



Department of City Development

City Plan Commission
Neighborhood Improvement
Development Corporation
Redevelopment Authority

Rocky Marcoux
Commissioner

Martha L. Brown
Deputy Commissioner

September 19, 2011

To the Honorable Common Council
Public Works Committee
City Hall, Room 205

Re: Resolution File # 110589 being a resolution authorizing the proper City officials to execute a water service agreement with the Village of Greendale.

Dear Committee Members:

The following responds to your request for Department of City Development analysis of the Village of Greendale's Comprehensive Plan relative to reporting criteria C-1, C-2, and C-3 of Resolution File No. 080457.

C-1 – Whether the water can be used directly or indirectly to facilitate new residential, industrial, retail or commercial development in the community which has applied for water service, and the value of such development and the number of new jobs and residents that such development will generate.

The proposed water sale would not significantly influence the development of new residential, industrial, retail or commercial development within the Village because the Village of Greendale is currently served by water utility. In addition, land use trends in the Village have been fairly consistent over the last several years. The Village does not anticipate a significant change in land use over the next 20 years.

C-2 – Potential negative social and economic impacts on the City due to lost opportunities for attracting new businesses and jobs to Milwaukee, and the loss of businesses and jobs that exist in Milwaukee.

Based on the recommendations and projections outlined in the Village of Greendale's comprehensive plan, the sale of water to the Village does not seem to represent any negative social or economic impacts to the City of Milwaukee. The Village is currently fully developed and served by water utility and the Plan states the desire to preserve much of the existing neighborhood character and density.

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C-3 – The current land use patterns in the community which has applied for water service and expected trends in land use if Milwaukee provides water to the community.

Land use trends in the Village have been fairly consistent over the last several years. Based on the most recent land use data from 2000, the primary land use within the Village was single family residential (41.7%). Commercial land use accounted for 3.9% (or 140 acres) of land within the Village and Industrial accounted for 1.4% (or 51 acres) Even though the Village has not retained its original focus on agriculture, there is still a significant emphasis on non-urban land uses in Greendale. Natural resource areas and open lands account for approximately 24% of the land area in the Village. As identified in the Village's Comprehensive Plan, based on the community's historic emphasis on maintaining significant open space and declining population projections provided by SEWRPC, the Village does not anticipate a major change in land uses over the next 20 years. Planned 2035 land uses are essentially unchanged from 2000 land use percentages.

Sincerely,

A handwritten signature in cursive script, appearing to read "Martha L. Brown".

Martha L. Brown
Deputy Commissioner