

The logo features the word "Brookfield" in a blue sans-serif font, with a red dot for the letter 'o'. Below it, the word "Connected" is written in a red sans-serif font. The letter 'C' in "Connected" is significantly larger and overlaps the 'B' in "Brookfield". The background consists of a light gray grid of lines.

Brookfield
Connected

Make the Connection

Community & Economic Development

Agenda for February 12, 2018



- **2017 Year in Review**
 - I. Economic Development
 - II. Code Enforcement
 - III. Planning and Land Use Regulation
- **2018 Goals**

Community & Economic Development

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I. Economic Development in 2017



ED Strategy



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I. Economic Development in 2017



- ED Strategy

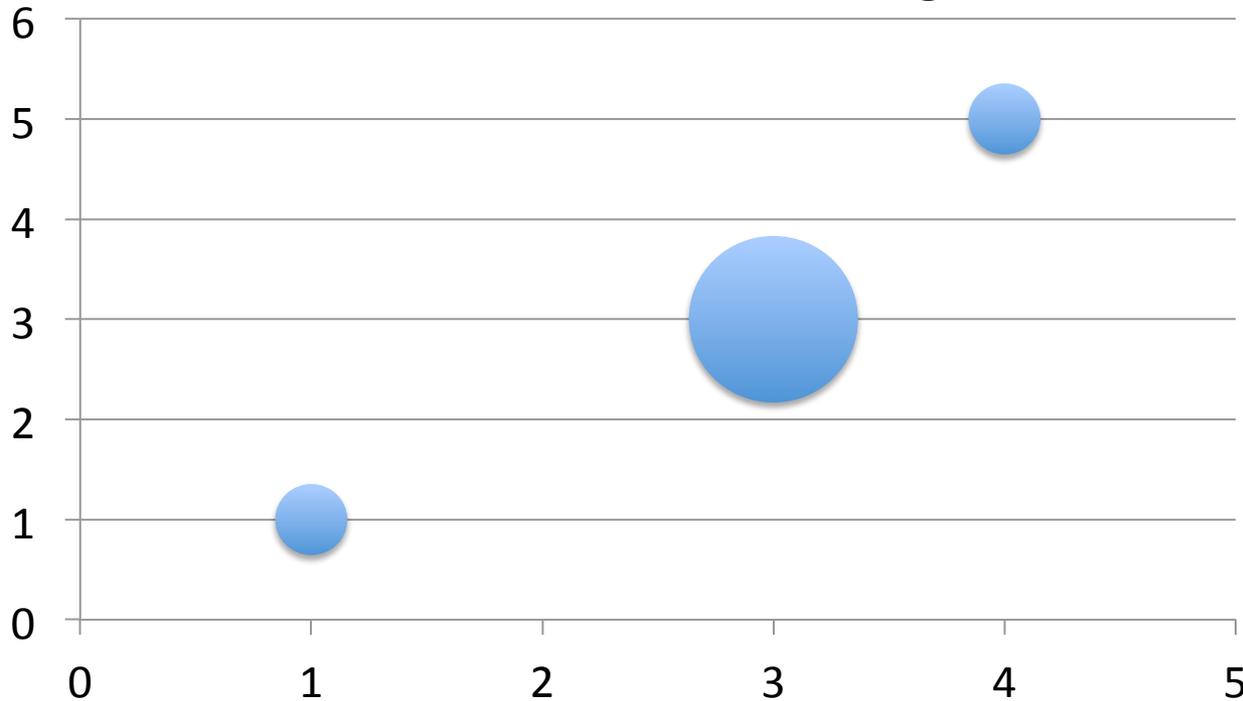
| Vision > | Strategy > | Tactics > | Transactions > | Outcomes |
|--|--|--|--|---|
| [2020 Master Plan] - Revitalize commercial areas - Reinvest in residential neighborhood - Improve Village overall identity and appearance | - Redevelop Ogden Corridor - Re-tenant Downtown to reduce vacancies - Support 8 Corners, other business districts - Focus on "rooftops" as well as commercial | FINANCING NON-FINANCIAL | <ul style="list-style-type: none"> • Execution of RDAs • Completion of timely building permits/certificates of occupancy • Land write – downs • Site preparation-remediation | <ul style="list-style-type: none"> • Reduced vacancies, • Increase in building permit value • Increase in EAV • Increase in sales taxes • Increased employment • Greater housing demand |

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I. Economic Development in 2017



ED Strategy
"Core-Satellite Investing"



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I. Economic Development in 2017



Core (Fundamental) Economic Development

- TIF
 - 8 Corners TIF
 - Ogden Implementation
- Business Retention
- Streetscaping
- Outreach and Marketing
 - Developer and Realtor Breakfasts
 - One to One Outreach
 - ICSC
 - Chamber

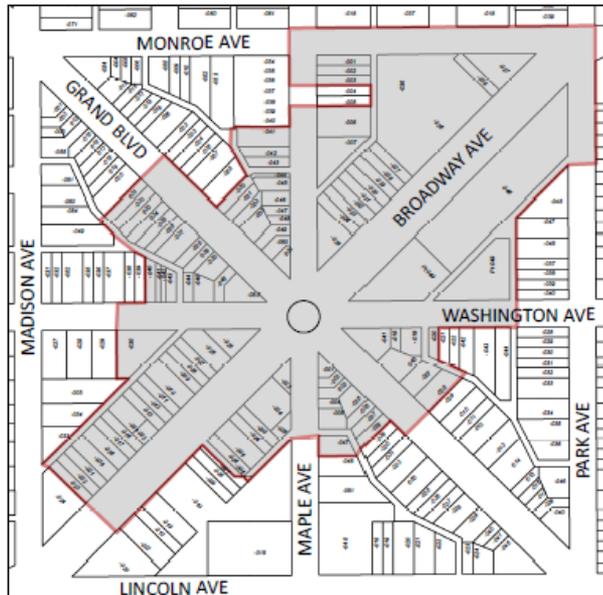


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I. Economic Development in 2017



Core Economic Development



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I. Economic Development in 2017



Satellite (Enhancements) Economic Development

- Building Bike Assets
 - Bike Boulevard
 - Bike Parking
 - Bike Safety Training
 - Bike Brookfield
- Density Density Density
 - Fairview Signature Apartments
 - Prairie Avenue homes
 - Burlington Station
 - By right allowance under ZM for more units (with rigorous standards in place)
- Leverage Memberships
 - Visit Oak Park tourism
 - Chamber partnerships
- Signage Pilot



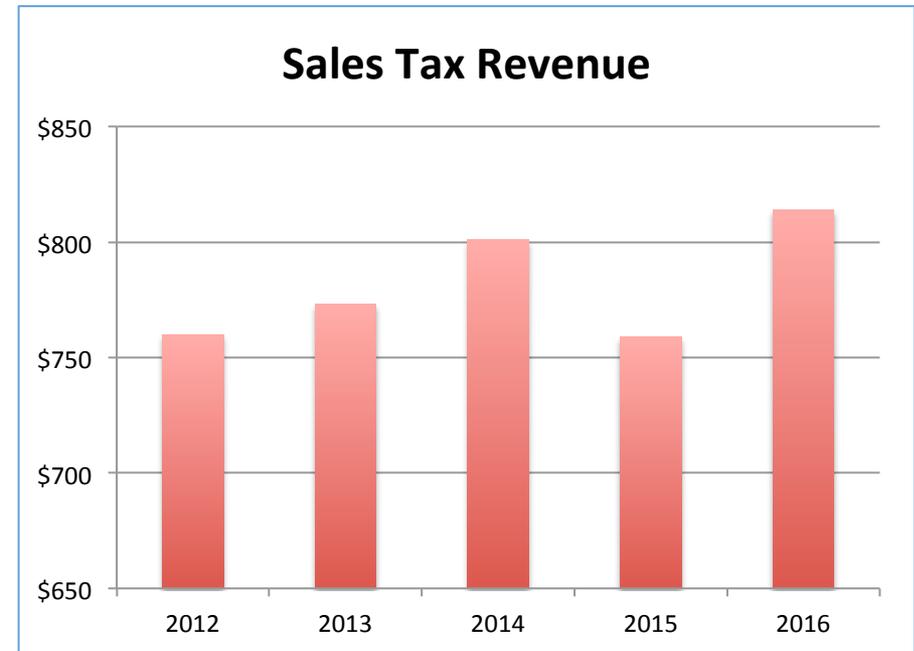
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I. Economic Development in 2017



Outcomes

- Better sales tax trends in 3 of 4 years
- EAV is increasing (finally)
 - Assessed value catching up to market reality
- Permits are up (way up)
- Housing sales #s are trending up
 - Crain's article (February 2017)



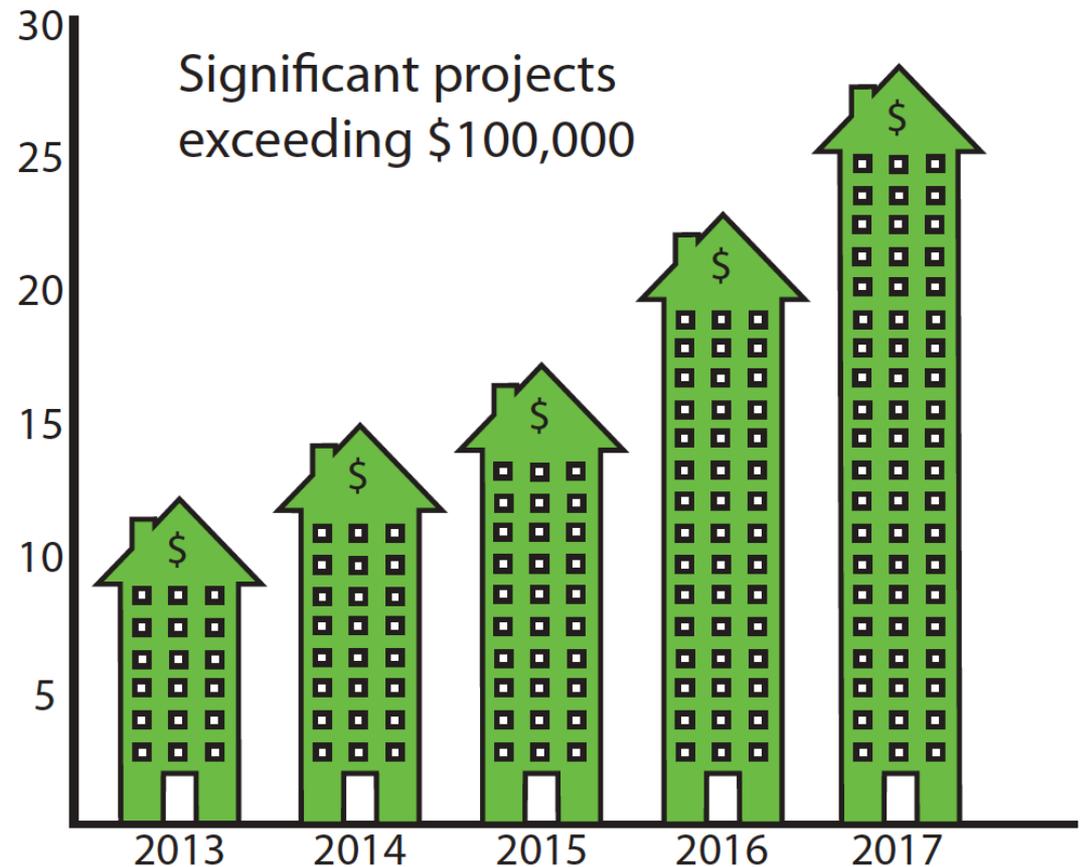
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I. Economic Development in 2017



Permit Activity

- Permit activity has seen a steady rise.
- Brookfield has seen a great number of improvements exceeding \$100,000.



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I. Economic Development in 2017



Other Outcomes

- Downtown vacancy % is down
- Congress Park Developer selected
- More social media outreach via tourism bureau

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I. Economic Development in 2017

BEFORE



AFTER



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I. Economic Development in 2017

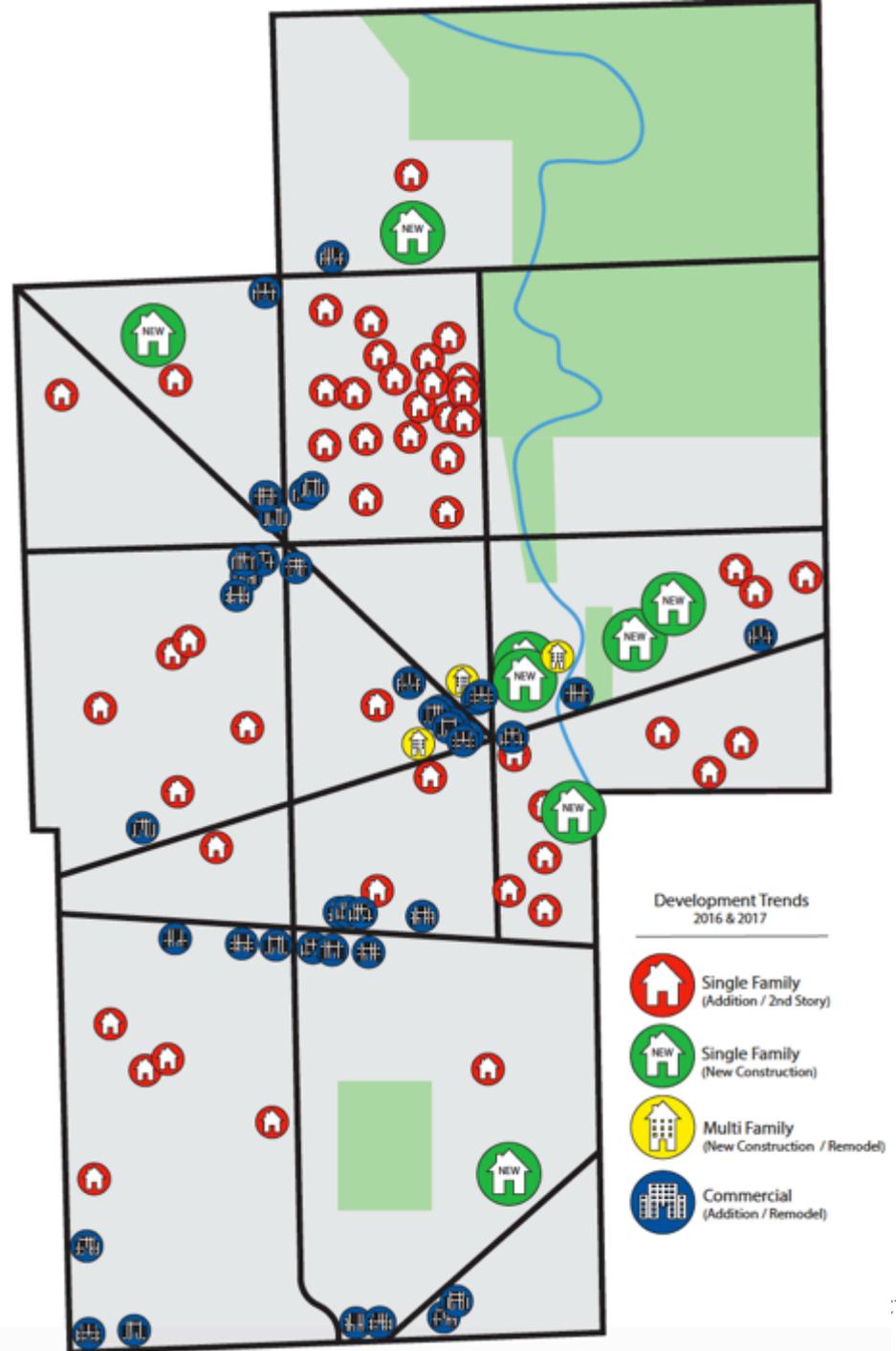
BEFORE



AFTER



- Single family new construction homes and 2nd story additions have been the driver of our real estate recovery



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II. Code Enforcement



Property Maintenance

- Better codes
 - Dumpster and container ordinances passed
 - Firewood storage tweaked
- Better code enforcement
 - Stronger signage code enforcement
 - Permit checklists
 - Property maintenance inspector developed fresh enforcement strategies with improved response times.
 - Notices have been reformed to translate a clear message to the resident.
 - Most properties have been visited via “inspection by zone” approach.
- Outcome: Strong resident compliance
 - 1300+ Warnings Issued (NOVs)
 - 81% voluntary compliance/89% compliance after ticketing
 - Fine revenue has improved

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II. Code Enforcement



Streamlined Building Code Program

- The same staff levels in 2017 (4 FTEs in CEDD + 1 FTE at front desk) as in 2011
 - Taking in 100% more permits in 2017
- Because of higher demands, we have had to find efficiencies
 - Mobile inspections paying dividends
 - Now 1 consolidated building permit (formerly 3)
 - Better QA at point of intake
 - **Permit checklists key**
 - Better assurance that applications are complete
 - Helpful for Do-It-Yourselfers (DIY) especially
 - More training of customer service representatives

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III. Land Use Regulation in 2017



Zoning Modernization Goes Live!

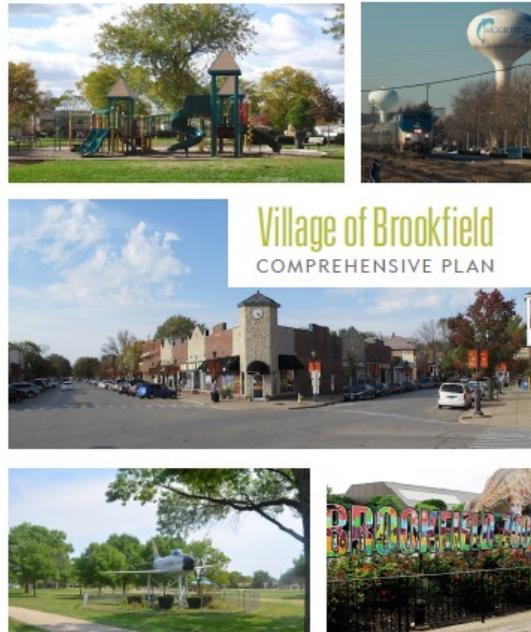


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III. Land Use Regulation in 2017



“Making No Small Plans”



 RATIO  Kimley+Horn 

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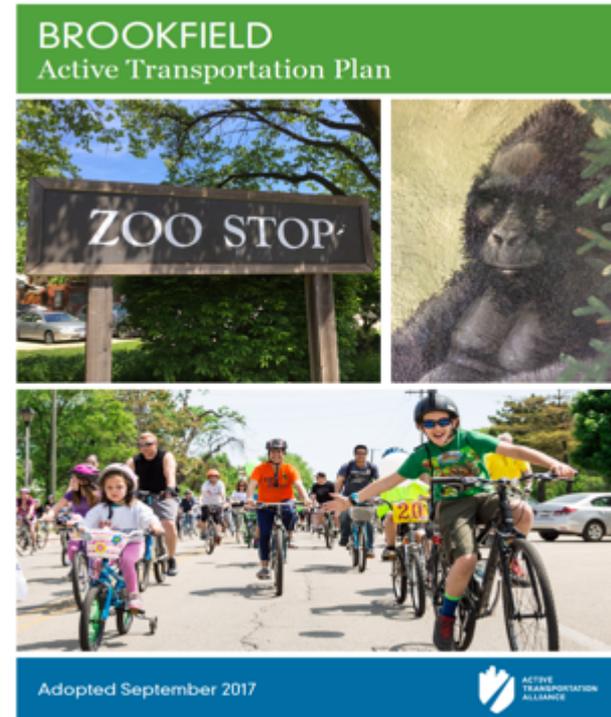
III. Land Use Regulation in 2017



Active Transportation Plan



ACTIVE
TRANSPORTATION
ALLIANCE



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IV. Grant Acquisition 2017



CEDD Successful Grant Acquisitions

Active Transportation Plan

Value: \$30,000

Grantor: Cook County (100% covered)

MMC – Streetlighting (Phase 1)

Value: \$48,000

Grantor/Village Contributions: 50% / 50%

MMC – Streetlighting (Phase 2)

Value: \$9,000

Grantor/Village Contributions: 33% / 67%

WSMTD – Train Station Improvements

Value: \$352,000

Grantor/Village Contributions: 67% / 33%

Covered Bike Parking Grant

Value: \$277,000

Grantor/Village Contributions: 100% / 0%

Pace Bus Shelter

Value: \$2,000

Grantor: Pace (100% covered)

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Goals for 2018



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What's Next - Goals for 2018



- **Keep What Works!**
 - Economic Development
 - Code Enforcement
 - Planning
 - Zoning
 - Long Range Plans
- **Get Better**
 - Implement Comp Plan
 - Implement Best Practices
- **Support Fiscal Sustainability**

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What's Next - Goals for 2018



- **Get Better**
 - Comp Plan Implementation Matrix
 - Partner with CMAP

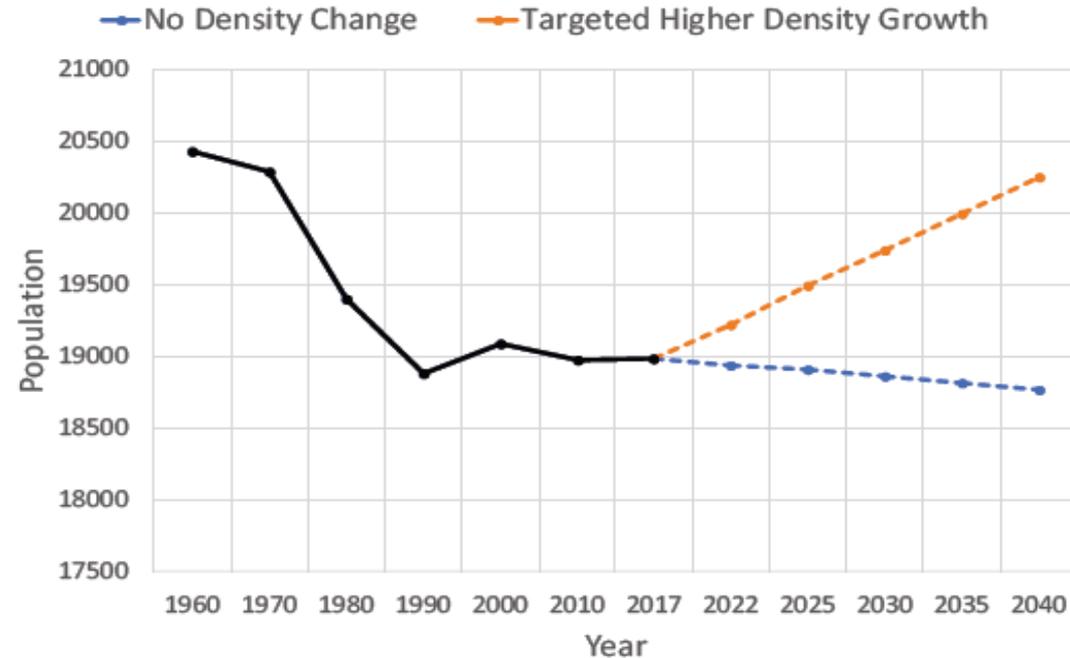
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What's Next - Goals for 2018



- **Complete Projects in Pipeline**
 - Burlington Station
 - Grant Street
 - Congress Park
- **Look at Comp Plan Goals to Achieve Higher Density**

Population and Population Projections, Brookfield, IL



Source: Ratio Design

CONNECTING IS EASY

Contact the Village to Get Started



Village staff members are ready, willing and able to meet with you on short notice to give you more information about the community, the parcels available for development, Brookfield's history, and the incentives that can help you manage your investment risks.

We're here to help. Contact us today.

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