

PRELIMINARY PROJECT SCOPE

Node Neighborhood Plan for South Gateway

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PROJECT STUDY AREA

The project study area is one of ten Targeted Intervention Areas identified in the *Brookfield Year 2020 Master Plan* that was identified as an area that will likely incur relatively high development pressure while simultaneously require special attention to the residential areas to the east. The general project area is bound by City limits to the south, Carpenter Drive and Pinehurst Drive to the north, Post Road to the west and wetland open space to the east, as illustrated below:



The South Gateway node is located at the southern entrance to the City and should be developed as a primary gateway to the City.

Summary of Preliminary Challenges for the South Gateway West Node from the *Year 2020 Master Plan*:

1. Create critical Greenway Corridor Recreational Trail, an east-west connection across Moorland Road, connecting Westchester Park to Mary Knoll Park.
2. Create southern gateway to Brookfield by establishing a significant change in texture and development pattern.
3. Consider impacts and opportunities related to the creation of an improved east-bound ramp to I-94.
4. Establish pedestrian and bicycle connections to multi-family housing opportunities at northeast quadrant of Moorland Road and Greenfield Road.

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5. Develop a coordinated land use and development pattern, and traffic/access management plan for the east side of Moorland Road, south of I-94.

Summary of selected *Goals & Objectives* for the City of Brookfield from the *Year 2020 Master Plan*:

1. Encourage land use patterns that respect the natural environment, ensure the stability of existing neighborhoods, promote redevelopment of existing commercial uses and ensure Brookfield continues to be a desirable place to live (page 12)
2. Concentrate changes in land use patterns and densities in areas where outcomes can be controlled and benefits can be maximized (page 14).
3. Designate “Targeted Intervention Areas” where development and redevelopment can be controlled to ensure the stability of the surrounding areas and where existing and new infrastructure investments can yield the highest returns (page 14)
4. Encourage the development of multi-family housing in targeted intervention areas – where access to services and amenities is maximized.
5. Encourage land use patterns that respect the natural environment, ensure the stability of existing neighborhoods, promote redevelopment of existing commercial uses and ensure Brookfield continues to be a desirable place to live (page 12)

PROPOSED PROJECT SCOPE

The planning process would examine and plan for market demand of land zoned commercial, hospitality and multifamily, include analysis to balance future growth with preservation of existing residential neighborhoods, continue engineering analysis of public improvements, and creation of intermodal connections from east to west and north under the I-94 overpass and learn about potential impacts of I-94/Moorland Road improvements.

The following is a proposed project scope for the South Gateway Node:

COMMUNICATION AND COMMUNITY INPUT

- Conduct survey of residential property owners, business owners, brokers and developers to identify and prioritize issues, concerns, strengths, and negative characteristics.
- Informal meetings with brokers and developers to ascertain levels of interest.
- At the direction of the Mayor, form a task force to include elected officials, business owners and selected community representatives.
- Plan Commission presentations
- Public information meetings and hearings
- Creation of task force with meetings, if directed so by the Mayor.

MARKET ANALYSIS

- Discovery and preliminary inventory
- Determine need for market analysis and identify outside consultant should be retained.
- The market analysis will determine potential land uses viable in the market place for a five year forecast.
- Additional uses will be identified after completion of survey and informal inquiries as stated under Communication and Community Input

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SITE DESIGN

- Community Development will establish conceptual design for pedestrian and bicycle connections, with assistance from Engineering and Park & Recreation.
- Community Development will complete maps and exhibits of study area depicting existing conditions and future land uses.
- Engineering will estimate capacity demands for possible future land uses.
- Staff will identify and estimate preliminary engineering costs prepared by Waukesha County for Moorland Road including enhancements such as street lighting.
- Determine if Traffic Impact Analysis (TIA) study is necessary for major developments.

FINANCIAL ANALYSIS

- Investigate economic development programs offered through the Wisconsin Department of Commerce or other County, State and Federal agencies.

INTERGOVERNMENTAL COOPERATION

- City of New Berlin
- Waukesha County
- Southeast Wisconsin Regional Planning Commission (SEWRPC)
- Wisconsin Department of Commerce
- Wisconsin Department of Transportation
- Wisconsin Department of Natural Resources

DELIVERABLES

- South Gateway Neighborhood Plan Document
- Foam Core/Large Format Presentations
- Maps
- Images
- Market study

PROPOSED PROJECT SCHEDULE – 12 to 18 Months

- PHASE I – Communication and Community Input
Ongoing throughout entire planning process
- PHASE II – Market Analysis
Discovery and preliminary inventory – 2 months
Hire consultant and Market Analysis – 3 months
- PHASE III – Site Design
5 Months
- PHASE IV – Financial Analysis
3 Months
- PHASE V – Plan Draft
3 Months

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- ADOPTION OF NEIGHBORHOOD PLAN
2 Months
- IMPLEMENTATION
Ongoing throughout entire planning process.

PROPOSED PROJECT BUDGET

- Community Survey, Task force meetings, public information meetings, printing, meetings, etc. est. \$3,000 in kind and office costs.
- Market Analysis - \$15,000 or more
- Site Design – done in-house
- Financial Analysis – TIF, special assessment, grants will be done in-house
- Plan Draft – printing, informational meetings, presentation boards, etc. est. \$1,000 in kind and office costs.