

**THESE ARE THE MINUTES OF A REGULAR PLAN  
COMMISSION MEETING HELD ON MONDAY, MAY 23, 2011,  
AT 6:30 P.M. IN COUNCIL CHAMBERS, BROOKFIELD CITY  
HALL, 2000 N. CALHOUN ROAD, BROOKFIELD, WISCONSIN**

**MAYOR STEVE PONTO IN THE CHAIR**

**COMMISSIONERS PRESENT:** Mayor Steve Ponto, Alderman Mark Nelson, Alderman Rick Owen, Alderman Gary Mahkorn, Commissioner Kevin Wahlgren, and Commissioner Paul Wartman

**COMMISSIONERS ABSENT AND EXCUSED:** Commissioner Dean Marquardt

**ALSO PRESENT:** Director of Community Development Dan Ertl, Planning Administrator Michael Theis, Economic Development Intern Sarah Wiener, Community Development Assistant Sherry Nord, Fire Chief Charlie Myers, Director of Parks, Recreation & Forestry Bill Kolstad, and Alderman Chris Blackburn

**2. Presentation of Executive Summary for *The Development Plan for Brookfield's 124<sup>th</sup> Street Corridor***

Mr. Jason Williams, Neighborhood Planner, **reported:** The following italicized language would be inserted on page 5 of the proposed neighborhood plan.

***I. EXECUTIVE SUMMARY***

*In recognition of aging land uses and intergovernmental opportunities, Brookfield's 2035 Comprehensive Plan has identified a need to establish a new and expanded 124th Street and Capitol Drive Neighborhood Plan to consolidate past planning efforts in the area and to encompass the 124th Street corridor all the way from the north City limits to North Avenue (see Map 1.1) The new initiative is titled The Development Plan for Brookfield's 124th Street Corridor.*

*The purpose of this planning effort is to not only consolidate all previous efforts under one accessible document, but to articulate a policy that sets forth a standard for how the City will approach redevelopment opportunities in Brookfield's 124<sup>th</sup> Street Corridor. An effort such as this is important because it will lead to a better Brookfield and provide guidance and expectation to elected officials for how this area of the City will evolve over time.*

*The goals and objectives of this plan are to:*

- Increase the City's tax base*
- Maintain or increase occupancy levels*
- Preserve and protect residential neighborhoods*
- Market this area to greater Milwaukee as an affordable, easily accessible location for new business start-ups or businesses looking to relocate closer to the center of the metropolitan area.*

- *Create the environment for existing and future property owners to want to improve buildings, expand operations and increase the employment base.*

*Ultimately, the implementation of these planning efforts is intended to make Brookfield a better place for its citizens, businesses and visitors by providing increased employment opportunities that are close to common goods and services.*

As soon as the plan is adopted, City staff will begin the implementation phase of the neighborhood plan, including the following top priorities:

1. Amend the *Site Development Standards for Non-Residential Uses* to acknowledge, define and incorporate sustainable building practices and materials.
2. Develop a “streamlined” approval process for project proposals that include a permitted use and the building complies with code. Amend the *Site Development Standards for Non-Residential Uses* to include this revised development review process.
3. Create a façade improvement program using Community Development Block Grant funds, if available.
4. Promote the newly implemented Brookfield Development Loan Fund program and assist property owners in gaining access to these loans.
5. Research, develop and support a branding and marketing campaign to give an identity and name to this area and market it to the greater Milwaukee area.

**Recommendation:**

Mr. Williams said staff is seeking **recommendation** for approval of the Executive Summary for “*The Development Plan for Brookfield’s 124<sup>th</sup> Street Corridor*”

Alderman Nelson thanked Mr. Williams for submitting an Executive Summary for this Neighborhood Plan.

Alderman Mahkorn pointed out that this Neighborhood Plan has been thoroughly discussed at several previous meetings so, while it may appear the Plan Commission has no interest in the item by not extensively discussing the Executive Summary tonight, the Plan itself has been discussed extensively at past meetings and any further discussion, at this point, would be repetitious.

- Commissioner Wahlgren moved to approve the staff recommendation. The motion was seconded by Commissioner Wartman and passed unanimously.