

COMMUNITY DEVELOPMENT 601

DEPARTMENT: Community Development

DIVISION: Administration/Planning

PROGRAM MANAGER: Director of Community Development

PROGRAM DESCRIPTION:

The Director of Community Development and Department staff is responsible for providing policy and administrative leadership and support services to the three divisions of the Community Development Department – Administration/Planning or the Planning Office, Community Development Authority (CDA) and Economic Development. This specific section focuses on the administration and planning functions of the Community Development Department. The other functions are discussed in other sections of this document.

The Planning Office facilitates the development or redevelopment project review process for property owners and developer's use of property in the context of local, state and federal regulations. The office advises the Plan Commission, Plan Review Board, Common Council and other City staff and departments on planning and zoning matters and daily administration of the Zoning Code and related Ordinances. The office facilitates development proposals through the City review process, by coordinating with other departments. As the community has transitioned into a built community, the Planning Office has experienced a greater volume of and complexities associated with "redevelopment" projects versus new development projects. Redevelopment projects have required the staff to apply new planning tools, and acquire knowledge in the areas of redevelopment financing, brownfields and public – private partnerships, in order to appropriately advise the boards and commissions listed above.

The Planning Office also provides staff resources to complete and maintain a comprehensive plan for the community. Under Wisconsin Statute, the City must maintain a comprehensive plan in order to regulate land development through zoning or subdivision controls, or official mapping. In December 2009, the Council adopted the City of Brookfield 2035 Comprehensive Plan for the community. The 2035 Comprehensive Plan includes a chapter identifying steps that the City should take to implement the 25-year Plan including the establishment of priorities and identification of parties or groups responsible for pursuing or monitoring Plan activities or initiatives. Per Wisconsin law, the 2035 Comprehensive Plan will be updated in 2019, as it will be ten (10) years since its adoption.

The 2035 Comprehensive Plan identifies ten (10) key neighborhoods in the community called Targeted Investment Areas (TIAs) wherein detailed physical planning is to be completed, in order that these areas become developed or redeveloped in a manner that meets identified community goals and objectives. One additional TIA has been proposed to be established in 2018, but the adoption has not occurred as of this writing. These key neighborhoods represent the most likely areas of physical change to be experienced in Brookfield between now and year 2035. The

Planning Office prepares detailed plans for these TIAs, as time and resources are allocated and as prioritized by the City's Strategic Plan. In addition, the Comprehensive Plan has established criteria for the consideration by the elected officials of "housing options sites" that may create alternative sites for various forms of housing that help to meet housing demands within the community.

SERVICES:

- Coordinate the preparation of various neighborhood plans or studies, housing studies, urban design projects, redevelopment plans and other City planning studies, projects and request for proposals.
- Prepare policy alternatives consistent with community goals in the context of constraints and competing interest.
- Direct the preparation of various reviews and updates to the Comprehensive Plan through the identification of needs for evaluation, updating and implementation, including review and comment on the annual capital improvement program.
- Assist other City departments in the implementation of the Comprehensive Plan.
- Assist in the facilitation of neighborhood or group meetings, information sessions, open houses, public hearings and similar group processes.
- Make presentations of reports and recommendations to City boards and commissions, the Common Council and ad hoc task forces.
- Discuss neighborhood zoning and planning activities with the public, and assist in providing recommendations to City officials.
- Facilitate/coordinate of the review of development or redevelopment projects, subdivisions, site and building plans and certified survey maps.
- Provide primary staff support to Plan Commission, Plan Review Board and Community Development Authority.
- Administer the Zoning Code, including Wetland and Floodplain Code and Site Development Standards.
- Pursue latest trends in site and building architecture design, including sustainable components in order to advise designers of projects.
- Provide for an assessment of the status of Brookfield achieving other goals of community sustainability, as identified in the Comprehensive Plan.

STAFFING:

Positions (FTE)	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Budget
Director of Community Development	1.00	1.00	1.00	1.00	1.00
Planning Administrator	1.00	1.00	1.00	1.00	1.00
Neighborhood Planner	0.00	0.00	1.00	1.00	1.00
Administrative Assistant	0.50	0.50	0.50	0.50	0.50
Graduate Intern	0.20	0.20	0.00	0.00	0.00
Total	2.70	2.70	3.50	3.50	3.50

ACTIVITY MEASURES:

Activity	2015 Actual	2016 Actual	2017 Actual	2018 Projected	2019 Budgeted
Comprehensive Plan activities	-	-	-	1	5
Conditional Use/Special Exceptions	8	13	12	8	10
Certified Survey Map (CSM)/Land splits	18	11	18	16	15
Design Research Projects	-	2	4	5	5
Development Agreements	18	15	22	25	20
Developer Conferences ¹	625	625	625	625	625
Floodplain Issues/Inquiries	1	3	2	2	2
Neighborhood/Comprehensive Plan Amendments	4	4	2	3	10
Neighborhood Meetings	10	12	15	5	15
Neighborhood Plans Completed	1	-	1	-	1
Neighborhood Plans – in process	-	1	1	-	1
Plan Commission/Plan Review Board Meetings	20	22	21	24	22
Planned Developments (PDD)	14	10	15	5	5
Plan and Method Review	35	53	45	45	40
Plats	2	1	1	3	1
Rezoning	9	2	3	5	4
Special Projects	13	7	5 ²	2 ²	2 ²

¹ Includes unscheduled one-to-one contacts on phone, e-mail and at counter.

² Includes the complexities associated with the initiative of the Brookfield conference center.

OBJECTIVES ACCOMPLISHED IN 2018:

* Indicates if associated with one of the City's Comprehensive Plan short-term focus initiatives.

1. * Continue to implement the recommendations of the Calhoun Road South Neighborhood Plan (CRSNP) or TIA including, but not limited to the pursuit of the strategies and development objectives outlined in the TIA plan and the Brookfield Square/Executive Drive Area Redevelopment Strategy, the implementation and administration of TID #3 and TID #5, marketing of concepts, administration of design guidelines and considering partnerships with property owners and interested developers. Respond to proposals regarding The Corridor or TID #5, and the Brookfield Square shopping mall and surrounding lands. In these responses pursue the potential for a Brookfield conference center, as potential public – private options may develop in collaboration with Visit Brookfield and others. Continue to discuss the extension of Wisconsin Avenue with the Village of Elm Grove and Wisconsin Department of Transportation (DOT). Monitor Interstate 94 interchange needs based on development activity in Bluemound Road corridor and the associated need for an update to the plan for this TIA in anticipation of an Environmental Impact Study contemplated for an interstate highway interchange alternative analysis listed in the City capital improvement plan and Comprehensive Plan. Continue efforts and advocacy for Bus Rapid Transit (BRT) along Bluemound Road to

address workforce needs as part of regional transportation group along with Waukesha County and other regional officials (Land Use Initiative #2, Jobs and Shopping Initiative #1 and Transportation Initiative #1).

- Additional continued efforts made in fine tuning an economic incentive package that the Common Council could offer to assist a developer in presenting a proposal to build a new 120,000 square foot corporate headquarters building for an existing Brookfield Fortune 500 company within TID #5.
 - Additional continued efforts made to advance the 56,000 square foot Brookfield conference center and 168 room Hilton Garden Inn Hotel at Brookfield Square in collaboration with Visit Brookfield. These efforts included securing the services of various consultants (owners, representatives, architects, engineers, etc.) to support the project. Further negotiations with the land owner and hotel operator, refining a project budget based upon programming the building floorplan and finalizing site and building plans, securing Plan Commission and Common Council approval of zoning entitlements for the project and securing the preparation of land and title documents such as a Certified Survey Map and easements including relocations or removals thereof.
 - Preparation of an amendment to the TID #3 project plan to support the allocation of project costs as grants to the Brookfield Square redevelopment of the Sears property and the Wimmer Communities housing project – The Artisan.
 - Preparation of a TID #8 project plan to create a funding source for acquiring the land for the Brookfield conference center and construction of a Moorland Road sidewalk.
 - Continued dialog with the transit providers in the area to understand transit options along Bluemound Road.
 - Approvals granted for the construction of 115,000 square feet of redevelopment of the Sears department store into a theater, entertainment venue, restaurants and mall shops.
 - Construction of two hotels totaling 269 rooms nearing completion at The Corridor (TID #5) and approvals granted for the construction of a 125,000 square foot fitness center at The Corridor (TID #5).
 - Collaboration with Deer Creek Partners (Irgens) on a public-private partnership for the future construction of Golf Parkway extending to Patrick Boulevard as part of the transportation network between two business parks.
 - Continued to offer staff report to Mayor Ponto for his representation in regional transportation initiatives including BRT. In addition, staff has collaborated with representatives of Waukesha Metro and Milwaukee County Transit Services to mitigate the disruption to transit services during the reconstruction at Brookfield Square and future considerations.
2. * Complete a TIA plan for the Bishops Woods Office Park based upon the preliminary scope of services prepared in 2016 and endorsed by the Plan Commission (Land Use Initiative #1).
- Prepared a Bishops Woods neighborhood plan that will likely result in the establishment of a new TIA, and its associated plan for this approximate 50 acre commercial – residential neighborhood. Conducted five neighborhood outreach meetings associated with the preparation of this neighborhood plan.
3. * Promote the development of the Northwest Gateway Industrial Area or TID #4 including responding to requests for building construction. Collaborate with the developer of said area and others to continue to promote the industrial use of the area (Jobs and Shopping Initiative #3).

- No activity except for inquires to the owner and broker as to progress in finding users for new construction.
- 4. * Promote the redevelopment of the Village Area TIA. Continue to respond to strategies for private sector redevelopment as additional projects are proposed. Collaborate with business owners and others to continue to promote the Village Market, the Kid's Fest community event, Arts and Pub Crawl and other initiatives held in the Village (Special Places Initiative #1).
 - Assisted the land owner of a property in the Village to advance a project that would include the relocation and adaptive re-use of the Brookfield Railroad Depot into a coffee shop and trailhead for the future Waukesha County – City bike trail system and six new single family lots with the size and character of those single family lots contained in the Village.
- 5. * Recommend strategies to the elected officials to implement the next steps of the development plan for the 124th Street Corridor TIA (Land Use Initiative #1).
 - Administered the creation of TID #7 that will offer an economic development grant to Milwaukee Tool Corporation (MTC) to assist in the construction of an 114,500 square foot corporate office building for research and development on the MTC campus located along Lisbon Road. Such creation also included plan approval for the construction of the building that will commence construction in 2018.
- 6. * Implement strategies identified in the Capitol Drive Corridor study update 2015 including promoting the re-use and changes in use for retail buildings located along Capitol Drive in accordance with corridor study and pursue applicable rezonings. Determine if an update to any of the Capitol Drive TIAs are needed (Land Use Initiative #1, Jobs and Shopping Initiative #1 and Special Places Initiative #2).
 - Plan Commission reviewed a scope of services and determined that an update to the Brookfield Road and Capitol Drive TIA Neighborhood Plan is needed and scheduled that the update will begin in 2019.
- 7. * Monitor the City's remaining TIAs to determine what, if any, revisions to those TIA/neighborhood plans for the areas may be warranted based upon assessments of the real estate markets in the areas, community needs, changed demographics and public policy decisions. These updates would be subject to a calendar and budget that can be accommodated with current staffing levels or through consultants financed in future budgets. The staff will recommend to the Plan Commission that the Brookfield Road and Capitol Drive TIA plan be revisited during 2018 (Land Use Initiative #1 and Special Places Initiative #1).
 - Prepared a Bishops Woods Neighborhood Plan that will likely result in the establishment of a new TIA, and associated plan for this approximate 50 acre commercial – residential neighborhood.
- 8. * Assist in the implementation of the 2035 Comprehensive Plan, including the promotion of sustainable practices by the City, and assisting organizations that promote or recognize private sector sustainable practices (Sustainability Initiative #1).
 - Secured a quote from a consultant to prepare an update of the 2035 Comprehensive Plan in 2019.
 - No activities specific to sustainability due to other priorities established for the Department.
- 9. * Assist City administration with monitoring legislative issues to ensure there is no adverse impact on City (Regionalism #1).
 - Director attended multiple Legislative sessions to testify against pending State legislation that was unfavorable to Brookfield and local units of government. Also attended the League of Municipalities Advisory Committee on legislation.

10. Assist Inspection Services in the review of the Sign Code and related sections of the Zoning Code regarding consistency in sign regulations, trade dress applications and other code amendments identified through legislative referral or demonstrated need.
 - Proposed various minor amendments to the Zoning Code based upon legislative referrals or for needs identified by City staff.
11. * Work collaboratively with other city departments to review the City's development review processes to ensure the processes are fair, clear and as predictable as possible (Jobs and Shopping Initiative #2).
 - No specific actions.

OBJECTIVES TO BE ACCOMPLISHED IN 2019:

* Indicates if associated with one of the City's Comprehensive Plan short-term focus initiatives.

1. * Continue to implement the recommendations of the CRSNP or TIA including, but not limited to the pursuit of the strategies and development objectives outlined in the TIA plan and the Brookfield Square/Executive Drive Area Redevelopment Strategy, the implementation and administration of TID #5 and TID #8, marketing of concepts, administration of design guidelines and considering partnerships with property owners and interested developers. Respond to proposals regarding The Corridor or TID #5, the Brookfield Square shopping mall and surrounding lands and Brookfield Fashion Center, in part, to promote re-use and changes in retail buildings along Bluemound Road. Implement the construction of the Brookfield conference center, in collaboration with the construction of the Hilton Garden Inn at Brookfield Square. Ensure construction of Greenway Trail segments within The Corridor by the owners and the construction of the remaining Moorland Road sidewalk near Brookfield Square. Monitor Interstate 94 interchange needs based on development activity in Bluemound Road corridor, and the associated need for an update to the plan for this TIA in anticipation of an Environmental Impact Study contemplated for an interstate highway interchange alternative analysis listed in the City Capital Improvement Plan and Comprehensive Plan. Continue efforts and advocacy for BRT and other forms of transit along Bluemound Road to address workforce needs as part of regional transportation group along with Waukesha County and other regional officials (Land Use Initiative #2, Jobs and Shopping Initiative #1 and Transportation Initiative #1).
2. * Implement the Bishops Woods neighborhood plan (Land Use Initiative #1).
3. * Promote the development of the Northwest Gateway Industrial Area or TID #4 including responding to requests for building construction. Heighten the collaboration with the developer of said area and others to continue to promote the industrial use of the area (Jobs and Shopping Initiative #3).
4. * Promote the redevelopment of the Village Area TIA. Continue to respond to strategies for private sector redevelopment as additional projects are proposed. Collaborate with business owners and others to continue to promote the Village Beer Garden festivals, the Kid's Fest community event, Arts and Pub Crawl and other initiatives held in the Village (Special Places Initiative #1).
5. * Recommend strategies to the elected officials to implement the next steps of the development plan for the 124th Street Corridor TIA including providing applicable assistance to the growth at the Milwaukee Tool campus (Land Use Initiative #1).

6. * Monitor the City's other TIAs to determine what, if any, redevelopment initiatives within those TIAs may be warranted. In addition to those listed above, the staff will concentrate in 2019 on the Brookfield Road/Capitol Drive TIA, and a portion of the Ruby Isle – Civic Center TIA near the Public Safety building and city owned open lands. Other activities will include continuing to consider rezonings along Capitol Drive consistent with the Capitol Drive Corridor Study to promote re-use and changes in retail buildings along the Corridor (Land Use Initiative #1 and Special Places Initiatives #1 and 2).
7. * Assist in the implementation of other components of the 2035 Comprehensive Plan, including the promotion of sustainable practices by the City, and assisting organizations that promote or recognize private sector sustainable practices (Sustainability Initiative #1).
8. * Assist City administration with monitoring legislative issues to ensure there is no adverse impact on City (Regionalism #1).
9. * Work collaboratively with other city departments to review the City's development review processes to ensure the processes are fair, clear and as predictable as possible (Jobs and Shopping Initiative #2).

BUDGET SUMMARY:

- 1). Salary budgets include estimated salary adjustments for non-represented staff based on the 2.5% salary adjustment factor established by the Finance Committee as part of the 2019 budget parameters, and the recommendation for the 2019 salary ordinance adopted by the Human Resources and Public Safety Committee and Common Council. Actual salary amounts for individual employees and the impact on department salary budgets depend on the position in salary grades, including the impact of step increases for eligible employees, and determination of satisfactory performance.
- 2). The change in the pension budget includes the impact of employer pension contribution rates from the Wisconsin Retirement System (WRS) applied to budgeted wages for eligible employees, reflecting a slight decrease in the contribution rate for general and elected employees as established by WRS. Changes in contribution rates are shared between the City and all employees.
- 3). Group insurance – health reflects an overall 2.5% change from the premium contribution charges in the 2018 budget. 2019 estimated rates were derived based on projections from the City's insurance consultant reflecting somewhat better recent health claims experience and projection of health care cost trend. Budgets also reflect any changes in plan coverage elections for staff assigned to this department.
- 4). The telephone budget (570003) reflects increase in costs allocated to this department as well as the inclusion of budget for cell phone stipends paid to certain employees as approved in the 2018 salary ordinance.
- 5). Plan Commission contractual services (560000) includes \$85,500 in funding for consulting services relative to the state-mandated update to the 2035 Comprehensive Plan that was adopted in 2009, plus ongoing funding for landscape plan review and other consulting as necessary.

CONSERVATION AND DEVELOPMENT EXPENDITURES - FUND 101			2017 Actual	2018 Adopted	2018 YTD 08/31/18	2018 Estimated	2019 Budgeted	Percent Change
COMMUNITY DEVELOPMENT - 601								
ADMINISTRATION - 080								
SALARIES/BENEFITS								
SALARIES	06018001	501000	145,493	154,887	94,760	154,816	159,127	
RHS PAYMENTS	06018001	501400	4,198	4,485	2,933	4,485	4,485	
FICA TAX	06018001	502000	10,915	11,493	7,543	11,532	11,678	
PENSION	06018001	502100	9,887	10,378	6,735	10,310	10,422	
GROUP INSURANCE- OTHER	06018001	502200	2,383	2,634	1,760	2,634	2,775	
GROUP INSURANCE- HEALTH	06018001	502700	26,964	31,840	21,227	31,840	32,636	
Sub-total			199,840	215,717	134,956	215,617	221,123	2.5%
PERSONNEL EXPENDITURES								
DUES/SUBSCRIPTIONS	06018002	504000	1,785	1,585	1,409	1,715	1,705	
MEETINGS, CONFERENCES & TRAVEL	06018002	505000	919	2,500	190	1,000	2,000	
EDUCATIONAL TRAINING	06018002	506000	-	500	-	-	500	
Sub-total			2,704	4,585	1,599	2,715	4,205	-8.3%
OPERATING EXPENDITURES								
OFFICE SUPPLIES	06018004	520000	166	1,600	796	1,600	1,500	
POSTAGE	06018004	520001	740	500	146	500	500	
COPYING	06018004	520002	1,157	975	662	1,100	612	
RISK MANAGEMENT	06018004	529000	1,187	1,384	807	1,384	1,386	
Sub-total			3,250	4,459	2,412	4,584	3,998	-10.3%
UTILITIES								
TELEPHONE	06018008	570003	826	630	249	830	830	
Sub-total			826	630	249	830	830	31.7%
TOTAL COMM. DEV. - ADMINISTRATION			206,620	225,391	139,216	223,746	230,156	2.1%

CONSERVATION AND DEVELOPMENT EXPENDITURES - FUND 101			2017 Actual	2018 Adopted	2018 YTD 08/31/18	2018 Estimated	2019 Budgeted	Percent Change
COMMUNITY DEVELOPMENT - 601 PLANNING - 081								
SALARIES/BENEFITS								
SALARIES	06018101	501000	147,514	155,556	95,360	155,407	159,440	
RHS PAYMENTS	06018101	501400	5,865	5,980	3,910	5,980	5,980	
FICA TAX	06018101	502000	10,953	11,525	7,497	11,450	11,812	
PENSION	06018101	502100	9,882	10,422	6,769	10,344	10,444	
GROUP INSURANCE- OTHER	06018101	502200	1,747	2,974	1,985	2,974	3,148	
GROUP INSURANCE- HEALTH	06018101	502700	19,610	38,817	25,878	38,817	39,787	
Sub-total			195,571	225,274	141,399	224,972	230,611	2.4%
PERSONNEL EXPENDITURES								
MEETINGS, CONFERENCES & TRAVEL	06018102	505000	298	750	-	150	700	
EDUCATIONAL TRAINING	06018102	506000	-	250	-	150	200	
Sub-total			298	1,000	-	300	900	-10.0%
TOTAL COMM. DEV. - PLANNING			195,869	226,274	141,399	225,272	231,511	2.3%
COMMUNITY DEVELOPMENT - 601 PLAN COMMISSION - 082								
PERSONNEL EXPENDITURES								
DUES/SUBSCRIPTIONS	06018202	504000	-	300	100	300	300	
MEETINGS, CONFERENCES & TRAVEL	06018202	505000	-	150	8	50	50	
Sub-total			-	450	108	350	350	-22.2%
OPERATING EXPENDITURES								
POSTAGE	06018204	520001	101	100	77	50	100	
COPYING	06018204	520002	44	200	30	105	200	
Sub-total			145	300	107	155	300	0.0%
CONTRACTUAL SERVICES								
CONTRACTUAL SERVICES	06018206	560000	92,254	25,250	4,714	25,250	93,250	
Sub-total			92,254	25,250	4,714	25,250	93,250	269.3%
TOTAL COMM. DEV. - PLANNING COMMISSION			92,399	26,000	4,929	25,755	93,900	261.2%
TOTAL COMMUNITY DEVELOPMENT			494,888	477,665	285,544	474,773	555,567	16.3%