

Redevelopment Plan for the

BLUEMOUND ROAD CORRIDOR



TOWN OF BROOKFIELD
WISCONSIN

Adopted by Town Board On July 1, 2008

ACKNOWLEDGEMENTS

TOWN BOARD

Keith Henderson, Chair

Robert Flessas

Dan Shea

John Schatzman

Patrick Stroebel

PLAN COMMISSION

Keith Henderson, Chair

Robert Flessas

Gordon Gaeth

Lynn Reynolds

Len Smeltzer

Kevin Van Kirk

Brian Eckelman

STAFF

Rick Czopp, Town Administrator

Gary Lake, Building Inspector

PREPARED FOR:

Town of Brookfield, Wisconsin
645 North Janacek Road
Brookfield, WI 53045



PREPARED BY:

Vierbicher Associates, Inc.
999 Fourier Drive Suite 201
Madison, Wisconsin 53717

DRAFT Prepared On: 10.23.06

Last Edited On: 6.12.08

Adopted On:

TABLE OF CONTENTSⁱⁱ

EXECUTIVE SUMMARY

CHAPTER ONE: OVERVIEW OF PROCESS

CHAPTER TWO: INVENTORY AND ASSESSMENT

- Regional Economy
- Hypothetical Development Scenarios
 - Land Use
 - Circulation
 - Urban Design
 - Infrastructure

CHAPTER THREE: STAKEHOLDER PARTICIPATION

- Plan Commission Design Exercise

CHAPTER FOUR: GOALS AND OBJECTIVES

- Economic
- Land Use
- Circulation
- Design Guidelines

CHAPTER FIVE: REDEVELOPMENT PLAN

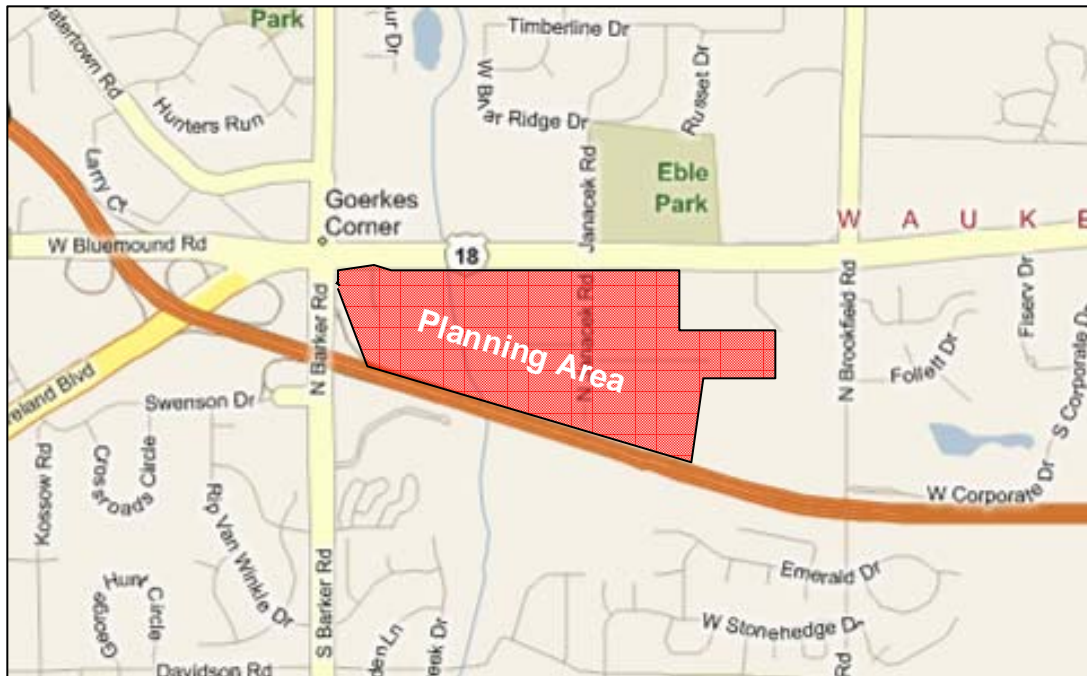
- Vision
- Circulation & Transportation
 - Land Use
 - Open Space
 - Design Vision
- Conceptual Layout Map

CHAPTER SIX: IMPLEMENTATION

- Re-Zoning
- Circulation Infrastructure
- Design Guidelines

The Planning Area is located in the Town of Brookfield, between two major transportation routes, with excellent visibility from both, and along one of the busiest retail corridors in the state. Despite its desirable location, up until now the area has seen relatively little new private investment and remains a diverse mix of uses that lack interconnectedness or cohesion. The Town and property owners see great potential in the subject area for a successful mixed-use development which works together and takes advantage of the excellent location and visibility. Primary objectives of this plan and process are:

- Promote redevelopment of underutilized properties within the Planning Area
- Improve inter-connectedness of the Planning Area and the surrounding retail
- Improve vehicular and non-motorized traffic flow within the Planning Area
- Achieve higher utilization of property



PLANNING PROCESS

The process for this redevelopment plan was designed to foster stakeholder input and investment in the plan. With input and buy-in, the plan is likely to be implemented in a cooperative and efficient manner. Below is an overview of the steps that were taken during the planning process:

- On September 13, 2006 staff from the Town and Vierbicher Associates met to discuss the objectives of the project, limits of boundary and outline of planning process.
- On September 29th, 2006, Vierbicher staff met with the Wisconsin Department of Transportation to discuss planned traffic improvements along Bluemound Road.
- Stakeholder interviews were conducted with five primary property owners in the redevelopment area to gain a perspective on what they like about the area, and what they would like to see happen in the future.
- On October 23rd, 2006, the Plan Commission reviewed the assessment and existing conditions inventory, discussed initial redevelopment ideas and conducted a design review exercise.
- On November 20th, 2006, the results of the assessment and initial redevelopment ideas were reviewed at a special joint meeting of the Town Plan Commission and Town Board.
- On May 10th, 2007, a Public Planning Forum was held from 4:00 pm to 7:00pm at town hall.
- The draft Redevelopment Plan was presented to the Town Plan Commission on _____.
- The draft Redevelopment Plan document was presented to the Town Board on October 2, 2007; however, no action was taken at this time. The final Plan document was adopted by the Town Board on _____, 2008.



REGIONAL ECONOMIC ASSESSMENT

Historic Real Estate Growth

The Town of Brookfield's total assessed property value is more concentrated in the commercial and manufacturing sectors than Waukesha County and the State of Wisconsin as a whole. Bluemound Road accounts for most of this valuation as it is one of the premier retail corridors in the Milwaukee area. However, between 2000 and 2006, the Town experienced only a 52% increase in equalized value compared to 70% for Waukesha County and 65% for Wisconsin.

The slower growth of equalized values is due to the Town of Brookfield's lagging commercial and residential property values when compared with the State and County increases. While commercial growth on Bluemound Road has been strong, the Town's I-94 frontage, and especially the segment in the subject area, has seen little new growth over the past several years. This is particularly striking because the County as a whole is experiencing significant new commercial and office growth along the I-94 corridor.



Changes in Equalized Value by Category 2000-2006 (Values in Millions of Dollars)

	Town of Brookfield					Waukesha County					State of Wisconsin				
	2000 Value	% of Total	2006 Value	% of Total	00-06 % Cng	2000 Value	% of Total	2006 Value	% of Total	00-06 % Cng	2000 Value	% of Total	2006 Value	% of Total	00-06 % Cng
Residential	344.5	50%	525.1	50%	52%	21,622	76%	37,785	78%	75%	196,704	71%	340,218	74%	73%
Commercial	310.0	45%	482.5	46%	56%	5,534	19%	9,090	19%	64%	50,436	18%	81,939	18%	62%
Manufacturing	35.1	5%	41.3	4%	18%	1,119	4%	1,367	3%	22%	9,869	4%	11,832	3%	20%
Other	2.8	0%	3.0	0%	7%	295	1%	266	1%	-10%	20,205	7%	24,553	5%	22%
Total	692.4	100%	1,051.8	100%	52%	28,572	100%	48,509	100%	70%	277,214	100%	458,541	100%	65%

Source Data: Wisconsin Dept. of Revenue, Equalized Value of Property in Wisconsin by Property Classification. Data files provided by the Bureau of Research and Analysis

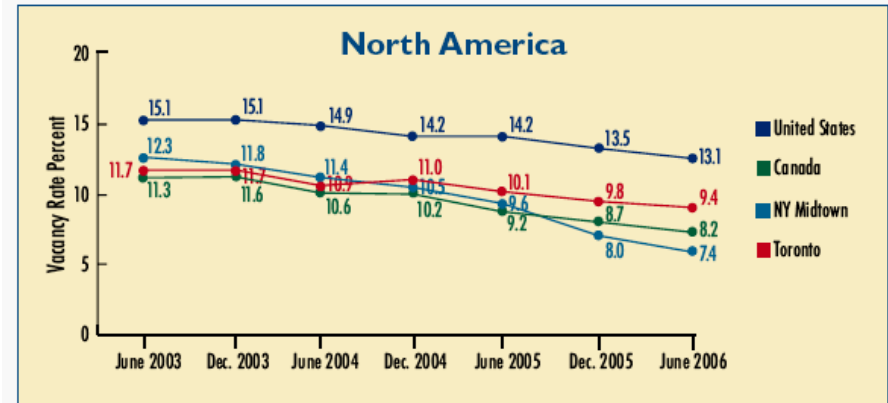
Office Market

Nation-wide, the absorption of office space has been outpacing the creation of new space for several years. Over the last three years this has created decreasing vacancy rates across the country. As of June 2006, the nation-wide vacancy rate for office space was 13.1% (see chart to right).

The tables to the right show trends in total market size, new supply, absorption, vacancy rates, and rental prices for downtown and suburban Milwaukee office markets. As the tables show, the Milwaukee office market has an even lower vacancy rate than the national average. At the end of 2005, the downtown vacancy rate was 11.9% and the suburban Milwaukee vacancy rate was 8.9%.

The Milwaukee office market is heading in a positive direction, especially when compared to the rest of the country. Nationwide, downtown vacancy rates have gone from 8.5% in 1999 to 13.1% in 2005 with rental prices decreasing from \$36.81 to \$34.96 over the period. Suburban markets have gone from 10% vacancy to 13.8% over the same period with rental rates dropping from \$26.53 to \$24.04. In contrast, the Downtown Milwaukee and Suburban Milwaukee vacancy rates have actually decreased since 1999 and rental rates still remain below national averages.

Despite the strong office market in the greater Milwaukee area, the City of Brookfield appears to be experiencing a softening market. According to a November, 2005 Milwaukee Business Journal article, the City had a 15% vacancy rate equally approximately 900,000 square feet. One threat to the suburban Milwaukee office market is the redevelopment and revival of Downtown Milwaukee, and the possibility of companies moving back to the central business district. This occurred with Roundy's leaving Pewaukee in 2003 and Manpower is currently in the process of leaving Glendale for a downtown location.



Downtown Milwaukee Office Space Supply & Rents

	Inventory (SF)	New Supply (SF)	Absorption (SF)	Vacancy Rate (%)	Class A Rent (\$PSF)
1999	13,379,000	167,000	105,000	15.7%	
2000	13,494,000	115,000	74,000	15.0%	23.50
2001	13,494,000	-	(976,000)	14.5%	23.00
2002	13,689,000	195,000	250,000	9.3%	23.00
2003	14,210,000	521,000	1,003,000	10.7%	23.00
2004	14,210,000	-	121,000	9.9%	22.00
2005	14,210,000	-	(1,029,000)	11.9%	22.00

Suburban Milwaukee Office Space Supply & Rents

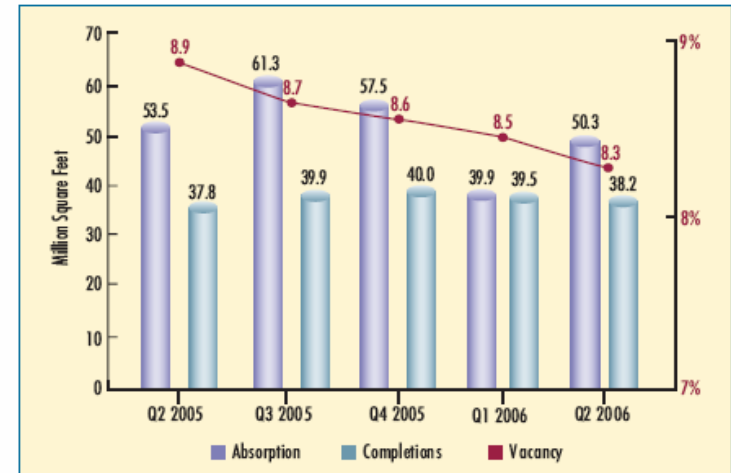
	Inventory (SF)	New Supply (SF)	Absorption (SF)	Vacancy Rate (%)	Class A Rent (\$PSF)
1999	42,851,000	550,000	110,000	9.2%	
2000	43,368,000	517,000	318,000	9.1%	21.50
2001	43,962,000	594,000	371,000	1.5%	21.00
2002	44,168,000	206,000	-	11.9%	21.00
2003	44,668,000	500,000	918,000	10.8%	21.00
2004	44,168,000	500,000	1,398,000	8.3%	21.00
2005	45,190,000	22,000	(341,000)	8.9%	21.00

Industrial Market

The national market for manufacturing and warehouse space is strong, and the Milwaukee market is above average. The chart to the right shows absorptions and new completions for the last five quarters. Demand exceeded supply in every quarter, with nation-wide vacancy rates dropping from 8.9% to 8.3%. The Milwaukee market is even tighter with a vacancy rate of 7.5% as of June, 2006. The total Milwaukee market is estimated at 273.1 million square feet (sf), of which approximately 20.5 million sf are available. In the first half of 2006, 200,000 sf were absorbed from the market and 1,050,000 new sf were added.

Industrial space in the Milwaukee market is selling for about \$52 per sf and rental rates remain very affordable. The table to the right shows rental lease rates per square foot for different categories of industrial use compared to the national averages. Specialty light industrial space, such as flex space and tech/R&D, is renting for more than double normal warehouse space prices nationwide, but prices are only marginally higher in the Milwaukee market.

U.S. Industrial Market Q2 2005 – Q2 2006



Lease Rates/sq ft	Warehouse/ Distribution	Bulk Space	Flex/Service Space	Tech/R&D Space
Milwaukee Market	4.20	3.90	5.25	5.50
US Averages	5.13	4.45	8.95	10.61



Retail Market Overview

The Milwaukee area's retail market is strong. The average household income in the Milwaukee market is higher than the national average and the cost of living is lower, leaving more room for retail expenditures.

Nationally the retail market has been strengthening and Milwaukee has remained close to national averages in key market indices. Marcus & Millichap's 2006 Annual Report of 42 metro markets said the following about the Milwaukee Market:

- 2006 Vacancy rates have been decreasing for the last four years and were at 9.1% compared to the national average of 8.7% (see chart to the right).
- By the end of 2006 asking rents are expected to reach \$15.06 per sf, up 2.6% from one year earlier. Nationally, asking rents were expected to rise 3.2%.
- Employment growth in Milwaukee is expected to grow at 1.4%, compared to 1.8% growth nationally. Milwaukee's high-paying professional and business services sector employment was expected to grow at 4.6%.
- New retail space added in 2006 was projected at 900,000 sf, which is down 33% from 2005 and will help tighten the market and decrease vacancies.

Local Retail Demand and Supply

To study the local market, demographic and retail expenditure data was collected for the area surrounding and including the redevelopment study area. The data were collected for 1-, 3-, and 5-mile rings from the intersection of Bluemound and Janacek Roads. Although these study areas do not match the redevelopment area boundary nor the local trade area, they are the format most useful for a retail market assessment because rings are how prospective businesses usually classify their site requirements.

Milwaukee Market Asking Rent and Vacancy Trends



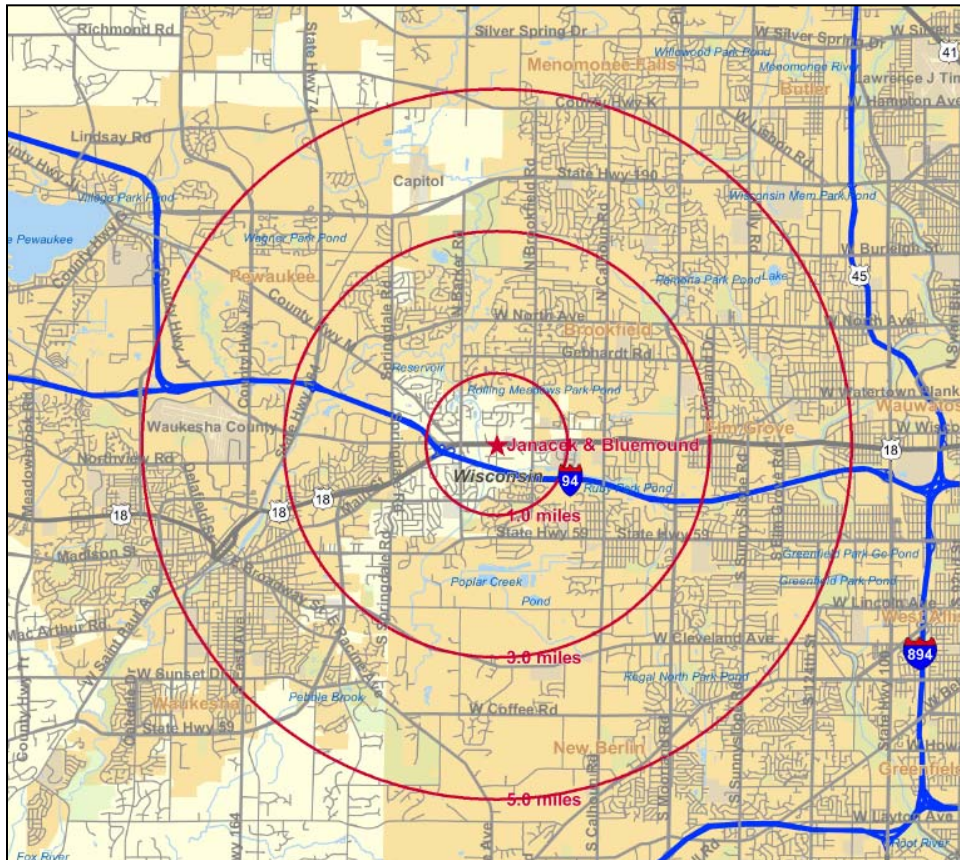
Chart Source: Marcus & Millichap 2006 Annual Report



Demographic Overview

The map below shows the study area, and the table to the right shows the basic demographic information for the population within each ring. Of particular interest is the very high median household incomes, and the high average home values signally an overall high level of household wealth.

Study Areas of 1, 3, and 5 Mile Rings From Janacek & Bluemound Roads



Category	1 Mile	3 Miles	5 Miles
2006 Total Population	5,030	37,226	117,141
2011 Total Population	5,207	38,709	121,813
2006 - 2011 Annual Rate	0.69%	0.78%	0.79%
2006 Households	2,324	14,881	47,041
2006 Average Household Size	2.11	2.46	2.43
2011 Households	2,435	15,661	49,539
2011 Average Household Size	2.08	2.44	2.4
2006 - 2011 Annual Rate	0.94%	1.03%	1.04%
2006 Housing Units	2,428	15,406	48,831
Owner Occupied Housing Units	64.1%	71.4%	70.0%
Renter Occupied Housing Units	31.6%	25.2%	26.4%
Vacant Housing Units	4.3%	3.4%	3.7%
2011 Housing Units	2,541	16,198	51,384
Owner Occupied Housing Units	63.5%	71.1%	69.5%
Renter Occupied Housing Units	32.3%	25.6%	26.9%
Vacant Housing Units	4.2%	3.3%	3.6%
Median Household Income			
2000	\$62,253	\$64,702	\$59,365
2006	\$75,732	\$79,463	\$73,347
2011	\$85,905	\$93,428	\$85,506
Median Home Value			
2000	\$199,895	\$181,799	\$163,104
2006	\$312,179	\$282,279	\$251,860
2011	\$397,442	\$364,172	\$322,369
Per Capita Income			
2000	\$34,964	\$35,270	\$30,641
2006	\$44,156	\$44,478	\$39,402
2011	\$54,486	\$56,038	\$49,250
Median Age			
2000	46.0	40.3	39.0
2006	49.0	43.1	41.2
2011	50.1	44.2	42.0



Household Lifestyle Profiles

Through analysis and grouping of key household demographic data, profiles can be created to understand the general lifestyles of the people within a geographic area. Most important are income, age, education, level of racial diversity, and level of urbanization. These profiles are generalizations to assist retailers in locating customers that fit their image and product mix. ESRI's Community Tapestry datasets includes 65 unique lifestyle segments. The three most common profiles of the households located within one-mile of the Bluemound / Janacek intersection are: 1. Exurbanites, 2. The Elders, and 3. Urban Chic.

They are described by ESRI as follows:

Exurbanites

Open areas with affluence define Exurbanites neighborhoods and the resident households. Median home value is currently approximately \$235,000, with a median household income of more than \$80,000. Homeowners are older, primarily empty nesters, and professionally employed; many residents work from home. Their financial health is a priority as they near retirement; they consult financial planners and track their investments online. For leisure, they enjoy dining in fine restaurants, reading, and participating in physical activities including golf, boating, and hiking.

The Elders

The Elders residents' median age of 73.4 years represents Community Tapestry's oldest market. The highest concentration of retiree residents prefer communities designed for senior living, primarily in warm climates. Half of these households are located in Florida, and 30 percent are situated in Arizona or California. Approximately 80 percent of households collect Social Security benefits; 48 percent receive retirement income. These residents are members of veterans' clubs and fraternal orders. Health conscious, they take vitamins, visit doctors regularly, and watch their diets. Leisure activities include traveling, working crossword puzzles, fishing, attending horse races, gambling at casinos, going to the theater, and dining out. They play golf, listen to golf on the radio, and watch tournaments on The Golf Channel. Their daily routine includes watching TV and reading newspapers.

Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$633,000. Married couple families and singles comprise most of these households. The median age is 41.4 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to buy concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, all-talk, or public radio programs. Civic minded, many residents would probably volunteer in their community.

Retail Expenditures

The chart to the right contains selected retail spending potential estimates for the households within the 1-, 3-, and 5-mile rings identified on the previous page. A more detailed table with additional categories is included in the appendix. The index compares local households to the average national level of spending in each category. Total expenditures are also listed for each of the three rings.

The data show significant amounts of retail spending within all three distance rings. The households within 1-mile are estimated to spend over \$26 million on food, \$11 million on entertainment & recreation, and \$6 million on apparel and accessories.

The households within one mile are also estimated to spend far more than the national average in almost every category, except apparel and services, as indicated by the Spending Potential Index column. This is particularly impressive because the one mile ring contains much open space, right of way and non-residential uses. The homes that are present make up for this with very high average incomes.

Nearly every retail category shown has sufficient retail demand to support a new business if it could capture a significant portion of the market. However, capturing market share in this area is difficult because competition from other nearby retail is strong, and many retail categories are already over-supplied.

2006 Retail Expenditures by Local Households Estimates

	Spending Potential Index	Average Amount Spent (HH)	Total Expenditures		
			1 Mile	3 Miles	5 Miles
Apparel and Services	101	\$2,745.58	\$6,380,724	\$46,615,885	\$130,686,093
Computers & Accessories	143	\$368.56	\$856,529	\$6,146,033	\$17,138,951
Education	133	\$1,498.21	\$3,481,849	\$27,057,764	\$76,108,189
Entertainment & Recreation	145	\$4,779.86	\$11,108,405	\$77,738,742	\$215,467,840
Food					
Food at Home	136	\$6,703.41	\$15,578,734	\$109,416,962	\$307,295,282
Food Away from Home	137	\$4,555.46	\$10,586,886	\$76,591,442	\$215,146,903
Health Care	155	\$5,715.47	\$13,282,758	\$83,724,458	\$230,910,491
Household Furnishings and Equip	131	\$2,884.68	\$6,704,007	\$46,512,431	\$128,336,100
Investments	235	\$10,972.38	\$25,499,810	\$143,747,412	\$372,866,588
Total Retail Goods	134	\$34,886.30	\$81,075,755	\$565,253,762	\$1,576,465,257
Shelter	147	\$20,978.86	\$48,754,864	\$345,933,571	\$961,080,465
TV/Video/Sound Equip	136	\$1,482.16	\$3,444,532	\$24,703,580	\$69,443,813
Travel	157	\$2,811.14	\$6,533,087	\$44,400,185	\$122,031,607
Vehicle Maintenance & Repairs	145	\$1,554.73	\$3,613,194	\$24,873,647	\$69,232,013

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.

Retail Supply and Demand

The table to the right summarizes the retail supply and demand for businesses classified by their NAICS business classification for the 1-, 3-, and 5-mile radii around the Planning Area. It shows total retail supply (estimate of goods sold by businesses within radii) total retail demand (purchases made by households within radii) and a leakage or surplus percentage. If the leakage/surplus number is negative, it indicates local businesses are capturing a percentage of sales from households not within the corresponding radius.

Retail Supply & Demand Summary				
Category	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	
1 Mile	Total Retail Trade and Food & Drink	\$205,866,627	\$94,267,295	-37.2
	Total Retail Trade (NAICS 44-45)	\$153,833,399	\$79,794,400	-31.7
	Total Food & Drink (NAICS 722)	\$52,033,228	\$14,472,895	-56.5
3 Miles	Total Retail Trade and Food & Drink	\$952,733,512	\$632,139,198	-20.2
	Total Retail Trade (NAICS 44-45)	\$816,814,985	\$533,842,456	-21.0
	Total Food & Drink (NAICS 722)	\$135,918,527	\$98,296,742	-16.1
5 Miles	Total Retail Trade and Food & Drink	\$1,846,506,714	\$1,759,130,120	-2.4
	Total Retail Trade (NAICS 44-45)	\$1,613,672,893	\$1,485,882,087	-4.1
	Total Food & Drink (NAICS 722)	\$232,833,821	\$273,248,033	8.0

These data have a different source and classification category than the Retail Expenditure data shown on the previous page. They indicate demand for particular types of businesses instead of goods. A general merchandise store like Target for example would offer virtually every category of the retail goods shown in the table on the previous page.

- Overall, the data indicate businesses within 1 mile capture 37.2% of their sales from non-local households. This is not surprising given Bluemound Road is a regional shopping corridor.
- At the 3-mile level, 20.2% of retail sales come from outside the area.
- At the 5-mile level, retail supply and demand is nearly even with 4.1% of retail sales being captured from non-local households and 8% of food and drink expenditures by local households being leaked to non-local businesses.

A more detailed table with sub-categories of retail businesses is on the following page.

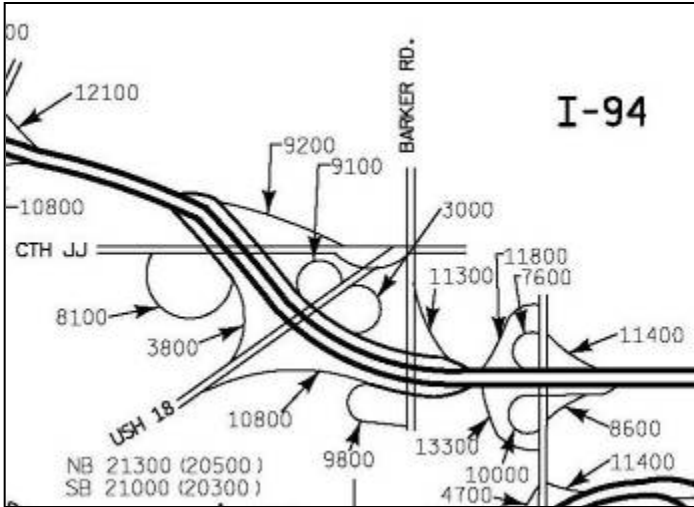
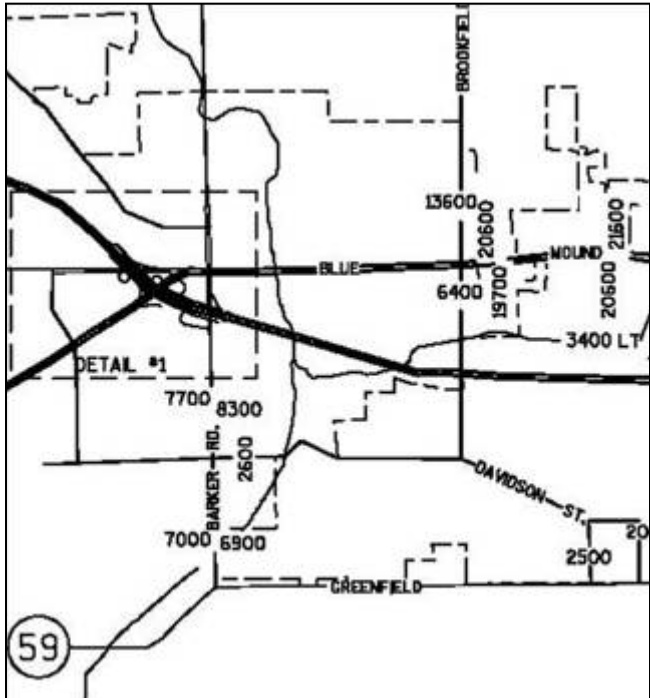
Select Retail and Service Business Categories By NAICS Code	1-Mile			3-Mile			5-Mile		
	Supply (Retail Sales)	Demand (Retail Potential)	Unmet Demand (Over-Supply)	Supply (Retail Sales)	Demand (Retail Potential)	Unmet Demand (Over-Supply)	Supply (Retail Sales)	Demand (Retail Potential)	Unmet Demand (Over-Supply)
4413: Auto Parts, Accessories, and Tire	\$608,359	\$1,155,300	\$546,941	\$11,461,888	\$7,614,897	(\$3,846,991)	\$21,035,629	\$21,265,500	\$229,871
4421: Furniture Stores	\$5,594,446	\$1,603,250	(\$3,991,196)	\$27,716,290	\$10,802,615	(\$16,913,675)	\$38,872,435	\$29,899,743	(\$8,972,692)
4422: Home Furnishings Stores	\$5,697,485	\$725,992	(\$4,971,493)	\$16,605,596	\$4,781,696	(\$11,823,900)	\$32,374,973	\$12,924,330	(\$19,450,643)
443/4431: Electronics & Appliance	\$17,074,548	\$3,322,195	(\$13,752,353)	\$68,234,751	\$22,384,951	(\$45,849,800)	\$122,870,433	\$61,538,942	(\$61,331,491)
4441: Building Material and Supplies	\$2,371,695	\$2,816,674	\$444,979	\$9,983,368	\$18,340,143	\$8,356,775	\$21,931,508	\$50,113,496	\$28,181,988
4442: Lawn and Garden Equipment	\$1,085,537	\$2,068,409	\$982,872	\$8,723,971	\$13,669,697	\$4,945,726	\$32,718,050	\$37,230,929	\$4,512,879
4451: Grocery Stores	\$4,597,516	\$12,249,285	\$7,651,769	\$26,312,579	\$82,395,682	\$56,083,103	\$120,714,899	\$230,647,047	\$109,932,148
4452: Specialty Food Stores	\$3,459,164	\$249,774	(\$3,209,390)	\$5,070,954	\$1,680,395	(\$3,390,559)	\$5,549,562	\$4,767,520	(\$782,042)
4453: Beer, Wine, and Liquor Stores	\$0	\$692,475	\$692,475	\$2,161,243	\$4,692,597	\$2,531,354	\$11,717,100	\$13,220,714	\$1,503,614
446/4461: Health & Personal Care	\$3,077,469	\$4,191,017	\$1,113,548	\$38,874,535	\$27,231,378	(\$11,643,157)	\$90,660,651	\$76,195,882	(\$14,464,769)
4481: Clothing Stores	\$2,873,950	\$1,451,488	(\$1,422,462)	\$47,480,352	\$9,938,913	(\$37,541,439)	\$78,488,411	\$27,574,961	(\$50,913,450)
4482: Shoe Stores	\$1,278,997	\$180,105	(\$1,098,892)	\$9,078,721	\$1,237,922	(\$7,840,799)	\$11,945,685	\$3,505,474	(\$8,440,211)
4483: Jewelry, Luggage, and Leather	\$435,394	\$410,280	(\$25,114)	\$7,760,742	\$2,789,648	(\$4,971,094)	\$11,649,661	\$7,647,508	(\$4,002,153)
4511: Sporting Goods/Hobby/Musical Instr.	\$9,485,009	\$880,027	(\$8,604,982)	\$35,718,633	\$5,973,353	(\$29,745,280)	\$50,153,297	\$16,493,965	(\$33,659,332)
4512: Book, Periodical, and Music Stores	\$629,125	\$606,784	(\$22,341)	\$9,696,953	\$4,150,919	(\$5,546,034)	\$12,833,154	\$11,712,482	(\$1,120,672)
4521: Department Stores	\$4,088,482	\$3,609,131	(\$479,351)	\$95,205,193	\$24,403,198	(\$70,801,995)	\$117,737,761	\$68,871,313	(\$48,866,448)
4529: Other General Merchandise Stores	\$0	\$7,506,561	\$7,506,561	\$9,794,935	\$50,309,704	\$40,514,769	\$94,291,479	\$139,621,883	\$45,330,404
4531: Florists	\$33,719	\$63,956	\$30,237	\$421,006	\$422,923	\$1,917	\$4,688,380	\$1,157,322	(\$3,531,058)
4532: Office Supplies, Stationery, and Gift	\$1,517,634	\$610,759	(\$906,875)	\$7,334,679	\$4,062,739	(\$3,271,940)	\$12,969,922	\$11,149,687	(\$1,820,235)
4533: Used Merchandise Stores	\$53,451	\$254,859	\$201,408	\$2,923,570	\$1,732,721	(\$1,190,849)	\$8,982,287	\$4,830,608	(\$4,151,679)
4539: Other Miscellaneous Store Retailers	\$3,583,317	\$1,151,051	(\$2,432,266)	\$13,375,934	\$7,647,867	(\$5,728,067)	\$21,506,067	\$21,296,212	(\$209,855)
7221: Full-Service Restaurants	\$43,160,677	\$9,436,246	(\$33,724,431)	\$98,688,957	\$64,023,936	(\$34,665,021)	\$156,957,938	\$176,712,886	\$19,754,948
7222: Limited-Service Eating Places	\$8,143,786	\$3,774,954	(\$4,368,832)	\$34,561,301	\$25,681,013	(\$8,880,288)	\$57,109,559	\$72,158,914	\$15,049,355
7223: Special Food Services	\$569,767	\$974,468	\$404,701	\$1,993,664	\$6,621,262	\$4,627,598	\$14,398,047	\$18,622,319	\$4,224,272
7224: Drinking Places (Alcoholic Bevgs.)	\$158,998	\$287,227	\$128,229	\$674,605	\$1,970,531	\$1,295,926	\$4,368,277	\$5,753,914	\$1,385,637

Tenant Recruitment

Studying the site requirements of national franchises, including population density and traffic flow, provides an understanding of how potential businesses would view the subject area. The table on page 2-11 contains a sample of requirements from franchises that would potentially locate in neighborhood retail centers and currently operate (or are looking to expand) in Wisconsin.

The table lists tenant requirements such as; Gross Leaseable Area (GLA) minimum and maximums, population density minimums, and desired traffic count minimums. The subject area, with an estimated 2006 population of 5,030 within 1-mile, 37,226 within 3-miles, and 117,141 within 5-miles, meets some of the requirements for the retailers listed in the table on the following page. 2002 traffic counts are shown at right.

The table contains several businesses who's site requirements are met by the Planning Area. However, this is just a starting point in their consideration of a site. Another concern would be competition; and most of these categories already have strong competing businesses within the one- and five-mile rings.



Example Chain Store Location Requirements						
Businesses active or looking to expand in Wisconsin in Neighborhood Centers						
Company	GLA Min	GLA Max	Min Pop	Within (miles)	Min Traffic	
Coffee & Juice Bars						
Bernie's Coffee & Tea Co	1,500	2,000	100,000	5	30,000	*
Caribou Coffee	1,600		20,000	na	20,000	
Robeks Fruit Smoothies & Healthy Eats	700	1,200	30,000	2	25,000	
Nutrition						
Now Health	3,400		80,000	3		
Jenny Craig International	1,800	2,000	100,000	3		
Family Meds	2,000	3,500	6,000	1		
Food Markets						
Trader Joe's	8,000	15,000	90,000	5		*
T&C Market	22,000	50,000	10,000	5		*
Fresh Brands (Dicks & Piggly Wiggly)	15,000	68,000	5,000	1		*
Whole Foods	29,000	80,000	130,000	3		
Apparel & Services						
Shopko	14,000	112,000	50,000	3		
Dunham's Athleisure Corp	15,000	50,000	25,000	10	15,000	*
Burlington Coat Factory	22,000	178,000	250,000	5	40,000	
The Men's Warehouse	2,950	50,000	225,000	5		
S&K Famous Brands	3,000	3,600	150,000	7		
Casual Male	3,000	5,000	150,000	10		*
Dot's Inc	5,000		90,000	3		
Chico's FAS	2,500	4,000	150,000	5		
The Dress Barn	4,000	8,000	100,000	3		
Glik Stores	8,000	20,000	8,000	3		*
New Balance Athletic Shoes	3,000		150,000	5		
Famous Footwear	6,000	8,000	100,000	5		*
Children's Orchard	1,200	2,600	100,000	5		*
Miscellaneous						
J.R. Holcomb & Company	3,800	5,000	150,000	10		*
Color Me Mine Enterprises	1,300	2,000	100,000	5		*
Laser Quest	9,500		250,000	5		
Hollywood Video	4,000	7,500	20,000	na	25,000	
Creative Kidstuff Inc	3,000		60,000	3		

Example Chain Store Location Requirements, Continued						
Businesses active or looking to expand in Wisconsin in Neighborhood Centers						
Company	GLA Min	GLA Max	Min Pop	Within (miles)	Min Traffic	
Personal Services						
HCX Salons International, LLC	1,200	1,600	50,000	3	20,000	
Hollywood Tans	2,500		50,000	3		
Martinizing Dry Cleaning	1,600	4,000	10,000	1		
Olan Mills Portrait Studio	1,000		100,000	5		*
Advance America & National Cash	1,200		10,000	3		*
Mail Boxes Etc / UPS Store	800	1,800	20,000	3	20,000	*
FedEx Kinko's	300	3,000	75,000	3		
Sport Clips	1,200		50,000	3	20,000	
Ritz Camera Centers, Inc.	2,000	6,000	100,000	5		*
Dryclean USA, Inc.	1,200	2,500	8,000	1		
Full Service Restaurants						
Buffalo Wild Wings, Inc	5,000	7,000	25,000	3	15,000	*
California Pizza Kitchen, Inc	2,500	6,000	250,000	5		
Bear Rock Café	2,800	3,800	40,000	3	25,000	
Noodles & Company	2,200		15,000	1		
Zyng Asian Grill	2,000	3,000	10,000	1		
Friday's American Bar	2,500	7,200	40,000	3	40,000	
Ruth's Chris Steak House	8,000	9,000	750,000	10		
Hooters of America	4,000	4,500	100,000	10	30,000	*
Chipotle Mexican Grill	1,200	2,800	30,000	2	25,000	
Ground Round	5,000	6,000	50,000	2	30,000	
OSI Partners (Cheeseburger in Paradise, Outback, Flemmings)	6,000	7,500	75,000	5	25,000	*

* Subject Area meets minimum population requirements

HYPOTHETICAL DEVELOPMENT SCENERIOS

To examine the need for additional density within the planning area, it is necessary to consider the financial feasibility of development projects under the current ordinances and conditions. The following proformas represent hypothetical land purchases and developments within the planning area for office, mixed-use retail and residential land uses. The calculations compare the expected yearly cash flows given current allowable density and current lease rates to the required cash flows necessary to finance the project given the actual land, construction and improvement costs.

The proformas then take the required cash flows and project the densities needed to meet that target. It should be noted that the projected density requirements will most likely be an underestimate of actual required densities. This is due to the fact that as building size increases the construction cost per square foot decreases and the total cash flow from rents increase. This means that at some point the increased cash flows will offset the cost to construct and the calculations will break even. Because the break even point will be different for each developer these proformas do not carry the scenarios forward to a point in which the hypothetical scenario will be guaranteed to be profitable. Therefore, it is very likely that maximum floor area ratios of 80% or greater will be required to make projects financially feasible within the planning area.

All of the numbers that are used in the proformas are based on 2007 average current construction costs per square foot.



30,000 square foot office building
www.jetaviation.com



Modular condominium development ;
scalable to fit size requirements
www.atlanticlights.com



Example retail-mixed use structure
www.anokacharettecenter.com

Hypothetical Office Development

Traditional Zoning Ordinance	
Current Zoning	B-3; Office and Professional Business District
Max. Floor Area	30% of total lot area
Parking	1 space per 250 square feet

The accompanying tables depict an office development on a 1.5 acre parcel. Given the current density requirements (FAR of 30%) a developer would be able to construct a 19,600 square foot structure on a 1.5 acre parcel. If a building of that size were to be constructed, the projected costs, included required profit, would amount to approximately \$618,000 year. However, given the lease rates that are common in the Bluemound corridor, a building owner would only be able to collect \$411,600 a year from rents, creating a \$206,000 shortfall between costs and revenue. This scenario calculates that in order to achieve the target cash flow, a developer would need to build, at minimum, a 29,400 square foot structure on a 1.5 acre parcel; which would be equivalent to a floor area ratio of 47%*.

PUD

This and the following examples require development densities that exceed those allowed under current zoning classifications. For this reason, this plan is recommending the use of Planned Unit Developments (PUDs) for future development. PUDs are allowed under Town and County ordinances.

**It is highly likely that the office required density is significantly underestimated and in reality floor area ratios of 85-100% may be needed to make potential projects truly profitable.*

Development Conditions	
Site	1.5 acre or 65,340 sf
Structure Size (max.)	19,600 sf
Parking Stalls	79
Average office rent in the surrounding area (Triple Net)	\$21.00/sf
Investment	30% of total costs
Financing	70% of total costs
Loan Length	20 years
Interest Rate	10% monthly
Required Return (profit)	15%

Development Costs		
		Project Total
Land Purchase	\$750,000 per acre	\$ 1,125,000
Demolition	\$100,000 per acre	\$ 150,000
Cost of Construction	\$185 per square foot	\$ 3,626,000
Land Improvements	\$40,000 per acre	\$ 60,000
Parking Costs	\$8,000 per stall	\$ 632,000
Total Capital Costs to Develop		\$ 5,593,000

Loan and Interest Costs	
Total Capital Costs to Develop	\$ 5,593,000
Amount Invested	\$ 1,677,900
Amount Borrowed	\$ 3,915,100
Yearly Debt Service	\$ (453,379)

Project Cash Flow	
Actual Yearly Cash Flow	\$ 411,600
Target Yearly Cash Flow	\$ 617,865
Project Shortfall	\$ 206,265
Approximate Needed square feet to meet target yearly cash flow	29,422
Approx required Density Per Acre to meet target yearly cash flow	20,000 square feet per acre or Floor Area Ratio of 47%

Hypothetical Condominium Development

The accompanying tables depict a condominium development on a 3.5 acre parcel. Given the current density requirements (7.3 units per acre) a developer would be able to construct 25 housing units on a 3.5 acre parcel. If a building of that size were to be constructed, approximately \$14,600,000 would need to be recovered at build out to eliminate future financing costs (best case scenario). However, based on sale prices of similarly sized units immediately adjacent to the planning area, if all the units were sold at build-out the developer would only recover \$7,500,000. This means that to recover the needed money at build-out the developer must construct 49 or more units for a density of at least 14 units per acre .

Development Conditions	
Site	3.5 acres or 152,460 sf
Structure Size (max.)	38,115
Number of Units (max)	25
Average Unit Size	1,525 sf
Parking Stalls	25 Underground
	25 Above Ground
Average Sale Price	300,000
Investment	30% of total costs
Financing	70% of total costs
Interest Rate	10% monthly
Loan Type	Interest only - Balloon payment
Required Return (profit)	15%

Traditional Zoning Ordinance	
Current Zoning	Rm-2; Multi-family Residential District
Max. Floor Area	30% of total lot area
Max. units per acre	7.3
Parking	2 spaces per unit

Development Costs		
Land Purchase	\$750,000 per acre	\$ 2,625,000
Demolition	\$100,000 per acre	\$ 350,000
Cost of Construction	\$229,000 per unit	\$ 5,725,000
Land Improvements	\$40,000 per acre	\$ 140,000
Parking Costs	\$8,000/stall above ground	\$ 200,000
	\$30,000/stall underground	\$ 750,000
Total Capital Costs to Develop		\$ 9,040,000

Loan and Interest Costs	
Total Capital Costs to Develop	\$ 9,040,000
Amount Invested	\$ 2,712,000
Amount Borrowed	\$ 6,328,000
Total Interest Paid in 5 years	\$ (3,663,994)

Project Cash Flow	
Total amount to recover at build-out	\$ (9,991,994)
Actual amount made from sale of 100% at build-out	\$ 7,500,000
Target cash flow from sale of units (assuming 100% sold at build-out)	\$ 14,609,593
Project Shortfall	\$ 7,109,593
Number of units needed at \$300,000 to meet target yearly cash flow	49
Approx required Density Per Acre to meet target yearly cash flow	14 units per acre

Hypothetical Mixed-Use Retail Development

Traditional Zoning Ordinance	
Current Zoning	B-2; Limited General Business
Max. Floor Area	50% of total lot area
Parking	1 space per 150

The accompanying tables depict a mixed-use development that would most likely consist of first floor retail and second and third floor office. Given the current density requirements (FAR of 50%) a developer would be able to construct a 65,340 square foot structure on a 3 acre parcel. If a building of that size were to be constructed, the projected costs, included required profit, would amount to approximately \$1,609,000 a year. However, given the lease rates that are common in the Bluemound corridor, a building owner would only be able to collect \$1,415,000 a year in rents, creating a \$106,000 shortfall between costs and revenue. This scenario calculates that in order to achieve the target cash flow, a developer would need to build, at minimum, a 69,980 square foot structure on a 3 acre parcel; which would be equivalent to a floor area ratio of 54%. Although this number is relatively similar to the current ordinance, it assumes all parking will be provided by surface lots, which may not be feasible or desirable within the planning area. If different parking accommodations are considered, such as structured parking, the cost to construct would increase.

Development Conditions	
Site	3 acres or 130,680 sf
Structure Size (max.)	65,340
Parking Stalls	436
Average retail rents in the surrounding area (Triple Net)	\$23.00/sf
Investment	30% of total costs
Financing	70% of total costs
Loan Length	20 years
Interest Rate	10% monthly
Required Return (profit)	15%

Development Costs		
		Project Total
Land Purchase	\$750,000 per acre	\$ 2,250,000
Demolition	\$100,000 per acre	\$ 300,000
Cost of Construction	\$170 per square foot	\$ 11,107,800
Land Improvements	\$40,000 per acre	\$ 120,000
Parking Costs	\$8,000 per stall	\$ 3,488,000
Total Capital Costs to Develop		\$ 17,265,800

Loan and Interest Costs	
Total Capital Costs to Develop	\$ 17,265,800
Amount Invested	\$ 5,179,740
Amount Borrowed	\$ 12,086,060
Yearly Debt Service	\$ (1,399,597)

Project Cash Flow	
Actual Yearly Cash Flow	\$ 1,415,700
Target Yearly Cash Flow	\$ 1,609,537
Project Shortfall	\$ 106,717
Approximate Needed square feet to meet target yearly cash flow	69,980
Approx required Density Per Acre to meet target yearly cash flow	23,400 square feet per acre or floor area ratio of 54%

LAND USE

The location of this Planning Area provides a unique opportunity for commercial businesses that are looking for high traffic volumes and a strong presence on one of the state's busiest Interstates. However, development up to this point has been a mixture of residential, manufacturing and commercial with no clear sense of the most appropriate use for the area. Much of the retail is characterized by big-box and strip-retail development that offer no connections to other uses in the area. New office development is occurring near the eastern boundary of the Planning Area along Janacek Court, which provides higher elevations and views from the Interstate. However, much of the remaining Interstate frontage is established with existing manufacturing and light industrial facilities that are low-density with little relationship to their location.

Land use near the intersection of Bluemound and Barker Roads is oriented towards retail and hospitality. Existing businesses include the La Quinta Motel, Menards, Marcus Theatre and a retail strip-mall with several small-scale businesses and restaurants. These businesses benefit from their location at a primary Interstate interchange and within close proximity to surrounding hotels. However, the existing buildings are becoming outdated, and the Marcus Corporation has just opened a new 17-screen theater nearby, and is closing the existing facility in the Planning Area. This leaves the vacated property with great potential for future redevelopment.

Poplar Creek bisects the Planning Area from north to south and is located immediately east of the Menard's property. This Creek serves as a boundary and buffer between the retail/hospitality uses and the manufacturing/light industrial uses to the east. Poplar Creek has an expansive floodplain associated with it, although the steep banks on each side of the Creek help to minimize the amount of property that is affected by this floodplain. If an internal roadway connection is proposed to serve future redevelopment, it will



need to cross Poplar Creek, which will require extensive work and permitting with the Department of Natural Resources.

Janacek Road and Janacek Court serve as a second transition zone for land uses, with manufacturing and light industrial remaining to the west and south of these roadways and properties to the east being developed into multi-story office buildings. Lands farther to the east are starting to see development of residential condominium units. However, there are natural features in much of this area that make development difficult, including wooded slopes and wetlands in the low-lying areas.

There are two single-family homes near the eastern boundary of the Planning Area. One is located on the eastern side of Janacek Drive on a steep slope. The second is located on top of the hill at the end of Janacek Court. It is apparent that neither of these houses were constructed recently and that the surrounding uses have built up around them. If the property along Janacek Road were to be sold in the future, it is unlikely that it would remain a residential use.

CIRCULATION

Automobile, bicycle, and pedestrian circulation through the Planning Area has proven to be problematic. Automobile traffic continues to grow along Bluemound Road and Interstate 94 as development continues throughout Waukesha County. The number of vehicles on the road and the compressed time of day in which most of the use occurs, make it difficult to access the properties that line Bluemound Road during busy periods. The traffic makes motorists more likely to dismiss a possible stop that is on the “wrong side of the road” for fear they may not be able to make a cross-traffic turn out of the parking lot. The area also suffers from several dead ends, which limit automobile, pedestrian and bicycle circulation, and cause extra congestion at existing signalized intersections.



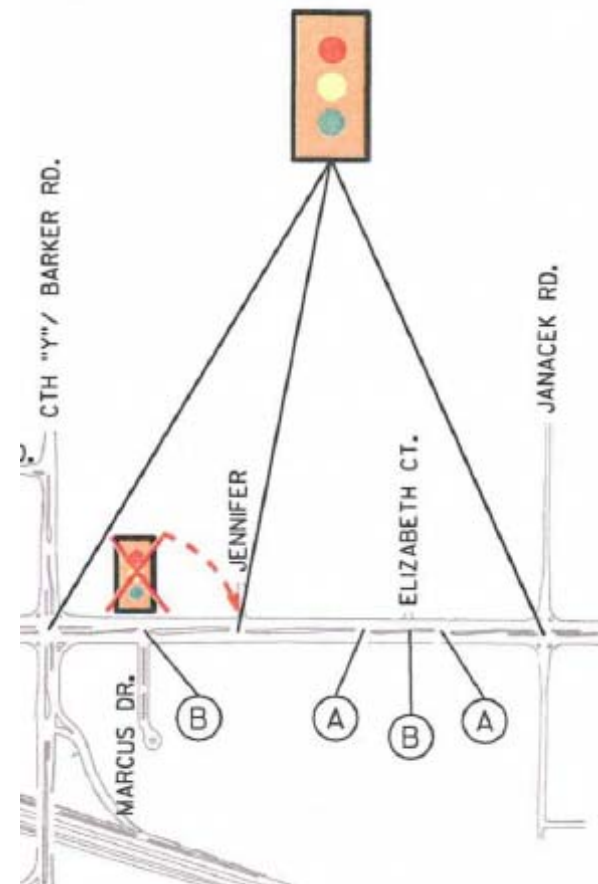
The dead ends and heavy traffic that limit automobile and bike connectivity limit pedestrian traffic as well. The only spot within the Planning Area that has identified pedestrian access is the asphalt path adjacent to Bluemound Road. The overall auto-orientation of the corridor, the large parking lots, buildings set back from the street, few sidewalk-to-storefront pedestrian paths, poor street crossings and lack of pedestrian amenities, makes the area hostile for pedestrians and difficult to navigate.

Planned WisDOT Improvements

The Wisconsin Department of Transportation is currently planning for improvements to be made along Bluemound Road (STH 11) between Barker Road and Moreland Road in the City of Brookfield. A graphical representation of these improvements appears to the left. These planned improvements will have an impact on any redevelopment that occurs within the Planning Area.

The most significant proposed change is the relocation of an existing signalized intersection. Currently, there is a traffic signal on Bluemound Road at the entrance of the properties owned by Marcus Theaters and La Quinta Motel (shown on the graphic as the light with an "X"). The problem with this location is that it lies only 1,000 feet east of the major signalized intersection at Bluemound and Barker Roads. In order to increase safety and improve traffic flow, the DOT is interested in moving the secondary light a greater distance from the Bluemound and Barker intersection. The proposed location for the relocated intersection is on the east edge of the parcel currently occupied by Menards.

The DOT is also proposing modification to the island medians along Bluemound Road in front of the Planning Area. The locations marked with an "A" on the graphic are current breaks in the island that will be closed. This means that traffic will no longer be able to make U-turns or turn left out of or into parking lots at those locations. The locations marked with a "B" will be changed to "dual restricted median openings." This means that traffic will be allowed to turn left through the median opening, but the addition of



Wisconsin Department of Transportation:
Bluemound Corridor Plan

concrete curbs will greatly restrict the ease of using those particular median breaks. Because this plan further restricts left turning traffic flow, it has not been well received by adjacent businesses. Still the DOT's plan will be implemented, and the Planning Area must prepare for it's effects.

The new intersection and median changes will have significant effects on the redevelopment plan. The new intersection will provide increased access to the Menards site, but removing the existing intersection will substantially decrease access to the western tip of the Planning Area that currently houses the La Quinta Hotel and Marcus Theater. Plus, because of a steep grade, it is unlikely a direct vehicle connection could be made between the Menards site and the western tip of the Planning Area. Road lay out must be carefully considered to ensure circulation issues do not negatively impact future business. Because modification of existing medians on Blue Mound will further reduce the ability to turn left into and out of parking lots, internal public roads must be constructed. For a detailed explanation of proposed circulation improvements within the Planning Area, please see Chapter Five: Redevelopment Plan.

URBAN DESIGN

Urban design is an important component when attempting to establish a "sense of place." Quality design creates a comfortable, interesting environment that conveys a positive message to patrons and serves to enhance shopping, entertainment, work and residential experiences. However, quality urban design does not happen on its own. As seen in the existing conditions, piece meal development often leads to unconnected visual themes and an aesthetic environment that does not serve to draw in consumers. That is why it is important to examine the existing conditions and then make careful attempts to plan for quality urban design when creating the redevelopment vision (Chapter Five).

The design of the existing buildings within the Planning Area does not convey a consistent visual quality. Each site and each building has its own design and architectural elements, none of which draw from common inspiration or



portray a uniform theme. This disjointed quality can be seen in the variety of building materials as well as the varying building sizes and shapes. Also, many of the buildings are oriented “inward” on their sites. This means that the structure’s physical size and location, while convenient for its use, does not take into consideration the neighboring structures, and sometimes results in negative impacts. These qualities create an urban environment that is uninteresting and unwelcoming, which limits the economic success of the development in the Planning Area.

Most of the structures within the Planning Area are one story in height. While the heights are largely consistent, the low buildings create other problems. Most notably, the short profiles do not define space and fail to create “spatial tension.” This means that outdoor public areas, like walkways and parking lots, do not have a sense of finite enclosure that is usually created by the height of abutting structures (for example small urban parks and plazas that are surrounded by large urban buildings). Without a sense of enclosure, it is far more difficult to create a space that is interesting and dynamic, and draws people into and keeps them on the site. Also, the lack of comfortable, enclosed spaces is exacerbated by the expansive parking lots that cover much of the area, further limiting the opportunity to create enclosed public spaces.

Many of the design characteristics described in this section are caused by the mix of poorly integrated uses. Currently, the southeastern portion of the area is primarily low-density, one story manufacturing facilities that are constructed of metal materials. Uses transition to retail and entertainment further west in the Planning Area. These uses are still mostly one story, but have more substantial massing due to the use of heavier materials such as stone and concrete.

The redevelopment plan that appears in Chapter Five discusses ways to address these problems when redevelopment occurs. Simple measures such as integrating uses, creating more enclosed outdoor public spaces and focusing on a unifying design theme will go a long way towards transforming



this area into a unique, vibrant space that attracts consumers, employees and residents.

INFRASTRUCTURE

The Planning Area is served with water and sanitary sewer service, both of which are provided by Sanitary District #4. The sewer system is located primarily along Janacek and Bluemound Roads, with 12 inch and 18 inch mains along Bluemound and an eight inch main located along Janacek. A major 54 inch interceptor is located along Poplar Creek. Water service is provide by a water main under I-94, with distribution lines that typically follow existing roadways. If redevelopment occurs it is recommended that a water main be laid under Poplar Creek to loop the system to areas east of the creek channel.

Janacek Road, Sommers Drive and Janacek Court are paved rural roadways with no curb or gutter. Because of the lack of curbs and gutters, ditching along the roadsides transports storm water within the Planning Area, with some storm sewer piping along Bluemound Road. Jim Lisak, the town's engineer, indicated there are no major flooding problems within the Planning Area.

ENVIRONMENTAL CONSTRAINTS

Soils

The soil survey information for this area was analyzed for issues pertaining to redevelopment of the site. It should be noted that this data is based on the Waukesha County soil survey information (from the NRCS website) and current site development may have changed the soil properties.

Based on the soil survey information, the majority of the site contains soils in hydrologic soil group (HSG) B. These soils typically have a moderate capacity for infiltration and allow for a relatively low curve number to be used for stormwater runoff calculations. There are two areas in HSG A, which



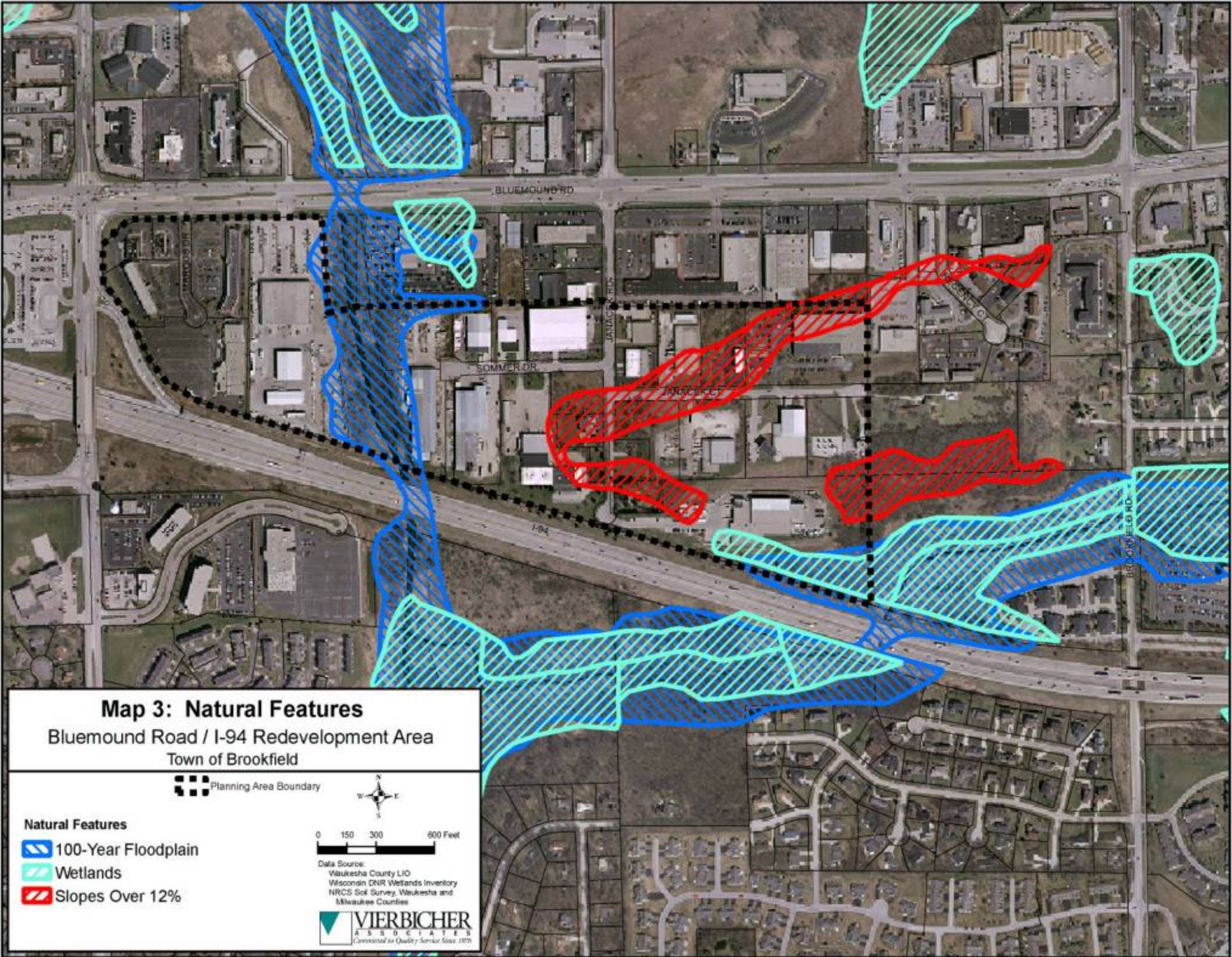
have good capacity for infiltration, but are also identified as being hydric soils (indicative of wet conditions) caused by high groundwater or creeks that flow through the area (see exhibits). Focused infiltration should be avoided in the areas containing hydric soils, and care should be taken when planning buildings with basements or underground parking due to potential high groundwater tables and flooding issues.

Based on the soil survey's rating, the majority of the hydric soils are classified as "very limited" for dwellings with and without basements and small commercial buildings (a structure with no basement that is three stories or less in height). This rating is based on evaluating the soils from the standpoint of ponding, depth to saturated zone, shrink swell potential, and flooding potential. The soils reported as hydric have high groundwater levels from 0 to 2 feet below the surface for 6 to 12 months out of the year. However, long duration ponding is reported in only three of the soil types (BsA, Ph, and Sm), and flooding is not reported as a problem in any of the hydric soils. Additionally, areas identified as having 12% slopes or greater are not recommended for stormwater facilities, regardless of soil types.

With this in mind, it should be mentioned that the soils information is not site-specific and does not eliminate the need for onsite investigation of the soils or for testing and analysis by personnel experienced in the design and construction of engineering works. In addition to the soils information, a FEMA floodplain map shows floodplains on the site. The noted floodplain elevation through the area is located at 827 feet. The map has the floodplain elevations and care should be taken when planning development around floodplains.








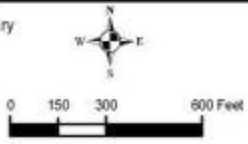
Map 3: Natural Features

Bluemound Road / I-94 Redevelopment Area
Town of Brookfield

 Planning Area Boundary

Natural Features

-  100-Year Floodplain
-  Wetlands
-  Slopes Over 12%



Data Source:
Waukesha County LIO
Wisconsin DNR Wetlands Inventory
NRCS Soil Survey, Waukesha and
Milwaukee Counties



PLAN COMMISSION DESIGN EXERCISE

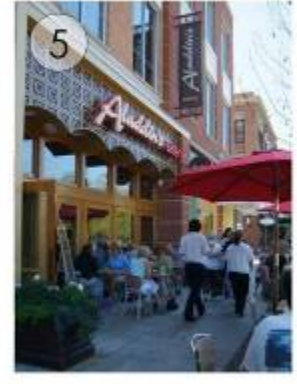
On October 23, 2006, the members of the Plan Commission engaged in a visual exercise that helped identify the future characteristics of the redevelopment area. The exercise was conducted by showing the Plan Commission images of development examples from around the Country and recording their feedback on which of the images they felt were or were not appropriate for redevelopment area. This assisted in identifying scale, massing, density and the character of any potential redevelopment. The following pages provide the images presented to the Plan Commission and an overview of their responses, which will assist in establishing the design guidelines for the area.



Board A

CROCKER PARK, OHIO

PEDESTRIAN SCALE



GATHERING SPACES



MULTI-USE



IMAGES THAT I LIKE BEST ON THIS BOARD AND WHY ...

- 1**
 - Love the walking paths. I live off of Barker & Bluemound and hate that I have a hard time walking to stores.
 - Like the hometown square feel.
 - The scale.
- 3**
 - Liked the outdoor dining.
 - I could park & walk to some restaurants at night.
 - I like the contemporary feel & the curved designs.
 - After-hours activity & pedestrian-friendly
 - Outdoor dining—promotes interaction and socializing, but separated from sidewalk traffic allows some sense of limited privacy.
 - Nice outdoor seating area.
 - Like the outdoor café eating.
- 4**
 - Like the lines on the building. I have a family friendly feel looking at these photos.
 - Like the office idea
 - Architecture
- 6 & 9**
 - I really like the big light posts where businesses can get by flower pots & hanging baskets.
 - Like vertical signage; plantings; street lights; community banners.
- 8**
 - Child-friendly
- 10**
 - Liked the storefront look along the street. Liked the brick look as well.
 - Multi-use of retail on ground level, and residential on upper

- level(s).
 - Multi-story—as long as upper floors are usable space and not just a fake façade.
 - Historic downtown feel
- 11**
 - Like general retail areas (can walk around areas)
 - What about the winter?

IMAGES THAT I LIKE LEAST ON THIS BOARD AND WHY ...

- 1**
 - Because of noise (of I-94), I do not believe these would sell (apartments or condos!) these are overbuilt already.
 - Hometown square won't work as this (area) is closed on three sides.
- 4**
 - Too stale and institutionalized looking.
- 5**
 - Does not regard solar orientation.
 - Outdoor dining looks too temporary.
- 10**
 - I don't think high demand for mixed residential & commercial below.
- 12**
 - I don't think sand and/or beach fits the area.

Board B

MADISON AREA, WI



HOUSING / RETAIL - MIXED USE



MARKETS / PROGRAMED EVENTS



IMAGES THAT I LIKE BEST ON THIS BOARD AND WHY ...

- 1
 - Like what's in front of building.
 - Like the office idea
- 4
 - Liked the look of brick and the building.
- 5
 - Liked the look of the residential housing.
- 6
 - I love the cobblestone walks; it gives me a feeling of family friendly & safety.
 - Green (could be "sustainable")
 - Green space.
- 7
 - Love the idea of being able to eat outside of establishments—we don't have this now.
 - Small-town feel.
- 9
 - Town of Brookfield wants to do weekend markets & we don't have a place to do this.
- 10
 - Great gathering places.
 - Activity during the day (place-to-be)
- 11
 - Nice use of brick; I like the staggered heights of buildings.
- 12
 - Landscaping.
 - Intimate gathering.
- 14
 - Love that curved building front on that corner.

IMAGES THAT I LIKE LEAST ON THIS BOARD AND WHY ...

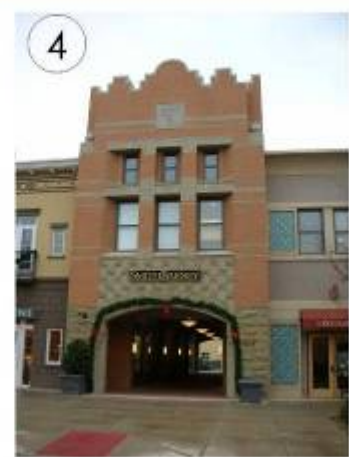
- 1
 - Don't care for the look of the building.
 - Prison look.
 - Very sterile.
- 3
 - Would look downtown—not so great here.
 - Don't like trying to make something old that is new.
 - Too contemporary.
- 3, 5 & 14
 - No condos or apartments.
- 6
 - Too simple. No attraction.
- 8
 - Too plain & boxy.
- 2 & 5
 - I hate them the more that I look at them. Looks like re-hab old housing to me. I don't like the vinyl siding look.
- 11
 - Not people-friendly.
- 13
 - Temporary feel.
 - Farmer's market already 1 mile away.
- Other Comments
 - Basically didn't like any scene on Board B. All too phoney looking & Disney-like structure.

Board C

SOUTHLAKE, TEXAS



ARCHITECTURE



STANDARDS



STYLE



IMAGES THAT I LIKE BEST ON THIS BOARD AND WHY ...

1

- Love the octagonal shape of front of building.
- Like the brick.
- Like the architecture.

2

- Shops are a nice look.

3

- As long as windows are "real" and not fake; nice urban look.

5

- Love the brick!
- Like this image.

6

- Higher entry doors & windows add warmth.

7

- Nice look.

8

- Upscale neighborhood.

9

- Retail & parking. Upper residential.

11

- Sufficient parking in structures instead of at grade.
- High-rise parking structure that is designed to add warmth.

Other Comments

- I love the feeling of community in all of these photos. Love the designs of all the buildings.
- Look and feel of historic downtown, in images 1, 2, 3 & 10.
- Like retail.

IMAGES THAT I LIKE LEAST ON THIS BOARD AND WHY ...

5

- Don't like the southwest style of brick.

11

- Colors & design are too boring.
- Would have liked to have seen a little more flash. Seems like a downtown parking place—I like the brick, but it looks "blagh".
- People do not like parking structures.
- Looks like a parking structure.
- Too institutional.

Other Comments

- "New-Old" style of design.

Board D THE GLEN, GLENVIEW, IL



IMAGES THAT I LIKE BEST ON THIS BOARD AND WHY ...

- 1 _____
- Like the outdoor dining aspect.
 - Like the outside heaters so you can still sit outside & eat when its cold.
 - Interesting open space.

- 2 _____
- Like pedestrian walkways.

- 3 _____
- Unique look.
 - Holds the corner well.

- 4 _____
- Buildings create streetscape.
 - Adding some areas like this picture would be nice.

- 6 _____
- Like this image.
 - Nice outdoor area, but building looks too institutional.

- 8 _____
- Like the outdoor dining aspect.
 - Love the outside eating.
 - Restaurants are good.
 - Like the outdoor dining.
 - Outdoor cafes are a plus.

Other Comments

- Like the American flag. Like that there is more green space & great light poles. Like roof pitches.
- Plenty of green space. Directory is useful.

IMAGES THAT I LIKE LEAST ON THIS BOARD AND WHY ...

- 1 _____
- Too open.

- 4 _____
- Dislike condo idea.

- 6 _____
- Too open.

Other Comments

- Too sterile.

Board E

MIZNER PARK, FLORIDA



PLACE



AMENITIES

AESTHETICS



CITY CENTER, FLORIDA



IMAGES THAT I LIKE BEST ON THIS BOARD AND WHY...

5

- Love the grounds & brick patterns on grounds.
- Like this image.

6

- Love the Spanish style building. Love the waterworks & fountains.
- Density.

7

- Banana Republic building has a good look.

9

- Trees create outdoor space & shade (consistent with the climate of the location).

10

- Love the night time lighting—makes me feel like I'm on vacation while I shop.
- Dynamic site features are beautifully addressed.
- Interesting at night.

Other Comments

- Overall, unique offerings (& stores, etc) will attract more than design. Design will help, but creative offerings are better.
- Love everything!
- Artwork and fountains add interest to the site.
- Like a lot. Liked multi-levels, break-up of buildings and meandering.

IMAGES THAT I LIKE LEAST ON THIS BOARD AND WHY...

2

- Too "massive".

4

- Too expensive.

6

- Too much open space for what we have available.

Other Comments

- Too much "Florida" look for the area here.
- Wrong climate! This is very seasonal!
- Due to difference in climate between WI & FL, this board doesn't seem workable.
- Images 5 & 7 are too much like every other strip mall.

ECONOMIC

The Bluemound Road Corridor is an economically vibrant district that offers consumers a wide range of retail opportunities. The redevelopment plan will not only capitalize on the surrounding economic environment, but take it one step further by providing patrons an area in which they can work, live, shop and play. To reach this goal several objectives must be met:

- Allow new construction to build at densities that are consistent with the scenerios illustrated by the hypothetical development proformas.
- Create an environment with compatible uses that encourage local employees, local residents, or visiting patrons to remain in the area for various retail needs as well as entertainment opportunities.
- Introduce multi-family residential opportunities, which would create the potential for both employees and consumers to live nearby.
- Link office and residential uses to retail and entertainment areas to encourage employee and resident spending within the area.
- Increase site density to create critical mass of retail and increase land values.
- More fully utilize this highly visible and accessible area of the community.



LAND USE

The assessment of the Planning Area shows inconsistent land use patterns that conflict with one another and do not effectively manage the available space. The redevelopment plan hopes to overcome the disconnected nature of the area by striving to achieve the following objectives:

- Promote the highest and best use of land given, the location and transportation access.
- Minimize conflicts created by industrial and warehouse uses located close to residential, retail and office uses.
- Promote clustering of land uses which compliment each other,

- such as retail and entertainment or office and restaurant uses.
- Locate daytime and nighttime uses in such a way that parking and transportation infrastructure can be shared.
- Utilize natural areas as amenities and for pedestrian Linkages.

CIRCULATION

An analysis of the Planning Area, combined with input from numerous stakeholder interviews, and discussions with the Wisconsin DOT, show that one of the biggest challenges facing the corridor is poor circulation. One of the primary goals of the redevelopment plan is to address the problems of circulation by attempting to increase the efficiency of auto and pedestrian circulation while maintaining property values and providing an inviting consumer environment. This goal can be broken down into several smaller objectives:

- Increase the number of access points to Bluemound Road and Brookfield Road to allow higher utilization of land within the subject area.
- Organize land uses strategically to ensure that the intensity of uses corresponds with the available traffic network.
- Provide a mix of daytime and nighttime uses which disperse traffic volume throughout the day rather than having large peaks in traffic density.
- Provide a simple and intuitive street layout with adequate signage in order to create an environment that is not confusing or intimidating.
- Provide destination retailers and entertainment spots within the area that are connected by internal roadways and pedestrian paths.
- Link residential and office areas to retail using pedestrian paths to encourage casual, non-auto use within the Planning Area.



- Minimize the impact of the Wisconsin DOT's planned Bluemound Road reconstruction, median closings, and traffic signal relocations by improving internal connectedness.
- Increase the amount of traffic that can exit Janacek Road onto Bluemound Road by increasing the number of traffic lanes.
- Promote internal connectedness of private properties to encourage multi-stop visits that do not include the use of Bluemound Road.

DESIGN GUIDELINES

The design of a newly developed urban area can be difficult to define and regulate. However, design guidelines are an important tool in creating a unified, livable neighborhood. The goals of creating design guidelines for the Planning Area include:

- Promote a positive image to the volume of people that pass through the Town of Brookfield on I-94 and Bluemound Road.
- Take advantage of highly visible areas along I-94 with larger scale buildings.
- Allow attractive signage on office buildings to take advantage of I-94 visibility.
- Reduce the amount of outside storage and detached signage visible from primary traffic routes.
- Discourage the use of guard rails and concrete retaining walls to deal with the varied terrain in the area. Instead, encourage natural slopes and vegetated retaining walls.



VISION

In assessing the area's strengths through discussions with stakeholders, local property owners and businesses, as well as the Town staff and Plan Commission, it is evident that the area is ripe for redevelopment and a more intense use of space. Using this redevelopment plan the town can target development to satisfy the use mix within each of the designated areas and move to create an environment that promotes interaction, increases efficiency of circulation, adds a unique vibrancy to the Bluemound corridor and capitalizes on the critical mass of consumers who frequent the area. To achieve these goals the redevelopment plan suggests guidelines in four areas: Circulation and Transportation, Land Use, Open Space and Design Guidelines.

CIRCULATION & TRANSPORTATION

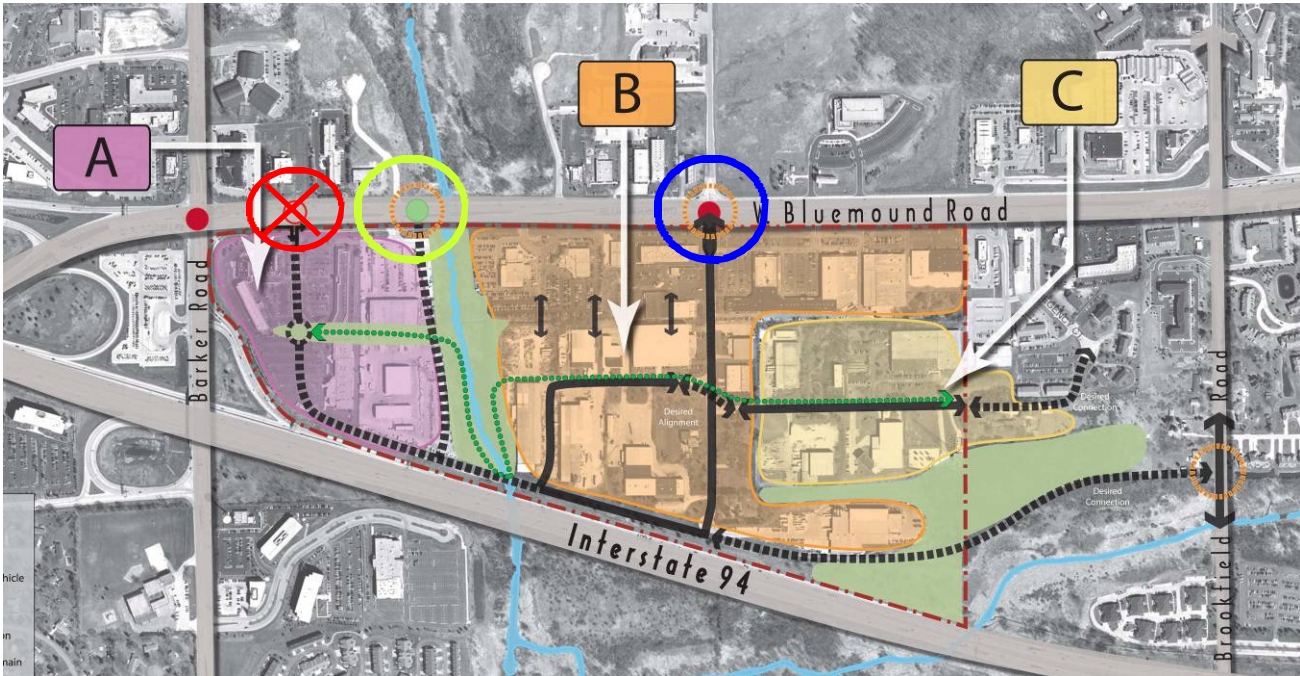
The Wisconsin Department of Transportation will be making improvements to the Bluemound Road corridor that will directly impact the future redevelopment of the Planning Area, and although the proposed DOT changes may not be ideal, it is important that improvements to the Planning Area capitalize on what is available.

As mentioned in the assessment section there will be the relocation of a signalized intersection that currently exists at Bluemound Road and Marcus Drive (at point of "X" in image on the following page) to a new intersection 400 feet further east. Although the relocation will reduce access to the western tip of the Planning Area, it also offers the opportunity to develop public roads within the site that can greatly improve overall circulation.

The Wisconsin DOT has formally approved the relocation of this signal to the intersection at the mid-point of the Menard's site; however, discussions with the DOT have identified the potential of moving the intersection slightly to the east to avoid "chopping" the Menard's site into smaller pieces. The DOT have stated that they would discuss this location if a property owner



requested such an amendment to the plans. The DOT is willing to discuss this location because it takes the intersection farther from the intersection of Barker and Bluemound Roads. Also, this location benefits the property to the north of Bluemound Road by leaving a larger portion of the property intact for development. The maps depicted in this document identify this alternative location because it is ideal for planning purposes within the area; however, it is important to note that the official DOT plans identify this intersection slightly to the west at the mid-point of the Menard’s site, which could also be accommodated for redevelopment purposes.



Planned Traffic Flows

Beginning from the planned intersection (circled in yellow on the image to the right) a public road can extend south to the I-94 frontage area utilizing an existing utility easement. From that point a second road can be added that travels along I-94 and provides access to the southern portion of the Planning Area as well as reconnecting the western tip via the existing Marcus Drive. The frontage area road can also extend east out to Brookfield Road, providing an additional access point into the site and reducing traffic loads at existing entrances.



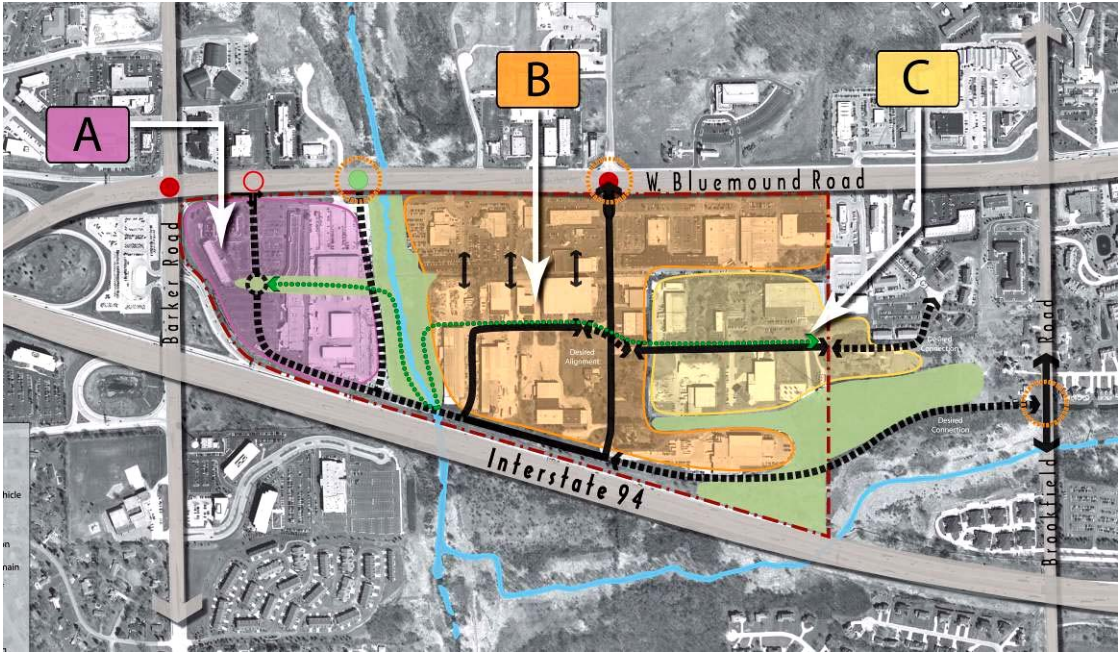
The second major proposal is the widening of Janacek Road from two to four lanes at the intersection of Bluemound and Janacek (circled in blue on the image on the previous page). The Wisconsin DOT has conveyed the difficulty of lengthening the signal timing on Bluemound Road, so as an alternative, increasing the number of lanes would allow more vehicles to exit Janacek Road during the current signal lengths. The widening of Janacek Road would also provide additional access to the Planning Area’s main retail node. The redevelopment plan envisions a total of four direct access points as well as numerous private driveways and inter-site connections.

LAND USE

In order to most efficiently use the available space as well as ensure quality circulation, the Planning Area was broken into three distinct “land use areas.” Within each area a particular mix of uses is suggested to capitalize on the unique advantages of each location. The intent is not to limit flexibility in final recruitment and site selection by specifying the use of individual parcels, but instead to propose a use pattern that can create vibrant and distinct nodes within the Planning Area. For a visual representation of each area please refer to the map on the right, or the full page concept plan on page 5-2.

Area A: Office, Restaurant/Entertainment, Hospitality and Retail

Area A is located in the western tip of the Planning Area and is bounded on the east by Poplar Creek. The



defining characteristics of this location are its high-visibility (from I-94, Barker Rd. and Bluemound Rd.) and less than ideal automobile access. Currently, the area has a signalized intersection at Marcus Dr. and Bluemound, just east of Barker Rd, which allows easy access into the heart of the area. Once the planned DOT improvements take place, the lights at the current intersection will be removed, and a new signalized intersection will be constructed on Bluemound entering along Poplar Creek. The new intersection will allow access into Area A by a road that should border the east edge of the area, but not enter its core. Therefore, patrons will have to navigate crowded parking lot driveways to reach the uses in the center and the west portions of area. Fortunately, achieving the proper land use mix can address both the challenge of access and capitalize on the high visibility of the site.

In order to create a traffic flow that does not overwhelm the infrastructure of Area A it will be important to locate businesses that have staggered peak hours and create less traffic demand. That is why it is recommended that Area A focus on restaurant, entertainment venues, hospitality and small- to mid-sized retail. There may opportunity for large-scale retail (generally larger than 50,000 square feet) if it designed to the high standards that the Town envisions for this area. Implementation techniques established by the Town will determine the quality and requirements for large-scale retailers within this area. There is a lack of direct access from major thoroughfares, however, visibility makes this location desirable for larger retailers. The mix of retail, restaurants and entertainment represents uses with different peak hours of operation - retail during the day; restaurants in early evening; and entertainment at night. All of the above uses benefit most from the high visibility of the site. This combination of uses and visibility provides the opportunity to create a “nightlife scene” that is largely unavailable in the surrounding area.

Another important strategy to improve circulation is the installation of internal roads and pedestrian pathways that connect Area A to the rest of the Planning Area. The inclusion of internal routes means patrons can travel to and from Area A without having to use Bluemound Road, making circulation far more efficient.



Urban Home Depot in Chicago—
www.recenter.tamu.edu



Urban Target in Minneapolis—
www.minnesota.publicradio.org

Area B: Mixed Use Retail, Office and Light-Industrial

Area B is located in the center of the site and would have the best circulation infrastructure of the three nodes if the transportation improvements planned for the area are implemented. Because of the easy consumer access and high visibility from I-94, it is suggested that retail, including big-box stores (50,000+ square feet), be located within this area. Supporting retail outlets and limited office space should be located near the big-box. Because of the physical layout of the bisecting roads within Area B most of the retailers will be placed along street frontage. This orientation will give the area the opportunity to create a distinct “main street” feel that efficiently uses the available space. More details on potential designs can be found in the Design Guidelines section later in the document. There is a large amount of existing light industrial within this area currently. Improvements to these facilities, or new, high-quality light industrial uses may be accommodated if they fit into the context of the area. Such facilities will need to abide by design standards established by the Town for implementation.

The map on page 5-3 also shows arrows from the existing businesses that front Bluemound Road; these arrows represent connections between parking lots of businesses on Bluemound to parking lots in Area B. Such connections would promote multi-store stops without the use of Bluemound Road

Area C: Office, Light Industrial and Multi-Family

Area C is located in the eastern third of the Planning Area on either side of the current Janacek Court. As Area C extends eastward it begins to climb a hill ending at one of the highest points in the area. Area C is identified as the most appropriate area within the planning boundary to accommodate light industrial uses. Light industrial is currently the prevalent use within the area, and the Town should continue to accommodate those uses that are not incompatible with office users.

Some multi-family residential uses may also be accommodated in this area, particularly as the land increases in elevation. There are opportunities with the large grade changes in the area for incorporating well-planned multi-family developments on a conditional basis.



OPEN SPACE

Open space within an urban area can be a combination of both green space and urban open space, such as plazas and public squares. In the Planning Area green space should be preserved on either side of Poplar Creek, as well as along the east edge of the area where the grade is too steep to build on (as is shown on the concept map). Apart from designated green space, “urban open space” should be created by incorporating plazas and squares into some or all of the land use areas. These public open spaces could include benches, public art, and landscaping to provide relief from the concrete, stone and brick.

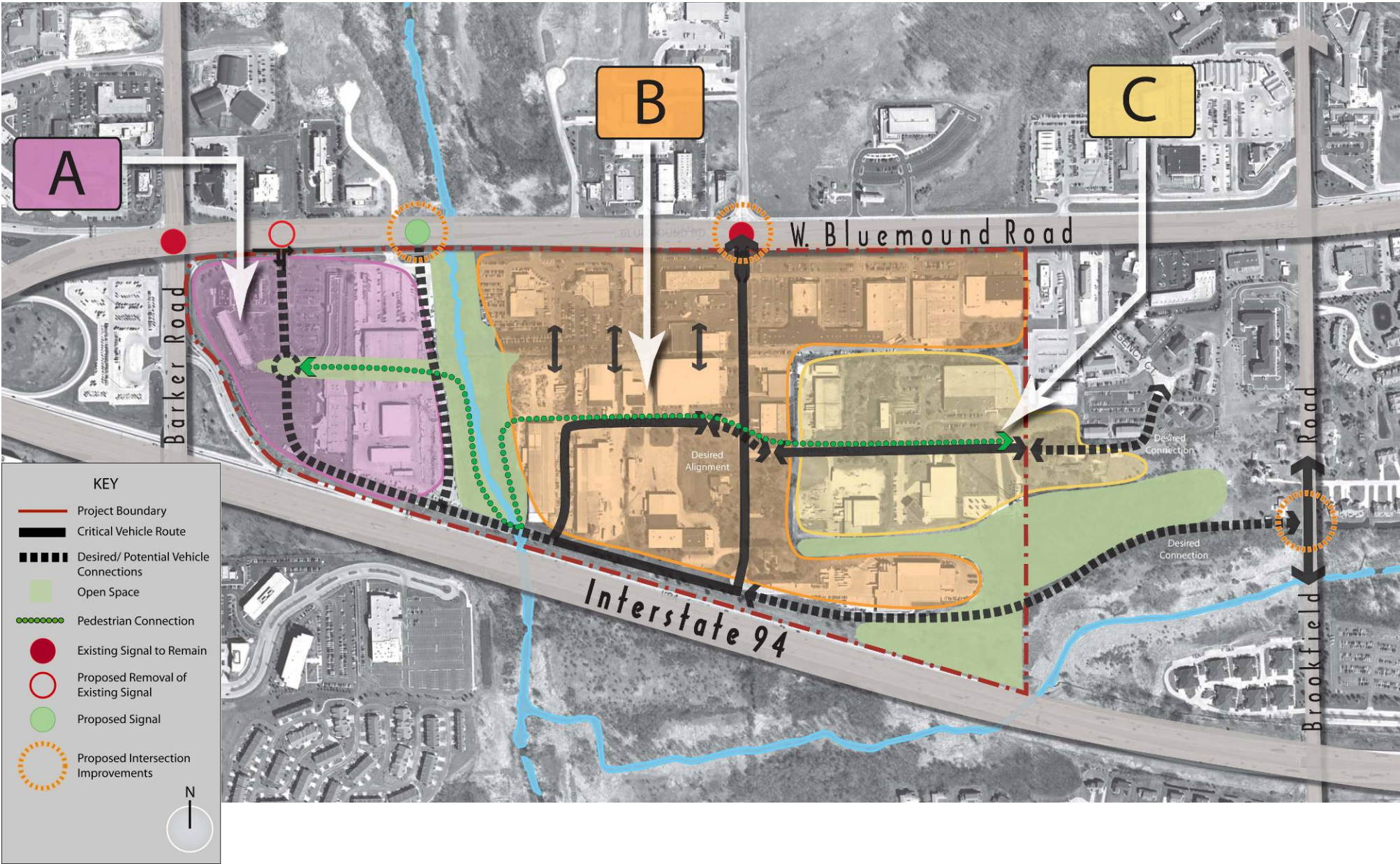
DESIGN VISION

To promote a vibrant, mixed-use redevelopment the design vision for the planning area should address issues such as building height, setbacks, pedestrian safety, streetscape design and parking infrastructure. In particular, the Planning Area should contain pedestrian oriented street and building design in order to promote walk-ability and vibrancy. The Area should also have usable and inviting opens spaces, convenient and attractive parking and clear signage and wayfinding. Chapter Six: Implementation, contains a detailed discussion of necessary design elements.

CONCEPTUAL LAYOUT MAP

The Conceptual Layout Map for the Redevelopment Area is shown on the following page. Some land use and circulation features on the map extend beyond the Planning Area boundary in order to better integrate the site with the surrounding neighborhoods.





The implementation phase is where the redevelopment vision becomes reality. This section will discuss necessary rezoning as well as implementation strategies to achieve the redevelopment plan's circulation goals and design vision.

REZONING

In order to promote the type of development this plan envisions, the Town will work to develop new mixed-use zoning districts that will encourage a balanced integration of uses with high-quality design.

Three new mixed-use zoning districts will need to be established that work to accomplish the various goals identified within this Plan. The three districts need not be drastically different in design preference, but should encourage the appropriate mix of uses for the three designated zones within the planning area. The districts would then give the Town of Brookfield Plan Commission the authority to require that new development meet the land use, density, and design guidelines present in this plan. Without the use of these districts it will be nearly impossible to promote quality development given the current single-use base zoning. The first step in implementing the districts will require the Town Board to vote to include the new districts in the Town's zoning ordinance.

Rezoning of all property within the planning area is necessary in order to ensure long-term zoning standards. Therefore, the Town will need to require a change in the base zoning of all properties in order to require redevelopment in a manner that is consistent with the vision of this document, and that meets the density and use standards necessary to carry out the goals of this plan.

In addition to Town zoning changes, it is anticipated that Waukesha County will be amending their county-wide recommended land use code to include a mixed-use district. If possible, the planning area should receive the new mixed-use designation.



CIRCULATION

As outlined in chapter five, one of the major goals of the redevelopment plan is the construction of internal roadways to enhance vehicle circulation and connectivity. In order to secure land for construction of roads it will be necessary to work with developers on a case by case basis. Two of the proposed connections extend outside the planning area, which means more extensive negotiations between the Town, future developers and current owners may be needed. The main proposed connection, the road that runs along Interstate 94, lies mostly within a utility easement, which should allow for easier land acquisition.

DESIGN GUIDELINES

Design guidelines are meant to assist both developers in preparing proposals and the Plan Commission in evaluating proposals brought forth for the Planning Area. Utilizing feedback from the public forum on design (see Chapter 3), this section provides basic design guidelines in three primary areas; building size, shape and orientation; streetscape; and parking. Within each of these areas multiple specific issues are covered. Although there is mention of specific land use areas within this section, the guidelines are meant to apply across the entire Planning Area. Throughout this section images will appear to the right of the text to help demonstrate the quality being discussed.

Building Size, Shape, Style and Orientation

In order to create an attractive, comfortable and consistent setting, the planning and design of the built environment must consider the following:

- Building Heights
- Setbacks and Locations
- Building Style and Articulation



Optimal height for along Bluemound and big box supporting retail (2-4 stories)



Six Story Structure appropriate for office use and uses near hotel (6-8 stories)

Building Heights: In order to meet the objectives of this redevelopment the area must see an increase in density. This means the building heights will have to be increased above what is currently present. When considering the height of buildings it will be important to consider location and the surrounding uses. Discussion related to building heights is intended to be visionary with no set height limits or requirements established within the planning area.

In the Planning Area building height will depend on where the structure is located. For example, buildings nearer Bluemound Road should remain relatively shorter with building sizes stepping up as the area moves away from the main transportation corridor. This will create a view from the road of staggered building heights that will allow passersby to see what is located within the area. Also, buildings that are located around low-lying natural areas, particularly around Poplar Creek, should remain lower to eliminate the possibility of creating a “canyon” of concrete around low elevations. Likewise, building heights must be scaled to their surroundings. Refer to the map at right for a visual representation of maximum potential building heights.

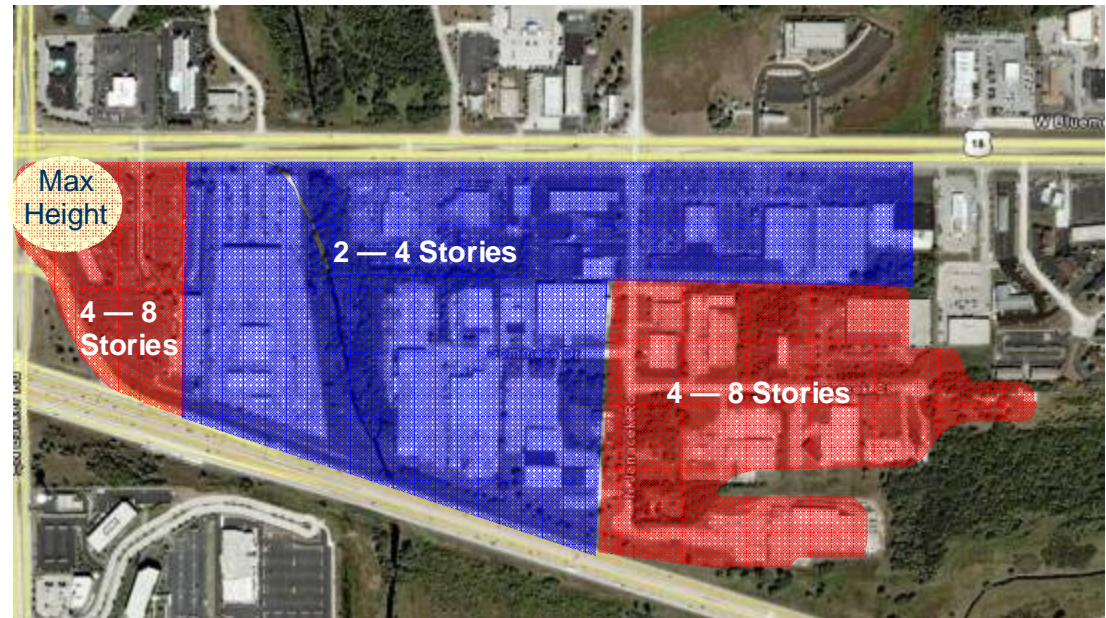
For example, the presence of a hotel of 8 or more stories in Area A, would mean the other structures in Area A could comfortably achieve six to eight stories without overshadowing and imposing on surrounding uses. On the other hand, a big box store is usually around two stories tall and could easily be overshadowed by massive surrounding buildings.

The northwest corner of the site is identified as



Six Story Structure appropriate for office or hotel use (6-8 stories)

Generalized Building Heights Map



having the maximum allowable heights. It is marked on the map to the bottom right with the “Max Height” symbol. This is a prominent and valuable piece of property and heights in excess of 10 stories could be possible here without blocking views of other sites. The map on page 6-3 shows “suggested” building heights but preservation of the varied terrain and views of properties within the area are more important than specific heights. The heights shown on the map on the previous page are guidelines only.

Setbacks and Building Locations: The relationship between buildings, streets and public spaces are important in defining the character of an urban space. In the Planning Area there is the opportunity to create a vibrant entertainment area; particularly in Area A because of its uses and poor vehicular connectedness. To do this, buildings should be located as near to the street as possible, especially along the interior streets, with parking lots located behind the buildings or in designated parking structures. The buildings should also create a continuous “wall” of retail store fronts with similar sizes and shapes but varying façades. If possible, room for sidewalk activity should be provided (e.g. sidewalk cafes). Additional parking can be located in front of the buildings by using either parallel or angled street parking. This layout will create an environment that encourages shoppers to park their cars and walk from store to store, adding to the sense of vibrancy by reducing auto traffic and increasing pedestrian traffic. Because the proposed interior roads only serve the Planning Area and are not designed as through streets, the auto traffic should be slow moving enough to ensure pedestrian safety; a rarity in the Bluemound area.

Building Style and Articulation: It is not the intent of this redevelopment plan to prescribe a specific architectural style for each building in the Planning Area. However, there are simple design elements that can be included to create a more unified and interesting visual experience.

In an effort to create a “main street” environment in Area A it is important that the adjoined store-fronts present varied façade designs and articulations. This can be achieved by varying window size and shape, including differing roof lines and utilizing different types and colors of materials. Also, to add pedestrian level



Varying Façades and articulations



Zero setback to create “main-street”



Prominent building used to hold the corner and identify entrance to retail corridor

interest first floor retail should have large windows, inviting entrances and some method to distinguish its façade from the building above; such as horizontal, on building signage and/or decorative awnings. In order to properly define retail corridors and entrances to public spaces, prominent buildings, such as those on street corners and anchor retailers, should be unique and demand attention, but still be within the overall theme of the Planning Area.

Streetscape

Streetscape is important because it must function as both a visual element as well as a physical environment that users interact with. A quality streetscape must be attractive, easy to navigate, inviting and safe. The design of an attractive, cohesive streetscape includes numerous considerations:

- Landscaping
- Paving
- Signage
- Lighting
- Amenities
- Public Spaces

Landscaping: Landscaping is an important aspect of streetscape because it provides visual interest, introduces color and can be used to identify important spaces, entrances and corridors.

When using landscaping to accent distinct spaces it is important to create a dynamic landscape scene that attracts attention by altering color, size and shape. Landscape accents can be used to identify points of entry, public gathering areas, major street intersections, public walkways/bikeway systems

and natural open space areas. A mix of both formal and informal landscape designs can be used to differentiate between programmed open space, such as plazas and natural areas, like water retention ponds. Primary automobile and pedestrian entrances should be framed with distinctive and



Natural-area landscaping



Programmed landscaping for formal gathering area

consistent landscaping features in order to provide visual clues as to where the gateway entrances are. Secondary entrances and routes should borrow from primary areas, but should be less dramatic; signally to patrons that they are not yet to the primary retail and entertainment nodes.

When considering color it is important to plan for seasonal blooming and off-peak visual interest; the landscaping should be attractive year round, not just in summer months. To achieve year round color and interest it will be important to mix flowers, flowering bushes, deciduous trees and evergreens. All color selections should coordinate with and compliment the selected architectural styles and materials of the proposed development. In addition, it will be important that all landscaping consider natural species and suitability of climate and environment to ensure sustainability and minimize financial expenditures. All landscaping should be pedestrian oriented and scaled; plants along sidewalks should be below waist level, or, if larger, provide a canopy that is high enough for pedestrians to pass beneath.

Landscaping also includes the selection and placement of non-natural elements such as storage, signs, billboards and guardrails. In order to create an attractive environment that preserves a consistent visual theme, it is important to limit the presence of these elements whenever possible. If they must be located within the Planning Area natural looking materials should be placed or they should be place in a location that is not seen from the main pedestrian and vehicular routes.

Paving: Paving materials and textures are an important and often overlooked aspect of urban design. In the Planning Area paving can be used for three purposes: to add visual interest, identify primary and secondary routes and identify safe pedestrian paths and crosswalks. Colored and textured pavement serves to break up the monotony of concrete sidewalks and asphalt roads. When choosing colors and textures it is important that the colors compliment those used in landscaping and building materials, and that the textures match the textures in the stone and/



Use of off-season color



Decorative sidewalk paving

or brick used in storefront façades. An added benefit of using colored and textured pavement is its ability to aid in way-finding and increase pedestrian safety.

When choosing pavement materials attention should be paid to primary and secondary routes for automobile and pedestrian traffic. The colors and textures along the primary routes should be consistent and more dramatic than those on secondary routes. This will help direct traffic and patrons to the location of primary retail and entertainment corridors. Using colored and textured paving can also help increase pedestrian safety by identifying safe pedestrian crosswalks and pedestrian only paths.

Lastly, given the special location of this Planning Area there is desire to incorporate permeable pavement types to improve groundwater recharge and enhance the areas natural features. This can be done cost effectively by targeting areas that collect stormwater (e.g. points near stormwater drains in parking lots) for installation of permeable pavement.

Signage: Building signage, way-finding signage, and traffic signage are all tools that can be used to define a district and add to the beauty and usability of the streetscape. Key issues when considering way-finding and traffic signage are size, orientation, materials and lighting. It is often beneficial for signage within a unique district, such as the Planning Area, to be distinct from typical city street signs. This can be achieved by using more attractive materials such as wrought iron and hanging the signage in a unique manner.

Building signage also must be consistent and attractive. It is suggested that buildings be required to provide on-façade signage with external lighting (not rear lit or neon) and/or protruding building signage which can be

oriented either vertically or horizontally and should be hung at or just above entrance level. These signage characteristics, especially protruding signs, add to the pedestrian friendly, main-street streetscape without preventing businesses from adequately displaying store names.



Paving used to identify pedestrian cross-walk



Creative street signage and horizontal protruding façade signs

Lighting: Lighting can effectively be broken into three categories; street lighting, pedestrian lighting and amenity or accent lighting. Within these categories it is important that all lighting fixtures come from the same “family” or style of fixtures to ensure compatible design. It is also important that lights be located in the areas that see use during daylight hours, because daytime use signals patrons’ desire to use certain routes and pathways. If lighting is not provided on pathways they will most likely be used anyway creating an unsafe environment.

Street lighting can be used to identify areas of primary and secondary vehicle circulation. Primary or main routes can use the most prominent lighting fixtures and secondary routes can use a complimentary fixture. With street lighting it is also important to place lights at all crosswalks to provide added pedestrian safety.

The most important consideration for pedestrian lighting is scale and proportion. Pedestrian lighting fixtures are generally smaller than those fixtures selected for street lighting in order to signal the pedestrian safety of sidewalks and paths. Often sidewalk fixtures are 12’-14’ in height with decorative poles and fixtures. Pedestrian connector paths may be lit by bollard style light fixtures in the range of 3’-4’. It is important to remember that pedestrian scale lighting should be used in conjunction with larger street lighting fixtures to provide adequate light levels to create a safe environment for all users of the area.

Amenity or accent lighting may consist of signage lighting, planter lighting, low-level lighting for public gathering spaces and special lighting effects for banners, way-finding signage or kiosks. Accent lighting also presents the opportunity to create architectural interest using strategically placed flood lights. This is a great way to add vibrancy to a nighttime entertainment area.

Amenities: Streetscape amenities can include banners, planters, street furniture, public art and informational signage. All of these pieces are important in creating an environment that satisfies the needs of all its users.



Bollard lighting for pedestrian paths and properly scaled street lighting



Lighting used to highlight architectural elements

All banners and informational signage should include unified colors and logos that reflect the general theme of the Planning Area. Informational signage should be strategically located at main entrances and gathering points and include detailed site maps. Public art should also be carefully located in public gathering spaces and should enhance the surrounding architecture.

Planters can include hanging baskets on light poles, concrete planters and store-front flower boxes. All of the plant life within the planters should be seasonal to accommodate differing blooming schedules and special events, and should also act to enhance and accent building architecture, store front design and permanent landscaping.

When selecting street furniture it is important that it is comfortable, inviting, and placed in areas that see the most pedestrian use. The majority of seating areas should be part of a larger cluster to allow groups of people the opportunity to sit and socialize. All benches, trash receptacles, newspaper boxes and bike racks should be selected from one “family” of street furniture to ensure continuity and consistency throughout the development.

Public Spaces: Public gathering spaces that will be a part of the redevelopment should be inviting, functional, and flexible in design. The spaces should be visible from primary pedestrian routes so that they are easily to access and can be easily found. Gathering areas should offer a range of activity levels, from secluded “pocket parks” to busy central plazas. All public gathering spaces should have adequate levels of light for nighttime use and should be located along heavily traveled pedestrian routes.

All of the gathering spaces will need places to sit and socialize. These socializing points can include manufactured bench seating, natural wall seating, and/or intermittently placed landscape features. Appropriate levels of sun and shade should also be considered so that no space is too hot, too cold or too windy. Circulation to and from connecting spaces and circulation around spaces must be easy and should not impede other functions.



Hanging baskets used to add seasonal color



Secluded area not geared towards public gathering

The flexibility of each space is also important. The design should allow areas to accommodate casual gathering and socializing while also having the ability to accommodate an organized public event, such as a weekend farmer's market.

Parking

Parking is important because the area will primarily cater to automobile traffic. However, parking can be designed so unattractive and unsafe expanses of asphalt are avoided. To achieve this, the Planning Area should focus on the following elements parking design.

Buildings should be placed near the road and parking moved to the rear. This will still allow adequate access to and from parking lots while separating the traffic from pedestrians. If the site is properly designed, shoppers will be inclined to park their cars and walk through the retail corridor, reducing overall traffic.

Parallel or angled street parking can be offered in front of the retail outlets in addition to rear parking lots. Not only does this add more parking, but it increases activity at street level which aids in creating a vibrant environment, and serves to create a barrier between moving traffic and pedestrians making sidewalks safer.

Increases in building density will require at least one parking structure be built. The parking structure should be located close to the primary pedestrian routes. It is also important to design the parking structure to create a structure that fits in with the surrounding architecture and is actually visually appealing.



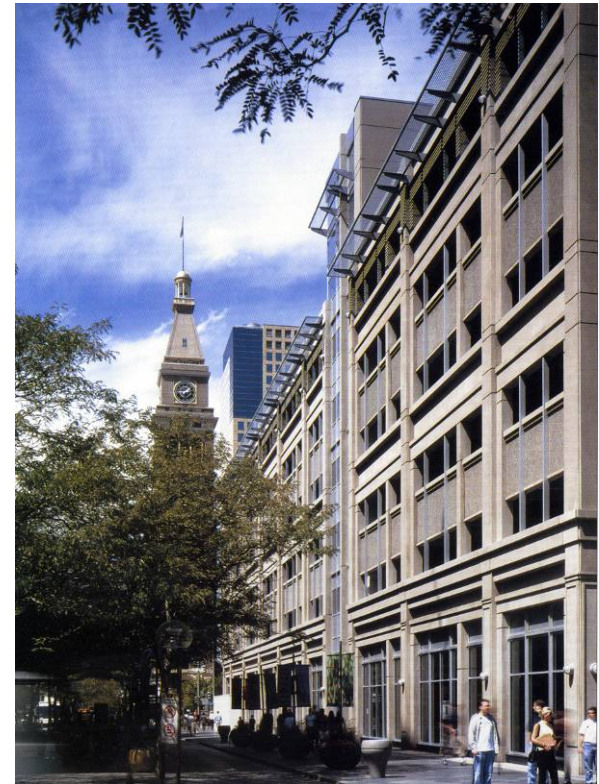
Flexible space that can be used for daily social interaction or planned events



Street parking can add more parking options as well as create a safety barrier between pedestrians and traffic

CONCEPTUAL LAYOUT MAP

The Conceptual Layout Map for the Redevelopment Area is shown on page 5-7 in the previous section. Some land use and circulation features on the map extend beyond the Planning Area boundary in order to better integrate the site with surrounding neighborhoods.



Parking structures can be attractive and functional

