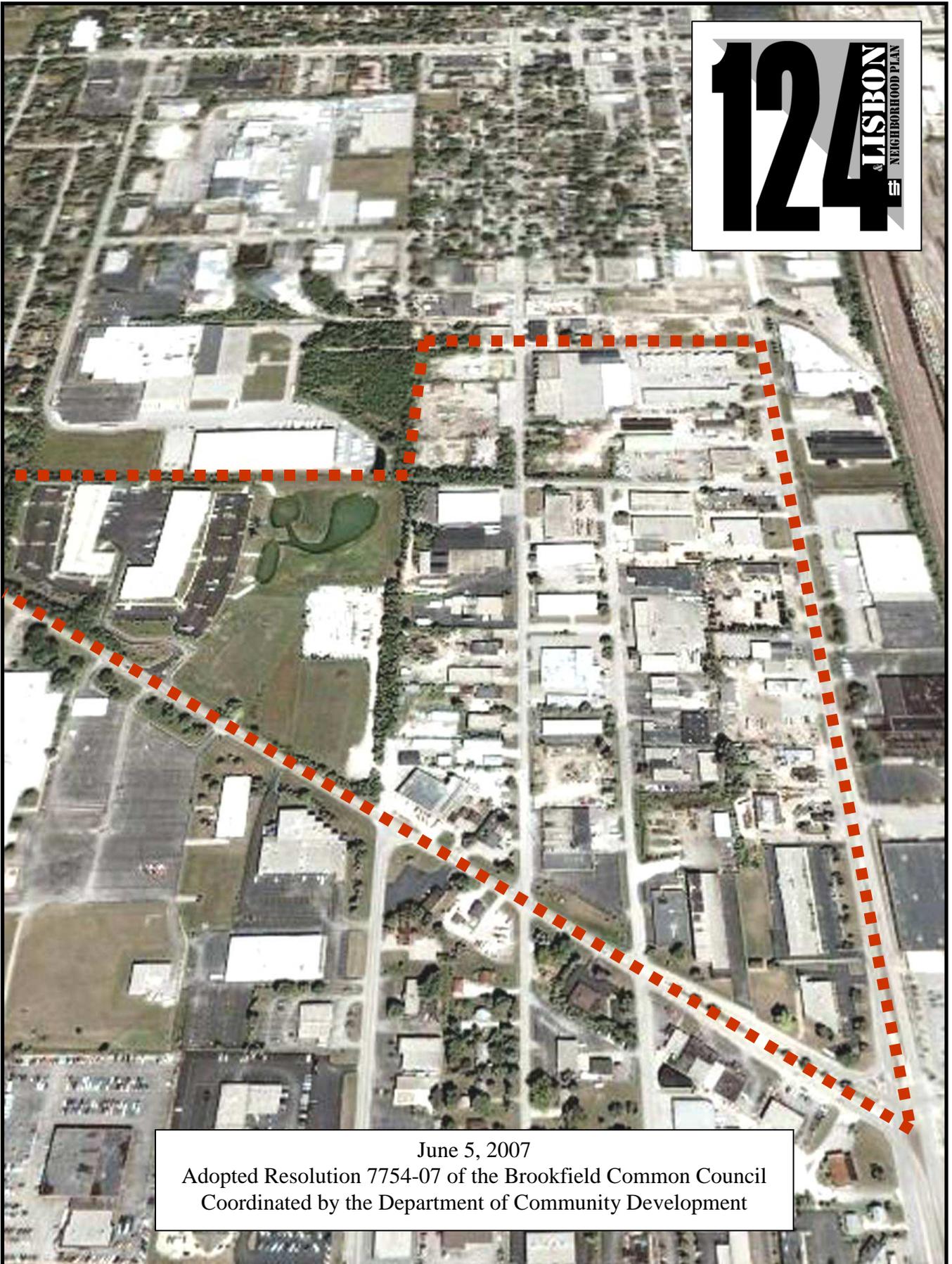


124th Street & Lisbon Road Neighborhood Plan



June 5, 2007
Adopted Resolution 7754-07 of the Brookfield Common Council
Coordinated by the Department of Community Development



City of Brookfield
Wisconsin

R.A. Smith & Associates, Inc.

Acknowledgements

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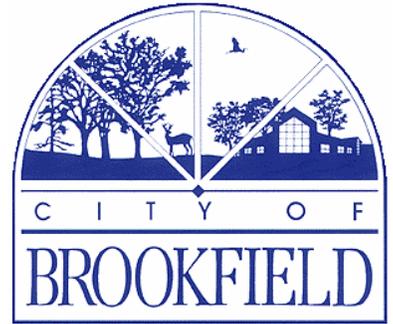


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Executive Summary

The *124th Street & Lisbon Road Neighborhood Plan* is intended to identify opportunities, construct a vision, and prepare a framework for private-sector redevelopment in the light industrial district bounded by 124th Street on the east, the Village of Butler to the north, the residential areas to the west, and Lisbon Road to the south. This plan fits into the context of a larger area the City of Brookfield has identified for redevelopment, including the commercial areas south of Lisbon Road and Capitol Drive.

The City of Brookfield and its consultant, R.A. Smith & Associates, adopted an approach which stressed high levels of public involvement in identifying issues and evaluating alternative approaches. The process was initiated with a lengthy series of stakeholder focus groups and one-on-one meetings with real estate interests. This was followed by a workshop to develop a neighborhood vision, and two open houses. The workshop involved participants in generating a vision for the neighborhood. The first open house was used to present three alternative development patterns for the neighborhood. The second open house presented the draft neighborhood plan. After each open house the alternatives and the draft plan were presented at a public meeting of the City of Brookfield Plan Commission. In addition to public notices, stakeholders in the neighborhood plan were mailed individual notices of all opportunities to provide comment.

Input from neighborhood stakeholders provided an understanding of the advantages to operating a business in the area, and the issues which need to be addressed. A good number of the buildings and much of the infrastructure in this neighborhood is aging and could be considered substandard. The problem is exacerbated by a lack of adequate private property maintenance or code enforcement by the City. Redevelopment is constrained by the small size of parcels and inflexible City codes which are more appropriate for a suburban industrial park than they are for an urban industrial district, as this area is characterized. On the other hand, the neighborhood is well served by transportation, close to several regional economic drivers, and easily accessed by a work force from throughout the metropolitan area. While small and dated, its existing buildings do appeal to small businesses wanting to own their own space.

Based on a market analysis and input from the real estate community, R.A. Smith & Associates identified four potential markets for growth within this neighborhood area. These included:

- small manufacturers acquiring space which they might own;
- small and start-up businesses in emerging economic sectors such as health technology or biotechnology, and preferring to lease;
- entrepreneurs searching for inexpensive space in which to incubate a business; and
- service commercial uses such as automotive repair, which are kept out of other locations due to cost or development controls.

Informed by the public participation process, a consensus vision for the neighborhood was defined by the Brookfield Plan Commission.

124th Street & Lisbon Road Neighborhood Vision

The 124th Street and Lisbon Road Neighborhood will be a vibrant and desirable business district with a diverse mix of industrial and service businesses, which benefit from an appealing urban character, achieved through appropriate area-specific design standards, and are supported by a quality public and private infrastructure.

Three preliminary alternatives were prepared as tools to reach a consensus vision for future development of the neighborhood. Each alternative offered a different approach to defining the neighborhood street pattern, road cross-sections, parking requirements, and dimensional standards for new building construction. Input on these alternatives, provided by stakeholders and the Plan Commission, was used to prepare a consensus vision for the neighborhood.

The *124th Street & Lisbon Road Neighborhood Plan* proposes to reconstruct the existing street network to enhance the potential of land assembly and to improve access south to Capitol Drive. 127th Street will eventually be abandoned between Lisbon Road and Congress Street, and a new westerly route into the neighborhood will be established by extending 128th Street north from Lisbon Road to Congress Street.

Neighborhood streets will be constructed with curb and gutter, and many will have both on-street parking and sidewalks. These changes require a transition strategy to provide continued service to existing properties until future redevelopment will eliminate conflicts.

Flexible development standards are recommended to encourage redevelopment. These include minimal setbacks and relaxed parking requirements. Reducing street yard setbacks may also eliminate some of the existing non-conformity with older buildings in the neighborhood. Building design in the neighborhood should be encouraged to create an attractive urban atmosphere which reflects the neighborhood's history and industrial character.

Planning Framework

In January of 2000 the City of Brookfield adopted its *Brookfield Year 2020 Master Plan*. This plan included several recommendations which will have a bearing on the 124th Street and Lisbon Road Neighborhood. The most noteworthy of these included the following:

- Designate Targeted Intervention Areas. These are parts of the community in which the City will work to encourage redevelopment. The 124th Street and Lisbon Road Neighborhood is so designated. The Master Plan recommends specific preliminary actions for the targeted intervention areas prior to preparation of a detailed neighborhood plan. These recommendations included the following:
 - target infrastructure improvements and investments to make urban design enhancements
 - establish neighborhood plans for each targeted intervention area
 - maintain the existing block pattern of small lots, and extend either 126th Street or 127th Street to Capitol Drive, south of Lisbon Road.
- Infrastructure. Several recommendations dealt with assuring that public and private utilities serves the community. Among these were recommendations to coordinate fiber optic infrastructure with all roadway construction projects, and to invest in critical flooding relief.
- Development Standards. The plan encourages adoption of development standards which encourage compact development. Specifically, the plan addresses the existing standards and recommends to “consider amending and strengthening the Non-Residential Development Standards with an approach to site planning that emphasizes sense of place through the physical definition of public spaces, building proximities that promote pedestrian activity, a consistent palette of materials, shared stormwater and parking solutions and other appropriate site planning strategies.”

The *124th Street and Capitol Drive Neighborhood Plan (Phase I)* was adopted in October of 2004. The plan is supported by a market analysis offering options for large-format retail or a node of home furnishings and home improvement retailers. It identifies retail development as the desired use in the area south of Capitol Drive, with home-related retail establishments accommodated north of Capitol Drive, in an area designated for retail/industrial/showroom. Further north, the Lisbon Road frontage is designated for industrial uses.

In March of 2007 the City of Brookfield adopted a master site development plan for the area immediately south of Lisbon Road. That planning report was prepared for a redevelopment area bounded by Capitol Drive, 124th Street, Lisbon Road, and 128th Street. Plans for the redevelopment area south of Lisbon indicate an improvement to circulation patterns, with a connection to Capitol Drive from 126th Street and 127th Street. These plans indicate an increased amount of retail, with some retail/industrial uses in the northwest portion of the site. The plan identifies a need for substantial investment from the City of Brookfield to encourage redevelopment. It recommends establishing a very high standard of landscape and building design.

The City of Brookfield is currently in the process of preparing a detailed analysis of infrastructure and economic feasibility for redevelopment of the area south of Lisbon Road. This analysis is anticipated to be completed in 2007.