



BROOKFIELD

COMPREHENSIVE PLAN

PLAN COMMISSION
MEETING
6.3.19





AGENDA

1. Project Update
2. Data Highlights
3. Focus Group & Interview Insights
4. Generational Mapping
5. Discussion: Opportunities for change within TIAs
6. Next Steps

PROJECT UPDATE

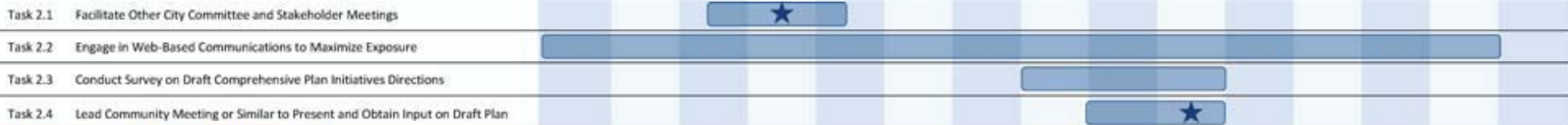
City of Brookfield Comprehensive Plan Update Preliminary Timeline



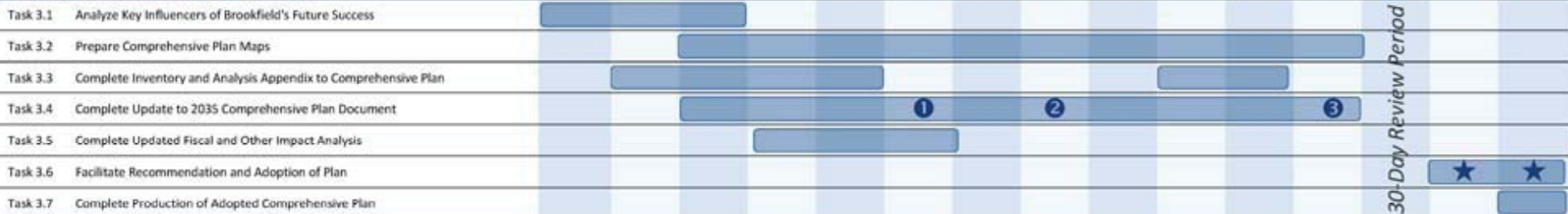
Work Element 1: Project Coordination



Work Element 2: Stakeholder Participation



Work Element 3: Plan Completion



30-Day Review Period



CITY OF BROOKFIELD VISION 2050

Located in the heart of southeastern Wisconsin, the City of Brookfield is a community of choice for families and businesses and a premier, sustainable place to live, work, shop, and play.



THESE NINE PRINCIPLES GUIDE THE CITY.

Housing and Neighborhoods: Brookfield is a housing location of choice across generations offering housing options that preserve the character, vitality, and safety of its neighborhoods.

Jobs and Shopping: Brookfield is a premier commercial and job center that supplies valuable products and services, embraces solutions for modern convenience and flexible lifestyles, cultivates family-supporting careers, and offers the ideal home base for experiencing the Milwaukee area.

Natural Resources and Recreation: Brookfield enjoys vibrant parks, trails, and restorative natural landscapes; is a careful steward of water and other resources; and is a center for culture, recreation, hospitality, and entertainment.

Education: Brookfield is known for outstanding schools and lifetime learning to advance personal success, meet modern workforce demands, and support entrepreneurship.

Sustainability: Brookfield is a sustainable community in all aspects – from the environment to the economy – and leads in responsible community growth and redevelopment.

Destinations: Brookfield celebrates its unique heritage and memorable destinations including a vibrant civic district, commercial corridors, and cultural and recreational destinations.

Transportation: Brookfield recognizes its central location in Southeast Wisconsin and supports several transportation options for connections within and outside of the City.

Community Value: Brookfield enjoys exceptional services at reasonable costs, a competitive cost of living, and an attractive business environment.

Regionalism: Brookfield embraces collaboration with neighboring and overlapping communities and education providers.



DRAFT

FIGURE 11
Targeted Investment Areas Summary
Brookfield, Wisconsin

North Gateway Node
Character: Modern office & industrial park
Predominant Land Uses: Office, research & development, light assembly & support services
Design Direction: Low density, single story, unified design standards
Connections: Pedestrian link to Mitchell Park, improved local roads (e.g. curb & gutter)
Degree of Change: High degree of change north of Capitol Dr, low degree of change south of Capitol Dr

Village Area
Character: Historic downtown
Predominant Land Uses: Retail, dining, entertainment, residential & educational
Design Direction: Historic, multi-story, rural crossroad architecture, emphasis on wood siding
Connections: Potential intercity & commuter rail, greenway corridor trail system, new neighborhood streets, Mitchell Park connection
Degree of Change: Moderate degree of change, limited development due to lack of available land, suitable for traditional housing types (Pre War)

Civic Center Node
Character: Suburban civic center
Predominant Land Uses: Civic, retail, residential, healthcare, and education
Design Direction: Low density, heavily landscaped, community gathering space, public art opportunity
Connections: Transportation connections already established, transit connections to Bluemound Rd
Degree of Change: Low degree of change

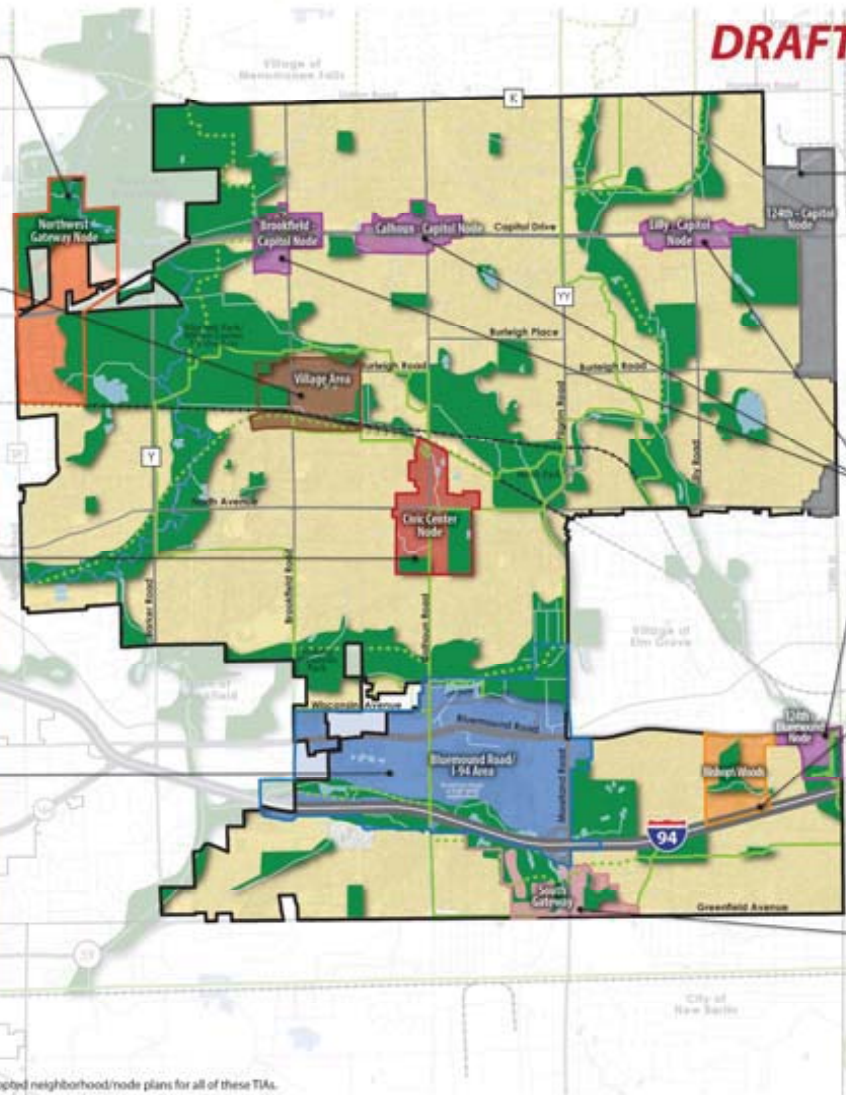
Bluemound Road/I-94 Area
Character: Regional commercial & job center
Predominant Land Uses: Regional scale retail, office, dining & residential
Design Direction: High end franchise & Class A office architecture, new suburban forms, multi-story buildings, structured parking opportunities
Connections: Potential Interchange in Calhoun/Brookfield Rd area, completion of Wisconsin Ave, New Executive Dr interstate ramp, paths along major streets
Degree of Change: High degree of change, mall infill & redevelopment, hospitality growth, retail strip mall redevelopment, repositioning Executive Drive Offices

124th - Capitol Node
Character: Post war industrial
Predominant Land Uses: Manufacturing incubators, big box retail, Milwaukee Tool Campus
Design Direction: Reorganized street networks creates form, build on art deco & other mid 20th century styles
Connections: Improved road & path crossing connections with neighboring communities, improved local roads (e.g. curb & gutter)
Degree of Change: Moderate degree of change, may depend on City's level of investments and partnerships

Brookfield - Capitol Node
Calhoun - Capitol Node
Lilly - Capitol Node
124th - Bluemound
Character: Suburban mixed-use
Predominant Land Uses: Neighborhood to community scale retail, residential, office
Design Direction: Residential form architecture, pitched roofs & window repetition
Connections: Neighborhood road & path connections to surrounding neighborhoods
Degree of Change: Variable degree of change

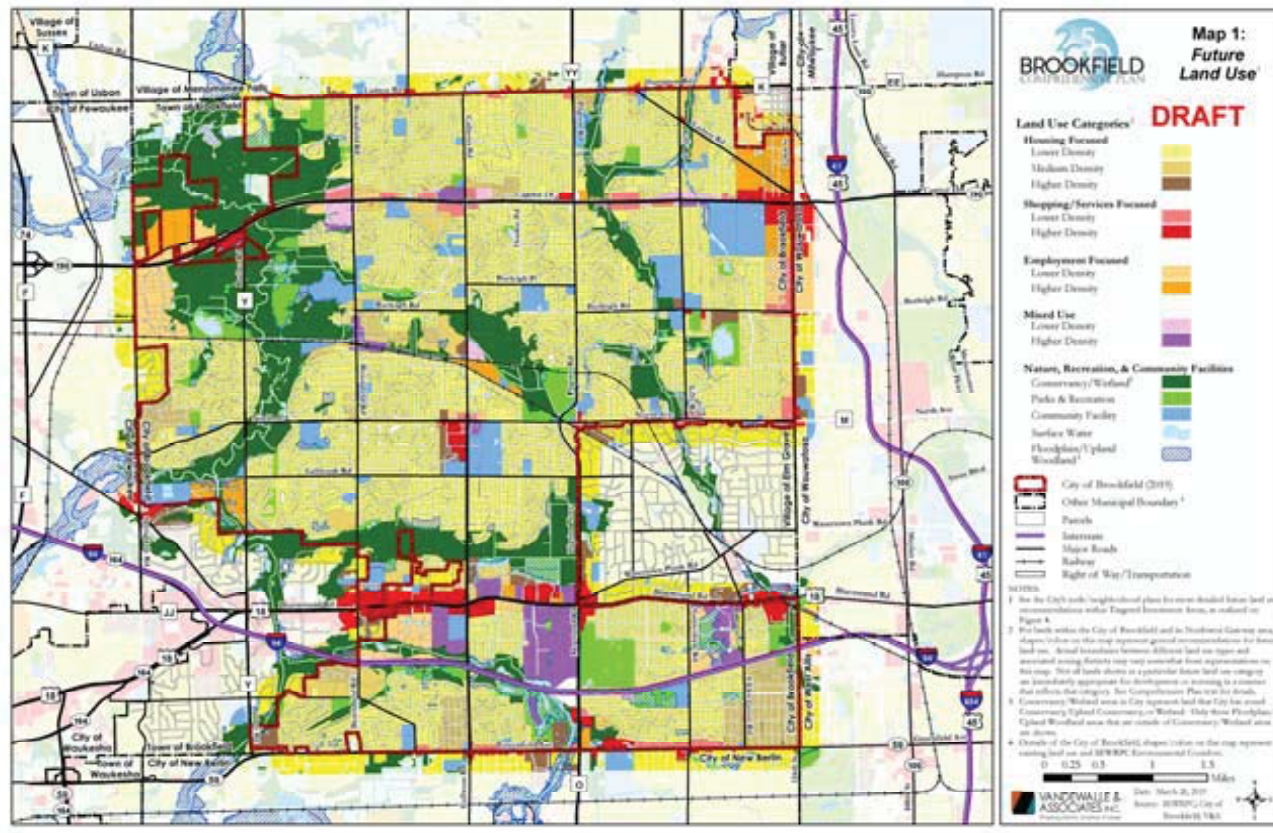
Bishop's Woods
Character: Walkable, suburban community & employment center
Predominant Land Uses: Office, research & development, multi-family, nature preserve
Design Direction: Green design & ecologically sound, high quality architecture
Connections: Connect Bishops Way cul-de-sac to Bishops Dr & Elm Grove Rd, develop multi-use path network & connect to regional network
Degree of Change: Moderate degree of change; low degree of change in nature preserve & greenway for recreation & access

South Gateway
Character: Visitor-oriented hospitality
Predominant Land Uses: Hotels, dining, ancillary retail & services
Design Direction: Gateway multi-story quality architecture, traditional brick materials
Connections: Improved pedestrian crossings, interconnected parking & driveways, north/south path
Degree of Change: Moderate degree of change, highest potential in bordering New Berlin, environmental & soil constraints



May 21, 2019
UNIVERSITY OF WISCONSIN
MILWAUKEE
NOTE: The City has adopted neighborhood/node plans for all of these TIAs.

FUTURE LAND USE MAP



DATA HIGHLIGHTS

DATA HIGHLIGHTS - AGE

- Median age increasing --
 - 42.5 in 2000
 - 46.7 in 2017
- Significant amount of older adults (55+) and minors

DATA HIGHLIGHTS – HOUSING

- Second-highest home values in region (\$296,800)
- Highest average gross rent (\$1,496)
- Housing stock:
 - 80% detached single family
 - 5.8% attached single family
 - 1.3% two family
 - 3% 3-4 unit multi-family
 - 2.6% 5-9 unit multi-family
 - 7.1% 10+ unit multi-family
- Uptick in 20+ unit structures since 2000

DATA HIGHLIGHTS – INDUSTRIES

- Brookfield residents work in (2017):
 - Educational Services, Health Care and Social Assistance (27.9%)
 - Manufacturing (16.3%)
 - Finance, Insurance, Real Estate (11.5%)
 - Professional, Scientific and Management (11.5%)
- Jobs in Brookfield (2015):
 - Finance, Insurance, Real Estate (15.3%)
 - Professional, Scientific and Management (13.8%)
 - Retail Trade (12.3%)
 - Health Care and Social Assistance (10%)

FOCUS GROUP & INTERVIEW INSIGHTS

ECONOMIC DEVELOPMENT

- Brookfield is in a strong position although some opportunities to adjust
- Attract workforce/employees who may otherwise work in Downtown Milwaukee
- Don't chase tech/innovation businesses

RETAIL MARKET

- Retail has changed. More e-commerce. Malls transitioning to mixed-use, lifestyle center design.
- Residents' changing needs and preferences – including seniors and millennials
- Spending on experiences
- Balance convenience and creating a destination

AGING OFFICE

- Many aging office buildings are un- or under-occupied
- Offices and headquarters moving to Downtown Milwaukee
- Changing nature of employment (working remotely, worker shortage, more job changes)
- Opportunity to incorporate additional land uses in office parks

TRANSPORTATION

- Drive time and regional accessibility important to corporate employers
- Transit access important to employees (especially retail) and students
- Bluemound Road BRT
- Circulator/shuttle connecting Conference Center, hotels and retail centers on Bluemound corridor
- Walkability in retail and housing centers

HOUSING

- Housing and neighborhoods has been and will continue to be an asset
- Lack of workforce housing (\$800/month) for employees
- High housing values a barrier to entry for young families
- Changing needs and preferences by seniors and young adults

GENERATIONAL MAPPING

DEFINITIONS

- “Millennials” – ages 18-34
- “Gen X” – ages 35-54
(not mapped)
- “Baby Boomers” – ages 55-74

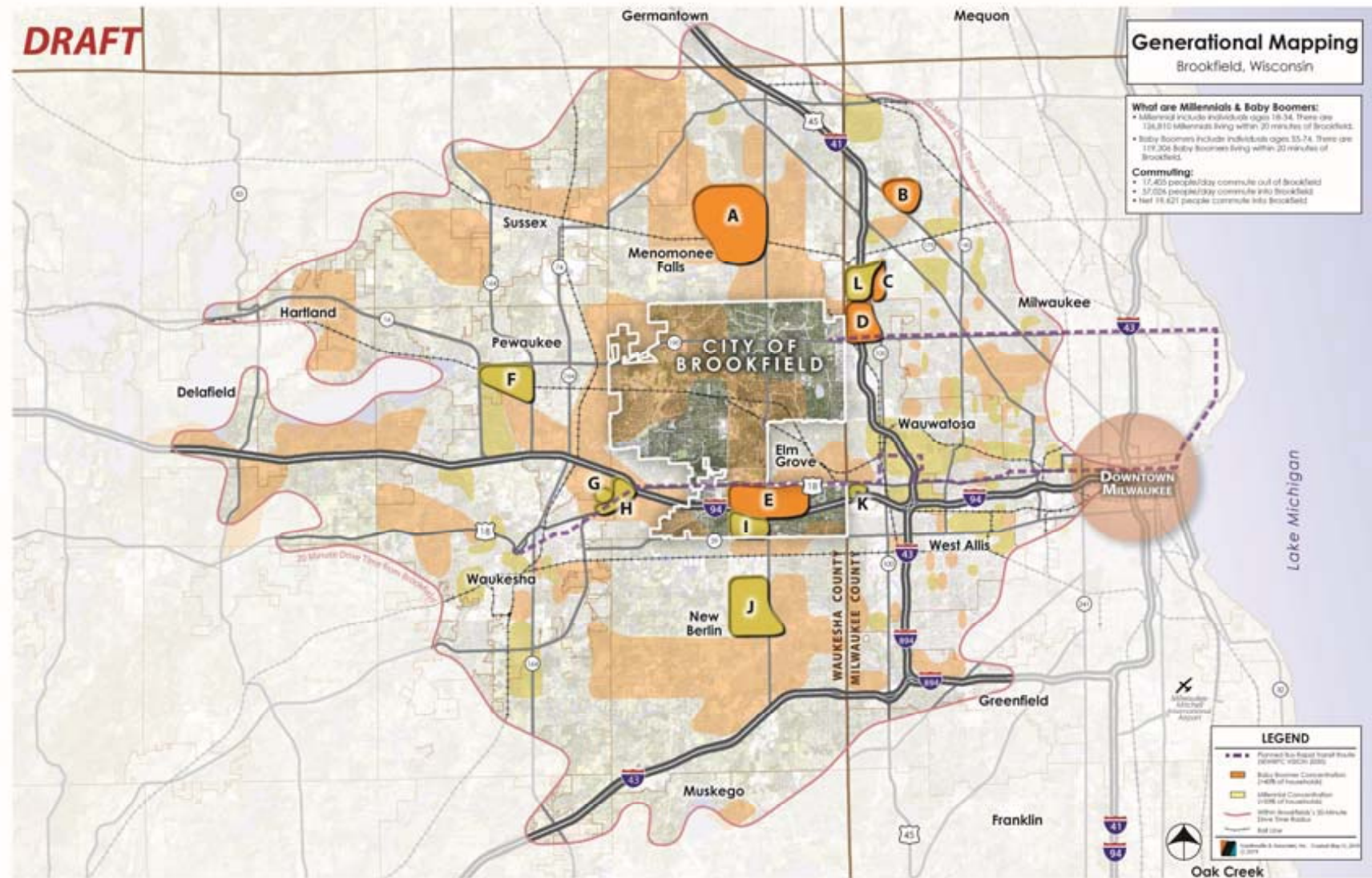
BROOKFIELD'S GENERATIONAL BREAKDOWN

- Minors/Gen Z – 23%
- Millennials – 14%
- Gen X – 26%
- Baby Boomers – 26%
- Seniors 75+ - 10%

PURPOSE OF ANALYSIS

- Understand where “Millennials” and “Baby Boomers” are living now
- Inform policies and recommendations in Comprehensive Plan

DRAFT



Generational Mapping Brookfield, Wisconsin

What are Millennials & Baby Boomers:

- Millennials include individuals ages 18-34. There are 138,810 Millennials living within 30 minutes of Brookfield.
- Baby Boomers include individuals ages 35-74. There are 119,304 Baby Boomers living within 30 minutes of Brookfield.

Commuting:

- 17,453 people/day commute out of Brookfield
- 57,024 people/day commute into Brookfield
- Net 39,571 people commute into Brookfield

LEGEND

- Planned Bus Rapid Transit Route (2015-2020)
- Baby Boomer Concentration (25% of Brookfield)
- Millennial Concentration (25% of Brookfield)
- Within Brookfield's 30-Minute Drive Time Radius
- Rail Line

MapSource
© 2017

Oak Creek

25
BROOKFIELD
COMPREHENSIVE PLAN

DRAFT

A. Menomonee Falls Boomer Concentration

- 53% householders age 55-74
- Median home value: \$249,300
- Median rent: not available
- Median household income: \$68,750
- 90% owner-occupied households
- Average household size: 2.49 persons
- Built Environment:
 - Close proximity to jobs
 - Uniform suburban neighborhoods; vehicle-oriented with few sidewalks

B. Milwaukee Boomer Concentration

- 44% householders age 55-74
- Median home value: \$171,100
- Median rent: not available
- Median household income: \$65,273
- Average household size: 2.27 persons
- Built Environment:
 - Close proximity to schools, churches, & open space
 - Uniform neighborhood with mid-century single-family ranch homes; vehicle oriented with no sidewalks

C. Milwaukee Boomer Concentration

- 51% householders age 55-74
- Median home value: \$116,800
- Median rent: \$925
- Median household income: \$33,984
- 41% owner-occupied households
- 67% single family housing units
 - 2% two-family housing units
 - 31% multi-family housing units
- Average household size: 2.75 persons
- Built Environment:
 - Close proximity to schools, churches, retail & jobs; multi-modal transportation options
 - Uniform neighborhood with mostly older small sized lot single family ranch homes, with a small multi-family options

D. Wauwatosa Boomer Concentration

- 54% householders age 55-74
- Median home value: \$166,200
- Median rent: no rental housing units in area
- Median household income: \$91,774
- Average household size: 2.88 persons
- Built Environment:
 - Close proximity to jobs & retail; access to open space & a recreational trail
 - Uniform suburban neighborhoods with exclusively mid-century small to medium sized lot single family ranch style homes; mostly vehicle-oriented with no sidewalks, some public transit access

E. Brookfield Boomer Concentration

- 52% householders age 55-74
- Median home value: \$282,600
- Median rent: no rental housing units in area
- Median household income: \$78,814
- Average household size: 2.41 persons
- Built Environment:
 - Close proximity to jobs, retail, open space
 - Uniform suburban neighborhoods with large sized lot single family ranch style homes; vehicle-oriented with few sidewalks

F. Pewaukee Millennial Concentration

- 43% householders age 15-34
- Median home value: \$200,000
- Median rent: \$899
- Median household income: \$50,781
- 18% owner-occupied households
- 23% single family housing units
 - 74% multi-family housing units
- Average household size: 1.83 persons
- Built Environment:
 - Mix of residential densities including newer high density apartment buildings, smaller multiplexes, duplexes, & large sized lot single-family homes
 - Access to open space; vehicle-oriented with few sidewalks

G. Waukesha Millennial Concentration

- 54% householders age 15-34
- Median home value: \$229,200
- Median rent: \$951
- Median household income: \$49,191
- 22% owner-occupied households
- 24% single family housing units
 - 45% two-family housing units
 - 70% multi-family housing units
- Average household size: 2.18 persons
- Built Environment:
 - Close proximity to retail & dining
 - Mostly older suburban style high density apartments & some medium sized lot single family homes; vehicle-oriented with some sidewalks

H. Waukesha Millennial Concentration

- 39% householders age 15-34
- Median home value: \$198,400
- Median rent: \$922
- Median household income: \$45,833
- 41% owner-occupied households
- 22% single family housing units
 - 5% two-family housing units
 - 72% multi-family housing units
- Average household size: 2.29 persons
- Built Environment:
 - Close proximity to retail & dining
 - Mostly older suburban style high density apartments & some medium sized lot single family homes; vehicle-oriented with some sidewalks

I. Brookfield Millennial Concentration

- 34% householders age 15-34
- Median home value: \$306,100
- Median rent: \$1,593
- Median household income: \$106,779
- 41% owner-occupied households
- 38% single family housing units
 - 4% two-family housing units
 - 57% multi-family housing units
- Average household size: 2.82 persons
- Built Environment:
 - Close proximity to jobs, retail & recreation
 - Mix of residential densities including newer multi-family & mid-century single family homes; vehicle-oriented with no sidewalks

J. New Berlin Millennial Concentration

- 34% householders age 15-34
- Median home value: \$214,200
- Median rent: \$1,151
- Median household income: \$75,197
- 47% owner-occupied households
- 53% single family housing units
 - 2% two-family housing units
 - 45% multi-family housing units
- Average household size: 2.18 persons
- Built Environment:
 - Close proximity to industrial park, retail, open space, & recreational trail
 - Uniform suburban style multi-building apartment complex; vehicle oriented with no sidewalks

K. Wauwatosa Millennial Concentration

- 50% householders age 15-34
- Median home value: \$155,400
- Median rent: \$745
- Median household income: \$44,079
- 49% owner-occupied households
- 46% single family housing units
 - 37% two-family housing units
 - 17% multi-family housing units
- Average household size: 2.46 persons
- Built Environment:
 - Close proximity to jobs; access to open space & a recreational trail
 - Mix of residential densities including older suburban style multiplexes, duplexes, & small & medium sized lot single family homes; multi-modal transportation options

Generational Mapping
Brookfield, Wisconsin

What are Millennials & Baby Boomers:

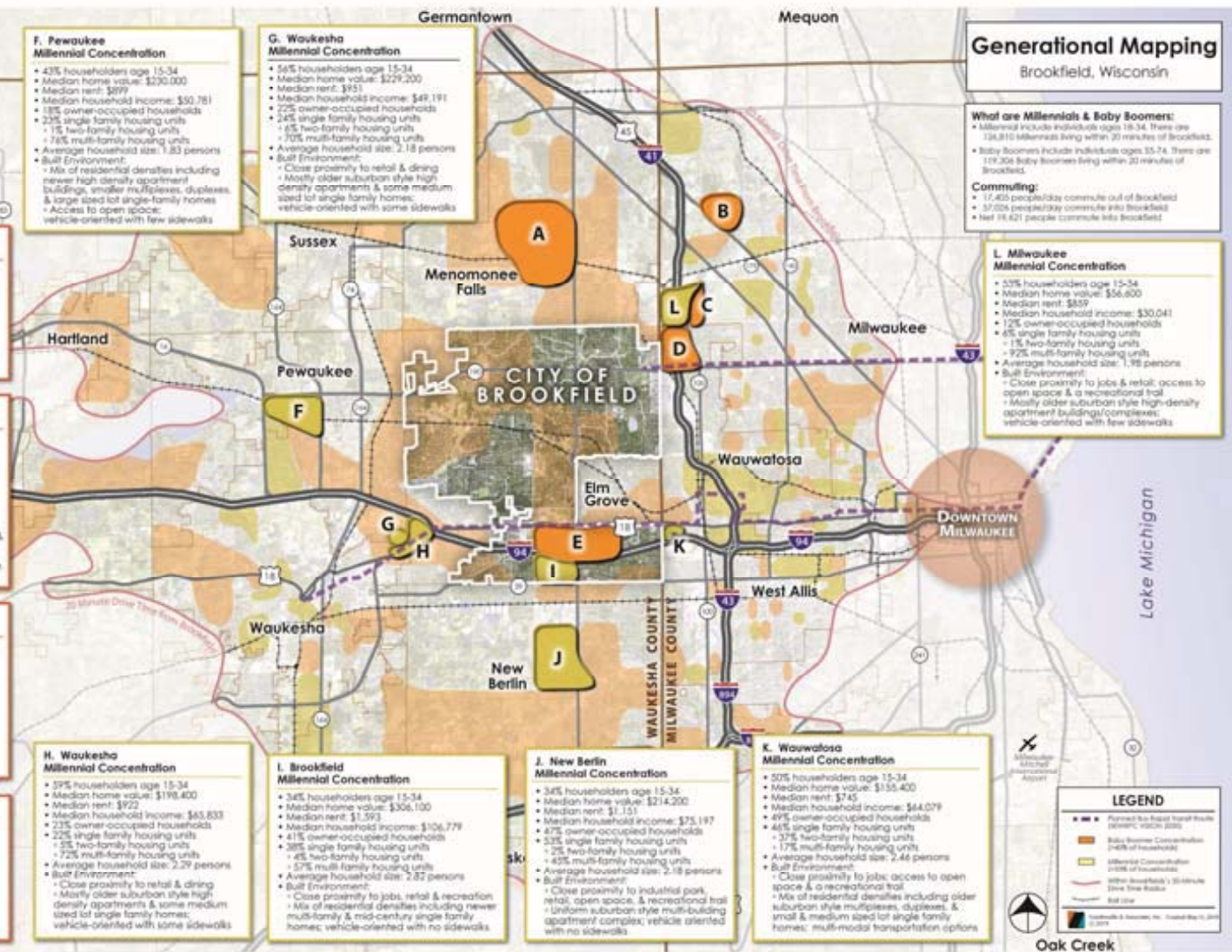
- Millennials include individuals ages 18-34. There are 138,810 Millennials living within 30 minutes of Brookfield.
- Baby Boomers include individuals ages 35-74. There are 179,306 Baby Boomers living within 30 minutes of Brookfield.

Commuting:

- 17,450 people/day commute out of Brookfield
- 57,054 people/day commute into Brookfield
- Net 39,604 people commute into Brookfield

L. Milwaukee Millennial Concentration

- 52% householders age 15-34
- Median home value: \$56,800
- Median rent: \$859
- Median household income: \$30,041
- 12% owner-occupied households
- 4% single family housing units
 - 1% two-family housing units
 - 92% multi-family housing units
- Average household size: 1.98 persons
- Built Environment:
 - Close proximity to jobs & retail; access to open space & a recreational trail
 - Mostly older suburban style high-density apartment buildings/complexes; vehicle-oriented with few sidewalks



LEGEND

- Planned Bus Rapid Transit Route (BRT) (MCTC, 2020)
- Bus Rapid Concentration (40% of households)
- Millennial Concentration (10% of households)
- Other Concentration (30-minute Drive Time Radius)
- Rail Line

Map by Brookfield & Partners, Inc. Created May 11, 2017

INSIGHTS FROM SELECTED CONCENTRATIONS

- Most areas auto-oriented with limited access to transit (suburban)
- Median home values lower in Milwaukee County

INSIGHTS FROM SELECTED MILLENNIAL CONCENTRATIONS

- Incomes lower
- Predominately renter
- Only two areas majority single family
- Suburban style apartments common; some newer style apartments
- Smaller household sizes

INSIGHTS FROM SELECTED BABY BOOMER CONCENTRATIONS

- Incomes higher
- Predominantly owner-occupied
- Predominantly single family
- Generally larger average household sizes

DISCUSSION

- Within TIAs, what opportunities for change exist?
- Consider:
 - Land Use
 - Housing
 - Transportation
 - Economic Dev./Jobs/Shopping
 - Etc.

NEXT STEPS

NEXT STEPS

- Draft #1 – mid-June
- July Plan Commission Meeting
 - Discuss outstanding policy questions
 - Fiscal Impact Analysis
- Community Survey