



**BROOKFIELD**  
COMPREHENSIVE PLAN


PLAN COMMISSION  
MEETING  
11.11.19





TONIGHT

1. Updated Project Schedule
2. Public Input Results
3. Suggested Changes to Draft Plan



# UPDATED PROJECT SCHEDULE

- **December 9:** Plan Commission Meeting
  - Fiscal Impact Analysis
  - Formal Recommendation of 2050 Plan to Council
- **December 13:** Finalize Public Hearing Draft of 2050 Plan
- **December 18 to January 21:** 30-Day Public Review Period
- **January 21:** Common Council Public Hearing
- **February 4:** Adoption of Plan by Common Council

# PUBLIC INPUT SUMMARY



# PUBLIC INPUT OPPORTUNITIES

- City Committee and Stakeholder Meetings – April 10 & 15
- Public Meeting – September 12
- Public Input Survey – October

# PUBLIC MEETING

- September 12
- Open House format
- Attendees expressed support for:
  - More gathering spaces
  - Safe transportation for all travel modes
  - Bicycle and pedestrian safety improvements
  - Completion of the Greenway
  - Stewardship of parks
- Concern expressed about conditional use permits and impacts on neighboring properties

# PUBLIC INPUT SURVEY

- University of Wisconsin Survey Center
- Survey invitation sent to a sample of 4,000 households; follow up letter
- Survey was open from September 18 to October 18
- Over 1,100 responses (29% response rate)
- Questions focused on implementation priorities – economic development, housing, transportation, gathering spaces, etc.
- In general, respondents support the recommendations in the Plan; City is headed in the right direction

# SURVEY INSIGHTS

- 83% support or strongly support for allowing a greater mix of uses or approaches to redeveloping outdated office, retail, and commercial areas
- Greenway support still strong (58.2% said an expanded Greenway is very or extremely important)
- Botanical gardens – 39% said not at all important



# SURVEY INSIGHTS – MULTI-FAMILY

- Multi-family housing – concerns about scale rather than tenure
  - At least 60% support for owner-occupied single family homes and townhomes
  - At least 59% support for rental duplex, townhomes, and 3-4 unit apartment buildings
  - 36% support for rental buildings with 5-11 units; 28% support for 12 or more units

# SURVEY INSIGHTS - BRT

- Provide funding to bring Bus Rapid Transit (BRT) to Brookfield:
  - 45% oppose or strongly oppose
  - 38% support or strongly support
- Role of the City:
  - 31% support City playing a leadership role
  - 30% support City investing funds
  - 56% support cooperating with other agencies and municipalities to extend BRT
  - Only 40% said “take no action”
  - Only 33% said “actively discourage”

# SURVEY CROSS-TABULATIONS

- **Age**

- 61% of people 35-44 support or strongly support studying a potential I-94 interchange (versus 51% overall)
- 46% of people 65-74 and 41% of people 75+ support or strongly support providing funding to BRT (versus 38% overall)
- Generally more support for more cultural/civic/public gathering spaces from younger age groups; support tended to decrease as ages increased
- Support for different housing types varied greatly by age in many cases (including more support for condos and townhomes from older age groups)
- Question about quality of life in their neighborhood compared to 5 years ago – answers varied widely by age group

# SURVEY CROSS-TABULATIONS

- **Number of Years Living in Brookfield**
  - 43% of people who have lived here 1-4 years and 44% who have lived here 5-9 years support or strongly support providing funding to BRT (versus 38% overall)
  - Generally more support for more gathering spaces from people who have lived here less time
  - Generally a less significant predictor for housing-related questions
  - How long they have lived here didn't clearly predict how they answered the question about quality of life in their neighborhood compared to 5 years ago

# SURVEY CROSS-TABULATIONS

- **People in the Workforce** (~65% respondents)
  - 44% of people not in the workforce support or strongly support providing funding to BRT (versus 38% overall)
  - Working people generally less supportive of owner-occupied townhomes and duplexes
  - Working people slightly more pessimistic about quality of life in their neighborhood compared to 5 years ago:
    - 9.5% said “became worse” (versus 8% overall) and 37% said “stayed the same” (versus 40% overall)

# SUGGESTED CHANGES TO DRAFT PLAN

# SUGGESTED CHANGES BASED ON SURVEY

- Downplay botanical garden idea  
(Chapter 5 & Chapter 8)
- No changes to housing or transportation recommendations

# OTHER SUGGESTED CHANGES

- Institutional Uses (pages 35-42)
- Update Implementation Table to reflect 2050 Plan (Figure 14, Chapter 12)
- **Additional suggested changes?**



## NEXT STEP:

- December 9:  
Plan Commission Meeting
  - Fiscal Impact Analysis
  - Formal Recommendation of  
2050 Plan to Council