

THESE ARE THE MINUTES OF THE **COMMUNITY DEVELOPMENT AUTHORITY** MEETING HELD ON **MARCH 29, 2011** AT 4:15 P.M., IN COUNCIL CHAMBERS, BROOKFIELD CITY HALL, 2000 N. CALHOUN ROAD, BROOKFIELD, WI

MEMBERS PRESENT: Mayor Steve Ponto, Alderman Bob Reddin, David Raysich, Gordon Rozmus, J. Nathan Cunniff, and David McCormack

CDA MEMBERS ABSENT & EXCUSED: John Kersey

ALSO PRESENT: CDA Executive Director/Director of Community Development Daniel Ertl, Neighborhood Planner Jason Williams, Economic Development Coordinator Tim Casey (partial meeting via teleconference), and Community Development Assistant Sherry Nord

1. Call to Order.

Mayor Steve Ponto called the meeting to order at 4:20 p.m.

2. Roll Call of the Community Development Authority

Present were Mayor Steve Ponto, Mr. Gordon Rozmus, Mr. David Raysich, and Mr. David McCormack, Mr. J. Nathan Cunniff, and Alderman Bob Reddin.

3 Review and approval of the minutes from the June 22, 2010 meeting of the Community Development Authority

The next item on the agenda was review and approval of the minutes from the June 22, 2010 meeting of the Community Development Authority.

Mayor Ponto noted one correction on p. 3, paragraph 2. The sentence read, "Original estimates were that the increment would be about \$58 by this point in time." Mayor Ponto said the figure was actually \$58 *million*.

- Mr. Rozmus moved to approve the minutes from the June 22, 2010 meeting of the Community Development Authority as corrected. Mr. Raysich seconded the motion and it passed unanimously.

4. Draft Development Plan for Brookfield's 124th Street Corridor

The next item on the agenda was presentation of the Draft *Development Plan for Brookfield's 124th Street Corridor* (Plan) as prepared by the Department of Community Development including a summary of comments obtained from community focus groups and public information meetings.

Mr. Daniel Ertl, Executive Director of the Community Development Authority, stated the Community Development Authority's role was to monitor the need for redevelopment in selected business areas in the City of Brookfield. They are also to identify redevelopment strategies where appropriate.

Historically, areas along the 124th Street Corridor have been identified as warranting redevelopment. The CDA has reviewed selected strategies for redevelopment prepared by consultants or staff, none of which have been found to be feasible or impactful.

This afternoon, the CDA will review the draft *Development Plan for Brookfield's 124th Street Corridor*. (The Plan is available in the Department of Community Development and on the City's website: www.cityofbrookfield.com). Staff will identify redevelopment strategies for consideration by CDA members.

Mr. Jason Williams, Neighborhood Planner, stated his focus would be on information contained in Section V. Implementation (p. 24). Mr. Williams said there have been two neighborhood information meetings on the draft Plan, along with two focus group sessions. Mr. Williams said the input received at the sessions has been helpful and he appreciates the participation of those attending. In addition, Mr. Tim Casey, Economic Development Coordinator, has been contacting business owners in the study area for additional conversation.

Mr. Williams related that the implementation strategy links back to the results of the Gruen Gruen + Associates Market Study completed in 2010.

Taken from the Plan (p. 24):

"V. IMPLEMENTATION

This element of the Development Plan for Brookfield's 124th Street Corridor provides Goal/Vision statements, objectives and strategies to facilitate development and redevelopment. The steps needed to implement this neighborhood plan are as follows:

- A. Amend the Future Land Use Plan (Community Development)
 - a. Change land use classification of parcels along the east side of 124th Street south of Feerick Street to north side of North Avenue from Higher Density Employment and Lower Density Employment to Higher Density Shopping (see map 2.2). ***(Staff comment: Mr. Williams said there are opportunities to inject retail uses in the 124th Street Corridor but the current land use classifications do not include any retail use.)***
- B. Amend Brookfield Municipal Code Title 17 Zoning (Community Development)
 - a. Amend "B-3" Regional Business District, Chapter 17.64.010 2(b), to allow freestanding restaurants as a permitted use (see map 3.1) or pursue a Modified Suburban Overlay (MSO) zoning designation. ***(CDA question with staff comment: Mr. Rozmus asked if the restaurants would be allowed some concessions. Mr. Williams said that issue would be addressed later.)***
 - b. Consider an amendment to the "I" Industrial District, Chapter 17.80, or the creation of a new zoning district that will provide more flexibility in the *124th Street & Lisbon Road Neighborhood Plan* sub-area.
- C. Amend *Site Development Standards for Non-Residential Uses* to acknowledge, define and incorporate sustainable building practices and materials. (Community Development)
- D. Create a façade improvement program using Community Development Block Grant funds. (Economic Development)
 - a. Apply for grant money by May 7, 2011
 - b. Develop a façade improvement program
 - c. Identify blighted properties throughout plan area and notify property owners of their eligibility to use funds.
 - d. Administer funds throughout 2012 -2013 to eligible properties.
- E. 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. (Economic Development)
- F. Develop a signage program to be used to identify gateway entrances to each sub-area to help brand and identify the area as one unified destination. (Economic Development and Building Inspection). ***(Staff comment: Mr. Williams indicated that many businesses liked this idea, along with the idea of a branding and marketing campaign as presented in Item E.)***
- G. Revisit street design provisions of the *124th Street & Lisbon Road Neighborhood Plan*. (Engineering & Community Development) ***(Staff comments: Mr. Williams said there had been a street design suggested in that Neighborhood Plan, but it was rejected by the impacted property owners. Mr. Ertl added that the previous planning effort in that area could be re-visited – i.e., the original idea of consolidating properties by removing streets and adding 128th Street, essentially vacating 127th Street, to create wider, larger parcels which would be***

more marketable. The current Neighborhood Plan process has led staff to believe that may not entirely be necessary or suitable, and it may not be feasible.

- H. Revisit this planning effort within 5 years of adoption to incorporate Community Indicators as performance metrics. (Community Development)
- I. Amend *2035 Comprehensive Plan* to incorporate the *Development Plan for Brookfield's 124th Street Corridor* along with other minor technical revisions, viz: amending the study area to exclude the cemetery parcel. (Community Development)"

Mr. Ertl added that the Common Council recently approved \$250,000 for a Revolving Loan Fund which will be administered by the Waukesha County Economic Development Corporation and the City of Brookfield Department of Economic Development. Low-interest loans from this program are available now for businesses that meet certain criteria for site and building improvements or purchasing equipment or machinery, and, in general, to facilitate targeted business investment and job creation.

In reference to the question earlier from Mr. Rozmus, Mr. Williams explained that before the implementation steps were devised for the Plan, they looked at each of the sub-areas and came up with numerous goals and objectives, which drove development of the strategies and the implementation proposal. There are actually two strategies. One is a redevelopment strategy, which he will describe later. The other is an acceptance and incremental infill strategy. In explaining this strategy, Mr. Williams said that through the market study and other observations, it became obvious that the entire study area is an amalgamation of many different uses, each with their own issues, synergies, traffic counts, etc., so not all of the areas are alike. For instance, in the very northeast, there are aged industrial buildings that have been around 50-70 years. To try to retrofit and change street layouts and the architecture of buildings may not work as well in that area as it would in other parts of the study area. In this area, the acceptance strategy would be used – accept what is there and try to assist the property owners with potential stormwater management issues, try to get CDBG funds to help with façade improvements, and incrementally improve the area over time.

Mr. Williams said the area colored purple on the map is completely different. There are more dynamics that help things along in terms of real estate and land use. There are major intersections at Capitol Drive and Burleigh Road, with higher traffic counts and market values that can support development with higher architectural standards, national tenant users, and other things of that nature. This area is being called the Strategic Redevelopment Area. The parcel Mr. Rozmus referred to is in that strategy area so if someone were to come, the Strategic Redevelopment strategy would be followed.

Mr. Rozmus said that makes sense.

Mr. Ertl said that Mr. Casey was on speaker phone if the CDA members wished to ask him any questions.

Mr. Casey said that he has talked to most of the business owners in the area and many are excited about "spiffing up" the area.

Mr. Ertl asked Mr. Casey to convey Mr. John Kersey's perspective. (Mr. Kersey was not able to attend the meeting but met with Mr. Ertl and Mr. Casey prior to the meeting.) Mr. Casey said Mr. Kersey was concerned about the area south of Feerick and north of Burleigh being what is called a "tweener" – an area that has traffic counts that might support national tenants that could afford to come in and demolish an existing building and build a new one. Mr. Casey said this area is not as strong of an area as Capitol Drive or Bluemound Road, but the traffic counts were 25,000 Average Daily Trips (ADT) on 124th Street and 17,000 ADT on Burleigh just east of the 124th Street intersection. There are a number of restaurants and retail companies that would consider a location with a traffic count as low as 12,000 ADT, but most of them are in the 20-25,000 ADT range. The traffic is probably coming from residential areas in the Brookfield area to employment centers in Wauwatosa and Milwaukee and vice versa, which is a traffic pattern some retailers and restaurants are looking for. Mr. Casey doesn't think this is an "A" location but it's not far behind that designation. He noted that 13 of the 19 properties between Burleigh and

Feerick, on the west side of 124th, currently have a retail component, an indicator that the market has been going in that direction already.

Mr. Rozmus asked what the valuation of this area was and how does that compare to the City as a whole.

Mr. Williams said, using 2009 numbers, this area is about 3.8% of total assessed value for the City of Brookfield. Mr. Ertl added that to put that number into context, Brookfield Square comprises 3% of the City's tax revenue.

Mr. Casey said they also discovered there is about an 18% vacancy rate between Burleigh and Feerick, and in the far north area, the vacancy rates are about 5%. In that area, then, even though there are many small buildings on small parcels, the Eastgate Commerce Center and Milwaukee Electric Tool probably skew those figures somewhat, but it shows there is still a competitive situation in that area in terms of building occupancy.

Mr. Williams said the study area is approximately \$241 million in assessed value. (Ed. Note: This is the corrected figure from what was stated at the meeting.)

Mr. Raysich asked if the entire zone would be named with one name or if there would be a separate name for things north and south of Capitol. He also asked where signage would be located.

Mr. Casey said they will have to continue to work with property owners, perhaps some focus groups along with the marketing consultant, to make final decisions on both of those issues. He sees the area from Burleigh to Feerick as being an Industrial Zone – Brookfield Commerce Center, for instance. Signage would be use along 124th Street and on Burleigh Road. The area between Capitol Drive, Lisbon Road, & 128th Street is another matter. There have been inquiries by some developers about this area, so that is a "wait and see" area. North of Lisbon Road, he would like to see that area fixed up a little before it is given a name or area designation with signs.

Alderman Reddin asked if any of the properties in that area have environmental issues. Mr. Casey said they haven't looked at environmental issues at this level yet, and he wasn't aware of any. The changes would be mostly superficial, just to make the area look more aesthetically pleasing.

Mr. Raysich asked if staff had a consultant in mind for marketing. Mr. Ertl said they didn't, but the EDC just hired a firm to create a new marketing program and they seem like a likely candidate but it depends on the cost. If it's over a certain amount, they would have to go out to bid.

No action was necessary on this item.

6. Verbal Reports

The next item on the agenda were general reports on redevelopment activity within Brookfield's Targeted Investment Areas (TIAs), or the areas that the Community Development Authority (CDA) is responsible to monitor and recommend redevelopment strategies as appropriate.

- 124th Street Corridor – See above.
- 124th Street and Bluemound Road – Mr. Ertl said the Target-anchored retail center proposal is on-going. If the approvals go as planned, the developer anticipates an August groundbreaking.
- Village Area – Mr. Ertl said there is a need to re-visit this TIA since high-speed rail is no longer an option. This plan update would not commence until later this year. Until then, the City is working with Metropolitan Development (Rich Conley) to add housing in the Village area and to bring new tenants to his

buildings. Presently, a dance studio is considering occupancy in one of the buildings there. The owners of the studio may qualify for a low-interest loan from the newly-created Brookfield Development Loan Fund.

- Northwest Gateway – Mr. Ertl said sanitary sewer and water were extended across Capitol Drive. It will not be extended any further at this point until a developer presents plans for development. Krause Funeral Home is seeking approval to build a new facility at Springfield Road/Gumina Road/Capitol Drive.
- Brookfield Square/Executive Drive – Mr. Ertl said the Mayor’s Office and key City staff are working with CBL regarding any future mall expansion.

Alderman Reddin asked what the time frame was for the opening of a new Target store. Mr. Ertl said it would open in the Fall of 2012.

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9. Adjournment

- Alderman Reddin moved to adjourn. The motion was seconded by Mr. Cunniff and passed unanimously. 4:55 p.m.

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Respectfully submitted by Sherry Nord, Community Development Assistant