



Village of Brookfield Comprehensive Plan

Implementation Workshop 1

June 23, 2018, 9:00-11:00am

Purpose

The intent of this workshop is to convene a joint meeting of the Board of Trustees and Planning and Zoning Commission to review the contents of the Village's newly-adopted Comprehensive Plan, identify priority goals and objectives for near-term implementation of the plan, and discuss on how the Board, Commission, and Village staff will each administer the Plan. Based on the results of this workshop, a second workshop will be held with Village staff from multiple departments to focus on the creation of a short-term work plan and strategies to monitor and report progress on the plan's goals and objectives.

Agenda

1. Welcome and introduction (10 minutes)
2. Review of the Comprehensive Plan (10 minutes)
3. Hands-on exercise (60 minutes)
4. Discussion of plan implementation (10 minutes)
5. Questions and wrap up (10 minutes)

Objectives

- Better understand the elected officials' and commissioners' top priorities for immediate implementation of the Comprehensive Plan
- Provide information on how to use the Comprehensive Plan for every-day decision making
- Catalyze implementation of Brookfield's Comprehensive Plan and the regional goals

Village of Brookfield Comprehensive Plan

About the Village of Brookfield’s Comprehensive Plan

In 2016, the Village of Brookfield kicked off a multi-phase process to update its 2004 Comprehensive Plan. Adopted in February 2018, the Comprehensive Plan:

- Presents a planning framework for the next 10 to 20 years;
- Serves as the Village’s official land use and development guide;
- Details a long-term vision and a policy agenda for land use, transportation, and other issues;
- Represents a unified vision developed through broad community outreach; and
- Answers the question, “What should Brookfield look like in 10-20 years and how do we get there?”

The Comprehensive Plan can be used as a tool to:

- Guide physical development in the Village;
- Serve as a marketing tool to highlight Brookfield’s unique assets; and
- Support applications for grants and demonstrate that future projects are within the Village’s larger, holistic strategy rather than stand-alone efforts.

Plan Contents, At a Glance

The Comprehensive Plan’s policy recommendations are in the form of goals, objectives, and strategies.

	Number	Definition
Chapters	11	Topics under which the goals are organized
Goals	28	A goal directly supports the collective efforts and ideals of the community
Objectives	99	A desired end-state that reflects the policy recommendation being successfully implemented
Strategies	149	Tangible action steps the Village can undertake to implement the objectives

Administering the Plan

Although the Comprehensive Plan is a long-term document, it should also be used daily to assist in land use and development decisions:

- **Village staff.** The Plan’s action steps are intended to guide the day-to-day decisions concerning specific and task-oriented activities.
- **Village Board and Planning and Zoning Commission.** Interpreting the Plan will enable the members of the Planning and Zoning Commission to base recommendations and the Village Board to justify their approval or denial of any proposed development or redevelopment in or immediately surrounding the Village.
- **Community.** The Plan will empower the residents of Brookfield to shape the future of their Village and contribute to its continued growth and prosperity.

Organization of the Comprehensive Plan

The Village of Brookfield Comprehensive Plan is organized into 11 chapters, as outlined below. Those chapters highlighted in light blue include a “Goals and Objectives” section, which outlines specific strategies and partners to support each goal.

Chapter	Contents	Page
1 - Introduction	<ul style="list-style-type: none"> • Purpose of the Comprehensive Plan • How to use the plan as a tool • The planning process • Project schedule 	7
2- Brookfield Today	<ul style="list-style-type: none"> • Regional settings • Community history • Market and demographic analysis • Community outreach overview • Past plans and studies 	15
3 - Vision, Image & Identity	<ul style="list-style-type: none"> • Vision statement • Village image, design, and identity • Gateways, signage, and wayfinding 	47
4 - Land Use	<ul style="list-style-type: none"> • Land use plan • Key considerations • Land use designation • Regulatory update recommendations 	55
5 - Housing & Neighborhood	<ul style="list-style-type: none"> • Character areas • Neighborhood design and public realm improvements • Housing diversity 	69
6 - Transportation	<ul style="list-style-type: none"> • Productive street network • Alleys and stormwater management • Transit 	83
7 - Community Facilities & Services	<ul style="list-style-type: none"> • Schools and educational facilities • Civic facilities 	95
8 - Parks, Open Space & Environmental Areas	<ul style="list-style-type: none"> • Introduction • Parks and open space • Sustainability and the environment 	109
9 - Subarea Plans	<ul style="list-style-type: none"> • Subarea plan improvement toolkit • 31st Street corridor • Ogden Avenue • 8 Corners • Downtown Brookfield 	125
10 - Creating Success	<ul style="list-style-type: none"> • Community and economic development 	173
11 - Implementation	<ul style="list-style-type: none"> • Implementation matrix 	185
Appendix		215

Prioritization Exercise

Members of the Board and Commission will break into smaller discussion groups, and each group will review the sets of goals and objectives for two chapters. For each goal, the group should reach a consensus on the top objective(s) to be addressed in the near-term – What needs to happen first?

Comprehensive Plan Chapter:

Goal #1

Goal:

Priority objective(s):

Lead implementer (*Village department or other entity*):

Approach (*e.g., general fund, Village staff time, consultant, grant*):

Goal #2

Goal:

Priority objective(s):

Lead implementer (*Village department or other entity*):

Approach (*e.g., general fund, Village staff time, consultant, grant*):

Goal #3

Goal:

Priority objective(s):

Lead implementer (*Village department or other entity*):

Approach (*e.g., general fund, Village staff time, consultant, grant*):

Goal #4

Goal:

Priority objective(s):

Lead implementer (*Village department or other entity*):

Approach (*e.g., general fund, Village staff time, consultant, grant*):

Goal #5

Goal:

Priority objective(s):

Lead implementer (*Village department or other entity*):

Approach (*e.g., general fund, Village staff time, consultant, grant*):

Goal #6

Goal:

Priority objective(s):

Lead implementer (*Village department or other entity*):

Approach (*e.g., general fund, Village staff time, consultant, grant*):

Discussion of Plan Implementation

(CMAP to include notes related to expectations for the Board, Commission, and Village staff; we are developing these points now, and can describe them over our call on 6/19)