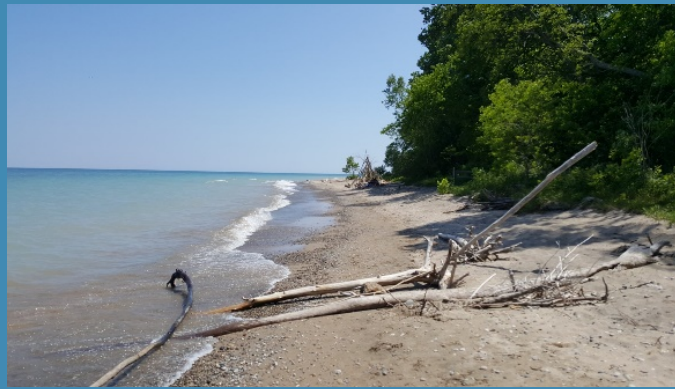


VILLAGE OF BAYSIDE  
COMPREHENSIVE  
PLAN UPDATE

BREAKOUT ROOM  
DISCUSSION  
SUMMARY

APRIL 21, 2021



# BREAKOUT SESSION I: IDENTIFYING KEY ISSUES



# Question 1: What do you **VALUE** most about the Village?

## Group 1:

- Quiet, community spirit, safe
- Natural setting, Audubon, wildlife
- Walkability, small
- Close to city, but outside city
- Neighborly, friendliness
- Municipal services, public works & village employees
- Lack of traffic
- Responsive Police Dept
- School District
- Cooperation with other communities
- Diversity, different cultures, religions

## Group 2:

- Quiet, not hustle and bustle of big City, hope to preserve
- Natural Features, ravines, trees, quiet. Don't hear freeway noises

- Bedroom suburb, people stick around in retirement for that reason
- Peaceful, Undeveloped
- Diversity of housing stock, spot for everyone, small houses, big houses, not everyone has to have five acres
- Attractiveness of shopping experiences, some unique high end shops

## Group 3:

- Focused on this area because of the strong school system and proximity to downtown Milwaukee, advantages of Milwaukee with nice, safe, friendly community and lots of land, friendly nature, location going north is nice too

- Lived here for 35 years – good schools, close proximity to interstate and lake drive, community programming, rural and urban sides of the Village and lots size
- Safety was key, quiet atmosphere
- Like the quaint village - walkable, live and work feel here is an advantage, sense of community/ place not an urban feel
- Diversity of neighborhoods, different countries and languages – people who live here
- Great police and fire
- Natural environment, wildlife, semi-rural feel



## Question 2: What are some of the **CHALLENGES** facing the Village, both today and in the future?

### Group 1:

- Property taxes / tax base to pay for services
- How do we keep Bayside “Bayside” yet still add desirable tax base?
  - Keep cohesive community; strike a balance
- Downsizing – generational turnover in neighborhoods
- Housing being “flipped,” increasing property values

### Group 2:

- Development on Port Washington Road, commercial storefronts and shops leaving Bayside
- School District – both Districts in area need money and renovations
- Coming out of pandemic. Have foresight for how work from home might change need for office development in future, go slow and gather input as we go
- Visibility. Awareness. People unaware of it or forget about it, they think they mean Bayview; people even from nearby suburbs like Shorewood don’t know of it
- Promote features like Audubon more. What is the Village’s calling card?

### Group 3:

- Diverse tax base
- Experienced a very large residential project – want to see that we need to grow, but grow the right way – violate ordinances – issues with the very large building – used in a very smart way and beneficial to everyone
- Transportation MCTS has canceled service to Bayshore – construction at Brown Deer and Port Washington will create an issue for transportation – first to start in this process
  - Will get a sound barrier wall to west of Port Washington road because of noise and trash level from Interstate



# Question 3: What are potential positive **OPPORTUNITIES** for the Village, both today and in the future?

## Group 1:

- Most people in Bayside don't have beach access. Potential to provide that and recreational assets such as pool; potential to invest in parks (not unanimous)
- Champion local businesses, restaurants & retailers; program to promote and attract
- Need a stoplight at corner of Brown Deer & Regent (WisDOT)

## Group 2:

- Expansion of bike/ped trails
- Unique high-end shops, health-oriented - Fresh Market
- We miss Fresh Market in RiverPoint or BrownPoint Shopping Center in Fox Point that closed, bring in something similar

- Rail to Trail
- Rollerblading. Roads aren't great for it, can trails accommodate?
- Maintain 2-3 story high limit for future development, that could tie in well with more outdoor recreation opportunities.
- Outdoor Dining
- In a residential community like Bayside, focus on quality of life & even more natural features
- Create closer knit community
- Could we specifically survey local youth population about what they would or wouldn't want? Anecdotally noted not many kids taking advantage of parks or Village amenities anymore (too much technology)

## Group 3:

- Future opportunities with the redone interstate and the many different aspects of what people value most



BREAKOUT SESSION 2:  
PORT WASHINGTON RD &  
BROWN DEER RD



# Question 1: What is something you would like to *change* about the area? What do you not like? What is not working well?

## Group 1:

- Lack of maintenance
- Property owners need to maintain their properties; code enforcement
- TIF incentive ask was too high for previous proposal
- Coordination with retail development across the street (RiverPoint)
- Need local restaurants, more choices for residents
- I-43 reconstruction → traffic impacts. Need to have a plan to minimize impacts
- Challenges with location

## Group 2:

- Rebuild apartments that burned down. Good to maintain variety of housing in Village
- Someone replied that White Oaks is rebuilding, it's a bit further north than this site. Basically same footprint as old building
- More connectivity to parks, benches to sit in, community gathering spaces
- Aside from the 30-story building itself in the recent plan, this aspect of that proposal was good
- Make sure it's easy to cross Port Washington Rd, too difficult now
- Pedestrian friendly. Currently feels more like part of highway than part of Village

- More accessible by car, not for families biking though for instance, bounded by two major roads. Young dad wouldn't consider biking with his two small kids there right now

## Group 3:

- Group didn't get into this issue during breakout session

## Question 2: What is something you *wouldn't change* about the area? What do you like? What is working well?

### Group 1:

- Mark Travel is doing a great job with renovation

### Group 2:

- Maintain 2-3 story height limit
- Los Paisa has lots of character, feels like another world - "everyone loves it"
- Is Freeway expansion going to affect site?

### Group 3:

- Neglected corner – current condition and the pavement – could become prime real estate with the right plan and utilizing the right opportunities – nothing over 5 stories and TIF use of funds





# Question 3: What should be located here?

## Group 1:

- Potential for healthcare industry to locate here
- Spur 16 in Mequon (example)
- Potential Village enterprise – large for-profit recreational facility: bowling, ice skating, etc.
- Allow for traffic to this area so the businesses that can be successful. Need some change in order to stay financially viable.
- Need large format grocery store – challenges w/competing stores
- Additional housing to support businesses
- No cookie cutter apartment bldgs
- Low-rise housing
- See new Katz development

## Group 2:

- Small medical offices/professionals
- Village Center, clinic
- Bring back grocery store
- Book Store

- Community Garden
- Beer Garden (affirmed by many from public)
- Something convenient for people in immediate area (like grocery), rather than regional shopping destination
- Mequon Pavilion is nice, restaurants, finer shops you walk through, shopping experience. Something similar geared towards Bayside demographics.

## Group 3:

- Geographic community center – doesn't have now, area is an opportunity, fall in line with the values, only serve a smaller area
- Community center. interstate sound barrier would help
- Mequon Public Market, outdoor seating areas, quieter now
- Traffic issues or stoplight concerns –walkable/bikeable

- Need trees and landscaping to help with sound and green space – pathways and walkways
- Unless going to the 2 restaurants, you have to leave community
- Family dining and activities, need to keep some closer amenities
- Younger families moving in with kids to provide family entertainment options
- Bars or other entertainment to stay in the village to do that
- Low rise mixed-use development, lots of green, well lit and provide opportunities for them to hang out and do things there
- Residential 3-4 stories with ownership and rental
- Commercial components for restaurants, fast food, fine dining, lots of opportunities
- Family oriented, playground area



## Question 4: What wouldn't you want to see here?

### Group 1:

- Dollar Store or other low-end retail that doesn't serve residents
- Prefer local restaurants, avoid chains
- Avoid retail and offices

### Group 2:

- Can't imagine putting in more retail when we already have so many vacancies on the site
- The current retail isn't experiential or unique though (except for Los Paisa) – need more unique retail.
- Not as much density, don't want to increase lots of traffic
- Important to factor in drainage

with so much impervious surface

- It impacts high water levels on Fish Creek, can't just funnel it all quickly into Fish Creek – already very high water levels during and after big rains and could cause flash flooding if not addressed
- Don't take more grass or natural area, parking structure preferable over big surface lot
- Natural drainage areas (retention ponds, swales, impervious pavers)

### Group 3:

- Would not want a 20-30 story building; prefer nothing over 5 stories
- Community feel is really

important to establish green space

- Want transparency and oversight on the process
- Not exactly the most prime real estate in the County, if/when the Village gets more opportunities or proposals – don't want to lose the interest right off the bat – need to listen to everything
- Don't want it to become all blacktop and buildings like south of Brown Deer Rd

