

**Town of Brookfield
645 N. Janacek Road
Brookfield, WI 53045**

**Telephone: 262-796-3788
FAX: 262-796-0339**



January 20, 2023

MEETING NOTICE

Meeting will be held at the TOWN HALL, 645 N. Janacek Road, Brookfield, WI:

TUESDAY, JANUARY 24, 2023

7:00PM

PUBLIC HEARING

1. Confirmation of meeting notice.
2. Public Hearing to receive comment on a request for a Conditional Use Permit request to allow a commercial day care center in the B-3 Office and Professional Business District, located 20711 Watertown Road.
3. Adjourn.

TUESDAY, JANUARY 24, 2023

**IMMEDIATELY
FOLLOWING**

PLANNING COMMISSION

AGENDA:

1. Confirmation of meeting notice.
2. Approval of December 27, 2022 Minutes.
3. CU-0123-01 Tremaine Brown on request to schedule a public hearing for a Conditional Use Permit request to allow an adult day care center in the B-3 Office and Professional Business District, located at 20711 Watertown Road Suite D.
4. CU-0123-02 Cynthia Harms is requesting approval of a Conditional Use Permit request to allow a commercial day care center in the B-3 Office and Professional Business District, located at 20711 Watertown Road.
5. Correspondence.
6. Adjourn.

CU	Conditional Use
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Bryce Hembrook, AICP
Town Planner

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meetings to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services contact the clerk's office at the above.

**TOWN OF BROOKFIELD
PLAN COMMISSION MINUTES
December 27, 2022**

Town Chairman Keith Henderson called the meeting to order at 7:03pm on Tuesday, December 27, 2022, at the Town of Brookfield Town Hall, 645 North Janacek Road, Brookfield, Wisconsin. Also, present at the meeting was Supervisor Mike Schmitt, Commissioners Gordon Gaeth, Len Smeltzer, Jeremy Watson, and Town Planner Bryce Hembrook. Commissioners William Neville and Kevin Riordan were absent and excused.

CONFIRMATION OF MEETING NOTICE

Town Planner Bryce Hembrook reported that the agenda was noticed and posted as required.

MINUTES – REGULAR MEETING

Commissioner Watson moved to approve the minutes of the regular meeting at the November 22, 2022 Plan Commission meeting as presented. The motion was seconded by Commissioner Gaeth, voted on, and the motion carried unanimously.

MINUTES – SPECIAL MEETING

Commissioner Watson moved to approve the minutes of the special meeting at the November 29, 2022 Plan Commission meeting as presented. The motion was seconded by Commissioner Smeltzer, voted on, and the motion carried unanimously.

MINUTES – PUBLIC HEARING

Commissioner Watson moved to approve the minutes of the Public Hearing held on November 29, 2022. The motion was seconded by Supervisor Schmitt, voted on, and the motion carried unanimously.

DISCUSSION AND RESOLUTION 2022-07 TO APPROVE THE TOWN OF BROOKFIELD 2022-2042 COMPREHENSIVE PLAN AND FORWARD A RECOMMENDATION OF APPROVAL TO THE TOWN BOARD.

Town Planner Hembrook reported that recommendations for updates previously requested by Chairman Henderson for inclusion of the appendices, which included survey results, and adoption documents have been incorporated into the Comprehensive Plan. Planner Hembrook stated that the ordinance has not been updated as of yet, due to finalization with the Town Attorney prior to presenting it to the Town Board. A cover page is also included in the Comprehensive Plan, as well as a Resolution certifying that the Plan Commission recommends the Comprehensive Plan to the Town Board. Planner Hembrook clarified that Lisbon will not become a village until May of 2023. Chairman Henderson referred to the land use between 2022 and 2042, and noted that some neighborhoods went from low density to medium density, and questioned what the reasoning was for that. Planner Hembrook responded that Waukesha County plan has shown it as medium density, so the land use in question is correct. Chairman Henderson referred to Appendix C, and noted on the second page, second paragraph, it mentions only “Brookfield”, and made the recommendation that it should be “Town of Brookfield”. It was further noted that it should be corrected in three different areas on that page. In addition, the phrase “parks within the city” should be changed to “parks within the Town of Brookfield”. In Appendix D, the first three questions should be “Town of Brookfield” as opposed to “Town Brookfield”. Commissioner Watson pointed out the error at the bottom of pages 2 – 115. Planner Hembrook stated that it would be removed. Any other recommendations from Town Administrator Tom Hagie will be included in the presentation to the Town Board. A clean copy with the described recommendations and changes will be provided to the Town Board. Commissioner Watson moved to approve Resolution 2022-007 Town of Brookfield 2022-2042 Comprehensive Plan, with the adjustments that were recommended, and forward a recommendation of approval to the Town Board. The motion was seconded by Commissioner Gaeth, voted on, and the motion carried unanimously.

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PLAN COMMISSION MINUTES
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LOU PETROS FOR A RECOMMENDATION FOR PRELIMINARY APPROVAL OF A BUILDING ADDITION TO THE PRINCIPAL STRUCTURE LOCATED AT 1480 NORTH SPRINGDALE ROAD.

Town Planner Hembrook provided a background of the project, which included a review of the site plan. Landscaping was clarified on the property. Storm water management concerning the parking area, and asphalt versus gravel, was discussed with the Town Engineer, and the engineer did not have a preference regarding the parking surface. Planner Hembrook reported that if gravel were approved by the Plan Commission, a tracking pad would be put in place to prevent gravel being displaced onto town roads. It was also reported that there are no requirements for exits on the north and east sides of the building, therefore no lighting is required in those areas. Turning radius for trucks was illustrated on the updated plan, as well as the addition of bollards for protection along the gates. Certified Survey Maps are in progress to remove a temporary easement. John Riley of Sullivan Design/Build (1314 Emil St., Madison, WI) indicated that regarding landscaping, a row of arborvitae would be placed to block the visibility of the loading docks to the road. They will be low growth so security would not be hampered. Commissioner Watson inquired about the tracking pad, and Chairman Henderson responded that the Town Engineer would give his recommendation on length and location, and reminded the Plan Commission that Springdale Road is a county road. Mr. Riley reported that the existing fence on the south side of the property remain in that location but would be repaired. Additionally, there is no plan for landscaping along the south and east perimeter of the property. Commissioner Schmitt would like asphalt as opposed to gravel. Mr. Petros reported that there is a strong potential tenant, in which the space would be used for a warehouse. Commissioner Smeltzer asked how gravel is maintained. Mr. Petros responded that the gravel that is currently there is compacted and very solid, and occasionally it is graded. Some trucks would remain parked. Turning radius's and traffic flow was clarified. Planner Hembrook asked how many employees are expected for the tenant. Mr. Petros responded that currently they have one part-time employee. The traffic in and out of the site would probably be about six trucks a day. Commissioner Smeltzer asked about gate management. Mr. Petros responded that each truck driver has a code for the gate for after hours, and the gate is open during normal business hours. Chairman Henderson asked for clarification of the distance from the road to the gate, to ensure that a truck entering is not in the right-of-way on Springdale Road. Commissioner Smeltzer moved to recommend preliminary approval of a building addition to the principal structure located at 1480 North Springdale Road, with the provision to check that the entrance to the right-of-way is more than seventy (70) feet. The motion was seconded by Commissioner Watson. In further discussion, Supervisor Schmitt recommended the additional following provisions:

- The parking lot is an asphalt surface;
- Replace the fence on the south side of the property;
- Require use to be confirmed prior to approval

Commissioner Smeltzer agreed to modify his motion regarding the fence, and use, but was opposed to the asphalt requirement as recommended by Commissioner Schmitt. Commissioner Watson seconded the modified motion. The motion was voted on, and carried with a vote of 3-1, with Supervisor Schmitt dissenting.

TOWN PLANNER HEMBROOK FOR CORROBORATION OF AN INTERPRETATION REGARDING THE PERMISSIBILITY OF A COMMERCIAL CHILD DAY CARE CENTER IN THE B-3 ZONING DISTRICT.

Town Planner Hembrook reviewed the zoning code for the B-3 District as it relates to child day care centers in the Town of Brookfield, and that it does not mention a commercial day care in the permitted uses. It also does not mention it in the conditional use section. In the conditional use section, it does state that adult day care facilities are permitted in the B-3 zoning district.

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PLAN COMMISSION MINUTES
December 27, 2022**

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The code does mention that similar uses may be approved in a district if it is not mentioned elsewhere in the code. Providing that the Plan Commission determines that a child day care is a similar use as an adult day care facility, the tenant would have to go through the conditional use process. Planner Hembrook further clarified that childcare as part of a church is allowed in the B-3 zoning district, but does not specify it as commercial. Commissioner Watson made a motion to recommend the Town Board to set a conditional use hearing to allow commercial day care facilities as a similar use in the B-3 zoning district. In further discussion, Chairman Henderson noted that the town attorney should be consulted before the Town Board meeting. The motion was seconded by Commissioner Gaeth, voted on, and the motion carried unanimously.

CORRESPONDENCE AND ANNOUNCEMENTS

None.

ADJOURN

There being no further business, Commissioner Watson made a motion to adjourn the meeting. The motion was seconded by Commissioner Smeltzer, voted on, and carried unanimously. Chairman Henderson closed the meeting at 7:55pm.

Respectfully submitted,
Bryce Hembrook



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TOWN OF BROOKFIELD PLAN COMMISSION ZONING REPORT

TO: Plan Commission

FROM: Bryce Hembrook, AICP
Town Planner

REPORT DATE: January 19, 2023
PC MEETING DATE: January 24, 2023

RE: **Cynthia Harms – Conditional Use Permit
20711 Watertown Road BKFT1128957005**

SEH No. 166220

Applicant: Cynthia Harms, Cyndie's Learning Thru Play, LLC

Application Type: Conditional Use Permit

Request

Approval of a Conditional Use Permit request to allow a commercial day care center in the B-3 Office and Professional Business District, located at 20711 Watertown Road.

Summary of Request

The applicant is interested in adding their second location for their childcare center to the Town of Brookfield. The lease space will be approximately 6,900 square feet and will include five classrooms, a teachers lounge, kitchen and laundry, parent-teacher private meeting room, and outdoor space for children to play. According to the applicant's narrative, this location "will allow us to expand our service to employ 16 people and offer, high quality childcare to 65-85 children, along with offering parent coaching, and a positive early child development experience for working families in Brookfield, Waukesha, West Allis, Wauwatosa, and Oconomowoc." Cyndie's Learning Thru Play will be state licensed to care for children ages 8 weeks - 6 years. Hours of operation are proposed to be Monday-Friday from 6:00am-6:30pm. The full narrative can be accessed in the packet.

The property is located in the B-3 Office and Professional Business District, which is generally intended for individual or small groups of buildings limited to office, professional and special service uses where the office use would be compatible with other neighborhood uses and not exhibit the intense activity of other business districts. The Plan Commission determined that a commercial child day care center was similar to an adult day care center land use and should be considered as a conditional use for this specific request.

Recommendation

Per the discretion of the Plan Commission.

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 501 Maple Avenue, Delafield, WI 53018-9351

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Legend

- Municipal Boundary_2K
- Parcel_Dimension_2K
- Note_Text_2K
- Lots_2K
 - Lot
 - Unit
 - General Common Element
 - Outlot
- SimultaneousConveyance
 - Assessor Plat
 - CSM
 - Condominium
 - Subdivision
- Cartoline_2K
 - EA-Easement_Line
 - PL-DA
 - PL-Extended_Tie_line
 - PL-Meander_Line
 - PL-Note
 - PL-Tie
 - PL-Tie_Line
 - <all other values>
- Railroad_2K

0 119.83 Feet

The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

Notes:

Printed: 1/3/2023



Cyndie's learning thru play childcare center

Business Plan

Prepared by Cynthia Harms



I. EXECUTIVE SUMMARY

Cyndie's Learning Thru Play childcare center was established as an in home daycare October 2005 in Madison, WI and is in the process of opening Cyndie's Learning Thru Play group childcare center as a Limited Liability Company. Expanding to 20711 Watertown rd. Waukesha, WI 53186. The space of 6,893 square feet and includes five classrooms, a teachers lounge, kitchen and laundry, parent-teacher private meeting room, outdoor space for children to explore nature, and play. After my five year commitment to current families in Madison.

Business Description

The Company was formed on 05/24/2006 as a licensed in home daycare, and is now a Limited Liability Company under Wisconsin state laws, as of July 2022 owned by Cynthia Harms. Cynthia has operated Cyndie's Learning Thru Play for seventeen years, providing high quality childcare for working families, and building long lasting relationships. Cynthia has thirty one years' experience in the early child development profession and has utilized many different curriculums, and state and national accreditation tools, while working with diverse groups of families (both cultural and economic status). She also enjoys mentoring new recruits to the profession and offering expertise with parent coaching. In addition, she is a State of Wisconsin licensed childcare provider, (State of Wisconsin professional registry level seven), and has a (CDA) Child Development Associates degree in early child development with additional college credits, in human resources, and secondary education instruction. 20711 Watertown rd. Waukesha, WI. Our location will allow us to expand our service to employ 16 people and offer, high quality childcare to 65 to 85 children, along with offering parent coaching, and a positive early child development experience for working families in Brookfield, Waukesha, West Allis, Wautotsa, and Oconomowoc. We will offer flat rate for full

time children, and part time rate. The center will consist of a learning environment of five classrooms, resource library for both staff and parents, and offering mentoring to surrounding communities, and other childcare centers. Our slogan is we can do better for our working families, and early child development teachers. We can offer an affordable rate for high quality childcare, and give teachers an appreciate wage, and benefits, still making a handsome profit.

II. Business Mission

Our mission is to provide high quality childcare in a safe, nurturing environment at an affordable cost. We plan to meet children's social/emotional, cognitive, and physical needs, while helping children explore and understand their learning world, to become the best version of themselves. We provide necessary resources to help working families relieve the everyday pressures of costly childcare, while building strong relationships, with working families, and communities we serve. We also mentor Early Child development educators with less experience, and those that are new to the profession.

III. New Service

The Company is prepared to introduce the following service to the market:

Cyndie's Learning Thru Play will be state licensed to care for children ages 8 week through six years of age. We will be open Monday-Friday 6:00 a.m. to 6:30 p.m. The space will house five classrooms and 16 full time professional early child development educators providing high quality childcare, to children ages eight weeks through twelve years of age.

Our child/staff ratio will be lower compared to state regulations, in which our infant room of eight babies will have three staff. The goal is to build strong relationships with families, offering resources, and support in the growing community while offering a flat fulltime rate \$300 per week of 30 hours or 48 hours, and one flat part time rate of \$195 per week for 29 hours or

less. By charging flat rates regardless of child/children age, and offering earlier drop off hours and later pick up hours compared to surround centers, we can assist parents who do not work the conventional hours.

16 babies under the age of two at 300 a week	250,272 yearly
12 two year olds at 300 a week	178,704 yearly
16 three year olds at 300 a week	250,272 yearly
20 four year olds at 300 a week	312,840 yearly
20 four and five year olds at 300 a week	312,840 yearly
3 part time spots at 195 a week	30,501 yearly

We plan to offer living wages and health benefits to early child development educators. Starting wages for full time assistant teachers will be \$16 to 17 hourly, and full time teachers \$19 to 20 dollars hourly, based on experience.

Children will receive high quality early care in educational services, by professionals in the field in a safe, nurturing environment. A structured learning environment is featured, where children are encouraged to learn and explore their world using a mixture of curriculums to meet their cognitive, social/ emotional, and physical needs, all while based on their interest. We are preparing them for tomorrow's global economy. Families will receive opportunities from caring, and supportive services such parent coaching and community resources, and high quality care at an affordable price.

IV. Business Summary

Industry Overview

Grandview research data shows, in the United States, according to the childcare industry net

profit range from 9 to 14% of gross revenue, and the U.S. child care market size was valued at USD \$54.3 billion in 2019 and is expected to expand at a compound annual growth rate (CAGR) of 3.9% from 2020 to 2027.

The average cost of childcare is \$ 12,500 yearly for working families per child

4C's Community Coordination data show quality staff are leaving the profession due to lack of pay and benefits. Average hourly pay for early child development educators is \$ 13.86.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

National Center for education statistics [National Household Education Surveys Program of 2019](#). Shows these four factors as the decision makers of families seeking childcare.

- Location
- Cost
- Time spent with children
- Learning activities

V. Business Goals and Objectives

Short Term:

- Reach out, and build community partnerships, with nearby business, and community leaders, to help provide working families resources and discounts.
- To obtain a loan for \$10,000 in order to purchase equipment, and sustain professional staff, and marketing.
- Obtain \$10,000 Main street bounce back Grant
- Open new center February 2023

Long Term:

- To ready children to be lifelong learners and good citizens of a global community.

- Contribute to strengthen family wellness, with resources and peace of mind.
- Provide scholarships to families in need.
- To become the poster child to the childcare industry, by demonstrating high quality childcare does not have to be costly to a working parent's budget.
- Purchase the building we are leasing
- To own another center in another location

I. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

- Working families with children ages two months through twelve years of age, in need of childcare on the East side of Madison, and neighboring towns, in which working families traveling to work on west side of Madison.
- Working families
- Low income families receiving State assistant
- Early Child development educators.

Promotional Strategy

The Company will promote sales using the following methods:

- Flyers
- Host Open House Events
- Referral Agencies
- Partnering up with surrounding businesses with working families.
- Social Media. Facebook, Instagram
- Word of mouth
- Marketing/ Advertisements

Services

High quality childcare at an affordable cost, in a safe nurturing environment. Where children learn through play with qualified early child development teachers, using observational tools, celebrating children's accomplishments.



Building a Better World
for All of Us®

TOWN OF BROOKFIELD PLAN COMMISSION ZONING REPORT

TO: Plan Commission

FROM: Bryce Hembrook, AICP
Town Planner

REPORT DATE: January 19, 2023
PC MEETING DATE: January 24, 2023

RE: **Tremaine Brown – Conditional Use Permit**
20711 Watertown Road Suite D, BKFT1128957005

SEH No. 166220

Applicant: Tremaine Brown, Brown House, LLC

Application Type: Conditional Use Permit

Request

Request to schedule a public hearing for a Conditional Use Permit request to allow an adult day care center in the B-3 Office and Professional Business District, located at 20711 Watertown Road.

Summary of Request

The applicant is interested in leasing a portion of the building to be used as an adult day program. Brown's Brighter Day Program is an organization that provides life skill education to 4 client groups: advanced age, developmentally disabled, physically disabled, emotionally disturbed/mental illness. The proposed hours of operation are Monday-Friday from 8:30am-2:30pm. The Brown's Brighter Day Program has a capacity of 26 clients and have a staff with over 20 years of experience. The full narrative can be accessed in the packet.

The property is located in the B-3 Office and Professional Business District, which is generally intended for individual or small groups of buildings limited to office, professional and special service uses where the office use would be compatible with other neighborhood uses and not exhibit the intense activity of other business districts. Adult day care facilities are permitted as a conditional use.

Recommendation

Recommend setting a public hearing date to the Town Board.

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 501 Maple Avenue, Delafield, WI 53018-9351

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Brown's Brighter Day Program Description

At Brown's Brighter Day Program, we love building independence, cultivating creativity and providing an active, fun and safe space for your family member or loved one during the day.

Our mission is to support the people we serve and fulfill all their specific needs. At Brown's Brighter Day Program, we've created a stimulating environment for your loved one. We offer every individual the opportunity to learn independent living skills including self-care and hygiene as well as discuss current events happening in the world and more locally in our own communities.

We strive to promote growth and self-esteem in each member in our day program. Our staff is dedicated to ensuring that every participant can thrive in our environment through an array of guided activities such as:

- Physical activities (Indoor and Outdoor)
- Social games and activities (Large or Small groups)
- Cognitive work
- Sensory and music activities
- Crafts and art through a variety of different mediums

Brown's Brighter Day Program is an organization that provides life skill education to 4 client groups Advanced Age, Developmentally Disabled, Physically Disabled and Emotionally Disturbed/Mental Illness. Our program offers activities that are catered to these specific groups in order for them to all be able to learn skills together with alternate options if it does not fit the client's specific needs. Our hours of operation are 8:30 am to 2:30 pm Monday through Friday. Brown's Brighter Day Program has a capacity of 26 clients. Our staff has over 20 years of experience in the field starting with our Operator Tremaine Brown, also Program Director LaTasha Brown and our Lead Caregiver Grace McDuffie. Prior to starting at Brown's Brighter Day Program we will do a pre-assessment to determine if there are any limits to the service we can provide, the assessment will also allow us to get to know you better and craft ideas and plans activities around specific goals.