

REPORT OF THE DIRECTOR OF COMMUNITY DEVELOPMENT

City Plan Commission

January 21, 2013

ITEM 7. PLAN COMMISSION DISCUSSION: Presentation of scope of work for the update to the *Capitol Drive Corridor Study* - JW

Report:

INTRODUCTION

City staff will begin a planning process to update the *Capitol Drive Corridor Study* adopted in April 1999. The following report is a Scope of Work intended to provide a background and purpose for this planning effort, as well as an outline of the planning process on which the study will be completed.

PROJECT STUDY AREA

The Capitol Drive Corridor Study Area extends for six miles across the northern part of the City of Brookfield from 124th Street to the east to Springdale Road to the west. The Corridor area includes lands adjacent to Capitol Drive, as well as along 124th Street, Lilly Road, Calhoun Road, Brookfield Road and Springdale Road, which intersect with Capitol Drive.

BACKGROUND

This is the third Corridor study of Capitol Drive. The first study was developed during 1989. The original land use plan included goals and objectives and implementation strategy that resulted in the rezoning of properties in order to have zoning be consistent with adopted land use. Also, various zoning code amendments were adopted to further implement the land use planning including the creation of an “intensive use” category. The intensive use category increased setback and landscaping requirements between commercial and residential uses and has resulted in protecting residential neighborhoods from heavier or more intense commercial uses. This has changed the existing and potential future character of Capitol Drive.

The second study was developed during 1998 and adopted in 1999. The second study focused primarily on traffic management, community reactions to “strip development” and “big box” concepts and land use policy for multifamily housing and senior housing. The stated goals and objectives and implementation strategy resulted in the creation of the Modified Suburban Overlay Zoning District which was applied to certain properties along Capitol Drive, development of the New Suburban/Cluster Suburban development design, the creation of four mixed use Targeted Investment Areas, reduction in area devoted to potential retail developments located outside of nodes to encourage growth in these TIAs, and traffic management recommendations.

PURPOSE

The neighborhood planning process would implement the goals and objectives of the *2035 Comprehensive Plan* and the *Land Use Principle and Initiative* adopted as part of the *City of Brookfield 2013 Annual Budget*.

The following is excerpted from the *City of Brookfield 2013 Annual Budget*:

Land Use Principle: “To encourage a land use pattern that reflects our vision as a full service, sustainable community; maintains neighborhoods; protects greenways; and provides a platform for economic growth and redevelopment in Targeted Investment Areas.”

Land Use Initiative #1: “Prepare redevelopment plans, including implementation strategies and justifiable funding to promote high quality redevelopment of key commercial areas, improve the City’s tax base and retain Brookfield’s competitiveness. “

This planning process will include a complete review of the Capitol Drive Corridor based upon market trends and comparison to City goals and objectives for the corridor and determine if an update to the *Lilly Road* and *Capitol Drive, Calhoun and Capitol Drive and Northwest Gateway* TIAs are needed. The analysis will be conducted in-house with existing city staff.

Based on an initial analysis staff perceives the Capitol Corridor area as a substantial portion of the City’s overall tax base. The overall purpose of this planning effort is to ensure a stabilized and enhanced tax base in this area and protect the balance between residential and non-residential neighborhoods.

PROPOSED PROJECT SCOPE

The following is a proposed project scope for the update to the *Capitol Drive Corridor Study*.

MARKET ANALYSIS & INVENTORY

- Community Development will conduct a real estate market analysis to assess supply, demand, opportunities and challenges within the study area.
- Community Development will conduct an existing land use inventory.
- Community Development will complete maps and exhibits of study area depicting existing conditions.
- Collect information from intergovernmental sources and collaborate, as feasible.
- Collect and update Brookfield Community Indicators
- Re-examine *Lilly Road & Capitol Drive Neighborhood Plan, Calhoun & Capitol Drive Neighborhood Plan* and *Northwest Gateway Neighborhood Plan* to determine if updating is necessary.
- Assess Capitol Drive’s presence in the region
- Assess transportation activities and practices

COMMUNICATION AND COMMUNITY INPUT

- Informal meetings with brokers, developers and owners.
- Retail Business Survey
- Focus groups with property and business owners
- Possible task force
- Plan Commission presentations
- Public information meetings and hearings

FINANCIAL ANALYSIS

- Conduct analysis of economic development tools such as tax incremental financing, revolving loan funds and marketing approaches and investigate economic development programs

INTERGOVERNMENTAL COOPERATION

- City of Wauwatosa
- City of Pewaukee
- Waukesha County

- Southeast Wisconsin Regional Planning Commission (SEWRPC)
- Wisconsin Economic Development Corporation
- Wisconsin Department of Transportation
- Waukesha Metro Transit
- Milwaukee County Transit System

DELIBERABLES

- Revised the *Capitol Drive Corridor Study*.
- Maps, Exhibits, Images
- Presentations

PROPOSED PROJECT SCHEDULE

12 to 18 months, subject to intergovernmental schedules

- Market Analysis and Inventory
6 Months
- Communication and Community Input
Ongoing throughout entire planning process
- Financial Analysis
3-6 Months
- Intergovernmental Cooperation
Ongoing throughout entire planning process
- Plan Draft
3 months
- Adoption of Capitol Drive Corridor Study
3 Months
- Implementation
Ongoing throughout entire planning process. Will follow with TIF project plan, if pursued.

Recommendation: Staff is seeking input from Plan Commission on the proposed scope of work to update the *Capitol Drive Corridor Study*.