that would activate the siren.



As the population and housing grew in the Village, the need for on duty personnel became necessary. The first three full-time Firefighters were appointed to the Department in May 1965. At that time, they worked a nine-hour day, from 8 a.m. to 5 p.m., and were hired primarily to supplement the volunteer force whose members found it difficult to offer their time in the afternoon and early evening hours. On January 1, 1968, the department went to 24-hour shifts working a 72-hour work schedule. In 1971 the department had three shifts working a 56-hour work schedule. Staffing level has remained the same, with 19 full-time personnel, a Chief, 3 Captains, 3 Lieutenants, 12 full-time Firefighters, and 16 Paid-on-Call Firefighters. The department responds to an average of 1,700 per year.

Rescue

Based on information provided to a dispatcher when a medical call is received, the appropriate level of a medical response is dispatched. The Greendale Fire Department provides Basic Life Support (BLS) ambulance service with firefighters cross-trained as Emergency Medical Technician-Basic. For patients requiring a Paramedic response, the closest BLS unit is sent along with the closest Paramedic unit. The BLS unit usually arrives first, initiates patient care, assessment, and provides basic treatment. When the Paramedic unit arrives, care is transferred to the Paramedic unit. Personnel attempt to stabilize the patient and provide transport to the appropriate emergency department. If a call is sent as

Basic Life Support, EMT's can upgrade and request Paramedics at any time. Likewise if a call is sent as Advanced Life Support, EMT's can downgrade and cancel Paramedics if not needed or required.

The primary Paramedic unit for Greendale is from the Greenfield Fire Department and comes out of the station in the 5300 block of West Layton. If Greenfield Paramedics are unavailable, Paramedics are requested from Franklin, then South Milwaukee, then Oak Creek.

In 2008, the Greendale Fire Department answered 1351 medical calls out of 1686 total calls for service. Therefore, emergency medical services account for 80% of the 2008 calls. As Greendale continues to age, the demand for emergency medical services is expected to remain constant or increase.

Greendale Public Library

The Greendale Public Library is located at 5647 Broad Street in the Village Center. The mission of the Greendale Public Library shall be to provide high quality, publicly-funded library resources, services and information to all residents of Greendale and the metropolitan area.

Library service has been available to Greendale residents since 1938. The first school building in Greendale (now the Intermediate School) housed a library that also served the public. Supplemental library service was provided by the City of Milwaukee; Greendale residents



could use Milwaukee Public Library facilities the bookmobile service.

In 1969, remodeling of the Intermediate School required the “public library” to move to the Greendale High School. The school district supported public library services until a state law in 1971 said school districts could no longer operate libraries for municipalities.

The Village President appointed a library advisory committee in 1972, which recommended that Greendale form a Library Board. Wisconsin State Law (Chapter 43)

requires municipalities to form Library Boards to operate their public libraries. In March of 1973, the Library Board created the position of Library Director, and by mid-1973, the Library Board began to seek available space in the Village for a new location. On July 1, 1974, the first non-school site public library in Greendale was opened to the public. Located at 5666 Broad Street in the Village Center, it was a 4,000 square foot facility able to house about 35,000 volumes.

In 1988, the Greendale Public Library Foundation, Inc., established itself with the goal of raising non-tax revenue for the benefit of the Library. Under the direction of the Foundation, the Friends of the Greendale Public Library was formed. Over time, the library found the need for a non-rental facility, and on November 21, 1990, the storefront library served its last customer after sixteen years of service at 5666 Broad Street. By December of 1990, the Greendale Library began serving customers at its current facility.



There are currently no expansion plans in the library’s immediate future, provided there is not a significant demand for new services. In the short term, the library has indicated there are some shortcomings to their existing building, including:

- *Services are not located on one floor*
- *Security issues*
- *A storytime room is not accessible from the youth section of the library*
- *Insufficient number of study rooms*
- *Inefficient service desk design for both staff and patrons*

The library will also need the resources to react to changes in the way information is delivered to their customers including new developments in formats that will require new types of materials to be purchased, new ways to deliver those materials to the customer in a non-print format, and new requirements for retention of those materials.

In addition to considering these issues in the future, the library also expressed a need for a computer lab, additional seating, upgraded circulation technology and software, and a dedicated study area that is separate from other library functions. Each of these needs and desires should be reviewed as future funding is allocated and/or expansion plans are considered.

Schools

(www.greendale.k12.wi.us).

Greendale Schools are recognized at the state and national levels for high student achievement, high graduation rate, sending nearly all graduates to higher education and worker training as well as for community engagement and the civic mission of schools.

The Greendale School District is responsible for all public schools in the Village, and is home to more than 2,600 students. The School District administrative offices are located at 5900 S. 51st Street, and currently employ about 300 people for the following schools:

- *Canterbury Elementary School*
- *College Park Elementary School*
- *Greendale High School*
- *Greendale Middle School*
- *Highland View Elementary School*
- *Time 4 Learning Charter School – Canterbury / Highland View*



The comprehensive curriculum at the elementary level provides opportunities for students to meet Wisconsin Model Academic Standards in reading, writing, math, social studies, and science as well as art, music, physical education, information and technology literacy, research and inquiry. The Time 4 Learning Charter School offers pre-school experiences to four-year old children.

At the middle and high school level, students have multiple pathways to meeting graduation requirements and preparing for the next step. Opportunities include Advanced Placement offerings, various vocational opportunities

through a consortium with the Milwaukee Area Technical College (MATC), support through at-risk and special education programming, experiences in theater, music, digital productions, and art, three world languages with other options available via online course work, many math courses designed to meet students' needs, student publications, internships and mentorships, and health and wellness offerings in both physical education and FACE.

Beyond the classroom, students may get involved in a broad range of sports, fine arts, clubs, and activities. All grade levels participate in service-learning opportunities within the community. Statewide, students in third through eighth grade and tenth grade take the Wisconsin Knowledge and Concepts Exams. The Greendale School District consistently reports high scores on surveys and comparisons of school districts. Over 90% percent of Greendale High School graduates continue on to four-year colleges, technical schools, or two-year colleges.



The Greendale School District was ranked by Milwaukee Magazine in the May 2007 issue as the top K-12 school system among 57 school districts in a five-county area. The study looked at student performance, spending per pupil, and household income. Additionally, Newsweek Magazine ranked Greendale High School in the top 5% of U.S. public schools in its May 28, 2007 and May 26, 2008 issues. Greendale High again made the list in 2009 with a rank of 1,078th. High schools are ranked by dividing the number of Advanced Placement tests taken by students the previous year by the number of graduating seniors. A school must hold an index of 1.000 or higher to make the list. Twenty-five other schools in Wisconsin made the list in 2009.

The Greendale School District has a long-range facilities plan in place and is addressing capital projects each year as part of the ongoing budget process. The five buildings that make up Greendale Schools have been renovated since 1996. Each school has been updated to reflect the changes in how youth learn and teachers teach as well as security solutions, electrical and heating, air conditioning and ventilation. In addition, the gymnasiums, pool, and locker rooms have been updated to serve student and community needs. Efforts are underway as part of a comprehensive facility plan to increase energy efficiency and green methods to reduce energy consumption and carbon emissions.

Over the last three years, resident student enrollment has risen in the Village. If enrollment continues to rise over the next five years as it has in the past four, the classroom capacity will not meet the student enrollment needs, resulting in the need for classroom space or other solutions.

GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies have been created based on input from the community and the Village's established policies. They are intended to guide future decisions pertaining to utilities and community facilities in the Village.

Goals

1. *Maintain Greendale's high quality of life through the adequate provision of utilities, public services, parks, and community facilities for current and future needs.*
2. *Coordinate utility and community facilities planning with land use, transportation, and park and open space planning efforts.*
3. *Incorporate sustainable infrastructure into future Village facilities and utilities in order to increase efficiency, realize cost savings, and - where possible - lessen maintenance issues.*

Objectives & Policies

- *Provide quality accessible park, recreation, library, open space facilities, and services to meet the needs of all age groups in Greendale.*
 - Site future public amenities and facilities in central areas within the Village.
 - Incorporate paths and/or sidewalks into future public amenities and facilities to increase user access through a various modes of transportation.
- *Ensure effective access to area-wide facilities, including (but not limited to) health care, child care, post-secondary education, and recreational opportunities.*
- *Ensure that the costs for new utilities, community services, and facilities are distributed fairly and equitably.*
 - In line with other Village planning efforts, appropriate funds to rewire circuits and replace trans closures in the Village's street lighting system.
 - Continue the implementation of a capital improvement program (CIP) in order to effectively manage debt capacity.
- *Continue to promote flood mitigation and water quality through the allocation of appropriate funds for stormwater detention, drainage, and alternative stormwater management.*
- Meet the 2013 goal of a 40% reduction in total suspended solids (TSS) in stormwater.
- Continue to require all new large-scale development in the Village to make provisions for handling stormwater.
- *Work with Village Departments and the Plan Commission to develop design standards for future Village facilities and utilities, including buildings, street lights, roads and parking lots, landscaping, and water supply systems.*
- *Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.*
 - Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.
 - Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.

BEST PRACTICE MODELS FOR THE VILLAGE OF GREENDALE

The following case studies highlight opportunities for the Village to enhance its utilities and community facilities over the next several years.



The Office of Energy Independence (OEI) was created by Governor Doyle on April 5th, 2007 with the mission to advance energy independence in The State of Wisconsin. Governor Doyle's "25x25" Vision includes:

1. *Generating 25% of our state's electricity and transportation fuels from renewable resources by 2025.*
2. *Capturing 10% of the emerging bioindustry and renewable energy market by 2030.*
3. *Leading the nation in groundbreaking research that will make renewable energy more affordable and will create good paying Wisconsin jobs.*

CASE STUDY: ENERGY INDEPENDENT COMMUNITIES

STATE OF WISCONSIN OFFICE OF ENERGY INDEPENDENCE (OEI) & MUNICIPALITIES 90+ WISCONSIN COMMUNITIES

Source: www.energyindependence.wi.gov

Energy Independent Communities is a voluntary agreement between the State of Wisconsin and communities that adopt the State's 25x25 goals (see sidebar at left). Currently, there are almost 90 EI Communities in the State of Wisconsin. Most are partners that have passed the 25x25 resolution. Other communities are working hard toward passing the 25x25 resolution. EI Community partnerships will move the energy independence message of hope and opportunity to Wisconsin residents who choose to be part of this vision.

To become an EI Community, there are four basic steps:

1. *Get buy-in with local officials*
2. *Commit to an "EI Level" (one, two, or three stars based on activities and policies)*
3. *Work with OEI to coordinate a resource team*
4. *Develop a community-wide EI plan*

EI Communities in Wisconsin have realized several positive outcomes including:

- A path to Energy Independence
- Integrated policy recommendations related to energy, leading to more efficient zoning codes, development standards, etc.
- Short and long-term energy and fiscal savings

- Access to grants and other sustainable funding opportunities
- Ongoing technical assistance
- Participation in a statewide community
- Community pride

Potential for Greendale

Communities across Wisconsin have supported the State's 25x25 goals and joined the Energy Independent Community effort, from urban cities to rural towns. As a community with a long history of environmental awareness and innovation, Greendale's heritage supports the underlying intent of the EI movement. By passing the 25x25 resolution and becoming an EI member, Greendale could continue to be a leader in the regional community while identifying solutions to future energy concerns. Additionally, the Village would be able to access a range of resources, grants, and general advice from statewide sources, as well as fellow community partners facing similar issues.



CASE STUDY: GREENING PARKING LOTS

JACKSON COUNTY COURTHOUSE PARKING LOT KANSAS CITY, MISSOURI

Source: www.sustainableskylineskc.org

When the Jackson County Courthouse needed to replace its parking lot, designers relied on runoff reduction techniques to showcase Jackson County's commitment to sustainability. The project included the installation of bioswales in the parking lot where space allowed. Despite a lack of space to adequately handle a large storm event, the new design reroutes roof drains from the terrace roof and new shelter underground to the bioswale, which is located in the center of the lot and at the south and west perimeters.

Flat curbs were used in lieu of standard raised-back curbs. This allows water to flow from the perimeter of the lot into planting zones as opposed to storm sewer grates, reducing runoff. In addition, wheel stops made from 100% recycled plastic were installed.



Potential for Greendale

As development opportunities arise within the Village of Greendale, particularly along commercial corridors and within retail nodes, there will be opportunities to improve the look and efficiency of parking lots. By considering runoff reduction techniques, the Village will be able to protect its waterways and open spaces, extend the life of its storm sewer infrastructure, and add aesthetic value along its major corridors.

In addition to the installation of landscape-related stormwater management features, the Village may also want to explore other avenues for improving parking lots and roadways, such as:

- Pervious paving materials for streets, parking lots, and sidewalks
- Amenities made from recycled materials (ex: benches made from recycled plastic lumber)
- In-place asphalt recycling for road reconditioning
- LED lighting in street lamps, stop lights, and pedestrian lights
- Solar power street lights, pedestrian lights, and flashing stop signs



utilities & community facilities

8

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Utilities & Community Facilities

When Greendale was originally conceptualized, it included plans for a network of utilities, services, and community facilities to serve future residents. Although the Village evolved from a landlord/tenant based community long ago, it has retained its high level of infrastructure and services – from the local and County parks to the Greendale school system to the Department of Public Works.

The Utilities and Community Facilities element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to provide at least one objective, policy, goal, map, or program for each of the following facilities:

- *Sanitary Sewer Service*
- *Stormwater Management*
- *Water Supply*
- *Solid Waste Disposal*
- *On-Site Wastewater Treatment Tech.*
- *Recycling Facilities*
- *Parks*
- *Telecommunication Facilities*
- *Power Plants / Transmission Lines*
- *Cemeteries*
- *Health Care Facilities*
- *Child Care Facilities*



- *Police*
- *Fire*
- *Rescue*
- *Libraries*
- *Schools*
- *Other Government Facilities*

Additionally, the Grant Program requires that municipalities provide information on existing utilities and community facilities, future needs, and a timetable for expansion, rehabilitation, and new facilities. The requirements state that “those facilities that are located in another jurisdiction may be beyond the control of your community, making it more difficult to make or shape decisions on the future of those facilities. If this is the case, your plan can state this and describe the role that your community can play.”

The Issues and Opportunities element of this Plan outlines four goals and objectives that shall guide the Utilities and Community Facilities section:

- *Ensure that all Village facilities provide adequate square footage and functionality to accommodate governmental, educational, and community needs;*
- *Develop design standards for future Village facilities that promote sustainable, cost saving features;*
- *Consider utility system needs for the Southridge Mall and 76th Street corridor parcels;*
- *Maintain the Village Center as a major community destination that provides adequate amenities, open space, circulation, and connectivity to neighborhoods.*

REGIONAL LAND USE PLAN: 2035

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) recently completed a regional land use plan designed to guide the seven-county Southeastern Wisconsin region through the year 2035. The following narrative calls upon data from the Regional Land Use Plan to describe utilities and community facilities in and around the Village of Greendale.

Sanitary Sewer Service

The majority of sewerage and water supply utilities in the region are organized as sewer and water departments of incorporated municipalities which follow political boundaries. Areas served by public sanitary sewers in 2000 encompassed about 477 square miles, or about 18 percent of the region, in comparison to approximately 394 square miles (15% of the region) in 1990. Figure 8-1 shows areas in the region served by public sanitary sewerage systems and sewer treatment facilities as of 2000.

The Village owns and maintains an all gravity sanitary sewer system that utilizes the Milwaukee Metropolitan Sewerage District (MMSD) to treat all waste. The system is funded



by a user fee based on the amount of water purchased. At this time, the system volume capabilities are considered to be adequate for current and future needs. Maintenance of the aging system may require additional funding.

VILLAGE UTILITIES & FACILITIES

The Village of Greendale has a long history of providing a full range of services to its residents, as well as a rich heritage of community buildings and social interaction. The following section summarizes the primary utilities and community facilities in Greendale.

Stormwater Management

The following information describes the Village's approach to stormwater management and originates from the Village website (www.greendale.org):

Greendale property owners must pay a stormwater management utility fee of \$78.00 per year for each equivalent runoff unit. In January of 2004, the Village was issued its stormwater discharge permit from the Wisconsin Department of Natural Resources (DNR). The permit is an unfunded mandate by the State imposed upon local municipalities to undertake measures to improve stormwater quality. Stormwater in Greendale flows into the Village's storm sewer system and ultimately into the Root River. The DNR implemented the permit requirement with the adoption of NR216 several years ago. The Village was included in the permitting process at this time along with the Villages of Caledonia and Hales

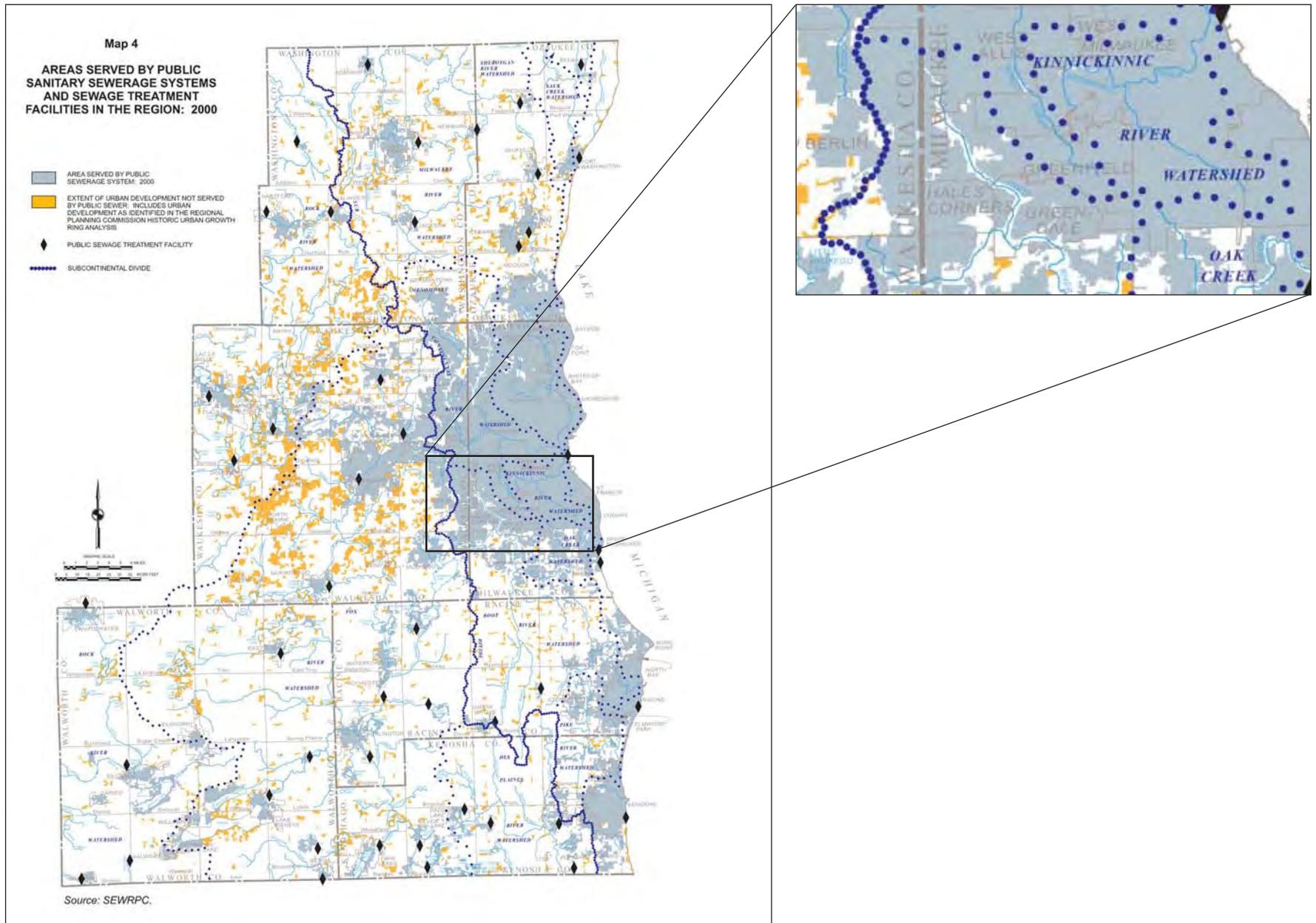


Corners, and the Cities of Franklin, Muskego, New Berlin and Racine due to drainage into the Root River. A group stormwater permit was obtained, but each community has its own specific requirements.

In 2002, the Village adopted a Stormwater Management Master Plan. As part of the Master Plan, the Village proposes numerous stormwater improvement projects, including the construction of stormwater detention ponds to collect stormwater and settle pollutants, and the increase of street sweeping and catch basin cleaning to collect pollutants before they flow down the storm sewer system.

In order to fund the cost of Village's stormwater management efforts, the Village created Stormwater Management Utility. A Stormwater Management Utility is similar to other utilities authorized by State Statutes, and allows the Village to allocate costs to all properties in the Village that contribute to the storm sewer system. The Stormwater Management Utility is a fair and equitable method of funding the Village's stormwater management activities because those that "contribute" stormwater to the system are charged. This includes tax exempt properties such as the Village,

Figure 8-1. Areas Served by Public Sanitary Sewerage Systems and Sewage Treatment Facilities in the Region: 2000.





Milwaukee County, the State Department of Transportation, churches, and schools.

The Village Engineer and staff have reviewed the Village's topographic data and aerial photography to determine the amount of stormwater each parcel in the Village contributes. The amount of contribution was calculated based on the amount of impervious surface each parcel has. Upon review, the Village Engineer determined that the average single family residential parcel in the Village has 3,941 sq. ft. of impervious surface (roofs, driveways, patios, etc.). This average was established as the "Equivalent Runoff Unit" or ERU. Each single family residential parcel is considered an ERU and will be billed the same. Multi-family parcels tend to be smaller in size and will be charged ½ ERU per residential unit. Therefore, each ½ of a duplex would be

charged ½ of an ERU. Non-residential parcels are charged proportionately on the amount of impervious surface they have to a single family residential parcel or ERU (3,941 sq. ft.). The more impervious surface, the larger the fee. Therefore, a parcel with a large parking lot will have a proportionately larger Stormwater Management Utility fee. Undeveloped parcels do not have a Utility fee in that they are not considered to contribute stormwater.

To initially implement the Stormwater Management Utility, the Village imposed a \$48/year fee per ERU. The fee is broken down quarterly and placed on the Village's quarterly water bills (\$12/quarter). Non-residential parcels receive the Stormwater Management Utility Fee on their quarterly utility bill. Based on a \$48/ERU fee, some of the non-commercial properties have much larger bills. The largest contributor is Southridge Mall, at more than \$22,000/year. When the anchor stores (Boston Store, J.C. Penney & Sears) are included, the entire site approaches \$45,000/year. An appeal and review process of the Stormwater Management Utility ERUs assigned to each parcel is provided under Village Ordinance. Property owners believing the Village has calculated them as having too many ERUs may appeal to the Village Manager and demonstrate with engineering and other data that the amount of impervious surface is less than calculated by the Village.

Village Ordinance allows for parcels to receive "credits" in the form of lower fees if property

owners take measures to improve stormwater quality on site. Parcels that have stormwater detention ponds on site to collect their own stormwater will receive a credit.

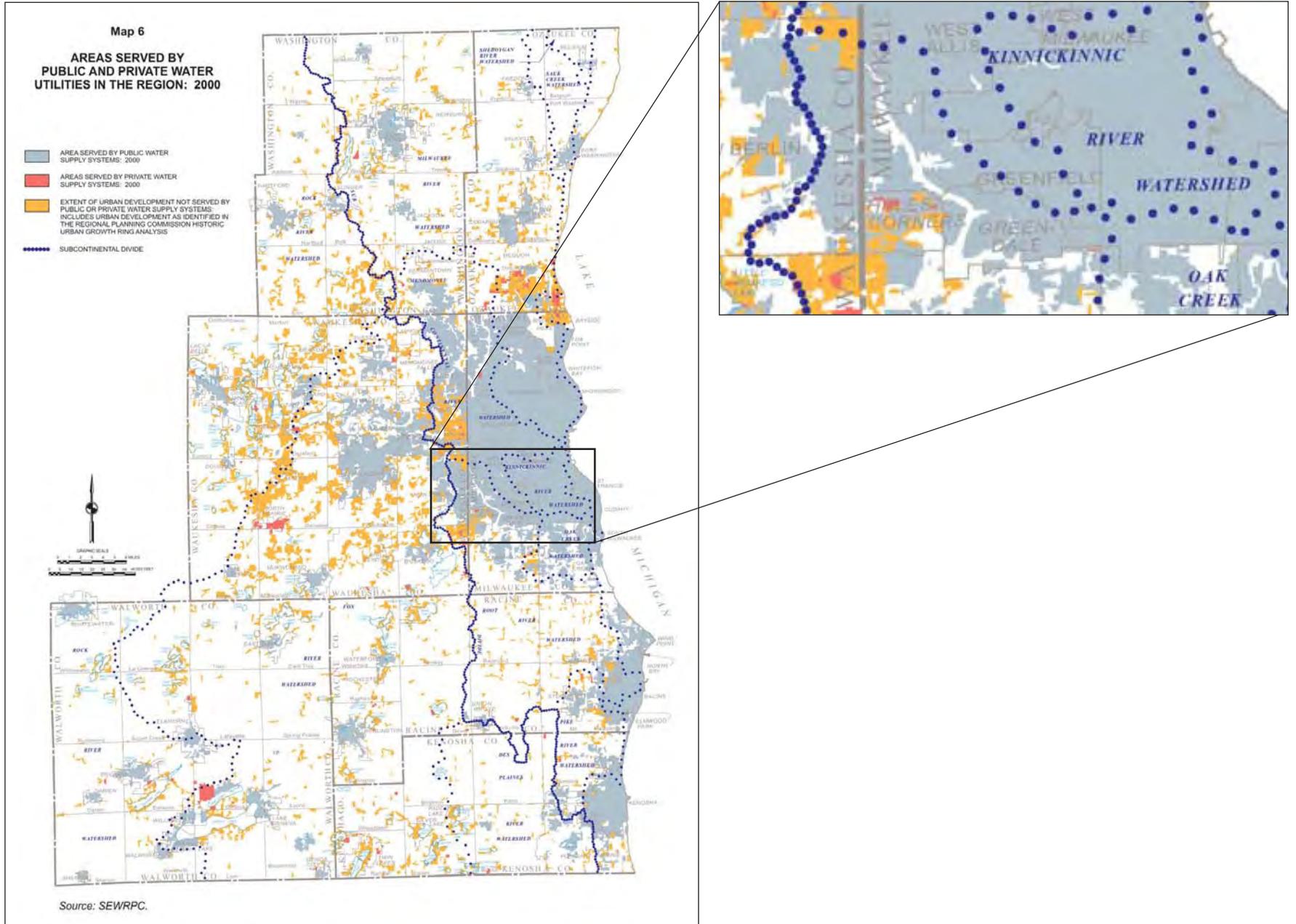
Water Supply

Areas served by public water utilities in 2000 encompassed about 390 square miles, or 15% of the region, compared to 316 square miles, or 12%, in 1990. Figure 8-2 illustrates the areas served by public and private water utilities as of 2000. An estimated 1.58 million persons, or 82% of the regional population, were served by public water utilities in 2000.

In addition to publicly-owned water utilities, privately or cooperatively owned water systems are found throughout the region. These water supply systems typically serve residential subdivisions, apartment or condominium developments, mobile home parks, and institutions. There are currently no privately or cooperatively owned water systems located in the Village of Greendale.



Figure 8-2. Areas Served by Public and Private Water Utilities in the Region: 2000.



The Village purchases finished water from the Milwaukee Water Works as a wholesale customer. Residents pay for water and system maintenance via a quarterly bill. The system may require additional funding in the future to pay for the replacement of aging infrastructure. However, the current system provides adequate capacity and room for an increased capacity. The Village is in the process of conducting a water system study that will be completed by the fall of 2009.

Solid Waste Disposal

The Village currently collects Municipal Solid Waste (MSW) on a weekly basis using Village employees and equipment. With the current structure, the Village is capable of increasing collection capabilities up to 15% more than current levels. MSW collection is funded by property taxes and businesses; churches and other private entities are excluded.

Recycling Facilities

Through Veolia Environmental Services, Greendale offers curbside recycling throughout the Village for various recyclable items. Figure 8-3 illustrates the pickup route and schedule for the Village.

The Greendale Recycling Center, at 6351 Industrial Loop, is open to all Greendale residents. The Center cannot accept tires, hazardous waste, some paints and solvents, explosives, appliances containing freon (air conditioners, refrigerators, freezers,

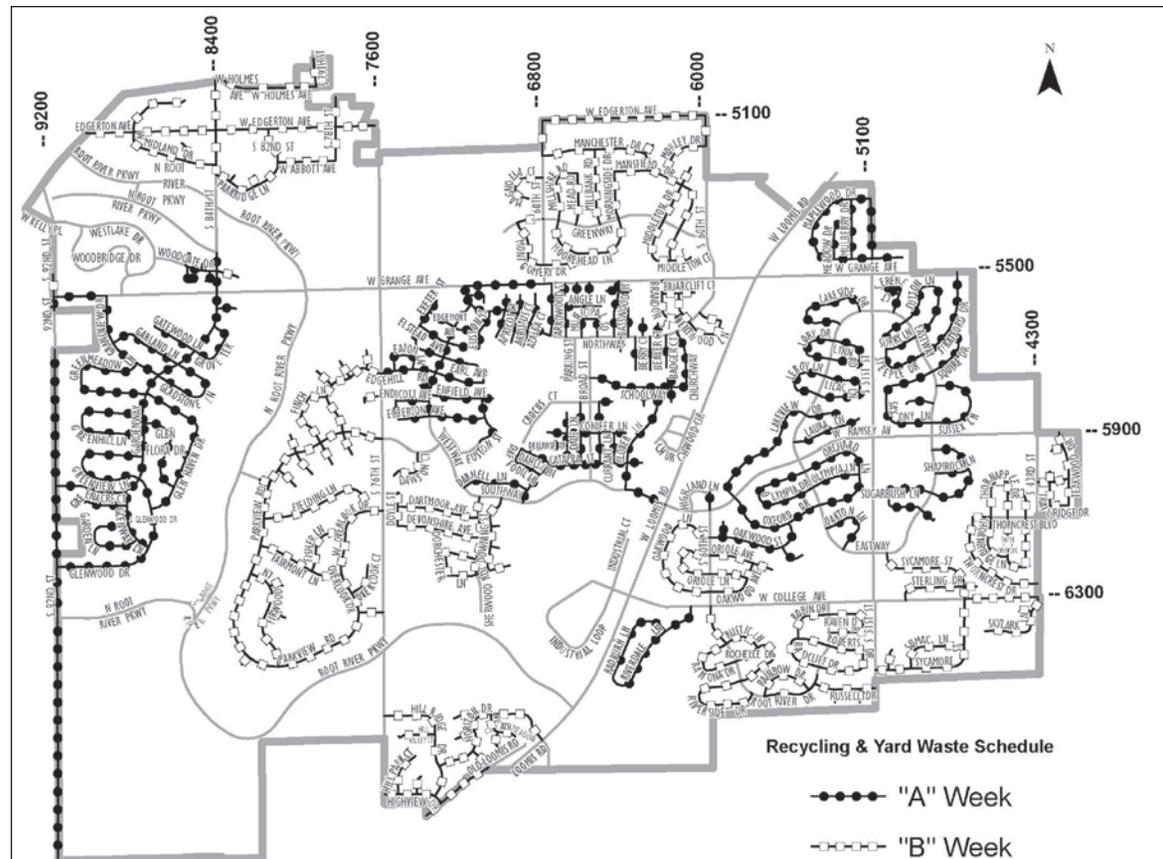
dehumidifiers) and items too large to be safely processed.

For a small fee, the Department of Public Works can assist with the proper disposal of e-waste. Computers, monitors, other electronic devices and microwave ovens may be brought to the main office at the Public Works Department during the week.

Parks and Recreation

The Village owns and maintains a vast system of parkland, woodlands, open spaces, sport fields, playgrounds, and a nature preserve (Figure 8-4). The Greendale Park and Recreation Department manages the Village's local programs and area parks. Local programs include programs for adults and youth, arts and music programs, aquatics, getaways, sports, and general fitness. Greendale has a total of six public parks:

Figure 8-3. Recycling Routes and Schedules for the Village of Greendale.





- *84th & Grange: 10.4 acres*
 - Baseball Field; Softball Diamond
 - Two Soccer Fields
- *College Park: 51st and College: 22.9 acres*
 - Two Baseball Fields; Two Softball Diamonds; Three Tennis Courts
 - Two Playgrounds
- *Community Center Park*
 - Baseball Field; Softball Diamond
 - 12 Basketball Hoops; Two Flag Football Fields; Volleyball Court
 - Roller Hockey Rink; Playground
 - Six Tennis Courts
 - Covered Picnic Shelter
- *Gazebo Park*
- *Lions Park: Edgehill & 76th; 2.7 acres*
 - Baseball Field; Playground
- *Jaycee Park*
 - Baseball Field; Playground

The Village feels it is unlikely that any expansion of parkland will occur. Funding for maintenance is obtained from the property tax levy and a small amount from user fees. To provide additional support for the parks, the Greendale Park and Recreation Department hosts a number of fundraisers throughout the year:

- *Benefit Auction*
- *Cake Pans*
- *Dip 'N Good Dips*

- *Entertainment Books*
- *Hugs 'N Kisses*
- *Market Day*
- *Round Up for Recreation*
- *Pocket Peelers*
- *Road Rally*

Greendale Green Market

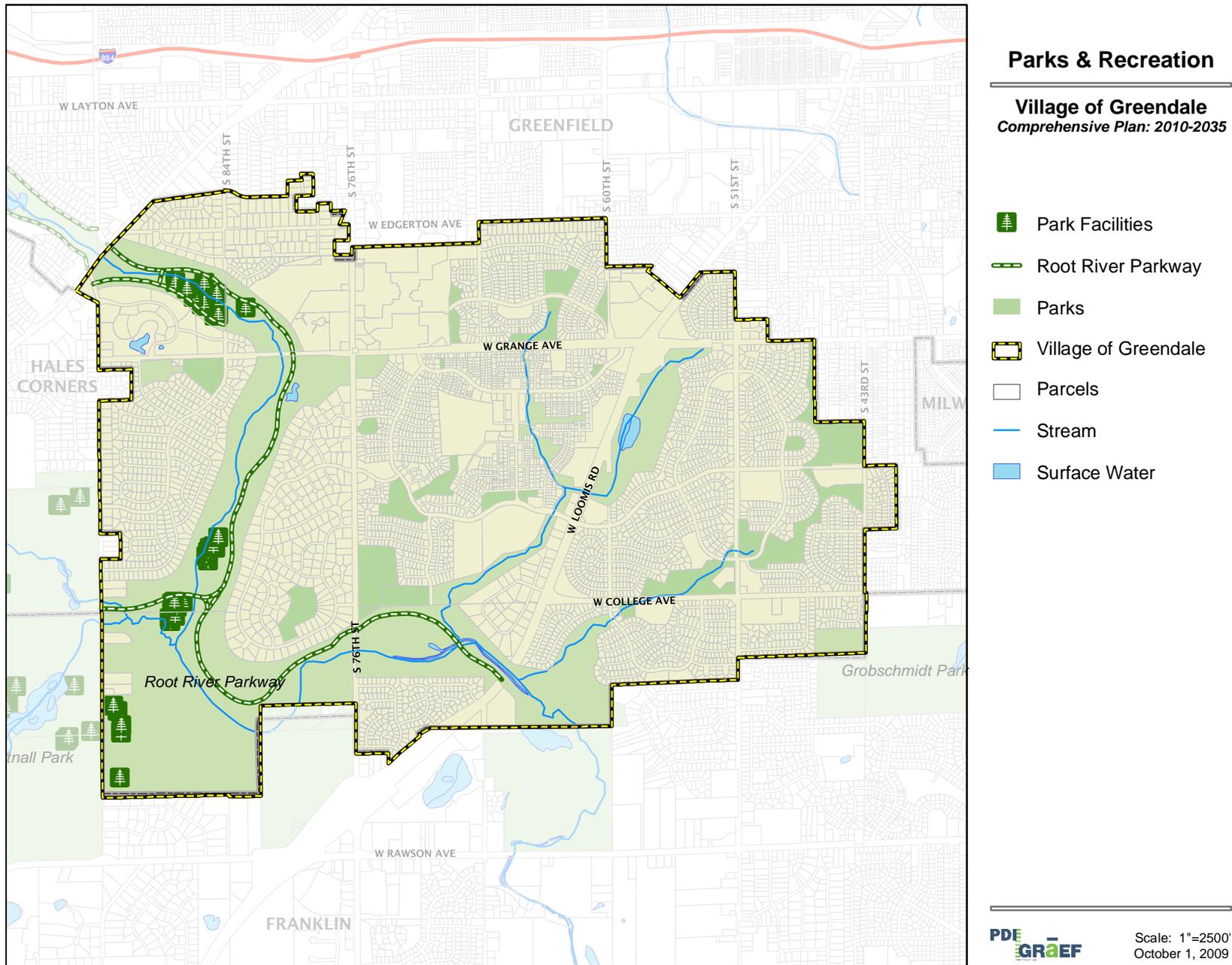
Greendale's Green Market is open to the public on select Saturdays from June through October. The Green Market is held in the Greendale Municipal Parking Lot on Parking Street just north of Schoolway. A wide variety of unique vendors and community groups offer a range of goods from flowers to fresh produce, and from bakery items to arts & crafts.



Greendale Community Theatre (GCT)

The Greendale Community Theatre has a long history in the Village. In 1958, a nonprofit organization formed the Franklin Players, which became the Suburban Players after

Figure 8-4. Parks & Recreation Facilities



Parks & Recreation

Village of Greendale
Comprehensive Plan: 2010-2035

-  Park Facilities
-  Root River Parkway
-  Parks
-  Village of Greendale
-  Parcels
-  Stream
-  Surface Water



Scale: 1"=2500'
 October 1, 2009

moving to Greendale in 1961. The group managed a summer children’s program on creative dramatics, run through the Greendale Recreational Program. The final curtain call for the Suburban Players occurred in 1988, although the concept of musical theatre in Greendale resurfaced fifteen years later with the establishment of the Greendale Community Theatre. The GCT is currently operating through the Henry Ross Auditorium inside Greendale High School.

The Greendale Community Theatre operates a Youth Academy which provides performance opportunities and workshop settings where students can create short musicals.

The GCT has the potential to grow and bring additional visitors to Greendale. The Theatre should continue to establish partnerships with the Village and other area organizations to encourage growth among theatre patronage.

Telecommunication Facilities

In addition to providing access to a full range of telecommunication services, the Village also hosts several facilities, including: three cell antenna facilities; three remote terminal unit buildings; and fiber optic cable access.

Power Plants / Transmission Lines

There are no power plants within Greendale. However, WE Energies does maintain one sub station within the Village.

Cemeteries

St Paul’s Evangelical Lutheran Cemetery – near W College Avenue – is the only cemetery within the Village of Greendale, although it is no longer accepting burials. There are no active cemeteries within the Village.

Health Care Facilities

The Greendale Health Department is located at 5650 Parking Street, and provides a variety of programs and services aimed at preventing or reducing health problems and promoting optimum health for individuals, families, and the community. Department services are available to all residents of the Village of Greendale, and include:

- *Adult health services*
- *Communicable disease control*
- *Emergency preparedness program*
- *Environmental health services*
- *Health education services*
- *Home visit program*
- *Immunization program*
- *Lead poisoning prevention program*



- *School health services*
- *Tobacco prevention and education*

The Health Department is a partner in Step Up to Better Health, a program to encourage exercise through healthy activities for everyone who lives and works in the Village. The Step Up team includes representatives from the Health Department, the Greendale School District, the Park and Recreation Department, and local business owners and community members. Step Up programs include:

- *Greendale Community Walk: Held annually on the fourth Saturday of June. The walk includes a 1, 2, or 3 mile course. Dogs can walk, too.*
- *Greendale Fun Run and Walk: Held annually on the first Saturday of October (during Hay Days). Prizes are awarded to winners.*
- *Free walking of the halls of the Greendale High School in the winter and the track in the summer for safe, supervised walking.*
- *Lighten Up Wisconsin: a computer tracking program which encourages teams to compete for calories burned and weight loss.*
- *Greendale Walking Map: the Health Department and Library offer a free walking map that denotes 10 walking routes and the associated distances of each.*

Child Care Facilities

The Greendale Park and Recreation Department offers a number of child care and early educational programs through the following programs:

- *Bloom 'N Grow Preschool: An education early learning program dedicated to providing early explorations in a variety of learning areas including reading, language development, science and math.*
- *Bridge for Kids: Offers before and after school care, full day care, delayed start care, hourly care (just for after school), and early release care at all three elementary schools and St. Alphonsus for children 5 years of age and older.*
- *Care 4 Kids: "Wrap-Around" child care for children enrolled in the a.m. session of the Time 4 Learning Charter School at Highland View Elementary School.*
- *Summer Adventure Club: Provides outdoor activities, arts and crafts projects, board games and team sports.*

Senior Social Club

The Greendale Senior Social Club is coordinated through the Greendale Park and Recreation Department and is open to seniors, ages 55 and older, from the Village and surrounding areas. It is a tax supported entity of the Village of Greendale and Greendale Schools. The Senior Social Club provides social and recreational activities that include guest speakers, cards, movies, holiday celebrations, exercise, games, blood pressure screenings and games. The Club meets at the St. Luke's Lutheran Church on 6705 Northway.

Police

The Greendale Police Department patrols 5.5 square miles of jurisdiction and 87 miles of road that serve approximately 15,000 residents and patrons of the Southridge Mall. The Department is comprised of 29 sworn Officers, 7 full time dispatchers, 3 part-time dispatchers, transcription personnel, one special service officer, volunteer auxiliary officers, and school crossing guards.

The Department provides services 24 hours a day, 7 days a week with its Administration Division, Patrol Division, Detective Bureau, Juvenile Bureau, SWAT, School Liaison, Community Policing, and Bailiffs for Municipal Court and Block Watches.

Greendale's Police Department encourages Community Policing, which is a management approach to promote community, government, business and police partnerships that foster proactive problem solving and community engagement to address crime and related issues. The Department asks citizens to either individually contact the police or have a neighborhood group or business organization spokesperson contact police. Some areas which we can assist the community in are:

- *Home security checks*
- *Neighborhood problems*
- *Juvenile problems*
- *Business problems with Retail Theft, Bad Checks, Employee Safety*
- *Scams against the elderly*



The Greendale Safety Center is currently located at 5911 West Grange Avenue.

Fire

The Greendale Fire Department dates back to September 1938, when an organized Volunteer Fire Department was started. The Department consisted of 28 volunteer members, equipped with a 1937 Howe Fire Engine. Members of the Milwaukee Fire Department conducted training for the volunteer firefighters. In the department's first year, they answered 30 alarms ranging from a little girl locked in a bathroom to a barn fire. The Department was eventually divided into two shifts – days and nights – each shift having an Assistant Chief, a Captain, a Lieutenant, firefighters, and drivers.

The Fire Department, Police Department and Department of Public Works were all located in two buildings in the Village Center. A siren was located on the roof of the building and sounded for alarms to notify the volunteers. There were 6 alarm boxes, strategically located within the Village that would activate the siren.



As the population and housing grew in the Village, the need for on duty personnel became necessary. The first three full-time Firefighters were appointed to the Department in May 1965. At that time, they worked a nine-hour day, from 8 a.m. to 5 p.m., and were hired primarily to supplement the volunteer force whose members found it difficult to offer their time in the afternoon and early evening hours. On January 1, 1968, the department went to 24-hour shifts working a 72-hour work schedule. In 1971 the department had three shifts working a 56-hour work schedule. Staffing level has remained the same, with 19 full-time personnel, a Chief, 3 Captains, 3 Lieutenants, 12 full-time Firefighters, and 16 Paid-on-Call Firefighters. The department responds to an average of 1,700 per year.

Rescue

Based on information provided to a dispatcher when a medical call is received, the appropriate level of a medical response is dispatched. The Greendale Fire Department provides Basic Life Support (BLS) ambulance service with firefighters cross-trained as Emergency Medical Technician-Basic. For patients requiring a Paramedic response, the closest BLS unit is sent along with the closest Paramedic unit. The BLS unit usually arrives first, initiates patient care, assessment, and provides basic treatment. When the Paramedic unit arrives, care is transferred to the Paramedic unit. Personnel attempt to stabilize the patient and provide transport to the appropriate emergency department. If a call is sent as

Basic Life Support, EMT's can upgrade and request Paramedics at any time. Likewise if a call is sent as Advanced Life Support, EMT's can downgrade and cancel Paramedics if not needed or required.

The primary Paramedic unit for Greendale is from the Greenfield Fire Department and comes out of the station in the 5300 block of West Layton. If Greenfield Paramedics are unavailable, Paramedics are requested from Franklin, then South Milwaukee, then Oak Creek.

In 2008, the Greendale Fire Department answered 1351 medical calls out of 1686 total calls for service. Therefore, emergency medical services account for 80% of the 2008 calls. As Greendale continues to age, the demand for emergency medical services is expected to remain constant or increase.

Greendale Public Library

The Greendale Public Library is located at 5647 Broad Street in the Village Center. The mission of the Greendale Public Library shall be to provide high quality, publicly-funded library resources, services and information to all residents of Greendale and the metropolitan area.

Library service has been available to Greendale residents since 1938. The first school building in Greendale (now the Intermediate School) housed a library that also served the public. Supplemental library service was provided by the City of Milwaukee; Greendale residents



could use Milwaukee Public Library facilities the bookmobile service.

In 1969, remodeling of the Intermediate School required the “public library” to move to the Greendale High School. The school district supported public library services until a state law in 1971 said school districts could no longer operate libraries for municipalities.

The Village President appointed a library advisory committee in 1972, which recommended that Greendale form a Library Board. Wisconsin State Law (Chapter 43)

requires municipalities to form Library Boards to operate their public libraries. In March of 1973, the Library Board created the position of Library Director, and by mid-1973, the Library Board began to seek available space in the Village for a new location. On July 1, 1974, the first non-school site public library in Greendale was opened to the public. Located at 5666 Broad Street in the Village Center, it was a 4,000 square foot facility able to house about 35,000 volumes.

In 1988, the Greendale Public Library Foundation, Inc., established itself with the goal of raising non-tax revenue for the benefit of the Library. Under the direction of the Foundation, the Friends of the Greendale Public Library was formed. Over time, the library found the need for a non-rental facility, and on November 21, 1990, the storefront library served its last customer after sixteen years of service at 5666 Broad Street. By December of 1990, the Greendale Library began serving customers at its current facility.



There are currently no expansion plans in the library’s immediate future, provided there is not a significant demand for new services. In the short term, the library has indicated there are some shortcomings to their existing building, including:

- *Services are not located on one floor*
- *Security issues*
- *A storytime room is not accessible from the youth section of the library*
- *Insufficient number of study rooms*
- *Inefficient service desk design for both staff and patrons*

The library will also need the resources to react to changes in the way information is delivered to their customers including new developments in formats that will require new types of materials to be purchased, new ways to deliver those materials to the customer in a non-print format, and new requirements for retention of those materials.

In addition to considering these issues in the future, the library also expressed a need for a computer lab, additional seating, upgraded circulation technology and software, and a dedicated study area that is separate from other library functions. Each of these needs and desires should be reviewed as future funding is allocated and/or expansion plans are considered.

Schools

(www.greendale.k12.wi.us).

Greendale Schools are recognized at the state and national levels for high student achievement, high graduation rate, sending nearly all graduates to higher education and worker training as well as for community engagement and the civic mission of schools.

The Greendale School District is responsible for all public schools in the Village, and is home to more than 2,600 students. The School District administrative offices are located at 5900 S. 51st Street, and currently employ about 300 people for the following schools:

- *Canterbury Elementary School*
- *College Park Elementary School*
- *Greendale High School*
- *Greendale Middle School*
- *Highland View Elementary School*
- *Time 4 Learning Charter School – Canterbury / Highland View*



The comprehensive curriculum at the elementary level provides opportunities for students to meet Wisconsin Model Academic Standards in reading, writing, math, social studies, and science as well as art, music, physical education, information and technology literacy, research and inquiry. The Time 4 Learning Charter School offers pre-school experiences to four-year old children.

At the middle and high school level, students have multiple pathways to meeting graduation requirements and preparing for the next step. Opportunities include Advanced Placement offerings, various vocational opportunities

through a consortium with the Milwaukee Area Technical College (MATC), support through at-risk and special education programming, experiences in theater, music, digital productions, and art, three world languages with other options available via online course work, many math courses designed to meet students' needs, student publications, internships and mentorships, and health and wellness offerings in both physical education and FACE.

Beyond the classroom, students may get involved in a broad range of sports, fine arts, clubs, and activities. All grade levels participate in service-learning opportunities within the community. Statewide, students in third through eighth grade and tenth grade take the Wisconsin Knowledge and Concepts Exams. The Greendale School District consistently reports high scores on surveys and comparisons of school districts. Over 90% percent of Greendale High School graduates continue on to four-year colleges, technical schools, or two-year colleges.



The Greendale School District was ranked by Milwaukee Magazine in the May 2007 issue as the top K-12 school system among 57 school districts in a five-county area. The study looked at student performance, spending per pupil, and household income. Additionally, Newsweek Magazine ranked Greendale High School in the top 5% of U.S. public schools in its May 28, 2007 and May 26, 2008 issues. Greendale High again made the list in 2009 with a rank of 1,078th. High schools are ranked by dividing the number of Advanced Placement tests taken by students the previous year by the number of graduating seniors. A school must hold an index of 1.000 or higher to make the list. Twenty-five other schools in Wisconsin made the list in 2009.

The Greendale School District has a long-range facilities plan in place and is addressing capital projects each year as part of the ongoing budget process. The five buildings that make up Greendale Schools have been renovated since 1996. Each school has been updated to reflect the changes in how youth learn and teachers teach as well as security solutions, electrical and heating, air conditioning and ventilation. In addition, the gymnasiums, pool, and locker rooms have been updated to serve student and community needs. Efforts are underway as part of a comprehensive facility plan to increase energy efficiency and green methods to reduce energy consumption and carbon emissions.

Over the last three years, resident student enrollment has risen in the Village. If enrollment continues to rise over the next five years as it has in the past four, the classroom capacity will not meet the student enrollment needs, resulting in the need for classroom space or other solutions.

GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies have been created based on input from the community and the Village's established policies. They are intended to guide future decisions pertaining to utilities and community facilities in the Village.

Goals

- 1. Maintain Greendale's high quality of life through the adequate provision of utilities, public services, parks, and community facilities for current and future needs.*
- 2. Coordinate utility and community facilities planning with land use, transportation, and park and open space planning efforts.*
- 3. Incorporate sustainable infrastructure into future Village facilities and utilities in order to increase efficiency, realize cost savings, and - where possible - lessen maintenance issues.*

Objectives & Policies

- *Provide quality accessible park, recreation, library, open space facilities, and services to meet the needs of all age groups in Greendale.*
 - Site future public amenities and facilities in central areas within the Village.
 - Incorporate paths and/or sidewalks into future public amenities and facilities to increase user access through a various modes of transportation.
- *Ensure effective access to area-wide facilities, including (but not limited to) health care, child care, post-secondary education, and recreational opportunities.*
- *Ensure that the costs for new utilities, community services, and facilities are distributed fairly and equitably.*
 - In line with other Village planning efforts, appropriate funds to rewire circuits and replace trans closures in the Village's street lighting system.
 - Continue the implementation of a capital improvement program (CIP) in order to effectively manage debt capacity.
- *Continue to promote flood mitigation and water quality through the allocation of appropriate funds for stormwater detention, drainage, and alternative stormwater management.*
- Meet the 2013 goal of a 40% reduction in total suspended solids (TSS) in stormwater.
- Continue to require all new large-scale development in the Village to make provisions for handling stormwater.
- *Work with Village Departments and the Plan Commission to develop design standards for future Village facilities and utilities, including buildings, street lights, roads and parking lots, landscaping, and water supply systems.*
- *Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.*
 - Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.
 - Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.

BEST PRACTICE MODELS FOR THE VILLAGE OF GREENDALE

The following case studies highlight opportunities for the Village to enhance its utilities and community facilities over the next several years.



The Office of Energy Independence (OEI) was created by Governor Doyle on April 5th, 2007 with the mission to advance energy independence in The State of Wisconsin. Governor Doyle's "25x25" Vision includes:

1. *Generating 25% of our state's electricity and transportation fuels from renewable resources by 2025.*
2. *Capturing 10% of the emerging bioindustry and renewable energy market by 2030.*
3. *Leading the nation in groundbreaking research that will make renewable energy more affordable and will create good paying Wisconsin jobs.*

CASE STUDY: ENERGY INDEPENDENT COMMUNITIES

STATE OF WISCONSIN OFFICE OF ENERGY INDEPENDENCE (OEI) & MUNICIPALITIES 90+ WISCONSIN COMMUNITIES

Source: www.energyindependence.wi.gov

Energy Independent Communities is a voluntary agreement between the State of Wisconsin and communities that adopt the State's 25x25 goals (see sidebar at left). Currently, there are almost 90 EI Communities in the State of Wisconsin. Most are partners that have passed the 25x25 resolution. Other communities are working hard toward passing the 25x25 resolution. EI Community partnerships will move the energy independence message of hope and opportunity to Wisconsin residents who choose to be part of this vision.

To become an EI Community, there are four basic steps:

1. *Get buy-in with local officials*
2. *Commit to an "EI Level" (one, two, or three stars based on activities and policies)*
3. *Work with OEI to coordinate a resource team*
4. *Develop a community-wide EI plan*

EI Communities in Wisconsin have realized several positive outcomes including:

- A path to Energy Independence
- Integrated policy recommendations related to energy, leading to more efficient zoning codes, development standards, etc.
- Short and long-term energy and fiscal savings

- Access to grants and other sustainable funding opportunities
- Ongoing technical assistance
- Participation in a statewide community
- Community pride

Potential for Greendale

Communities across Wisconsin have supported the State's 25x25 goals and joined the Energy Independent Community effort, from urban cities to rural towns. As a community with a long history of environmental awareness and innovation, Greendale's heritage supports the underlying intent of the EI movement. By passing the 25x25 resolution and becoming an EI member, Greendale could continue to be a leader in the regional community while identifying solutions to future energy concerns. Additionally, the Village would be able to access a range of resources, grants, and general advice from statewide sources, as well as fellow community partners facing similar issues.



CASE STUDY: GREENING PARKING LOTS

JACKSON COUNTY COURTHOUSE PARKING LOT KANSAS CITY, MISSOURI

Source: www.sustainableskylineskc.org

When the Jackson County Courthouse needed to replace its parking lot, designers relied on runoff reduction techniques to showcase Jackson County's commitment to sustainability. The project included the installation of bioswales in the parking lot where space allowed. Despite a lack of space to adequately handle a large storm event, the new design reroutes roof drains from the terrace roof and new shelter underground to the bioswale, which is located in the center of the lot and at the south and west perimeters.

Flat curbs were used in lieu of standard raised-back curbs. This allows water to flow from the perimeter of the lot into planting zones as opposed to storm sewer grates, reducing runoff. In addition, wheel stops made from 100% recycled plastic were installed.



Potential for Greendale

As development opportunities arise within the Village of Greendale, particularly along commercial corridors and within retail nodes, there will be opportunities to improve the look and efficiency of parking lots. By considering runoff reduction techniques, the Village will be able to protect its waterways and open spaces, extend the life of its storm sewer infrastructure, and add aesthetic value along its major corridors.

In addition to the installation of landscape-related stormwater management features, the Village may also want to explore other avenues for improving parking lots and roadways, such as:

- Pervious paving materials for streets, parking lots, and sidewalks
- Amenities made from recycled materials (ex: benches made from recycled plastic lumber)
- In-place asphalt recycling for road reconditioning
- LED lighting in street lamps, stop lights, and pedestrian lights
- Solar power street lights, pedestrian lights, and flashing stop signs



intergovernmental cooperation 9

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Intergovernmental Cooperation

As one of only three “greenbelt” communities in the United States, the Village of Greendale plays a unique and important role in the metropolitan Milwaukee region. However, the Village also recognizes that decisions made at the state, regional, or local level have the potential to impact adjacent communities, for better or worse. Therefore, coordination between each of these government units and overlapping jurisdictions (i.e. MMSD, Greendale School District) is crucial to both preserve and enhance Greendale as a significant regional asset into the future. The need for intergovernmental cooperation is further underscored as communities strive to provide services more efficiently in the future.

According to the State of Wisconsin’s Comprehensive Planning law, the purpose of the Intergovernmental Cooperation chapter is to “analyze the relationship of the local governmental unit to school districts and adjacent local governmental units, and to the region, the state and other governmental units.”

Furthermore, the element shall “incorporate any plans or agreements to which the local governmental unit is a party under §66.0301, §66.0307, §66.0309. The element shall identify existing or potential conflicts between the local governmental unit and other governmental



units that are specified in this paragraph and describe processes to resolve such conflicts.”

Experience has shown that intergovernmental cooperation is essential to the successful implementation of land use, transportation, environmental, and utility and community service initiatives, including joint opportunities for shared services with other jurisdictions.

The Intergovernmental Cooperation element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to provide the following:

- *A compilation of objectives, policies, goals, maps, and programs for joint decision making with other jurisdictions including school districts and adjacent and other local governments for siting and building public facilities and sharing public services.*
- *Analyze the relationship of the local governmental unit to school districts, adjacent local governments, the region, the state, and other governments.*

The Issues and Opportunities element of this Plan outlines four goals and objectives that shall guide the Intergovernmental Cooperation section:

- *Encourage ongoing discussion with neighboring communities regarding land uses, transportation, and services;*
- *Continue coordination with the City of Greenfield regarding site planning and circulation in and around Southridge Mall and the 76th Street corridor;*
- *Continue coordination with Milwaukee County with regards to the Root River Parkway and other County parkland within and adjacent to the Village;*
- *Continue to support the Greendale School District as a valuable community resource.*

- Incorporate plans and agreements under sections 66.0301, 66.0307, and 66.0309 of the Wisconsin Statutes.
- Identify existing/potential conflicts between the governmental unit and other governmental units.

INTERGOVERNMENTAL COOPERATION BETWEEN MUNICIPALITIES

Wisconsin Statutes govern several types of interaction among neighboring municipalities. Some of these interactions, such as Extraterritorial Plat Authority, Extraterritorial Zoning Authority, and Boundary Agreements are intended to structure the relationship between cities or villages and their unincorporated surroundings. As the Village of Greendale does not lie adjacent to any unincorporated lands, these elements do not apply. Figure 9-1 shows incorporated municipalities in the region by class.

INTERGOVERNMENTAL COOPERATION WITHIN THE REGION

There are a number of governmental and quasi-governmental agencies at the county, regional, and state level with whom the Village of Greendale interacts. The following section outlines the general relationship between Greendale and these agencies.



Southeastern Wisconsin Regional Planning Commission (SEWRPC)

The Commission serves the seven counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha, and was created to provide the basic information and planning services necessary to solve problems which transcend the corporate boundaries and fiscal capabilities of the local units of government comprising the Southeastern Wisconsin Region. The Commission prepares studies relating to highways/transit, sewerage, water supply, park and open space facilities, and land use. It is recommended that the Village of Greendale continue utilize the assistance of SEWRPC in matters of mutual interest.

Milwaukee County

Greendale resides within the most populous county in the State of Wisconsin, estimated to have 953,328 residents in 2008 (www.census.gov). Several of the parks and open spaces in

the Village are either owned and maintained by or leased from Milwaukee County. Further, there are two highways maintained by the County – S. 76th Street and W. College Avenue. Milwaukee County does not currently have a comprehensive plan, although the region is represented in the 2035 Regional Land Use Plan prepared by SEWRPC.

There are no known conflicts between the Village’s comprehensive plan and the County; it is recommended that the Village of Greendale continue to work with the County on matters of mutual interest.

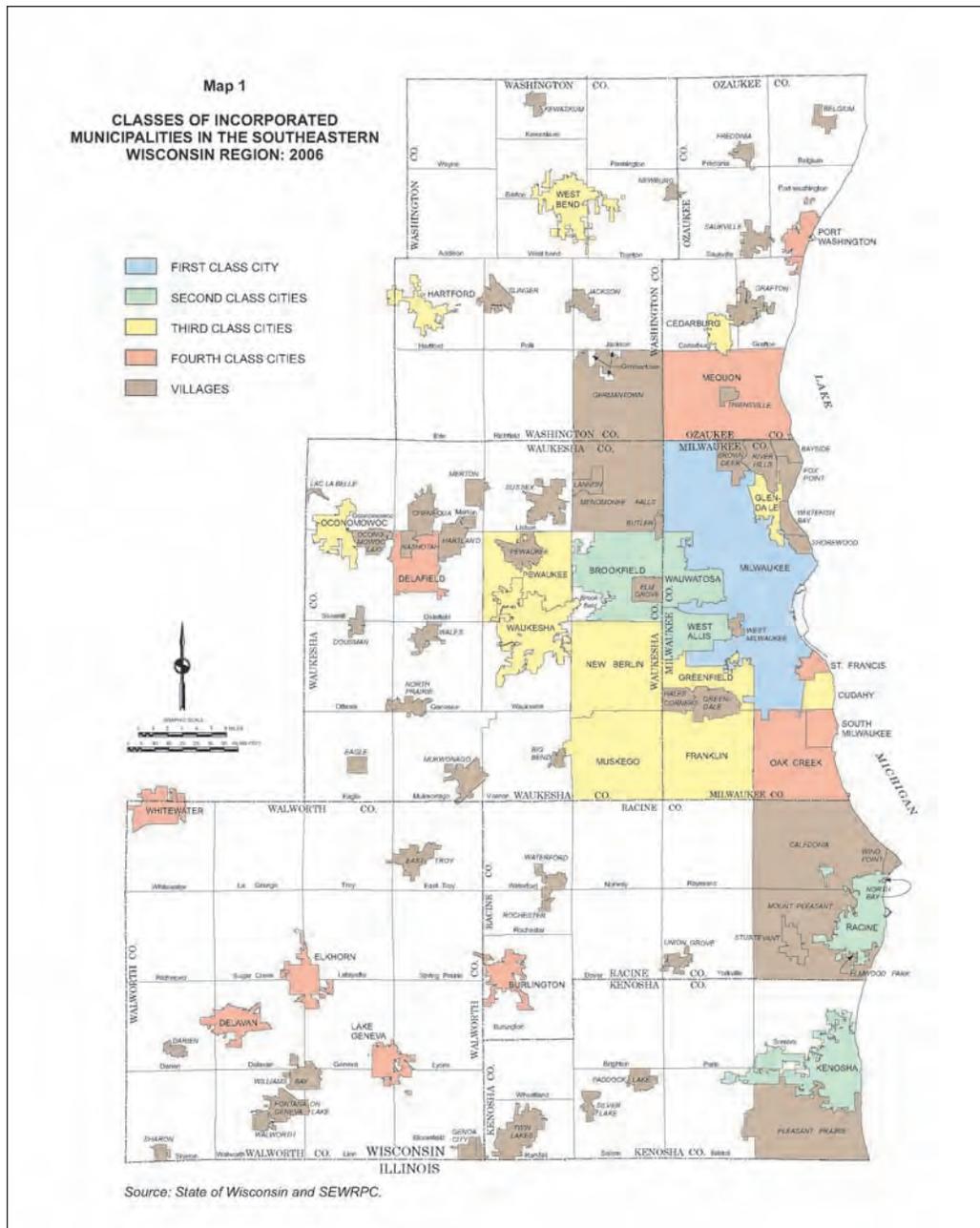
Wisconsin Department of Transportation (WisDOT)

Currently, the Village of Greendale includes one arterial that is regulated by WisDOT:

- *State Trunk Highway 36: Loomis Road*

The Transportation element of this Plan provides additional information about this

Figure 9-1. Classes of Incorporated Municipalities in Southeastern Wisconsin (SEWRPC)



arterial. In the future, the Village should collaborate with WisDOT as modifications to this highway are proposed.

Wisconsin Department of Natural Resources (WDNR)

The DNR is dedicated to the preservation, protection, effective management, and maintenance of Wisconsin’s natural resources. It is responsible for implementing the laws of the state and, where applicable, the laws of the federal government that protect and enhance the natural resources of our state. It is the one agency charged with full responsibility for coordinating the many disciplines and programs necessary to provide a clean natural environment and a full range of outdoor recreational opportunities for Wisconsin citizens and visitors.

In Greendale, the Wisconsin Department of Natural Resources is responsible for overseeing state and federal regulations pertaining to floodplain management, stormwater management, and natural resource protection.

The DNR requires that a governing body adopt a park plan by resolution in order to be eligible to apply for recreational grant funds administered by the DNR. Adoption by the Plan Commission is required only if a community wishes to adopt the park plan as an element of its local master plan. While Greendale does not currently have a park and open space plan, the Village should consider creating one in the future in order to be eligible for a range of recreational grant opportunities. Further,

it is recommended that Greendale continue to work with the Wisconsin Department of Natural Resources in order to preserve and enhance natural resources within the Village.

Greendale School District

In many cases, school districts function as a regional entity, as their borders overlap several municipal boundaries. It is possible for different parts of the same municipality to fall within different school districts. However, in the case of Greendale, the municipal and school district boundaries align. While this simplifies the relationship to an extent, the Greendale School District is still considered to be a regional asset and draws approximately 20% of its student population from outside district boundaries. Therefore, it is vital that the Village and the School District have a strong working relationship. More information on Greendale schools can be found in the 'Utilities and Community Facilities' chapter of this plan.

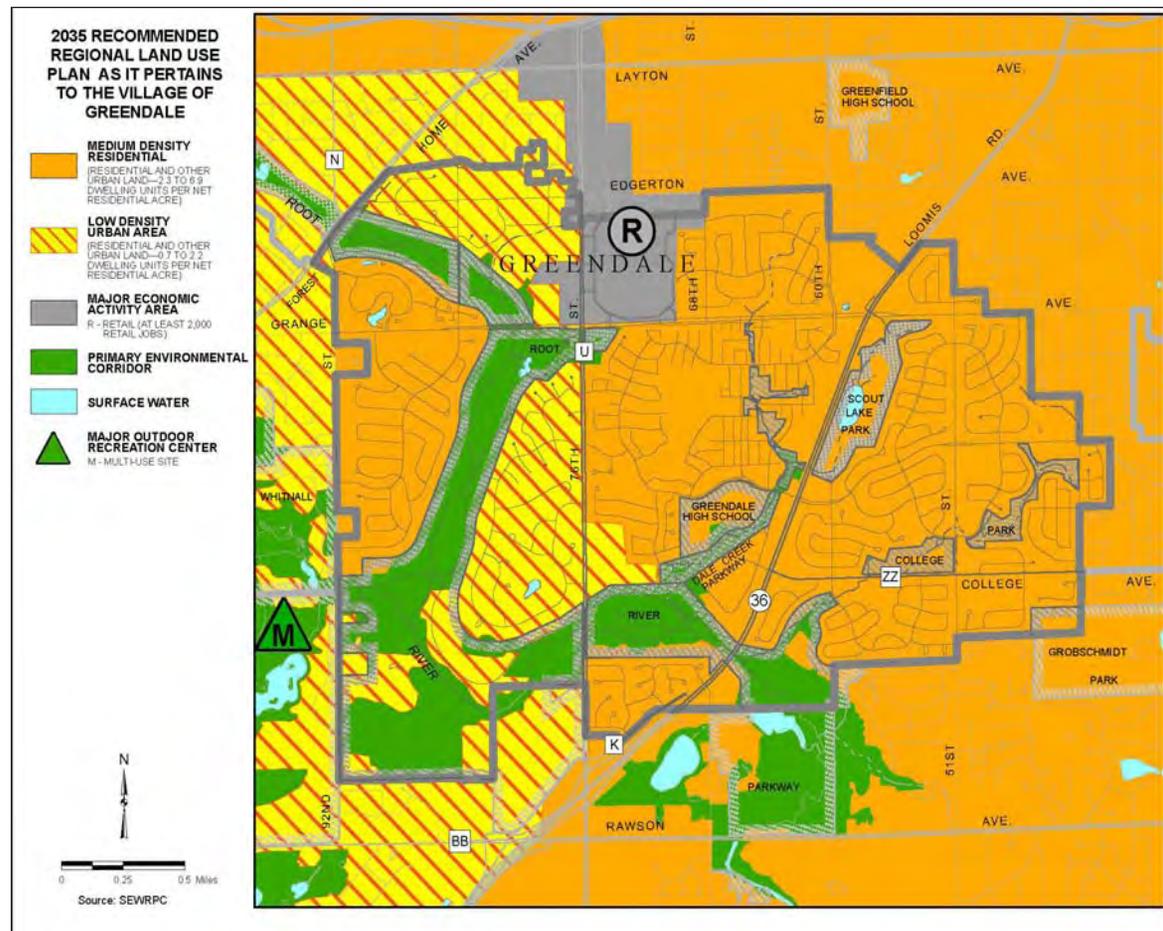
PLANS IN THE REGION

SEWRPC has authored a number of plans which impact the Village of Greendale. An overview of these plans is included below.

SEWRPC Planning Report No. 48, A Regional Land Use Plan for Southeastern Wisconsin: 2035

This plan, adopted in June of 2006, is the fifth generation of regional land use plans prepared by SEWRPC. SEWRPC is charged by law with the "function and duty of making and adopting a master plan for the physical development of the

Figure 9–2. 2035 Recommended Regional Land Use Plan, Village of Greendale (SEWRPC)



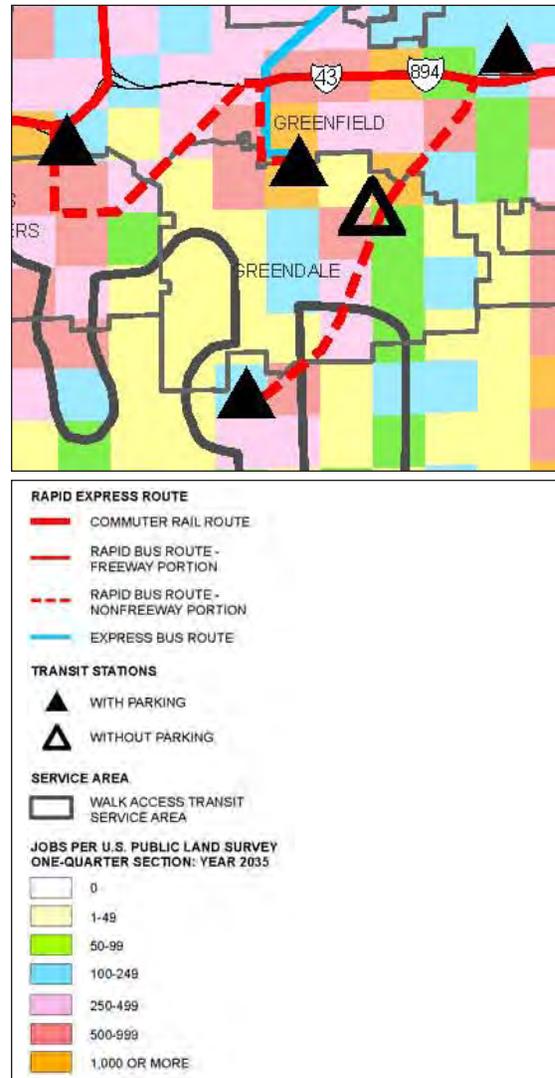
region.” The plan emphasizes the “preparation of spatial designs for the use of land and for supporting transportation and utility facilities.” Figure 9–2 shows the recommended future land uses identified by SEWRPC during their planning process. Further detail regarding the 2035 Regional Land Use Plan can be found throughout this Comprehensive Plan, including the Land Use chapter (Chapter 5).

SEWRPC Planning Report No. 49, A Regional Transportation Plan for Southeastern Wisconsin: 2035

This plan was developed concurrently with the Regional Land Use Plan, and it represents the fifth generation of SEWRPC’s regional transportation plans. The plan is intended to provide vision and guidance to the development of the region’s transportation system. Plan

elements include public transportation (Figure 9-3) systems and demand management, bicycle and pedestrian facilities, and arterial

Figure 9-3. Comparison Of The Proposed Public Transit Element Of The Year 2035 Regional Transportation System Plan To Forecast Year 2035 Job Density In Milwaukee County, Village of Greendale (SEWRPC)



streets and highways. Transportation needs were based on projected growth as developed through the Regional Land Use Plan.

SEWRPC Planning Report No. 50, A Regional Water Quality Management Plan Update for the Greater Milwaukee Watershed

In 2007, SEWRPC adopted an updated water quality management plan as a guide to achieving clean and wholesome surface waters within the five watersheds which lie entirely or partially in the greater Milwaukee area, the Lake Michigan direct drainage area, the Milwaukee Harbor estuary, and a portion of nearshore Lake Michigan, as shown in Figure 9-4. The watersheds involved are those of the Kinnickinnic River, Oak Creek, Menomonee River, Milwaukee River, and Root River.

SEWRPC, working in cooperation with MMSD, completed this effort following the U.S. Environmental Protection Agency's recommended watershed approach. As recommended, the approach uses nature's boundaries instead of jurisdictional limits, recommends decisions based on science and engineering, and requires strong partnerships and public involvement with people, interest groups, and agencies. The plan recommends the control of both point and non-point pollution sources, and provides the basis for decisions on community, industrial, and private waste disposal systems, with a focus on smart growth and enhancing the region's quality of life.

Figure 9-4. Surface Water and Surface Drainage in Milwaukee County, Village of Greendale (SEWRPC)

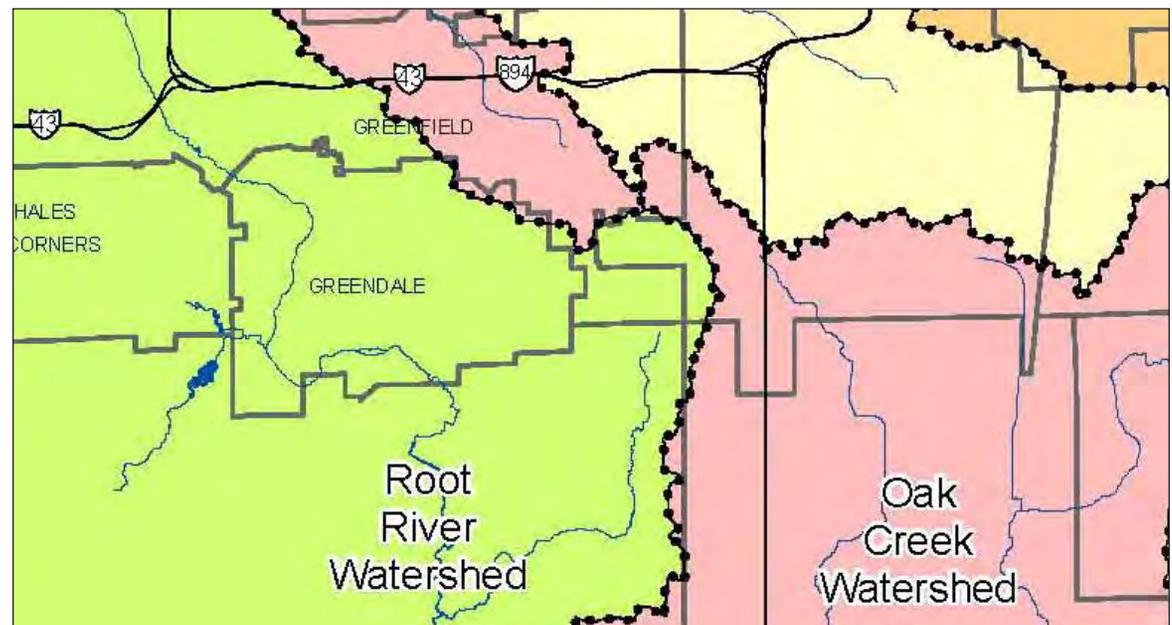
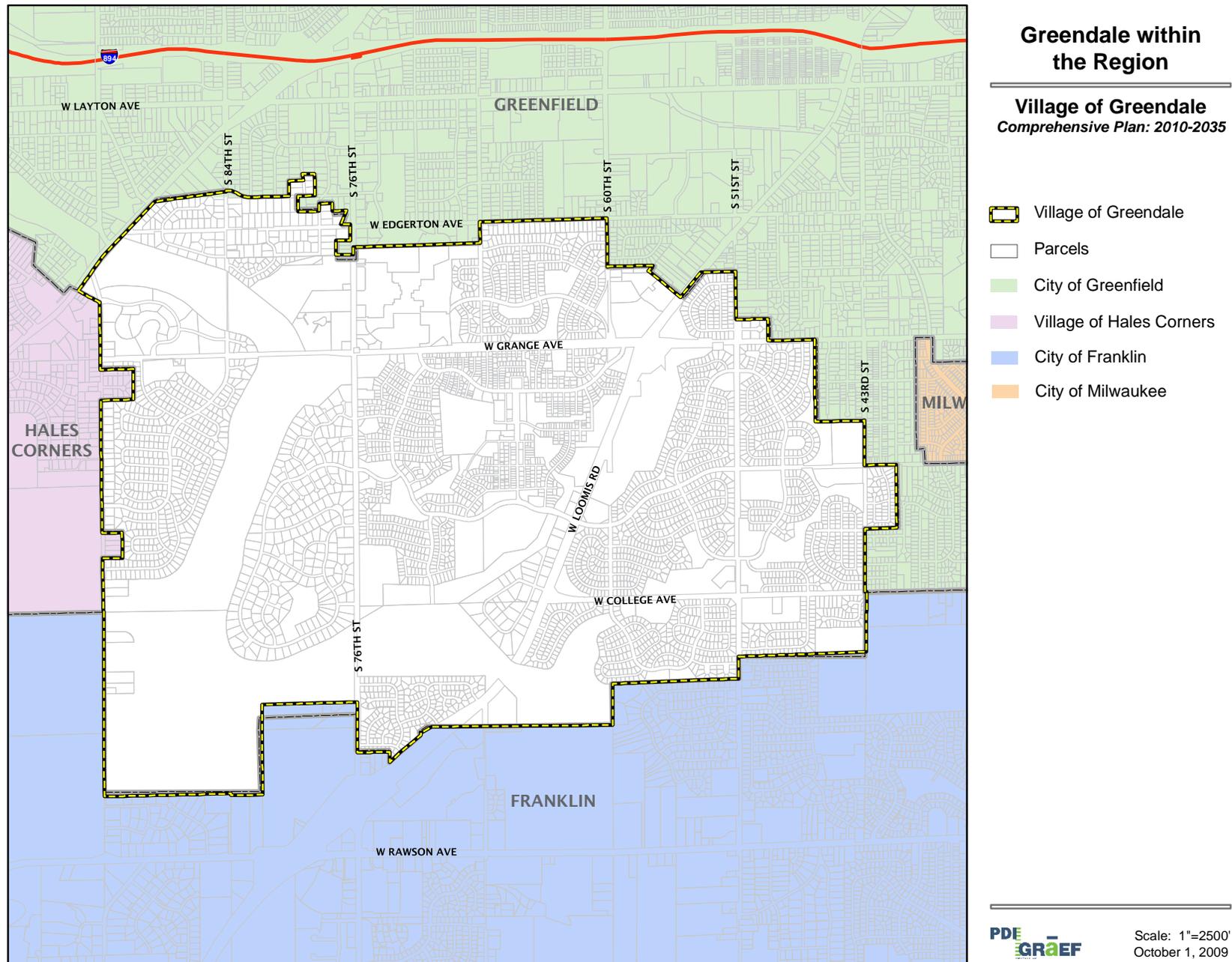


Figure 9-5. Adjacent Municipalities



SEWRPC Technical Report No. 37, Groundwater Resources of Southeastern Wisconsin

SEWRPC worked cooperatively with the Wisconsin Geological and Natural History Survey (WGNHS) and the DNR on a regional groundwater plan to develop hydrologic data that can be used to support the preparation of a regional groundwater modeling program. The document also provides information useful for land use and related planning efforts.

SEWRPC Planning Report No. 52, A Regional Water Supply Plan for Southeastern Wisconsin

SEWRPC is conducting a regional water supply study, with the resulting plan expected to be complete in 2009. The regional water supply plan, together with the above mentioned groundwater inventories and a ground water simulation model, will form the SEWRPC regional water supply management program. The preparation of these three elements includes interagency partnerships with the U.S. Geological Survey, the Wisconsin Geological and Natural History Survey, the University of Wisconsin–Milwaukee, the Wisconsin Department of Natural Resources, and many of the area’s water supply utilities.

The regional water supply plan will include the following major components:

- *Water supply service areas and forecasted demand for water use.*
- *Recommendations for water conservation efforts to reduce water demand.*

- *Evaluation of alternative sources of supply, recommended sources of supply for each service area, and recommendations for development of the basic infrastructure required to deliver that supply.*
- *Identification of groundwater recharge areas to be protected from incompatible development.*
- *Specification of new industrial structures necessary to carry out plan recommendations.*
- *Identification of constraints to development levels in subareas of the region that emanate from water supply sustainability concerns.*

Milwaukee Metropolitan Sewerage District (MMSD)

The MMSD has prepared a 2020 Facilities Plan which sets forth ongoing investments and facilities improvements to be made in order to provide a target level of protection for sanitary sewer overflows and adequate treatment under the projected 2020 population and land use conditions. In addition, the plan calls for measures to be undertaken by municipalities served by the MMSD to prevent increases in infiltration and inflow through the plan design year. Additional information about this plan is presented in the Utilities and Community Facilities chapter.

It is recommended that the Village of Greendale continue working with the Milwaukee Metropolitan Sewerage District to attempt to

ensure that the MMSD’s plan is consistent with the Village of Greendale’s Comprehensive Plan, particularly with regard to such issues as the expansion of sanitary sewer service within the Village.

PLANS IN ADJACENT MUNICIPALITIES

As the Village of Greendale begins to implement recommendations from the Comprehensive Plan, as well as other municipal efforts, it will be important to be aware of and coordinate with the policies of adjacent municipalities. Figure 9–5 maps the three communities that are immediately adjacent to Greendale, as well as the City of Milwaukee which is in close proximity. The following section provides a brief overview of the adjacent municipalities and their planning efforts.

City of Greenfield

The City of Greenfield, population 35,476 (2000 Census), is located north of the Village of Greendale in Milwaukee County. In the City of Greenfield, planning duties are performed by the ‘Planning and Economic Development Division’ within the Department of Neighborhood Services. Duties include plan and development review, community development, and economic development.

The City of Greenfield began the process of updating its 1992 comprehensive plan in 2005. The resulting document, entitled ‘City of Greenfield: Comprehensive Plan 2008’ was adopted in November, 2008.

'City of Greenfield: Comprehensive Plan 2008' includes a Future Land Use Map. According to this map, recommended land uses along the Greendale-Greenfield border (northern and eastern boundaries) include single-family residential with some duplexes or townhomes near College Avenue. Along S 76th Street, Greenfield proposed "Planned Business" as the corridor approaches Southridge Mall; "Planned Mixed Use" was recommended for Loomis Road as it intersects Greendale.

The 2008 Comprehensive Plan refers to a number of Special Interest Areas (SIA) that were originally addressed in the 1992 Comprehensive Plan and were reexamined in the 2008 Plan. Three of these SIAs are adjacent to the Village of Greendale:

- SIA #19 – located northwest of Forest Home Ave., east of 92nd St., and south of Layton Ave. The 1992 plan recommended development of multi-family residential along Forest Home Ave. with single-family residential to infill the remaining area. The 2008 plan notes that a 46-unit condominium project called 'the Orchard' was recently approved.

- SIA #21 – comprised of 30 acres at the intersection of Edgerton Ave. and Loomis Ave. The 1992 plan designated commercial development along Loomis. The 2008 plan recommends office development along this portion of Loomis instead of retail, due to surrounding land uses.

- SIA #28 – located west of 43rd St. and north of Grange Ave. The 1992 plan designated the center of this area to be 2-family residential, with the remaining area designated for single-family residential development. The 2008 plan notes that the 1992 recommendations have been implemented.

Other Plans and Studies

- *76th Street – Southridge Corridor Study (September 2002)*
- *Greenfield Crossing Redevelopment Proposal (in process)*

City of Franklin

The City of Franklin, population 29,494 (2000 Census), is located south of the Village of Greendale. The 'Planning and Zoning Division' within the 'Department of City Development' carries out the city's planning duties.

Comprehensive Plan – The City of Franklin is currently in the process of updating its comprehensive plan, with final approval expected in October of 2009. Until adoption of the new plan occurs the City of Franklin's 1992 Comprehensive Master Plan is the current plan.

Other Plans and Studies –

- *City of Franklin Research Findings (Franklin Needs Study) – (1998)*
- *Franklin Unified Development Ordinance – (1998, rev. 2007)*

- *Franklin First Development Plan: Site Planning, Preliminary Engineering, Feasibility Analysis, and Financial Analysis for the City of Franklin – (2001)*

- *Franklin First: Strategies to Bring Balance to Franklin's Tax Base – (2000)*

- *Long Term Vision for the City of Franklin – (2004)*

- *Crossroad Trade Area: Regulating Plan – (2004)*

- *S. 27th Street Corridor Plan – (2004)*

- *Wisconsin 241 (S. 27th Street) Access Management Plan – (2005)*

Village of Hales Corners

The Village of Hales Corners, population 7,765 (2000 Census) is located west of the Village of Greendale. Planning duties are carried out by the 'Department of Planning and Zoning Administration.'

Comprehensive Plan – The Village of Hales Corners is scheduled to begin its comprehensive planning process in 2009.

Mutual Aid Agreements

The Village of Greendale has established mutual aid agreements with several of the surrounding communities in the region, particularly with respect to maintaining basic services during emergency situations. A brief summary of current mutual aid agreements follows:

Police/Fire/Response Teams

With regard to police and fire, the Village has mutual aid agreements for small immediate response with Greenfield, Franklin, and Hales Corners. Greendale is also part of the Suburban Mutual Assistance Response Teams (SMART) agreement, which includes: every suburban community in Milwaukee County, the Milwaukee County Sheriff, all Waukesha communities – including Waukesha Police, and the Wisconsin State Patrol. The SMART agreement is utilized during significant disasters or major crimes.

Greendale Health Department

Greendale Health Department is a member of the Milwaukee/Waukesha Consortium for Emergency Preparedness. As part of the consortium, Greendale has signed a mutual

aid agreement to provide public health nursing staff, registered sanitarian or health officer in the event they are needed at an emergency. The Village also has an informal agreement with other local health departments to share registered sanitarian services while people are on vacation or to assist with temporary events on weekends.

Municipal Sanitary Sewer Agreements

The Village of Greendale has an intergovernmental agreement with several communities regarding municipal sanitary sewer service. Through the agreement, the communities share resources (e.g., vector, closed-circuit television (CCTV) equipment). Municipalities participating in the agreement include: City of Brookfield, Village of Brown Deer, City of Cudahy, Village of Fox Point, City of Franklin, City of Glendale, Village of Greendale, Milwaukee County, City of Oak Creek, City of St. Francis, Village of Shorewood, City of Wauwatosa, City of West Allis, Village of Whitefish Bay, Village of Elm Grove, City of Greenfield, Village of Bayside, Village of Hales Corners, City of New Berlin, and the City of Milwaukee.

Greendale Department of Public Works

The Greendale Department of Public Works is a member in good standing of the Milwaukee County Public Works Emergency Response Mutual Aid Agreement. The membership was approved by the Village Board in 2005 with resolution number 2005-10.

INTERGOVERNMENTAL COOPERATION CONFLICTS

“The element shall identify existing or potential conflicts between the local governmental unit and other governmental units that are specified in this paragraph and describe processes to resolve such conflicts.” *excerpt from Wisconsin State Statute 66.1001(2)(g).*

An important issue when developing land use plans for cities is the potential for conflicts with the plans of surrounding incorporated areas, as well as unincorporated townships. This is complicated by the following policies:

- *Cities and villages are allowed to develop plans for the areas outside their corporate boundaries.*
- *State Statutes require land use decisions to be consistent with the comprehensive plans after January 1, 2010.*
- *The County could be in a position of reviewing a land use decision by the Village of Greendale that was consistent with the Village’s comprehensive plan, but inconsistent with plans adopted by surrounding municipalities.*



- *Consistency of local plans with county-wide multi-jurisdictional plans and the comprehensive plans of surrounding municipalities may also be considered as a basis for reviewing zoning and plat decisions.*

It is important to note however, that the Village of Greendale is surrounded by incorporated municipalities and, therefore, does not anticipate the development of any plans outside its corporate limits. At this point in time, there are no anticipated conflicts with the adjacent communities in regard to that issue.

Consistency within the Context of the Plan

After 2010, it will be increasingly important to consider consistency of the Comprehensive Plan relative to zoning, subdivision regulations, official mapping, and boundary agreements. Within the context of the Village of Greendale Comprehensive Plan, the concept of consistency means that as decisions are made, they should generally be within the intent and guidelines established by the Plan. This includes all provisions that allow for reasonable exceptions due to unique circumstances (not unlike conditional use zoning).

It is assumed that a proposed land use action is consistent with the local comprehensive plan when the regulation, amendment, or action:

- *Furthers, or at least is not inconsistent with, the goals, objectives, and policies contained in the local comprehensive plan.*

- *Is generally compatible with the proposed future land uses and densities and/or intensities contained in the local comprehensive plan.*
- *Carries out, as applicable, any specific proposals for community facilities, including transportation facilities, or other specific actions contained in the local comprehensive plan.*

Land Use Conflicts and Multi-Jurisdictional Plans

Current discussions of planning conflicts tend to focus on the relationship between incorporated areas and towns. However, there are many other types of planning and land use conflicts. For example, transportation plans often conflict among federal, state, county, and local governments. Many of these conflicts are resolved through regulations and operational policies. The point, however, is that there are numerous conflicts in planning and land use that occur throughout government operations. This is also true in planning for environmental preservation, wetlands, water use, historic preservation, and many other fields. The presence of such conflicts is routine and plans do not necessarily resolve all of these conflicts. Often, the solution is simply identifying the conflicts, defining the key issues, and suggesting procedures for minimizing or resolving conflicts.

Potential land use conflicts in Greendale are most likely to occur between non-related

land uses, such as industrial uses adjacent to residential units. Transitions, appropriate buffers, and a case-by-case review are necessary to minimize the impact of these conflicts.

Land Use Conflicts are Legitimate and Appropriate Components of Plans

Land use and planning conflicts are not, by definition, inappropriate. Perhaps the simplest example is the concept of “mixed use.” Most planning literature today defines mixed use as a legitimate and desirable type of land use. However, a few decades ago mixed uses were considered rare and potentially threatening to property values. Mixed use by definition embodies the potential for multiple futures and alternatives. The same is true for different land use alternatives. It is reasonable to assert, from a planning perspective, that some areas or districts might be most appropriately planned with multiple futures. In fact, it could be argued that plans which define categorically only one appropriate future for an area may be misleading. In addition, most plans have provisions for amendments that are exercised with some frequency. This implies that land use alternatives are dynamic and that plans are being changed constantly. It is reasonable to accept the idea that land use plans with conflicting contents may both have some legitimacy.

GOALS, OBJECTIVES, & POLICIES

The following goals, objectives, and policies have been created based on input from the community and the Village's established policies. They are intended to guide future decisions pertaining to intergovernmental cooperation in the Village.

Goals

1. *Continue to establish and maintain positive working relationships with adjacent municipalities; county, regional, and state agencies; and the Greendale School District.*
2. *Encourage opportunities for cooperation through the formulation of compatible local policies and programs.*
3. *Work with adjacent communities and government agencies to resolve land use and/or development conflicts.*

Objectives & Policies

- *Continue cooperative planning efforts with surrounding communities, Milwaukee County, MMSD, and the Greendale School District.*
 - Consider the development of a park and open space plan, in coordination with Milwaukee County Parks.
- *Coordinate land use planning along municipal borders*
 - Encourage compatible uses and/or appropriate transitions between adjacent uses, where possible.
 - Where there are conflicts, work with adjacent municipalities to identify an appropriate resolution.
- *Continue efforts to establish and maintain existing mutual aid agreements and identify new opportunities for joint services or facilities with adjacent communities, the school district, and/or civic organizations.*
- *Coordinate with surrounding communities to support and, where necessary, expand regional transit in the region.*
- *Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.*
 - Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.
- Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.
- *Work with the City of Greenfield to develop a joint master plan that will guide the redevelopment of Southridge Mall and the 76th Street corridor.*

implementation *10*

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Implementation

The recommendations of this Plan must be implemented by the Village of Greendale, in cooperation with: other public and private agencies and organizations; business owners; and residents. The Implementation element provides a framework for executing the goals, objectives, and policies listed in the Plan, including a recommended timeframe and suggested responsible parties.

The Implementation element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to:

1. *Provide at least one program or specific action for each of the following ordinances and regulatory techniques, where applicable to the community.*
 - *Applicable zoning ordinance*
 - *Official maps*
 - *Sign regulations*
 - *Erosion/stormwater control ordinances*
 - *Historic preservation ordinances*
 - *Site plan regulations*
 - *Design review ordinances*
 - *Building codes*
 - *Mechanical codes*
 - *Housing codes*
 - *Sanitary codes*
 - *Subdivision ordinances*



2. *Provide information on where in your comprehensive plan you describe how each of the elements in the plan will be integrated and made consistent with each other.*
3. *Provide information on how progress in achieving all aspects of the comprehensive plan will be measured.*
4. *Provide information on the process for updating your community's comprehensive plan. A comprehensive plan is required to be updated no less than once every 10 years.*

In order to fully realize the vision presented in each element of this plan, the Village should monitor the plan, make amendments as necessary, ensure consistency with other Greendale documents, and address the recommendations made in each element.

MONITORING THE PLAN

The Plan must reflect the current goals, objectives and policies of the Village at all times. The Plan should be fully reviewed by Village staff annually with the following in mind:

- *New land use opportunities*
- *Further plan detail and refinement*
- *Market shifts*
- *Demographic changes and growth patterns*
- *Unforeseen challenges*
- *Changes in legislation*

Development and redevelopment activities within Greendale should be monitored on an ongoing basis. Such development should also be compared with plan goals and objectives to ensure that current policies are achieving the intended results.

AMENDING THE PLAN

The Plan should be reviewed annually and amended periodically. Suggestions for amendments may be brought forward by Village staff, officials, and residents, and should be consistent with the Plan vision. Proposed amendments may originate in the following ways:

- *Amendments proposed as corrections of clerical or administrative errors, mapping errors, and updated data for text, tables, and maps. Such amendments would be drafted by Village staff.*
- *Amendments proposed as a result of discussion with officials and citizens.*
- *Amendments proposed as a result of recommendations discussed during a Village planning process.*

When a change is proposed, it should follow this general procedure:

1. *Recommendation by the Plan Commission to conduct a review process for the proposed amendment.*
2. *Facilitation of public hearings as required by applicable Wisconsin Statute and/or ordinance.*
3. *Recommendation from the Plan Commission to the Village Board.*
4. *Consideration and decision by Village Board.*

Plan amendments and updates should coincide with the annual monitoring schedule.

PLAN ELEMENT CONSISTENCY

The individual elements of this Plan reinforce the goals, objectives, and policies of each of the nine Smart Growth elements. As future amendments and updates are made, consistency between the Plan elements must be ensured.

PLAN RECOMMENDATIONS

The implementation element prioritizes all recommendations presented throughout the Comprehensive Plan so that the Village is able to accomplish its vision. The following matrices list each of the policies identified in the Plan elements. For each recommendation, the party responsible for implementing the policy is indicated. A priority level is also assigned to each recommendation. Policies listed as “Ongoing” are already in effect, and should continue to be implemented. The remaining recommendations are assigned one of the following priority levels:

- *2015 – Immediate*
- *2025 – Intermediate*
- *2035 – Long-Term*

The intent of the priority levels is to assign an order of magnitude to the recommendations, highlighting policies that should be considered in the short-term versus long-term. In each case, it is assumed that the recommendation will be implemented before the last day of the identified calendar year.



VILLAGE ZONING CODE & ORDINANCES

Recommendation	Responsible Party	Priority Level
Update the Village's Zoning Code to correspond with the vision established in Greendale's comprehensive plan, including (but not limited to):	Village Staff Plan Commission	2015
<i>Eliminate the existing A - Agricultural Zoning District</i>		
<i>Establish an Institutional Zoning District with separate categories for educational, religious, and government owned parcels. The Institutional District is intended to replace portions of the existing A - Agricultural District.</i>		
<i>Establish a Park and Recreation District, which is intended to replace portions of the existing A - Agricultural District.</i>		
<i>Review and revise residential zoning districts as needed to uphold the character and vision established by the Plan. Revisions to consider include: a new R-3A Zoning District for the "E" Section only, to include multi-story and/or attached residential units on larger parcels.</i>		
<i>Establish a Special Use Zoning District for the Southridge mall parcels, in correlation with the development of a master plan for the area.</i>		
<i>Consider the development of a new zoning designation for the Village Industrial District, which supports the Plan's future vision for the district and encourages a coordinated redevelopment plan for the area.</i>		
<i>Consider the development of design standards for multi-family, commercial, office, mixed-use and industrial projects within the Village.</i>		
<i>Amend the Zoning Code to include landscaping regulations. Regulations to consider include: requirements for landscape bufferyards between zoning districts of differing intensities; requirements within parking lots and along pedestrian right-of-ways.</i>		

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Work with regional agencies and adjacent local governments to preserve regional natural resources.	Village Staff Park and Recreation	Ongoing
Coordinate with regional agencies (Milwaukee County, MMSD, DNR, SEWRPC) and adjacent local governments to protect, enhance, and restore – where necessary – the Root River (and Parkway) and Dale Creek.	Village Staff Park and Recreation	2025
Discourage incompatible development and alteration of floodplains, lakes, rivers and streams, wetlands, and woodland areas so as to preserve the integrity of these resources, promote the ecological value of these assets, and minimize adverse impacts upon adjacent properties.	Village Staff	Ongoing
Sustain the Village’s high-quality, interconnected natural resource network and encourage expansion, where appropriate.	Village Staff Park and Recreation	Ongoing
Identify opportunities to extend and expand the Village’s trail network, particularly focusing on the link between Southridge Mall and the Village Center.	Village Staff Park and Recreation Public Works	2015
Preserve existing parks and recreational opportunities and ensure integrated connections to the neighborhoods and the Village Center.	Park and Recreation	Ongoing
Discourage the use of pesticides and fertilizers in the Village’s parks and open spaces.	Park and Recreation	2015
Encourage the conversion of mowed, turf grass open spaces in unprogrammed or underutilized areas to meadows, prairies, or other low-mow alternatives.	Park and Recreation Public Works	2025
Create a trail system for pedestrians and bicyclists that links the western neighborhoods, Southridge and the 76th Street corridor, and the Village Center, establishing an “emerald necklace” for Greendale.	Village Staff Park and Recreation	2035
Require redevelopment opportunities to preserve and/or create links to existing natural areas.	Village Staff	2015
Promote urban agriculture in Greendale, such as backyard gardens, community gardens, schoolyard greenhouses, rooftop gardens, and municipal compost facilities.	Village Staff	2025
Promote and expand the Department of Public Works’ composting program in the community.	Public Works	2015
Work with regional farms and Village Center businesses to promote a community supported agriculture (CSA) program in Greendale.	Village Staff	2035
Encourage local food consumption through a variety of means, including a local farmer’s market and access to community supported agriculture (CSA) programs.	Village Staff	2025
Protect the historic integrity of Greendale’s Village Center and original neighborhoods.	Village Staff	Ongoing
Encourage redevelopment that respects the context of the Village’s development patterns, including site layout, building materials, open spaces, and integrated connectivity.	Village Staff	Ongoing
Support sustainable site design and building practices for the Village’s redevelopment opportunities.	Village Staff	2015
Encourage “green” building practices for the development/redevelopment of sites within the Village, including practices that promote energy conservation, stormwater management, and improved air quality.	Village Staff Inspection Services	2025
Identify techniques to control stormwater run-off throughout the Village. Techniques may include increased landscaping in parking lots, rain gardens, or – at the neighborhood level – rain barrels.	Village Staff	2025
Identify potential funding mechanisms for the maintenance of parks, recreation facilities, and programs.	Park and Recreation	2015

ECONOMIC DEVELOPMENT

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Encourage high quality and high value development that supports the unique identity of the Village and provides balance to the tax base.	Village Staff Plan Commission	Ongoing
Encourage integrated site redevelopment, including shared parking layouts and pedestrian connections, in order to promote multi-purpose trips and limit multiple curb cuts.	Village Staff Plan Commission	2015
Continue to emphasize streetscaping efforts along the Village's major corridors (e.g. S. 76th Street, Grange Avenue).	Village Staff Plan Commission	Ongoing
Encourage redevelopment and infill opportunities of underutilized sites within the Village's non-residential districts and corridors.	Village Staff Plan Commission	2015
Promote mixed-use development at Southridge Mall, including high-density residential options and employment opportunities.	Village Staff Plan Commission	2025
Develop design guidelines to encourage high-quality, well-planned redevelopment projects in the Industrial Park, Southridge Mall, and the 76th Street corridor.	Village Staff Plan Commission	2015
Concentrate commercial development/redevelopment at specific nodes and discourage strip commercial development along the Village's primary corridors.	Village Staff Plan Commission	2025
Target new employers that can provide a range of job opportunities.	Village Staff	2015
Continue to support the Village's many amenities, including the Greendale School District and unique community identity.	Village Staff Plan Commission	Ongoing
Market Greendale as a place for young professionals and families.	Village Staff	2025
Pursue and achieve business attraction, retention, and expansion in Greendale.	Village Staff	2035
Proactively work to recruit business to Greendale.	Village Staff	Ongoing
Continue to develop strong relationships with businesses and major property owners.	Village Staff Plan Commission	Ongoing
Establish an economic development program that can effectively react to requests for information from potential developers.	Village Staff Plan Commission	2025
Work with regional agencies and adjacent municipalities to enhance the economic position of the broader 76th Street corridor, as well as the Milwaukee region.	Village Staff Plan Commission	2025
Continue the Village's streetscaping partnership with the City of Greenfield and Milwaukee County.	Village Staff Plan Commission	Ongoing

LAND USE

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Support land uses and development projects that enhance the character of existing neighborhoods, districts, and corridors, and that complement surrounding land uses.	Village Staff Plan Commission	Ongoing
Continue to enforce property maintenance codes to maintain neighborhood quality and property values.	Village Staff Inspection Services Plan Commission	Ongoing
Encourage a mix of land uses, particularly around the Southridge Commercial District and in areas that are or may be served by mass transit.	Village Staff Plan Commission	2025
Continue to enforce design standards for buildings, landscaping, signage, and parking lots.	Village Staff Plan Commission	Ongoing
Prohibit incompatible land uses from locating within or adjacent to residential neighborhoods.	Village Staff Plan Commission	2015
Encourage a wide variety of housing types throughout the Village, particularly those housing types that will serve seniors, empty nesters, and young professionals.	Village Staff Plan Commission	Ongoing
Ensure that any redevelopment in or near Southridge Mall supports Greendale's vision for the area, advances the Village's role in the regional economy, and positively impacts surrounding businesses.	Village Staff Plan Commission	Ongoing
Promote land use patterns and development practices that advance environmental sustainability.	Village Staff Plan Commission	2015
Advance the strategic redevelopment of key parcels in the Village to help achieve Greendale's desired future land use pattern.	Village Staff Plan Commission	2025
Continue to support land use patterns and development densities that facilitate the implementation of alternative transportation, including bus transit, walking, and biking.	Village Staff Plan Commission	Ongoing
Encourage shared driveway access, shared parking, and coordinated site plan designs along S. 76th Street.	Village Staff Plan Commission	2015
Actively promote infill development, redevelopment, and rehabilitation opportunities throughout the districts and corridors in the Village.	Village Staff Plan Commission	2035
Preserve and enhance the historic character of Greendale by encouraging historic preservation, restoration, and adaptive reuse, along with encouraging compatible development and redevelopment.	Village Staff Plan Commission	Ongoing
Continue to provide all residents and visitors with safe pedestrian and bicycle access to public park lands and open space areas.	Village Staff Plan Commission	Ongoing

HOUSING

Recommendation	Responsible Party	Priority Level
Coordinate with HUD, WHEDA, the Wisconsin Department of Commerce, the Wisconsin Partnership for Housing Development, and Milwaukee County to encourage the use of financial assistance programs for housing rehabilitation.	Village Staff	Ongoing
Protect the historic integrity of Greendale’s original neighborhoods.	Village Staff Plan Commission	Ongoing
Continue the use of “Design Guidelines for Your Original Greendale Home” when reviewing special use applications for additions and residential renovation. Per adoption of this Plan, the “Design Guidelines for Your Original Greendale Home” are hereby considered to be an element of the <i>Village of Greendale Comprehensive Plan: 2010–2035</i> .	Village Staff Inspection Services Plan Commission	Ongoing
Educate residents on housing rehabilitation efforts that align with Village goals.	Village Staff Plan Commission	2025
Explore various property maintenance programs in order to protect and enhance Village’s housing stock and property values. Programs to consider include, but are not limited to: time-of-sale inspections, enhanced property code enforcement.	Village Staff Inspection Services Plan Commission	2025
Explore possible funding options to minimize the financial impact of property maintenance programs.	Village Staff	2025
Encourage residential infill and rehabilitation that respects the integrity and composition of the Village’s existing development patterns, including site layout, building materials, building character and scale, open space, and integrated connectivity. Encourage “green” practices for the construction and rehabilitation of housing within the Village, including practices that promote energy conservation, the use of sustainable materials, improved air quality, and stormwater management.	Village Staff Plan Commission	2015
Establish Greendale as a community where residents can “age in place.” Provide adequate types of housing to allow residents to remain within the community despite their changing size, density, and/or income requirements.	Village Staff Plan Commission	Ongoing
Encourage high-quality, maintenance free housing options – such as condos, rowhomes, or town houses – to provide choices for young professionals, empty nesters, etc.	Village Staff Plan Commission	2035
Promote development of an adequate supply of high-quality senior housing options. Direct such developments to areas that are close to services that seniors typically require, including public transit.	Village Staff Plan Commission	2035
Plan for higher density multi-family housing in parts of the Village where streets and sidewalks can accommodate traffic, and where there is access to parks, shopping, community facilities, and existing or planned public transportation routes.	Village Staff Plan Commission	2015
Incorporate high quality multi-family housing on mixed use infill and redevelopment sites.	Village Staff Plan Commission	2025
Promote “complete neighborhoods” that offer a compatible mix of residences, services, businesses, community facilities, jobs, recreation, and education.	Village Staff Plan Commission	2015
Support unique housing options, such as live-work developments and cooperative housing.	Village Staff Plan Commission	2015
Continue to support a high level of owner occupancy within the Village.	Village Staff	Ongoing

TRANSPORTATION

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Strengthen the existing pedestrian and bicycle network in the Village through increasing connectivity, installing new on- and off-road paths, and emphasizing the continued maintenance of existing paths.	Village Staff Park and Recreation Plan Commission	2035
Explore enhanced pedestrian/bicycle crossings across 76th Street in order to better connect the east and west sides of the Village.	Village Staff Public Works	2015
Emphasize connecting existing sidewalks to form a continuous sidewalk network, particularly along major streets (ex: portions of Grange Avenue).	Village Staff Plan Commission	2025
Promote Greendale's unique interconnected pathway system as an asset to current/future residents, as well as an economic development strategy.	Village Staff Plan Commission	2015
Consider fostering a partnership between the Village and a private bicycle operator to provide bicycle rentals, connecting the Village Center to Southridge Mall and other Greendale attractions.	Village Staff Plan Commission	2025
As the Village's vehicle fleet is replaced, consider purchasing low-emitting vehicles that utilize alternative fuels.	Village Staff Public Works	2035
Explore alternative techniques and materials for roadways and sidewalks as the existing infrastructure is replaced. Materials to consider include rubber sidewalks, concrete or other light colored pavers, hot-in-place recycled asphalt, etc.	Village Staff Public Works	2015
Continue to support public transit access throughout the Village and expand where feasible.	Village Staff Plan Commission	Ongoing
Continue to explore funding for a direct transit connection between Southridge Mall and the Village Center, such as a trolley.	Village Staff	Ongoing
Continue to support Southridge Mall as a transit hub for southern Milwaukee County.	Village Staff Plan Commission	Ongoing

UTILITIES AND COMMUNITY FACILITIES

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Provide quality accessible park, recreation, library, open space facilities, and services to meet the needs of all age groups in Greendale.	Village Staff	Ongoing
Site future public amenities and facilities in central areas within the Village.	Village Staff Plan Commission	2015
Incorporate paths and/or sidewalks into future public amenities and facilities to increase user access through a various modes of transportation.	Village Staff Plan Commission	2015
Ensure effective access to area-wide facilities, including (but not limited to) health care, child care, post-secondary education, and recreational opportunities.	Village Staff Plan Commission	Ongoing
Ensure that the costs for new utilities, community services, and facilities are distributed fairly and equitably.	Village Staff	Ongoing
In line with other Village planning efforts, appropriate funds to rewire circuits and replace trans closures in the Village's street lighting system.	Village Staff Village Board	2015
Continue the implementation of a capital improvement program (CIP) in order to effectively manage debt capacity.	Village Staff Plan Commission Village Board	Ongoing
Continue to promote flood mitigation and water quality through the allocation of appropriate funds for stormwater detention, drainage, and alternative stormwater management.	Village Staff Village Board	Ongoing
Meet the 2013 goal of a 40% reduction in total suspended solids (TSS) in stormwater.	Village Staff	Ongoing
Continue to require all new large-scale development in the Village to make provisions for handling stormwater.	Village Staff Plan Commission	Ongoing
Work with Village Departments and the Plan Commission to develop design standards for future Village facilities and utilities, including buildings, street lights, roads and parking lots, landscaping, and water supply systems.	Village Staff Plan Commission	2015
Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.	Village Staff School District	Ongoing
Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.	Village Staff School District	Ongoing
Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.	Village Staff School District	2025

INTERGOVERNMENTAL COOPERATION

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Continue cooperative planning efforts with surrounding communities, Milwaukee County, MMSD, and the Greendale School District.	Village Staff	Ongoing
Consider the development of a park and open space plan, in coordination with Milwaukee County Parks.	Village Staff Park and Recreation	2025
Coordinate land use planning along municipal borders.	Village Staff	2025
Encourage compatible uses and/or appropriate transitions between adjacent uses, where possible.	Village Staff Plan Commission	Ongoing
Where there are conflicts, work with adjacent municipalities to identify an appropriate resolution.	Village Staff	Ongoing
Continue efforts to establish and maintain existing mutual aid agreements and identify new opportunities for joint services or facilities with adjacent communities, the school district, and/or civic organizations.	Village Staff Village Board	2025
Coordinate with surrounding communities to support and, where necessary, expand regional transit in the region.	Village Staff Plan Commission	2035
Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.	Village Staff School District	Ongoing
Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.	Village Staff School District	Ongoing
Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.	Village Staff School District	2025
Work with the City of Greenfield to develop a joint master plan that will guide the redevelopment of Southridge Mall and the 76th Street corridor.	Village Staff Plan Commission	2025

appendix 1:

DIVISION OF HOUSING AND COMMUNITY DEVELOPMENT

household housing guide

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



**DIVISION OF HOUSING AND COMMUNITY
DEVELOPMENT**

***HOUSEHOLD HOUSING
GUIDE***

**A Guide to Identifying Public Sources of
Housing Financial and Informational Assistance
For Low- and Moderate-Income Households
in Wisconsin**

July 2008

**PUBLIC SOURCES OF HOUSING FINANCIAL AND INFORMATIONAL ASSISTANCE FOR
INDIVIDUALS WITH LOW- AND MODERATE-
INCOME LEVELS GUIDE**

This directory provides a listing of various housing resources available for Wisconsin low- and moderate-income households. The publicly-funded programs described are for home purchases, owner-occupied rehabilitation and improvements, lead paint hazard reduction and residential rental services. Additionally, contacts for related information, programs, services and resources are listed.

Requirements for programs and resources are subject to change, affecting availability. Please be aware that administering agencies have separate eligibility restrictions for programs that may vary greatly by county. The upper income eligibility limits for many federal and state programs is 80% of the county median income adjusted for family size.

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HOME PURCHASE

OWNER-OCCUPIED HOUSING PURCHASE PROGRAMS

1) Community Development Block Grant (CDBG) – Division of Housing & Community Development (DHCD) and U.S. Dept. of Housing & Urban Development (HUD)

- Provides funds through an annual cycle to local units of government for low- and moderate-income home purchase projects.

CONTACT: Joanna Schumann, at 608-261-6535 Joanna.Schumann@Wisconsin.gov, DHCD, P.O. Box 7970, Madison, WI 53707-7970. For a list of Small Cities CDBG and Revolving Loan Fund programs see <http://commerce.wi.gov/cd/cd-boh-cdbg.html>. For a list of communities under the HUD CDBG Entitlement program see Appendix B.

2) Habitat for Humanity

- Its goal is to eliminate inadequate and poverty housing throughout the world.
- Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers and identifying project sites and constructing owner-occupied housing for the benefit of participating low-income families.

CONTACT: Jan Nigh, (800) 221-8763, jnigh@habitat.org or Midwest Regional Office, 1920 S. Laflin, Chicago, IL 60608, 1-800-643-7845, www.habitat.org for information or list of affiliates.

3) HomeBuyer & Housing Rehabilitation (HHR) which includes HOME and American Dream Down-payment Initiative (ADDI) funds– Division of Housing and Community Development (DHCD) and U.S. Dept. of Housing and Urban Development (HUD)

- Provides funds to local governments and housing organizations to cover down-payment assistance, closing costs, and other soft costs involved in the purchase of a home by low-income households.
- HOME-Homebuyer funds can be utilized for new construction, acquisition and rehabilitation of home to be purchased and reduces homeownership costs for low-income households.

CONTACT: <http://commerce.wi.gov/CD/cd-boh-HHR.html> Betty Kalscheur at (608) 267-6904 Betty.Kalscheur@Wisconsin.gov, DHCD, P.O. Box 7970, Madison, WI 53707-7970, for HUD entitlement communities, see Appendix B.

4) Housing Loans – Rural Development, U.S. Dept. of Agriculture

- Offers subsidized direct loans and nonsubsidized guaranteed loan funds for the purchase and construction of homes by households in qualified rural areas of the state (communities of 20,000 or less). Special programs for Native Americans.

CONTACT: Rural Development, WI State Housing Office, 4949 Kirsching Court, Stevens Point, WI 54481, (715) 345-7615, FAX (715) 345-7669, or a local Rural Development office; <http://www.rurdev.usda.gov/wi/programs/rhs/> E-mail: RD.SFH.SO@wi.usda.gov

5) Home Purchase Programs – Wisconsin Dept. of Veterans Affairs

- Provides 30-year mortgage loan funds for construction or purchase of a home at a below market interest rate with a minimal downpayment.
- A Personal Loan Program allows for the purchase of a manufactured home.
- Applicants must meet income limits and other veteran eligibility qualifications.

CONTACT: Local County Veterans Service Office or the Wisconsin Department of Veterans Affairs, 30 West Mifflin Street, P.O. Box 7843, Madison, WI 53707-7843, (608) 266-1311, (800) 947-8387, FAX (608) 267-0403, http://dva.state.wi.us/Ben_loans.asp For federal veteran's home loans, (800) 827-1000, <http://www.homeloans.va.gov>

6) a) HOME Loans - Wisconsin Housing and Economic Development Authority (WHEDA)

- Provides low cost, fixed interest rate mortgage financing to low- and moderate-income borrowers for the purchase or construction of owner-occupied housing.
- Loans are originated by participating lenders located throughout Wisconsin.
- Maximum loan term is 30 years.
- Borrower(s) must be a first-time home buyer; i.e., cannot have had an ownership interest in a principal residence during the prior three years, unless:
 - the property being purchased is located in a federally designated target area, or
 - the residence will be the subject of a major rehabilitation (see Home Improvement section below), or
 - Borrower is a military veteran and received an honorable discharge or release or eligible for an honorable discharge/release but has re-enlisted as verified by DD Form 214.
- Household income limits and purchase price limits apply.
- Eligible borrower(s) receive a job loss protection plan that will assist with monthly mortgage payments in the event of involuntary unemployment.
- Borrower(s) must meet all HOME Loan credit underwriting and compliance eligibility

b) Easy Close Loan

- Provides up to \$4,000 to eligible home buyers who are also obtaining a WHEDA HOME Loan.
- Borrower's may draw down the funds at closing for down payment and/or closing costs.
- Loan term is 15 years and borrower must contribute lower of \$500 or 1% of purchase price.

c) Rural Initiative Down Payment & Closing Cost Assistance Loan

- Provides forgivable loans of \$5,000 to eligible home buyers who are also obtaining a WHEDA HOME Loan.
- Available for the purchase of property in the following counties:
 - Adams, Ashland, Barron, Bayfield, Crawford, Door, Forest, Grant, Green Lake, Iowa, Iron, Jackson, Juneau, Langlade, Lincoln, Marquette, Menominee, Monroe, Oneida, Polk, Richland, Sawyer, Shawano, Vernon, Vilas, Waupaca, Washburn & Waushara.
- Special household income limits apply.
- Borrower's must put a minimum of \$500 from their own funds into the transaction.
- Borrower(s) must meet all program eligibility requirements.

d) Partnership Neighborhood Initiative

- Provides loans of \$4,000 for down payment and closing costs to eligible home buyers who are also obtaining a WHEDA HOME Loan.
- Available for the purchase of property in the following zip codes:
 - Beloit – 53511
 - Madison – 53704
 - Milwaukee – 53204, 53209, 53215, 53218, 53223, 53224, 53225
 - Racine – 53402, 53403, 53404, 53405
- Loan term is 15 years.
- Special household income limits apply.
- Borrower's must put a minimum of \$500 from their own funds into the transaction.
- Borrower(s) must meet all program eligibility requirements.

CONTACT:WHEDA, 201 W. Washington Ave., P.O. Box 1728, Madison, WI 53701-1728.
Underwriting, loan status and funding inquiries: 1-800-334-6873;Fax: 608-266-0729.
WHEDA (Milwaukee Office), 140 S. 1st St., Ste. 200, Milwaukee, WI 53204.
General product information: 1-800-628-4833. Fax: 414-227-4704. www.wheda.com

7) Home Purchase Programs - Nonprofits

Certain non-profit organizations may have funds available to assist low- and moderate-income homebuyers with a portion of the up-front costs of purchasing a home. The organizations listed below offer statewide down-payment/closing cost assistance programs:

a) Movin' Out, Inc.

- One member of the household has a permanent disability.

CONTACT: Movin' Out, 600 Williamson Street, Madison, WI 53703, 1-877-861-6746 or (608) 251-4446, Fax (608) 819-0623. E-mail:info@movin-out.org or www.movin-out.org

b) The Wisconsin Partnership for Housing Development, Inc.

- Down-payment Plus Program with down-payment/closing cost grants up to \$4,000.

CONTACT: Lisa Kratz, 121 South Pinckney Street, Suite 200, Madison, WI 53703, (608) 258-5560 ext. 27, Fax (608) 258-5565, www.wphd.org/

8) U.S. Department of Housing and Urban Development Programs

a) Federal Housing Administration (FHA) - insured home-purchase mortgages

- FHA is a major source of mortgage financing for first-time buyers as well as for minority and lower-income buyers. HUD supports homeownership through FHA endorsements for buyers.
- FHA mortgage insurance allows a homebuyer to make a modest down-payment and obtain a mortgage for the balance of the purchase price.
- The mortgage loan is made by a FHA-approved lender. HUD insures the loan and pays the lender if the borrower defaults on the mortgage. Because the lender is protected by this insurance, it can offer more liberal mortgage terms than might otherwise be obtained.
- HUD does not make direct loans to help people build or buy homes. A special forbearance initiative is available for certain borrowers who are behind in mortgage payments.

CONTACT: <http://www.hud.gov/local/mlil/> or <http://www.hud.gov/>

b) Section 184 – Indian Loan Guarantee Program

- Section 184 offers a loan guarantee to private lenders for mortgage loans in which properties are located on a reservation or in a defined Indian operating area. Guarantees are available for new and refinanced loans for acquisition, rehabilitation, and new construction.
- Loan guarantees are available to individuals, tribal housing authorities, and tribes; tribal housing authorities and tribes are eligible for loan guarantees to establish rental or lease-purchase housing for tribal members.

CONTACT: HUD Office of Native American Programs, Office of Loan Guarantee, 1670 Broadway, 23rd Floor, Denver, CO 80202, 1-800-561-5913, <http://www.hud.gov/offices/pih/ih/homeownership/184/> or Eastern Woodlands office of Native American Programs 800-735-3239

9) Local Governments/Housing Authorities

- Some housing authorities utilize Housing Choice Vouchers for homeownership purposes.
- Local governments or housing authorities (over 100 housing authorities operate throughout the state) are authorized to float mortgage revenue bonds for financing local housing projects serving low-income households. <http://www.wahaonline.org/>
- Local governments can provide support for affordable housing through activities such as donation or below-cost transfers of tax delinquent property, property tax reduction for qualifying lots, site clearing and infrastructure improvements.
- Local governments can access state trust fund loans for various public works and improvements that could benefit affordable housing projects through the Board of Commissioners of Public Lands, State Trust Fund, (608) 266-0034. <http://bcpl.state.wi.us/asx/index.asp?target=LOANPROG>

CONTACT: local government or local housing authority offices.

10) Housing Cost Reduction Initiative (HCRI), Wis. Department of Commerce

- Provides state funds to local units of government and housing organizations to cover downpayment assistance, closing costs, and other soft costs involved in the purchase of a home by low-income households.
- Funding cycle is tied to Homebuyer & Housing Rehabilitation Program (HHR).

CONTACT: Betty Kalscheur, at (608) 267-6904 Betty.Kalscheur@Wisconsin.gov or <http://commerce.wi.gov/CD/cd-boh-hcrl.html> , DHCD, P.O. Box 7970 Madison, WI 53707

11) Other Homebuyer Programs

- A handful of areas around the state host neighborhood housing service affiliates. For information see <http://www.nw.org/network>
- In areas of the state organizations provide funding and hands-on assistance to help low-income families build their own homes (self-help housing) For SE WI self-help housing; Art Gonzales, (262) 763-7851, P.O. Box 207, Burlington, WI 53105.

HOME IMPROVEMENT

OWNER-OCCUPIED IMPROVEMENT/ACCESSIBILITY PROGRAMS

1) **Community Development Block Grant (CDBG) Program – Division of Housing and Community Development (DHCD) and Wisconsin of Housing and Urban Development (HUD)**

- Provides funds through local units of government for rehabilitation and handicapped accessibility projects for residences owned and occupied by low- and moderate-income households.
- Governmental entities compete for funds in the state's small cities program. Many communities manage revolving loan funds.
- Metropolitan communities receive annual entitlement funding from HUD.

CONTACT: Joanna Schumann, at 608-261-6535 Joanna.Schumann@Wisconsin.gov, DHCD, P.O. Box 7970, Madison, WI 53707-7970. For a list of Small Cities CDBG and Revolving Loan Fund programs see <http://commerce.wi.gov/cd/cd-boh-cdbg.html>. For a list of communities under the HUD CDBG Entitlement program see Appendix B.

2) **Home Improvement Loan Program, Personal Loan Program, Dept. of Veterans Affairs**

- Provides loans to qualified Wisconsin veterans for rehabilitation and improvements to owner-occupied housing.
- Applicants must meet income limits and other veteran eligibility qualifications.

CONTACT: A County Veterans Service Office, or Wisconsin Dept. of Veterans Affairs, 30 West Mifflin Street, P.O. Box 7843, Madison, WI 53707-7843, (608) 266-1311, (800) 947-8387, FAX (608) 267-0403, http://dva.state.wi.us/Ben_loans.asp

3) **Home Repair – Rural Development, U.S. Dept. of Agriculture**

- Provides low-interest mortgage loans for single family, owner-occupied residential home repair in rural areas.
- Some grants are available for very low-income elderly households.
- Provides funding through the 504 and the Housing Preservation Grant programs.

CONTACT: A local Rural Development office or Rural Development WI State Office, 4949 Kirschling Court, Stevens Point, WI 54481, (715) 345-7615, www.rurdev.usda.gov

4) **Homebuyer & Housing Rehabilitation (HHR), WI Department of Commerce**

- Provides federal HOME Program funds to participating agencies to make repairs and improvements needed to bring dwellings, owned and occupied by low-income households, up to appropriate housing quality standards and provide accessibility modifications.

CONTACT: Betty Kalscheur, at (608) 267-6904 Betty.Kalscheur@Wisconsin.gov or <http://commerce.wi.gov/CD/cd-boh-HHR.html>, DHCD, P.O. Box 7970 Madison, WI 53707, See also [Weatherization Operators, Independent Living Centers and Home program entitlement areas in the appendix.](#)

5) **Income Tax Deductions – Internal Revenue Service (IRS)**

- Provides itemized deductions for certain accessibility modifications undertaken by homeowners with disabilities.

CONTACT: IRS Telephone Tax Assistance, (800) 829-1040, Publications Ordering, (800) 829-3676, Hearing Impaired, (800) 829-4059, <http://www.irs.gov>

6) **Historic Homeowners Income Tax Credit - Wisconsin Historical Society**

The Wisconsin 25% investment tax credit is available to owner-occupants of non-income-producing historic residences.

- Property must be listed in, or eligible for, the State or National Register, or be determined to contribute to a State or National Register historic district.
- The minimum amount of money that must be spent on eligible activities is \$10,000. Eligible rehabilitation work requires advance approval.
- Maximum tax credit that may be claimed is \$10,000 or \$5,000 for married persons filing separately.
- Eligible activities are limited to exterior work and rehabilitation of structural, electrical, mechanical, and plumbing systems. The costs of architectural fees and preparation of a State or National Register nomination are also eligible expenses. Site work, such as landscaping, interior remodeling and decoration, does not qualify.

CONTACT: The Division of Historic Preservation, Wisconsin Historical Society, 816 State Street, Madison 53706, (608) 264-6491 http://www.wisconsinhistory.org/hp/architecture/tax_credit.asp

9) **Reverse Annuity Mortgage Programs**

- Offers loans by some private lenders to elderly homeowners for whom payment is not required until the home is sold. Elderly homeowners can use loan proceeds to pay for critical home repairs, property taxes and support services.
- Secured by the equity of the home and is usually insured by the Federal Housing Administration (FHA).

CONTACT: Association of Retired Persons (AARP), 601 E St., N.W., Washington, D.C. 20049, (888) 687-2277, <http://www.aarp.org/revmort>

- National Center for Home Equity Conversion, <http://www.reverse.org/>
- Housing & Urban Development, U.S. Dept. of (HUD), <http://www.hud.gov/buying/rvrsmort.cfm>

10) **Tomorrow's Home Foundation**

- Provides critical home repair assistance to qualifying families that own and live in factory-built homes.

CONTACT: Amy Bliss, 301 N. Broom St. Suite 101, Madison, WI 53703, (608) 255-1088, Fax (608) 255-5595, <http://tomorrowshomefoundation.org/>

11) Weatherization and Energy Conservation Programs

a) Division of Energy, Department of Administration (DOA)

- Provides funding through local weatherization operators for units occupied by low-income persons (at or below 150% of poverty, or SSI income).
- Finances weatherization and energy conservation improvements through federal funding and energy public benefit programs.

CONTACT: A local weatherization operator (see Appendix D) or the Dept. of Administration, Division of Energy, (866) 432-8947, <http://www.heat.state.wi.us>

b) Targeted Home Performance with ENERGY STAR

- Assists consumers in incorporating energy efficiency improvements to their home.
- Information and various financial programs and incentives available.

CONTACT: Focus on Energy, 431 Charmary Dr. Madison, WI 53717, 800-762-7077, (608) 249-9322, or <http://www.focusonenergy.com/incentives/>

c) Tax credits for insulation/efficiency upgrades Alliance to Save Energy www.ase.org/taxcredits

12) WELL Compensation Program – Department of Natural Resources (DNR)

- Provides grant funds for residents who have a contaminated private water supply and wish to replace a well, install a treatment device or connect to a public water system.
- May cover a portion of the cost necessary to restore potable water (this does not include nitrate or bacterial contamination).

CONTACT: Department of Natural Resources, 101 South Webster Street, P.O. Box 7921, Madison, WI 53707-7921, (608) 267-7152, <http://www.dnr.wi.gov/org/water/dwg/wellcomp.htm>

13) Wisconsin Fund – Department of Commerce

- Provides partial funding for rehabilitating or replacing failing private sewage systems for principal residences or small businesses located in participating counties.

CONTACT: Jean Joyce, Department of Commerce, 201 W. Washington Ave., P.O. Box 2658, Madison, WI 53701-2538, (608) 267-7113, Jean.Joyce@Wisconsin.gov <http://www.commerce.state.wi.us/SB/SB-WisconsinFundProgram.html> or a local county zoning or health office.

14) WisLoan and Movin' Out Rehab Loan

- Loan programs designed to assist persons with disabilities wishing to purchase adaptive equipment or to make accessible home modifications.
- When at least one member of an owner occupied household has a permanent disability funds can be provided for housing rehab and accessibility improvements.

CONTACT: For WisLoan, an Independent Living Center see Appendix C; for Movin' Out, 600 Williamson Street, Madison, WI 53703, 1-877-861-6746 or (608) 251-4446, Fax (608) 819-0623. www.movin-out.org

LEAD BASED PAINT HAZARD PROGRAMS AND INFORMATION

1) Previously Mentioned Programs

Many of the programs previously identified can be utilized to help finance lead paint hazard reduction activities in residences occupied by low- and moderate-income households.

2) HUD Lead Hazard Reduction Program

Through the WI Department of Health Services, the City of Milwaukee and a few other urban areas funds are available to reduce the lead paint hazard exposure of children under age 6 in low- and moderate-income families. Continued exposure to lead might result in severe health problems in children, including learning disabilities and behavior problems. Pre-1978 housing presents the most risk:

- Owner-occupied houses must be occupied by families at or below 80% of the county median income (CMI) to be eligible. At least 50% of rental properties must be occupied by, or made available to tenants with children under 6 whose incomes do not exceed 50% of CMI. The balance of units must be occupied by tenants below 80% CMI with children under age 6.
- Children under age 6 living in the unit must have a blood test within 6 months prior to construction activities in order for the family to receive assistance. Priority will be given to households occupied by children that have high levels of lead in their blood.
- Hazard reduction activities will be determined by State certified risk assessors, and certified workers and contractors will perform the work. All units receiving assistance must pass federal clearance levels for lead in dust at the completion of the project.

CONTACT: In the City of Milwaukee, Johnston Community Health Center, Lead Program, 1230 W. Grant Street, Milwaukee, WI 53202, and (414) 286-5987. In Kenosha contact 262-605-6700. In Racine contact 262-636-9496. In Rock County contact 608-757-5586. In other state areas contact the nearest public health office. In Sheboygan County contact 920-459-3377.

3) Other Lead Based Paint Hazard Information

- For advice on lead based paint issues or availability of lead hazard control funding contact: local county health departments or the Department of Health and Family Services, Division of Health, (608) 266-5817, <http://www.dhfs.wisconsin.gov/lead>
- For information on certified risk assessors, consultants, inspectors, and abatement contractors contact DHFS Division of Health's Asbestos and Lead unit at 608-261-6876. <http://dhs.wisconsin.gov/lead/CompanyList/index.htm>
- For a listing of certified laboratories for testing paint for the presence of lead and copies of the "Protect Your Family From Lead in Your Home" pamphlet and other information contact National Lead Information Center, (800) 424-5323, HUD Office of Healthy Homes and Lead Hazard Control, <http://www.hud.gov/offices/lead>; or the National Center for Healthy Housing, Columbia, MD 21044-3400, (410) 992-0712, <http://www.centerforhealthyhousing.org> or www.epa.gov/lead

RENTAL

1) Homeless Prevention Program (HPP) & Tenant Based Rental Assistance (TBRA)

- The Commerce Dept. provides state and federal funds to local housing organizations to cover rent assistance, security deposits, and other costs involved in the lease of residences by low-income households. HPP is part of an annual competition with other homeless funds. It can also help with rental eviction and home foreclosure actions. TBRA is a separate annual grant cycle with a focus on persons with special needs. Both programs help reduce rental costs for low-income households to address and prevent homelessness.

CONTACT: (608) 264-7625, Donna.Wrenn@Wisconsin.gov ; DHCD, P.O. Box 7970 Madison, WI 53707-7970. Also see www.wifrontdoor.org for local grantees.

2) Section 8 Certificates/Vouchers – U.S. Department of Housing and Urban Development (HUD)

- Provides tenant-based rental assistance to low-income persons.
- Funds are administered by local housing authorities and WHEDA.

CONTACT: A local housing agency, or HUD, Milwaukee, (414) 297-3214, Ext. 8200, www.hud.gov or WHEDA, (800) 334-6873, www.wheda.com or the WAHA site http://www.wahaonline.org/quick_links2.htm#Wisconsin%20Resources

3) UMOS, Inc Facilities as well as rental assistance available for migrant tenants.

CONTACT: Migrant/Seasonal Farm Worker Specialist, UMOS, PO Box 04129, Milwaukee 53204, (414) 389-6087; www.umos.org

4) Units from the Statewide Inventory of Assisted Housing

For further information on affordable rental units, contact:

- Wisconsin Housing & Economic Development Authority, (800) 334-6873, www.wheda.com
- Wi Assoc. of Housing Authorities, <http://www.wahaonline.org/index.php?/pages/qlinks.html>
- US Rural Development, (715) 345-7615, www.rurdev.usda.gov/wi/
- Housing and Urban Development (HUD), (414) 297-3214, www.hud.gov

5) Wisconsin FrontDoor

WIFrontDoor is a web-based resource database program that is available to with access to the Internet. The site is divided into two major components: a centralized collection of social service agencies and programs at www.wifrontdoor.org and a listing of affordable housing units available at www.wifrontdoorhousing.org Questions about WIFrontDoor should be sent to fdhelp@commerce.state.wi.us or 608/263-5363

OTHER ASSISTANCE

1) Budget and Credit Management

The University of Wisconsin-Extension has offices in counties across the state. Many of these offer money management counseling through a variety of programs. To find out what is available in your area contact your local extension office, look in the county government phone book listings or visit the UW-Extension web site, <http://www1.uwex.edu/ces/cty>

2) Condominium Regulation

Requirements relating to condominiums may be found in Chapter 703, Wis. Stats. No state agency administers that chapter. Violations of law can be enforced by the Attorney General, district attorneys or through civil court actions. Website: <http://folio.legis.state.wi.us>

3) Counseling and Information

- A number of housing organizations provide assistance regarding problems associated with default, foreclosure, eviction, refinancing or other existing homeowner or rental crisis situations. Foreclosure counseling information at www.wisconsinforeclosureresource.com/
CONTACT: Appropriate-counseling agencies identified in Appendix A.

4) Construction and Renovation

- Wisconsin's uniform dwelling code and construction inspector 608-266-3151 : <http://www.commerce.state.wi.us/SB/SB-UDCProgram.html>
- Rental Weatherization Code information: (608) 267-7586, <http://www.commerce.state.wi.us/SB/SB-RentalWeatherizationProgram.html>
- Site of the National Association of the Remodeling Industry: www.nari.org
- Private onsite wastewater treatment <http://www.commerce.state.wi.us/SB/SB-PowfsPlanRevs10323.html>
- Sustainable building and energy information: (608) 280-0360, <http://www.greenbuilthome.org>

5) Elderly and Disabled Housing and Long-term Care

- Information for elderly and disabled residents long-term care facilities; Board on Aging and Long-Term Care, (800) 242-1060, <http://longtermcare.state.wi.us/>
- Independent Living Centers (see Appendix C) can provide advice on housing accessibility improvements and modifications
- Elder Care Locator: A service of the National Association of Agencies on Aging, it identifies community resources available to older adults throughout the U.S., (800) 677-1116. Website: <http://www.eldercare.gov>
- Information on residential assisted living and a current list of facilities, contact: Department of Health Services, Division of Quality Assurance,(608) 266-8481; Fax: (608) 267-0352 Website: http://dhs.wisconsin.gov/rl_dsl/BOAinternet.htm
- For elders and assisted living households, contact a local County Aging Office. <http://dhs.wisconsin.gov/aging/contacts/COAGOF.htm>

6) Energy Assistance Program (WHEAP)

- Fuel and heating crisis assistance is provided to low-income households through county departments of social/human services, Indian Tribal Agencies and community agencies.

CONTACT: Your county/local agency or the Energy Services Office at, 866-3680, DOA, P.O. Box 7868, Madison, WI 53707-7868, www.heat.state.wi.us

7) Energy Efficiency Products and Innovations

- Information on buying energy-efficient product and heating and cooling systems etc. (888) STAR-YES (888-782-7937) <http://www.energystar.gov/>.
- <http://www.hud.gov/offices/hsg/omhar/paes/greenini.cfm> or www.pathnet.org

8) Fair Housing

It's illegal to discriminate against people in housing based on race, color, sex, national origin, religion, disability, or family status according to both state and federal law. In Wisconsin it is also illegal to discriminate based on ancestry, marital status, age, sexual orientation, or lawful source of income for housing. Some local fair housing laws include additional areas of discrimination.

- For information on Fair Housing issues contact HUD (414) 297-3214 Housing discrimination Hotline (800) 669-9777, TTY (800) 927-9275. <http://www.hud.gov/offices/fheo/index.cfm> or Wisconsin Equal Rights Division (608) 266-6860, TTY (608) 264-8752, http://www.dwd.state.wi.us/er/discrimination_civil_rights/open_housing_law.htm
- Metropolitan Milwaukee Fair Housing Council, (414) 278-1240, <http://www.fairhousingwisconsin.com/>

9) Homeless Programs - Division of Housing and Community Development (DHCD)

- Federal and state programs providing shelter and services for homeless persons; Shelter Plus Care, State Shelter Subsidy, Transitional Housing, Homeless Prevention, Tenant Based Rental Assistance and Projects for Assistance in Transition from Homelessness.
- Awarded at various times during the year to nonprofits and local governments.
- An inventory of providers in Wisconsin is available through <http://www.wifrontdoor.org>.

CONTACT: Patti Glassburn, (608) 266-8273, Patti.Glassburn@Wisconsin.gov DHCD, P.O. Box 7970, Madison, WI 53707-7970

10) Indoor Air Quality (IAQ)

Information on indoor air pollutants is available from the U.S. Environmental Protection Agency (EPA), <http://www.epa.gov/ebtpages/airindoorairpollution.html> or DHS Environmental Health at <http://dhs.wisconsin.gov/eh/>

- Pesticides: DHS contact at 608-266-1120; National Pesticides Information Center, (800) 858-PEST, <http://npic.orst.edu/>

- Radon: National Radon Hotline, (800) SOS-RADON; In Wisconsin, (888) 569-7236 (LOW RADON) or (608) 267-4796, National Safety Council, <http://www.nsc.org/issues/radon>
- Asbestos: DHS Asbestos & Lead unit, (608) 261-6876, <http://dhs.wisconsin.gov/waldo/>
- Moisture, Mold & Mildew, Carbon Monoxide and Ozone Generators: Centers for Disease Control and Prevention, http://www.cdc.gov/mold/dampness_facts.htm Wis. Dept. of Health Services, <http://dhs.wisconsin.gov/eh/mold/> or for contractor information <http://dhs.wisconsin.gov/eh/HlthHaz/fs/moldproinfo.htm>

11) Landlord/Tenant Relations

For information on landlord/tenant related issues contact:

- Tenant Resource Center, Inc., 1202 Williamson St. Suite A, Madison, WI 53703, for counseling, (608) 257-0006 or (877) 238-7368, <http://tenantresourcecenter.org/>
- Wis Department of Agriculture, Trade and Consumer Protection (DATCP), 2811 Agriculture Drive, Madison, WI 53708-8911, (800) 422-7128, or to order the landlord/tenant publication, "The Wisconsin Way": <http://datcp.state.wi.us/cp/consumerinfo/cp/top-complaints/tenants.jsp>
- Information on legal issues contact Legal Action of Wisconsin, (800) 362-3904, <http://www.legalaction.org/legalservices.htm> or the Milwaukee Bar Association, (414) 274-6760, <http://www.milwbar.org/>

12) Manufactured Housing/Mobile Homes

- Information on manufactured/ mobile homes titling, parks, installers or dealers: Wis. Department of Commerce, Division of Safety and Buildings, (608) 261-8500 <http://www.commerce.state.wi.us/SB/SB-ManufacturedMobileHomesProgram.html>
- Information on how to buy and finance manufactured homes, and HUD resources on manufactured housing and other specifications and definition of manufactured housing: <http://www.hud.gov/offices/hsg/sfh/mhhs/mhshome.cfm>

13) Mortgage Banking

- For information on mortgage brokers and banking and other related financial services issues, CONTACT: Department of Financial Institutions, 345 W. Washington Avenue, Madison, WI 53703, (608) 261-7578, <http://www.wdfi.org/finmortbank/>

14) Mortgage and Home Buying Information

Several sources of information on mortgages and home buying:

- Federal National Mortgage Association (Fannie Mae): (800) 732-6643; www.homepath.com Freddie Mac: http://www.freddiemac.com/corporate/buyown/english/preparing/right_for_you/
- HUD <http://www.hud.gov/initiatives/homeownership/index.cfm>
- www.disabilities.gov (housing, income support, renting, accessibility)
- National Association of Homebuilders: www.nahb.org (for list of publications, resources, and information on local builders as well as links to many lending institutions)
- National Association of Realtors: www.realtor.com
- <http://www.homesales.gov> maintained by HUD, Dept of Veteran's Affairs, and Dept. Of Agriculture, provides information regarding properties owned by government agencies for public sale. Features the ability to search for homes by city and number of bedrooms.

15) **Predatory Lending (including Predatory Appraisals)**

Lending practices that take advantage of consumers are not limited to charging an unjustifiably high risk premium, excessive prepayment penalties, high fees, and lump-sum payment insurance premiums included as part of the loan. Predatory lenders often lend without regard to the consumer's ability to repay the loan. Predatory appraisals are false appraisals that value the property above its true value, which can result in a loss of equity and higher fees. Both cause increased foreclosures and endanger the stability of homeownership. Federal and state laws restrict terms of high-cost mortgage lending through the Homeowner's Protection Act and the Homeownership and Equity Protection Act (HOEPA).

- Strategies to Overcome Predatory Practices (STOPP) hotline staffed by the Metropolitan Milwaukee Fair Housing Council regarding questions about mortgages, refinancing, debt consolidation or home repair loans, (414) 278-9190; Fax: (414) 278-8033, <http://www.fairhousingwisconsin.com/pr02.htm>
- For mediation help and refinancing help visit the National Community Reinvestment Coalition's (NCRC) Consumer Rescue Fund (CRF) website, <http://www.fairlending.com>
- For information on predatory lending visit the HUD website <http://www.hud.gov/offices/hsg/sfh/pred/predlend.cfm>

16) **Property Tax Deferral Loan Program – Wisconsin Housing and Economic Development Authority**

- Offers loans to assist lower income owner occupants over age 65 with property taxes so residents with sufficient home equity and limited disposable income can pay all their taxes on time. Repayment is not required until the home is sold.

Contact: Wisconsin Housing and Economic Development Authority, P.O. Box 1728, Madison, WI 53701-1728, (800) 755-7835 for general information and application inquiries.

17) **Real Estate**

For information on real estate broker, salesperson, business, appraiser and home inspector matters contact:

- For information on real estate broker, salesperson, business, appraiser and home inspector matters contact: Wisconsin Department of Regulation and Licensing, (608) 266-2112, <http://dri.wi.gov/prof/burbiz.htm>
- HUD real estate settlement procedures: http://www.hud.gov/offices/hsg/sfh/res/respa_hm.cfm

18) **Relocation**

Relocation Assistance--Under WI Relocation Law, public agencies and local governments undertaking publicly funded activity that displaces persons from homes, farms or businesses are required to file a relocation plan with the state's Relocation Unit to minimize hardship.

- HUD Relocation Assistance, <http://www.hud.gov/offices/cpd/library/relocation/index.cfm>

CONTACT: Jack Sanderson, (608) 267-0317, Jack.Sanderson@wisconsin.gov DHCD, PO. Box 7970, Madison, WI 53707-7970 <http://www.commerce.state.wi.us/CD/CD-bcf-rpr.html>

19) Supported Living Programs -- Department of Health & Family Services (DHFS)

- Provides funding to counties to assist eligible low-income, long-term care recipients. This includes persons with physical, developmental or psychiatric disabilities. Funds may be used for health, safety, and accessibility in owner-occupied or rental housing. For further information visit the website at <http://dhs.wisconsin.gov/bgaconsumer/AssistedLiving/AsLivindex.htm>
 - Program areas include—
 - Community Options Program (COP), http://dhs.wisconsin.gov/ltc_cop/COP.HTM
 - Community Integration Program (CIP), <http://dhs.wisconsin.gov/bdds/cip/index.htm>
- Katie Beckett <http://dhs.wisconsin.gov/bdds/kbp/index.htm> and medical assistance.
- CONTACT: • A local human services agency.
- Local Aging and Disability Resource Center (ADRC) For local ADRC visit this website: <http://dhs.wisconsin.gov/ltcare/Generalinfo/adrccontactlist.pdf>
 - Developmental Disabilities Network, Phone: (608) 261-6836 Fax: (608)261- 6752: <http://dhs.wisconsin.gov/bdds/network.htm>.
 - Division of Quality Assurance Phone: (608) 266-8481; Fax: (608) 267-0352 : http://dhs.wisconsin.gov/rl_ds/BQAinternet.htm

20) Universal Design

Increases the usability of home by people of all ages, sizes and abilities. Information at <http://www.aarp.org/universalthome/>

21) Urgent Need Housing Programs

Addresses urgent housing needs experienced by low-income people contact:

- In Milwaukee: A-Call, (414) 302-6633 or 211 in other areas.
- Foreclosure hotline 888-995-4673
- AIDS Resource Center of Wisconsin for resources through Housing for Persons With AIDS (HOPWA) Program, (800) 359-9272, <http://www.arcw.org/>
- In non-metropolitan areas to address housing crises with funds and volunteer home repair Rural Housing Inc, 4506 Regent St, Madison, WI 53705 www.wisconsinruralhousing.org (888) 400-5974.
- Local Red Cross, Salvation Army, St. Vincent DePaul or county social services for emergency aid:
- Disaster relief contact, Roxanne Gray, roxanne.gray@dma.state.wi.us Wisconsin Emergency Management, (608) 242-3211.
- Eviction legal issues; in northern WI WJudicare Inc. 800-472-1638 <http://www.judicare.org/> in southern WI- Legal Action 800-362-3904; <http://www.legalaction.org/legalservices.htm>
- Energy Crisis with fuel bills or furnace repairs, Wisconsin Home Energy Assistance Program (WHEAP): Contact your county/local agency or the Energy Services Office at, (866) 432-8947, DOA, P.O. Box 7868, Madison, WI 53707-7868, www.heat.state.wi.us
- Keep Wisconsin Warm Fund 800-891-9276 www.kwwf.org
- Critical repairs to owner occupied manufactured or mobile homes: (608) 255-3131, <http://www.tomorrowshomefoundation.org/>

**APPENDIX:
LOCAL HOUSING AGENCIES
in
WISCONSIN**

Housing Counseling Agencies

HUD Approved Housing Counseling Agencies in WISCONSIN 01/29/07.

* Indicates operates throughout Wisconsin.

- ACORN HOUSING CORPORATION** 315 West Court Street Ste 204 C, Milwaukee, WI 53212, Office Director: Angela Moragne, Phone: 866-444-6893, E-mail: amoragne@acornhousing.org Website: <http://www.acornhousing.org> Type of Counseling: Pre-purchase, Post-purchase, Default/Foreclosure, Home Rehabilitation, Predatory Lending.
- CAREER YOUTH DEVELOPMENT, INC** 2601 N. Martin Luther King Dr., Milwaukee, WI 53212 Phone: 414-264-6888-231 Fax: 414-264-1909 E-mail: loweryshirley@yahoo.com Type of Counseling: Pre-purchase, Post-purchase, Default/Foreclosure.
- CATHOLIC CHARITIES BUREAU, INC** 1416 Cumming Ave., Superior, WI 54880-1720 Phone: 715-394-6617, 888-831-8446 Fax: 715-394-5951 E-mail: salqudah@cbsuperior.org Website: <http://www.cbsuperior.org> Type of Counseling: Default/Foreclosure, Pre-purchase, Post-purchase, Home Equity Conversion Mortgage, Rental, Home Rehabilitation, Fair Housing Assistance, Predatory Lending.
- CATHOLIC CHARITIES OF THE DIOCESE OF LA CROSSE, INC** 128 S. 6th St., La Crosse, WI 54601 Phone: 608-782-0704-205, 866-849-3311 Fax: 608-782-0702 E-mail: wkelly@catholiccharitieslax.org Website: <http://www.catholiccharitieslax.org/> Type of Counseling: Pre-purchase, Post-purchase, Default/Foreclosure, Rental, Home Equity Conversion Mortgage, Relocation, Fair Housing Assistance, Predatory Lending, Services for Homeless. Locations in La Crosse, Eau Claire, Stevens Point, Prairie du Chien, and Wausau. **WAUSAU FIELD OFFICE** 401 5th Street, Suite 443, Wausau, WI 54403 Phone: 715-849-3311 or Toll-Free: 866-849-3311
- *COALITION OF WISCONSIN AGING GROUPS, INC** 2850 Dairy Dr., Suite 100, Madison, WI 53718 Phone: 608-224-0606, 800-488-2596 Fax: 608-224-0607; E-mail: carolmat@cwag.org Website: <http://www.cwag.org>; Type of Counseling: Home Equity Conversion Mortgage.
- COMMUNITY ACTION, INC OF ROCK AND WALWORTH COUNTIES** 200 W. Milwaukee St., Janesville, WI 53548 Phone: 608-755-2470, 800-424-8297 Fax: 608-755-2246 E-mail: lfurseth@community-action.org Website: <http://www.community-action.org> Type of Counseling: Default/Foreclosure, Rental, Pre-purchase.
- COMMUNITY ACTION, INCORPORATED OF ROCK AND WALWORTH COUNTIES** 1545 Hobbs Dr., Delavan, WI 53115-2027
Phone: 262-728-8296, 800-424-8297 Fax: 262-728-8294 E-mail: istickney@community-action.org Website <http://community-action.org> Type of Counseling: Default/Foreclosure, Rental, Pre-purchase.
- COMMUNITY DEVELOPMENT AUTHORITY OF THE CITY OF MADISON** 215 Martin Luther King Jr. Blvd., Madison Municipal Bldg., Suite 318, PO Box 1785, Madison, WI 53701-1785 Phone: 608-267-8712 Fax: 608-264-9291 E-mail: aolvera@cityofmadison.com Type of Counseling: Pre-purchase, Rental.
- DANE COUNTY HOUSING AUTHORITY** 2001 W. Broadway, #1, Monona, WI 53713-3707 Phone: 608-224-3636-23 Fax: 608-224-3632 E-mail: cparham@dcha.net Website: <http://www.dcha.net> Type of Counseling: Home Equity Conversion Mortgage, Default/Foreclosure, Pre-purchase.
- HOME BUYING COUNSELING** 118 S. Main St., Suite A, Jefferson, WI 53549 Phone: 262-522-1123 Fax: 262-522-1233 E-mail: rose@hbcservices.org Type of Counseling: Pre-purchase, Post-purchase.

HOME BUYING COUNSELING 217 W. Wisconsin Ave., Suite. 207, Waukesha, WI 53186 Phone: 262-522-1230, 800-687-1680 Fax: 262-522-1233 E-mail: rose.sura@hbcservices.org Website: <http://www.hbcservices.org> Type of Counseling: Pre-purchase, Post-purchase.

HOUSING RESOURCES, INC 8532 W. Capitol Drive, Suite 201, Milwaukee, WI 53222 Phone: 414-461-6330 Fax: 414-461-3620 E-mail: trenab@sbcglobal.net Type of Counseling: Pre-purchase, Post-purchase, Default/Foreclosure, Home Equity Conversion Mortgage, Predatory Lending.

INDEPENDENCE FIRST 600 W. Virginia St., Milwaukee, WI 53204 Phone: 414-291-7520 E-mail: Bpeters@independencelfirst.org Website: <http://www.independencelfirst.org> Type of Counseling: Homebuyer Education Programs, Money Debt Management, Pre-purchase Counseling, Renters Assistance

MINISTRY ENTERPRISES 1557 N. 29th Street, Milwaukee, WI 53208 Phone: 414-342-8997 Fax: 424-264-5575 E-mail: Mortontes@aol.com Type of Counseling: Homebuyer Education Programs, Pre-purchase, Post-purchase

NEIGHBORHOOD HOUSING SERVICES OF BELOIT, INC 156 St. Lawrence Ave., Beloit, WI 53511 Phone: 608-362-9051-12 Fax: 608-362-7226 E-mail: cschlichting@nhsofbeloit.org Website <http://www.nhsofbeloit.com> Type of Counseling: Default/Foreclosure, Rental, Pre-purchase, Post-purchase, Fair Housing Assistance, Home Rehabilitation, Relocation Counseling, Predatory Lending, Services for Homeless.

NEIGHBORHOOD HOUSING SERVICES OF RICHLAND COUNTY, INC 125 E. Seminary St., Richland Center, WI 53581 Phone: 608-647-4949-305 Fax: 608-647-8792; E-mail: terry@nhsrcwi.org Website: <http://www.nhsrcwi.org> Type of Counseling: Pre-purchase, Post-purchase, Rental, Default/Foreclosure, Home Rehabilitation, Fair Housing Assistance, Predatory Lending.

NEIGHBORHOOD HOUSING SERVICES OF SOUTHEAST WISCONSIN, INC. 1700 Mead St., Racine, WI 53403 Phone: 262-652-6766 Fax: 262-652-8108 E-mail: domenick@execpc.com Type of Counseling: Fair Housing Assistance, Home Improvement and Rehabilitation, Homebuyer Education, Marketing and Outreach Initiatives, Money Debt Management and Post-purchase Counseling

NEIGHBORWORKS GREEN BAY 437 S. Jackson St., Green Bay, WI 54301 Phone: 920-448-3075 Fax: 920-448-3078 E-mail: noel@nwgreenbay.org Website <http://www.nwgreenbay.org> Type of Counseling: Pre-purchase, Post-purchase, Rental, Default/Foreclosure, Fair Housing Assistance, Home Rehabilitation, Predatory Lending, Home Equity Conversion Mortgage, Services for Homeless.

SCI-TECH DEVELOPMENT, INC. 5401 N. 76th St., Suite 103, Milwaukee, WI 53218 Phone: 414-364-3701 Fax: 414-760-9914 E-mail: info@knowledgeoutreach.org Type of Counseling: Fair Housing Assistance, Home Equity Conversion Mortgage, Home Improvement and Rehabilitation, Homebuyer Education, Loss Mitigation, Post-purchase, Renters Assistance, Services for Homeless

***TENANT RESOURCE CENTER** 1202 Williamson St., Suite. A, Madison, WI 53703 Phone: 608-257-0006, 877-238-7368 Fax: 608-286-0804 E-mail: asktrc@tenantresourcecenter.org Website: <http://www.tenantresourcecenter.org> Type of Counseling: Rental.

UNITED COMMUNITY CENTER 1028 S. 9th St., Milwaukee, WI 53204 Phone: 414-384-3100 Fax: 414-643-0975 E-mail: ricardod@unitedcc.org Website: <http://www.unitedcc.org> Type of Counseling: Pre-purchase, Post-purchase, Default/Foreclosure.

WAUKESHA COUNTY DEPARTMENT OF SENIOR SERVICES 1320 Pewaukee Rd. Suite 130,
Waukesha, WI 53188 Phone 262-548-7848 Fax 262-896-8273 Email: sgjohnson@waukeshacounty.gov
Website: <http://www.senior.waukeshacounty.gov> Type of Counseling: Home Equity Conversion
Mortgage, Rental. Serving Waukesha county residents over the age of 60.

WEST CENTRAL WISCONSIN COMMUNITY ACTION AGENCY, INC. 525 Second St., PO Box 308,
Glenwood City, WI 54751 Phone 715-265-4271, 800-606-9227 Fax 715-265-7031 E-mail
pkilde@wcap.org Website <http://www.westcap.org> Type of Counseling: Default/Foreclosure, Pre-
purchase, Services for Homeless.

HOUSING & URBAN DEVELOPMENT ENTITLEMENT AREAS (CDBG)

Appleton.....	920/832-5924
Beloit.....	608/364-6703
Dane County*	608/261-9782
Eau Claire.....	715/839-4943 ext. 20
Fond du Lac.....	920/322-3443
Green Bay.....	920/448-3411
Janesville.....	608/755-3107
Kenosha.....	262/653-4048
LaCrosse.....	608/789-7393
Madison.....	608/261-9240
Milwaukee.....	414/286-3842
Milwaukee County.....	414/278-4880
Neenah.....	920/751-4661
Oshkosh.....	920/236-5057
Racine.....	262/636-9151
Sheboygan.....	920/459-3383
Superior.....	715/395-7278
Waukesha County**	262/548-7921
Wausau.....	715/261-6686
Wauwatosa.....	414/479-8957
West Allis.....	414/302-8460

* Cottage Grove, Dane, Edgerton, Maple Bluff, Mazomanie, Rockdale are non-entitlement areas
 **Chenequa, Oconomowoc Lake are non-entitlement areas

HOME Investment Partnership Program (HOME)

Dane County.....	608/261-9782
Eau Claire.....	715/839-4943 ext. 20
Green Bay.....	920/448-3411
Kenosha.....	262/653-4048
LaCrosse.....	608/789-7512
Madison.....	608/261-9240
Milwaukee.....	414/286-3842
Milwaukee County.....	414/278-4880
Racine.....	262/636-9151
Rock County.....	608/755-3107
Waukesha/Washington/Jefferson/Ozaukee*	262/896-8170

*Sullivan is a non-entitlement area

INDEPENDENT LIVING CENTERS AND SERVICE AREAS

Access to Independence, (608) 242-8484 or (800) 362-9877, 301 S. Livingston, Suite 200, Madison, WI 53703, Website: www.accessstoind.org E-mail: info@accessstoind.org serving Columbia, Dane, Dodge and Green Counties.

Center for Independent Living for Western Wisconsin, (715) 233-1070 or (800) 228-3287, 2920 Schneider Ave. E., Menomonie, WI 54751, E-mail: cilww@cilww.com serving Barron, Chippewa, Clark, Dunn, Eau Claire, Rusk, Pepin, Pierce, Polk and St. Croix Counties.

Independent Living Resources, Inc., (608) 787-1111 or (888) 474-5745
Fax: (608) 787-1114 www.ilresources.org, 4439 Mormon Coulee Rd., La Crosse, WI 54601, advocacy@ilresources.org serving Buffalo, Crawford, Grant, Iowa, Jackson, Juneau, La Crosse, Lafayette, Monroe, Richland, Sauk, Trempealeau and Vernon Counties.

Independence First, (414) 291-7520, Ext. 221, www.independencefirst.org, 600 W. Virginia St., Milwaukee, WI 53204-1516, Fax: (414) 283-9642 kavery@independencefirst.org serving Milwaukee, Waukesha, Ozaukee and Washington Counties.

Midstate Independent Living Consultants, (715) 369-5040 or (800) 311-5044, <http://www.milc-inc.org>, 203 Schiek Plaza, Rhinelander, WI 54501, milc@newnorth.net, serving Adams, Florence, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Taylor, Vilas and Wood Counties.

North Country Independent Living, Inc., (715) 392-9118 or (800) 924-1220,
Fax: (715) 392-4636 2231 Catlin Ave., Superior, WI 54880, ncild@superior-nfb.org serving Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer and Washburn Counties.

Options for Independence, Inc., (920) 490-0500,
Fax: (920) 490-0700; Website: www.optionsil.com, 555 Country Club Road, Green Bay, WI 54313, tomd@optionsil.org serving Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago Counties.

Society's Assets, (262) 637-9128 or (800) 378-9128,
Fax: (262) 637-8646, 5200 Washington Avenue, Suite 225, Racine, WI 53406, karen.olufs@sai-inc.org, serving Jefferson, Kenosha, Racine, Rock and Walworth Counties.

WEATHERIZATION OPERATORS AND SERVICE AREAS

- ADVOCAP, Inc.**, (920) 922-7760, Oshkosh, moleb@advocap.org, serving Fond du Lac, Winnebago and Green Lake Counties.
- Ashland County Housing Authority**, (715) 274-8311, Mellen, deniselutz@centurytel.net, serving Ashland, Bayfield, Iron, Oneida and Vilas Counties.
- CAP Services, Inc.**, (715) 343-7500, Stevens Point, molson@capmail.org, serving Marquette, Portage, Waupaca, and Waushara Counties.
- Central Wisconsin CAC, Inc.**, (608) 254-8353, Lake Delton, cwac.donna@verizon.net, serving Adams, Columbia, Juneau and Sauk Counties.
- City of Superior**, (715) 395-7355, Superior, BensonR@ci.superior.wi.us, serving Douglas County.
- Community Action, Inc. of Rock and Walworth Counties**, (608) 755-2464, Janesville, jilivick@community-action.org, serving Rock and Walworth Counties.
- Community Relations – Social Development Commission**, (414) 344-9010, Milwaukee, vmontomery@cr-sdc.org, serving City of Milwaukee.
- Couleecap, Inc.**, (608) 634-7361, Westby, leon.hoff@couleecap.org, serving Crawford, La Crosse, Monroe and Vernon Counties.
- Hartford Community Development Authority**, (262) 673-8215, Hartford, tblarenbach@ci.hartford.wi.us, serving Dodge and Washington Counties.
- Indianhead CAA**, (715) 532-5594, Ladysmith, jerve@ricelakeinter.net, serving Burnett, Clark, Price, Rusk, Sawyer, Taylor and Washburn Counties.
- La Casa de Esperanza, Inc.**, (262) 513-9274, Waukesha, andyg@lacasadeesperanza.org, serving Jefferson, Milwaukee, and Waukesha Counties.
- NEWCAP, Inc.**, (920) 834-4621 x 119, Oconto, davetempleton@newcap.org, serving Brown, Florence, Forest, Marinette, Oconto and Shawano Counties.
- North Central CAP, Inc.**, (715) 424-2581, Wisconsin Rapids, timnccap@charter.net or pamnccap@charter.net, serving Langlade, Lincoln, Marathon and Wood Counties.
- Outagamie County Housing Authority**, (920) 731-7566, Appleton, hhosmer@outagamiehousing.us serving Calumet and Outagamie Counties.
- Partners for Community Development, Inc.**, (920) 459-2780, Sheboygan, luciof@partners4cd.com, serving Manitowoc, Ozaukee, and Sheboygan Counties.
- Project Home**, (608) 246-3737, Madison, office@projecthomewi.org, serving Dane and Green Counties.
- Racine/Kenosha CAA**, (262) 637-8377, Racine, rkcaa.racine@rkcaa.org, serving Kenosha and Racine Counties.

Southwestern Wisconsin CAP, (608) 943-6909, Montfort, pnovinskie@centurytel.net serving Grant, Iowa, Lafayette and Richland Counties.

West Central Wisconsin CAP, (715) 265-4271 Ext 325, Glenwood City, kpeterston@wcap.org, serving Barron, Chippewa, Dunn, Pepin, Pierce, Polk and St. Croix Counties.

Western Dairyland EOC, (715) 985-2391, Independence, mcanaday@westerndairyland.org, serving Buffalo, Eau Claire, Jackson and Trempealeau Counties.

Women's Employment Project, (920) 743-7273, Sturgeon Bay, marnold@doorcountyhintermjobcenter.org, serving Door and Kewaunee Counties.