

implementation *10*

Village of Greendale Comprehensive Plan: 2010 - 2035

Greendale, Wisconsin . Revisiting a Greenbelt Community



Implementation

The recommendations of this Plan must be implemented by the Village of Greendale, in cooperation with: other public and private agencies and organizations; business owners; and residents. The Implementation element provides a framework for executing the goals, objectives, and policies listed in the Plan, including a recommended timeframe and suggested responsible parties.

The Implementation element of the Comprehensive Plan is required by the Wisconsin Comprehensive Planning Grant Program to:

1. *Provide at least one program or specific action for each of the following ordinances and regulatory techniques, where applicable to the community.*
 - *Applicable zoning ordinance*
 - *Official maps*
 - *Sign regulations*
 - *Erosion/stormwater control ordinances*
 - *Historic preservation ordinances*
 - *Site plan regulations*
 - *Design review ordinances*
 - *Building codes*
 - *Mechanical codes*
 - *Housing codes*
 - *Sanitary codes*
 - *Subdivision ordinances*



2. *Provide information on where in your comprehensive plan you describe how each of the elements in the plan will be integrated and made consistent with each other.*
3. *Provide information on how progress in achieving all aspects of the comprehensive plan will be measured.*
4. *Provide information on the process for updating your community's comprehensive plan. A comprehensive plan is required to be updated no less than once every 10 years.*

In order to fully realize the vision presented in each element of this plan, the Village should monitor the plan, make amendments as necessary, ensure consistency with other Greendale documents, and address the recommendations made in each element.

MONITORING THE PLAN

The Plan must reflect the current goals, objectives and policies of the Village at all times. The Plan should be fully reviewed by Village staff annually with the following in mind:

- *New land use opportunities*
- *Further plan detail and refinement*
- *Market shifts*
- *Demographic changes and growth patterns*
- *Unforeseen challenges*
- *Changes in legislation*

Development and redevelopment activities within Greendale should be monitored on an ongoing basis. Such development should also be compared with plan goals and objectives to ensure that current policies are achieving the intended results.

AMENDING THE PLAN

The Plan should be reviewed annually and amended periodically. Suggestions for amendments may be brought forward by Village staff, officials, and residents, and should be consistent with the Plan vision. Proposed amendments may originate in the following ways:

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

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

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

Plan amendments and updates should coincide with the annual monitoring schedule.

PLAN ELEMENT CONSISTENCY

The individual elements of this Plan reinforce the goals, objectives, and policies of each of the nine Smart Growth elements. As future amendments and updates are made, consistency between the Plan elements must be ensured.

PLAN RECOMMENDATIONS

The implementation element prioritizes all recommendations presented throughout the Comprehensive Plan so that the Village is able to accomplish its vision. The following matrices list each of the policies identified in the Plan elements. For each recommendation, the party responsible for implementing the policy is indicated. A priority level is also assigned to each recommendation. Policies listed as “Ongoing” are already in effect, and should continue to be implemented. The remaining recommendations are assigned one of the following priority levels:

- *2015 – Immediate*
- *2025 – Intermediate*
- *2035 – Long-Term*

The intent of the priority levels is to assign an order of magnitude to the recommendations, highlighting policies that should be considered in the short-term versus long-term. In each case, it is assumed that the recommendation will be implemented before the last day of the identified calendar year.



VILLAGE ZONING CODE & ORDINANCES

Recommendation	Responsible Party	Priority Level
Update the Village's Zoning Code to correspond with the vision established in Greendale's comprehensive plan, including (but not limited to):	Village Staff Plan Commission	2015
<i>Eliminate the existing A - Agricultural Zoning District</i>		
<i>Establish an Institutional Zoning District with separate categories for educational, religious, and government owned parcels. The Institutional District is intended to replace portions of the existing A - Agricultural District.</i>		
<i>Establish a Park and Recreation District, which is intended to replace portions of the existing A - Agricultural District.</i>		
<i>Review and revise residential zoning districts as needed to uphold the character and vision established by the Plan. Revisions to consider include: a new R-3A Zoning District for the "E" Section only, to include multi-story and/or attached residential units on larger parcels.</i>		
<i>Establish a Special Use Zoning District for the Southridge mall parcels, in correlation with the development of a master plan for the area.</i>		
<i>Consider the development of a new zoning designation for the Village Industrial District, which supports the Plan's future vision for the district and encourages a coordinated redevelopment plan for the area.</i>		
<i>Consider the development of design standards for multi-family, commercial, office, mixed-use and industrial projects within the Village.</i>		
<i>Amend the Zoning Code to include landscaping regulations. Regulations to consider include: requirements for landscape bufferyards between zoning districts of differing intensities; requirements within parking lots and along pedestrian right-of-ways.</i>		

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Work with regional agencies and adjacent local governments to preserve regional natural resources.	Village Staff Park and Recreation	Ongoing
Coordinate with regional agencies (Milwaukee County, MMSD, DNR, SEWRPC) and adjacent local governments to protect, enhance, and restore – where necessary – the Root River (and Parkway) and Dale Creek.	Village Staff Park and Recreation	2025
Discourage incompatible development and alteration of floodplains, lakes, rivers and streams, wetlands, and woodland areas so as to preserve the integrity of these resources, promote the ecological value of these assets, and minimize adverse impacts upon adjacent properties.	Village Staff	Ongoing
Sustain the Village’s high-quality, interconnected natural resource network and encourage expansion, where appropriate.	Village Staff Park and Recreation	Ongoing
Identify opportunities to extend and expand the Village’s trail network, particularly focusing on the link between Southridge Mall and the Village Center.	Village Staff Park and Recreation Public Works	2015
Preserve existing parks and recreational opportunities and ensure integrated connections to the neighborhoods and the Village Center.	Park and Recreation	Ongoing
Discourage the use of pesticides and fertilizers in the Village’s parks and open spaces.	Park and Recreation	2015
Encourage the conversion of mowed, turf grass open spaces in unprogrammed or underutilized areas to meadows, prairies, or other low-mow alternatives.	Park and Recreation Public Works	2025
Create a trail system for pedestrians and bicyclists that links the western neighborhoods, Southridge and the 76th Street corridor, and the Village Center, establishing an “emerald necklace” for Greendale.	Village Staff Park and Recreation	2035
Require redevelopment opportunities to preserve and/or create links to existing natural areas.	Village Staff	2015
Promote urban agriculture in Greendale, such as backyard gardens, community gardens, schoolyard greenhouses, rooftop gardens, and municipal compost facilities.	Village Staff	2025
Promote and expand the Department of Public Works’ composting program in the community.	Public Works	2015
Work with regional farms and Village Center businesses to promote a community supported agriculture (CSA) program in Greendale.	Village Staff	2035
Encourage local food consumption through a variety of means, including a local farmer’s market and access to community supported agriculture (CSA) programs.	Village Staff	2025
Protect the historic integrity of Greendale’s Village Center and original neighborhoods.	Village Staff	Ongoing
Encourage redevelopment that respects the context of the Village’s development patterns, including site layout, building materials, open spaces, and integrated connectivity.	Village Staff	Ongoing
Support sustainable site design and building practices for the Village’s redevelopment opportunities.	Village Staff	2015
Encourage “green” building practices for the development/redevelopment of sites within the Village, including practices that promote energy conservation, stormwater management, and improved air quality.	Village Staff Inspection Services	2025
Identify techniques to control stormwater run-off throughout the Village. Techniques may include increased landscaping in parking lots, rain gardens, or – at the neighborhood level – rain barrels.	Village Staff	2025
Identify potential funding mechanisms for the maintenance of parks, recreation facilities, and programs.	Park and Recreation	2015

ECONOMIC DEVELOPMENT

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Encourage high quality and high value development that supports the unique identity of the Village and provides balance to the tax base.	Village Staff Plan Commission	Ongoing
Encourage integrated site redevelopment, including shared parking layouts and pedestrian connections, in order to promote multi-purpose trips and limit multiple curb cuts.	Village Staff Plan Commission	2015
Continue to emphasize streetscaping efforts along the Village's major corridors (e.g. S. 76th Street, Grange Avenue).	Village Staff Plan Commission	Ongoing
Encourage redevelopment and infill opportunities of underutilized sites within the Village's non-residential districts and corridors.	Village Staff Plan Commission	2015
Promote mixed-use development at Southridge Mall, including high-density residential options and employment opportunities.	Village Staff Plan Commission	2025
Develop design guidelines to encourage high-quality, well-planned redevelopment projects in the Industrial Park, Southridge Mall, and the 76th Street corridor.	Village Staff Plan Commission	2015
Concentrate commercial development/redevelopment at specific nodes and discourage strip commercial development along the Village's primary corridors.	Village Staff Plan Commission	2025
Target new employers that can provide a range of job opportunities.	Village Staff	2015
Continue to support the Village's many amenities, including the Greendale School District and unique community identity.	Village Staff Plan Commission	Ongoing
Market Greendale as a place for young professionals and families.	Village Staff	2025
Pursue and achieve business attraction, retention, and expansion in Greendale.	Village Staff	2035
Proactively work to recruit business to Greendale.	Village Staff	Ongoing
Continue to develop strong relationships with businesses and major property owners.	Village Staff Plan Commission	Ongoing
Establish an economic development program that can effectively react to requests for information from potential developers.	Village Staff Plan Commission	2025
Work with regional agencies and adjacent municipalities to enhance the economic position of the broader 76th Street corridor, as well as the Milwaukee region.	Village Staff Plan Commission	2025
Continue the Village's streetscaping partnership with the City of Greenfield and Milwaukee County.	Village Staff Plan Commission	Ongoing

LAND USE

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Support land uses and development projects that enhance the character of existing neighborhoods, districts, and corridors, and that complement surrounding land uses.	Village Staff Plan Commission	Ongoing
Continue to enforce property maintenance codes to maintain neighborhood quality and property values.	Village Staff Inspection Services Plan Commission	Ongoing
Encourage a mix of land uses, particularly around the Southridge Commercial District and in areas that are or may be served by mass transit.	Village Staff Plan Commission	2025
Continue to enforce design standards for buildings, landscaping, signage, and parking lots.	Village Staff Plan Commission	Ongoing
Prohibit incompatible land uses from locating within or adjacent to residential neighborhoods.	Village Staff Plan Commission	2015
Encourage a wide variety of housing types throughout the Village, particularly those housing types that will serve seniors, empty nesters, and young professionals.	Village Staff Plan Commission	Ongoing
Ensure that any redevelopment in or near Southridge Mall supports Greendale's vision for the area, advances the Village's role in the regional economy, and positively impacts surrounding businesses.	Village Staff Plan Commission	Ongoing
Promote land use patterns and development practices that advance environmental sustainability.	Village Staff Plan Commission	2015
Advance the strategic redevelopment of key parcels in the Village to help achieve Greendale's desired future land use pattern.	Village Staff Plan Commission	2025
Continue to support land use patterns and development densities that facilitate the implementation of alternative transportation, including bus transit, walking, and biking.	Village Staff Plan Commission	Ongoing
Encourage shared driveway access, shared parking, and coordinated site plan designs along S. 76th Street.	Village Staff Plan Commission	2015
Actively promote infill development, redevelopment, and rehabilitation opportunities throughout the districts and corridors in the Village.	Village Staff Plan Commission	2035
Preserve and enhance the historic character of Greendale by encouraging historic preservation, restoration, and adaptive reuse, along with encouraging compatible development and redevelopment.	Village Staff Plan Commission	Ongoing
Continue to provide all residents and visitors with safe pedestrian and bicycle access to public park lands and open space areas.	Village Staff Plan Commission	Ongoing

HOUSING

Recommendation	Responsible Party	Priority Level
Coordinate with HUD, WHEDA, the Wisconsin Department of Commerce, the Wisconsin Partnership for Housing Development, and Milwaukee County to encourage the use of financial assistance programs for housing rehabilitation.	Village Staff	Ongoing
Protect the historic integrity of Greendale’s original neighborhoods.	Village Staff Plan Commission	Ongoing
Continue the use of “Design Guidelines for Your Original Greendale Home” when reviewing special use applications for additions and residential renovation. Per adoption of this Plan, the “Design Guidelines for Your Original Greendale Home” are hereby considered to be an element of the <i>Village of Greendale Comprehensive Plan: 2010–2035</i> .	Village Staff Inspection Services Plan Commission	Ongoing
Educate residents on housing rehabilitation efforts that align with Village goals.	Village Staff Plan Commission	2025
Explore various property maintenance programs in order to protect and enhance Village’s housing stock and property values. Programs to consider include, but are not limited to: time-of-sale inspections, enhanced property code enforcement.	Village Staff Inspection Services Plan Commission	2025
Explore possible funding options to minimize the financial impact of property maintenance programs.	Village Staff	2025
Encourage residential infill and rehabilitation that respects the integrity and composition of the Village’s existing development patterns, including site layout, building materials, building character and scale, open space, and integrated connectivity. Encourage “green” practices for the construction and rehabilitation of housing within the Village, including practices that promote energy conservation, the use of sustainable materials, improved air quality, and stormwater management.	Village Staff Plan Commission	2015
Establish Greendale as a community where residents can “age in place.” Provide adequate types of housing to allow residents to remain within the community despite their changing size, density, and/or income requirements.	Village Staff Plan Commission	Ongoing
Encourage high-quality, maintenance free housing options – such as condos, rowhomes, or town houses – to provide choices for young professionals, empty nesters, etc.	Village Staff Plan Commission	2035
Promote development of an adequate supply of high-quality senior housing options. Direct such developments to areas that are close to services that seniors typically require, including public transit.	Village Staff Plan Commission	2035
Plan for higher density multi-family housing in parts of the Village where streets and sidewalks can accommodate traffic, and where there is access to parks, shopping, community facilities, and existing or planned public transportation routes.	Village Staff Plan Commission	2015
Incorporate high quality multi-family housing on mixed use infill and redevelopment sites.	Village Staff Plan Commission	2025
Promote “complete neighborhoods” that offer a compatible mix of residences, services, businesses, community facilities, jobs, recreation, and education.	Village Staff Plan Commission	2015
Support unique housing options, such as live-work developments and cooperative housing.	Village Staff Plan Commission	2015
Continue to support a high level of owner occupancy within the Village.	Village Staff	Ongoing

TRANSPORTATION

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Strengthen the existing pedestrian and bicycle network in the Village through increasing connectivity, installing new on- and off-road paths, and emphasizing the continued maintenance of existing paths.	Village Staff Park and Recreation Plan Commission	2035
Explore enhanced pedestrian/bicycle crossings across 76th Street in order to better connect the east and west sides of the Village.	Village Staff Public Works	2015
Emphasize connecting existing sidewalks to form a continuous sidewalk network, particularly along major streets (ex: portions of Grange Avenue).	Village Staff Plan Commission	2025
Promote Greendale's unique interconnected pathway system as an asset to current/future residents, as well as an economic development strategy.	Village Staff Plan Commission	2015
Consider fostering a partnership between the Village and a private bicycle operator to provide bicycle rentals, connecting the Village Center to Southridge Mall and other Greendale attractions.	Village Staff Plan Commission	2025
As the Village's vehicle fleet is replaced, consider purchasing low-emitting vehicles that utilize alternative fuels.	Village Staff Public Works	2035
Explore alternative techniques and materials for roadways and sidewalks as the existing infrastructure is replaced. Materials to consider include rubber sidewalks, concrete or other light colored pavers, hot-in-place recycled asphalt, etc.	Village Staff Public Works	2015
Continue to support public transit access throughout the Village and expand where feasible.	Village Staff Plan Commission	Ongoing
Continue to explore funding for a direct transit connection between Southridge Mall and the Village Center, such as a trolley.	Village Staff	Ongoing
Continue to support Southridge Mall as a transit hub for southern Milwaukee County.	Village Staff Plan Commission	Ongoing

UTILITIES AND COMMUNITY FACILITIES

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Provide quality accessible park, recreation, library, open space facilities, and services to meet the needs of all age groups in Greendale.	Village Staff	Ongoing
Site future public amenities and facilities in central areas within the Village.	Village Staff Plan Commission	2015
Incorporate paths and/or sidewalks into future public amenities and facilities to increase user access through a various modes of transportation.	Village Staff Plan Commission	2015
Ensure effective access to area-wide facilities, including (but not limited to) health care, child care, post-secondary education, and recreational opportunities.	Village Staff Plan Commission	Ongoing
Ensure that the costs for new utilities, community services, and facilities are distributed fairly and equitably.	Village Staff	Ongoing
In line with other Village planning efforts, appropriate funds to rewire circuits and replace trans closures in the Village's street lighting system.	Village Staff Village Board	2015
Continue the implementation of a capital improvement program (CIP) in order to effectively manage debt capacity.	Village Staff Plan Commission Village Board	Ongoing
Continue to promote flood mitigation and water quality through the allocation of appropriate funds for stormwater detention, drainage, and alternative stormwater management.	Village Staff Village Board	Ongoing
Meet the 2013 goal of a 40% reduction in total suspended solids (TSS) in stormwater.	Village Staff	Ongoing
Continue to require all new large-scale development in the Village to make provisions for handling stormwater.	Village Staff Plan Commission	Ongoing
Work with Village Departments and the Plan Commission to develop design standards for future Village facilities and utilities, including buildings, street lights, roads and parking lots, landscaping, and water supply systems.	Village Staff Plan Commission	2015
Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.	Village Staff School District	Ongoing
Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.	Village Staff School District	Ongoing
Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.	Village Staff School District	2025

INTERGOVERNMENTAL COOPERATION

<i>Recommendation</i>	<i>Responsible Party</i>	<i>Priority Level</i>
Continue cooperative planning efforts with surrounding communities, Milwaukee County, MMSD, and the Greendale School District.	Village Staff	Ongoing
Consider the development of a park and open space plan, in coordination with Milwaukee County Parks.	Village Staff Park and Recreation	2025
Coordinate land use planning along municipal borders.	Village Staff	2025
Encourage compatible uses and/or appropriate transitions between adjacent uses, where possible.	Village Staff Plan Commission	Ongoing
Where there are conflicts, work with adjacent municipalities to identify an appropriate resolution.	Village Staff	Ongoing
Continue efforts to establish and maintain existing mutual aid agreements and identify new opportunities for joint services or facilities with adjacent communities, the school district, and/or civic organizations.	Village Staff Village Board	2025
Coordinate with surrounding communities to support and, where necessary, expand regional transit in the region.	Village Staff Plan Commission	2035
Continue to work with the School District to ensure high quality neighborhood school facilities to serve existing and future residents.	Village Staff School District	Ongoing
Continue to support and coordinate with the Greendale School District in planning for upgrades and/or expansions.	Village Staff School District	Ongoing
Work with the School District to maintain the value of Greendale's schools as a major attraction for new, younger families.	Village Staff School District	2025
Work with the City of Greenfield to develop a joint master plan that will guide the redevelopment of Southridge Mall and the 76th Street corridor.	Village Staff Plan Commission	2025