

THESE ARE THE MINUTES OF THE **CALHOUN ROAD SOUTH NEIGHBORHOOD PLAN TASK FORCE** MEETING HELD ON THURSDAY, NOVEMBER 16, 2000, AT 6:00 PM, IN THE SENIOR COMMUNITY CENTER MULTI-PURPOSE ROOM WITHIN CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN.

MAYOR KATHRYN BLOOMBERG IN THE CHAIR.

TASK FORCE MEMBERS PRESENT: Mayor Kathryn Bloomberg, John Flanner, Alderman James Heinrich (Ex Officio), Alderman Michael Jakus, Beverly Siligmuller, Jon Hammes, Michael Faber, Anne Kruehl (Ex Officio), Robert Greco, Ed Friede (Ex Officio), Lary Elliott, David Raysich, J. Nathan Cunniff, James Dwyer (Ex Officio), Dean Marquardt (Ex Officio).

TASK FORCE MEMBERS ABSENT AND EXCUSED: Blane Dexheimer, Gary Evans (Ex Officio).

ALSO PRESENT: Alderman Howard Washechek, Alderwoman Kari Clappier, Alderman Thomas Schellinger, Plan Commissioner Richard Brandt, Director of Community Development Dan Ertl, Director of Public Works Tom Grisa, Neighborhood Planner/Designer Carrie Johnson, Lead Consultant Paris Rutherford (RTKL Associates Inc.), Sub-Consultant James Jodie (Parsons Brinckerhoff).

Mayor Bloomberg welcomed all individuals in attendance.

2. **Vision Statement, Call for Action, and Role of Task Force.**

Mayor Bloomberg began the meeting with a brief introduction of the Calhoun Road South Neighborhood Plan project to the Task Force.

She thanked the Task Force for willing to participate in the process, and stated that she was impressed with the credentials of the Task Force members – especially since this project is not easy issue. She continued by stating that the difficult decisions in other aspects of the Task Force members' lives will help in this planning process. The challenge is to talk about life in the next 20 years in a positive way. Do we want to be bold, creative, aggressive, or protective – or can we do all of those things?

Mayor Bloomberg has tremendous confidence in this Task Force – and previous Task Forces – making recommendations to make serious progress towards plan implementation and turning those thoughts into reality.

1. **Introductions**

Task Force Members in Attendance

- John Flanner, business owner and resident
- Alderman James Heinrich, District 6. Stated that he felt it was important to provide his input at Task Force level, instead of the Common Council level.
- Alderman Mike Jakus, District 3/Board of Public Works
- Beverly Siligmuller – YWCA of Waukesha Executive Director and Tanglewood Subdivision resident.
- Jon Hammes, Brookfield Lakes Corporate Center
- Michael Faber, Citizen Member of Plan Commission. Stated that it was his role to help bring the Plan Commission's point of view to the Task Force. His goal is to have a unified voice among the Task Force members because he feels that the Common Council will take the decisions more seriously. Mr. Faber has architecture and real estate development backgrounds.

- Anne Krueel, Principal, Swanson Elementary School
- Robert Greco, Rubywood Subdivision resident and Wisconsin Electric Power Company (WEPCO) employee. As a Project Manager with WEPCO, he interacts with the public as part of his job.
- Ed Friede, Systems Planning Manager – Wisconsin Department of Transportation. He is a long-range transportation planner for Southeastern Wisconsin.
- Lary Elliott, Engineer (owns his own business) and is a 30-year resident of Greenfield Heights Subdivision
- David Raysich, resident and architect. He has provided design services to the Elmbrook School District and Elmbrook Hospital.
- J. Nathan Cunniff, M & I Northern Bank employee and resident
- James Dwyer, Chairman of Waukesha County Board

Others in Attendance

- Jim Jodie, Parsons Brinckerhoff (engineering sub-consultant of RTKL Associates Inc.)
- Alderman Howard Washechek, District 6
- Alderman Thomas Schellinger, District 7
- Dick Brandt, Plan Commissioner
- Alderwoman Kari Clappier, District 7
- Tom Grisa, Director of Public Works
- Dean Marquardt, Director of Administrative Services
- Dan Ertl, Director of Community Development
- Paris Rutherford, RTKL Associates Inc. (planning and urban design lead consultant)
- [Carrie Johnson, Neighborhood Planner/Designer]

4. **Background and Overview of Year 2020 Master Plan.**

Dan Ertl began by stating that he appreciated the willingness of the members to be involved in the Task Force. He continued by stating that the Common Council adopted the *Brookfield Year 2020 Master Plan* about one year ago. The Plan established that the City of Brookfield is moving from a developing community to a developed community.

A *Year 2020 Master Plan Executive Summary* was included in the informational packets distributed prior to the meeting. A videotape summary of the final presentation of the *Year 2020 Master Plan* was distributed after the packets. The video was a shortened version of the 45-minute original – the full-length version can be made available if anyone wished to see it.

The following were addressed during Mr. Ertl's PowerPoint presentation:

City of Brookfield Community Vision:

- Premier Commercial Center
- Housing Location of Choice
- Superior Schools
- Stable Center
- Balance Transportation and Land Uses
- Public Amenities
- Managed Growth

Balanced growth:

- Target and concentrate commercial areas
- Offsets increasing costs for servicing residential
- Most of community unchanged

Ten Targeted Intervention Areas:

A map was shown that illustrated the Bluemound Road Corridor as one of the Targeted Intervention Areas identified in the *Year 2020 Master Plan*, which requires a neighborhood level plan for the area.

Year 2020 Master Plan Challenges and Opportunities:

- Bluemound Corridor: Services, Goods, and Jobs
- Bluemound Traffic Problems - Peak Hours
- Remaining Open Lands
- Constrain Redevelopment

Year 2020 Master Plan Recommendations:

- Grid of Streets
- Protect Neighborhoods and Pedestrian Connections
- Additional Study: *I-94 Interchange and East/West Roadways*
- Accommodate Expansion of Brookfield Square

Calhoun Road South Neighborhood Plan Study Area:

A map was shown that illustrated the Study Area boundaries for the Calhoun Road South Neighborhood Plan.

5. **Preliminary “Goal/Vision, Objectives, Strategies, and Assumptions: Node Land Use and Transportation Plan for Calhoun Road South, Bluemound Road, and Interstate 94” – comments from the Task Force.**

Dan Ertl continued by discussing the preliminary goal/vision, objectives, strategies, and assumptions, for the neighborhood plan. [Mr. Ertl’s PowerPoint presentation, continued.]

Preliminary Vision/Goal:

The area will have a balanced mix of land uses, provide a variety of transportation options, accommodate traffic in a safe and effective manner, protect existing single family residential neighborhoods, incorporate high-quality development and redevelopment, and address issues from local and regional perspectives.

Preliminary Objectives:

- Mixed Land Use
- Transportation Options
- Traffic Networks
- Neighborhood Stability
- Development and Redevelopment
- Local and Regional Needs

Preliminary Assumptions:

- Calhoun Road - 4 Lanes Divided
- “No New Interchange” Scenario: *New streets and improve Moorland Road Interchange.*
- I-94 is a 6-Lane Highway
- Bluemound Road – six through lanes maximum and the two auxiliary should remain.
- Brookfield Square must remain competitive
- Endicott Park Expansion
- Level of Service be not below “D” for non-peak hours and not below “E” for peak hours.
- WTMJ access
- Phasing of Development and Redevelopment based on traffic improvements or infrastructure needs.

3. **Presentation by Paris Rutherford of RTKL Associates Inc., the consulting firm that is preparing the Calhoun Road South Neighborhood Plan for the City.**

Paris Rutherford began his presentation by stating that RTKL is nowhere near the stage of having plans ready for the neighborhood plan. They are in the information gathering stage of the planning process.

[The following was addressed during Mr. Rutherford's PowerPoint presentation.]

Mr. Rutherford continued by providing an introduction to his firm's planning process. RTKL has national experience on projects like the Calhoun Road South Neighborhood Plan, and has dealt with similar – and charged – issues. He thinks it is good that there is excitement over this project.

A land use and transportation plan is about healthy concerns, such as:

- “What will happen to my neighborhood, my values, my opportunities, etc.?”
- “How will my lifestyle be impacted?”

This study area will change with or without the neighborhood plan. RTKL is concerned with how the community wants to grow and/or change. Also, RTKL is big on identity. A community's identity can play a role in attracting national tenants to Brookfield Square. RTKL will assist the community with the aforementioned questions. The terms “land use” and “transportation” are byproducts of community identity.

RTKL Associates Inc., Parsons Brinckerhoff, and Economics Research Associates (ERA), make up the consulting team to help Brookfield through the process of the Calhoun Road South Neighborhood Plan. The team is comprised of planners, engineers, and market analysts. Their respective areas of expertise will help provide an educated guess for the next 10 years or so.

RTKL's “Tried and True” Process:

- Deal with site-specific issues.
- Complement existing neighborhoods.
- Look at conservative, moderate, and aggressive alternatives. An aggressive alternative could be good from a tax generation perspective, but not good from an identity perspective.
- Be visionary yet realistic – the goal is to focus on implementation.
- Could live and work and play in same area.
- An interchange changes the real estate dynamics of the developable land – no matter where the new interchange goes.
- Use a collaborative approach towards reaching the desired plan.

RTKL's Approach:

- Already had orientation meeting with City staff.
- Currently going through analyzing the physical study area.
- Find and analyze case studies (both successes and failures).
- Issues, opportunities, and constraints; market perspective; and community perspective – say, 10 years from now.
- Alternatives based on the community's comments on identity.
- Traffic engineering analysis.
- Public Open House. Utilizing conservative, moderate, and aggressive ideas; creating non-perfectly-drawn drawings; and providing lots of drawings for people to react to.
- Present ideas to decision-makers.
- Write a newsletter to inform the broader community.
- Final planning – hopefully based on consensus – probably a little piece of many plans.

Neighborhood Plan Schedule Overview:

- Visioning Workshop on December 13th – talking about what the plan should represent.
- Open house with preliminary options based on feedback from the visioning workshop.
- Complete the Plan in May 2001.

Community Visioning Workshop:

- Boards with multiple photos.
- Thought process, use, identity, and image – all are elements of the workshop.
- Landscaping, land uses (retail, residential, civic, etc.) – a range of images of various intensities, styles, and approaches.
- Vote with dots – may have six dots for 50 images, and then have to use those six dots to choose your top six choices of the 50 images.
- Vote on what existing elements you like – and what you don't like – within the study area.
- Images are based on identity, not on the interchange.

Case Studies:

- Outside Tampa, Florida – the community wanted an identity of place. The area was adjacent to a mall and a highway. The participants agreed on the identities of place.
- High Intensity – Lenox Square, one of the most successful malls in America, is in an edge city of Atlanta. Maybe 15 years ago it was similar to where we [Brookfield] are today.
- Corridor – Preston Road in Texas. How to make the street look better.
- Bluemound Road isn't the prettiest street Mr. Rutherford has seen.
- Revitalize Brookfield over time and look at existing facilities for revitalization priorities.
- District – make an identifiable area in the City.
- Partnerships make plans work at an infrastructure level.
- Reston Town Center, Reston, Virginia – a bedroom community of Washington DC. The community wanted a “downtown”.
- Brea, California – less intensity than Reston Town Center. Two to three story buildings, a cinema, etc.
- Be inventive in the approach.

Elements of Success:

- Regional access and visibility.
- Local context. Edges and seams (neighborhoods) of the corridor – work them into the community fabric.
- Environmental quality. Make “people” places.
- Market-based realism.
- Implementation.

Common Traits of Successful Communities:

Provide a place for communities to get together. As you drive through the area in the next couple of weeks – look for “identity”. Where do you want to be in the future?

A Sample of the Successful Communities' Key Words Listed on the Screen:

- Internalized
- External
- Self-policing
- Neighborhood focus
- Connectivity between uses, areas, and districts
- Happening day and night
- Visible
- Successful
- Live/work/shop/play
- Housing options
- Authentic*
- Memorable*

* “Authentic” and “Memorable” are the most important words in Mr. Rutherford's opinion.

Community Visioning Workshop:

- Will include the Calhoun Road South Task Force and others within the community.
- “Fight the Interchange” signs mean that people are passionate of their environment – which is a positive thing for the planning process.
- The workshop will be highly structured with many more people than are at the Task Force kickoff meeting.

6. **Establish future Task Force meeting schedule and expectations for future meetings.**

Mayor Bloomberg announced that the Task Force may visit over dinner. Before the Task Force adjourned, RTKL and staff wanted to see if a Community Visioning Workshop for the evening of Wednesday, December 13, 2000, worked for everyone. It appeared to work for everyone in attendance, except Mr. Greco.

It was mentioned to the Task Force that Wednesdays and Thursdays work the best for both RTKL and other City of Brookfield meeting schedules.

The Mayor stated that during the planning process, City staff will do the bulk of the work and put a lot of time and effort into the process. The Task Force should think of places they've been and liked or thought were special. Call Carrie Johnson if a Task Force member finds something in any community that he/she likes, or how something works, and staff will get some background information on it.

7. **Adjourn**

The meeting adjourned at 7:00 pm. A dinner was provided for the Task Force before the 7:30 pm, *Interstate 94 Interchange Feasibility Study* presentation to a joint Common Council, Plan Commission, Board of Public Works, and Calhoun Road South Task Force, meeting.