



Village of Bayside  
9075 N Regent Road  
Committee of the Whole Meeting  
October 15, 2020  
Remote Teleconferencing, 5:00 pm

## **COMMITTEE OF THE WHOLE AGENDA**

**PLEASE TAKE NOTE:** Due to the COVID-19 Pandemic, the Public Works Committee will be meeting via remote teleconferencing at the above noted time and date, at which the following items of business will be discussed and possibly acted upon.

### **I. CALL TO ORDER AND ROLL CALL**

### **II. BUSINESS**

1. Discussion/recommendation on Milwaukee Metropolitan Sewage District Sanitary Sewer Project on Brown Deer Road.
2. Discussion/recommendation on 2021 Comprehensive Plan Update process.

### **III. ADJOURNMENT**

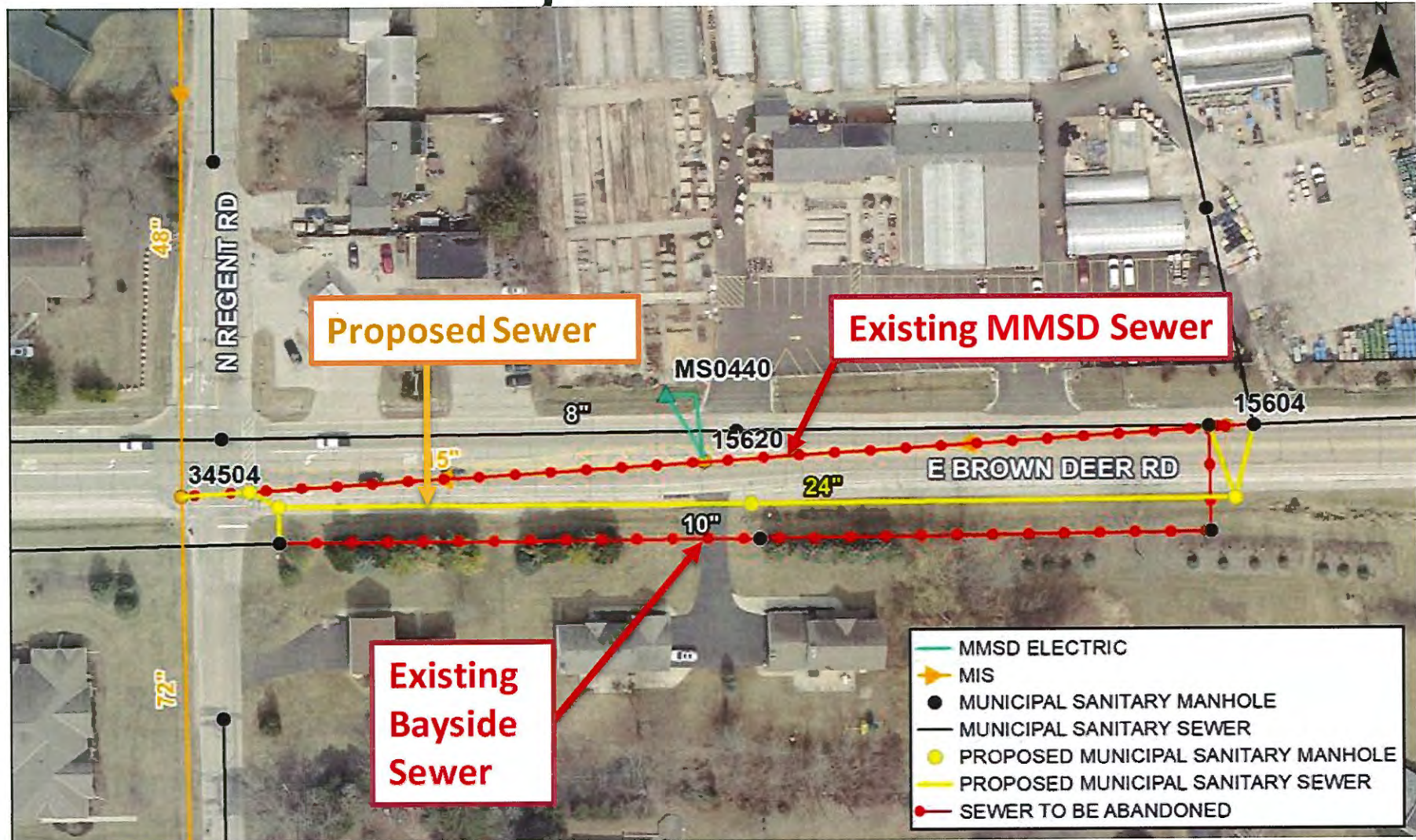
Lynn Galyardt, Administrative Services Director

The Committee of the Whole will utilize Zoom videoconferencing software for this meeting. To join the Zoom meeting using a computer or tablet, visit Meeting ID: 844 7897 8227 Passcode: 767062 at <https://us02web.zoom.us/j/84478978227?pwd=L0tGbXQrN01JOWJUazhGQnJoTk1HUT09>

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at 414-206-3915. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village may be in attendance in the above stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website ([www.baysidewi.gov](http://www.baysidewi.gov))

# Brown Deer Road Sewer – MMSD and the Village of Bayside Proposed Sewer Ownership Post Construction Clarification

# Project Location



# Project Background


- 2019: completed planning level evaluation of North Shore MIS System
- Goals: reduce SSO & basement backup risks, remove direct connections, improve access to MIS
- Evaluation led to 4 separate projects - 1 project is Brown Deer Road Sewer (C04013)
- Existing 15-inch MIS sewer in East Brown Deer Road is undersized and experiences frequent surcharging
- Hydraulic analysis showed MIS sewer has inadequate capacity, leading to risk of Basement Backups (BBUs)
- Recommended it be replaced with 24-inch sewer
- 24-inch sewer will provide hydraulic relief; help reduce BBUs in East Brown Deer Road



# Design Process

- Conceptual Design – *Complete*
- Preliminary Design – *In progress*
  - Request For Proposals for Preliminary and Final Design Services – *Complete*
  - Consultant Selected – *MMSD Commission Approval Anticipated: September*
  - Notice to Proceed with Design – *Anticipated October 2020*
  - Consultant to start design – *November 2020*
    - *Options need to be selected to provide designer with direction.*
- Final Design
- Bid and Award
- Construction

Design through Construction ~ 31 months

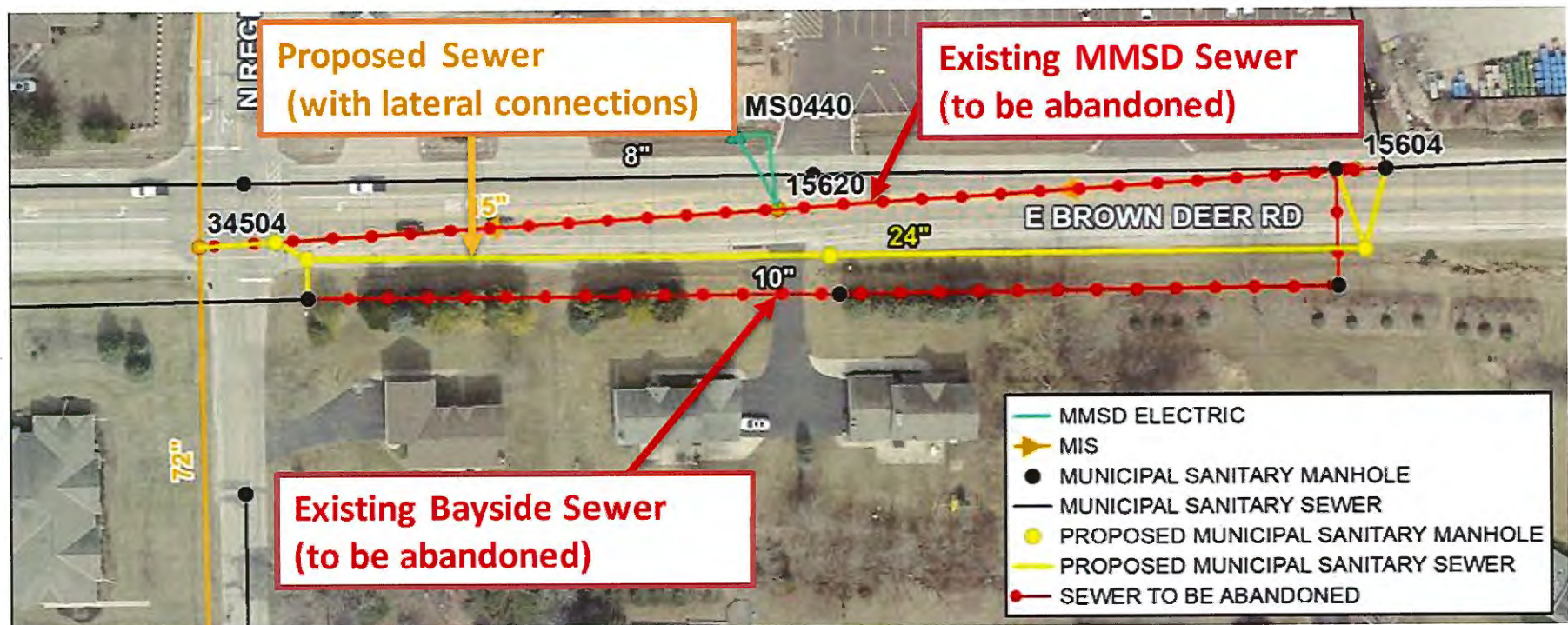


Village of Bayside's feedback and determination of ownership is needed at this stage to keep moving forward with the project

# Project Options

## Option 1: Village of Bayside owns the proposed 24-inch sewer after construction

- The existing 10-inch Village of Bayside sewer is abandoned.
- The laterals are replaced and connected to the proposed 24-inch
- MMSD's consultant designs the 24-inch proposed sewer to the Village of Bayside and MMSD specifications

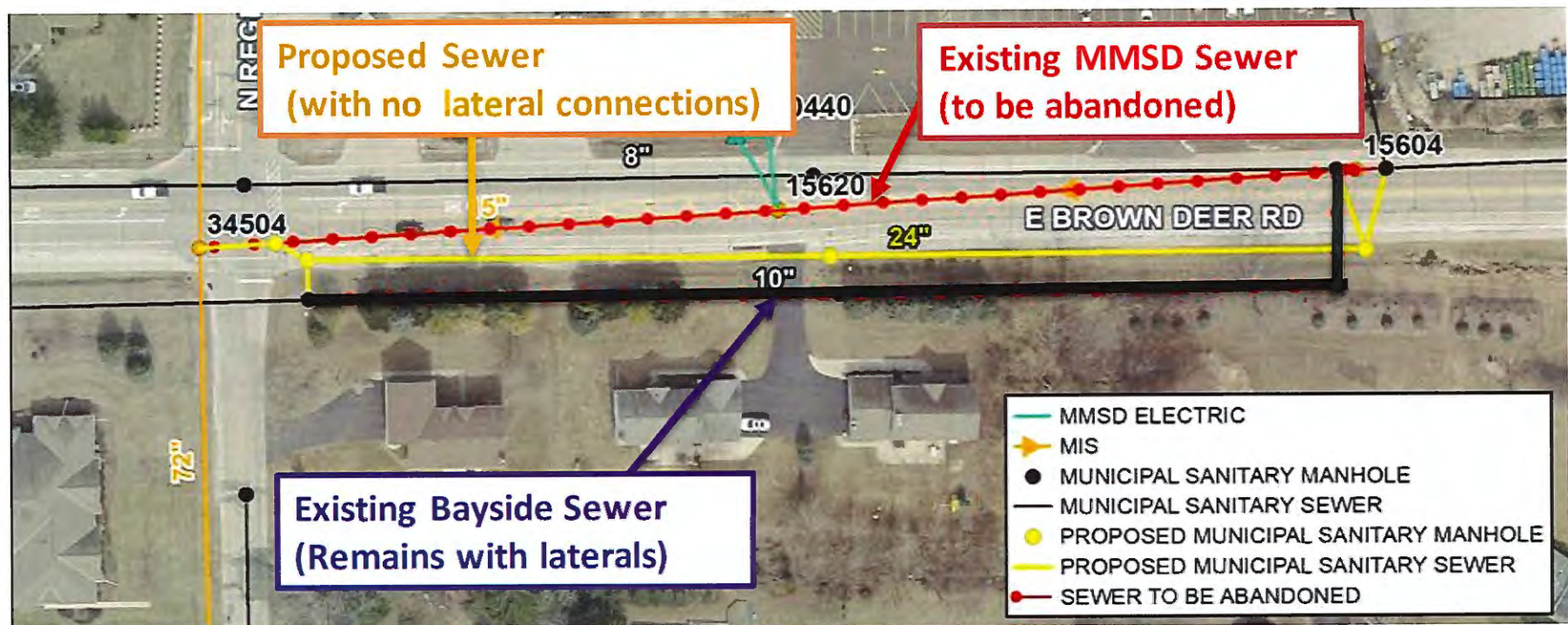




# Project Options

## Option 2: MMSD owns the proposed 24-inch sewer after construction

- The existing 10-inch Village of Bayside sewer remains.
- The laterals remain connected to the Village of Bayside sewer
- MMSD's consultant designs the 24-inch proposed sewer to MMSD specifications



# General Questions

## **Why does it matter who owns the system?**

- Sewers that carry flow from a singular municipality are owned by that municipality. This policy maintains a level of fairness for all partner municipalities.
- MMSD does not allow lateral connections to MIS.
- MMSD needs to provide direction to the consultant on what to design. Only one preliminary design and final design will be prepared.

## **Does the project get eliminated under either option?**

- No. The project is intended provide reduced risks of basement back-ups(BBUs). The connections of the laterals to the existing Village of Bayside pipe or the connection of the laterals to the proposed 24-inch pipe does not impact the overall goals of the project.



# General Questions

## **Can plans for these options be shared and reviewed?**

- The conceptual design (prepared in 2019) shows the laterals connected to the proposed sewer and the Village of Bayside ownership of the new sewer. The option for MMSD ownership was not prepared as part of the conceptual design.
- The final plans regardless of ownership will have municipality input and review.
- The Village of Bayside would be responsible for any cost incurred by an independent reviewer.

# General Questions

## Why is MMSD pursuing this option?

- The redundant local sewer in this area adds to the overall operations and maintenance costs. In this area, a sewer line can be eliminated with a high level of service and low risk for all parties
- The Village would be receiving a newly installed sewer with limited maintenance needs. While the 24-inch line is larger than the existing 10-inch line and, in theory, costs more to maintain; the 10-inch sewer will need to be replaced at the end of its useful life. The installation of the new sewer and replacement of laterals should offset some of the operations and maintenance costs. The proposed sewer would also eliminate the need for the Village to replace the 10-inch line at the end of its useful life.

# General Questions

## **How was the pipe sized? Is the size appropriate?**

- An increased size would result in decreased velocity. The velocity is what keeps solids from being trapped in the pipe. Velocity also directly impacts odors; a lower velocity equates to greater odors.
- The typical target recurrence interval for this type of design is a 5-year recurrence event. A 15-year recurrence interval was used for the sizing of the sewer to provide additional resilience and BBU risk reduction.
- A more detailed overview and presentation of the calculations can be provided upon request.

# Next Steps

MMSD needs a determination of which option is desired from the Village of Bayside by the end of the year to maintain the design targets and deliverables.

Additional meetings, conference calls, or discussion roundtables, etc can be set up to answer any questions that result as part of the option evaluation.

An Intergovernmental Cooperation Agreement (ICA) will be developed if the Village takes ownership of the sewer.



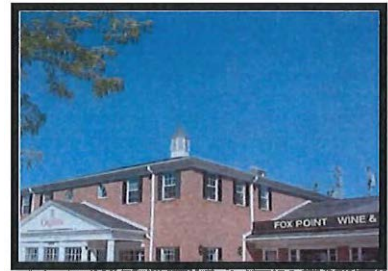
# Village of Bayside: Comprehensive Plan



Located along the shores of beautiful Lake Michigan, and only minutes from major transportation routes and downtown Milwaukee, Bayside offers spectacular views, accessibility, and small town atmosphere without giving up the perks of the city. The Village of Bayside is predominately residential, with over 4,100 citizens spread out over 2.39 square miles in both Milwaukee and Ozaukee Counties.

Included as one of seven communities making up the “North Shore,” Bayside boasts strong school districts, a safe environment for residents, and service delivery that is second to none. Situated along I-43, Bayside brings access which makes some of the premier Wisconsin destinations just a short drive away.

Bayside is infused with great history that dates back to the Potawatomi Native Indian tribes that lived, hunted, and fished the area until the mid 1800’s. The area features four historically designated structures, including the Lion’s Gates which were built in 1911 from stones pulled from Lake Michigan. The gates reflect the Usinger and Donges estates, two representatives of the agricultural residents who inhabited the area at the turn of the century. In the summer of 2008, the historic gates were rebuilt to help ensure another 100 years of stability.



While mainly residential, Bayside’s location gives it a rural, nature feel. The Schlitz-Audubon Nature Center, positioned in the Southeast corner of the Village, offers an environmental haven for wildlife to live and visitors to view. In addition, the natural layout of the area provides spectacular foliage along with many beautiful ravines.

### **Village Board of Trustees**

Samuel Dickman, President

Mike Barth	Robb DeGraff	Bill Hersch
Daniel Muchin	Jim Petersen	Eido Walny

#### **Finance & Administration Committee**

Robb DeGraff  
William Hersch  
Paul Karalewitz  
Mark Jubelirer

#### **Public Safety Committee**

William Hersch  
Mike Barth  
Joel Berman  
Robb DeGraff  
Mort Swerdlow

#### **Public Works Committee**

Daniel Muchin  
James Petersen  
Bob Johnson  
Joann Lutz

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### **Village Staff**

Andrew K. Pederson, Manager

#### **Administrative Services**

Lynn Galyardt, Director of Finance and Administration  
Caroline Askeris-Fochs, Deputy Clerk/Treasurer  
Alex Henderson, Director of Community & Utility  
Services  
Brendan Leonard, Management Intern

#### **Assessor**

Accurate Appraisal, LLC.

#### **Attorney**

Christopher Jaekels, Davis and Kuelthau, S.C.

#### **Building Inspector**

Frank Kurucz, Independent Inspections, Ltd.

#### **Dispatch**

Todd Bolton, Dispatcher  
Bridget Gitlewski, Dispatcher  
Gina Kleebea, Dispatcher  
Tammie Kochevar, Dispatcher  
Rachelle Naab, Dispatcher  
Joseph Walton, Dispatcher/Assistant Court Clerk

#### **Engineer**

Kapur & Associates

#### **Police**

Bruce Resnick, Chief  
Scott McConnell, Captain  
Francesca Ehler, Sergeant  
Dale Schoessow, Sergeant  
Ryan Bowe, Officer  
Jason Blochowicz, Officer  
Jon Franken, Officer  
Michael Groh, Officer  
Thomas Henkel, Officer  
Eric Miller, Officer  
Jennifer Mioduszewski, Officer  
Charles Paige, Officer

#### **Community & Utility Services**

Richard Hauser, Acting Foreman  
Kevin Lambrecht, Sewer & Maintenance Tech  
Dennis Klumb, Mechanic  
Butch Klumb, Laborer  
Dale Gatford, Laborer  
  
Bryan Herbst, Laborer  
Scott Matuszewicz, Laborer  
Dave Steger, Laborer

#### **Municipal Court**

Kellie Minikel, Court Clerk

## TABLE OF CONTENTS

<b>Issues and Opportunities</b>	<b>5</b>	<b>Intergovernmental Cooperation</b>	<b>60</b>
Purpose of Comprehensive Planning	5	Current Collaboration	62
Selection of Planning Area	7	Opportunities for Additional Cooperation	64
Comprehensive Planning Summary	9	Goals Implementation	65
General Demographic Data	11		
Mission Statement	13		
<b>Agricultural, Natural and Cultural Resources</b>	<b>15</b>	<b>Community &amp; Utility Facilities</b>	<b>66</b>
Existing Natural Resources	16	Current Infrastructure	66
Existing Cultural Resources	21	Goals Implementation	73
Goals Implementation	23		
<b>Housing</b>	<b>25</b>	<b>Green Plan</b>	<b>75</b>
Existing Housing Policies & Inventories	26	Ways to Help	76
Goals Implementation	30	Goals Implementation	80
<b>Transportation</b>	<b>32</b>	<b>Implementation</b>	<b>81</b>
Regional Planning	33	Agricultural, Natural and Cultural Resources	81
Existing Infrastructure	37	Housing	83
Goals Implementation	41	Transportation	84
		Land Use	85
<b>Land Use</b>	<b>43</b>	Economic Development	86
Current Land Use	45	Intergovernmental Cooperation	88
Land Supply, Demand and Value	47	Community & Utility Facilities	89
Potential Investment & Future Recommendations	48	Green Plan	90
Goals Implementation	50		
<b>Economic Development</b>	<b>52</b>	<b>Public Participation (Open House Notes)</b>	
Existing Conditions	53	<b>Plan Commission Minutes</b>	
Economic Base	54	<b>Board of Trustees Minutes</b>	
Property Value Impact	57	<b>Public Hearing Notice</b>	
Goals Implementation	58	<b>Adopted Resolution</b>	



# Chapter 1

## *Issues and Opportunities Element*

### *1.1 Purpose of Comprehensive Planning*

While many communities are not only updating their comprehensive plans under the adopted requirements of the “smart growth” laws, they also are improving on their already created master plan. Bayside is not only meeting the State’s requirements, but also creating for the first time, a document that can be used to help guide zoning, and maintain the quaint, rural character of the Village.

Under the State of Wisconsin’s “Smart Growth” legislation, adopted in 1999<sup>1</sup>, every community that exercises land use controls, such as zoning, subdivision regulation, and official mapping, must have a plan by January 1, 2010. The Village of Bayside did not receive multijurisdictional grant funds to help complete this comprehensive plan under state legislation.



While setting legislation for 2010, the State set forth fourteen goals that need to be met. Those goals include:

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 government and utility costs.
6. Preservation of cultural, historical and archeological sites.

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<sup>1</sup> 66.1001, Wisconsin Statutes

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.

The remainder of this *Comprehensive Plan* is organized in the nine required chapters. It addresses the nine elements specified under “Smart Growth” law, as follows:

1. Issues and Opportunities Element
2. Agricultural, Natural and Cultural Resources Element
3. Housing Element
4. Transportation Element
5. Utilities and Community Facilities Element
6. Economic Development Element
7. Intergovernmental Element
8. Land Use Element
9. Implementation Element

## 1.2 Selection of Planning Area

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To address the nine required elements efficiently and effectively, the Village boundaries, which consists of approximately 2.39 miles, was selected to be reviewed in each subject area. While outside influences were taken into consideration, it's safe to assume that because of the nature of the Village's demographics, substantial growth in terms of land size is not feasible. Locked in each direction by boundaries, both physical and legal, the Village must examine opportunities that lie within the current boundaries.

The majority of Bayside lies within Milwaukee County, with a small portion in the northeast corner of the Village in Ozaukee County. Milwaukee County, home to nearly 950,000 residents, encompasses 241.6 square miles. The largest county in Wisconsin, Milwaukee is both the economic and cultural capital of the region, consisting of 19 municipalities.

### HISTORY

The first inhabitants of the area now known as Bayside were the Potawatomi Indians, lead by Chief Waubeka, whose daughter was named Mee Kwon, for which the municipality to the north of Bayside currently is named, *Mequon*. The Potawatomi tribe likely resided in the area until 1845, when the US government claimed ownership of the land.

As settlers began to move into the area, it became a hotbed for farming and agriculture. The area served as such when it was incorporated in 1953 as a Village. Since incorporation, the area has remained residential and relatively rural, while living on the cusps of the industrialization and commercialization of surrounding communities. Early on, Bayside relied on surrounding communities for both police and fire protection. Until 1956 the community did not have a Village Hall.

Initially, homeowners were attracted to the area because of the absence of property taxes. While that has changed, the rural atmosphere has not. The 1950's and 60's resulted in an explosion of home building throughout the Village. The purchase of the Pelham-Health area, along North Shore East provided vacant land and room for residential expansion.

Today, the Village remains home to Bayside Middle School, which serves over 400 fifth through eighth grade students. While not located in Village boundaries, the Stormonth Elementary School and Nicolet High School act as the other two main schools for Bayside residents. Perhaps best known for its service delivery, Bayside has been providing driveway collection services for decades. As the Village advances into the twenty first century, more effective, "green" ways of operating have been developed. With an emphasis on recycling, a twenty-four hour single stream drop off center has been developed along with yard waste, oil recycling, and mulch pickup.

While heavily residential, the area does offer some commercial opportunities, with shopping centers, fine clothing, a garden





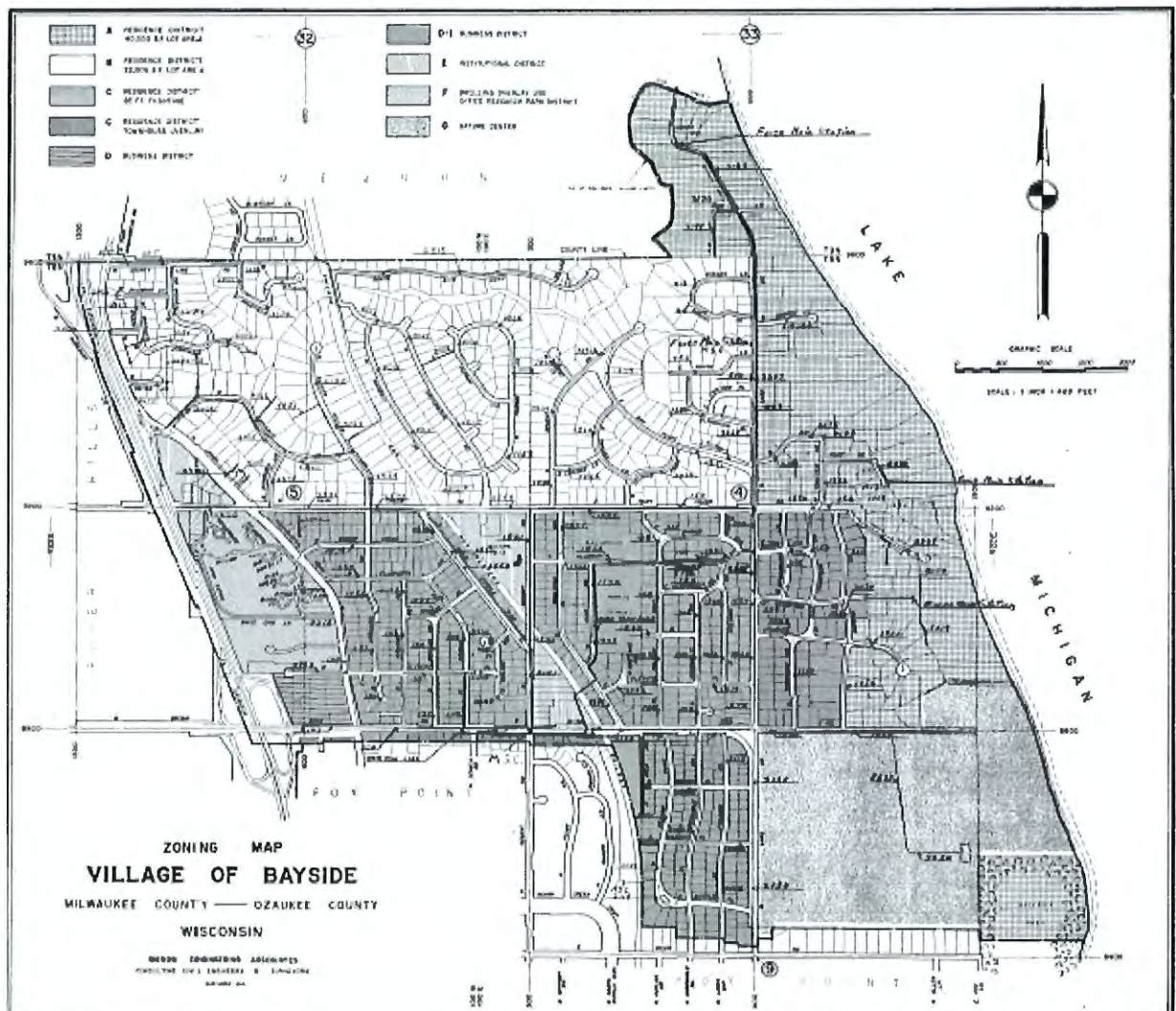
center, and many more commodities. In addition, restaurants and a fine item grocery store make up some of the longest standing commercial properties.

Ellsworth Park is the lone, centrally located recreational park in the Village. With five tennis courts, baseball diamond, playground, and pavilion available for rental, the park offers a place for play, gathering, and community events. The annual Village picnic, Music in the Park and "Fright Night" events are all held at Ellsworth Park. The playground area was reconstructed in 2006 through Community Development Block Grant funds to become ADA compliant while offering updated play opportunities for Bayside children.

Finally, the Schlitz Audubon Nature Center is the largest area of undeveloped land in the Village. The nature center, located along the shores of Lake Michigan in the southeast corner of the Village, consists of 185 acres of nature, with over 6 miles of walking trails. Home to thousands of animals, the nature center serves as a recreational oasis, while providing educational tools to both adults and children alike.



Schlitz Audubon Nature Center





### **1.3 Comprehensive Planning Summary**

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To begin the planning process, the Village distributed a community survey to gauge quality of life, service delivery, and resident suggestions. The Village Board of Trustees has adopted five long-term strategic areas to guide the community. The planning process will be based around these initiatives as well.

#### **Fiscally Sound**

- Property taxes currently account for the majority of Village revenue. Through redevelopment and education, areas are being developed to help subsidize and reduce the need for increasing property taxes. State imposed levy limits have put a strain on local communities to continue high quality service delivery while keeping expenditures below the rate of inflation.
- The Village is nearly fully developed. The opportunity for future commercial redevelopment is limited to isolated areas in the Village. The Schlitz Audubon Nature Center is largely protected by the Department of Natural Resources, and therefore is not a consideration for possible development.

#### **Aesthetic Appeal**

- A major area of concern for staff, elected officials, and residents alike is the physical and structural upkeep of properties within the Village. Property values affect residents and government alike, with revenues stemming from property taxes. Over the past year, the Village has increased its efforts to enforce municipal code as it pertains to property maintenance.
- As elected officials look at future land use issues, they must take into consideration the affect the possible use will have on adjacent properties.

#### **Quality Service Delivery**

- It's the goal of the Village Board to continue to provide the superior service delivery their residents have come to expect. These qualities help add to the Village's character of a rural community, with mostly single family homes and a small number of rental properties.
- The quality of life in Bayside was identified in the 2008 survey as relatively high. Safe neighborhoods, excellent schools, and seasonal events sponsored by the Village give residents a chance to connect with one another, making Bayside an enjoyable place to live, work, and play.
- The Village Board makes decisions on a continual basis that affect how to most effectively convey some of the services Bayside citizens have come to expect.

#### **Communications**

- Over the past few years, the Village has strived to provide meaningful, timely communications to residents in order to keep them informed of all pertinent happenings in the community.
- Forms of communications include:
  1. Quarterly newsletter delivered to each residence,
  2. Weekly "Bayside Buzz," containing information for employees and residents alike,

3. Improved website to offer a more user friendly form of communication,
  4. E-Notify system which allows participants to receive weekly email updates.
- New documents, including the Community Scorecard, explain the reason for performance measurement tracking. The Village has taken substantial measurement tools from each department to help measure and visualize the improvements made each year, while showing which areas need to be addressed.

#### **Environmentally Responsible**

- Over the past year, the Village has taken the lead on several initiatives to become more environmentally aware.
  1. Rain barrel program,
  2. Vehicle policy changes to save on gas consumption,
  3. Overall Village facilities energy reduction of 10%,
  4. Single stream recycling,
  5. Improved yard waste collection methods.
- Village wide clean-up days and additional programs sponsored by the Bayside GreenScape Committee continue to lead the effort to make our community more environmentally friendly.
- The Village will continue to work with the Schlitz Audubon Nature Center to provide education opportunities along with new programs to give residents the ability to improve their carbon footprint.
- By participating in the EnergyStar program, the Village is committed to improving its own tendencies to help reduce consumption and costs.

#### **COMMUNITY SURVEY**

As mentioned, the Village Board of Trustees distributed a survey to each residence in the Village in early June of 2008. The survey was completed by over 35% of Bayside residents, who have voiced their opinion on how to enter the next phase of this process, along with helping to determine key policy decisions.

In that survey, several key areas were addressed, including:

- Reasons for moving to/living in Bayside,
- Options for handling fiscal concerns,
- Property maintenance issues,
- Yard waste collection,
- Snow removal techniques,
- Land use questions.

The opinions of residents gathered in the survey are available to residents by visiting either Village Hall or the website.

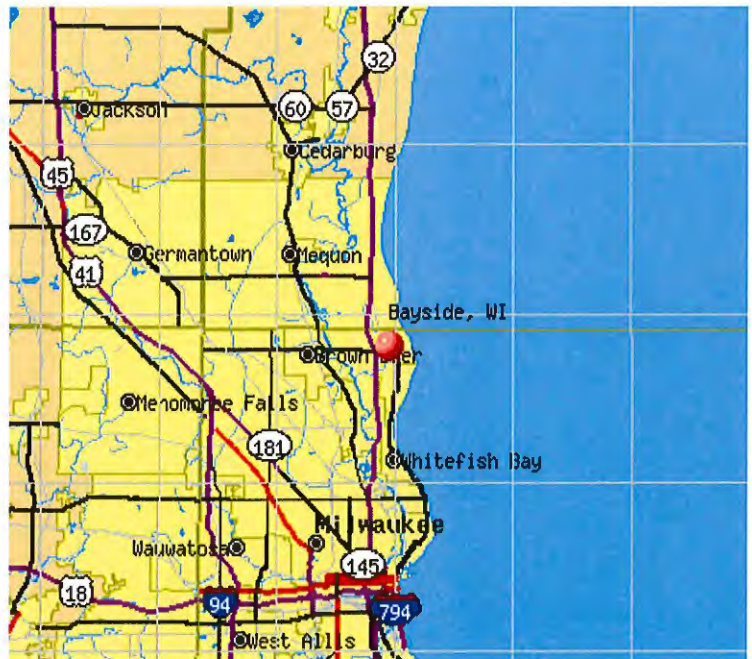


Figure 1.1 - Map provided by City-Data

## 1.4 General Demographic Data

Since 2000, the Village has seen a population decrease of nearly 3.9 percent. With an average resident age situated nearly ten (10) years higher than the State of Wisconsin, Bayside is home to a large contingent of retired residents, along with a strong base of developing families.

While nearly built-out, the residential population has remained consistent. Bayside is bound by the Village of Fox Point to the south, Lake Michigan to the East, the City of Mequon to the north, and I-43 and the Village of River Hills to the west.

The Village compares very similarly in terms of demographics to its surrounding North Shore communities of River Hills and Fox Point.

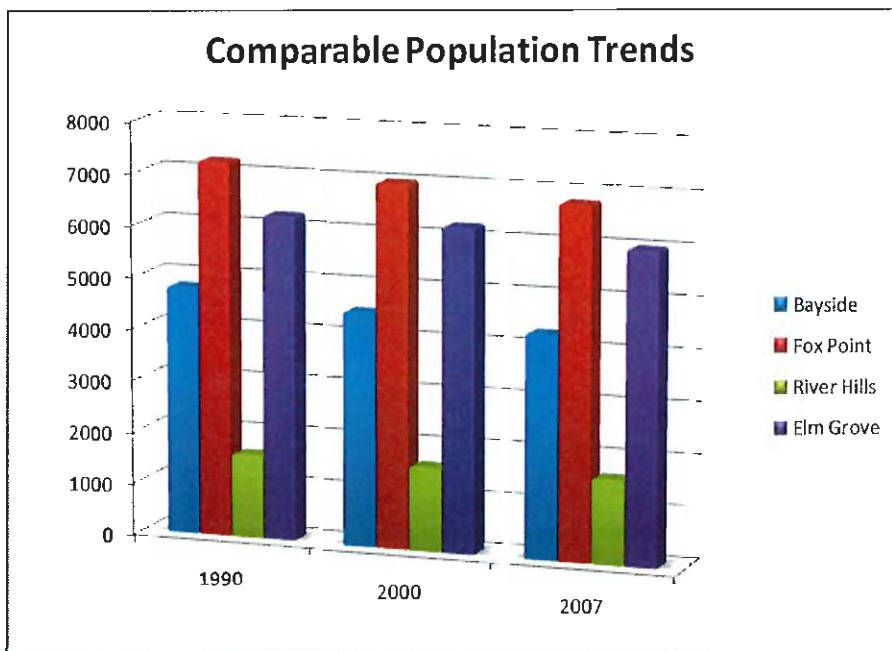


Figure 1.2 - Information provided by the United States Census Bureau

As is evident by the attached chart, Bayside's population is consistent with three other comparable communities, Fox Point & River Hills in the North Shore, and Elm Grove, which provides one of the closest comparables in terms of population size. For the Village, property values remain one of the major concerns over actual population growth because the community is nearly entirely residential.

Perhaps the most telling number for the Village is the level of educational attainment for its residents. Nearly 95% of residents have received a high school diploma or higher, with 61% receiving their bachelor's degree or higher, both well over the national average according the United States Census Bureau 2000 Census.

The median age for the Village is 46.5 years, almost ten years higher than the national average.

As figure 1.3 illustrates, Bayside's age breakdown is similar to comparable communities in the surrounding area, with the 35-54 age range the highest for each municipality listed.

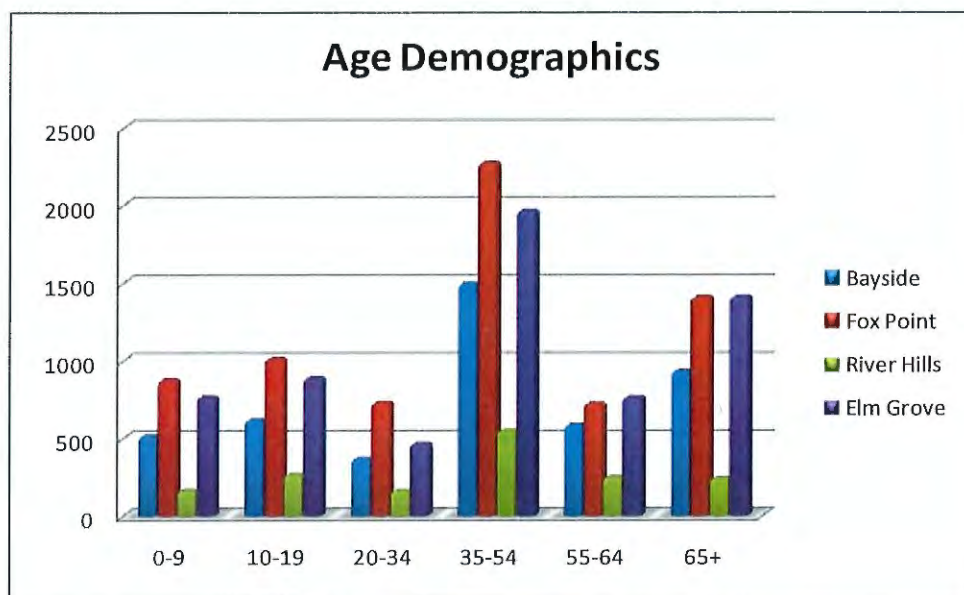
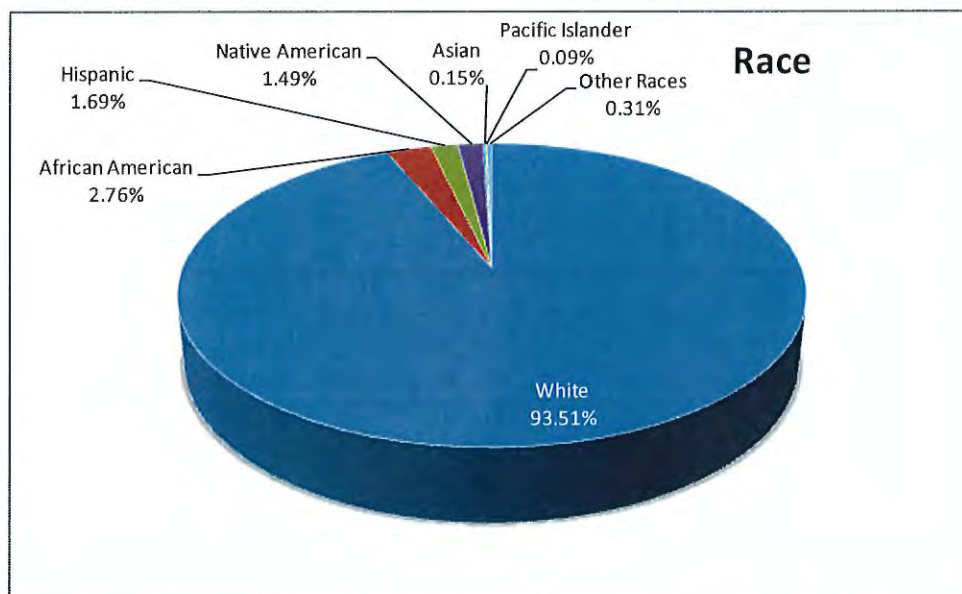


Figure 1.3 – Information provided by the United States Census Bureau



These ratios are fairly consistent with surrounding communities, but do not correlate with Milwaukee County as a whole, which has a much greater ratio of minorities.

Figure 1.4 - Information provided by the United States Census Bureau



## ***1.5 Mission Statement***

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Through the planning process, a few areas have been defined to help guide planning and emphasis in the future.

1. **Fiscally Sound:** Maintain the Village's strong fiscal condition, enhance organizational operating efficiencies, and continue to provide high-quality services in the most cost effective manner.
2. **Aesthetic Appeal:** Enhance the aesthetic character, curb appeal and community-wide events to promote property values, high standards, and connection within the Village.
3. **Quality Service Delivery:** Provide for the health, safety, and welfare of the community with respect and courtesy at all times; solicit and listen to citizen feedback to improve the quality of services performed, and strive for continued excellence. Promote organizational development through individual leadership, teamwork and valuing our human assets as ambassadors of the Village.
4. **Communications:** Facilitate effective communications, both internally and externally, to provide vested parties with relevant, timely, and necessary information.
5. **Environmentally Responsible:** To lead the way in providing environmentally friendly, or "green" initiatives to promote a healthy, desirable place to live and enjoy.

### ***Development Possibilities***

- While the Village is nearly fully developed, it should be noted that proper implementation and enforcement of zoning standards take place in order to promote possible redevelopment in the future along the western corridor of the Village. Some of these areas could experience change creating underutilization of an area that is easily accessible to transportation and highly visible. In addition, while the Village encourages the current use of the Schlitz Audubon Nature Center; possible future changes should be monitored so the site is properly maintained.

### ***Community Personality***

- Considered one of the hidden gems of the North Shore, the Village continues to enjoy a strong housing market and wishes to maintain high property values with its proximity to downtown Milwaukee, Lake Michigan, and its relatively rural existence in such a vibrant area.
- The school district remains one of the highest attractions to families in the state of Wisconsin. From elementary to high school, the districts provide some of the best educational opportunities in the nation.
- Single-family residential homes are the predominate housing in Bayside and a staple of the Village. This should be preserved to help keep property values high, with any development considered to take into account the effect on the school district.

***Quality of Life***

- Beautiful views, a proximity to the cultural hub of downtown Milwaukee, and ease of transportation access are all viewed as a major asset the Village's inventory.



# Chapter 2

## *Agricultural, Natural and Cultural Resources*

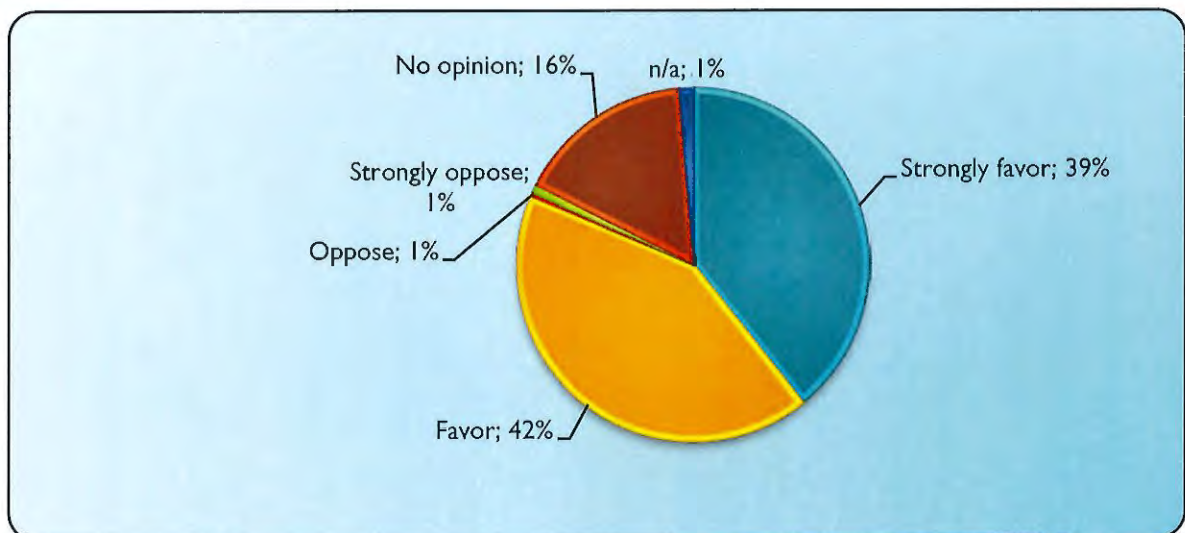
The Village is well aware of its abundant natural resources that are infused into the community in every area. Open space is an attribute to any community, and help provide aesthetic enjoyment, community gathering points, and contribute to the health of the residents. Bayside realizes the importance of not only identifying and protecting these areas, but also to help emphasize their need, and to educate the community on preservation and using the areas to the fullest.

The natural resources extend beyond the boundaries, including Lake Michigan, surface watersheds, and groundwater systems and are defined by law as:

*A compilation of objectives, policies, goals, maps, and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, historical and cultural resources community design, recreational resources and other natural resources. Wis. Stat. 66.1001(2)(e).*

While some of the above are limited in the Village, many are abundant and will be outlined through the completion of this *Comprehensive Plan*. Those areas not included in the Village are agricultural areas, metallic and nonmetallic mineral mining resources, and floodplains per FEMA 100 Year Flood Hazard Maps.

Though the Village has never previously developed a type of "Master Plan," citizens have been an essential part in caring for and developing the community. This includes being a contributor to an ecosystem that creates a healthy community. As was reported in the community survey of 2008, 81% of respondents "favor" the use of environmentally friendly initiatives in Village operations.



## 2.1 Existing Natural Resources

Included in this section is vital information provided by the Southeastern Wisconsin Regional Planning Commission (SEWRPC), the Wisconsin Department of Natural Resources (WDNR), and the U.S. Department of Agriculture Soil Conservation Service (USDA, NRCS).

The Village has an abundance of resources that help shape the area. However, some of these assets can also cause challenges to property owners. Perhaps no other aspect of infrastructure is more vital to public health and welfare than an adequate and potable supply of water. Without it life cannot be sustained. Since the beginning of concentrated settlements, water has been a necessary resource and an important factor in determining the location and intensity of land uses. The need to provide an adequate supply to meet the demands of growing populations is a primary planning concern. The following identifies the surface and subsurface water influences, and how they currently affect residents.

### SURFACE WATER

There are several tributaries to the Village's main watershed, the Milwaukee River Watershed.

#### Fish Creek

- Fish Creek is mainly located along the border between Milwaukee and Ozaukee counties in the Village of Bayside and the City of Mequon. The stream emerges from a storm sewer outfall at the south side of Donges Bay Road just west of Port Washington Road in the City of Mequon. Fish Creek drains directly into Lake Michigan 3.43 miles downstream from the source. Major precipitation events result in rapid surface runoff to Fish Creek, thereby causing a flash response in this stream. (SEWRPC)

#### Indian Creek

- Indian Creek is a major tributary of the Milwaukee River located in northern Milwaukee County. The creek, 2.6 miles in length, originates in the Village of Bayside near the intersection of East Brown Deer Road and North Rexleigh Drive.

#### Milwaukee River

- While the actual River is not located within Village boundaries, the Milwaukee River is directly contributed to by Indian Creek, and the majority of the Village falls within the River's 700 square mile watershed boundary.

#### Lake Michigan

- Arguably the most influential surface water feature, many homes are adjacent to the shores of Lake Michigan. Erosion potential has been analyzed by SEWRPC, and shoreline prevention measures have been recommended, including bluff stabilization. However, many of these recommendations were made after Lake Michigan experienced some of the highest water levels recorded in the mid 1980s. Currently, the Lake has



Figure 2.1 – Fish Creek Watershed; provided by MMSD, SEWRPC

experienced some of the lowest water levels in fifty (50) years (USFS, 2002). The Village has taken the necessary precautions through ordinances to ensure both bluff and ravine stability. Those residents wishing to modify property adjacent to the bluff must receive permission through the permitting process as to avoid possible erosion to the area.

## **WETLANDS**

Wetland areas, which are represented in figure 2.1, were retrieved from the Wisconsin Department of Natural Resources Wisconsin Wetlands Inventory Study (WWI). Wetlands do not make up much of the land space, but their health and quality often correlates to community health. These areas serve to provide a habitat for a variety of wildlife, and much of the area in the Village can be found within the Schlitz Audubon Nature Center located in the southeastern section along Lake Michigan. While the maps used through WWI show some of the wetland delineation, much more of the area may be identified as such through physical examination of the site. Protection of wetlands is endorsed through federal and state regulations because of their value for wildlife, flood control, water filtering capacity, and diversity. There are many areas within the Village boundaries that are not designated floodplains, but are susceptible to flooding, as was evidenced during 1997, 1998, and as recently as 2008. To this end, the Village continues to improve upon its stormwater management plan and has contracted with Mead & Hunt through grant funding to help further develop best management practices.

Village ordinances have been used strategically as a regulating tool to help prevent unnecessary harm on property owners through policy making, including:

### **Impervious Surface**

- Created in early 2008, this ordinance requires oversight and minimum setbacks for the creation of impervious surfaces (driveways, sidewalks) for residential districts. This was designed to protect homeowners from the burden of runoff due to the creation of new impervious surfaces.
- Also included in this ordinance is a proper drainage requirement to help direct the flow of stormwater that is created by expansion, additions and redevelopment; to not burden adjacent properties.



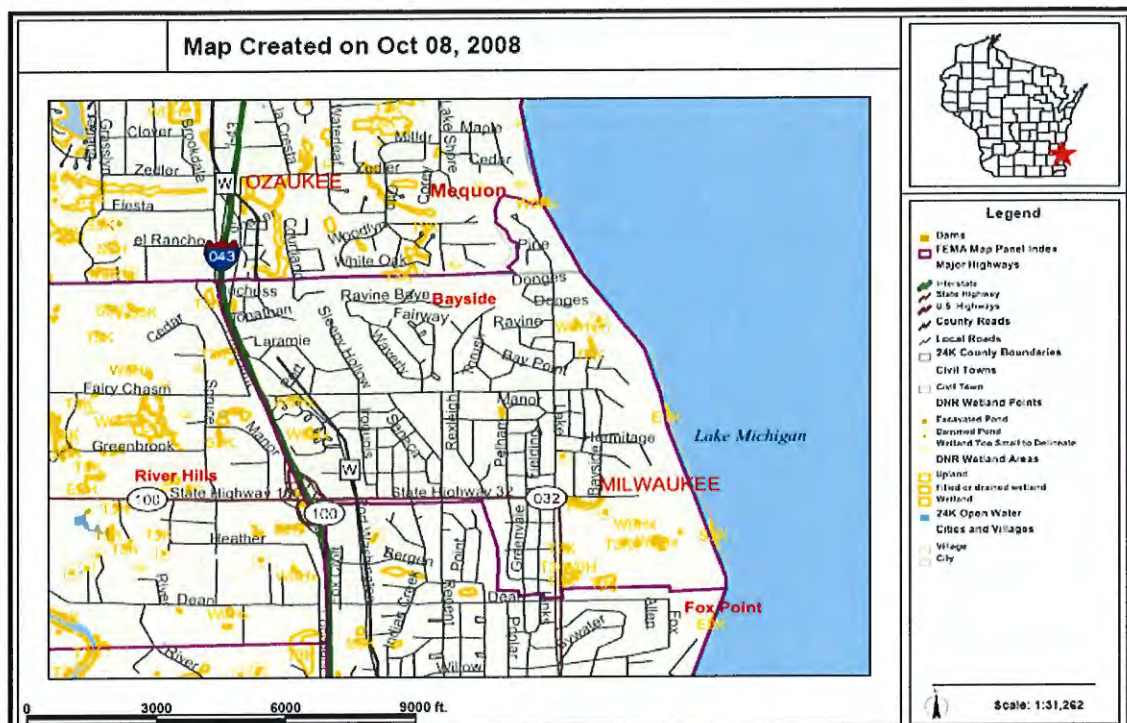


Figure 2.1 – Wetland Areas

### Subsurface Water

The direction of groundwater flow is predominantly toward Lake Michigan and respective ravines as each area allows. The average depth of groundwater varies throughout the area, but reaches a maximum of depth of 45 feet below surface.

### Air

Because of its proximity to downtown, Bayside may feel the effects of regional urban traffic and industry air pollution. In addition, normal residential sources, along with traffic from the interstate add to the primary pollutants of ground level ozone, particulate matter from truck exhaust and a potentially wide variety of industrial pollutants.

It should also be noted the effect that Lake Michigan can have on the air quality of the Village.

### Noise

The sources of noise pollution include Interstate 43, STH 32, the railroad corridor, local traffic, and industry related traffic. Village ordinance mandates “quiet hours” between 7 pm and 7 am which certain industry is not permitted.

### Woodlands

Woodland resources contribute to ecological and aesthetic attributes of the Village. The dominant tree species in the area are Ash, Locust, and Oak. The Village is also home to many native and specimen

trees and has been introduced to many non-native tree species. Currently, the urban forest condition is well, and continues to increase with planting in necessary areas of the Village. Dutch Elm disease and the increased threat of Emerald Ash Borer have already affected the way future plantings are addressed. A greater diversification of species allows for the stability of tree health. For example, no more than 12% of one species will be planted in Village right-of-way. Working with State officials in the coming months, the Village will cultivate a treatment strategy for Emerald Ash Borer in line with State recommendations. Recent discoveries in Ozaukee and adjacent counties have created a catalyst for more intensive work in the area.

In 2008, over one hundred trees were planted with help from WDNR grants. The trees were planted to help diversify the urban inventory and to help replace trees lost during reconstruction of the Brown Deer Road and Lake Drive intersection. The Village will be seeking designation to the Tree City U.S. A. program, which requires specific standards to ensure tree sustainability. For this requirement, the Village created a right-of-way inventory of all trees to help better implement an effective tree management plan. Results of this inventory include:

- 4,885 total trees in the Village's public right-of-way.
- 609 Ash trees
- 817 Maple (includes all varieties)

### ***Environmental Corridors***

You'll notice two corridor features represented in figure 2.2, which include several acres of Primary Environmental Corridor (PEC). These areas have been identified by SEWRPC's Regional Natural Areas and Critical Species Habitat Protection and Management Plan for Southeastern Wisconsin (Planning Report No. 42, 1997). The major corridor includes a large portion of the Schlitz Audubon Nature Center, which has the ability to support rare, threatened, or endangered species. The entire Lake Michigan coastline in the Village has been designated a PEC. Many areas of the Village remain in natural condition and continue to support a spectrum of native and migratory wildlife species. Non-game species, such as songbirds and waterfowl, as well as deer in limited populations are present in the Village.

### ***Productive Agriculture Area***

There is currently no acreage in the Village that supports productive agriculture.

### ***Metallic and Non-Metallic Mineral Resources***

There are no mineral resources or historic sites that have been identified or warrant land acquisition.





Figure 2.2 – Primary Environmental Corridors; Map provided by SEWRPC

## *2.2 Existing Cultural Resources*

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Throughout the Village of Bayside, you will find several areas of cultural importance that have helped shape the community. Home to a diversity of people, the cultural balance is evident, as landmarks, private roads, collection services, and friendly neighbors all provide a valuable presence in the Village.

### ***Character***

The overall design of the Village provides an important sense of social and cultural continuity within the community. The stabilization in property values and long-term residency are all characteristics that help define the quality of life in Bayside.

Village Hall, which houses general government services and Police, coupled with the North Shore Fire Department's Station #5 also located in Bayside, provide high-quality services located in the heart of the community.

Also, the natural layout of homes, yards, and Village streets are all physical characteristics that contribute to the uniqueness of Bayside. Because the major transportation thoroughfares lie on the outer boundaries, the interior is defined by quiet streets that are used primarily by residents. In fact, all interior Village streets are 25 mph zones, as each are low traffic, narrow corridors. The area is a quick getaway from the urban metropolis of downtown Milwaukee. Adding to the rural nature of the Village is its use of swales, culverts, and ditch system to drain water as opposed to concrete curbing consistent with more urban areas.

### ***Historical Designations***

While many people are well aware of the most visible historic structure, the Lion's Gates, built in 1911; it should be noted that the Village is home to three other structures that have received designation. With such rich history, the area has become well known for its preservation efforts, as well as a place to view a few beautifully kept secrets.

- **Taylor-Marra House** – Constructed in 1912 in a Mediterranean style, the house was developed by a Hugo C. Haeuser, a noted Milwaukee architect. With stucco walls and a veranda that opens to Lake Michigan, this home provides astonishing views and received its landmark designation in 1996.
- **Fairy Chasm Gazebo** – North Lake Drive  
Located in the northern portion of the Village, this gazebo was once called the "Entrance to the Alps," as the gate marked the starting point for trails and an opportunity for walks through the ravines. This area was developed by Jake Donges and Fred Usinger, and visitors would follow the paths to the mouth of Fish Creek to a beach on Lake Michigan. The stone gazebo still stands to this day, hidden in the vegetation just south of the county line.
- **The Schlitz Audubon Nature Center** – 1111 East Brown Deer Road  
Designated in 1980, the land now home to acres of natural area was originally acquired in the late 1880s by the owners of the Schlitz Brewing Company. The area served as a

horse breeding farm and also was a place to raise dairy cattle and poultry. In the late 1960's the future of the land became quite controversial, with the fate of the farm unknown. Rather than developing the land for homes or retail, it was offered to the National Audubon Society, and opened in 1974. Today, the center is one of the leading environmental agencies in the world, with the addition of one of the most ecologically friendly buildings ever constructed.

- **Lion's Gates** – Located at the intersection of Lake Drive and Fairy Chasm Road and easily the most recognizable piece of history in Bayside, the stone Lion's Gates were erected in 1911 to mark the original Donges and Usinger estates. Constructed from stone pulled from Lake Michigan, the Gates took over a year to complete. The two daunting Lion's still stand to this date with the original inscription from 1911. After receiving historic designation in 2007, the gates were reconstructed in the summer of 2008 to ensure stability after nearly one hundred years had left the Gates crumbling and in need of repair. The Gates were completed in the fall of 2008, and will help represent the area for another one hundred years.



### ***Lake Michigan***

Perhaps the greatest natural resource to the area, Lake Michigan also serves as a point of reference in cultural standing to the Village. Home to some of the most spectacular views on southeast Wisconsin, the Lake provided well for the first inhabitants to the area, and continues to attract new residents.

### ***Parks***

The Village's lone municipal park, Ellsworth Park, is fittingly located in the center of the community. With a rebuilt Tot Lot playground, renovated baseball diamond, and sheltered pavilion available for resident use, the park has become a central gathering point for citizens. It's also become home to the Village's three major annual celebrations, the Fourth of July Parade, Village Picnic, and Halloween Fright Night festivities. All three of these events are free to the public, and often provide food, games, and entertainment for all ages. Within the next year, the Village will be considering additional improvements to the park, including a memorial brick feature, lighted flagpole, and central area for residents to gather for picnics and other events.

The Village also houses a portion of Doctor's Park, which is a Milwaukee County Park, shared between Bayside and the Village of Fox Point. This park is located in the southeastern portion of the Village and offers views of Lake Michigan, as well as beach area.



## *2.3 Agricultural, Natural and Cultural Resources Goals Implementation*

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Through discussion and public participation via meetings, community survey, and participant feedback, the Village has established goals and policies to help implement those goals through this comprehensive planning document.

### **Goals**

1. Protect groundwater from surface contamination.
  - Encourage groundwater infiltration through best practices such as rain barrels, dry wells, and rain gardens. These methods are the most attractive as they can all be retrofitted on existing properties.
2. Promote increased volunteerism and participation during the annual Village-wide clean up days.
  - Starting in 2008, the Village organized a community wide clean up day that allowed residents to bring electronics, yard waste, oil, and recyclable items all to the Village Hall grounds for disposal, free of charge. This event helps support the continuing trend toward reducing our overall carbon footprint, which was identified in the Community survey as important to nearly 75% of the Village.
3. Continue to facilitate the relationship between the Village and environmentally friendly groups, including the Schlitz Audubon Nature Center and local schools.
  - The Village has teamed up with SANC to help promote National Recycling Day, along with other projects to foster environmentally friendly ideas.
4. Complete the stormwater management plan update to help reduce runoff impacts against both property owners and the physical environment.
  - The Village recently contracted with Mead & Hunt to complete an update on its stormwater management plan. This is of specific importance to the area as the proximity to Lake Michigan, along with the aging infrastructure of residential properties intensifies the need to move water effectively and efficiently to the proper areas.
5. Coordinate environmental protocols with federal, state, and local officials.
  - With the recent discovery of Emerald Ash Borer in Wisconsin, it's important for Village officials to develop a strategic plan in accordance with State recommendations. The WDNR continues to work on early detection and provides the most updated information.



- Education about the Village's urban forest is perhaps the most important factor to help maintain its integrity. Early identification may be the difference between stopping the problem before it spreads throughout the community's tree inventory.

### ***Implementation Strategies***

<b>Project or Action</b>	<b>Actor Responsible</b>	<b>Timeframe</b>
Protect groundwater from surface contamination.	Mead & Hunt; DPW	Continual
Promote increased volunteerism and participation during the annual Village-wide clean up days.	Village Staff; GreenScape Committee	Continual
Continue to facilitate the relationship between the Village and environmentally friendly groups, including the Schlitz Audubon Nature Center and local schools.	Village of Bayside	Continual
Complete the stormwater management plan update to help reduce runoff impacts against both property owners and the physical environment.	Village of Bayside	2009
Coordinate environmental protocols with federal, state, and local officials.	Village Staff	2009-2010



# Chapter 3

## Housing

Housing stock is the primary, and perhaps most important asset of the Village that, until recently, continued to appreciate in value at rates competitive with outlying communities in the greater Milwaukee metro area. Residential districts, connected by small, low trafficked streets help to create a vital network of connectivity. Most homes are within walking distance of Ellsworth Park and Bayside Middle School, as well as the retail located on the western boundary of the Village.

Property values have remained fairly stable throughout the years, and decreased on average only one percent over the past year, during one of the greatest housing downturns in US history. Location, community pride, and an intense level of aesthetic maintenance have allowed the Village to retain such high property values. Quality and structural integrity is of great importance to the community, and the Architectural Review Board reflects residents' opinion.

### **Architectural Review Board**

- The Architectural Review Committee consists of five residents of the Village, one of which shall be an architect, and one member from the Village Board. Their purpose is to ensure that all construction and structures comply with municipal code and architectural quality, consistency, aesthetic design, and finish.
- Commercial and residential construction, as well as any modifications that may change the aesthetic nature of a structure in the Village are subject to review by the standing Architectural Review Board, with the oversight of the Board being quite expansive.





### *3.1 Existing Housing Policies & Inventories*

Through this process, it's important to assess the long-term housing needs of the community. For this to be done correctly, existing housing stock should be carefully evaluated. As is the case with the housing market, comparables are often used, and surrounding municipalities have been included to help us better gauge the Village's performance.

UNITS IN STRUCTURE	Bayside	Milwaukee County	Ozaukee County
Specified Owner-occupied Units	1,456		
1-unit, detached	79.30%	45.70%	69.90%
1-unit, attached	5.60%	5.20%	7.20%
2 units	1.60%	18.40%	5.70%
3 to 9 units	0	12.70%	10.10%
10 to 19 units	0.90%	4.40%	3.30%
20 or more units	12.30%	13.10%	3.50%
Other	0.30%	0.50%	0.30%

**Table 3.1 – Total Housing Unit Types; Source: US Census Bureau**

According to 2000 US Census data, Bayside has 1,456 owner occupied units, which accounts for 79% of the total number of housing units with the Village. The breakdown of the types of homes within the Village is indicated in the chart above. The median value per unit of \$229,400 is fairly consistent for the area, and nearly twenty thousand dollars higher than Fox Point, the community directly to the south. With an overall total of 1,836 housing units, multifamily housing makes up the remaining portion of the occupied units (Bayside Woods, the Oaks Condominiums).

Developable land within the community is nearly non-existent in terms of "green" or new growth; however there lies the possibility for redevelopment. As is the case with surrounding communities, the opportunity for growth remains limited, as the community is fully developed and controlled by physical boundaries as well. With the limited amount of space, and because the vast majority of homes (60.8%) were built prior to 1969, future construction would most likely result from the replacement of existing structures. Below is a chart that outlines the age of housing within the Village.

Year Built	Quantity	Percentage
1999 to March 2000	0	0
1995 to 1998	6	0.40%
1990 to 1994	95	5.20%
1980 to 1989	223	12.10%
1970 to 1979	320	17.40%
1960 to 1969	347	18.90%
1940 to 1959	769	41.90%
1939 or earlier	76	4.10%
<b>Total Number</b>	<b>1,836</b>	<b>100%</b>

**Table 3.2 – Age of Total Housing Units; Source: US Census Bureau**

## Housing Values

At the time of the 2000 US Census, the median value for owner occupied homes was at \$229,400. This is significantly higher than Milwaukee County overall. In fact, this number is more than double the County average of \$103,200.

Working with the Village's assessor from 2008 numbers, it should be noted that current information regarding values for 1,602 residential properties in Bayside averages over \$361,000 per home. This date is obviously more current than the 2000 US Census numbers, but also takes into account the recent trend in both the economy and housing market. Even with the recent downturn, housing values remain fairly consistent within the Village, once again confirming the strength of the area. From 2008 data, there are a nominal amount of vacant land parcels within Village boundaries that could be counted on for future construction.

According to 2000 US Census data, the majority of owner occupied units (56.4%) were priced in the \$200,000 - \$499,999 range, with less than 35% priced below \$199,999.

	Bayside	Fox Point	River Hills	Elm Grove
Specified Owner-occupied Units	1,456	2,266	523	1,877
Less than \$50,000	0	0.40%	0.60%	0.50%
\$50,000 to 99,999	2.70%	0.95%	1.10%	0.30%
\$100,000 to \$149,999	8.50%	18.60%	3.10%	5.30%
\$150,000 to \$199,999	26.80%	28.10%	11.10%	17.30%
\$200,000 to \$299,999	34.10%	26.30%	10.50%	42.80%
\$300,000 to \$499,999	22.30%	13.90%	24.50%	27.10%
\$500,000 to \$999,999	5.20%	9.90%	37.50%	6.80%
\$1,000,000 or more	0.40%	2%	11.70%	0.00%
Median (dollars)	\$229,400	\$206,600	\$491,000	\$263,900

Table 3.3 – Household value demographics; Source: 2000 U.S. Census Bureau

According to 2000 Census data, of the Village's 1,836 housing units, 1,773 (96.5%) were occupied. The 3.5% vacancy rate is well below that of Milwaukee County, and the long-term residency rates (28.8% have lived in the same home since 1979 or earlier) shows the relatively strong housing market within the Village.

While most of the homes in the Village are owner occupied, there are approximately 255 renter-occupied units (13.8%) as well. This number is most likely slightly higher with the recent addition of the community based residential facility and assisted living facility on Port Washington Road (Elizabeth Residence, completed 2008).



## ***Affordable Housing***

As has been discussed throughout this document, the housing market within Bayside has remained strong, and property values have remained steady throughout the past decade. This is largely due to the consistent high cost of land in the Village. The proximity to Lake Michigan, downtown Milwaukee, and large lots are the main contributors.

The US Department of Housing and Urban Development defines low income as less than 80% of a community's median income. The Village's median income is \$89,000, which translates into a monthly housing expenditure of approximately \$2,225 per month to define affordability.

Bayside remains competitive within the local area (Fox Point, River Hills, Southern Ozaukee County). For a point of reference, affordability is often defined as households paying not more than 30% of annual income. As is evident from the charts below, over 80% of housing is considered affordable in the competitive market.

<b>SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1999</b>		
	<b>Total</b>	<b>Percentage</b>
Less than 15 percent	542	37.20%
15 to 19 percent	293	20.10%
20 to 24 percent	178	12.20%
25 to 29 percent	112	7.70%
30 to 34 percent	84	5.80%
35 percent or more	247	17.00%
<b>GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1999</b>		
	<b>Total</b>	<b>Percentage</b>
Less than 15 percent	46	18.00%
15 to 19 percent	38	14.90%
20 to 24 percent	25	9.80%
25 to 29 percent	50	19.60%
30 to 34 percent	16	6.30%
35 percent or more	48	18.80%
Not computed	32	12.50%

**Table 3.4 – Housing cost as a percentage of household income; source US Census Bureau**

The lack of available land within Bayside's confines new housing, whether it is new construction or redevelopment. With municipal boundaries on three sides and Lake Michigan to the east, the possibility of acquiring additional lands creates obstacles for providing access to additional affordable housing. The existing value of single-family housing creates substantial financial obstacles for first-time homebuyers, which can often limit the amount of a municipality's population. Often these obstacles lead many one and two person households to migrate to town homes, apartments, or condominiums. This is not necessarily a main concern for Bayside, as new population growth is not dependent upon new construction.

With the current conditions of the Village, the option for multifamily housing development is unlikely, as well as any mixed-use development (barring the redevelopment of the western corridor). In addition, the history of development of housing in the Village has skewed greatly toward single-family development.

### ***Housing Demand***

For the most part, the demographic composition of the Village represents an older population, with over 66% of the households not having children under the age of eighteen. Typically, these households are represented by “empty nest” individuals (parent-only families aged 45-64) and those of retirement age.

Senior citizens (those 65 and older) have the opportunity in the Village to utilize a variety of housing choices, including single family, condominiums, rental, assisted living, and community based residential facilities. According to the 2000 Census, over 32% of households consisted of residents aged 65 years and older. As mentioned, the recent remodeling of the Elizabeth Residence in 2008 offers another option for senior citizens in the Village.



### *3.2 Housing Goals Implementation*

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Through discussion and public participation via meetings, community survey, and participant feedback, the Village has established goals and policies to help implement those goals through this comprehensive planning document.

#### **Goals**

1. Continue to provide high quality, high value housing.
  - By working with the Architectural Review Committee, as well as homeowners, the Village has the ability to ensure that home values remain above average. Aesthetics, along with the community's willingness to maintain property standards allow continually steady property values.
  - Character defining attributes of residential areas, stormwater swales, lawn care, asphalt-surfaced paths, are all essential to the community appeal.
2. Work through the property maintenance process to provide accountability to homeowners.
  - Regulations and oversight make sure that all Village ordinances are being followed, therefore providing a sense of accountability and proactive approach toward upkeep of homes and lots.
3. Promote the development of vacant land and redevelopment of currently utilized land to help reduce the tax burden on the remaining households.
  - Communication between developers and the Architectural Review Board is necessary for new development and possible redevelopment of residential homes within the Village. Adverse impact on neighboring properties must be kept in mind.
4. Support the possible redevelopment of areas of the Village if the opportunity presents itself.
  - The Village must be open to possible proposals that would help reduce the property tax burden on residents.

### **Implementation**

<b>Project or Action</b>	<b>Actor Responsible</b>	<b>Timeframe</b>
Continue to provide high quality, high value housing.	Village of Bayside; residents	Continual
Work through the property maintenance process to provide accountability to homeowners.	Village Staff;	Continual
Promote the development of vacant land to boost tax rolls, reducing the burden on the remaining households.	Village of Bayside	Continual
Support the possible redevelopment of the western corridor of the Village if the opportunity arises.	Village of Bayside	Continual

# Chapter 4

## Transportation

The basis of the transportation component for the “Smart Growth” plan is to examine existing infrastructure, as well as to identify possible opportunities to help sustain future growth. All this is based upon the use of multi-modal systems in the local area, examining ways to help improve transportation safety and offering efficient methods to Bayside residents. This portion will help examine local and regional modes of transportation for citizens, and the link between industries that use the Village as a pass-through. In coordination with the Land Use element of this document, the transportation plan must examine the future needs of the community in terms of development or redevelopment.

Over the past few decades, livelihoods of Americans; the way we live and work has changed significantly. A call for energy reform, as well as transportation trends will guide comprehensive transportation planning.

The Village collaborates with the following when coordinating transportation duties:

- Wisconsin Department of Transportation
- Milwaukee County Department of Transportation
- Southeastern Wisconsin Regional Planning Commission (SEWRPC)
- Union Pacific Railroad

The shared responsibilities of transportation elements require open communication and respect between agencies to help facilitate successful endeavors. The local transportation system is made up of a network of roads and streets, with varying capacities and functions to move traffic within and around the community.

### *Modes of Transportation*

The Village’s complete system includes streets, public transit, and bicycling and walking trails. A combination of these comprises a collective transportation system, which supports the varying needs of our community.



Sidewalks on Brown Deer Road were added during the road reconstruction in 2006.

## *4.1 Transportation Regional Planning*

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The Village of Bayside was included in the Southeastern Wisconsin Regional Planning Commission (SEWRPC) recommended year 2035 regional transportation plan that was completed in 2006. The study was designed to address existing and anticipated long-range transportation needs, problems, and opportunities.

In addition, efficient land use, as well as public transit options were explored, along with highway improvements to provide a comprehensive, multi-modal, balanced, high quality transportation system in southeastern Wisconsin.

### **Existing Inventory**

The Village of Bayside is served by a system of roadways under the jurisdiction of the Wisconsin Department of Transportation (WisDOT), Milwaukee County, and the Village. Because certain roadways are classified according to function, they do not possess some of the same design characteristics. Included in these designs are the roadways level of access, as well as the mobility provided.

Classification	Street/Road
Highways	Interstate 43
Arterial Streets	Brown Deer Road – US 32
	Lake Drive – US 32
	Port Washington Road – HWY W*
Collector Streets	Fairy Chasm Road
	Lake Drive (North of BDR)
	Regent Road
Local Streets	All other streets

Figure 4.1 - \*Shared right of way with Milwaukee County

### **Regional Roadways**

Regional roadways within the Village's boundaries assist in achieving logical and efficient traffic flow to arterial streets, as well as the interstate highway system. Arterials provide the most convenient access routes. The intersection of Brown Deer Road (HWY 32) and Port Washington (CTY W) also serves as the only signalized intersection of major crossroads. Both Brown Deer Road and Port Washington Road serve as major throughfares in the Village. Each has similar annual average daily traffic (AADT) counts. The increase and decrease in traffic volumes over the past twenty year span has been nominal.



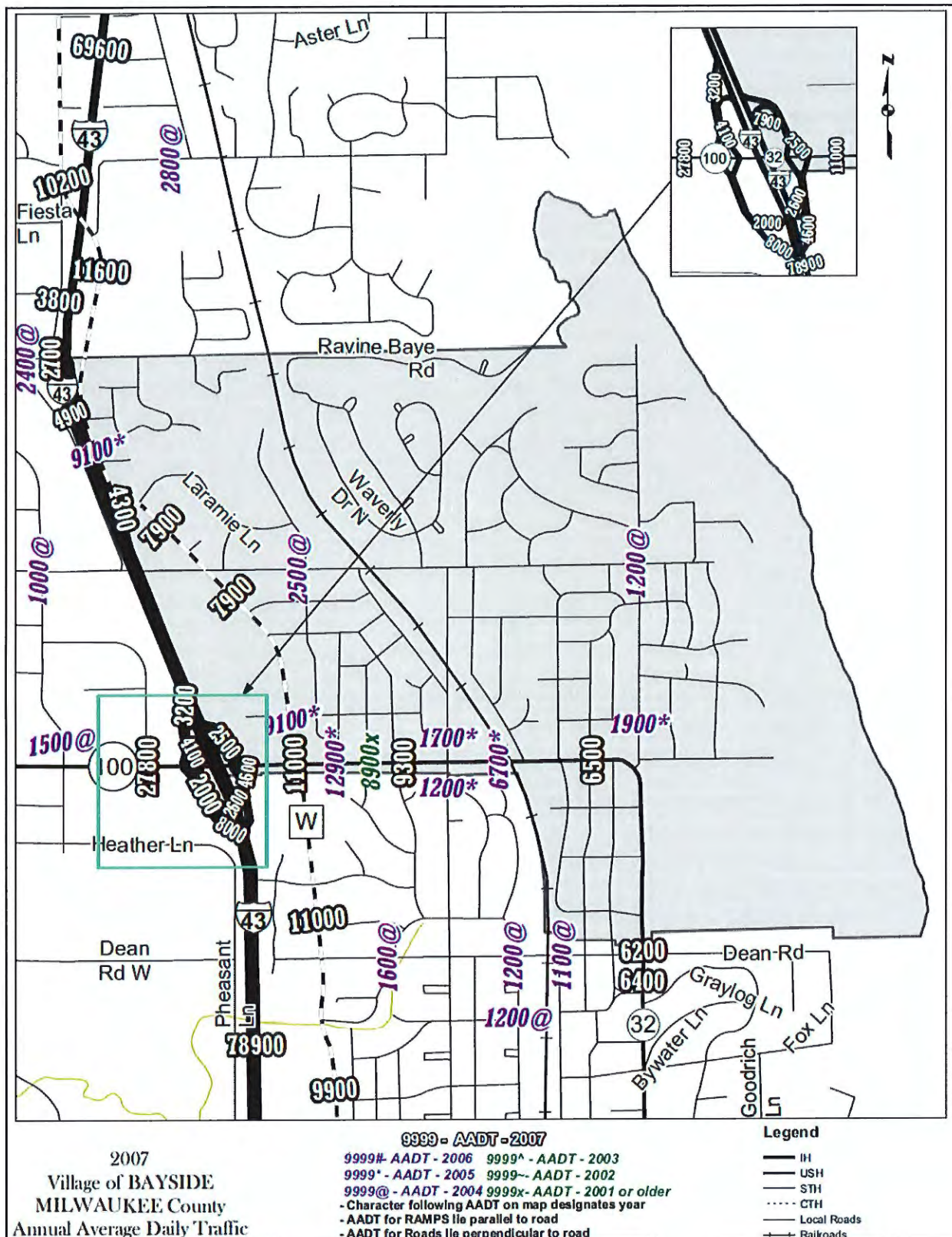


Figure 4.2 – Average Annual Daily Traffic Count (AADT); Source: WISDot

Regional roads include:

#### **Brown Deer Road**

- Brown Deer Road (State Highway 32) runs east-west along the southern portion of the Village. Over a dozen local streets convey traffic onto Brown Deer Road along the nearly mile and a half segment within Village boundaries. The road intersects with Port Washinton Road, which comprises the only signalized intersection in the Village. The road provides two lane traffic, and recently was widened by the Wisconsin Department of Transportation. The widening included a 5 foot concrete sidewalk on the southern portion of the road. While WisDOT owns the right of way, the Village assumed all maintenance duties of the road and sidewalk.



A portion of Brown Deer Road serves as the southern boundary between Bayside and Fox Point. It is one of the most highly trafficked roads in the Village, and serves as frontage for over twenty homes in the Village.

#### **Lake Drive**

- Lake Drive is also categorized as State Highway 32, which runs through Milwaukee and the north shore communities of Shorewood, Whitefish Bay, Glendale, Fox Point, and Bayside. The most eastern road in the Village in the southern portion, Lake Drive has three roads from the Pelham Health subdivision servicing it. As a part of the Lake Michigan Scenic Tour, it is one of the most trafficked roads, and also serves as a leg of the Miller Lite Ride for the Arts. This portion of Lake Drive also has a pedestrian pathway to accommodate residents. While WisDOT owns the right of way, the Village assumed all maintenance duties of the road and sidewalk on this section.

Lake Drive also extends north into the Village, running north-south, ending as it reaches the most northern point of the Village, in Ozaukee County. This portion of Lake Drive underwent reconstruction in 2006 as a part of the Village's Capital Improvement program, and is exclusively Village owned.

#### **Port Washington Road**

- Port Washington Road (County Hwy W) runs parallel to Lake Drive, on the western border of the Village. The Village shares much of the maintenance responsibility with Milwaukee County, including snow removal. This road provides significant north-south transportation, and intersects with Brown Deer Road, creating the largest intersection in Village limits.

The off ramp from I-43 is set for reconstruction in 2010 to a signalized intersection for improved safety. Currently, the intersection has the highest vehicle-bicycle accident ratios in southeast Wisconsin.

#### **Interstate 43**

- While the Village does not provide maintenance or repairs to the interstate, it does however monitor speed and responds to any incidents that may occur on the portion of highway that falls within the Village's jurisdiction. I-43 serves as the western border, separating Bayside from the Village of River Hills. I-43 has been identified by the SEWRPC's Regional Transportation System

Plan: 2035 as needing widening and reconstruction to reduce increased traffic congestion.  
These repair costs would not be absorbed by the Village, but are the jurisdiction of the State.



## 4.2 Transportation Existing Infrastructure

### Local Roadways

Collector streets accommodate both residences and business properties, and generally allow for higher volumes of automobile traffic. While the Village has only a few collector streets, they are heavily trafficked and are vital to the infrastructure.

Fairy Chasm Road, which runs east-west in the Village, accommodates the greatest quantity of vehicular traffic, and portions underwent reconstruction in 2008 to help improve conditions. Regent Road, as well as Lake Drive (north of Brown Deer Road) constitutes the other collector streets within the Village.



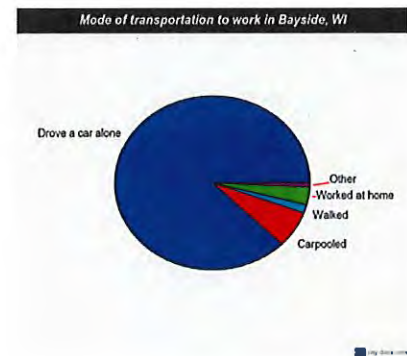
Local (residential) streets provide a means of access between a property and a collector or arterial roadway. All local streets in the Village are regulated by 25-mph speeds, and are designed to accommodate low volumes of traffic.

As mentioned, the percentage of increase/decrease of traffic volumes on arterial, collector, and local streets has been minimal. Both Brown Deer Road and Port Washington Road have been reconstructed within the past five years to help adjust for the greatest traffic impact.

The most predominant form of rating streets is the Pavement Surface Evaluation and Rating (PASER) system, designed by the Transportation Information Center of the University of Wisconsin-Madison. This system is based on a 1-10 scale, the scale is broken down as follows: 1 and 2, very poor condition; 3, poor condition; 4 and 5, fair condition; 6 and 7, good condition; 8, very good condition; 9 and 10, excellent condition. All Village streets are evaluated on this system, which helps determine their need for repairs. Below are the current PASER ratings for the main streets in Bayside.

Street	PASER Rating
Brown Deer Road	10
Lake Drive	10
Port Washington Road	County Rated
Fairy Chasm Road	10 (W); 4-6(E)
Regent Road	5

Figure 4.3 – PASER ratings; entire Village PASER located in Appendix A





## Railroad Services

The Village has one active railroad line, owned by Union Pacific Railroad. Currently, six (6) trains pass through the Village daily. This rail line has road crossings at two points: Fairy Chasm Road and Regent Road. The train ranges from 20 to 30 mph while passing through the Village boundaries.

The trains are entirely freight bearing in nature, with no plans for passenger rail. The closest form of passenger rail is the Amtrak station, located in the City of Milwaukee, servicing several areas of the country.

One of the major challenges facing the Village is the acquisition of a quiet zone designation. The Federal Railroad Administration published the Final Rule on the use of locomotive horns, effective 2005. This rule states that certain safety requirements must be met in order to achieve meet the requirements for a quiet zone establishment. Without significant funding or a rule exemption, the Village will not be able to achieve the quiet zone designation as it is currently defined.

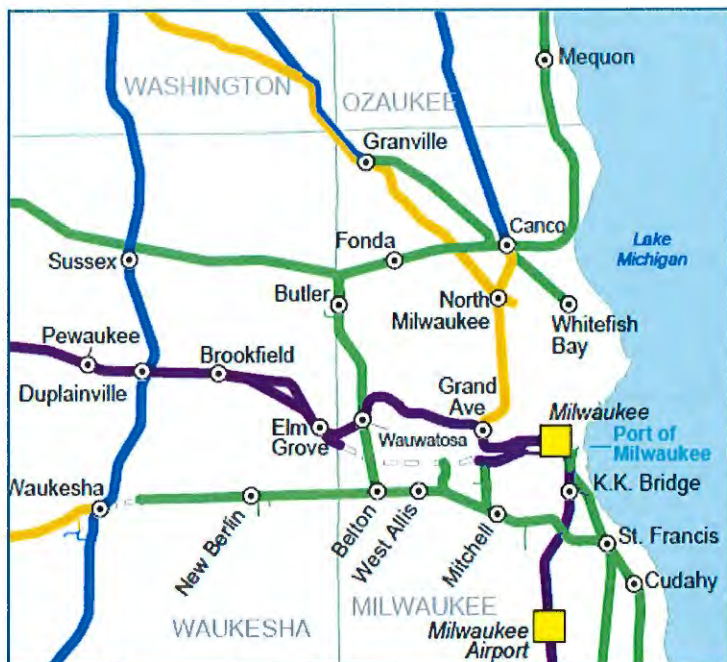


Figure 4.4 – Regional railroad map system. Bayside runs only UP freight. Map provided by WISDOT

## Public Transit

Public transit is provided by Milwaukee County in the form of busing. The only existing bus route that runs through Bayside is the Route 68 (Port Washington) bus that offers limited service, traveling on Port Washington Road, Brown Deer Road, and Lake Drive.

Milwaukee County also offers ride share programs, and the Village is in close proximity to a Park and Ride kiosk (River Hills), which allows users the opportunity to park and then use County busing as a form of transportation.

### ***Air Transportation***

General Mitchell International Airport is Wisconsin's largest airport, and is located southwest of the Village, and is easily accessible within thirty minutes by vehicle.

### ***Bicycle and Pedestrian Transportation***

Public parks, schools, and open space offer many areas for residents to use for recreational purposes. In general, paths are not present in the Village, as the residential nature is not conducive to the urban character of paved pathways. Currently, Lake Drive and Brown Deer Road are the only areas with extensive paved pathways. Ellsworth Park is equipped with convenient sidewalk areas for ADA compliance and resident enjoyment.



There is no formalized or signed bicycle transportation network in the Village, although recreational cyclists often utilize Bayside's non-congested residential streets. The Lake Drive/Brown Deer Road scenic tour has also been identified as a bicycle "urban escape" route by the Wisconsin Department of Transportation.

### ***Parking***

Vehicular parking is prohibited on Village streets without the approval of the Police Department. Suitable levels of parking are essential to ensure that residential areas are not unduly burdened. However, because of the rural nature of the residential districts, and narrow streets, parking is restricted.

The commercial areas in the Village are equipped with sufficient parking in their respectively zoned districts. Because there is no street parking within Village boundaries, any new building will have to accommodate any vehicular parking or receive permission from the police department.

### ***Waterways***

While located adjacent to Lake Michigan, the Village has no commercial access. The nearest Port access is available in the City of Milwaukee, or through Port Washington.

### ***Village Compliance & Regional Transportation Plans***

**A Regional Transportation System Plan for Southeastern Wisconsin: 2035**  
(SEWRPC Planning Report No. 49)

The adopted Regional Transportation System Plan outlines recommendations to physical infrastructure that consider the context of the seven-county southeast Wisconsin region. The plan examines arterial streets and highways, transit, bicycle and pedestrian travel as part of an integrated system. By State law, the regional plan is entirely advisory.



While the Village's compliance to this plan may not be mandatory, the recommendations are certainly considered. Most importantly, the Village's system must be able to accommodate the residential traffic.

### **Future Improvements to Infrastructure**

Existing and future travel demands, coupled with long-term deficiencies in the roadways allow for improvements to both arterial and collector streets within the Village. As mentioned, Brown Deer Road, Lake Drive, and Fairy Chasm Road have all been repaired within the past five years. As outlined by the Village's capital improvement plan, the following streets are scheduled for repair.

Village of Bayside Capital Improvement Program																	
Department	Priority	Project	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Expenditure	Remaining	Quantity	Price
St. RSF	5	Port Court- CTH W. to Termini			\$ 26,136									20	2	1	\$ 26,136
St. RSF	5	Ellsworth Lane- Iroquois to Santa Monica Blvd.			\$ 91,410									20	2	1	\$ 91,410
St. RSF	5	Tennison Drive- Fairy Chasm Road to Bay Point Road		\$ 66,713										20	2	1	\$ 66,713
St. RSF	5	Pelham Parkway - Brown Deer Road to Ellsworth Lane		\$156,833										20	0	1	\$156,833
St. RSF	5	Apple Blossom Lane - Jonathan Lane W. to Dutchess Court W.			\$ 39,270									20	2	1	\$ 39,270
St. RSF	5	Rexleigh Drive - Brown Deer Road to Fairy Chasm Road				\$263,340								20	3	1	\$263,340
St. RSF	5	Buttles Place - Lake Drive to Pelham Parkway					\$126,308							20	4	1	\$126,308
St. RSF	5	County Line Road- Port Washington to Sequoia Drive					\$114,950							20	4	1	\$114,950
St. RSF	5	Seneca Road - Ellsworth Lane to Seneca Court						\$169,868						20	5	1	\$169,868
St. RSF	6	Glenbrook Road - Ravine Lane to Lake Drive						\$100,238						20	5	1	\$100,238
St. RSF	6-8	Baypoint Road - Regent Road to Regent Road							\$424,578					20	6	1	\$424,578
St. RSF	3-6	Donges Road - Lake Drive to Lake Drive								\$139,425				20	7	1	\$139,425
St. RSF	6	Hermitage Road - Lake Drive to Termini								\$113,273				20	7	1	\$113,273
St. RSF	6-7	Bayside Drive - Fairy Chasm Road to Brown Deer Road									\$222,173			20	8	1	\$222,173
St. RSF	6	Pelham Parkway - Ellsworth Lane to Bay Point Road										\$318,038		20	9	1	\$318,038
St. RSF	7	King Road - Rexleigh Drive to Ellsworth Lane											\$104,528	20	10	1	\$104,528
St. RSF	7	Manor Circle - CTH W to Santa Monica Blvd.											\$143,798	20	11	1	\$143,798

Figure 4.5 – Village's Capital Improvement Plan; repair schedule

While the Village uses this schedule as a base guideline, the adverse affect of freeze/thaw cycles caused by harsh Wisconsin winters may affect the necessity for street repairs. All streets receive a yearly examination and undergo temporary repairs (patching) as needed. As a means of increasing the longevity of streets, the Village has participated in a crack sealing program with several municipalities to achieve economies of scale. This practice will continue as a means of financial responsibility while still servicing resident needs.

### *4.3 Transportation Goals Implementation*

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Through discussion and public participation via meetings, community survey, and participant feedback, the Village has established goals and policies to help implement those goals through this comprehensive planning document.

#### **Goals**

1. Maintain the Village's existing street, pathway, and right-of-way infrastructure.
  - Perform annual examinations of Village infrastructure to determine maintenance needs and strategy for implementation.
2. Continue to maintain the rural, residential-based qualities that are consistent with the community.
  - Work with State and local officials to ensure all safety requirements and community needs are met with a mutual understanding.
3. Provide for the safety of residents and visitors that travel on Village streets or pathways.
  - Street pavement markings, as well as signage have been installed in appropriate areas throughout the Village.
  - The Village Public Safety Committee will provide recommendations as needed.
4. Encourage new developers to create pedestrian and bicycle friendly projects. Developers will also be subject to mitigation of adverse impact of traffic and/or parking that would congest Village roadways. A stormwater management requirement must be identified to meet Village specifications for all projects as well.
  - All projects are subject to review by the Plan Commission, Architectural Review Committee, Committee of the Whole, and the Village Board of Trustees.
5. Maintain the existing road network, minimizing all new, if any, creation of infrastructure.
  - Because of the Village's current land use, the possibility for new streets is minimal, and must be considered to ensure the integrity of neighborhoods.
6. Continue to adjust the Village's snow removal policy to find the correct balance to provide service delivery, while remaining environmentally friendly.
  - The Village continues to adjust its salting and plowing efforts to accommodate residents, keeping in mind financial responsibility and environmental impact.





### ***Implementation Strategies***

<b>Project or Action</b>	<b>Actor Responsible</b>	<b>Timeframe</b>
Maintain the Village's existing street, pathway, and right-of-way infrastructure.	Department of Public Works	Continual
Continue to maintain the rural, residential-based qualities that are consistent with the community.	Village of Bayside	Continual
Provide for the safety of residents and visitors that travel on Village streets or pathways.	Village of Bayside	Continual
Encourage new developers to create pedestrian and bicycle friendly projects. Developers will also be subject to mitigation of adverse impact of traffic and/or parking that would congest Village roadways.	Village of Bayside	As needed
Maintain the existing road network, minimizing all new, if any, creation of infrastructure.	Village Staff, DPW	Continual
Continue to adjust the Village's snow removal policy to find the correct balance to provide service delivery, while remaining environmentally friendly.	Department of Public Works	Continual

# Chapter 5

## *Land Use*

This chapter focuses on existing and future land use in the Village. The high value of land within the Village, as well as the moderately few opportunities to produce economic development limits land use opportunities and variety within the Village.

The land in Bayside is used for housing, commercial businesses, public facilities, transportation and recreation. About 81% of the total acreage is zoned for residential use; 15% is natural conservancy (the 225 acre Schlitz Audubon Nature Center and the northern ravines of Nature Conservancy); and 4% comprises commercial, recreational and transportation use. The existing land pattern has developed over time largely because of the Village's proximity to Lake Michigan, as well as the focused residential-only development.

Zoning district changes, or "rezoning," can be requested by the landowner of a specific property. Conformance with land use planning as well as zoning district compliance gives a strong guide for Plan Commission approval. Consistency between the land use and official zoning map shall be examined over time as applications for redevelopment or replatting of parcels are submitted to the Village.

The process to change zoning and land uses can be lengthy, and changes to the Comprehensive Plan's land use designation, when required by statute, must occur prior to a rezoning. However, properties continuing to remain in the current zoning district can legally continue to function in its existing capacity despite its classification in future Land Use maps.

The land use plan should be used when reviewing and approving changes in zoning, planned development overlays, conditional uses, land divisions, road alignments, circulation improvements and related development matters. Consistency with the land use plan may be considered with all recommendations and decisions made by the Village.



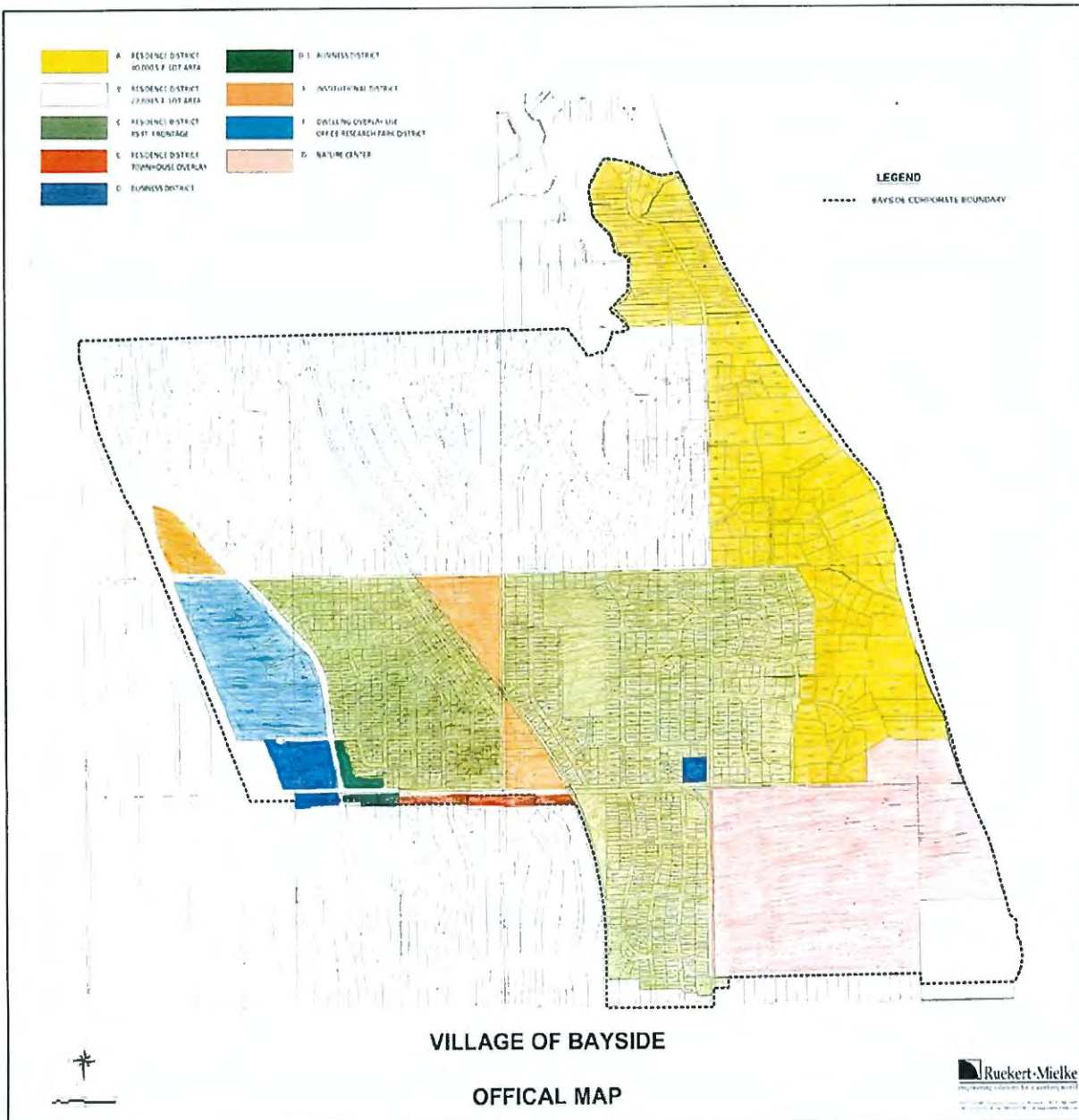


Figure 5.1 – Village Zoning Map



## ***5.1 Current Land Use***

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The Village of Bayside consists primarily of residential districts, as outlined in Map 5.1, the Village zoning map. As a requirement of the “Smart Growth” planning process, the following most common use areas will be assessed with regard to the Village’s use.

### ***Agriculture***

These lands include croplands, livestock grazing, and dairy farming. While the Village once served as a major agricultural producer, there are currently no designated areas within the Village boundaries that would fall under this land use.

### ***Commercial***

Retail sales establishments, restaurants, hotels/motels, and service stations. The Village is home to each of these types of development, all of which lie on its southern and western border. All land north of Brown Deer Road and east of Port Washington is zoned non commercial, except for the land currently occupied by Pandls and the corner of Brown Deer Road and Port Washington (Sendiks & Ogden properties).

### ***Commercial Forest***

The use of land is primarily for the cultivation of trees for timber and other forest products. The Village has no type of land.

### ***Communications/Utilities Facilities***

Land used for generating and/or processing electronic communication, or water, electricity, petroleum, or other transmittable product and for the disposal, waste processing, and/or recycling of by-products. The Village has no such land used for this purpose.

### ***Government/Institutional***

These lands include: government-owned administration buildings and offices; fire stations; public hospitals and health care facilities; day care centers; public schools, colleges and educational research lands; and lands of fraternal organizations (BSA, VFW, etc.). Cemeteries, churches, and other religious facilities are included in this land use category.

The Village has one area large area zoned for such purposes, which houses the Village Hall, Police Department, and Public Works facilities. The Bayside Middle School, an educational institution, is not currently zoned in an institutional district.



### ***Industrial***

Manufacturing and processing, wholesaling, warehousing and distribution, and similar activities. There is no industrial business located in the Village.

### ***Farm***

Approximately five acres or greater of farm buildings and accessories. As with agriculture, there is no designated farm land for buildings or accessories.

### **Open Space**

Privately owned non-wooded undeveloped lands, fallow fields. The Schlitz Audubon Nature Center, located in the southeastern portion of the Village is a privately owned entity. Although it is heavily wooded, its definition falls most predominately in this category.



### **Parks and Recreation**

Recreation lands under public or private ownership. Publicly owned recreational lands may include: parks, nature preserves, athletic fields, boat landings, campgrounds, etc. Examples of privately owned lands may include: golf courses, campgrounds, marinas, shooting ranges, etc.

Ellsworth Park, as well as a portion of Doctor's Park (Milwaukee County) falls within the Village's boundaries. Ellsworth Park is home to tennis courts, a baseball field, and newly remodeled playground area. The Park also features a Pavilion area, and is home to many of the Village's community gatherings. Doctor's park has several trails as well as access to Lake Michigan.

### **Residential**

Lands with structures designed for human habitation including: permanent, seasonal, and mobile housing units (not in a designated mobile home park) and recreational cabins and cottages.

The vast majority of Village land has been zoned in a category of residential. Without drastic changes in population, this should remain static for the foreseeable future.

### **Transportation**

Use of land corridors for the movement of people or materials, including related terminals and parking facilities. As reflected in chapter four of this comprehensive plan, the Village is home to a multimodal system of travel, with regional, arterial, and local streets.



### **Water**

Open water areas, including natural and impounded lakes and streams. Adjacent to Lake Michigan, this large open water serves as the Village's eastern boundary. The Village also is home to both Fish Creek and Indian Creek, subsidiaries of the Milwaukee River watershed. Several ravines still flow throughout the terrain as well, helping shape the landscape of the Village.

### **Woodlands**

Forested lands under public and private ownership. With heavy residential population located along the ravines throughout the northern portion of the Village, both public and private lands contain forested area. A tree inventory was completed in 2007 of all publicly owned right of way trees. The inventory was completed to aid in the prevention of the spread of Emerald Ash Borer.

## 5.2 Land Supply, Demand and Value

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Much of the Village's future land use will depend upon redevelopment of currently used areas. The amount of "open space" available for new development is quite limited. Much of the undeveloped land in the Village would be undevelopable because of environmental constraints.

### **Land Supply**

As was outlined in the *Housing Element* of this document, the Village is nearly built-out in terms of possible new development. At this time, the main area open for possible redevelopment would be the western corridor of the Village. Currently zoned for business, as well as commercial overlay, the area serves several purposes.

Perhaps the greatest indicator of possible development would be the amount of vacant land within the Village. With less than ten (10) acres of total residential and commercial vacant land, the opportunity to build becomes much more limited.

### **Land Demand**

Because the Village is a fully-built community, there is only a small percentage of total acreage that can be considered for development of redevelopment. Growth forecasts indicated a stable residential population through the year 2035. Perhaps the greatest potential lies within the opportunity for existing homes to be razed to make way for new (and possibly larger) single-family homes. Regional land supply and demands will most likely be met in adjacent suburban communities that have yet to experience full build-out.



### **Land Value**

Land values are often associated with a great number of factors including general location, neighborhood characteristics, and proximity to external factors. The Village's relative rural nature, with great proximity to the metropolitan hub of downtown Milwaukee is a distinct advantage. Lake Michigan, as well as surrounding community's land values also contributes.

Again, the value of land was addressed briefly in the *Housing Element* of this plan. Overall, property values have remained relatively stable over the past five years, but have remained relatively stable over a longer period of time. Increased stormwater management activities will help to boost property values due to the elimination of potential flood risks. Because the land supply is so minimal, with the demand remaining consistently steady due to an urban location, quaint feel, and safe environment, the Village experiences higher than average land values.

Total Assessed Value	Total Homes	Average
\$653,804,200	1,625	\$402,341



### ***5.3 Potential Investment & Future Recommendations***

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The Village has the task of planning for the next twenty years in a fully built out community. That is to say, current buildings may not be here in the future, and decisions will need to be made determined upon the land's most beneficial use.

Many of the strategies for implementation are based upon a series of general assumptions, including, but not limited to:

- Overall population is expected to remain steady. Recent trends have shown a slight decrease, and minor changes are expected.
- Demand for housing is expected to remain in line with surrounding area. While development remains minimal, land values and limited housing keep demand high.
- Need to keep the area rural in nature, with minimal economic development.
- Desire to keep retain high property values.

To help guide the decision making, this plan contains a breakdown of each area of possible interest.

#### ***Types of Districts***

Districts are made up of primarily one use, but supporting or compatible uses are also allowed in the district(s). The three main Districts in the Village are:

1. Residential
  - The residential districts comprise the greatest percentage of land usage throughout the Village. Four separate divisions of residential districts help comprise the overall residential makeup. These districts include:
    - 40,000 S.F. Lot Area
    - 22,000 S.F. Lot Area
    - 85 FT. Frontage
    - Townhouse overlay
2. Business District
  - Two separate business district distinctions lie within the Village, consisting primarily of business uses. A research park dwelling overlay use on the western corridor currently serves Bayside Woods Condos and White Oaks apartment complex. Except for one parcel (currently Pandl's Restaurant), all business district zoning lies on the western boundary of the Village.
3. Institutional District
  - One main institutional district exists within Bayside, which is home to the Village Hall and ancillary buildings, as well as the Bayside Garden Center on Brown Deer Road. Currently, Bayside Middle School is not zoned in an institutional district.

## ***Land Use Recommendations***

### **1. Residential Neighborhoods**

- When applicable, design shared open spaces to attract home buyers who value a more rural community, this could include requiring future developers to dedicate park/open space;
- Flexible residential uses should be examined to allow for accommodating housing for current zoning;
- Residential support uses – allow uses that enhance residential life; open space, schools, and other neighborhood based businesses;
- Preservation techniques should be used for land and homes, land control and management of natural areas;
- Require and enforce property maintenance – the Village currently handles all property maintenance concerns, with penalties for noncompliance;
- Require neighborhood compliance – new structures should keep current characteristics with similar setbacks, architectural regulations, and preservation of existing natural features.

### **2. Business District**

- Develop a redevelopment plan for the western portion of the Village;
- Ensure long term maintenance by either property owners or the Village with sufficient compensation from property owners;
- Require landscaping and stormwater management planning and approval for all development;
- Require parking mitigation through predevelopment agreement;
- Follow design guidelines for redevelopment of business properties to ensure quality architectural and site design
- Encourage environmentally friendly development;
- Encourage street-level pedestrian activity;
- Examine high-quality residential living space above retail buildings.

### **3. Institutional District**

- Allow uses that will provide services to the surrounding community;
- Promote redevelopment or uses that will contribute tax base or impact fees to the Village.

## ***5.4 Land Use Goals Implementation***

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Through discussion and public participation via meetings, community survey, and participant feedback, the Village has established goals and policies to help implement those goals through this comprehensive planning document.

### ***Goals***

1. Pursue intergovernmental cooperation on regional land use issues.
  - Work with neighboring communities and respective agencies on issues involving land use and transportation.
2. Continue to maintain the current predominant land use by ensuring residential property remains at a high value.
  - Enforce property maintenance and require new construction to conform to aesthetic standards.
  - Employ existing design standards by continuing architectural review process.
3. Encourage land use patterns that are consistent.
  - Compatible development should incorporate residential, office and retail in areas that are designated for such.
  - Review the zoning map to make changes as necessary to prevent changing patterns.
  - Ensure all redevelopment remains sensitive to the nature of any adjacent properties in regards to design, use and operations.
4. Stabilize the Village's infrastructure system with new construction or redevelopment.
  - Require development to submit necessary plans to ensure it will not adversely affect neighboring properties.
  - Review impervious surface proposals as well as stormwater management plans to reduce the burden on the Village's runoff system.



Project or Action	Actor Responsible	Timeframe
Pursue intergovernmental cooperation on regional land use issues.	Village of Bayside	Continual
Continue to maintain the current predominant land use by ensuring residential property remains at a high value.	Village of Bayside, Architectural Review Committee	Continual
Encourage land use patterns that are consistent with the intended use.	Village of Bayside	Continual
Stabilize the Village's infrastructure system with new construction or redevelopment.	Village of Bayside, Plan Commission	2009

# Chapter 6

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## *Economic Development*

The portion of the Comprehensive Plan designated for economic development is intended to identify the possibilities for attaining economic progress, and how an efficient local economy can add to the success of a community. Economic development, which can be defined as the type and level of business activity within an area, is often based on a combination of market forces, regulation, and the extent of local government encouragement. The process of economic development allows a community to shape their direction and help guide possible development. It is important to understand that a sustainable economic climate is perhaps more important the amount of development attracted. Decline and decreased investment is the subsequent outcome of a failing local economy.

As has been mentioned throughout this document, the Village's main land use is for residential property, thus making economic development an important factor to keep property taxes at a minimum for residents. Attracting and expanding businesses to the community play an integral step in stabilizing the tax base.

The Village's western corridor currently serves as the main area for business and office space. The Audubon Shopping Center is home to thirteen businesses, ranging from restaurants to clothing. The Village has attracted new commercial and residential development over the last decade, but current vacancies remain. Resourceful planning for the future is needed to continue attracting high quality private investment.

Overall, the Village's educational attainment, as well as its annual income is rated much higher than the national average. However, because of the size of the community, as well as its proximity to metropolitan Milwaukee, it is not believed that many of the individuals who reside in the Village also earn their living in Bayside as well. Therefore, the overall goal of the economic development plan is to help define what is essential improvement to help reduce the overall tax burden to residents, as well as provide the necessary options for sustainability and diversity in terms of economic wellbeing.

## 6.1 Existing Conditions

Current labor force demographics aid in planning for future economic growth both locally and regionally. The data can be used to illustrate the economic vitality and health of a community to help identify areas for growth to strengthen the economic base. For this section of the Plan, data used will be from the 2000 US Census sample data, as well as the Bureau of Labor statistics. The use of this data will help draw a general overview of the area, and it should be noted that economic strength can change quickly.

Please find below statistics of Milwaukee County employment as of 2007. The types of employment were selected to offer an overview of the labor force within the County.

Total	Number
Management Occupations	32,760
Business and Financial Operations Occupations	42,140
Computer and Mathematical Occupations	20,810
Architecture and Engineering Occupations	18,330
Community and Social Services Occupations	9,400
Legal Occupations	5,810
Education, Training, and Library Occupations	43,790
Arts, Design, Entertainment, Sports, and Media Occupations	12,650

Table 6.1 – Milwaukee County Labor; Source: Bureau of Labor Statistics, 2007.

### Employment Status

The labor force participation rate is defined as the percent of residents in a community over the age of 16, which are currently employed or seeking employment. According to the US Census Bureau, the labor force in Bayside (2000) was 2,131 people, or 59% percent of those eligible. The remaining percentile can be largely attributed to the number of retirees or spouses of those in a one-worker family. As of 2000, the Village held a remarkable unemployment status of .9%. Of the 2,131 people who were employed, over 62% were employed in management, professional, and related occupations. The next highest profession was listed as sales and office occupation, just fewer than 26%.

### Educational Attainment

As was identified in the *Issues & Opportunities Element*, the Village is a highly educated area, as compared to the national average. With over 94% of those eligible receiving a high school diploma, and 61% earning a bachelor's degree or higher, the Village boasts a well educated resident base. The highly skilled employment force that resides within the Village provides a firm economic base for various sectors of the economy in the area. With a school enrollment of 1,114 (ages 3+), the majority (65.5%) between grades 1-12, the Village as well as the surrounding area will be confronted with the challenge to keep the educated in the region to help sustain to local economy.





## 6.2 Economic Base

The chart below, while not all-inclusive, provides a detailed description of the types of jobs offered within the community, as well as the amount of employees. This table again illustrates the diversity of business in the area, and the need to plan accordingly in order to preserve the economic vitality.

Total	Approximate Number of FTE
Wholesale Trade	152
Retail Trade	137
Information	0 – 19
Real Estate/Rental	37
Professional Services	161
Administrative & support & waste management & remediation service	250 – 499
Educational Services	20 – 99
Health Care & Social Assistance	1
Food Services	308
Other (except public administration)	94

Table 6.2 – Economic Sectors; Source: US Census Bureau, 2002 Economic Census.

While the economic data gathered reflects 2002 numbers, it is important to understand the current economic climate and its affect on the business environment. For 2008, 80 businesses were identified within the Village. Some of the businesses types include:

Marble	Banking
Landscape Architect	Marketing
Restaurants	Real Estate
Automotive	Tailor Services
Clothes Cleaning	Wisconsin PGA
Gardening Supplies	Packing & Shipping
Eye Care	Beauty Salon

As mentioned, the majority of businesses in the Village are located on the western corridor, with the remainder scattered throughout, and some home based companies. These areas, as described, incorporate the parcels zoned for business. For the Village's purpose of attracting new types of business, the area has much strength, but also has opportunities for improvement as well.

### Strengths

- Community purchasing power;
- Rural Character;
- Transportation Access;
- Low Crime Area;
- Regional location: Chicago, Madison, Minneapolis;
- Mitchell International Airport;



### **Weaknesses**

- Expensive land acquisition;
- Declining affordability of housing;
- Traffic congestion;
- Limited space for new construction and redevelopment;

### ***Travel Time***

The average travel time for workers aged sixteen years and older in the Village was 21.4 minutes, according to the 2000 US Census Bureau. This suggests that most residents work within the Milwaukee metropolitan area, with fewer than five percent of the total workforce either working from home or walking to work. Of those residents who do drive to work, nearly 88% drive alone, as opposed to carpooling.

### ***Location Quotient Analysis***

A location quotient analysis is one tool for looking at the economic health and diversity of a local economy. By comparing the percent of local employment within an industry to the industry's percentage share nationally, it's possible to identify which industries are important to local economic activity and those industries that are not satisfying the area's local demand. The following equation is used in the analysis:

$$\text{Location Quotient} = \frac{(\% \text{ of local employment in industry } i)}{(\% \text{ of national employment in industry } i)}$$

Due to data suppression, the degree of detail required to assess this type of economic activity is not available at the local level so it must be done at a County level. A location quotient of 1.0 indicates that a community produces enough goods to satisfy local demand in an industry. Results above or below that standard indicate the degree to which the community imports or exports a good in an industry. The location quotient range above 0.75 and below 1.24 is oftentimes used as a more conservative indicator of economic self-sufficiency. Values that exceed 1.24 will then indicate that a community is likely exporting goods and those below 0.75 imply that a community is importing a good.

2007 Location Quotient Analysis	
Industry	Milwaukee County, Wisconsin
Base Industry: Total, all industries	1.00
Natural Resources and Mining	0.01
Construction	0.48
Manufacturing	1.13
Trade, Transportation, and Utilities	0.83
Information	1.04
Financial Activities	1.19
Professional and Business Services	1.11
Education and Health Services	1.44
Leisure and Hospitality	0.82
Other Services	0.92
Unclassified	0.02
Location Quotient: Ratio of analysis-industry employment in the analysis area to base-industry employment in the analysis area divided by the ratio of analysis-industry employment in the base area to base-industry employment in the base area.	

Table 6.3 – Source: US Department of Labor

### Limits of a Location Quotient Analysis

- A location quotient that is above 1.24 or below 0.75 does not strictly mean that a community is exporting or importing a good or that levels of local demand are not accommodated. Factors such as excess local demand and local specialization need to be considered.
- Location quotients can mask a locality's productivity levels in each industry. Values will express production levels as a function of employment under the assumption that local levels of worker output are equivalent to national levels of worker productivity. It is more realistic to assume that worker productivity will range in many different levels of output.
- Location quotients can mask the level of simultaneous importing and exporting of goods that occurs between communities.

## 6.3 Property Value Impact

As potential businesses enter the area, they will most likely measure the financial wealth of the community based upon the assessed value of real estate. The data that follows shows both the total property value and per capita values for 2006. In addition, the five year change in property value is noted for all Milwaukee County municipalities.

	2006 property value	Rank	2006 per capita property value	Rank	5 year change in property value	Rank	2007 gross tax levy (1)	Rank	5 year change in tax levy	Rank	2007 net tax rate (2)	Rank
<b>Milwaukee County</b>												
Village of Bayside	\$622,676,400	70	\$151,761	29	27.0%	143	\$14,837,134	51	5.9%	139	\$22.11	9
Village of Brown Deer	\$1,075,292,200	43	\$91,514	102	24.3%	147	\$26,185,513	28	8.1%	134	\$22.68	3
Village of Fox Point	\$1,093,890,700	40	\$160,677	23	26.4%	145	\$25,419,409	29	8.3%	133	\$21.49	13
Village of Greendale	\$1,367,221,900	30	\$97,381	95	30.5%	136	\$32,953,597	24	3.7%	144	\$22.34	8
Village of Hales Corners	\$680,668,200	67	\$89,069	105	34.2%	123	\$15,004,210	50	8.3%	132	\$20.65	19
Village of River Hills	\$483,590,900	82	\$297,594	6	26.7%	144	\$10,842,487	68	5.2%	141	\$20.79	17
Village of Shorewood	\$1,458,604,600	28	\$108,285	75	29.6%	140	\$35,873,319	23	9.8%	127	\$22.92	2
Village of West Milwaukee	\$335,000,800	100	\$82,675	115	50.2%	54	\$8,964,195	77	18.9%	79	\$25.55	1
Village of Whitefish Bay	\$1,897,814,000	22	\$136,681	39	34.6%	122	\$41,486,981	19	12.0%	117	\$20.31	22
City of Cudahy	\$1,246,698,100	33	\$67,645	138	38.6%	102	\$29,693,349	25	11.9%	118	\$22.57	4
City of Franklin	\$3,481,759,700	11	\$105,508	80	56.6%	27	\$76,870,419	9	22.9%	52	\$20.70	18
City of Glendale	\$1,982,017,300	21	\$153,229	26	40.9%	94	\$44,471,973	15	20.9%	62	\$21.01	15
City of Greenfield	\$2,968,436,900	13	\$82,114	116	37.3%	112	\$65,037,477	12	11.2%	121	\$20.56	20
City of Milwaukee	\$30,206,877,900	1	\$51,166	144	49.0%	62	\$671,024,801	1	17.9%	88	\$21.03	16
City of Oak Creek	\$3,046,431,800	12	\$94,893	98	54.8%	37	\$61,047,259	13	18.1%	87	\$18.97	28
City of St. Francis	\$618,167,500	71	\$70,183	135	43.9%	80	\$14,409,677	53	12.1%	116	\$22.05	10
City of South Milwaukee	\$1,267,673,000	31	\$59,515	143	36.2%	116	\$29,194,285	26	15.9%	104	\$21.61	12
City of Wauwatosa	\$5,504,957,000	5	\$119,362	59	39.2%	100	\$111,603,468	4	14.4%	108	\$19.25	26
City of West Allis	\$4,271,402,600	7	\$70,836	133	37.1%	113	\$101,101,530	6	12.5%	114	\$22.42	6

Figure 6.1 - Source: Public Policy Forum

In addition to the data found in figure 1, the Public Policy Forum was able to determine the following.

- The gross tax rate for southeastern Wisconsin is \$18.81 in 2008, an increase of \$0.03 over 2007. The net tax rate for the region is \$17.45 in 2008, down \$0.07 from 2007.
- Southeastern Wisconsin's total tax levy increased 6.1% from 2007, equaling \$3.6 billion for 2008. The 2007 to 2008 increases were the largest in the last five years. The school district tax levy in southeastern
- Wisconsin increased 7.1% from 2007 to 2008.
- Sixty-five municipalities had an increase in their gross tax rate from 2007 to 2008. Last year five municipalities had an increase. Ninety-four municipalities had an increase in their school district tax rate from 2007 to 2008.
- Milwaukee County's gross tax rate increased \$0.30 to \$22.56 in 2008, the only county in the region to experience an increase.

While the Village works continuously to ensure that property values maintain a consistent, high level; many factors play into the decision for a commercial company to locate to the area. In conjunction with the goals outlined below, future leaders must decide how much of an emphasis should be placed on attracting new development to the area. As is noted in previous chapters, the opportunity for new construction is limited, opening the door for redevelopment. However, the community is well known for its residential makeup, and will have to consider how it would like to advance in terms of commercial development.



## ***6.4 Economic Development Goals Implementation***

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Through discussion and public participation via meetings, community survey, and participant feedback, the Village has established goals and policies to help implement those goals through this comprehensive planning document.

### ***Goals***

1. Promote the maintenance of existing businesses while encouraging the establishment of new business opportunity.
  - Work cohesively with business owners to accommodate their needs while meeting the Village's requirements.
2. Improve the variety and quality of retail business with the Village.
  - Enforce standards set by the Plan Commission and Architectural Review Committee to ensure aesthetic requirements are maintained.
3. Actively promote the Village as a valuable location to live, work and purchase goods and services.
  - The maintenance of high land values, as well as a strong residential base are significant factors for businesses entering the area.
  - Work with business owners during development to help ensure area standards
4. Work to promote environmentally friendly solutions to new construction for commercial use.
  - Require development to submit necessary plans to ensure it will not adversely affect neighboring properties.
5. Promote retail and service-based commercial uses that support and build upon existing businesses and provide for the needs of residents and employees.
  - Encourage owners to maintain building conditions for current and future occupants.
  - Promote the preservation and/or restoration of existing commercial structures if feasible.
6. Evaluate appropriate development and developer incentive programs as necessary to initiate investment in the development of the Village's commercial areas.
  - Examine incentive tools if such development requires it.

Project or Action	Actor Responsible	Timeframe
Promote the maintenance of existing businesses while encouraging the establishment of new business opportunity.	Village of Bayside, CDA	Continual
Improve the variety and quality of retail business with the Village.	Village of Bayside, Architectural Review Committee, Plan Commission	Continual
Actively promote the Village as a valuable location to live, work and purchase goods and services.	Village of Bayside, CDA	Continual
Work to promote environmentally friendly solutions to new construction for commercial use.	Village of Bayside, Plan Commission	2009
Promote retail and service-based commercial uses that support and build upon existing businesses and provide for the needs of residents and employees.	Village of Bayside CDA	Continual
Evaluate appropriate development and developer incentive programs as necessary to initiate investment in the development of the Village's commercial areas.	Village of Bayside	Continual

# Chapter 7

## *Intergovernmental Cooperation*

The Village of Bayside works continuously to provide the highest quality services to its residents on a daily basis. As State funding is reduced, and unfunded mandates continue to be passed on to municipalities, newer, more efficient methods of providing essential services are necessary. Location in the North Shore has provided ample opportunity to explore consolidation and service efficiencies. Alternatives for service delivery include:

- Negotiating intergovernmental cooperation and consolidation agreements;
- Contracting with private firms;
- Subsidizing to direct service providers;
- Utilizing donated labor; and
- User fees to cover service operation.

The Intergovernmental Cooperation Element creates an opportunity for communities to coordinate to promote consistency. Because all local municipalities are required to have an adopted “Smart Growth” plan by 2010, it is important that each is willing to work together to pull in the same direction. Working with adjacent and regionally based jurisdictional entities is an area the Village continues to examine. The ability to foster meaningful, ongoing relationships works to benefit all parties involved. In addition, because of the characteristics of the Milwaukee metropolitan area, many communities face the same, if not very similar, issues. Intergovernmental cooperation ensures that these issues are not only addressed, but are done so in a cost effective manner.

While many projects can be completed on a case by case basis, there are significant benefits that must be considered when dealing with multi-jurisdictional cooperation. Entering into a formal intergovernmental cooperative agreement is a significant step. Several basic considerations recur among municipalities that enter into agreements.

### ***Economies of Scale***

This is the notion that unit costs of the services decrease as the volume of the services increase; which presents the most intriguing opportunity for cooperation. Supplies, materials and equipment can often be purchased for substantially less if bought in larger quantity. This idea is exemplified in the nature the Village currently bids for road repair work.

### ***Convenience***

Cooperation may be a viable option when one government can more easily perform a task. Locational advantages can be areas for great opportunity to complete tasks more efficiently. The unequal distribution of natural resources can also play a factor. For example, the Village may pursue water services in the future, which would be supplied through an intergovernmental agreement.



### *Duplication of Services*

Municipalities have the ability to reduce the redundancy that can come from completing the same tasks for their own community. The current dispatching operations, as well as the North Shore Fire Department, serve as examples of the success that can come from cooperation. Again, the characteristics of many of the surrounding communities are very similar. This opens the door for multiple areas of consolidation, as well as mutual agreements that will ensure the necessary services are provided to residents.



Figure 7.1 – The County Line Road culvert replacement project was completed with joint effort between the City of Mequon and the Village.

## ***7.1 Current Collaboration***

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There are many areas that have the potential for multijurisdictional cooperation. While many are still being explored, the Village has taken a proactive approach and is already involved in several areas that have provided cost savings and increased efficiencies by working as with surrounding organizations.

### **JOINT SERVICES AND INITIATIVES**

The seven communities that compose the North Shore of metropolitan Milwaukee (Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay) pride themselves in working collectively to provide the most efficient, cost effective services possible. Joint ventures include:

- North Shore Fire Department
- Milwaukee Metropolitan Sewerage District (MMSD)
- Regional Telecommunication Commission
- Intergovernmental Cooperation Council
- Executive Council of MMSD
- Milwaukee Area Domestic Animal Control Commission (Milwaukee County)
- Mobile Data Communication Infrastructure group (Bayside, Fox Point, Glendale, River Hills, Shorewood, Whitefish Bay)
- North Shore Health Department (Bayside, Brown Deer, Fox Point, Glendale, River Hills)
- North Shore Library (Bayside, Fox Point, Glendale, River Hills)
- Dispatch (Bayside, Fox Point, River Hills)
- Municipal Court (Bayside, River Hills)
- Senior Center (Bayside, Fox Point)
- Capacity Management Operations and Maintenance (Bayside, Brown Deer, Fox Point, River Hills, Schlitz Audubon Nature Center)
- Emerald Ash Borer (Brown Deer, Fox Point, River Hills, Schlitz Audubon)
- Public Works Shared Services (Bayside, Brown Deer, Fox Point, River Hills, Whitefish Bay, Shorewood)
- Milwaukee County Public Works Emergency Response Mutual Aid (Bayside, Brookfield, Brown Deer, Cudahy, Elm Gove, Fox Point, Franklin, Glendale, Greenfield, Greendale, Milwaukee County, Oak Creek, Shorewood, Wauwatosa, West Allis, Whitefish Bay)

Listed above are the many agreements that the Village is currently involved. While all are integral to the quality of life that residents have come to expect, the following are some of the major partnerships that affect everyday life in the Village. In addition, the following areas have been studied for possible consolidation:

- Court;
- Dispatch;
- Lock-up areas; and
- Police Department.

### ***North Shore Fire Department***

The agreement that exists between the north shore communities that makes the fire department possible is one of the most important to our area. By combining resources and working together, each community has assured that its citizens will receive top quality fire and rescue services.

The North Shore Fire Department was organized from 1992-1994. It was the hard work of many dedicated community leaders, staff and citizenry looking for a way to improve and share services. There are seven communities comprising the North Shore Fire Department: Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood and Whitefish Bay. The effects of consolidation on the NSFD have been unified command, training, operational philosophy, equipment procedures, rules and regulations, legal services, Commission recruitment, vehicle maintenance and fire codes.

**Milwaukee Metropolitan Sewerage District – MMSD**

MMSD is a regional government agency that provides water reclamation and flood management services for about 1.1 million customers in 28 communities in the Greater Milwaukee Area. We serve 411 square miles that cover all, or segments of six watersheds. Established by state law, the District is governed by 11 commissioners with taxing authority.

The Village's sewer system is connected to the Milwaukee Metropolitan Sewerage District.

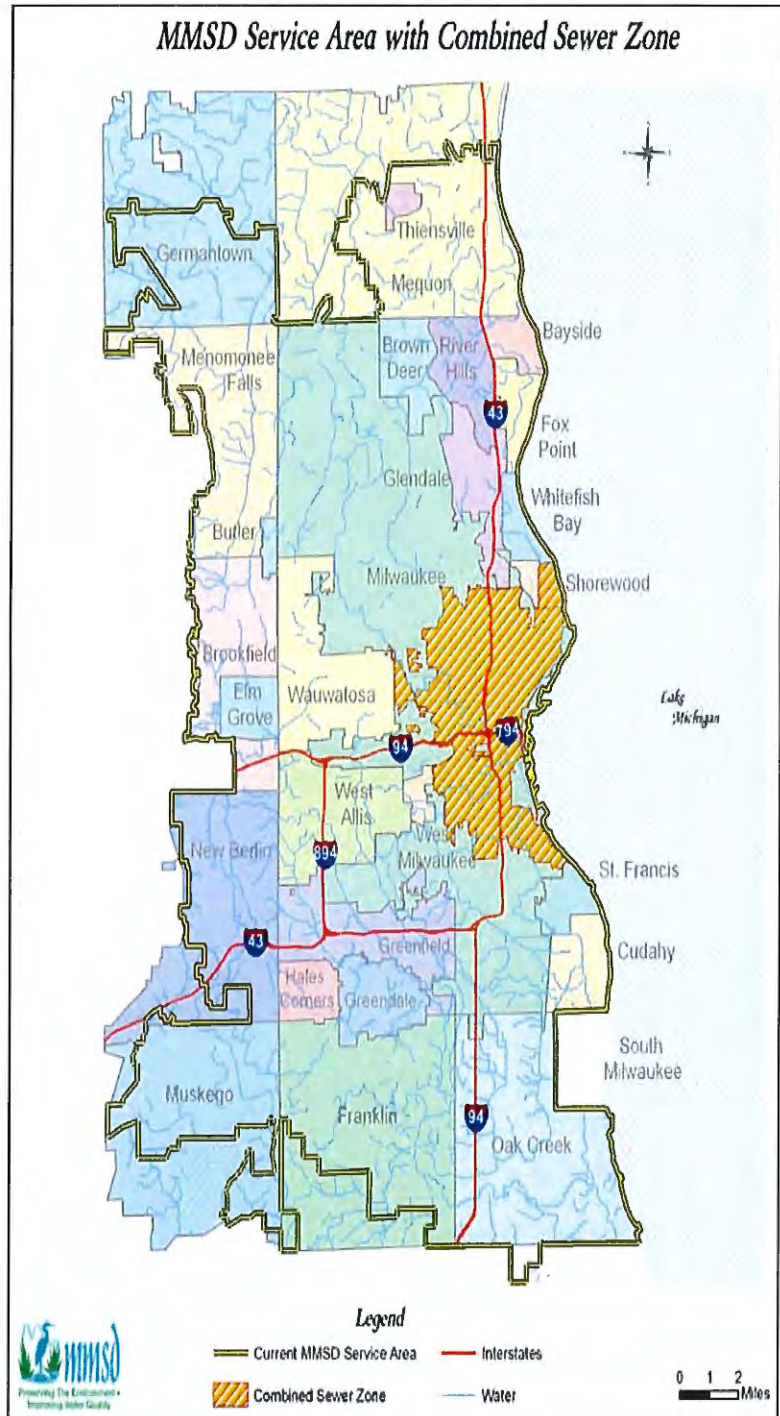


Figure 7.2 - Source: Milwaukee Metropolitan Sewerage District; [www.mmsd.com](http://www.mmsd.com)



## ***7.2 Opportunities for Additional Cooperation***

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While the Village had implemented several areas of ongoing intergovernmental cooperation, additional opportunities exist to improve quality service delivery. To help advance the likelihood for relationship building, Bayside is committed to the following:

### ***Open Communication***

Whether working with residents, contractors, or other agents of government, the Village is fully committed to open communication and enhancing service delivery efficiencies. By engaging in dialogue that affects the Village as well as having a regional impact, transparency, problem solving, and innovation will continue.

### ***Information Sharing***

By working collaboratively with surrounding municipalities and regional commissions, each entity reaps the benefits. Relevant information (general, geographic, data, etc) will be provided whenever necessary. Often, the Village works with adjacent North Shore communities to help pool resources to receive the best product. For example, providing the necessary information to the Southeastern Wisconsin Regional Planning Commission (SEWRPC) on issues of land use, floodplains, etc; are vital to ensure the proper studies can be completed to benefit the Village.

In addition, there are several areas for opportunity with North Shore municipalities that can offer the needed services with a cost savings.

- Health Department;
- Joint shift patrol in Police Departments;
- Greater Dispatch consolidation;
- Joint rubbish & recycling efforts;
- Capital project purchasing;
- School District partnerships.

### ***Goals***

1. Continue to examine mutual aid, consolidation, and services with adjoining communities, reducing financial costs and eliminating inefficiencies.
  - Work to communicate with all surrounding municipalities to offer the best services to the residents.
2. Maintain High performance organizational benchmarking and performance measurement program
  - Provide a performance based annual budget, outline each department's needs, and explore areas for improvement.
3. Work with available resources to promote regional and state-wide cooperation opportunities.
  - Relationships with the Southeastern Wisconsin Regional Planning Commission, Wisconsin Department of Transportation, Wisconsin Department of Natural Resources, and the Milwaukee Metropolitan Sewerage District are essential to fostering long-lasting partnerships.

4. Ensure that the planning efforts are imperative to the issues facing Bayside, including: water quality, natural area protection, stormwater runoff, and economic development.
  - Collaborative efforts are important to the area, but must pertain to the major interests of the Village. For example, watershed and stormwater management planning are imperative issues to the Village and its properties.

### ***Implementation Strategies***

<b>Project or Action</b>	<b>Actor Responsible</b>	<b>Timeframe</b>
Continue to examine mutual aid vs. consolidation and services with adjoining communities, reducing financial costs and eliminating inefficiencies.	Village of Bayside	Continual
Maintain High performance organizational benchmarking and performance measurement program.	Village of Bayside	Annual
Work with available resources to promote regional and state-wide cooperation opportunities.	Village of Bayside	Continual
Ensure that the planning efforts are imperative to the issues facing Bayside, including: water quality, natural area protection, stormwater runoff, and economic development.	Village of Bayside	Continual

# Chapter 8

## Community & Utility Facilities

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As is indicated throughout this document, high standards and expectations are prevalent in the Village's history. To set an example, the Village takes great pride in bringing residents high quality community and utility facilities. Throughout the area, continuous improvements are being made to keep the structural and aesthetic integrity intact.

This chapter is a compilation of objectives and goals to help outline the community's needs for maintenance of the current population, and possible needs for future development.

### 8.1 Current Infrastructure

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#### *Municipal Building*

Located at 9075 Regent Road, the Bayside Village Hall, newly constructed in 1999, houses the Village Administrative staff, Police Department, and is on the same site as the Department of Community and Utility Services. Administration consists of a Village President, Board of Trustees, and an appointed Village Manager with supporting staff. In addition, the all Village boards and committees meet at Village Hall in the Board Room, located in the southeast end of the building.





## ***Library***

Village residents are serviced by the North Shore Library. The North Shore Library serves the four northeast suburban Milwaukee County communities of Bayside, Fox Point, Glendale and River Hills. The North Shore Library is also a member of the Milwaukee County Federated Library System, and as such provides service to all Milwaukee County Residents.

In 1979, the library began when the Villages of Bayside and Fox Point joined forces to establish the original Fox Point-Bayside Library in 5,000 square feet of leased space in Stormonth School of Fox Point. By 1982, that space had become inadequate and a search began to find ways and means to relocate and expand the library. Meanwhile, an interest in library services had developed in the adjoining communities of Glendale and River Hills. Recognizing their common goals, these four suburbs formed a library planning committee.

In 1985, Cardinal Stritch College (located in Glendale) sold some campus land for commercial/residential development --resulting in the current BVK office building and the Coventry Court apartment complex. That sale included a provision that 20,000 square feet of space in the office building was to be given by the developers to the City of Glendale for community use. In May of 1986, this space (the first floor of the modern four-story office building) became the North Shore Library.

With a growing collection, an expanding range of up-to-date client services, an active Friends of the Library organization, and a newly established North Shore Library Foundation, the North Shore Library continues to strive to successfully meet the educational, informational, and recreational needs of its clients.



## ***Police Department***

The Bayside Police Department is staffed by twelve (12) full-time sworn officers, which includes;

- Police Chief;
- Captain;
- 2 Sergeants;
- 8 Patrol officers;
- 1 Court Clerk/Administrative Assistant.

The Bayside PD works as a 24 hours-a-day, 7 days-a-week operation. The department works with integrity, confidence and courtesy to help maintain order, prevent crime and keep Bayside a desirable place to live.

In 2008, the department adopted the mission statement of "Service-Integrity-Solutions." This slogan is located on each piece of PD equipment, and helps define the dedicated professionals that are committed to serving the citizens of Bayside. Advanced training and a willingness to adapt to modern-day tactics has ensured that all residents are protected by a traditional law enforcement unit that also works to meet the specific need of the community.

Some of the programs that the Police Department provides are:

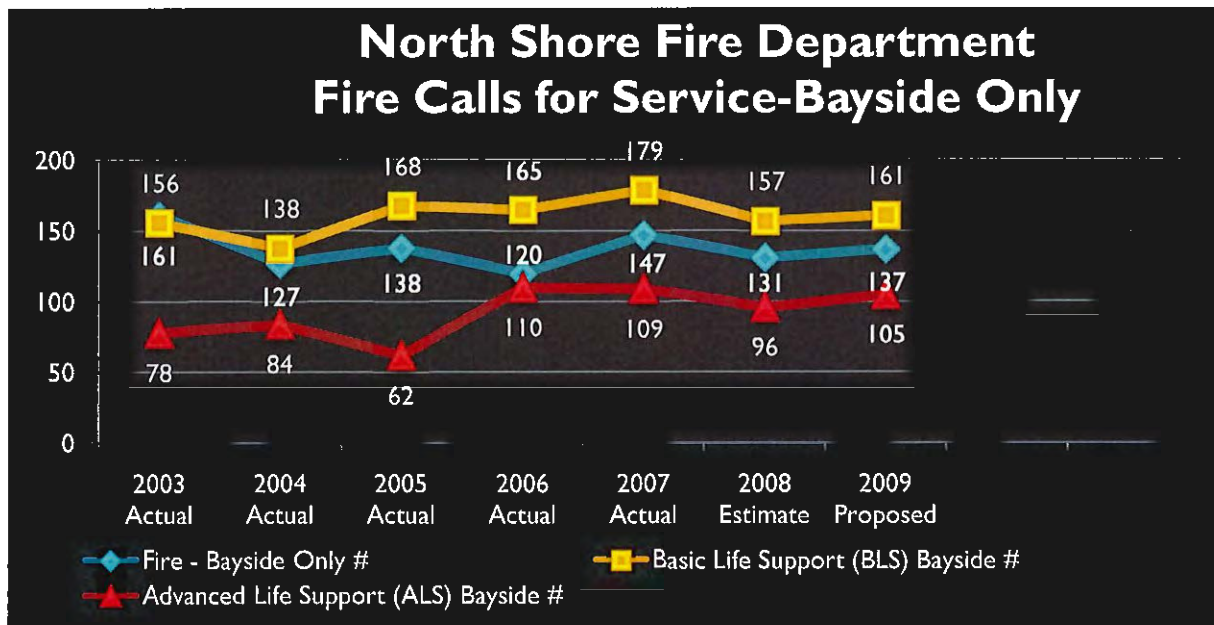
- Vacation Checks;
- Graduated Drivers License;
- Move Over & Slow Down;
- Emergency Medical Technicians;
- Bicycle Safety;
- Online Police Reports;
- Speed Trailer;
- "No Parking" Signs;
- Identity Theft Investigation.

The Bayside Police Department operates under the state statute governing mutual aid, providing assistance to other departments when requested. The same occurs if the Village requests any assistance. As a part of the North Shore, the Village has examined opportunities for joint initiatives that would benefit citizens while continuing to provide the operational necessities.

### Fire Department



The North Shore Fire Department was organized throughout the years 1992-1994. It was the hard work of many dedicated community leaders, staff and citizenry looking for a way to improve and share services. The NSFD built Station 5 in Bayside, located at 665 E. Brown Deer Road was built in 2007. Since the construction, overall response times to Bayside residents have improved greatly.



## Department of Community & Utility Services

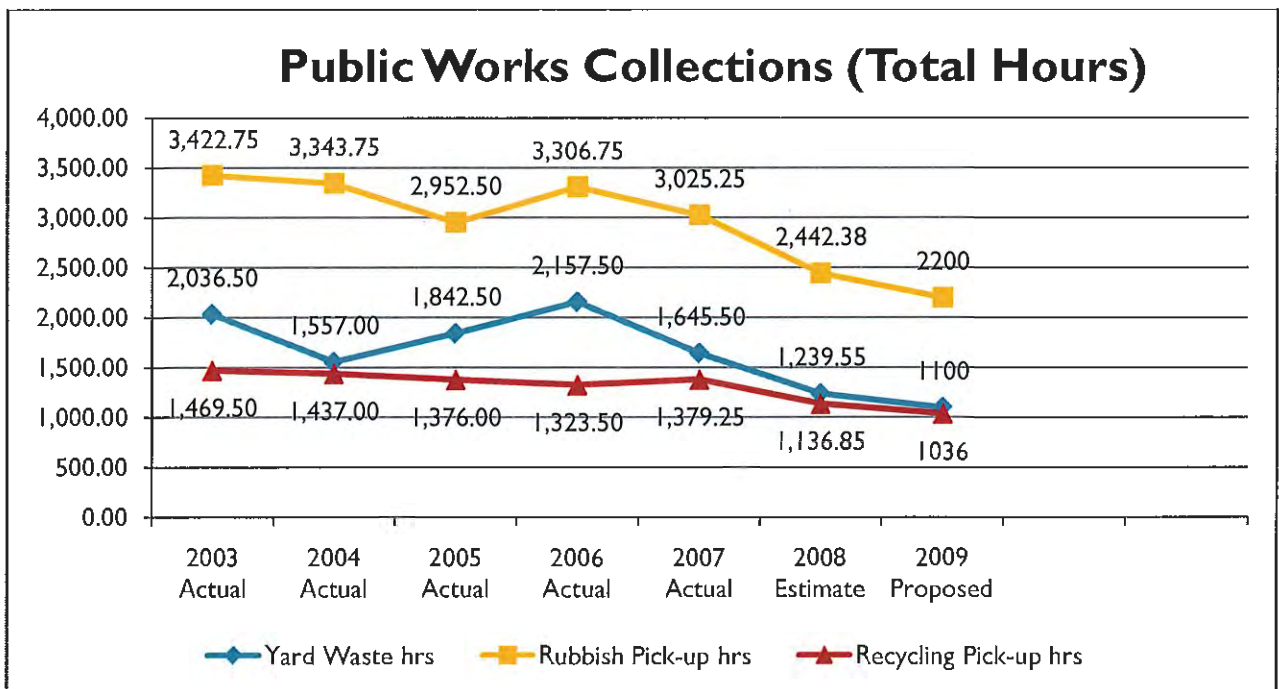
Often referred to as Department of Public Works, the Village's Community and Utility Services crew provides services beyond normal collections and seasonal work. The DCUS is housed in a satellite building on the same grounds as the Village Hall and Police Department. The area behind the DCUS building is also where crews maintain the yard, which houses all resident collected yard waste.

Areas of service provided by DCUS include:

- Sewer Repair and Maintenance;
- Snow & Ice Removal;
- Street Maintenance;
- Park Maintenance;
- Grass Cutting & Forestry;
- Ditching & Stormwater Maintenance;
- Village owned Facility Maintenance.

In addition to these programs, the major services provided by the DCUS are

1. Regular Trash & Recycling Collection
  - Over the last four years, the Village has been able to reduce the amount of hours it takes to collect rubbish and recycling, while still providing the same service to residents. This allows for other infrastructure needs to be met on a continual basis.





2. Yard Waste Collection & Mulch Redistribution
  - In 2008, the Village completely overhauled its yard waste collection, defining specific pickup times for residents. In addition, as an environmental service, the Village has continued to pick up brush for residents, but now grinds the brush into a useable mulch that is returned to the residents free of charge for pickup, or available for delivery for a nominal fee.
  - This service was an integral part in the Village winning the *2009 Milwaukee Business Journal's Green Community of the Year*.
3. Special Pickups
  - As an additional service to residents, the Village provides the option to have bulk pickup completed for a nominal fee. While not all items (refrigerators, dehumidifiers, etc) can be collected, most household items can be taken.
4. Stormwater Management
  - The stormwater management system provides for the regulation, collection and disposal of storm and surface water discharge. As a rural community, Bayside operates under a ditch and culvert drainage system. The only area within Village limits with a curb and gutter stormwater system is Port Washington Road, which is owned Milwaukee County.
  - With several drainage easements in the community, the Village works continuously to rectify any issues that adversely affect properties. Most of the Village's stormwater eventually terminates in Lake Michigan, with several tributaries and infiltration areas to lessen the impact of heavy rain falls on the ravines and the Lake.
  - In 1998 the Village completed its first stormwater management plan. Currently, the Village is in the process of updating that plan with the consulting assistance of Mead & Hunt. As a part of the update, Mead & Hunt will examine the feasibility of a Stormwater Management utility. With this, the Village may examine, acquire, and manage facilities that may be necessary to effectively run a storm and surface water management system.
5. Sanitary Sewer System
  - Bayside is a satellite municipality serving the Milwaukee Metropolitan Sewer District through multiple Metropolitan Interceptor Sewer (MIS) connections. Serving approximately 4,200 people, the sanitary sewer system consists of 135,169 linear feet of 8-inch to 18-inch diameter sanitary sewers and three (3) lift stations with 2,509 feet of force main. The Village owns and operates the wastewater collection system and currently has on half time person assigned to the Collection Systems. As a part of the sanitary sewer maintenance program, the Village has completed and submitted a Capacity Maintenance Operations Management document to MMSD.

## **Schools**

### **Fox Point – Bayside School District**

Bayside Middle School is the sole school that lies within the Village boundaries. A public institution, Bayside Middle School is operated by the Fox Point-Bayside School District. The Fox Point-Bayside School District serves students in four-year-old kindergarten through eighth grade. Current enrollment is approximately 950 students with 550 students attending Stormonth Elementary School located at 7301 N. Longacre Road in the Village of Fox Point and 400 students attending Bayside Middle School at 601 Ellsworth Lane in the Village of Bayside.

“The Fox Point-Bayside School District has a long history of academic excellence with an emphasis on instilling positive behaviors and attitudes as part of a strong foundational education. Fox Point-Bayside Schools work to give each student a “Valuable Education-An Education with Values”. The District Mission Statement reflects the important tenets upon which the program was built:

In partnership with families and the community, the mission of the Fox Point-Bayside schools is to:

- Ensure that students develop a firm foundation of basic skills and knowledge;
- Teach students to be effective information gatherers, problem solvers, decision makers, and communicators;
- Promote, by example and instruction, such values and qualities as honesty, respect, responsibility, self-discipline, tolerance, civility, fairness, courage, and perseverance;
- Offer opportunities to explore and appreciate culture and the arts;
- Encourage personal growth through participation in sports, leadership development, and community activities;
- Provide a safe, supportive, and creative environment for students and staff;
- Nurture students’ natural curiosity and excitement for learning.



Bayside Middle School serves students in fifth grade through eighth grade in a park-like setting in the middle of the Village of Bayside. Bayside Middle School was nationally recognized in 1993 by the United States Department of Education as a Blue Ribbon School.

At Bayside Middle School, students experience a strong academic program with daily instruction in reading, language arts, mathematics, science and social studies as well as instruction in art, music, French or Spanish, physical education, financial literacy, nutrition and technology. Students may also elect to participate in a variety of other experiences including band, orchestra, choir, a full range of extracurricular sports, various club activities, plays and service learning opportunities during their years at Bayside Middle School. After students graduate from Bayside Middle School, most students attend Nicolet Union High School which has one of the premier educational programs in the State of Wisconsin” (Fox Point-Bayside School District).

#### **Maple - Dale Indian Hills School District**

The Maple Dale-Indian Hill School District is an elementary district providing excellence in academics and the arts for students in four-year-old kindergarten through grade eight for the communities of Bayside, Fox Point, Glendale, and River Hills. The Mission of the Maple Dale-Indian Hill School District is to prepare students for success in high school and beyond by providing a mosaic of challenging, well-rounded curricula taught by a community of educators who promote and model academic achievement, lifelong learning, responsible citizenship and a respect for diversity, self and others.

The Indian Hill Early Learning Center, located in the Village of River Hills, houses junior kindergarten through first grade children along with three other early learning organizations: North Shore Children's Center, Milestones Early Childhood Care and Education Center and New World Montessori School.

Maple Dale Schools now house the upper elementary students (second grade through eighth), and is located in the Village of Fox Point. The schools were recently reorganized to ensure a more productive learning environment.

### **Nicolet High School District**

The Nicolet High School District, located in Glendale, serves grades nine through twelve. The school is both a Blue Ribbon Winner and Silver Medalist recipient.

The Blue Ribbon Schools (Nicolet won in 1990 & 2008) award distinguishes and honors schools for helping students achieve at very high levels and for making significant progress in closing the achievement gap. The Blue Ribbon Schools Program honors public and private elementary, middle and high schools that are either academically superior or that demonstrate dramatic gains in student achievement to high levels.

The schools are selected based on one of two criteria:

- Schools with at least 40 percent of their students from disadvantaged backgrounds that dramatically improve student performance to high levels on state tests; and
- Schools whose students, regardless of background, achieve in the top 10 percent of their state on state tests or in the case of private schools in the top 10 percent of the nation on nationally-normed tests.

In 2009, Nicolet was awarded the Silver Medal Award. U.S. News & World Report awarded Nicolet a silver medal in their search for America's Best High Schools for 2009. The award is based on three criteria:

- Standardized test performance;
- Proficiency rates of all students; and
- Challenging college-ready curriculum.



## ***8.2 Community & Utility Facilities Goals Implementation***

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### ***Open Communication***

Whether working with residents, contractors, or other agents of government, the Village is fully committed to open communication.

### ***Goals***

1. Provide the needed information to ensure financial obligations, responsibilities, and transparent use of public funds and facilities.
  - Work to communicate with constituents to gain public input about budgets, projects, and future land use.
2. Continue to pursue the possibility for cost savings through consolidation with adjacent communities.
  - Projects such as the County Line Road reconstruction exemplify the need for partnership to achieve economies of scale.
  - Work to examine other areas where cost savings can be achieved to offset continual unfunded state mandates.
3. Continually examine staffing levels in all areas of municipal government to achieve the right balance of cost efficiency and quality service delivery.
  - Collaborative efforts can help offset the cost of providing service to many consumers.
4. Provide adequate stormwater management facilities and utilities to enhance drainage capacity for existing Village infrastructure and possible future development.
  - Complete 2009 Urban Non-Point Source Stormwater Management Plan with consulting firm Mead & Hunt to identify and recommend policy areas to enhance drainage.
5. Continue to provide adequate library services to Bayside residents.
  - Support the mission statement and long-range planning efforts of the North Shore Library.
  - Continue to support the inclusion of an appointed Bayside representative to sit on the North Shore Library Board.
6. Encourage high level education (public and private) institutions.
  - Work with school districts, parents, and students alike to keep the schools safe and clean to provide a desirable learning environment.

### ***Implementation Strategies***

<b>Project or Action</b>	<b>Actor Responsible</b>	<b>Timeframe</b>
Provide the needed information to ensure financial obligations, responsibilities, and transparent use of public funds and facilities	Village of Bayside	Annually
Continue to pursue the possibility for cost savings through consolidation with adjacent communities.	Village Staff	Continual
Continually examine staffing levels in all areas of municipal government to achieve the right balance of cost efficiency and quality service delivery.	Village of Bayside	Continual
Provide adequate stormwater management facilities and utilities to enhance drainage capacity for existing Village infrastructure and possible future development.	DCUS; Mead & Hunt	2009
Continue to provide adequate library services to Bayside residents.	Village of Bayside	Continual
Encourage high level education (public and private) institutions.	Village of Bayside	Continual

# Chapter 9

## Green Plan

The Village of Bayside has worked diligently over the past two years to help implement environmentally friendly initiatives. By working with residents, contractors, committees, and local businesses; the Village has continued to help reduce the overall carbon footprint to our area.

**Environmentally Responsible:** To lead the way in providing environmentally friendly, or “green” initiatives to promote a healthy, desirable place to live and enjoy.

In fact, the Milwaukee Business Journal selected the Village of Bayside as it’s first ever *Green Community of the Year* in 2009. The Village was selected for its progressive efforts in undertaking several core “Green” initiatives to enhance the energy efficiency of its facilities and operations, promote environmental stewardship in the community, and provide leadership in enhancing our environmental friendliness. The six areas of focus include: (1) building; (2) village operational and procedures; (3) infrastructure; (4) community; (5) regulation; (6) communication. The specific initiatives include:



- The Village established a performance benchmark of reducing total Village building and facility energy consumption by 10 percent. Consumption was reduced by 17.1 percent from the previous year.
- Increased recycling collections by 100 tons April through October 2008 with single stream recycling.
- Diverted 520 tons of yard waste from the landfill. Yard waste was stored and ground to create a high quality mulch material which was then used on Village grounds and provided to residents.
- Implemented several performance measurement changes which reduced the amount of time spent collecting materials by 2,122 hours since 2006, reducing additional vehicle emissions by that same amount of hours.
- Collected 471 tons of loose leaves in the fall. Transported them to farm for soil enhancement purposes.
- Revised snow and ice procedures to reduce in salt application by 25 percent.

- Designated as a first time Tree City USA.
- Held first Spring clean up days, a two day event to bring community together to clean yards, ditches, streets, collect yard waste, recycle materials, computer and electronic recycling program to reduce landfill impacts. Over 100 computers and electronic equipment were recycled in the two day event.
- Formed Greenscape Bayside Committee, whose mission is to “to educate and encourage a sustainable relationship with the environment while promoting an aesthetically pleasing community”.
- Bayside has been featured by MMSD as a model program for other municipalities, as the Village purchases the rain barrels and then sells and delivers them to residents. 71 rain barrels have been sold in to date, plus installation at Village facilities.
- Established tree planting program and tree farm for future tree planting.
- Enhanced environmental corridor collection site, now providing residents the opportunity to recycle used oil and dispose of yard waste in addition to single stream recycling drop off site.
- Distribute Bayside Buzz via email weekly as way to keep community up-to-date in lieu of printing publications and mailing/sending deliveries to 1,625 homes.

## 9.1 Ways to Help

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There are several ways in which residents, board members, and staff have been able to help with environmental issues. Below are a few other ways to improve you impact.

### Transportation

- Walk, bike, or take public transportation whenever possible;
- If you have a car, combine trips to reduce total mileage, and keep it well maintained to reduce oil leaks and runoff;
- Consider joining a car-sharing club, or ride share program especially if you do not use your car frequently;
- Carpool with coworkers – you can advertise at work or on community bulletin boards;
- If you are planning on buying a car, ask your dealer about hybrid and fuel-efficient models;
- Finally, if your office sends packages by courier, contact a bicycle courier company for local deliveries or give your business to a courier that uses hybrid vehicles.





## Recycling

### REDUCE

As recycling still requires the use of energy and resources, reducing waste at the source is the most effective means of minimizing resource consumption.

Here are some helpful tips:

- Make all photocopies and printouts double sided and reduce margins widths (reducing paper consumption by half).
- Avoid wasted paper and mistakes by previewing documents carefully and knowing how to operate the photocopier. It may be useful to post a sign close to the copier with instructions on how to perform various tasks.
- Use a reusable fax cover page. A reusable fax cover page can be easily made by laminating a sheet and using erasable makers.
- For memos and newsletters, circulate a single copy or use email.
- Request that publications be printed on recycled paper.
- Share newspapers, journal and magazine subscriptions by creating an 'office library'.
- Reduce the amount of junk mail you receive at home or at the office by removing your name from the mailing list.

### REUSE

You can maximize the use of our natural resources by re-using items as many times as possible.

Here are some helpful tips:

- Collect paper that has been used on one side for draft printouts and photocopies.
- Scrap paper notebooks are a great way to reuse one-sided paper.
- Whenever possible, purchase paper that is non-chlorine bleached with 100% post-consumer recycled content.
- Use interoffice envelopes, or re-use envelopes by using sticker labels.
- Have your toner cartridges refilled.
- Use reusable or refillable supplies, such as: pens, pencils, tape dispensers, batteries.
- Use incoming packaging for outgoing products.
- Have your supplier take back packaging for reuse.

In 2008, the Village switched to single stream recycling in an effort to increase recycling volumes and decrease trash amounts. The switch allows residents to recycle much more than ever before. In addition, a new and improved recycling site has been added off Fairy Chasm Road for residents to utilize twenty four hours a day.

## Energy Conservation

Greenhouse emissions from natural gas-fired facilities contribute to urban air pollution, acid rain and climate change. Conserving or reducing energy use lowers the impact of all energy sources on the environment. Energy conservation practices can reduce the demand for energy requirements by decreasing the need for services that use energy in the workplace. By comparison, energy efficiency measures reduce overall energy requirements by using more efficient technologies that require less energy input.

Typically, 30% of energy consumed in office buildings is used inefficiently. Sustainable office energy practices can involve a variety of technologies and management approaches that promote conservation and enhance equipment efficiency.

### LIGHTING

Contrary to popular belief, if you will be gone for more than two minutes, it is more energy efficient to turn the lights off. The one exception is large areas, such as gymnasiums, that require time to warm up. A few other suggestions include:

- Turn off the lights when you leave the washrooms, even public;
- Try to use natural lighting as much as possible;
- Turn off lights other people may have inadvertently left on;
- Use efficient task lighting. Often desk lighting as opposed to overhead lighting will suffice.

### HEATING

Here are some neat tricks to keep your personal environment comfortable through all seasons:

- During the summer, close blinds and drapes to block out the sun and keep the area cool;
- During the winter, leave blinds open to allow the sun to heat the room. If there is no sun, close the blinds to keep the heat in;
- In temperature controlled areas, keep windows and doors closed.

### EQUIPMENT

Monitors use up to 60% of the energy consumer by your computer system.

- Turn on office equipment only when you start using it;
- Turn off office equipment and appliances when not in use;
- Printers will consume lots of energy, even while idling;
- Shut off fume hoods when they are not in use;
- Turn off your entire computer system when you leave for the day, including your monitor;
- Rebooting will only take a minute or two. If you must leave your system running, use power-save features such as "stand-by" and turn your monitor off. Screen-savers are not power-saving devices.

### **Yard Waste**

In an effort to promote environmental awareness and green initiatives, the Village chips over 300 tons of resident collected yard waste each year. As opposed to past practices of hauling the yard waste to a land fill, all yard waste is collected, stored and chipped at Village Hall. Consisting mostly of tree brush, the chipped product is now available for resident use as yard mulch free of charge, or for a nominal fee to have it delivered.



Because of the rising cost of gas and tonnage fees to remove the yard waste, a new disposal method was created to improve upon efficiencies. As a result of the change, the Village has produced an estimated yearly savings of \$22,195, as well as reduce the amount of gas consumed by taking the waste to the land fill.

## 9.2 Green Goals

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### Goals

1. Follow the Village's strategic initiative of "Environmentally Responsible" to provide an example of best green practices.
  - Continue to educate and provide the necessary tools to keep residents and staff informed of new and effective ways to save energy.
2. Promote easy, cost effective methods to reduce the community's carbon footprint.
  - Continue work with agencies, organizations, residents, and local vendors to provide the resources needed to continue progressively implementing "green practices."
3. Continue to promote and hold the Village's annual Clean Up Days event.
  - Search for new and innovative ways to provide recycling services for Village residents. Item drop-off has included electronics, GoodWill donations, Hunger Task Force, recycling and rubbish.

### Implementation Strategies

Project or Action	Actor Responsible	Timeframe
Follow the Village's strategic initiative of "Environmentally Responsible" to provide an example of best green practices.	Village of Bayside	Continual
Promote easy, cost effective methods to reduce the community's carbon footprint.	Village of Bayside	Continual
Continue to promote and hold the Village's annual Clean Up Days event.	Village of Bayside	Annually



# Chapter 10

## Implementation

The Comprehensive Planning document provides a guideline for the future of the Village of Bayside, from new development, redevelopment, overall improvements and public actions for the next twenty years. With help from Bayside residents, Village Board of Trustees, and Village staff; the state mandated “Smart Growth” plan has been completed.

Formal adoption by the Village Board marks the plan implementation, and signifies a major mandated accomplishment. To help ensure the process is completed, the Village should continue the following:

- Update and use the Comprehensive Plan on a regular basis;
- Consider reviewing and updating the official zoning map, land use map, ordinance and other development codes;
- Consider the plan when developing long-term budgeting (including capital);
- Promote further cooperation and participation between local municipalities, organizations, and community groups;
- Explore alternative funding sources.

### Comprehensive Plan Updating

The comprehensive plan is not a dormant document, but is able to adapt to the community dynamics and issues that arise throughout the next twenty years. Through discussion and public participation via meetings, community survey, and participant feedback, the Village has established goals and policies to help implement those goals through this comprehensive planning document.

### Agricultural, Natural and Cultural Resources

#### Goals

1. Protect groundwater from surface contamination.
  - Encourage groundwater infiltration through best practices such as rain barrels, dry wells, and rain gardens. These methods are the most attractive as they can all be retrofitted on existing properties.
2. Promote increased volunteerism and participation during the annual Village-wide clean up days.
  - Starting in 2008, the Village organized a community wide clean up day that allowed residents to bring electronics, yard waste, oil, and recyclable items all to the Village Hall grounds for disposal, free of charge. This event helps support the continuing trend toward reducing our overall carbon footprint,



which was identified in the Community survey as important to nearly 75% of the Village.

3. Continue to facilitate the relationship between the Village and environmentally friendly groups, including the Schlitz Audubon Nature Center and local schools.
  - The Village has teamed up with SANC to help promote National Recycling Day, along with other projects to foster environmentally friendly ideas.
4. Complete the stormwater management plan update to help reduce runoff impacts against both property owners and the physical environment.
  - The Village recently contracted with Mead & Hunt to complete an update on its stormwater management plan. This is of specific importance to the area as the proximity to Lake Michigan, along with the aging infrastructure of residential properties intensifies the need to move water effectively and efficiently to the proper areas.
5. Coordinate environmental protocols with federal, state, and local officials.
  - With the recent discovery of Emerald Ash Borer in Wisconsin, it's important for Village officials to develop a strategic plan in accordance with State recommendations. The WDNR continues to work on early detection and provides the most updated information.
  - Education about the Village's urban forest is perhaps the most important factor to help maintain its integrity. Early identification may be the difference between stopping the problem before it spreads throughout the community's tree inventory.



Project or Action	Actor Responsible	Timeframe
Protect groundwater from surface contamination.	Mead & Hunt; DCUS	Continual
Promote increased volunteerism and participation during the annual Village-wide clean up days.	Village Staff; GreenScape Committee	Continual
Continue to facilitate the relationship between the Village and environmentally friendly groups, including the Schlitz Audubon Nature Center and local schools.	Village of Bayside	Continual
Complete the stormwater management plan update to help reduce runoff impacts against both property owners and the physical environment.	Village of Bayside	2009
Coordinate environmental protocols with federal, state, and local officials.	Village Staff	2009-2010

## Housing

### **Goals**

1. Continue to provide high quality, high value housing.
  - By working with the Architectural Review Committee, as well as homeowners, the Village has the ability to ensure that home values remain above average. Aesthetics, along with the community's willingness to maintain property standards allow continually steady property values.
  - Character defining attributes of residential areas, stormwater swales, lawn care, asphalt-surfaced paths, are all essential to the community appeal.
2. Work through the property maintenance process to provide accountability to homeowners.
  - Regulations and oversight make sure that all Village ordinances are being followed, therefore providing a sense of accountability and proactive approach toward upkeep of homes and lots.
3. Promote the development of vacant land and redevelopment of currently utilized land to help reduce the tax burden on the remaining households.
  - Communication between developers and the Architectural Review Board is necessary for new development and possible redevelopment of residential homes within the Village. Adverse impact on neighboring properties must be kept in mind.
4. Support the possible redevelopment of areas of the Village if the opportunity presents itself.
  - The Village must be open to possible proposals that would help reduce the property tax burden on residents.

Project or Action	Actor Responsible	Timeframe
Continue to provide high quality, high value housing.	Village of Bayside; residents	Continual
Work through the property maintenance process to provide accountability to homeowners.	Village Staff;	Continual
Promote the development of vacant land to boost tax rolls, reducing the burden on the remaining households.	Village of Bayside	Continual
Support the possible redevelopment of the western corridor of the Village if the opportunity arises.	Village of Bayside	Continual



## Transportation

### **Goals**

1. Maintain the Village's existing street, pathway, and right-of-way infrastructure.
  - Perform annual examinations of Village infrastructure to determine maintenance needs and strategy for implementation.
2. Continue to maintain the rural, residential-based qualities that are consistent with the community.
  - Work with State and local officials to ensure all safety requirements and community needs are met with a mutual understanding.
3. Provide for the safety of residents and visitors that travel on Village streets or pathways.
  - Street pavement markings, as well as signage have been installed in appropriate areas throughout the Village.
  - The Village Public Safety Committee will provide recommendations as needed.
4. Encourage new developers to create pedestrian and bicycle friendly projects. Developers will also be subject to mitigation of adverse impact of traffic and/or parking that would congest Village roadways. A stormwater management requirement must be identified to meet Village specifications for all projects as well.
  - All projects are subject to review by the Plan Commission, Architectural Review Committee, Committee of the Whole, and the Village Board of Trustees.
5. Maintain the existing road network, minimizing all new, if any, creation of infrastructure.
  - Because of the Village's current land use, the possibility for new streets is minimal, and must be considered to ensure the integrity of neighborhoods.
6. Continue to adjust the Village's snow removal policy to find the correct balance to provide service delivery, while remaining environmentally friendly.
  - The Village continues to adjust its salting and plowing efforts to accommodate residents, keeping in mind financial responsibility and environmental impact.

Project or Action	Actor Responsible	Timeframe
Maintain the Village's existing street, pathway, and right-of-way infrastructure.	DCUS	Continual
Continue to maintain the rural, residential-based qualities that are consistent with the community.	Village of Bayside	Continual
Provide for the safety of residents and visitors that travel on Village streets or pathways.	Village of Bayside	Continual
Encourage new developers to create pedestrian and bicycle friendly projects. Developers will also be subject to mitigation of adverse impact of traffic and/or parking that would congest Village roadways.	Village of Bayside	As needed
Maintain the existing road network, minimizing all new, if any, creation of infrastructure.	Village Staff, DCUS	Continual
Continue to adjust the Village's snow removal policy to find the correct balance to provide service delivery, while remaining environmentally friendly.	DCUS	Continual



## Land Use

### **Goals**

1. Pursue intergovernmental cooperation on regional land use issues.
  - Work with neighboring communities and respective agencies on issues involving land use and transportation.
2. Continue to maintain the current predominant land use by ensuring residential property remains at a high value.
  - Enforce property maintenance and require new construction to conform to aesthetic standards.
  - Employ existing design standards by continuing architectural review process.
3. Encourage land use patterns that are consistent.
  - Compatible development should incorporate residential, office and retail in areas that are designated for such.
  - Review the zoning map to make changes as necessary to prevent changing patterns.
  - Ensure all redevelopment remains sensitive to the nature of any adjacent properties in regards to design, use and operations.
4. Stabilize the Village's infrastructure system with new construction or redevelopment.
  - Require development to submit necessary plans to ensure it will not adversely affect neighboring properties.
  - Review impervious surface proposals as well as stormwater management plans to reduce the burden on the Village's runoff system.

Project or Action	Actor Responsible	Timeframe
Pursue intergovernmental cooperation on regional land use issues.	Village of Bayside	Continual
Continue to maintain the current predominant land use by ensuring residential property remains at a high value.	Village of Bayside, Architectural Review Committee	Continual
Encourage land use patterns that are consistent with the intended use.	Village of Bayside	Continual
Stabilize the Village's infrastructure system with new construction or redevelopment.	Village of Bayside, Plan Commission	2009

## Economic Development

### **Goals**

1. Promote the maintenance of existing businesses while encouraging the establishment of new business opportunity.
  - Work cohesively with business owners to accommodate their needs while meeting the Village's requirements.
2. Improve the variety and quality of retail business with the Village.
  - Enforce standards set by the Plan Commission and Architectural Review Committee to ensure aesthetic requirements are maintained.
3. Actively promote the Village as a valuable location to live, work and purchase goods and services.
  - The maintenance of high land values, as well as a strong residential base are significant factors for businesses entering the area.
  - Work with business owners during development to help ensure area standards
4. Work to promote environmentally friendly solutions to new construction for commercial use.
  - Require development to submit necessary plans to ensure it will not adversely affect neighboring properties.
5. Promote retail and service-based commercial uses that support and build upon existing businesses and provide for the needs of residents and employees.
  - Encourage owners to maintain building conditions for current and future occupants.
  - Promote the preservation and/or restoration of existing commercial structures if feasible.
6. Evaluate appropriate development and developer incentive programs as necessary to initiate investment in the development of the Village's commercial areas.
  - Examine incentive tools if such development requires it.

Project or Action	Actor Responsible	Timeframe
Promote the maintenance of existing businesses while encouraging the establishment of new business opportunity.	Village of Bayside, CDA	Continual
Improve the variety and quality of retail business with the Village.	Village of Bayside, Architectural Review Committee, Plan Commission	Continual
Actively promote the Village as a valuable location to live, work and purchase goods and services.	Village of Bayside, CDA	Continual
Work to promote environmentally friendly solutions to new construction for commercial use.	Village of Bayside, Plan Commission	2009

Promote retail and service-based commercial uses that support and build upon existing businesses and provide for the needs of residents and employees.	Village of Bayside CDA	Continual
Evaluate appropriate development and developer incentive programs as necessary to initiate investment in the development of the Village's commercial areas.	Village of Bayside	Continual



## Intergovernmental Cooperation

### **Goals**

1. Continue to examine mutual aid vs. consolidation and services with adjoining communities, reducing financial costs and eliminating inefficiencies.
  - Work to communicate with all surrounding municipalities to offer the best services to the residents.
2. Work with available resources to promote regional and state-wide cooperation opportunities.
  - Relationships with the Southeastern Wisconsin Regional Planning Commission, Wisconsin Department of Transportation, Wisconsin Department of Natural Resources, and the Milwaukee Metropolitan Sewerage District are essential to fostering long-lasting partnerships.
3. Ensure that the planning efforts are imperative to the issues facing Bayside, including: water quality, natural area protection, stormwater runoff, and economic development.
  - Collaborative efforts are important to the area, but must pertain to the major interests of the Village. For example, watershed and stormwater management planning are imperative issues to the Village and its properties.

Project or Action	Actor Responsible	Timeframe
Continue to examine mutual aid vs. consolidation and services with adjoining communities, reducing financial costs and eliminating inefficiencies.	Village of Bayside	Continual
Work with available resources to promote regional and state-wide cooperation opportunities.	Village of Bayside	Continual
Ensure that the planning efforts are imperative to the issues facing Bayside, including: water quality, natural area protection, stormwater runoff, and economic development.	Village of Bayside	Continual



## Community & Utility Services

### **Goals**

1. Continue to enhance agreements for mutual aid and services with adjoining communities, reducing financial costs and eliminating inefficiencies.
  - Work to communicate with all surrounding municipalities to offer the best services to the residents.
2. Work with available resources to promote regional and state-wide cooperation opportunities.
  - Relationships with the Southeastern Wisconsin Regional Planning Commission, Wisconsin Department of Transportation, Wisconsin Department of Natural Resources, and the Milwaukee Metropolitan Sewerage District are essential to fostering long-lasting partnerships.
3. Ensure that the planning efforts are imperative to the issues facing Bayside; including: water quality, natural area protection, stormwater runoff, and economic development.
  - Collaborative efforts are important to the area, but must pertain to the major interests of the Village. For example, watershed and stormwater management planning are imperative issues to the Village and its properties.

Project or Action	Actor Responsible	Timeframe
Protect groundwater from surface contamination.	Mead & Hunt; DCUS	Continual
Promote increased volunteerism and participation during the annual Village-wide clean up days.	Village Staff; GreenScape Committee	Continual
Continue to facilitate the relationship between the Village and environmentally friendly groups, including the Schlitz Audubon Nature Center and local schools.	Village of Bayside	Continual
Complete the stormwater management plan update to help reduce runoff impacts against both property owners and the physical environment.	Village of Bayside	2009
Coordinate environmental protocols with federal, state, and local officials.	Village Staff	2009-2010

## Green Plan

### **Goals**

1. Follow the Village's strategic initiative of "Environmentally Responsible" to provide an example of best green practices.
  - Continue to educate and provide the necessary tools to keep residents and staff informed of new and effective ways to save energy.
2. Promote easy, cost effective methods to reduce the community's carbon footprint.
  - Continue work with agencies, organizations, residents, and local vendors to provide the resources needed to continue progressively implementing "green practices."
3. Continue to promote and hold the Village's annual Clean Up Days event.
  - Search for new and innovative ways to provide recycling services for Village residents. Item drop-off has included electronics, GoodWill donations, Hunger Task Force, recycling and rubbish.

Project or Action	Actor Responsible	Timeframe
Follow the Village's strategic initiative of "Environmentally Responsible" to provide an example of best green practices.	Village of Bayside	Continual
Promote easy, cost effective methods to reduce the community's carbon footprint.	Village of Bayside	Continual
Continue to promote and hold the Village's annual Clean Up Days event.	Village of Bayside	Annually