

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209

This meeting is in person, but will be broadcast over Zoom to
accommodate residents with COVID concerns.

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Meeting ID: 975 9968 6909

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AGENDA—COMMON COUNCIL MEETING

Monday, October 10, 2022

6:00 p.m.

1. Roll Call and Pledge of Allegiance.
2. Public Comment. Glendale residents, business owners and property owners are invited to speak to the Council on items that are not on the agenda and are within the City's ability to regulate or control.
3. Budget Presentation
4. Consent Agenda:
 - a) Adoption of Minutes: Meeting held on September 26th, 2022
 - b) Approval: Accounts Payable
5. New Business: (The public may speak to the Council prior to the beginning of deliberations on these items, provided they have notified their respective Alderperson or the Mayor in advance of this meeting).
 - a) Review: Community Development Projects and Plan.
 - b) Review: Squad/Body Camera Cloud Storage.
 - c) Review and Approval: Proclamation for White Cane Safety Day.
 - d) Review and Approval: Proclamation Declaring October 2022 as Pregnancy and Infant Loss Awareness Month and October 15, 2022 as Pregnancy and Infant Loss Awareness Day in the City of Glendale, Wisconsin.
6. Commission, Committee, Board and Staff Reports: (This is an Opportunity for Council Members to Report on their Respective Committees, Commissions, Boards of which they serve as a Member and Administrator update.)
7. Closed Session: The Common Council will convene in Closed Session per Wis. Stats. §19.85(1)(c) to consider the employment, promotion, compensation, wage ranges or performance evaluation data of public employees, in all departments, over which the Council has jurisdiction or exercises responsibility.
8. Reconvene to Open Session and Regular Order of Business.
9. Adjournment.

Upon reasonable notice, efforts will be made to accommodate the needs of
persons with disabilities.

4A-4B
10/10/2022

CONSENT
AGENDA

- a) [Adoption of Minutes: Meeting held on September 26, 2022.](#)
- b) [Approval: Accounts Payable](#)



SUBJECT: Community Development Project Schedule & Timelines

FROM: John Fellows, Director of Community Development

MEETING DATE: October 10, 2022

PURPOSE

The purpose of this memorandum is to summarize various planning, economic development, and zoning opportunities to enhance the City's economic development, advance the goals of the City's Comprehensive Plan, and streamline a programs and processes. These items are being presented so that the City Council can determine a multi-year plan for the implementation of these projects. These projects were not included in the 2023 Draft Budget but could be included depending on the City Council's desires.

The Comprehensive Plan 2040 provides for an implementation time frame of a variety of items that staff is asking the City Council to prioritize and determine whether to allocate a multi-year funding plan. Staff has reviewed the implementation list and believes that specific projects over the next several years could improve the City's position for greater opportunities for economic development.

These items include:

1. Zoning Code Update/Rewrite
2. Target Investment Areas
3. Housing Study
4. Retail Study

Below is a summary of each project and how it can move the city forward to be more competitive within our market and region.

ZONING CODE REWRITE & UPDATE

The 2040 Comprehensive Plan envisions the city as the North Shore hub for commerce, employment and entertaining that is rich with diversity and offer a bright and sustainable future of friendly neighbors, high quality education and recreational opportunities. The current zoning ordinance has had minimal updates since the late 1990's and early 2000's. The ordinances were written specifically for the goals and objectives at that time. The design guidelines also date from the late 1990's. The comprehensive plan cites the following recommendations which would be addressed by such a zoning code rewrite/update.

- High quality standards for development
- Support housing in mixed use areas
- Consider updating zoning standards to allow accessory dwelling units and other housing strategies to promote affordability and accommodate multi-generational households
- Diversify new housing



- Support programs to provide workforce housing
- Enact design standard for multiple family housing
- Focus on green economic development including green business practice and standards
- Pursue redevelopment and infill of underutilized lands
- Create polices that support and attract local business
- Utilize place-based assets
- Provide for more complete bicycle and pedestrian accommodations
- Update the ordinances and polices to align with state and other statutes

This is a multi-year project, totaling \$150,000. Estimates from consulting firm placed the amount at \$150,000 up to \$225,000 depending upon scope. If the City Council would like to move forward, \$75,000 could be allocated over a two-year period to complete this project.

TARGET INVESTMENT AREA PLANS

The 2040 Comprehensive Plan recommends seven targeted investment areas. These Target Investment Area Plans would allow a deeper look at these locations, would the examine the specific uses that would meet the goals of the community, but also meet current and anticipated market conditions. These detailed plans can then be used to attract new business and development to these areas as well as understand what public improvements might be necessary. When combined with an updated zoning regulations these areas will be more attractive for future development. The cost for a typical TIA project is approximately \$20,000. Some cost efficiency can be found if we were to proceed with more than one TIA as public input and outreach could overlap and see a cost savings. Again, this could be a multi-year project.

The Target Investment areas include:

1. Green Bay Ave and Mill Road
2. Civic Core
3. Glendale Technology Center
4. Lydell Cooperate Center
5. Bayshore
6. Good Hope Road
7. North Port Washington Road

Any of the target areas could be prioritized as most important. Staff recommends that the Green Bay and Mill Road and Lydell Corporate Center be the first two areas that the community focuses on. These two areas land uses would focus mostly on housing and retail. If there were a desire to focus on strengthening our industrial uses in Glendale one of the other target areas could be considered.



RETAIL STUDY

The Comprehensive plan notes several Economic Development goals such as avoiding premature development in key redevelopment areas, strengthening the retail power of established commercial areas, and encouraging strong public private investment in the business and industrial districts. A retail study would allow staff to work more closely with existing properties to attract and market the specific areas to the retail community. We envision a dynamic market study that would provide sophisticated data sets, identifying the types of businesses for available locations throughout the City.

Some of the items that might be provided include:

- Cell Phone Analysis Reports on up to 5 locations in the community (Shopping center, restaurants, retailers, etc.)
- Retail Trade Area Determination
- RTA Demographic Profile
- Community Demographic Profile
- RTA Psychographics Profile
- Retail Demand Analysis
- Workplace Analysis
- Retail Market Profile Marketing Flyer
- Retailer Void Analysis

The costs of the Retail Study is approximately \$5,500. After the first year, the annual cost to keep the data updated would be approximately \$2,500. Other services that could be consider would be to have the consulting firm also provide actual recruitment of prospects. This cost for a community the size of Glendale is generally around \$35,000.

HOUSING STUDY

As noted in the Comprehensive Plan, there are several housing goals ranging from diversifying the housing stock to creating more workforce housing. A housing study would look at both existing and future new construction and provide conclusions regarding the depth of market for various types of housing options. The report would then be able to be used to inform new policy and regulatory decisions. The study would also allow us to better attract housing developers that provide products based upon the community's desire and market conditions. The cost of a Housing Study is \$20,000.

An example of such as study can be found at: [residential market analysis village of mukwonago](#)

CONCLUSION

Staff is asking the City Council to consider establishing a schedule for a Comprehensive Plan Update, Target Area Investment Study, Retail Study and Housing Study. An example of this could include:



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Year	Project	Cost
2023	Zoning Code Part 1	\$75,000
2023	Retail Study	\$ 5,500 + annual updates, + optional requirement
2023	Housing Study	\$20,000
2024	Zoning Code Part 2	\$75,000
2023/24	Target Investment Areas *	\$20,000
2024	Target Investment Areas *	\$20,000
2025	Target Investment Areas *	\$20,000

* Some cost efficiency can be found if we were to proceed with more than one TIA as public input and outreach could overlap and see a cost savings

Memo

To: City Administrator Warwick
From: Chief Ferguson
Date: October 5, 2022
Re: Squad/Body Camera Cloud Storage

When the Department was looking at purchasing WatchGuard body cameras and new squad cameras one of the issues discussed was storage and associated costs. Staff and IT were present for a WatchGuard presentation where two storage options were available, cloud storage or on-site server. Cloud storage involved an annual fee while the server option was a one-time purchase and significantly less expensive. Staff and IT chose the server option as it was believed it would provide adequate storage and a significant savings to the City.

We have been using WatchGuard video since July 2021 and it is apparent that we greatly underestimated the amount of storage needed and that we should have chosen cloud storage. We had issues with the server which required it to be replaced. This has led to some lost data. The server is currently 61% full and based on storage requirements will be full by March 2023.

In addition to the storage issues, daily operations and maintenance of videos is more difficult and time consuming with the server than it would be with cloud storage. This has led to a significant increase in staff time to manage the system to the point that it is almost a full-time assignment. Cloud storage would eliminate the operational, management and maintenance issues associated with server storage.

The transition to cloud storage would require a one-time migration fee of \$27,900 and an annual storage fee of \$22,800. The annual fee will cover unlimited storage. We are applying for a DOJ grant that may cover a portion of the migration fees. I would recommend that we budget for the full amount of \$50,700 for 2023 and then budget \$22,800 for storage every year thereafter.

Included with this memo is a Motorola (WatchGuard) quote for cloud storage and an additional memo from Captain Fugman regarding these issues. Staff is asking the City Council to direct staff to include this cost in the Final 2023 City Budget.

Attachment: [Matter-of Watchguard Cloud Storage Proposal](#)
[Cloud Storage Quote](#)



SUBJECT: Proclamation for White Cane Safety Day
FROM: Bryan Kennedy, Mayor
MEETING DATE: October 10, 2022

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	N/A

BACKGROUND/ANALYSIS:

The attached Proclamation is to recognize the impact the White Cane Law has on the safety of pedestrians in communities and create welcoming communities for all residents, while reducing the number of accidents involving pedestrians. The White Cane Law Statute N. 346.26(1) states “An operator of a vehicle shall stop the vehicle before approaching closer than 10 feet to a pedestrian who is carrying a cane or walking stick which is white color or white trimmed with red and which is held in an extended or raised position or who is using a dog guide and shall take such precautions as may be necessary to avoid accident or injury to the pedestrian.”

RECOMMENDATION:

Approve the Proclamation.

ACTION REQUESTED:

Motion to approve the Proclamation for White Cane Safety Day.

ATTACHMENTS:

1. [Proclamation](#).



SUBJECT: Proclamation Declaring October 2022 as Pregnancy and Infant Loss Awareness Month and October 15, 2022 as Pregnancy and Infant Loss Awareness Day in the City of Glendale, Wisconsin.

FROM: Karl Warwick, City Administrator

MEETING DATE: October 10, 2022

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	N/A

BACKGROUND/ANALYSIS:

The attached Proclamation is to recognize and acknowledge those who have lost a child during pregnancy or infancy, and promote awareness and understanding.

RECOMMENDATION:

Approve the 2022 Proclamation.

ACTION REQUESTED:

Motion to approve the Proclamation Declaring October 2022 as Pregnancy and Infant Loss Awareness Month and October 15, 2022 as Pregnancy and Infant Loss Awareness Day in the City of Glendale, Wisconsin.

ATTACHMENTS:

- [Proclamation Declaring October 2022 as Pregnancy and Infant Loss Awareness Month and October 15, 2022 as Pregnancy and Infant Loss Awareness Day in the City of Glendale, Wisconsin.](#)